

# ▶ KEY FACTS AND FIGURES GUIDE

Updated as of January 2023

# 2023



This guide is for communicating facts and figures with external audiences. Information is based on year end 2022 except where noted. Use the **KEY MESSAGE** to describe the impact of CaringBridge figures.

## KEY MESSAGE

### SITES CREATED

45,281 Sites created

Every 12 minutes, a CaringBridge Site is created for someone experiencing a health journey.

### WEBSITE USERS

70 Million total visits to CaringBridge.org  
30 Million unique visits annually

Each day, our private and ad-free platform received nearly 300K visits from people sharing health updates and rallying around loved ones. CaringBridge has made it simple and safe for millions of people to offer and ask for support when it's needed most.

### WEBSITE INTERACTIONS

14 Million Reactions, Well-Wishes and comments were posted on CaringBridge sites

Every hour 1,600 messages of love, hope and compassion are posted on a loved one's CaringBridge site.

### WEBSITE USES

73% of CaringBridge sites are created by a family caregiver; 27% are created by the patient

Nearly three-fourths of sites were created by a person supporting a loved one on a health journey

### FUNDED BY DONORS

142,472 people donated to CaringBridge with a total of 180,368 gifts

CaringBridge is a donor-supported nonprofit, with nearly 90% of funding coming from the people who have experienced the power of CaringBridge firsthand. Support from these compassionate donors powers free, protected sites for anyone facing a health crisis, and ensures that CaringBridge continues to improve and extend its service.

### POWERED BY OUTREACH

181 partnerships were developed with organizations supporting people on a health journey

In 2022, CaringBridge grew its partners to 181, with a focus on developing deeper relationships with mission-aligned organizations, including large cancer and caregiving organizations. Additionally, CaringBridge continued to partner with cancer and pediatric hospitals, as well as healthcare organizations, all of which refer CaringBridge to their patients, family caregivers and members.

### HISTORICAL IMPACT

975,997 sites created  
1,524,945 people have donated to CaringBridge with a total of 1,884,940 gifts

Since June 7, 1997, nearly 1 million CaringBridge sites have been created.

More than 1.5 million people have made more than 1.8 million gifts to CaringBridge, since becoming a nonprofit in 2002.

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## GENERAL FACTS



Founded on June 7, 1997 by Sona Mehring in Eagan, MN, CaringBridge was the first communication platform created for communicating during a health crisis, developed nearly a decade before most social networking sites, including Facebook (2004) and Twitter (2006).



CaringBridge is a communication platform for people on a health journey who are overwhelmed with communicating health updates to a group of loved ones. A health journey is difficult to endure alone, as it's a vulnerable time that can leave caregivers and the patients they support feeling isolated and lonely when nothing matters more than social and emotional support.

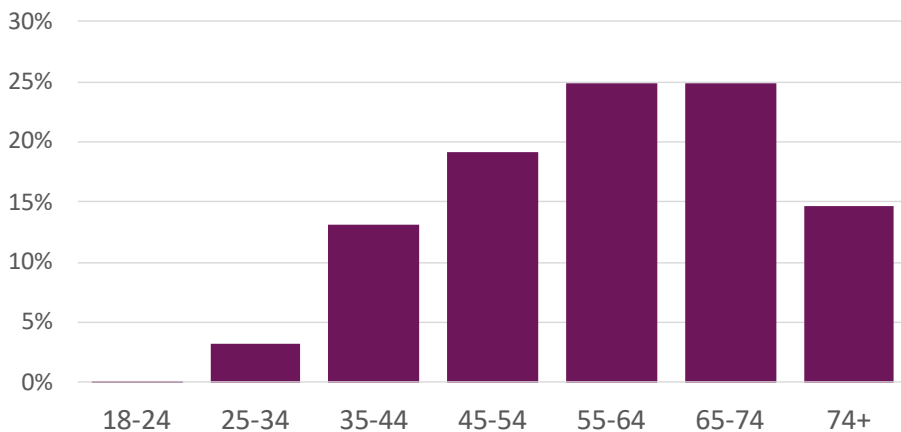


CaringBridge is the first and most widely used global communication platform for supporting health journeys of any kind. It is dedicated to helping family and friends communicate and support caregivers, as well as the loved ones they are caring for, during a health journey. This is achieved through the use of free and ad-free personal CaringBridge pages.

## Demographics of a CaringBridge User

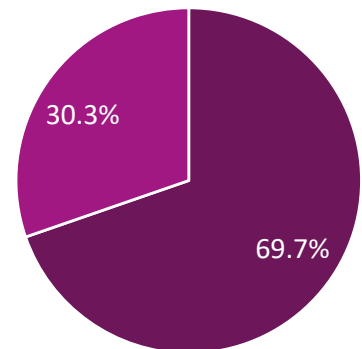
2022 Epsilon Analysis of Users

% Of Total Users



% Of Total Users

■ Female ■ Male



## Essential Support For Caregivers

Archangels National Caregiver Survey Q4 2021

Feeling like someone is in your corner

21%



13%

1.6x Greater

Feeling connection to Family

22%



7%

3x Greater

Not feeling manipulated or resentful

18%



6%

3x Greater

CaringBridge vs. National Trends