



THRIVEWORX

CHANGING THE WAY THE WORLD FIGHTS POVERTY

2019-2020 Impact Report



CHANGING THE WAY THE WORLD FIGHTS POVERTY

Thriving is not a measure of wealth or any single quantifiable measure. Rather, it is a state of being when we are enabled to live out our design in strong community for the good of ourselves and others.

It is a true state of flourishing.

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A LETTER FROM OUR CEO

“We realized that our collective impact model has the power to transform the way the world fights poverty.”

-Mike Mannina, Co-Founder & CEO of ThriveWorx

2019 was a year of traction, affirmation, and the increasingly clear realization that the world is hungry for a platform that addresses poverty with a multidisciplinary approach. Though a daunting challenge, we feel compelled and equipped to rise to the call, continuing to build the platform we believe is changing the way the world fights poverty.

Traction

On a tactical level, 2019 allowed us to expand our programming and our partnerships, having conducted 22 projects in 16 communities engaging nearly 4,400 people - including mobilizing more than 300 volunteers. In addition to continuing our highly impactful youth leadership camps, education and health infrastructure projects, and farmer leadership programs, we launched a new financial stewardship initiative with *Crown Financial* and a clean water initiative with Guatemalan social enterprise *Ecofiltro*.

Affirmation

Meanwhile, other organizations and thought leaders were interested in learning about our model. It has provided opportunities for us to participate in over 30 thought leadership events, including co-leading an impact investor roundtable with the Guatemalan Ambassador to the U.S., giving a radio interview for *Supply Chain Now*, publishing a white paper for the *Christian Economic Forum*, and hosting dozens of briefings on our unique international development model, including for the *Council on Foreign Relations* among others.

Realization

The combination of seeing fruit on the ground and hearing the buzz from other thought leaders led us to a great realization: **that our collective impact model has the power not only to transform farming communities, but to transform the way the world fights poverty.**

To that end, we will continue to operationalize and expand our community programs in Latin America and beyond, and we will also invest in making ThriveWorx a laboratory of the best anti-poverty ideas so that other organizations and networks can join us in the fight.

To succeed, we will need a broad coalition of disruptors—new supporters, partners, and talent. To those already on board, thank you.

To those hungry to change the way the world fights poverty, come join the movement!

Onward and upward,



Mike Mannina,
Co-Founder & CEO



THOUGHT LEADERSHIP

THE WORLD IS HUNGRY FOR POVERTY SOLUTIONS THAT WORK

Throughout our engagement over the past four years with rural communities, social entrepreneurs, government leaders, non-profits, academics, U.S. Peace Corps officials, and major corporations, it's increasingly clear that the world is hungry for better poverty solutions than what currently exist. In those same interactions, we are often told that our model is unique and has the potential to be a game-changer.

While we will continue to operationalize and expand our community programs in Latin America and beyond, we want ThriveWorx to serve as a laboratory of ideas and partners that help improve the very systems essential to combatting poverty and creating a thriving world.

SPECIFICALLY, WE WANT TO IMPROVE THE FOLLOWING ECOSYSTEMS:



Marketplace

The way the marketplace conducts corporate social responsibility (CSR)/sustainability.



NGOs

The way that NGOs collaborate instead of compete to fight poverty.



Government

The way governments partner alongside or behind marketplace progress, instead of in front of the marketplace.

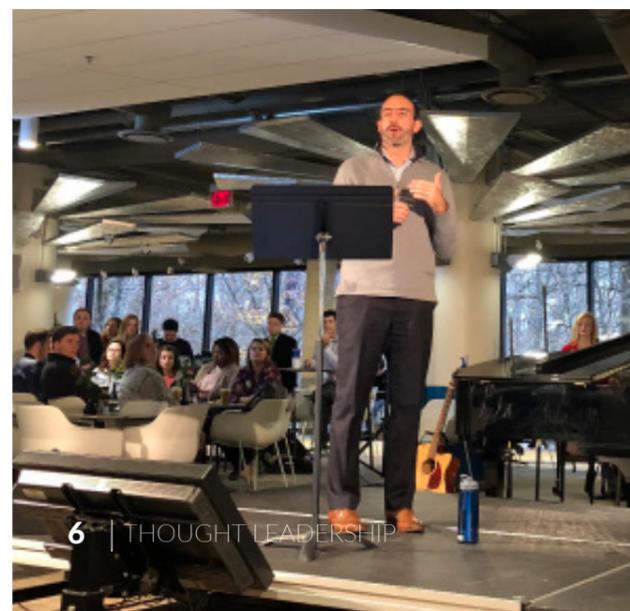
“To use the economic model of Thrive Farmers, multiplied by the social impact model of ThriveWorx, is unlike any other enterprise that I'm privileged to be a part of.”

- Jay Hein, ThriveWorx Board Member, CEO Sagamore Institute, and former Director to the White House Office of Faith Based and Community Initiatives

This isn't just an aspiration. It's already happening. This past year, we were invited to share our ideas in businesses, government offices, universities, and public forums around the country, and we continue to get affirmation that we are on the right track.

A LIST OF OUR FAVORITE THOUGHT LEADERSHIP ACTIVITIES:

- Co-hosted investor roundtable with the Guatemalan Ambassador to the U.S. (Washington, D.C.)
- Published white paper with *Christian Economic Forum*
- Gave keynote talk at *Chick-fil-A* Support Center
- Presented at *Specialty Coffee Association* breakout conference (Boston, MA)
- Hosted *Lifeshape* Team Leader Summit
- Led a *Council on Foreign Relations* Event
- Participated with *Council on Foreign Relations* National Summit, Immigration Roundtable (NYC)
- Participated in *Supply Chain Radio* Interview
- Presented at *Emory University* Specialty Coffee Forum
- Gave 30 additional briefings on our model



Guatemalan Ambassador to the U.S. Manuel Espina delivers opening remarks at our Impact-Roundtable.



SUSTAINABLE DEVELOPMENT

"I've been in the U.S. Peace Corps the past two years learning about a market-based approach, and ThriveWorx is the first enterprise I've seen that's actually doing it."

-Former U.S. Peace Corps Guatemala Official

ThriveWorx creates sustainable solutions to poverty through a collective impact model that combines the efforts of business and philanthropy.

We believe sustainable solutions to poverty must be:

Market-Driven

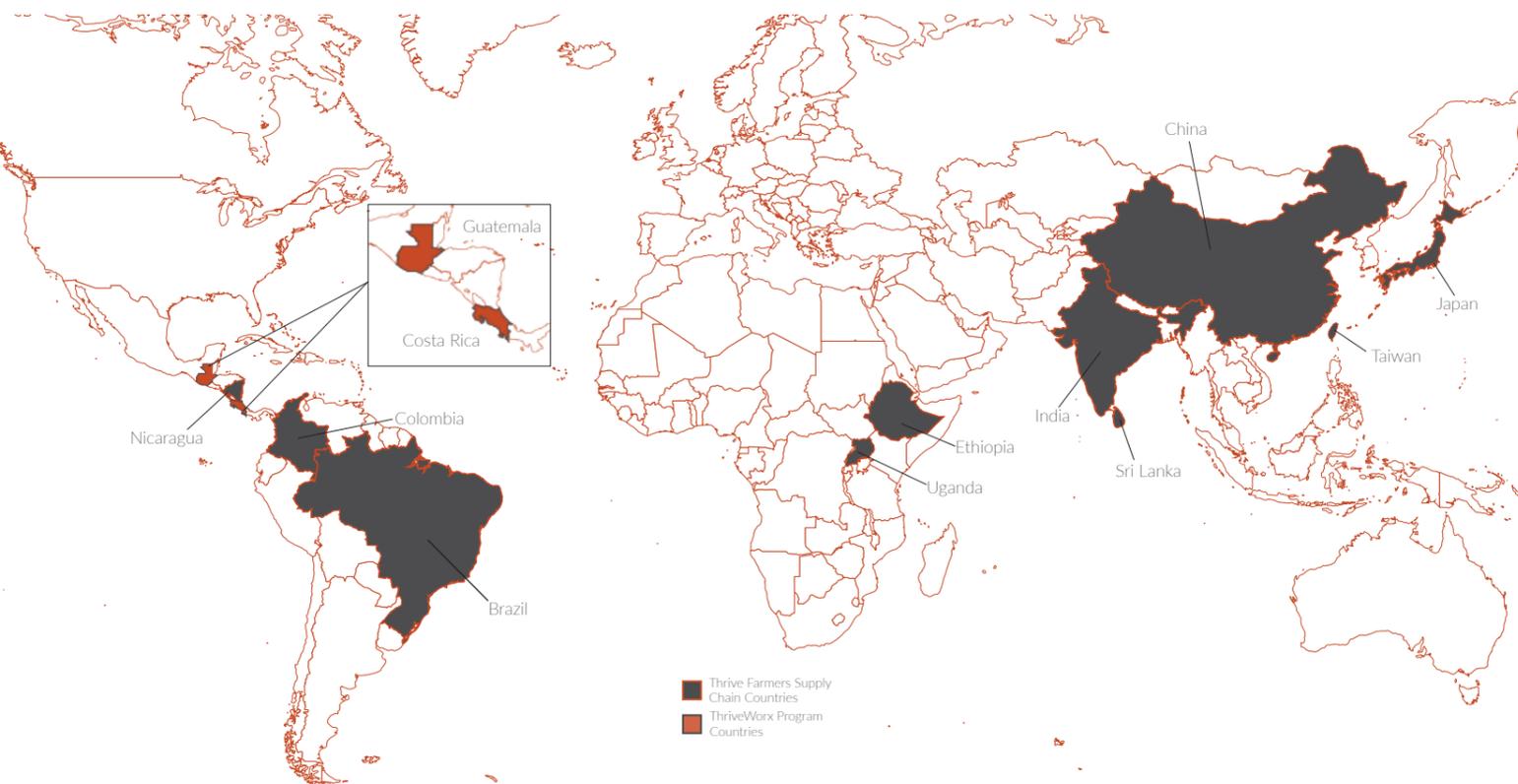
We work through corporate supply chains that create economic opportunity & relational capital in marginalized communities.

Locally-Led

We unite and empower local leaders to develop and implement holistic community development plans.

Globally-Connected

We rally the best do-gooders on the planet to expedite, sustain, and expand transformation.



A THRIVING COMMUNITY

We fused the best ideas from our team's decades of experience, international development and academic studies, and input from our trusted partners and communities to create five pillars of a thriving community. All of our work advances one or more of the following areas:

OUR TARGET AREAS



Economics

We work to create an inclusive economy by equipping communities with employable skills and improved financial literacy.

Leadership

We help transformational leaders realize their unique design and talents, equipping them to use their influence for the good of others.

Health

We work to bolster the physical, emotional, and spiritual health of a community.

Education

We work with communities to improve the infrastructure, accessibility, and quality of education so children can maximize their potential.

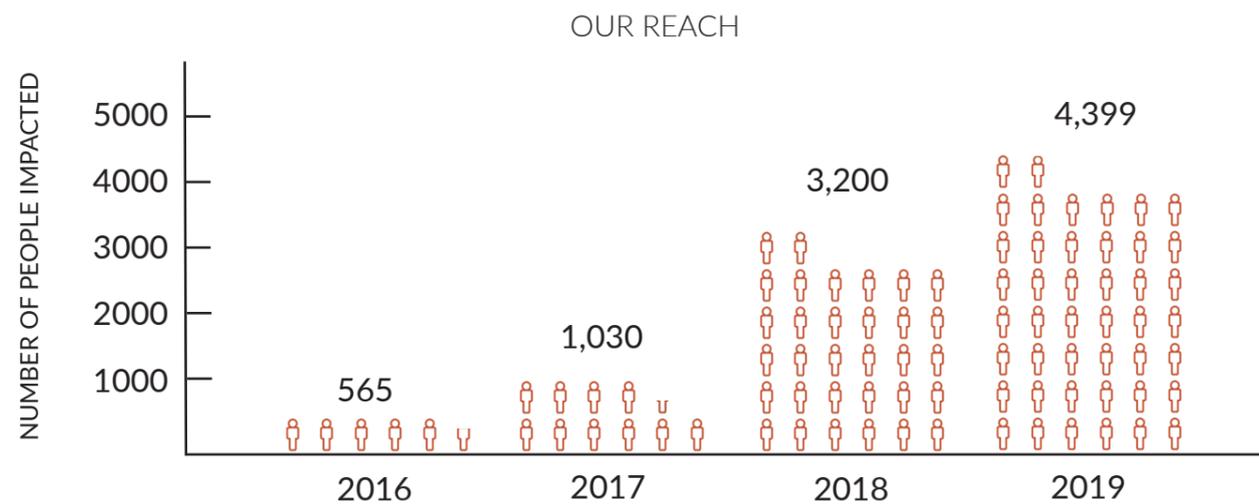
Environment

We partner with communities to enable them to steward a vibrant and healthy environment.

A YEAR BY THE NUMBERS

Over the past year, we have grown to achieve new milestones in our fight against poverty, launching several new initiatives and reaching the most people yet.

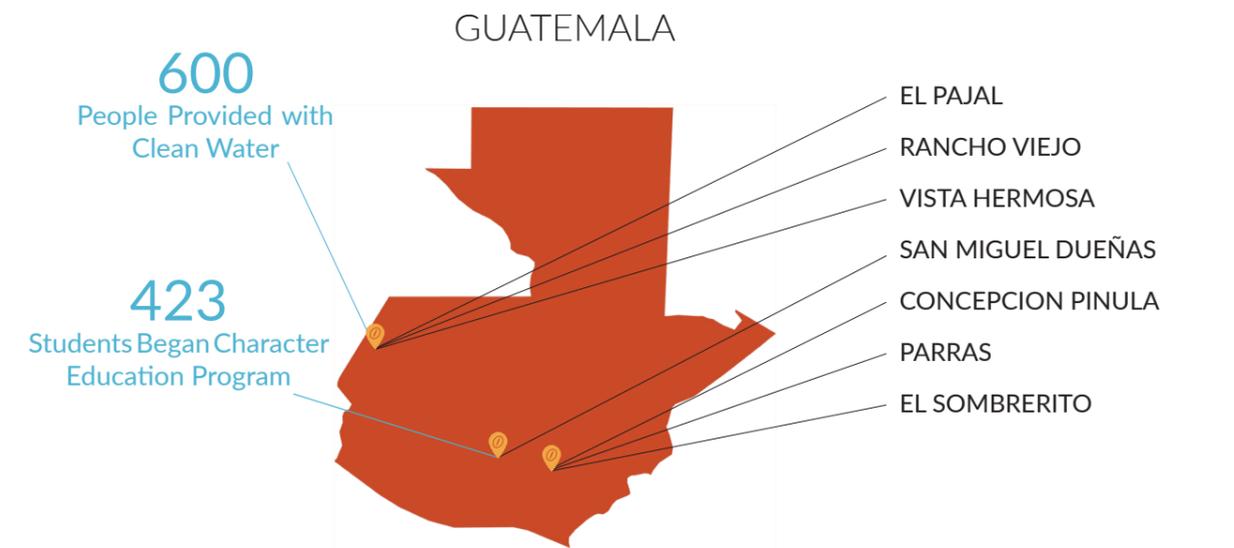
We're proud of the ways we've been able to serve.



COMMUNITIES IN ACTION

Every community listed below that we have the privilege to partner with is significant, and we are proud of the impact we are able to see manifest from year to year.

In 2019, we launched three new program initiatives: *a financial literacy program, a character education program, and a clean water initiative.* In just one year, we have seen remarkable outcomes with these new programs, **represented in blue below**, within each community engaged.





IMPACT STORIES

Behind every number there is a face, a story, a life that pushes us forward. People are the essence of our programs, and their stories inspire everything we do.

ECONOMICS 14

HEALTH & ENVIRONMENT 16

EDUCATION 18

LEADERSHIP 20



Better Earnings, Wisely Stewarded, Multiply

ECONOMIC STEWARDSHIP BREATHES NEW LIFE INTO COMMUNITIES

We believe economic opportunity is the foundation upon which all truly sustainable development depends. Yet, it is often the missing link from most international development efforts.

Higher incomes, managed better, lift both the recipient families and the broader community. In fact, according to a 2019 *University of California Berkeley* study, for every additional dollar a farmer earns, \$2.50-\$2.75 of impact is created for the community as the farmer hires workers, purchases supplies, and spends additional earnings within the community.

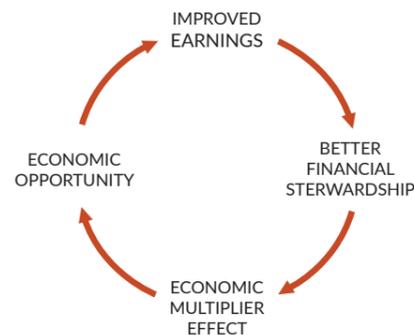
ThriveWorx is adamant that our development work begins with the marketplace. We've proven the concept using the coffee supply chain, and dream of what our model could do in other supply chains.

FINANCIAL LITERACY PROGRAM

As we've worked with corporate supply chains such as Thrive Farmers' that tangibly improve incomes of farmers, ThriveWorx launched financial literacy and stewardship seminars in 2019 to help farmer families better manage their increased earnings.

We believe that true economic opportunity that raises the income levels of a community - who, in turn, stewards that income well - will multiply.

ECONOMIC OPPORTUNITY VIRTUOUS CYCLE



ECONOMICS BY THE NUMBERS

3.5x AVERAGE ADDITIONAL FARMER INCOME FROM THRIVE FARMERS

64+ PARTICIPANTS IN FINANCIAL MANAGEMENT WORKSHOPS

\$200+ ANNUAL ESTIMATED HOUSEHOLD SAVINGS FROM WATER FILTER PROJECT

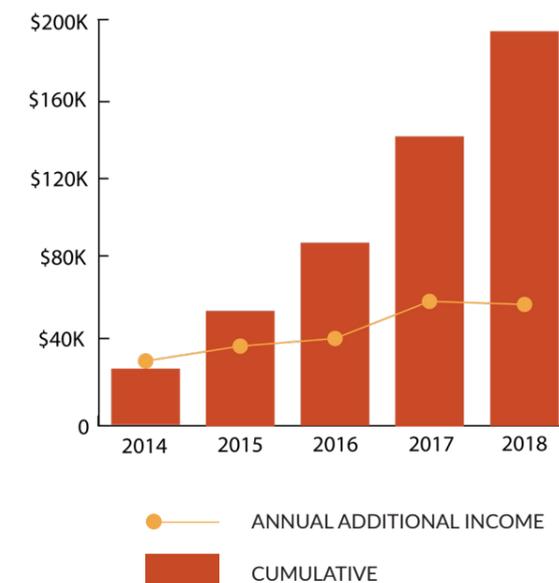


Vinicio invested his earnings into a large truck to haul more coffee to grow his business.

“ Thank you for making me a leader, for drawing out a gift that I didn't know I had...which has made me the man I am today. ”

-Vinicio Gonzalez

CONCEPCIÓN PINULA FARM CO-OP ADDITIONAL EARNINGS FROM THRIVE FARMERS



IMPACT STORY: VINICIO'S VIRTUOUS CYCLE

Coffee production is one of the main sources of income for the small town of Concepción Pinula, Guatemala. For decades, the town's farmers had one way to sell their coffee — to the local broker (“coyote”) for such a low price that it was hard to make ends meet. When Thrive Farmers entered the scene in 2011 and allowed farmers such as Vinicio to sell directly into U.S. markets with shared profits and stable prices, it changed everything.

In the past five years alone, the 17 farming families that comprise the local coffee association have earned a cumulative additional \$194,000 above the local market price — a drastic difference in a country whose average rural annual household income is below \$4,000. This economic engine has allowed Vinicio to build his own house, send his daughter to university, grow the size of his farm, employ local labor to support his growing business, and become a catalyst of social impact in the community.

ThriveWorx has worked with Vinicio for the past four years, and he's one-of-a-kind, playing a role in virtually every project we've done in the region. As we sat with him in his living room in January 2020, he relished the simple new amenities his coffee business now affords—a refrigerator, along with the ability to go to the grocery store once a week and buy things such as yogurt. “We never were able to have such things before,” he told us. His transformation is living proof of the virtuous cycles that start with economic empowerment and good leadership.

In October, Vinicio was our guest of honor at our Founders Dinner where he told us through tears, “Thank you for making me a leader, for drawing out a gift that I didn't know I had...which has made me the man I am today.”



A TASTE OF CLEAN WATER

CLEAN WATER CHANGES EVERYTHING

Health
Environment

For years, the people of El Pajal, Guatemala have proudly built their community around farming coffee. But they had a big problem. They've never had clean water. When we first visited their community in 2015, we saw a determined and hopeful community held back by high levels of waterborne illness. The problem hindered school attendance, workforce productivity, and forced households to boil water on woodburning stoves. And firewood isn't cheap, particularly for households below the poverty line. It also exposes families to smoke inhalation, and speeds deforestation in the surrounding vital ecosystem.

As we partnered with the community and another NGO, *The 410 Bridge*, we searched for sustainable ways to help this community access safe water. Hydrogeological surveys made clear that drilling wasn't feasible. That's when we discovered the award-winning Guatemalan social enterprise *Ecofiltro*, whose open-sourced filtration technology derived from ancient Egyptian, Roman, and Mayan filtration methods and entrepreneurial distribution model allows affordable and safe water for millions of people across the globe. *Ecofiltro* offered the community a discounted rate for household filters.

The community insisted they cover 50% of the net costs of the filters themselves, a price they will more than make up for in household savings from not having to purchase firewood. A generous donation from a Manhattan *Chick-fil-A* restaurant operator allowed *ThriveWorx* to award a community grant covering the other half. And so we launched the first phase of an ongoing water initiative in 115 households and 25 classrooms. As we continue to increase buy-in from others, we intend to expand the program to another 300 households in nearby communities in 2020.

IMPACT STORY: MAURICIO

Mauricio was born different. While other children went outside to play, Mauricio lay bedridden atop a packed-dirt floor, the effects of untreated Spina Bifida. Our team had the honor of visiting him and his family during the launch of our water filter project, and we left inspired in an indescribable way.

HEALTH & ENVIRONMENT BY THE NUMBERS

- 600 PEOPLE WITH CLEAN WATER
- 1 HEALTH CLINIC INFRASTRUCTURE IMPROVED
- 65+ PARTICIPANTS IN HYGIENE/FOOD SAFETY WORKSHOPS
- 25 CLASSROOMS IN 3 SCHOOLS WITH CLEAN WATER
- 664 TONS OF CO² REDUCTION

“The water tastes better than ever before.”

-El Pajal Community Members



“We want to pay for half.”

-El Pajal Community Leaders

By splitting the cost of the filters between *ThriveWorx*, *Ecofiltro* and the community, community members are paying over 35% of the filter costs themselves, ensuring a sustainable financing model and true buy-in from the community. Through the use of clean water filtration, we anticipate a drop in waterborne illness and firewood burning in the community over the coming year, which should vastly improve the quality of life and disposable income levels for families.

After trekking up a steep and slippery mud path, we came upon a small home with a million-dollar view overlooking the surrounding valleys and mountains. When we arrived, there was something absolutely divine about Mauricio and his home. As he laid on his bed, the sun beamed through an opening in the wall, highlighting a smile on his face that was lit up with baffling joy. As we visited, we sang together and laughed, admiring the beauty we were witnessing in Mauricio's spirit.

Mauricio shared a request with us. He reached for his Bible and read with us some scriptures out loud, sharing with us that Christ loves each of us and gave his life as a ransom for our sins. Upon panning around the room, our entire team had been moved to tears. The team represented some of the wealthiest, most successful entrepreneurs in the world, yet Mauricio shared with us a reminder that we all needed to hear. That in reality, *we* are the project that God is working on.

To this day, Mauricio still shares his same joy with everyone he comes into contact with, all while enjoying the taste of clean drinking water. He was grateful for the new filter and said, “The water tastes better and is cooler than ever before”.

Mauricio inspires us to persevere in the work we do, and he serves as a reminder that we are all on the same life journey, in need of divine intervention.



Mauricio in his home singing with visiting ThriveWorx group.





EDUCATION CHANGES FUTURES

TEACHERS REDISCOVER THEIR PASSION TO CHANGE LIVES

Even under the best of conditions, being a teacher is hard work: long hours, low pay, challenging students, demanding parents, administrative bureaucracy. But imagine trying to teach in a rural community well below the national poverty line with many students coming from tough household situations. Such has been the experience of the teachers of Concepción Pinula, Guatemala.

During our four-year relationship with the community, one of the elementary school teachers shared the challenges facing the community and invited us to engage the elementary school to better serve the next generation. Early in 2019, we sat with 17 of their elementary school teachers to learn more. What we uncovered was a group of women feeling worn down, overwhelmed, and outnumbered. Rather than spending their days teaching and motivating students toward their future, most of their time was focused on managing classroom disputes and poor behavior that stemmed from troubled home lives.

“If we can change the hearts of students, we can change the future of our entire community.”

-Elementary School Teacher, Concepcion Pinula Guatemala



Teachers workshop

After giving space for the teachers to speak freely about their concerns and stressors, we began to discuss solutions. The teachers soon articulated something profound: “We have to reach the hearts of our students. If we don’t address the place from where the troubles come, we won’t be effective in our jobs or be able to see any kind of change.” More than a vision to change their classrooms, teachers envisioned something far more significant: “If we can change the hearts of our students, we will change the future of our entire community.”

Leaving burdened and inspired, we set out to find a way to encourage them and support their vision to influence the hearts of their students. Almost immediately, our friends and *Lifeshape* Team Leaders Tara and Keys Hayes recommended a curriculum for elementary schools that taught a character value each month through age-appropriate stories, books and a cartoon series – all entirely available in Spanish. The teachers were thrilled and soon orchestrated a workshop with *ThriveWorx* and *Lifeshape* to bring the program to the school.

In May 2019, we brought a female-led team of former teachers and entrepreneurs to train the school on the new material, provide a library of award-winning literature, and encourage the teachers. We began by allowing the teachers to each share their stories of why they began to teach in the first place. It was a powerful step that helped

remind them of their value and the importance of their work. Many of the teachers later told us that they had never heard each other’s stories.

What unfolded in the subsequent days was truly remarkable. Distress that had created isolation turned into looking to each other for support. Working with acquaintances progressed to taking time to hear each other’s stories for the first time. Tears shed around the room showed signs of empathy and began melting barriers they had each unknowingly erected. A new-found vision removed the lies of loneliness and painted hope for a unified team. They soon realized that if they were going to succeed, they must work as a team.

What had originated as a solution to demanding classrooms had been transformed into to a meaningful milestone that invited transparency, unity, and hope. Teachers rediscovered the motivation that had led them to the classroom in the first place: a passion to influence, equip, and launch the next generation into the world.

Since May, the school has implemented the three-year program in 14 classrooms, and the initial feedback is promising. We will continue to track the success of this program in hopes that we can replicate it in other schools.

EDUCATION BY THE NUMBERS

- 1 CHARACTER EDUCATION PROGRAM LAUNCHED
- 3 SCHOOL INFRASTRUCTURE UPGRADES
- 627 STUDENTS SERVED
- 22 TEACHERS EQUIPPED



Esther (left) was a former student of Lesvia (right), and now serves as a great success story in the community.



Finished construction of a new basketball court at the elementary school in El Sombrerito, Guatemala.



LEADERS TRANSFORM COMMUNITIES

PARRAS STUDENTS CONTINUE SANITATION AND HEALTH CHANGES

In 2019, we interviewed a local high school teacher in the Parras, Guatemala community. In the interview, she stated that “a person without vision does not have the ability to fight for a goal. The vision is what gives meaning to a particular person or an organization, because when you know what you want, you fight to achieve it.”

Transformational leadership continues to prove itself as one of the most important factors to drive lasting change in every community we work in. From the young adults that help lead our youth camps in Costa Rica, to the high school students who create impact through action, to the farmers who rally their communities around large-scale clean-water and infrastructure projects, we are more convinced than ever that investing in local leaders generates big returns.

STUDENTS TRIPLE TRASH COLLECTION POINTS AND EXPAND TO NEW TOWN

In our last Impact Report, we shared the story

LEADERSHIP BY THE NUMBERS

- 4 HIGH SCHOOLS ENGAGED IN LEADERSHIP PROGRAMS
- 12 FARMER GROUP LEADERSHIP WORKSHOPS
- 43 FARMERS IN LEADERSHIP TRAINING
- 1,362 TOTAL PEOPLE SERVED

about an empowered group of high school students in Parras, Guatemala, that had attended a year-long high school leadership program. They were passionate about addressing a decades-old sanitation problem in their community and they took action. The students:

- Developed a vision and plan to clean up the streets and waterways.
- Raised local funds to initiate a community-backed sanitation and trash collection program with the placement of six community trash bins.
- Won the support of the mayor to make the trash collection program permanent.

By the end of the first year of the project, over 80% of the community had converted to proper waste disposal.

They continued to raise money to expand the program, and with the help of a matching micro grant from ThriveWorx, they tripled the trash collection access points and expanded to the neighboring community of La Brea.

But the students were not done yet.

STUDENTS LAUNCH REFORESTATION INITIATIVE TO PROTECT WATER SOURCES

As the students worked to expand the sanitation program, they discovered another need. Parras’s water sources were becoming increasingly scarce. As the students investigated, they realized too many trees were being cut down, which caused soil erosion and causing water sources to dry up at an increased rate.

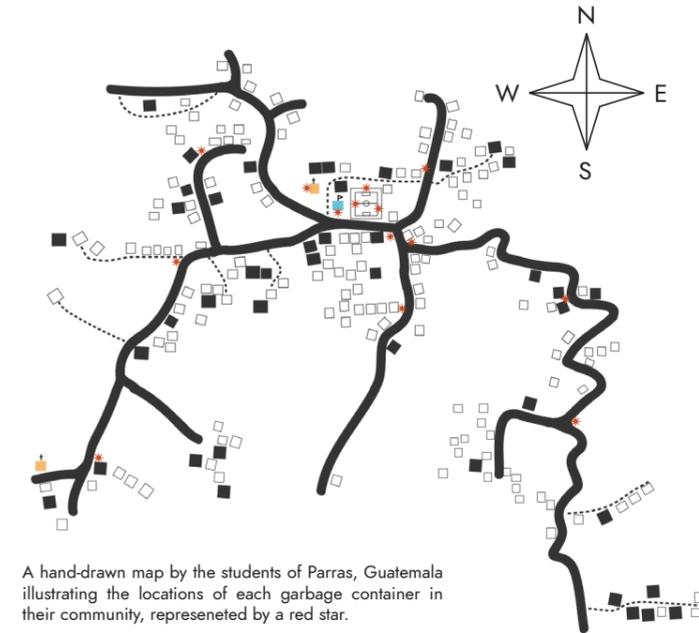
“...when you know what you want, you fight to achieve it.”

-High School Teacher, Parras Guatemala

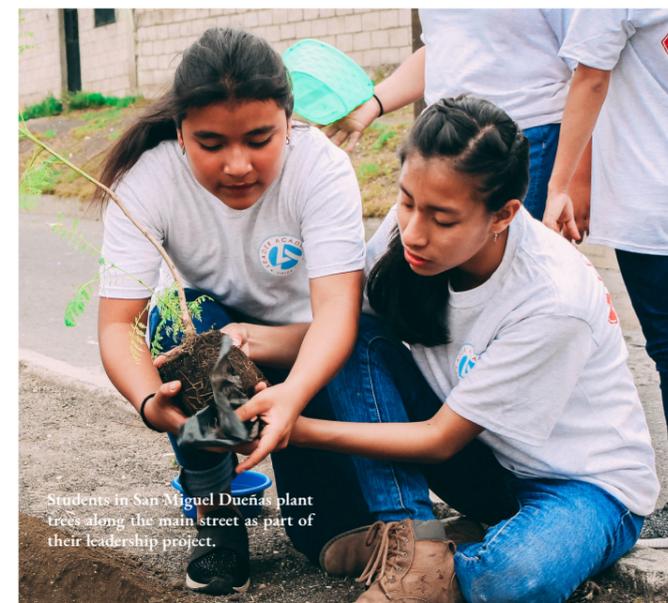
In response, students launched a reforestation project in early 2019. With the donation of 500 trees from the Municipality of Santa Rosa de Lima, the students, along with their parents, planted all of the trees, prioritizing areas that would protect sources of clean water.

With their water supply now protected, students have since turned their focus to planting trees along roadways with heavy foot traffic. The foliage from overhanging trees will provide shade that can help minimize skin damage, which has been linked to cases of skin disease in the community. In addition, the students also have plans to address technology needs of the local high school.

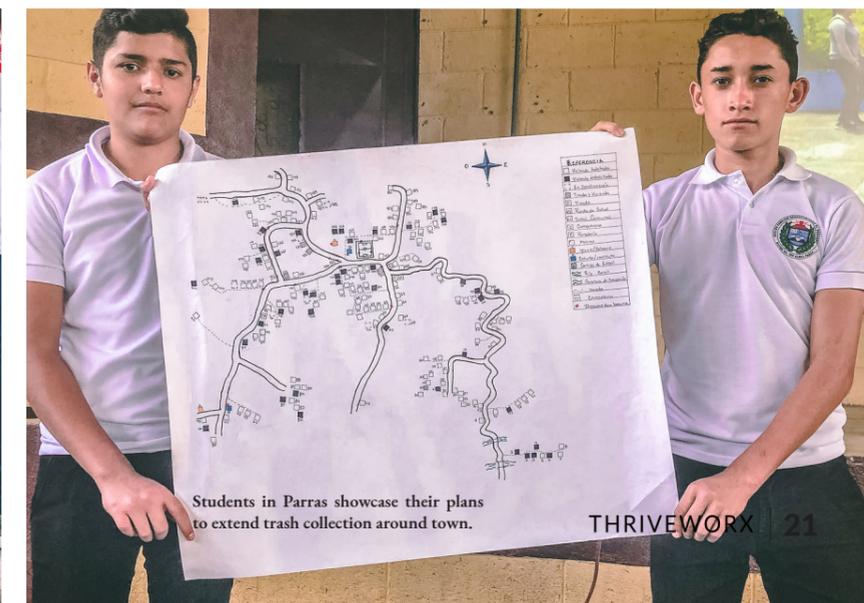
As Esther mentioned in one of our first encounters, if you have vision, you fight to achieve it. These students have gained vision for their futures, confidence in their abilities, and proof of the tangible impact they can have on the world around them. Given the enthusiasm and ingenuity we’ve seen pouring out of these three high schools, we are eager to see more students take ownership of their futures through the expansion of this program.



A hand-drawn map by the students of Parras, Guatemala illustrating the locations of each garbage container in their community, represented by a red star.



Students in San Miguel Dueñas plant trees along the main street as part of their leadership project.



Students in Parras showcase their plans to extend trash collection around town.

2019 INSTITUTIONAL SUCCESSES

BUILDING THE DISRUPTIVE ANTI-POVERTY MODEL

ThriveWorx's programmatic successes of 2019 didn't come easy. They required a lot of behind the scenes work to build systems, recruit talent, improve operational efficiencies, and rally the resources required to accomplish the mission. *Here are a few of our favorite institutional wins for the year.*

FOUNDERS DINNER

Starting something new is challenging; disrupting the majority view on a global issue is grueling. As we work to change the way the world fights poverty, we cannot attribute successes to our team alone. There have been scores of people and organizations who have contributed in one or multiple ways in leading us to where we are today. One of these special groups has been alongside ThriveWorx since its inception, investing time, money, encouragement, and life into our organization — our "founders".

In October, we gathered 32 of our "founders" around one table to cast a single vision: a thriving world. Guests representing multiple countries, from coffee farmers to coffee drinkers, shared stories, laughed, cried, and truly sat in awe at all that has transpired in our short history. Guests told us they have been to scores of charity dinners, but ours stood out as something special. We left energized to continue our work and to do more events in 2020.



Guatemalan Coffee Farmer Vinicio Gonzales shares from the heart how his life has been changed through Thrive and ThriveWorx.

INTERNSHIP PROGRAM

The youngest millennials and oldest members of Generation Z are forming the next wave of professionals looking to make their mark on the world. 2019 allowed us to formalize an educational internship program that equips students and recent graduates with the professional skills they need to jump start their careers, while cultivating a fervent yet pragmatic passion to do good in the world.

In just a short time, ThriveWorx interns have gone on to do great things including working on Staff in the U.S. Senate, joining a full-time role at WinShape Camps, launching their own freelance creative business, and more. We can't wait to continue to be part of their long-term growth and invest in our future interns.

Send amazing candidates to apply at www.thriveworx.org/opportunities.

Internship Schedule:

- January -May
- May-August
- September-December

Alumni on the Move:

Ryan Hein

Summer 2018- Currently working as a Staff Assistant with U.S. Senator Todd Young.

Larisa Hanger

Summer 2019- Currently working for Charityvest.

Juan Diego Arizpe

Summer 2019- Currently a senior at Purdue University.

Sydney Quinlan

Fall 2019- Currently working with WinShape Camps corporate office.

“ThriveWorx has an atmosphere that is quite open to learning. I really enjoyed leaning into conversations, pushing myself to be bold, and discovering my niche.”

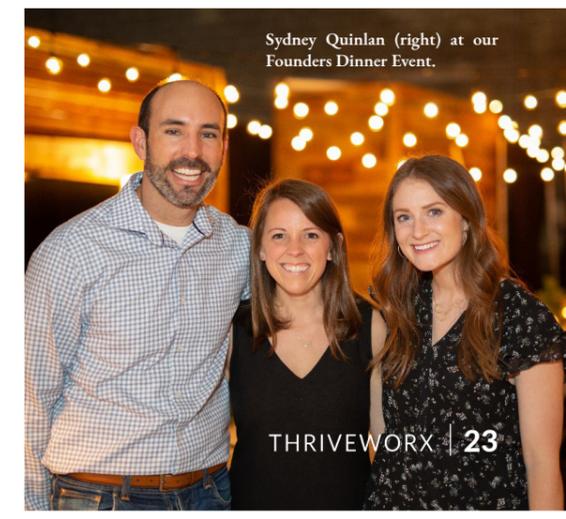
- Larisa Hanger, Summer 2019 Intern



Larisa Hanger (middle left) and Juan Diego Arizpe (middle right) outside of the ThriveWorx office.



Ryan Hein in front of his office in the U.S. Capitol.



Sydney Quinlan (right) at our Founders Dinner Event.

FINANCIALS

THE POWER OF SYNERGY: A LOT OF IMPACT AT A LOW COST

Our ability to leverage supply chain relationships, mobilize a vast volunteer network, and share costs with partners and communities means we get a lot done for an insanely low cost.

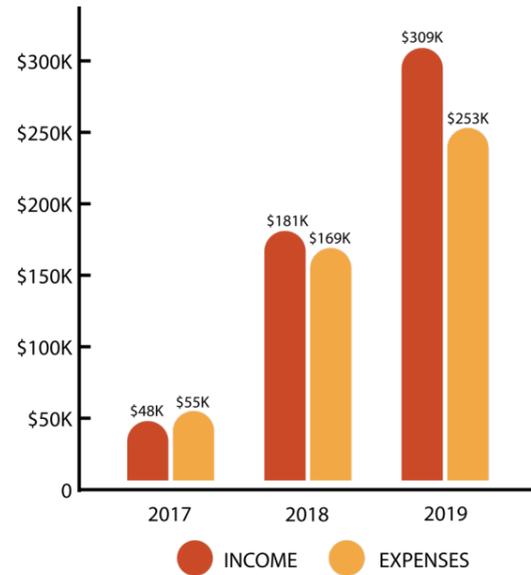
“THRIVEWORX IS WORTH INVESTING IN. PERIOD.” -Early-stage donor Greg Winchester, CEO Summit Investors

OUR FINANCIAL HIGHLIGHTS INCLUDE:

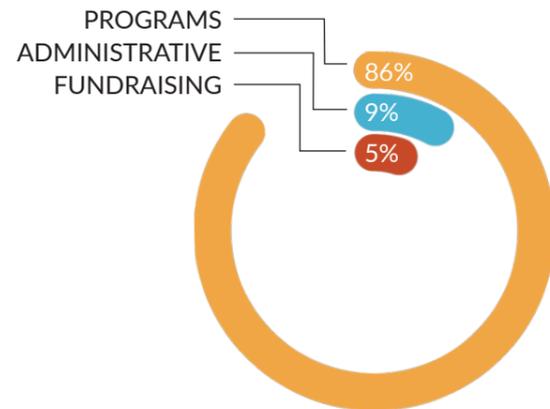
- Won first private foundation grant
- Diversified our funding stream
- Raised most revenue in organizational history
- Acheived GuideStar Gold Seal of Transparency
- Built a cash buffer of 6 months of operations instead of living paycheck to paycheck



3-YEAR FINANCIALS



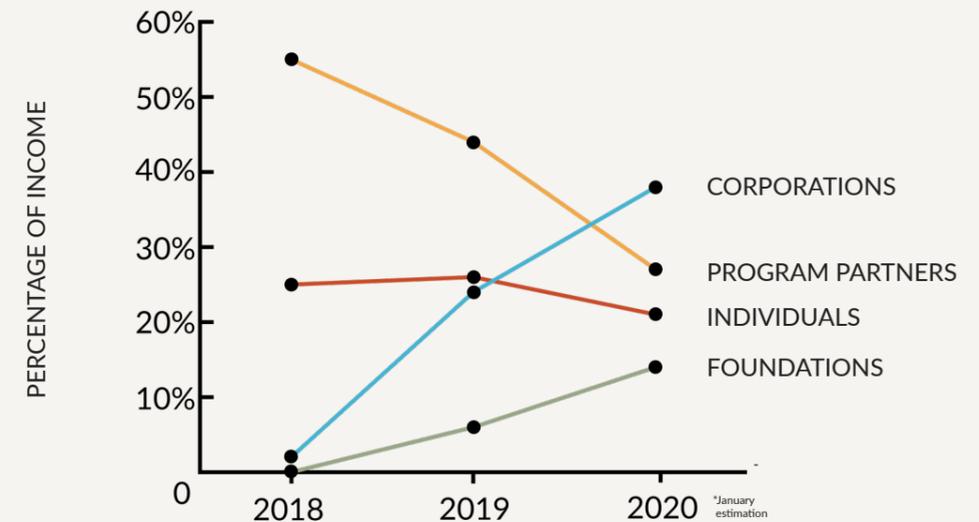
EFFICIENCY



DONORS FUND INNOVATION, THE MARKET FUNDS THE REST

In line with our market-driven community development philosophy, we believe we can provide such value to our partners and the marketplace that they will fund the majority of our operations. Donors can then help us fuel innovation, growth, and serve as a last resort to fill in gaps. The following chart shows our funding diversification trends for the past two years, as well as our January 2020 forecast.

INCOME DIVERSIFICATION



WAYS TO DONATE:

www.ThriveWorx.org/Donate



PayPal/credit card



Donor Advised Fund (Such as Fidelity or NCF)



Checks made payable to:

ThriveWorx Foundation, Inc. | 215 Hembree Park Drive, Suite 100 | Roswell, GA 30076

The astounding impact we're privileged to be part of is
only possible by great support from our donors, partners,
team members, and volunteers.
We're grateful to be in the fight
against poverty with you!



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