



# 2021 Impact Report

thrive™  
causemetics

thrive™ causemetics	1001
DATE	07/22/2021
THE UTOPIA WASHINGTON	\$ 5,000
FIVE THOUSAND	DOLLARS



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# Take a

# Look Inside



Our mission to be Bigger than Beauty™ is a dream we get to bring to life daily because of YOU, our Thrive Causemetics Family. I often think about how our platform is in a privileged position to change the lives of those around us. Today and every day, I'm thankful for our amazing community and all that we do because of you.

This year we have accomplished so much together. We have collectively helped change the lives of over **100,000** people through more than **100** Giving Partners. We're filled with gratitude for the work that we've been able to accomplish together during a year that was extremely challenging.

To us, being kind and being of service to others is what it means to be Bigger Than Beauty™. We're so thankful to have you as part of our Thrive Causemetics Family.

Here are some of the causes + communities you helped us give back to in 2021:

HOMELESS	MARGINALIZED YOUTH
CANCER	LGBTQ+
FOOD INSECURITY	VETERANS
DOMESTIC ABUSE	EDUCATION

Since our founding in 2015, we've now given over **\$100 million in products and cash to our 400+ Giving Partners**. The future is looking bright and we are so excited to see the impact we can make with YOU, our Thrive Causemetics Family, in 2022.

Thank you for coming on this journey with us. Together, we're Bigger Than Beauty™.

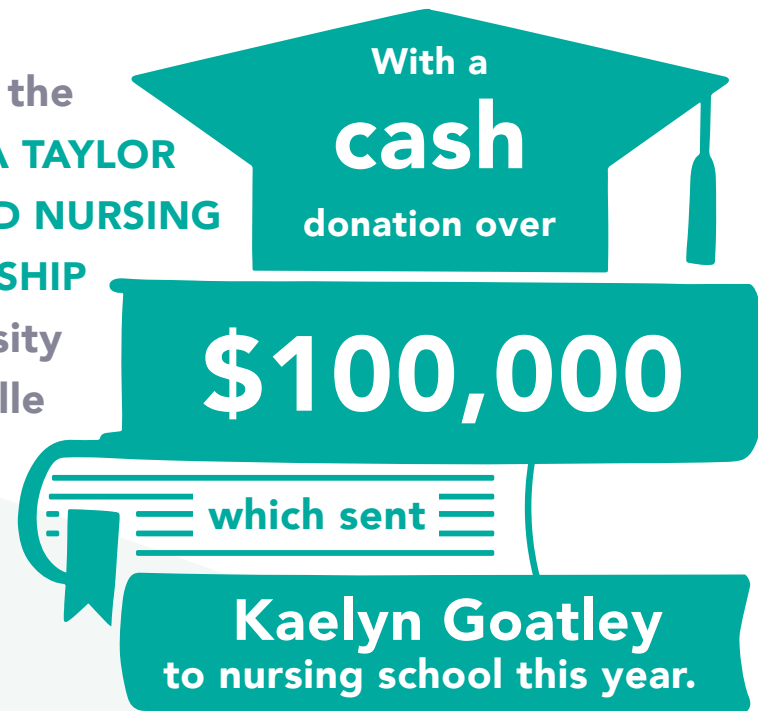
Love, *Karissa*

From our founder

and CEO to you

# Together, in 2021, we:

Launched the  
**BREONNA TAYLOR  
ENDOWED NURSING  
SCHOLARSHIP**  
at University  
of Louisville



**Donated over  
\$200,000**

cash to our Giving Partners focused on combating racial inequity and breaking barriers for People of Color.

+ Added

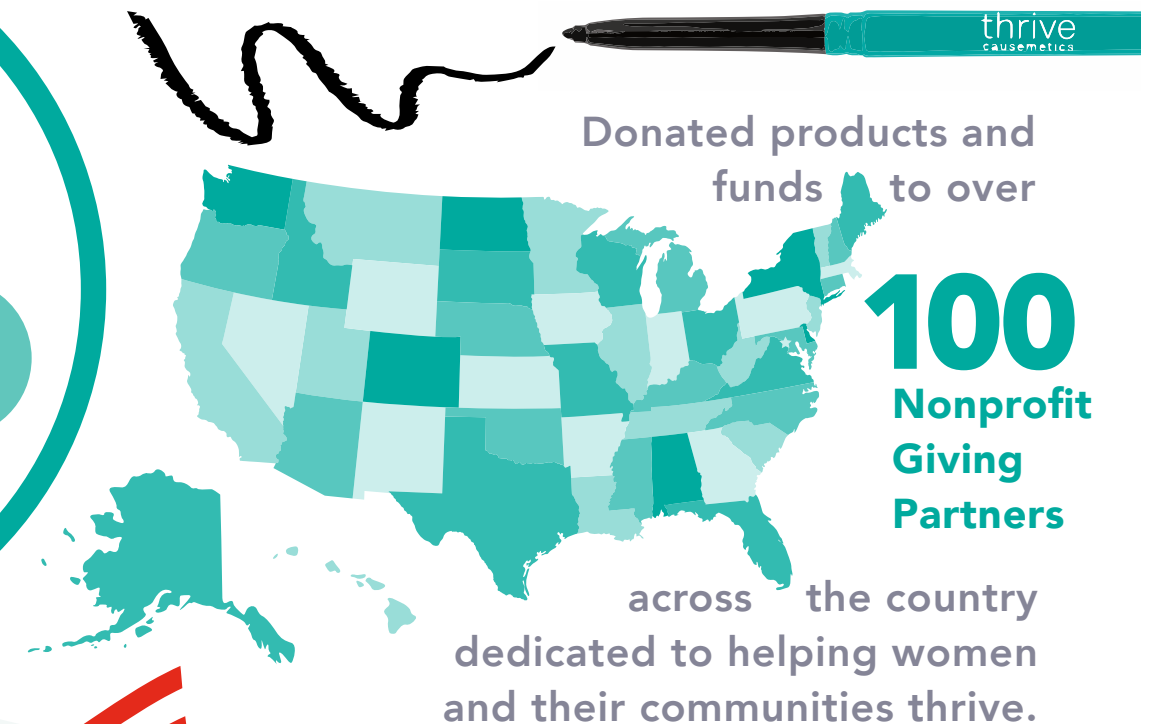
**54**

[brand new] Giving Partners to the Thrive Causemetics Family

thrive<sup>™</sup>  
causemetics



Shared beauty by donating a total of **3,372,942** products since inception



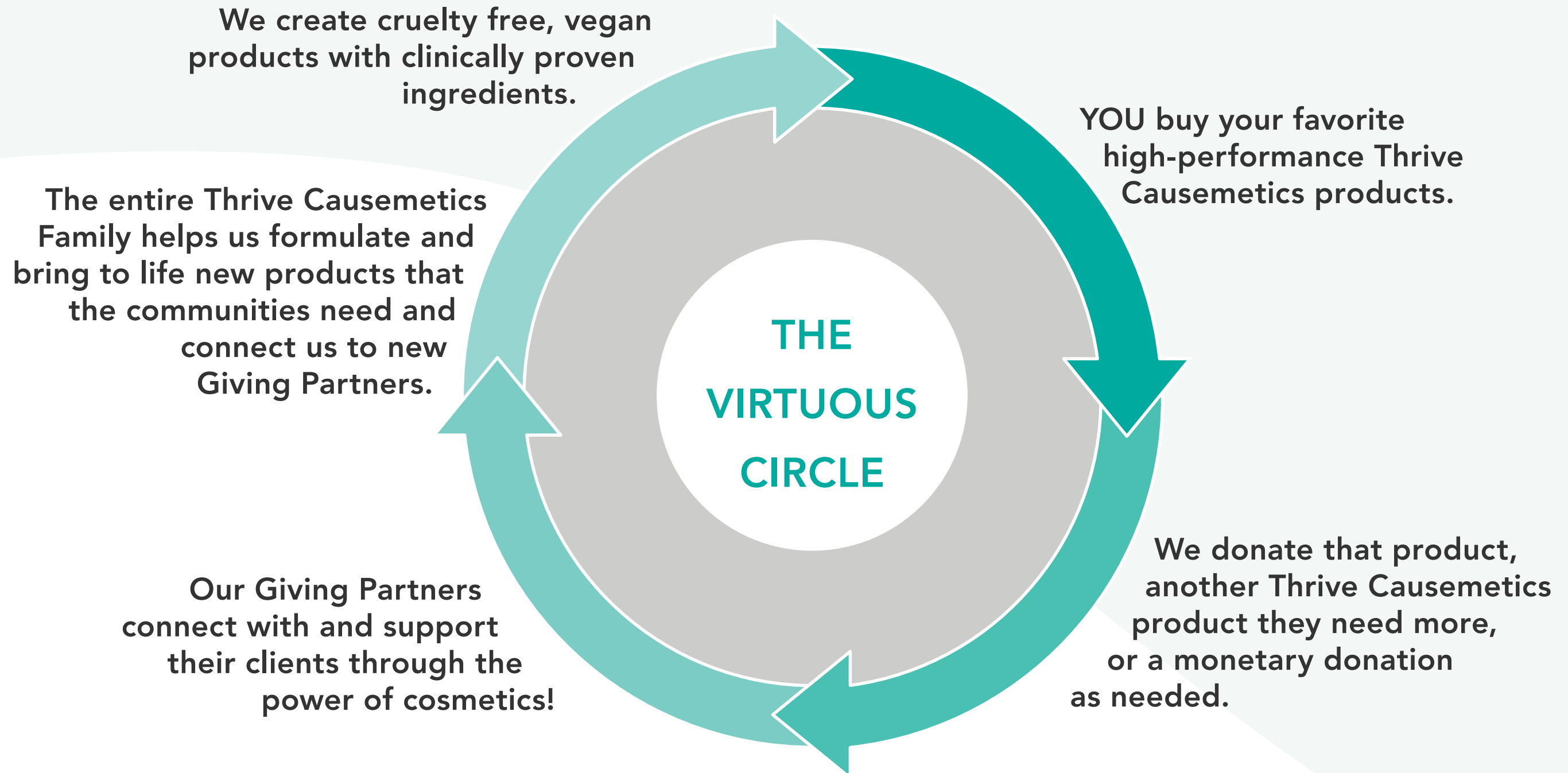
Supported over

**10,000** MILITARY FAMILIES

through our product donation program

# How You Fuel Our Mission

Thrive Causemetics is Bigger Than Beauty™:  
For every product you purchase,  
we donate to help communities thrive.



**Together, we are part of this virtuous circle that makes Giving possible.**

# Our Causes

Thanks to YOU, Thrive Causemetics has consistently expanded our Giving Mission each year to increase our impact among many underserved groups and causes. Here are the causes you supported this year:



FIGHTING CANCER



SURVIVING  
DOMESTIC ABUSE



EMERGING FROM  
HOMELESSNESS



ADJUSTING TO  
LIFE OUTSIDE  
THE UNIFORM



LGBTQAI+  
ADVOCACY



EDUCATION



UNDERSERVED  
MARGINALIZED  
YOUTH

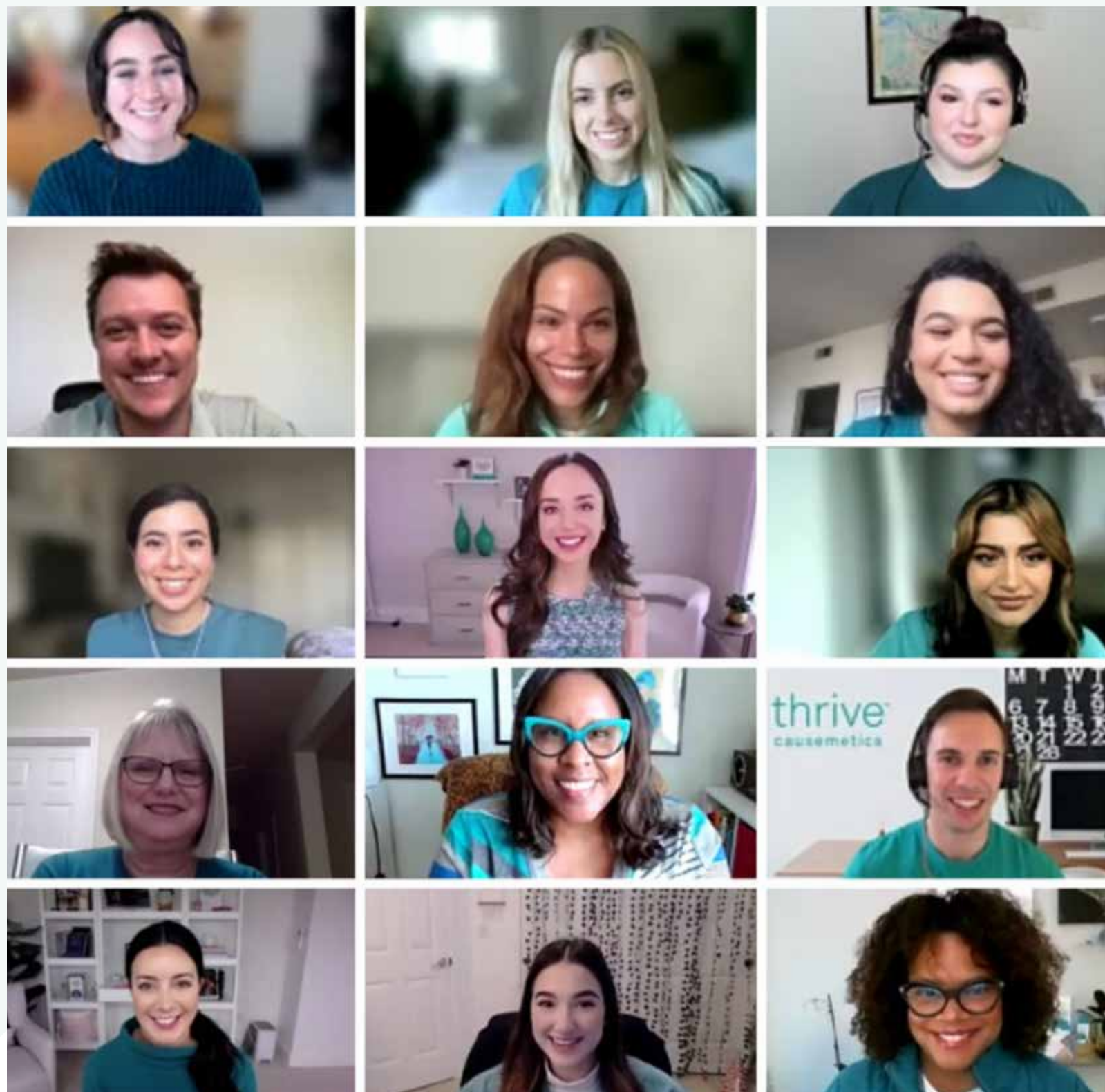


RACIAL +  
SOCIAL JUSTICE



# 2021 Impact in Action

We are committed to supporting our community.  
Here's how we connected with our  
Giving Partners throughout the year.



February 18, 2021

## Impact Committee

We have a saying at Thrive Causemetics, that “everyone is on the Giving Team” and we are continually looking for innovative ways to get our team involved in our Giving mission. In previous years in-person Giving events were a cornerstone of our program, but due to COVID we started looking for new ways to involve the team. That’s when the idea for the Impact Committee was born! Starting in 2021, Thrive Causemetics team members now have the opportunity to participate directly in the Giving Partner selection process.







April 14, 2021

## Operation Homefront

Operation Homefront is a Giving Partner that serves military families, and they held a Star-Spangled Baby Shower event to celebrate and support new military parents. Thrive Causemetics employees created handmade cards for these new parents, congratulating them on their new bundle of joy and sending encouraging words. Military families received Thrive Causemetics makeup bags filled with products, accompanied by a handwritten greeting card spreading love and well wishes.

May 6, 2021

## Jamie Greenberg + Ovarian Cancer Circle

Jamie Greenberg is a celebrity makeup artist and friend of Karissa's, and Jamie's mother Ruth is the namesake behind our Ruth Glossy Lip Hydrating Serum™ and Lip Filler Long-Wearing + Plumping Lip Liner™. Ruth passed away from ovarian cancer many years ago, and Jamie has been a proud supporter of Ovarian Cancer Circle (OCC) ever since her mother was diagnosed. OCC is a Thrive Causemetics



Giving Partner and has received product donations since 2018. We surprised Jamie on Instagram Live with a \$1,000 cash donation for OCC in her honor.

August 12 + 14, 2021

## Operation Homefront



Back-to-School Brigade: Operation Homefront hosted a drive-through event, where military families received school supplies for their children, and the adults received Thrive Causemetics products. Thrive Causemetics employees volunteered at two separate events held in Los Angeles, CA and Lakewood, WA.

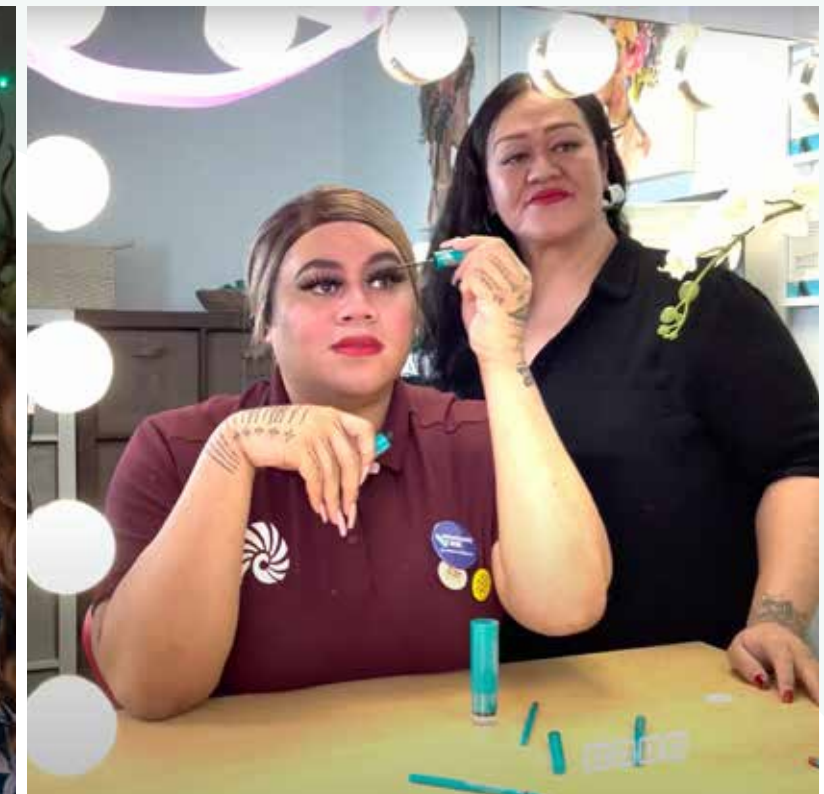


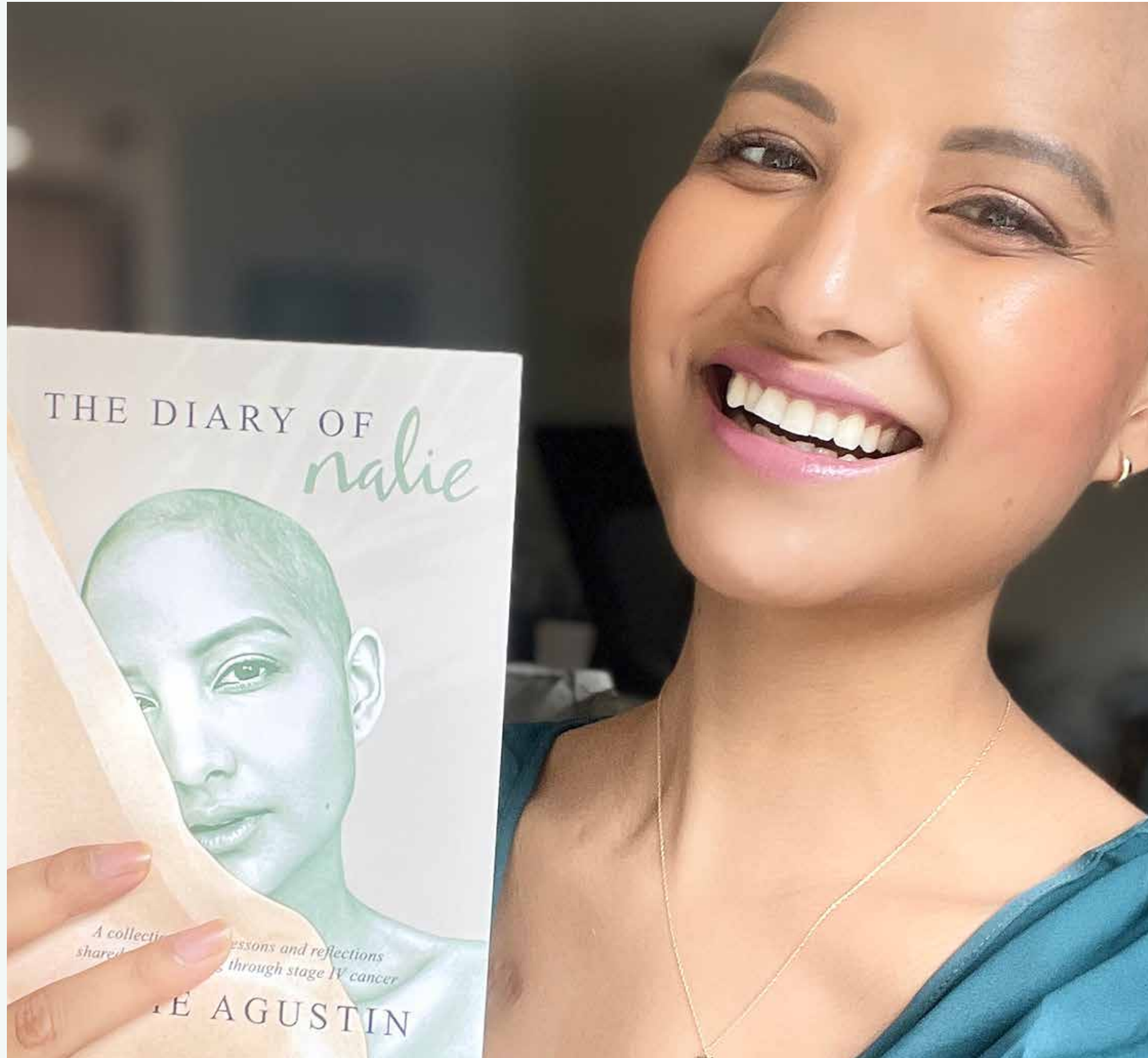
July 23, 2021

## UTOPIA WA

In July, we arranged visits with two of our long-time Giving Partners in the Seattle area. Our first stop was at UTOPIA WA, whose mission is to provide sacred spaces to strengthen the minds and bodies of QTPIs – Queer and Trans Pacific Islanders – through community organizing, community care, civic engagement and cultural stewardship.

UTOPIA WA has been a Thrive Causemetics Giving Partner since 2019 and thanks to YOU, we've been able to donate over \$500k in products over the last few years. During our visit Executive Director, Taffy Johnson, gave us a tour of their new office space. We were blown away by the beautiful "glam room" they've established for their community using all Thrive Causemetics products.

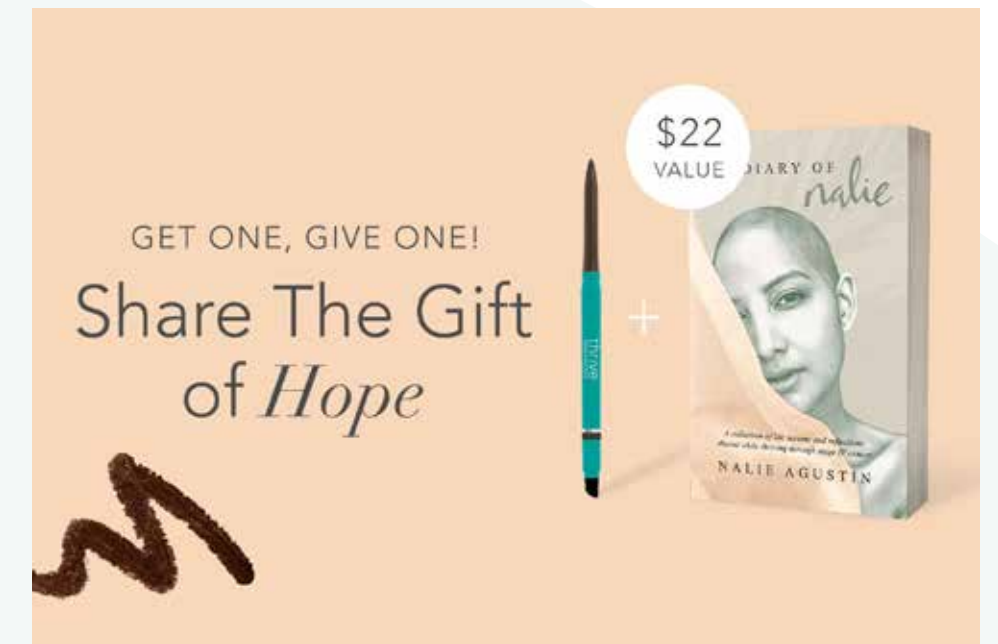




October 1, 2021

## Best-Selling Author, Nalie Agustin

On October 1st, we launched a promotion to help support Nalie Agustin's new book. For every Nalie Infinity Waterproof Eyeliner™ purchased, that customer received a copy of Nalie's book, 'The Diary of Nalie', and another copy was donated back to our Giving Partners.



October 28, 2021

# RAINN

Thrive Causemetics surprised long-time Giving Partner, RAINN with a \$10,000 cash donation in honor of DV Awareness Month. The presentation appeared live on GMA with Robin Roberts.

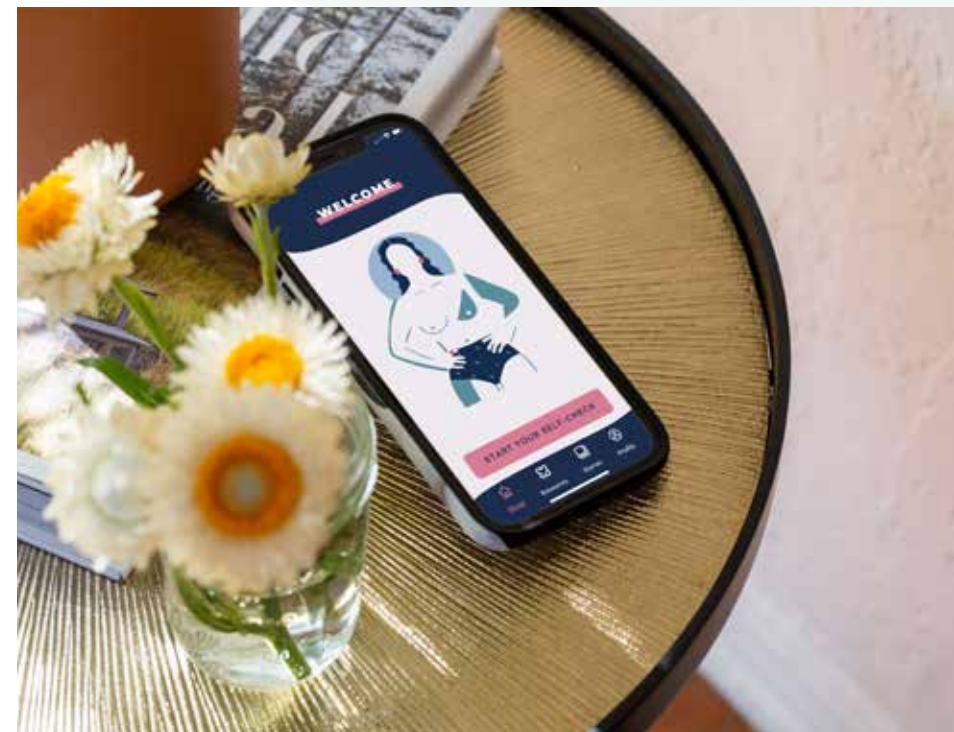




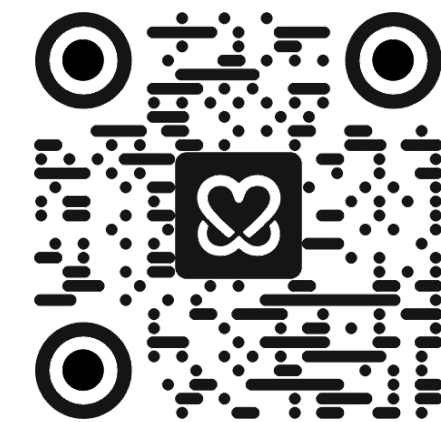
November 5, 2021

## Keep a Breast Foundation

We invited long-time Giving Partner, Keep A Breast (KAB), to join us for a virtual event and educate our team on their new app. Founder Shaney Jo Darden was our guest of honor. On October 1st, 2019, we donated 100% of profits to Keep A Breast in honor of Breast Cancer Awareness Month, to fund the development of the Keep A Breast 'Check Yourself!' App. This app reminds individuals to practice regular self checks, and guides them through the process.



*Use this QR code to download the app!*



November, 2021

## Holiday Cards for Those in Need

Thrive Causemetics staff members volunteered to create handmade holiday cards for 4 of our long-time Giving Partners: UTOPIA WA, Angel Hanz for the Homeless, San Fernando Valley Community Mental Health, and Beauty 2 the Streetz. We were able to spread some holiday cheer and had a fun time creating the cards!



November 30, 2021

## Foundation for Girls

To celebrate Giving Tuesday, all Thrive Causemetics employees voted for their favorite Giving Partner. The voting process determined who would receive a “special” \$10,000 cash donation. Our employees chose Foundation For Girls as the cash recipient!





November 14, 2021

## Operation Homefront

Holiday Meals for Military - OH hosted another drive through event where military families received gift cards, household supplies, gifts for children and Thrive Causemetics products.





# A look at some of our Giving Partners

The generous donation Angel Hanz received from Thrive Causemetics has brought such joy to those we assist. So many people look forward to these items at our gatherings. Our clients have said that Thrive Causemetics products help them prepare for employment opportunities and in attempting to secure housing. The impact of Thrive Causemetics beauty items can truly be life-changing. The products are placed inside inspirational Thrive Causemetics make-up bags and we hand them out to those in need during our gatherings in North Hollywood, CA and Downtown Los Angeles on Skid Row. Those we assist often comment on how grateful they are for the Thrive Causemetic products. They "light up" when they see make-up bags being handed to them by our volunteers."



## Angel Hanz for the Homeless

Burbank, CA

Total MSRP Donated in 2021: \$273,496

Angel Hanz for the Homeless works on the frontlines assisting the homeless with food, resources and care for their animals. Through their monthly gatherings, they bring essential supplies and services to those in need. They offer education and solutions to help people find housing and safety, and their core goal is to enable people to get back into the mainstream of life.



## My Sistah's House

Memphis, TN

Total MSRP Donated in 2021: \$69,852

My Sistah's House fosters sustainability and security for the most vulnerable of the transgender, lesbian, gay, bisexual, and queer (TLGBQ) communities in Memphis Tennessee, providing emergency housing, advocacy, and multipronged resource assistance delivered by and for gender non-conforming (TGNC) people of color.



*Our partnership with Thrive Causemetics began in 2018, when we had just started our organization. We were facilitating name changes, providing housing, and distributing survival kits. Survival kits go to people experiencing homelessness, fleeing domestic violence, and coming out of hospitals, and most have to start all over from scratch. We know for a lot of feminine identifying people, makeup helps them get jobs, makes them feel more beautiful than they already are, and really enhances their beauty. So it was perfect! Becoming a partner was wonderful, because we were able to add makeup to our survival bags, and makeup can be very expensive."*



*Thrive Causemetics has had a positive impact on our organization since we connected and became a recipient of the donation award. As a grassroots organization, sometimes it becomes difficult to be seen for the work we do. Thrive Causemetics helped with this by using its large platform to expose more people to our organization. The Thrive Causemetics donation was helpful and instrumental to putting together the first wellness event at the new Sofi Stadium in Inglewood, CA. We learned that there was more of a need for consistent programming for our youth. Our next project is wellness spaces for inner city schools."*



## Our Own

Long Beach, CA

\$5,000 Juneteenth cash donation

Our Own dismantles systemic barriers in education, nutrition, health & wellness, entrepreneurship, and employment pathways to further bridge the gap and ensure racial equity and social justice.



## Operation Homefront

San Antonio, TX

Total MSRP Donated in 2021: \$1,039,513

Operation Homefront's mission is to build strong, stable, and secure military families so they can thrive - not simply struggle to get by - in the communities that they've worked so hard to protect.

With Thrive Causemetics' in-kind donations of cosmetics, valued at more than \$1 million, we have been able to provide wonderful care packages that offer support and encouragement to women warriors around the country. This includes military spouses, service members and caregivers that are participants in our Veteran Caregiver Support group. One caregiver, who received one of the impactful care packages in the mail, said, "These people saved my life. I don't know how to describe what it's like to get a box in the mail that is just for me." Because of the generosity of Thrive Causemetics, we have been able to donate care packages to more than 6,500 military spouses, new and expecting military moms, service members and caregivers by mail or at our Star-Spangled Babies showers, Back-to-School Brigades and Holiday Meals for Military events. These gifts serve to remind this deserving group of Americans that we are honored to be there for them in their time of need because of all they have done for us in our nation's time of need.



Thrive Causemetics has made a huge impact on the cancer fighters Tenaciously Teal serves by increasing their confidence and helping them feel pampered during a time that many struggle with their appearance. When someone is diagnosed with cancer, their world turns completely upside down. Wrestling with the reality of a cancer diagnosis is stressful (not to mention exhausting), and the path towards recovery can be scary, discouraging, and painful. Fighting cancer comes with many unwelcomed side effects. One thing that your doctor doesn't tell you is how the treatment not only changes your appearance, but it causes you to lose a lot of confidence. Those who once felt pretty and confident struggle facing a reflection in the mirror that they no longer recognize. Receiving beauty products in the midst of treatment encourages fighters to reclaim their beauty, and put on makeup again that gives them a small sense of normalcy. In addition, cancer fighters have told us the beauty products helped them feel pretty again, and they love that Thrive Causemetics products are vegan and cruelty free. When you're faced with a cancer diagnosis you become a lot more cognizant of what you ingest and put on your skin. Cancer fighters love that they don't have to worry about harmful chemicals when using Thrive Causemetics.



## Tenaciously Teal

Oklahoma City, OK

Total MSRP Donated in 2021: \$218,356

Tenaciously Teal seeks to inspire hope by providing love, community, and empowerment to cancer fighters in the midst of treatment. Currently operating out of cancer treatment centers within the state of Oklahoma, they work with local hospital staff to provide Cancer Care Packs each month along with gas and meal cards to those needing additional assistance. Tenaciously Teal strives to deliver hope to each patient it touches; showing them they are not alone in this battle and there are people who care about their individual fight.



## The Shoebox Project

New York, NY

Total MSRP Donated in 2021: \$113,936

The Shoebox Project collects and distributes gift-filled shoeboxes to local women impacted by homelessness across Canada, the United States, and the United Kingdom. They aim to foster safe, supportive and inclusive communities by facilitating compassionate gestures of kindness between their supporters and local women experiencing homelessness.



*The donations from Thrive Causemetics allow the NYC Chapter of the Shoebox Project to continue to fulfill its mission, because the volume and quality of those donations help us reach so many women who are homeless or at risk of homelessness in NYC. Our aim is to help these women feel respected and less isolated, and being able to include such high quality cosmetics in their gift-filled shoebox really elevates our impact.”*





# Namesakes

At Thrive Causemetics, we name all of our color cosmetics products after people who have inspired the brand.

Meet two of our Namesakes from our Giving Partner community.



## Pili

Pili is a community leader advocating for women's safety on the island of Maui. Through her work at Women Helping Women Maui, she supports survivors of domestic abuse who often flee abusive environments with little belongings— access much needed resources, like clothes and hygiene + cosmetic products, like Thrive Causemetics.



## Racquel

Racquel is the Director of Self-Esteem Rising, a program developed by the Hance Family Foundation that teaches and empowers young women to develop genuine confidence. The Hance Family Foundation is a Thrive Causemetics Bigger Than Beauty™ Giving Partner and was created by Warren and Jackie Hance in memory of their 3 daughters, Emma, Alyson and Katie. Their daughters inspired a focused mission to empower women and girls worldwide. To date, over 120,000 women and girls have graduated from their suite of programs, and they are just getting started!



Thanks to YOU, we're  
Bigger Than Beauty™!

thrive™  
causemetics