2015 was a very exciting year for Thrive. Through a partnership with the University of Arkansas, we began the Design For Good internship program to help more entrepreneurs throughout the Mississippi Delta region. We also set in motion the final piece of our Thrive Center rural poverty relief model, the Thrive Arts Residency program, which will catalyze day-to-day activity at the Thrive Center and help foster a cluster of artists and galleries downtown—a strategy we believe will eventually lead to overall community beautification, tourism, and re-investment.

Since November 2009, we have enjoyed living and working in the Delta as we strive to create sustainable programs that address rural poverty and promote economic development. If you believe in our vision, you can help us by donating at thrivecenter.org or by mail at 310 Cherry Street, Helena, Arkansas, 72342.

Thank You,

Will Staley  Terrance Clark

IN THE NEWS

Thrive Arts Residency
The Thrive Arts Residency program will be launched in July of 2016 and will host 6 artist residents from the region over six months. Thrive was awarded a $100,000 Our Town grant from the National Endowment for the Arts to pilot the program over two years.

Above, 4,300 sq. ft. studio space
Below, 9,000 sq. ft. woodshop/maker space

UofA Partnership
Thrive has partnered with the Graphic Design Department at the University of Arkansas to create the Design For Good Thrive Summer internship, which allows design students to work one-on-one with local start-up businesses to design effective marketing tools.

Left, Ann Tran, the first UofA Graphic Design Department Design For Good summer intern helping promote the Cherry Street Fair in Helena, Arkansas

Laura Miller, Will Staley, Terrance Clark, and Abby Carr pictured during the Top Dog donor and partner thank you party held in November of 2015
PERSONAL STRIDES IN STARTING UP

The Helena Start-up Program works to create jobs and increase quality of life in Phillips County, Arkansas by providing technical training and marketing design to entrepreneurs. Since 2010, The HSP has been made possible through a partnership between the Phillips Community College of The University of Arkansas and Thrive. To date, the yearly HSP 7-week class has served over 140 unique class participants and launched or assisted 25 local businesses.

VERONICA DAVIS

As owner of Ridgeline Construction, LLC, Veronica Davis operates her business in Helena-West Helena with her husband. After completing the 7-week Helena Start Up Program class, Veronica took advantage of the full marketing design package offered by Thrive, including logo design, website design, and various other marketing materials.

COMMUNITY PRIDE MATTERS

Thriving communities place a high value on the importance of quality of life improvements. These communities recognize that people simply want things to do. That's why Thrive has placed equal importance on programs like the Cherry Street Fair, The Helena Community Garden, and the newly created Thrive Arts Residency—not only helping to foster a community environment that will attract new residents and investments, but creating lasting positive memories for children of all socioeconomic backgrounds.
LAURA MILLER & KELLI BLACK
Laura Miller (left), a graphic designer at Thrive, invited her friend Kelli Black (right) to Helena and they have launched a screen printing non-profit, making use of the resources of the Thrive Center's screen printing studio and wood shop. They plan to make Helena home for the time being and be a part of a blossoming arts community downtown.

NOLAN DEAN
Nolan hails from Texas and moved to Helena to be with his new bride. As a filmmaker, Nolan can work from anywhere. Nolan attended the Helena Start-Up program to help him shape his business plan for his latest film and has recently graduated out of the Thrive Center offices and into a private office on Cherry Street.

CHERRY STREET FAIR
Started in 2010 as an arts walk, The Cherry Street Fair (CSF) has transformed over the years into exactly what our community requested—a block party that encourages the people of Helena to come together and celebrate the cultural riches of the Delta. The CSF has grown its attendance to an average of 600 people per event over 6 seasons and has been a major factor in Historic Downtown Helena’s renaissance.

HELENA COMMUNITY GARDEN
In 2014, The Helena Community Garden was adopted from a partnering non-profit in hopes of molding it into a financially sustainable project. Now in full operation, Thrive has partnered with the Arkansas GardenCorps and the Helena Health Foundation to create an outdoor space that is both a source for locally-grown produce and an engaging learning center for local schools.

DESIGN SERVICES ON THE MOVE
2015 was a year of recognition within the regional design industry, as Thrive took home multiple ADDY awards and a Special Judges Award for Best in Graphic Design at the 2015 ADDY Awards. As the financial engine that helps the Thrive team design community programs, the Design Services model helps to fund staffing while simultaneously assisting regional non-profits to implement their missions and small businesses to enter the marketplace prepared for success.
FINANCIALS

2014 OPERATING REVENUES
Contributions: $34,815
Grants: $106,455
Program Services: $49,022
Total operating revenues: $190,292

2014 OPERATING EXPENSES
Salaries/Benefits/Taxes: $110,621
Program Services: $37,799
Supporting Services/Operating: $30,482
Total operating expenses: $178,902

NET ASSETS AT DECEMBER 31, 2013: $37,302
NET ASSETS AT DECEMBER 31, 2014: $48,692
INCREASE IN NET ASSETS: $11,390

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 2014 financial statements and accounting procedures are presented fairly in all respects and are in accordance with accounting principles generally accepted in the United States.

2015 PROJECTED OPERATING EXPENSES: $198,400

2016 ANTICIPATED OPERATING EXPENSES: $298,950

- Salaries, Benefits, Taxes 52%
- Program Services 37%
- Supporting Services/Operating 12%
THANK YOU, DONORS!

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

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

CHAMPIONS $1001-$5,000
- Arkansas Community Foundation
- Delta Cultural Center
- Marty and Karla Chenault
- Double Quick
- Doughboy Pools
- Envirotech
- Bettye and Dick Hendrix
- Helena-West Helena A&P
- Hickory Hill Pharmacy
- Phillips County Community Foundation
- Southern Bancorp

ADVOCATES $501-$1,000
- Hargraves Insurance Agency
- Helena Marine Services
- Ludwig Distributing
- Mid Delta Community Services
- NORAC
- Ophelia Polk Moore Trust
- Phillips Community College of U of A
- St. John’s Episcopal

SUSTAINERS $251-$500
- Ernest & Cathy Cunningham
- Delta Regional Animal Hospital
- Economy Drug
- Angie Greer
- Hays Grocery
- Hornor Appraisals
- Anne & John King Jr.
- King Farms
- Smith Insurance Agency
- Jerry and Carolyn Staley
- Yolanda Wallace

LEADERS $101-$250
- Vivianne and Antoine Ajarrista
- Scott Curran
- Charles Davis
- Rabbi Joseph Edelheit
- Entergy
- Doug Friedlander
- H&M Lumber
- Munnie Jordan
- Paul Leopoulous
- Pizza Hut
- Pat Roberson
- Sherwin Williams of Helena

SUPPORTERS $51-$100
- Charles and Martha Alman
- Akemi Blanchard
- Bill & Lanie Brandon
- David Danehower
- Chintan Desai
- John & Kelly King III
- Sharon Heflin
- Judith Moses
- Walter and Benner Morris
- Anne Lea Patterson
- Charles D Roscopf
- Bob Wright
- Messina’s Wine and Spirits

FRIENDS $0-$50
- John Bennett
- Kathy and Rob Carr
- Matthew & Cortneigh Colburn
- Hollin Dwiggins
- Jean Foust
- Randy & Terri Greiner
- Philip Harvey
- Bobjbeer & Rabbi Gene Levy
- Matt Linford in Honor of Ashley Ruth Linford
- Jerry Maudlin
- Suzii Paynter
- Travis Starkey
- Deborah and Jerry McAfee
- Luke & Jaime Vandewalle