



2020

THRIVE GLOBAL PROJECT

IMPACT REPORT

UNZIP THE POTENTIAL



STUDENTS ARE MEANT TO THRIVE



LETTER FROM OUR EXECUTIVE DIRECTOR



Thrive Friends,

Can you believe it has been one full year since COVID-19 began and sent the world into lockdown?

We know it has been a tremendously hard year for so many who have lost jobs, loved ones and the simple day-to-day social engagement that was life as we knew it. Through it all, we have been amazed by the resiliency of individuals and the non-profits we serve alongside.

The strength and support of our Thrive family has been tremendously generous and we want you to share in the celebration of everything we have accomplished in 2020. We were only able to achieve these things because of the way you wrapped your arms around our non-profit.

You're the reason we thrived! Thank you!!

Here are just a few of the highlights:

- Since 2017, TGP has been able to impact over 15,000 students!
- Piloted the new, Ready to Thrive Program that supports students going into college with small mini-scholarships
- Created and implemented the Thrive Virtual Summit with community experts
- Gave 71 scholarships to 43 students to help with basic needs while attending college during COVID
- Secured four NEW grants, including The United Way, Global Giving, Peninsula Community Club
- Created a socially distanced event to pack 600 backpacks for marginalized students
- National coverage by Spanx through the Global Giving Red Backpack Fund
- Gave mini-grants to 10 partners (local and global)
- Raised over \$19,000 with Wofford Greek Week ALL virtually
- Created impact for 6,508 students in 2020
- Pivoted all events to virtual - quite the feat!
- Virtual Gala Event that raised over \$123,000!!

We can't wait for you to check out more of what we were able to accomplish in 2020 throughout this Impact Report.

Warmest,

Mary Shaw Mayfield



WHAT IS THRIVE?

OUR MISSION IS GLOBAL

Thrive Global Project provides low-opportunity students with educational resources to empower them in life and in the classroom. We believe that families are the backbone of communities and that education is the core that strengthens families, builds communities, and impacts lives for the better.

We are steadfast in our mission to remove barriers to achieve quality educational experiences, economic mobility, increased social capital, and racial equity by empowering students by providing the tools and programming for success.



SUSTAINABILITY



LOCAL PARTNERS



PROOF OF IMPACT



100% TRANSPARENCY

ACCESS FOR EVERYONE

We believe in access to quality education for ALL students, regardless of race, gender, income or social status. We remove the barriers to achieving this education by providing the things that might keep a student from attending class and falling further and further behind. Our goal is to increase individual opportunity and empower students through sustainable education resources and programs that engage students, to then empower families.



THRIVEGLOBALPROJECT.ORG

OUR REASON

WHO WE SERVE

Meet the faces behind the work we do. Nothing else is more important in our work than those we have the privilege of serving!



"You can carry yourself with dignity in any learning environment knowing someone has your back and is investing in your potential and wants the best out of you as you look into the future to reach your goals."

- Eliupendo, Thrive Global Project backpack and resource recipient

OUR PROGRAMS

OUR CORE PROGRAMS

Unzip Your Potential Program

The flagship program that Thrive is founded on. Provides low-opportunity K-12 students with a resourced-filled backpack and expert-led workshops to empower students with equitable classroom experiences.

Ready To Thrive Program (RTT)

In 2020, we piloted the Ready to Thrive program as a response to COVID-19. Through this program, we provide low-income, high-achieving, at-risk college students with scholarships, access to technology, and expert-led programming designed to help these students to have a more equitable college experience.

Programming includes: Financial literacy, Mental health and well-being, technology best practices, and internship and career readiness.

"The Ready to Thrive workshops provided new ways for me to manage my stress so I can experience college in the best way possible without letting it take a toll on my mental health."

Also, having that \$500 made me feel immensely secure and confident that I wouldn't have to worry about financials in regards to basic needs I may have while away from home."

- Ready to Thrive program participant



STORY OF IMPACT

JAELA'S STORY

As a first-generation college student, I can personally say that the Thrive Global Project has provided me with not only financial support but also mental support. Before entering college, I was in a consistent battle with my mental health. There was never a time when I wasn't anxious or I didn't overthink. While some of my worries came from my personal life, most of them were about college. I didn't know how I was going to receive enough money to attend school and provide for myself.

I also feared being away from home and being unable to connect and relate to new people. While therapy was an option, I didn't have any motivation to go. I also didn't think I was going to be consistent nor be able to verbally express how I felt. It wasn't until after attending my first Thrive Virtual Summit in July of 2020 that I realized, people are around to help me.

During the Thrive Virtual Summit, I attended three workshops. The first one focused on stress reduction. Throughout the workshop, I learned new ways to make my well-being a priority. I also learned about self-awareness, self-care, and how to eliminate stress, which was something I needed at the time. The second workshop focused on financial literacy. During this workshop, I discovered new ways to budget and handle my money responsibly. The final workshop was centered around succeeding as a freshman in college.



In December, I attended the second Thrive Virtual Summit. During each workshop, I felt comfortable talking about my problems, discovered more about myself, and ultimately gained new information and tips about opportunities that would help me succeed as a first-generation college student. Ultimately, I am extremely grateful for all that the Thrive Global Project has done for me.

Not only have they allowed me to connect with others, but also they have also ensured me that I have support and guidance, regardless of anything.



2020 READY TO THRIVE PROGRAM RESULTS:

Provided 72 students with expert-led workshops to increase student college readiness in the following areas:

- 1) Financial Literacy
- 2) Stress Management, Mindfulness & Wellness
- 3) Career/Internship Readiness

We also provided 72 students with scholarships to increase broader economic mobility, social capital, and racial equity to reduce financial stress and hardship on families so students can focus on education.

2020 STUDENT PARTICIPANTS REPORTED:

95%

Identified the relief package relieved financial stress on themselves and their families

100%

Identified the program helped relieve stress to focus on their studies

96%

Identified feeling more prepared to seek a job and/or an internship related to their future career

97%

Identified the relief package will help them be more successful in school

95%

Identified they learned skills to manage stress that will help them be more successful in school

97%

Identified they felt less stressed about making good financial choices after program

100% TRANSPARENCY

WHERE THE MONEY GOES

100% TRANSPARENCY MODEL

Thanks to private donors, Thrive Global Project uses the public donations we receive to fund our programs and services directly, without any overhead expenditures.

This model allows us to partner with a large number of programs on the ground both in the US and overseas and connect with students and families in unique and powerful ways.

IN 2020, TGP SECURED OUR VERY FIRST GRANTS

GRANTS TOTALED MORE THAN \$40,000

In 2020, TGP was successful in receiving funding from:

1. \$30,000 from the United Way of Central Carolinas
2. \$5,000 from Peninsula Community Foundation
3. \$5,000 from Global Giving Red Backpack Fund

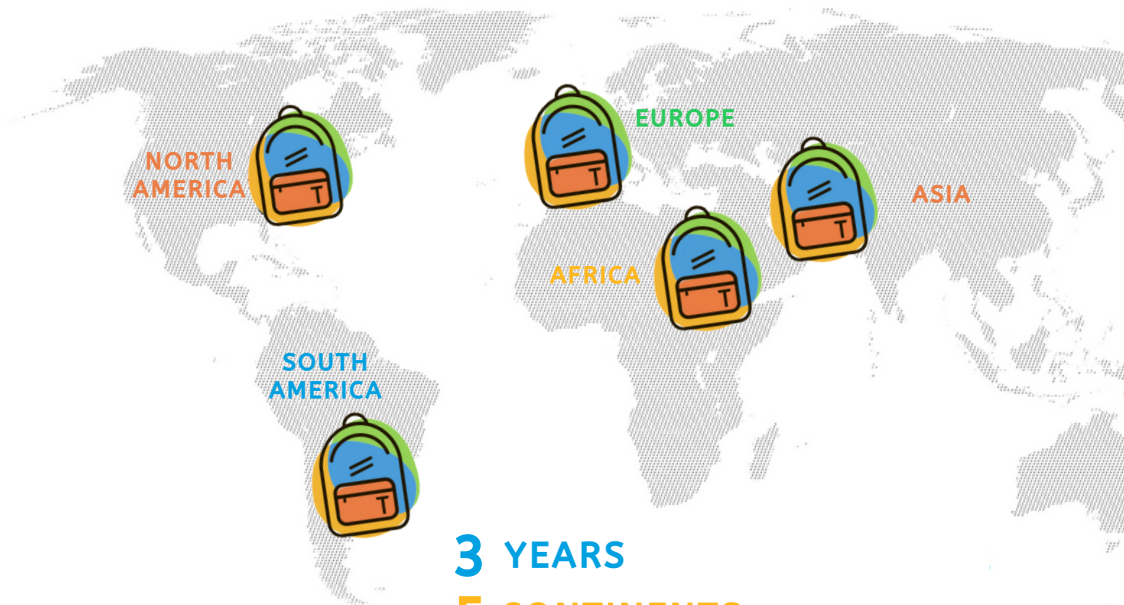


WHERE IN THE WORLD

OUR MISSION IS GLOBAL

We strategically partner with organizations that are doing work on the ground in established locations locally, nationally, and globally.

We believe that education knows no borders and that students across the globe all deserve the same opportunities at a meaningful life. Thrive currently works in the following areas thanks to our partners.



15,549 STUDENTS IMPACTED

6,771 SUPPORTED DOMESTICALLY

8,778 SUPPORTED GLOBALLY

3 YEARS

5 CONTINENTS

25 PARTNERS

47 COMMUNITIES IMPACTED

13 CLIMBERS SUMMITED MT. KILIMANJARO

2 FULL-TIME STAFF



2020 CAMPAIGNS

'LEAP OF FAITH' VIRTUAL GALA



Our annual fundraising Gala looked very different this year as we pivoted to a 100% virtual experience.

We are giddy and speechless to share that our crowd-sourced Virtual Gala we raised over \$123,000 to empower students across the globe!!

Now, that's some radical kindness!

CAMPAIGN WITH LOVE ONE INTERNATIONAL



In February of 2020, we partnered with Love One International to empower 600 students in Uganda by providing them with a backpack filled with resources and supplies to help them be successful in the classroom.

Through this campaign, we raised \$10,000!

WOFFORD GREEK WEEK & SERVICE PROJECT



In 2020, we partnered with Wofford College during Greek Week and during their Freshmen Orientation Service Project.

Through this partnership, we were able to raise over \$28,000 and supported over 1,000 students in Spartanburg, South Carolina!

THRIVE PARTNERS

PARTNERSHIPS

Our partnerships are everything

What makes Thrive Global Project unique and effective is that our organization is founded based on partnership. We do not do our work alone and we know that to create the most impactful programs for students, we must work together as a community.



What our partners say:

We are proud partners of TGP. I first met TGP early in 2020 and learned about their mission to provide educational resources to under-resourced students and knew immediately that it was a great partnership and relationship for what we do at Carolina Youth Coalition.

One of the best parts of our partnership is getting to work hand-in-hand with Grace and Kathryn. They are really awesome, extremely detailed oriented, and very timely. You can really tell that they're passionate about their mission and supporting students.

We're proud to partner with TGP and really believe in what they do and glad to have them as part of our team.

**AARON RANDOLPH, EXECUTIVE DIRECTOR,
CAROLINA YOUTH COALITION**



MEET THE TEAM

GRACE MOYD

Executive Director



KATHRYN MCLEOD

Director of Marketing & Development



Thrive Global project is the passion of a small but mighty team that has over 15 years of combined experience in directing non-profits, social enterprises, and leading trips across the globe.

2021 BOARD OF DIRECTORS

- **CHRIS HANNE** - Dashiell Realty
- **ANNIE MAKELA** - Hillbrook School
- **STACY MCBRIDE** - Contec
- **JJ LITRELL** - ElliottDavis
- **JEAN-MARIE NSHIMIYIMANA** - Mastercraft
- **GARRY L. McFADDEN** - Mecklenburg County Sheriff
- **AMY DASHIELL** - Dashiell Realty
- **MICHELE DUDLEY** - Donahue Charitable Foundation
- **AYNSLEY STOTLER** - Wells Fargo

THE THRIVE TRIBE

WHERE DONORS BECOME PART OF OUR TRIBE.

Join dozens who give monthly

The Thrive Tribe is a group of dedicated donors who have turned their single donations into monthly donations!

For the cost of their monthly Netflix bill, these kind, generous and dedicated individuals create impact for students monthly.



THRIVE TRIBE
YOUR SUBSCRIPTION TO DOING GOOD

WANT TO KNOW WHAT WE'RE UP TO? FOLLOWS US!



OVER 16,000 SERVED

THANK YOU FOR HELPING STUDENTS & FAMILIES THRIVE

We are unbelievably grateful for your unwavering support in 2020.

We can't wait to see what's in store for 2021.



WANT TO MAKE AN EVEN BIGGER IMPACT IN 2021?

DONATE TODAY AT:

thriveglobalproject.org

THANK YOU FOR MAKING
**2020 OUR
BEST YEAR YET!**



THRIVE GLOBAL PROJECT IS A 501(C)3