

ETS SIXTH ANNUAL EVENT

# Roots

OF RECOVERY

EVENT IMPACT REPORT



Evergreen  
Treatment  
Services

CLINIC SERVICES

REACH



**SEPTEMBER 28, 2023**

**SEATTLE, WA**

**BELL HARBOR | PIER 66**

**BROUGHT TO YOU BY**



**Evergreen  
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## **EVENT PROGRAM**

<b>EMCEE</b>	Mark Wright, Community Partner
<b>ACKNOWLEDGEMENTS</b>	Felicia Salcedo, Board Member Paul Ishii, Board Member Vincent Briere, Board Chair
<b>HONOREE</b>	Betsy Wells, Former Board Member
<b>WELCOME</b>	Steve Woolworth, Chief Executive Officer
<b>KEYNOTE</b>	Desmond Meade, Civil Rights Activist, Author, 2023 Nobel Peace Prize Nominee
<b>Q&amp;A</b>	Desmond & ETS Staff Members
<b>VIDEO</b>	Cultivating Care
<b>CALL TO ACTION</b>	Hayden Wartes, Community Partner

## HONOREE

# Betsy Wells

From research collaborator to Board Chair, Betsy has been a tremendous contributor to ETS over the years.

2023 marks Betsy's last year on ETS's Board of Directors, closing out a remarkable tenure. ETS has been graced with Betsy's presence and persistence for over 30 years and **we will be forever thankful for her contributions.**



**KEYNOTE**

# *Desmond Meade*

Desmond's powerful keynote speech was a call to center humanity: "the biggest change that we can make is learning how to love. Not commercial love, but true love." When we meet people where they are, wherever they are, we move one step closer to answering this call.

[Click here to watch the full speech](#)



[Click here to watch the full video](#)

## *Cultivating Care*

**MISSION VIDEO**

During the event program, we shared a short video featuring ETS staff member, David Delgado. David, a Neighborhood Outreach Systems Coordinator at REACH, is an example of how we cultivate care in the community and how this work needs all of us.

CARE IS EVERGREEN

# 50th Timeline

At the event, we unveiled our 50th anniversary timeline. Much has changed since our doors first opened in 1973, but one thing has remained the same: we put the needs of those we serve first. For ETS, care is evergreen.



[Click here to check out our online timeline](#)



# \$266,165

DOLLARS  
RAISED

**32** GENEROUS  
SPONSORS

**341** IN-PERSON  
GUESTS

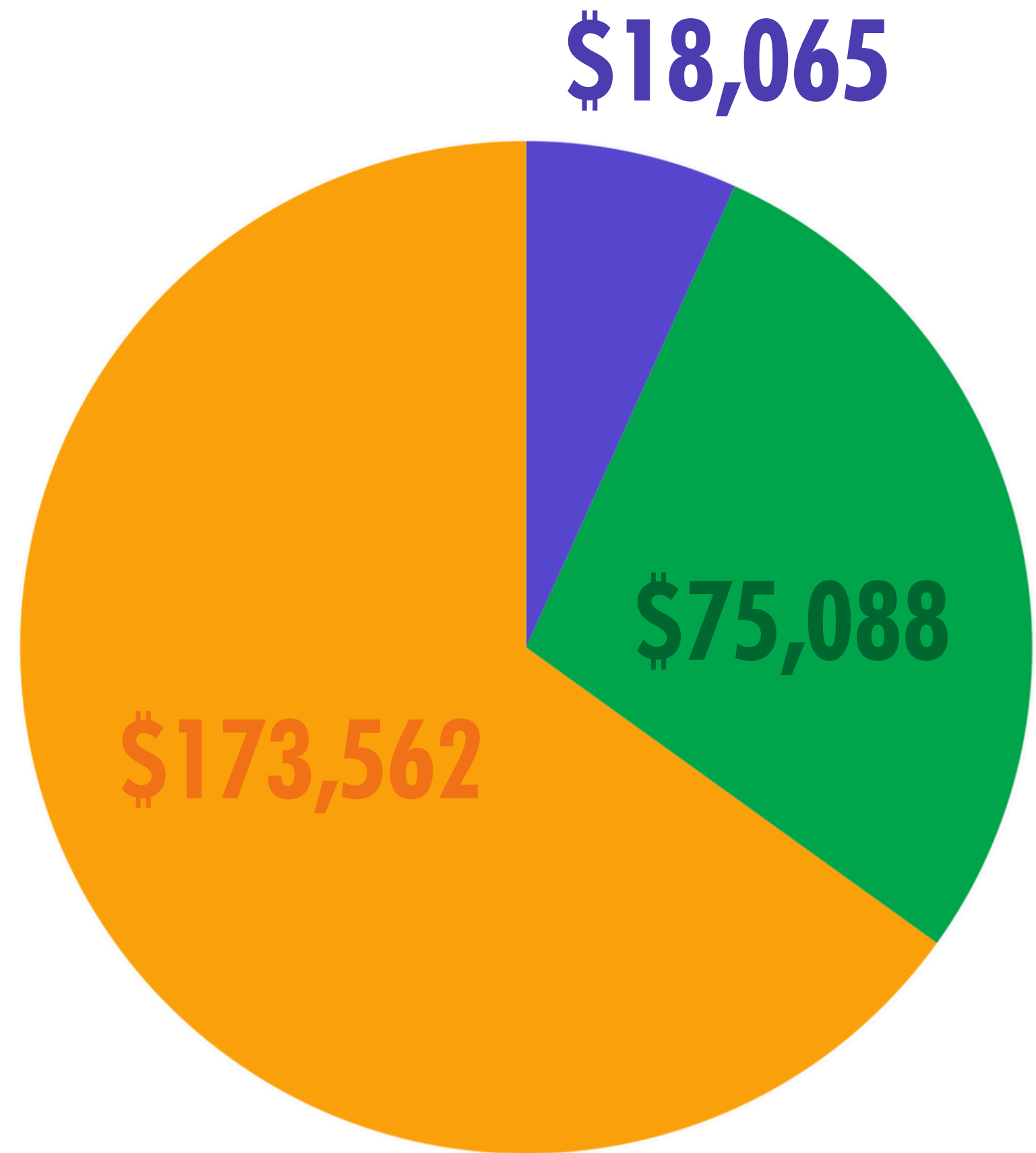
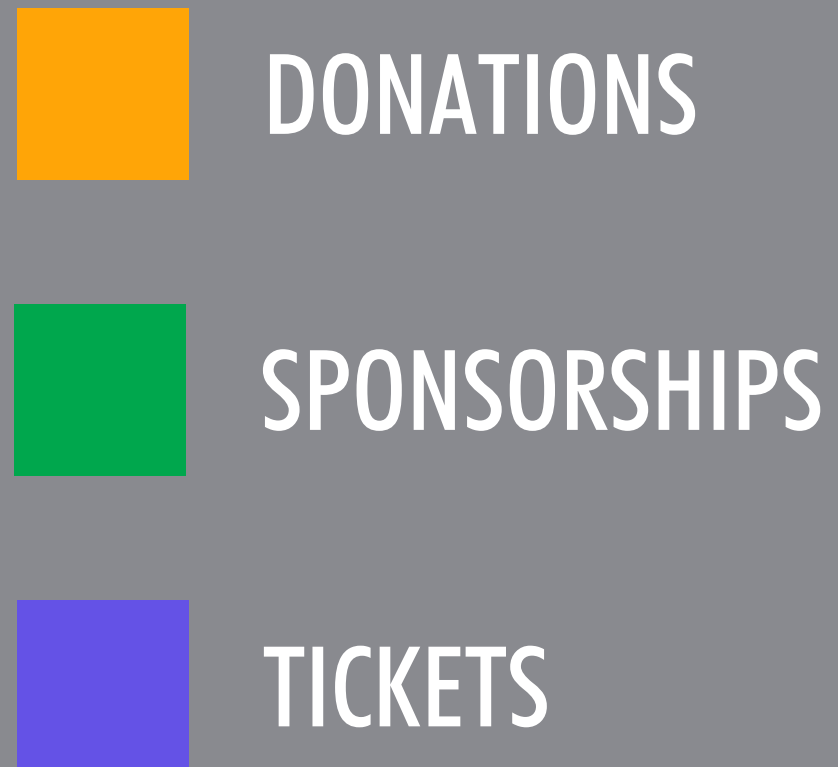
**82** VIRTUAL  
GUESTS

IN TOTAL, **423** COMMUNITY MEMBERS CAME TOGETHER TO SUPPORT ETS'S MISSION.

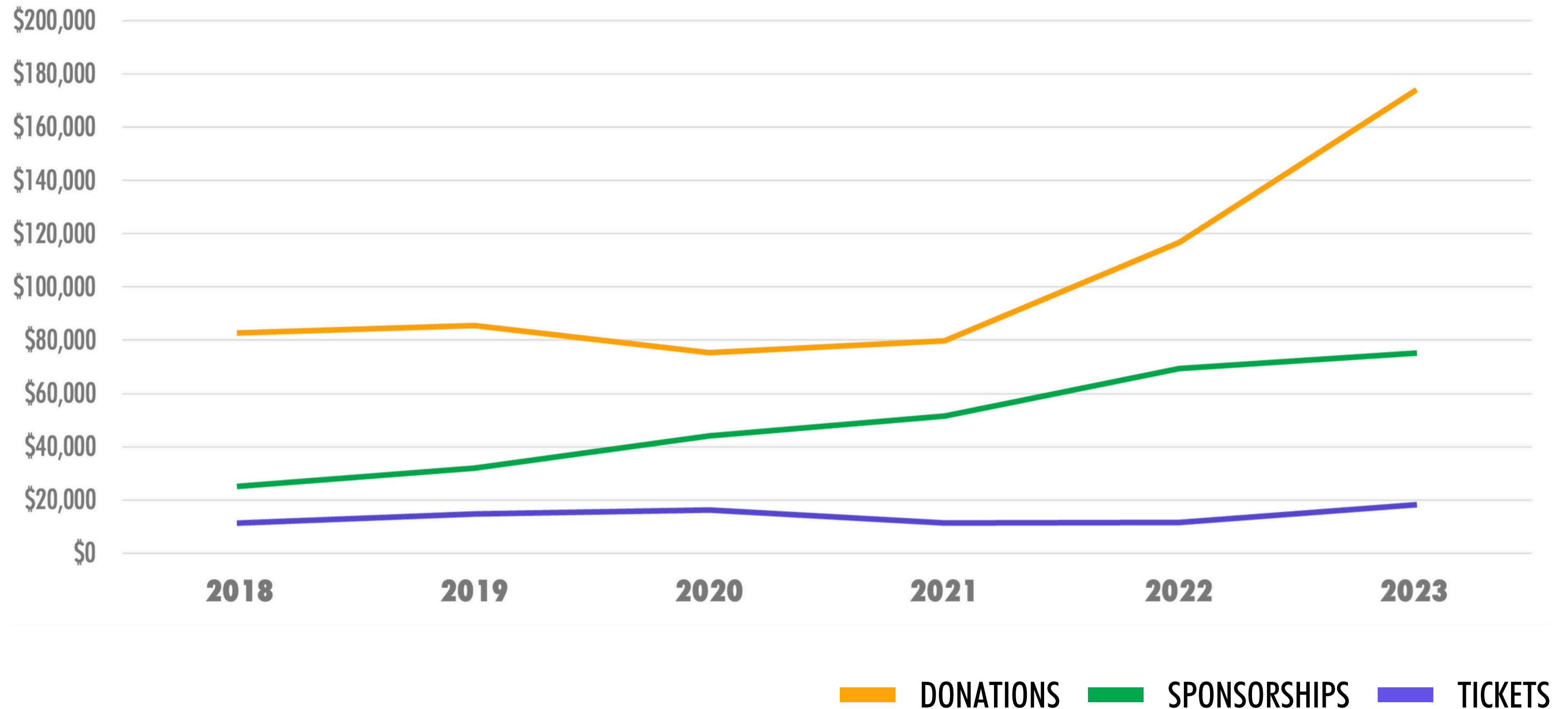


# EVENT REVENUE

By Category



# EVENT REVENUE



## SOCIAL MEDIA

*Instagram, Facebook, LinkedIn*

- Audience (Followers): **1,503**
- Event-Related Posts: **28**
- Followers Gained: **53**
- Total Reach: **2,522**

## EMAIL MARKETING

*E-blasts, Newsletters*

- Recipients (Average): **2,781**
- Event-Related Emails: **7**
- Open Rate (Average): **34%**
- Total Clicks Through: **839**

## OUTREACH METRICS

Campaign Period: July 1, 2023 - September 28, 2023





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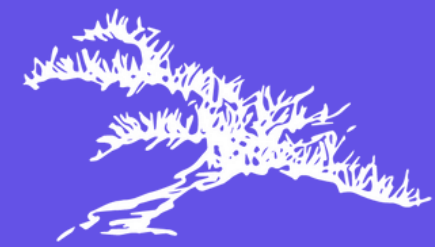
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