



CELEBRATING

# 101

YEARS!



thrive.

2018-2019  
ANNUAL REPORT





# REFLECTING ON 10 YEARS

It's true! 10 years have passed since my co-founder, Terrance Clark and I began working in Helena, Arkansas. Our team's story is one of design and entrepreneurship, which has meant learning to be persistent, and flexible while remaining energized and hopeful. It's a hard balance, but I assume it's a wrestling match that most are familiar with. That's why when my business partner announced in January that he would be off to new adventures, I was not only excited for him but thankful for the lessons we'd learned together which have made Thrive stronger since day one.

Transitioning to the role of Executive Director brings excitement and trepidation: excitement because I'm energized by new chapters and challenges—trepidation because of new weight of responsibility. That being said, I rest assured knowing this weight is shared among a wonderful board of directors and a staff which includes two new members! Thrive is proud to announce that we have recently welcomed Ryan Biles to be our Director of Development along with Brigitte Breaux as a Graphic Designer. These two, including Sarah Melby, help equip Thrive to continue our growth as an organization into the future.

As we change, we also have the opportunity to give our work a more refined focus, and it has taken our ten years of investment in this community for us to reach this point. So, for those wondering; 1) we teach graphic design to rural students while beautifying and enriching our community; 2) we work with rural cities and organizations by designing branding tools that help recruit new residents. It's these focus areas that put our skills to good use, and make us a unique partner in rural community development.

Our working environment has changed too! Since January 2019 we have moved to The Thrive Center. This location and the dream of the Thrive Center has come to fruition in order to serve students from different school districts—even home schoolers through our Apprenticeship programs! We now have a large dedicated space for students to have fun while learning about the abundance of opportunities that exist in the creative industry. Finally, thanks to a very special gift from the Walton Family Foundation we are taking our students to see the creative industry first-hand during the summer of 2020 by visiting the San Francisco Bay area for a week of studio tours and outdoor exploration!

It's our hope to fulfill the vision of seeing rural America become a global model for vibrant, prosperous, and thriving communities – and we're closer than ever. The last 10 years have delivered a new model and it's been wonderful to see it in action. It wouldn't happen without a host of partners, volunteers and family, and for them we are very thankful. Please enjoy this report, and if compelled, head over to [www.thrivecenter.org/give](http://www.thrivecenter.org/give) to support us through a financial gift—because every dollar has helped us get where we are today.

Sincerely,  
Will Staley





# YOUTH PROGRAMS

## design apprenticeship

On Tuesdays and Thursdays from 1pm to 3pm, high school students from different school districts unite at the Thrive Center to learn graphic design skills and apply them within the community. In 2018-2019, students used their new skills to help promote outdoor tourism by designing social media content and blazing a trail!



Students learned about different aspects of photography from professional photographer, Joshua Asante.



Students designed and began clearing a 1 mile walking trail in the Helena River Park. Other tasks have included promoting Mississippi River State Park.

## design afterschool

For a week each month during the school year and for two weeks during the summer, students work with community partners to enhance and beautify Helena, Arkansas. During 2018-2019, students worked with the Warfield Concert Series to improve visitor satisfaction by creating concert-themed visual aids. During the Summer of 2019, Thrive provided a 4-week Design Workshop at the Boys and Girls Club of Phillips County.



Students learned hands-on about color and shape through painting a mural in West Helena on a blighted corner.



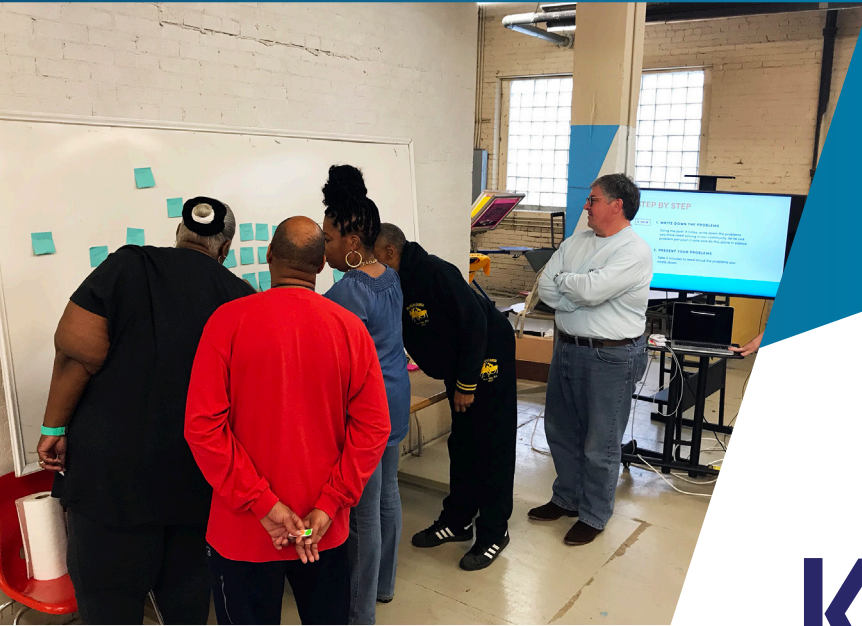
Students created props for an outdoor picnic and concert. Pictured are students taping off areas on driftwood to be painted with vibrant colors.



# STRATEGIC DESIGN

## branding + marketing + workshops

Over the course of 2018-19 we have continued to grow our efforts to assist rural communities through strategic rebranding. In addition to creating marketing tools for these clients, we have also begun facilitating design-centered workshops for municipalities and chambers of commerce in an effort to unite community stakeholders.



Clients range from cities, school districts, and chambers of commerce, to private foundations and non-profits.



2019 Central Arkansas ADDY awards



ELAINE MASSACRE MEMORIAL





# FINANCIALS \*\*\*\*

<b>SUPPORT AND REVENUE</b>	<b>2018*</b>	<b>2019**</b>
Contributions & Grants	\$240,453	\$92,746
Program Services	\$151,023	\$112,934
<b>Total Support and Revenue</b>	<b>\$391,476</b>	<b>\$205,680</b>
<b>OPERATING EXPENSES</b>		
Personnel	\$222,730	\$95,454
Program Services & Operations	\$152,512	\$106,952
<b>Total Operating Expenses</b>	<b>\$375,242</b>	<b>\$202,406</b>
<b>INCREASE IN NET ASSETS</b>		
Net Assets, Beginning of Year	\$37,965	\$54,199
Net Assets, End of Year	\$54,199	\$57,473

\*Twelve months ending December 31, 2018

\*\*Eight months ending August 31, 2019. During 2019, Thrive adopted a fiscal year.

## **PROJECTED EXPENSES, Fiscal Year September 1, 2019 - August 31, 2020**

Personnel	\$163,342
Program Services & Operations	\$137,192
<b>Projected Total Operating Expenses</b>	<b>\$300,534</b>

# THANK YOU DONORS!

## **HEROES**

\$50,001-\$100,000

The Walton Family Foundation

## **PATRIOTS**

\$25,001-\$50,000

The Bill, Hillary and Chelsea

Clinton Foundation

The Carl B. and Florence E.

King Foundation

The Windgate Foundation

## **CHAMPIONS**

\$1,000-\$5,000

Marty & Karla Chenault,  
In-Kind

Ophelia Polk Moore Trust

Southern Bancorp

Phillips Community College,  
In-Kind

Carolyn and Jerry Staley

Francis Joe Vondran, In-Kind

The JJ Buelah White  
Foundation

## **ADVOCATES**

\$101-\$500

Jon Adams

Doug Friedlander

Blanche Lincoln

## **FRIENDS**

\$25-\$100

Andrew Dumont

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THRIVECENTER.ORG



INFO@THRIVECENTER.ORG

415 OHIO STREET, HELENA, ARKANSAS, 72342

870.338.3300

