


IMPACT REPORT 2021

STRONGER TOGETHER



thrive

PLANTING HOPE.
HARVESTING CHANGE.

A young boy in a grey sweatshirt with a red stripe on the sleeve and blue pants is smiling at the camera while holding a wooden-handled hoe. He is in a field with rows of young green plants. In the background, another person in a red shirt is bent over working, and a third person is partially visible further back. The sky is overcast.

We believe that there will be a day
when every person on the planet has
access to food and natural nutrition. A
day when we can feed the world
abundantly and sustainably, renewing
the soil and our atmosphere.



Our vision is to empower 1 million people by 2025 in the developing world to lead healthy and sustainable lives by training them to grow nutritious and income-generating whole foods.

FOOD SECURITY – A GLOBAL IMPERATIVE

Dear Friends and Partners,

Like many other organizations and businesses, Thrive had to pivot and innovate over the last two years to continue our work, programs and impact. This growth mindset has expanded our reach and scalability and helped us lay down an incredible foundation in 2021.

However, I have never seen the need for food security as pressing as today. Supply chain issues, shipping challenges, restrictions and war have created a global situation where food security for the most marginalized and impoverished is at severe risk. To deliver an even more crushing blow, the disruption of grain production and fertilizer from Ukraine, which produces nearly 20% of global exports, will have disastrous impacts.

Unfortunately, these impacts will be devastating for the 2 billion people worldwide, including 1 in every 3 children, who are already malnourished. They face day-to-day challenges of travelling miles to food sources, worrying about when and where their next meal will come from and missing school because they are hungry or sick. Orphanages, schools, churches, communities and prisons are often surrounded by acres of unused land that could be cultivated and transformed into nourishing gardens. All that is needed is the knowledge, simple tools and seeds to grow healthy, nutritious, disease-fighting foods. This is how we can help.

2021 was a banner year for us as we launched a pilot project with our first major partner - Food for the Hungry. It's certainly rare for charities to partner on this level, but we believe that the future scale of Thrive's Life Gardens will be through partnerships. Upon completion, we were thoroughly impressed with the impact results of both organizations' collaborative efforts, which will serve as a basis for many more partnerships. When charities work together, we can form waves of impact. Simply put, we are stronger together.

In addition, we launched efforts in Ethiopia, Cambodia, India and South Africa that will see exponential growth of Life Gardens and people fed in 2022.

Considering the volatility in the world and threats to food security, the marginalized and those living in poverty need solutions to sustainable, healthy, nutritious food now. Every day this is what drives our team to continue scaling our impact.

Thank you for being part of this journey. There is great hope which wouldn't be possible without individuals like you.

With gratitude,



James Woller
International Executive Director



GLOBAL TRANSFORMATION THROUGH PARTNERSHIPS – FOOD FOR THE HUNGRY



Communities worldwide need nutrition, health and strong immunities now, more than ever.

Since 2010 Thrive for Good has been training and equipping communities to grow Life Gardens - organic gardens dense with highly-nutritious crops and medicinal plants. Our approach primarily focused on developing internal

Thrive trainers who then worked within selected communities in developing countries.

But we wanted to do more. We wanted to expand our reach and recognized that the quickest and most effective strategy would be to work with partners engaged in 'asset-based' community development and enhance their agricultural training to 'double down' on nutritional food's importance.

Food for the Hungry (FH), a Christian non-profit organization dedicated to ending poverty one community at a time, was a natural fit to launch our first pilot project through a partnership. FH walks alongside the most vulnerable communities throughout the developing world as they strive toward sustainability. FH is committed to an integrated, holistic approach to development, including priorities such as agriculture, education, health, and gender equality.

In 2021, Thrive and FH Canada worked out a twelve-month pilot project to collectively increase the impact of nutrition in communities by creating new Life Gardens with online tools to leverage the efforts.

We chose to work within four countries listed in the 2020 Global Hunger Index as countries with serious micronutrient deficiencies - Rwanda, Uganda, Cambodia and Ethiopia. Both sides provided training and equipment to grow Life Gardens, tested the online Thrive Institute and trained twenty-four Growing Health Champions (GHC).

The results are powerful- in just 12 months:

47

Community garden projects were created
(Cambodia 13, Ethiopia 13, Uganda 12, Rwanda 9)

1,361

Double dug garden
beds were cultivated

\$28,298

The monthly value of
meals produced

5,055

People are growing and
eating healthy food

74,469

Meals are being
produced monthly

67.7%

Projects are generating income
from selling surplus



**FOOD FOR
THE HUNGRY**

WE ARE STRONGER TOGETHER.

"Last year we did a lot. We organized 11 groups and provided them with improved vegetable seeds and farm tools after attending training. Everything we did was fruitful. The members of communities benefited from the project. The farmers were selling onion and garlic to the local market. They developed income for their families. Organic food preparation became highly practiced in the area. The more I learn, the more I contribute to community development and improve the livelihood of the targeted communities. Thank you so much, and God bless you."

Abera Shagrdi

"My family and my grandchildren used to suffer from marasmus disease. We learned from the Thrive trainers how to change our diet from white foods to green food. Now my children are so healthy."

Mary Khisa



"Since we started this project my family never went to bed hungry again. We have enough food from our gardens."

Brisila Irabonga

"I used to work hard to sustain my family, and went to Thrive. Trainers came and helped us establish the gardens. We are no longer hungry and my family is happy eating healthy food. Sickness is away from my family."

Tabitha Gashoya



"We used to purchase Greens and vegetables from the market but after we initiated the (Feyine Terano 2) Project, We produced more greens and vegetables for consumption and also sold the surplus to generate income. We no longer buy greens and vegetables cutting the cost of buying from the market."

Brian Mabonga

"After I attended the [Thrive] training, I introduced and applied my newly developed skills at home. This has helped to cut the cost of buying food, and I'm able to pay my children's school fees from the sale of the produce."

Samwel Lorup



EXPANDING THRIVE S IMPACT WITH POWERFUL PARTNERSHIPS

We believe that through collaboration with powerful partners, we can do more to impact the lives of the vulnerable. When we partner with other organizations that share a mutual vision and mission to empower the poor, we're able to expand our work to reach more communities and help more people escape the generational cycle of poverty.

THIS YEAR THRIVE PARTNERED WITH THE FOLLOWING CORPORATE SPONSORS



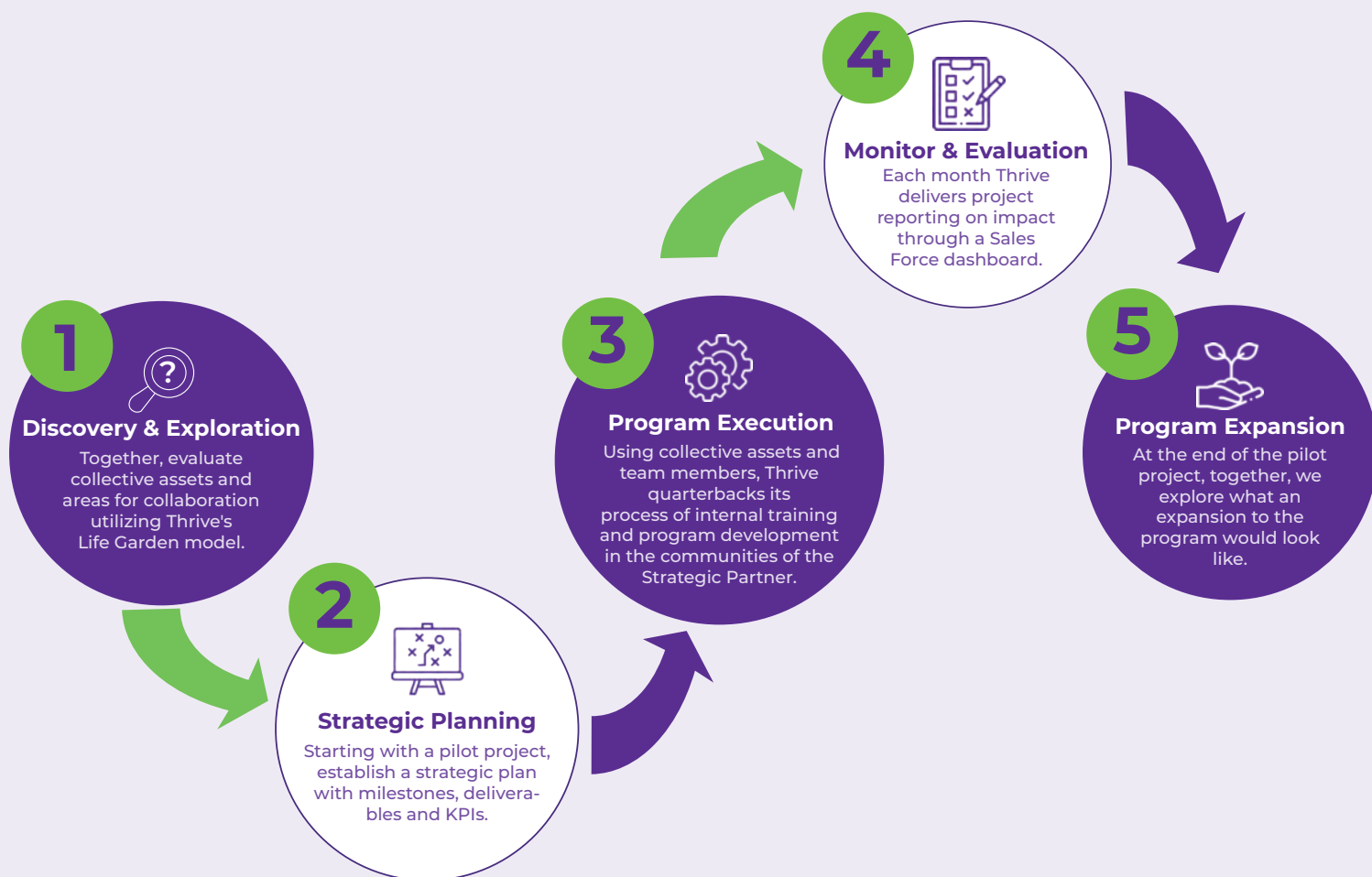
THIS YEAR THRIVE PARTNERED WITH THE FOLLOWING CONTRIBUTING PARTNERS



THIS YEAR THRIVE PARTNERED WITH THE FOLLOWING STRATEGIC PARTNERS



OUR PARTNERSHIP PROCESS



THRIVE ON KILIMANJARO

THE CLIMB FOR 5,000 LIFE GARDENS

Extreme poverty and food insecurity have dramatically increased due to COVID-19, and the sharpest rise has been in Africa. That's why 68-year-old Dale Bolton (co-founder of Thrive for Good and Natural Calm Canada) decided that 2021 was the year to climb Mt. Kilimanjaro - all in the name of charity. And he did.

On September 21, 2021, after a grueling 5-day climb, Dale and the rest of the Thrive Team successfully reached the summit of Africa's highest mountain!

They were climbing as part of Thrive's ambitious fundraising campaign, Thrive on Kilimanjaro, to create awareness and raise \$500,000 - enough to plant 5,000 Life Gardens and impact 200,000 people. They were climbing to be part of the solution to end poverty. They were climbing to help spark global change.

The in-person climb of Kilimanjaro was part of a hybrid virtual and live fundraising campaign, Thrive on Kilimanjaro, which successfully raised \$507,808, smashing the ambitious financial goal! Thank you to everyone who participated!

"It was tough climbing," said Ambrose Mootian, the Executive Director for Thrive for Good, Kenya. "But when I thought of the reason behind the campaign, I felt more energized. Knowing that getting to the summit would help raise funds to bring more change to our communities gave me strength to push to the top!"





Accompanying the Thrive team to the summit was Canadian Filmmaker Nate Slaco who filmed the story along the seven-day Machame route and has created an impactful documentary film to be shown worldwide.

"Climbing Kilimanjaro was one of the biggest highs, spiritually, physically, and relationally as we worked together to reach the summit," said Dale. "The mountain completely emptied us and filled us up at the same time. Climbing Kilimanjaro represents our commitment to Africa and to our goal of planting 5,000 Life Gardens. It is an indication of overcoming obstacles, and pushing through challenges, the same way we can all work together to assist in eliminating extreme poverty."

We want to thank our sponsors: Vita, St. Francis Herb Farm, Brightmark, Nelson & Kraft, and Kaci, for their unwavering support of this event. In addition, a tremendous thank you to Natural Calm Canada for their offer to match all donations up to \$250,000!

We will be running a similar campaign and climb in 2022 so stay tuned!



THRIVE S IMPACT

\$7.5 M

in Sustainable Food Produced

39,000

Double Dug Garden Beds

65,536

Individuals Lifted out of Poverty
by Life Gardens

700

Total Active Life Garden
Projects

8

Total Number of Partnerships

15 M

Meals Produced through Life
Gardens

62%

Of Projects are Sustainable

3,559

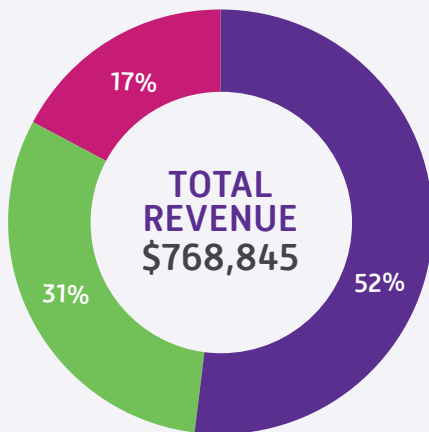
New Learners Accessing Thrive
Institute's Online Training

FINANCIAL SUMMARY

Global transformation and change wouldn't be possible without you.

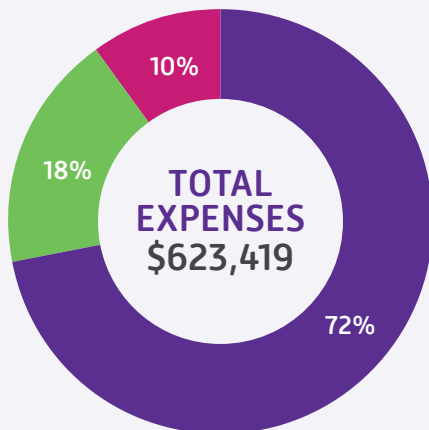
We are so grateful for all our donors and partners

THANK YOU!



DONATIONS:

- Individuals: **\$400,437** | 52%
- Corporate Donations: **\$238,778** | 31%
- Foundations: **\$129,630** | 17%



FUND STEWARDSHIP:

- Program Research, Development, and Implementation: **\$448,542** | 72%
- Administration: **\$110,011** | 18%
- Fundraising: **\$64,866** | 10%

"There are so many causes I'd love to give to. When I chose Thrive, it was because I'd seen the power of nutrition in my own life. Now, as a mother, it has new meaning. I know my donation is giving other mothers something that can't be taken away – the knowledge and skills not just to keep their kids alive, against the odds, but to give them a better life."

Anna

THANK YOU FOR BEING A WORLD CHANGER.



www.thriveforgood.org
Charity: #861028298 RC001

thrive  PLANTING HOPE.
HARVESTING CHANGE.