Empowering Families.  
Transforming Communities.

We are excited to share important news about our organization! On February 5, 2020, our name changed from Quin Rivers to Thrive Virginia.

We have always been dedicated to strengthening families and individuals, and Thrive Virginia better demonstrates that commitment. Our new name reflects our mission of empowering families and transforming communities.

Along with the name change, we have updated our logo which illustrates the “spark” in our renewed vision of revitalizing communities. By supporting the well-being of children and families, we make our communities more socially and economically vibrant.

We look forward to working with community partners as our agency evolves to fight intergenerational poverty. By empowering families and transforming communities, we will provide the spark for everyone to Thrive!

Message From Our Executive Director

Why is it so difficult for families to make their way out of poverty? We know that living in poverty is extremely stressful. We also know that extreme stress makes it harder for people to make good decisions and manage their behavior.

Science tells us that poverty, and its toxic stress, affects the brain development of children. Growing up in poverty impacts our ability to analyze problems, make decisions, and set goals, and those are the very skills one needs to climb out of poverty.

Fortunately, despite the impediments that families in poverty face, science is teaching us new ways to help people achieve upward economic mobility. There are evidence-based interventions, such as the whole family coaching approach, that can create pathways to the middle class. Across the country, agencies are moving away from simply stabilizing families to partnering with families so they can thrive.

As we approach our 50th anniversary in 2020, we are rolling out our new name to reflect our commitment to helping families and communities thrive together. We look forward to providing another 50 years of services to customers on their upward economic journey!

Lisa Gibson, MPA
Executive Director
Message From Our Board President

Thrive Virginia began serving the community in 1970. Powered by the community action movement, we have been strengthening and serving the community for almost 50 years.

As we approach our 50th anniversary, we acknowledge that the needs of the community, and therefore applicable programs and services, change over time. Our new name, Thrive Virginia, reflects our goal of empowering individuals and families to obtain the knowledge, skills, and opportunities to become self-sufficient and thrive over time.

Although our name has changed, we remain committed to solving poverty through long-term collaborations with community partners and supportive programming. By empowering families, we transform communities so all can thrive!

Sincerely,
Yvonne Jones, President
Looking Forward to

A BRIGHT FUTURE

Poverty in the United States is far-reaching and damaging. Evidence has shown that the neighborhoods we live in shape our health, our prosperity, and our children’s educational success.

For the past 50 years, Thrive Virginia has fostered its mission of eliminating poverty and building self-sufficiency. Thrive Virginia understands that the consequences of poverty—homelessness, poor health, lack of educational access, violence and hunger—can be severe and frequently have long-term consequences that lead to multigenerational poverty.

As we embark on our next 50 years, we are enthusiastic about our bright future and igniting prosperity in our communities. We are implementing a Whole Family Approach to address family-level needs and create partnerships with other organizations to shore up gaps in services. We continue to work diligently and with passion to create more pathways that will help our customers move from “crisis to thrive.”

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Meeting the Need in King William County

An update on the King William County Feeding Program.

The King William County Feeding Program continues to be a valuable resource for children living in King William County. One in three children participates in the county’s Free and/or Reduced Lunch Program. The challenges of low income, lack of grocery stores, and limited transportation present significant barriers to accessing healthy food during extended breaks from school.

Well into its fourth year, the program has increased the number of children it serves from 70 to 164. The program benefited 68 King William County families in FY19 and delivered a total of 3,600 meal bags. What began as a partnership between Thrive Virginia and King William County Department of Social Services has grown into a strong collaboration between Thrive Virginia and Crossroads Mission. It takes many volunteer hours to deliver this program and we are grateful to Crossroads Mission for providing those volunteers and other resources such as space and food donations. In FY19, volunteers contributed 231 hours of time.

Participating families have the option to pick up their food on-site or have it delivered to their home. Because lack of transportation in rural areas can be challenging for families, meal delivery is a unique and vital component of this program. In FY19, volunteers drove 1,272 miles in their private vehicles to ensure children did not go hungry.

FY19 Program Highlights

3,600 Meal Bags Delivered
164 Children Served
1,272 Volunteer Miles Driven
Pathway To Prosperity
Ashley Prater knew she needed help. It was 2015, she was pregnant and she had recently left a physically and verbally abusive relationship.

Ashley’s oldest daughter was seven years old and in second grade at the time – old enough to be traumatized by the abuse she had witnessed at home. As is often the case in these situations, her daughter began to act out in school and was struggling to stay on track academically. That’s when she found Thrive Virginia. Ashley reached out in search of therapy services for her daughter, but she would soon learn about other opportunities.

“I learned about Thrive Virginia in a brochure for domestic abuse survivors,” said Ashley. “But when I went in, they told me all about their Healthy Families program.”

The Thrive Virginia Healthy Families program provides support to families during pregnancy and the first few years of a child’s life. Ashley was quickly assigned a Family Support Worker who provided home visits, counseling and support to help Ashley make sure that her daughter got back on track in school, and to help plan for the arrival of the new baby. “Ashley is a strong, caring mom who wanted to get help for her family,” said Alva Cutler, Family Support Specialist/Family Resource Specialist at Thrive Virginia. Healthy Families provided support for her whole family. Using the resources and referrals available to Ashley through the Healthy Families program, she was able to provide her family with the tools they needed to become self-sufficient. Ashley needed to be home and available for her children, so she is currently in the process of working with Child Savers to start her own childcare business in her home. Setting personal goals is part of the Healthy Families program.

Today, Ashley and her family are doing much better. Her youngest child, now three years old, is happy, healthy and developing strong language skills after a speech delay that was caught by early screenings. Her older daughter is doing much better at school and is receiving the support she needs to cope with the trauma she experienced when she was younger.

“Help is out there if you know where to look. I was in a difficult situation, but I am working my way into a better place for me and my family, thanks to some help from organizations like Thrive Virginia.”
Program Highlights

In FY19, our programs continued to make a significant impact on the lives of our customers and in our communities. Here are a few highlights.

Healthy Families, our home visiting program designed to promote positive parenting and childhood outcomes, hosted their 11th annual Family Fun Day event on April 26, 2019. Even though the weather was not cooperative, the event was well-attended and even sparked the interest of special guest, Baby Shark!

The program served 88 individuals in FY19 and met 100% of its goals and objectives. This is due to the hard-working and extremely dedicated Healthy Families staff members. Our Program Manager celebrated 20 years with the organization this year and our Family Support Workers continue to hold the highest customer retention level across the state.

Kids Count!

Both our R.E.A.L. Summer Camp for Kids and our Holiday Program for children provide that little extra that many of our children need to feel special and loved.

DID YOU KNOW?

Project Discovery’s goal is to eliminate poverty through education. A high school graduate earns 26% more than a high school drop-out, and a college graduate earns 36% more than a high school graduate. Employment for adults with less than a high school diploma is less than 40% while over 80% of college graduates are employed.

Promoting Positive Outcomes For Families

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Committed to Ending Violence

Project Hope is our domestic and sexual violence survivor advocacy and education prevention program. The goal of the program is to provide a safe and supportive environment for adult and child survivors by establishing a violence-free life, holding perpetrators accountable, and creating community norms that do not tolerate violence. In FY19, the devoted Project Hope Team advocated on behalf of 473 survivors, answered 504 crisis hotline calls, and provided prevention education to 1,671 individuals.

The program continues to reach out to under-served populations, specifically the LGBTQ+, elderly, and Native American communities. In FY19, with the assistance of Project Hope, two high schools formed Gay and Straight Alliance Clubs that have provided a safe space for students to come together and experience acceptance.

Did You Know?

More than 60% of children in the United States have been exposed to a traumatic event within this past year. The correlation among trauma, low academic achievement, and behavioral issues is strong and relevant. Trauma disrupts the brain’s ability to learn!

An Investment That Pays

Project Discovery is our post-secondary education access program for potential first-generation college and/or low-income students. By offering students encouragement, support and resources at an early stage, Project Discovery gives students the momentum that translates into healthy, engaged, and productive citizens who drive economies and enrich communities. In FY19, 95 students actively engaged in the program and took advantage of workshops, field trips, and college tours.

Ensuring Stability

The Homelessness Prevention and Housing/Financial Counseling Programs offer wrap-around education, counseling, and financial assistance for individuals experiencing financial instability and the threat of homelessness. In FY19, these programs implemented a “No Wrong Door Approach” to working with customers and it worked! Our small but dedicated staff of three people helped increase the program’s effectiveness and efficiency of program delivery to over 326 individuals.
Our Service Area

The Thrive Virginia service area is approximately **2,000 square miles** and is home to approximately **500,000 individuals**. Specifically, we serve the counties of Caroline, Charles City, Hanover, King George, King and Queen, King William, New Kent, Spotsylvania, and Stafford. Additionally, we serve the City of Fredericksburg and the Town of West Point.

Financials

Below are some highlights from our unaudited FY19 financials.

**FY19 Revenue**

- Federal Grants: 70%
- Private Foundation Grants: 16%
- State Grants: 10%
- Local Government Grants: 2%
- Other Sources: 2%

**FY19 Expenses**

- Investing in our Employees: 60%
- Investing in our Operations: 26%
- Investing in our Customers: 14%
Our Impact in FY19

- 381 individuals demonstrated improved financial well-being
- 38 families & 48 children received early childhood & parent training through 504 home visits
- 2,160 individuals demonstrated improved mental & behavioral health & well-being
- 299 adults & 99 children received services for survivors of domestic violence
- 1,671 students received violence prevention training in 274 classroom sessions
- 180 students in grades 10-12 received services to prevent drop-out & increase interest in higher education
- 4,592 meal bags through the feeding program
- 213 people obtained safe & affordable housing
- 68 families and 164 children received
FY19 Accomplishments

Outcomes and Results
The agency acquired and implemented empowOR, our new customer data system. This system will assist the agency with community assessment, planning, implementation, reporting and evaluation of programs.

Striving For the Highest Standard
In FY19, Thrive Virginia met 100% of Organizational Standards set forth by the Virginia Office of Volunteerism and Community Services as part of the Community Services Block Grant.

Improving Service and Systems
Thrive Virginia is pleased to announce new staffing positions to include Systems Administrator, part-time Grants Manager, part-time Human Resources Manager, and part-time Intake Specialist. All four positions have increased the efficiency of customer service, internal controls, employee retention, and workflow.

Healthy Generations
Once again, Thrive Virginia collaborated with Rappahannock Area Agency on Aging to provide economic opportunities to seniors. Through the Older Workers Employment Program, the Senior Community Services Employment Program (SCSEP) provides part-time employment for low-income persons aged fifty-five or older.

AmeriCorps VISTA...Go Where You Are Needed
For the third year in a row, Thrive Virginia was proud to be an approved AmeriCorps VISTA site. Mr. Jaron Burke served as the agency’s VISTA from September 2018 to August 2019. During his service, he completed several important projects including a comprehensive Food and Health Insecurity Report. This report will assist the agency in making future program decisions. Stay tuned for exciting developments.
Building Capacity
The newly formed Fund Development Committee developed a three-year Fund Development Plan. The plan is designed to ensure the agency is well-positioned financially. It was developed with the help of a non-profit consultant with capacity building funding provided by the Virginia Housing Development Authority. Additionally, the agency created a Grants Manager position. This staff member is responsible for researching potential grant funding opportunities and proposal writing.

A Bright Future
Once again the agency provided an opportunity to three interns from Virginia Commonwealth University (VCU). The interns worked with the agency’s Project Hope Program and learned a great deal about working with survivors of domestic and sexual violence. We value our partnership with VCU and look forward to continuing to provide a space for individuals to learn and grow.

Continuing Education
This fiscal year, the agency greatly expanded the number of staff and board member training opportunities. Thrive Virginia is supportive of professional development and encourages staff and board members to participate in activities that help the agency excel. In FY19, staff and board members completed 642 training hours.

Pathways to Prosperity
In FY19, Thrive Virginia provided direct customer service to 3,570 individuals. These numbers do not reflect customer referrals to other community resources or the 504 Project Hope 24-Hour, Confidential Hotline calls that were answered. We continue to seek ways to eliminate poverty and empower individuals and families to live with dignity and thrive.

We ❤️ Our Volunteers
Making a Difference
The agency’s volunteers make a big impact on the organization’s ability to deliver quality programming to those communities in need. Whether they are helping with the King William County Feeding Program, serving on Advisory Councils, providing governance on the Board of Directors and sub-committees, or organizing special events, they are a valuable resource. In FY19, Thrive Virginia’s volunteers contributed 2,610 hours of service for a total financial in-kind contribution of $63,005.
The ability to deliver high quality and effective programming hinges on the valuable contributions by Federal, State, Local sources, individuals, and private organizations/foundations. We work diligently to deserve the trust placed in us by our investors as we help families live in neighborhoods of opportunity, not restraint.

**Government Awards:**

United States Department of Health and Human Services

United States Department of Housing and Community Development

Virginia Department of Criminal Justice Services

Virginia Department of Social Services

Virginia Department of Housing and Community Development

Virginia Housing Development Authority

Charles City County

New Kent County

The Town of West Point

**Private Grant Awards:**

Dominion Energy Charitable Foundation  Rappahannock United Way

Elis Olsson Memorial Foundation  United Way of Greater Richmond & Petersburg

E*TRADE Financial Services Company  Wells Fargo Foundation

Food Lion Feeds  WestRock Foundation

The Kroger Co. Foundation  Project Discovery Virginia

Thank You!