

# 2024



# Annual Review

---

Helping families navigate the decisions they face immediately after experiencing the loss of a loved one.



# TABLE OF CONTENTS

---

**3** TO OUR VILLAGE

---

**4** OUR VISION & MISSION

---

**5** BOARD OF DIRECTORS

---

**6** 2024 IMPACT HIGHLIGHTS

---

**7** ANNUAL FUNDRAISERS

---

**8** VOLUNTEER & COMMUNITY INVOLVEMENT

---

**9** PARTNERSHIPS

---

**10** PROGRAMS

---

**13** ADVOCACY & AWARENESS

---

**14** ACKNOWLEDGEMENTS

---





## TO OUR VILLAGE:

As we reflect on the past year, we are humbled by the generosity, dedication, and compassion that you have shown to Carson's Village and the families we serve. Your support has empowered us to continue our mission to provide hope and guidance to families navigating the unimaginable loss of a loved one.

**To our donors**, thank you for believing in our vision and for the financial support that fuels every aspect of our work. Your contributions have allowed us to expand our reach, improve our services, and stand as a source of strength for grieving families.

**To our volunteers and Villagers**, we are so appreciative of your time, energy, and expertise. Your effort remind us of the power of community and allows our organization to continue growing.

It is because of each of you —our Village —that Carson's Village continues to be a source of hope and healing. Thank you for being a part of our Village and helping us support families in their time of need and through their grieving journey.

With gratitude,

Jason Dyke

Founder and CEO

---

## SINCE 2018, WE'VE HELPED:

**7,602**  
FAMILIES

**68%**  
LOW INCOME

**60%**  
UNDERSERVED  
POPULATIONS



# OUR VISION & MISSION

---

## Vision

---

**No one will face the loss of a loved one alone.**



## Mission

---

**Helping families navigate the decisions they face immediately after experiencing the loss of a loved one.**



# BOARD OF DIRECTORS

We thank our board for their support and guidance throughout the year. The accomplishments highlighted in this annual report are a testament to their leadership and dedication to our mission.



Trey Worley, President



John Gain, Treasurer



Kim Snopik, Secretary



Jason Dyke



Jennifer Bartkowski



Jessica Gonzalez



Kril Cunningham



Mark Grace

**Read more  
about our  
board  
members!**

# 2024 IMPACT HIGHLIGHTS

"Carson's Village helped us and we are very grateful. My brother passed suddenly and we had nowhere to go for help. Our Advocate helped us find resources and we got to put my brother at peace. They also checked in with us making sure we were dealing with our loss. Our Advocate was amazing and compassionate." - Carol M.

**2,272**  
Families Helped

Families Helped in  
**all 50**  
US States &  
territories

**96**  
Group Support  
Participants

**69%**  
Low Income  
families Served

**774**  
Counseling  
Referrals

**\$70,656**  
Raised in support  
of families

**15**  
Peer Matches in Peer  
2 Peer Program

**1,342**  
Families served in  
Continuing Support

"Carson's Village did a tremendous job providing me and my family with several resources to help aid and assist our family during these tough times. We were unprepared for a tragic and sudden loss, and they were quick to provide the assistance that our family needed at that moment. I am very grateful for this organization." - Anthony G.

For 11/30/23 - 12/1/24

# ANNUAL FUNDRAISERS

## CARSON'S VILLAGE GIVING DAY

Total Raised:  
**\$4,597**

Next Year: 4/28/2025



**9.2% INCREASE FROM 2023**

Total Raised:  
**\$19,713**

2025 Date: 9/18/2025



Golf Tournament  
BENEFITING  
**Carson's Village**

**33.1% INCREASE FROM 2023**

Total Raised:  
**\$100.2K**

2025 Date: 9/20/2025

**GIVING TUESDAY**  
**END OF YEAR GIVING**

To Date Raised:  
**\$1,101**

Help us reach  
our goal here!

# VOLUNTEERS & COMMUNITY INVOLVEMENT

Carson's Village thanks our volunteers and community referral partners. From our Peer-to-Peer Villagers to our Golf Tournament volunteers, we're proud to have a still-growing village of support!

**300+**  
Hours of  
Volunteer time

**2800+**  
Hours of Intern  
time

**235**  
Community  
Referral Partners



"I could clearly see how I could help [as a Villager]. I believe that listening is 90% of what's needed--when you have a lot to get off of your chest and out of your heart... I want to be a shoulder to cry on and a listening ear for people and show them where I'm at and talk about how much things can improve."  
- Carolyn W.

**Thank you to our 2024 Volunteer of the Year:  
Chuck Bird**  
Thank you for continuing to serve in our Peer to Peer Program. You make a difference!



Carson's Village Golf Tournament is our biggest fundraiser, and *we couldn't do it without our volunteers.*  
**A special thank you to Donnie Griffin,** last year's volunteer of the year. He helps us through every step of the tournament each year.





# PARTNERSHIPS

## Over 400 Referrals

to 3 free months of counseling through our partnership with



### What our Families say:

"I have been utilizing BetterHelp and it's been the BIGGEST BLESSING to me. My mother passed away almost a year ago, but I still struggle with grief. We are SO THANKFUL for the BetterHelp referral. Due to these services, I had the courage and confidence to apply for a better paying job and secured that new job and wonderful pay. I can't thank you enough!" -Morgan S.

### What our Bereavement Village Partners say:

"It is so very comforting to be able to know that when our employees are in crisis from a loss, Carson's Village will be there to add a continuum of care for them... We are so very grateful to be able to offer this valuable service" Roberto Z. (Houston ISD)

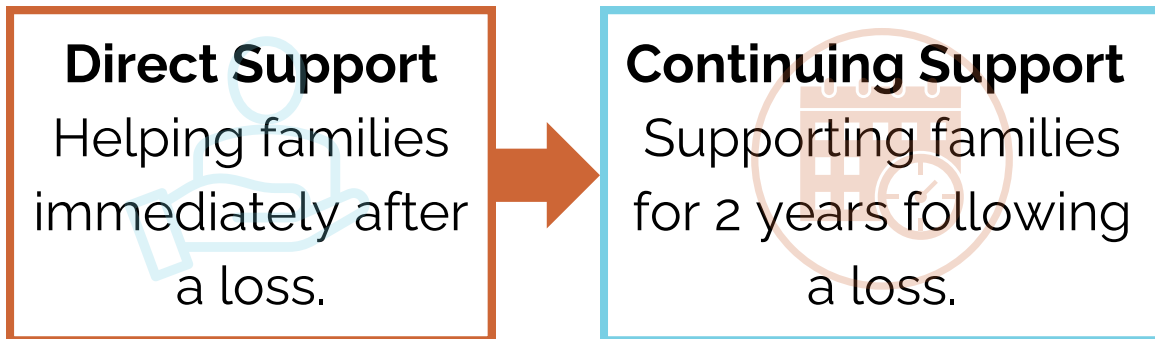
We now support nearly **120,000** employees across partners

### 2024 Partners:



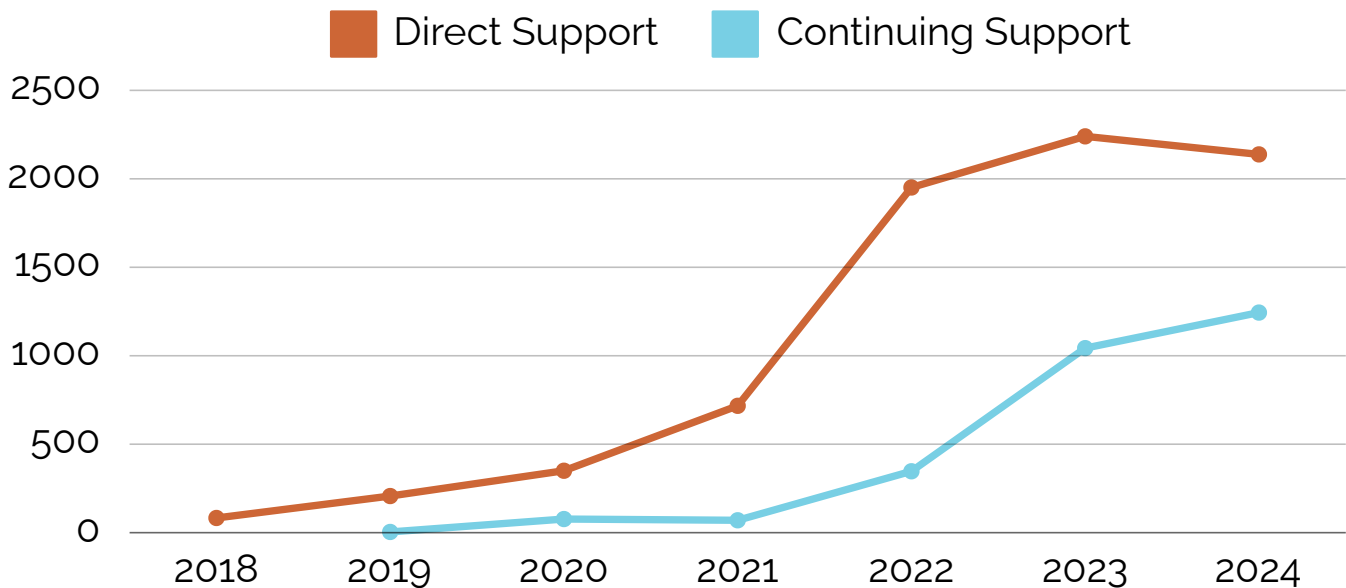
# PROGRAMS

Our program areas are divided into two focuses:



Through our Direct and Continuing Support Services **families are connected to a system of care** that not only provides immediate support for loss but also **helps families move towards healing and hope.**

## Program Growth 2018 - Now



# PROGRAMS

## Direct Support Narrative

Learn how we provided immediate support to Shirley's family after their loss.

Shirley's family was referred to Carson's Village by a hospice social worker after their loved one passed away from cancer. Financial constraints made covering end-of-life expenses a significant challenge. The family sought guidance on options to honor their loved one with dignity.

### **With the support of a Carson's Village Advocate, the family received:**

- Pricing information for local funeral homes,
- A personalized family support page, and
- Guidance on notifying the necessary agencies and organizations.

The family was also made aware of the option to donate their loved one's body—an alternative that allowed them to honor their loved one's wishes while alleviating financial strain.

The family expressed immense gratitude for the opportunity to help others through body donation, avoid unnecessary debt, and eliminate high funeral costs. This option provided peace of mind and a sense of purpose during a difficult time.

**The family was thankful for Carson's Village support in guiding them through planning and grieving while connecting them to resources they otherwise would not have known.**



# PROGRAMS

## Continuing Support Narrative

### How Peer-to-Peer Support Made a Difference for Li.

After losing her son to a sudden and tragic accident, Li was left shocked, heartbroken, and unsure of where to turn. While in the ER, a social worker shared information about Carson's Village, which became a lifeline for her.

Once her Advocate assisted with immediate needs like funeral planning and addressing mental health concerns, **Li was connected to a Peer-to-Peer Villager, Sophy**—a fellow grieving mother who had lost her child four years earlier. **Sophy became a pillar of support, walking alongside Li throughout her grieving journey.** She spent hours on the phone with Li, exchanged countless text messages, and, most importantly, shared the weight of grief as Li's "grieving sister."

In addition, Li was paired with Chuck, a father who also experienced the loss of a child. **Chuck regularly checked in with Li, offering his time, support, and a compassionate ear whenever she needed someone to listen.**

The Carson's Village community of grieving parents continued to stand by Li, reaching out on meaningful days like her son's birthday, Mother's Day, Father's Day, and other holidays—ensuring she never felt alone.

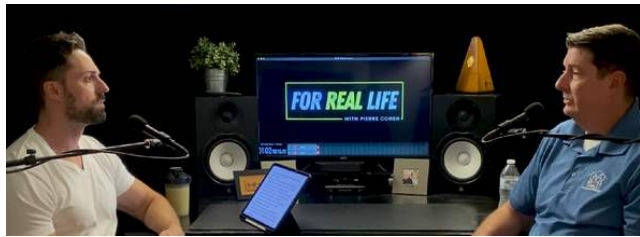
Reflecting on her experience, Li shares:

"They [Carson's Village Advocates and Villagers] **have become part of our family to some extent. The selfless love, care, and support from Carson's Village have been the light in our darkest nights, providing a special understanding and comfort that no one else on this planet could offer, and hope for grieving parents like us to live on.** Carson's Village is the home for broken-hearted grieving parents. We were lucky that we had and still have this home in the darkest days of our lives, and for many more years to come. I hope that there is no more grieving parents' tears on this planet."

# ADVOCACY & AWARENESS

## PRESS HIGHLIGHTS

**FOR REAL LIFE:** Carson's Village founder and CEO Jason Dyke was interviewed by Pierre Cohen about his grieving and healing process after losing Carson, as well as how Carson's Village support families after loss.



**United Way Social Innovation Accelerator:** Following Carson's Village participation in 2019, Jason continues to give back to the community by mentoring other non-profits in the Dallas Area.



## COMMUNICATIONS PLATFORMS

**3,500+**  
**followers**  
across Social  
Platforms

**43% growth**  
in LinkedIn Engagement

**6,807**  
Newsletter  
Subscribers

**13** Facebook  
Fundraisers raising  
**\$2,963**

**35% Increase**  
in new Facebook  
followers

E-mail Open Rate  
**6% above**  
industry average

# ACKNOWLEDGEMENTS

---

At Carson's Village, we are grateful for the families and communities we serve. Their support makes our work possible and enables us to continue providing critical programs. To all who have been part of our Village—in any form—your contributions amplify our impact and bring hope to families navigating loss. Thank you for being an essential part of our mission.

With gratitude,  
The Carson's Village Team

---

## HOW TO GET INVOLVED

---

1

Donate at [carsonsvillage.org/get-involved/donate/](https://carsonsvillage.org/get-involved/donate/)

2

Volunteer at [carsonsvillage.org/get-involved/donate-time/](https://carsonsvillage.org/get-involved/donate-time/)

3

Host a fundraiser at [carsonsvillage.org/get-involved/social-media-fundraisers/](https://carsonsvillage.org/get-involved/social-media-fundraisers/)

4

Purchase merchandise to support our cause at [teepublic.com/user/carson-s-village](https://teepublic.com/user/carson-s-village)

5

Join our Village! Follow us on [Facebook](#), [Instagram](#), or [LinkedIn](#) and [Subscribe to E-Mail](#)