



BUILDING ON 40 YEARS OF PROGRESS

**YOUR RETURN ON IMPACT STORY
FROM AIDS WALK LOS ANGELES 2024**



powered by **APLA**Health

YOUR SUPPORT LED THE WAY





AIDS Walk Los Angeles was the first AIDS-related fundraising march anywhere in the world. We've been taking to the streets since 1985! This year, we once again came together in West Hollywood Park with a powerful message: **WE'RE NOT WALKING BACK.**

Forty years of progress in the fight against HIV/AIDS is something we should all be proud of, and we remain steadfast in our commitment to the future. We encouraged Angelenos to show up and stand strong for their community—no backing down, no turning away. This call to action was about resilience, commitment, and staying the course—values that resonate deeply with our community. Thousands of walkers and teams answered that call, **raising an incredible \$1,200,000** to support APLA Health's programs and services for people affected by HIV/AIDS in L.A. County.

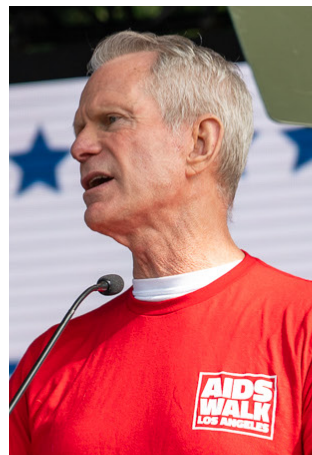
Your unwavering support was the driving force behind this year's Walk. By joining us, sponsoring the event, and showing the world that you stand firm for HIV care and LGBTQ+ healthcare, you demonstrated what it means to be part of a community that will not turn back, especially when **over 19,000 people rely on APLA Health's care.**

In this Return on Impact story, you'll see how your participation this year generated positive associations with your brand over the course of a months-long campaign. When it comes to supporting your community and driving real, lasting change, you showed up and delivered.

When thinking of the theme for the 40th anniversary of AIDS Walk LA, naturally we reflected on the past 40 years of the Walk. Remembering the early days of the AIDS epidemic, its status today, and the work we must still accomplish, the theme became obvious: **WE'RE NOT WALKING BACK.**

Thank you again for your passion and participation as we brought AIDS Walk Los Angeles back to West Hollywood in 2024. We felt an immense sense of pride and excitement to see you, along with the thousands of participants at the park. It's no coincidence that the sun came out once we all gathered! Those who participated in the walk down Santa Monica Blvd., and even those in the community who simply saw this year's messaging, will never forget what you helped us accomplish.

We are simply blown away by the success of this year's walk, and hope this ROI serves as a reminder of what's possible when you take the chance to do what's right. I look forward to continuing our relationship with you in the years to come and building off our incredible success.



Sincerely,

Craig E. Thompson
CEO of APLA Health

APLAHealth

THE DIVERSE CROWD TAKING IN YOUR MESSAGE AT AIDS WALK

GENDER IDENTITY

Female



Male



Nonbinary



Transgender, Two Spirit, Other, Questioning



GENERATION

Silent Generation



Baby Boomers



Generation X



Millennials



Generation Z



Generation Alpha



CULTURAL IDENTITY**Asian****Black/African American****Latinx****White****Not listed****Multicultural****Native American, Native Hawaiian****SEXUAL ORIENTATION****Straight/Heterosexual****Gay****Lesbian****Bisexual or Pansexual****Queer****Questioning/Two Spirit****Chose not to say or not listed**

MAKING YOUR NAME ON WALK DAY

With a striking red, white, and blue look and powerful, pointed messaging, there was no mistaking AIDS Walk LA in WeHo this year. That meant there was also no doubt about your participation and alignment with an amazing cause. Our starting line was in West Hollywood Park, which played host to festivities and entertainment while teams gathered in the morning.

Your brand was featured in on-site materials including the kickoff keynote as well as signage throughout the park. This was a gathering place for Walk teams as they showed off their signs, posed for photos, and got hyped up to walk the course. **Your brand was right alongside every step of the way.**



SOCIAL MEDIA

Our AIDS Walk LA social channels featured campaign messaging alongside sponsor-specific content and shoutouts. Social posts also drove AIDS Walk LA website traffic, where your name and logo featured prominently on the homepage.

EMAILS

We sent out at least two emails per week during the four months of the campaign, each featuring your name and logo. A total of 2.1 million emails were sent with fundraising information, key dates, and We're Not Walking Back content, giving your brand consistent exposure.

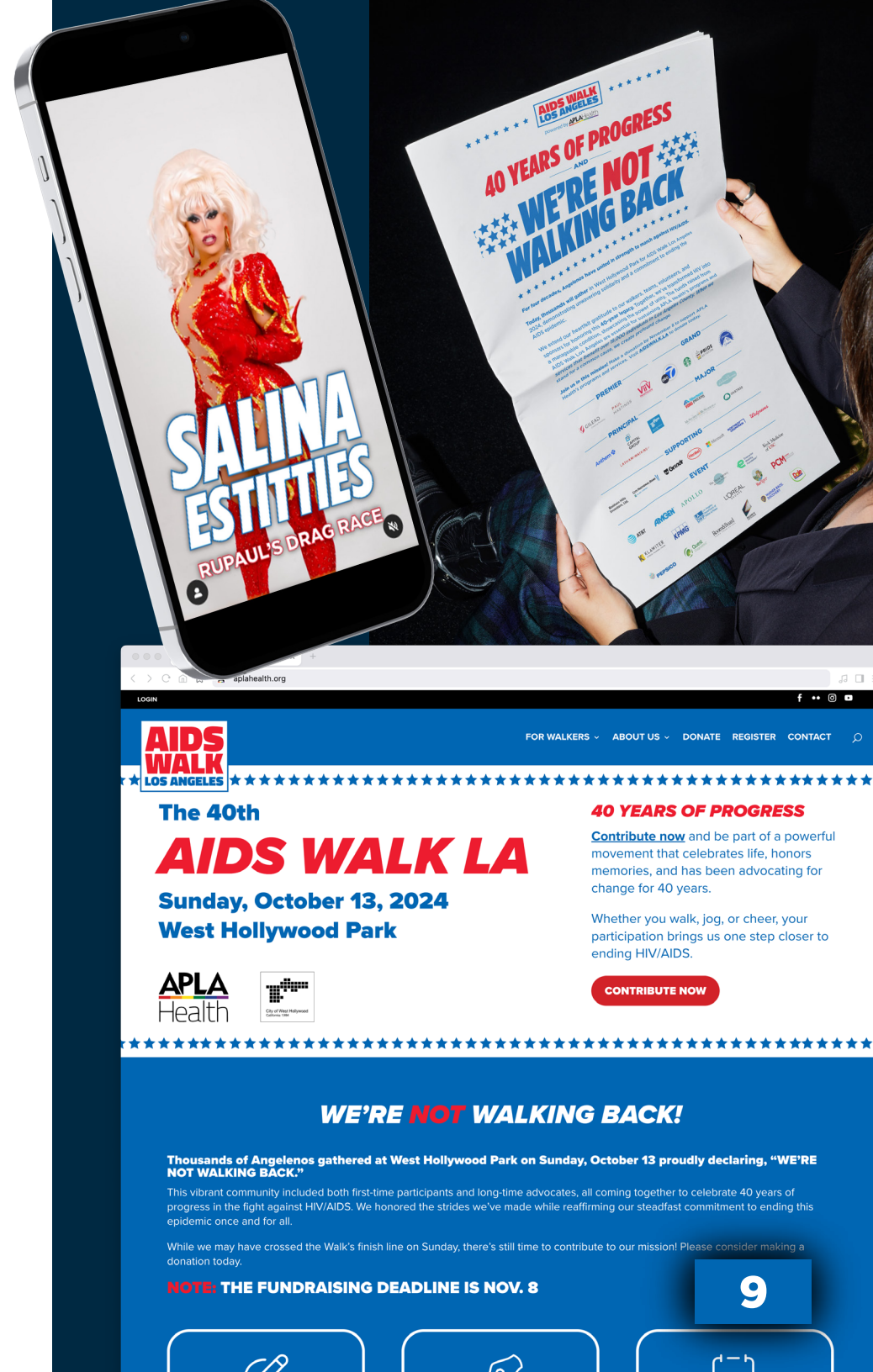


PAID MEDIA

Paid media efforts across digital channels and in print allowed for even more storytelling opportunities featuring your brand. You were also featured in a full-page ad thanking our sponsors in the Sunday LA Times on Walk day.

WEBSITE

Paid media efforts across digital channels and in print allowed for even more storytelling opportunities featuring your brand. You were also featured in a full-page ad thanking our sponsors in the Sunday LA Times on Walk day.





AIDS Walk Los Angeles 2024 had a new look, a new theme, and a new celebratory energy. What didn't change is the resolve to fight a disease that's over 40 years old and still affecting thousands of lives throughout L.A. County.

We showed that our mission at AIDS Walk LA is important and relevant enough to follow through on. We smashed our fundraising goal, inspired first-time and long-time walkers alike to march together, and showed the world that amazing things can happen when you unite to support the community. And everywhere we went, you were right there with us, forever linking your name to a cause that's so meaningful to so many.

Thank you for showing up and showing out with us this year. We can't wait to grow our impact together in the future.



AIDSWalk.LA

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