

# Facing the Year, Together

2020 IMPACT REPORT



**THRIVE**<sup>®</sup>  
— MARKET —

## A Moment for Our Mission

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Dear Thrive Market Community,

2020 was a year like no other. Its losses, its distance, and its challenges forever changed the life we knew.

Yet as we continue to make our way in this new world, we find ourselves hopeful about the future. And that's thanks in large part to this community that grew to more than 1 million members last year.

You showed generosity where it mattered most, donating at checkout until we raised more than \$1 million in healthy groceries for those affected by the COVID-19 pandemic. You helped us celebrate becoming a Certified B Corporation, a longtime goal made possible by a community that believes in our mission to democratize healthy living. You stood for something much bigger than Thrive Market, joining our commitments to ambitious and imperative climate action.

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**With your support, we're building a better market and a brighter future.**

In a year that tested us all, we faced it together. We're proud to be here with you today, and proud to share the positive impact we made in 2020—still finding a way to thrive through a challenging year. As you read the following pages, remember that impact is possible because of you.

Thank you for your support, and thank you for being part of this community.



**NICK GREEN**

Co-Founder & CEO

**We worked hard in 2020, sending groceries to thousands in need, introducing hundreds of healthy products, and committing to a climate positive future for our planet. In a year that felt like the world stopped, we kept going—together.**

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The small-scale co-op in Peru where our coffee beans are sourced, pg. 17



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## Mission Statement

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**Our mission is to  
make healthy living  
easy and affordable  
for everyone.**





# Together From Afar

**\$1 Million**  
Raised for COVID-19 relief

**31,000**  
Families helped

**700**  
First responders reached

The pandemic hit, and this community took action. In March, we launched our COVID-19 Relief Fund, a collection set up to send healthy groceries to those most affected by the pandemic.

In April, our Co-Founder & CEO, Nick Green, donated the remainder of his 2020 salary to the COVID-19 Relief Fund to ensure that every family who applied could receive support.

Just four months later in August, your donations to the fund surpassed \$1 million.



**JESSICA**

As an RN working in a COVID unit, Jessica had been relying on food delivery and finding it hard to eat healthy. A Thrive Market grocery stipend kept her going through her essential work.



**EDGARDO**

Even after losing his job because of the pandemic, this artist and first-generation college graduate continued to support his family. A grocery stipend created a little relief during a stressful time.



**PERNELLA**

Pernella is a single mom who was struggling to access nourishing food for her daughter, who suffers from food allergies and autoimmune issues. We helped this supermom and her daughter get the groceries they needed.

## Always Thinking Big

COVID-19 changed the world overnight, and demand for online grocery shopping skyrocketed. Our FC employees adapted immediately—masking up, scaling safely, and doubling the size of the teams at our Reno, NV and Batesville, IN fulfillment centers in just three months.



## Redefining Tenacity

These frontline workers met the moment, more than doubling their daily output to pack boxes quickly and carefully. To prioritize their safety, we went beyond the CDC's recommendations, providing masks, gloves, and sanitizer to all employees, and implementing daily deep cleanings and temperature checks.

## Putting People First

We showed our thanks by providing additional compensation for our FC employees, paying double our normal overtime rate, granting approved leave to any employee who was unable to work, and offering up to two weeks PTO to employees who were quarantined due to COVID-19.





It's Official!

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# We're a B Corp

We're proud to be the largest grocer in the U.S. to receive B Corp certification.



**As a B Corp, we're one of 1,200+ organizations in the U.S. making sure people and planet are just as important as profit.**

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## PURPOSE

Giving back is the heart of our business. Through our Thrive Gives program, we've donated 1 million memberships and \$4 million to fund food access and sustainability causes, working toward a future where healthy living is easy and affordable for all.

## PRODUCT

Healthy means more here. Every product we carry must pass a careful review to ensure that it's ethically sourced from trusted suppliers; fresh, wholesome, and safe to eat; organic whenever possible; and always free of any GMOs.

## PLANET

As a carbon-neutral company, we've always been committed to protecting our planet. Today, that means we use 100% recyclable packaging materials and follow zero-waste practices at our wind-powered fulfillment centers.

## PEOPLE

Motivated by our mission, Thrive Market employees are here for more than just work. Every six months, we select a small group of employees to join the Mission Task Force, where they're empowered to spend 10% of their weekly time on impact-related work.



A young boy with short, curly hair is sitting in the passenger seat of a car. He is wearing a light blue surgical face mask and an orange sleeveless shirt. He is holding a large, brown cardboard box with both hands. The box has the word "THRIVE" printed in large, bold, black letters, with "MARKET" printed below it in smaller letters. The box is partially open, showing its interior. The boy is looking towards the camera with a slight smile. The car's interior is visible, including the black leather seat and the door panel. Outside the car window, a green car is parked on a street, and a cluster of orange and white balloons is visible in the background. The text "PART I:" is printed in the top right corner of the image.

PART I:

# Expanding Access



**Thrive Gives puts our mission to democratize healthy living into action. Through the program, we donate memberships and groceries to those in need, and partner with nonprofits that share our values.**

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## **1:1 Membership Donation**

It's always been our promise: For every paid membership, we donate one to a family, student, teacher, veteran, or first responder in need.

## **\$1.2 Million Raised at Checkout**

Generosity knew no limits in 2020, and member donations supported vital causes:

- **Australian wildfire relief**  
We helped communities and animals impacted by devastating fires, sending more than \$190,000 to St. Vincent de Paul Society and World Wildlife Foundation-Australia
- **charity: water**  
Your donations funded four community well projects for clean water in Ethiopia
- **Natural disaster relief**  
We partnered with Feeding America® to send 300,000 healthy meals to communities working to rebuild after wildfires and hurricanes



### **MEET SHEENA & FAMILY**

This family of seven—with a single parent—lost everything in a fire in September. We welcomed them to Thrive Market with a free membership and \$1,000 grocery stipend as they settled into their new home before the holidays.



# 1 Million Thank-You's

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We didn't just welcome our millionth Thrive Market member in November 2020—we celebrated 1 million additional memberships donated to individuals and families in need. Just by joining, you helped support equal access to healthy food.



## Healthy food is a priority—not a privilege. We launched our Food Equality Now campaign with a pledge to raise \$10 million in healthy groceries by 2025.

### 54 Million in Need

COVID-19 exacerbated food inequality in the U.S. The number of Americans without access to healthy food grew from 37 to 54 million, including 1 in 4 kids. Communities of color were the most affected: 1 in 5 Black households and 1 in 6 Latino households are now food insecure.\*



### The Road to \$10 Million

As of 2020, member and partner donations helped us raise more than \$4 million on the road to \$10 million in healthy groceries. With every dollar we raise, we're making a greater impact in the fight for food justice.

### Making an Impact, Together

By joining forces with like-minded nonprofits, we're able to reach communities with the highest need. Through our first partner in 2020, Baby2Baby, we sent healthy essentials and groceries to 1,000 families over the holidays.



\*Feeding America. (2020, July). Food Insecurity and Race/Ethnicity.

# Black Lives Matter

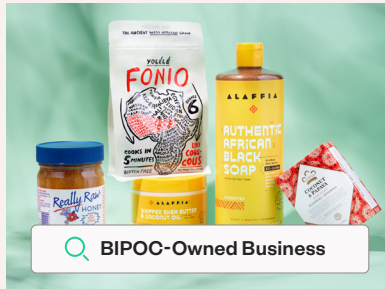
This year and always, we stand with the Black community. In 2020, we showed our support during a time that demanded action in the fight for racial justice.

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## BLACK HISTORY MONTH

We celebrated by partnering with Alaffia® and Nubian Heritage, donating more than \$10,000 in sales to support The Alaffia Foundation and Black Girls CODE.



## BIPOC-OWNED SHOPPING FILTER

We launched the filter to make it easier for members to support the 50+ BIPOC brands we're proud to carry, including four new brands we added to our virtual shelves in 2020.



## THE BLACK THRIVER RESOURCE GROUP

Founded in 2020, the group helps attract and support Black employees at Thrive Market. Group members played a vital role in defining our anti-racist commitments this year.

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## We Stand Together

Thrive Market has always had a zero-tolerance policy toward discrimination of any kind. Following the police killing of George Floyd, we saw that wasn't enough to combat our country's history of systemic racism.

We started by donating more than \$130,000 to the most high-impact organizations in the Black Lives Matter movement. We're moving forward by continuing to partner with more Black-owned brands and increasing Black (3%) and BIPOC (29%) representation at our own company. We pledge to be proactive, not reactive, in doing our part to create an equitable future.





# Ethical Sourcing

PART II:

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# 100% Ethically Sourced, Always

Ethical sourcing isn't just our promise to bring you the highest-quality products from our most trusted sources. It means we ensure that every farmer, worker, and family involved in the creation of the products we carry is paid fair wages and receives community benefits for their essential work. We believe that ethical sourcing is an imperative step toward creating a world that gives everyone an equal opportunity to succeed.

## Our Commitment to Non-GMO & Organic

As the largest non-GMO retailer in the U.S.,\* we only carry food products that are certified organic or verified by third parties and suppliers to be free of genetically modified organisms. In 2020, we added 600+ products that are certified non-GMO.

\*Based on number of non-GMO products sold versus total products offered. Includes products that do not have genetically modified alternatives.



Our macadamia nuts are sourced from a co-op of organic farmers in the Mount Kenya region

## Our Commitment to Regenerative

Regenerative agriculture has a big job: reversing climate change. Centuries-old Indigenous practices like allowing animals to graze naturally and having a no-till policy are all part of this farming approach that's healing our planet. We're converting from organic to regenerative wherever possible, and added 47 new regenerative products last year, from Thrive Market Regeneratively Grown Organic Coconut Oil to SpudLove Thick-Cut Potato Chips.

## Our Commitment to Quality

Outside labels like USDA organic and Non-GMO Project Verified are important, but it's the inside that really counts when it comes to healthy food. Quality is our first priority, and we vet every single product to ensure that it's as close to nature as possible, wholesome, and safe to eat. We never sell food with hydrogenated fats or artificial preservatives, colors, flavors, or sweeteners.



We source our pork from White Oak Pastures, a regenerative family farm in Georgia



# Made by Thrive Market

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We only put our name on the highest-quality products at the lowest possible prices. At 30% of our business, Thrive Market Goods is our bestselling, top-rated line of 600+ pantry staples and premium proteins. With more than 200 new products added in 2020 alone, we're proud to give your pantry shelf a major upgrade.



## Organic Coffee

We buy our beans directly from a small-scale farming co-op in Peru. After hearing from farmers about improvements that would help their work, we funded solar drying modules for 20 families in 2020. Not only have the new modules made bean-drying more efficient and reduced defects by 68%, but also farmers now earn \$17–\$55 more over market price per 100 pounds.



## Grass-Fed & -Finished Beef

Our G.A.P. certified (Step 4), 100% grass-fed beef comes from Patagonia, Chile, where ranchers prioritize animal welfare and sustainability—a far cry from modern factory farming. To offset their carbon emissions, the farm plants native species trees in Chile: 1,000 trees in 2020 alone.

## Organic Wine

Second-generation winemaker Pauline Lapierre does things the “old” way at her organic winery, Les Vignes de Coulous, the source of the newest vintage we added in 2020. She focuses on good land management and minimal intervention between the grapes she grows and the wine you drink, taking a simple approach to create a better product at a fair price.



THRIVE  
- MARKET -  
REGENERATIVELY GROWN  
ORGANIC  
**RAW  
MACADAMIA  
NUTS**



NO  
ADDED  
SALT

THRIVE  
- MARKET -  
REGENERATIVELY GROWN  
ORGANIC  
**DRY ROASTED & SALTED  
MACADAMIA  
NUTS**



SALTED

# Environmental Responsibility





A Promise to Our Planet

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



**We're a carbon-neutral company, but our planet deserves more. We're pushing ourselves to take additional action for a better future.**

## Zeroing in on Our FCs

Our fulfillment centers are powered by renewable wind energy and LEED-certified, meaning they're third-party verified to meet standards for highly efficient, cost-saving green buildings. They've followed zero-waste practices since 2015, diverting 90% of waste away from landfills, ensuring that it's recycled, composted, or reused.



## Cutting Carbon

In 2020, we emitted 20,663 tonnes of CO<sub>2</sub> across all aspects of our business. The highs to work on: Paper use took up 53.8% of our emissions. The lows to be proud of: Thanks to HQ employees' working from home, commuter emissions dropped by 90% to just 5.5% of our total.

## Investing in the Amazon

To offset our 2020 emissions, we're continuing to invest in a conservation project through Carbonfund to protect nearly 500,000 acres of tropical rainforest in Brazil, mitigating the release of 12.5 million tonnes of CO<sub>2</sub> emissions. The project goes further, too, providing agricultural training courses and employment for the local community near Feijó.





# Our Future Is Climate Positive

For a healthy planet, our commitments are simple.

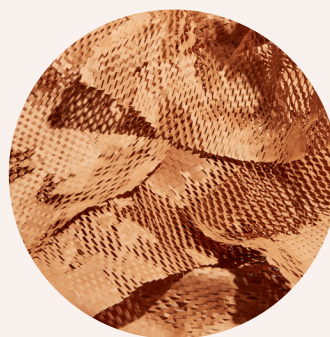


## **CARBON**

We're going beyond carbon neutral and committing to be carbon negative by 2025

## **WASTE**

We'll make our zero-waste practices official with Zero Waste Certification in 2022



## **EXCESS PLASTIC**

We're piloting a plastic recycling program in 2021 and committing to be a plastic-neutral company in 2023

Together, we're building a better market and a better world.

A photograph of two warehouse workers in a large industrial space. The worker on the left is a woman with long dark hair, wearing glasses, an orange patterned face mask, and a brown t-shirt. She is wearing grey gloves and has her right arm extended. The worker on the right is a man wearing a grey and black baseball cap, a black face mask, and a blue Under Armour t-shirt. He is wearing black gloves and has his left arm extended to high-five the woman. They are surrounded by stacks of cardboard boxes, many of which are labeled 'THRIVE MARKET' and have green straps. In the background, there are metal shelving units and a door with the number '139'.

And through it all,  
we thrived.

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