



2025
Impact
Report

The graphic features a large magnifying glass with a black handle and a silver-colored rim. The lens of the magnifying glass is focused on a teal circular area. Inside this circle, the text "2025 Impact Report" is displayed in a bold, dark teal sans-serif font. An orange line graph with several peaks and valleys is overlaid on the teal background. The entire graphic is set against a background of a light-colored, textured surface resembling crumpled paper, with various stylized illustrations of people in different poses and outfits scattered around.

Helping Communities Care Better Together
Since 2014

2025 AT A GLANCE

FROM THE EXECUTIVE DIRECTOR



As I reflect on 2025, I find myself thinking less about programs and more about PEOPLE.

People who care deeply about their communities but do not always know where to begin.

People experiencing hardship who are often hidden in plain sight.

People working in churches, social services, businesses, and neighbourhoods who want to help, but are often working in isolation and dare I say, in silos and ineffective activities.

2025 proved to be a generous teacher: comprised of countless conversations, miles travelled across Canada, and copious amounts of coffee in the trenches. We gained deeper understanding of how Canadians, and the systems we rely on, are responding to rapidly changing social conditions. We also geeked out on what it takes to remain on the edge of faith and innovation in ways that are sustainable, informed, and genuinely helpful.

And we've sharpened our tools: The **CarePortal** is coordinating meaningful connections across sectors. The **CareLabs** are equipping churches and organizations to care well for the most vulnerable. The **Neighbourly Podcast** reaches thousands of listeners with stories that inspire compassion and action. *But these are not the mission. They are tools in service of it.*

The more we stay curious, the more convinced we become that our greatest challenges are not caused by a lack of caring people, but by disconnection between people, systems, and communities. It's why we can't look away from the realities that leave some people and communities carrying disproportionate burdens. It's why we keep listening, learning, praying, showing up, and taking risks.

What a privilege it has been in 2025 to work alongside a gifted entrepreneurial team, be upheld by generous supporters, and be supported by a Board that understands the importance of both bold ideas and a strong foundation.

What excites us most about 2025 are the people.

- The person in crisis who found belonging, support, and community at just the right time.
- The caseworker who finally had somewhere to turn and a simple, safe way to invite caring neighbours into the story.
- The church leader who chose to move beyond programs and toward a congregational lifestyle of good neighbouring.
- The community member whose compassion came alive through showing up for someone else.
- The social service executive who started to trust that meaningful collaboration with the Church is possible.

It has never been about fast wins, trending programs, or the next big idea. It has always been about doing the next right thing so people can move towards each other in good ways. To be honest, we can't wait for status quo to understand us.

PEOPLE PROGRAMS

And herein lies a tricky space to navigate. The most vulnerable pay the price of societal indifference and ignorance. The overburdened social serving sectors know the way things are is not working. Churches are largely oblivious to the bigger picture and fragile for robust participation. Donors love immediate relief projects and traditional programs over systemic relational interventions. These realities are not lost on us.

2025 was an exceptional year for analysis, innovative thinking, and seeing what is possible through thoughtful collaboration. It is critical we continue to harness greater Canadian momentum. Our team is here for it and we find great encouragement in seeing more people, who share this vision and this urgency, also linking arms in these efforts.

As you read this report, I invite you see more than numbers and activities. **I invite you to see what becomes supernaturally possible through the power of connection!**



Wendi Park

Executive Director / Co-founder
wendi@careimpact.ca



THE BOARD OF DIRECTORS

As a Board, we've had the opportunity to help guide and steward CareImpact through another year of learning, growth, and innovation. 2025 has been marked with milestones and challenges, revealing the true passionate obsession of CareImpact to see Canadian communities flourish.

We continue to share a commitment to ask questions, challenge assumptions, and stay open to new ways of helping communities thrive in ways that are equitable, sustainable, and create belonging for all. This requires both an entrepreneurial mindset and shared belief that building community is worth it - because it is.

Thank you for being part of that story. Together, we're helping build stronger, more connected communities.



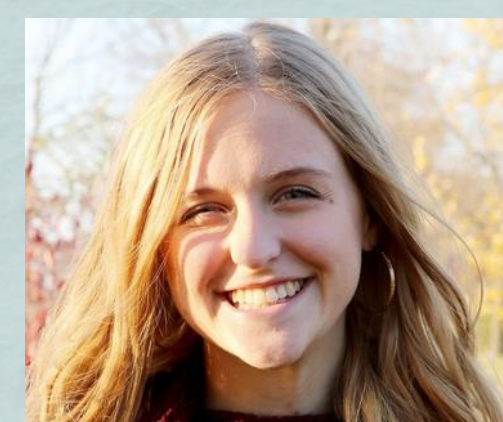
Gracia Sengutuvan - Board Chair

BSc, Math & Computer Science
Credit Risk Acquisition Manager
PC Financial - Toronto, ON



Todd Reimer - Treasurer

FMA, FCSI
Professional Wealth Advisor
Investia Financial Services - Winnipeg, MB



Ashley Friesen - Secretary

BSW
Program Director at Living Bible Explorers
Winnipeg, MB



Dr. Michael Hryniuk

Ph.D Religion
Theologian, Psychotherapist, Spiritual Director
Toronto, ON



Dr. Harold Park

D.Min Marriage & Family Therapy
Psychotherapist, CareImpact Co-founder
Winnipeg, MB



Dr. Addis Benyam - Senior Advisor

Ph.D Environmental Science
Analyst, Academic Researcher
Winnipeg, MB

ABOUT CAREIMPACT

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 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 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.

ORIGINS

CareImpact was founded in 2014 after recognizing that Canada's greatest challenge wasn't a lack of caring people, resources, or programs, but the disconnection between them. Shaped by founders Wendi and Harold Park's doctoral research, professional backgrounds and by the children, families, and community members who helped them see differently, CareImpact continues to build better ways for communities to collaborate and care together.

SERVICES WE OFFER



Connecting Canadian communities with care-sharing technology that securely coordinates meaningful collective action across sectors, with people in need. Currently operating in Winnipeg, with developments underway to launch in Abbotsford in 2026.

HOW IT WORKS:



Step 1
**Family / Person
Identifies Gap
with Caseworker**



Step 2
**Agency Shares
Request onto
CarePortal**



Step 3
**Churches & Community
Respond to Caseworker via
CarePortal**



Step 4
**A Meaningful
Connection is Made**



CareLabs

Equipping Canadian communities with practical trauma informed skills and insight to journey through hardship better together.



**RELATIONAL CARE
WORKSHOPS**



**POVERTY
SIMULATIONS**



**SMALL GROUP
RESOURCES**



Engaging Canadians with
Biweekly Episodes that Highlight
Stories from Across Canada

NEW

CARE CREATIVES CO.

DEVELOPED IN 2025, LAUNCHED IN 2026

Creating premium audio, print, web, and branding products and services that offer marketplace solutions that directly strengthen Canadian communities through social enterprise.



209

**PEOPLE RECEIVED
TIMELY CARE FROM
11 PARTICIPATING
WINNIPEG CHURCHES**

~900

**NEW HUMAN
CONNECTIONS CREATED**
across social sectors: churches, social
services, ministries, businesses,
schools, isolated community members

~2,940

**CareImpact HOURS OF
COMMUNITY BUILDING**
invested into building healthy
relationships across sectors in
Winnipeg & nationwide

1

**NEW CITY
PREPARING
TO ACTIVATE
CAREPORTAL**
in Abbotsford, BC

NEIGHBOUR UP!
Small Group Resource
Created, Published,
& put on the market in
October!
-6 Week Video Series
-Leaders Guide
-Participant Workbooks

**EXTENSIVE STRATEGIC
DEVELOPMENT WORK**
NEW! CareLabs Pricing Model
NEW! Resource Guide Published
COPE Poverty Simulation
Upgraded with Canadian
Research & Contextualizations

324

UNIQUE PARTICIPANTS
completed 10 different
CareLabs learning experiences:
2 online (national), 2 in MB, 3
in ON, 2 in NS, 1 in USA

16,524

**TOTAL CARELAB
LEARNING HOURS**
through workshops at
churches, conferences,
agencies, camps, & online

EXTENSIVE STRATEGIC DEVELOPMENT WORK
Developed a social enterprise strategy that serves
marketplace leaders with podcasting, web, print,
and branding services they already need,
leveraging 60+ years of combined expertise. All
proceeds support CareImpact's charitable mission.



**BECAME A CERTIFIED
SOCIAL ENTERPRISE**
*Serving as a new pathway for CarePortal
service agreements, CareLabs training
contracts & resource sales, and the launch
of CareCreatives Company in 2026.*

2

ENTREPRENEURIAL LEADERS
with established businesses and a
shared vision, joined forces to create
sustainable revenue for greater
social impact.

2025 HIGH- LIGHTS



Rebranded from
Journey With Care
to
Neighbourly Podcast

NEW! Host: Shannon Steeves

Shifted Audience Focus
from topical to more
story-based content



It started with a wagon.

The social worker had limited options for Chantal and her child.

Chantal is a great mom who was navigating tough circumstances. With few community connections and exhausting all available resources, even seemingly simple gaps were becoming insurmountable barriers. This is all too common.

Then came a twist in the plot. With **CarePortal**, the social worker could offer a secure and effective way to access the kind of community support Chantal was longing for.

The request was entered by the child welfare agency, setting off a cascade of beautiful community connections:

-  **Anchor Point Church** noticed the request, and one of their small groups eagerly clicked "Yes, I Can Help!"
-  **Kildonan MCC Thrift Shop** already had the items needed, and offered to supply them.
-  **Community members** responded with extra clothes, providing plenty of summer outfits for the growing toddler.
-  **Living Bible Explorers** was introduced as a neighbourhood organization, offering family beach outings and programs.

"Chantal and her child have brought so much life and joy into our community. They continue to inspire me!"

- Ashley

(a CarePortal responder & neighbour to Chantal)

CarePortal made coordinating care simple and effective, humanizing.

What started as a need for a wagon, sparked neighbourly friendships, invitations to neighbourhood events, and a collective restored belief that healthy community was possible.

This story continues to unfold, through good times and challenges.

Chantal and her child are an active part of community now, pouring into others and deepening friendships that started over a little red wagon.

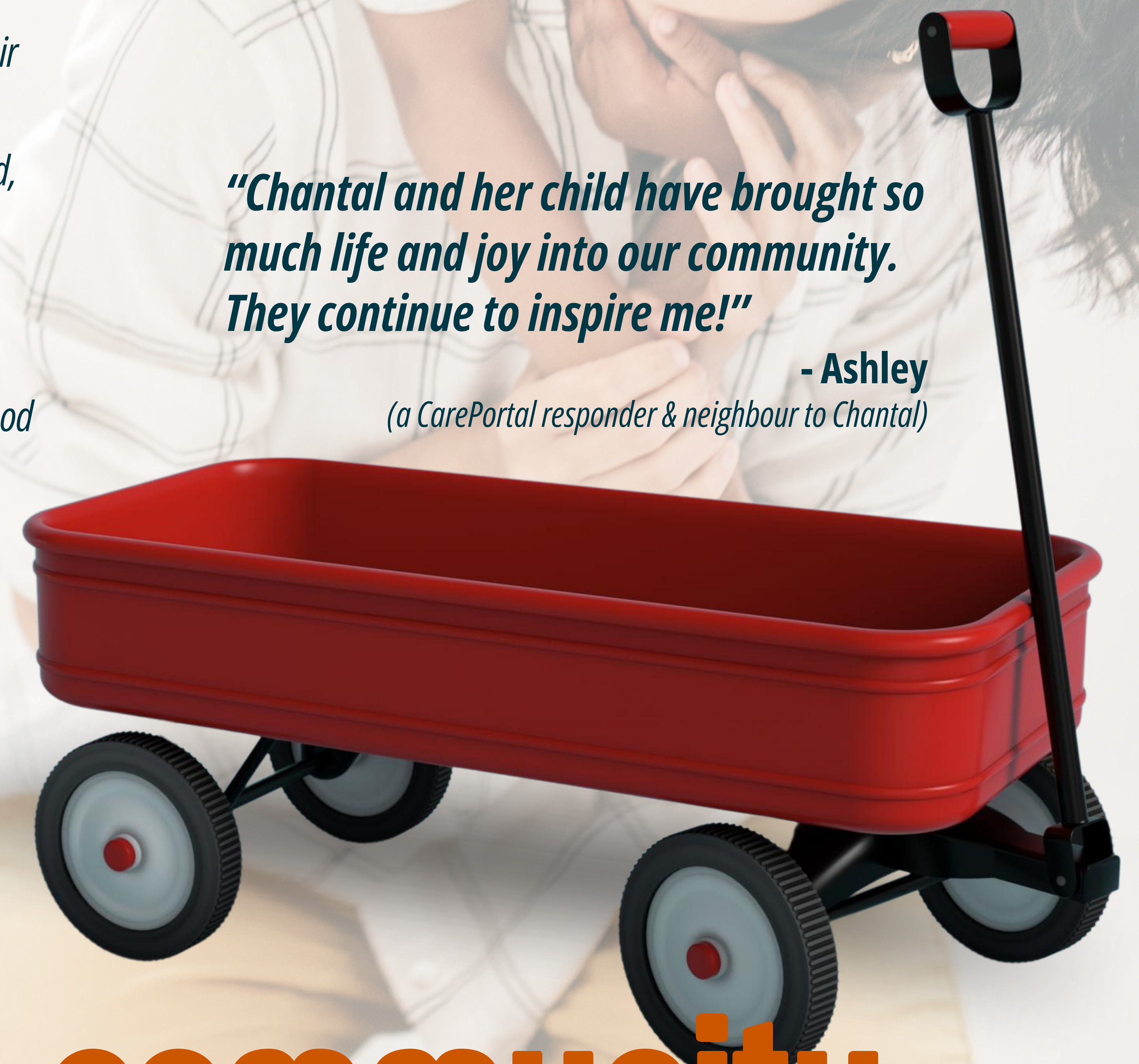
It continues as community.



HEAR THEIR STORY



careimpact.ca/s05e19



It's not WHAT you know...

Months after attending a **CareLabs workshop**, Bill* shared a story with us.

His church had been walking alongside a family through a difficult season. What began as a simple CarePortal connection had grown into a genuine neighbourhood relationship.

Yet, despite everyone's best efforts, the family suddenly became homeless. The evening of the eviction, they naturally called Bill asking for a ride to a motel.

"It was decidedly inconvenient timing for me," he admitted. "I was honestly annoyed."

Normally soft-hearted and patient, Bill confessed his immediate judgement on the circumstances that led to their eviction. "I thought my annoyance was justified, and I did not plan on necessarily being too warm and fuzzy."

Then, as Bill drove to pick them up, a lesson from a CareLabs workshop jolted through his spiraling attitude:

He had the truck.
He had the gas.
He had a safe home to return to.
He had privilege.
He had choices they no longer had.

"I had the power." He suddenly realized how easily compassion can become control when we forget the power we hold. *Could he loosen his grip on power to simply be a good neighbour?*

That simple shift changed everything. The circumstances didn't change. His posture did.

This unexpected interruption was a wake-up call and an invitation to empower a family in crisis with a simple drive to the motel. No quick fixes or told-you-so's or reason for self-righteous indignation. Just a warm embrace and a quiet ride to the motel to get this family some much needed rest.

Building community is not always about triumph. In fact it is in journeying through hardship together where we forge deeper connection and mutual flourishing.

Bill wrote to thank us for the CareLabs workshop, "it was ultimately liberating."

CareLabs exists because healthy communities aren't built by people who know more. They're built by people who relate differently. Through evidence-based learning, biblical wisdom, and practical experiences, we help individuals, churches, and communities grow in self-awareness, understand the dynamics they bring into relationships, and cultivate the trust that helps people flourish together.

...It's WHO you GET to know.

*true story, name changed



***"Thanks for that truth,
it was ultimately liberating."***
- Bill (a CareLabs participant)



2025 FINANCES

BOOKKEEPING BY:



Lambert Cook CPA

FINANCIAL REVIEW BY:

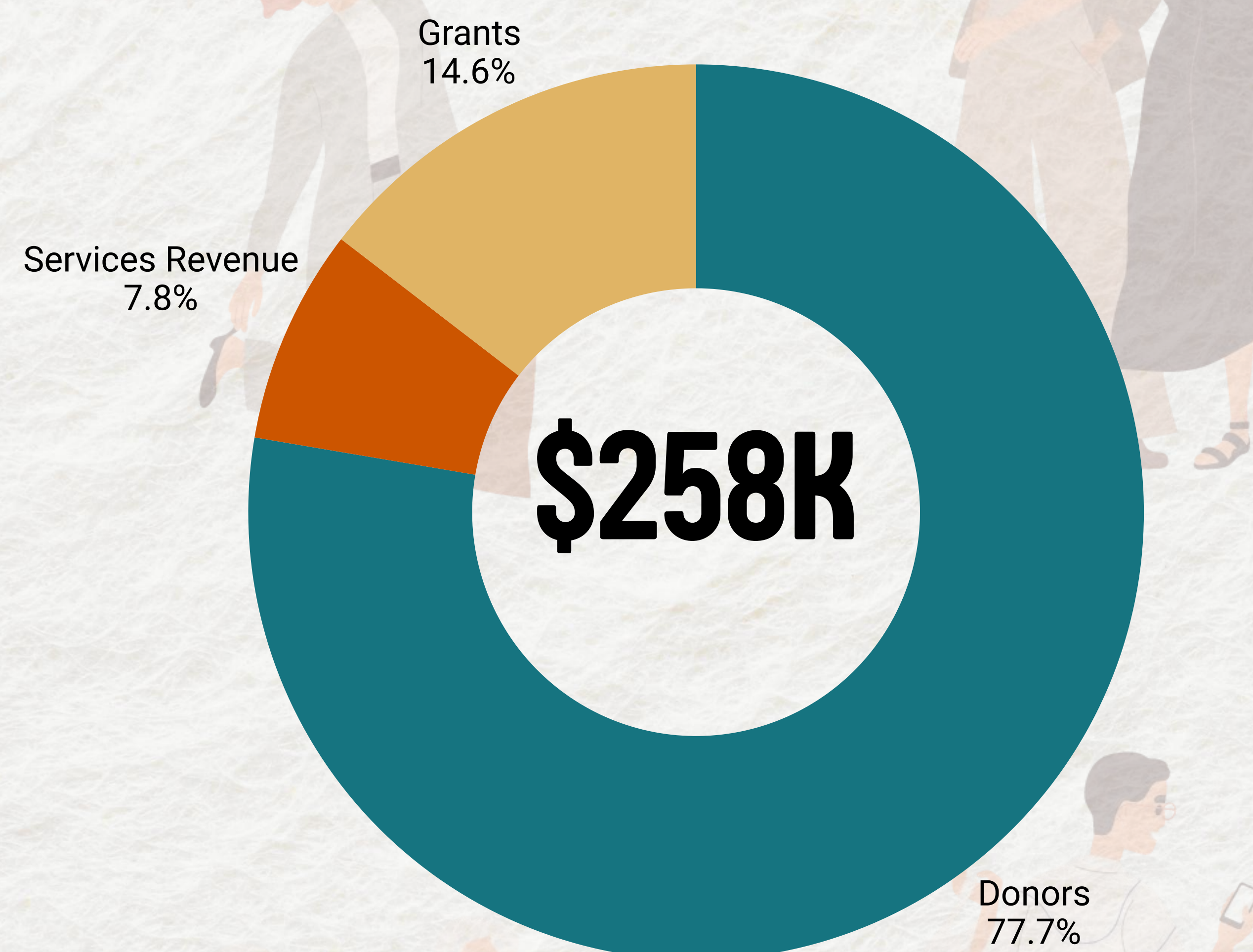


CAREIMPACT INC. # 827328584 RR0001
A FEDERALLY APPROVED CHARITY SINCE 2015

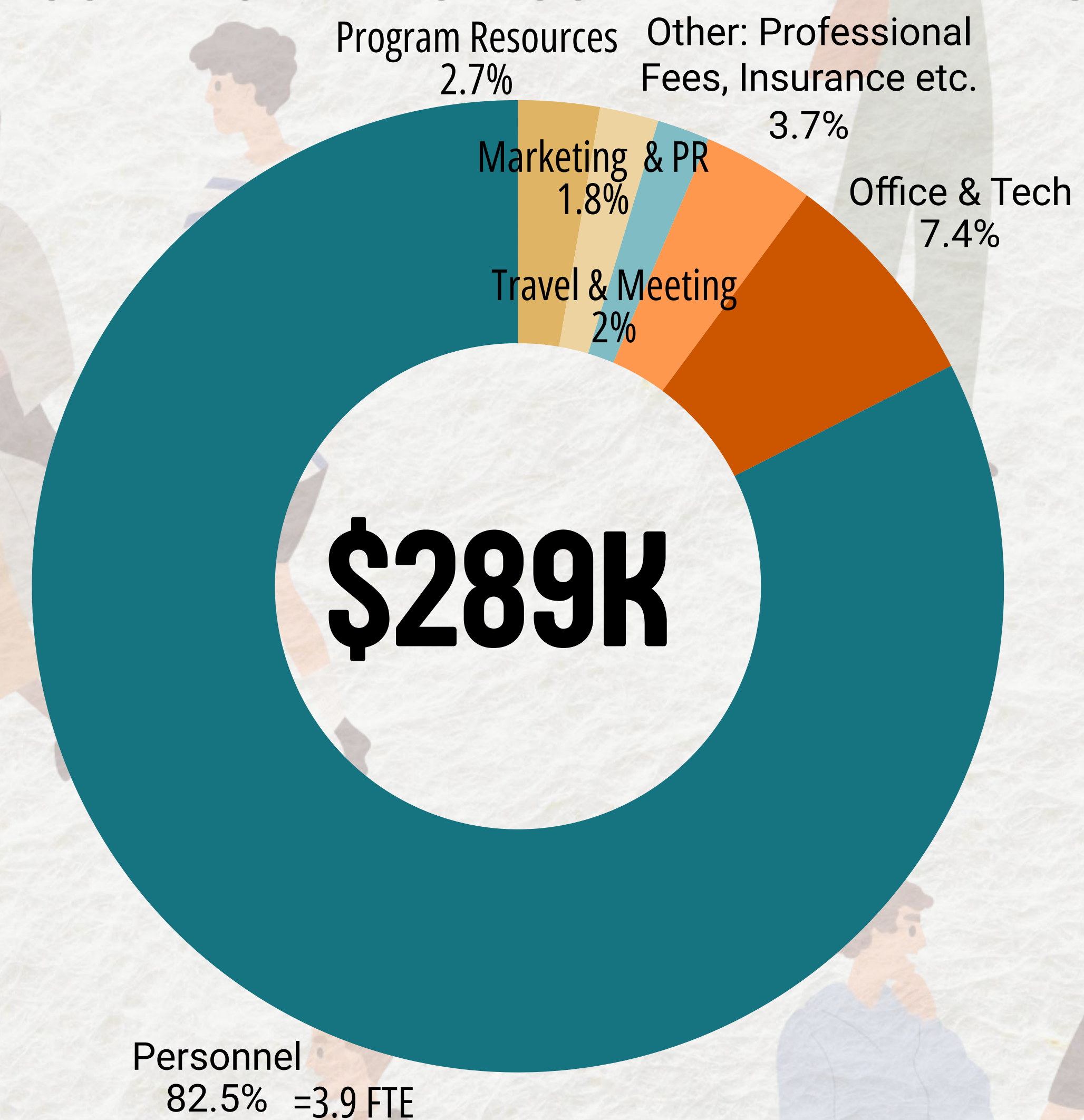


AT A GLANCE

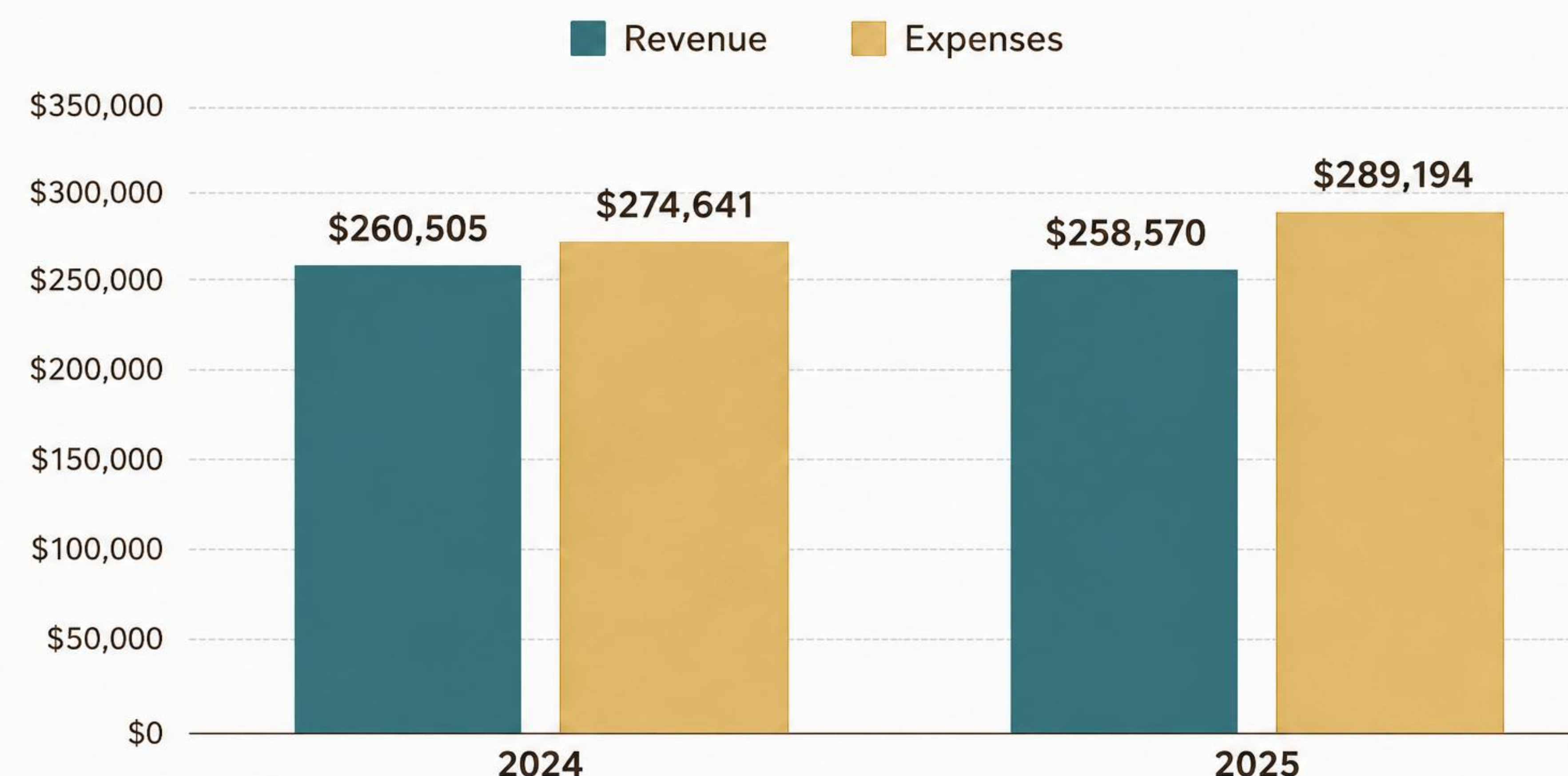
FUNDING SOURCES



HOW FUNDS WERE INVESTED



Revenue and Expenses



Financial Snapshot

- Revenue remained remarkably stable, declining 0.7% despite a challenging charitable giving environment.
- A significant anticipated partnership did not materialize, contributing to a \$30,624 operating deficit.
- In response, we accelerated new revenue strategies, including corporate partnerships, expanded CareLabs training, refined CarePortal funding model and the launch of CareCreatives Company, our social enterprise.

Financial Outlook

- We have developed a 5-year sustainability plan to grow revenue and support the mission.
- Temporary spending reductions were made for 2026 while protecting core mission priorities.
- New revenue streams are being developed through corporate partnerships and social enterprise (in CareLabs training, CarePortal funding model, and CareCreatives Company services launched in 2026).
- We hired a consultant to strengthen our bookkeeping system to support the next stage of growth.

Thank You!

Communities don't become stronger because one organization works harder.

They become stronger because people choose to move toward one another.

Thank you for helping make that possible through CareImpact.

Every conversation.

Every donation.

Every partnership.

Every service contract.

Every prayer.

Every act of courage matters.

Together, we're building better ways for communities to care.

The work isn't finished.

Every community has people waiting to belong.

Every neighbourhood has gifts waiting to be discovered.

Every one of us has a role to play.

Let's do this together!





Helping Communities Care Better Together since 2014

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CareImpact.ca

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