

FY2024 Impact Report

July 1, 2023 – June 30, 2024

Compassionate
SUPPORT

Community
IMPACT



346 adults supported through Adult Bereavement Support programs

711 children, family members, education and mental health professionals supported through Children's Bereavement Support programs and resources

178 patients with serious illness and caregivers supported through Volunteer Helping Hands, JustRides and Caregiver Support Groups

857 community members & professionals attended 17 educational events

10 languages spoken by our volunteers

35 years of service in Montgomery County, MD

\$0 to access services & programs

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(as of June 30, 2024)

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Dear Friends of CaringMatters,

Volunteering is often described as a gift to others, but its rewards are just as profound for those who give. At CaringMatters, we see this every day. Volunteers of all ages build meaningful connections and find a deep sense of purpose. Their work fosters confidence, self-esteem, and a powerful sense of accomplishment.

More than just a service organization, CaringMatters is a community—a home for hundreds of compassionate individuals committed to making a lasting impact. Whether offering a comforting presence, providing practical assistance, or simply showing up when it matters most, our volunteers are the heart of our mission.

This impact report highlights not only their invaluable contributions but also the dedication of our staff, Board members, Trustees, and community partners. Together, we support families facing life's most difficult moments—serious illness, caregiving, end-of-life, and grief—offering compassion, understanding, and a path toward healing.

For over 35 years, CaringMatters has remained a pillar of support in Montgomery County, living up to its name in every way. Your kindness, generosity, and dedication make this work possible. Thank you for being part of this journey with us.

Most sincerely,



Audrey Rothstein

Audrey Rothstein, CAE
Chair, Board of Directors



Allison Stearns

Allison Stearns, MS, MPH, LCPC
Chief Executive Officer

For information about our
programs, events, and volunteer opportunities,
visit CaringMatters.org.

Volunteer Helping Hands

The **Volunteer Helping Hands (VHH)** program offers compassionate social and emotional support to individuals in Montgomery County facing serious illnesses, as well as their caregivers and families. Through a dedicated network of trained volunteers, the program provides a lifeline during some of life's most challenging moments.

81 clients served in FY2024

100% reported that their volunteer was caring and supportive.

100% said they would recommend VHH to others with similar needs.

“The volunteer asked my mom how they could help, and they quickly found someone to knit a blanket for her new great grandson. It was beautiful.”

— VHH Client
Family Member

“I have nothing but praise for these men and women. I can always count on them for anything.”

— VHH Client

“My mother loved your volunteers. She knew the difference.”

— VHH Client
Family Member



CaringMatters is licensed by the state of Maryland as a Limited Hospice Care Program. We supplement General Hospice Care Programs and support patients who are still pursuing curative treatment, as well as those who do not have a six month or less prognosis.

The Whole You

From FY2020–FY2024, **The Whole You (TWY)** program connected Adventist HealthCare Cancer Services patients and their families with valuable free and low-cost community resources and support. Referrals to resources often included support groups, counseling, food and nutrition programs, transportation to medical appointments, medical and home care equipment, as well as social and recreation programs.

42 Patients Received Community Resource Navigation in FY2024

“You guys made something that was painful and hard so much better for me.” — TWY Client

“These resources are great. I’m so glad I reached out because I was getting so overwhelmed trying to find these places.” — TWY Client

Thank you to our funding partners, Healthcare Initiative Foundation and Adventist HealthCare, Inc., and the Gail Robinson Fund



JustRides

Due to overwhelming requests for transportation services through The Whole You program, CaringMatters launched the JustRides program in FY2024 in partnership with Adventist HealthCare Cancer Services to meet these needs.

JustRides provides free, reliable, and compassionate transportation for adults undergoing cancer treatment or dealing with blood disorders. Trained CaringMatters volunteers offer culturally competent rides to and from appointments, helping patients and their families navigate the physical and emotional challenges of treatment.

23 Patients & 490 Rides totaling 4,148 miles in FY2024

“The stress that was taken away from not having to find parking for treatment appointments was life altering.”

Thank you!
— JustRides Client

“People driving me to medical appointments were doing more than just giving me a ride. They made me feel supported throughout the entire experience.”

— JustRides Client

Thank you to our funding partners, Healthcare Initiative Foundation and Adventist HealthCare, Inc., and the Gail Robinson Fund



Caregiver Support Groups

CaringMatters' Caregiver Support Groups offer a supportive space for individuals caring for a seriously ill loved one. The groups help reduce isolation and stress by allowing caregivers to connect, share their experiences, and find comfort in one another. The virtual format ensures caregivers can participate without leaving their family member's side. Guided by principles of confidentiality, reflective listening, and caregiver well-being, the group focuses on supporting both the caregiver and their loved one.

32 caregivers supported in FY2024

“I leave every group meeting fully aware and in awe of the power of love and community.”

— Caregiver Support Group Facilitator

“Group members share tips on everything from feeding options (which blender is best) to referrals for doctors and estate planners. They truly support and listen to each other.”

— Caregiver Support Group Facilitator



Adult Bereavement Support Services

Adult Bereavement Support Groups, facilitated by trained volunteers, connect individuals grieving similar losses, provide a safe space to share stories, find comfort, and learn from one another.

CaringMatters' staff provides individual consultations and referrals to resources, as well as delivering webinars and workshops throughout the community.

Our annual **Tree of Love Celebration**, a community-wide memorial ceremony to honor and remember loved ones was held in December 2023.

237 people attended Adult Bereavement Group sessions

95 people attended the 2023 Tree of Love Celebration

90% of support group members reported that they have gained some tools to use in their daily life.

90% of support group members reported that they have found ways to better identify and express their feelings about loss.



“I feel more comfortable talking about my grief but also diverting questions when necessary for my own peace.”

“I went from inconsolable depression to living with loss.”

“I know, feel, and am grateful that I am in a better place since attending the group.”

Bereaved Caregivers Retreat

The **Bereaved Caregiver Retreat** is a program for family and friend caregivers who have lost a loved one within the past two years. Participants connect with others who understand the challenges of caregiving through therapeutic activities, including grief support, journaling, self-care, relaxation techniques, and strategies for life after caregiving.

14 attendees in FY2024

100% of attendees reported that they are better prepared to transition from focusing on their caregiving role to their own life post-caregiving.

100% of attendees reported that they gained some tools/ approaches that they will use to renew their lives.

“The diversity of participants added tremendously to the remarkable vibe of the retreat.”
— Retreat Attendee

“Facilitators were superb. Interventions were thoughtful, eloquent, and provocative.”
— Retreat Attendee



Children's Bereavement Services

Children's Bereavement Support Services provided grief support and resources for 128 families and professionals. They also delivered informative webinars and presentations on children's grief to 160 professionals and parents.

“Our staff felt like this was one of the best and most meaningful trainings they had ever participated in.”

“Your time with the school staff allowed them to be vulnerable and truly reflect on grief, how it presents itself in day-to-day life, how they can better support others, and also ask for support for themselves.”

Good Grief Club (GGC)

Good Grief Clubs are seven-week support groups to help children in grades K-12 explore their feelings, develop healthy coping strategies, and find comfort in learning that they are not alone. The groups are facilitated by trained CaringMatters volunteers in partnership with Montgomery County Public Schools.

The Legacy GGC curriculum, introduced this year, was designed for students grieving the loss of a classmate. Unlike typical groups with varied losses, this program provided a shared space for students to process their grief together and find meaningful ways to honor their friend.



236 students in 31 schools attended a GGC in FY2024

90% of middle and high school students reported that they learned how to talk about their feelings in GGC.

90% of students who attended GGCs reported feeling less alone than they did before the group started.

Good Grief Club (GGC), continued

Student Feedback:

- “The GGC helped me feel a lot better knowing I'm not struggling alone.”
- “The group helped me cope and remember happy memories.”
- “I loved the openness and acceptance. We could just speak because there wasn't a pity party every time someone shared.”



Counselor Feedback:

- “When the group started, this new student said he had "no friends" and "no one to talk to" about his grief. Now he is bonded to the kids in this club and his whole demeanor has changed.”
- “A student who unexpectedly lost his father learned the appropriate way to interact with peers. The CaringMatters volunteer became a trusted adult to him and the group made a huge difference.”

Thank you to our funding partners, the City of Gaithersburg, Maryland Department of Health, Montgomery County Public Schools, and The Wolpoff Family Foundation

Parenting While Grieving Workshop Series

Parenting While Grieving: Supporting a Child Grieving the Death of a Parent, is an 8-week workshop series that helps grieving parents navigate the challenges of supporting their own children through loss. The workshop also focuses on essential parenting skills, including listening, expressing emotions, problem-solving, and setting limits, all within the context of a grieving family.

17 grieving parents attended in FY2024

33 children, ages 3–18, impacted

100% reported that the workshop improved their understanding of how children grieve based on their age and stage of development.

100% reported that they now have new ways to communicate with and listen to their children.

Participants reported learning:

“Patience to honor that my son will talk about his feelings when he’s ready.”

“The importance of listening and responding with “I” statements.”



Family Nights

CaringMatters' Family Nights are workshops held before major holidays which can be especially challenging for families as they navigate traditions without loved ones. The workshops help families develop coping skills, plan for celebrations, and honor the absence of their loved ones.

90 adults and children participated in Family Night workshops in FY2024

90% of adults and 95% of children reported that they were able to share their feelings about their loss with each other.

81% of adults and 92% of children reported that they learned new ways to handle the difficult emotions around family celebrations and holidays.



“We were able to utilize what we learned during Thanksgiving, and it was such a blessing for the entire family.”

“Family Night was fun, and I felt less lonely than I’ve felt recently without Daddy.”

“The art project really led the conversation and opened us up to talk about things we hadn’t talked about before.”

Thank you to our funding partner,
The Newburger-Schwartz Family Foundation

Camp Erin



Camp Erin Montgomery County, is a weekend overnight camp offered free of charge to grieving children and teens, ages 6-17. The camp is part of a national network of Camp Erin programs offering age-appropriate discussions and creative, fun-filled activities designed to help children share, as well as connect with peers who have had similar experiences.

47 Campers served in FY2024

95% reported that they learned healthy ways to express their feelings.

86% reported that they learned some tools and activities to help them through difficult feelings or times.

“The whole weekend gave me more hope for humanity: experiencing the power of what people can do when they come together around a shared mission.”

— Camp Erin Volunteer



Camper perspectives:

“Camp helped me remember my mom’s life and not just her death.”

“Thank you for giving me the space to cry without spouting nonsense to try to make me feel better.”

Thank you to our funding partners, Bar-T, Inc., Bethesda-Chevy Chase Rotary Club, Eluna Network, Friends of Audrey Rothstein, and The George Preston Marshall Foundation

Community Education

CaringMatters' Community Education raises awareness and builds community to help people address end-of-life and grief-related issues. In FY2024, workshops and webinars brought volunteers, community members, partners, and human services professionals together for constructive dialogue on relevant topics.

Webinars and Workshops:

- Live Well to Die Well
- Psychedelic-Assisted Therapy: Extending Compassion and Whole Person Healing
- Cognitive Change: Understanding, Connecting, and Creating Moments of Joy
- Prepare for the Inevitable: Financial Planning to Prepare for the Death of a Family Member (2-Part Webinar)

697 community members and professionals attended webinars and presentations in FY2024

90% of attendees agreed that they would use what they learned from the webinars in their personal and/or professional lives.

“Absolutely outstanding!!! One of the best webinars I have seen on any topic!”



"Dementia is improv at it's best."
- Carolyn Schick
CaringMatters Volunteer &
Cognitive Change Webinar Presenter



“I have such high praise for the unique strengths and gifts that CaringMatters brings to the community. So grateful for what you do.”

Thank you to our funding partner, AARP Maryland

Volunteers Add Value

CaringMatters' services are delivered by screened and trained volunteers, all of whom receive ongoing guidance, continuing education, and supervision. Our volunteers are deeply valued for their compassion, their readiness to help in times of need, and the diverse talents and interests they bring to every part of our organization—from operations to fundraising.

190 volunteers served 11,706 hours in FY2024

31.5% Our operating budget would increase by **31.5%** if it included the monetary value of volunteer time.*

* The value of the volunteer hour is \$34.79 in Maryland for a total of \$407,252 for FY2024. (Based on information from independentsector.org)

Our volunteers speak the following languages: Mandarin, French, Spanish, Hindi, German, Gujarati, Chinese, Hebrew, Polish, and American Sign Language

“I love the mission, the volunteers, the organization, and the work. I believe that I am able to make meaningful contributions to the community through CaringMatters.”

“I get so much joy out of supporting patients, and I have a lot of fun volunteering at all the special events. CaringMatters is a very special place for me.”

Thank you to our funding partner, Montgomery County Department of Health and Human Services



Highlights

- Developed a collaboration with Asbury Methodist Village by delivering two in-person support groups and a film screening/panel discussion on their campus.
- Selected as a community partner by the Round House Theatre for the production of *Next To Normal* and by Olney Theater for the production of *Long Way Down*.
- Recruited to serve as an expert in a series of meetings at the Substance Abuse and Mental Health Services Administration (SAMSHA) to contribute professional expertise for their Quality Bereavement Care Study.
- Chosen as the Charity Recipient for the Darnestown Elementary School PTA's Golf Tournament, which included a generous donation and hand-made cards by students for CaringMatters' clients.
- Named as a grant recipient by several schools through The Giving Square's Kids for Kids Fund, a dynamic civic experience for 3rd–5th graders in Montgomery County Public Schools, where they learn about philanthropy and participate in grantmaking decisions.



Members of the Giving Square's Kids to Kids Fund presented the grant to CaringMatters.



Accountability



CaringMatters also maintains its Standards of Excellence Designation with Maryland Nonprofits. Organizations receiving this prestigious recognition have been carefully evaluated and found to consistently model high professionalism in their self-regulation of ethical and accountability practices.



CaringMatters earned the GuideStar Platinum Seal of Transparency, showcasing our focus on mission-based results, as well as providing transparency to current and potential donors.

Fundraiser Highlights



Silver Linings Gala October 2023

In October 2023, CaringMatters Silver Linings Gala Co-Chairs, Michele Potter and Dana Pauley, welcomed over 270 guests for an inspiring program featuring remarks from our honorees, Audrey Rothstein, CohnReznick, and Adventist HealthCare Shady Grove Medical Center.

Golfing For Good April 2024

Our 3rd Annual Golfing For Good was a fun-filled family event that brought many members of our community together in-person to enjoy high-tech hitting bays and delicious food while supporting CaringMatters.



Raise Your Glass Fundraiser May 2024

The 10th Annual Raise Your Glass Wine Tasting Fundraiser was held at Windridge Vineyards in May 2024. Guests joined event Co-chairs, The Hon. Jeffrey Slavin and Ambassador Connie Morella, for delicious wine, hors d'oeuvres, an exciting raffle and live music.

The Pam Hard Legacy Circle



In 2021, CaringMatters launched a special forward-looking initiative, The Pam Hard Legacy Circle. Named

for Pam Hard, a dedicated CaringMatters supporter, a loyal volunteer and dear friend who passed away in October 2020, this initiative is helping sustain our compassionate support programs into the future for generations to come. Pam was at the heart of this organization for many, many years. Her legacy of compassion and love will always inspire us to do more, reach farther and be our best.

With this inspiration in mind, the bequest gifts made by the generous members of the Pam Hard Legacy Circle have energized our efforts to strategically grow and strengthen our programs. The initiative reinforces and sustains the standards of excellence that our community has come to expect from CaringMatters.

The Pam Hard Legacy Circle Members

Vivian & Raymond Bass
Debra Berner
Sandra & Pete Bracken
Marsha & Kenneth Braunstein
Lisa & Sean Creamer
Dominique Duong & Peter Wong
Jerry & Carol Gimmel
Penny & Jim Gladhill
Steve & Jane Halpin
William Hard
Sara Harris
JC Hayward
The Honorable Cheryl Kagan
The Krewson Family
Audrey Rothstein & Frank Lipson
Sam & Jody Lish
Colleen & Ron Luzier
Kathleen McCallum
Lisa McKillop
Joan & Ken Miller
Toni Robinson
Anu Sharman
The Honorable Jeffrey Z. Slavin
Allison Stearns
Tori & Matt Tomlinson
Carol Walsh
Stephen & Lucy Yee

A planned gift is any major gift, made in lifetime or at death, as part of a donor's overall financial and/or estate planning. Planned giving allows donors to support nonprofits with larger gifts than could usually be made from ordinary income. These include gifts of equity, life insurance, real estate, personal property, or cash. For more information on the Pam Hard Legacy Circle, visit caringmatters.org/planned-giving.

Thank You to Our FY2024 Event Sponsors!

Silver Linings Gala Sponsors

October 2023

Platinum Sponsors

Sandra & Pete Bracken
Irma Poretsky

Gold Sponsors

The Grunley Family
William Hard
Linda & Ian Kramer
Audrey Rothstein & Frank Lipson
Sandy Spring Bank

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Tom & Clare Keller
Maryland Oncology Hematology, PA
Joan & Ken Miller
Joy & Ron Paul
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Golfing For Good

March 2024

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Bill Hard

Birdie Sponsor

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Par Sponsors

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Ken & Julie Cook
The Grunley Foundation

Women's Long Drive Contest Sponsor

Joy & Ron Paul

Men's Long Drive Contest Sponsor

Joan & Ken Miller

Golf Ball Guess Contest Sponsor

MLM Home Improvement

Golf Ball Logo Sponsor

The Crivella Families

Golfing For Good, continued

March 2024

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Shulman Rogers

Bay Sponsors

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Artis Senior Living of Potomac
Audrey Rothstein Photography
Bar-T

Vivian & Raymond Bass

Debra Berner

Lauren Bolding

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MLM Home Improvement

Pete & Karen Ognibene

The Hon. Craig Rice

Ernest "Chico" Rosemond

Jeffrey W. Rubin

Sagel Bloomfield Funeral Care

Raise Your Glass

May 2024

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Irma Poretsky

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Lynne Lewis Cosmetics

Mast & Boom

Provisions Catering

Jennifer Solovey

Topgolf Germantown

Windridge Vineyards

Financial Highlights

Fiscal Year

July 1, 2023 – June 30, 2024

Operating Revenues

Grants, Awards & Donations	\$ 376,371
Special Events	\$ 442,429
Net Investment Income	\$ 164,191
In-Kind Contributions	\$ 11,253
Other Revenue	\$ 50,981
Total Revenue	\$ 1,045,225

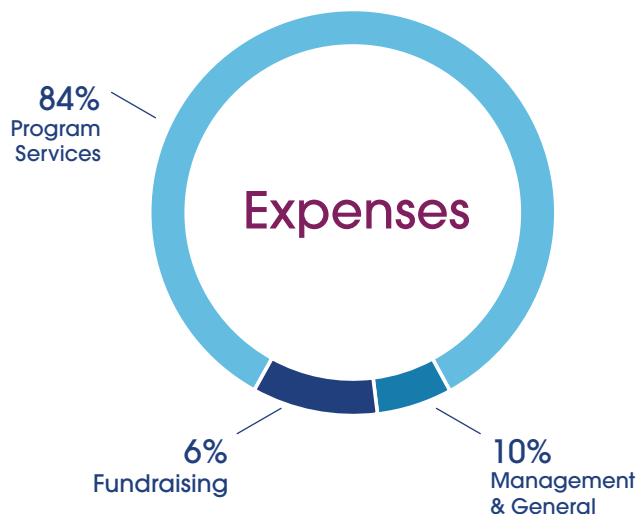
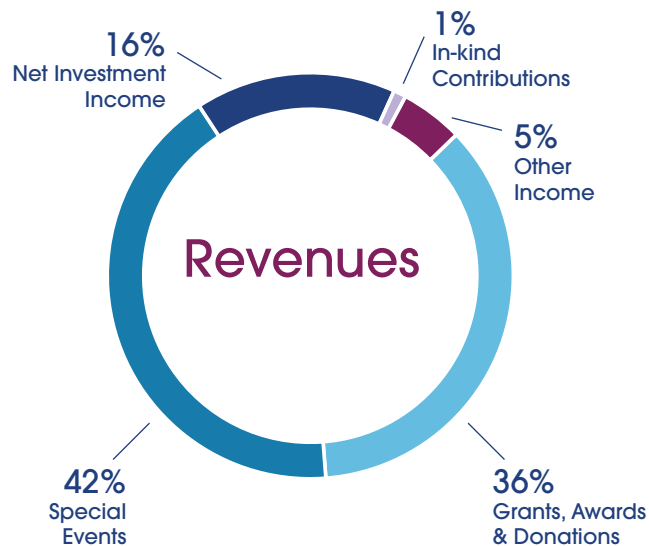
Operating Expenses

Program Services	\$ 940,772
Fundraising	\$ 68,440
Management & General	\$ 113,574
Total Expense	\$ 1,122,786

Assets, Liabilities and Net Assets

as of June 30, 2024

Total Assets	\$ 4,680,878
Total Liabilities	(\$ 228,733)
Net Assets	\$ 4,452,145



For every \$100 in expenses, \$84 is spent on program services.

None of our services are reimbursable by Medicare or private insurance.
All services are free of charge.

Thank You to Our Volunteers

Administrative

Difan Chuang
Sloane Cooper
Joan Crowe
Monica Czaplinski
Beth Ingber
Viraj Lathigra
Joyce Miller
Linda Murray
Toni Robinson
Anna Saylor
Elizabeth Tinling
Marie Waldron
Carol Walsh
Sue Zarrett

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Linda Bart
Lisa Benjamin
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Lawrence Center
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Patrick Curtis
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Caroline Finn
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Amy Harbison
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David Lassen
Diane Marks
Iris Mersky Myles
Elizabeth Rockabrand
Beverly Rollins
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Sheila Saunders
Marcia Sherman-Ehrman
Ellen Sirkis
Nicolette Stearns
Steve Teske
Laurene Thomas
Elizabeth Tinling
Katy Vilardo
Morelyn Weisman
Gurpreet (Katie) Worrell
Carol Cox

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Anna Colton
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Anna Saylor
Carolyn Patricia Schick

Dani Schneider
Leah Schwartz
Roxana Segovia
Ross Stafford
Sophie Terrisse
Liz Thomas
Jennifer Torres
Ethan Truszkowski

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Anne Baker
Rosanna Coffey
Ellen Sirkis
Nicolette Stearns

Community Education

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Susanne DeGraba
Tamara Haskins
Karen Paul
Carolyn Schick

Family Night

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Sloane Cooper
Lisa Creamer
Sandra Gallagher
Katherine Gilbert
Amy Greenberg
James Griffin
Joan Miller
Linda Murray
Jessie Nathans
Toni Robinson
Anna Saylor
Ellen Sirkis
Claude Thomas
Liz Thomas
Cecilia Thonet
Elizabeth Tinling

Garden Club

Alexander Telyukov
Nina Chase
Carol Plummer

Good Grief Club

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Deena Barlev
Linda Bart
Allyson Booth

Difan Chuang
Monica Czaplinski
Susan Eisen
Flora Feldman
Caroline Finn
Sandra Gallagher
Katherine Gilbert
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Aditi Menon-Broker
Joan Miller
Rich Newman
Karen O'Brien
Toni Robinson
Anna Saylor
Jane Smith
Laurene Thomas
Cecilia Thonet
Katy Vilardo

Interdisciplinary Team

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Stephen Anderson
Difan Chuang
Donna Murphy
Jacquie Tennant

Just Rides

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Michael Bucci
Bruce Childs
Carol Childs
Difan Chuang
Susanne DeGraba
Sandra Gallagher
Katherine Gilbert
Erin Griffin
Edward Hagarty
Bill Hard
Jerrie Hoff
Kevin Kane
Julie Krakower
Brendan O'Connell
Michelle O'Connell
Karen Ognibene
Toni Robinson
Ernest "Chico" Rosemond

Parenting While Grieving

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Difan Chuang
Sandra Gallagher
James Griffin
Anna Saylor
Elizabeth Tinling

Patient & Family Services

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Training

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Joan Crowe
Nancy Fox
Jerry Gimmel
Donna Murphy
Margie Rosario
Carolyn Schick
Jacquie Tennant
Bobbie Willens

Special Events

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Anne Baker
Yaniv Barad
Deena Barlev
Andy Bluestein
Sarah Bluestein
Andrew Borkoski
Jamila Cannady
Gillian Cannon
Lawrence Center
Tatiana Ceron
Sloane Cooper
Monica Czaplinski
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Our Mission

CaringMatters provides social supports and community education so that no one dies or grieves alone.

Our Vision

CaringMatters envisions a community that accepts death as a part of life; where the processes of dying and grieving are embraced without stigma; where everyone has access to support services without charge; and where no one dies or grieves without support.

