



As I enter my third year with The Arc of Florida, I'm motivated to focus all of our efforts on our mission, vision, and core values established by The Arc of Florida Board of Directors. I'm excited to lead a grassroots effort to ensure individuals with intellectual and developmental disabilities have a voice and receive the necessary supports that enable them to live up to their full potential. It has been an honor to be part of a team that includes so many committed leaders who prioritize listening to those we serve.

This past year, a few highpoints we focused on were:

Expanding our footprint statewide by growing our chapters, colleagues, and business partners. This has been possible, in part, by the modification of our by-laws enabling us to expand our ability to grow our collaborators. Our goal is to cultivate the movement and encourage everyone to speak with one voice so that our impact is more powerful.

Expanding ways to create awareness with a main focus on advocacy through monthly Advocacy Meetings, Provider Forums, Lunch-n-Learns, as well as Best Practices, and Conferences. We remain committed and available to anyone who needs support through referrals and education. A major initiative last year was our "Be Prepared, Be Counted, Be Heard" Campaign involving on-line videos concentrating on what families and self-advocates can expect if they move to Florida, the importance of getting on the Agency for Persons with Disabilities' Waiting List, and the significance of making yourself heard through various forms of advocacy.

Expanding our social media presence to connect to more people, keep in touch with those interested in advocating, network with business partners that share our mission, and raise awareness on important issues.

There is so much to look forward to this next year. Our passion is great and as we grow our advocates with a focused message, we will be able to accomplish much more.



Alan Abramowitz, CEO



ADVOCACY



SAVE THE DATE



ADVOCACY COMMITTEE

ADVOCACY COMMITTEE

1st Wednesday of the month at 12 noon

For family members, self-advocates and professionals to be part of Florida's advocacy for those with intellectual and developmental disabilities.

(150 average registered)



SAVE THE DATE



PROVIDER FORUM

PROVIDER FORUM

1st Tuesday of the month at 11 a.m.

For small and moderate providers to keep them informed during legislative session and up to date on advocacy.

(775 average registered)

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ADVOCACY

Grab your **LUNCH**
-N-LEARN
with us.

a web series sponsored by:



The Arc.
of Florida



LUNCH-N-LEARN

3rd Wednesday of the month at 12 noon

A series of webinars for parents, caregivers, and self-advocates. Centered around the lunch time hour, these will focus on topics you need to know.

(167 average registered)

“ We are pleased to see the statewide momentum of awareness and advocacy that The Arc of Florida has fostered through its efforts to build coalitions of providers, families and individuals directly impacted by services! ”

Mark W. Barry
CEO, The Arc Nature Coast

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AWARENESS



Encouraged those caring for a loved one with an intellectual and developmental disability to apply for The Agency for Persons with Disabilities (APD) iBudget Waiver.

3 Videos

4 Social Media Platforms

4 Emails Campaigns



BE PREPARED before moving to Florida.



BE COUNTED, apply for iBudget Waiver.



BE HEARD, stay active and follow up.

“

Our goal was to bring statewide awareness of opportunities for those with intellectual and developmental disabilities. It's more important than ever to be Prepared, Heard and Counted!

”

Mark Swain
The Arc of Florida Board President



AWARENESS

Social Media

RESULTS NOV 2022 TO FEB 2023

	Results	Reach	Impressions	Cost per results	\$\$
BE PREPARED	843	6,100	10,720	0.116251	\$98
	1,352	13,031	21,784	0.070266	\$95
	6,377	35,510	46,137	0.014897	\$95
	6,653	33,376	43,965	0.014279	\$95
	15,225	88,017	122,606	0.026	\$400
BE COUNTED	211	18,880	25,091	0.450237	\$95
	7,842	32,328	42,106	0.012114	\$95
	4,634	4,957	8,547	0.020501	\$95
	12,687	56,165	75,744	0.024	\$300
BE HEARD	208	8,498	12,387	0.456731	\$95
	6,962	37,320	51,520	0.013646	\$95
	4,376	4,022	7,197	0.021709	\$95
	11,546	49,840	71,104	0.026	\$300

“

It's important we stay abreast to all changing legislation and current events affecting individuals with intellectual and developmental disabilities and their families. This vulnerable population relies on Arc chapters to be their trusted advocate.

”

Kathleen Border
CEO, Ridge Area Arc

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RECRUITMENT

Recruitment of Direct Support Professionals (DSPs) through extensive statewide campaign.

14 Radio Markets 36 Billboards 4 Social Media Platforms 5 Emails Campaigns

Social Media

RESULTS
JUNE TO AUGUST 2022



Results	Reach	Impressions	Cost per results	\$\$
28	2,640	6,291	3.371071	94
26	3,107	7,111	3.620385	94
77	5,248	9,203	1.233766	95
68	6,810	11,723	1.397059	95
91	8,748	19,265	1.043956	95
83	6,274	15,517	1.144578	95
138	20,604	25,329	0.688406	95
212	9,572	11,903	0.448113	95
723	63,003	106,342	0.903	\$800.00

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RECRUITMENT



Website JUN TO AUG 2022

Website

	Landing Page	Sessions	% New Sessions	New Users	Exit Page	Exits	Pageviews	% Exit
June 2022	/	799	85%	678	/dental-application	888	1367	65%
	/dental-application	645	69%	442	/	359	1207	30%
	/dental	418	72%	302	/chapters/interactive-map	218	354	62%
	/careers	131	86%	113	/dental	197	599	33%
	/1146-2	72	31%	22	/resources	128	297	43%
	/dental-program-faq	38	58%	22	/contact-us	84	186	45%
	/resources	37	41%	15	/careers	80	226	35%
	/contact-us	34	68%	23	/1146-2	74	182	41%
	/chapters/interactive-map	32	28%	9	/dental-program-faq	62	185	34%
	/the-arc-dental-program	17	35%	6	/about/our-staff	52	169	31%
		2,446	74%	1,816		2,446	5,795	42%
	most sessions 6/22 174 (email 2)							
July 2022	/	1,184	80%	949	/dental-application	855	1,377	62%
	/dental-application	580	61%	353	/	575	1,709	34%
	/dental	384	72%	276	/chapters/interactive-map	257	415	62%
	/careers	159	87%	138	/dental-program-how-to-appl	191	558	34%
	/dental-program-how-to-apply	87	37%	32	/contact-us	177	354	50%
	/contact-us	72	54%	39	/resources	146	372	39%
	/dental-program-faq	53	62%	33	/dental	114	566	20%
	/resources	45	42%	19	/careers	90	266	34%
	/chapters/interactive-map	39	15%	6	/about/our-staff	80	238	34%
	/about	32	91%	29	/dental-program-faq	77	205	38%
		3,089	73%	2,254		3,089	7,408	42%
	most sessions 7/5 192 (email 3) and 7/19 - 161 (email 4)							
August 2022	/	1,257	81%	1026	/	675	1,834	37%
	/dental-application	285	71%	201	/dental-application	385	652	59%
	/dental	276	62%	172	/resources	212	435	49%
	/careers	99	81%	81	/chapters/interactive-map	176	292	60%
	/contact-us	76	63%	48	/contact-us	173	336	52%
	/resources	58	45%	26	/dental	131	428	31%
	/dental-program-faq	43	63%	27	/dental-program-how-to-appl	103	303	34%
	/dental-program-how-to-apply	37	49%	18	/about/our-staff	77	253	30%
	/about	36	89%	32	/dental-program-faq	57	164	35%
	/about/our-history	29	89%	26	/careers	55	154	36%
		2,453	75%	1,838		2,453	6,022	41%
	most sessions 8/2 130 (email 5)							

ENGAGEMENT

Website

RESULTS JULY 2022 - JUNE 2023



Region	Users	New	Sessions	Pages/Session	Avg. Session Duration
Florida	10,206	9,942	13,881	2.59	2.00
Georgia	1,456	1,329	1,634	1.88	1.14
New York	1,075	1006	1,243	2.09	1.25
Virginia	713	376	752	1.84	0.54
Ohio	559	502	580	1.59	0.37
North Carolina	506	460	563	2.04	1.19
(not set)	435	430	441	1.25	0.11
Texas	426	416	461	1.73	0.58
Michigan	380	338	406	1.85	1.05
Pennsylvania	364	328	389	1.81	1.25
	19,313	19,154	24,772	2.27	1.36
City					
Orlando	806	762	914	2.11	1.33
Tallahassee	732	702	1,161	3.11	2.54
Miami	672	632	775	2.13	1.12
Jacksonville	618	590	794	2.45	1.52
(not set)	564	518	651	2.33	1.43
Tampa	508	478	593	2.28	1.31
Gainesville	203	194	268	2.62	1.57
Spring Hill	133	131	146	2.36	1.43
Lakeland	126	119	149	2.38	1.04
Port St. Lucie	114	110	136	1.91	1.05
	10,206	9,942	13,881	2.59	2.00

SESSIONS – total number of sessions within the date range. A session is the period of time a user is actively engaged.

PAGES/SESSION – the average number of pages viewed during a session. Repeated views of a single page are counted.

AVERAGE SESSION DURATION – the average length of a session.



We are pleased to have providers who have partnered with The Arc of Florida and we value their commitment as colleagues. Our colleagues are non-voting members, but they receive all membership opportunities as our Arc chapters and assist us in our mission for those with intellectual and developmental disabilities.

3 New Chapters

8 Colleagues



Arc Broward was thrilled to rejoin The Arc of Florida in 2022 and immediately become part of an active movement of providers with a powerful collective voice that addresses the disability community in Florida. We've appreciated working closely with other like-minded professionals to influence and advocate for legislative activity statewide. Our membership has supported our vision to mobilize our local community at a grassroots level to enhance the opportunities of individuals with intellectual and developmental disabilities in Broward County.



Julie Price
CEO, Arc Broward

The Arc of Florida's mission is to work with local, state, and national partners to advocate for local chapters, public policies, and high quality supports for people with developmental and other disabilities to be fully included in all aspects of their community.