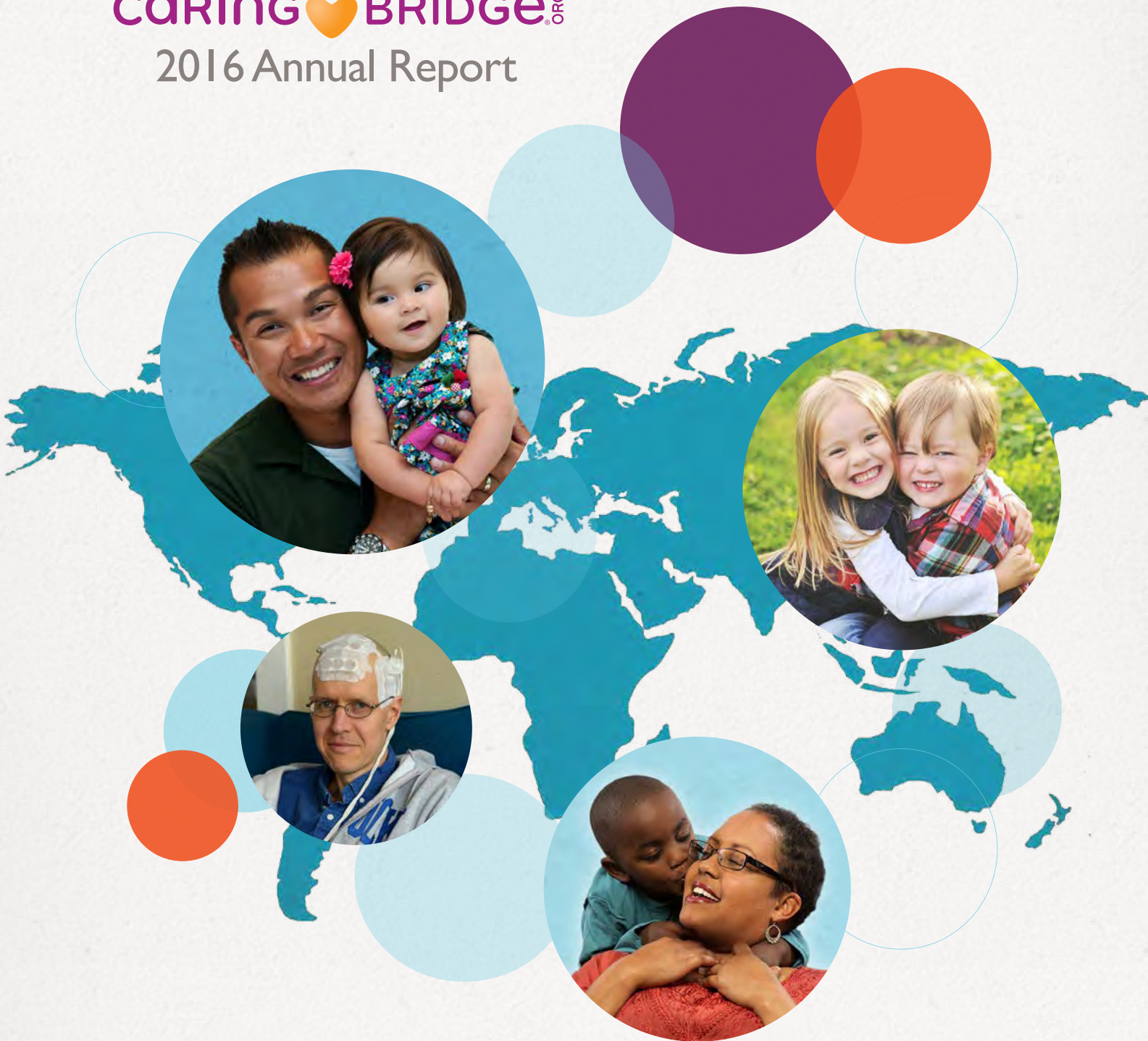




2016 Annual Report



Our Mission

To amplify the love, hope and compassion in the world,
making each health journey easier.

Thank You

YOU made possible a year of major accomplishments

You make everything possible at CaringBridge, and 2016 was a year of major accomplishments. A significant number of your donor dollars were invested in a website relaunch and the syncing-up of the mobile and desktop/laptop versions of CaringBridge. This involved a tremendous amount of under-the-hood work—mission critical and largely invisible to those who depend on CaringBridge as a lifeline of support.

But the amazing impact of your generosity came into sharp focus recently, when CaringBridge author Michael Bischoff, and his wife, Jenny Larson, came to our office in Eagan, Minnesota, to share how your investment has kept their family going.

In September 2015, Michael, now 45, was diagnosed with glioblastoma, an aggressive brain cancer. Within days of his first surgery, he was posting Journal updates, snapshots and later, video, on his CaringBridge website. As Michael's treatment continued, including being fitted with a skullcap called Optune that directs electro-magnetic waves toward brain tumors, family and friends around the world lifted him up through CaringBridge. (See *Michael's picture on the cover of this report.*)

Michael recently said, "My vocation now is receiving love, acknowledging that, and allowing it to keep moving." Let me be clear: Your support enables Michael's vocation. (Read Michael's story in our new Resources section at CaringBridge.org/resources.)

Without you, we couldn't support Michael and hundreds of thousands of CaringBridge authors like him. But as a result of our partnership, more CaringBridge websites were created in 2016 than any previous year—an average of 1 every 6 minutes.

You also made possible a range of activities to spread the word about CaringBridge at a national level. And thanks to you, we have launched a research agenda, to validate what we have always known, instinctively—that social support improves health outcomes.

I close this letter noting the recent announcement that our founder, Sona Mehring, plans to retire in June 2017. We will miss her day-to-day presence, but Sona's legacy will continue, alongside that of Baby Brigid, the infant daughter of Sona's dear friends, for whom CaringBridge is named.

To honor Sona's commitment over 20 years on behalf of Brigid—675,000 websites and counting, with 2.1 billion visits—our work continues toward making CaringBridge the first place to turn after a diagnosis, illness, injury, premature birth ... any health journey.

We welcome your review of what we accomplished, together, in 2016. Thank you will never be enough, but it is from the bottom of my heart.



Liwanag Ojala
Chief Executive Officer

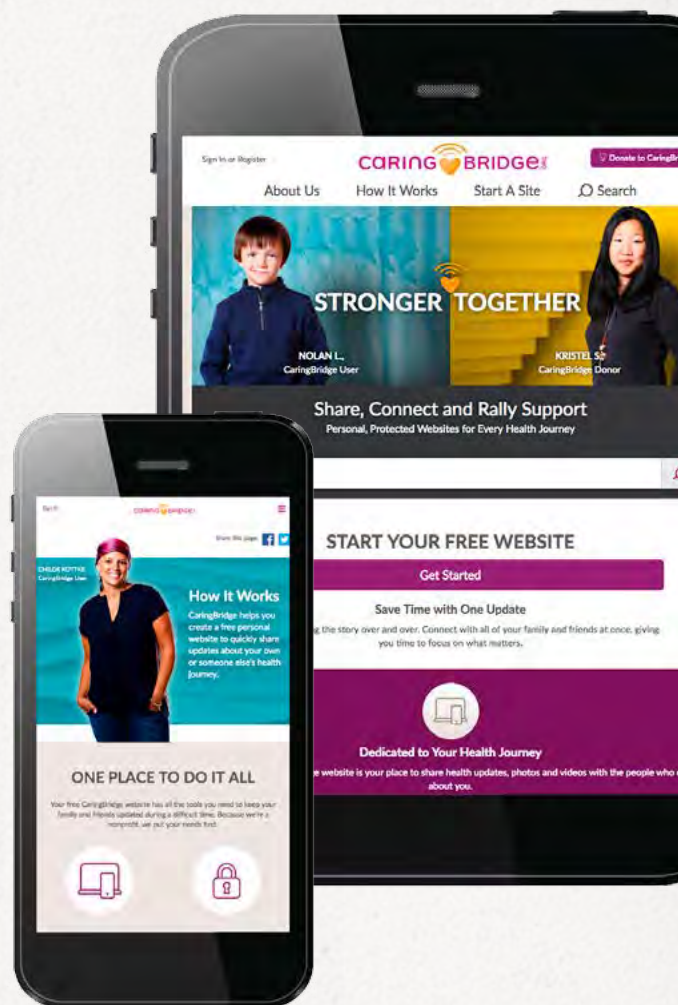
Enhanced Website

Your donor dollars created GREAT change

With nearly 70% of CaringBridge users relying primarily on their smartphones and tablets, your donor dollars were invested in significant enhancements to our user experience on mobile devices. We also added a “Ways to Help” section to complement the popular “Journal” and “Gallery” areas of CaringBridge, and made additional control and privacy options available to CaringBridge authors.

‘New’ CaringBridge Website—Inside and Out

Your generous support enabled launch of a “new” CaringBridge website—redesigned inside and out—launched in August 2016. We also equipped authors with full control of access to their websites; from open and searchable on the internet to completely private and “invitation only.” This was a major undertaking, and we carefully monitored response to our more mobile-friendly design, simplified navigation and updated colors and images. Adjustments were made, as needed, and our customer care team supported authors, visitors and donors, online and on the phone, throughout the transition.



Even More Ways to Help

You asked for more resources and tools for those on health journeys. Powered by your generosity, we delivered. Enhancements to our “Ways to Help” included the ability for CaringBridge authors to include support links, and a partnership with GoFundMe, enabling visitors to easily find and participate in the personal fundraising campaigns of CaringBridge authors.



Thanks to Our Supporters

YOU are amazing

Entrepreneurs Give Back Evolving Solutions, Hamel, Minnesota



In 2016, Jaime Gmach, left, president of Minnesota-based Evolving Solutions, was moved by the CaringBridge experience of a friend and client at Optum Technologies, and Optum's support of CaringBridge through their annual golf tournament. He wanted to build on the momentum of that gift, and offered to match the donations to CaringBridge of his team members, up to \$25,000. Melanie Glawe, second from left, Amber Murphy, center, and Joel Wyttenhove organized the successful corporate-giving program. **Thank you, Evolving Solutions!**

CaringBridge Supporter

Pete Segar: Cancer Survivor, Donor, Board of Directors Member

Donors like Pete Segar, and his wife, Kim, make everything possible at CaringBridge. Pete said, "I am passionate about CaringBridge, because it made a real difference in my life.

I am motivated to do everything I can to spread this gift to more people in need. It takes a lot of investment and effort to stay relevant as technology advances, and to spread the word to engage new users. Under the hood, CaringBridge is a highly capable organization."



Volunteer of the Year

Rick Nelson: Real Estate Executive, Donor

Rick Nelson, principal of Minnesota-based Winthrop Commercial, was celebrated as Volunteer of the Year in 2016, for his longtime support in keeping the roof over the heads of the Minnesota-based CaringBridge team. (We're not kidding!) Rick's expertise is in commercial real estate, and he has generously given of his time and talent in securing office space in alignment with the needs of the CaringBridge team. Rick goes above and beyond to ensure his clients, including CaringBridge, are delighted with their new offices. **Without the support of volunteers like Rick, we couldn't do what we do.**



Outreach and Engagement

Because of YOU, CaringBridge is everywhere

Making sure those who need social support and concrete help during a health journey have access to CaringBridge requires strong focus on outreach and engagement. A variety of activities in 2016, powered by your donor dollars, helped us reach into communities across America with our message.

Media

CaringBridge received media coverage in all 50 states, with a record number of TV, radio, print and social media interviews. In 2016, CaringBridge received 4.9 billion impressions from media coverage.

Thought Leadership

In her role as Founder and Chief Ambassador, Sona Mehring was invited to discuss the effects of social support on health outcomes, among other topics, as keynote speaker at 24 conferences and events across the country. In April and July 2016, Sona was a TED^x presenter at the University of Minnesota, and the City of Fargo, respectively. Her topic: "Say it Forward." [Listen to Sona's TED^x Talk at **caringbridge.org/resources/sayitforward-with-social-tech/**](http://caringbridge.org/resources/sayitforward-with-social-tech/)



Storyteller Events

CaringBridge has a long-established tradition of inviting authors to share their stories, in person, at all-team meetings. In 2016, we extended the circle of sharing beyond our office, with larger-audience Storyteller events in May and November. Participants included CaringBridge authors, caregivers, family members, friends, donors, volunteers, team members and Board and Advisory Council members. As part of the events, guests shared what CaringBridge means in their lives.



You Make Everything Happen

Thanks to YOU, the journey continues



Founder Sona Mehring, left, senior donation specialist Claudia Ernst, and senior development specialist Kelly Espy, right, with the original CaringBridge History Map. Claudia and Kelly were among the first to join the CaringBridge team, first as volunteers, and later as staff members. Claudia has been part of the journey since 2004, and Kelly since 2003.

Our Journey

Since June 7, 1997, more than 675,000 CaringBridge websites have been created, with more than 2.1 billion visits. Our Vision remains to make CaringBridge the first place to turn after a diagnosis, illness, injury, premature birth ... any health crisis. Thanks to benefactors like you, we continue to grow without border or reservation.

Our Reach

- CaringBridge users came from all 50 states and 236 countries and territories
- 1 in 12 people in the United States used CaringBridge to rally support for a loved one during a health journey
- A new CaringBridge website was created every 6 minutes
- An average of 215,000 people visited CaringBridge every day
- 885 messages of love, hope and compassion were posted every hour, on CaringBridge websites

Our Authors and Visitors

- 65% of CaringBridge websites were created by a family member or friend, on behalf of patients
- Among those who chose to identify their health conditions, cancer, surgery/transplant, injury, cardiovascular/stroke, neurological, and infant/childbirth were the most prevalent
- A growing number of CaringBridge users identified themselves as caregivers
- Nearly 70% of users accessed CaringBridge with mobile devices

Our Donors

- You were among the 78,887 generous donors who supported CaringBridge with 90,723 gifts
- Nearly 90% of CaringBridge funding came from people, like you, who have experienced its power firsthand

Statement of Activity

Revenue and Other Support

Contributions	\$6,614,085	88.7%
Donated Services	\$699,643	9.4%
Investment Income	\$16,013	0.2%
Other Income	\$110,314	1.5%
Unrelated Business Income	\$12,360	0.2%
Total Revenue	\$7,452,415	100%

Expenses

Program Services	\$5,404,762	73.3%
Management and General	\$1,058,908	14.4%
Fundraising	\$910,262	12.3%
Total Expenses	\$7,373,932	100%

Net Assets

Change in Net Assets	\$78,483
Net Assets at the Beginning of 2016	\$4,646,174
Net Assets at the End of 2016	\$4,724,657

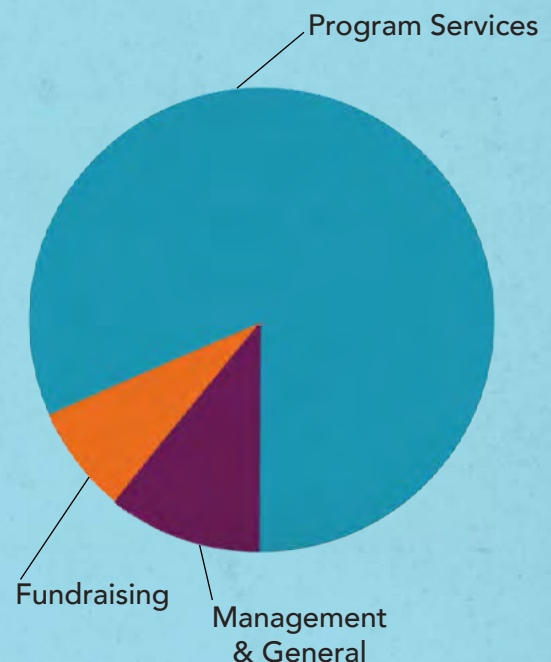
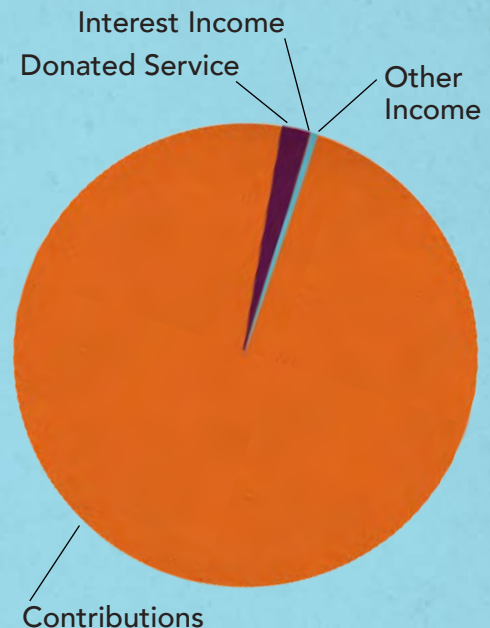
Balance Sheet

Assets

Cash	\$3,521,292
Inventory	\$1,855
Prepaid Expenses	\$38,074
Endowment Investments	\$207,172
Investments	\$618,565
Other Assets	\$15,300
Fixed Assets	\$1,133,020
Total Assets	\$5,535,278

Liabilities & Net Assets

Accounts Payable	\$91,425
Accrued Expenses	\$225,244
Deferred Leasehold Improvements	\$365,181
Lease Liability	\$128,771
Unrestricted	\$4,517,485
Temporarily Restricted	\$7,172
Permanently Restricted	\$200,000
Total Liabilities & Net Assets	\$5,535,278



Independent auditors:
Baker Tilly Virchow Krause, LLP

To review the complete audited CaringBridge financial statement, please send your request via email to: info@CaringBridge.org.

CaringBridge Leadership Team

Senior Leadership Team



Sona Mehring
Founder and
Chief Ambassador



Liwanag Ojala
Chief Executive Officer



Darla Nemec
Chief Financial Officer



Brigid Bonner
Chief Experience Officer



Chee Wong
Chief Technology Officer

2016 Board of Directors

Our dynamic board has a commitment to doing extraordinary work and a vision for what's possible when compassion and technology unite.

Beth Monsrud, *Chair*
Bill McKinney, *Vice Chair*
Leigh Bailey, *Secretary*
Cheryl Newell, *Treasurer*
Lee Roper-Batker

Karen Hohertz-Jacobs
Kris Larson
Lawrence Massa
Mikisha Nation
Dr. Ann O'Connor Sandgren

Pete Segar
Wesley Story
Katherine Tavitian
Shawn Teal
Jason Van de Loo
John Wernz

Advisory Council

Professionals in technology, fund development, finance and administration, healthcare, customer care, marketing and outreach provide guidance to further the impact and mission of CaringBridge.

Barb Farrell, *Chair*
Nikki Abramson
Karl Baltes
Julie Burrows
Carmela Coyle

Berit Francis
Rik Lalim
Bill Lindberg
Andrew McGarvey
Jennifer Moccia

Patty Pannkuk
Kathy Saracino
Scott Schwefel
Lindy Stankey
Arleen Sullivan

On the cover: CaringBridge users, clockwise from top: Interna and Baby Hazel; siblings Vanessa and Cameron; Sara and her son; Michael.



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CaringBridge.org

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