



# Thanks to you, 2022 marked the 25th year of CaringBridge.

A major milestone occurred this past year thanks to generous donors like you.

You've come alongside CaringBridge for 25 years, fully investing in our mission to build bridges of care and communication, providing love and support on a health journey. This is truly critical when 75% of CaringBridge users are family caregivers in support of a loved one on a health journey. With over 53 million family caregivers in the United States, people continue to lean on CaringBridge more than ever.

A health journey can be overwhelming and feel isolating and lonely. That is why our 25-year vision of a world where no one goes through a health journey alone still guides everything we do. Thanks to your continued support, CaringBridge is the leading provider of connection and support for health journeys of any kind. A place where family caregivers and the loved ones they support can thrive during life's most difficult times.

As you review the following pages of what your generosity made possible in 2022—the 25th year of CaringBridge—I want to thank you. Your incredible generosity ensures no one is alone on a health journey. Because at our core, we believe healing happens when we're surrounded by loved ones. Your generosity fuels this powerful outcome.

With gratitude,



Tia Newcomer  
Chief Executive Officer,  
Proud Donor



Founder Sona Mehring celebrating the 25th anniversary of CaringBridge inside the immersive light experience with JoAnn Hardegger and Darrin Swanson, parents of baby Brighid, the namesake of CaringBridge.



### On the cover:

See how we celebrated the 25th anniversary of CaringBridge and World Caring Day in a profound, immersive constellation of light.



25th anniversary  
Read more

**NOTE:** To read, watch or listen to stories of patients and families using CaringBridge, scan with your mobile device the QR Codes throughout this report, or visit [CaringBridge.org/resources](https://www.caringbridge.org/resources).

## Returns on your investment



More than  
**2.6 Billion**

visits to CaringBridge have been made since the first page was launched in 1997.



A total of  
**1,524,945**

donors like you have made 1,884,940 gifts to CaringBridge since 2002, the year we became a nonprofit. Every gift is appreciated—and needed.



**Nearly 90%**

of gifts to CaringBridge have been made by individuals like you, who have found in CaringBridge a place of community, support, connection, and healing.



**45 team members**

made CaringBridge available for people using it in every state and 242 countries and territories.

## 2022 Highlights



**44 Million**

visits to CaringBridge across family caregivers, patients, and the communities surrounding loved ones in support.



**180,368 gifts**

to CaringBridge were made by 142,472 donors like you—that's incredible impact.



**1,600 messages**

of support were posted on CaringBridge pages every hour, offering an antidote to feelings of loneliness and isolation when people are overwhelmed during a health journey.



Each day, nearly  
**300,000 people**

came to CaringBridge, to give and receive love, hope, and compassion.

**Our Vision: A world where no one goes through a health journey alone.**



Thanks to you, this year was the 25th anniversary celebration of connection and support through CaringBridge.

What started with one person making phone calls to help friends share the news of their baby's health journey, turned into CaringBridge.

**Sona Mehring** launched CaringBridge on June 7, 1997 when friends JoAnn Hardegger and Darrin Swanson asked her to update everyone on the birth of their premature daughter, Brigid. Sona called friends and family, but quickly learned a more efficient way to reach people all at once—on the Internet.

**Brigid** only lived nine days, but her legacy has carried on for 25 years, thanks to our supporters. Sona's first website had 1,000 hits in one week. Now, more than 300,000 people use the private and ad-free platform each day, sharing health updates and rallying around loved ones. Our supporters believe, like Sona did, that family caregivers deserve a safe space and supportive community to share the health journey of the loved ones they are supporting.

CaringBridge ensures **no one goes through it alone**. Every 12 minutes, a new CaringBridge page is created, and every hour, 1,600 messages of encouragement are shared on a page. This work would not be possible without your help. You transformed a humble effort built on the belief that connection during a time of crisis brings hope and strength into an international community of love, hope, and compassion. You are the heart of all we do.

# June 7th is now declared World Caring Day, thanks to generous donors like you!



*The proclamation that dedicates June 7 as World Caring Day for “connecting people when it matters most”*



World Caring Day  
Read more

CaringBridge declared June 7th World Caring Day to celebrate its 25th anniversary and the millions of acts of caring that happen daily.

This event marked a time to shine a light on the possibility and power that comes from caring for one another. The World Caring Day Satellite Media Tour resulted in 26 interviews and 114 stories broadcast in 85 cities nationwide. CaringBridge partnered with six social media influencers, from breast cancer survivors to family caregivers, resulting in over

317,000 views of why CaringBridge is important to family caregivers and the loved ones they support on a health journey.

Close to 45 percent of CaringBridge users say they feel “super-stressed,” yet one simple act of caring can reduce anxiety by 30 percent. World Caring Day supported the important work of family caregivers and provided an outlet of community and encouragement. In fact, 31 percent more CaringBridge pages were started in 2022 compared to the previous year.

“Knowing you have a community rallying behind you in support, truly matters,” said Tia Newcomer, Chief Executive Officer of CaringBridge.

**“Through World Caring Day, we continue to support family caregivers by shining a light on the power of taking care of one another. Because no one should ever have to go through a health journey alone.”**

Tia Newcomer,  
CEO of CaringBridge

You're helping family caregivers feel less overwhelmed.



## A Caregiver's Challenge

40% of unpaid caregivers report feeling isolated and unsupported, and 60% report prioritizing care for a loved one over their own ambitions.\*

CaringBridge is a leading provider of connection and support for millions of family caregivers and their loved ones around the world, helping to overcome the caregiver's challenge.



**A Challenged Mindset:** Feeling little bandwidth for anything except navigating care and meeting basic responsibilities.



**Feeling of Limited Resources:** Need tools, networks, support, and skills to thrive. It's hard to ask for help, which is isolating.



**Feeling of Limited Time:** Setting time to take care of themselves, ask for help, or learn new skills is de-prioritized.

\*Source: Pivotal Ventures Moving Care Forward Report, August 2022

# Through research, you're enabling CaringBridge to help more people.

You are supporting research to identify more ways to expand how CaringBridge supports family caregivers and the ones they love on a health journey. Research that shows how and where CaringBridge solves feelings of being overwhelmed, lonely, and isolated. A direct impact of serving our vision of a world where no one goes through a health journey alone.

Thank you for making this important work possible.

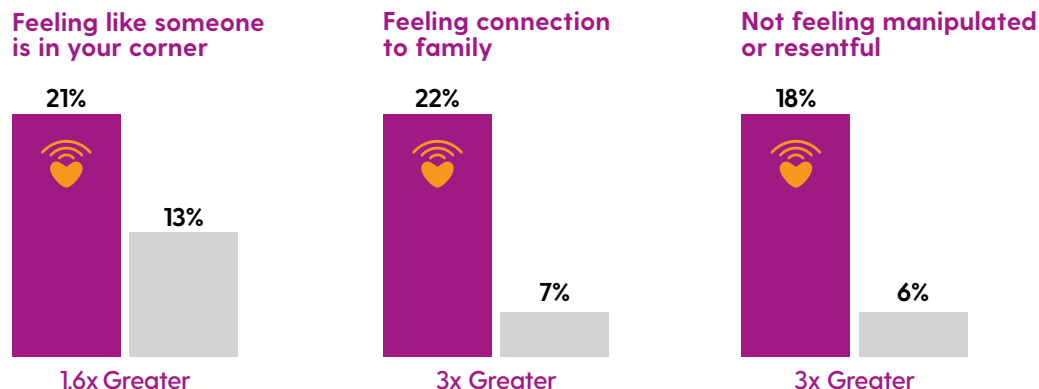
**“The prayers, the wishes for healing, the positive energy, the kindness of all the people who visited and posted on CaringBridge.... It improved my survival and recovery.”**

Bernie Goldblatt, COVID-19 survivor

## CaringBridge is a place where family caregivers can thrive.

All caregivers need connection and support. We have proven that CaringBridge provides essential support that help our family caregivers, bucking national trends.

### CaringBridge vs. National Trends



**The challenge for 53+ million caregivers in the U.S. remains,** and we are standing up to be a leading provider of support. By building bridges of care and communication, we are pursuing a world where no one goes through a health journey alone.

Source: Caregiving in the US 2020, AARP. 2020-2021 ARCHANGELS National Caregiver Survey. Q4 2021 CaringBridge ARCHANGELS Survey of CaringBridge Users

# You've helped the Bushaws for over 20 years.



ABOVE: The Bushaw Family has been chronicling their story on CaringBridge for 20 years.

When Natalie Bushaw's twin boys, Logan and Owen, were born with serious medical conditions, she turned to CaringBridge to chronicle their journey, where she found a community of love, support, and encouragement.

Fast forward 20 years later, Natalie is still sharing their story with CaringBridge. Logan and Owen, born June 23, 2003, are monochorionic/monoamniotic twins – one of the rarest forms of identical twins – and each born with multiple congenital defects.

Through the good and the bad days, CaringBridge has been there. “Prayer warriors” as Natalie calls them, leave messages of hope and share their personal experiences. One prayer warrior made a scrapbook, showcasing the moments in the

twins' life that proved time and time again, the boys are survivors.

“I know that I wouldn't—and we wouldn't—be here without what CaringBridge has brought our family,” Natalie said. “I believe it with every ounce of my being.”

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**“When I would read Logan comments in the hospital, there were certain ones where people shared just the right encouragement at just the right moment. Their support gave us what we needed to keep going.”**

Natalie Bushaw

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Now 19, Owen and Logan are thriving. Owen is a student at Northwestern University, studying ministry, and Logan is working at Life Time, with plans to attend college and start a podcast. The family also created Logan Loves, a foundation that strives to bring joy and healing to kids and their families during hospital visits.

Even if you don't need it, Natalie encourages others to start their CaringBridge page. “If you get it set up and start journaling and share it with others, it becomes a part of your treatment plan to heal rather than something you have to do,” Natalie said. “There's nothing better than feeling surrounded by an army of prayer warriors along the way.”





Bushaw's Story  
Read more



**Families all over the world have relied on CaringBridge thanks to donors like you who kept CaringBridge online the last 25 years.**

## 2022 Data Points

A site was created every

**12 minutes**

In 2022, this was how often family caregivers and patients activated their communities of support. Knowing this stat helps us measure against goals for CaringBridge to help more people every minute of the day.

**1 in 3 posts**

are created on the CaringBridge app

This is an important data point as authors rely on the app, making it critical to direct investment and dollars to support the app so family caregivers and patients can communicate anywhere, anytime during their health journey.

It costs

**\$30/month**

to keep one site going

Of all the measures that show how much your support matters, this number directly reflects the impact of the gifts you make to CaringBridge.

**181 new partnerships**

In 2022

CaringBridge developed partnerships with large cancer and caregiving organizations serving constituents that significantly overlap with prospective CaringBridge users. With your support, we can continue this effort in 2023 and deepen these existing mission-aligned partnerships and develop additional like-minded partners.



Board member Paurvi Bhatt relied on CaringBridge when she became a full-time caregiver in 2022 for her mom, Rekha, during the final months of her illness.



The Ndegwa family continues to rely on CaringBridge since mom Jen Ndegwa was diagnosed with cancer in 2020.



The Lamb family used CaringBridge during mom Courtney's battle with breast cancer in 2019. Courtney is now cancer free.



Gavin Pierson was diagnosed with a rare brain tumor at the age of 5. The Pierson family has relied on CaringBridge since 2012 throughout Gavin's multiple brain surgeries and ongoing treatments. Gavin is currently finishing his junior year in high school.

WORLD CARING DAY

WORLD CARING DAY

WORLD CARING DAY

Make time Turn off your phone  
 Forgive Carry groceries Stop to help  
 Uplift Pay it forward Console Do a  
 chore Spend time Run an errand Give  
 a compliment Leave a tip Hold a hand  
 Do a favor Contribute anonymously Share a  
 burden Support Offer hope Care for a  
 caregiver Deliver food Calm  
 Encourage Donate Celebrate  
 Give Mentor Offer to  
 Do the laundry  
 Give a present  
 Listen

CARING BRINGS LIGHT TO THE WORLD



**25**  
 CARING BRIDGE

**THE BIRTH OF A GLOBAL MOVEMENT**

CaringBridge celebrates its 25th anniversary with a global celebration and the inaugural World Caring Day on June 7, 2024.

CaringBridge has inspired nearly 100 million acts of kindness every year since its founding in 1999.

**25**  
 CARING BRIDGE

**WORLD CARING DAY**

Experience a brilliant world of how millions of acts brighten the world. Generators is prebooked. Share your own act of kindness on caringbridge.org.



# CaringBridge continues to guide.

In 2022, CaringBridge built on the success of the Guide program by continuing to create meaningful content, helping family caregivers in their journey with resources and tips. New guide topics such as caring for a cancer patient and managing sandwich generation stress were introduced, expanding the audience and resulting in more site starts, ultimately progressing the CaringBridge vision where no one goes through a health journey alone.



Visit our Guides  
Learn more



## 6 Useful Tips for Managing Sandwich Generation Stress



## Advice for Caring for a Cancer Patient at Home



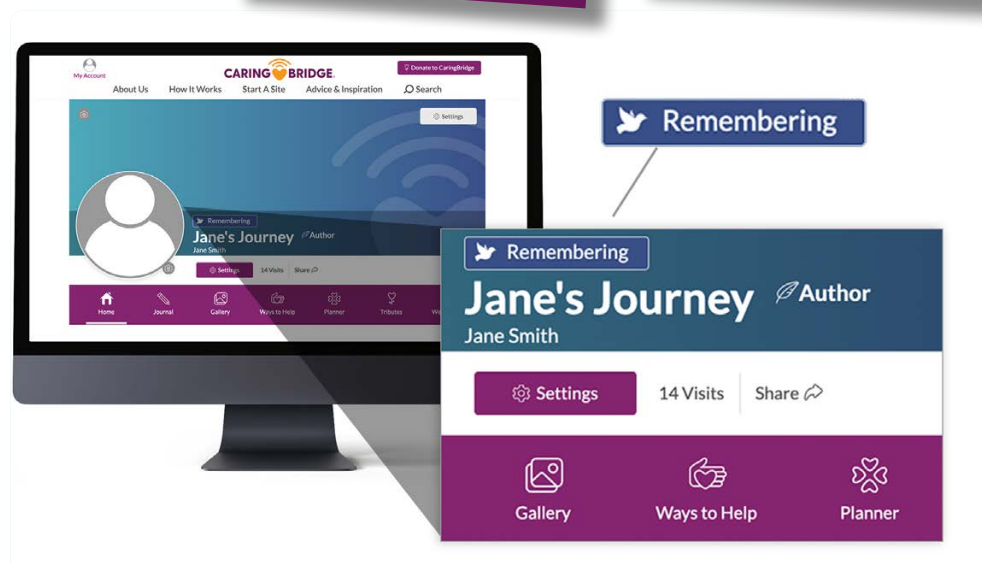
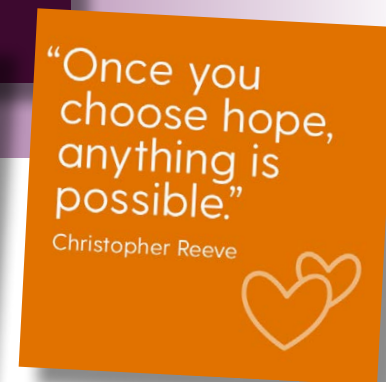
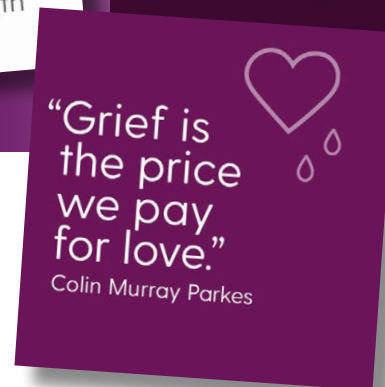
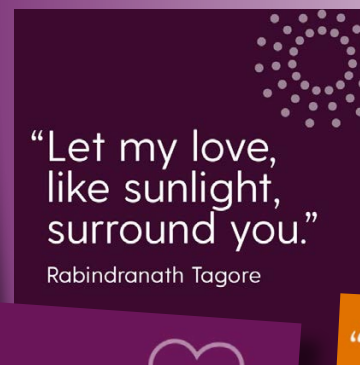
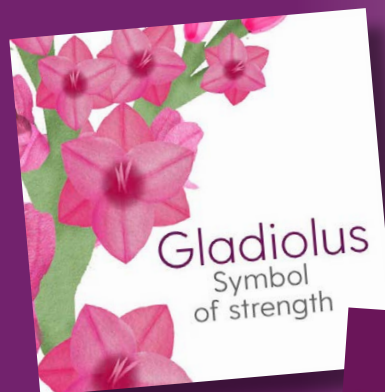
# Thank you for powering innovation so that CaringBridge serves all points along a health journey.

## Send Well Wishes to show support

A thoughtful message or gesture can often make such a big difference for someone. Send a message with an inspirational quote or flower imagery with just the click of a button. Floral illustrations are created by artist Rachel Carpenter to convey strength, healing, and wisdom. Create your own inspirational quote or select from many of our popular proverbs.

## Honor your loved one through a memorial page

Remember your loved one through a memorial on a CaringBridge website. Authors and co-authors can share memories through writing in the journal, uploading photos, and creating space to process grief, while still allowing friends and family to provide support. The page will be marked as a “remembering page” so visitors know it is a memorial.



# A yearly accounting of your investment in CaringBridge.

Financial information for the year ended December 31, 2022

## Revenue and Other Support

Contributions	\$10,925,035
Donated services	\$522,913
Investment income	(\$18,869)
Other income	\$256,954
<b>Total</b>	<b>\$11,686,033</b>

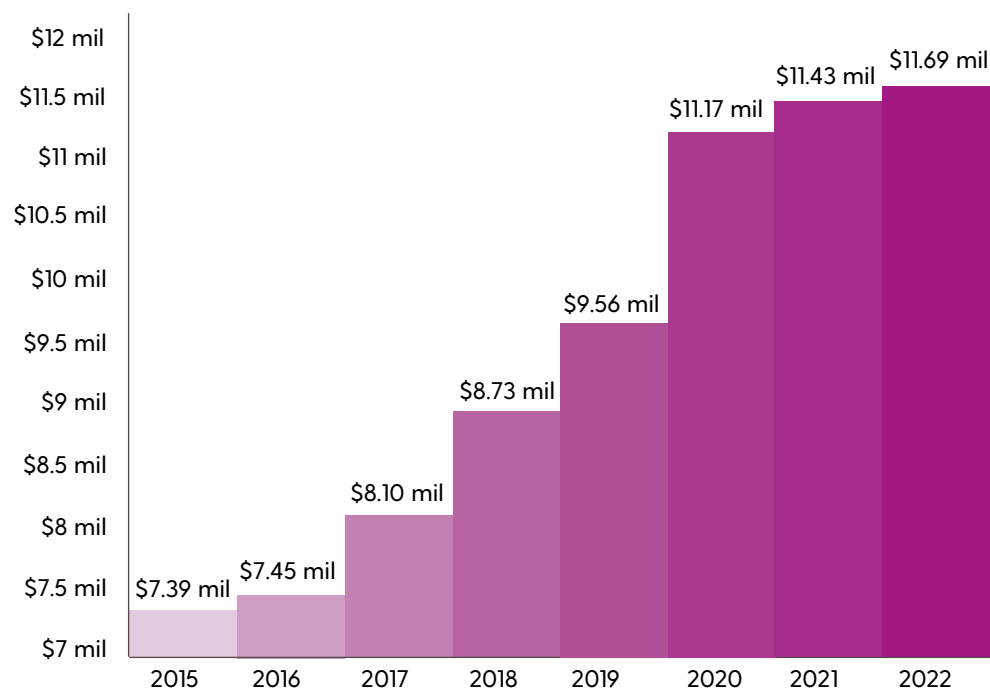
## Expenses

Program expenses	\$9,345,912
Management and general	\$1,566,187
Fundraising	\$1,284,676
<b>Total Expenses</b>	<b>\$12,196,775</b>

## Net Assets

Change in Net Assets	(\$510,742)
<b>Net Assets at the End of 2022</b>	<b>\$4,263,492</b>

## Revenue Growth





*In September 2022, Hollstadt Consulting sponsored a celebration to commemorate the 25th anniversary of CaringBridge and the inspiration behind the first CaringBridge page, baby Brighid. Artist Connie Minowa was commissioned to create a painting that is now installed between Children's Hospital and United Hospital in St. Paul, MN, where baby Brighid was born. Pictured are CaringBridge CEO Tia Newcomer, Artist Connie Minowa, Molly Jungbauer, CEO of Hollstadt Consulting and CaringBridge Board Treasurer, Baby Brighid's parents JoAnn Hardegger and Darrin Swanson with CaringBridge Founder Sona Mehring (virtual).*



Read more about the inspiration behind the artwork honoring 25 years of CaringBridge here

## Senior Leadership Team

**Tia Newcomer,**  
Chief Executive Officer

**Tom Booth,**  
Chief Product Officer

**Elizabeth Olson,**  
Chief Financial Officer

**Mark Price,**  
Chief Data Officer

**Stephanie Schmid,**  
Chief Revenue Officer

**Kristel Scheer,**  
Director of Human Resources

## Board of Directors

(as of December 31, 2022)

Thank you to a board of talented and generous volunteers who believe in CaringBridge as a place of help, hope, and healing.

- Jodi Hubler
- Scott Spiker
- Molly Jungbauer
- Paurvi Bhatt
- Dr. Sharon Berry
- Jim Cuene
- Deborah Daccord
- Sarah Krevans
- Kevin O'Leary
- Adrian Slobin
- Bruce Smith
- Pete Sommerness
- Andy Thieman
- Sara Ratner
- Soleil Boughton
- Cris Ross
- Solome Tibebe
- Linda Ireland

**From all of us at CaringBridge, thank you for all you do to keep family caregivers and patients connected in a time of great need.**