

2026

ABOUT CareImpact



Strengthening Canadian Communities since 2014

WHY WE EXIST

Across Canada, there is no shortage of people who care.

In Canada, many people genuinely desire to do good in their communities. Social-serving organizations and healthcare are navigating complex, ongoing needs. Faith communities gather people and run programs. Businesses are looking for ways to add social good to their communities. But too often, care doesn't connect and remains in silos.

Coming from backgrounds in faith-based frontline services and leadership in the Church, Harold and Wendi Park found themselves asking deeper questions. If the faith community is called to care, what does that actually look like in practice? How can it be done in ways that are equitable, collaborative, and genuinely helpful.

Those questions didn't stay theoretical.

They led to opening their home, stepping away from secure careers, and spending time across the country learning from those closest to the work, especially in child welfare and community care. What became clear was not a lack of compassion, but a lack of connection. The people who wanted to help and the systems designed to support the most vulnerable were rarely aligned in a way that made care easy, timely, or sustainable.

With no clear model to step into, they began building from the ground up. What started with no funding and no roadmap grew through trust-building, collaboration, and a network of partners who believed communities could work better together.

CareImpact, originally incorporated as Forever Families of Canada in 2014 and granted charitable status in 2015, emerged from that work. Today, the organization has team presence in four provinces and continues to equip and connect communities across Canada, helping care move from good intentions to coordinated, meaningful action.

Our work is supported through a combination of charitable efforts and social enterprise initiatives, allowing for long-term sustainability and cross-sector engagement

MISSION CareImpact exists to eradicate relational poverty and help communities flourish across Canada.

VISION Communities where neighbours help neighbours and everyone belongs.

- VALUES**
- 1. Constructive Disruption**
We lovingly challenge harmful systems, fixed mindsets, and inequitable practices in ways that help all people and communities flourish.
 - 2. Inquisitive Innovation**
We stay curious, keep learning, and look for practical, faithful and informed new ways to respond to real community needs more effectively.
 - 3. Radical Collaboration**
We break down silos and bring unlikely people and sectors together to build trust and create better outcomes together.

THEORY OF CHANGE **IF** CareImpact creates safe and practical pathways to listen, learn, and respond, **THEN** communities will build trust and care for one another more effectively.

STATEMENT OF FAITH CareImpact remains deeply rooted in faith and committed to helping the Church move beyond good intentions into meaningful, biblically informed, community-centred care that reflects Christ through compassion, trust-building relationships, and practical action, rather than conversion-driven outreach.

1. We believe the **Bible** is the inspired Word of God.
2. We believe that there is **one true 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 RECONCILIATION CareImpact acknowledges that we live and work on Indigenous lands across Turtle Island. As Treaty people, we are committed to listening, learning, and building trust alongside Indigenous Peoples.

We recognize the ongoing harm of colonization and reject the systems and ideologies that continue to uphold it, including the Doctrine of Discovery and religious practices stemming from Manifest Destiny. Guided by biblical reconciliation and in response to the Truth and Reconciliation Commission's Calls to Action, we are committed to meaningful systemic change in the Church and in communities.

We believe a better future is built through humility, relationship, and shared responsibility.

WHAT WE DO

We Make Caring Better Together Possible.

CareImpact is a Winnipeg-based Canadian charity and certified social enterprise focused on strengthening communities through coordinated care, practical training, and cross-sector collaboration. We champion the good work of existing entities by helping them connect well across the sectors.

We help remove barriers that keep people and organizations from working well together, using technology, training, and community-based solutions that make care more timely, connected, and sustainable. We connect social-serving organizations, churches, and community partners through simple systems and training that make it easier to act, together. The result is care that is timely, trusted, and built to last.

CarePortal

Where real needs meet real people.

CarePortal is a care-sharing technology that connects trusted social-serving organizations with local churches and community responders.

When a vulnerable person or family has a specific need, that request can be shared in real time so people can respond in practical ways while agencies continue their essential role of guiding the care plans with the individual or family.

- Active locally for more than six years
- 3,000+ individuals supported
- \$370,000+ mobilized in community impact
- 88%+ request fulfillment rate
- 4.8/5 request satisfaction rating

CareLabs

Helping people care well.

CareLabs provides practical training and tools that help individuals and communities engage with care in informed, meaningful ways.

Grounded in trauma-informed and commitment to reconciliation, these learning experiences build both understanding of others and self-awareness.

- Relational Care Workshops
- Poverty Simulations
- Community Group Resources.

CareCreatives Co.

Creative work that fuels real-world impact

CareCreatives Co. is a social enterprise offering premium services to help organizations and businesses communicate clearly. All revenue is invested in the strengthening of communities.

With over 60 years of combine professional experience, our services include:

- podcasting
- branding,
- print
- website design

BUILT ON TRUST. DESIGNED FOR COLLABORATION.

CareImpact helps communities work together around real human need.

We strengthen what already exists by working alongside churches, social services, nonprofits, businesses, and community partners, not competing with them.

Through practical training, community collaboration, and CarePortal technology, we help remove barriers that often keep people and organizations working in isolation.

Our approach is:

- Relationship-focused
- Asset-based
- Collaborative
- Grounded in evidence-based research

We believe meaningful care happens when communities move from fragmented effort to coordinated support, where people experience not only practical help, but stronger relationships and a greater sense of belonging.

How We Work in Practice

- We work within existing systems of care
- Agencies and professionals guide care plans and requests with their clientele
- Participation is always voluntary
- Churches engage as trained responsive partners and collaborators
- Care is shaped through listening, trust, and relationship

Faith & Partnership

CareImpact is faith-based and works across diverse communities with respect, clarity, and shared responsibility. Our faith shapes how we serve, with with dignity, humility, compassion, and accountability. This does not look like pressure or persuasion.

It looks like listening well, partnering responsibly, and contributing in ways that are helpful, appropriate, and invited. We are committed to care that is collaborative, trustworthy, and community-led.



Gracia Sengetuvan - *Chair*

Oakville, Ontario | graciasengutuvan@gmail.com

Senior Risk Analyst at President's Choice Financial, former summer Data Analyst intern with CareImpact as an international Computer Science graduate student, background in tech development in banking in Singapore.



Ashley Ginter-Friesen - *Secretary*

Winnipeg, MB

Graduated with a Bachelor of Social Work in 2022, Program Director of Living Bible Explorers in Winnipeg's West End; founding volunteer and former summer student staff of CareImpact.



Todd Reimer - *Treasurer*

Winnipeg, MB

Professional Wealth Advisor at Investia Financial Services, over 25 years in bank and financial service industry, skilled in investment strategy, retirement and estate planning, disability financial planning.



Dr Michael Hryniuk - *Director*

Toronto, ON

Psychotherapist, Theologian, Researcher and former Spiritual Care Director of Hamilton Catholic Children's Aid; was founding Director of Henri Nouwen Society in Canada



Dr Harold Park - *Director / Co-Founder*

Winnipeg, MB

Psychotherapist and Life Coach, specializing in neurodiversity assessments, individual and couple counselling, trauma care and adoptive parental resiliency. Background in prison chaplaincy and community pastoral care.



Dr Addis Benyam - *Senior Advisor**

*Winnipeg, MB (*non-voting advisor to CareImpact)*

Environmental Science & Economics, Business Administration, Academic and Governmental Researcher/Data Analyst; CarePortal Responder; Social Impact Advisor with CareImpact



Wendi Park - *Executive Director / Co-Founder*

Winnipeg, MB | wendi@careimpact.ca

Background in international and domestic community development, church planting, and correctional justice. Studied and completed internships globally in Central America, South America and Middle East. Masters alumni of Providence Theological Seminary.



Johan Heinrichs - *Director of Digital Media*

Winnipeg, MB

Background in sound engineering, audio production, leading worship and discipleship. Johan produces our Neighbourly Podcast, oversees technical systems, and co-leads CareCreatives Company in podcast production.



Doralin Ginter - *Community Engagement Director*

Winnipeg, MB

Background in digital design, print, web, and community building activities. Doralin focuses on community engagement with donors and creating helpful resources for the team. She co-leads CareCreatives Company.



Shannon Steeves - *CarePortal Operations Lead*

Winnipeg, MB

Background in community development, biblical studies, and church ministry. Shannon manages CarePortal operations in Winnipeg and supports developments in new cities. She also hosts our podcast and social media.

Support Staff:

- Janet Blatz - MB
- Danika Peters - MB
- Alexi Ginter - NB
- Leroy Ginter - MB

CareLabs Training Associates:

- Alicia Freeman - ON
- Tracy Upham - ON
- Tim Smith - NS
- Galina Smith - NS
- Amy-Jo Smith - ON
- Vanessa Parra - QC
- Melanie Coker - ON
- Stacey Nickel - MB
- Maria Jose Beltran - QC

FOLLOW US:



Unit 247
35-2855 Pembina Hwy
Winnipeg, MB
R3T 2H5
Canadian Registered Charity
827328584-RR0001

