

carilooop

2024 Impact Report

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About Cariloop

Founded in 2012, Cariloop is a care company fueled by a deeper purpose: ensuring that no one goes through caregiving alone. Born from a deeply personal understanding of the challenges caregivers face, we are a compassionate organization committed to providing steadfast support to those navigating the complexities of caregiving. Our platform is a lifeline offering personalized guidance from expert Care Coaches, cutting-edge digital tools, and access to an integrated care provider support network and community, tailored to meet the diverse needs of individuals and families at every stage of life.

A Force for Good

At Cariloop, being a Force for Good isn't just part of our mission— it's at the heart of everything we do. Our founders' personal caregiving experiences shaped a company rooted in empathy, service, and the belief that business can and should be a tool for meaningful change.

Caring for others is not just what we do— it's who we are.

We are committed to building a sustainable, values-driven organization that not only supports caregivers, but also invests in the wellbeing of our communities and contributes to a more compassionate world. This commitment guides how we care for our members, how we build meaningful partnerships, and how we extend our impact far beyond our own walls.

The stories that follow are a reflection of this purpose in action—real moments of impact made possible by our team, our partners and the communities that inspire us.

Letter from Cariloop's CEO

Hello Cariloop Stakeholders and Friends,

I hope you all are having a happy, healthy, and productive 2025 thus far.

I am once again humbled and honored to introduce Cariloop's 2024 Annual Impact Report, and to commemorate another phenomenal year of service and support provided by our extraordinary team members at Cariloop. I am so proud of the work this team has done over the last year and of each of their respective, and collective, commitments to using our company, our products, and our brand as a force for good in this world.

For those of you just getting to know us at Cariloop and potentially reading one of our Annual Impact Reports for the first time, I appreciate you taking the time to learn a bit more about who we are and why we exist!

Cariloop continues to operate loudly and proudly as both a Public Benefit Corporation and Certified B Corp. We remain committed to our statement of public benefit, pledging to donate a portion of our time, finances, and services to create a material, positive impact on our society. As we work to finalize our re-assessment with B Lab and prepare for years 4-6 as a Certified B Corp, I'm extremely eager to see Cariloop continue growing our member and customer base so we can in turn continue to invest in our Loopers and the communities that we live and operate in.

Speaking of growing our member base, I am thrilled to share that we're rapidly approaching the 2 million

eligible member mark thanks to the incredible coalition of employers, insurance carriers, PEOs and other organizations we have the honor of working with and serving every year. To our customers and partners, we couldn't be more grateful for the opportunity you've given us to come alongside and care deeply for your colleagues and their families as they navigate their respective caregiving journeys. We appreciate you all so much and look forward to another productive year ahead.

Our impact work remains central to Cariloop's culture, the core values we promote, and the actions we take as we work to help relieve the stress and anxiety felt by caregivers all over the world. We will continue to set the goal each year to publicly share our impact work and summarize a number of the community projects and partnerships we've activated to optimize the public benefit and impact we have.

While we certainly hope this report helps to educate each of you on how we're working to maximize stakeholder impact, we're also using this platform and stage as a way to potentially inspire other organizations to come alongside and work with us in the pursuit of our mission and vision.

Our team often hears me recite one of my favorite quotes from African Proverbs - *"If you want to go fast, go alone. If you want to go far, go together"*.

As we continue working to reach 10 million members and expand our community impact initiatives, I certainly recognize that we couldn't possibly go that far without each and every one of you, our stakeholders, friends and followers. You inspire us, you support us, and you fuel us each and every day. Thank you so much in advance for your ideas, your connections, and your feedback.

And one last thing...

To our remarkable team of Loopers who do so much each and every day to make the world a better place for caregivers, parents, and families, I salute each of you. It's truly an honor to wake up every morning and to work alongside you all as we push to reach as many caregivers, companies, and communities as we possibly can. Let's make 2025 our biggest and most impactful year yet!

With care,



A handwritten signature in black ink, appearing to read 'Michael Walsh'.

Michael Walsh

Cariloop Co-Founder and CEO

Cariloop's Impact: The Impact of Caring



Our members reported

88%

satisfaction, an NPS recommend score of 8.9 (out of 10) and 92% of our members say Cariloop helped reduce stress.



Employee well-being

83%

Employees reduced stress, improving mental and emotional well-being.



Efficiency gains

12 hours

Employees saved hours per request, leading to better productivity.



Positive employer perception

89%

Respondents viewed their employer more positively, supporting employee retention.



Absence reductions

79%

Employees avoided using PTO for unplanned leaves, improving work-life balance.

Cariloop's Impact: The Impact of Caring

Caregiving is no longer just a personal challenge—it's a workplace reality. Rising care costs, mental health strains, and limited support systems are putting enormous pressure on employees, especially working parents and those caring for aging loved ones. Employers are seeing the impact in the workplace.

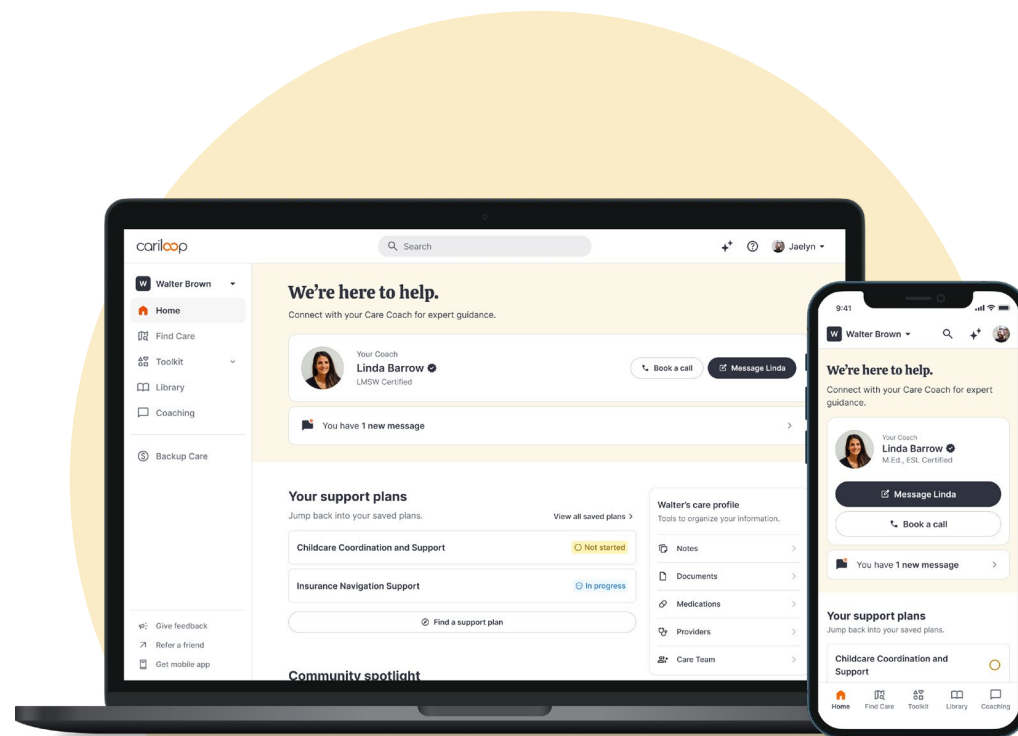
Our Cariloop Caregiver Support Platform® helps organizations respond with empathy and action. The platform connects employees to expert guidance and personalized resources—support that helps them stay in the workforce, show up more fully, and feel less alone in the process.

Our 2025 Employee Caregiver Top Needs Report shares:

- 73% of working parents using Cariloop needed help finding child care
- 22% more requests for financial support tied to elder and long-term care

This isn't just a trend—it's a call to action. Supporting caregivers strengthens retention, equity, and overall well-being across organizations. It's not just the right thing to do—it's the smart thing to do.

By partnering with Cariloop, organizations are able to create a workplace where their employees can care for their families without compromising their careers. Together, we are building a more compassionate, resilient future—for our people and for the world around us.



The impact of this is best captured through the voices of our members, whose words reflect the trust, relief, and gratitude they've experienced through this journey:

"My coach is truly amazing! She understands our needs and worked to provide options that would fit the situation. I love the fact that she uses every avenue to ensure everything is addressed appropriately."

"Cariloop has helped me to feel like I'm not alone, and I'm incredibly grateful for that."

"Cariloop has been a blessing. I am extremely grateful my organization makes this service available. I have had caregiving responsibilities in the past with other organizations, and the extra mental exhaust of work/life balance was challenging. Our Coach makes you feel heard, her suggestions are extremely thorough and communication is stellar. Thank you Cariloop!"

"Extremely helpful!!! Trying to navigate caring for elderly family members can be extremely stressful. Especially as they develop dementia. Cariloop has helped guide me, and made me realize I am not the only one who is stressed and struggling with this. Coaching has been so helpful. And articles, about caregiving, but also about caregiver burnout."

"I'm so incredibly grateful for the service Cariloop provides. I'm so thankful my job offers this as part of our benefits package. I have been able to care for loved ones with less stress and taking less time away from my job. Cariloop has allowed me to stay focused on my work and not have to make a bunch of calls. Thank you for all you do! Every Care Coach has been incredibly professional, kind and supportive."

"I had nowhere to turn and felt utterly helpless and alone before learning about this service. Thank you for all your help and support!!"

Public Benefit Corporation & Certified B Corporation

Cariloop is a Public Benefit Corporation (PBC) and Certified B Corp. These statuses put guidelines and accountability mechanisms in place to ensure we are pursuing our mission while taking into consideration all of our stakeholders in our decision-making to use our business as a force for good.



In 2021, Cariloop converted to a PBC. By becoming a PBC, we are committed to investing in our communities and generating value for all of our stakeholders as we work to create the global standard for how we support caregivers, families and each other. Below is our Statement of Public Benefit, outlining our commitments that are written into Cariloop's Articles of Incorporation:

Statement of Public Benefit

To create a seamless blend of digital and human-centered products, services and experiences that transform the way people care for one another. As the Corporation grows its membership base each year and supports more families across domestic and global communities, the Corporation will then re-invest a portion of its collective time, financial resources, and services into those communities to create a material positive impact on society as a whole.

In 2022, Cariloop became a Certified B Corporation

Certified



Corporation

A milestone that reflects our deep commitment to using business as a force for good. This certification required a rigorous, third-party audit of how we operate—examining everything from our governance practices to how we support employees, serve our customers, engage with our communities, and care for the environment.

At Cariloop, we actively use the B Impact Assessment (BIA)—a standards-based tool developed by B Lab—to measure, manage, and improve our impact across five key areas: governance, workers, community, environment, and customers. This third-party tool holds us to the highest standards of transparency and continuous improvement.

As of 2024, our B Impact Assessment score is 94.9, a reflection of the meaningful progress we've made and a clear roadmap for where we will go next.

Throughout this report, you'll see how our impact efforts center on four key stakeholder groups:



Loopers
(our employees)



Customers
(our B2B clients)



Caregivers
(our members)



Our World
(the communities and
systems we serve)

Together, these commitments ensure that every decision we make considers the broader human experience—because at Cariloop, impact isn't a side effort—it's who we are.

2024 Impact at a Glance

Donated Time



40+

organizations
Volunteered at

Donated Finances



30+

organizations received
donations from Cariloop

Donated Services



10+

Non-profit organizations
had access to donated
cases

Donated Time



Total Volunteer Hours
Logged for 2024



Loopers Volunteered
at 40+ organizations
around the country

CAREGIVERS

Spotlight on Service: Cariloop's Kathy Bucher and Jack's Caregiver Coalition

At Cariloop, we're fortunate to work alongside people who care deeply—not just in their roles, but in the way they show up for their communities. This spotlight highlights Kathy Bucher, one of our Care Coaches, whose volunteer work with Jack's Caregiver Coalition is a meaningful extension of the support she offers every day.

In 2024, Kathy was nominated for the AARP Andrus Award for Community Service—the organization's most prestigious volunteer recognition, given to individuals who make an extraordinary impact in their communities through service. Being named a finalist is a remarkable achievement and a reflection of the care, consistency, and humility Kathy brings to her work.

Her story is a powerful reminder of what it looks like to lead with empathy, and how small acts of service can have a lasting impact.

Below are a few powerful words from Kathy that speak to her heart-led work and the lasting impact of simple, human connection:

"It's an incredible privilege to have the opportunity to share my volunteer experience with Jack's Caregiver Coalition. Having been a caregiver, for multiple loved ones, and after walking beside hundreds of caregivers through my position with the American Cancer Society, my "heart's work," is to come alongside caregivers within my community. After being introduced to Jack's years ago, I knew I wanted to be part of their community, offering my support, care and

guidance to their members. As a caregiver, it's not necessarily easy to let someone into that journey, to share your heart and what you need, yet once that first step has been taken, the sense of relief is evident.

As I reflect on 2024 and the time I spent with dear ones at Jack's, my mind is flooded with snapshots of moments: phone calls for updates on treatment plans, conversations over how I might help, hours spent researching and providing resources, cooking and delivering meals, baking dozens (& dozens) of cookies, meeting someone in person for the very first time (insert hug!), and helping a deaf caregiver access closed captions on Zoom for the first time, so they were able to attend virtual support groups. Then quickly, my heart catches up, and tears fill my eyes as I consider the grieving husbands that lost their wives too soon, children experiencing the loss of their mom, and the ongoing struggle as people fight for their lives, and battle cancer, along with other illnesses. It's a gift to be part of their journey, even if it's only to deliver freshly baked cookies; they're seen, heard, and cared for."

Kathy's commitment to caregivers is a reflection of why Cariloop exists—to offer help and hope during life's most challenging moments. Her story reminds us what it looks like to meet people with empathy, to truly listen, and to be a steady source of support when it matters most.

We're grateful for the care Kathy brings to this work, and for the difference she's making in the lives of caregivers and families.



LOOPERS (EMPLOYEES)

Time to Give, Space to Care

As part of our mission as a Public Benefit Corporation (PBC), Cariloop is deeply committed to supporting the communities we live in and serve. One of the ways we bring this commitment to life is by offering Loopers the opportunity to dedicate 1% of their annual work time—equivalent to 21 paid hours per year—to community service and volunteerism.

In accordance with this policy, Volunteer time must be spent with a certified 501(c)(3) nonprofit or a recognized community or educational-based organization (such as schools, libraries, or prisons).

With Loopers located across the country, each of us are connected to unique local communities with different needs and opportunities for impact. Through our Volunteer Time Away (VTA) program, we encourage every Looper to give back where it matters most to them—whether that's a local food bank, school, library, or other mission-driven organization. We believe that when we serve our communities with care and intention, we strengthen the collective fabric that supports all caregivers and families.

Each Looper is empowered to use 21 hours of paid volunteer time per year to support causes they're passionate about. It's one small but meaningful way we live out our values and help create a ripple effect of positive change. Together, we can make a difference—one hour, one act of service, and one community at a time.



LOOPERS (EMPLOYEES)

End of Year Volunteer Contest



To close out 2024 with purpose, Cariloop launched an End-of-Year Volunteer Contest to encourage Loopers to engage with and give back their time to their local communities during the holiday season. The contest ran from November through January and served as a meaningful way to spotlight the power of collective action and compassion.

During this time, Loopers logged over 322 volunteer hours, with 48 volunteer submissions reflecting a wide range of causes and contributions. From food banks and toy drives to mentoring and community clean-ups, the impact was heartfelt and far-reaching. We're incredibly proud of the generosity and care our team showed during this season of giving—and grateful for the opportunity to live out our values together.

LOOPERS (EMPLOYEES)

Prioritizing Mental Well-being

At Cariloop, we believe caring for our team is foundational to the way we care for others. One of the ways we put that into practice is through company-wide Mental Health Days. Four times a year, we fully close our offices to give every Looper dedicated time to step away and focus on their own wellbeing.

These days are built into our year with intention. They're a reminder that making space to rest and recharge is part of how we care for one another. Whether someone uses that time to slow down, spend time with loved ones, or simply take a breath—they're supported in doing what they need.

Mental Health Days are one way we bring our values to life. They reflect our belief that caring for people—including our own team—matters deeply. When we create space for rest and reflection, we're honoring the humanity at the center of all we do.



CUSTOMERS/CLIENTS

Loopers in Action: Supporting Cradles to Crayons Event

In 2024, four Loopers had the opportunity to volunteer alongside one of our partners at a Cradles to Crayons service event in the Chicago area. It was a meaningful day rooted in community, connection, and care—centered on our shared commitment to supporting children and families.

Together, this group helped provide 107 children with clothing and essential items—resources that do more than meet basic needs. They help create a sense of dignity, confidence, and comfort for kids as they navigate everyday life. These moments of care ripple outward, supporting not just children, but the families and communities around them.

Cradles to Crayons began with a simple idea in founder Lynn Margherio's home: unused clothes in a drawer could serve a greater purpose. From that realization grew a mission that now supports thousands of children across the country. Today, Cradles to Crayons provides everyday essentials to children from birth through age 12 who are experiencing homelessness or low-income living situations—all at no cost to families.

Their vision—a future free of childhood poverty—deeply aligns with Cariloop's purpose of easing the stress and uncertainty that families face each day.

Through their thoughtful model, Cradles to Crayons helps turn care into action, making it easier for individuals and organizations to turn intention into impact.

We're grateful for the chance to support this inspiring mission alongside a partner who shares our commitment to care. It's an important reminder that together, we can make a real difference in the lives of children and families who need it most.



OUR WORLD

Showing Up Together: Giving Back Through Service at Minnie's Food Pantry

At Cariloop, giving our time back to the communities we live and work in is more than a tradition—it's a reflection of our core values. Each year, during our in-person Annual All Hands meeting, our full team comes together to volunteer as a group, dedicating four hours of service to one of our long-standing nonprofit partners: Minnie's Food Pantry.

Based in Texas—Minnie's mission is rooted in the same purpose we hold at Cariloop: to ease the stress and uncertainty families experience during life's most difficult times. They do this by providing access to healthy meals, educational resources, and long-term food security for families in need. Their belief that overall wellness begins with nutritious food and financial education speaks directly to the heart of caregiving—ensuring people have what they need to care for themselves and those they love.

It's important to us to invest in meaningful, community-based work that allows us to connect with one another and make a positive impact. Volunteering at Minnie's not only brings us together in service, but also reinforces the power of compassion, dignity, and collective action.

Together, we're proud to support Minnie's mission of breaking generational cycles of food insecurity—and honored to walk alongside them as they create a more nourished, empowered future for all.



OUR WORLD

Impact through Elawa Farm Foundation

When we think about impact, it often starts at the intersection of passion and purpose. That's exactly where this story begins. For Ammar Fouad Bahrani, our Chief Financial Officer, getting involved with Elawa Farm Foundation felt like a personal calling grounded in community, compassion and the belief that access to healthy food and education should be universal. Through professional leadership and personal engagement, this Looper has helped nurture a mission that mirrors many of the values we hold dear at Cariloop.



We asked Ammar to reflect on his time spent with Elawa Farms, and here's what he had to say:

"I joined the Elawa Farm Foundation Board at the start of 2023 and currently serve as Chair of the Finance Committee—but my connection to Elawa is much deeper than governance work. What drew me in, and keeps me energized, is Elawa's mission to provide education and access to our local food system, especially in support of the broader Lake County community, where disparities in income and food access are all too real. It's a mission that speaks to both my heart and my values.

My family has found so many meaningful ways to stay involved. I've brought my two young boys to volunteer at the farm, giving them hands-on exposure to natural foods, healthy living, and the importance of giving back. We attend Elawa's farm dinners—which not only offer incredible meals but help expand the foundation's reach. We also visit the on-site café regularly, where Elawa has partnered with the Center for Enriched

Living to create opportunities for program participants to engage in meaningful work at a living wage. We also love the weekly community dinners, where the proceeds go directly toward supporting families served by North Chicago Community Partners—an organization working to bridge opportunity gaps for children in North Chicago.

Elawa's work is beautiful because it blends so many threads: education, community, nourishment, and purpose. For me, it also reflects the values we hold at Cariloop—building compassionate communities and helping people care for one another. I feel lucky to be part of Elawa's story and grateful for the impact it continues to have on my family and our community."

This connection that is rooted in empathy and driven by purpose highlights how even small, intentional actions can grow into transformative change for families, communities, and the future we're all building together.

Donated Finances

Donations to over 30 organizations



CAREGIVERS

Cariloop Caregiver Scholarship supporting Student Caregivers

At Cariloop, we recognize that caregiving doesn't pause for school schedules or assignment deadlines. Student caregivers face a unique and often overwhelming set of responsibilities—balancing academics, work, and extracurriculars, all while providing care for children, aging relatives, loved ones with disabilities, or partners facing health challenges.

In response to this reality, we created the Cariloop Caregiver Scholarship—a program designed to help lift the financial burden for those who give so much of themselves to others while striving to pursue their own educational goals. We believe that no one should have to choose between caregiving and their future.

In 2024, we were proud to award scholarships to three incredibly deserving recipients. Below are heartfelt words of gratitude from two of this year's winners, whose journeys remind us why this work matters:

Gratitude Quote from Cariloop Caregiver Scholarship Recipient:

"I am beyond grateful for the generosity of Cariloop. I started to write a thank you letter on the day I actually received the notification that I won but I could not express in words how appreciative I am for being awarded this scholarship. This scholarship means more to me than I can ever describe. While I am certain there were plenty of submissions to read, and difficult to select, the fact that I was selected brings me pure joy. I hope to one day be able to pay it forward because of wonderful people like you. People who care enough to help lighten the financial burden and believe that I can still follow my dreams. I am reminded that even at my age, and circumstances that are "different," it is never too late to earn your degree. Your scholarship encourages me, strengthens and inspires me to continue to push forward. Thank you so very much."

Gratitude Quote from Cariloop Caregiver Scholarship Recipient:

"First of all Thank you, Cariloop for your generous award and support. Your commitment to caregivers is inspiring, and I am grateful for the opportunity to further my education with your help. Being a winner of the Cariloop Caregiver Scholarship means so much to me. It not only provides financial support for my education but also validates my efforts and dedication as a caregiver. This scholarship empowers me to continue pursuing my goals while balancing my caregiving responsibilities. It serves as a reminder that I am not alone in this journey and that there are organizations like you that want to participate in the support of a caregiver that strives to have a successful future. I am motivated to do excellent things for those I care for and in my community."

With this scholarship, our hope is to continue uplifting and empowering student caregivers like these—individuals whose resilience, compassion, and drive inspire us every day.

CAREGIVERS

Partnering to Elevate the Caregiving Conversation: Cariloop and RCI

In 2024, Cariloop proudly partnered with the Rosalynn Carter Institute for Caregivers (RCI) as a sponsor for their national convening, Making the Unseen Seen: Transforming Systems to Better Support Family Caregivers. This special event, held in collaboration with Grantmakers In Aging, brought together 100 leaders from across the country, to spark meaningful dialogue around the challenges and opportunities facing family caregivers.

Cariloop was honored to have Traci Tucker, Senior Director of Coaching Services, represent our team at the event. Reflecting on the experience, Traci shared a powerful moment that captured the impact of our work:

"It was a true honor to represent Cariloop at the Rosalynn Carter Institute for Caregivers Convening: Making the Unseen Seen. The challenges faced by family caregivers can be overwhelming, but coming together with others who share the same passion and mission to support them was nothing short of inspiring. This gathering was a powerful reminder of the impact we can make when we shine a light on the needs of caregivers and work collectively to create meaningful change."

This moment was a powerful reminder of why our partnership with organizations like RCI are so important—and how, together, we can amplify the voices of caregivers and create lasting change.



LOOPERS (EMPLOYEES)

Looper Give

At Cariloop, giving back is a core part of who we are and that includes creating space for our own team members to make a meaningful impact. As part of our continued year-end gratitude tradition, Looper Give returned in 2024- an initiative that allows our team to make a meaningful impact by choosing where Cariloop directs a portion of our charitable donations.

We invited each Looper to select from a curated list of caregiver-focused nonprofits, with a donation made in their honor to the organization they felt most connected to. In line with our mission, the list included six nonprofits supporting caregivers across a variety of journeys—from rare disease and aging care to mental health and advocacy.

This intentional approach reflects our belief that caregiving is deeply personal, and the ability to choose where to direct support creates a deeper sense of connection and purpose. We're proud to have supported the following organizations through Looper Give in 2024:

- Coming Together for a Cure
- Black and Missing Foundation (BAMFI)
- Rays for Rare
- Family Caregivers Alliance
- Easterseals
- Age of Central Texas

Each of these nonprofits provides essential services—respite care, advocacy, education, and emotional support—to caregivers who often face complex and challenging journeys. These organizations make a tangible difference by offering resources that help caregivers take care of their own wellbeing while they support others.

Through Looper Give, we honored both our mission and the compassionate spirit of our team. This initiative gave us an opportunity to directly support caregivers and reflect the values of service, empathy, and community that are at the heart of Cariloop. Looper Give is a meaningful way for us to come together—showing care through action and supporting those who need it most.



LOOPERS (EMPLOYEES)

Setting the Global Standard for Care, From Within

In 2024, we were pleased to bring our employees several comprehensive benefit enhancements. These updates reflect our commitment to supporting both our employees and the caregivers we serve. By strengthening our benefits, we're ensuring our team has the support they need to feel valued, cared for, and able to thrive—both at work and in their personal lives.

Our 2024 Benefit Selection Improvements included:

- Increased HSA employer contribution for Loopers enrolled in HDHP
- Expanded vision plan network
- Enhanced company paid basic life and AD&D insurance benefit
- Providing Loopers access to online marketplace through Urbansitter for Looper families to find, book, and pay trusted care for the entire household (from child care to tutors, pet sitters, housekeepers, and senior care)
- Yearly stipend for caregiving needs and services
- Implemented a 401(k) employer contribution

Looking ahead, we're excited to continue making thoughtful enhancements to our benefits program in 2025 to ensure we're meeting the evolving needs of our team and their families.



A word from our VP of People, Chelsey Hershey:

At Cariloop, the way we care for our employees reflects the same commitment we have to the caregivers we serve. We understand that the well-being of our team is foundational to the impact we make in the lives of those we support. That's why we're continuously refining and improving our benefits to ensure our team has the resources they need to thrive in all aspects of their lives.

By offering benefits that address every part of our team's life, we're creating a culture where employees feel valued and supported. This investment allows them to bring their best selves to work and to the families and individuals we serve.

As we continue to invest in our people, we strengthen the culture we've built at Cariloop—a culture where everyone feels equipped to thrive in all aspects of their lives. When we care for our own, we are better positioned to make a meaningful difference for others.

LOOPERS (EMPLOYEES)

Spotlight on Paid Caregiver Leave



259

paid caregiver hours were used
by Loopers in 2024

Caregiving isn't just part of our mission—it's the lived experience of our people. Over 70% of our team members are caregivers themselves, and more than half are part of the "sandwich generation," simultaneously caring for aging parents while raising children. These Loopers carry a heavy load—one that is often invisible.

We believe that the commitment to supporting caregivers must begin at home—with our own workforce. Paid caregiver leave is more than a benefit; it is a lifeline. It acknowledges the immense responsibility our people shoulder and provides them with the time and space to be fully present for their loved ones during life's most critical and vulnerable moments.

We are proud to offer Paid Caregiver Leave at Cariloop—reinforcing our ongoing commitment to care for those who care for others and build a more connected, compassionate world.

CUSTOMERS/CLIENTS

Partnering for a Purpose: Supporting the Cure Sanfilippo Foundation

In 2024, we had the meaningful opportunity to collaborate with one of our valued clients, Insperity's Health & Welfare team, in support of a cause that is deeply personal to them. Insperity's team invited Cariloop to sponsor a charity fun run benefiting the Cure Sanfilippo Foundation, and we were honored to join them in raising both awareness and support for this important cause.

This event carried profound significance for Insperity, as it was organized in honor of Mason, the young grandson of a long-time and beloved member of the Insperity family. Mason is courageously battling Sanfilippo Syndrome, a rare, progressive, and often fatal disease that severely impacts children's cognitive and physical functions.

Moved by both the purpose of the event and our client's heartfelt connection to it, we proudly sponsored the 5K run, which raised funds to support critical research aimed at finding a cure for Sanfilippo Syndrome.

Participating in this initiative was an opportunity to stand alongside our client in solidarity, compassion, and hope. We're grateful to have played a small role in a much bigger mission, and to support a community rallying around a child and a cause that truly matters.



CUSTOMERS/CLIENTS

Customer Give: Supporting Caregivers Together

As part of our year-end gratitude efforts, we chose to give back to our customers in a meaningful way through our annual Customer Give initiative. Rather than sending traditional gifts, we made charitable donations on behalf of our customers, staying true to our commitment as a Public Benefit Corporation to support the communities we serve.

Customers were invited to choose from a list of organizations they felt connected to, guiding us in selecting the recipients for our donations. This year, we focused on caregiver-centered nonprofits—organizations that align with our mission and address the needs of the communities we work with. These organizations provide vital services, including emotional support, respite care, and other essential resources for caregivers.

The organizations that our customers were able to choose from are as follows:

- Family Caregivers Alliance
- Easterseals
- Age of Central Texas

This approach not only honored our customers' values but also reinforced our commitment to uplifting caregivers and highlighting the importance of the work they do every day.

Together, we turned gratitude into meaningful action—supporting caregivers in the communities we serve.



OUR WORLD

A Climate of Care

In 2024, Cariloop continued its commitment to both climate action and caregiver wellbeing by supporting local and global organizations that champion sustainability while directly impacting the lives of caregivers and their communities. Staying true to our mission of easing the stress and anxiety of caregiving, we focused our environmental efforts on partners who share our belief that caring for people and the planet are deeply interconnected.

One of the organizations we supported was Water For People, which works to ensure reliable access to clean water and sanitation, sustained by strong communities, businesses, and governments. Access to safe water is foundational to health, dignity, and peace of mind—especially for families and caregivers facing complex challenges.

Many of Water For People's initiatives focus on sustainability, including:

- Protecting water sources through forestation and watershed planning
- Publishing case studies that highlight the connection between nature-based solutions and long-term water security in the face of climate change
- Building resilient water and sanitation systems to safeguard public health during natural disasters

These efforts align with Cariloop's values and reinforce our commitment to creating lasting, positive impact at the intersection of environmental action and caregiving. By supporting these initiatives, we're ensuring that both people and the planet are cared for in meaningful ways for years to come.



OUR WORLD

Caring for Others When Natural Disasters Strike

In addition to our ongoing environmental impact efforts, Cariloop extended support in 2024 to several organizations helping communities affected by natural disasters. When families are navigating the aftermath of devastating events like hurricanes and wildfires, we know that showing up with care and compassion is critical. Through our support, we aim to provide resources and assistance that help communities rebuild, regain stability, and move forward with renewed strength and hope.

In the wake of Hurricane Helene, Hurricane Milton, and widespread flooding, Cariloop contributed to several initiatives aimed at supporting immediate and long-term recovery. We donated to the Florida Disaster Relief Fund, which provides critical assistance to help communities rebuild after disaster strikes. Our support also extended to Project HOPE, a global organization delivering vital medical aid and healthcare services to those in need. Additionally, we partnered with Greater Good, an organization focused on providing relief to both people and pets, offering food, shelter, and emergency resources in times of crisis.

In response to the 2024 California wildfires, we contributed to World Central Kitchen, an organization providing fresh, nourishing meals to displaced families

and first responders on the frontlines. We also supported Project: CAMP, a nonprofit dedicated to helping children and families process trauma through creative programming, short term living arrangements and emotional care in the wake of natural disasters.

These contributions reflect our deep commitment to caregiving in all its forms—particularly during times of crisis when communities are working to rebuild and recover. We believe that in moments like these, the power of community is undeniable, and offering support to those who need it most is essential for healing and progress.



Donated Services



10+

Non-profit organizations had
access to donated cases

CAREGIVERS

The Heart Behind Donated Caregiver Cases

Donating our Cariloop Caregiver Support Platform® to caregivers in need is one of the most meaningful ways we live our mission. These donated cases go beyond providing a service—they represent compassion, dignity, and a deep sense of solidarity with those navigating the challenges of caregiving. Offering expert support at no cost can make a significant difference in a caregiver's experience, helping them feel seen, valued, and equipped to manage their journey.

The impact of these donated cases is felt deeply by both the caregivers we serve and our team who supports them.



Below are insights from Breanna Boysel, our Chief Care Officer:

"For caregivers, receiving a donated case is a lifeline—offering not just expert support, but also a sense of relief in an often overwhelming journey. Caring for a loved one comes with countless challenges, and having access to compassionate, professional guidance can make all the difference. Many caregivers express that this gift provides more than just practical help; it reassures them that they are not alone, that their hard work is seen, and that there are people who truly care about their well-being and the well-being of their loved one.

For Cariloop, donating these cases is more than just providing a service—it's living out our mission in the most meaningful way. We know that caregiving moments can be some of the hardest in a person's life, and being able to step in and offer support when it's needed most is an incredible privilege. Every case we donate is an opportunity to bring relief, comfort, and hope to a family facing uncertainty. Hearing feedback like, 'Cariloop is a true God-send for me and my family,' reaffirms why we do what we do—and why we will continue to show up for caregivers when they need us most."

LOOPERS (EMPLOYEES)

Cariloop Cares, Love the Loop



489

Looper active Cariloop
cases in 2024

At Cariloop, we believe deeply that the way we care for others should be a reflection of the way we care for our team. We seek to foster a culture of care that sees people for who they are and celebrates the core values they hold dear. When we care for our Loopers, our Loopers can focus on caring deeply for the caregivers, families, and the communities we serve.

This belief is reflected in our commitment to providing all employees—and those they consider family—with the resources they need to manage their caregiving responsibilities.

As our VP of People, Chelsey Hershey, shares:

At Cariloop, we start by caring for our people because we understand that caregiving is a reality we all face at some point in our lives. With over 70% of our team members being caregivers, we know how important it is to provide the right support. That's why we offer all employees—and those they consider family—free access to Cariloop services. This care reflects our commitment to supporting our team's wellbeing, ensuring they have the resources they need to navigate their caregiving journey.

CUSTOMERS/CLIENTS

Partnership with Skills for Chicagoland's Future

The Skills for Chicagoland's Future organization plays a vital role in creating equitable pathways to employment by reducing barriers and connecting unemployed and underemployed job seekers with companies ready to hire. A good job can be life-changing, and Skills for Chicagoland's Future helps make that transformation possible every day.

We're proud to have a long-standing partnership with Skills for Chicagoland's Future, which includes donated Cariloop cases to support their employees. In conversations with their team, it's clear that our services are especially valued when it comes to navigating mental health challenges — an area where extra support can make a meaningful difference.

In 2024, Cariloop also had the honor of sponsoring the Employment Champions Breakfast, an annual event that celebrates Skills for Chicagoland's Future commitment to creating opportunities for Chicagoans in communities most affected by unemployment and systemic disinvestment.

We're grateful to support and stand alongside Skills for Chicagoland's Future in their mission — and deeply admire the powerful impact they continue to make across Chicago and beyond.



OUR WORLD

Real Lives, Real Impact with the Black and Missing Foundation

Cariloop has served as a trusted lifeline for families navigating some of the most challenging and emotional moments of their lives. From supporting parents of children with cancer to helping families cope with the trauma of a missing loved one, from guiding individuals working to rebuild their lives to caring for medically fragile children or grieving spouses—our work is rooted in showing up with compassion, clarity, and care.

One of the organizations we support, the Black and Missing Foundation, has shared the profound impact of Cariloop's services on families facing the emotional toll of a missing loved one. In moments of uncertainty and fear, our personalized coaching and resources have offered a sense of stability and comfort—helping ease even a small part of their burden.

Across the many nonprofits we support, we've heard deep gratitude for the role Cariloop plays in providing not only valuable resources but also heartfelt, human support. For those navigating caregiving, this presence can make all the difference.



Gratitude

Thank you for reading Cariloop's 2024 Impact Report.

We are deeply grateful for the support of our partners, stakeholders, and the broader community, whose collaboration has made this year's progress possible. As we move forward into 2025, we remain focused on aligning our impact efforts with our mission of supporting caregivers—ensuring they feel seen, heard, and truly supported in their journey.

We invite you to continue this journey with us. If you'd like to learn more or explore partnership opportunities, please visit [our website](#).

With care and gratitude,



A handwritten signature in black ink that reads "Leigha Hooper".

Leigha Hooper
People Partner

Care
Deeply