



sc Thrive

2020

ANNUAL
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A MESSAGE FROM OUR LEADERSHIP



Chief Executive Officer
Tricia Richardson
SC Thrive



Board Chair
David Splittgerber
Mauldin & Jenkins
Partner

Throughout the last ten years, SC Thrive has served over 387,000 South Carolinians and brought back \$740.93 million to our state. The work that we do is made possible through the relationships we have formed and the common goal that many of our partners have of healthy, stabilized communities. In the unexpected chaos of 2020, we were able to serve South Carolina in new and old ways. We continued providing telephonic applications and assistance, started a COVID-19 Rental Assistance Program, reformatted our trainings and outreach for virtual platforms and continued providing education and information about vital resources and opportunities.

The decade of endurance behind us has taught SC Thrive to be flexible and fit where we are most needed. After a year that certainly did not turn out as we anticipated, we are thankful for our past experience that allowed us to serve our state in unexpected ways. In 2021, our Board of Directors and Senior Leadership Team have four strategic directions. Our first strategic direction is to develop and implement a diversified funding strategy to support growth and sustainable impact through strategic partnerships. Next, our second strategic direction is to continue to integrate Thrive Hub to be the central access point in South Carolina for social determinants of health. Our third strategic direction is to inspire team members through accountability and development. Finally, our fourth strategic direction is to deepen the engagement of the board while increasing the number of board members.

We look forward to embracing SC Thrive's mission and the opportunities we have to serve South Carolina.

OUR BOARD OF DIRECTORS

Board Vice Chair
Lawrence Flynn
Pope Flynn, LLC
Managing Member

Board Secretary
Tiffany W. Freeman
BlueCross BlueShield
of South Carolina
Senior Public Policy Counsel

Board Treasurer
Quiney S. Halliday, IV
McAbee, Schwartz,
Halliday & Co.
CPA

Board Member
Cathy Easley
Trident United Way
Associate Vice
President of Community
Impact

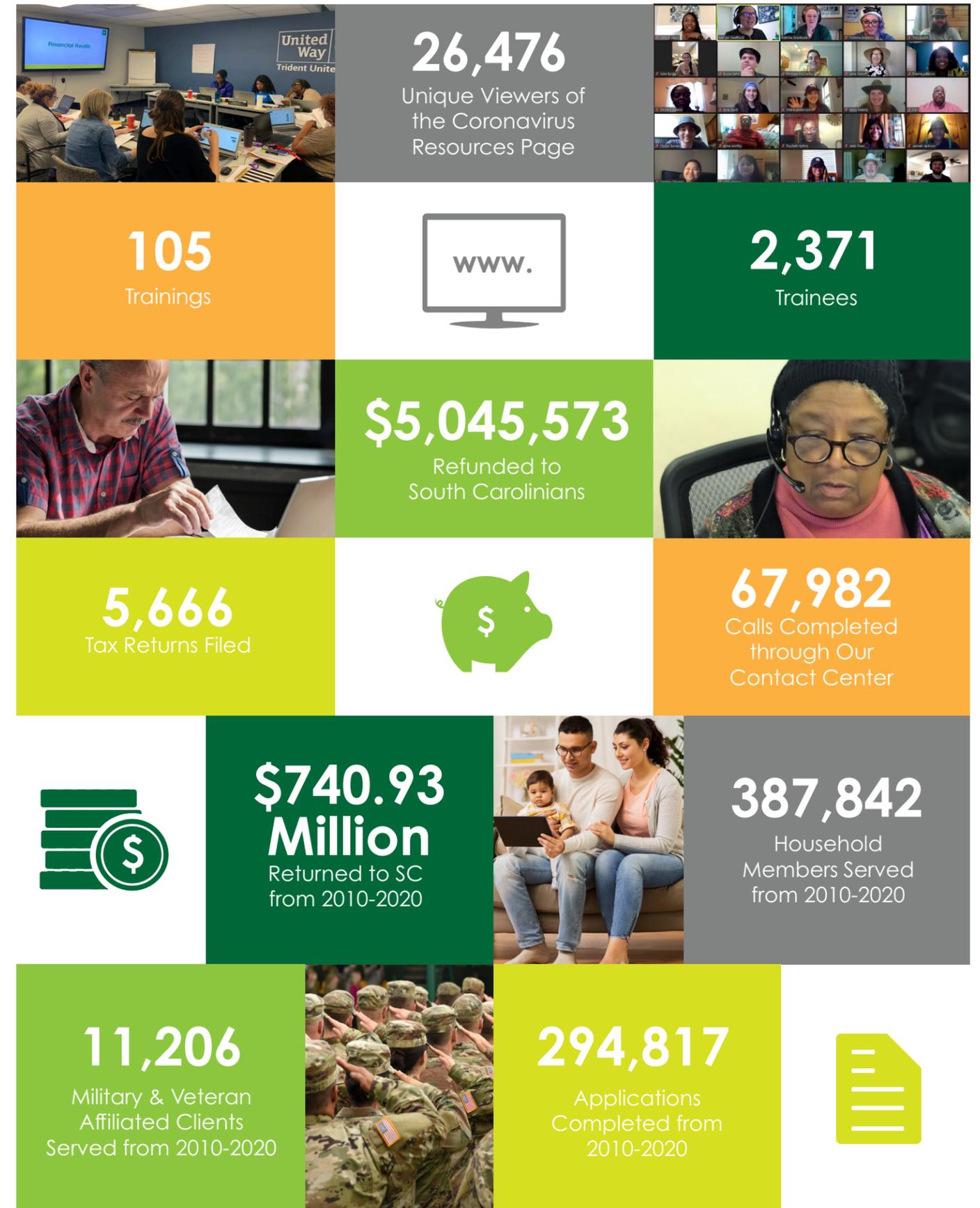
Board Member
R. Cullen Pitts
McMillan Pazdan
Smith Architecture
Principal



2010-2020: A Decade of Endurance

Last year, we celebrated a decade of serving South Carolina. We are thankful for the people, partners, and team members who have made the last 10 years possible. We would not be here without your efforts and support!

2020 BY THE NUMBERS

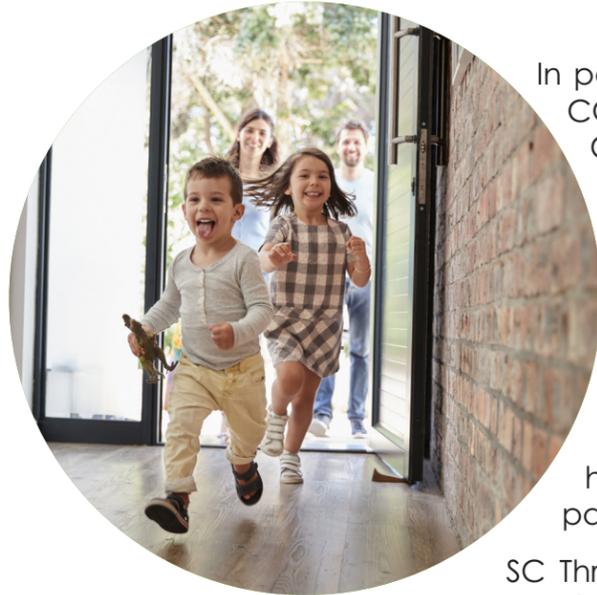




COVID-19 significantly impacted the needs of our community. We embraced new ways to assist our clients and partners while keeping our service-oriented approach.



COVID-19 RENTAL ASSISTANCE PROGRAM



In partnership with SC Housing, SC Thrive implemented the COVID-19 Rental Assistance Program in response to the Coronavirus pandemic. SC Thrive exists to help people navigate the complex systems of available benefits and to access resources. We are here to fill in the gaps where we are needed to best serve South Carolinians. Our past experience serving communities gave us an advantage to act in a time of need. The program provided emergency housing assistance to renters affected by shutdowns, closures, layoffs, reduced work hours or unpaid leave due to the pandemic. Eligible households received rental assistance with a one-time payment of up to \$1,500.

SC Thrive was willing and ready to serve. Earlier in the year, many of our outreach staff helped our Contact Center when we had an influx of calls for benefit applications. During this program, they worked through barriers of eligibility, technology access and time constraints exacerbated by the pandemic to ensure that every applicant was fully supported. To give access to as many residents as possible, we accepted applications via our online portal Thrive Hub, secure email and fax. We made special efforts to meet the needs of applicants from start to finish.

The COVID-19 Rental Assistance Program taught us how we can best serve South Carolina in future times of crisis. This program provided rental assistance to over 2,000 households and a framework for future efforts. We learned from the program's implementation and facilitation to ensure that the next program would be more efficient and serve our state effectively. Applicants were also informed of other resources for which they may be eligible, addressing other social determinants of health such as food security, health care and more.

The Rental Assistance Program received 5,729 applications over five months. **Ultimately, more than 2,000 South Carolinians received over \$3,000,000 in rental assistance, allowing hundreds of families to remain in their homes.**

FROM A CLIENT'S PERSPECTIVE

The following is a story from one of our clients for the COVID-19 Rental Assistance Program:

We received \$87,588.22 from an anonymous donor to help many renters beyond the \$1,500 payout limit.

Over the past year, his wife had faced a series of medical diagnoses that had caused both emotional and financial stress. Like many, his recent employment search had been interrupted by COVID-19. In fact, on the date of his eviction hearing, he was waiting on an offer letter to become a Business Development Representative in the Carolinas and Georgia for a commercial construction company. The magistrate presiding over the eviction case was knowledgeable about the COVID-19 Rental Assistance Program and empathetic to our client. Thankfully, he and his family were not evicted.

The Contact Center received 15,300 calls for the COVID-19 Rental Assistance Program between May 20 and October 31, 2020.

Both the client and his landlord of six years decided to take a leap of faith to apply for the COVID-19 Rental Assistance Program. He had built trust with his landlord, who had always been understanding and patient when rent might be delayed. This landlord trusted that her tenant would soon be able to pay rent again.



The application was approved conditionally, meaning our client would need to pay the additional balance owed over \$1,500 before we could process the payment. During this conditional approval, this client received a job offer and created a payment plan with his landlord. Through the COVID-19 Rental Assistance Program, we were able to provide this client with \$1,500 of rent assistance and some relief from financial stress while he re-stabilized his income.

This client said, "With a mutual understanding of each party's respective positions and circumstances, combined with a judge or magistrate possessed with informed empathy, SC Thrive's COVID-19 Rental Assistance Program is a lifesaver for qualified applicants."



PRESS PLAY

In 2020, we significantly expanded our digital outreach efforts through as many platforms as possible. We started sharing COVID-related information through our website and a COVID resources newsletter, which frequently updated partners on materials to aid their community.

This resource page reached 26,476 unique viewers.

We conducted more Facebook Live sessions to reach a broader audience and address specific questions the community had while offering multiple webinars about our programs. We also expanded our video-based outreach with campaigns such as **Real People, Real Conversations**, where we discussed important issues with local community leaders, such as aging in place, living with diabetes, food access and supporting our first responders.



Lavonia Graham-Dixon



GIVING BACK

Although many in-person volunteer opportunities were affected by the COVID-19 pandemic, we could still give back in creative ways that directly supported the community's current needs. Near the end of the year, our team collected items to create hygiene kits for various organizations throughout their regions. Also, to aid professional development, we offered a free, engaging online leadership course for 10 of our long-term nonprofit partners.

Thanks to **Central Carolina Community Foundation**, we were able to partner with Bank of America to distribute disposable masks (PPE) to nonprofits in the Midlands that served the most vulnerable populations.

The masks were made available for staff, volunteers and clients, as well as frontline workers, schools and health centers serving these communities. We look forward to continuing this partnership in 2021 and also giving back to our communities as a staff.



VIRTUALLY EVERYTHING CHANGED

Innovation was the key to continue training throughout this year in the wake of the Coronavirus pandemic. We needed to continue to provide trainings internally and externally in a safe way, so we adjusted and held our trainings virtually. Our trainers implemented a new Mental Health First Aid (MHFA) curriculum and trained staff to navigate complex new virtual learning platforms. Margie Swafford, our Senior Training Manager, shared, **"It is important to continue the MHFA training virtually to raise awareness of mental health challenges. Especially now because of COVID, more and more individuals are experiencing a mental health challenge due to isolation, loss of jobs, loss of family members, etc."** We also held a bi-monthly webinar series called Mental Health Matters that provided a virtual community of support to advocates, caregivers and individuals who may be experiencing mental health challenges and allowed audience members to ask questions directly to industry experts.



We also adapted our Thrive Hub Benefits Counselor Trainings and 10th Annual Training to virtual platforms. 326 trainees completed the benefits course online. Throughout 2020, we overcame many obstacles to adapt to virtual options for facilitating our trainings. We had more than 300 attendees at our virtual 10th Annual Training. Like many organizations, we experienced challenges transitioning to a virtual platform, but our staff was able to quickly make changes that allowed our partners to have extended access to all our breakout sessions and events from the comfort of their homes or offices' safely. We are encouraged by the enthusiastic response to our increased virtual push and are interested to see how we can continue to incorporate these new skills into future trainings.



JADE BERKLEY
SC THRIVE

RUBEN LOPEZ
LITTLE RIVER MEDICAL CENTER



113

Mental Health First Aiders Trained



326

Benefits Counselors Virtually Trained

305

10th Annual Training Attendees



1,162

Mental Health Matters Attendees





APPLY ANYWHERE

In 2020, many South Carolinians found themselves in unexpected financially precarious situations that they had never experienced. Simultaneously, local organizations and state agencies were temporarily limiting services, hours and availability. While these organizations did everything they could to serve their clients, access and availability decreased and need increased, leaving some individuals looking for somewhere else to turn. Thankfully, our Contact Center was able to remain open throughout 2020, providing people with the option to apply for benefits over the phone and finding help with additional resources.

When the world shut down and people found themselves more in need than ever, our Contact Center was ready to help people apply for benefits, answer questions about the COVID-19 Rental Assistance Program and connect people with other needed resources. The increase in calls for assistance coming in was so great that other members of our team joined on the phones to assist. **Our Contact Center completed 67,982 calls in 2020 and continued their streak of 53 consecutive monthly audits of 100%, ensuring that we serve each caller with respect and empathy.**



A NEW HOME

Among the many changes we faced in 2020, one of the most exciting was the purchase of our new office building. For the first time since 2015, all local staff from the main office and the Contact Center are under one roof again. We are thankful to have had a portion of the building donated to us, making it possible for us to move into our new home. We are thrilled to be able to safely share this wonderful space with our partners and trainees soon.



THRIVE HUB

2020 brought the launch of more features to Thrive Hub. Our system helps people navigate complex systems of available benefits with ease and confidence. We created informational videos explaining the updates and trained more than 300 counselors to use the system. In 2021, we will continue to make Thrive Hub more user-friendly for our clients and counselors. We are thankful for the feedback and input from our many long-term partners who are helping shape Thrive Hub into an even better tool for our state.



THE PIPELINE INNOVATION PROJECT



SC Thrive partnered with AARP Foundation on a research project called The Pipeline Innovation Project. The project aimed to interview older African American adults living in the south with type 2 diabetes or prediabetes to better understand barriers to access. This could be access to medications, healthy foods, health education and information to manage your chronic disease and access to adequate medical care.

During the four-month project, our staff received incredible insight into older adults' needs, especially the need for more health education. **As questions arose about the cost of food and making the difficult choice to either feed your family or purchase your medications, we informed participants how SNAP benefits could help stabilize their households and how SC Thrive could help them apply conveniently over the phone.**

Our ability to connect clients to multiple applications simultaneously, including access to medications through Welvista or a Healthy Connections Medicaid application over the phone, was paramount. Our partners at AARP Foundation plan to take the information gathered from our work in South Carolina and across the nation to close the gaps on the **Social Determinants of Health**. Our teams were moved by the participants' testimonies and are committed to serve more older adults with compassion and empathy as we work together to fulfill our vision of stabilized, healthy communities in South Carolina. A few excerpts from our experiences with the program participants have been included.

"I had to come to the realization, I can do this. It took years."

"A lot of times we think of diabetes as being nothing. I don't think we realize just how dangerous this disease is."



"I had to learn to eat stuff that works for me... What got me there is that I'm trying to live."



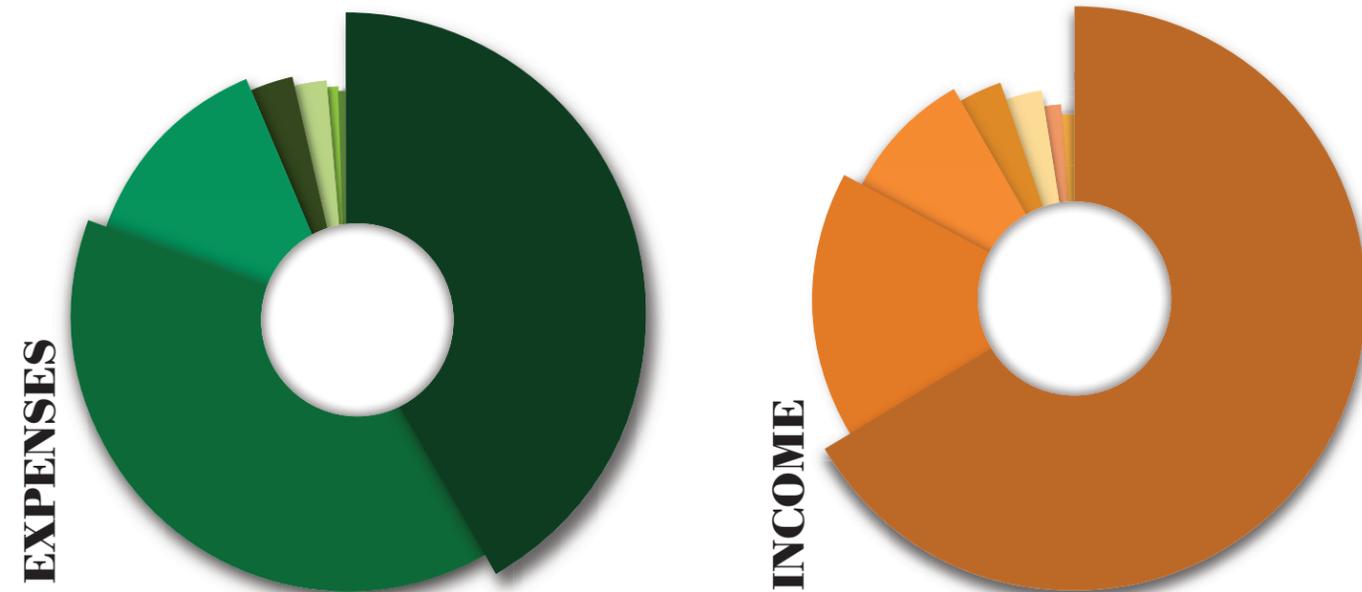
Pictured above: FoodShare accepts 2020 Community Partner of the Year award from Sandra Cocklin, Regional Coordinator and Liz Walsh, Senior Regional Manager.



THANK YOU

Thank you to all our community partners, volunteers, families and donors for leading by example and truly making a difference to South Carolinians. Without your gifts of time, skill and commitment our efforts would not be possible. We appreciate those who share in our mission to lead South Carolinians to stability by providing innovative and efficient access to quality of life resources.

OUR FUNDING



EXPENSES

INCOME

<ul style="list-style-type: none"> \$3,293,428.63 Health Education & Outreach \$3,080,900.02 Housing \$1,030,048.07 Food Security Outreach & Technology 	<ul style="list-style-type: none"> \$224,374.26 Mental Health \$176,058.71 Administration & Strategy \$60,764.54 Financial Wellness \$34,300.78 Veterans Programming 	<ul style="list-style-type: none"> \$6,933,804.08 State Contracts \$1,719,948.10 Other Income \$924,931.34 Federal Grants \$301,457.09 Foundations 	<ul style="list-style-type: none"> \$299,304.00 Program Services \$134,019.17 Other Grants/Contracts \$114,082.22 Donations
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2020 FUNDERS

- AARP Foundation
- Bank of America
- BlueCross BlueShield of South Carolina Foundation
- Central Carolina Community Foundation
- Individual Donors
- Medical University of South Carolina
- Molina Healthcare
- SC Housing
- SC Thrive Executive Sites and Community Partners
- South Carolina Department of Health and Human Services
- South Carolina Department of Mental Health
- South Carolina Department of Social Services
- South Carolina Infant Child Mental Health Association
- The Duke Endowment
- Trident United Way
- United States Department of Agriculture
- University of South Carolina



SUPPORT US



SOCIAL MEDIA

Connect with us on social media to stay up to date with our physical, mental & financial health efforts:

- Facebook (SC Thrive)
- Twitter (@scthrive)
- Instagram (@sc.thrive)



DONATE

Visit scthrive.org to make a donation. You can donate one time or set up a recurring gift. Donations can be made in honor or memory of a loved one or friend.



PARTNER

Partner with us for an event, training or resource specifically for your community. To learn more about partnership with SC Thrive, contact us today.

Stabilized, Healthy Communities