You Made 2019 a Year of Record-Setting Impact

What donors like you tell us most often is that everyone who needs CaringBridge needs to know about it. So taking that to heart, on the following pages you'll see how your generosity—in many forms—shined light on CaringBridge, and the ways it helps patients and family caregivers.

Among the brightest spots was your support of the ongoing How We Heal project, from which a framework is emerging to help people find their own paths toward wholeness. This framework for healing, called “Believe, Belong, Be,” is ground-breaking, and a highlight of 2019 was sharing its power, and potential, at the Manova Global Summit on the Future of Health.

You also made it possible for the stories of patients and caregivers using CaringBridge to be shared more widely than ever before. From record-setting engagement on social media to teaming with advocates across the country who also believe no one should go through a health journey alone, more people everywhere are saying, “Oh, yes, I know about CaringBridge.”

As you review the following pages to see how much your support mattered in 2019, I also want to shine light on YOU, and say how deeply grateful I am for all you do for CaringBridge.

Liwanag Ojala
Chief Executive Officer,
CaringBridge Author, Donor

NOTE: To read, watch or listen to stories of patients and family caregivers using CaringBridge, scan with your mobile device the QR Codes that appear throughout this report, or visit CaringBridge.org/healing.
Nearly 2.4 billion visits have been made to CaringBridge since 1997, when our founder, Sona Mehring, launched a website for friends Darrin Swanson and JoAnn Hardegger, whose baby, Brighid, was born prematurely. This shows 9% growth over 2018.

A total of 1,079,635 supporters like you have made more than 1.3 million gifts to CaringBridge since 2002, the year it became a nonprofit. Being able to now say that a million donors support CaringBridge is amazing!

Nearly 90% of donations to CaringBridge have been made by patients and family caregivers like you, who know how CaringBridge helps.

44 team members based in Eagan, MN, power a nonprofit used by people in all 50 states and every country in the world. We’re also proud of a 90% employee retention rate in 2019.

40.3 million individual people turned to CaringBridge to share health updates or send messages of hope and healing. This is a 25% increase over 2018—WOW!

124,294 generous supporters donated to CaringBridge with a total of 141,281 gifts, up 7% and 9% respectively, in a single year.

1,800 messages of support were posted on CaringBridge sites every hour, a tremendous increase of 65% over 2018.

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 see the power of CaringBridge: A world where no one goes through a health journey alone.
You’ve Inspired a New Framework to Find Paths Toward Healing

Your support since 2017 has created a new framework focused on the power of patients and family caregivers to help heal themselves.

The framework, part of the ongoing How We Heal project, reflects how CaringBridge users like you answered the question, “What is the source of strength and healing that keeps you going ... no matter what?”

Responses fell mostly into three categories: Believe (faith and spirituality); Belong (family and friends); and Be (finding meaning in difficult experiences). What stands out is something you know, and see, in images on these pages by National Geographic photographer David McLain: Healing can happen—even without cure—when people can tap into these life sources.

Meet the Advisory Panel

Sharon Berry, PhD
Director of Psychology Training, Children’s Minnesota

Annie Brewster, MD
Health Story Collaborative Harvard Medical School

Archelle Georgiou, MD
Author, “Healthcare Choices” Healthcare Industry Executive

Wayne Jonas, MD
Author, “How Healing Works” Retired Army Medical Officer

Mary Jo Kreitzer, PhD, RN
Founder, Earl E. Bakken Center for Spirituality and Healing

As our advisory panel of medical professionals considers the “Believe, Belong, Be” framework through a scientific lens, to capture evidence of the benefits of healing, we wish to help patients and caregivers everywhere find their own paths to wholeness.

The framework was introduced in 2019 at the Manova Global Summit on the Future of Health, where Liwanag Ojala, our CEO, encouraged health-industry executives and thought leaders to imagine it as an added dimension to our healthcare system.

As the How We Heal project continues, with the goal of showing everyone in need of healing that it is possible, and valuable, you are more than part of this work ... you’re the heart of it.
Patients, Caregivers Show Healing is Possible, and Valuable

From the stories of CaringBridge users like you, a new framework is emerging to help patients and family caregivers find their own paths toward healing. And as science shows why the pursuit of wholeness matters, you’re helping people everywhere benefit from the experience of CaringBridge users.

<table>
<thead>
<tr>
<th>A Framework for Healing</th>
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<tbody>
<tr>
<td><strong>BELIEVE</strong> Faith and Spirituality</td>
<td><strong>BELONG</strong> Family and Friends</td>
</tr>
<tr>
<td>As the Martinez Family of Uvalde, TX, found hope and strength in religion, others are helped by nature, music, meditation</td>
<td>Social support and connection, as Andre Beasley’s Somerset, WI team provided, can make patients and caregivers feel less alone</td>
</tr>
</tbody>
</table>

Since its launch in 2017, the *How We Heal* project has been shared with more than 120 million people and counting.
When our founder, Sona Mehring, launched the first CaringBridge site in 1997, for friends having a complicated pregnancy, she operated on instinct. (She used her skills as a software engineer, too, as creating websites in those days was not for amateurs!)

But more than 40 million people used CaringBridge in 2019, an amazing 25 percent increase from 2018. So it makes sense for Sona’s original instinct—to wrap a cocoon of love around people going through a terrible time—to be supplemented with insight and innovation.

Research powers work like this, and your support has been generous in helping measure what matters most to patients and family caregivers. You’re also helping answer a question for the ages: “Why is it so hard for people to ask for help that others are ready and willing to give?”

And through your investment in academic research done in collaboration with the University of Minnesota, Mayo Clinic and others, science is starting to show the ways in which using CaringBridge may improve health outcomes, and the value in finding paths toward healing.

None of this work could happen without your support, so thank you.

Action Research

With the goal for CaringBridge to always be as useful as humanly—and technologically—possible, you are supporting research to identify more ways for help, hope and healing to come through CaringBridge:

- 53% of patients and caregivers using CaringBridge say they could use help with food, chores, transportation and finances, but almost never ask.
- Those participating in a Loving Kindness Meditation reported significantly less stress.
- A Gratitude Practice reduced stress for CaringBridge users on health journeys.

SOURCE: Compassionate Technology Research Collaborative at the University of Minnesota

After a diagnosis of pancreatic cancer in 2016, Hanna Cooper of St. Paul, MN, and her husband, Tom Moberg, used CaringBridge to share medical updates, organize offers of help and reflect on life with cancer in the mix. Hanna was a good friend to CaringBridge, always reminding the team to think of caregivers, too. She died in 2019, and she is deeply missed.
More People Know About CaringBridge, Because of You

The more people who know about CaringBridge, the more people it can help. So thank you for making 2019 a year of record-setting exposure. We could not be more appreciative.

A huge boost in awareness of CaringBridge came from a national online video series called, This is How We Show Up, that featured CaringBridge users like you. The videos were watched by more than 22 million people, nearly all of whom said it was their first time hearing about CaringBridge.

Your investment also drew attention on social media to how CaringBridge helps patients and family caregivers. The number of people introduced through social posts and online public-service advertising to the How We Heal series and other useful articles, videos and podcasts increased by 75% over 2018. That’s big!

Spreading the word about CaringBridge also depends on generous organizations who believe, as you do, that no one should go through a health journey alone. These partners help raise awareness of CaringBridge beyond what your own word-of-mouth and the resources of a nonprofit like CaringBridge could ever do alone.

In 2019, CaringBridge added 93 new partners. Our gratitude for their support—and yours—is immense.

Key Partners

- Kaiser Permanente
- Mayo Clinic
- Dana-Farber Cancer Institute
- GoFundMe
- Veterans Administration/Department of Defense
- Fisher House Foundation (for military families)
- Rosalynn Carter Institute for Caregiving

This is How We Show Up

Among the families featured in the video series are The Scotts, who have used CaringBridge since 2009, throughout Abby’s multiple surgeries to make her legs of equal length.

Cat Thisius of Rochester, MN, said roller derby was the most challenging thing she had done, until breast cancer came along in 2018. Over 11 months of treatment, she used CaringBridge to keep everyone updated, including her teammates. “Writing helped me express all the good and the bad,” she said. “I could not have survived without it.”
You Ensured CaringBridge is Available ... Always and in All Ways

On any given day in 2019, more than 300,000 people like you visited CaringBridge to give or receive health updates. That’s the same number of passengers going through the Atlanta airport every day—the busiest airport in the world. And just as travelers depend on an up-and-running airport, everyone using CaringBridge needs for it to be available ... always and in all ways.

You know this if you’ve ever posted a Journal update from a hospital waiting room, or the NICU, or your kitchen table during a sleepless night. And if you’ve ever turned up the volume on your phone, so as not to miss the “ping” of a Journal Entry Notification, you’ve experienced CaringBridge as a lifeline.

So thank you for keeping the lifeline going. It is anchored in technology that makes CaringBridge safe, secure and easy to use. But it is also complex, ever-changing and expensive.

And because CaringBridge doesn’t sell advertising or your data to offset technology costs—never has, never will—it is your generosity, for which we are so grateful, that ensures CaringBridge will always be a sacred online place for everyone who needs it.

With Special Gratitude

Thanks to a generous 18-month grant of $1.2 million from Margaret A. Cargill Philanthropies directed toward modernizing our technology platform, CaringBridge will be able to help more patients and family caregivers like you in the ways in which you use technology today, tomorrow and decades from now.

Vincent’s Story

Five-year-old Vincent Lynick of Burnsville, MN, born without a left tibia, has so far outgrown—or worn out—six prosthetic legs. His Mom, Sally, has been writing on CaringBridge since Vincent was 6 months old. She said it is a good place to write and post pictures, and also to have control over the sharing of her family’s health journey.
Statement of Activity: Solid Footing to Invest in the Future

Revenue and Other Support

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$8,493,711</td>
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<tr>
<td>Donated services</td>
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<tr>
<td>Investment income</td>
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<tr>
<td>Other income</td>
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<td>Revenue and Other Support</td>
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<tr>
<td>*MACP Grant</td>
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<td><strong>Total</strong></td>
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Expenses

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<tr>
<td>Program expenses</td>
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<tr>
<td>Management and general</td>
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<tr>
<td>Fundraising</td>
<td>$982,727</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$11,824,965</strong></td>
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</table>

Net Assets

<table>
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<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>($1,232,914)*</td>
</tr>
<tr>
<td>Net Assets at the End of 2019</td>
<td>$2,829,865</td>
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</tbody>
</table>

*(Reflects an 18-month grant from Margaret A. Cargill Philanthropies directed toward modernizing our technology platform and creating innovative product capabilities for patient and caregiver care coordination. This also reflects a second planned year of investing in outreach initiatives to position CaringBridge strongly for the future.

After diagnosis of a brain tumor in 2017, Caroline Wright of Seattle and her husband, Garth, took the matter of hair into their own hands ahead of Caroline’s treatment. The Wrights shared their story in 2019 at a Giving Tuesday event hosted on the international day of philanthropy. Your gifts to CaringBridge on that day unlocked another record-setting $100,000 challenge grant from the Richard M. Schulze Family Foundation.

(Photo courtesy of Adair Rutledge)
Your Support Charts the Course for What Comes Next

One in 8 people in the United States used CaringBridge in 2019, and you have yourself to thank for that!

But as long as there is a gap between the number of people facing health crises and chronic conditions and the number of people using CaringBridge, there is more work to be done. Here is what that will look like in 2020, and why your help is truly needed:

• Partners are a vital link between patients and family caregivers and CaringBridge. Making sure that nurses, social workers, chaplains and those supporting military families are equipped to recommend CaringBridge will be a major focus in 2020.

• With research showing how much family and friends want to help, and how bad patients and caregivers are at asking for that help, a technology solution is in the works for CaringBridge to connect many dots. Your support is extremely important in bringing this to life.

• Being respectful of your donor dollars, after two years of planned investment—made possible by five previous years of revenue growth—we will be getting back to break-even, also as planned.

All of us at CaringBridge are so incredibly grateful for all you do, and continue to do, to make sure no one goes through a health journey alone. Thank you.

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.

Fourteen-year-old Ana VanKoeverden of Rochester, MN, with her younger sister, Elsa, has lived with brain cancer since age 3. Ana now updates her own CaringBridge Journal, and had this advice: “To other kids with cancer I would just say, ‘Keep fighting.’ You may not see the light ahead, but there’s always a light ahead. So just keep going, no matter what people say to you.”

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?
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 3, 2019)

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
Dr. Archelle Georgiou
Jodi Hubler
Molly Jungbauer

Don Liu
Mikisha Nation
John Orner
Dr. Véronique Roger
Pete Segar

Adrian Slobin
Bruce Smith, Chair
Pete Sommerness
J. Scott Spiker
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.

From everyone on the CaringBridge team in Eagan, MN, thank you for all that you do for patients and caregivers everywhere.