

*thrive.*  
DESIGN OPPORTUNITY

**annual  
report**  
2017  
2018

WAMP DANCE CO.

# a new way to design opportunity



OVER NEARLY TEN YEARS IN HELENA, we've built a number of programs designed to address **economic mobility and rural population loss**. With the launch of the **Design Mentorship Residency** in 2015, we've honed our focus to achieve our mission by affecting the lives and education of our community's youth.

We've always believed in the innate power of design to improve lives. And by putting that power in the hands of our students, we're not just growing the next generation of creatives—we're **creating thoughtful, motivated, and engaged young citizens who believe in their own potential to change their community for good**.

As we continue to expand the Design Mentorship Residency in the coming years, your support is more vital than ever to our future success. **We'd be honored to count you among our supporters** as our mission to design opportunity continues to make a positive impact on our youth and on our community.

All the best to you in 2019,

TERRANCE CLARK  
CO-FOUNDER

WILL STALEY  
CO-FOUNDER

design  
mentorship  
residency™

thrive.



## A BREAKTHROUGH YEAR FOR THE DESIGN MENTORSHIP RESIDENCY

Thanks to a one-year contract with the Helena- West Helena School District, Thrive was able to place four Design Mentors in the EAST and Art classrooms at Central High School during the 2017-2018 school year. **In addition to providing industry expertise and teaching transferable job skills**, our Design Mentors helped coordinate **student-led, community-focused projects that utilized the iterative design process** as a method of problem-solving.

The residency also provides recent art and design school graduates with a job opportunity that matches their passion for design with the knowledge and desire to **use their skills for good**—a growing trend within the professional design industry.

### 2017-2018 DESIGN MENTORS

Sarah Melby (Houston, TX) | Paul Morquecho (Horn Lake, MS)  
Katie Gabbard (Lexington, KY) | Candace Dolls (Helena, AR)

## OUR THREE-PART STRATEGY:

**1** Teach our students to **utilize the design process as a way to tackle community challenges** with the goal of making a positive, lasting impact.

**2** Provide our students with **access to the latest technologies**, helping to prepare them for **wider-ranging opportunities** when it comes to college and career pathways.

**3** Lead our students through mentorship, encouraging **personal as well as academic growth**.



A team of Central High School EAST students fabricates a prototype for a Little Free Pantry, which will provide food to local families in need.

A student team engages in user testing for a board game they've created, which encourages their peers to stay in school and graduate.



## STUDENT PROJECT AREAS OF EMPHASIS

Crime Prevention  
Youth Engagement  
Quality of Life  
Beautification  
Disaster Preparedness  
Public Safety



A CHS art student experiments with long-exposure photography during a workshop led by Design Mentor Candace Dolls.

A student maps out plans for a new trail in the Helena River Park using a mobile app that tracks altitude, distance, and time.



## EAST PROGRAM ENROLLMENT AT CENTRAL HIGH

**63**  
STUDENTS

**20**  
STUDENTS

2017-18

2018-19



## BARTON BEAR WORKSHOP

Thrive and our Design Mentors helped Barton High School students use emerging technologies to 3D scan and refinish their school's mascot in the Spring of 2018.



## NEW PROGRAM ADDITIONS IN 2018-2019

### designafterschool

FALL 2018 – SPRING 2019

In coordination with Helena's popular Warfield Concerts series, Thrive leads multiple 1-week after school design workshops with local high school students that focus on enhancing and promoting the overall concert experience for visitors through **visual design, spatial design and user experience**. Two workshops were piloted successfully in the Fall of 2018.

### designapprenticeship

BEGINS JANUARY 2019

In addition to Thrive's involvement in the EAST and art classrooms at Central High School during the day, the Design Apprenticeship will allow juniors and seniors from public, private, charter, and home-school environments to come together at the Thrive Center during the afternoon. Working under the instruction and guidance of Thrive's team of designers, these students will **learn the basics of multidisciplinary design** and will be able to demonstrate their knowledge through **hands-on, collaborative projects designed to improve the quality of life in Helena & Phillips County**.

Thanks to a \$75,000 grant from the Walton Family Foundation, Thrive will be able to offer the Spring 2019 semester of this program to local students at **absolutely no cost to their schools or families**.



EAST students in the booth they designed for the annual EAST Conference, held in Hot Springs in March. Senior Courvoisiea Harris, center, was awarded the Difference Maker Coin, which is reserved for just 100 students out of over 3000 in attendance.

## PROGRAM UPDATES

Throughout eight seasons in Downtown Helena, the **Cherry Street Fair** has become a beloved summertime tradition within the Helena community. Between the 2017-2018 seasons, Thrive was able to **successfully transition the bulk of CSF operations** to a group of dedicated community volunteers, which will ensure the event's sustainability in the future.

The **Helena Entrepreneur Center** and the **Helena Start-Up Program** have served **over 500 aspiring business owners** in Helena and Phillips County since 2010, resulting in upwards of **75 new or expanded businesses** throughout our area. Thanks to an ongoing partnership with the **Phillips Community College of the University of Arkansas**, the HEC continues to provide area entrepreneurs and non-profits with **free office space and utilities**, while our free 6-week business classes for local entrepreneurs have transitioned from a twice-yearly schedule to interest-based, one-on-one guidance by the Thrive team.

## DESIGN SERVICES UPDATE

Throughout the state of Arkansas and beyond, Thrive continues to offer **high-quality, competitive marketing design to small businesses, cities, chambers of commerce, regional development entities, and other organizations**. We're proud that our years of experience as a mission-driven design firm in Helena have uniquely qualified us to work with other like-minded groups that are moving their communities forward. By working in close strategic partnership with each of our clients — whether it's a small business that's just starting up or an entire school district — we are ready and able to **address their specific individual needs, anticipate their challenges, and create beautiful, effective tools to help them reach their goals**.

Residents and visitors relax on a sunny Saturday evening during the Cherry Street Fair. In addition to live music, local craft and food vendors, and activities for kids, this particular event also featured a classic car show.



After many years of catering from her home kitchen, local business owner Rosie Moss and her family were able to open a physical location in Helena in 2017. Thrive was honored to help celebrate this occasion by designing all-new branding materials and helping to apply them to the building's exterior.



Formed in 2018, the Lower Mississippi River Foundation is committed to preserving the wild sanctity and natural beauty of the Mighty Mississippi through education. Inspired by their own experiences with the river, Thrive designers created a brand that combines natural, recreational, and Native American design elements.

## FINANCIALS

Calculated on a cash-basis

### 2017 OPERATING REVENUES

Contributions & Grants	\$84,658
Program Services	\$231,033
Total operating revenues	\$315,691

Beginning of Year Net Assets	\$57,689
End of Year Net Assets	\$63,782
Increase in Net Assets:	\$6,093

### 2017 OPERATING EXPENSES

Salaries/Benefits/Taxes	\$166,249
Program Services/Supporting Services/Operating	\$143,349
Total operating expenses	\$309,598

2018 Projected Operating Expenses:	\$375,000
2019 Anticipated Operating Expenses:	\$425,000

## THANK YOU, DONORS!

### HEROES \$25,001-\$50,000

Clinton Family Foundation  
Phillips Community College of the  
University of Arkansas

### GAME CHANGERS \$10,001-\$25,000

Windgate Foundation

### PATRIOTS \$5,001-\$10,000

Arkansas Arts Council

### CHAMPIONS \$1,000-\$5,000

Helena Advertising & Promotions Commission  
Marty Chenault  
Carolyn & Jerry Staley

### SUSTAINERS \$251-\$500

Angie Greer  
Centerpoint Energy  
John & Ann King  
Donald Munro  
Munro Foundation

### LEADERS \$101-\$250

Kathy & Rob Carr  
Cricket Wireless

### SUPPORTERS \$51-\$100

AIGA Northwest Arkansas  
Martha Alman  
Bill & Lanie Brandon  
Chuck Davis  
Munnie & Henry Jordan  
Elizabeth Speck Kern  
R & EP Rentals  
Phyllis Steidle  
Pat Wheeler  
Betsy & Ed Pat Wright

### FRIENDS \$0-\$50

Christopher Ashby  
Dennis Delk  
Doug Friedlander  
Jean Foust  
Helena West Helena Rotary Club  
Philip Jamison  
Barb & Eugene Levy  
Frank Migliorelli  
Amara Miles  
Barb Shull  
Steve Toney