

CareImpact 

*Impact Report*   
**2023** >

Helping Strangers become Good Neighbours



## CHARITY DETAILS

Incorporated non-profit since 2014; nationally registered charity since 2015; Canadian Partner of CarePortal; Member of the CCCC (Canadian Centre for Christian Charities); Global Bridge Network Members of CAFO (Christian Alliance for Orphans); Affiliates & National Advisory Member of Kentro Christian Network; Canadian Representatives with WWO (World Without Orphans); Affiliate Partners with Ending Poverty Together, Sanctuary Mental Health, Trauma Free World, Reconciliation Thunder, 24-7 Prayer Canada, 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 issues.

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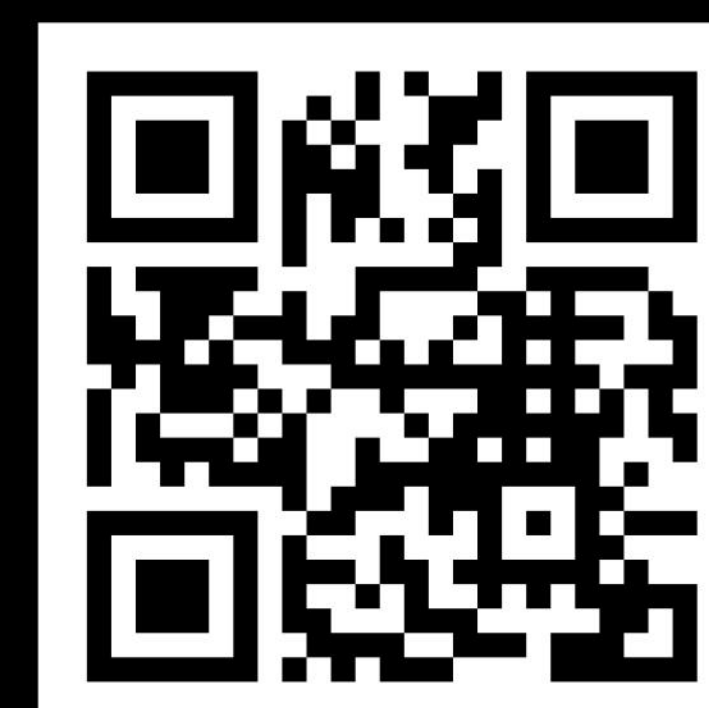
This booklet was written by CareImpact for sharing with stakeholders. Feel free to share brief quotes, but please contact us at [info@careimpact.org](mailto:info@careimpact.org) for any other use.

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Connecting & Equipping Canadians since 2014.



CareImpact.ca



MESSAGE FROM THE EXECUTIVE DIRECTOR

Wendi Park



CareImpact 



Wendi@CareImpact.ca  
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## Meet Audra

*"The CarePortal makes caring so easy! Everyone can do something. Who wouldn't want to help this amazing young woman?"*

### How do communities still experience loneliness and hardship when there are amazing people like Audra in them?

Audra is a talented school teacher and active church member. She loves God and others. She's generous, friendly, and the kind of neighbour everyone wants - not one to walk by on the other side of the road.

But hidden in plain sight, within eyeshot of Audra's kitchen window, lives a young, very pregnant international student. This brave young woman feels isolated and overwhelmed by her unplanned circumstances. Is there hope?

Audra didn't know her neighbor needed help. In Canada, privacy laws, individualism, and reliance on social services make it hard to know how strangers can become Good Neighbors.

*"I love helping local social service providers, churches, and businesses make a collective impact through our CarePortal care-sharing technology. Everyone wins when community gets better together!"*

**Heather Nolan**, Winnipeg Regional Manager



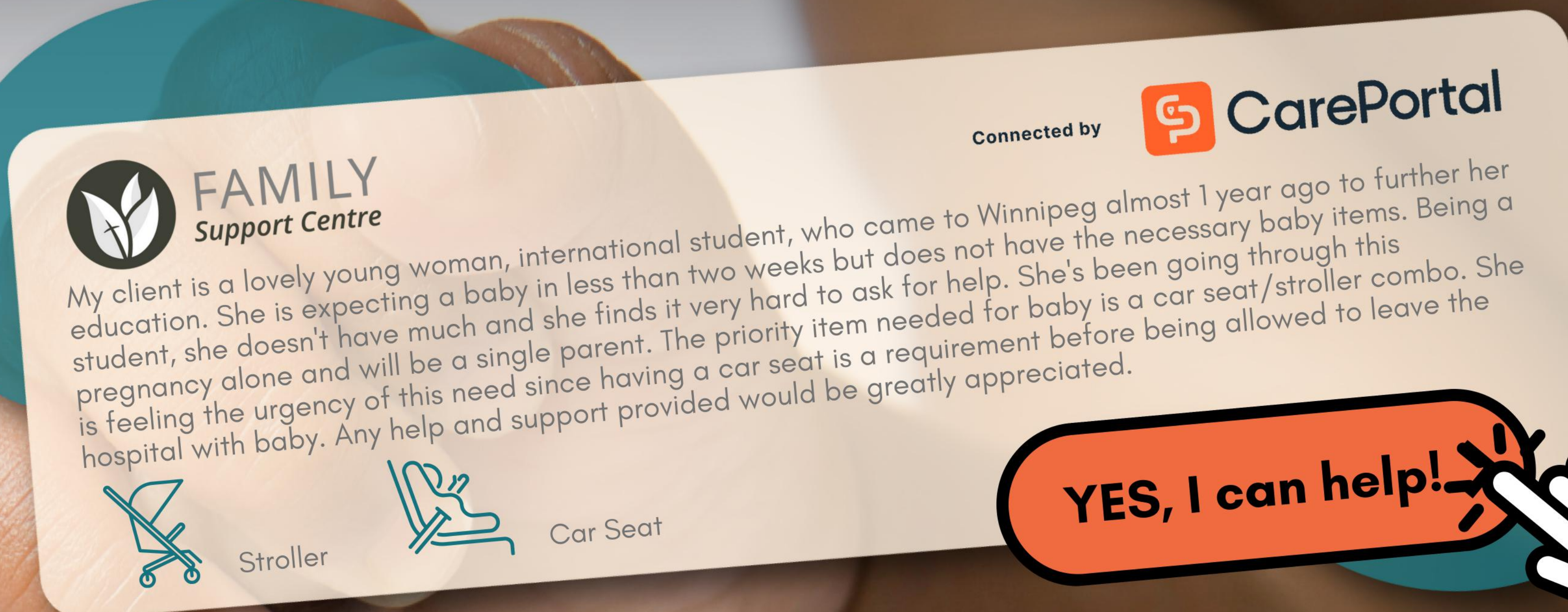


**A local pregnancy care centre knew what to do!**

*"Beyond our services, we can connect you with caring people in the community!" they said.*

Mom readily agreed. She needed a car seat and stroller, but more importantly, Mom longed to know she wasn't alone.

**Talk about coordinated care!**



The case worker quickly entered the request onto the **CarePortal**, instantly notifying all participating churches on how they could care.



Audra, who is on her church's response team, saw the request was in her neighborhood and offered to help.



Other churches gave the needed items and many other thoughtful gifts.



Audra's husband, Walter, who didn't think he was the type to get involved, was beaming as he collected the items.



Even a local business stepped up to fund future **CarePortal** requests so churches could make more caring connections.

A simple act of Audra going to the door and being her lovely self made a world of a difference. Days after responding, a beautiful baby boy was born. Audra continues to be a welcomed connection, gushing over the baby, sharing life stories over cups of tea, and enjoying each others company. She adds:

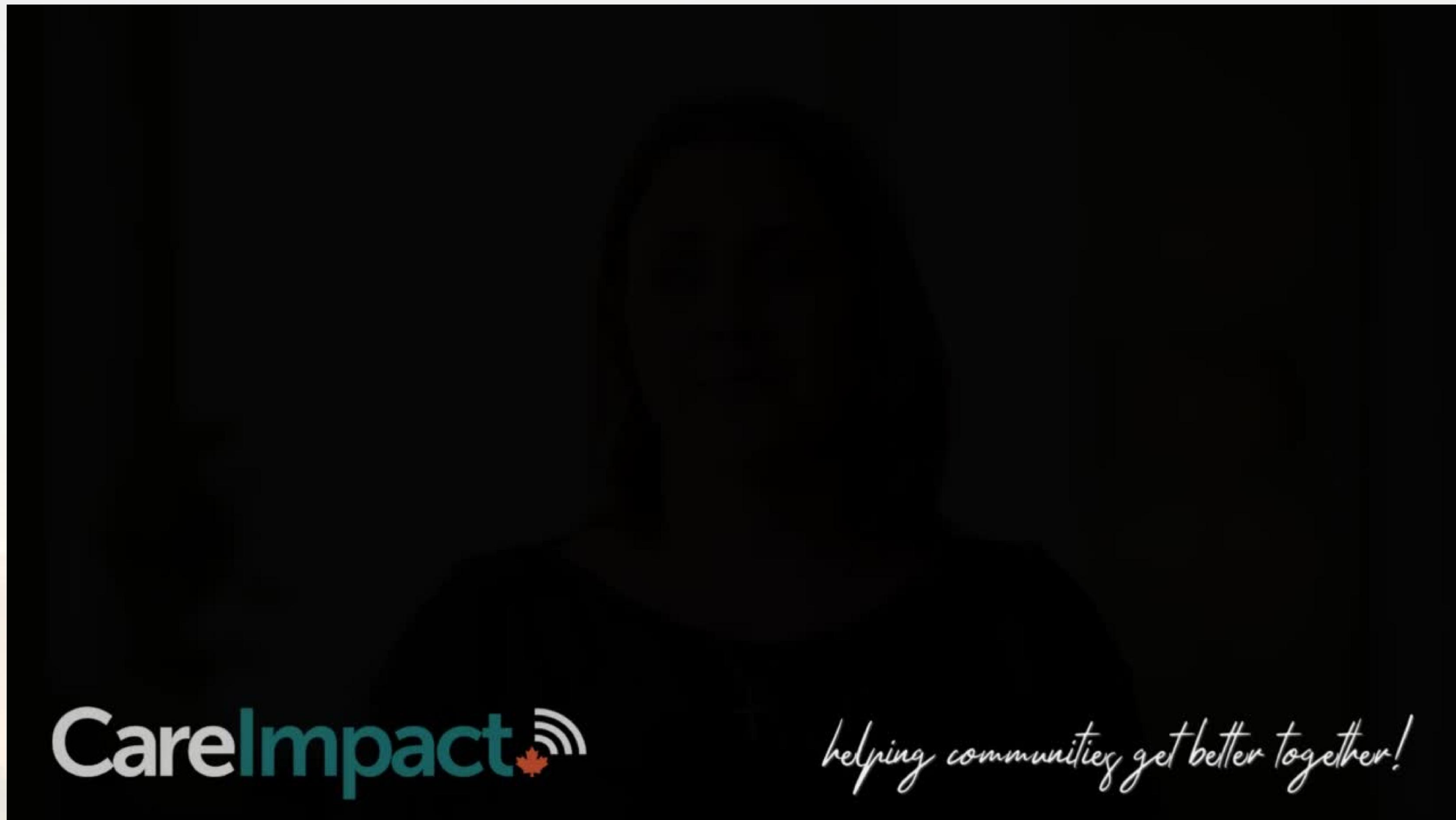
***"[Mom] is not my do-good project or a social problem to fix - we've become Good Neighbours! I want everyone to see how simple acts of care can impact everyone. We could have missed this!"***



*"I am grateful for the personal touch and support that my client received which was above and beyond what was expected. My client was very appreciative of all the help she received."*

Family Support Centre





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

## MISSION

We help strangers become Good Neighbours by building capacity for Regional Networks to practically connect and equip the whole Church to care well for the most vulnerable.

## VALUES

constructive disruption | inquisitive innovation | radical collaboration

## VISION

Every neighbourhood across Canada collectively transformed by radical compassion.

## 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.

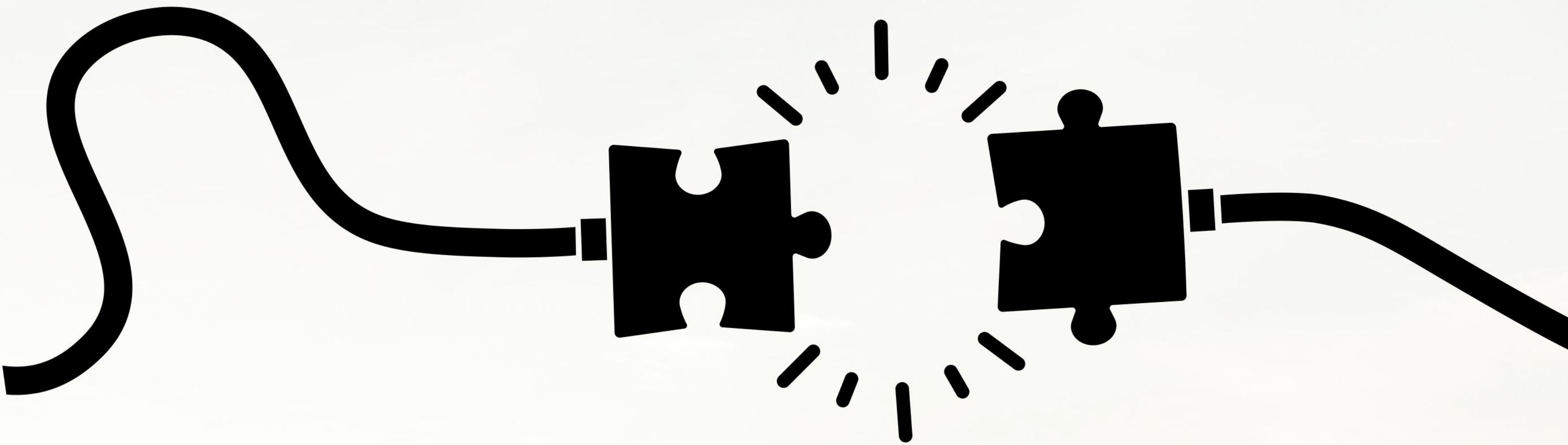
## COMMITMENT TO JOURNEY

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 reject harmful ideas like the Doctrine of Discovery and terra nullius. We will continue to listen, learn, and build trust to create a better future for all.



**1**

# Uncommon Healthy Connections



We network across diverse sectors\* and work as “translators” and relationship brokers to inspire vision and trust for collective impact and healthy Church engagement.

\*Church Denominations & Ministries, Interfaith, Social Service Providers, Government, Ethnic Groups, Businesses, etc.

**2**

# CarePortal care-sharing technology



Community Member is in a hard place

Social Service Provider submits request onto the portal

Local Churches & community respond

**3**

# Community Capacity Building



### SMALL GROUP STUDY

- \*Care Journey

### PODCASTS

- \*Journey With Care
- \*Journey With Prayer

### WORKSHOPS

- \*Trauma Care
- \*Caregiver Care
- \*Community Care
- \*CarePortal Training

### CONSULTATION PATHWAYS

- \*Community Development
- \*Community Ministries Development
- \*Implementing CarePortal



Connected by



CarePortal



COMMUNITY  
DEVELOPMENT



**382**



**PEOPLE SERVED IN 2023**

247 of these were children in crisis and youth aging out of foster care.

Some families were reunified, others were prevented from going into care, yet others accessed customized support at just the right time with a hand up.



**\$115,854**

**ECONOMIC IMPACT**

A little kindness goes a long way!

Each time responders meet vetted requests, the value of the product, the volunteer time, and the reduction of social service provider dependency makes an exponential impact.



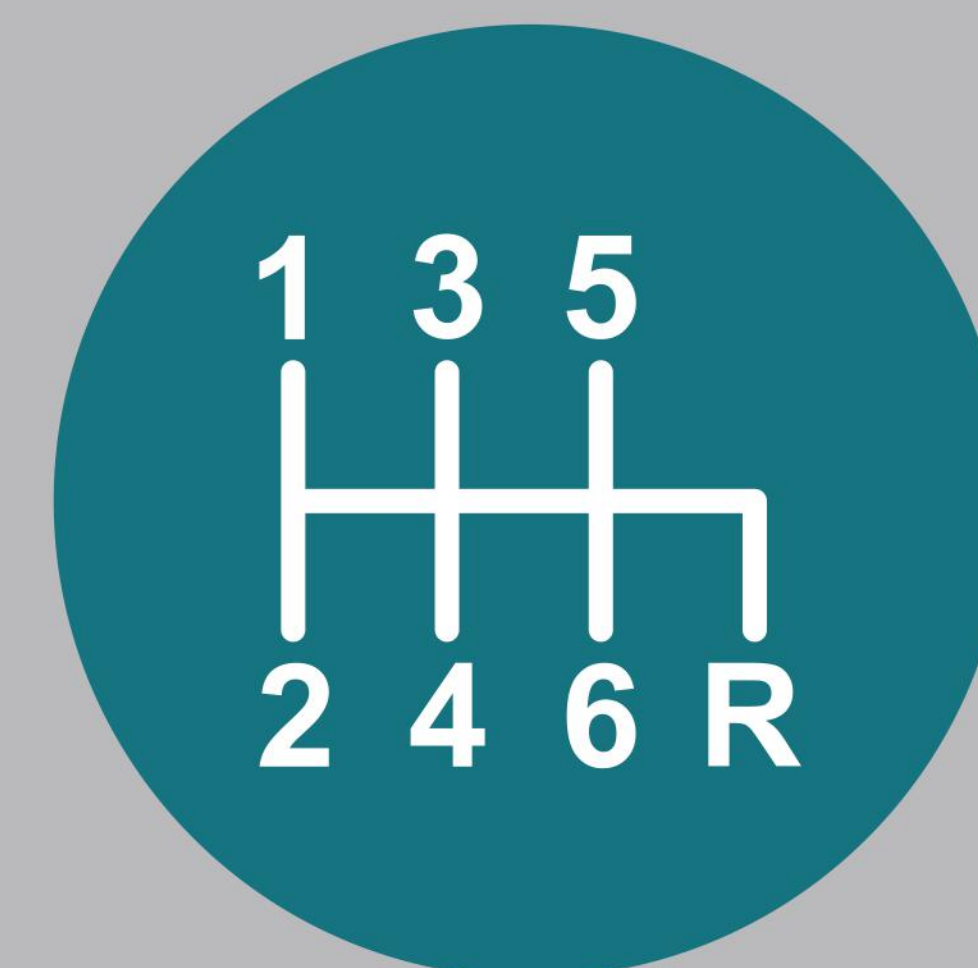
**#1 MOST REQUESTED ITEM IN 2023**

People needed mattresses! Whether it was due to nasty bedbugs, the beauty of reunification, or getting a fresh start - churches and businesses gave the gift of good rest with 97% of the mattress requests met, often with bedding and always with a smile.



**#1 BIGGEST SHIFT IN 2023**

Always eager to learn, CareImpact hired a business consultant to help analyze CarePortal developments in Canada since piloting in 2019. While the CarePortal continues to operate in Winnipeg and we prepare for national expansion, we decided to pause six other piloting regions. We have been restructuring to support local networks with our technology, training, and community development expertise.



**#1 GREATEST FINDINGS IN 2023**

We got curious about Canadian churches with appreciative inquiry research! We found out that many churches are tired and having trouble finding volunteers. Congregations are still feeling the effects of the pandemic and are reluctant to add more to their plates. We also discovered that people want a sense of community, a renewed purpose in the Church, and a chance to make a difference. This has led to an exciting new project coming in 2024.







CAPACITY BUILDING





**550**  
**TRAINED**  
in 2023

(6.5 X more people than in 2022)

**ONLINE:**

- 1 MasterClass Certificate Course

**IN PERSON:**

- 1 Church
- 1 Conference
- 5 Organizations
- 5 Camps

**Here's what participants had to say:**

5.0



*"The things we learned were invaluable. I think everyone who works with anyone should be taking this course, because it forces you (in the best way) to be more empathetic and observant when caring for others."*

*"I thought it was very insightful and really helped our team be able to think about behaviors we've seen and struggled with in a different light."*

*"Learning about trauma can help everyone. We all interact with people who have trauma and knowing more about it can help them and ourselves."*

*"This event helps to dive into the meaning behind actions and also gives you an insight into how your work environment can cause your own triggers to come out and gives you the knowledge to understand what to do next and the why."*

*"This course was really informative! The breakout sessions were fantastic for talking about practical applications."*





# JOURNEY With Care

*"It's got me thinking & wanting to learn more."*

*"Friday's have become a highlight to my week as I look forward to taking in the next episode!"*

*"I felt heard!"*

*"I love that there is a safe space to talk about these things!"*



*"GREAT QUALITY. GREAT QUESTIONS."*

PODCAST





# 37

## EPISODES RELEASED IN 2023

Things were going so well, mid-year we upped our production from biweekly to weekly episodes, with no end in sight for new guests and topics available.

*61% increase from 2022*

# 9760

## DOWNLOADS IN 2023

That's a lot of curious listeners spanning from coast to coast - continuously generating meaningful conversations around dinner tables, small groups and campfires.

*176% increase from 2022*



# #1

## HIT SERIES IN 2023

### Flavours of Care | 11 wk series

Listeners really took to our kick-off weekly series where we got curious about the Enneagram and how different people care and experience others. [LISTEN IN](#)



## HIT EPISODE IN 2023

### Beyond Welcome Mats | With Al & Anita Kehler

Listeners voted with their downloads and shares that hospitality is a big deal! Al & Anita got personal in the story behind their featured "Inspired Hospitality" cookbook, which CareImpact was blessed to give away to new year-end donors. [LISTEN IN](#)

## LEAD SPONSOR IN 2023

### Phil Cavey, CPA & Partner of MNP

Phil led the way by sponsoring the entire "Out of Sync Christmas" series, encouraging other businesses and individuals to fuel more compassion and impact across Canada. [LEARN MORE](#)



# CareImpact



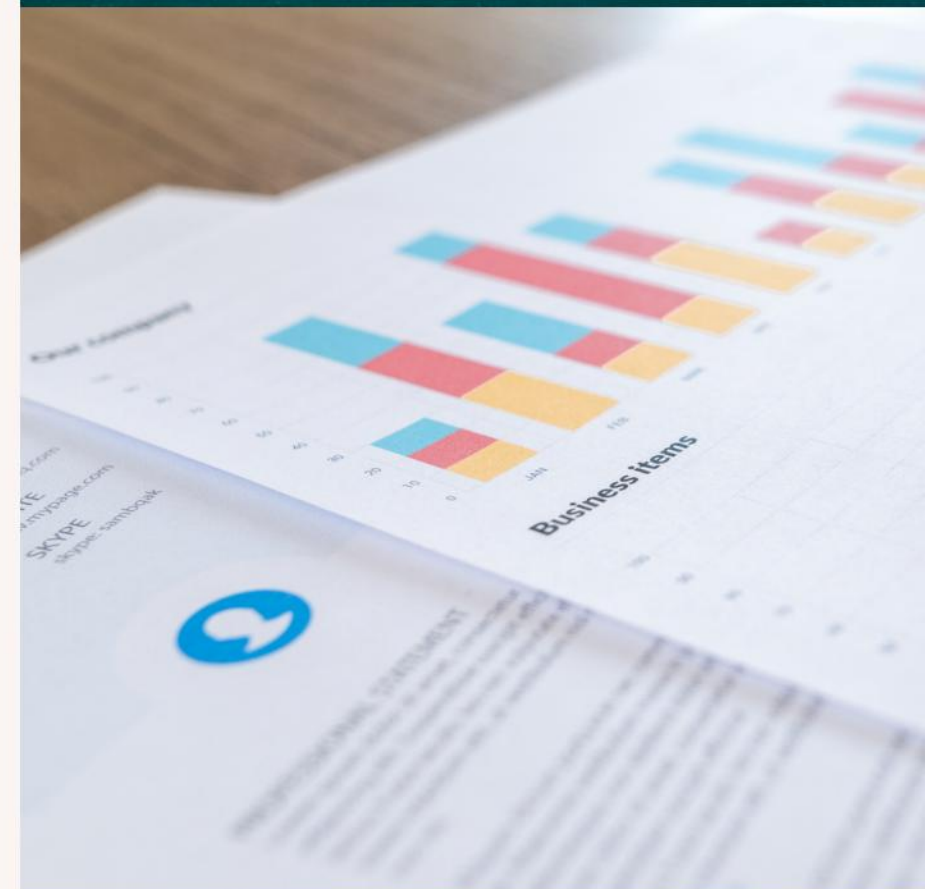
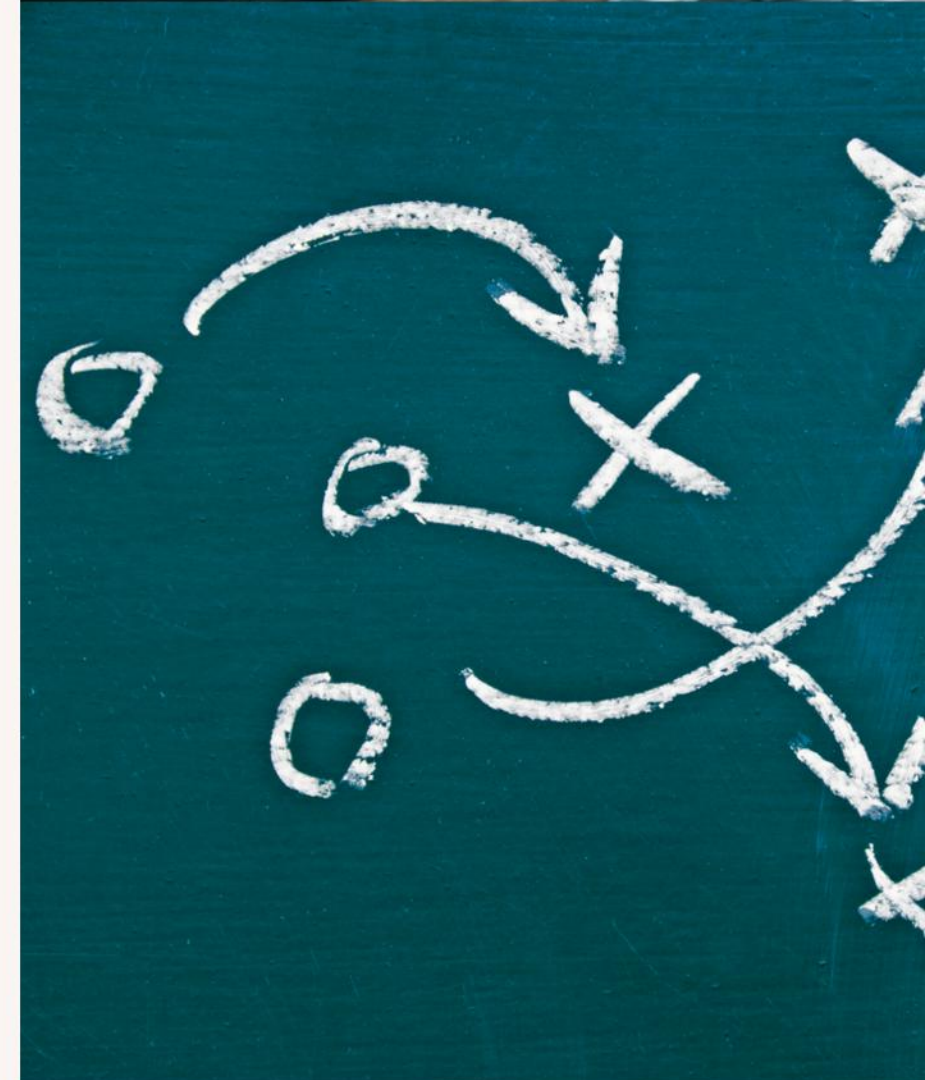
# CareImpact

## 2023 OPERATIONAL DEVELOPMENTS

### THE YEAR OF STRATEGIC OPERATIONAL PRUNING & DEVELOPMENTS FOR LONG-TERM ADVANCEMENT

Just like in a vineyard, healthy roots and exceptional fruit need careful attention. At CareImpact, we are committed to excellence. That is why we consult with leaders and organizations with exceptional wisdom in areas we need to grow in – like philanthropy, business, social tech innovation and community development. This has not only added more clarity to CareImpact’s operations, but also caused us to be brave and continually evaluate our work, analyze data, keep curious, and pivot in both minor and monumental ways. For example:

- 2023 was particularly focused on assessing how CarePortal was working both internally and externally in the regions we were active in. We wanted to get ridiculously honest in understanding what was working, what wasn’t, and what patterns were not sustainable or didn’t produce the desired outcomes. We learned a lot.
- Thanks to the Park Family Foundation (no relation to CareImpact founders), who invested in CareImpact’s national capacity building, we made the bold decision in Spring 2023 to pause five of six regions that were in early stages of us implementing CarePortal care-sharing technology in. This is not to scale back, but to actually scale up and with deeper impact! We are working for the long game of sustainably scaling the CarePortal across Canada, and do not simply want needs met, but local ownership and social change in how Canadians care. Together with consultants, we have been building a new business model that would position us to help more local networking organizations access our training and technology, to ultimately impact more people in hard places.
- CareImpact continues to implement CarePortal in Winnipeg and test new methods for growing local impact. With the support of Bridgeway Foundation, we have been able to pivot to conduct a qualitative study with key stakeholders, start developing new resources as a result of these findings, and implement new methodologies which will benefit national expansion with developing implementing partners.
- We have shifted from “hosting the party” in service delivery, to being invited guests who can “add life to the party” with valuable training, consultations, and relational presence to churches, denominations, and social serving organizations. While we continue to host MasterClass certification in our Trauma Care intensive, now our team comes to you – to the cities, the organizations, churches, and events that are wanting to drive local impact.
- We have pulled back (for now) on pouring so much time on social media and are investing more time in podcasting, which is generating a greater return on our investment both in quality and quantity of engagement. We went from biweekly episodes to weekly episodes in 2023, to grow our reach and keep diving into meaningful topics and stories that drive change.
- CareImpact gathered in August for a leadership retreat, where we grew as team, learning about our 6 Working Geniuses, going on a prayer walk, and spending quality in-person time together (we usually work remotely). The team has demonstrated extraordinary entrepreneurial spirit and impressive grit in forging better ways forward. We’ve been adjusting job descriptions, creating new ones, and helping each other grow as leaders. These are not just jobs, but opportunities to live out our callings and collectively make a difference.





# 2023 NETWORKING DEVELOPMENTS



1. Became a founding advisor with Kentro's new national Community Development Network of Christian charities, attended forum in Vancouver
2. CareImpact consulted with DO Philanthropy for partnership developments and clarifying our messaging
3. CareImpact participated in a new ONE Church ministry conference with Global Leadership Network Canada
4. Paused CarePortal developments in Regina, with move towards local implementing partnership
5. Paused CarePortal developments in Southern Manitoba, with move towards local implementing partnership
6. Participated in the annual NAIITS Symposium in Winnipeg
7. Active CarePortal partners in Winnipeg, plus local churches
8. CareImpact taught workshops at the Kidmin & EMMC conferences
9. Paused CarePortal developments in Hamilton, Niagara, & Leamington, with move towards local implementing partnership
10. Partnered with Stronger Philanthropy, Park Family Giving Fund, and Bridgeway Foundation to advance CareImpact mission.
11. Hosted Tyndale for a research project.
12. Participated at New Leaf event
13. Provided Intro to Trauma Care for Safe Families Canada
14. Consulting with Glenn Smith of BDSmith for organizational development and business restructuring.
15. Exploring partnership with Aaron Ministries to support them with CarePortal technology and capacity building
16. Ongoing YWAM partnership with shared staff
17. Executive leadership meetings with CarePortal & CAFO Summit participation
18. Executive leadership meetings with CarePortal
19. Sponsored participation at the the Christian Community Development Association conference
20. Ongoing partnership with Trauma Free World as Canadian implementors

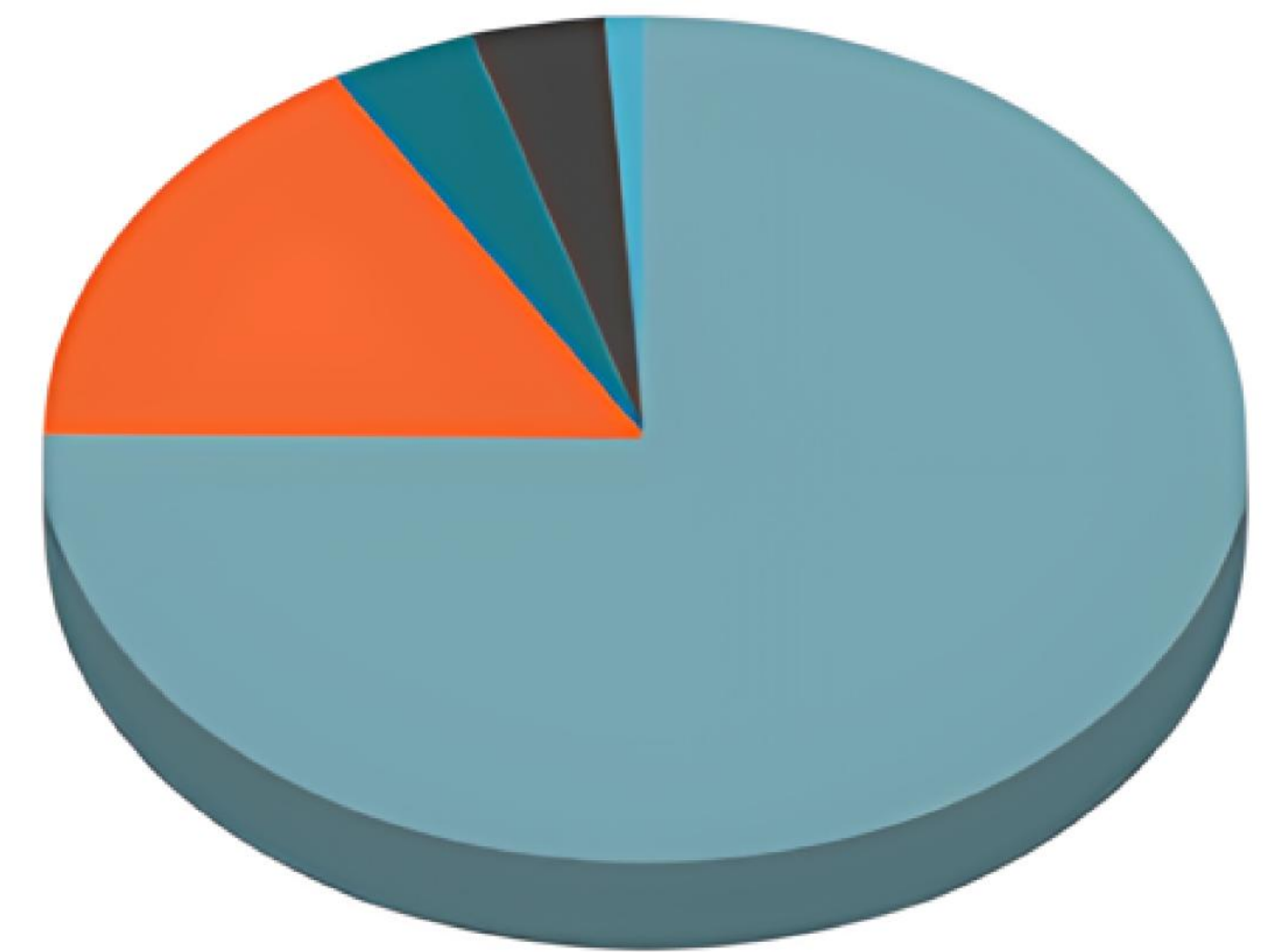


### CareImpact 2023 Profit & Loss

as at Dec 31, 2023

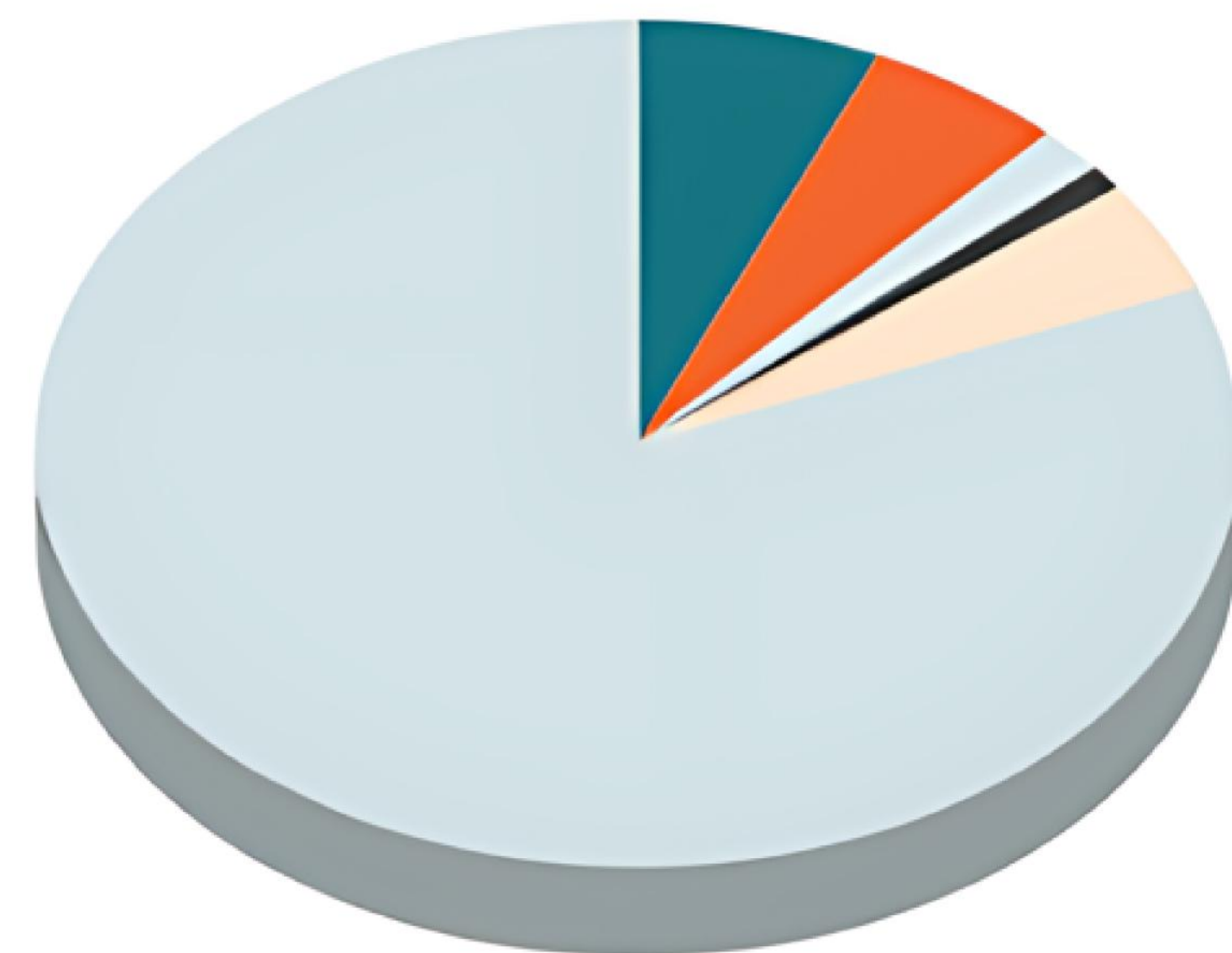
#### INCOME

Donations	184,849
Foundation Grants	40,000
CarePortal Commitments	9,725
Academy Registration Fees	8,930
Government Grants	2,641
<b>TOTAL INCOME</b>	<b>246,145</b>



#### EXPENSES

Administration	16,274
Capacity Building (Equipping)	13,422
Professional Expenses	4,530
Promotion and Research	2,356
Travel and Meetings	10,746
Wages & Benefits	201,857
<b>TOTAL EXPENSES</b>	<b>249,185</b>



EXTERNAL  
BOOKKEEPING  
BY:



Lambert Cook CPA





# FINANCIAL FUN FACTS

- Donations
- Foundation Grants
- CarePortal Commitments
- Academy Registration Fees
- Government Grants

- Administration
- Capacity Building
- Professional Expenses
- Promotion and Research
- Travel and Meetings
- Wages & Benefits



**TOTAL REVENUE**  
UP BY 8.1%

+cookbook campaign  
+2 grants  
+podcast visibility

**TRAVEL & MTG COSTS**  
DOWN BY \$8,307

-thrifty planning  
-team retreat in Wpg

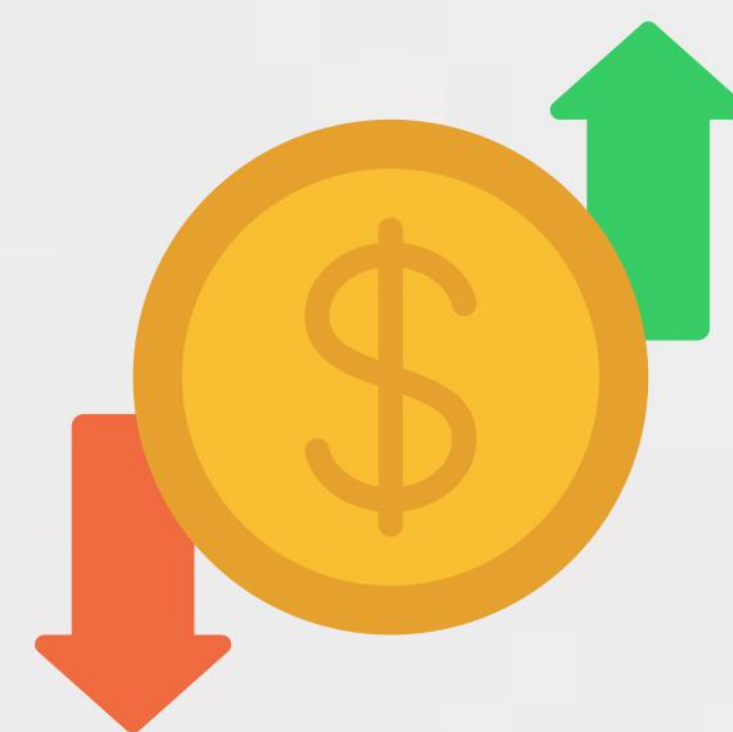
**WAGES & BENEFITS**  
UP BY \$50,993 (+34%)

+5 Casual Staff  
+5hrs/wk Full Time Staff  
+Cost of Living Increase

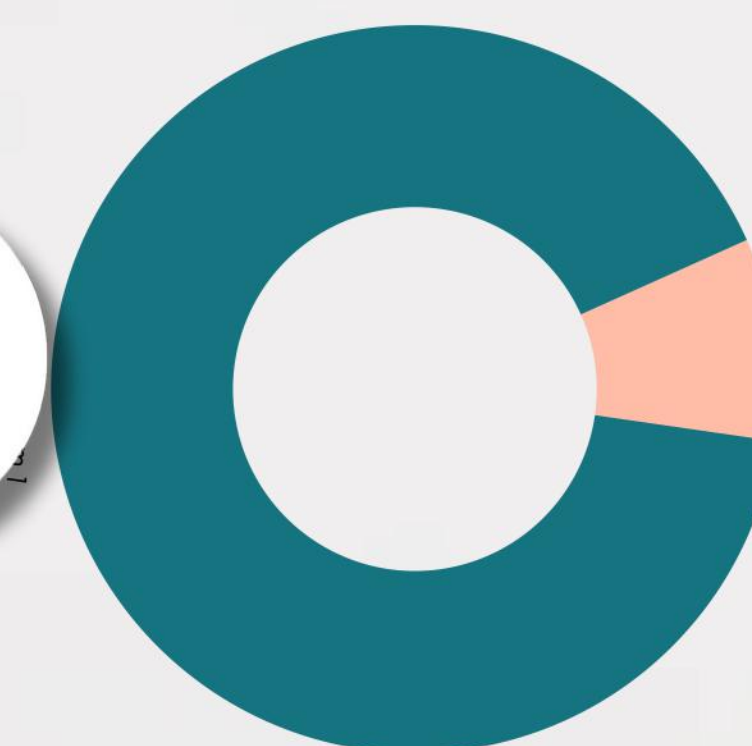
**NET ASSETS**  
\$45,892 (as of 12/31/23)

**2023 PROFIT**  
-\$3,040

-calculated spending  
for board development



**91% SPENDING ON CHARITABLE ACTIVITIES**



**9% ADMINISTRATION & FUNDRAISING EXPENSES**

We accessed online training & coaching to support our financial development



We had 300 custom cookbooks donated to inspire new donors & spread the CareImpact message of hospitality



We switched online donation platforms in 2023 so donors & CareImpact pay \$0 transaction fees



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





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

**A big thank you to our new and long-time supporters.** Your donations and prayers help make 2023 possible. Many of you are family or have become like family. We often had to trust in God's provision, and you were there for us. We take stewardship of these resources and support seriously and believe your partnership will continue to bear fruit. You are part of a wonderful story unfolding.

**Thank you to the many churches, service providers, organizations, and community leaders who have partnered with us through 2023.** You helped us understand the community better and worked hard to help those in need. We are honored to have served you with CarePortal technology and training.

**Thank you to the many smart and wise consultants we have turned to in 2023.** Your time and expertise are invaluable. Special thanks to Glenn Smith, Doris Olafsen, Mark Petersen, Mark Kraft, Larry Nelson, Paul Ash, Scott Platter, Michael Mitchell, Michael Hryniuk, Darrell Kehler, and Doralin Ginter, and the countless authors and podcast hosts who inspire us.

**Thank you to our Board of Directors who served with us in 2023.** Kevin Harris completed two terms. Because of everyone's contributions, CareImpact has grown stronger.

**CareImpact has an amazing team of skilled and dedicated staff and volunteers.** They've made remote work and online teamwork possible. The team's entrepreneurial spirit and compassion for the most vulnerable continues to forge a new path in how Canadians can become Good Neighbours.

### Why are you all so important?



***Because with you,***

- ***people are becoming community,***
- ***timely needs are being met with excellence,***
- ***innovation is meeting deprivation with hope.***

***Now THAT'S something worth celebrating!***

# Thank You!



# CareImpact

## (THE INSIDER)

Good News that Packs a Punch

**Why wait a whole year to get an update?!**

Sign up for exciting developments and opportunities throughout the year.  
Spam isn't our jam, but connecting with you is.

**Let's make each others' day and keep in touch!**





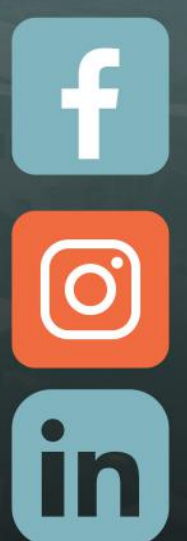
Helping Strangers become Good Neighbours  
*Until everyone can thrive*

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