

2016 IMPACT REPORT

# Thrive Gives







**Thrive Market's mission  
is to make healthy living easy  
and affordable for everyone.**

This is important because our country is facing an unprecedented health crisis. Lifestyle diseases like obesity, diabetes, and heart disease cost the country hundreds of billions of dollars annually.

But there's good news: Most of these conditions can be avoided or improved with a healthy lifestyle.

Unfortunately, millions of Americans can't afford to pay a premium on healthy products or don't live near a grocery store. Through our Giving program, we provide free memberships, grocery stipends for those most in need, and educational content to make healthy living more accessible.

We believe if we can treat the root of the problem—making healthy food accessible to all—we'll be able to create a happier, healthier America. Thank you so much for being a part of our movement.

Sincerely,

**Gunnar, Nick, and Sasha**

Co-Founders of Thrive Market





# How We Do It

# Free Memberships

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Our platform offers wholesome products at wholesale prices, and we deliver to the doors of our customers, wherever they live. But not everyone can afford a \$60 membership fee.

That's why for every paid membership Thrive sells, **we give one to a student, teacher, veteran, or family in need.**







# Some of our Partnerships:

## just keep living foundation

We teamed up with JKL and Go Raw to provide snacks to its afterschool program for the year. We're also giving every student a Thrive Gives membership and \$100 in stipends to spend on the site.



## The City of Flint

We joined forces with Chris Paul, Carmelo Anthony and LeBron James to donate thousands of gallons of water to all Flint residents, along with free memberships and stipends to do what we can to support them through the water crisis.



## True Sioux Hope Foundation

We continued the partnership we began with True Sioux Hope Foundation last holiday season, providing boxes of healthy food, mom and baby care products, non-toxic house cleaners and low-sugar staples to Native Americans living on the Pine Ridge Reservation.





# Grocery Stipends

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We also raise money at checkout to provide grocery stipends to our lowest income families. Through this program, called **Spread the Health**, we give these members \$100 in grocery stipends, spread over three purchases, and we track the impact this program has had on their health.

The best part? **Eighty-nine percent** of participants in the program say that they've seen an improvement in their health since they joined.



## Thrive Gives Member Testimonial



We are a military family on a fixed income, and every one of us has food allergies. When I received the email about Spread the Health, I began to tear up. People out there want to give to help me feed my family healthy and organic foods? Really? There really are great people out there."

**Cathi**

# How It Works



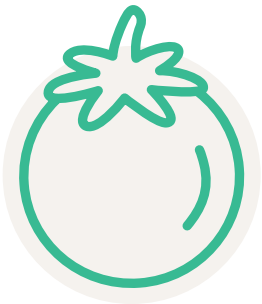
**1. customers donate portion of their savings at checkout**



**2. we distribute to families in need**



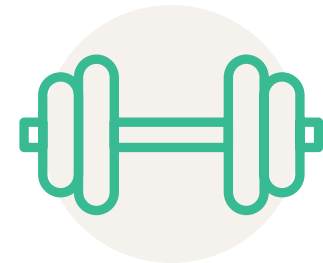
**3. paired with educational content**



**4. they use the funds for healthy purchases over time**



**5. we track the results**



**6. healthy habits that last a lifetime**

## Donate at Checkout

### ORDER REVIEW (3 ITEMS)

[Edit Cart](#)

1



Thrive Market Organic Apple Sauce, Single Serve, Original

\$2.65

1



Thrive Market Organic Pinto Beans

\$1.35

1



Thrive Market Organic Virgin Coconut Oil

\$7.95

Subtotal

\$11.95

Give To A Family In Need

\$4.47

Grand Total

\$22.37

You save \$8.93

PLACE ORDER

By clicking on "Place Order" you accept Thrive Market's  
[Terms of Service](#) and [Privacy Policy](#)







## Thrive Gives Member Testimonial

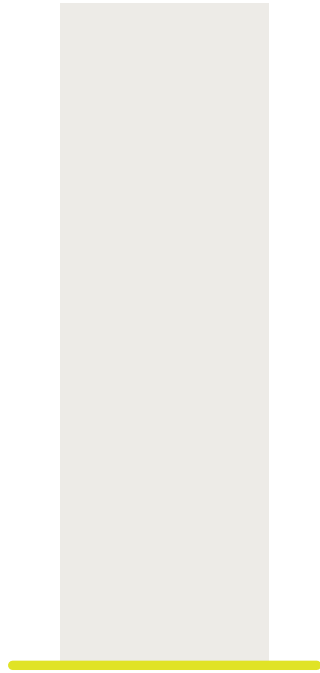


I recommend Thrive all of the time! Because I can see the value I get with each item. I save money on gas by ordering from Thrive Market and I get a deep discount on items that were once impossible for me to purchase for my family! I am grateful for what Thrive offers to EVERYONE and not just the few."

**Akina**

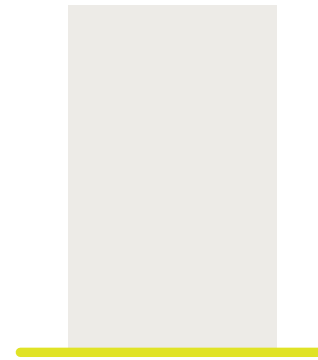


**So Far In 2016**



**\$401,241**

raised at checkout



**\$215,600+**

in stipends  
distributed to families

We've provided grocery  
stipends to more than

**5,400**  
**low-income families**

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**2x**  
**as many participants**  
said they now always eat healthy  
vs. when the program started



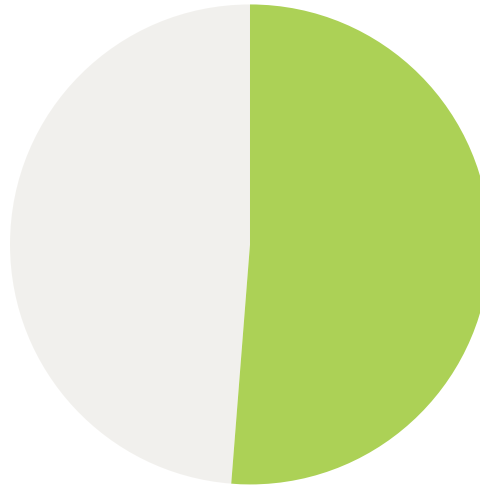
## Health Improvement Data



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**89%**

of participants said  
they saw an improvement  
in their health



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**52%**

said they felt more energized



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**60%**

said they achieved their  
weight loss goals

# Social Advocacy Campaigns

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This year we created our social advocacy platform, **Thrive Action**, and used it to launch our first campaign: petitioning the USDA to allow people to use their food stamps online.

For the 23.5 million people living in food deserts without access to a grocery store, this is a huge problem. And while only 30 percent of those living in poverty own a car, 74 percent have internet access.

**Our goal was to urge the USDA to bring the food stamp program online as quickly as possible.**



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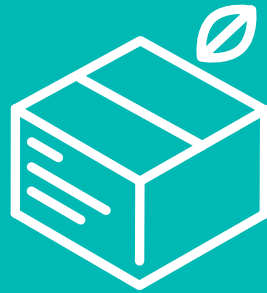
July 15











# Environmental Impact

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Limiting our impact on the environment is also a critical part of what it means to be a socially responsible company. Learn how you are helping our planet just by being a member!

# Journey of a Thrive Market Box

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Compared with the environmental impact  
of a traditional grocer

# Thrive Market



## Customer shops online at home/work

- Average time spent on Thrive site: 2.39 min.
- Average order costs \$53.41



## Product packaged at fulfillment center

- Carbon footprint of Thrive offices and fulfillment centers: 350 tonnes CO2



# Traditional Grocer



## Customer drives to store

- Spends an average of 41 min per trip, that's 53.3 hours a year!
- Average order costs \$118



## Checkout

- Carbon footprint of comparable national grocery chain is 6.57 million metric tonnes of CO2



# Thrive Market



## Product Shipped

- Grocery delivery services can cut carbon emissions by at least half
- Carbon footprint of e-commerce shopping is about one third of that of brick and mortar.



## Package Arrives

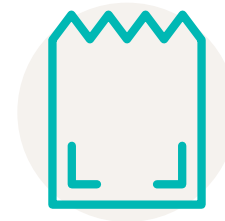
- Packaging 100% recyclable
- 69% of customers recycle their Thrive box
- Thrive packaging is salvaged and recycled

# Traditional Grocer



## Drives Home

- Each year, 17 million metric tons of CO2 emissions are associated with weekly household trips to the grocery store



## Packaging

- 100 billion plastic bags move through the hands of consumers every year





## Thrive Gives Member Testimonial



Thank you for considering my membership application. It means a lot to me to be able to feed my family affordable and healthy foods. Most importantly, I know it gives my husband great comfort knowing we can take care of ourselves when he is away."

**My**

**Learn more about Thrive Gives – watch these!**







**Thank you for  
doing your part in 2016—  
we appreciate you!**

[thrivemarket.com/giving](http://thrivemarket.com/giving)

