

RED RIBBON WALK & RUN SUMMARY



EVENT RECAP

Due to COVID-19, Nine Circles' annual fundraiser, the **Red Ribbon Walk & Run**, was re-imagined as a virtual event to ensure our clients and community members' safety. The event focused on two elements:

1. **7 Days of Awareness Activities** that challenged participants to raise awareness about HIV.

2. **A 50/50 raffle and a call to action to donate.** Donations go directly to programs and services that help people living with HIV thrive.

We are excited to report that **the first virtual Red Ribbon Walk & Run was a big success, with thousands of dollars raised.** We want to thank you for donating your time, money, and energy.

ENGAGEMENT

To measure the success of the virtual Red Ribbon Walk & Run, we kept track of all the likes, comments, entries that we received during the event. Here's a summary:

86 new social media followers

88 Awareness Activity entries

506 unique website visitors

1,497 engagements on social media accounts, including likes, comments and shares

2325 raffle tickets sold

As this was our first virtual Red Ribbon Walk & Run, we are delighted with the results. While COVID-19 may have limited our in-person activities to raise awareness, it didn't stop our participants' passion for raising awareness about HIV.

DONATIONS

Nine Circles is thrilled to announce that **we met and exceeded** our fundraising goal. With a target of **\$10,000**, we were able to raise **\$12,203**.

Thank you to everyone who donated and ensured we can continue to help people living with HIV THRIVE!

ninecircles
COMMUNITY HEALTH CENTRE

A THANK YOU TO OUR SPONSORS



Without the help and donations from our sponsors, the Red Ribbon Walk & Run would not have been as successful. Thank you for being leaders in our community and committing to a future where people living with HIV are not only surviving but THRIVING!