2016 was a year of laying new groundwork for the Thrive rural community development model. From expanding our branding services to be able to assist more rural communities to operating an art and design residency program in Helena, Thrive has been blossoming and our mission to design opportunity in rural America is being implemented in a way unique to the skill set of Thrive.

To commemorate our new areas of focus, Thrive has unveiled a new logo that can be seen on the cover. The addition of the flag symbolizes the importance of teamwork within communities. In many cases a flag or logo can be a symbol that unites a team or divides it. In all our work, we strive to unite. It’s the only sure-fire strategy towards growth that we’ve encountered and it’s a major Thrive value.

We hope that you are on our team as we design programs that address rural poverty in the Delta region of the United States. 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,

Terrance & Abby Clark and Will Staley

IN THE NEWS

Residency 2.0

After testing the concept of an artist residency in 2016, a new strategy has been launched in partnership with Helena-West Helena Public Schools. Beginning in the 2017-18 school year, four Design Mentors will work within the EAST classroom making themselves available to student teams working on designs for their community.

Thrive Gallery

Physically attached to the Thrive Design offices, the Thrive Gallery offers year-round programming on Cherry Street featuring local artist exhibitions. The goal of the Thrive Gallery is to provide locals and visitors access to the arts and to provide art lovers with opportunities to purchase local art.
ART, DESIGN AND THE ECONOMY

With newly awarded financial support from the Windgate Family Foundation, Thrive was able to successfully operate the Thrive Arts Residency—a six month program with the goals of nurturing a local arts community, attracting new community members, and providing students with job skills. Our first class included Kelli Black, Matthew Cardenas, Erin Lorenzen, Laura Miller, Haynes Riley and Cameron Spencer.

Working with over 300 children and youth, Thrive Arts Residents worked at area elementary schools, organized an after school program at the Boys and Girls Club, and painted murals around the city.

INCUBATING COMMUNITY PRIDE

Heading into it's seventh season, the Cherry Street Fair has provided hours of fun to the Helena, Arkansas community and visitors. Made possible by logistical and financial support from the Delta Cultural Center, the Helena-West Helena Advertising and Promotions Commission and many local corporate sponsors, the Fair has served an average of 500 visitors per event and become a community institution that children look forward to each year. The Fair also serves as a test market for many aspiring entrepreneurs such as Moss Catering who used the venue to be able to launch a brick and mortar establishment in Helena-West Helena.
PROVIDING ACCESS TO THE SYSTEM

The first Thrive initiative, The Helena Start-Up Program, is in its eighth year of providing small business assistance. Consisting of a free three-week course that is designed to provide access to a network of Arkansas-based small business technical assistance providers, the HSP has seen more than 300 people take the classes and gain more insight from industry professionals.

Featured small business, Rosie’s Diner, is an example of a small business that has taken advantage of many of Thrive’s services—including the Cherry Street Fair test market, The Helena Start Up Program class, and the local small business marketing package.

TAKING INSIGHT TO RURAL CITIES

2016 marked the first year that Thrive began securing larger branding packages for rural cities. Thrive takes its expertise from working within Helena and offers insights to communities in the process of rebranding. By paying special attention to all community stakeholders, getting to know community members, and joining goal teams, Thrive is viewed not just as a service provider, but a partner.

The featured client is the City of Lonoke, Arkansas. Over the course of many months, the Thrive team joined with the Kick-Start Lonoke marketing goal team to create a logo, website and marketing campaign that would propel the city into the future as a city that values community.
FINANCIALS

2015 OPERATING REVENUES
Contributions & Grants: $149,113
Program Services: $43,836
Total operating revenues: $192,949

2015 OPERATING EXPENSES
Salaries/Benefits/Taxes: $99,951
Program Services: $60,554
Supporting Services/Operating: $18,244
Total operating expenses: $178,749

NET ASSETS AT DECEMBER 31, 2014: $48,692
NET ASSETS AT DECEMBER 31, 2015: $62,892
INCREASE IN NET ASSETS: $14,200

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.

2016 PROJECTED OPERATING EXPENSES: $230,900

2017 ANTICIPATED OPERATING EXPENSES: $250,000

Salaries, Benefits, Taxes 41%
Program Services 52%
Supporting Services/Operating 7%
THANK YOU, DONORS!

HEROES $25-$50,000
Clinton Family Foundation
National Endowment for the Arts
Phillips Community College of the University of Arkansas

GAME CHANGERS $10,000-$25,000
Windgate Charitable Foundation

PATRIOTS $5000-$10,000
Arkansas Arts Council
Arkansas Delta Arts Partnership
Arkansas General Improvement Fund

CHAMPIONS $1000-$5,000
Arkansas Community Foundation
Ernest & Cathy Cunningham
Marty Chenault
Envirotech
Doughboy Pools
Sharon Heffin
HWH Advertising Promotions Commission
KIPP Delta Public Schools
Mid Delta Community Services
Southern Bancorp
St. John's Episcopal Church / OPM Trust

ADVOCATES $501-$1,000
Helena Marine
NORAC Chemical

SUSTAINERS $251-$500
Briggs Family Center
Pat Crase
Delta Regional Animal Hospital
James Frazier
Angie B Greer
Hargraves Insurance
Helena Regional Medical Center
King Farms
John & Anne King
Roller-Citizen's Funeral Home
Smith Insurance

LEADERS $101-$250
Economy Drug
Doug Friedlander & Anna Skorupa
H&M Lumber
Blanche Lincoln
Terry Minchow Proffitt
Kathleen Quinlen
Carolyn & Jerry Staley

SUPPORTERS $51-$100
Kathleen Bell
Bill & Lanie Brandon
Kathy & Robb Carr
Bernie & Christina Crowley
Beth Echols
Ray & Judy Higgins
Philip Jamison
Mary Lambert
Debby & Jerry McAfee
Judith Moses
Billie & Skip Rutherford
Bonnie Shackelford
Ed Pat & Betsy Wright

FRIENDS $0-$50
Monica Bennett CPA
Callie Brandon
Jean Foust
Terri Greiner
Dixie Kline
Gene Levy
Howard Newsome
Riley Porter
Traci Roesbery
Barbara Shull
Steve Toney