

IMPACT REPORT



Care For
Women

2025



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Above: Anne (Mentor) with Mentee, Anja.

WHY WE EXIST

Having a newborn is hard. Motherhood
was never meant to be done alone.

You don't see prevention on the news.

It's not dramatic.

It's steady. It's quiet.

It's a supported mother holding her baby,
and having the capacity to respond.

Prevention begins there. But mothers can't
do it on their own.



FROM OUR EXECUTIVE DIRECTOR



A.J. ROOKE

EXECUTIVE DIRECTOR

Being a mom is the best job I've ever had. The most rewarding, the most fulfilling, the most joy-filled. It's also the lowest paying, most physically demanding, most emotionally draining, most heart-breakingly hard job I've ever done. Can you relate? Now imagine doing it alone.

Our mentors tell us the first-hand stories of mamas struggling to keep their heads above water as they try to be everything their children need. Like the Fraser Valley mom with twin toddlers at home and a baby in the NICU in Vancouver. Or the refugee mama with no community or money, expecting her first baby in a totally foreign environment where she does not speak the language. The reason it's so hard is because motherhood was not designed to do alone.

I've worked with moms and babies for nearly 30 years and I've seen a lot of first hand evidence that failure to support mothers not only hurts moms, but harms children, who often experience life-long consequences of needs that were not met in infancy. I joined Care For

Women because I want to be part of prevention that changes lives by lifting up moms and giving them what they need to nurture their little ones.

I can't imagine having to raise my three babies without community. And you are part of the community for the mothers we serve. Mentors and other volunteers, staff, board members (including our founders), event sponsors and donors - they all play a vital role in supporting these mothers. This impact report is an opportunity for all of us to celebrate our individual achievements as part of this team. Thank you for being part of the Care For Women village!

AJ Rooke

508

Mothers have completed our program as of December 31, 2025



MESSAGE FROM BOARD PRESIDENT, KENZI DIRKS

The year ahead represents an important step forward for Care For Women as we continue to grow both our reach and our capacity to serve.

Our focus is clear: to support more mothers in their most vulnerable season while building the systems needed to sustain that support. This includes expanding our mentor base, deepening our presence in Surrey through local partnerships, and preparing to launch an Education Program that will extend our impact.

We believe this work is some of the most meaningful preventative care a family can receive. When a mother is supported early—when practical needs are met and she is not navigating postpartum alone—it changes the trajectory for both her and her child. It reduces risk, strengthens attachment, and lays a foundation for healthier families long-term.

We also believe our team deserves the same kind of support and strengthening from within, which is why we are investing in our staff team and leadership to ensure we are equipped for the growth ahead.

Grounding all of this is our core value: to support mothers and newborns at their most vulnerable. It is this commitment that shapes every decision and every step forward.

Thank you for being part of the village that makes this work possible.

A handwritten signature in black ink, reading "Kenzi Dirks".

Kenzi Dirks, Board President

Learn more about the board at
careforwomen.ca/cfw-board-of-directors/



WHAT OUR MOTHERS HAD TO SAY...



I absolutely adored Ricarda. She quickly became my safe place to exchange life stories, bounce ideas off, accompanied me on my "first" walk, listened to my problems/concerns and overall just made me feel so seen and heard. She encouraged me to get out of the house, motivated me when needed but never pushed me. She truly showed up for me in the biggest transition of my life. – Kenzie (Mentee)

Above: Brittany D. (Mentor) supporting her mentee in labour.

Ranjit was a great mentor and her mentorship helped me a great deal, it was really awesome to see her every week and to speak with her. A great experience and helpful support. – Dharmistha

"Brittany is amazing!! She listens, she is always ready to assist always there! she engages, always fun with her!! GOD BLESS HER GOOD HEART." – Janeth



Above: Brittany C. with Mentee, Janeth.



KAMAL'S STORY



Halfway through Kamal's pregnancy with her first child, her husband left.

Suddenly facing motherhood alone, Kamal moved into a basement suite with a woman and her adult daughter. She was far from family and without a support system.

Then she saw an ad for Care For Women on social media and decided to reach out.

Carla, one of our volunteer mentors, answered that request.

Carla became a steady and compassionate presence in Kamal's life. She helped Kamal find free baby items, picked up groceries from the Food Bank when exhaustion made it hard for Kamal to go herself, and drove her to and from the hospital and newborn medical visits. Just as importantly, she was there as a friend — someone to talk to, someone who listened, someone who reminded Kamal that she didn't have to face those early postpartum weeks alone.

Because of that support, Kamal began to experience something every new mother deserves: the reassurance that someone was walking beside her.

When her baby turned one month old, Kamal held a small birthday party, inviting friends and her mentor, Carla, to celebrate.

Kamal wrote:

I am extremely happy to have [Carla] as my mentor. She is very [nice] and understanding. She always helps me whenever I am in need. I really feel happy and energetic whenever she comes to meet me as she always helps me to get rid of the thought that I am alone.

Kamal reached out for help during one of the most vulnerable seasons of her life. Because of supporters like you, Care For Women was able to respond — ensuring that she and her baby were not alone.

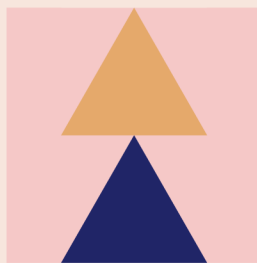


WE LOVE OUR MENTORS!

Our mentors are the backbone of Care For Women

91 Mentors

(as of Dec 31, 2025)

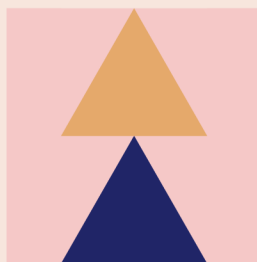


"She is so sweet and supportive. I enjoy her company and is always on time. She always listens to me and provides help as when needed. I love her dedication and commitment. She is the best."

-Kayla (Mentee)

Age - 46.5

Average age of our mentors



WALK RUN 2025



#320+
ATTENDED



#29
TEAMS



\$68K+
RAISED

WE SUCCESSFULLY COMPLETED OUR 3RD ANNUAL WALK RUN.

The Walk Run event has been an incredible way for us to connect with our Care for Women Community, to hear amazing stories from some of the mothers we have served, and to host an event that celebrates family! We are excited to host the 2026 Walk Run again this year to further build awareness for moms in need!



2025 TOTAL IMPACT



2555
VOLUNTEER HOURS

providing
dedicated support
in the mother's
home



139
MOTHERS
completed the
Care For Women
program



742
MEALS
and snacks
delivered
to new
moms



117
GIFTS
were
distributed
to welcome
the baby
home



255
HOURS
of professional
3-hour cleaning
services received

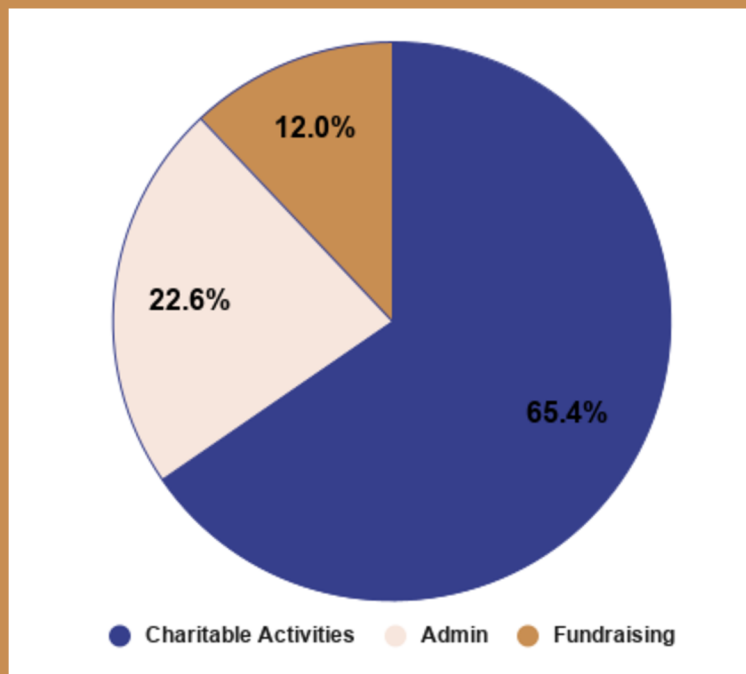


96%
FEEDBACK
Satisfaction rating
from mentees



44
MOTHERS
received
transportation
to medical
appointments

FINANCIAL STATEMENTS



Client Support (Charitable Activities) -

examples: meals; cleaning services; transportation; baby gifts; mentor screening, training, support; mentee resourcing. Because our mentors are volunteers, we are able to keep costs low, however staff are needed to support the many mentors and mothers.

Administration - examples: bank fees, software costs, accounting, bookkeeping and legal fees, donor support staff, staff laptop purchase and maintenance.

Fundraising - examples: Annual Walk/Run costs, website and advertising fees.

We came into 2025 with a surplus due to our fundraising efforts which were focused on our Surrey expansion project and CRM platform development (to track our mentees, mentors and donors).

While most of the funds for Surrey and our CRM platform were raised in 2024, the majority of those funds were spent in 2025. 2025 was also a year of economic downturn in British Columbia, which made fundraising more challenging, despite our faithful donor base.

While expenses exceeded revenue in 2025, the organization finished the year with a healthy balance of \$172,868 ensuring stability as we move into the next phase of our work.

Financial Assets
carried over from
2024

\$230,207

2025 Total
Revenue

\$216,485

2025 Total
Expenses

\$273,824

Financial Assets
as of Dec 31, 2025

\$172,868



Above Staff: Tricia, A.J., Joyce, Catherine, and Ashley.

WHERE ARE WE GOING?

We regularly communicate with healthcare professionals who tell us about the incredible challenges they are facing in supporting isolated new mothers and their children. We know of no other organizations that do what we do in our province and so we are passionately driven to expand to meet these urgent needs.

Education Program

- development and launch. Our prenatal education program will equip vulnerable mothers with knowledge before crisis sets in.

Continued Surrey Expansion

- a city with a massive population including many immigrant, low income and socially vulnerable mothers. In 2026 we will be making targeted connections to allow us to expand, including increased mentor recruitment.

Continue Supporting Mothers

- in our other current territories of Chilliwack, Abbotsford, Mission, and Langley - A minimum of 120 moms will be matched, with the potential for many more, dependent on fundraising campaign success.

Building our Board of Directors Team

- growing and diversifying our leadership team to allow us to expand our network so that we can support more mothers and their babies.

THANK YOU



Above: Allana and her mentee Jolly and her little ones.

Your continued support means the world to us and the mothers we support.

CONTACT US

Email/

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Instagram/

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www.careforewomen.com

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