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

2017-2016 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.

STUDENT PROJECT AREAS OF EMPHASIS

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

EAST PROGRAM ENROLLMENT AT CENTRAL HIGH

<table>
<thead>
<tr>
<th>2017-18</th>
<th>2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>20</td>
</tr>
</tbody>
</table>

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

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**NEW PROGRAM ADDITIONS IN 2018–2019**

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**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.

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**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.
**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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Contributions &amp; Grants</td>
<td>$84,658</td>
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<tr>
<td>Program Services</td>
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<tr>
<td><strong>Total operating revenues</strong></td>
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<tr>
<td><strong>Beginning of Year Net Assets</strong></td>
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<tr>
<td><strong>End of Year Net Assets</strong></td>
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<td><strong>Increase in Net Assets:</strong></td>
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### 2017 OPERATING EXPENSES

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<td>Salaries/Benefits/Taxes</td>
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<td>Program Services/Supporting</td>
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<td>Services/Operating</td>
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<td><strong>Total operating expenses</strong></td>
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<td><strong>2018 Projected Operating Expenses:</strong></td>
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<tr>
<td><strong>2019 Anticipated Operating Expenses:</strong></td>
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</tbody>
</table>

## 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
- ALGA 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