



CARE
IMPACT.

2024
Impact Report

Helping Canada Become Good Neighbours Since 2014



2024 ANNUAL REPORT

CHARITY DETAILS

Incorporated non-profit since 2014; nationally registered charity since 2015; International Partners of CarePortal for Canada; Affiliate Partners with ThinkTank and Canadian Facilitators for COPE (Cost of Poverty Experience); Member of the CCCC (Canadian Centre for Christian Charities); Global Bridge Network Members of CAFO; Advisory Board representation with Canadian Poverty Institute; Affiliates & National Advisory Member of Kentro Christian Network; Canadian Representatives with WWO (World Without Orphans) Global Network; Affiliate Partners with Ending Poverty Together, Sanctuary Mental Health, Trauma Free World, Reconciliation Thunder,, Stronger Philanthropy, Food for the Hungry Canada. Consulted by various levels of governments, Catholic and Protestant denominations, and academic institutions for our voice on community development, the Church, reconciliation, child welfare and other social and theological topics.

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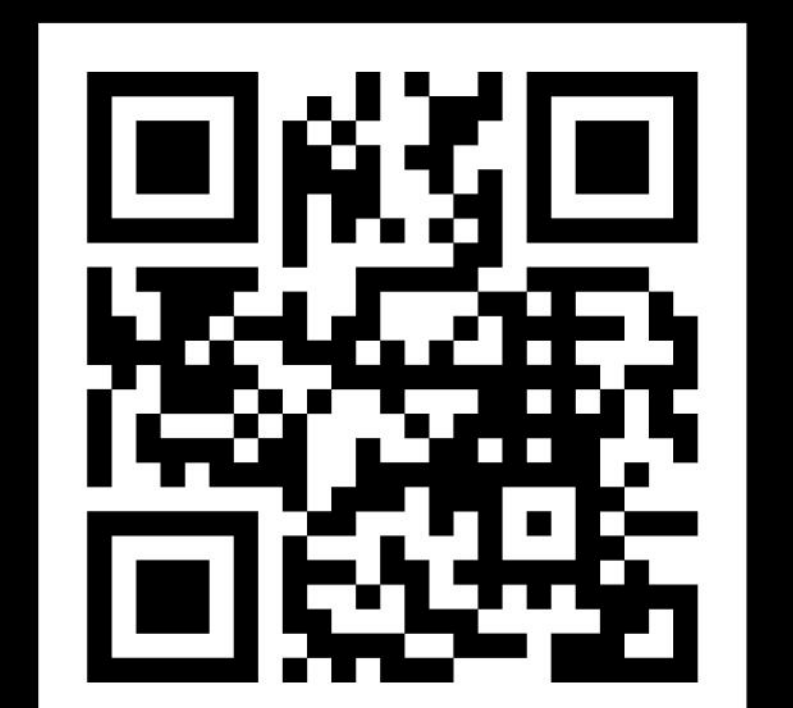
This booklet was written by CareImpact for sharing with stakeholders. Feel free to share brief quotes, but please contact us at info@careimpact.org for any other use.

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Connecting & Equipping Canadians since 2014.



CareImpact.ca



BOARD OF DIRECTORS



Gracia Sengutuvan
Chair

A Message from the Chair:

This year, we saw what steady, smart, and compassionate leadership can do. The CareImpact team showed incredible grit and creativity, finding new ways to help churches and communities work together for the good of those who need it most. It's not always flashy work, but it's deeply important—and it's making a real difference. We're proud of what's been built and even more excited for what's ahead. Thanks for walking with us—we'd love for you to be part of what's next.

—Board Chair, Gracia Sengutuvan

Manager of Credit Risk Acquisition at PC Financials
Oakville, Ontario



Todd Reimer
Treasurer

Professional Wealth Advisor



Ashley Friesen
Secretary

B.A in Social Work | Ministry Leader



Dr. Michael Hryniuk
Director

Spiritual Director | Theologian
Psychotherapist



Dr. Harold Park
Co-Founder / Director

Psychotherapist | Life Coach



Dr. Addis Benyam
Senior Advisor

Environmental Science | Analyst
Academic Researcher



MESSAGE FROM THE EXECUTIVE DIRECTOR

Wendi Park



Wendi@CareImpact.ca

NEW LOOK - SAME MISSION!



ABOUT
**CARE
IMPACT.**

MISSION

Equipping communities across Canada to care boldly, love justly, and journey together in a good way.

VISION

Every church in every community across Canada renewed through informed radical compassion and shared action.

VALUES

- constructive disruption
- inquisitive innovation
- radical collaboration

CareImpact 

helping communities get better together!

[\(2:52\) VIDEO LINK](#)

STATEMENT OF FAITH

1. We believe the Bible is the inspired Word of God.
2. We believe that there is one triune God: Father, Son Jesus Christ, and Holy Spirit.
3. We believe in the deity and humanity of Jesus Christ.
4. We believe all people are made in the image of God with inherent value, are worthy of dignity and respect, and are in need of reconciliation.
5. We believe in the unity of Christ-followers, humbly and respectfully working together amidst differences, as one Church, for the sake of loving each other and the broader community.

COMMITMENT TO JOURNEY

CareImpact is grateful to live and work on Indigenous lands across Turtle Island. We are committed to learning and working with Indigenous Peoples as Treaty people.

We recognize the harm done to Indigenous Peoples and the land and how settlers continue to unjustly benefit from colonization.

We are dedicated to making positive changes in the Church, following our commitment to biblical reconciliation and the 94 Calls to Action by the Truth & Reconciliation Commission. We repudiate the Doctrine of Discovery, terra nullius, and a Canadian version of Manifest Destiny that perpetuates oppression and benefits those with privilege.

We will continue to listen, learn, and build trust to create a better future for all.

CELEBRATING 10 YEARS

CareImpact celebrated 10 years of activating churches, communities, and systems to care in more connected, compassionate, and equitable ways. From humble beginnings in rural Manitoba to building national infrastructure for collective impact, our first decade has been marked by bold learning, faithful presence, and a commitment to walk with—not ahead of—those we serve.

We commemorated this milestone with the Decadent Care Summit in November—a gathering that brought together good neighbours to reflect, refuel and reimagine compassion in Canada. It wasn't just a celebration of the past, but a catalytic moment to look ahead with renewed clarity and purpose.

As we step into our next decade, we remain rooted in the same conviction: real change happens in relationship. And the best is yet to come.



experience compassion reimaged

DECADENT
CARE
SUMMIT
in Winnipeg

FRIDAY NOV 8 | SATURDAY NOV 9

We never set out to start a national charity. I was leading a bustling family services ministry and my husband thrived as a counselling pastor to those incarcerated and families in the community. We absolutely loved our jobs and our growing family, though we had no idea our lives were about to change.

One night, we literally woke up from the same dream – and it shook us to our core, opening up our home and our minds to new possibilities. Journeying with others through some of life's greatest tragedies and injustices has a way of gifting valuable perspective. Children and families were falling through the cracks and we just couldn't unsee the sobering trajectories we were witnessing.

Our own home became our training ground, as older teens became our children and neighbours became our community – teaching us how to journey together through hard things like human trafficking, trauma, abandonment, grief, poverty and mental health. My community development brain kept telling me that we needed to think smarter, not simply work harder in reaction to growing social concerns. My faith kept challenging me to explore a healthier integration of the Church. Where was the Church?

This led us to resign from our jobs in 2013 and embark on a doctoral research journey across Canada, networking with diverse leaders, organizations and agencies who cared about children and families. We researched resiliency factors and chomped on some pretty big elephants in the Church's sanctuaries. Listening has been a powerful secret sauce that led us to create CareImpact. It's urged us to be entrepreneurial, gritty and forge unprecedented healthy connections across diverse social sectors.

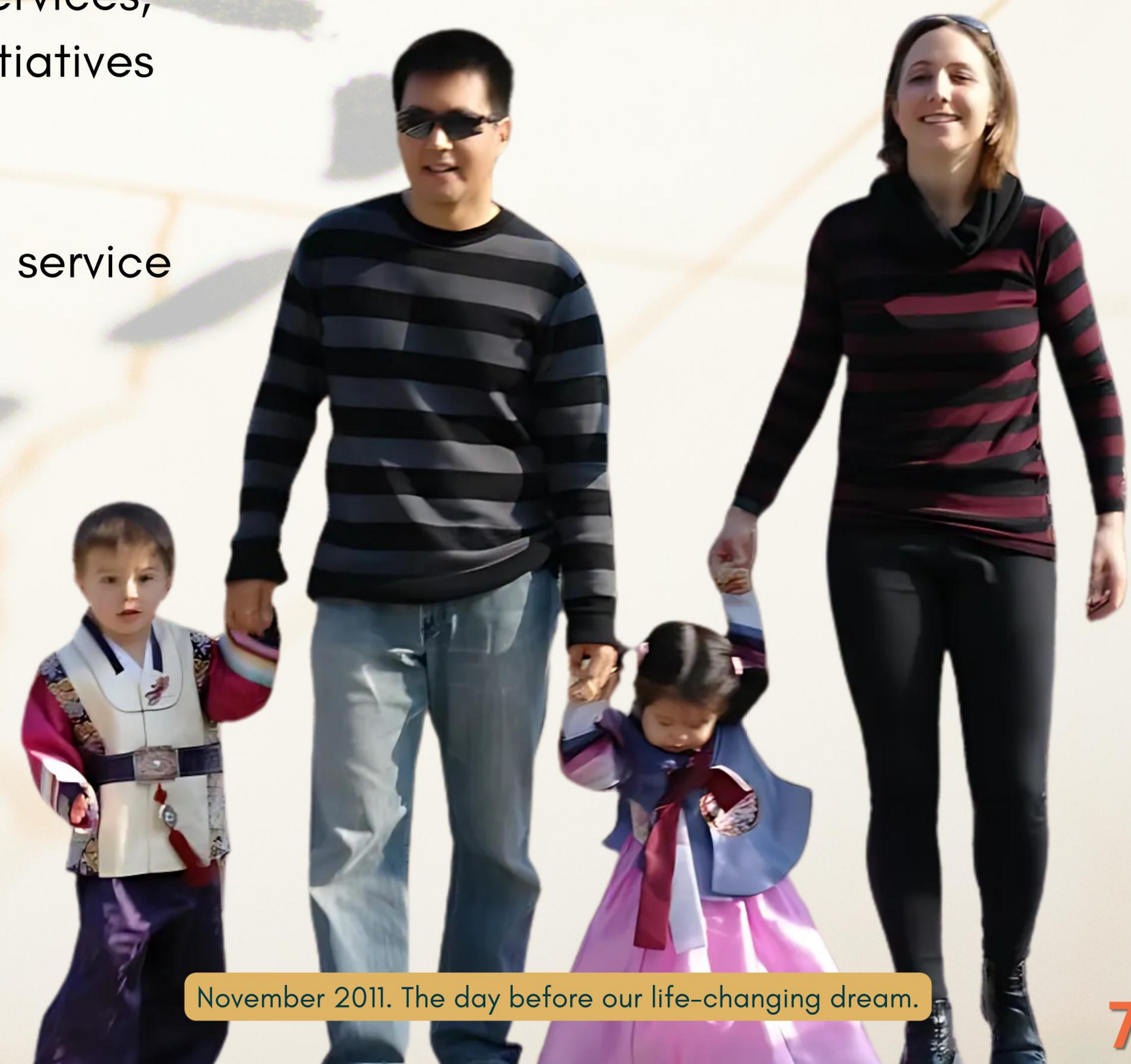
Our growing team of Christian professionals are combining years of training and lived experience in community development, social services, education, psychology and theology to dream bigger and lead initiatives that create more meaningful social impact.

CareImpact is forging a new path forward WITH existing social service providers, WITH existing churches, WITH businesses and foundations, WITH some of the greatest thought leaders and research available – so that we may ALL journey well in community WITH children and families.

You are a welcomed sojourner on this journey!!

Wendi & Harold Park

Co-founders: Executive Director (M.A.) & Board Director (D.Min)



CARE LABS

1438
EQUIPPED
in 2024



EQUIPPING COMMUNITIES FOR A BRIGHTER FUTURE, TOGETHER.



In 2024, CareImpact continued to be a catalytic force in equipping churches, camps, nonprofits and community leaders across Canada to care with greater effectiveness, empathy, and equity.

These learning environments weren't just about information transfer—they were immersive, relational, and grounded in real-world application and theological alignment.

Whether through training sessions, interactive workshops, or tailored consultations, our various Care Labs provided the tools and frameworks for communities to move beyond charity into sustainable collective impact.

This year, CareImpact equipped 1,438 people, addressing themes like trauma care for everyday good neighbours, poverty simulations, decolonizing compassion, trust-building interventions, leading change, and building healthy communities.

Through Care Labs, we've seen participants step into deeper relationships with their communities, take steps to launch local CarePortal initiatives, and build networks of support that honour the voices of the most vulnerable. These labs are not one-off events—they're the spark for a long-term journey of transformation, grounded in faith and lived out in compassion reimaged.

We are excited to have developed and beta tested a small group resource for churches to help participants thrive in loving their neighbour. More developments to be launched in 2025.

Grateful for our Partners

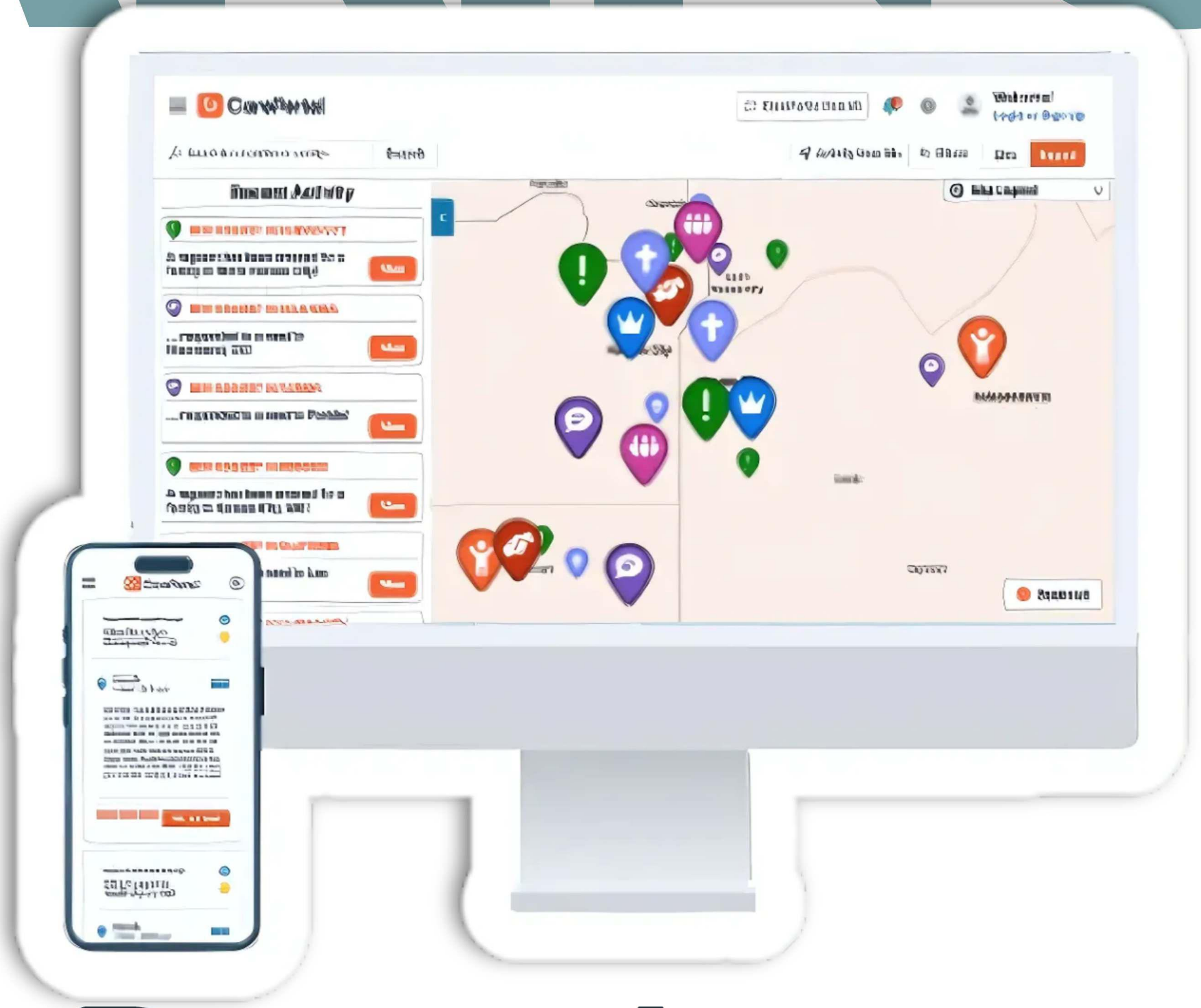


CARE SHARING



"[Church Responders] always come through for our families so willingly. This helps more than you realize. Much appreciation!"
- Winnipeg Social Worker

"To think this meaningful connection was right in our neighbourhood! We could have missed this!"
- Winnipeg Church Responder



Connected by



CarePortal

Advancing Locally-Led, Relational Care

In 2024, CareImpact continued advancing our vision for relationally-driven, locally-led care through the CarePortal platform—an innovative care-sharing technology that we are honoured to steward and expand across Canada.

CarePortal facilitates real-time, dignity-affirming connections between individuals in crisis and local churches and community partners equipped to respond.

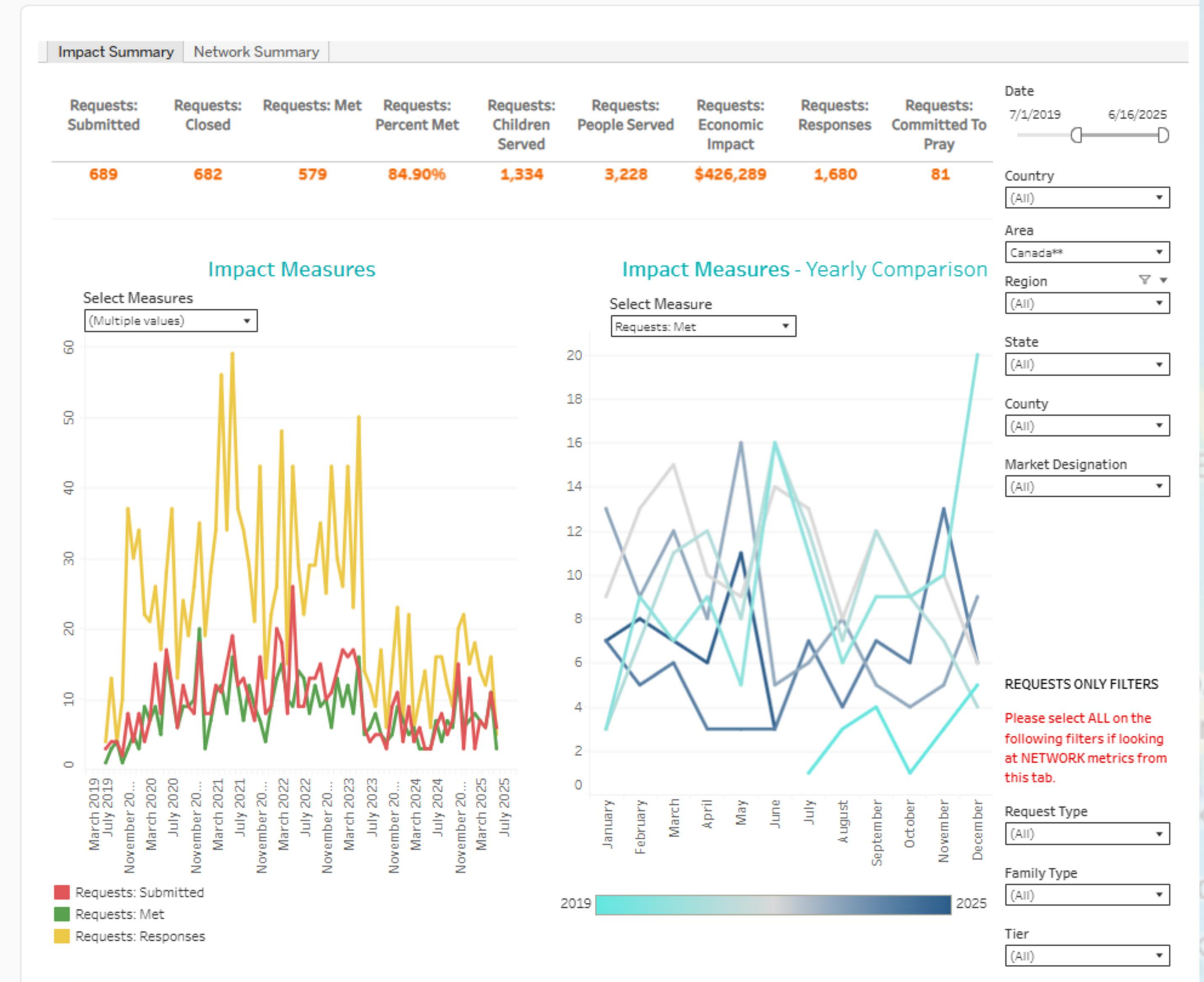
Much of our development and testing has been centered in Winnipeg, our beta region.

CarePortal continues to serve as a conduit for compassion in action—mobilizing churches to meet tangible needs, build trust, strengthen families, and make the love of Christ visible in everyday ways. While we continue to support activity in Winnipeg, our long-term vision is to empower localized city networks to lead and sustain their own community-based responses using CarePortal, accessing our Care Lab resources and ongoing supports.

Momentum is building nationally. As more cities engage in consultation and planning, we're actively supporting them with the training, technology, and infrastructure needed to be locally led to launch strong and stay strong. Our focus is not only on activation, but on sustainability—ensuring that when doors open, local networks are equipped to respond with coordination, confidence, and care.

Care-sharing is about more than meeting needs; it's a shift in how we live out the Gospel. Every connection made and every community preparing to launch reflects growing collaboration—one where compassion is not a program, but a posture practically woven into the fabric of Canadian life.

Dashboard for Canada**



POOD CASTING





52

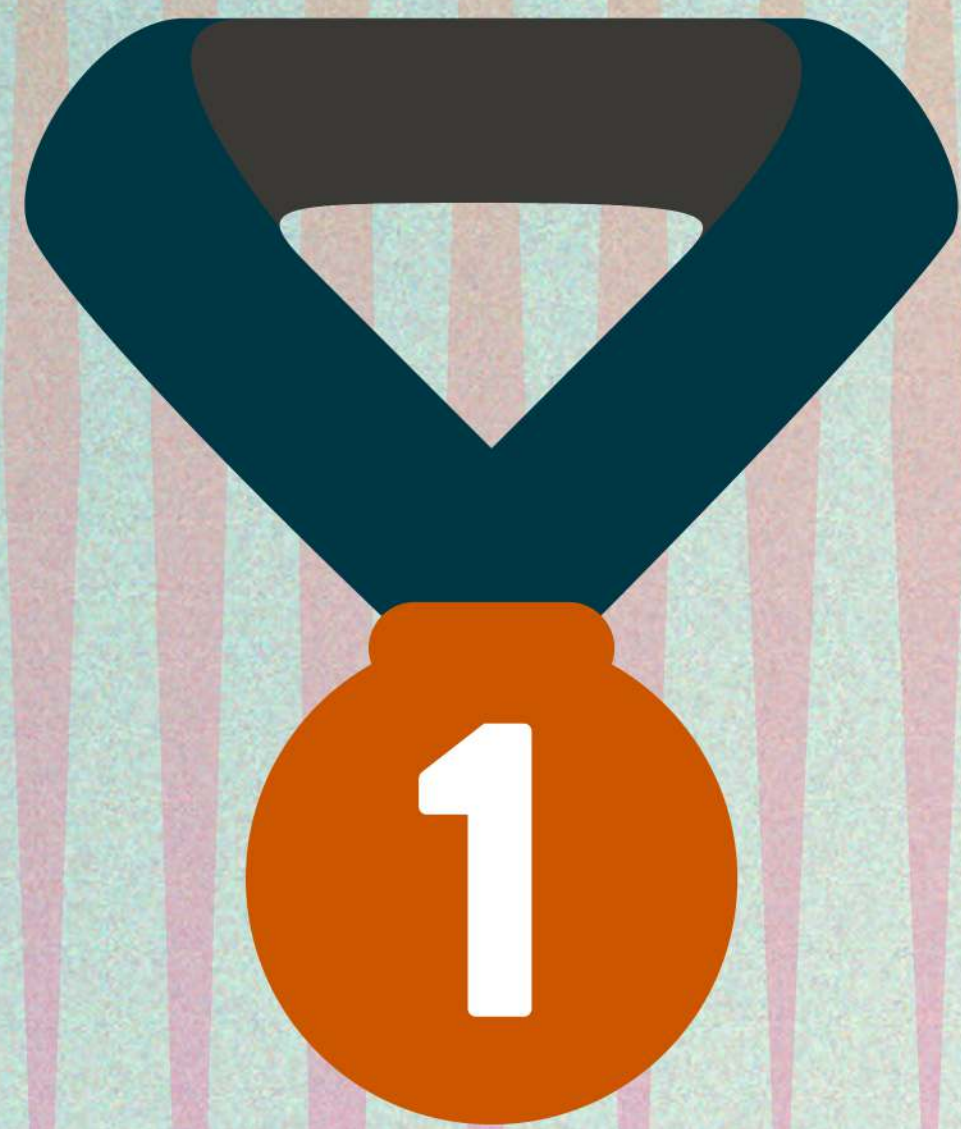
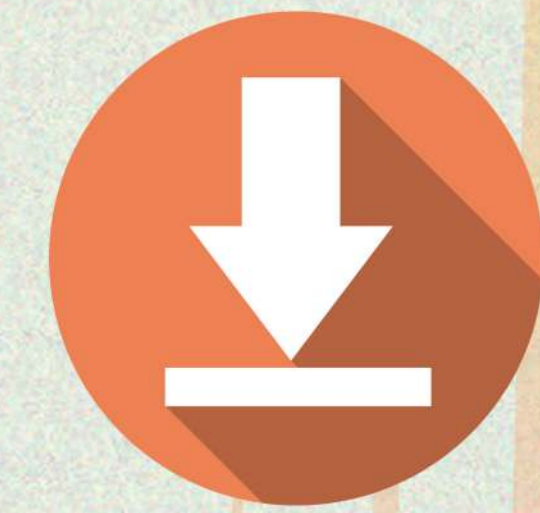
EPISODES RELEASED IN 2024

TGIF with weekly episodes that continue to be listened to by a loyal and expanding audience, primarily across Canada and into other parts of the world.

DOWNLOADS IN 2024

In 2023, we saw a 176% surge in listeners, hitting 9,670—a major leap in reach. In 2024, numbers adjusted to 6,414, a 33.66% decrease, following last year's peak. While growth tapered, our core audience remains strong, and we're focused on refining content to keep impact and engagement high. This has led to committed more donors and quality expressions of interest to partner with CareImpact.

6414



#1

HIT SERIES IN 2024

Summer Speedos | 10 wk series

Listeners really took to our summer series of short inspiring true stories of compassion. Heartwarming, challenging, and inspiring. [LISTEN IN](#)



#1

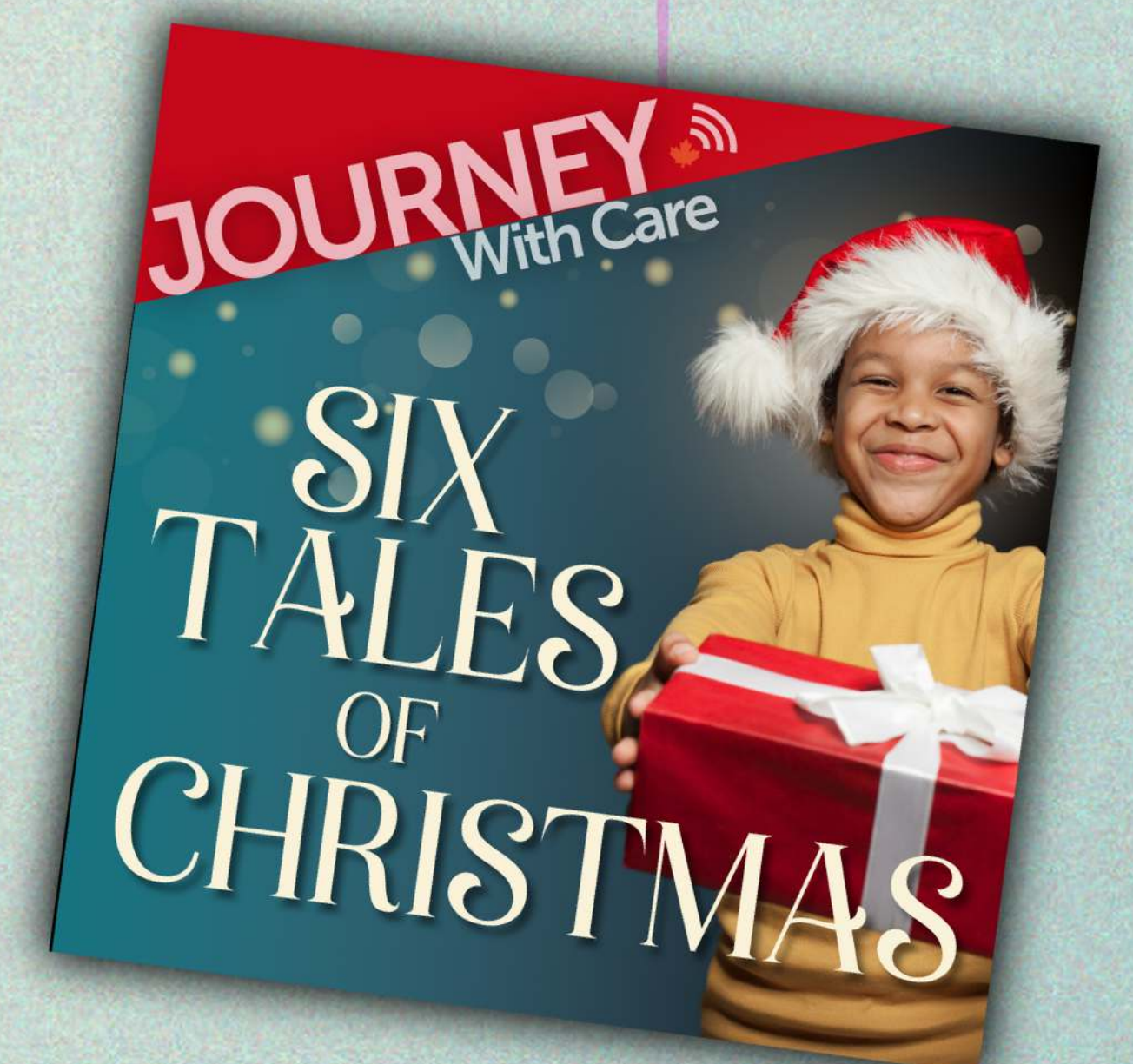
HIT EPISODE IN 2024

Faith Amidst the Frantic: How Do Mothers Juggle Chaos with Grace | Alicia Freeman

Listeners voted with their downloads and loved Alicia's honest reflections and story about being a mom of many, in all the complexities and adventures of parenting. [LISTEN IN](#)

NEW! CHRISTMAS TALES WITH TRUTH

A 6-part storytelling series that unwraps the heart of the season —tales of hope, hardship, and holy disruption, inviting us to see the unseen and care deeper this Christmas.

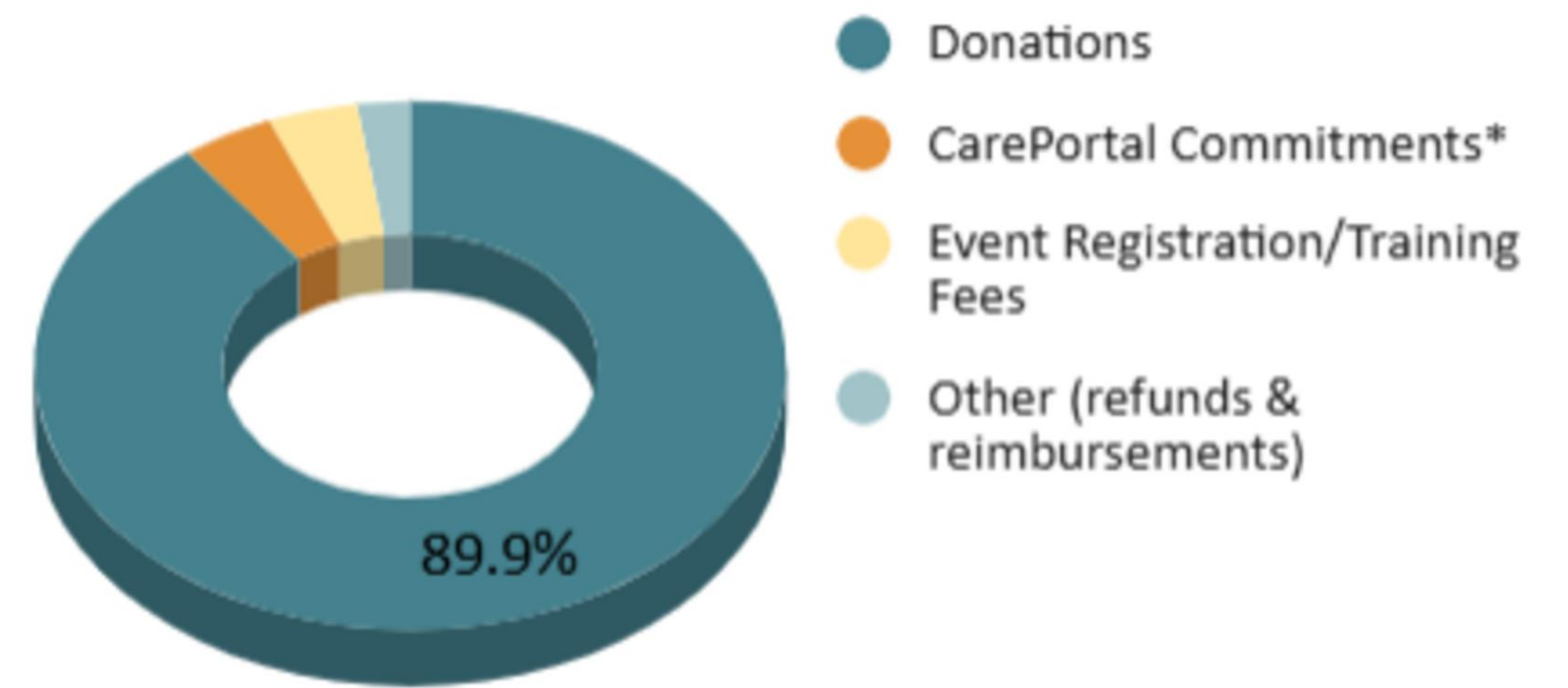


FINANCIALS

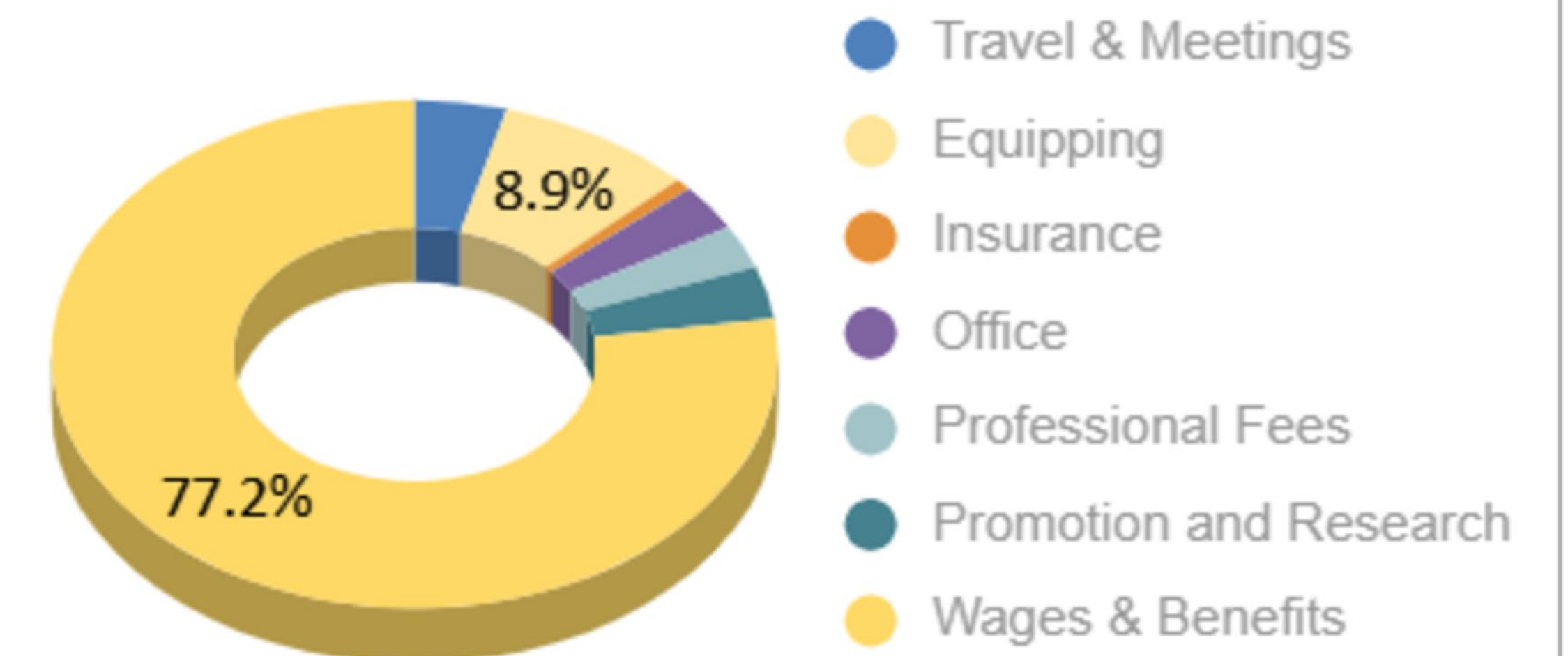
CareImpact Inc. Income & Expenses by Fund January - December 2024

	National	Manitoba	TOTAL
INCOME			
Donations	232,201	1,935	234,136
CarePortal Commitments*		10,400	10,400
Event Registration/Training Fees	9,966		9,966
Other (refunds & reimbursements)	6,003		6,003
Government Grants			0
*church & agency			
Total Income	248,170	12,335	260,505
EXPENSES			
Travel & Meetings	9,890	1,241	11,131
Equipping	22,451	1,767	24,218
Insurance	1,952		1,952
Office	8,064	86	8,150
Professional Fees	7,532		7,532
Promotion and Research	9,237		9,237
Wages & Benefits	193,974	17,244	211,218
Bank Charges	458		458
Occupancy	745		745
Total Expenses	254,303	20,338	274,641
Excess (Deficiency) of Income over Expenses	(6,133)	(8,003)	(14,136)

TOTAL INCOME

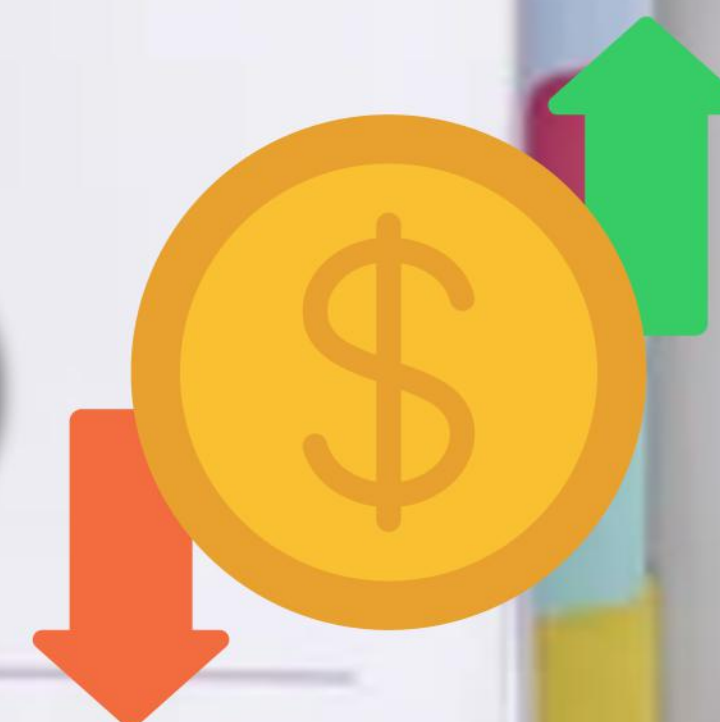


TOTAL EXPENSES



TOTAL REVENUE
UP BY 5.8%

NET ASSETS
\$31,756 (as of 12/31/24)



2024 PROFIT
-\$14,136

EXTERNAL
BOOKKEEPING
BY:



Lambert Cook CPA

CAREIMPACT INC. # 827328584 RR0001
A FEDERALLY APPROVED CHARITY SINCE 2015



The One-Dollar Ask That Taught Us More Than Money Could

With the help of Bridgeway Foundation to grow our donor base, we tried something different—a grassroots campaign inspired by a growing desire to see Canadians care for one another in a season of global tension.

The concept was simple: invite 158 people (for 158 years as a Nation) for just one loonie each, with a chance to win a Canadian Care Package. A low-barrier, social media-driven invitation designed as much to test hearts as to test strategy. The results? Only 38 people gave. From a metrics standpoint, it didn't "work."

But buried in the simplicity of the campaign was a story that revealed something far deeper about how connection works—and how God works. A CareImpact team member casually mentioned the campaign to her friend Bonnie over coffee.

It was a small ask, more relational than promotional. Just one dollar. But instead of a quick, easy "sure," Bonnie paused and said, "Hmm... I'll have to check with my husband."

The staff came into the office the next day, baffled. Why would someone hesitate over a single dollar? Were we overestimating how simple this ask really was? Had we missed something in how we communicated our mission? The phrase became a bit of a running joke in the office—"I'll have to check with my husband"—any time we asked for something small in meetings.

But then came the twist.

A week later, Bonnie called. She had talked with her husband after all—and instead of donating \$1, she gave \$1,000. Not out of obligation. But because she caught the vision.

The passion shared over coffee and personal invitation stirred something deeper, and what seemed like hesitation was actually discernment. She wanted her giving to be intentional, and she wanted her husband to be part of that decision. While we asked for one dollar, Bonnie was prompted to do more.

What we learned that day was that campaigns don't always convert the way we expect—but connections do. And sometimes God works not in the splashy numbers, but in the quiet coffee shop conversations, where hearts are moved ~ one at a time.

Sometimes the joke is on us—in the best way.



I knew I wanted to make a difference. This just made sense! I love supporting a cause that is changing the way Canadians care.



"People truly care. I love helping expand people's imagination for what compassion can look like in action. When we know better, we give better—and that changes everything."

Doralin Ginter, National Community Engagement Director

IT TAKES A VILLAGE TO RAISE A STRONG AND IMPACTFUL CHARITY.

If 2024 taught us anything, it's that lasting change doesn't happen alone. It happens when a growing circle of people care deeply, act boldly, and show up faithfully. *That's you.*

To our donors, prayer warriors, and encouragers—thank you. Your support has been steady and sacrificial. We've faced challenges this year, but never without reminders of God's provision through your partnership. Every gift, every prayer, every note of encouragement has helped carry this mission forward.

To the people with experience in hardship, the churches, community leaders, and service providers who partnered with us—thank you. You've helped us listen better, respond smarter, and build trust where it matters most. We're honoured to walk alongside you as we reimagine compassion in our neighbourhoods, all across Canada!

So why does your role in this matter?

Because with you,

- *neighbours are being seen*
- *communities are being equipped*
- *hope is taking root where it's needed most.*

Now THAT'S something worth celebrating!

A hand holding a bouquet of flowers, including tulips and roses, with a tattoo on the forearm that reads "In this Together".

In this Together

Thank You!





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Canadian Registered Charity:
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