


# 2025



# Annual Review

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Carson's Village builds the ecosystem to help navigate the journey from loss to healthy grieving.

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## TO OUR VILLAGE:

As we reflect on the past year, we are deeply grateful for the compassion, generosity, and unwavering support you have shown to Carson's Village and the families we serve. Because of you, we continue to stand alongside families navigating the unimaginable loss of a loved one, offering guidance, advocacy, and hope during their most difficult moments.

**To our donors**, thank you for believing in our mission and investing in our work. Your generosity fuels every aspect of our organization, allowing us to expand our reach, strengthen our services, and ensure families receive care and support when they need it most.

**To our volunteers and Villagers**, we are profoundly thankful for your time, dedication, and expertise. Your commitment is a powerful reminder of what community can accomplish, and it is because of you that Carson's Village continues to grow and evolve in meaningful ways.

Together, you are our Village. **Your collective support makes it possible for Carson's Village to remain a source of comfort, connection, and healing for grieving families.** Thank you for walking alongside us and helping families find support throughout their grief journey.

Sincerely,

Jason Dyke

Founder and CEO

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## SINCE 2018, WE'VE HELPED:

**9,806**

FAMILIES

**75%**

LOW INCOME

**54%**

PEOPLE OF COLOR



# OUR VISION & MISSION

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## Vision

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No one should journey through grief alone.



## Mission

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Carson's Village builds the ecosystem to help navigate the journey from loss to healthy grieving.



# BOARD OF DIRECTORS

Thank you to our board for their constant support and guidance. This annual review reflects their dedication to our mission.



Trey Worley, President  
Senior VP, Comerica Bank



John Gain, Treasurer  
Managing Director, WTW



Kim Snopik, Secretary  
AT&T Marketing Director, Retired



Jessica Gonzalez  
VP, Informed.IQ



Jason Dyke  
Business Development Manager,  
AT&T



Jennifer Bartkowski  
CEO, Girl Scouts NTX



Kril Cunningham  
Senior Director, A&M

**Read more  
about our  
board  
members!**

# 2025 IMPACT HIGHLIGHTS

"Our Advocate stepped in with compassion and guidance, helping us find a funeral home that met our financial needs and assisting us through every step of the process. The Advocate's kindness and dedication made an unbearable situation a little easier to navigate."

-Maurice, lost his wife

**1,807**  
Families Helped

Families Helped in  
**48**  
US States & territories

**223**  
Group Support Registrants

**59%**  
Low Income families Served

**430**  
Counseling Referrals

**\$60,406**  
Raised in support of families

**30**  
Peer Matches in Peer 2 Peer Program

**470**  
Families served in Continuing Support

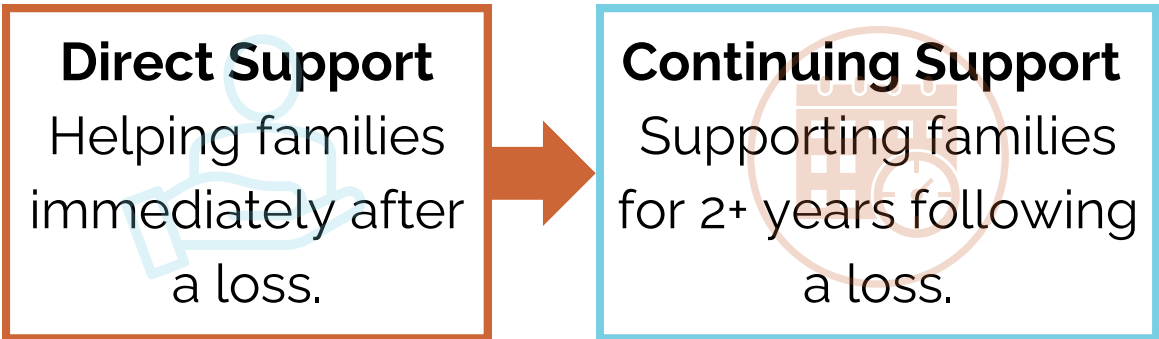
"I'm at the beginning of this journey and they've already provided hope. Simply by being consistent.

Most days I don't want to be bothered but I'm reminded that someone cares. It means a lot to me."

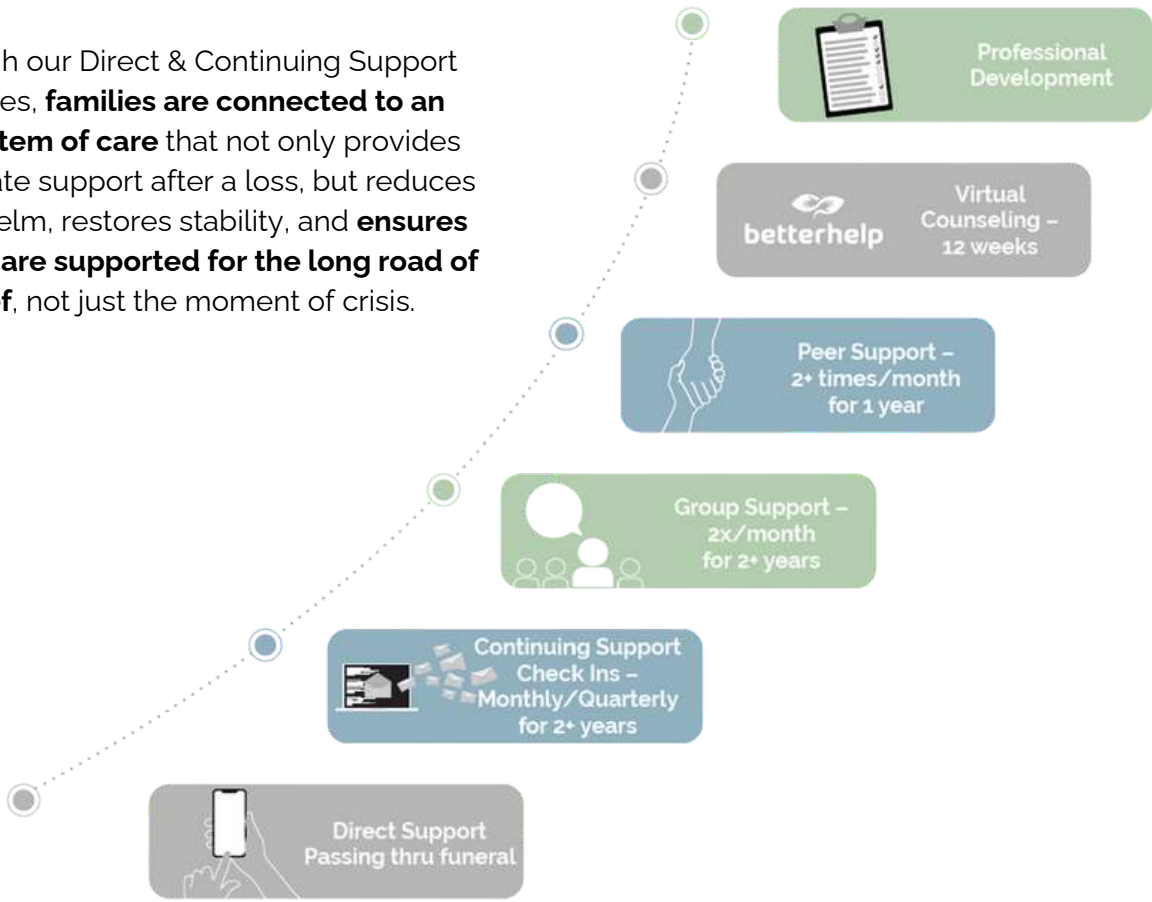
-Marketha, lost her teenage son

# PROGRAMS

Our program areas are divided into two categories:



Through our Direct & Continuing Support Services, **families are connected to an ecosystem of care** that not only provides immediate support after a loss, but reduces overwhelm, restores stability, and **ensures families are supported for the long road of grief**, not just the moment of crisis.



# PROGRAMS

## ONE FAMILY'S JOURNEY

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After the death of their child, one family was referred to Carson's Village by a school district partner. In the midst of overwhelming grief, **they were suddenly faced with decisions no parent should have to make.**

They needed help with:

- Funeral costs and planning
- Support for their surviving children
- Guidance through the Crime Victims' Compensation process

A **Carson's Village Advocate stepped in immediately**, shouldering the logistics so the family could focus on grieving. The Advocate contacted funeral homes, explored burial assistance options, and guided the family through complex paperwork they could not manage on their own.

At the same time, the Advocate ensured the family's other children were supported by connecting them to:

- Grief counseling resources
- Insurance options through CHIP
- Age appropriate bereavement support

Through **consistent check-ins and hands-on guidance**, Carson's Village reduced the family's burden during the most painful time of their lives. The family later shared that this steady support made them feel **seen, supported, and not alone.**

# 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!

**250+**  
Hours of  
Volunteer time

**1680+**  
Hours of  
Intern time

**655**  
Community  
Referral Partners

"Our discussions have been meaningful and supportive, and I've gained valuable insight from each conversation. The connection has been positive, and the experience has been incredibly beneficial.

**Overall I'm grateful to be part of this program."**

— Peer-to-Peer Villager

**2025 Volunteer of the Year:**

**KASS STROUP**

Thank you for your dedication and service on our 2025 Golf Committee.



# PARTNERSHIPS

"Carson's Village made a meaningful difference during an incredibly difficult time. I'm grateful for everything they provided and would recommend their services to anyone facing a similar loss."

-Denise, lost her father

"I believe the difference between your resource and other (excellent) programs is the periodic phone calls your team makes checking in on the care recipient. I really believe the respectful time between calls, but the consistency in the calls over a period of time, won our families over."

-Hilary, Hospital Partner Chaplain

We now support over

**500,000**

employees, patients,  
residents, and students  
across partner  
organizations

## 2025 Partners:



Hospital Systems



Municipalities



School Districts



Companies

# ANNUAL FUNDRAISERS

## CARSON'S VILLAGE GIVING DAY

**15% INCREASE FROM 2024**

**Total Raised: \$5,301**

**2026 DATE: APRIL 27TH**



## NORTH TEXAS GIVING DAY

COMMUNITIES FOUNDATION of TEXAS

**Total Raised: \$15,202**

**60% OF OUR \$25K GOAL**

**2026 DATE: SEPTEMBER 17th**



**Golf Tournament BENEFITING Carson's Village**



**14% INCREASE FROM 2024**

**Total Raised: \$114K**

**2026 DATE: SEPTEMBER 18th**

## INDIVIDUAL GIVING


[Help us reach our goal here!](#)

# ADVOCACY & AWARENESS

## PRESS HIGHLIGHTS

 <p><i>VoyageDallas</i></p> <p>Photo of Melissa Stephen, a woman with blonde hair wearing a pink top, standing in front of a colorful abstract wall.</p>	<p>Our Continuing Support Coordinator and Operations Manager appeared on "Daily Inspiration: Meet Melissa Stephen".</p> <p><a href="#"><u>Read the article here.</u></a></p>
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## COMMUNICATIONS PLATFORMS

<p><b>3,500+</b> <b>followers</b> across Social Platforms</p>	<p><b>3000+</b> LinkedIn Impressions</p>	<p><b>8,600+</b> Newsletter Subscribers</p>
<p> Follow Us: <b>@carsonsvillage</b></p>	<p><b>4% Increase</b> in new Facebook followers</p>	<p>E-mail Open Rate <b>2% above</b> industry average</p>

# ACKNOWLEDGEMENTS

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This year, Carson's Village was strengthened by the families, supporters, and communities who walk alongside us. Your generosity and belief in our mission enable us to expand critical programs and meet families where they are in their grief. To all who contributed to our Village in 2025, your support magnifies our impact and offers connection and hope to those navigating loss. We are grateful to have you as part of this journey.

With gratitude,  
The Carson's Village Team

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## HOW TO GET INVOLVED

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**DONATE**

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

**VOLUNTEER**

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

**FUNDRAISE**

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

**SUPPORT**

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

**FOLLOW US**

Join our Village on [Facebook](#), [Instagram](#), or [LinkedIn](#) & [Subscribe to E-Mail](#)