



Compassion
Advocacy
Network, Inc.

COMMUNITY & PARTNERSHIP OVERVIEW

CELEBRATING COMPASSION

The Next 25 Years

Toward CAN's 25th anniversary in 2028

I CAN help. You CAN help. We CAN help.

Compassion is contagious. Pass it on!



Who We Are

COMMUNITY ROOTED. FUTURE FOCUSED.

Putting compassion into action since 2003

Compassion Advocacy Network, Inc. (CAN) is a Virginia-based 501(c)(3) public charity that advocates for a more compassionate world through simple acts of kindness. CAN's work centers on isolated seniors and also supports veterans, people with disabilities, individuals and families facing cancer, and young adults with learning challenges.

30,000+

SENIORS SERVED

CAN-reported lifetime reach through its programming.

2003

YEAR FORMED

Consistent with CAN's current Form 990 and public nonprofit records.

Our mission

Teach the world how to love through simple acts of kindness by putting compassion into action.

The 25th-anniversary direction

Celebrating Compassion: The Next 25 Years connects CAN's founding story to a stronger, measurable, partnership-led future. The campaign should build toward CAN's 25th anniversary in 2028 without implying that the milestone has already occurred.

Who We Serve

DIGNITY, CONNECTION AND PRACTICAL SUPPORT

CAN serves people whose daily lives are shaped by isolation, food insecurity, disability, illness, financial hardship or limited access to support.

Isolated seniors

One-to-one friendship, food support, personal-care items, technology help and advocacy.

Veterans and people with disabilities

Practical assistance, navigation support and community connection.

Individuals and families facing cancer

Targeted assistance for medical, mobility, utility and household needs.

Young adults with learning challenges

Financial literacy, entrepreneurship, integrity and life-management coaching.

Primary service footprint

- Southeastern Virginia, including Hampton Roads
- Northeastern North Carolina
- South Carolina's Lowcountry
- Selected communities in South Florida

Specific eligibility and service availability depend on the program, location, funding and current capacity.

Programs That Put Compassion Into Action

CORE PROGRAM PORTFOLIO

CAN Help! Bags

Food, personal-care products, household essentials and encouraging items delivered with dignity.

Compassion on the Move

A mobile food pantry that brings supplemental groceries and essential items closer to isolated seniors.

One-to-One Friendship

Personal connection and consistent visits that help reduce isolation and remind seniors they are not forgotten.

Technology Education

Practical help with smartphones, video calling, online services and digital access.

ADOPT SOMEONE FORGOTTEN®

Year-round fundraising and engagement through the golf tournament, Dignity Walk, CAN Christmas and Angel Tree.

Operation T.I.D.Y.

Integrity, financial literacy, entrepreneurship and life-management coaching for young adults with learning challenges.

One simple act of kindness can create a life-changing moment.

Impact We Can Stand Behind

2025 PUBLIC FILING



667

RECIPIENTS

Supported through CAN Help! and Compassion on the Move in 2025.

\$82,471

NONCASH ASSISTANCE

Reported fair-market value of food, supplies and other assistance in 2025.

105

ADDITIONAL RECIPIENTS

Cancer patients, injured or retired first responders, and single mothers.

\$138,977

PROGRAM SERVICE EXPENSES

Total reported program service expenses for 2025.

Source: Compassion Advocacy Network, Inc., 2025 Form 990, including Part III and Schedule I. Lifetime reach figures are labeled as CAN-reported unless supported by the annual filing.

How Partnership Creates Shared Value

COMMUNITY IMPACT + RESPONSIBLE VISIBILITY

CAN welcomes businesses, foundations, civic groups and individuals who want to turn resources, relationships and employee energy into direct community impact.

Mission partnership

Flexible support for CAN's highest-priority needs and year-round operations.

Program partnership

Focused support for CAN Help! Bags, Compassion on the Move, technology education or one-to-one connection.

Event partnership

Sponsorship, participation and in-kind support for the golf tournament, Dignity Walk and holiday initiatives.

Employee engagement

Volunteer days, packing and distribution support, skills-based service and team fundraising.

Cause-related marketing

A clearly defined campaign in which a company contributes a stated amount or percentage tied to a product, service or promotion.

All campaign claims, benefits, dates, contribution amounts and uses of CAN's name or logo should be confirmed in writing before launch.

Ways to Engage

A PARTNERSHIP CAN BE PRACTICAL, VISIBLE AND PERSONAL



Volunteer & serve

- Pack CAN Help! Bags
- Support mobile pantry distribution
- Offer professional or technical expertise
- Create a team service day



Sponsor & activate

- Support a core program
- Sponsor a signature event
- Contribute products, logistics or media
- Launch an approved cause-marketing campaign

What partners can expect

- A clearly defined purpose, audience and community outcome
- Appropriate recognition based on the agreed level of support
- A point of contact and practical activation plan
- Impact reporting proportionate to the partnership
- Respectful storytelling that protects the dignity of the people CAN serves

Signature Community Moments

ANNUAL ENGAGEMENT CALENDAR



ADOPT SOMEONE FORGOTTEN® Golf Tournament

Annual fundraiser that brings golfers, sponsors and community supporters together to advance CAN's mission.

John 'The Rev' Stanley Dignity Walk

A community tribute that honors CAN's visionary co-founder and the seniors whose dignity and legacy inspire the work.

CAN Christmas

Holiday food, gifts and connection for seniors and other neighbors who might otherwise be forgotten.

Angel Tree Christmas Gifts for Seniors

Community members select and fulfill senior wish-list ornaments through a partner location.

Current 2026 community moment

John 'The Rev' Stanley Dignity Walk - October 3, 2026, 10:00 a.m.-12:00 p.m., 570 McLawhorne Drive, Newport News, Virginia. Registration required.

Celebrating Compassion: The Next 25 Years

ROAD TO 2028 AND BEYOND

A future built on four commitments

- Dignity first - every story and service interaction honors the person, not the need.
- Measurable impact - annual figures are tied to records, dates and clearly defined measures.
- Partnership at scale - businesses and community groups help CAN reach more people responsibly.
- Legacy and innovation - CAN preserves its founding heart while modernizing delivery, technology and communications.

2026

ALIGN

Correct core messaging, standardize program names and establish a verified impact baseline.

2027

BUILD

Grow multi-year partnerships, volunteer leadership and anniversary storytelling.

2028

CELEBRATE

Mark 25 years since CAN's 2003 formation and launch the next chapter.

BEYOND

SUSTAIN

Report outcomes annually and deepen regional and national partnerships.



Compassion
Advocacy
Network, Inc.

Let's Put Compassion Into Action

Partner. Volunteer. Sponsor. Give. Share the mission.

The Compassion Advocacy Network, Inc.

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