



Thrive

Community Support Circle

Together we will thrive, building for generations.



Thrive

Community Support Circle

\$3.5 million capital campaign
Case for support



*“Never in my wildest dreams did I ever think a place like Thrive existed. Those in need... Thrive is there. I mean this is what the world – our world – should be. **Love, peace, unity... this is us... this is Thrive.** I wouldn't be here if it wasn't for Thrive.”*

»»»» Danielle

What is Thrive Community Support Circle?

Thrive is a vital resource and place of connection for more than 20,000 downtown Winnipeg families. Community needs are driven by poverty and the often-associated challenges of violence, trauma, substance abuse, and mental illness.

For more than 50 years, Thrive has offered **compassion and support** and the recognition of a person's **dignity and self worth**. This level of acceptance and belonging can be an individual's first step on their **journey to greater self-fulfillment** and seeing themselves as part of the community.

From basic needs to in-depth programming, Thrive provides resources and services that **help people to change their life's direction**.

In addition to providing practical necessities, Thrive staff work long-term with individuals and families to **set goals** and create a **practical, workable response to their needs**.

At Thrive, community members can access a remarkable number of **resources, services, and programs** in-house – and also find **connections to other organizations** that can help them along their path.

Thrive is part of a critical network of agencies working to **reduce the financial impact on systems** such as Health, Justice, and Family Services.

Thrive's existing space is severely limited and cannot meet the growing demand for services.



Thrive welcomes everyone

Thrive helps individuals and families without a referral and fosters inclusivity, empowerment, and whole health. Thrive is a barrier-free agency, so participants do not need to share personal data to access services.

Thrive meets people where they are in life, and provides:



Family and child supports



Essential needs services



Health supports

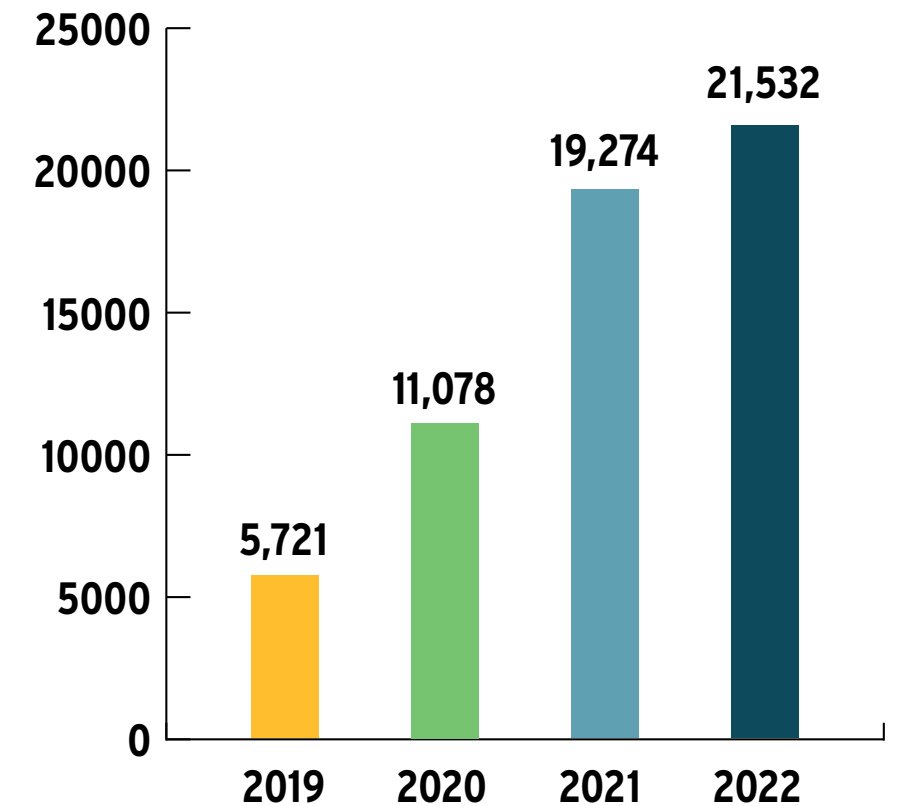


Education, job training,
and financial empowerment

*“When we first came here from Afghanistan I had four children and didn’t know much English. My husband was struggling from the effects of the violence and war in our home country. **Thrive helped me with counselling when my husband was experiencing mental health challenges** and showed me a resource to help my family get help to manage the situation.”*

>>>> Soraya

Total visits to Thrive’s Drop-in Centre¹



¹ Statistics are for the April to March fiscal year, except for 2022, which is for April 2022 to February 2023.



Family and child supports

Thrive's work with families has resulted in a 50% prevention rate in child apprehension by Child and Family Services and a 100% increase in family reunification.

Building Healthy Families Program. Thrive's Family Support Liaison works with families to reduce the number of children entering foster care and to help families be reunited more quickly. They work with each family to help them understand and navigate the Child Welfare System, their rights and responsibilities, and identify what is needed to meet the requirements of their CFS case plan.

Baby Supply Program. Thrive offers free walk-in pregnancy testing and post-test debriefing, ongoing prenatal care and resources, parent checks with a community nurse, and "Welcome Baby" kits to parents that include diapers, formula, baby supplies, and clothing.

Child Wellness Program. The Early Childhood Educators of Thrive's Childcare Centre provide support for parents upgrading their education and those working full-time. Daycare is also available to parents who need childcare while attending a job interview, job training, or other appointments.

Thrive also supports child wellness by providing a range of parenting programs.



*"I was alone and broken down when I first came to Thrive, then I met the staff and felt the love. They helped me with baby supplies and emergency food when I needed it. **I took comfort in knowing there was no judgment and no shaming.**"*

>>>> Amy

89% of people accessing Thrive's family supports and programming reported that these services had improved their family's well-being.



Health supports

In 2022, Thrive provided more than 7,000 mental health supports through counselling sessions, mental health programming, and attending to urgent care walk-ins.

Mental Health and Wellness Support. Manitoba has some of the highest mental health and addiction needs in Canada.² Thrive offers programs in healthy relationships, anger management, social anxiety, and emotional wellness. Their 1-1 specialized counselling services help reduce the stigma surrounding mental health and support those who have experienced grief, trauma, anxiety, and depression.

Health and Nutrition Program. Thrive offers workshops on a variety of health-related topics such as diabetes, heart disease, nutrition, and substance abuse. A Nurse Practitioner from the WRHA visits the centre weekly, offering wellness checks, referrals, and more.

Healing Room / Cultural Awareness Program. Thrive offers a safe space for individual cultural practices such as smudging and prayer, and provides medicines, mats, and décor representative of the diversity of the community.

*The number of organizations referring people to Thrive for mental health and addiction services has **increased by over 50% since 2019.***

*"I lost my husband on August 15, 2020. **We met in high school and had been married 52 years. After he passed, I sunk into a deep depression.** When I was considering suicide, I reached out to the suicide line and was put in touch with Thrive. **Thank goodness because it saved my life!** I don't know what else to say except counselling has helped me deal with my grief and made an incredible difference."*

>>>> E.P.



² A Pathway to Mental Health and Community Wellness: A Roadmap for Manitoba, p. 6. February 2022.



Essential needs services

In 2022, 17,500 visits to Thrive were from community members needing the essentials for living. This represents 80% of the total visits to Thrive.

Visitors are welcomed Monday to Friday into Thrive's small but essential Drop-in Centre, where they can receive:



Food, such as a cup of coffee, bowl of soup, snack, or food kit



Baby supplies, including diapers, formula, and clothing



Emergency clothing

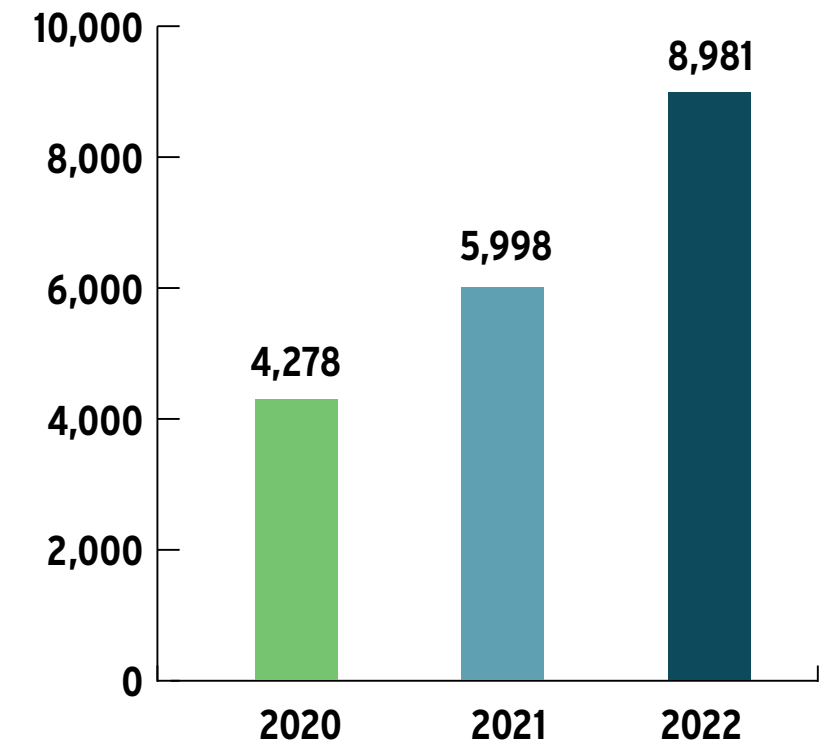


Hygiene kits

*"I was short on food one week, I got talking to one of the girls here if I can get help. Next thing you know I'm at the office asking if I can start volunteering. **I really like volunteering here. It's helping me stay sober a lot.** And it keeps me busy. Thank you for everything!"*

>>>> Ted

Thrive's demand for coffee and snacks has increased by 110% since 2020





Education, job training, and financial empowerment

In 2022, Thrive filed tax returns for 400 community members, resulting in \$3.4 million in tax benefits and refunds for those who need them most.

Job Skills Training. Thrive provides job skills training and mentorship programs to people with varying abilities, newcomers to Canada, and those entering or re-entering the work force.

Thrive Thrift Shop. Thrive's thrift shop helps provide individuals with personal and home necessities. Volunteers from the community help run the shop, providing them with job training while building their confidence and sense of self-worth.

Education and Financial Empowerment

Program. Thrive provides application assistance for education supports, income tax preparation, access to benefits, birth certificates, licensed daycares, volunteer and job skills training, an education scholarship and a community/cultural/business grant.

*"As soon as I started working at the Family Resource Centre, **my confidence went through the roof.** The organization had seen me at my lowest, and still believed in me enough to hire me to work with community members. I am so grateful for Thrive for helping me become whole again."*

>>>> Amy



The Thrive community and need for services

Thrive mainly serves the diverse and underserved community of Winnipeg's Downtown West End – the Spence neighbourhood. Many of Thrive's participants live at or below the poverty line and struggle with the basic needs of life.

In the Spence neighbourhood:³

- **27.4%** identify as Aboriginal/Metis
- **43.6%** are first-generation immigrants
- **Fewer than one-third** of adults have a high school diploma
- **\$38,787** average household income (City of Winnipeg average: **\$86,920**)
- **12%** unemployment rate (City of Winnipeg rate: **7%**)
- Crime rates are **among the highest** in Winnipeg

The need for services

Individuals and families in Winnipeg's Downtown West End experience **poverty, housing instability** from relocation and settlement, **marginalization**, and **criminalization**.

People and families in the neighbourhood **face many challenges**, including:

- Lack of family supports
- Low English literacy
- Lack of education
- Discrimination
- Generational trauma
- Chronic health issues
- Mental health issues
- Addictions

*"Depression, low self esteem, hopelessness and exhaustion was a by-product of my panic attacks. **I can't thank my counsellor enough! She has given me my life back!** I highly recommend Thrive's Counselling and Wellness to anyone suffering from panic attacks."*

>>>> C.P.



³ 2016 Spence Neighbourhood Profile, provided by the City of Winnipeg and Statistics Canada

The urgent need for more space

Thrive's existing space is severely limited and cannot meet the growing demand for services. Thrive currently must operate out of three separate locations in the neighbourhood. None of these locations is fully accessible.

A main inadequacy is the **lack of private spaces for urgent care and 1-1 support**, which is critical for people experiencing sexual abuse, domestic abuse, or addiction-related issues.

The current building has **no public washroom**.



The building expansion will create a fully accessible space and will:

- **Increase program offerings** and program capacity, including offering evening programs
- Add **private, secure spaces for counselling** and 1-1 support
- Include **accessible washrooms for community use**
- Gather all adult programs under one roof
- Have an **improved drop-in space** that will include a **kitchenette**, where community members can eat, visit, and locate resources
- Include a dedicated **cultural room** for community members to engage in cultural practices
- Allow for a more coordinated **safety plan** in case of emergency or lockdown
- Add a separate **break room and bathroom for volunteers and staff**, to provide times of respite

*"After Victoria was born, we started participating in the parenting classes... Because I didn't have any experience of being a mother. **Being alone is so difficult** when you only know a few people. **One smile can really change your life.**"*

>>>> *Violetta*

Project highlights

The renovation will help Thrive meet growing community needs by adding a 3,750 square-foot second floor and renovating the main floor of its Resource Centre and Thrift Store.

Main floor renovations

- Space for the Thrift Shop manager to **interview, train, and meet** with staff and volunteers
- Separate, **accessible break room and bathroom** for volunteers and staff and community
- **Warehouse space** for sorting, laundering, pricing, and storing donations
- **Food hamper pick-up area** for community members
- **Elevator** to make the new second floor accessible

New second floor construction

- Designated area for **registration and intake** of participants
- **Drop-in space** with kitchenette
- Dedicated room for practicing **cultural traditions**
- **Classroom** for Thrive's parenting, mental health, and gender-based programs
- **Public washrooms** for drop-in and program participants
- **Multipurpose room** for special events and activities
- **Improved staff areas** with separate washroom

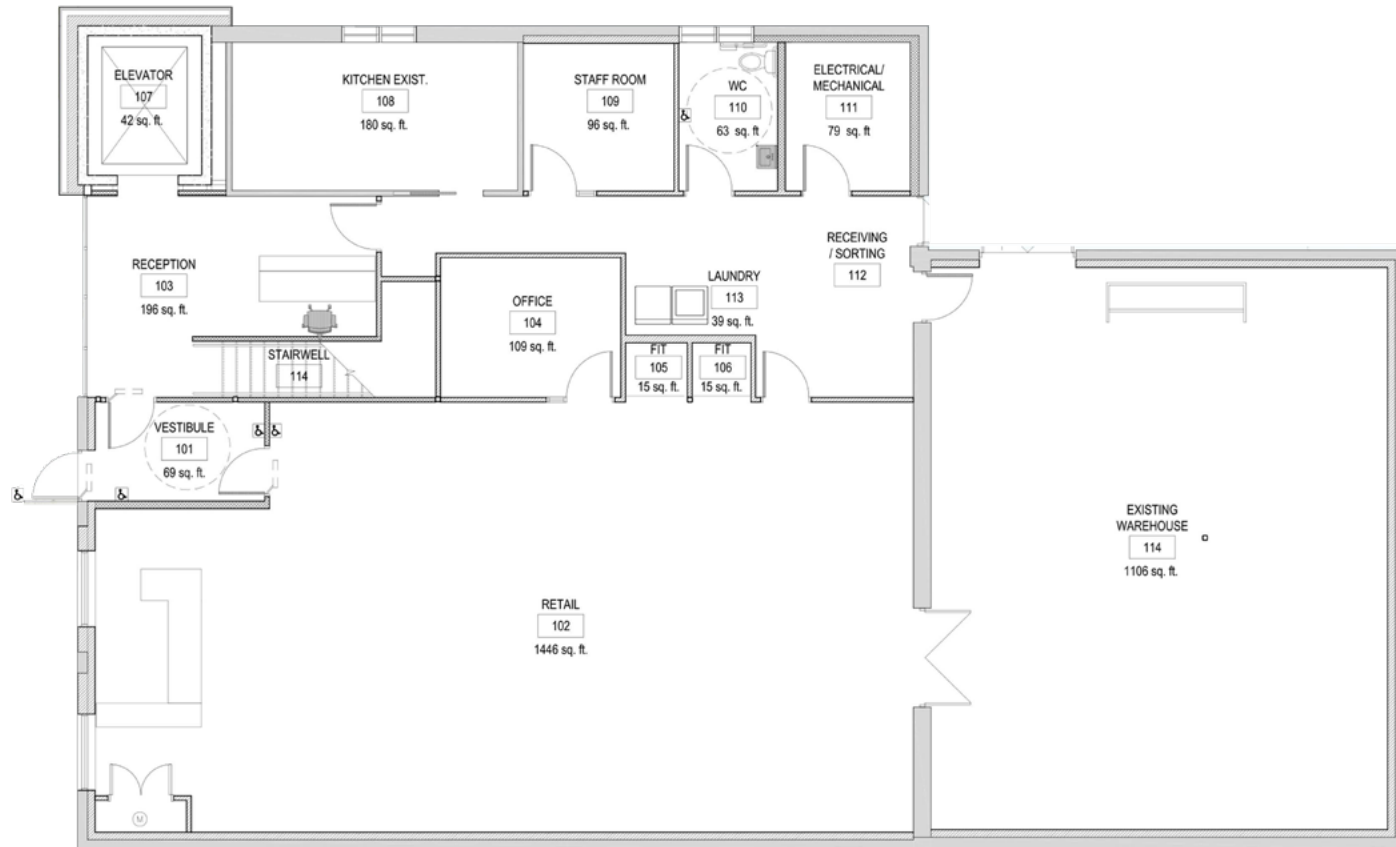
>>>> CURRENT SPACE



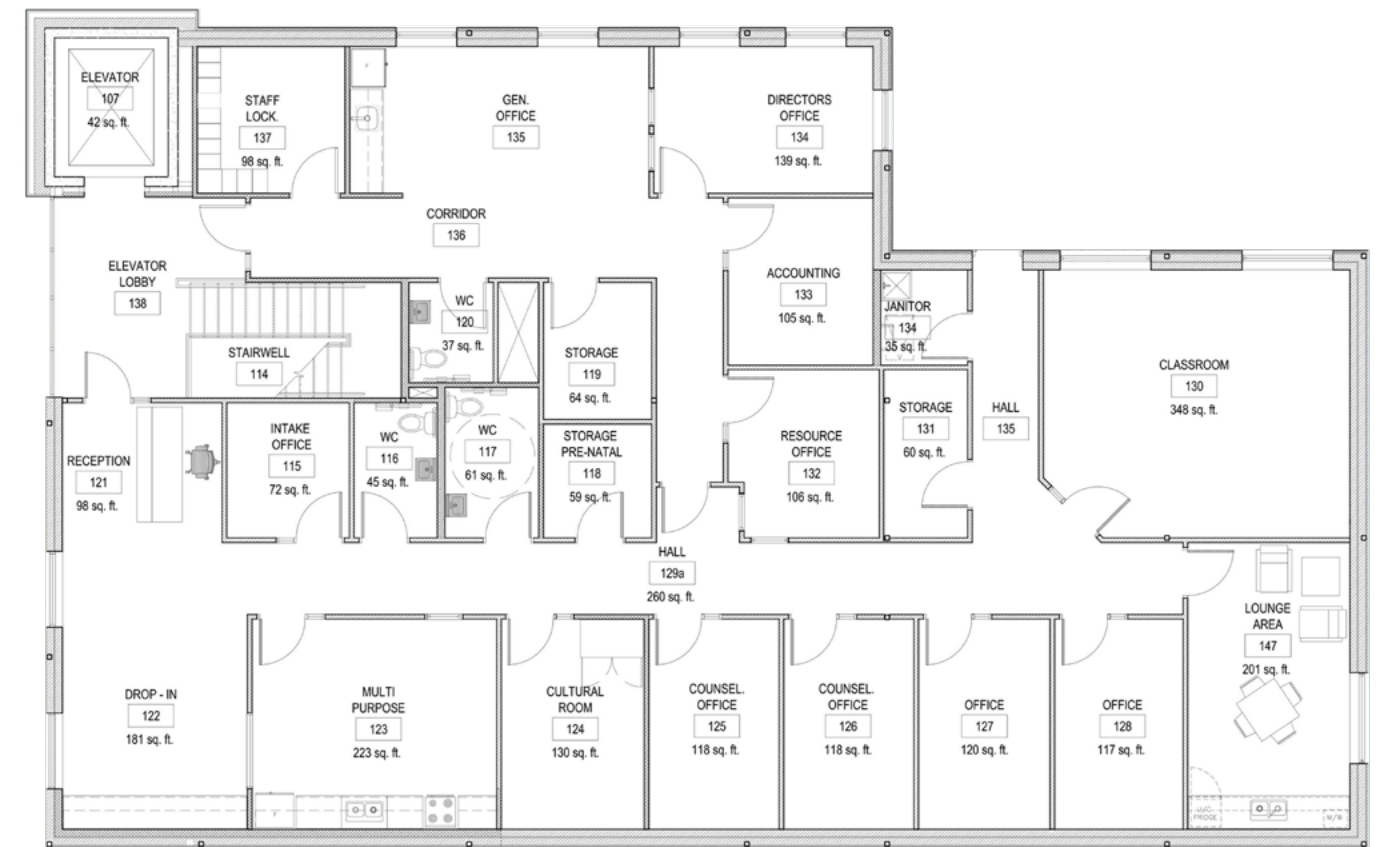
FUTURE SPACE >>>>

Project highlights

Main floor renovations



New second floor construction





Thrive

Community Support Circle

Together we will thrive, building for generations.

Thrive Community Support Circle believes in the potential of people and communities to grow and create change in a positive way.

Through our community services including the programming, therapeutic counselling, drop-in, thrift shop, and child care, we provide opportunities and support to individuals to create this change in themselves and the community as defined in their personal journey.

By working in cooperation with partnerships of other community agencies; recruiting qualified, caring and like-minded staff, volunteers and donors; and by respecting each person's individuality, we provide community members with professional and supportive services within the context of our resources.



Thrive Community Support Circle

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Because you donate, we thrive.

Your gift today will help us build for generations.

Thrive Community Support Circle is a registered charity: BN 119098200