

2022

IMPACT REPORT

Double the Impact

thrive





I have a young family. Due to poverty, food shortage and lack of knowledge, I had only one meal a day. Fortunately, after the Thrive initiative, I have more than enough food. I sell the surplus to help meet other needs as we grow healthy as a family.

- Carolyn Rogo



A Year Like No Other

Dear friends and partners,

This year, we have all felt and experienced higher living costs as food prices, gas, and essentials continue to increase.

In the last two years, the number of people facing, or at risk of, acute food insecurity increased from 135 million in 53 countries pre-pandemic to 345 million in 82 countries today.

Fuelled by conflict, climate shocks and the COVID-19 pandemic, the crisis escalates as the war in Ukraine drives up the costs of food, fuel and fertilizers. Millions of people struggle to put food on the table and are driven closer to starvation.

Although I am overwhelmed and shocked by how severe the global food crisis is, I am more confident than ever that with your help, Thrive can play an important role in providing a long-term solution to the current food crisis.

Communities who need a solution for hidden hunger learn a sustainable model for growing life-giving gardens. They learn to teach others the same methods, so this low-cost, organic solution for growing health can spread exponentially from community to community.

I am honoured and humbled to be part of an organization like Thrive for Good that has shown it can effectively 'scale up' its impact while keeping your hard-earned donations directly impacting those that need it most.

Because of you, every critical impact metric doubled in 2022, including the number of people trained, the number of gardens and the nutritious food generated. Communities need Life Gardens now more than ever. Their life depends on it. This wouldn't have been possible without the generous donations of supporters like you.

The Thrive model for ending hidden hunger and poverty has been proven in over 1,000 communities changing the lives of over 120,000 people forever.

2022 was a year marked by exponential growth for Thrive. We more than doubled our partnerships and expanded to 7 additional countries.

Thank you so much for your continued generosity that provides families and communities with the knowledge, seeds, and tools to grow their food sustainably.



James Woller
International Executive Director

Our Mission

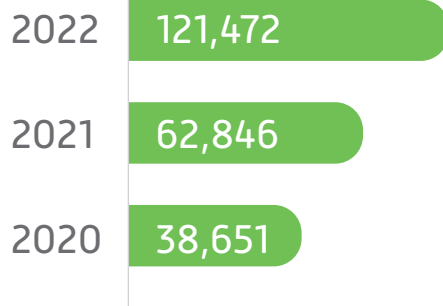
Thrive is spreading a naturally contagious model for growing health, organically. We train and equip communities to create Life Gardens, so they can step out of poverty and teach others to do the same.

Your Impact Doubled

Because of you, every critical impact metric doubled in 2022. Your gift makes a real difference. Thrive programs are low-cost but yield huge results in the lives of people who need help the most.



People eating healthy food



1,094

Community Life Garden Projects

62%
are sustainable



32.4 Million meals produced

\$21 Million value of meals produced
[USD]

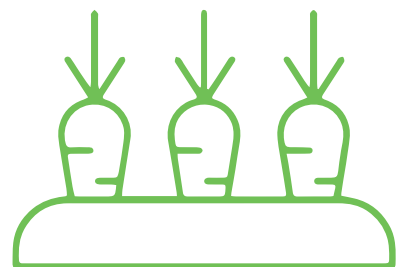
38x return on investment in 2022

5,091

students learning online



in
50+
countries



52,607

Garden beds

Hidden hunger keeps people from escaping extreme poverty. It causes kids to miss school. It keeps adults from work when they're chronically ill. And it orphans too many children.



Kids can grow strong, achieve at school and have a better chance of reaching their fullest potential. Parents can beat the diseases of poverty; when they're healthy, they can work and build better lives for their families.



Expanding Across Borders

Thrive for Good puts nutritional security – not just food security – in the hands of the marginalized. When people have everything they need to grow healthy, disease-fighting foods, they can begin to step out of poverty.



1. Canada
2. USA
3. Liberia
4. Congo

5. Rwanda
6. Burundi
7. Uganda
8. Kenya

9. Ethiopia
10. Tanzania
11. Malawi
12. South Africa

13. India
14. Sri Lanka
15. Cambodia

*countries listed in green are new in 2022

Worldwide:

2 billion people – including 33% of children – aren't getting enough life-giving nutrients to reach their full potential and fight disease.

Sri Lanka

According to the United Nations report, at least 56,000 children in Sri Lanka suffer from acute malnutrition. The latest figures published by the World Food Programme also state that 32 percent of households in Sri Lanka are now food insecure.

South Africa:

In modern-day South Africa, women face a wide range of issues, such as domestic violence, child abuse, HIV/AIDS, unemployment, gender discrimination, and poverty. In addition to the pandemic, high food prices, drought and economic decline have all led to an exacerbated state of food insecurity. At the start of the pandemic in March 2020, the South African government expected 11.8 million people (20% of the analysed population) to be in crisis and in need of urgent assistance.

There will be a day when we get to celebrate the end of hidden hunger. A day when every person on the planet has access not just to food, but to real nutrition. We can't wait to celebrate that day with you.

Food Security Through Partnerships

Thrive has been inundated with partnership requests and opportunities to expand over the last 12 months. Nearly every other month, we are launching in a new country. It is the growing need for food security that passionately drives us.



"We have been looking for a more sustainable approach to our feeding programs for years, and we've finally found it! Our partnership with Thrive for Good has produced incredible results. It brings me so much joy to see communities working together to meet the nutritional needs of families, and it gets even better when those families catch the vision and begin to grow high-quality produce in their own backyards. The team at Thrive for Good are incredibly generous with their time and expertise. Impact Nations is excited to expand our partnership to bring this transformational knowledge to many more communities in the future."



Tim Stewart
CEO - Impact Nations

"The hardest thing

\$254,416 Raised
for families and communities
living on one meal or less a day
to grow their own nutritious
food sustainably.

What images come to mind when you think of East Africa? Blazing heat? Wildebeest and zebra migrating across the savannah? Dhows on the Indian Ocean? The smell of earth as the rains begin?

How about freezing temperatures, high altitudes, wind, and pitch black?

Yeah, not the typical images but this is how I found myself at 1 am on 'summit night' dressed in 6 layers of warm clothes inching my way up a mountain.

A team of 14 climbers came together to climb Mount Kilimanjaro for Thrive for Good, a charity I have been volunteering with for the last 4 years.

The goal was to raise awareness of the food security issues around the globe.

Some of us were friends or colleagues, some of us knew no-one, but by the end firm friendships had been made.

It truly was the journey as well as the destination that brought us together.

Katherine Boggs
Volunteer



I have ever done."

Very few times can you say, "That was the hardest thing I have ever done in my life."

This was the case with our team's summit of Mt. Kilimanjaro last week, raising funds for Thrive for Good.

Half of our team, including our guides, were sick with sinus colds, injuries, and sleep-deprived. When we left at 1 am to begin our final summit of 19,341 ft., I suspect most of us doubted our ability to reach the top successfully.

However, through grit, determination, and perseverance, we fought through the elements and continual feelings of wanting to quit the summit.

Being part of Thrive's Kilimanjaro campaign was an honour, raising funds to bring health and nutrition to more communities worldwide. It certainly was a driving force to us overcoming the odds.

Also, it is amazing to be part of Bolton's Naturals and Natural Calm; both are committed to donating 100% of their profits to fighting world hunger.

James Woller
Executive Director, Thrive for Good



For more information about the Kilimanjaro climb and to watch the documentary visit <https://thriveforgood.org/kilimanjaro/>



Life Gardening Training Online

The Thrive Institute is the first online organic gardening and nutrition course created to decrease hunger and malnutrition in developing countries.

Thrive for Good has been teaching these courses in person since 2008, and in 2020 as a response to the global COVID-19 pandemic, including travel restrictions, community access issues, and group gatherings, our team worked tirelessly to move the training online and make it accessible to everyone in the world.

Since then, we have partnered with a growing number of organizations and utilized the Thrive Institute to deliver training and activate local champions within the partner organization to create nourishing and income-generating gardens to combat hunger, poverty and disease. In addition, to date we have had 5,091 learners from 52 countries join to begin online training.

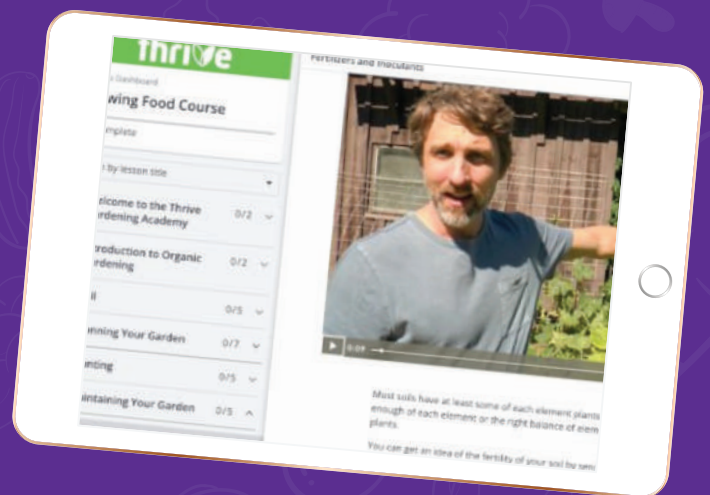
To meet the needs of our partners, in 2022, we translated and more importantly culturally transposed, our online curriculum into:

Spanish, Swahili and Hindi.

From our work around the world, we know that growing organic, nutritious food helps people stay healthier, longer, and regenerates our environment. We also know that with food prices rising dramatically and visible shortages in food supply, more and more people are interested in gardening and growing their own food.

In 2022, the **Thrive Gardening Academy** was launched, as many of our donors asked to take our courses so they could start their own gardens at home and in their communities.

The course contains 46 short videos covering how to plan your garden, prepare your soil, plant and harvest your vegetables, plus, how to prepare those vegetables in the kitchen to improve your health.



Learn step-by-step how to do it right.
<https://thriveforgood.org/free-course/>

"After finishing 40 online courses I got 4 certificates. Today I started to teach my community how to fight against malnutrition through making Life Gardens. I started a 5-day workshop with my community members, we were able to prepare double-dug beds."



A photograph of three men in a rural setting, crouching and planting small green seedlings into the soil. The man on the left is wearing a dark long-sleeved shirt and blue jeans. The man in the middle is wearing a red polo shirt with a small logo. The man on the right is wearing a bright green t-shirt. They are all focused on their task. The background shows lush green trees and a clear sky.

A Refugee Community Rescued from Food Crisis

If the refugee community of Kageyo can develop food and health security, every community can solve hunger and malnutrition.

Since March 2020, one of Thrive's trainers, James Mushinzimana, has been leading change in a remote permanent refugee community in Rwanda called Kageyo.

COVID-19 happened quickly and shut Rwanda down so unexpectedly that many support teams in Kageyo were sent home, and transportation across the country was halted. This meant that no food or supplies could come into the village. Being so remote, Kageyo was unfortunately very low on the list for any support. Kageyo was in a very desperate situation.

Fortunately, James was able to stay in Kageyo. The time was crucial, as seeds needed to be planted before the rainy season ended. James decided the best approach was to build a large community garden to support the member's needs. With the help of program partners, \$1,000 worth of seeds were delivered to the Kageyo community, who planted them just in time to begin harvesting 2 months later before food shortages escalated.

To date, James has created the following impact:

- 74 Life Garden projects.
- 2,207 double-dug garden beds, 749 keyhole gardens and 73 sack gardens.
- 3,662 people eating healthy, nutritious, disease-fighting food.
- 1.46 million meals produced annually, valued at USD \$949,189.
- Artemisia is being grown in every project to help fight against malaria and other life-threatening diseases.
- 68 Life Garden projects are generating income by selling their surplus and saving money through a technique called table banking. Community and family members are now able to purchase needed household items like mattresses, pots and bricks for kitchen gardens.

With so much growth of Life Gardens in the community, James hasn't been able to keep up on his own. In 2022, he trained four Growing Health Champions to help scale the impact in the community.

Now community members' regular meals consisting primarily of corn and rice have been replaced with vegetables high in nutrition and disease-fighting elements.

Watch the 
Kageyo video

<https://youtu.be/ekbvmfBV9z8>



Penny Oleksiak

Canada's most decorated Olympian in history and World Champion Swimmer is helping to end malnutrition and hidden hunger.

Penny Oleksiak gained international recognition after winning four medals – one gold, one silver, and two bronze – at the 2016 Olympic Games in Rio de Janeiro. At the Tokyo 2020 Games, she won three medals (one silver and two bronze), officially making her the most decorated Canadian Olympian of all time.



Photo: Ilich Mejia

She has partnered with our two foundational corporate partners, Natural Calm Canada and Bolton's Naturals. And in 2022, Penny became an ambassador for Thrive for Good to help fight against the global food crisis.

"Without nutrition," said Oleksiak, "I couldn't have achieved my goals. Too many Canadians and people around the world are not living their best lives because of poor nutrition. Natural Calm and Thrive for Good are helping to change that."

In August, Penny booked her flights to Africa to climb Mount Kilimanjaro with the Thrive team, excited to raise money and create waves of change for communities living in poverty. Unfortunately, just weeks before the climb, she tore her meniscus. Although she wasn't able to climb, she shared her passion for the cause and **raised over \$35,000 for families in need.**



"Founders Linda and Dale Bolton are working to educate people to do the best they can with what they are able to do," says Penny. "You don't see that approach very often. They invited me for dinner. It was so natural. I'm kind of terrified of big spectacles. They are wholesome — that's my vibe. We had a home cooked meal. They are super amazing and were so welcoming. I had the best time. They've been teaching me about the world, and how to help those who need it."

You are Making a Difference

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

- Samwel L.

"I have been very sick with malaria and high blood pressure for the last 5 years. When Thrive trainers were having a 5-day workshop with the single mothers within my community, I took the opportunity to attend, and I learned how food can be your medicine and medicine can be your food. I used to take tablets for high blood pressure every 3 days, but for the last 3 months I have been using artemisia teas every day, and I am feeling better, no more buying tablets. My children and the entire family are taking artemisia teas, and we have seen a big change in their health."

- Emmanuel K.

"We used to buy vegetables from the market, but since the Thrive trainers have educated us, we are now growing our vegetables from our gardens. My children and the entire family are so healthy now because we are harvesting fresh, organic vegetables from our gardens. Sickness is staying far away from my family now."

- Hellen B.



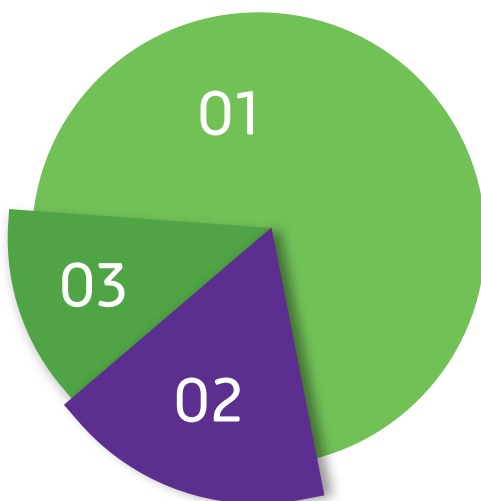
Thrive is an extremely lean-running organization utilizing virtual platforms and partnerships to keep expenses low and going to our primary focus: Life Gardens.

100% of your donation brings nutrition and health to those in need.

Here's how Thrive allocates its revenues during the fiscal year:

Early in Thrive's foundation, Natural Calm Canada and Bolton's Naturals committed to donating 100% of their profits to fund our administration, operating and fundraising costs.

This allows 100% of your donation to provide the knowledge, seeds, tools and supplies to empower communities and families to grow their own food.



100% of your donations goes to Life Garden Projects

01 73% goes directly to building sustainable communities

This covers the costs of our trainers, seeds, supplies and tools needed for a community to start their own Life Garden.

02 16% Admin & Operating Costs

required to deliver our training that empowers families and communities to grow an abundance of healthy, disease-fighting foods.

03 11% Marketing & Fundraising

Used to continually promote the transformative message and initiatives of Thrive and our Life Gardens model.

Every USD \$15 donated provides the training, seeds and simple tools needed for 1 person to grow organic, nutritious food for a lifetime.

Let's break that down...

On average, a Thrive community Life Garden uses $\frac{1}{4}$ acre of land. The garden is made up of approximately 40-60 garden beds that are 5ft wide by 20ft long. Each Life Garden project produces enough nutritious food to feed approximately 50 people with half the daily calories they need.

To build a sustainable garden project...

\$250

start-up costs

for supplies, seeds, and tools needed to prepare and plant the gardens, dig the garden beds, plant starter seeds and care for the crops.

\$225

initial training

of the community members through practical workshops and visits by a Thrive Organic Agricultural Trainer.

\$275

ongoing training

for the entire year training the community on table-banking and income generation as they work towards sustainability.

Total cost **\$750 USD**

\$750 for one garden that touches 50 lives equals to \$15 USD to impact one person's life



40 garden beds feed up to 50 people



With a \$15 donation, 1 person is empowered for life...



Nutrition: To collect the greens, coloured vegetables, and alliums to include them in their meals



Health: To harvest the medicinal plants to help fight off life-threatening diseases



Sustainability: To grow and sell surplus to help cover the costs of needed tools and seeds, making the project sustainable



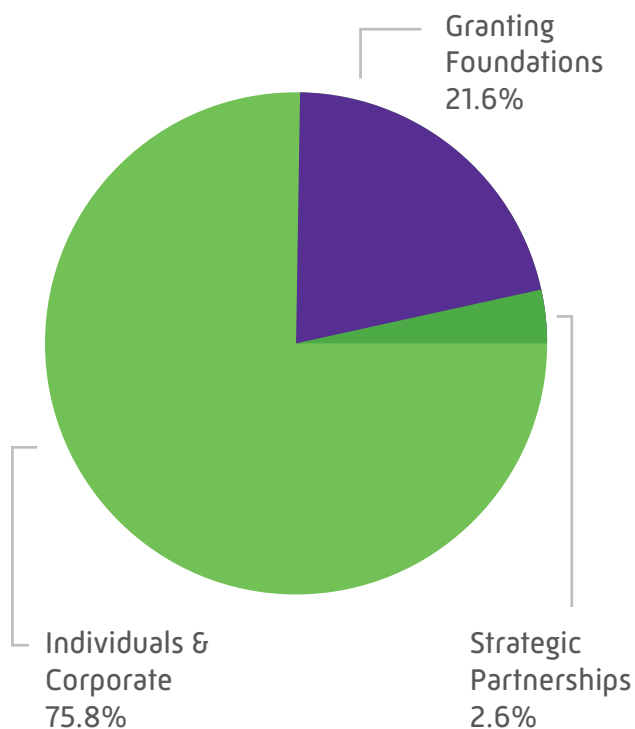
Cost efficiency: To practice seed saving techniques, in order to reduce costs and grow healthier and stronger plants each year

Empowering people
with equal access to
nutrition.



2022

Financials



Total Revenue
\$753,192

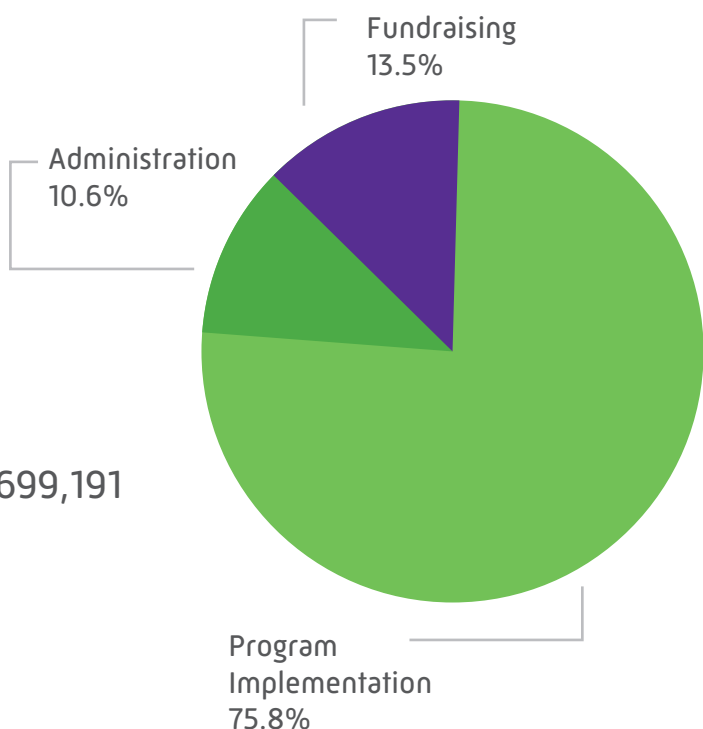
Donations

- Individuals & Corporate: \$570,669
- Granting Foundations: \$162,839
- Strategic Partnerships: \$19,684

Total Expenses
\$921,824

Fund Stewardship

- Program Implementation: \$699,191
- Administration: \$98,065
- Fundraising: \$124,568



Thank you

2023 will be the most ambitious year in our history.

Join us at thriveforgood.org



thrive