thrive
IMPACT FUND

2024 Impact Report

The Thrive Impact Fund team operates out of two offices. We respectfully acknowledge that the offices of the Thrive Impact Fund are located on the unceded, ancestral, and traditional territories of the ləḱʷəŋən-speaking peoples, now known as the Songhees and Esquimalt Nations and on traditional, ancestral, and unceded territories of many nations, including the Syilx/Okanagan people.

MESSAGE FROM BOARD PRESIDENT

2024 has been a year of growth for Thrive Impact Fund! Despite the economic uncertainty felt in Canadian communities, Thrive made a number of investments in local and impact organizations. Our investments made a difference in arts and culture, toxic product replacement, affordable housing, and food security.

We also launched a bridge financing product to assist organizations in accessing working capital during times of tight cash flow. This product is still in beta testing and we look forward to honing our value proposition and processes moving forward.

As part of Thrive's market-building activities, we hosted Social Enterprise Conversations, webinars and direct outreach. We are also sharing our experience in non-profit financing with the Scale Institute's "Access to Capital" capacity-building program.

The economic uncertainty has been challenging for a couple of Thrive's portfolio companies as they have dealt with continued inflation and recessionary impacts. We care for our portfolio companies and have been inspired by how they also provide understanding and care to each other through monthly peer groups and All Thrive Community Gatherings.

Thrive has also been a leader in helping support and build the social finance ecosystem by advocating for and advancing a national loan guarantee pool and key conversations about Blended and Catalytic Capital. We have not done this work alone but alongside partners such as Harvest Impact, Definity Foundation, Boann Social Impact, Ontario Trillium Foundation, and Spring Impact Capital.

Finally, we continue to be successful in raising funds to support impact investing in BC—including investments from the social finance wholesalers, Boann Social Impact and Realize Capital Partners.

2025 will be our third year in operations. We will continue to build on our foundation to address capital gaps in a quickly changing and uncertain world.

Kristi Rivait
Board President

Kristi Fairholm Mader
Board Member
Managing Director

Andrew Greer
Board Member
Interior Lead

Lee Herrin
Board Member
Administrative Lead

ABOUT

Thrive Impact Fund is an impact-first fund that provides **flexible and patient capital** to impact organizations solving today's most challenging problems.

Thrive Impact Fund investors are mobilizing catalytic capital to enable investees to build strong financial models, grow their operations and deepen their impact.

Founded in 2021, Thrive Impact Fund provides impact organizations with flexible and equity-like debt financing. The fund was designed by non-profit and social enterprise leaders who have experienced barriers to traditional financing and understand the need for patient financing. We utilize our extensive impact and entrepreneurial experience, as well as deep networks, to identify and support investees, helping them chart their path toward success.

"

In addition to the impactful support the original investment has had for Kitchen Connect to offer its services and develop operational capacity, the Thrive Impact Fund has significantly supported Kitchen Connect's growth by helping refine its membership model and providing targeted coaching...Thrive's coaching streamlined helped us examine client onboarding, reduce timelines, and enhanced operational processes, such as optimizing pricing for storage and rentals and implementing off-peak usage incentives...These efforts have strengthened Kitchen Connect's capacity to support local food entrepreneurs and community initiatives sustainably.

–Victoria Community Food Hub Society

GUIDING PRINCIPLES

Accesible **Flexible** **Regenerative** **Abundant** **Public Benefit** **Relational**

THEORY OF CHANGE

More resources in the hands of impact organizations and social enterprises lead to positive social, environmental and cultural benefits to communities.

The ability to meet impact and mission targets is connected to the ability to access financial and capacity resources. Thrive's impact statement is, "If we can provide the right type of capital to meet the specific needs of social enterprises, then access to financing translates into greater impact."

What problems are we trying to solve?

- Barriers to capital that exist due to risk aversion, lack of collateral and lack of knowledge (incorrect assumptions) about impact projects
- Lack of financial vehicles for philanthropists and impact investors to flow funds to good projects and enterprises for the long term, flexible and regenerative investments

Who is the key audience?

- Place-based (or serving) non-profits, charities, co-ops and for-profit social enterprises
- Accredited and institutional investors who care about the local cultural, social and environmental impact

Key Tools/Activities

- Flexible and equity-like debt fund that provides patient capital to impact organizations and steady returns to investors
- Support to enterprises that include investment readiness, a community of support and coaching
- Impact investor community and conversations that build a shared culture around place-based impact investing

What needs to change?

- Impact organizations with impactful and revenue-generating initiatives consider financing as part of their growth plan
- Access to flexible, patient, and non-collateralized capital that supports the lifecycle of an initiative or enterprise
- Wrap around supports and shared success approach
- Investors see the benefit of investing their capital into vehicles that generate impact returns

Measurable Effects

- Impacts are measured through selected UN SDG goals, economic targets and self-identified outcomes
- Organizations can access capital and support, generating revenue streams that are positioned for growth
- Investors are mobilizing catalytic capital for impact

Wider benefits

- Equity-like debt and flexible financing is a familiar consideration for impact organizations looking to grow
- Organizations and enterprises can grow and scale solutions to complex challenges
- Investors flow most of their capital into investments that generate positive social, environmental and cultural returns

Long-term change

- Robust sectors of social enterprises, co-ops, non-profits and charities that are enterprising and financially resilient operate within a culture of abundant resources.
- Collective impact & community-wide improvement of systemic cultural, social, and environmental challenges (IE - SDGs)
- Identifying, making, and reporting on impact investments have become the predominant investment practice.

Thrive's annual report focuses on understanding and sharing the portfolio companies' advancement towards their UN SDG goals, Thrive's learnings and success in increasing access to capital, and the overall mobilization of catalytic capital for impact.

HOW WE MEASURE IMPACT

Impact is at the core of everything we do at Thrive Impact Fund. Thrive is driven to finance organizations providing solutions to today's most challenging problems. Many factors determine our investments, primarily:

- Is Thrive Impact Fund reducing barriers to accessing capital that currently exist for social enterprises?
- Is Thrive providing opportunities for impact investors to flow funds to good projects?

As outlined in Thrive Impact Fund's impact measurement framework, data is collected through several different methods, including through:

- Application process
- Loan agreements
- Quarterly and annual financial reporting
- Quarterly investee reporting
- Annual investee reporting

Thrive Impact Fund draws upon The Common Approach, IRIS+ and UN SDG metrics to ensure our reporting is as standardized as possible. We work to keep impact reporting nimble and individualized to capture the unique abilities of each investee to provide solutions to today's challenges and realize opportunities. Our ultimate aim through this process is to benefit investees, investees' beneficiaries and communities and address progress being made to solve systemic issues.

63
conversations

70%
reoriented

20
In the watershed

4
conditional approval

1
withdrawal

15
investments

3
follow-on

11
new

1
exit

2024 INVESTMENTS

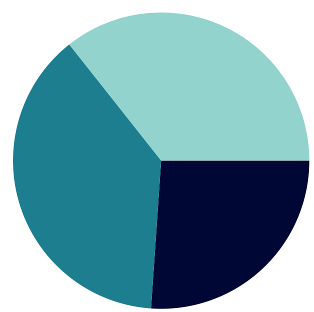
$8.865M
raised

$3.4M
deployed

Thrive Impact Fund made 11 investments in 2024- six bridge loans, four term loans and one revenue-based finance. Our portfolio consisted of 13 portfolio companies.

Investees include:

- Five for-profit social enterprises
- Six non-profits
- Two co-ops
- An Indigenous-led organization
- 69% investments into women-led enterprises
- 30% self-identify as underrepresented founders



INVESTMENTS BY LOAN TYPE (AS PERCENTAGE OF DOLLARS)

30% Revenue-based financing
44% Flexible term loan
41% Bridge financing

PORTFOLIO

ANIMIKII

As a values-driven Indigenous technology company focused on data sovereignty, Animikii is telling sacred truths by working for Six Nations Survivors' Secretariat, dedicated to uncovering and preserving the truth about residential schools. Through technology and data sovereignty solutions like Niiwin Pathfinding, Animikii helps Survivors maintain control over their own narratives in a culturally safe and secure way.

Thrive's investment in Animikii provided growth capital that enabled them to scale operations and expand their impact. In 2024, Animikii supported 37 Indigenous organizations and six education projects, all purpose-driven, and invested 1,500+ hours in social and technical R&D.

To reduce inequalities and honour financial transactions in sovereign and ceremonial ways, Animikii and Raven Indigenous Capital Partners translated their note conversion legal documents into Anishinaabe/Ojibwe, and commissioned artwork titled 'Zoongitoon', which means 'make it strong'.

"Thrive Impact Fund provided crucial growth capital that enabled us to scale our impact while offering valuable mentorship and connections within the social enterprise ecosystem. The combination of financial support and expert guidance helped strengthen our business model and operational capacity."

— Jeff Ward, Founder and Chief Executive Officer, Animikii

CREATE VANCOUVER

After nine incredible years of transforming walls into works of art and co-creating a community of artists, volunteers, partners, and mural enthusiasts, Vancouver Mural Festival (VMF) closed with a final winter art festival.

VMF transformed the city with 400+ murals and hundreds of art installations, attracting 70,000+ attendees annually and generating $4 million in economic impact. Over $3 million has been invested directly in artists and their projects. VMF champions diversity, with 50% BIPOC artists (including 20% Indigenous), 51% female-identified or non-binary, and 20% 2SLGBTQIA+, while 80% are local. The 2024 festival featured 40+ new murals, interactive art experiences, and 60+ performances, continuing to push the boundaries of public art.

Thrive recognizes VMF's dedication and hard work to revitalize and reinvigorate this organization. When they came into Thrive's portfolio, they had the financial acumen and vision to set the organization on a new path. We got to walk beside them as they hosted two beautiful festivals and created public art for the benefit of all. The impact of its murals, festivals, and programs will continue to inspire Vancouver's cultural landscape for years to come.

FED URBAN AGRICULTURE

FED Urban Agriculture (FED) creates innovative, high-impact urban agriculture projects around Greater Victoria to connect the community with sustainable, local food. Their work focuses on food access by helping vulnerable populations grow food; garden creation by establishing gardens on underutilized urban land; and education by creating low-barrier learning opportunities.

FED experienced a huge year of growth and reached out to Thrive to support their operations. They acquired FED Urban Farm (formerly TOPSOIL), adding 20,000 square feet of urban growing space, enabling FED to:

- grow 7,400+ lbs of food for the community;
- feed 54 families hyper-local produce through their Community Supported Agriculture program;
- conduct 38 farm tours for local non-profits, schools, and businesses;
- donate 800+ lbs of fresh veggies to those in need; and
- increase access of locally grown food to community members through on-site market and restaurant sales.

Bragging rights include welcoming Her Royal Highness The Princess Royal, Princess Anne and Sir Tim Laurence down to FED Urban Farm for a tour.

FIREREIN

FireRein is a Canadian global cleantech company providing sustainable firefighting technologies that protect the environment, wildlife and people. They are providing effective and safe firefighting solutions, replacing toxic firefighting foam equating to safer water while using substantially less water to extinguish fires. FireRein actively reduces the adverse effects of natural disasters by both preventing and suppressing all classes of fires with Eco-Gel. They protect and restore ecosystems from PFAs in runoff from firefighting activities; and reduce illnesses and deaths from hazardous chemicals and pollution by promoting non-toxic firefighting solutions.

Thrive provided purchase order financing for FireRein to fulfill contracts in BC with their PFAS-free, Eco-Gel and associated firefighting equipment.

Driven to eliminate toxic chemicals that can harm whole communities, in 2024 FireRein:

- Expanded their revenue pipeline to include $4M+ in committed and prospective deals;
- Secured critical partnerships (e.g., Canadian Armed Forces, CN Rail);
- Achieved $1M+ in revenue for 300%+ growth year over year.

FUTURE OF GOOD

Future of Good is a digital media and learning organization with a mission to enable a smarter social purpose world. Journalism plays a critical role in telling stories and shining a light on both positive innovations and areas that need accountability. Future of Good is a story-weaver and convener and grounds its practice in data, observation, and curiosity. Thrive is excited to support Future of Good's growth to expand its offerings, tell impact-focused stories, and strengthen its innovative journalism and data approach.

"Investment from Thrive will help accelerate Future of Good's next phase of growth and impact. Expanded learning experience offerings, enhanced online user experience, and better onboarding and engagement of teams are a few key features that Future of Good's members can expect over the coming months. We appreciate the financing, the trust and the relationship that Thrive is building with us as an organization."

LUSH VALLEY

Lush Valley supports the Comox Valley community to gain food-systems tools, engage in just and resilient local food systems, and receive equitable access to nourishing food. Positively impacting the lives of 28,000 people last year, Lush Valley grew into their forever home and sought a loan from Thrive to purchase the upper suite of their building. The addition is used for offices, events and to operate a catering social enterprise. The additional space enabled Lush Valley to create a new food processing room, walk-in freezer, and update the ventilation in their community commercial kitchen to support more farmers and growers, provide more food services and respond quickly to emergencies.

"Our kitchen was also the site of a brand new Food Prep and Mobile Kitchen Training program developed in partnership with the North Vancouver Island Chefs Association and North Island College. We worked with a coach to formalize our social enterprise offerings and provided catering for small and large events in partnership with the Farmer's Kitchen food truck. This allowed us to further support and showcase local farm-grown food while generating unrestricted funding for our operations."

"With the help of 2,900 volunteers, we delivered 82,000 Hot Meals, distributed 10,100 Good Food Boxes, harvested 26,200 pounds of fruit and prepared 33,000 Healthy Meals for students. We worked with nearly 40 small-scale farms and over 40 community partner organizations, engaging 102,000 participants across all program areas!"

LUX BIO

Lux Bio provides a sustainable alternative to plastic glow sticks and other chemiluminescent devices used for safety and industrial purposes and prevents toxic waste from entering the environment. Their 2023 goal was to scale up their enzyme production and achieve target revenue goals, and they have been successful in these metrics. In 2024, Lux-Bio moved into a new production facility, secured a large government contract, and pitched on Dragon's Den. Thrive provided a bridge finance loan to assist Lux-Bio in delivering on the contract.

MAJIK MEDIA (MAJIK KIDS)

Majik Kids is dedicated to raising an empowered generation of creators through screen-free entertainment that educates and inspires! In 2024, they ran a family fun zone on Salt Spring Island and offered 1,000+ free annual subscriptions to the Majik Kids App, impacting thousands of families. In addition to revenue-based financing, "Thrive funded Majik Kids comedy commercial campaign, generating 2M views and providing never-ending love and support for us."

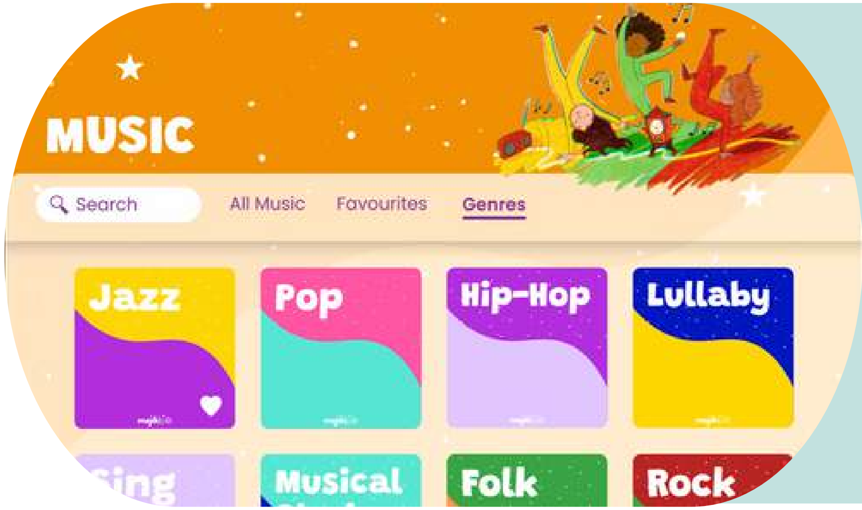
Majik Media's audience grew significantly by touring the 'Thriving in Business without Social Media' Signature Workshop 20+ times in 2024 and empowered 110 educators to 'Craft and Tour their Signature Workshops.'

In 2024, Majik Media/ Majik Kids:

- Contracted six new authors and six new illustrators in BC;
- Artists received up to 50% of revenue from app subscriptions and book sales;
- Attained over 100 listeners/members with app downloads.

Play Chi Ball (PCB), a game that turns strangers into friends became part of Majik, with 220 balls sold in their first 3 months of operations. PCB is perfect for conferences, events and gatherings to introduce playful movement.

"Thank you for your belief and support in what we're building. It's taken way longer and been way more work than I ever anticipated, but we're here for it and we're going to bring a ton of Majik to the world in this lifetime!"



FEATURE STORY

PROPOLIS HOUSING COOPERATIVE:

BUILDING THE FUTURE OF AFFORDABLE HOUSING WITH THRIVE IMPACT FUND

As a new non-profit housing cooperative, Propolis is pioneering a network of affordable, sustainable, net-zero multifamily buildings in Kamloops over the coming decades. To acquire their first property while raising a $1.1M community bond, Propolis turned to Thrive Impact Fund and another impact investment fund for a bridge loan. This crucial support enabled them to move forward with their vision of community-led housing, and they purchased the building in March 2024.

In November 2024, Propolis celebrated another milestone—having a steady and successful community bond raise and fully repaying their loan to Thrive. Co-founder and Executive Director Lindsay Harris reflected on the journey in a conversation with Morgan Brannon, who oversees Thrive Impact Fund's Portfolio Relations.

What role did Thrive Impact Fund play in your impact journey to this point?
Thrive was instrumental in supporting us with a flexible bridge loan that met us where we were. At the time, we had raised about 50% of our community bond target but needed additional support. Thrive stepped in and filled a critical financing gap, says Harris. Beyond funding, Thrive provided capacity-building support, valuable networks, and a peer support community, strengthening Propolis as an organization.

What can you share about the vision for Propolis in the future?
Propolis envisions a scalable model for affordable net-zero housing—one that can be replicated in Kamloops and beyond. This success demonstrates how community-led solutions can address the housing crisis nationwide.

What advice would you give to an impact organization considering taking on a loan from Thrive?
Taking on a loan felt intimidating as a nonprofit, but Thrive helped shift my mindset. Accessing capital strategically can empower communities to own assets and drive change. With the right support, it's a powerful tool for impact.

Watch the full interview with Lindsay Harris here.

TRELLIS SOCIAL ENTERPRISE

Trellis.org is an innovative event fundraising platform that empowers social purpose organizations to raise significant funds efficiently. Trellis has a proven track record of helping organizations secure 6- and 7-figure donations during live events—sometimes in less than 10 minutes.

With a client base of over 250 social purpose organizations across North America, Trellis facilitated an extra $1M to charities' bank accounts through increased donations through the platform. Thrive's loan is providing working capital to Trellis. Trellis grew 100% in revenue this year without increasing costs—a success metric in itself!

In 2024, Trellis

- Processed $21.6M for charities in 2024, totalling $57.74M in total combined revenue;
- Welcomed 445,000 new donors with 785,000 total active users;
- Onboarded over 100+ customers and Pro+ Customers.

"Thrive allowed us to grow faster and bigger to affect more charities."

THE MAKEHOUSE CO-OP

The Makehouse worked effortlessly to create something mighty special through their Co-op. They hosted a welcoming, inclusive community space for co-creation with fabrics and classes for garments, upcycling, quilting, and much more. These classes were highly successful and sold out very quickly! At the end of 2024, The Makehouse began teaching classes within a local school, piloting a new program. In 2025, The Makehouse space will be taken over by the Green Thimble, ensuring the community will continue to benefit from all that has been created.

VICTORIA COMMUNITY FOOD HUB SOCIETY

In just over a year, a sense of community emerged among the food makers working together in Kitchen Connect, a food business incubator and processing facility operated by Victoria Community Food Hub Society (VCFHS).

For instance, Easy Vegan and WholesYum Baby teamed up to create and trial collaborative products like zucchini green sauce and cashew pesto using locally sourced ingredients from the South Island FarmHub and distributed through its network. Produce is grown on nearby farms, brought to the warehouse, prepared and processed in the kitchen, and delivered to customers across the South Island. This approach ensures a minimal environmental footprint while offering community members convenient access to fresh, local food through a seamless farm-to-table model.

In 2024, VCFHS achievements include:

- 117 businesses accessed the Kitchen & FarmHub for rental of space, equipment and/or services;
- Generated $20,000 in sales revenue by products made in the Kitchen and sold through FarmHub;
- 22 new products were developed, piloted and/or commercialized by the VCFHS;
- 8 kitchen tenants started sourcing ingredients and selling their products through the South Island FarmHub with access to 400 FarmHub home customers;
- 50% of the food businesses operating in the kitchen in 2024 were women-led.

Food Recovery is integrated into all efforts like co-packing and deliciously innovative ways to prevent food waste by transforming it into valuable, shelf-stable products.

"In addition to the impactful support the original investment has had for Kitchen Connect to offer its services and develop operational capacity, Thrive Impact Fund significantly supported Kitchen Connect's growth by helping refine its membership model and providing targeted coaching. Through tiered pricing, seasonal memberships, and outreach to new client segments like food trucks and caterers, Kitchen Connect has created a strong operational model...These efforts have strengthened Kitchen Connect's capacity to support local food entrepreneurs and community initiatives sustainably."

WATER RANGERS

Water Rangers empowers communities to monitor water quality through crowdsourced data, advancing sustainable water management.
In June, they hosted a two-day workshop with the University of Toronto on community-driven water monitoring. The event featured panels on Indigenous-led projects, Water Rangers initiatives, and policy implications, plus roundtables and a community art project by Earthworks Vision. Participants engaged in meaningful discussions on strengthening community stewardship across Canada.

In 2024, Water Rangers:

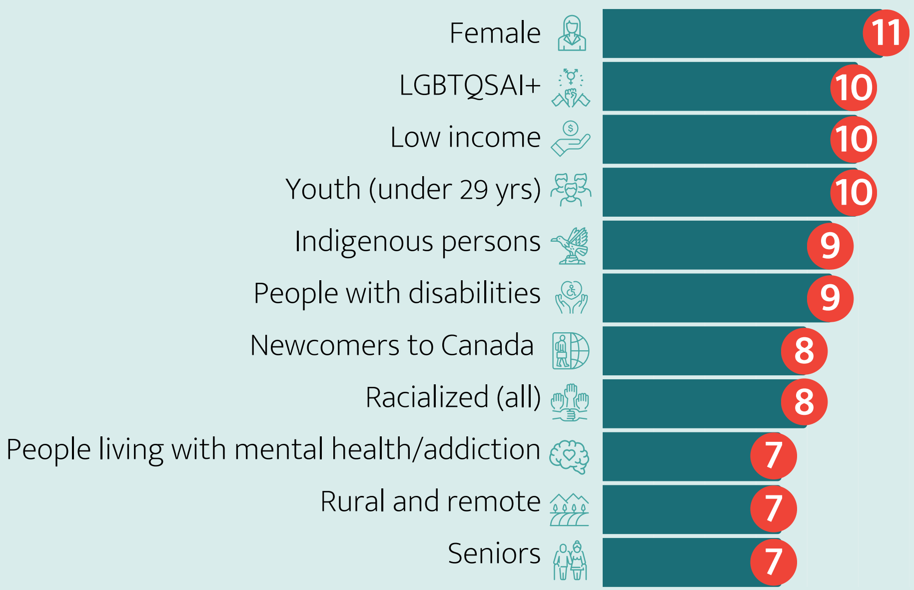
- partnered with 30 organizations in BC, including seven local and Indigenous communities, to test and manage water quality;
- provided education to 2,165 participants and trained 956 individuals; and
- logged 460,000 data points on their platform with 26,424 from BC.

Water Rangers has many dedicated volunteers, including The Stony Creek Environment Committee who are protecting and enhancing Burnaby's urban forests and salmon-bearing streams using Water Rangers test kits to quantify salt contamination and inform road salt application policies by measuring the environmental impact in the Lower Mainland, BC.

"Thanks again for Thrive helping us in both championing our work and also in helping us with cash flow. We had grants secured, which, as expected, were very late in paying. Thrive's ability to provide a bridge loan gave us the piece of mind to focus on our important work."

IMPACT AND OUTCOMES

DIVERSE COMMUNITIES SERVED BY PORTFOLIO COMPANIES



JOBS AND WAGES CREATED

At least* 67 new jobs directly related to environmental or social missions were created by investees in the past year.

*reporting from 11/13 investees

At least* $6.5M total wages paid.

*reporting from 9/13 investees

Ten out of 13 investees pay a living wage to all staff

BARRIERS ENCOUNTERED IN ACCESSING CAPITAL

One of Thrive's primary impact goals is to reduce barriers to financing. Within the loan application form and annually, we ask about experienced barriers to capital.

Here are some of the responses and how Thrive assisted:

The funds secured were not quite enough →	Thrive was able to bridge
Our organizational structure made it difficult to be eligible for different types of investments →	Thrive is incorporation agnostic
It was difficult to find values-aligned investors →	Thrive made introductions and connections
The timing to access capital is sometimes long and uncertain →	Thrive helped with connecting, events, and being responsive

PROVIDING SUPPORT

Thrive Impact Fund understands that entrepreneurs need support in addition to financial resources. When asked, "how else has Thrive Impact Fund supported you?" responses included:

- Support through the due diligence process
- Quarterly check-ins
- Monthly peer circles
- Individualized coaching
- Providing publicity opportunities

THRIVING IN COMMUNITY

Building an impact investment fund means building a community and a market. Thrive Impact Fund actively engaged and participated in events, webinars and conferences to support the development of the social finance sector. These are the activities and events we led and participated in during 2024:

- Added to the SVX Impact Index, a platform of pre-vetted funds that aims to connect investors to social finance intermediaries
- Hosted Blended and Catalytic Capital Convening in Toronto alongside Spring and Ontario Trillium Foundation
- Participated in fund design with EntrepreNorth, an Indigenous-led fund for Northern Canadian Communities
- Hosted Social Enterprise Conversations: Downtown Eastside and Powell River
- Participated as a Steward in the Catalytic Community Finance Initiative
- Played a leadership role in the Catalytic Capital Lab and design process around a national loan guarantee pool, operational support and scaling opportunities for place-based funds
- Participated in a two-day Community Wealth Building Summit co-hosted by Scale Institute Society, part of the Scale Collaborative and Thrive family
- Participated in the Toward Accelerator led by SVX
- Hosted several webinars including: Ask Me Anything Social Finance, Managing Cash Flow with Bridge Financing, and Mobilizing Blended and Catalytic Capital series
- Spoke at the Social Finance Forum, Discover Impact, Victoria Forum and Sustainable Finance World Forum
- Attended Oxford Finance Innovations program at Saïd Business School

THRIVING IN COMMUNITY

RECOGNITION

Thrive Impact Fund is grateful to our community for the support, wisdom, and meaningful relationships that helped make this all happen. Thank you!

THRIVE IMPACT FUND TEAM

Kristi Fairholm Mader
Managing Director

Morgan Brannon
Portfolio Relations and Impact

Fernanda Martinez
Brand Coordinator

Justin Sweeney
External Due Diligence

INVESTORS

Community Foundation North Okanagan
Dragonfly Ventures
First West Credit Union
Interior Savings
Real Estate Foundation of BC
Vancity
Vancouver Foundation
Victoria Foundation
boann Social Impact
R Fund I

And thank you to our investors who wish to remain anonymous.

IMPACT INVESTMENT COMMITTEE:

Michelle Bonner
Vancity

Daniel Sailland
Alberni Clayoquot Regional District

Rebecca Hurwitz
Clayoquot Biosphere Trust

Susan Smith
Entrepreneur

Sue Manzuik
Interior Savings Credit Union

Zhila Alizadeh-Borji
Indigenous Perspectives Society

Darrin Lee
First West Credit Union