

National EOSinophilic Week

4-10 August 2024



ausEE Inc.
a charity dedicated to improving lives
affected by an eosinophilic disease

Achievements and Highlights

Social Media

29,276

Facebook reach

12,588

Instagram views

1,429

Twitter/X impressions

2,142

LinkedIn impressions

Promotions

2,706

eNewsletters sent with
43% open rate, 22% click through

9,779

eosaware.com engagement

3,493

ausee.org engagement



#NEOSW2024

#EOSLightUp

#MyEADStory

#EOSaware

#Top8Challenge



Awareness

120

Landmarks, buildings and bridges
illuminated pink and purple

8

My EAD Stories and
Supporter Spotlights shared

201

ausee social media posts

Resources

75

Hospitals/clinics
received resources

Fundraising

\$12,411

Funds raised for research

17

Top 8 Challenge fundraising pages



Platinum Supporter



Top 8 Challenge Prize Sponsor