



DESIGN  
OPERATIONS  
UNITY

2022 - 2023  
ANNUAL REPORT





# GREETINGS

**Our board and staff are proud of our impact in Helena, the Delta, and beyond in 2023.**

After school, we've continued providing area youth the access needed to harness skills related to creative career paths like graphic design, photography, and illustration. In addition to these instructional workshops, our students can't wait to get outside and enhance their community by making murals and trails downtown. It's all they want to do, and I'd say that seems a lot like making a positive contribution to where they live. It doesn't hurt that they're with their friends - but these young people are becoming leaders as they work.

**From youth programming to city rebranding to mural making, to identifying relevant tourism assets for the 21st century - it's all part of crafting and presenting a unified narrative about your community.** Many call it "placemaking" these days. It's what's happening in Helena and what we've been asked to help with across the state and, recently, even across the country. We hope you're as enthused as we are with the year's progress and are honored you're here to learn more about our work.

**Kind Regards,**

**Will Staley**

*Thrive Inc. Co-Founder & Executive Director*

## 2023 STAFF

**Will Staley**

*Executive Director*

**Ryan Biles**

*Director of Development*

**Maurice Jordan**

*Assoc. Program Director*

**Jarod Wilson Hamm**

*Assoc. Creative Director*





# CREATIVE LEADERSHIP YOUTH PROGRAM

Each year, we work with local students to make our community proud and fun. We continue to find new ways of doing just that as CLYP evolves to meet the needs of Helena and our young people.

In 2023 we provided workshops on design, photography, tourism marketing, in addition to our work of creating murals to beautify Helena's built environment.

Additionally, we launched a pilot program pairing five students with University of Arkansas MDES graduate assistants to receive 1-on-1 mentorship geared toward college readiness and basic design competency.



Creative Pro Wednesdays continued to give Helena's youth an opportunity to learn from people in creative industries. Over Spring Break, students visited Nashville, TN and explored the city's music, history, and cuisine while learning about design careers from muralists and architects.



## HIGHLIGHTS

Two Thrive Interns enrolled in design programs at Univ. of Ark.

Programming served 64 students throughout our service area

14 Thrive interns earned a total of \$9,900 over the course of the program year





# BRANDING & CREATIVE PLACEMAKING

Thrive has taken on a bigger role in Helena's placemaking efforts in 2023. But we know there are many other communities just like ours: incredibly unique, intensely proud, but in need of help telling their story to the world.

We've been honored to partner with several such communities this year, creating new brand identities and supporting placemaking initiatives in Cabot, Marion, and Keo. Thrive's design services have also branched out beyond the borders of the Delta region and we look forward to an exciting 2024!

In Helena, we have led the development of the Phillips County Splash Park. Owned by the County and initiated by County Judge Clark Hall, the space has been designed by Ecological Design Group to be a destination for regional tourism and public recreation.





# FISCAL YEAR 2023 FINANCIAL REPORT

Financial Report is by fiscal year (September 1, 2022 - August 31, 2023) and includes Phillips Co. Splash Park project management

## Operating Expenses

|                                  |                  |
|----------------------------------|------------------|
| Personnel:                       | \$234,720        |
| Program Services & Operations:   | \$248,509        |
| <b>Total Operating Expenses:</b> | <b>\$482,229</b> |

## Support & Revenue

|                                     |                  |
|-------------------------------------|------------------|
| Contributions & Grants:             | \$191,993        |
| Program Services:                   | \$607,281        |
| <b>Total Support &amp; Revenue:</b> | <b>\$799,274</b> |

## Foundations

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

## Donors

|                          |                              |                    |                        |                        |
|--------------------------|------------------------------|--------------------|------------------------|------------------------|
| Akemi Blanchard          | Amanda Cross                 | Dr. James French   | Rebecca Maxwell        | Sarah Shenk            |
| Fred Blumlien            | Cathy & Ernest<br>Cunningham | Doug Friedlander   | Deborah McAfee         | David Solomon          |
| Bill & Lanie Brandon     | Scott Curran Family          | Tyler Galloway     | Terry Minchow-Proffitt | Rayman Solomon         |
| Porter Briggs            | David Danehower              | Brian Hurley       | Emily Morris           | Erin Sousa             |
| Abigail Catt             | Joseph Edelheit              | Philip Jamison     | Travis Napper          | Carolyn & Jerry Staley |
| Janice & Larrie Cheatham | Richard Elliot               | Debera Johnson     | Tait Owens             | Katherine Townsend     |
| Marty Chenault           | Jean Foust                   | John and Anne King | Carrey Reynolds        | Walter Yeldell         |
| CJRW/Tiffany Maltezo     |                              | Paul Leopulous     | Adam Schneider         |                        |

# FY 24 PROJECTED EXPENSES: \$750,475

## Board of Directors

|                    |              |
|--------------------|--------------|
| Ryan Biles         | Jarvis Smith |
| Theortres Parham   | Misti Staley |
| Keith Pinchback    | Will Staley  |
| Marty Maxwell Lane |              |

## CLYP Student Volunteers & Interns

|                |                    |                |                 |
|----------------|--------------------|----------------|-----------------|
| Travis Bennett | Silas Dulaney      | Larrie Jackson | Breaziah Weaver |
| Bobby Butler   | Jaaliyah Hankins   | Nya Kidd       | Alisa Webb      |
| Gabby Chandler | Mariyah Hankins    | Julius Roby    |                 |
| Sophie Dulaney | Angelese Henderson | Brionna Sims   |                 |

# THANKS FOR YOUR SUPPORT IN 2023!



# 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 • Helena, AR 72342

(870) 816-4844

[info@thrivecenter.org](mailto:info@thrivecenter.org)

[www.thrivecenter.org](http://www.thrivecenter.org)

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