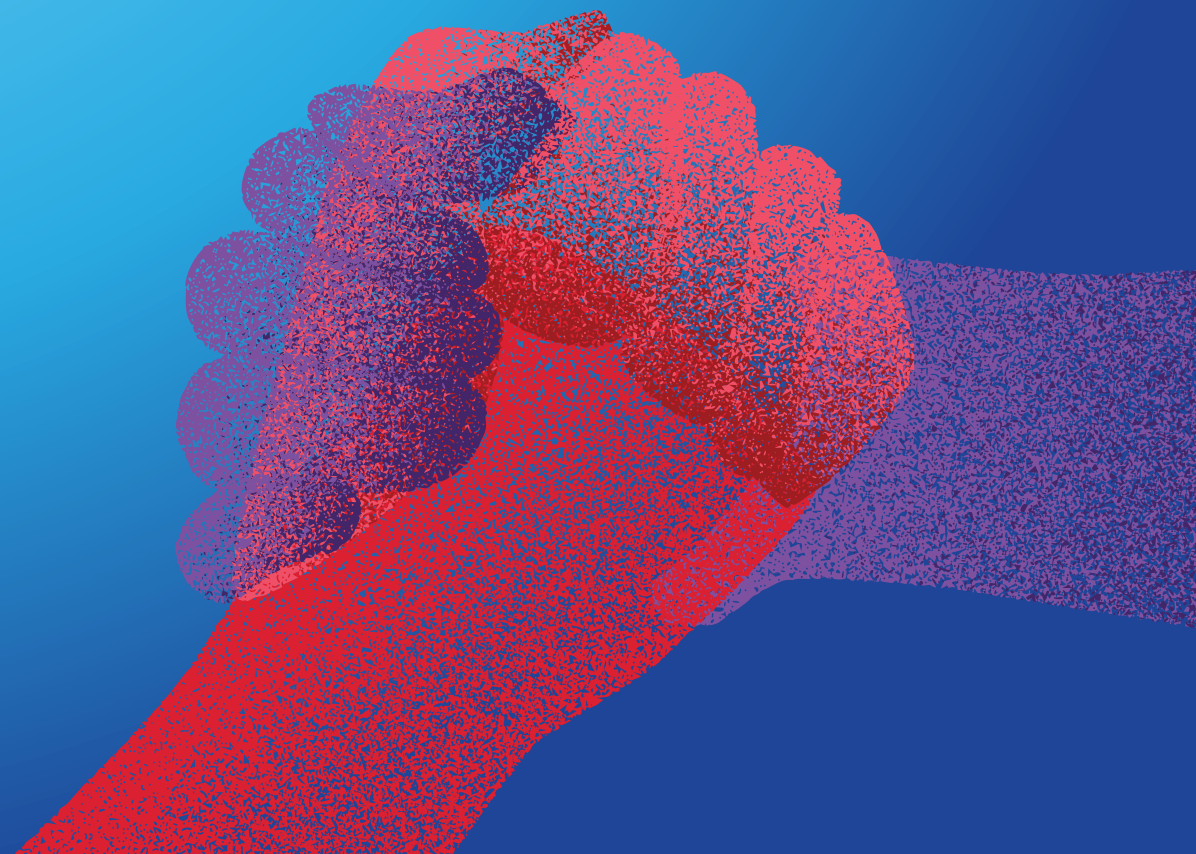
COMMUNITY IS THE CURE

How Your Support Moved Our Community Forward
AIDS Walk Los Angeles 2025

AIDS WALK LOS ANGELES
powered by APLAHealth



YOUR SUPPORT LED THE WAY

AIDS Walk Los Angeles 2025 came at a moment when the need for strong partnership was clearer than ever. Significant shifts in funding and public policy created new pressures on health and prevention services, and this year's Walk became an important opportunity to reinforce the systems so many Angelenos rely on.

Your support helped turn that opportunity into real impact. By choosing to engage with the Walk—whether through sponsorship, team leadership, internal promotion, or direct participation—you helped shape a campaign that reached deep into the community and sustained momentum throughout the season. The visibility, enthusiasm, and trust you helped generate made a measurable difference at a time when stability was urgently needed.

This section provides an overview of the influence you had across the full campaign period. It reflects a shared effort to strengthen essential services and demonstrates the value of partnership during a year defined by rapid change and heightened need.

As we prepared for the 41st AIDS Walk Los Angeles, we found ourselves in a moment unlike any other. Historic threats to HIV prevention, healthcare access, and essential safety-net programs were emerging all at once—putting millions of dollars in community support at risk. In response, this year's theme came into focus quickly and clearly: **Community is the Cure.**

Throughout the season, that idea guided everything—from our outreach and storytelling to the energy in West Hollywood Park on event day. The Walk brought together corporate partners, teams, and community members who share a belief in the importance of accessible care and the responsibility we all have to protect it. Your participation underscored something vital: when resources are uncertain, collective action becomes even more powerful.

Your support helped ensure that APLA Health could continue delivering critical services to more than 22,000 people across Los Angeles County. The visibility you brought to the Walk strengthened public awareness, inspired participation, and provided real momentum during a year of unprecedented need.

As you review this Return on Impact report, I hope you feel proud of the role you played during a year when support and solidarity mattered more than ever. Thank you for helping demonstrate that when we stand together, **Community is the Cure.**

Sincerely,

Craig E. Thompson
CEO of APLA Health

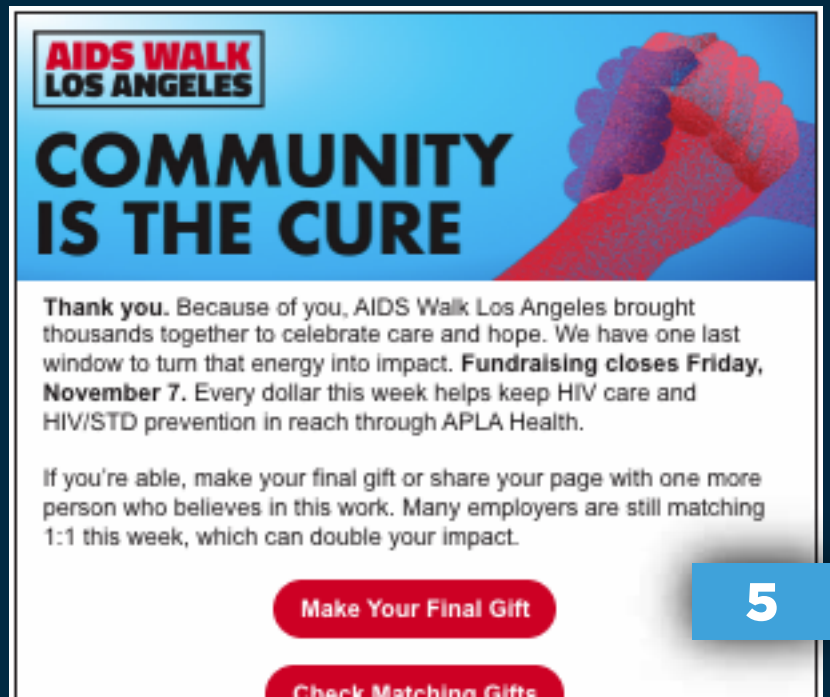
APLAHealth

SOCIAL MEDIA

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

EMAILS

Throughout the four-month campaign, we maintained a steady email presence that consistently highlighted your partnership. These messages reached a wide audience—well over a million total sends—sharing fundraising updates, key dates, and campaign storytelling. Your name and logo were featured throughout, ensuring ongoing visibility and reinforcement of your support.

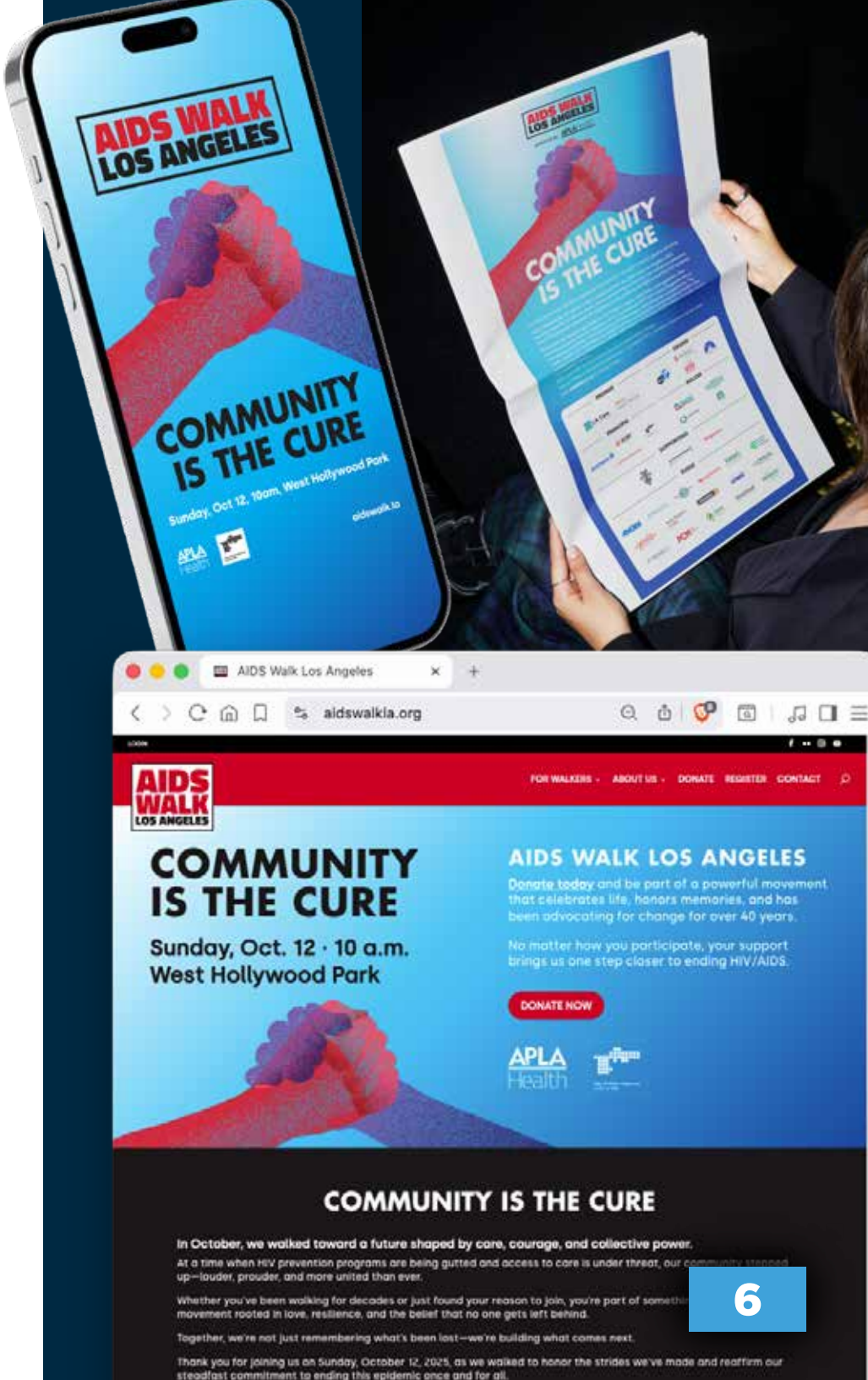


PAID MEDIA

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

From the moment you signed on, your support was recognized prominently on the front page of our website. This placement offered consistent visibility throughout the campaign, introducing your partnership to every visitor engaging with Walk information, resources, and updates. It served as an ongoing reminder of the community of supporters who make this work possible.



AIDS Walk Los Angeles 2025 brought a renewed sense of purpose, a unifying theme, and a powerful reminder of what this community can accomplish together. Even as longstanding support systems face unprecedented challenges, the commitment to caring for those affected by HIV remains as vital as ever.

This year, we demonstrated that the Walk continues to matter—and that its impact reaches far beyond event day. We energized both new and returning participants, strengthened awareness across the county, and affirmed that progress is possible when people gather with intention. And at every step, you were part of the momentum, aligning your name with a cause that continues to shape lives throughout Los Angeles.

Thank you for standing with us this year. **With your support, we're building a stronger, more connected path forward for our community.**

AIDS WALK LOS ANGELES

AIDSWALK.LA

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