



CaringBridge Goals – Fulfilling our Mission

The mission of CaringBridge is to amplify the love, hope and compassion in the world, making each health journey easier. There are three primary goals to fulfill the mission of CaringBridge.

1. To ensure families receive the love and compassion they need during a significant health challenge.
2. To reach out and serve more families.
3. To enable financial gifts, volunteering and in-kind donations from donors and volunteers.

Strategies to Achieve Goals

There are many strategies in place to ensure these goals are met.

ENSURE FAMILIES RECEIVE THE LOVE AND COMPASSION THEY NEED

To ensure families receive love, hope and compassion, our strategy is fulfilled by staying continually connected to the families that need CaringBridge and providing them with a meaningful service. We do this by regularly reaching out to understand the needs of the families, researching new technologies and keeping our service relevant in today's changing technology landscape. Once a quarter, we host CaringBridge engagement events, inviting families into the CaringBridge office to share their experience with staff members. We also take feedback and suggestions very seriously to ensure we are meeting the changing needs of those who use our service. Through direct conversations with authors and visitors, the Customer Care team learns what does and doesn't work well with the sites. Their insight is shared across the organization and influences enhancements made to the CaringBridge program.

REACH OUT AND SERVE MORE FAMILIES

In the U.S. alone, 10,000 people per day are diagnosed with cancer or experience a premature birth or serious injury. During that same 24-hour period, only 200 of those create a CaringBridge site. The gap in serving all 10,000 people is primarily caused by them not knowing CaringBridge is available to them, for free, to help make their health journey easier. Therefore, we employ many strategies to ensure more families are aware of CaringBridge. We partner with more than 500 hospitals and healthcare systems and nearly 100 nonprofit health-based organizations who work directly with patients and families in need of CaringBridge. Our collaborative effort ensures CaringBridge is recommended and provides families with hope and healing when health matters most. We also encourage those who have benefited from CaringBridge to recommend the service when someone in their life experiences a health challenge – these personal recommendations from a trusted source are vital to our growth.

ENABLE GIFTS OF TIME, TALENT AND TREASURE FROM DONORS AND VOLUNTEERS

Giving to the mission of CaringBridge is a part of many people's CaringBridge experience. Thousands of donors recognize the importance of CaringBridge and give back by committing a charitable gift to CaringBridge each year. Funding is primarily provided through the generosity of donors, which equates to more than 92 percent of all revenue. More than 40 volunteers support the mission of CaringBridge by dedicating their time to conduct research, support the production of mailings and write thank-you notes.

Capacity to Achieve Goals

Although strategic planning is an ongoing process, CaringBridge delivers a thorough strategic plan every three years. The strategic plan defines the 10-year vision, three-year goals and the strategies to support those goals. Annual planning ensures resources are allocated and workplans are defined to fulfill the vision and mission.

The goals and strategies are fulfilled through the dedicated work of 43 employees and 41 active volunteers. Governance and oversight is fulfilled by a ten-member board of directors. These members represent businesses, healthcare corporations and the local community.

The financial stability of CaringBridge is supported by a 100-day reserve policy. In 2009, revenue, including donations and sponsorship fees to CaringBridge, was \$5.8 million.

Measurement of Outcomes

CaringBridge measures the outcomes of our goals by carefully tracking customer satisfaction and the number of families using the service. To track customer satisfaction we conduct user surveys, request feedback and monitor public conversations about our service. We also have reporting systems in place to track the growth in use of our service including number of visits to personal CaringBridge sites, new registered visitors and new sites created. We also track the number of volunteers and donors who support the mission and the generous gifts received by donors.

Reporting Progress

Progress towards achieving growth goals is reported on a monthly basis.

2009 Results:

- 56,295 new CaringBridge sites were created
- CaringBridge reached a milestone of 1 billion visits from caring family and friends
- Brought CaringBridge to all 50 states and more than 225 countries/territories around the world
- More than 72,000 donors made charitable donations

Measuring and reporting on customer satisfaction is done on an ongoing basis. A 2010 survey conducted by CreationINCommon reported that 99 percent of respondents believe CaringBridge to be valuable or very valuable.