

Thrive

Community Support Circle

Building for generations, together we will Thrive



Less than **\$1 million**
remaining in our \$4.5
million capital
campaign

*Invest in a building
that will help ensure a
safer, brighter future
for Winnipeg!*



What does Thrive mean to our community members?

*Jon was in care for 36 years. Then he was on his own for the first time, didn't have anyone, and didn't find much kindness in strangers. He first came to Thrive for a coffee and stayed because he could feel good energy in the people and liked the quotes on the posters. The staff got to know him and he's made friends. He now walks to Thrive every morning and says he feels less stressed and is calmer when he talks thanks to the help from Thrive. He recently worked with Sue, Thrive's Accessibility Support Person, to find an apartment and now has a safe place to call home. **"Thrive has helped me feel like I belong. And that's something I didn't think I'd find."***



What is Thrive Community Support Circle and Why Does Thrive Matter?

Thrive is a vital lifeline and safe gathering place for **more than 20,000** downtown Winnipeg **individuals**. By responding to the needs that stem from poverty (and the challenges often linked to it, such as violence, trauma, substance use, and mental health struggles), Thrive improves outcomes for individuals and families, and is helping build a **safer, stronger Winnipeg** for everyone.

SAFER COMMUNITIES BEGIN WITH WRAPAROUND CARE

For more than 50 years, Thrive has welcomed people with compassion, dignity and support. Staff recognise every individual's self-worth no matter what their circumstances.

People walk through Thrive's doors for different reasons – food, clothing, mental health support are just a few. What they find is more than one-time help - they find a caring team that listens, looks deeper, and the kind of comprehensive support that's needed to stabilize their lives.

Thrive's wraparound supports and services range from meeting basic needs to offering in-depth programming and connecting people to other organizations. Thrive staff work long-term with individuals and families to set goals and create a practical, workable action plan. It is this holistic approach that helps people change their life's direction.

Thrive is part of a critical network of organizations working together to reduce the financial strain and impact on Winnipeg's emergency services, healthcare system, justice system, and family services.





The Increasing Need in Winnipeg

There were 17,249 visits to Thrive's Community Drop-in Centre in 2024, a number that has been steadily increasing since 2019. The new building will ensure that Thrive is well placed to meet this growing need. Thrive's programs, services and community prevent family breakdown, stabilize individuals, and lower the incidence of addiction relapse, gang recruitment, and exploitation.

Thrive's work improves safety outcomes:

- **Family support liaison services** → Keeps families intact, reduces the need for or level of CFS involvement, supports healthy parenting, reduces risk of domestic conflict and intergenerational involvement with the justice system.
- **Assistance accessing financial benefits and supports** → Reduces desperation-driven crime and poverty-driven crises (like evictions, theft, domestic abuse), and prevents homelessness, all lowering community instability and emergency calls.
- **Assistance with government documents and filing taxes** → Ensures access to income supports, housing, healthcare, which prevents survival-driven crime and homelessness.
- **Clothing and essential items give-away** → Meeting basic needs reduces survival-driven crime (like theft, drug trafficking and sex work), lowering barriers to employment and school, and promotes social stability, dignity and inclusion, which in turn reduces long-term social costs.
- **Drop-in services** → Provides safe spaces for vulnerable individuals, reducing exposure to street violence, exploitation, predatory crime, and unsafe loitering.
- **Safety outreach** → Provides food, clothing, and supplies as well as access to services, which prevents survival-driven crime (like property-related offences and self-defence through violence) and defuses crises before they escalate to police involvement.
- **Public Health Nurse access** → Early access to healthcare helps identify and address issues before they escalate, reducing ER visits, overdoses, and untreated conditions and that can lead to unsafe situations in the community and increased police involvement.
- **Licensed childcare and child-minding services** → Provides safe, nurturing care for children, allows parents to work, attend counselling, and obtain support services, which help families manage stress, maintain safe and consistent childcare arrangements, and promote healthier family units.



Thrive's Impact Cannot be Minimized!

Simply put, Thrive's **overarching impact on safety directly reduce costs to policing and other emergency services, ER visits and healthcare, justice and family services involvement.** This leads to a safer neighbourhood and a safer Winnipeg.

More on how Thrive's work improves safety outcomes:

- **Men's and Women's Support Circles** → Builds peer accountability as well as coping and conflict-resolution skills, which reduce family conflict, violence, and self-destructive behaviors, lowers isolation and builds interest in positive group contributions to the community.
- **Anger Management and Wellness Programs** → Directly reduce incidents of interpersonal violence by teaching coping skills and managing aggression, which in turn lowers calls to police and other emergency services as well as ER visits.
- **Individual and Group Counselling** → Earlier intervention for trauma, mental health, and addiction prevents crises that often create public safety incidents and require involvement of police, paramedics and the justice system as well as ER visits.
- **Practicum Site for Master of Counselling Students** → Expands community capacity for mental health support and helps build the future workforce in this area of high demand, which reduces waitlists that can worsen outcomes and ensures more people receive help before reaching crisis.
- **Group Outings and Community Gatherings** → Builds pro-social connections, reduces isolation, and builds trust within the network of organizations providing safety services, which are key risk factors for crime and substance misuse, addiction relapse, and exploitation.

*"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.**"*

>>>> Anonymous

*"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.**"*

>>>> Lynn



Family and child supports

When families have stable housing, mental health supports, and access to food and community, everyone is safer. Thrive’s wraparound care reduces mental health crises, lowers the impact on our strained police and other emergency services, hospitals, and social services. Families who work with Thrive have a **lower rate of child apprehension** by Child and Family Services and an **increase in family reunification**.

Abecedarian Approach to Early Child Care.

Thrive’s childcare centre is one of only four childcare centres to receive a grant under the Manitoba government’s 3-year pilot project to incorporate the Abecedarian approach into its childcare centre. Under this program, each child has an assigned primary caregiver who has meaningful one-on-one interactions with them throughout the day. They engage in reading materials, games and activities that promote language and learning, build strong attachments and relationships between the caregiver and the child. This approach is shown to help children build healthy peer relationships, a sense of connection, and compassion as they prepare for school.

Building Healthy Families Program.

Thrive’s Family Support Liaison assistance reduces the number of children entering foster care. They help families navigate the Child Welfare System, and help them understand their rights and responsibilities, so they are better equipped to successfully meet the requirements of their CFS case plan.

Baby Supply Program.

Thrive offers free walk-in pregnancy testing and post-test debriefing, connects families to prenatal care and resources, offers parent check-ins with a Public Health Nurse, and “Welcome Baby” kits to parents that include diapers, formula, baby supplies, and clothing.

Child Wellness.

Thrive’s Childcare Centre provides childcare so parents can upgrade their education and work full-time. Thrive offers attachment-based programs that strengthen parent-child relationships, improve family resilience and support child wellness.





Health supports

In 2024, Thrive provided 4,143 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.¹ Thrive offers programs in healthy relationships, anger management, social anxiety, and emotional wellness. One-on-one specialized counselling services help support people experiencing grief, trauma, anxiety, and depression. These programs reduce the stigma surrounding mental health.

Healing Room / Cultural Awareness Program.

Thrive offers a safe space that is designed to represent the diversity of the community and welcomes practices from all cultures, including smudging and prayer.

Health and Nutrition Program.

Thrive offers health-related workshops and supports based on community needs, focusing on immediate food security, mental health, self care and practical day-to-day wellness. These sessions aim to build a foundation that empowers individuals to make their own healthy lifestyle choices. A Nurse Practitioner from the WRHA visits the centre weekly, providing wellness checks, referrals, and other supports.

"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! Counselling has helped me deal with my grief and made an incredible difference."

>>>> E.P.



¹ [A Pathway to Mental Health and Community Wellness: A Roadmap for Manitoba](#), p. 6. February 2022.



Essential needs services

When people are in crisis, they rarely need just one thing. A mother seeking clothing for her children may also need a CFS advocate. A person asking for a meal may also be struggling with housing insecurity, trauma or unemployment. Thrive connects people with the right supports – in-house or through trusted partners – and we help address the root causes of instability. **In 2024, Thrive saw over 49,000 visits from community members needing the essentials for living.**

In Thrive’s new facility, visitors will be welcomed Monday to Friday into its much larger and essential Community Drop-in Program at the Family Resource 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 to see 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

*“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



Education, job training, and financial empowerment

In 2024, Thrive filed tax returns for 83 community members, resulting in \$496,681.68 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.

Clothing and Essential Items Depot.

Individuals and families can visit Thrive's giveaway depot to receive the clothes, bedding, outerwear, shoes, and small household items they need – all free of charge. And when the people Thrive helps can give something back when they no longer need it, they do!

Education and Financial Empowerment Program.

Thrive provides application assistance for education supports, income tax preparation, access to benefits, birth certificates, licensed childcare, volunteer and job skills training.

“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





Meeting the Urgent Need with a New Building



As demand went up, Thrive was operating out of three separate locations, none of which were fully accessible. This arrangement was compromising Thrive's ability to provide services in an efficient and safe way. Thrive is now operating out of temporary space until the new building at 555 Spence Street is complete.

Thrive's new building will be fully accessible and will include:

- an **expanded drop-in space** with:
 - a **quiet room** for those needing a space to calm down or discuss current challenges
 - a **private intake room** near the front desk
 - a **kitchenette** for people to have coffee, snacks, and conversation at a family style tables
 - a **computer station corner** with three computer stations and a reading nook
- a large **community kitchen** that will expand Thrive's meal serving capabilities
- a **teaching island in the community kitchen** for **nutrition and cooking classes**, and where members can eat, visit, and locate resources
- **private, secure spaces** for urgent care and one-on-one support, which are critical for people experiencing sexual abuse, domestic abuse, or addiction-related issues
- **washrooms** for community use
- a **dedicated cultural room** offers space for community members to engage in cultural practices, and is equipped with ventilation that allows for smudging
- improved **staff areas** with a separate **break room and bathroom**, to provide times of respite for staff and volunteers





More Project highlights

At 7,500 square feet, Thrive's new building will allow it to meet growing community needs now and in the future.

Additional Features:

- **Warehouse space** for sorting, laundering, and storing donations and including a designated delivery area
- **Food hamper pick-up area**
- **Community giveaway room** with clothing, bedding, outerwear, shoes, and small household items – all available for free
- **Laundry facilities** for new donations to be cleaned and for community to do an urgent load of laundry as needed
- **Secure bike storage area** for staff and volunteers
- **Classroom** for parenting, mental health, and gender-based programs
- **Multipurpose room** for special events and activities
- **Elevator and automatic doors** to make the building fully accessible, along with up-to-date accessible equipment
- **Designated play space** for children to engage with trained child-minding staff while their parents or guardians attend appointments or classes
- **Three counselling rooms, a tax and ID preparation, and a family sized office space** for our family liaison team
- **Expanded programming** and program capacity, including evening programs
- **Coordinated safety plan** in case of emergency or lockdown





The Thrive community and need for services

Thrive 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, housing instability from relocation and settlement, marginalization, and criminalization.

In the Spence neighbourhood:²

- **27.4%** identify as First Nation/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

Challenges in the Community

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 and addictions

*Rich was referred to Thrive by his AFM counsellor. He has noticed so many ways Thrive supports families including the childcare program and the food he can bring home to his family. Through Thrive's **Anger Management Program** Rich has learned to be assertive rather than aggressive, and he says it has made life better for him and his family. Rich says Thrive feels like a big family - from the moment you walk in, everyone from the front desk staff to the program facilitators are welcoming, supportive, and working together. "For the first time in a long time, I feel hopeful and excited about the future."*



Thrive

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With your help, we will reach our fundraising goal so Thrive can complete its new building debt-free and direct operational funding where it matters most — programming and support services

Thank you for your support!

At Thrive Community Support Circle, we believe in the potential of every person and the strength of community. Together with your support, we are building a thriving, sustainable community where every person has the opportunity to lead a fulfilling life.

*When you donate, we thrive.
Your gift today will help us build for generations.*

Thrive Community Support Circle is a registered charity: BN 119098200



Thrive Community Support Circle
555 Spence Street
Winnipeg, MB R3B 2R9
204.772.9091