You Made 2018 the Most Impactful Year ... Ever

You power the nonprofit CaringBridge, and in 2018, your amazing support was at its most generous. From financial gifts and following sites to spreading the word about CaringBridge and even sharing your own stories, you have built so many bridges of care and communication. In this Annual Report, I am excited to show how you helped ensure that no one ever has to go through a health journey alone.

Your support enabled further exploration on the topic of healing, to help more families see that healing is possible—and valuable—regardless of health outcome. (You’ll meet some of these wonderful families on the following pages.) You also made CaringBridge faster and easier to use on mobile devices, which is mission-critical. Plus: You put CaringBridge on solid footing to invest in the future. This is huge.

Everything you’ve built at CaringBridge came into even sharper focus for me in 2018, when I started a site on behalf of my Dad. Now I experience CaringBridge as a caregiver, like so many of you, and my gratitude is immense.

As you review the impact of your support in 2018, I hope you feel proud. As a CaringBridge team member, a donor and now, too, someone who truly needs CaringBridge, I thank you, for all you do.

Liwanag Ojala
Chief Executive Officer

NOTE: Throughout this report, you will be able to scan QR Codes to read more about families using CaringBridge. Simply focus the camera of your mobile device on each code and open the article tab that appears.

My Dad and me, on a trip to Alaska a few years ago.

On the cover: Diagnosed in-utero with a rare birth defect, Kaden Kruciak of Cibolo, TX, was not expected to live. He is 7 now, and his family still uses CaringBridge to mobilize the power of their community.

Liwanag’s Story

Kaden’s Story

Read More
More than 2.2 billion visits have been made to CaringBridge since 1997, the year founder Sona Mehring launched a website to support her friends Darrin Swanson and JoAnn Hardegger, whose daughter, Brighid, was born prematurely.

More than 955,000 supporters like you have made more than 1.2 million gifts to CaringBridge since 2002, the year it became a nonprofit.

Nearly 90% of donations to CaringBridge have been from patients and caregivers like you, who know its power firsthand.

44 team members based in Eagan, MN, drive a nonprofit depended upon by people in all 50 states and every country in the world.

31 million unique visitors turned to CaringBridge to share health updates or send messages of hope and healing.

115,875 generous supporters donated to CaringBridge with a total of 129,870 gifts.

600 messages of love, hope and compassion were posted on CaringBridge sites every hour.

Nearly 300,000 people like you visited CaringBridge every day, to give or receive messages of love and support.

Our Vision reflects how patients, caregivers, family and friends like you see CaringBridge: A world where no one goes through a health journey alone.
Thanks to you, using CaringBridge on smartphones and tablets became faster, easier, and even a bit more fun in 2018. Read: More emojis! Your donations also brought to life technologies essential for CaringBridge to work in the ways that patients and caregivers need, and expect.

Most notably: You funded the creation of an improved mobile app, so the CaringBridge experience on phones and tablets is the same—or better—than on desktop and laptop computers. This simply had to happen, as nearly 7 in 10 CaringBridge users like you say they turn first to their mobile devices.

With thanks to everyone who shared thoughts and made recommendations throughout 2018, the app is ready for download now through your app store. You’ll see how you have helped build a better bridge for communication.

Also in the very-important category: You enabled extra security and more privacy choices to keep CaringBridge a safe online place for sharing health stories. Because of you, CaringBridge remains advertising-free and doesn’t sell data—ever.

67% CaringBridge users who said they turn first to their mobile devices
Thanks to You, More Families Know About the Power of Healing

Your investment supported deeper looks into the topic of healing, expanding on the wisdom of CaringBridge users like you, who have found that healing is possible ... even in the absence of cure.

Continuing the *How We Heal* project launched in 2017, *National Geographic* photographer and filmmaker David McLain again gave of his talent and time to share the stories of families, some on these pages, for whom CaringBridge has been a place of help, hope and healing. Their experiences, so much like your own, were explored with an eye toward science—to begin capturing empirical evidence on what matters most in a health journey.

The goal of looking at health journeys through a scientific lens is to inspire more patients and caregivers to choose healing, regardless of health outcome. Helping identify things that matter most is a panel of experts on healing that includes physicians, a psychologist and a research collaborative at the University of Minnesota.

One study produced by the research collaborative showed that emotional support, including prayer, matters—a lot—to many. More studies are underway that may prove something you already know, instinctively: mobilizing the power of community through CaringBridge can have a healing effect.

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**Analysis of 50 Million Journal Entries Captures Evidence of the Value of Support from Online Health Communities Like CaringBridge, in Forms Including:**

<table>
<thead>
<tr>
<th>Emotional</th>
<th>Informational</th>
<th>Instrumental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prayers, inspiration and supportive messages</td>
<td>Resources, support links, health knowledge</td>
<td>Food, chores, transportation, financial support</td>
</tr>
</tbody>
</table>

SOURCE: Compassionate Technology Research Collaborative at the University of Minnesota

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*Brittany and Walt Hammond have asked for prayers from their CaringBridge community as their son, Deacon, is treated for a rare and serious congenital heart defect.*
For every patient there is a caregiver, and if you know one—or are one—you understand how the balance between rewarding and relentless changes by the day, and sometimes by the hour.

You also probably know that caregivers call themselves anything but “caregivers.” Like you, they are parents, partners, wives, husbands, siblings … anyone looking out for those who can’t look out for themselves.

And while it’s true that no one can take away the weight and worries that come with caregiving, through your support of the Caregivers Up Close project, more caregivers know they are not alone. In fact, if there is power in numbers, CaringBridge is a very powerful place for caregivers.

Analysis of millions of CaringBridge Journal entries—with personal details removed—is leading a research collaborative at the University of Minnesota to identify types of help that are actually helpful to caregivers. This research is guiding improvements and development of new features to make CaringBridge even more useful.

What is clear, already, is that caregivers aren’t good at asking for help. It is also clear, with no research required, that family and friends truly want to help. While this gap can’t be closed overnight, you are shining light on ways in which CaringBridge can be used to help caregivers to simply keep going.

Jenny Carter is mom and business partner to her son, Sean, who was injured in 2005 as a passenger in a drunk-driving crash. But as Sean’s mobility is limited since the accident, Jenny is a caregiver, too.
Word is Spreading About CaringBridge, Thanks to You

Of all the ways you show support, spreading the word about CaringBridge is among the most powerful. And in 2018, your impact was immense, via word-of-mouth—thank you—and in making possible major outreach and partnership opportunities.

More military families than ever before will know about the help, hope and healing that come through CaringBridge, as part of a formal agreement with the U.S. Department of Veterans Affairs. After a pilot project with CaringBridge to offer veterans, service members and caregivers a safe online place to connect, the VA put in place national protocols for communicating the benefits of using CaringBridge to its medical centers, clinics and private partners across the country.

Your support also opened hearts, and doors, to CaringBridge at Mayo Clinic, the Mayo Alzheimer’s Research Center, the City of Hope National Medical Center, Cleveland Clinic, Dana-Farber Cancer Institute, GoFundMe and other places where patients and caregivers who need CaringBridge will know it is available.

In 2018, hundreds of thousands of new visitors came to CaringBridge each month—record-setting numbers. They learned about the families of Caregivers Up Close and How We Heal through local and national media coverage, including ABC News and Scientific American, and enhanced social media presence. The collected wisdom of these patients and caregivers, shared with the hope of helping others, was also honored as a finalist for a Shorty Award … the equivalent of an Emmy in social media.

United States Army veteran and longtime sheriff’s deputy Jeff Edwards uses a wheelchair after a spinal cord injury. He has a lightweight model for daily use, and a track-chair for hunting season.
### Statement of Activity: Solid Footing to Invest in the Future

#### Revenue and Other Support

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$7,818,052</td>
</tr>
<tr>
<td>Donated services</td>
<td>$702,430</td>
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<tr>
<td>Investment income</td>
<td>$14,956</td>
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<tr>
<td>Other income</td>
<td>$193,268</td>
</tr>
<tr>
<td>Unrelated business income</td>
<td>$1,024</td>
</tr>
<tr>
<td><strong>Total Revenue and Other Support</strong></td>
<td><strong>$8,729,730</strong></td>
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#### Expenses

<table>
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<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Program expenses</td>
<td>$7,522,768</td>
</tr>
<tr>
<td>Management and general</td>
<td>$1,069,768</td>
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<tr>
<td>Fundraising</td>
<td>$876,633</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$9,469,169</strong></td>
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</table>

#### Net Assets

<table>
<thead>
<tr>
<th>Net Asset Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>($739,439)*</td>
</tr>
<tr>
<td>Net Assets at the End of 2018</td>
<td>$4,282,248</td>
</tr>
</tbody>
</table>

*Reflects planned investment in technology, outreach and other initiatives to position CaringBridge for continued success and relevance, made possible by five previous years of revenue growth.

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The Independent auditors: Baker Tilly VirchowKrause, LLP.
To review the complete audited CaringBridge financial statement, visit CaringBridge.org/about-us/financials.

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The Martinez Family of Uvalde, TX, shared the story of son Jaxson’s four-year cancer treatment at a Giving Tuesday (the international day of philanthropy) event in November. Jaxson is now a healthy and happy first-grader, and your gifts to CaringBridge on that day unlocked a record-setting $100,000 challenge grant from the Richard M. Schulze Family Foundation.
Great Things Are Ahead, All Because of You

Hoping you feel very proud of all you made possible in 2018, please know that your support of CaringBridge matters just as much in 2019. With the shared goal of creating a world where no one goes through a health journey alone, your investment will guide the work of the CaringBridge team in:

- Ensuring that patients and caregivers everywhere know about CaringBridge, and all the ways it can help, after diagnosis, illness, injury, premature birth and chronic conditions such as Alzheimer’s.

- Showing everyone who needs CaringBridge that healing is possible, and valuable, even when a medical outcome does not include cure.

- Keeping pace with technology so that CaringBridge remains safe, secure and easy to use, all the time, on mobile devices as well as desktop and laptop computers.

You know how much love and support matter; thank you for continuing to make it shine through CaringBridge.

Our Mission shows how your support helped patients and family caregivers:

“We build bridges of care and communication providing love and support on a health journey.”

Kaden Kruciak’s CaringBridge site was launched a month before he was born in 2011. His mom, Stephanie, continues to write, and said Kaden’s CaringBridge community feels like extended family.

Your Legacy

We’re so honored by donors who designate CaringBridge as part of their planned giving. If you have included CaringBridge in your legacy, or are thinking about it, may we thank you?

Read More
Senior Leadership Team
Liwanag Ojala, Chief Executive Officer
Brigid Bonner, Chief Experience Officer
Elizabeth Olson, Chief Financial Officer
Mike Thyken, Chief Technology Officer

Board of Directors (as of December 6, 2018)
Our dynamic board has a commitment to doing extraordinary work and a vision for what’s possible when compassion and technology unite.

Dr. Sharon Berry
Jim Cuene
Berit Francis
Jodi Hubler
Don Liu
Bill McKinney, Chair

Mikisha Nation
John Orner
Hitesh Patel
Kathy Persian
Dr. Véronique Roger
Pete Segar

Bruce Smith
Pete Sommerness
Wesley Story
Jason Van de Loo
John Wernz

With gratitude, as always, to CaringBridge founder Sona Mehring, and JoAnn Hardegger and Darrin Swanson, parents of Baby Brighid, for whom CaringBridge is named.

Everything that happens at CaringBridge is powered by you. From everyone on the team in Eagan, MN, working with you to ensure CaringBridge is always available to everyone who needs it, THANK YOU.