

National EOSinophilic Week

3-9 August 2025



ausEE Inc.

a charity dedicated to improving lives affected by an eosinophilic disease

Achievements and Highlights

Social Media

93,435

Facebook views

25,354

Instagram views

2,315

X impressions

3,750

LinkedIn impressions

Promotions

5,574

Newsletters sent with 40% open rate

17,089

eosaware.com engagement

10,007

ausee.org engagement



#NEOSW2025

#EOSLightUp

#MyEADStory

#SpecialistSpotlight

#EOSaware

#Top8Challenge



Awareness

142

Landmarks, buildings and bridges illuminated pink and purple

9

My EAD stories shared

16

Specialist Spotlight profiles shared

317

ausee social media posts

Resources

89

Hospitals and clinics received resources

Fundraising

\$12,466

Funds raised for research

6

Top 8 Challenge Supporter Spotlights shared



Platinum
Supporter



Gold
Supporter



Top 8 Challenge
Prize Sponsor