



thrive

# 2024 IMPACT REPORT

From Seeds to Self-Sufficiency



## Problem

Hidden hunger refers to a chronic deficiency of essential nutrients. It occurs when people survive on low-cost foods that don't provide enough nutrition to prevent disease.

The world grows more food than ever. Fewer people go hungry. Yet, billions of people cannot afford the nutritious foods necessary for their health.

Low-nutrient foods (rice, corn, wheat, and other starchy staples) are the cheapest calories for families living below the poverty line. These diets meet basic calorie needs but at the cost of serious micronutrient deficiencies.

Even in farming communities, people grow low-nutrient crops because they are cheap, reliable, and easy to store.

There's a high health cost associated with low-nutrient diets. Diets low in healthy plant-sourced foods are estimated to be the leading cause of illness, chronic diseases, and premature death.

Hidden hunger creates a cycle of poverty that affects generations.

When adults and children are often sick, families lose income due to missing work.

In most low-income countries, people have to pay out-of-pocket for medical treatments, and those costs compound the problems of poverty. Families often take on high-interest loans or forgo other essentials, such as healthy food.

## Solution

Thrive for Good is on a mission to end hidden hunger and poverty.

Our solution is simple: We help people to grow their own nutritious food sustainably. Thrive provides training, simple tools, and starter seeds—the essentials for growing healthy, disease-fighting foods—for a lifetime cost of only \$15 USD per person.

The outcomes are transformative. Families get ahead. Children flourish and reach their potential. People have hope for a better future.



## Thrive's Vision

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

To watch a 2-minute overview video of Thrive, please scan this QR Code or visit <https://thriveforgood.org/2-minute-video/>



# Letter from Our Executive Director

Dear friends and partners,

As I reflect on this past year, I am filled with gratitude for all that we have accomplished together in our mission to empower communities, families, and new generations through garden training. This Impact Report is a testament to a simple but powerful truth: real change begins when people show up for one another.

**And you did. I saw you—our Thrive community—faithfully walking alongside us, fueling this work with your generosity, passion, and belief in a better future.**

This report offers a snapshot of what we've achieved together over the past year. The numbers matter, but it's the stories that reveal the deeper transformation—how access to nutritious food is the spark that ignites lasting health, dignity, and hope in communities around the world.

One of the major milestones in 2024 was the launch of our largest partnership to date, with Compassion Canada, which is now reaching over 15,000 people. In addition, we nearly doubled our number of program partners, which remains the foundation of our growth and impact. These collaborations are not just multiplying our reach—they are creating ripple effects of change.

While 2024 was a challenging year for many not-for-profits, marked by financial uncertainty and a difficult global economic outlook, I was deeply encouraged by the continued outpouring of support for Thrive's mission. Thanks to you, we were not only able to sustain our momentum but also expand into new communities in need.

As you read through the following pages, I hope you're inspired by the lives being changed and reminded that you are an essential part of this movement. Together, we are planting hope and harvesting change—one Life Garden at a time.



**James Woller**  
International Executive Director

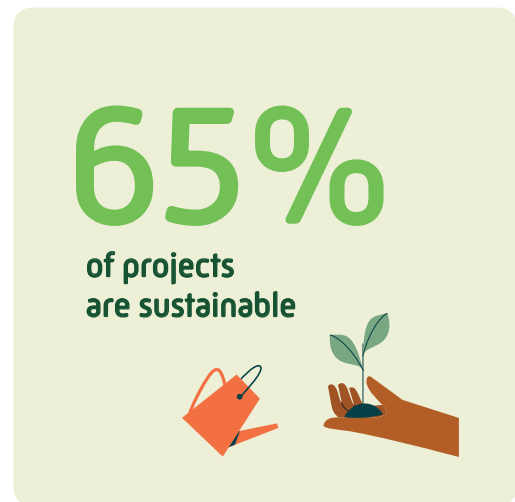


# 2024 Impact Metrics

As we look back on our impact last year, we are deeply grateful for the remarkable difference made by our generous donors, steadfast partners, and engaged community members.

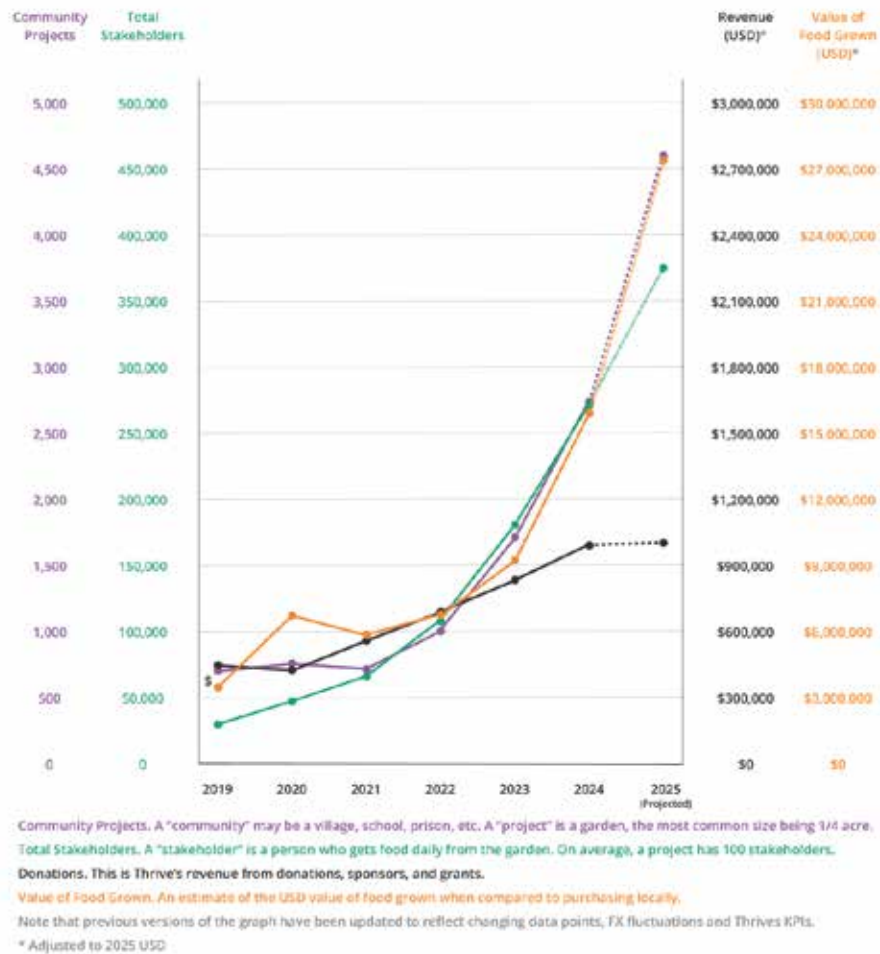
Your support has continued to empower people to grow their own food, addressing far more than immediate hunger concerns. You've helped create pathways to lasting self-sufficiency and health.

Throughout the year, families have not only grown their own essential nutrition but have also built life-giving expertise, income, and dignity in their capacity to sustain themselves and their communities.



# Exponential Growth & Impact

We are excited to share a compelling narrative of growth emerging from Thrive's community projects. Our impact metrics continue to demonstrate exponential growth, while the required financial resources remain comparatively consistent. This trend highlights Thrive's operational efficiency, demonstrating an increased return on investment where each dollar invested generates a greater impact.



Translated to a common baseline, Thrive's growth is even more impressive: since 2019, the number of projects has increased by more than 6X, the amount of food grown has increased by more than 9X, and the number of stakeholders we've helped has increased by more than 12X. Yet our budget has increased by less than 3X.

Thrive strives to make increasingly efficient use of our donors' resources. For example, as shown below, Thrive's budget cost per project has decreased by 73% since 2021, while its cost per stakeholder has declined by 69%.





# Partnership With Compassion

Written by Sacha Bunting, Institutional Partnerships and Programs Manager for Compassion Canada

In early 2025, I had a wonderful opportunity to visit the communities in which Compassion Kenya has implemented agricultural projects for caregivers utilizing Thrive For Good's training. Prior to this trip, I had some ideas regarding Thrive For Good's approach, but seeing it in practice truly changed my perspective on how transformative it can be.

Our team spent a week with our local project managers, churches, and caregivers. We visited demonstration gardens and home gardens to get a complete picture of how this project is changing lives. Here are three breakthrough project markers I noticed:

## Gender Empowerment

Our partnership project aimed to facilitate agricultural training for caregivers, most of whom are women. Every caregiver I spoke with stated that this project has given them hope and a voice. It gave them an education to not only provide for their families with nutritional support, it created an opportunity for them to earn an income and have more economic freedom. By having their own economic means, these women were empowered to make changes in their families to lift them out of poverty.

## Community Building

In each location, a group of 15 caregivers would gather in a savings group to identify and address the community's needs. In these communities, many neighbours were asking questions on how to start their own gardens. This allowed the skills gained in this project to be shared, and it turned into a catalyst for community change. Lastly, we connected with a few caregivers who were able to sell their produce to local schools. This allowed students at the school to receive more well-balanced, nutrient-dense meals.

## Making Food Available and Affordable:

Community leaders often stated that, before this initiative, nutrient-rich food was not readily available in local markets throughout the year. Thrive For Good's techniques educated caregivers on how to best source seeds, plant for greater yields, and adapt to climate change. Due to better crop yields, we heard that these foods were more affordable for purchase at the market, which allowed for more families to have more nutrient-rich diets.

Overall, I was truly impressed by this project and believe the techniques used by Thrive For Good are essential for sustainable development.

## Impacts from Thrive's partnership with Compassion

- 2,824 family gardens
- 15,947 people eating healthy food
- \$167,937 USD value of food grown every month



# 4X Growth in India

In India and Sri Lanka, we saw significant growth throughout 2024, expanding our reach nearly 4x from 3,273 individuals eating nutritious food from 39 community garden projects at the beginning of the year to 166 communities providing food to over 14,000 people by year-end. We went from growing a value of \$7,500 USD per month to \$26,725 by the end of the year.

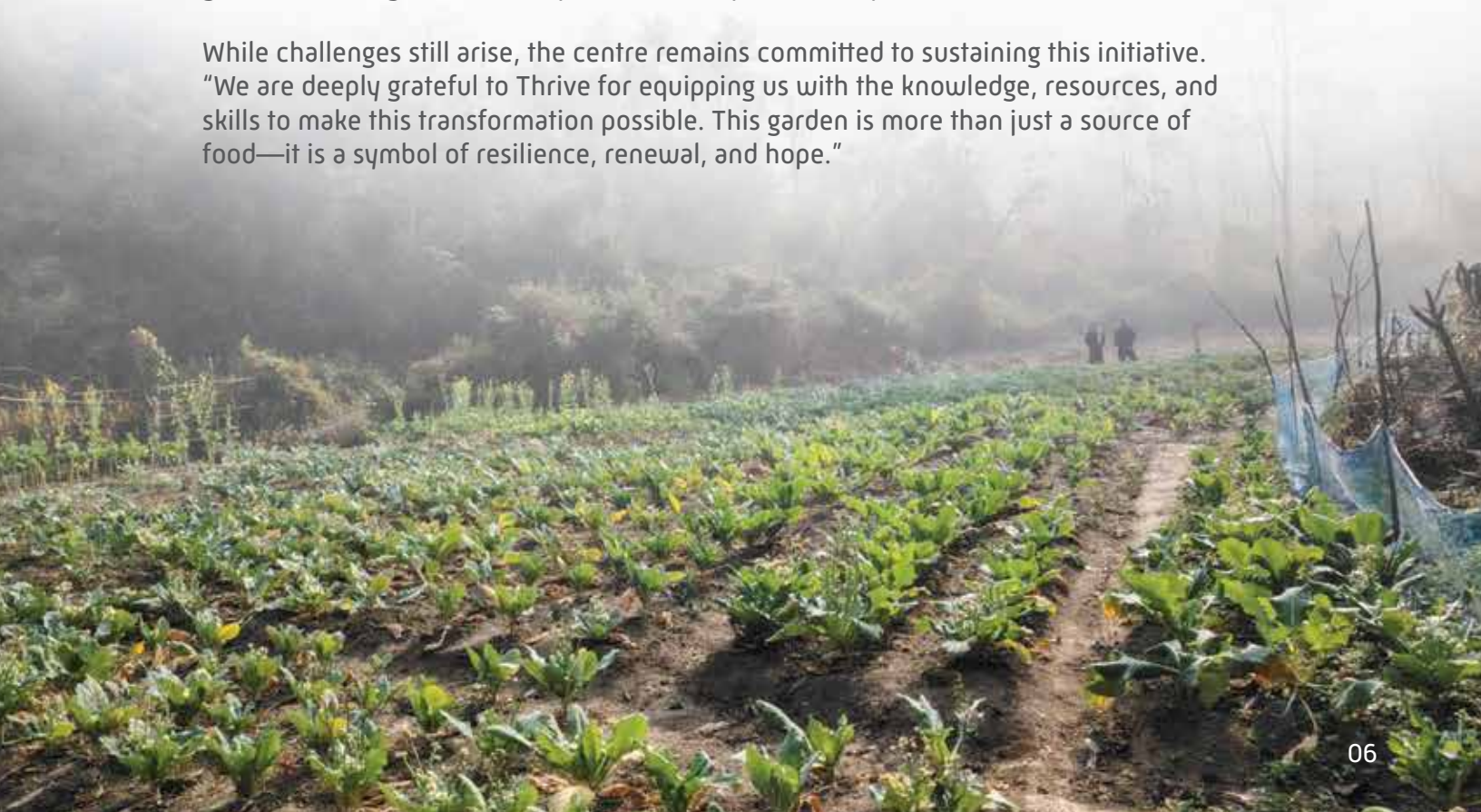
One of these projects is at Lifeway Foundation Rehabilitation Centre, where providing enough green vegetables to feed the inmates was a constant challenge, said Mr. Paominlen Karong, the Manager of the centre.

"However, with the support of Thrive, we found a sustainable solution to our struggle." With Thrive's training and guidance, the centre established its own Life Garden, allowing them to cultivate fresh, nutritious vegetables on site. This initiative not only ensures a steady supply of food but also fosters self-reliance, reducing their dependence on external sources.

"Today, we are completely self-sufficient in meeting our vegetable needs," Mr. Karong shared. "The garden has transformed the quality of our meals, providing nutrient-rich produce that boosts inmates' immune systems and accelerates their recovery process." Beyond nutrition, the Life Garden has become a source of therapy and purpose for the inmates. Engaging in gardening helps them develop a sense of responsibility, patience, and hope—critical elements in their journey toward healing and rehabilitation.

Thrive's support extended beyond training. "They provided us not only with the knowledge but also with essential resources like seeds and tools. The battery-operated water pump they supplied was a game-changer, allowing us to efficiently water our dry garden, ensuring healthier crops and a more productive yield."

While challenges still arise, the centre remains committed to sustaining this initiative. "We are deeply grateful to Thrive for equipping us with the knowledge, resources, and skills to make this transformation possible. This garden is more than just a source of food—it is a symbol of resilience, renewal, and hope."





# Eswatini

## Laying a Strong Foundation for the Future

In 2024, Thrive for Good made significant strides in Eswatini, laying the groundwork for a lasting national impact. We had hoped to formalize our partnership with the government to strategically begin a national expansion. However, building a national movement in a country like Eswatini takes time, trust, and infrastructure—and that's what we began to work on and into 2025.

We established Thrive Eswatini as a legally registered entity, built a strong local team—including a full-time Country Coordinator, Master Trainer, and five Organic Agricultural Trainers—and secured critical government approval. Thrive is now officially recognized and included in Eswatini's national food security plan, giving us the platform to scale our Life Garden model across the country in the years ahead.

In parallel, we invested in deep, strategic partnerships to support future expansion. We engaged with the Center for Financial Inclusion (CFI) under the Ministry of Finance and worked alongside the Ministries of Agriculture, Tinkhundla, and Health to prepare a national rollout plan that trains local mentors already embedded within the government. We also joined forces with the World Vegetable Center (WorldVeg) through their Taiwan-Africa Vegetable Initiative, which will see nutrient-rich traditional vegetables integrated into Thrive's Life Gardens.

In addition, Thrive partnered with Challenge Ministries Swaziland (CMS), which aims to establish 60 rural ICBC (In Community By Community) sites. We've already trained representatives from 34 of them. And in partnership with the Diocese of Eswatini, Thrive trained leaders at 14 National Care Points.

The groundwork laid in 2024 has positioned us well. We are now ready to begin work on formalizing key partnerships and cascading Thrive's proven model across Eswatini.





# Our Work in South Africa



Our team in South Africa was hard at work in 2024, training more communities on the life-giving transformation gardens offer. We expanded our reach from 2,676 individuals eating nutritious food from 22 community garden projects at the beginning of the year to 7,338 people getting food from 65 gardens by year-end. We went from growing a value of \$6,500 USD per month to \$17,700 by the end of the year.

Many of these projects are in South Africa's Eastern Cape province, which has some of the highest unemployment and food insecurity rates in the world. On the expanded definition, 47.6% of the working age population is unemployed, while 51% or 3,672,000 people live with moderate to severe food insecurity.

Early in 2024, Thrive for Good South Africa partnered with an instrumental partner, The Small Projects Foundation, to train and equip 12 champions to cascade training throughout Buffalo City. In just seven months, they launched 23 Life Garden Projects, which are providing food to 3,692 community stakeholders.

The Small Projects Foundation (SPF) is a non-profit that has been operating since 1988. The Foundation has been a major contributor to development in the Eastern Cape over this period, with specific emphasis on identifying critical constraints, establishing pilot projects, and later replicating these pilots into programs that become self-sustainable.

Over the last 37 years, SPF has grown into a powerhouse for change with involvement in 159 Clinics, 150 Schools, 37 Early Childhood Development Centers, and nearly 60,000 young women.

Together, Thrive and SPF have commenced a mapping exercise across all regions in the Eastern Cape to systematically bring disease-fighting foods to communities that need it most.



# Seeds of Change in Malawi's Refugee Camp

Written by Laura Dobrowolski, Executive Director of the International Association for Refugees Canada

At a time when resources in the humanitarian world are contracting, the partnership between IAFR Canada and Thrive for Good is proving to be vital. In Malawi's Dzaleka Refugee Camp, the World Food Programme has just scaled back its distribution to 2 USD per month. To say that people are hungry in this camp of over 50,000 is an understatement.

Despite the increasing challenges year over year, with strong leadership and a committed team, the gardens are flourishing, and stories of hope and resilience abound. The initial plot was in a poor location—the ground was rock-hard and had too much foot traffic, roaming animals, and limited water. But the team persisted, training new cohorts every few months until that initial plot was fully cultivated.

School teachers and church leaders joined the trainings and cultivated the land around their educational institutions and houses of worship. Most recently, teachers from two of the largest UNHCR schools within the camp have been trained, farming all around their schools and establishing gardening clubs among the students.

What was being demonstrated again and again, to much amazement, was the ability to grow healthy, nutrient-dense vegetables and disease-fighting plants without the use of chemicals and fertilizers. Gardeners and their family members began reporting a significant change in their overall health.

But even more than this is the re-humanizing effect of being able to grow your own food – what a gift! One of the core garden trainers shared how, as a widow, she felt she had nothing to contribute to the survival and well-being of her family. With the gardens, she has now become the main provider of sustenance and has gone on to train many others with this important life skill. She stands tall and confident today, alongside the rest of the Life Garden team, who are now dreaming, planning, and strategizing how to equip and train more of their neighbours to grow good food.

## Impacts from Thrive's partnership with IAFR

- 4 community gardens across the camp
- 589 people eating healthy food
- \$2,491 USD value of food grown every month





# Program Partners

Over the past year, Thrive for Good has continued expanding our reach and impact by working with partners. We've further confirmed that the most efficient way to empower communities is through partnerships with organizations already established those communities.

While collaboration is rare in the nonprofit sector due to the complexity of aligning diverse organizational missions and approaches, at Thrive for Good, we remain convinced that strategic partnerships are essential to scaling our impact effectively.

Our relationships with exceptional partners such as Compassion, IAFR, and Hoffnungsträger have been instrumental in doubling our partnership network in 2024, growing from 47 organizations to 95.

## A Few of Our Current Program Partners:



"Thrive and Charis became partners in 2019. Over the years, we've watched them grow, we've watched them mature, and we've watched them expand. They're one of our catalytic partners, and by that, I mean that they make other charities better. Just about any charity that's involved in operating at a holistic community development level would be made better by partnering with Thrive. And we love that. When we provide funds to Thrive, we're helping not just Thrive, we're helping all of their charity partners as well."

**Peter Roebbelen**  
**President, The Charis Foundation**

**“I first heard about Thrive through a five-day Workshop hosted at Ya Bana Children’s Village, which introduced us to invaluable knowledge and resources. Before participating, we lacked the necessary tools and understanding to establish a successful garden project. However, through Thrive, we received essential gardening tools and seedlings to start our journey.**

The Thrive training has made a significant impact on our garden project in multiple ways. The training provided us with better techniques for growing organic vegetables, including soil preparation and natural pest control methods. With proper guidance, we now produce healthier and more abundant crops, significantly improving our harvests. We have adopted eco-friendly practices that reduce waste and promote self-sufficiency in our garden. The project has created opportunities for selling organic vegetables, providing an additional source of income for our community.

Beyond these tangible benefits, I can personally testify to the broader impact Thrive has had on our community. The training has enabled us to educate others about the benefits of organic farming, thereby fostering a culture of knowledge sharing and self-reliance. With access to fresh, organic produce, we are promoting healthier eating habits within our community, improving overall well-being.

Thrive is truly making a difference by empowering communities with sustainable gardening skills! Their dedication to organic farming, environmental sustainability, and food security is inspiring. It is incredible to see how their training helps individuals and communities grow healthier, more nutritious food while promoting eco-friendly practices. Keep up the great work, Thrive —your impact is invaluable!”

### ***Sammy Makhubela***

Thrive Trainer: Zadile Mashaba  
Location: Soshanguve, Pretoria,  
Gauteng, South Africa





# Kilimanjaro

## We Climbed for Change And Reached New Heights – Again

In 2024, a team of volunteers, donors, and supporters of Thrive stood on the summit of Mount Kilimanjaro—5,895 metres (19,340 feet) above sea level—elated they had persevered the treacherous summit. It wasn't just a climb; it was a commitment to a hunger-free world.

Joining our team was Penny Oleksiak, Canada's most decorated Olympian and World Champion Swimmer. Her presence brought powerful attention to our mission, helping us raise vital funds and awareness for families and communities facing food insecurity.

Led by Cynthia Zinsu, our Director of Programs and Partnerships, all 11 climbers reached the summit together, each step representing the struggles and resilience of those we serve.

Meanwhile, back in British Columbia, Thrive's International Executive Director, James Woller, launched his own endurance campaign—running, swimming, biking, and paddleboarding—to rally support and amplify the impact.

Thanks to the generous support of our donors, the campaign raised nearly \$70,000 USD. The funds raised are already being put to work in 2025, launching Thrive Life Gardens in 100 new communities. That means over 5,000 people will gain access to nutritious food, sustainable skills, and renewed hope.



Photo: Ilich Mejia



# Corporate Partners

Corporate Partners continue to be essential in magnifying Thrive's influence on the lives of vulnerable populations. We remain steadfast in our belief that by building relationships with influential organizations that share our vision and commitment to empowering those in poverty, our collective impact is greatly enhanced.

When corporations join forces with Thrive for Good, they gain a distinctive opportunity to create meaningful, lasting change in society while fulfilling their corporate social responsibility objectives.

Through these partnerships, businesses can transcend conventional corporate practices and contribute meaningfully to building a world where vulnerable communities flourish, cultivating a collective commitment to social and economic prosperity.



**Spartan**  
KITCHEN PRODUCTS



sweatcoin

## Sweatcoin



<https://sweatco.in/>

Sweatcoin is one of the top health apps to help people build a walking habit. They allow people to donate some of their points to charities, and in 2024, they raised \$8,000 USD for Thrive for Good. We used this to partner with the non-profit organization InSIDE-North East, a group of youth who provide support to communities experiencing conflict and violence in Northeast India. With Sweatcoin's support, we developed 28 community garden projects that are feeding 1,350 people.

"My name is Hatneikim, and I am a resident of Phaijang village in Manipur. For many years, agriculture was the main source of income for my family. However, over time, unpredictable weather made farming increasingly unprofitable. Everything began to change when Thrive India and InSIDE-North East conducted an organic farming training in our village. I was introduced to sustainable and practical farming techniques like deep soil preparation, composting, and making organic fertilizers.

With hard work and a strong commitment to organic principles, I successfully harvested 200 kilograms of garlic. For the first time in years, I felt a deep sense of purpose—knowing that I was earning a livelihood through clean, sustainable practices. Providing for my children through ethical farming brought me a kind of pride that money alone could never offer. I returned 40 kilograms of garlic seeds from my harvest to the community and sold the remaining 160 kilograms."



# Justea

JusTea offers the first and only farmer-direct tea from Kenya. They partner directly with small-scale tea farming families and communities to ensure that the farmers are paid a fair wage, that they reinvest in the community, and that customers get the freshest, most delicious tea possible.

Since 2019, Thrive for Good has partnered with JusTea to bring health to tea pluckers and community members in Nandi, Kenya, where 1,528 people are now growing their own life-giving foods in 17 community gardens.



"Before the Thrive initiative, I had food-related diseases such as arthritis and brucella. I had to visit a health facility two times a month for drugs that only treated the symptoms. After the initiative, I shifted from dairy products such as milk to plant-based food such as greens, seeds, and fruits. My health problems were completely reversed in a span of six months."

Rebecca Bitok – Member of Sachangwan Group



# Alliance Concrete Pumps

Alliance Concrete Pumps is a manufacturer of truck-mounted concrete boom pumps and serves all markets throughout Canada and the United States.

In early 2024, ACP partnered with Thrive to support the launch of Life Gardens, with the following impacts:

- 47 total garden projects
- 5,127 people eating from the gardens daily
- \$495,000 USD value of food produced annually



Scan to know  
more about  
Alliance Concrete  
Pumps

"My name is Merrystella Waswa, and I am a 40-year-old disabled single woman from the Matunda community. I joined Thrive Community Farmers earlier this year after attending a five-day workshop led by our trainer, David Machimbo.

During the workshop, I saw an opportunity to manage my life through organic farming, which allows me to grow healthy food for myself while also generating income. Since I started this journey, my life has changed significantly. I am now eating nutritious food and earning money from selling the surplus, which has made me more independent—I no longer rely on others for support."

# New Econometrics Project

This year, in Eswatini, we're taking steps to formally evaluate the impact of Thrive for Good's Life Garden programs. This initiative aims to measure how effectively Thrive Life Gardens improve lives across four key areas: Sustainability, Nutrition, Medicine, and Surplus production.

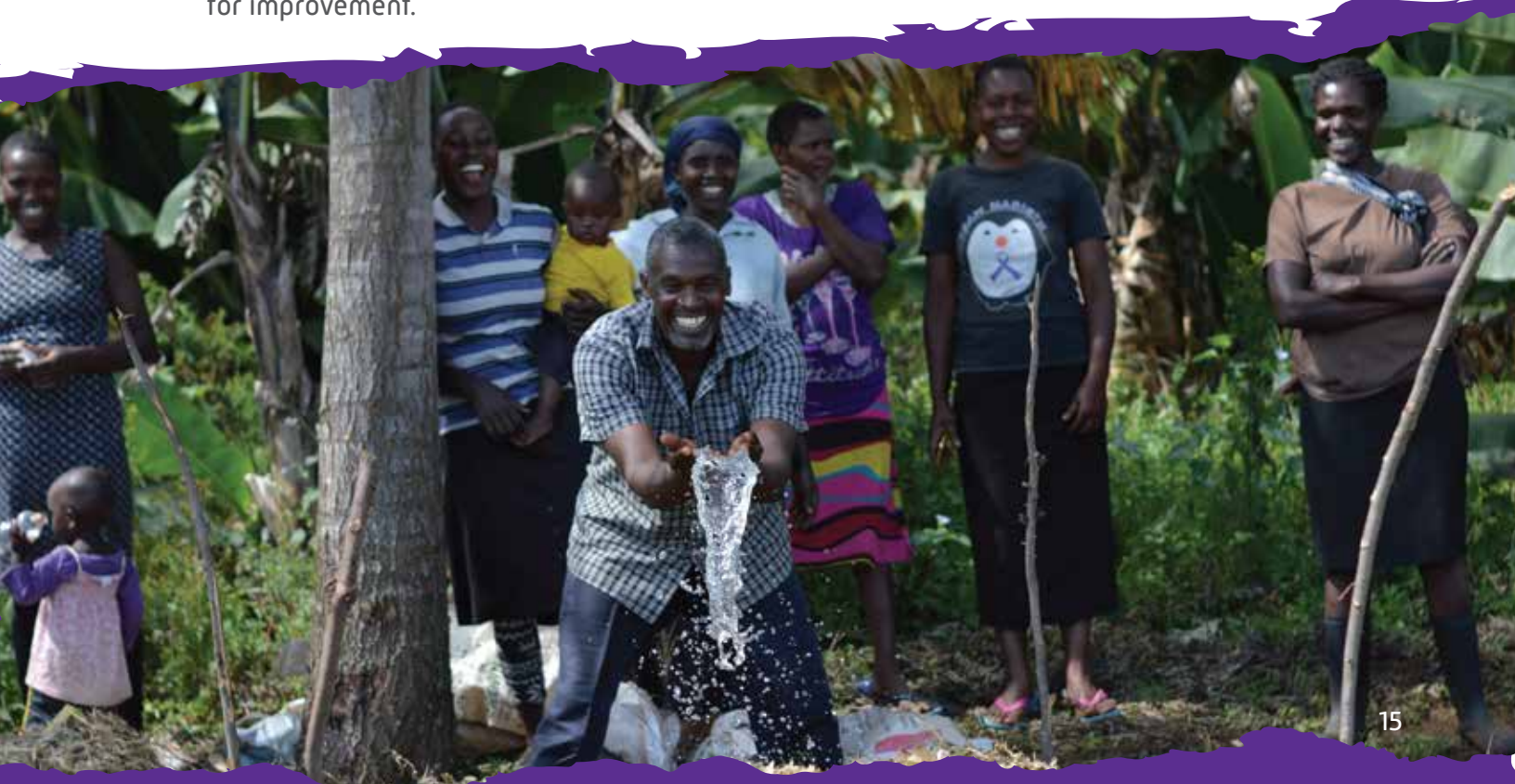
First, economic research experts are defining the project scope and assessing Eswatini's socio-economic conditions. This includes analyzing food security, health statistics, education levels, and market access to establish a baseline for measuring progress.

Second, they're reviewing existing research and literature studies on agriculture, nutrition, and economic development in similar contexts. This helps identify knowledge gaps and develop specific performance indicators for each pillar, such as improved soil quality (Sustainability), increased vegetable consumption (Nutrition), reduced disease rates (Medicine), and higher household income from surplus sales (Surplus).



Finally, the team will design surveys and data collection strategies that capture both numbers and stories. This includes determining sample sizes, establishing control variables, and creating quality assurance measures to ensure accurate data.

By combining rigorous analysis with contextual understanding, this approach aims to provide meaningful insights into program effectiveness while identifying opportunities for improvement.





# Innovation Through Ownership:

## The Launch of Pay It Forward

In 2024, Thrive took an important step forward in reimagining how we grow in both reach and long-term impact. As part of our commitment to sustainability, we began exploring new ways to scale more efficiently while deepening community ownership of each project.

This led to the creation and pilot of our Pay It Forward model—an innovative approach that places more responsibility in the hands of the communities we serve. The goal is simple: equip more people to grow their own food, while building in mechanisms that keep the momentum going.

Through this model, communities are asked to either:

- **Contribute 50% of the cost for tools, seeds, and supplies up front, or**
- **Repay 100% of the initial investment over time, interest-free.**

That repayment is then reinvested to help launch gardens in new communities—literally paying it forward.



This shift helps reduce our cost per project and unlocks new potential for scale. Just as important, we believe that when communities invest in their own success, they take even greater ownership, and outcomes improve.

Throughout 2025, our goal is to launch and pilot over 100 community projects of each model and monitor the results. If successful, Pay It Forward will become a key part of our growth strategy moving forward.



# 2024 Financials

In 2024, Thrive for Good achieved record-breaking results—both in the number of new community garden projects launched and in total funds raised. It was our most successful year to date.

Thanks to the incredible generosity of our supporters, we were able to expand our impact further than ever before. And because our core overhead expenses continue to be fully funded by our corporate and major donors, **100% of every public donation went directly to program costs.**

With this strong foundation, we've been able to plant more Life Gardens, train more community leaders, and bring life-saving nutrition and natural health to more people across the globe.

## Sources of Funds (\$1,250,273)

Individuals	\$728,340
Corporate	\$356,148
Granting Foundations	\$109,838
Strategic Partnerships	\$55,947



## Allocation of Funds (\$1,238,363)

Program Implementation	\$972,244
Administration	\$157,891
Fundraising	\$108,228

## Cash Position:

January 1, 2024	\$203,233
December 31, 2024	\$434,886

To be carried into the next fiscal year for future community projects.

All numbers on this page are CAD.



To read our full 2024 financial audit, please scan this QR Code or visit <https://thriveforgood.org/financials/>

# The Harvest

The Harvest is a dedicated community of monthly donors united in their mission to eliminate hidden hunger and poverty. These committed supporters enable individuals in developing regions to cultivate nutritious, income-generating foods sustainably.

Throughout 2024, the Harvest community empowered **6,508** people to grow their own healthy food.



Each month, members receive exclusive impact reports detailing how their contributions are transforming lives through various Thrive for Good initiatives. These updates include personal success stories from beneficiaries and special benefits reserved solely for Harvest members.

Today, the Harvest community comprises 103 committed monthly donors whose consistent support creates lasting change.

## Every \$15 USD donated

empowers one person to grow their own nutritious food. And when you give monthly, your impact grows.

A gift of \$15 per month supports 12 people each year—providing lasting change, month after month.



## The Harvest

To learn more about the Harvest monthly giving program, please scan this QR code or visit <https://thriveforgood.org/donate/the-harvest/>



# Thank You

Join us at [thriveforgood.org](https://thriveforgood.org)

