THRIVE DESIGNS OPPORTUNITY IN IMPOVERISHED
REGIONS OF RURAL AMERICA BY INCREASING ECONOMIC
MOBILITY AND DECREASING RURAL BRAIN DRAIN.

Thrive is five! Since 2009, we have greatly enjoyed serving in Helena, Arkansas, as we have worked to develop an innovative, rural poverty-relief model: the Thrive Center.

2014 has been a very exciting year for Thrive. We welcomed Design Fellow Laura Miller, began an internship program to help us expand our services throughout the Mississippi River Delta region, trained 30 entrepreneurs, and brought over 3,000 participants to the monthly Cherry Street Fair festivals.

We need financial support from you who share our vision of eradicating rural poverty. Please make a donation online at thrivecenter.org or by sending a check to Thrive at 310 Cherry Street, Helena, AR 72342.

Thank You,

Will Staley  Terrance Clark

IN THE SPOTLIGHT!

Local tenants of the Helena Entrepreneur Center, Jan Feldman and Misti Staley, have partnered with the Thrive team to design and produce a series of high-end furniture products made from local reclaimed wood. Their business is called Reclaimed Helena.

www.reclaimedhelena.org

Shelley Haynes and Wesley King of Shelwes Tool and Body continue to ride a wave of success since winning 2nd place in the Best New Products category at the annual National SEMA show in Las Vegas in 2013.

www.shelwes.com
In partnership with Phillips Community College of the University of Arkansas, Thrive operates the Helena Entrepreneur Center, which offers eight weeks of free business classes, two years of office and manufacturing space, one-on-one business counseling, and design services. To date, 100 aspiring entrepreneurs have completed the class, yielding 18 new or expanded businesses.

HELENA ENTREPRENEUR CENTER

Over the last five years, Thrive has initiated programs with community partners in an effort to increase economic mobility and decrease rural brain drain. Thrive’s focus on designing new opportunities with and for the people of the Delta has produced outstanding results.

HELENA COMMUNITY GARDEN

Working in partnership with the Helena Health Foundation, the HCG focuses on advocating healthy living and teaching local youth how to grow fruits and vegetables. In late 2014, Thrive hired a full-time Arkansas GardenCorps service member for two years to direct garden remediation and create programming that will provide outdoor classroom space to K-6 teachers and students.

CHERRY STREET FAIR / HELENA SECOND SATURDAYS

In partnership with the Arkansas Delta Arts Partnership, Thrive launched Helena Second Saturdays—an arts-focused, monthly street fair that has grown to welcome an average of 500 attendees each month since its inception in 2010. A diverse mix of residents, tourists, families, and children celebrate the music, food, art, and culture that have shaped the extraordinary region that is the Delta.
To increase voter awareness and improve the quality of elected leadership, Thrive has partnered with the Phillips County Chamber of Commerce to create an online and printed Voter’s Guide that presents the responses of candidates to a standard series of questions. The responses are printed exactly as provided by the candidates, thus enabling voters to make informed decisions at the polls.

**PHILLIPS COUNTY VOTER GUIDE**

NEIGHBORHOOD ASSOCIATION SYSTEM / CRIME PREVENTION

Thrive partnered with local community members to design and implement an adaptable model for Neighborhood Associations that will expand throughout Helena in 2015. To date, citizens of the Beech Street Historic District have gathered multiple times, neighborhood watch signs have been installed, and the goal of making Helena’s streets safer for residents is ever closer to being achieved.

**GRAPHIC DESIGN SERVICES**

Thrive’s design staff creates low-cost marketing tools for clients of all types and sizes. These below-market-rate design services are a win-win: they lower operating expenses for clients, and provide an extra revenue stream to help fund Thrive programs.

Do you or a company you know need a new website, logo, brochure, annual report, or video production? Thrive would love to provide your design services.
2013 OPERATING REVENUES
Contributions: $87,188.34
Grants: $83,976.41
Program Services: $24,267.57
Total operating revenues: $195,332.32

2013 OPERATING EXPENSES
Salaries/Benefits/Taxes: $114,248.57
Program Services: $31,466.10
Supporting Services/Operating: $20,213.69
Total operating expenses: $165,928.36

NET ASSETS AT DECEMBER 31, 2012: $19,266.00
NET ASSETS AT DECEMBER 31, 2013: $43,715.07
INCREASE IN NET ASSETS: $24,449.07

The information above was derived from Thrive’s audited financial statements, which were audited by Marty R. Chenault CPA, of Houston, TX. In his opinion, Thrive’s 2013 financial statements and accounting procedures are presented fairly in all respects and are in accordance with accounting principles generally accepted in the United States.

2014 PROJECTED OPERATING EXPENSES $181,400

2015 ANTICIPATED OPERATING EXPENSES: $208,550

Salaries, Benefits, Taxes 59%
Program Services 19%
Supporting Services/Operating 22%
THANK YOU, DONORS!

HEROES $25-$50,000
The Clinton Family Foundation

GAME CHANGERS $10-$25,000
Southern Bancorp Community Partners
HUD Rural Investment Fund

Patriots $5001-$10,000
Arkansas Delta Arts Partnership
Arkansas Arts Council
Arkansas General Improvement Fund

CHAMPIONS $1001-$5000
Arkansas Community Foundation
Delta Cultural Center
Helena-West Helena A&P
H&M Lumber
Hickory Hill Pharmacy
Marty and Karla Chenault
Jerry and Carolyn Staley
Southern Bancorp

ADVOCATES $501-$1000
NORAC
Lynn and Dana Chadwick
Economy Drug
Envirotech
Hargraves Insurance Agency
Sharon Hefflin
Helena Marine Services
Ludwig Distributing
Mid Delta Community Services
Ophelia Polk Moore Trust
Phillips Community College of U of A
Teach For America Arkansas

SUSTAINERS $251-$500
Briggs Center for Faith and Action
Delta Regional Animal Hospital
Hays Grocery
Horner Appraisals
King Farms
Smith Insurance Agency
Sherwin Williams

LEADERS $101-$250
Scott Curran
John Dalencourt
Doug Friedlander
Paul Leopoulou
Suzanne McCommon
Nicole and Patrick Cherubini Purcell
Pizza Hut

SUPPORTERS $51-$100
Doug Friedlander
Ray Higgins
Mike and Cary Jimerson
John & Kelly King
Paul and Linda Leopoulou
Don Staley

FRIENDS $25-$50
A to Z Mart
Christopher Ashby
John Bennett
Jean Foust
Randy & Teri Greiner
Messina’s Wine and Spirits
Deborah McAfee
Bonnie Shackleford
Luke & Jamie VanDeWalle

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