



THE PROBLEM: HIDDEN HUNGER

4 out of every 10 people globally can't afford nutritious foods. When people don't get enough nutrients to thrive and prevent disease, they experience "hidden hunger"—a type of malnutrition that affects billions around the world, including half of children under 5. Hidden hunger is a leading cause of illness and premature death. It keeps adults from work and kids from school. It orphans too many children. That's why hidden hunger is a root cause of extreme poverty.

WHO WE ARE

Thrive for Good is a worldwide not-for-profit that works in 20+ countries, helping to provide over 300,000 people with organic agriculture and nutrition training programs. Thrive 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 US \$15 per person.

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

We train communities to grow high-nutrient foods and herbs year-round, with scarce rainfall, utilizing small land plots available to community members.

MISSION

Thrive empowers people who can't afford healthy food to grow their own—in abundance. We train and equip individuals and communities living in poverty to create sustainable, organic gardens for nutrition and income generation.

WHAT IS A LIFE GARDEN?

Life Gardens are organic gardens dense with highly-nutritious crops and medicinal plants. It is a method of growing that doesn't require any chemical inputs such as fertilizers and pesticides.

The Life Garden model uses a bio-intensive approach that focuses on achieving maximum yields from the minimum area of land while simultaneously increasing biodiversity and sustaining soil fertility. Our training focuses on first regenerating the soil through a 'double-dig' approach, utilizing the power of composting and, when planting, using crops to create a 'canopy' to protect the soil and limit the need for water.

Life Gardens can grow year-round and work anywhere there's 100 square feet of soil (the size of a standard living room) and six hours of daily sunlight, even with scarce rainfall (500 mm / 20 inches a year).



PARTNER WITH THRIVE FOR GOOD

LIFE GARDENS CAN CHANGE EVERYTHING

When communities can grow their own nutritious foods, disease rates drop. Children can develop, learn and meet their full potential. Adults can stay healthy enough to provide for their families and generate income by selling surplus from the gardens. Until now, a nutrient-dense diet has seemed out of reach for the poor. But with Life Gardens, anyone can sustainably grow health and earn needed income from their surplus.

We have discovered that the quickest and most effective strategy to provide Life Gardens to more communities is to work with partners already engaged in asset-based community development work. Partners are the doorway to the markets and communities for our services. We have a simple five-step process; exploration, strategic planning, program execution, monitoring/evaluation and program expansion.



HOW THE PARTNERSHIP WORKS

At the core of the partnership is our training and identifying key ambassadors that will cascade the training to their communities. We call these agents of change Growing Health Champions (GHCs).

To do this, we offer both, in-person training and digital training through the internet provided by the Thrive Institute. Once the champions are selected, trained and certified, they are empowered to transfer their knowledge and transition into a 'train-the-trainer' role through hosting 5-day workshops to selected communities.

Thrive not only certifies GHCs and cascades training, but supports and 'walks alongside' each partner. This includes regular meetings and resourcing of best practices to ensure a smooth and successful program.

For a successful program, partners are expected to:

- Identify and select GHCs
- Equip each GHC with a smartphone and required data for reporting
- Empower each GHC to select community members and establish community land required for planting Life Garden (recommended $\frac{1}{4}$ acre per garden = impacts 50 stakeholders)
- For each community, submit online data tracking reports and quarterly narrative reports
- Procure needed tools, seeds and supplies for each Life Garden



THRIVE INSTITUTE - DIGITAL ONLINE TRAINING

One of the key features with Thrive's Life Garden model is the accessibility of the training. The Thrive Institute is the first online training platform that empowers and equips students with the training needed to start 'Life Gardens' and grow nutritious, disease-fighting foods. Learners aren't just taught how to grow nutritious, organic food, they learn how to grow sustainably and generate income from the surplus.

Thrive Institute courses are based on:

- 16+ years of hands-on experience growing health
- Over 1 million hours of training, research and applied practice
- Extensive consulting with world leaders in health and organic growing

** Thrive for Good is able to 'transpose' the curriculum into an additional language and culture if required. Currently our training is offered in English (Sub-Saharan African context), Spanish, Swahili and Hindi.*

KEY FEATURES TO THE THRIVE LIFE GARDENING MODEL



PARTNERSHIP COSTS

Our partnership model at Thrive provides one of the best return on investments (ROI), in a sustainable method. Since 2016 Thrive has partnered with over 50 organizations who have had a **10x return on the program costs**, compared to the value of food grown from Life Gardens.

Partnership Costs (in USD) include the following:

- GHC training certification via Thrive Institute digital, online training, per person - \$250
- Tools, seeds and supplies (dependent on local costs) / per Life Garden - \$225



For large partnerships that involve multiple communities and countries, cost could include:

- Data reporting, M&E collection, ongoing training support / one time cost for entire partnership (per country) - \$2,800
- Program management for goals, facilitation, guidance, oversight / one time cost for entire partnership (per country) - \$3,500
- If required, in person training, via workshops and demonstration - costs dependent on country, travel, accomodation, etc

OVERALL PARTNERSHIP OUTCOMES

Thrive undertakes a 'co-creation' process in which we collectively determine the size, scale and impact outcomes of the partnership. Partnership outcomes are measured by:



of GH Champions fully trained and certified



of Life Garden projects established



of beneficiaries (average of 50 per Life Garden project)



decrease in sick days, doctor visits, and school missed



\$ value of food produced (\$7,500 per Life Garden per year)



communities generating income

SUCCESS STORY: THE IMPACT OF A PARTNERSHIP WITH THRIVE

CASE STUDY: FOOD FOR THE HUNGRY AND THRIVE FOR GOOD

In March 2021, Thrive for Good and Food for the Hungry Canada (FHC) joined efforts and launched a pilot project to support four countries in Africa and Asia.

Through the partnership, both sides committed to providing training and equipping communities to grow Life Gardens: The partnership would enhance, optimize and strengthen FHC's Model Farmer approach by infusing a deep focus on nutrition and bio-intensive farming. In addition, the partnership would serve as the first 'beta' test to validate Thrive for Good's 'proof of concept' of their new online training.

The partnership expanded to 47 communities in four countries that were identified with serious micronutrient deficiencies. Ultimately, the partnership impacted more than 5,000 community members that are now empowered to have healthy, nutritious food from the Life Gardens. Together, the communities produce over \$30,000 USD per month in the value of food with a 10x ROI year over year from the original project cost.

Upon project completion, 98% of those community members indicated they are now aware of vegetable consumption and the effects of inadequate nutrition. In addition, 99% improved their agriculture techniques and soil productivity, and 93% recognized the importance of Life Gardens to feed their families in the long term.

The final pilot project [Impact Assessment Report](#) can be found [here](#).

ARE LIFE GARDENS FOR YOUR COMMUNITY?

Could the members of the communities you work with benefit from having a reliable source of healthy, nutritious, and sustainable food? Are they longing to increase their health and develop immunities through disease-fighting foods? Are they wanting to maximize their yields and increase their profits by growing a surplus? Let's partner together.

“Food for the Hungry Canada is thrilled to be collaborating with Thrive for Good, as their training is deeply relevant to our partner communities. With Thrive's training on growing disease-fighting foods, families not only learn how to improve their health and put nutrition back into the soil, but also how to generate sustainable income at a low cost. Our joint pilot project provides an accessible online training platform that will transform the way we are able to deliver quality training in Cambodia, Ethiopia, Uganda, and Rwanda.”

Patty-Leigh Thielmann

VP International Programs, Food for the Hungry Canada