

Q1 Impact Report 2023



In the first three months of 2023, At The Well spent significant time and resources growing our network, and we are thrilled to share that the investment is paying off:

5,500+ new community members so far this year (compared to 3,186 in all of 2022)	5,430 unique Moon Manual readers this year— an average of 2,000 per month! <i>In 2022, we averaged 414 readers per month.</i>	32,100 unique website visitors this year, totalling 93,400 page views	Hosted 16 programs, actively engaging 274 unique participants. This includes virtual monthly New Moon Circles, Non-binary and POC affinity space Well Circles, and in-person events in several cities.
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ADAR CAMPAIGN: EMBODIED JOY

- This Adar, we invited participants to join us in dedicating 21 days to joy, via a text and email campaign featuring joy practices, encouragement, and other exciting content.
- 2,051 women registered, 1,334 who were new to At The Well!
- 280 total people continued on with us to Count the Omer in our My Moon Message product

NOW LIVE: NEW WEBSITE!

After years of planning, we are so excited to be officially launching a new website! The first phase of the site launched last week, and features revised, user-friendly navigation, event support, Well Circle discovery functionality, and streamlined donation process. In Q3 we plan to launch a profile system and possibly a membership portal to help connect our users to one another.

This is a short sample of email content that Embodied Joy registrants received:

We're about to let you in on one of our very favorite blessings — and right now is the perfect time of the month to use it: the blessing for the waxing moon.

In Jewish tradition, each month starts with a new moon, and [there's a special blessing to welcome back its radiance!](#)

Keep an eye out tonight — or if it's cloudy, over the next few nights. It's traditional to say this blessing anytime before the full moon.

2023 FUNDRAISING

\$1,490,268.8 (67%)

