

# LEADING WITH PURPOSE

2025 IMPACT REPORT



**THRIVE**  
- MARKET -



*Nick with his wife, Carolina, and their four children: Gael, Jimena, Carmela, and Valeria.*

## A Note From Our Co-Founder & CEO

Dear Thrive Market Community,

As we look back on 2025, we see another extraordinary year of impact. Not because the year was smooth sailing—quite the opposite. 2025 showed us that even in the face of challenges, members and partners like you join together around our shared purpose.

The year started with devastating fires in our hometown of Los Angeles that forever changed so many of our members' and employees' lives. But you stepped up right away, with generous donations helping us **deliver more than \$125,000 in healthy groceries for families in need.**

You also helped us surpass our goal to **raise and donate \$20 million in healthy groceries** five years ahead of schedule. Every dollar donated at checkout brings us closer to a world where healthy food is within reach for everyone.

No matter what the year brought, from a government shutdown that put SNAP funding at risk to an intensifying climate crisis, you showed up to help. That support helps us lead in doing business the right way, from providing **grocery relief for SNAP EBT and Thrive Gives members** to easing our impact on the planet.

To every single one of our 1.7 million members: Thank you. You fuel every milestone we reach and every community we serve, and you make our mission possible.

In gratitude,

Nick Green



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1  
A GROCERY  
STORE FOR  
GOOD



We're on a mission  
to make *healthy* and  
*sustainable* living  
easy and affordable  
for *everyone*.





# Largest Online-Only Grocer To Be a B Corp



We've had a busy five years as a B Corp, a certification that holds our company (and more than 10,000 others worldwide) accountable to using business as a force for good. From donating \$20 million in healthy groceries to becoming a Public Benefit Corporation (PBC) to earning TRUE certification for zero waste across our warehouses, we're proud of our progress throughout our tenure—and already thinking ahead to what's next.

In 2025, B Lab, the nonprofit that certifies B Corporations, introduced even more rigorous standards for B Corps to ensure they take meaningful action on today's most pressing climate and societal issues. When we last recertified as a B Corp in 2024, **we improved our B Impact Score by almost 33%**. Ahead of our next recertification in 2028, we're challenging ourselves to that same level of improvement, especially given B Lab's new standards.

Impact Area	Initial Certification Score (2020)	Recertification Score (2024)	How We Grew
<b>Governance</b> +9.5 points	5.6	15.1	We became the first and largest grocery store to convert to a Public Benefit Corporation (PBC), a legal designation that allows for-profit companies to prioritize a greater social mission.
<b>Environment</b> +11.6 points	39.5	51.1	Through climate action like carbon-neutral practices, Plastic Neutral Certification through rePurpose Global, and TRUE Certification for Zero Waste at our warehouses, we're committed to the health of our planet.
<b>Workers</b> +1.5 points	18.5	20	As a remote-first company, employees can live and work anywhere—and still feel a sense of community through employee resource groups (ERGs).
<b>Community</b> +3.9 points	17.7	21.6	To date, we've raised more than \$20 million in healthy groceries and food education on our path to reach \$30 million by 2030 and fight for Food Equality Now.
<b>Customers</b> +1.2 points	2.9	4.1	Our focus on members drives everything we do, from our industry-leading quality standards to accepting SNAP EBT.



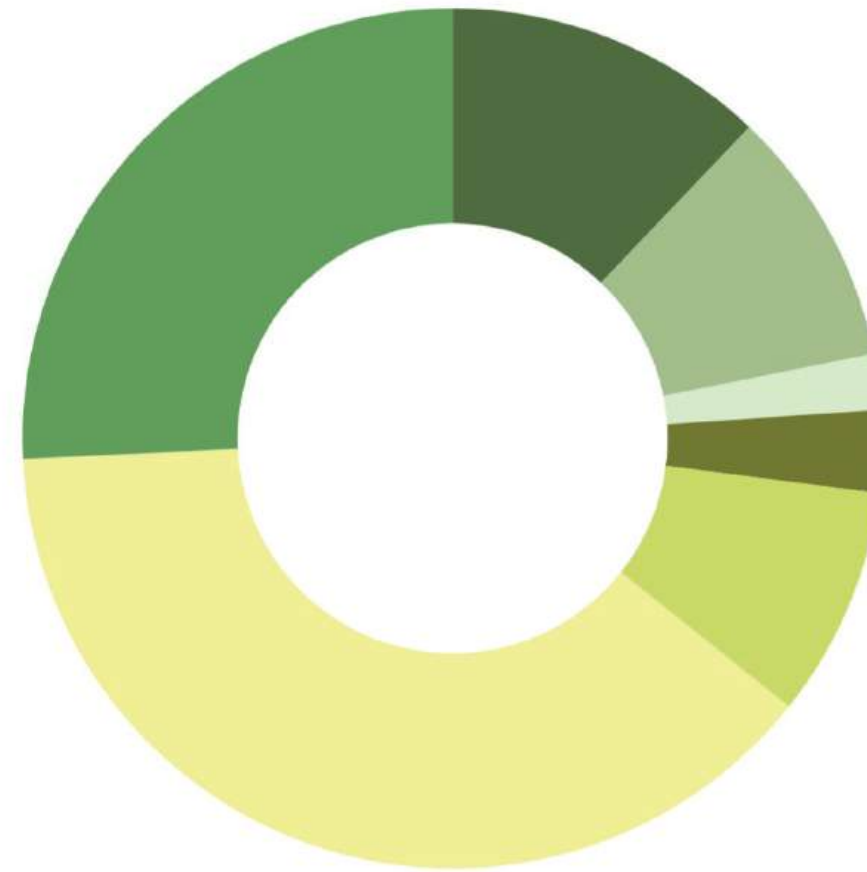
2  
EXPANDING  
ACCESS

# Thrive Gives®

Our social impact arm is called Thrive Gives, and it's powered by our community of 1.7 million giving members. It starts when a new paid annual member joins, sponsoring a free one-year membership for a teacher, nurse, first responder, student, veteran, EBT cardholder, or individual or family in financial need. Members can also donate at checkout to help fund grocery discounts for Gives members year-round or to respond in times of crisis, such as when donations funded healthy essentials for families affected by the wildfires in Los Angeles.



Every paid annual membership sponsors a Gives member like Milca, a dialysis nurse raising three children in Houston, TX

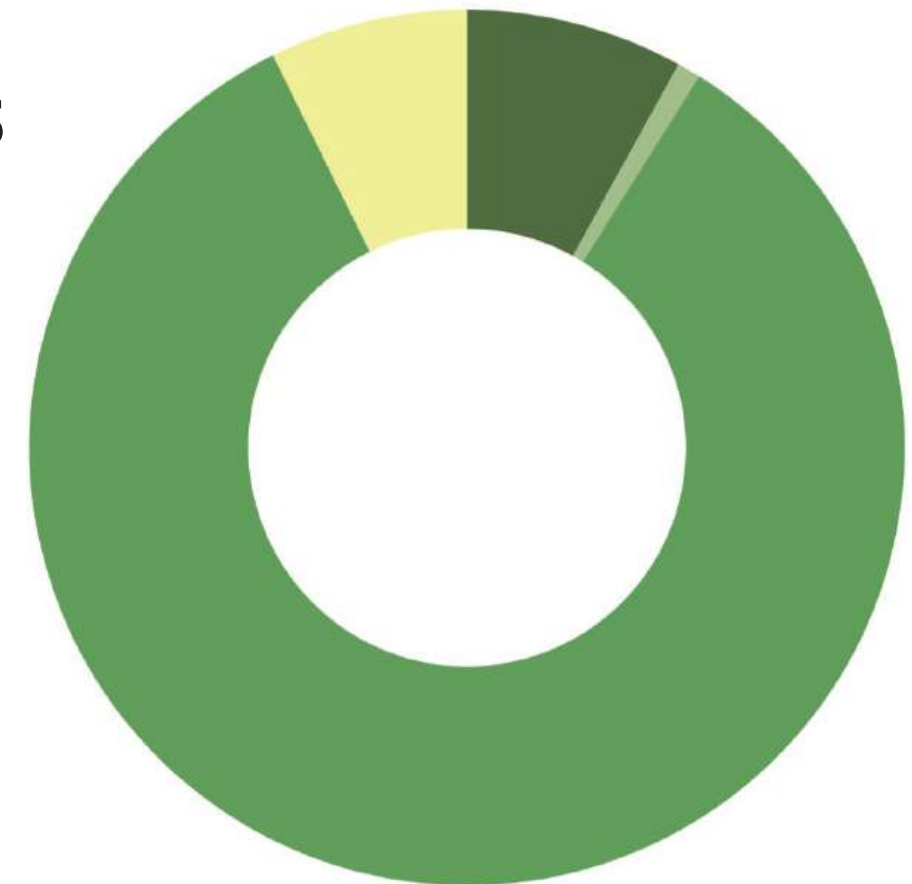


## Who Members Supported in 2025

- Teachers
- Nurses
- First Responders
- Students
- Veterans
- Families in Financial Need
- EBT Cardholders

## How Members Supported in 2025

- \$115,303 in healthy groceries sent to families through nonprofit partners
- 1,000 kids in high-need areas learned about healthy food in school
- \$1,204,209 in grocery discounts funded for Thrive Gives members
- \$105,206 in disaster relief sent through Baby2Baby



# \$20 Million for Food Equality

## Surpassing Our Goal Five Years Early

At Thrive Market, we believe everyone deserves access to healthy, high-quality groceries, regardless of income, location, or life circumstance. That belief is the foundation of Food Equality Now, our long-term commitment to democratizing access to healthy living. Through the initiative, members can donate at checkout to support grocery discounts for Thrive Gives members, nonprofit partners that provide education and food access programs in high-need areas nationwide, and food and product donations following natural disasters.

In 2020, we set a goal to raise and donate \$10 million in healthy groceries through the initiative. Thanks to the incredible generosity of our members, we surpassed that goal two years early and in 2023, we set a new goal to donate \$20 million in healthy groceries by 2030. Once again, we surpassed that goal—five years ahead of schedule! To challenge ourselves to make an even greater impact, our new commitment is to **raise and donate \$30 million in healthy groceries by 2030.**



# Power in Partnerships

By working with nonprofits in the fight for food equality, we're able to reach more communities across the country.



FoodCorps connects kids in high-need areas to nutritious food in school through education, nourishing meals, and advocacy. In 2025, member donations helped fund FoodCorps' work for **1,000 kids nationwide**.



FOODCYCLE LA

FoodCycle LA saves good, quality food from going to landfills and redirects it to people in need. We donated **200 boxes of pantry staples** to FoodCycle's annual Thanksgiving event, helping to fill the local community's holiday tables along with fresh produce that FoodCycle saved.



Alma Backyard Farms provides agriculture job training for formerly incarcerated individuals, youth education programs, and affordable organic produce for local families. They often offer their lush farm in Compton, CA as the home for our donation events, where we donated **600 boxes of healthy groceries** in 2025.



Baby2Baby is a national nonprofit that provides children in need with diapers, clothing, and basic necessities. When natural disasters strike, Baby2Baby is often our first call so we can get help to kids when they need it most. In 2025, we partnered with Baby2Baby to distribute **healthy groceries and essentials following the LA wildfires and the floods in central Texas**.



# Stepping Up When Disaster Hit Home

The Palisades and Eaton Fires in January 2025 rocked our hometown. Thousands of people lost homes or were displaced, including some of our own employees. Still, our community acted instantly to help. Thanks to member, employee, and brand partner donations, we delivered more than \$125,000 in healthy groceries and critical items to impacted families through Baby2Baby and sent grocery credits to more than 7,000 members. The fires changed our city, but the strength and generosity of our community showed us that we can still make a difference.



## Helping the Williams Family Rebuild

The Williamses are a family of 17 who lost all four of their multigenerational homes in Altadena during the Eaton Fire. To help them rebuild their pantries as they worked to rebuild their community, we were proud to give them \$15,000 in healthy groceries.



## Honoring Teachers at Odyssey Charter Schools

OCS operates two campuses in Altadena. OCS-South was completely destroyed in the Eaton Fire, and Odyssey was still uninhabitable months later because of environmental concerns. Through it all, OCS teachers provided comfort and stability for their students, even while scattered across makeshift classrooms. In celebration of Teacher Appreciation Week, we visited OCS-South teachers with lots of healthy groceries, gift cards, and free memberships in tow.



# Community & Collective Action

If 2025 showed us one thing, it was the power of community. When we look back, a united spirit shows in our members and every Thrive Market team, from our headquarters in Los Angeles to our fulfillment centers (FCs) in Reno, Batesville, and Hanover.

## United by Our Mission

### 20 Volunteer Events

Throughout the year, LA-based employees filled totes with healthy groceries at Alma Farms and packed boxes for families served by Baby2Baby. Across the country, each FC team regularly donates food and products to local food banks and charities. In 2025, the Batesville team led two additional initiatives, donating supplies for a local back-to-school drive and handing out snacks and fresh fruit to cheer on participants in a Girls on the Run 5K race. To close out the year, teams at HQ and every FC purchased gifts for kids' wish lists, spreading holiday cheer nationwide.

## Taking Care of Our Own

### \$41,322 Donated to Employees

Employees can donate a portion of their paychecks to the Thriver Help Fund, a financial resource for team members experiencing hardships, including those who lost homes or were displaced during the January wildfires.

## Support After the Storms

### \$52,000 Raised for Flood Relief

In July, flash flooding devastated communities in central Texas. Members stepped up right away to help, donating at checkout to send diapers, wipes, and critical items that Baby2Baby and their partners on the ground distributed to shelters and evacuated families and children.

# Behind the Scenes With Our Team

Authenticity is one of our company values, and we encourage our employees to speak up and share their unique points of view. That goes for their lives beyond work, too, and programs like our five employee resource groups (ERGs) and Thriver Growth Grants provide space for employees to learn and connect.



## Celebrating Shared History

Most employees know Lanae as our Senior Accounts Payable Associate and a leader in the Black Thriver Union (BTU) ERG, but she also happens to be a classically trained chef. In celebration of Black History Month and its spirit of love and togetherness, she shared her recipe for a chicken and rice soup that best represents her style of feel-good, comfort cooking.

## A Chance To Grow

Two years ago, we launched Thriver Growth Grants: opportunities for employees to deepen their expertise or explore a new area through courses, conferences, and certification programs. We invested \$67,000 in employee grants ranging from the Creative team attending the Adobe MAX Creativity Conference to fulfillment center employees taking a Spanish course to better communicate with coworkers.



## Lobbying for Change

The Polluters Pay Climate Fund Act would require the largest polluters in the U.S. to pay into a \$1 trillion fund to use to tackle the wide-reaching impacts of climate change. Kristin, our Director of Mission, and Alyssa, our Director of Communications, joined brand partners Dr. Bronner's and Seventh Generation to lobby in Sacramento for the bill.

3  
CLIMATE  
ACTION



**We're building  
the world's first  
climate positive  
grocery store.**

**For a healthier planet, we've set sustainability goals in three key areas of our business.**



### **Zero Waste Warehouses**

**Goal achieved: 2022**

All three of our fulfillment centers are TRUE Certified for Zero Waste.



### **Plastic Neutral Packaging & Shipping**

**Goal achieved: 2023**

The plastic we use in packaging for Thrive Market brands and shipping materials for all member orders is Plastic Neutral Certified with rePurpose Global.



### **Carbon Reduction**

**Goal forecast: 2030**

We're working toward science-aligned reduction targets while fully offsetting our carbon footprint and transitioning from carbon avoidance to greater-impact carbon removal credits.

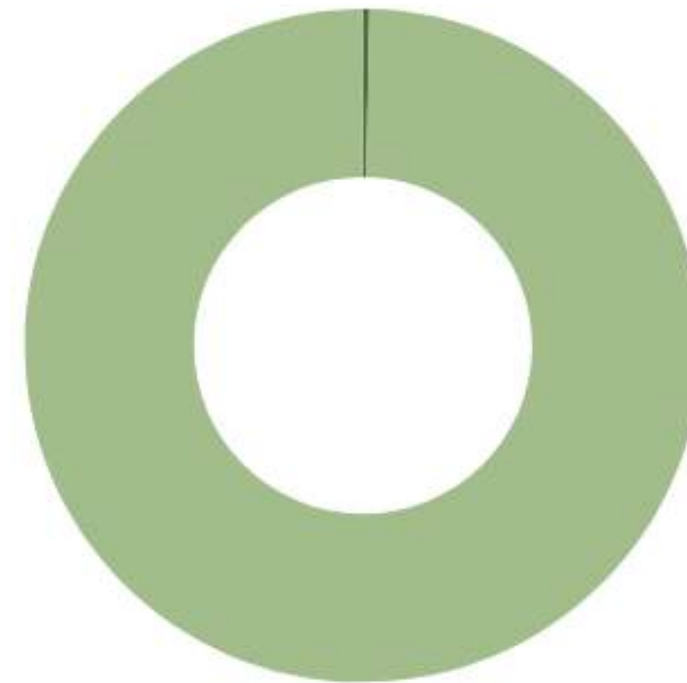
Carbon is the most important—and most challenging—area of our business to address. Still, we're committed to reducing our own footprint and partnering with brands and suppliers to address their emissions, too. We measure our carbon footprint and take responsibility for the emissions we control, including our commitment to carbon-neutral ground shipping for all orders. We offset Scope 1 emissions, purchase renewable energy certificates for Scope 2, and invest in carbon offset and removal credits to address the majority of our Scope 3 emissions, including those associated with our owned brand products and direct purchases. While we previously invested in carbon offset credits only, removal credits deliver permanent, verifiable reductions in atmospheric CO<sub>2</sub>. To account for our 2025 emissions, we supported removal projects like the Wabassus Improved Forest Management Project in Maine, which increases carbon stocking, protects water quality, and improves the habitat for the local wildlife.



# Reducing & Removing Carbon

## Accounting for Our 2025 Emissions

We measured our emissions using Planet FWD's carbon accounting tool with independently verified data and invested in third-party verified carbon credits to account for 100% of our brand emissions (excluding purchased goods for third-party products outside of Thrive Market brands).



- Scope 1: 1,208 metric tons CO<sub>2</sub>**  
Direct emissions from our facility operations and company-owned vehicles.
- Scope 2: 0 metric tons CO<sub>2</sub>**  
Indirect emissions from purchased electricity used in our fulfillment centers and offices. We address 100% of all electricity use through the purchase of renewable energy certificates.
- Scope 3: 447,759 metric tons CO<sub>2</sub>**  
Indirect emissions from raw materials, manufacturing, shipping, air travel, and other activities in our supply chain, excluding purchased goods for third-party products outside of Thrive Market brands.

## 2025 Greenhouse Gas Emissions

Category	Emissions in metric tons CO <sub>2</sub>
Scope 1: Direct emissions from Thrive Market's operations	1,208
Scope 2: Indirect emissions from purchased energy	0
Scope 3: Purchased third-party products	335,320
Scope 3: Purchased owned brand products	40,629
Scope 3: Packaging and other purchased goods and services	26,595
Scope 3: Transportation (upstream, business travel, commuting, and downstream)	35,088
Scope 3: Other emissions from operations (capital, fuel- and energy-related activities, and operational waste)	3,111
Scope 3: End of life (emissions derived from waste disposal and treatment of products sold at the end of their life)	7,016
<b>Total Scope 1, 2, and 3 emissions</b>	<b>448,967</b>

# Refocusing Our Carbon Targets

We first set science-aligned decarbonization goals in 2023 using our 2022 emissions as a baseline, but our business has evolved significantly since then. With the introduction of our “Last Mile” delivery program, which delivers members’ orders with our own vehicles to speed up delivery times, that 2022 baseline is no longer reflective of how we function today. In 2025, we realized we needed to rebase our science-aligned targets to reflect our current operating model. Targets are challenging for a growing business, but we’ll continue to be proactive to do our part to care for a warming planet.

## Our Updated Reduction Targets

**Scope 1:** Achieve a 42% absolute reduction by 2030, based on our updated 2025 baseline.

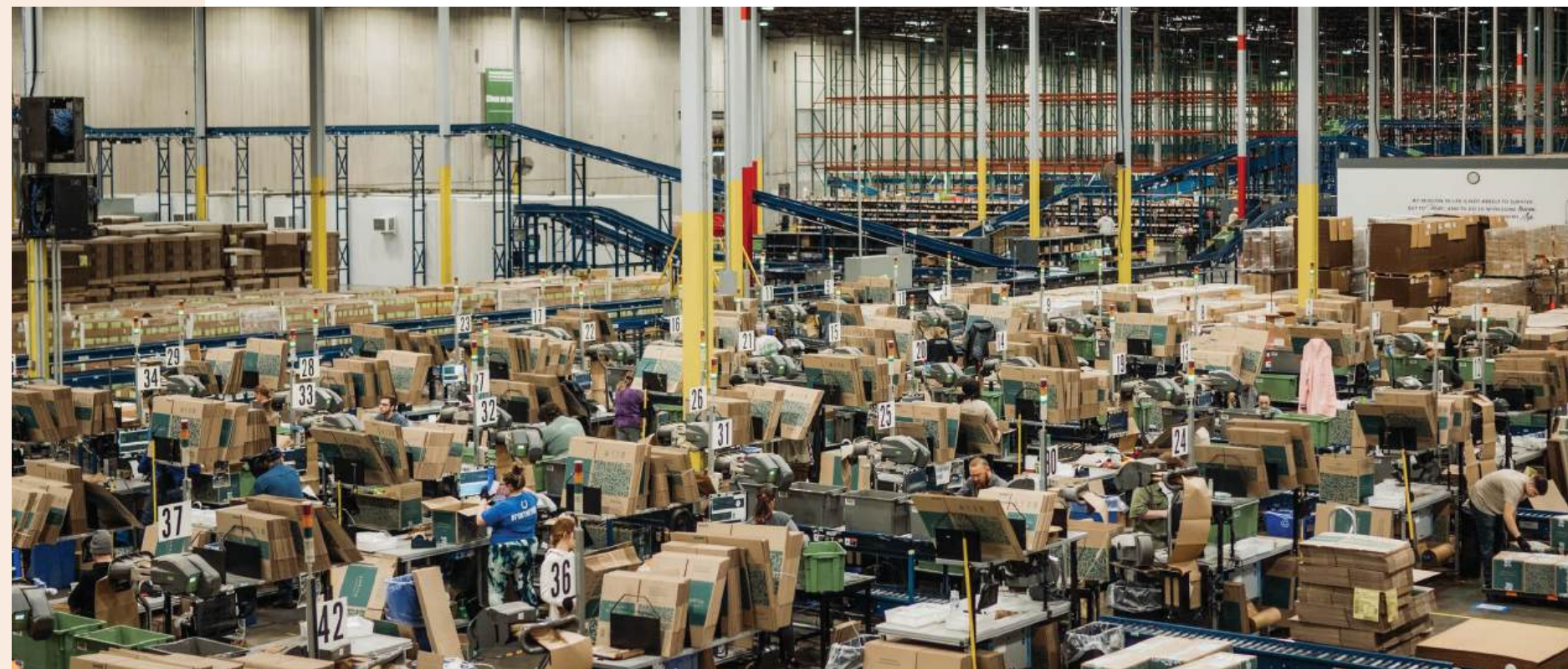
**Scope 2:** Maintain our commitment to renewable energy procurement.

**Scope 3:**

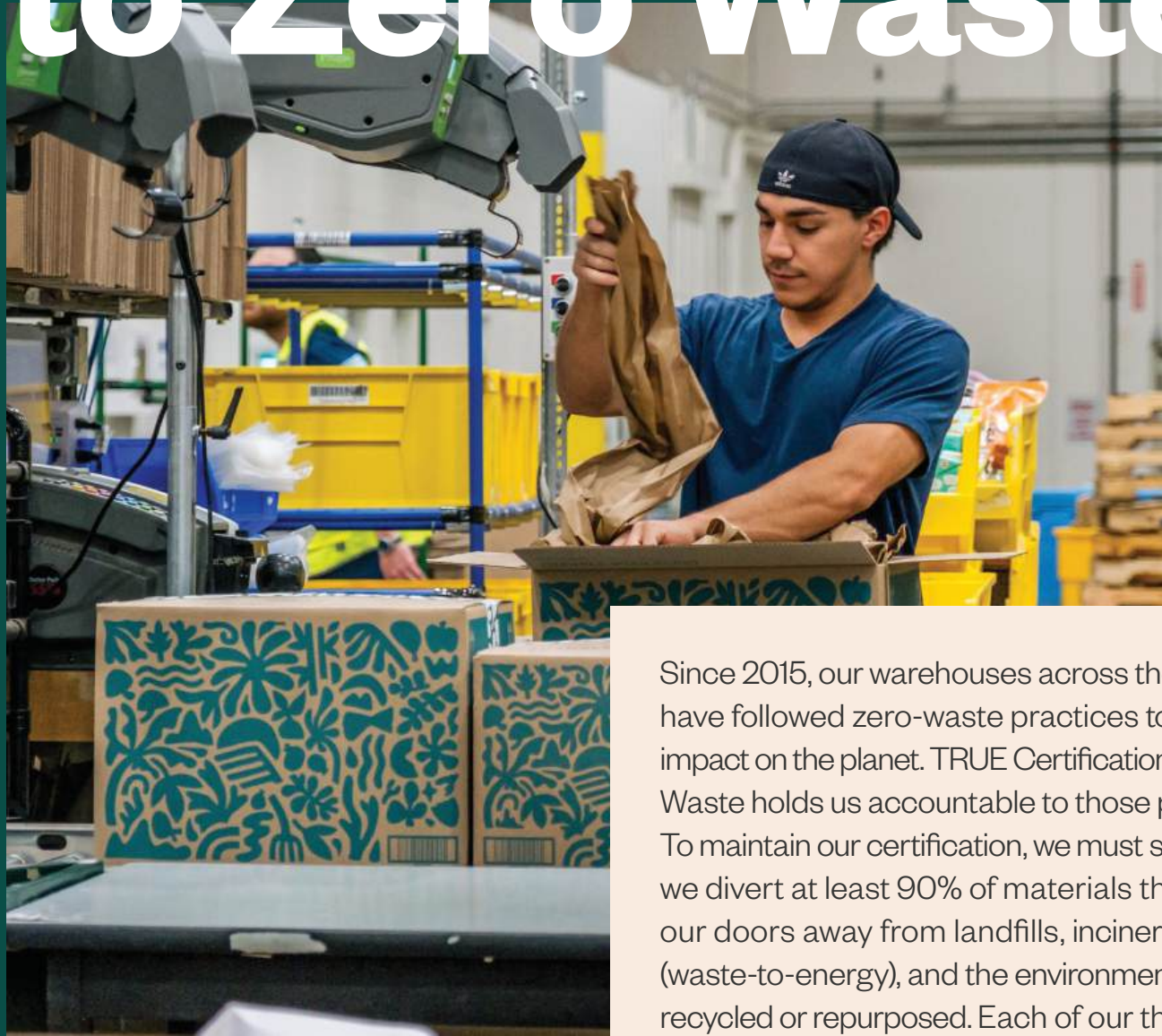
- Collaborate with suppliers that represent 65% of our emissions in purchased goods and services and transport to set their own science-based targets by 2030.
- Achieve a 52% reduction in greenhouse gas intensity (the amount of emissions generated per dollar of spend) across remaining categories by 2030, based on our 2025 baseline.

## Our Reduction Action Plan

Source of Emissions	Action	Progress	Target Completion Date	Scope
Upstream shipping	<b>20% shipment optimization</b> Consolidate inbound freight into fewer truckloads and reduce shipments that don't take up a full trailer by 20%.	Complete	2024	3
Raw materials	<b>84% regenerative &amp; organic food sourcing</b> Increase investments in regenerative and organic sourcing for food products in Thrive Market brands from 76% to 84%.	Complete	2026	3
Supply chain energy use	<b>Set science-aligned targets for 20 suppliers</b> Work with suppliers to acquire primary data on their carbon footprints and set emission reduction targets.	In progress	2026	3
Electricity	<b>Hanover FC solar power project</b> Continue to explore options for solar power.	In progress	2027	2
Electricity & energy efficiency	<b>FC energy efficiency audits</b> Conduct audits to identify potential energy efficiencies at our FCs in Hanover, PA and Batesville, IN.	In progress	2026	1 & 2



# A TRUE Commitment to Zero Waste



Since 2015, our warehouses across the country have followed zero-waste practices to ease our impact on the planet. TRUE Certification for Zero Waste holds us accountable to those practices: To maintain our certification, we must show that we divert at least 90% of materials that enter our doors away from landfills, incineration (waste-to-energy), and the environment to be recycled or repurposed. Each of our three FCs is TRUE Certified, including Hanover, which recertified in 2025 at TRUE's Gold level.

## 14,804,284

pounds of waste diverted away from landfills to be recycled, composted, or reused



## 92.52%

of solid waste diverted away from landfills at our Reno, NV warehouse



## 96.98%

of solid waste diverted away from landfills at our Batesville, IN warehouse



## 94.11%

of solid waste diverted away from landfills at our Hanover, PA warehouse

# Combatting the Plastic Crisis






We're proud to be a Plastic Neutral Certified company with rePurpose Global, which works tirelessly toward a world free of plastic waste. Through our partnership, we measure how much plastic we use in shipping materials for all member orders and packaging materials for all products in Thrive Market brands, then collect, sort, and recover that same amount of plastic waste from nature.

Our partnership doesn't only save plastic from entering communities and oceans, but also benefits workers in communities with limited opportunities. In 2025, the rePurpose projects we invested in benefited 1,436 workers in Colombia and India.

# 630,606

pounds of plastic recovered from nature in 2025 based on our 2024 footprint

That's equivalent to...

-  681,050,000 plastic straws
-  15,891,167 plastic water bottles
-  or 47,673,500 plastic shopping bags



# The Real-Life Impacts of Plastic Recovery

Our partnership with rePurpose Global helps fund plastic recovery projects in areas where pollution is most urgent. One of those is **Project Nuevo Ciclo** in Medellín, Colombia. Project “New Era” takes low-value plastic waste and repurposes it into community resources like classrooms and playgrounds.

In 2025, “New Era” took on new meaning for one of the project’s own workers, Flora Herminia. She’s worked with the project’s Botellas de Amor

(aka “Bottles of Love”) initiative for more than 11 years, helping to turn plastic bottles into real, useful resources. Herminia had also been living in unsafe housing conditions with her family for years, and rePurpose Global and the local community decided it was past time to give back. Through the project, they demolished Herminia’s former home and built a brand-new one using recycled plastic materials. By the end of 2025, Herminia and her family were safe in their new home.



## Project Hara Kal in Kerala, India

Workers in this majority-female project are paid 48% more than the state’s minimum wage. Their work cleaning plastic off beaches supports a community of 700,000, plus local wildlife and tea, coffee, and spice plantations.



Flora Herminia, left, a Botellas de Amor worker, and her brand-new house built using recycled plastic materials.



## Project Paraíso de Ballenas in Buenaventura, Colombia

Translating to “Whale Paradise” in Spanish, the project cleans up beaches and protects whale breeding grounds in a remote area on Colombia’s Pacific Coast.



4  
STANDARDS  
& SOURCING

# A Commitment to Quality That Leads the Industry

It's not hyperbole to say we have the highest quality standards in the industry; as our brand partners, vendors, and suppliers often tell us, our standards go beyond what any other retailer requires. For a product to be "Thrive Market Approved," it must pass our comprehensive ingredient, sourcing, and sustainability review, not to mention be the best-tasting or best-performing product in its class. To us, having the highest standards isn't about restricting or banning more ingredients, but rather expanding our reviews and processes to be even more rigorous—all with the goal of bringing members the best-possible products that fit their lives.



A man wearing a blue and black plaid shirt, a green apron, and a cap is standing on a metal ladder in an orchard. He is reaching up to harvest red apples from a tree. The background shows more trees and a clear blue sky.

# What It Takes To Be Thrive Market Approved

Every product is reviewed in five key areas that define our standards.

## 1. Trusted Ingredients

Certified organic is always our first choice, and we study every product label, restricting 1,000+ ingredients.

## 2. Ethical Sourcing

We seek out brands that provide fair pay for workers, and we prioritize certifications like Fair Trade and Leaping Bunny.

## 3. Planet Positive

Our warehouses are TRUE Certified for Zero Waste and we use carbon-neutral ground shipping only.

## 4. On a Mission

From the products we carry to the causes we stand for, we're defined by our mission.

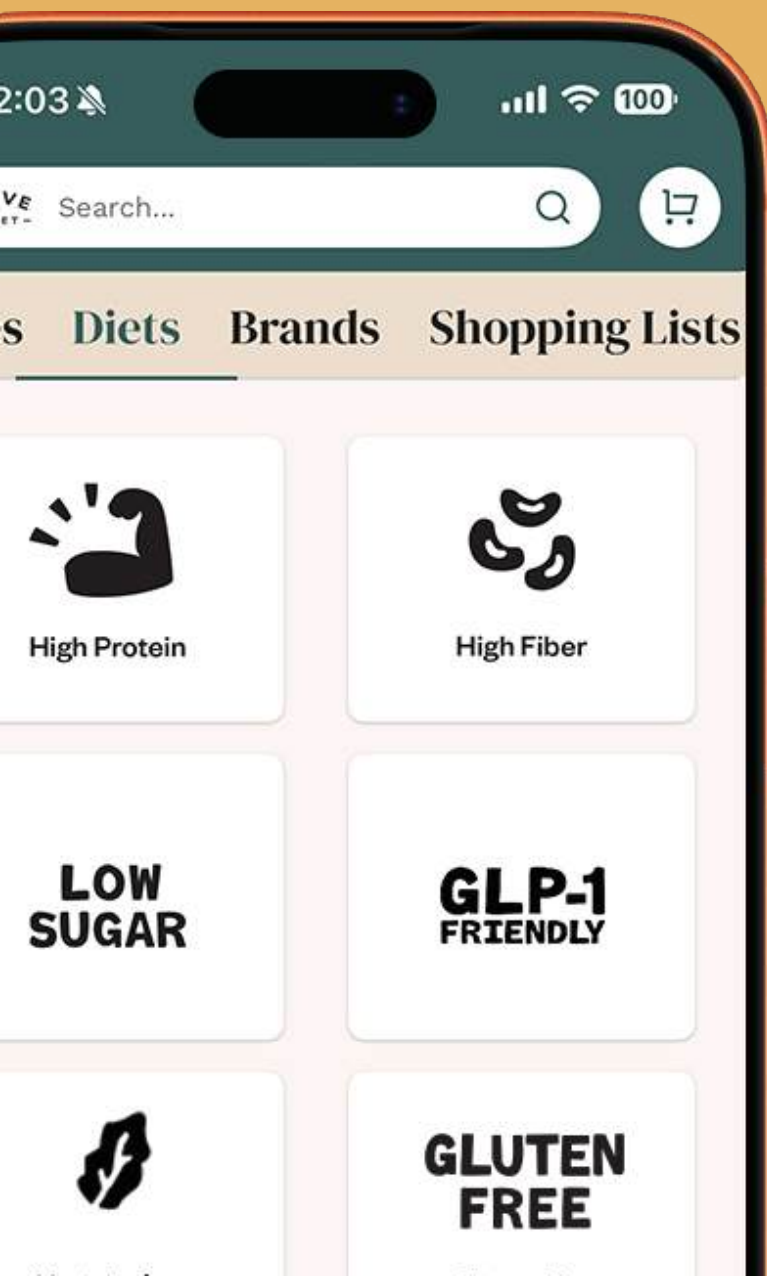
## 5. Tasted & Tested

A product only makes it to our virtual shelves once our expert team vets and loves it.

## Spotlight on Ethical Sourcing

It's not enough for a vendor to tell us a product is ethically sourced; we review third-party audits to validate practices and continue monitoring farms and facilities for compliance. That goes for ingredients at risk of unsustainable harvesting, too. We require certificates and affidavits to verify the sustainable, responsible sourcing of high-risk ingredients such as palm and coconut oils, and the "hidden" ingredients that could be derived from them, such as glycerin and stearyl alcohol.

# Making Healthy Easier



Our 90+ shopping filters help members find products personalized to their lifestyle—fast. To better serve our members' evolving needs, our team combed through our products and carefully curated them into three new shopping filters in 2025. To start, there's GLP-1 Friendly, a first-of-its-kind filter featuring 1,200+ nutrient-dense options for members on GLP-1 medications. Another first: our Alpha-Gal Free filter, launched after hearing from close to 100 members about their struggles with Alpha-Gal Syndrome. The filter offers 3,400+ safe products for members who suffer from reactions to red meat and other mammal-derived products. And knowing that members care about animal welfare but certifications can be overwhelming, we created the Cruelty-Free Certified shopping filter, which groups 800+ products with trusted animal welfare certifications, including Leaping Bunny, Choose Cruelty-Free, and PETA Cruelty-Free.



# A Record-Breaking Year of New

We launched more new and innovative products in 2025 than ever before. As always, every single one had to meet our standards and get past our quality-obsessed team. With more than 2,000 new products, it's impossible to pick favorites, but a few brands stand out. There's baby and toddler snacks from YUMI, a brand that blends nutrition science (thanks to its board of health and medical advisors) with real-food, organic ingredients. And when we tasted a cup of Heirloom Coffee Roasters' superior blends made with regeneratively grown, traceable beans, we knew they'd make a delicious addition to our members' mornings. Speaking of traceable, we were proud to start carrying supplements brand Ritual, whose Made Traceable® standard lets members see the suppliers and manufacturers for the ingredients in their Clean Label Project Certified products.

# 2,441

new products added  
in 2025





# Quality You Trust, Prices You Love™

Thrive Market brands started in 2015 with our Organic Coconut Oil made from just one ingredient: ethically sourced, cold-pressed coconuts. More than 650 essentials later, the products in our brands are still sourced and created in close, careful partnership with our team of experts and the farmers and producers we trust most. If you ask us, access to our top-quality, affordable brands is the ultimate member-exclusive perk.



**51**  
new products in Thrive Market brands

## Members Asked & We Made It

We heard you loud and clear: Members want larger sizes of their favorites. In 2025, we took our Creamy Peanut Butter with 3,000+ five-star reviews and made it in a 36-ounce value size. That approach goes for the new value size of Rosey Laundry Detergent Powder, too, which tackles up to 120 loads of dirty clothes. And now parents can rest easy knowing they'll always have a quick, healthier snack on hand. In 2025, we made Organic Fruit Circles in a 40-count mega variety pack.

## Awards for Rosey by Thrive Market

Our plant- and mineral-powered cleaning line really works—without any harsh chemicals or synthetic fragrances. The world took notice of Rosey in 2025: Castile Soap won **Better Homes & Gardens' "Best Everything Cleaner" award**, and Bath Tissue earned a coveted **"A" grade in the Natural Resources Defense Council's (NRDC's) *The Issue with Tissue* series**, which shows consumers how their trusty paper products rank in sustainability.



## A Sustainably Sourced Superpower

**wellmade Propolis Throat Spray** is carefully harvested from beehives in the Anatolian mountains in a way that avoids any harm to the honeybees. Just a few sprays provide an immune-boosting, soothing spritz of antioxidant support\* when scratchy throats strike.

## People- & Planet-Friendly Treats

Made with regeneratively grown cane sugar and 80% cacao ethically sourced directly from farmers, **Thrive Market Dark Chocolate-Covered Barks & Fruits** make treat time even sweeter. The cacao farmers use practices like agroforestry that mimic natural ecosystems and sequester carbon, taking care of our planet through their work.



## Charcuterie Board-Ready Bites

Members already love our green and kalamata olives, so we went back to our partners in Greece and Italy to source **Thrive Market Organic Castelvetrano Olives** and medleys of **Marinated Olives** with Feta and Tangerine & Chile.



# Stories From the Source

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# What We're Building

Looking back at what we accomplished in 2025 is really a look forward at where we're heading. For our members, for our planet, and for all of its people, we're changing the grocery industry for good.



## CNBC Disruptor 50

2025 was our second time gracing this list of companies transforming their industries.



## USA Today's Most Trusted Brands

We made a five-star appearance on the list that highlights 500 brands across 40 industries in the U.S.



## Newsweek's List of America's Most Loved Brands

As it turns out, Americans don't just trust us—they love us, too!



## Fortune's Change the World List

We were proud to join the ranks of 50 companies making a meaningful social and environmental impact.



**You Make Our Mission Possible**

Thank you!

**THRIVE**  
- MARKET -