



# Thrive

Community Support Circle

*Together we will thrive, building for generations.*



# Thrive

Community Support Circle

## *\$4.5M Capital Campaign*

## *Our Case For Support*

Resource Centre - 555 Spence Street  
Childcare & Early Learning Centre - 100-475 Sargent Avenue  
Winnipeg MB R3B2R9  
204.722.9091  
[thrivecommunitysupportcircle.com](http://thrivecommunitysupportcircle.com)

*Thrive Community Support Circle is a registered charity: BN 119098200*





# Our Case For Support

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**Imagine a community where every child thrives, families have access to essential resources, and everyone feels a deep sense of belonging. For over five decades, this vision has empowered and transformed countless lives within our community.**

Welcome to Thrive Community Support Circle (Thrive), a charitable organization serving Winnipeg's west end community since 1973. With two central locations, Thrive stands as a beacon of hope, supporting over 35,000 families annually.

At Thrive, we believe in the fundamental right of all individuals to live in a safe, inclusive, and sustainable environment. We've seen the positive change our community members can drive firsthand.

Our centres, at 406 Edmonton Street and 100-475 Sargent Avenue, are more than just buildings – they're lifelines. From basic needs to in-depth programming, we provide free resources, from health and wellness, childcare, food, clothing, education, and emotional connections. But more than tangible offerings, we provide an invaluable

community deeply rooted in cultural sensitivity and mutual respect.

Through collaboration with other community agencies and the dedication of our staff, volunteers, and donors, we offer professional support tailored to individual needs.



*For 50 years, Thrive has relied on government grants and United Way for funding. Looking ahead, we require additional resources to expand our reach and impact. Today, we humbly ask for your generosity to help us continue our vital work for generations to come.*

# Our Story

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**Thrive Community Support Circle began in 1973 as Pregnancy Distress Services, founded by Dr. Paul & Louise Adams. We began as a crisis phone line for pregnant women, and several years later, the Adam's broadened their services to include pre-and post-natal support for young mothers.**

In 2017, our agency was renamed Thrive Community Support Circle. We've grown to offer many more resources from health and wellness, childcare, food, clothing, education, and emotional support for children, families, and individuals.

Our community is deeply impacted by poverty, violence, trauma, substance abuse, physical and mental health challenges. Thrive is a part of a critical network of agencies working to reduce the

financial and social impact on systems such as health, justice, and family services.

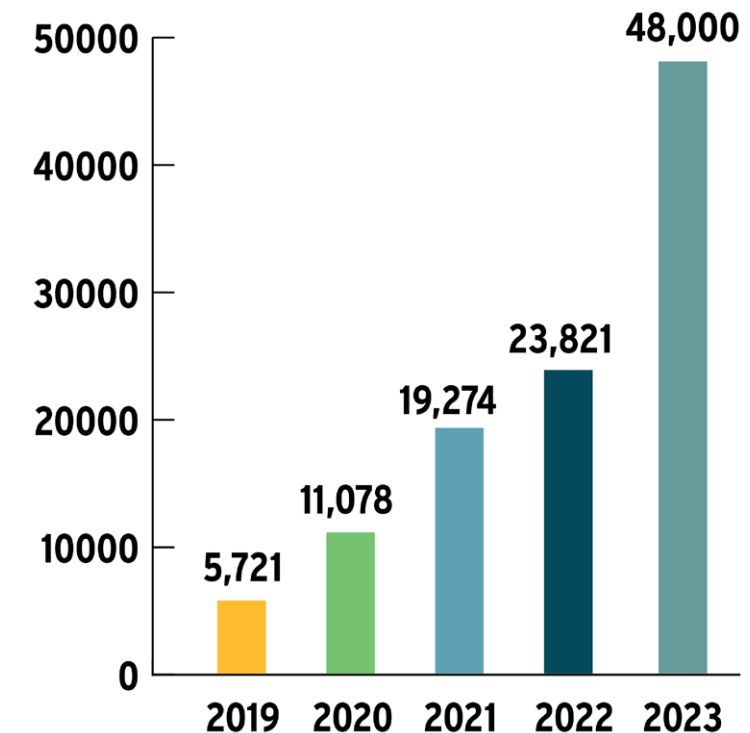
**Since 2022, we've seen:**

- **48,000+ total visitors**
- **21,000+ repeat visitors**
- **2,700+ new participants**

With a growing population and demand for services, Thrive's existing space is severely limited.

*To learn more about us and the community we serve, we invite you to [watch our video here](#).*

**Total visits to Thrive's Drop-in Centre<sup>1</sup>**



<sup>1</sup> Statistics are for the April to March fiscal year.



# Our Spaces

Currently, Thrive operates across two locations:

- Community Resource Centre at 406 Edmonton Street
- Childcare & Early Learning Centre at 100-475 Sargent Avenue

**Our current spaces are overwhelmed by the growing demand for our essential services.** We lack private areas for urgent care and personalized support, one of our high demand services crucial for those experiencing abuse or addiction. Without these spaces, we're unable to offer the level of care and attention needed for those in our community who are suffering.

In addition to this, our facilities are not fully accessible, and the absence of public bathrooms is a glaring deficiency. This poses challenges, especially for community members with disabilities or unstable housing situations.



Due to space limitations, we can only serve a handful of individuals at a time, with short visits of just 15 minutes. **This puts immense strain on our resources, considering the overwhelming 48,000+ visits we receive annually.**

## >>>> CURRENT SPACE



## FUTURE SPACE >>>>

# Our Impact

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**At Thrive, we measure our success by the positive changes we bring to the lives of individuals and families.**

In 2023, we made a significant difference through:

- **Visits to Thrive:** Over 48,000 individuals sought support and resources at our centres.
- **Family well-being:** 89% of individuals accessing Thrive's family supports and programs reported significant improvements in their family's well-being.
- **Food services:** We provided over 29,933 instances of food assistance, ensuring families had access to nourishing meals. We witnessed a 44% increase in total food services monthly compared to the previous year. The demand for drop-in coffee and snacks also surged by 130%, indicating a growing need for our services in the community.
- **Mental health supports:** Our mental health services reached over 14,000 individuals, offering crucial support during challenging times.

- **Counseling:** More than 6,000 individuals received counseling, empowering them to address and overcome personal challenges.
- **Emergency clothing:** We distributed emergency clothing to over 2,000 individuals, ensuring they had essential attire.
- **Financial empowerment:** Through our financial empowerment services, we assisted over 1,500 individuals who received services that improved their financial stability.
- **Baby kits:** We distributed over 700 baby supplies, providing essentials to newborns and their families.
- **Tax assistance:** Our team filed 550 tax returns for community members, resulting in \$3.4 million in tax benefits and refunds for those in need.

*"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.*



# Our Services

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At Thrive, we support individuals and families with inclusivity, empowerment, and holistic health, all without the need for a referral. Our welcoming environment ensures that everyone feels safe and valued.

Our multi-service offering includes:



## Health and wellness services:

- Health and nutrition programs covering topics like diabetes, heart disease, nutrition, and substance abuse
- Urgent care walk-in
- Weekly visits from a nurse practitioner for wellness checks and referrals
- Programs for managing anger, social anxiety, and emotional wellness
- Counseling sessions
- Non-violent crisis interventions to provide immediate support

*“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*





# Our Services (cont.)

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## Childcare and family resources:

- Childcare and early learning centre, including a daycare centre implementing the Abecedarian Approach for early childhood development. We're among the first in Manitoba to implement this evidence-based method, proven to enhance developmental and learning outcomes for children in high-risk communities. The approach emphasizes language as the core of early learning, and fosters greater cognitive, social and emotional development.
- Parenting programs to support families
- The Building Healthy Families program (supporting families involved with Child Welfare

Services) to reduce the number of children entering foster care and reunite families more quickly

- Baby supply program offering pregnancy testing, prenatal care, and "Welcome Baby" kits

*"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





# Our Services (cont.)

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## Education and job training:

- Job skill training and volunteer opportunities, tailored for individuals with diverse abilities and newcomers to Canada
- Mentorship programs to guide personal and professional growth
- Education and financial empowerment programs, including income tax preparation and access to benefits and scholarships for community, cultural, and business endeavors

*“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*



# Our Services (cont.)

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## Community support programs:

- Drop-in centre open Monday-Friday, providing essentials like food, baby supplies, emergency clothing, and hygiene items, along with opportunities for social interaction
- Support groups for individuals dealing with grief, trauma, anxiety, addiction, and depression
- Harm reduction services to promote safer practices
- Weekly outreach activities by Thrive staff and volunteers, delivering vital supplies and services to those in need
- Food security initiatives, including food kits and vouchers, to address hunger in the community
- Clothing assistance programs
- Healing room/cultural awareness program, offering a safe space for cultural practices and providing diverse resources representative of our community's cultures.

*"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





# Our Community

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Thrive primarily serves Winnipeg's diverse and underserved Spence neighborhood. Many residents live at or below the poverty line and face challenges meeting their basic needs.

Additionally, Manitoba grapples with some of the highest mental health and addiction needs in Canada.

## In the Spence neighbourhood:<sup>2</sup>

- **27.4%** identify as Aboriginal/Metis
- **43.6%** are first-generation immigrants
- **Less than one-third** of adults have a high school diploma
- The average household income is **\$38,787**, significantly lower than the City of Winnipeg's average of **\$86,920**.
- The unemployment rate is **12%**, higher than the City of Winnipeg's rate of **7%**.
- Crime rates in the area are **among the highest** in Winnipeg

Individuals and families in the neighbourhood encounter various challenges, such as:

- Lack of family supports
- Low English literacy
- Lack of education
- Discrimination
- Generational trauma
- Chronic health issues
- Substance abuse and addiction
- Unemployment
- Inadequate housing
- No affordable housing
- Racism

*"I believe in the power of love; **this organization has lots of love to give to people.** I am so blessed to have them in our lives. Thrive is very important to the people in the community. **This organization is a staple in this community.**"*

>>>> Amy

*Many of our community members and volunteers have remarkable stories that encourage and inspire. [Read about their unique journeys here.](#)*

<sup>2</sup> 2016 Spence Neighbourhood Profile, provided by the City of Winnipeg and Statistics Canada



# We need your support

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For 50 years, we have relied on government grants and United Way for support. Today, we are humbly asking the public for their generosity to help us continue our vital work for generations to come.

Thrive urgently requires additional space to adequately address the growing needs of the community. Through the dedication of our staff, volunteers, and donors, **we've developed a plan to build and expand into a new 7,500-square-foot building at 555 Spence Street.** This building will be a new home for our Community Resource Centre and serve as a beacon of hope for the community, expanding our programming and creating a fully accessible, safe space for everyone in our community.



## The Building For Generations Capital Campaign will fund the construction of the building and feature:

- Fully accessible facility design, including washrooms, doorways, kitchen, and elevator
- Community kitchen for preparing hot meals for drop-ins, childcare, nutrition and school programs, and job skills training
- Food hamper pick-up area for community members
- Laundry facilities
- Office and storage space for childcare and early learning centre
- Cultural room dedicated to the diverse practices of the community
- Large drop-in area for socializing and meal service
- Designated registration and intake area for participants
- Classroom for education, social activities, parenting, and support groups
- Enhanced safety and security measures
- Storage space for essential supplies such as food, clothing, and harm-reduction items
- Staff room equipped with washroom, storage, lockers, and dining area
- Childminding room to accommodate parents and caregivers attending programs

**Your donation will help us build a new home where love and support thrives.** With your contribution, we can continue providing essential resources and a sense of community to thousands of children, families, and individuals who need it most.



# How to Support

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While we've made strides, having secured nearly half of the \$4.5M needed, your contribution to Thrive's capital campaign is pivotal. It represents a tangible step toward improving the lives of individuals, families, and children in downtown Winnipeg.

*Together, we will make sure that these people receive the resources and belonging they need and deserve. Throughout our campaign, we'll proudly recognize your contribution, alongside other local supporters that can be found in the Building For Generations Capital Campaign Donors file.*

***For more information on how your donation can help, please contact our Executive Director, Rhonda Elias-Penner, at [rhondaeliaspenner@thrivewpg.com](mailto:rhondaeliaspenner@thrivewpg.com). Every person counts and every dollar takes us one step closer to building a safe, inclusive, and sustainable Community Resource Centre for our neighbourhood.***

***Together, let's build for generations.***

## **DONATE TODAY**

***Thrive Community Support Circle***

***Resource Centre - 555 Spence Street***

***Childcare & Early Learning Centre -  
100-475 Sargent Avenue***

***Winnipeg MB R3B2R9***

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