



THRIVE 2024 IMPACT REPORT



It is with great pleasure that I share with you our Impact Report for 2024. This report encapsulates the achievements, progress, and outcomes that have been made possible through the dedicated efforts of our team, partners, and the communities we serve.

2024 was a year of incredible growth and development for The Thrive Networks. We finalized our curriculum with a 250-page workbook with defined objectives and presentations to go alongside each class. We increased the exposure to partner organizations, city departments, and community leaders who volunteer their time and expertise to teaching our program. We also incorporated the Social Impact curriculum from the Colorado Social Impact Group.

With the development of our new curriculum, the interest in our program soared with more applicants than available seats in our classes! We met that need by increasing our class size from 15 to 25 participants per class. We also incorporated more Alumni training opportunities and one on one support to ensure long term success.

We continued to work with our grant writer at AJS Consulting to diversify our funding sources and had 6 new foundations pledge support to our organization in the past year alone, including support from El Paso County and the City of Colorado Springs! We also received special funding from DOLA to improve the infrastructure of our organization, utilizing the funds to build a new website, incorporate automations, and translation of our curriculum to Spanish.

We hosted our first Spanish Language Cohort with 16 participants! These businesses worked hard to learn some important business skills and develop a business plan for the first time! They then graduated at Fiestas Patrias, a festival held in Downtown Colorado Springs. I could not have been more proud of them as they stood on stage sharing their stories!.

With over 200 graduates, we have even more stories to share with you this year from recent graduates in the pages that follow. These stories exemplify the spirit of resilience, determination, and hope that define our mission and inspire us to continue our pursuit of changing underserved communities from within.

Our Board of Directors continues to work diligently on creating exceptional board governance and a strategic plan for long term sustainability of our organization! Plans for the upcoming year include development of a personal development program, case management services, career certification programs, and an accelerator program. I look forward to working hard to achieve the goals set forth by the Board and appreciate the expertise, support, and volunteerism that I experience with such a dedicated Board of Directors.

And finally, our mighty staff of two worked hard on professional and organizational development, hitting many of the milestones we set this year. I am proud to serve alongside Andi Propst, our Operations Coordinator, and an incredible Board of Directors who truly care about the community we serve and the impact we create. My gratitude to all the other individuals and organizations that support us as well. Thank you for being an integral part of our journey towards positive change. Together we can continue to make a difference and build a better community for generations to come!

Heather McBroom
Thrive Executive Director



2024 HIGHLIGHTS

Mayor announces state grants supporting Colorado Springs small businesses



Of the 12 businesses awarded, six were Thrive alumni, a testament to the strength and resilience of our program graduates. By managing this grant, we are directly investing in the success of small businesses, fostering economic growth, and strengthening our community.

Thrive was awarded a Community Business Preservation grant from Office of Economic Development & International Trade, ensuring that 12 small businesses in Colorado Springs received critical funding to overcome challenges and continue growing. As part of our commitment to supporting local entrepreneurs, we not only helped businesses secure these grants but also guided them in using the funds effectively to maximize their impact.

The Thrive Networks awarded \$190,000 to the following businesses:

- A Fresh Move Grocery Store
- Felipe's 109
- Leave it At Your Door
- Luxe Daiquiri Lounge
- The Lighthouse Early Care and Education
- Viva Marketing and Consulting



Thrive served as the fiscal sponsor for the Colorado Springs Fiestas Patrias Celebration (a patriotic holiday in Mexico, the anniversary of Mexican Independence from Spain, much like the American 4th of July). About 54,000 people were in attendance over two days and had an economic impact of \$8.1 million. This event has allowed us to better engage the Hispanic cultures in Southeast Colorado Springs and will help us to promote our ongoing Spanish Programing.

LOVING LIVING LOCAL
Thrive celebrates Ribbon Cutting Rally this weekend

Thrive also reached an exciting milestone by moving into our new permanent classroom space at the Family Success Center, Room 125! We celebrated this achievement with a Ribbon Cutting Rally & Fundraiser, where we welcomed our community to see the space, connect with our mission, and support our growth. The event also featured our incredible Alumni Showcase, giving past graduates the opportunity to share their businesses and celebrate their success alongside us.





57 Community Events Attended



40+ Involved Volunteers



50+ People Employed by Thrive
Businesses



\$2.5 Million+ In Revenue was
Reported from Thrive Alumni



40 New Program Graduates

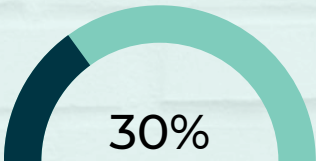


12,000+ Customers Served
by Thrive Alumni Businesses

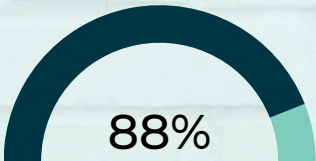


400%+ Increase in Donations
from Individuals

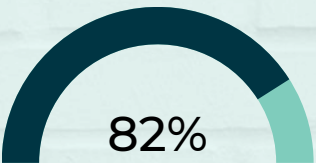
DEMOGRAPHICS



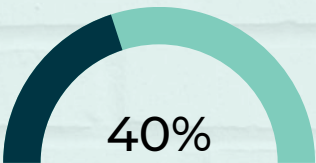
Criminal
Background



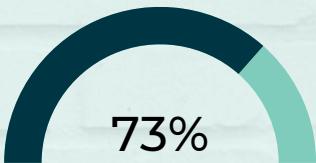
Identify as a
Person of Color



Women

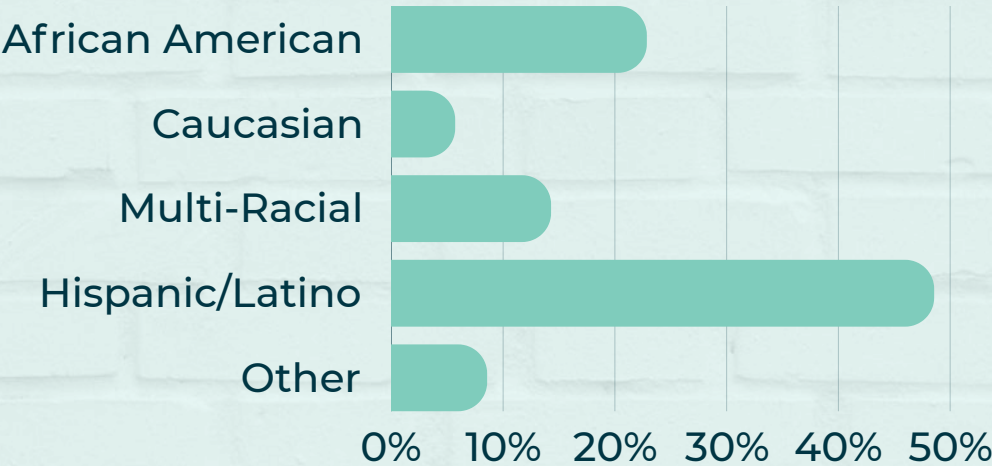


Southeast
Residents



Parents

Racial / Ethnic Identities



TESTIMONIALS

“Thrive helped me find my voice. Thrive has guided me to the right resources and the right people to help me grow my confidence as a chef and business owner. Learning business fundamentals alongside other entrepreneurs helped me not feel so alone in starting my business. My life is changed for the better because of the all inspiring people I have met at Thrive. Andi and Heather make an incredible team. They always approach us with the mind of an educator, always uplifting. But also realistic.” - **Katie Fisco**

“The Thrive Network has been an excellent resource for me and my business. I learned so much more about business than I ever did in school and I was able to become more connected with my local community by networking with my fellow entrepreneurs and learning about excellent local organizations!” -**Dr. Codi Osborne**

“Thrive was the greatest thing that happened to my entrepreneur journey. I have an undergrad in business and although it gave me the confidence to open a business, it certainly didn't properly prepare me for the road ahead. Thrive not only gave me in depth knowledge and connections in the community they continue to help me grow and thrive as an entrepreneur. I'm so incredibly thankful for the entire staff, my cohort friends, and the knowledge I get to share with others.” - **Jay Latona**

“Managing the day-to-day operations of my business often makes it difficult to keep up with all the news and events throughout the year.

Despite this challenge, Thrive Networks continues to amaze me with their unwavering intentionality in keeping me informed about opportunities. In 2024, Thrive encouraged me to apply for two grant opportunities, and I'm proud to say I was successful in landing both grants, totaling over \$36,000 in funding for my business. These funds have had a significant impact on the quality of my program and the growth of my business metrics. My experience with Thrive Networks has been more than just a partnership—it feels like family. They are genuinely dedicated to helping small businesses succeed and thrive. I'm excited to see what 2025 brings with their continued support, and I'm grateful for the role Thrive plays in my business's growth.” - **Jackie Lujan**



Cohort 15

The Entrepreneurs

Anita Abeyta - *A-Hop A-Skip A-Jump A-Way*

Claudia Contreras - *Colorado Cleansing LLC*

Joseph Cooper & Shanel Rhodes - *JoShiah's Traveling Petting Zoo*

Wilbur Dorsey - *Brilliant States of Mine, LLC*

Ashley Finley - *Aganee*

Angela Hall - *G Flow Massage & Reiki Therapy*

Charmaine James - *SmartStart Academy LLC*

Elijah Latona - *J9's Luxury Auto Detailing*

Diana McCoy - *Limitless Solutions*

Elaina Michael - *Refonte Ventures, LLC*

Breadley PointDujour - *Root'd Culture*

Karissa Ramirez - *Georgia's Place*

Vina Valdez - *Lady V Virtual Life Coach*

Taylor Verville - *Taybanks.xo Music*

Jason Zinn - *Fantastical Realms LLC*



Spanish Cohort 1

The Entrepreneurs

Thelmy Vazquez Ortiz - *Yo Soy Thelmy Vazquez*

Mayra Lara - *El Machangay Catracho*

Maria Silva - *El taco y la arepa*

Ana Garivay - *Concrete Hills LLC*

Roxana Urpay - *My Momotaro Home Decor & Apparel*

Leon Magallon - *AMG Services LLC*

Elizabeth Dominguez - *Elizabeth Dominguez Photography*

Marisol Verdugo - *Sea & Sun Imports*

Wendy Loo - *Como en Casa*

Karina Speers - *Inca Life by Pachamama*

Cohort 16



The Entrepreneurs

Alicia Martinez - *Spark-ed By Nature*

Codi Osborne - *Innately Yours Chiropractic Studio*

Danielle Harper - *Primrose Boutique*

Francina Hancock - *Bellacina Studios*

Kuyana Alexis - *Kwas Cares LLC*

Michelle Jones - *Skin Perfect and Wellness*

Nhien Hoang - *Glosis Nails Care*

Peihua Cowden - *Spread The Tea Now LLC*

Tempestt Higgins - *Epic Memories LLC*

Ricardo Colas - *Tunnel Vision Track and Coaching*

Valentina Kai - *Coquina*

Julie Ramirez

Stompin' Groundz Coffee Shop



**You Can Visit Stompin' Groundz at
2050 Jet Wing Dr, Colorado Springs, CO 80916**

This year we are excited to highlight Julie Ramirez!! She first joined the Thrive Community in 2019. Over that time her business has gone from a concept to a brick-and-mortar shop. Stompin' Groundz opened in 2024 with a goal to bring people together. More than just a coffee shop, it has become a space where neighbors connect, share ideas, and support each other. Groups like RISE use the café for monthly meetings, creating opportunities for residents to get involved. This year, RISE recognized Stompin' Groundz as the 2024 Community Champion for Connections, highlighting the impact they've had in strengthening relationships and building community in Southeast Colorado Springs.

**Stompin' Groundz Named 2024 Community Champion for
Connections by RISE Southeast**

**Community-driven coffee shop opens in
southeast Colorado Springs**



Tony Cobb

COBB Auto Works



**You Can Visit COBB Auto Works at
3997 N Academy Blvd, Colorado Springs, CO 80917**

We are also excited to highlight Tony Cobb and Cobb Auto Works! Tony has been a dedicated member of the Thrive Community, turning his passion for cars into a thriving business that serves Colorado Springs. As a Thrive alumni and a member of our Alumni Board, Tony continues to give back by supporting fellow entrepreneurs and helping strengthen our network of small business owners.

Since launching Cobb Auto Works, Tony and his team have built a reputation for top-notch repairs, reliable service, and a commitment to treating customers like family. More than just fixing cars, they are helping people stay safe on the road and keeping the community moving. Whether it's routine maintenance or major repairs, Cobb Auto Works is known for quality work and fair pricing, earning the trust of so many in the area. We're proud to celebrate Tony's hard work and dedication to the community. His journey is a great example of what happens when passion meets purpose, and we can't wait to see Cobb Auto Works continue to grow!

Cobb Auto Works Google Review:

"Exceptional service from Tony and his team at Cobb Auto! They provided expert diagnosis of my F150's AC system and did a thorough oil change. Their honest approach and deep automotive knowledge stood out - no unnecessary upsells, just straightforward service and clear explanations. The transparency and professionalism make them my new go-to shop for all my truck maintenance needs. Highly recommend for anyone looking for trustworthy auto service."

FUTURE PLANS

In addition to increasing our exposure, raising more funds, recruiting more volunteers, and creating more corporate partnerships, a few of our most significant 2025 goals include:



BASELINE PROGRAMMING

We are writing a new curriculum for life mastery, designed to equip individuals with essential life and professional skills to build a strong foundation for success. This program will help participants develop key habits, financial literacy, and problem-solving skills to confidently navigate both career and personal growth.



CAREER CERTIFICATES

We are expanding into Career Training Programs to provide hands-on, industry-specific skills that help participants secure stable, high-quality jobs. These 4-to-12-week courses will offer practical training in fields like insurance and bookkeeping, giving graduates the tools and certifications needed to advance their careers.



NEW TEAM MEMBER

We're growing our team to better serve our diverse community by hiring a Spanish-speaking team member. This addition will help us provide more inclusive support, ensuring Spanish-speaking entrepreneurs have access to the resources, guidance, and opportunities they need.

SPONSORS & DONORS

Thrive has had the support of many incredible partner organizations. Thrive would not be able to do what we do for our community without them.



El Paso County

El Pomar

Windy Pines Foundation

DOLA Infrastructure Grant

OEDIT Sponsoring Entity Grant

City of Colorado Springs

Transforming Safety

Fiestas Patrias

Bank of America

Huntington Bank

US Bank

Colorado Housing and Finance Authority

**We thank you for your continued support in our efforts to
train business owners in Colorado Springs**

WAYS TO GIVE

Donate today to help us support more entrepreneurs in our community!

Sponsorship Opportunities

Support the next generation of business owners by sponsoring our programs. Whether you choose to sponsor a student, a class, or a pitch night event, your contribution directly fuels entrepreneurship and economic growth in our community. All sponsorships are tax-deductible, making it a meaningful and beneficial way to give back. Scan the QR code to explore sponsorship levels and see how you can make an impact!

Join the Road to 100

We are on a journey to find 100 individuals willing to donate, at minimum, just \$10 a month. Your monthly contribution goes directly to the program costs for each entrepreneur to take our program. Your support means more dreams coming true and more lives transformed. Together, we can break down economic barriers. Join us on “The Road to 100” and let’s build a stronger community, one entrepreneur at a time!



Scan Here To Donate

MEET OUR TEAM



CHARLES SMITH
Board Chair



HEATHER MCBROOM
Executive Director



ANDI PROBST
Operations Coordinator



GREGG SHELDON
Board Member



LINDSEY COLLINS
Board Vice Chair



JEFF ZEARFOSS
Board Member



JACKIE GONZALES
Board Treasurer



SANDRA LOPEZ
Board Member



KATIE CARLEO
Board Secretary



To Our Community, Partners, and Supporters,

I am honored to serve as the Board Chair for The Thrive Networks. I am pleased to provide you with an overview of our organization's accomplishments over the past year, showcasing the dedication and success of our board.

We are delighted to welcome new members, Lindsey Collins from Huntington Bank and Sandra Lopez from BSide Fund, to our board. As a governance board, our commitment extends beyond oversight. I am incredibly proud of the passion and dedication demonstrated by our board, with over 250 volunteer hours contributed this year alone.

Under the exceptional leadership of our Executive Director, Heather McBroom, The Thrive Networks has made significant progress. Despite lacking a traditional nonprofit background, Heather has displayed remarkable dedication to learning and development, enhancing our curriculum, team dynamics, and organizational culture.

We are excited to support her continued growth and the positive impact on our organization. In partnership with the Latina Equity Foundation, we successfully hosted our annual fundraising event, the Thrive Ribbon Cutting Rally. This event marked the opening of our first classroom location and recognized the entrepreneurial graduates of our program. The strong community support for this event was deeply appreciated by all attendees.

A notable achievement this year was the translation of our curriculum into Spanish and the launch of our first Spanish Language Cohort. As Board Chair, I was fully committed to this initiative and was thrilled to celebrate its success with our graduates during Fiestas Patrias. This project was made possible by the invaluable contributions of volunteers and financial supporters, including El Paso County, US Bank, Colorado Enterprise Fund, Viva Marketing, and BSide Fund.

Finally, I want to express my gratitude to the board for their unwavering dedication to shaping a sustainable future for our organization. It has been an honor to collaborate with such committed individuals, and I look forward to another successful year ahead.

Thank you for your continued support and belief in The Thrive Networks.

Charles Smith
Thrive Board Chair



STAY IN TOUCH



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