



CARINGBRIDGE™

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# 2023 Year in Review

# Celebrating 2023 and new beginnings in 2024



A few months into 2024, I find myself reflecting as 2023 is a wrap, ending in respite and connection that has enabled a hit the ground running start to 2024 that feels energized and full of promise.

Looking back at 2023, I'm proud of the progress we made at CaringBridge to surround more family caregivers with support as they care for a loved one on a health journey.

- Over 144 million total visits to CaringBridge in search of support during a loved one's health journey
- Over 5.5 million comments from the CaringBridge community, surrounding their loved ones with support
- Over 41,000 family caregivers surrounded by support from CaringBridge

The CaringBridge platform enabled nearly 320,000 daily visits to surround a family caregiver and their loved one with emotional, social, and functional support.

CaringBridge impact will be fueled by a generous \$1.5 million three-year grant from the Ralph C. Wilson, Jr. Foundation to fund research that will define how we better surround family caregivers with functional support that has measurable impact on their social and emotional health.

In 2023, CaringBridge launched the Family Caregiver Moonshot, a bold declaration to serve ten times the number of family caregivers by 2028, and an even bolder initiative of being integrated into health systems and given to ALL family caregivers at patient diagnosis or discharge, for acute or chronic conditions.

A new CaringBridge experience will launch in spring of 2024 that enables easier communication, better coordination of support, connecting your chosen community to more ways to help in support of all health conditions. All while still delivering on the trusted, private, and ad-free space our community has come to rely on that only a nonprofit like CaringBridge can deliver.

Every single day, in every part of our work, our values guide our actions.



### Make connections

Be a place of belonging where people feel welcomed, supported, and not alone.



### Give hope

Honor the individual journey to encourage and uplift the people we serve and one another.



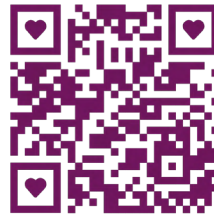
### Keep it simple

Be purposeful and clear to solve the burden of being overwhelmed.



### Offer guidance

Lead the way to create lasting impact.



Brand update

A new, modern look and experience to support you

Old logo



CARINGBRIDGE™

New logo

Thank you to all our supporters - from donors, to board members, to partners, but especially to our loyal CaringBridge users. We wake up every day thinking of how to make CaringBridge better for you.



With gratitude,

**Tia Newcomer**  
Chief Executive Officer,  
Proud Donor



### On the cover:

*CaringBridge users Sabeeha Nagarwala and Huzefa Gandhi share a joyful moment with family amidst Sabeeha's health journey.*



Read more

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





*Sisters Brittany and Kelly used CaringBridge to keep loved ones updated on Brittany's journey with breast cancer.*

Our Vision reflects how caregivers, patients, family, and friends see the power of CaringBridge:

**A world where no one goes through a health journey alone**

## Returns on your investment

**More than 2.7 billion** visits to CaringBridge have been made since 1997, when our founder, Sona Mehring, launched a website to support her friends, Darrin Swanson and JoAnn Hardegger, whose daughter Brighid was born prematurely.

**A total of 1,670,768 donors like you** have made 2,056,435 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 help, hope, and healing.

**45 team members** made CaringBridge available for people using it in every state and 244 countries and territories.



# 2023 Highlights



**44 MILLION**

**visits** to CaringBridge, as family caregivers, patients, or loved ones checking in to offer support and encouragement.



**171,397**

**gifts** to CaringBridge were made by 145,823 donors like you—that's incredible impact.



**5.5 MILLION**

**messages of support** were posted on CaringBridge pages. This support helps people keep going during life's hardest moments.



**EACH DAY, NEARLY**

**320,000**

people came to CaringBridge to surround loved ones with support.

## Thanks to you, CaringBridge continues to surround family caregivers with support to feel less alone

In May 2023, Surgeon General Vivek Murphy released *The Surgeon General's Advisory on Our Epidemic of Loneliness and Isolation*. The advisory is full of information on the impact of loneliness and isolation on a person. The health risks associated with prolonged loneliness are dramatic—akin to smoking up to 15 cigarettes a day. Poor social relationships, social isolation, and loneliness can increase your risk of heart disease by 29% and risk of stroke by 32%.

However, there's good news too—being more socially connected can improve stress response and minimize the negative health effects of stress. This is where CaringBridge comes in.

When former Chief Technology Officer of the U.S. Department of Health and Human Services Department Susannah Fox gave a keynote address to CaringBridge supporters in October 2023, she talked about how 43% of adults are unpaid caregivers, and 70% of those caregivers have at least one adverse mental health impact.

For 26 years, the CaringBridge mission has been to build bridges of care and communication providing love and support on a health journey. In 2023, bolstered by the government's concentration on the loneliness epidemic and on the statistics that plague family caregivers, CaringBridge has a renewed focus on ensuring that we live in a world where no one—including the family caregiver—goes through a health journey alone.

CaringBridge is on a mission to improve the lives of family caregivers and in 2023, launched the Family Caregiver Moonshot. With 53 million caregivers in the U.S., CaringBridge has the largest engaged community of family caregivers, reaching 41,727 every year. But we must reach beyond that. We aspire to grow that number to over 250,000. Join us on the journey and together, we can make a difference.

*Image: Sarah-Marie Henson and her father Jim, who retired early from his career as an acute care nurse to become Sarah-Marie's full-time caregiver.*



Sarah-Marie's  
Story  
[Read more](#)







## You're helping family caregivers feel less overwhelmed

### IMPACT:

Feelings of being overwhelmed, isolated, and lonely are prevalent among family caregivers and the loved ones they support on a health journey. CaringBridge addresses those needs by improving emotional health and social support, helping people come together in support of healing. Since 1997, we've made it easy to share updates and activate a support network all in one place. CaringBridge is no-cost, secure, private, never sells data, and ad-free.

There are 53+ million caregivers in the U.S. and CaringBridge is a place where family caregivers can thrive

### Family caregivers can improve patient outcomes and CaringBridge helps improve their emotional health



88%

achieve better patient outcomes



56%

experience lower hospital readmission rates



4<sup>x</sup>

improvement of feeling less alone after using CaringBridge for more than 6 months



2<sup>x</sup>

more sense of purpose being a caregiver

Source: CHCS (Center for Health Care Strategies, Inc.), May 2020.  
CaringBridge Caregiver Survey, November 2023.

“ Just getting to let people know what was going on and seeing people’s comments was really encouraging. All these people are thinking about us and care about us. It meant a lot. Especially because it’s long days at the hospital, and it can be so critical, but it can also be lonely at times. CaringBridge felt like a connection to people. ”

LIZ ROWE, WHO CARED FOR HER DAUGHTER WHILE IN THE NICU



“ Nobody could even visit us for the first three months of William’s life, and it was extremely lonely. CaringBridge definitely made us feel less alone because people were grieving the the things that we needed to grieve, and celebrating the exciting things William was doing. ”

KATIE STALEY, WHO CARED FOR HER SON WILLIAM DURING HIS HEART TRANSPLANT

“ The caregiver’s journey is an endless journey. I would not have been able to remain as positive if it was not for CaringBridge to offload that part of it. It gave me the forum to be positive, to be open, to be vulnerable. ”

HUZEFA GANDHI, WHO CARED FOR HIS WIFE THROUGH HER BREAST CANCER DIAGNOSIS AND TREATMENT



Learn more about these CaringBridge families by reading their stories on our website.





Thanks to donors like you, families all over the world have been able to rely on CaringBridge for the last 26 years (and counting!)

“CaringBridge was and is the greatest tool on earth for keeping family and friends updated. I was deluged with phone calls and I had little time or interest in responding. I was in another state, so loved ones were frustrated trying to get information too. Enter CaringBridge!

Originally I thought CaringBridge was a service to others, to keep them updated. Not so. It quickly became a therapy tool for ME. CaringBridge became an emotional support for the whole family because it's interactive! After each post we couldn't wait to read the encouraging comments, especially while we were out of state.”

CELIA, CARINGBRIDGE USER AND DONOR

## 2023 data points:



# 12

**A CaringBridge page was created every 12 minutes**

This frequency reflects the consistent activation of communities by family caregivers and patients. Knowing this statistic helps us measure against goals for CaringBridge to help more people every minute of every day.



# \$30

**It costs \$30 per month to keep one CaringBridge page online**

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

We believe healing happens when we're surrounded by loved ones.

## A father's support system helps heal on long-distance health journey

When Scott Swayne was admitted to the hospital for emergency brain surgery while on a work trip across the country, his daughter Hannah jumped into action to let loved ones know what was happening.

“At the beginning, we didn’t have that much information,” Hannah said. “By the time I started placing phone calls, my mom had texted me images of his CT scan and could see the brain tumor and the build up of fluid in his brain.”

Hannah, along with her husband, mother and three siblings, temporarily relocated to be near Scott as he recovered. The next few months would be a rollercoaster. Scott would endure two brain surgeries and surgery to remove extensive blood clotting in his legs.

The mental, physical, and emotional exhaustion was taking its toll. They all needed support, connection, love, and prayers.

They decided to start a CaringBridge page, with Hannah writing the updates.

“Within the first night of it being posted, there were almost 2,000 people that ended up on his page,” Hannah said. “When my dad started to become more conscious and aware, he wanted to know what people were saying. We would be in his hospital room, and I would read all the people that visited his site.”

The Swayne family used CaringBridge to keep their loved ones updated on Scott’s condition, to request prayer support, and to post contact information so Scott’s family and friends could send him encouraging cards and notes while he was in the hospital. For Scott, the support he received through CaringBridge helped him through those difficult months.

Eventually, Scott was well enough to go home. When they got back, there was a huge welcome banner in their front yard. “I felt like I had a huge head start because so many people had been praying for me and cheering me on—it was the perfect environment to come back to. We could share the celebrations, share our joy.”

Through it all, CaringBridge was there. And for that, Scott will be forever thankful.

“I’m grateful to be alive. I’m grateful to have another day with my family and my friends around me. CaringBridge allowed me to express that. It was not only a way for people to follow my journey, but also to maybe give them some strength and support too.”



Scott Swayne receives a warm welcome home after months spent recovering from brain surgery. His family chronicled his journey on CaringBridge





Scott's Story  
Read more





## Thanks to your generosity, we developed new ways to share CaringBridge and surround family caregivers and care recipients with support

Referrals coming from you, either a trusted family member, friend, healthcare professional or colleague noticeably increase CaringBridge page starts. If you are in a situation where you can share CaringBridge with your community either on social media, at your place of work, at a hospital or clinic, book club, family gathering, house of worship, etc., we have free collateral materials you can share. They include:



### Free brochures and sticky notes

They come in packs of 50 and are in both English and Spanish. They can be ordered here: [www.caringbridge.org/partnerships](http://www.caringbridge.org/partnerships). You can also download a pdf of your desired brochure and share it digitally.

### Digital toolkit

Many of our partners will also share CaringBridge as a resource on a hospital, health-related nonprofit, house of worship, or employer website. We can email you our new Digital Toolkit, which includes our logo and description of CaringBridge. If you would like to receive the Digital Toolkit, please reach out to the Partnerships Team.

If you are in a situation where you can share CaringBridge with larger groups of family caregivers and care recipients, CaringBridge can co-brand materials for you to share. We are also available to participate in a webinar or podcast on the benefits of starting a CaringBridge page or share CaringBridge in a virtual presentation.

Please reach out to the Partnerships Team if you would like to discuss how you can share CaringBridge with your community. Please contact [partnerships@caringbridge.org](mailto:partnerships@caringbridge.org)

## CaringBridge surrounds new audiences with support

CaringBridge continues to expand our reach to new audiences with initiatives like the Guide program, which seeks to surround people with support on a health journey. Since its inception in 2021, over 25,000 eBooks have been downloaded.

In 2023, new topics such as Ways to Help During a Health Crisis and Thoughtful Holiday Gifts for Caregivers introduced relevant content to existing and potential CaringBridge users, furthering our vision of a world where no one goes through a health journey alone.



## To our incredible matching gift donors of 2023 – THANK YOU!

**Thanks to our matching gift donors** who fuel CaringBridge appeals, we continue to be inspired by the success of this approach and see it as truly a win-win. Matching gifts create an opportunity for any donor that can individually or collectively make a larger gift that is used to inspire generosity from all donors who make gifts of all sizes across the entire CaringBridge community. This support powers CaringBridge and allows us to continue to provide a no-cost and advertisement-free private, sacred space for families on health journeys.



**1. You donate**

- Kim and Pete Segar
- SAR Fund
- Living Water Foundation
- Richard M. Schulze Family Foundation
- Bruce Smith
- Sarah Krevans

**2. They match**

**3. Double your impact**

- Hollstadt Consulting
- Don Liu
- Pete Sommerness
- CaringBridge Board of Directors
- Anonymous donors
- CaringBridge staff

There are over 53 million caregivers in the United States, and CaringBridge is a place where family caregivers can thrive, but we need your help to sustain and power our platform and increase the support we can provide family caregivers and their loved ones. If you are interested in making a \$10,000 or more matching gift to CaringBridge, please contact Clarissa James at (651) 789-3381 or [cjames@caringbridge.org](mailto:cjames@caringbridge.org)

## Thank you for powering a NEW platform for the future

For over a year, CaringBridge staff has been working on a new and improved experience, making it easier for family caregivers and their loved ones on a health journey. *We could not have done these critical improvements without your support.*

### What is changing?

**Evolution of our brand and logo:** To embody the spirit of our vision, we're refreshing our brand and unveiling a new logo. The change is more than cosmetic; it symbolizes our dedication to evolving with the needs of our family caregivers and adapting to the challenges they face with the support they need. This revitalized identity reflects our commitment to growth, innovation, and inclusivity.

**Launching a new experience:** In tandem with our rebranding, we're thrilled to introduce a new, modern platform designed to better support family caregivers and the the people they care for. Our aim is to make

CaringBridge an indispensable tool for ALL family caregivers. This new experience will empower family caregivers with connectivity and information, enabling their chosen community to surround them with functional and emotional support.

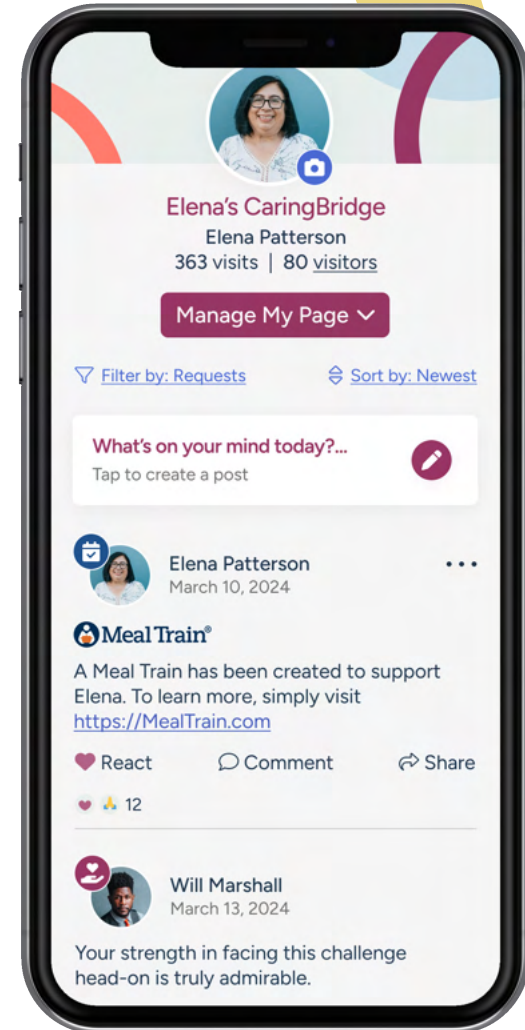
### What to expect?

**User-Centric Refresh:** CaringBridge refreshed its brand inspired by the experiences and needs of users, creating a platform that resonates deeply with individuals navigating health journeys.

**Tech innovation to solve overwhelm:** CaringBridge is a powerful tool in creating a system of support for family caregivers. Fostering meaningful connections for not only sharing updates in a safe space dedicated to health journeys, but for activating your community in support of the functional and emotional needs that are often overwhelming.

**Impact:** Feelings of being overwhelmed, isolated, and lonely are prevalent among family caregivers and the loved ones they support on a health journey. CaringBridge addresses those needs by improving emotional health and social support, helping people come together in support of healing.

**Inclusive empowerment:** CaringBridge is an inclusive space that empowers individuals to share their unique stories, connect with others, and find strength in the collective support received for functional, social, and emotional needs.





# Statement of activity: A yearly accounting of your investment in CaringBridge

Financial information for the year ending December 31, 2023

## Revenue and other support

Contributions	12,503,241
Donated services	503,262
Investment income	79,089
Other income	271,231
<b>Total</b>	<b>\$ 13,356,823</b>

## Expenses

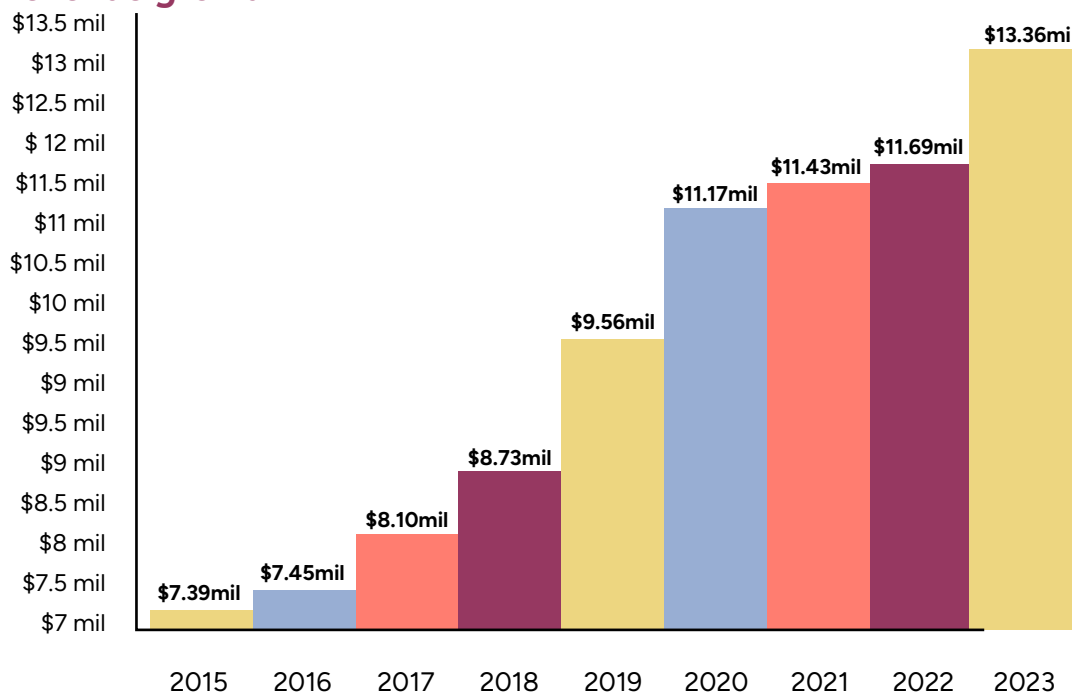
Program expenses	9,359,807
Management and general	1,656,078
Fundraising	1,238,740
<b>Total</b>	<b>\$ 12,254,625</b>

## Net assets

<b>Change In Net Assets</b>	1,102,198*
Net Assets at the End of 2023	<b>\$ 5,365,690</b>

\*Reflects a three-year generous grant from the Ralph C. Wilson Foundation. The entire grant was recorded in 2023 revenue even though the funding will occur over the 3-year period.

## Revenue growth



Independent auditors: Baker Tilly VirchowKrause, LLP. To review the complete audited CaringBridge financial statement, visit <https://www.caringbridge.org/about-us/financials-ratings>.



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.

### Senior leadership team

**Tia Newcomer**  
Chief Executive Officer

**Tom Booth**  
Chief Product Officer

**Annalee Lutgen**  
Chief Financial Officer

**Anita Mercado**  
VP of People Operations

**Stephanie Schmid**  
Chief Growth Officer

**Dr. Kate Wolin**  
Chief Scientific Officer

### Board of directors (served in 2023)

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

- Scott Spiker
- Calvin Allen
- Adrian Slobin
- Cris Ross
- Sarah Krevans
- Jodi Hubler
- Andy Thieman
- Solome Tibebe
- Molly Jungbauer
- Deborah Daccord
- Sara Ratner
- Linda Ireland
- Paurvi Bhatt
- Kevin O'Leary
- Soleil Boughton

**As always, thank you to CaringBridge founder Sona Mehring, and JoAnn Hardegger and Darrin Swanson, parents of Baby Brighid, for whom CaringBridge is named.**

