



DESIGN OPPORTUNITY



2021 - 2022
ANNUAL REPORT



GREETINGS

Since we began in 2009, Thrive has led by asking our community, “How can we help?”

Helena has taught us a lot since then, and we’re excited to begin sharing this knowledge with other rural communities dealing with population loss. In the past year, we’ve created murals, city rebrands, and public recreation projects across the Delta to convey a hopeful future for residents and visitors. Each of these projects involved the input of some incredible high school students through our after-school programming.

In addition to these service learning projects, students have the opportunity to learn creative career skills through our week-long workshops and newly launched Creative Pro Wednesdays. Thrive has a lot to be proud of in 2022, and we look forward to building on this success in the new year.

All of this is made possible by your support, and I hope you’ll consider donating a tax-deductible to Thrive by visiting thrivecenter.org/donate, or by sending a check to 415 Ohio, Helena, AR 72342.

Kind Regards,

Will Staley

Thrive Inc. Co-Founder & Executive Director

2022 STAFF

Will Staley

Executive Director

Ryan Biles

Director of Development

Sarah Melby

Assoc. Creative Director

Maurice Jordan

Assoc. Program Director

• **ATTRACT & RETAIN FAMILIES**



CREATIVE LEADERSHIP YOUTH PROGRAM

The Creative Leadership Youth Program continues to evolve! During the 2022 program year we provided workshops focused on creating murals and making Harbor View Trail improvements.

Additionally, we expanded our program service area by providing murals to Elaine, Magnolia, and Lexa, Arkansas. To complement the workshops we launched Creative Pro Wednesdays, to teach students design skills like photography, and expose them to soft skills like financial literacy. During this time we recognized a demand from students with an interest in graphic design which now informs our current 2022-23 program design!

CLYP IN 2022

Served 57 students throughout our service area

Trained six student volunteers to become paid interns

Provided \$6,000 of college and trade scholarships to area students

Took 10 students to New Orleans to learn about creative placemaking

Began working with the University of Arkansas, to enhance our youth mentorship services



CREATE TOMORROW'S LEADERS



BRANDING & DESIGN SERVICES

Our mission driven branding and placemaking services continue to be in high demand and are vital to operating the organization - providing hard-to-find funding for personnel.

Focusing on cities and organizations that realize the importance of design as a tool for community growth, Thrive provides clients insight from years of navigating stakeholder communications as well as design excellence. Are you a good fit for our design services? Visit our website to view our portfolio and please reach out!



DESIGN IN 2022

Awarded the Natural State Tourism Development Award for the Helena Adventure Trails wayfinding system and mural map

Began fundraising and design for the Phillips County Splash Park, a project that will be located in downtown Helena, Arkansas.

Began working with both Stuttgart and Cabot, Arkansas on robust rebranding projects



UNIFY YOUR COMMUNITY

THANK YOU TO OUR SUPPORTERS!

Foundations

Walton Family Foundation Carl B. And Florence E. King Foundation Arkansas Community Foundation
Clinton Family Foundation National Endowment for the Arts Ophelia Polk Moore Trust
Windgate Foundation

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Marty Maxwell Lane Jarvis Smith Laureina Toler Kyron Williams Brionna Sims *Graphic Design*

Volunteers & Interns

FY 22 FINANCIAL REPORT

OPERATING EXPENSES

Personnel: \$235,284
Program Services & Operations: \$211,134

Total Operating Expenses: \$446,418

SUPPORT & REVENUE

Contributions & Grants: \$327,675
Program Services: \$120,429

Total Support & Revenue: \$448,105

FY 23 PROJECTED EXPENSES

Personnel: \$292,000
Program Services & Operations: \$213,290

Projected Total Operating Expenses: \$505,290

MAKE YOUR COMMUNITY PROUD

A dynamic non-profit organization based in Helena, Arkansas, Thrive has guided rural communities to new economic opportunities through rebranding, placemaking, and youth engagement since 2009.

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Helena, AR 72342

(870) 816-4844

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www.thrivecenter.org

DONATE HERE →

