CARINGBRIDGE®

Annual Report 2025





A letter from our CEO

What Endures: Connection When It Matters Most

In a digital world where change is constant, one thing has always remained true for CaringBridge: connection matters most when life is hardest. Long before today's social media networks existed, our founder, Sona Mehring, created CaringBridge to give families a simple way to share updates and rally support during difficult health journeys. It was built for moments that are not curated or polished, but real, uncertain, and deeply human. For nearly 29 years, we have continued to evolve while staying rooted in that purpose.

Throughout her leadership tenure at CaringBridge, Tia Newcomer guided the organization with clarity, care, and a steady commitment to our mission. When I stepped into the leadership role in January, I did so with deep respect for that foundation and a clear focus on carrying our mission forward with intention.

Our vision of a world where no one goes through a health journey alone has not changed. What will always evolve is how we listen, learn, and respond to the needs of caregivers and their loved ones.

To be a trusted and integrated part of the health ecosystem and journey, we must demonstrate not only that CaringBridge feels supportive, but that it measurably improves lives.

In 2025, we took an important step forward in building that evidence. Using the UCLA Loneliness Scale, one of the most established measures of social connection, we followed 609 CaringBridge authors over an average of 82 days to answer a simple but critical question: does building an online health community reduce loneliness and overwhelm? The answer was yes, and the results were meaningful. Nearly 30 percent of caregivers reported feeling significantly less overwhelmed after using CaringBridge.

The CaringBridge Impact Report affirms what families tell us every day. Connection eases loneliness. Support reduces overwhelm. Clear communication strengthens resilience during even the most difficult moments.

In this Annual Report, you will meet Oneita, a widowed single mother facing a devastating cancer diagnosis, and Sherri, her godmother and caregiver. Through CaringBridge, their community came together to provide both emotional and practical support throughout Oneita's treatment, reminding them they were not alone.

The practical, day-to-day needs that emerge during a health journey are what led us to launch the Requests feature on CaringBridge in 2025. Asking for help can be one of the hardest parts of a health journey. For friends and family, knowing how to help can be just as difficult. Requests bridges that gap by making it easier to ask for and offer support, whether that support is meals, transportation, childcare, or errands.

Our ongoing partnerships with Instacart, Meal Train, Incomm Gift Cards, and GoFundMe further extend that support, helping families meet real needs in real time as well. Together, these tools reflect our belief that caregiving support must be practical, accessible, and grounded in community.

While many social platforms focus on highlight reels, CaringBridge holds space for what is real. The unfiltered updates. The complicated emotions. The hard days alongside the hopeful ones. No pressure to perform. No expectation to pretend. Just honest connection, when it matters most.

The need for CaringBridge continues to grow as more caregivers and patients seek connection and support during a health journey. Reaching more families and expanding how we show up for them is only possible because of the generosity of our supporters. Your continued investment in CaringBridge makes this work possible and ensures our platform remains free, accessible, and responsive when families need it most. We invite you to continue partnering with us to help ensure no one goes through a health journey alone.

As we look ahead to 2026, we remain clear in our belief that healing is not only medical. It is emotional. It is social. It is strengthened by community.

Thank you for being part of our community, and for helping ensure that no one has to go through a health journey alone.

With gratitude,

Stephanie Schmid

Stephanie Schmid
CaringBridge CEO



On the cover: Erin used CaringBridge to share updates throughout her son Maverick's adoption journey, including the unexpected medical complications that arose along the way.

Read More Stories:
To learn about caregivers and their loved ones using CaringBridge, scan the QR code or visit caringbridge.org/resources/healing/stories



From One Family to Millions

Powered by **37** dedicated team members, CaringBridge remains a constant source of connection and hope for families navigating a health journey, helping loved ones stay connected across every state and around the world. CaringBridge is dedicated to its mission, building bridges of care and communication, providing love and support on a health journey. Thanks to donors like you, CaringBridge is always free and accessible via CaringBridge.org and the iOS app. CaringBridge is there when it matters most.

Since 1997, CaringBridge has had **2.9 billion visits**. What began as a single website created by founder Sona Mehring to support her friends JoAnn Hardegger and Darrin Swanson and their premature daughter Brighid, has grown into a global source of connection and care. Since then, over **1.1 million** pages have been created, providing families a safe and secure place to communicate about a health condition, coordinate necessary help for chores and tasks, and rally community for support.

Since becoming a nonprofit in 2002, **1,924,274 donors** have made **2,322,880 gifts**, sustaining CaringBridge as a free, trusted platform that serves families across the country and around the world.

Nearly **90% of donations** to CaringBridge have been made by individuals who have used CaringBridge, finding it a place of help, hope, and healing. CaringBridge remains free and available to every family because those who have experienced its impact choose to give back.



2025 Highlights

Our vision, a world where no one goes through a health journey alone, is grounded in the lived experiences of caregivers, patients, families, and friends.



$600k

Was raised monthly through our partnership with GoFundMe.

119,463

Donors came together to support CaringBridge, each one helping ensure that no one has to face a health journey alone, and that CaringBridge remains private, safe, and secure for anyone who needs it.

40k

Pages were created to support loved ones on a health journey.

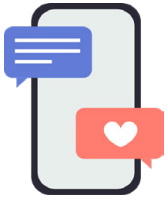


107,727

Donations were made to CaringBridge, reflecting the strength of our community and the generosity of those who believe in our mission.

200k

People visited CaringBridge daily to share or receive love, hope, and support during a health journey.



13,417,298

Posts, reactions, comments, and tributes were shared on CaringBridge to support a loved one, creating a powerful community of love and encouragement.



318

Gift cards per month were sent to families through CaringBridge, helping meet practical support needs.

Meeting Caregivers Where They Are

For family caregivers navigating illness, injury, or recovery, clear information and trusted guidance can make all the difference.

Our social media presence helps educate, equip, and encourage caregivers by meeting them where they already are and pointing them toward meaningful support when they need it most.

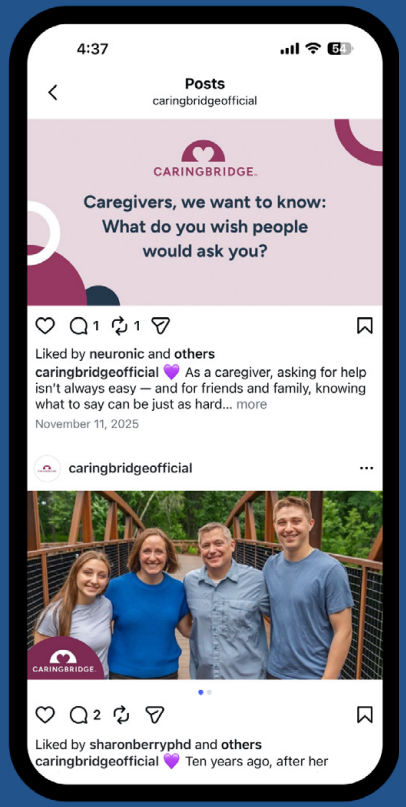
Across platforms like Facebook, Instagram, YouTube, and LinkedIn, CaringBridge extends its mission beyond the website, reaching millions each year with practical resources, caregiver insights, and messages that normalize the challenges of a health journey.

In 2025, our social content generated nearly 8 million views and more than 100,000 engagements.

Through authentic stories, educational tools, and timely reminders that it is okay to ask for help, we reduce overwhelm, validate caregiver experiences, and guide families to a safe, supportive space built just for them.

During National Family Caregivers Month in November, we honored family caregivers and the vital role they play by recognizing and equipping them across our social media channels, website, and email communications. Whether caregivers were looking for practical tools to coordinate support, guidance on sharing health updates, or reassurance as they navigated the emotional weight of a health journey, we reinforced a clear message: CaringBridge is here to support them.

Your support enables us to invest in thoughtful, mission-aligned outreach that educates, uplifts, and guides caregivers to trusted resources when they need them most, and together, we are reducing overwhelm and isolation, one story, one resource, and one family at a time.





See stories of hope, support, and connection. Scan to join the CaringBridge community and stay inspired.

Instagram | Facebook | YouTube | LinkedIn

The Impact of CaringBridge

Online Health Communities Reduce Caregiver Loneliness and Overwhelm

In November 2025, CaringBridge published the report **Online Health Communities' Impact on Caregiver Loneliness and Overwhelm**, highlighting the essential support it provides to families navigating serious health journeys. The study shows that online health communities can measurably reduce caregiver loneliness and overwhelm, demonstrating how CaringBridge fills an important gap between clinical care and home-based caregiving.

The research draws on a longitudinal study of 609 CaringBridge authors tracked over an average of 82 days. Nearly 30% of caregivers reported feeling significantly less overwhelmed after using CaringBridge. The study also identifies patterns in how digital support works in practice—insights that can help healthcare systems better support caregivers, reduce hospital readmissions, and improve outcomes for both patients and families across the care journey.

A key finding is that the quality of engagement matters more than quantity.

Thoughtful interactions, such as comments and ongoing participation from loved ones, have a stronger emotional impact than passive visits alone. These meaningful exchanges reduce feelings of isolation and strengthen emotional resilience when it is needed most during difficult health experiences.

Caregivers and their communities are the backbone of healthcare, often filling gaps traditional systems cannot reach. This report makes clear that integrating CaringBridge into care pathways extends the reach of clinical care beyond traditional settings, strengthening both patient and caregiver emotional and social well-being.





This research shows that activating digital communities improves emotional and social well-being while reducing overwhelm and loneliness. CaringBridge demonstrates that when support is simple, organized, and human-centered, it delivers scalable, measurable, emotionally intelligent care traditional interventions miss. Treating caregiver support as infrastructure improves outcomes across the care continuum while giving families emotional resources for long-term caregiving.

Scan the QR code to read the entire report or visit caringbridge.org/caring-bridge-impact-report

"Our community was the glue that held everything together. They filled in the pieces like the kids' sports practices that just slipped by, because I was at the hospital and there was just way too much going on. Knowing that our kids were being taken care of, or that we didn't have to cook meals. People were very good about telling us they'd read our update and providing the support we needed for that week."

– ERIN JOHNSON





"I think it's important to not feel isolated, to let others know what you're going through. In turn, they can support you and pray for you. I'm grateful to CaringBridge for the fact that it wasn't social media, and that people had to know about it to get into it. People weren't posting negative comments—it was very positive, and that was helpful for us.. They knew what to pray for, and they knew what we were going through. It gave me an avenue to share the journey from my heart, and I could feel people's presence, even online."

- ERICA SMITH

2025 Data Points

$50

A $50 gift keeps one CaringBridge page online for a month, or $600 for a year. It connects caregivers, patients, family, and friends with updates, support, and community. This gift becomes a lifeline.

111

Pages were created each day, reflecting the growing need for connection and support among caregivers, patients, and their communities.

75%

Over 75% of CaringBridge pages created have positive health outcomes (remission or recovery).

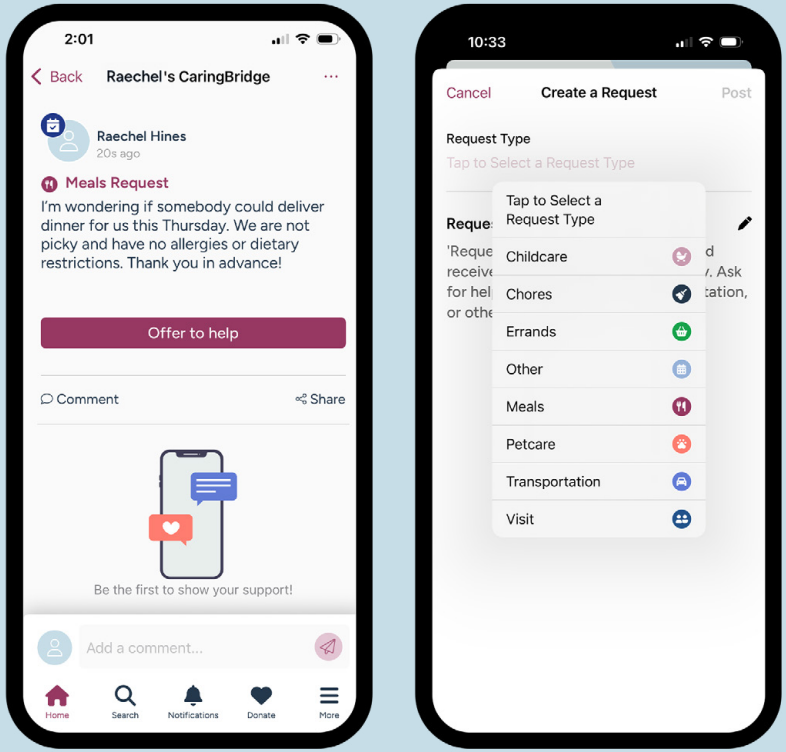
77%

Of pages were created by caregivers supporting loved ones on a health journey, highlighting the vital role caregivers play and the need for strong support.

16k+

16k+ meals were delivered via partners.

instacart | Meal Train®



In 2025, CaringBridge launched Requests, a feature that allows caregivers to ask for help with everyday needs like meals, childcare, transportation, or errands. Followers receive a notification and can easily step in to help.

Download the CaringBridge App:

iOS

Google



Meet Oneita

A widowed mom facing cancer with her "godmother" by her side.

Oneita Bowens is no stranger to hardship. Growing up in the foster care system, her life was more difficult than most from the outset. Described as a "mover and a shaker" by lifelong friend and "godmother" Sherri, Oneita worked hard to put herself through college and become a nurse. Along the way, she met and married her husband; together, they welcomed two children.

Then the first shoe dropped.

While on vacation, Oneita and her family were enjoying a beach day when Oneita's husband tragically drowned.

Left to pick up the pieces for her and her two young children, Oneita was still deep in the grieving process two months later when she went in to her doctor for a regular checkup.

The other shoe was about to drop.

"They found that all of the lymph nodes in my abdomen area were swollen," Oneita recalled.

It was there she received a diagnosis; aggressive stage 4 lymphoma.

"I was so devastated," she said. "Losing my husband, my kids losing their dad. And now their mom is dealing with cancer."

But Oneita and her kids weren't alone. "Godmother" Sherri was right by their side, as she has been since Oneita was 18 years old. Paired together through a mentorship program providing resources to youth aging out of foster care, Sherri became much more than a mentor to Oneita. When the program ended after a year, their lifetime relationship began. And at the most difficult time in Oneita's life, Sherri stepped in.

"No person should have to endure all the things she was handed during that time," Sherri said.

Having used CaringBridge before, Sherri knew how helpful the platform was for getting information out to loved ones. She talked with Oneita about starting a CaringBridge for her journey.

"I asked her if she would be open to having CaringBridge as a way to take a lot of pressure off her. It was such a difficult journey. And when you

throw grief into the midst of her own health, and caring for her babies, the burden was so heavy."

CaringBridge became a central place for Sherri and Oneita to communicate health updates and coordinate support for the family through Meal Train and GoFundMe.

"CaringBridge was really, truly a blessing for me," Oneita said. "I remember the days where I was feeling very down and discouraged, and I'd get the alerts that people were writing comments. Reading those messages was just very encouraging. It made me feel like I wasn't alone, and that people really cared."



Oneita's treatment continued, and it was working. Her faith carried her the whole way.

"I had to seek God in every moment and just know that this is just a part of the journey," she said. "It was hard. I just know that God was with me every step of the way."

And with Sherri there to help coordinate all the support Oneita needed, Oneita was able to focus on healing. Sherri understood the power that CaringBridge could have in that healing process.

"In these times, some people can be concerned about sharing healthcare information," Sherri said. "But when you're dealing with a serious diagnosis, you want as many people as you can praying for you. CaringBridge allowed that to happen in such a way that we probably wouldn't have been able to accomplish without it."

Oneita's community showed up. Supported. Prayed. And finally, Oneita got some good news.

She was cancer-free.

Oneita has since returned to nursing and is now in graduate school to earn her MBA. In the meantime, she's raising two kids who are thriving.

"Anything Oneita puts her mind to, she will achieve. It's that simple," Sherri said. "She's got so much determination and so much fight."



Sherri said she's seen who Oneita was since the beginning, has seen all that she was capable of, and has been proud of her since the day she met her.

During good times and bad, these two extraordinary women are proof of the blessings in this world. They're a testament to the power of believing in ourselves, and in each other.

And in putting one foot in front of the other, even when both shoes have dropped.

A Legacy of Leadership and Generosity

One couple's ongoing support is helping to grow the impact of CaringBridge.



Mark and Marjorie "Marj" McClain are generous, long-time supporters of CaringBridge through their Living Water Foundation. Mark is the Founder and CEO of SailPoint (NYSE:SAIL).

The McClains' generosity strengthens CaringBridge in powerful ways. Through their matching gift, they inspire others to give. Their 2025 match generated more than a sixfold impact that expanded critical resources for families navigating health journeys. Through operating support, they also help ensure CaringBridge remains free and accessible to anyone who needs it.

The McClains have experienced CaringBridge firsthand through SailPoint and their church community. As Mark shares, "CaringBridge is critical when a loved one or other connection is going through a challenging health journey. It keeps everyone informed, all in one place, and helps everyone provide support, care, and prayers when both the person in need and their caregivers need it most."

Their partnership helps expand the reach and support of CaringBridge so more families can find connection, encouragement, and community during life's most challenging moments.



To All of Our Donors, Thank You

Your partnership and generosity help bring our vision to life. We are sincerely thankful for your ongoing support of a world where no one faces a health journey alone.

Matching gifts are generous contributions that encourage our community to give by matching donations during a campaign.



1. You Donate **2. They Match** **3. Double Your Impact!**

Philanthropy Changes Lives

Gifts of significance empower CaringBridge to reach more families, deepen support for caregivers, and build for the future. We are grateful to the donors whose generosity fuels our vision to ensure that no one goes through a health journey alone. If you are interested in making a matching gift, or any gift of significance to CaringBridge, please contact Stephanie Schmid at:

sschmid@caringbridge.org or (651) 452-7940

Matching Gift Donors

Through your generosity, matching gifts multiply our impact, inspiring greater giving and expanding care and connection. Thank you to this inspiring group.

Bhatt Family Fund
Bruce Smith
CaringBridge Board of Directors
CaringBridge Staff
Deborah Daccord
Don Liu
DoorDash
Kim and Pete Segar
Living Water Foundation
SAR Fund
Soleil Boughton
The Richard M. Schulze Family Foundation

Champion Donors ($25,000+)

We are deeply grateful to the individuals and foundations who demonstrated exceptional generosity in 2025. Your commitment to CaringBridge reflects a deep belief in our mission and empowers families to stay connected and supported during critical health journeys.

Aspiring Angels Foundation
Benevity Social Ventures, Inc.
Erik Weis
Grace Fund (in honor of Kris Nordberg and Ben Binger)
Healing Works Foundation
Jeannine Rivet and Warren Herreid
Jon Henderson
Sarah Krevans
Mark and Marjorie McClain
Patty Stonesifer
Ralph C. Wilson, Jr. Foundation
Scott and Nancy Spiker
Shavlik Family Foundation
Steve and Celia Voorhees

Building Connection That Meets the Moment



Our vision endures, a world where no one goes through a health journey alone.

This year we are committed to reaching even more family caregivers and loved ones at their time of need, making it easier to share updates, feel supported, and stay connected when it matters most.

In 2026, CaringBridge will introduce SMS notifications as a new way for families and their communities to receive updates on a loved one going through a health journey. This addition will allow supporters to receive updates in *real time* and help authors stay aware of visitor activity. By expanding beyond email, we are meeting people in the moments and formats that feel most accessible to them.

This year we are also introducing video on CaringBridge to expand how caregivers and patients share updates and stay connected with their loved ones. Friends and family will also be able to share videos to provide messages of hope and healing. Videos offer a personal and expressive way to communicate, providing more than words alone cannot capture.

For caregivers and patients, seeing loved ones' faces and hearing their voices can reduce feelings of isolation, strengthen emotional connection, and reduce the feeling they are not facing the journey alone. By enabling communities to both share and view video messages, CaringBridge helps bring care, encouragement, and human connection closer during health journeys.

Additionally, we are excited to announce the launch of The Bridges Between Us, a CaringBridge podcast that will expand reach, deepen engagement, and invite more caregivers and patients into our community. The podcast will reflect the humanity, resilience, and support at the heart of CaringBridge through real stories, continuing to expand CaringBridge as a community and trusted place for health journeys.

Together, these efforts reflect our commitment to evolve with intention, guided by the real needs of family caregivers and the communities that support them.

Scan the QR code to listen to the podcast or visit caringbridge.org/podcast

Financial Snapshot

A yearly accounting of your investment in CaringBridge.

Revenue and Other Support

Contributions	10,319,126
Donated Services	304,155
Investment Income	90,104
Other Income	248,005

Total: $10,961,390

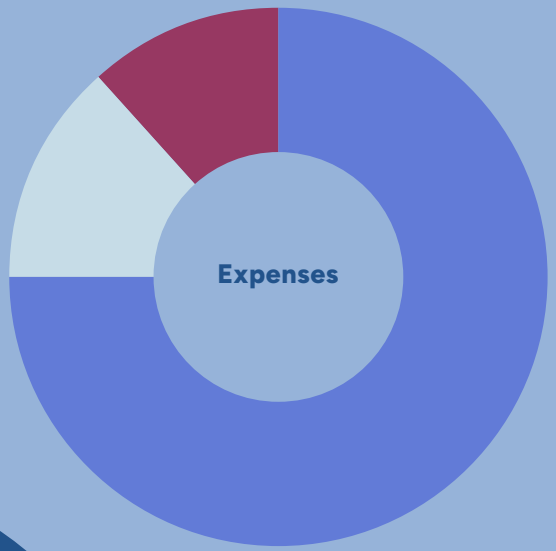
Expenses

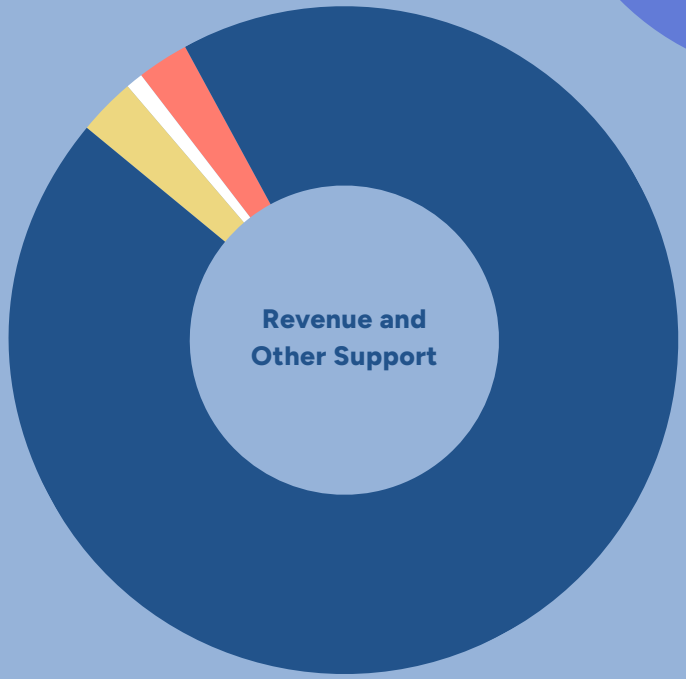
Program Expenses	8,281,411
Management and General	1,460,069
Fundraising	1,273,998

Total: $11,015,478

Net Assets

Change In Net Assets	(54,088)
Net Assets at the End of Year	4,411,201





On behalf of everyone at CaringBridge, we are grateful for your continued support.

Your generosity makes it possible for family caregivers and patients to share updates, receive encouragement, and stay connected with the people who care most during a health journey. Because of you, families can lean on their communities for comfort, strength, and support in moments that can otherwise feel overwhelming and isolating. Thank you for helping ensure no one has to go through a health journey alone.



(Not pictured: Clay Chelmo, Shelly Garrity, Raechel Hines, Chris Nikolic, Victor Palma, Stanley Rosenbaum)

Senior Leadership Team

Stephanie Schmid, Chief Executive Officer
Tom Booth, Chief Product Officer
Kersten Collins, Head of People and Culture
Thabani Sinkula, Chief Financial Officer
Dr. Kate Wolin, Chief Science Officer (Fractional)

Board of Directors

We extend our gratitude to our Board of Directors for their leadership, guidance, and commitment to CaringBridge. Their belief in our mission helps ensure CaringBridge remains a trusted source of support, comfort, and hope.

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Kevin O'Leary
Sara Ratner

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

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