

DESIGN OPPORTUNITY

2021 - 2022 ANNUAL REPORT



2022 STAFF

Will Staley Executive Director

Ryan Biles Director of Development

Sarah Melby Assoc. Creative Director

Maurice Jordan Assoc. Program Director

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,

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Will Staley Thrive Inc. Co-Founder & Executive Director





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

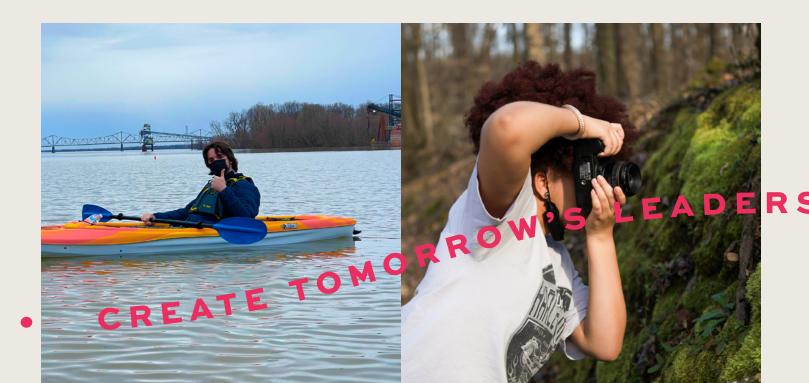
Took 10 students to New Orleans to learn about creative placemaking

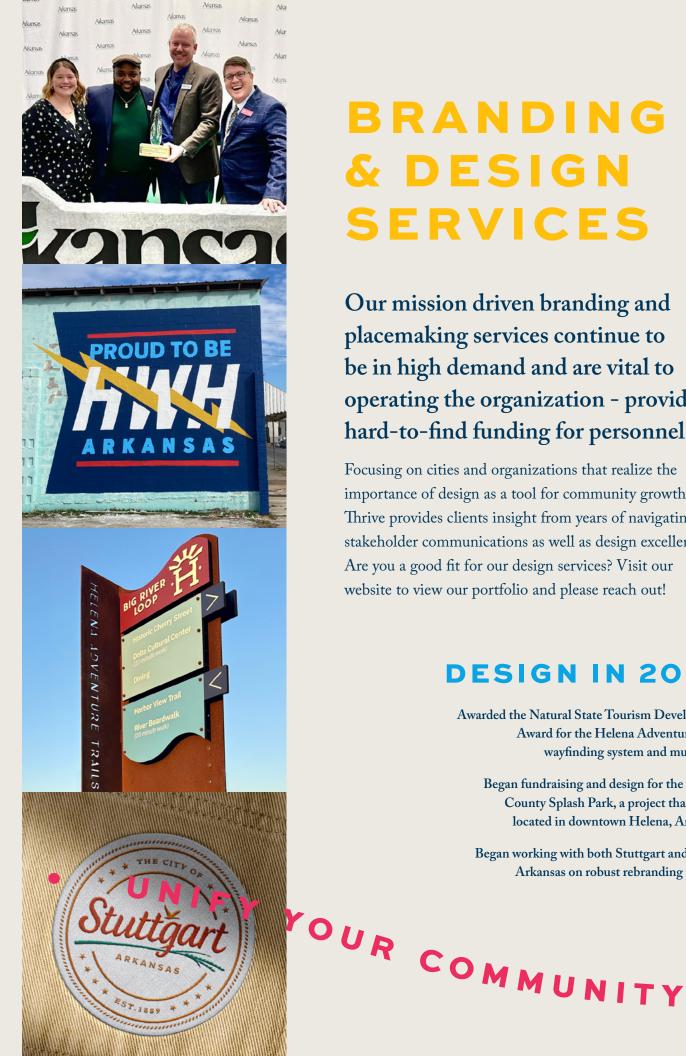
Began working with the University of Arkansas, to enhance our youth mentorship services



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!





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

THANK YOU TO OUR SUPPORTERS!

Foundations

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

Donors

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Volunteers & Interns

Kelsey Riley Kathy Rogers Kristina Root Jerry & Carolyn Staley Katherine Townsend Walter Yeldell

Board of Directors

Ryan BilesTheortres ParhamMisti StaleyNya KiddIMike BooneKeith PinchbackWill StaleyLarrie JacksonOMarty Maxwell LaneJarvis SmithLaureina TolerKyron WilliamsI

Kamaron Williams Gabreana Chandler Brionna Sims

Natalie Mulvihill, Univ. of Arkansas, Graphic Design

FY 22 FINANCIAL REPORT

OPERATING EXPENSES		SUPPORT & REVENUE	
Personnel: Program Services & Operations:	\$235,284 \$211,134	Contributions & Grants: Program Services:	\$327,675 \$120,429
Total Operating Expenses:	\$446,418	Total Support & Revenue:	\$448,105

FY 23 PROJECTED EXPENSES

Projected Total Operating Expenses:	\$505,290
Program Services & Operations:	\$213,290
Personnel:	\$292,000

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.

> 415 Ohio St. Helena, AR 72342

> > (870) 816-4844

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www.thrivecenter.org



