



ALL HAVE  
OF THE JOY  
VIBRANCE  
OF DESIGN

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ANNUAL REPORT  
19-20 & 20-21

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The logo for thrive INC features the word "thrive" in a lowercase, sans-serif font. Above the letter "i" is a small, dark blue flag icon. Below "thrive" is the word "INC" in a smaller, uppercase, sans-serif font.

# Greetings!

The Covid-19 health pandemic that began in March of 2020 rocked the world and caused many organizations, including us, to make changes. During the past two years Thrive Inc. adjusted to be able to continue serving Helena-West Helena and Phillips county in a safe way - **by getting outside!** We've focused on outdoor youth-engaged "creative placemaking" work. It's work that has resulted in walking trails and murals in our home of Helena, Arkansas and its neighboring cities. When public projects like these are combined with the design of new city branding you begin telling a unique story to residents and visitors. It's a story that says "this place is alive and cared for!" This strategy is how we help increase economic opportunities for families in rural places like the Mississippi Delta Region and beyond and we hope you see how transformative (and fun) it can be.

If you feel compelled - please consider providing a tax-deductible financial gift to us by visiting [thrivecenter.org/donate](http://thrivecenter.org/donate). or by sending a check to 415 Ohio, Helena, AR 72342.



Kind Regards,  
Will Staley  
Thrive Inc. Co-Founder & Executive Director



# CREATIVE LEADERSHIP PROGRAM

The Creative Leadership Program engages students grades 8-12 to create public beautification and outdoor recreation projects through specialized design workshops in an effort to increase quality of life in Helena-West Helena and Phillips County. In an after school setting, Thrive staff mentor students as they explore major concepts of leadership and creativity while gaining job transferable skills and discovering creative industry career paths. Upon gained experience and qualifications, participants have the option to apply for paid internships or can continue earning Arkansas Department of Education volunteer hours.

## Since Sept. 1, 2020

14 regional murals

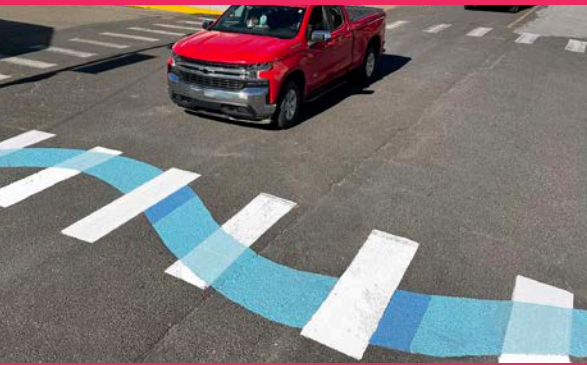
50 student participants

5 pursuing careers in arts and design

1 mile of new walking trail cleared

2 Americorps NCCC collaborations

3 paid interns



# Branding & Placemaking Design Services

Thrive Inc. guides community driven clients through the often tumultuous waters of rebranding and place making. "Creative Placemaking" is a new term for how we've operated over the past 12 years which includes tourism strategy, rebranding, wayfinding, and public art. While most of our projects focus on Phillips County, Arkansas, our services have expanded beyond the borders of the Mississippi Delta Region to those that recognize the importance of new strategies to minimize rural population loss.

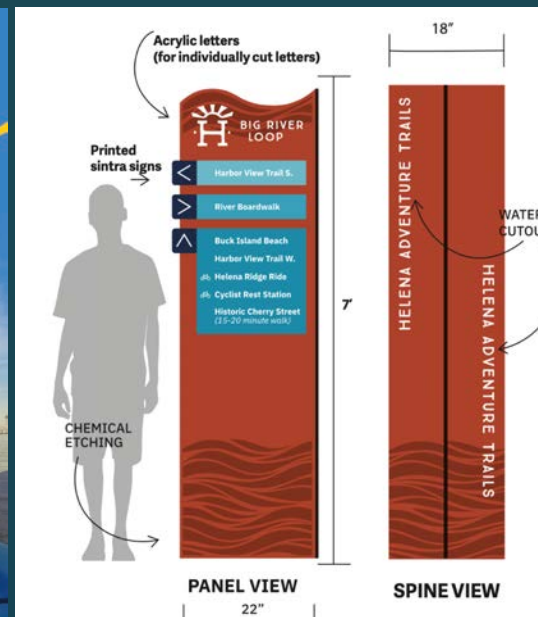
## Services Include

Branding design  
Welcome Murals

Mural Map Designs  
Videography

Trail Concept Design  
Naming & Brand Strategy

Trail Wayfinding Design  
Websites



# Supporters, we thank you!

## Foundations

Walton Family Foundation  
Carl B. And Florence E. King Foundation  
Windgate Foundation  
Clinton Family Foundation  
Arkansas Community Foundation  
Ophelia Polk Moore Trust

## Board Members (current)

Ryan Biles  
Mike Boone  
Marty Maxwell Lane  
Keith Pinchback  
Jarvis Smith  
Misti Staley  
Will Staley  
Laureina Toler

## Volunteers:

Taylor Boles  
Quay Duvall  
Avi Hoen  
Nancy Hornor

## Donors

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Skip & Billie Rutherford  
Christopher Schaffhauser  
Charles Shenk  
in honor or Mary Shenk  
Sarah Shenk  
JoAnne Smith  
Rayman Solomon  
Carolyn & Jerry Staley  
Misti Staley  
Ellen Swan  
The Crowley Group  
Dana Worstell  
Betsy & Ed Pat Wright

## Financials

### SUPPORT AND REVENUE

	2019-2020	2020-2021
CONTRIBUTIONS & GRANTS	\$205,210	\$270,840
PROGRAM SERVICES	\$97,028	\$92,498
TOTAL SUPPORT AND REVENUE	\$302,238	\$363,338

### OPERATING EXPENSES

PERSONNEL	\$166,835	\$162,826
PROGRAM SERVICES & OPERATIONS	\$88,495	\$140,632
TOTAL OPERATING EXPENSES	\$255,330	\$303,458

### INCREASE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR	\$57,473	\$57,473
NET ASSETS, END OF YEAR	\$104,381	\$117,379

### PROJECTED EXPENSES

*Fiscal Year Sept. 1, 2021*

PERSONNEL  
247,020

PROGRAM SERVICES & OPERATIONS  
214,980

PROJECTED TOTAL OPERATING  
462,000

### Special Thanks

Ryan Biles  
Sarah Melby



# ALL WILL ACCESS TO AND OF GOOD

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