



sc Thrive  
**2021**  
ANNUAL REPORT



SC Thrive leads South Carolinians to stability  
by providing innovative and efficient access  
to quality of life resources.

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# A MESSAGE

## FROM OUR LEADERSHIP

As we look back on 2021, I am encouraged and energized by the way our state has worked together to serve through the second year of the COVID-19 pandemic. I am proud of the perseverance of our medical community, the diligence of our first responders, the ingenuity of our nonprofit sector, the flexibility of our state agencies, and the dedication of my staff. In our second year of “unprecedented times,” I have been grateful to know South Carolinians can depend on the strength of our communities in times of need.

2021 provided SC Thrive with growing partnerships, added service offerings, strengthening of Thrive Hub, and expanded programs. We reinvigorated our Military and Veterans Program starting with the **46 Veteran Salute** and **Survive 2 Thrive**. SC Thrive was recognized statewide with the State Impact Award from the Alliance for a Healthier SC and Thrive Hub received national accolades as a Phase 2 winner for the ACL Social Care Referrals Challenge. We also saw renewed eagerness for partnerships across our state agencies.

With 2022 ahead of us, we look forward to serving South Carolina more efficiently, cultivating deeper relationships with our partners, enhancing the ways we use Thrive Hub, and continuing to develop our connections with state agencies like SC Department of Veterans' Affairs, SC Department of Alcohol and Other Drug Abuse Services, and more.



**TRICIA RICHARDSON**  
Chief Executive Officer  
SC Thrive

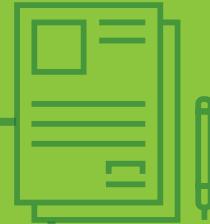
**“ IN OUR SECOND YEAR OF ‘UNPRECEDENTED TIMES,’ I HAVE BEEN GRATEFUL TO KNOW SOUTH CAROLINIANS CAN DEPEND ON THE STRENGTH OF OUR COMMUNITIES IN TIMES OF NEED.”**

# 2021

## AT A GLANCE

**\$800,926,471**

Returned to SC from  
2010-2021



**3,460**

Tax Returns Filed

**417,919**

Household  
Members Served  
from 2010-2021



**\$3,081,130**

Refunded to SC in  
Tax Returns



**283**

Annual Training  
2021 Attendees



**11,863**

Military & Veteran  
Affiliated Clients Served  
from 2010-2021

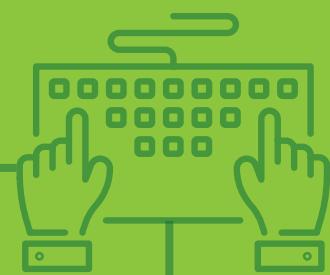
**41,542**

Inbound Contact  
Center Calls



**327,605**

Applications  
Completed from  
2010-2021



**165**

Trainings  
**&**

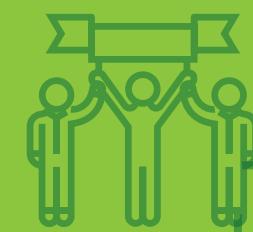
**2,440**

Trainees



**22,225**

Views On Our P-EBT  
Blog Post in 2021



**15,662**

Individuals Moved Toward  
Food Security Through SNAP  
Applications



**910**

Mental Health  
First Aid Trainees

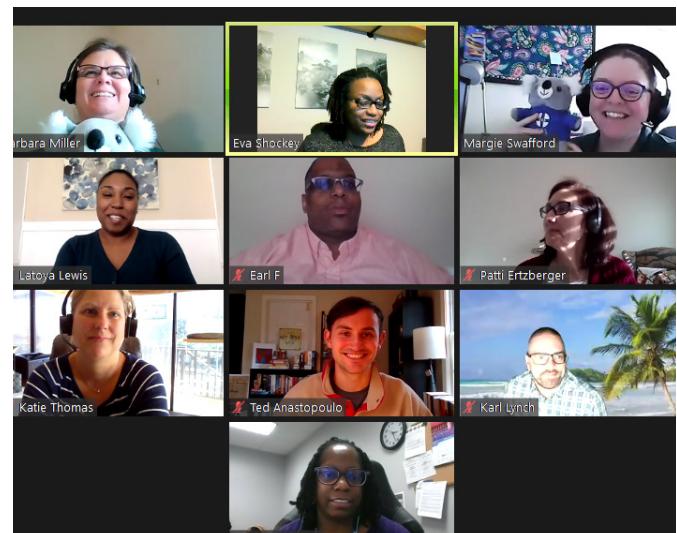
# BY THE NUMBERS

# CONTINUING THROUGH THE PANDEMIC

In 2021, people still needed help paying rent or mortgage and utility costs. Access to safe, affordable housing is one social determinant of health (SDoH) that greatly impacts people's health, well being, and quality of life. No family should have to choose between basic needs like shelter, food or medicine. Many families were impacted by COVID-19, not only physically but financially. This financial impact caused a need for help covering housing and utility costs. **In partnership with SC Housing, we connected 299 residents of Lexington County to rent help for the SC Stay program.** SC Stay also provided rental, mortgage, and utility assistance throughout the state. There were 1,675 calls about the SC Stay program between February and August; our Benefits Counselors were able to efficiently help clients with their application, while easing their stress about remaining in their homes.

## MENTAL HEALTH NEEDS

The importance of continuing to support mental health in 2021 was paramount. We were eager to bring mental health education to communities through free Mental Health First Aid (MHFA) trainings sponsored by the BlueCross BlueShield of South Carolina Foundation. **Our 10 MHFA instructors facilitated more than 65 MHFA trainings which allowed over 900 individuals to receive MHFA certifications.** We also hosted 13 self-care trainings, helping nearly 200 people reduce toxic stress in the work place and at home.



## KEEPING FAMILIES INFORMED

The stresses of the pandemic were very apparent for families supporting their children while virtual learning took place. Many parents counted on meals provided from schools to help fulfill their dietary needs throughout the work week. **When P-EBT returned to South Carolina we used our blog to keep parents informed on the resources available, where to go to access them, and how to reach our Contact Center for SNAP assistance by phone.** This resource gave parents easy access to up-to-date program information.

## FINDING SAFE OPTIONS

We understood the importance of offering safe tax clinics on weekends for qualifying South Carolinians to file their returns at no cost. The financial boost that individuals would potentially receive was well worth taking the added measures in supporting our client's financial stability. Due to limited in-person tax clinics, we were also able to focus our efforts on promoting self-serve tax filing across the state. We helped clients e-file safely wherever they had internet access and offering supportive materials such as tax blogs, video tutorials, and tax document checklists. **A total of 3,460 free tax returns were submitted in 2021 with SC Thrive.**

**"Thank you for doing taxes on a Saturday in the middle of a pandemic. All heroes don't wear capes."**  
**-Charleston County Resident**

“

EVERYTHING, EVERYTHING,  
EVERYTHING WAS ALL OUT OF  
WHACK, SO THAT'S WHY I TOOK THE  
CLASS [...] I AM IN SUCH A FRIENDLY  
PLACE. I DON'T HAVE A LOT OF THE  
ANSWERS YET, BUT I DO LIKE THE  
FACT THAT WE HAVE A STARTING  
POINT. I KNOW WHERE TO LOOK.  
I KNOW WHERE TO START. I KNOW  
WHERE TO ASK FOR HELP. I LIKE THAT  
ACCOUNTABILITY PARTNER THING.”  
-SMILEY TYNES, COMMUNITY PARTNER ON  
SELF-CARE TRAINING

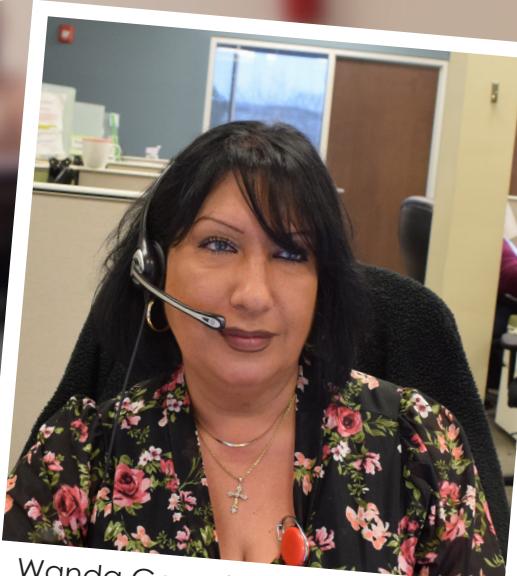
# MAKING AN IMPACT



As Help Me Grow South Carolina's Centralized Access Point we made over 500 referrals to help children and families in 2021



Jasmin Tucker taught Financial Health 101 to participants at Oliver Gospel Mission



Wanda Gonzalez and our Contact Center responded to 41,542 Inbound calls in 2021



Jessica Chiles and Joan Pachuta helped our United Way of Greenville partners get trained in Thrive Hub

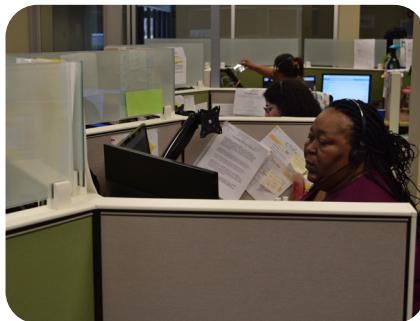
# BOOSTING POTENTIAL

## EASY & ENGAGING LEARNING



Virtual instruction became the norm in 2021. Trainees could practice real-world scenarios in an engaging and fun virtual environment as we taught topics such as financial literacy, taxes, Long-Term Care, Healthy Connections Medicaid, Healthy Connections Prime, SNAP and other benefits. SC Thrive trainers regularly showed their dedication to our partners through continued site support, offering partner Q&A sessions on Thrive Hub even after trainings were complete.

**“Great course overall. It didn’t even feel like six hours.”**  
-MHFA Training Attendee



## ONE CALL AWAY

Our Contact Center remained open to take calls and answer questions from clients and partners despite switching between working from home and in office. Serving each caller with compassion and empathy, our Contact Center agents responded to **41,542 inbound calls in 2021** and continued their streak of **53 consecutive monthly audits of 100% accuracy on DHHS applications**. We also continued offering resources and services in Spanish, including translation.

**“(The service was) a lot more convenient because of lack of transportation.”**  
-Anonymous Client

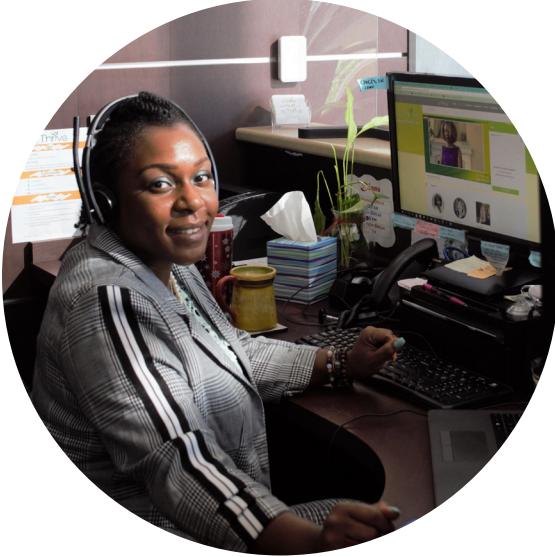
## CONNECTING CHILDREN TO HELP



Help Me Grow helps parents navigate their child’s early years by assessing the child’s development, celebrating milestones, and identifying possible areas of concern to promote healthy social-emotional development and well-being. Help Me Grow Care Coordinators passionately **assisted 976 people and referred 500 of them to other community agencies** for resources that helped them develop and thrive throughout the year.

**“Thank you for making me feel like I am not a bad mom.”**  
-Help Me Grow Client

## ANNUAL TRAINING 2021



SC Thrive's Annual Training is one of the best conferences that brings nonprofit teams together to network, develop professionally, and holistically address community needs. **Annual Training 2021 was themed "Unraveling Social Determinants of Health," a topic we felt was timely for organizations to address.** We heard from keynote speakers Paula Cunningham, State Director of AARP Michigan and Patrick Jinks, founder of The Jinks Perspective. Breakout session topics included education, food security, health & healthcare, housing economic stability & employment, and social & community context. Attendees engaged with other organizations and established connections to help build stronger nonprofits statewide.



Paula Cunningham, State Director of AARP Michigan presents opening keynote session during Annual Training 2021

**“ I think the virtual conference was a success. I love SC Thrive conferences. I always take something back to do my job and to serve my community better.”**  
**-Annual Training 2021 Attendee**

## STRENGTHENING PARTNERSHIPS

One of our core values at SC Thrive is *Trusted Partner*. We strive to be trustworthy in all our relationships, and in 2021, we had a special focus on strengthening our relationships with our current partners. We were honored to have the opportunity to co-locate The Center for Community Alignment and PASOs in our new building this year. We have worked to maximize our efforts for streamlined process improvement and collaborative communication amongst state agencies like the Department of Mental Health and the Department of Health and Human Services. We are beyond thankful for our partners; the relationships we've forged have led to stronger collaboration and a deepened commitment to fulfill our vision of stabilized, healthy communities in our state. In all our work, we see the value of partnership and collaboration, something that will be continued in 2022 and beyond.



## REENTRY SUCCESS

Too often those reentering society after incarceration lack the proper support to smoothly transition back into their communities. South Carolina Department

of Corrections (SCDC) has worked hard to better address the needs of the reentry population at the core level. Many Reentry Services Team Members

were trained to use Thrive Hub, SC Thrive's social care platform that connects to multiple benefits at once. SCDC employees were able to help reentering individuals submit benefit applications and find other resources that address key social determinants of

health. In 2021, SCDC was announced to have the lowest recidivism rate in the country at 21.9%. We are so proud to partner with SCDC and be a small part of the great work they are doing.



Tricia Richardson (CEO) & Richard Moses (CCRO) Celebrate SCDC's Success in July, 2021

## INNOVATIVE RECOVERY

Overcoming addiction takes a concentrated effort by treatment professionals, family members, supportive services and the individuals working together to get the client on the path toward wellness. In 2021, SC Thrive and the South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS) found a new way to work together through Thrive Hub. Thrive Hub is a great resource for DAODAS counselors because it establishes a one-stop-shop for quality of life resources.

Through Thrive Hub, DAODAS clients connected to multiple wraparound resources while receiving treatment allowing them to focus on their recovery.



SC Thrive's Tasha McClendon, Joan Pachuta, and Jessica Chiles Engage with Community Members at a Healthy Start Event in Upstate, SC

**“Unlike some of our other initiatives, when dealing with substance abuse, there are no income guidelines, dependent stipulations or other barriers that would keep one from seeking treatment. Therefore, this introduces a new subset in the population to SC Thrive and our services. [...] This subset, at least in my mind, would be those who either generally don't apply for resources or don't qualify but could benefit from our information and trainings.”**

**-Jessica Chiles, SC Thrive Regional Coordinator regarding DAODAS Partnership**

# SERVING SOUTH CAROLINA SENIORS



**Beth DeHart, SC Thrive, Director of Senior Programs, connects with seniors at the Senior Expo in Seneca, SC**



## SENIOR HEALTHCARE

Too often families are handling the stress of caring for a loved one while trying to find all the important documents and information needed to apply for Long-Term Care. Unfortunately, we are aware that so many long-term care applications get rejected because families did not submit all the necessary documentation. Our connections with the Area Agencies on Aging helped us to keep our Long-Term Care counselors updated on policy changes, and complete more accurate applications which led to faster approvals for those needing care.



## PARTNERING WITH THE AARP FOUNDATION

SC Thrive has partnered with the AARP Foundation for several years to help educate seniors about the Elderly Simplified Application Process (ESAP) for SNAP. In 2021, we also added a new project with The AARP Foundation to help spread the word about Medicare Savings Programs. As an addition to our partnership this year, AARP Foundation worked with us to provide co-branded materials to their AARP South Carolina membership. This campaign resulted in our call volume tripling during the months of November and December and tapped SC Thrive as one of The AARP Foundation's lead organizations for SNAP outreach in the country.

Clients said they would refer SC Thrive to friends and family because...

**“SC Thrive answered every question and did everything I couldn’t do.”**



## SENIOR FOOD SECURITY

SC Thrive strengthened relationships with the South Carolina Department of Social Services (DSS) and AARP Foundation this year in an effort to connect more families and seniors to SNAP benefits. For the first time, DSS invited SC Thrive staff to participate in their monthly SNAP partner meetings. In addition, we invited DSS staff to facilitate a SNAP workshop at Annual Training 2021. DSS Panel was one of the highest attended sessions among the 22 workshops offered, having over 60 nonprofit leaders in the room.

# SOCIAL CARE REIMAGINED

Imagine a social care tool that goes beyond just applications. A tool that truly allows those in need to find hope. This is the goal we have continually worked toward since launching Thrive Hub in 2019. In the last two years we have seen overwhelmed case managers lacking support become empowered to help clients with compassion. We have seen clients gain hope for the future because of the multiple resources they can easily access all at once through Thrive Hub.



## STATE & NATIONAL RECOGNITION

The State Impact Award recognizes a state level organization or coalition who demonstrates a commitment to support and take action under the Live Healthy South Carolina Plan using a collaborative approach for state health improvement. In October, SC Thrive received the State Impact Award from Live Healthy South Carolina for a second time at the virtual Live Healthy SC Annual Meeting. In addition to this state level recognition, Thrive Hub received national accolades in 2021. The Administration for Community Living (ACL) recently announced SC Thrive as a

Phase 2 winner of the Social Care Referrals Challenge competition. This national competition awards prizes to service organizations that develop and optimize technology solutions that create connections between community-based organizations and health care systems. We look forward to moving into Phase 3 of the competition which will focus on putting Gravity Project standards into action as well as testing.

**“ IF I WAS TOLD WE COULDN’T USE THRIVE HUB OR PARTNER WITH SC THRIVE ANYMORE, THAT WOULD BE A DEAL BREAKER FOR ME. THRIVE HUB IS SO EASY AND SC THRIVE IS SO SUPPORTIVE!”**

-KIM REYES, LONG-TERM CARE COUNSELOR, APPALACHIAN COUNCIL OF GOVERNMENTS



# MILITARY & VETERAN FAMILIES SERVING THOSE WHO SERVE

We may thank a Military Member or Veteran for their service. We may even recognize them on major holidays, but what can we do to contribute to South Carolina's military personnel every day? 2021 was the start of a new focus in serving the need of Military and Veteran families statewide. Our dedication to honoring, uplifting, and assisting military families is something we look forward to in the coming years.



## THE 46 VETERAN SALUTE

The 46 Veteran Salute is an event that honors Veterans living in each of South Carolina's 46 counties. The event celebrated Veterans who contributed greatly to the success of the United States Military. Their commendable performance was in keeping with the finest traditions of military service and they were nominated by their peers. Our inaugural event could not have been a success without our partnership with Truist, Molina Healthcare, and Texas Roadhouse.



Michel McFadden recipient of the 46 Veteran Salute, representing Florence County



## SURVIVE 2 THRIVE

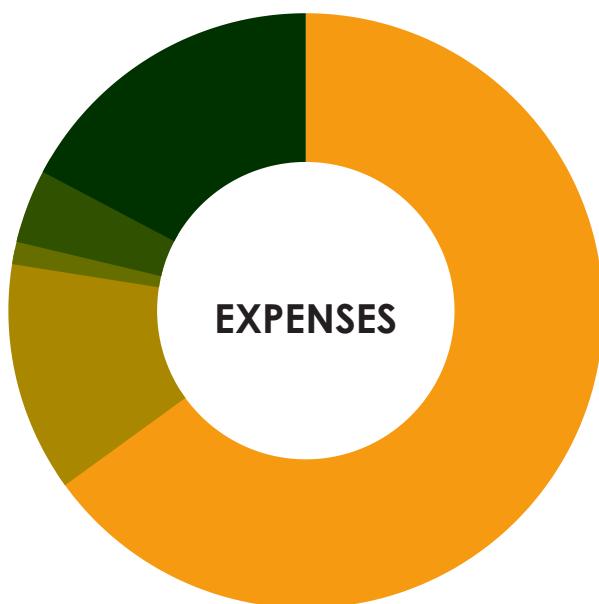
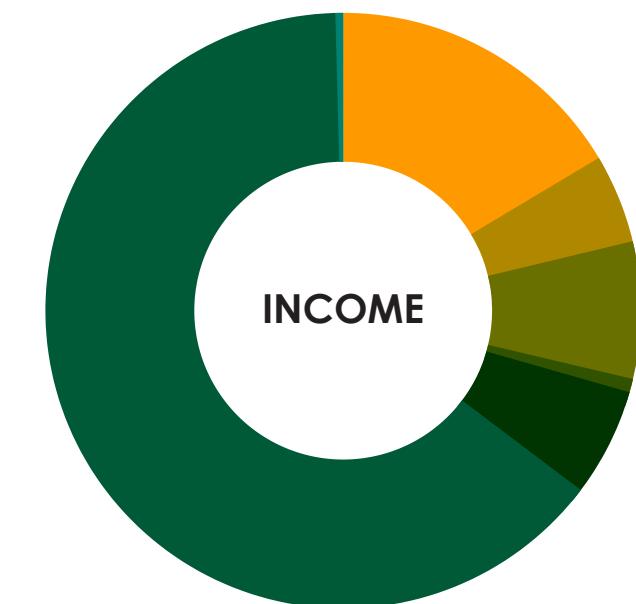
SC Thrive created a Women Veteran Support Group called **Survive 2 Thrive**. This support group helps Veteran women release some of their struggles through open communication and learn what strategies others use to overcome similar experiences and difficulties. During our inaugural gathering, participants representing different branches of the military checked in from all over the state.

**"I think this support group is good to have because too often women Veterans are overlooked. This group will help women know that they are not alone when addressing their mental health."**

-Eva Shockey, SC Thrive Training & Veterans Manager on Survive 2 Thrive



## 2021 FUNDING



- **\$3,853,331.23**  
State Contracts
- **\$984,488.63**  
Federal Grants
- **\$445,662.10**  
Foundations
- **\$351,899.61**  
Program Services

- **\$289,279.71**  
Other Grants/Contracts
- **\$43,807.36**  
Donations
- **\$25,311.13**  
Other Income

- **\$3,834,660.97**  
Health Education and Outreach
- **\$230,065.39**  
Mental Health
- **\$1,197,895.71**  
Food Security Outreach and Technology
- **\$73,781.16**  
Financial Wellness
- **\$318,258.98**  
Administration and Strategy
- **\$22,451.79**  
Veterans Programming

## 2021 FUNDERS

- AARP Foundation
- BlueCross BlueShield of South Carolina Foundation
- Individual Donors
- Medical University of South Carolina
- Molina Healthcare
- South Carolina Department of Health and Environmental Control
- South Carolina 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
- Truist
- United States Department of Agriculture
- University of South Carolina
- United States Administration for Community Living



## LOOKING FORWARD

Through strategic partnerships, direct outreach, innovative technology and a dedicated Contact Center, SC Thrive has continually shown our passion for supporting South Carolina. We were proud to work together to serve the medical community, first responders, nonprofits and state agencies in 2021.

In 2022, we look forward to serving more efficiently, building relationships with a variety of agencies, helping Veterans and strengthening our impact through Thrive Hub to better serve our clients.

## SUPPORT US



### Partner

To learn more about partnership with SC Thrive, visit [scdrive.org/partner-with-us](http://scdrive.org/partner-with-us)



### Donate

Visit [scdrive.org/support](http://scdrive.org/support) to make a donation. Donations can be made in honor or memory of a loved one or friend.

### Stay Connected!



## FROM THE BOARD

We are living in an unprecedented time that has presented unprecedented challenges. However, SC Thrive has met those challenges with an unprecedented commitment to serving the needs of our state and nation. As we look back on last year, we also look forward to the future with the same unwavering commitment and zeal to serve. On behalf of our dedicated and talented Board, I offer my sincere gratitude to all our donors, partners, staff and other stakeholders. Thank you for your continued support. We are grateful for your generosity and partnership as we are stronger together.

Sincerely,

Tiffany W. Freeman

Board Chair

BlueCross BlueShield of South Carolina  
- Senior Public Policy Counsel,  
Government Affairs



**“YOU CAN TELL  
YOU TRULY  
CARE ABOUT  
THE WORK  
YOU DO.”**

-CONTACT  
CENTER CLIENT



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