

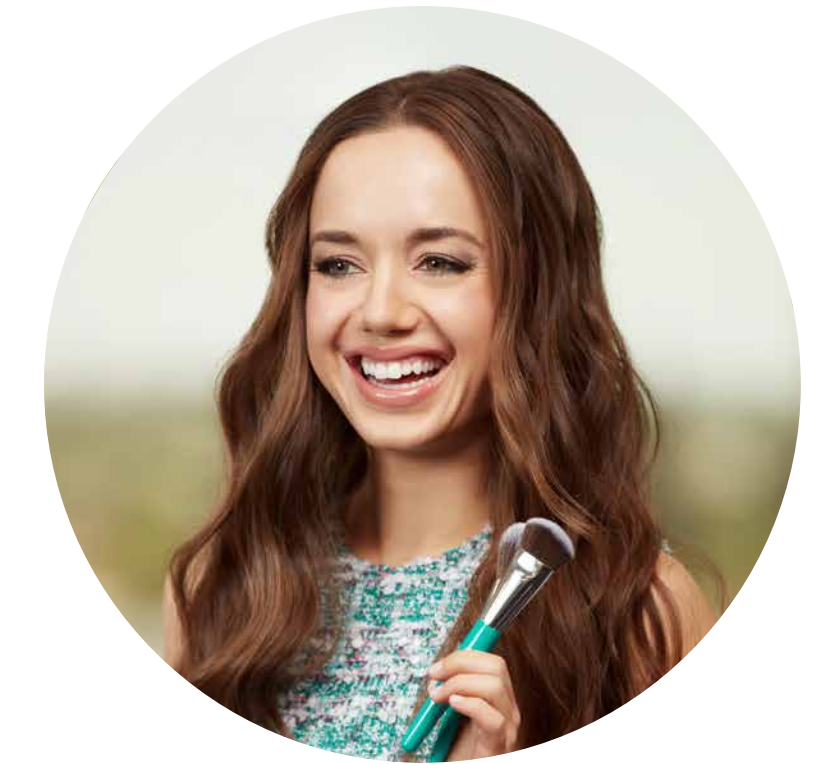
thrive<sup>®</sup>  
causemetics

IMPACT REPORT 2022

# CONTENTS



- 01 INTRODUCTION
- 02 LETTER FROM THE CEO
- 03 INFINITE IMPACT IN ACTION
- 04 CAUSES
- 05 HIGHLIGHTS
- 06 NEW GIVING PARTNERS
- 07 MEET THE VIRTUOUS CIRCLE
- 08 GIVING PARTNERS
- 11 2022 GIVING HIGHLIGHTS
- 14 IMPACT EVENTS
- 21 NAMESAKES
- 26 IN MEMORIAM



**Thrive Causemetics exists to empower everyone to live their most confident lives so they are unstoppable in achieving their dreams.**

Thrive Causemetics and Bigger Than Beauty Skincare Community-

When I started Thrive Causemetics, my “why” was to create a company that was about more than simply just selling makeup and skincare; a company truly *Bigger Than Beauty*® that would leave an impact on the world. Thanks to each and everyone of you, together we made an **Infinite Impact** this year, our annual theme for 2022.

Thrive Causemetics is a mission and movement that anyone can join. Our cause has and always will be community-powered by YOU. With every purchase, referral, recommendation, encouragement, engagement.. YOU fuel our mission and together we can help countless communities thrive.

Thanks to your passionate support, we are so proud to share that 2022 had a record-breaking impact. We were able to donate over \$25 million in funds and products to organizations in all 50 states and beyond.

We also welcomed 43 new incredible Giving Partners, many of those nominated by you. As always, our belief is that there is no charity too small or too large for Thrive Causemetics and now, Bigger Than Beauty Skincare, to support.

I’m so excited for you to read the highlights and details of the Giving that you fuel with every purchase, social share and word of mouth advocacy of our purpose. For 2023, our annual theme is Passion + Perseverance, which will build on the Infinite Impact we made together as a community last year. Thank you for all you do each and every day to make our mission possible. Together, we are Bigger Than Beauty.

Love, *Karissa*

**Karissa Bodnar**  
Founder + CEO

**“Women experiencing domestic abuse are often told by their abuser that they are not allowed to wear makeup. To a woman recovering from domestic abuse, a new lipstick means ‘I have a voice, an identity, and beauty inside and out—fabulosity!’ It’s a tube of inspiration. Because of the generous lipstick donations we receive from Thrive Causemetics, together we are able to support thousands of domestic abuse survivors in their healing process.”**

**— Sheryl Kurland,  
Founder of Find Your Fabulosity**

Find Your  
*Fabulosity*

Here are some of the causes you helped us support in 2022:



**HOMELESSNESS  
+ POVERTY**



**CANCER**



**DOMESTIC ABUSE**



**VETERANS**



**LGBTQ+  
COMMUNITIES**



**EDUCATION**



**UNDER-RESOURCED  
YOUTH**



**RACIAL + SOCIAL  
JUSTICE**

HIGHLIGHTS

Donated

We donated a total of **736,737 products**

valued over **\$25 million**



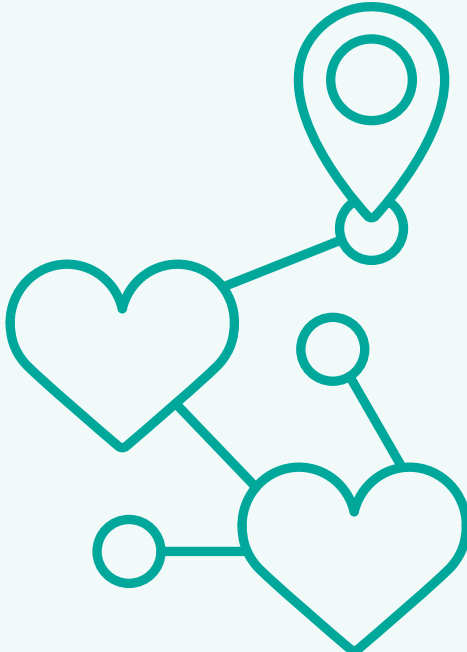
valued over

\$25 million

Grew our Giving Partner family to over

**500 organizations**

across the country, all of which are dedicated to helping communities thrive



**\$15,000**

to the LGBTQ+ community in celebration of our official LGBTQ+ cause launch



**\$10,000**

to end 'period poverty' in Hawaii



**\$10,000**

to work towards eradicating Black Breast Cancer



**\$25,000**

to support reproductive healthcare for all



**\$10,000**

to provide asylum-seekers, migrants, and refugees with comprehensive services

MOST DONATED PRODUCTS



Buildable Blur™ CC Cream  
Over 160,000 products



Pout Hero™ Liquid Balm Treatment  
Over 142,000 products



Liquid Lash Extensions™ Mascara  
Over 50,000 products



## MEET OUR NEW GIVING PARTNERS

We're always looking to connect with new nonprofits and grow our Giving Partner family. We're so fortunate to have been introduced to 43 new Giving Partners this past year.



## MEET THE VIRTUOUS CIRCLE

# Connection is at the heart of our mission

At Thrive Causemetics, everyone in our community contributes to our Giving Mission and the Virtuous Circle our donations create. We are consistently blown away by the way our community connects with one another to make an **Infinite Impact**. Whether it's a life-saving product recommendation from Shirley Raines of Beauty 2 the Streetz or UTOPIA WA introducing us to My Sistah's House Memphis, it's an honor to be the link between so many amazing people making a difference in the world.

Our Giving Partners connect with and support their clients through the power of cosmetics!

The entire Thrive Causemetics Family helps us formulate and bring to life new products that the communities need and connect us to new Giving Partners.

We donate that product, another product they need more, or a monetary donation as needed.

We create cruelty-free, vegan products with clinically proven ingredients.

YOU help us test and name the products. You buy your favorite high-performance products.

YOU nominate Giving Partners.



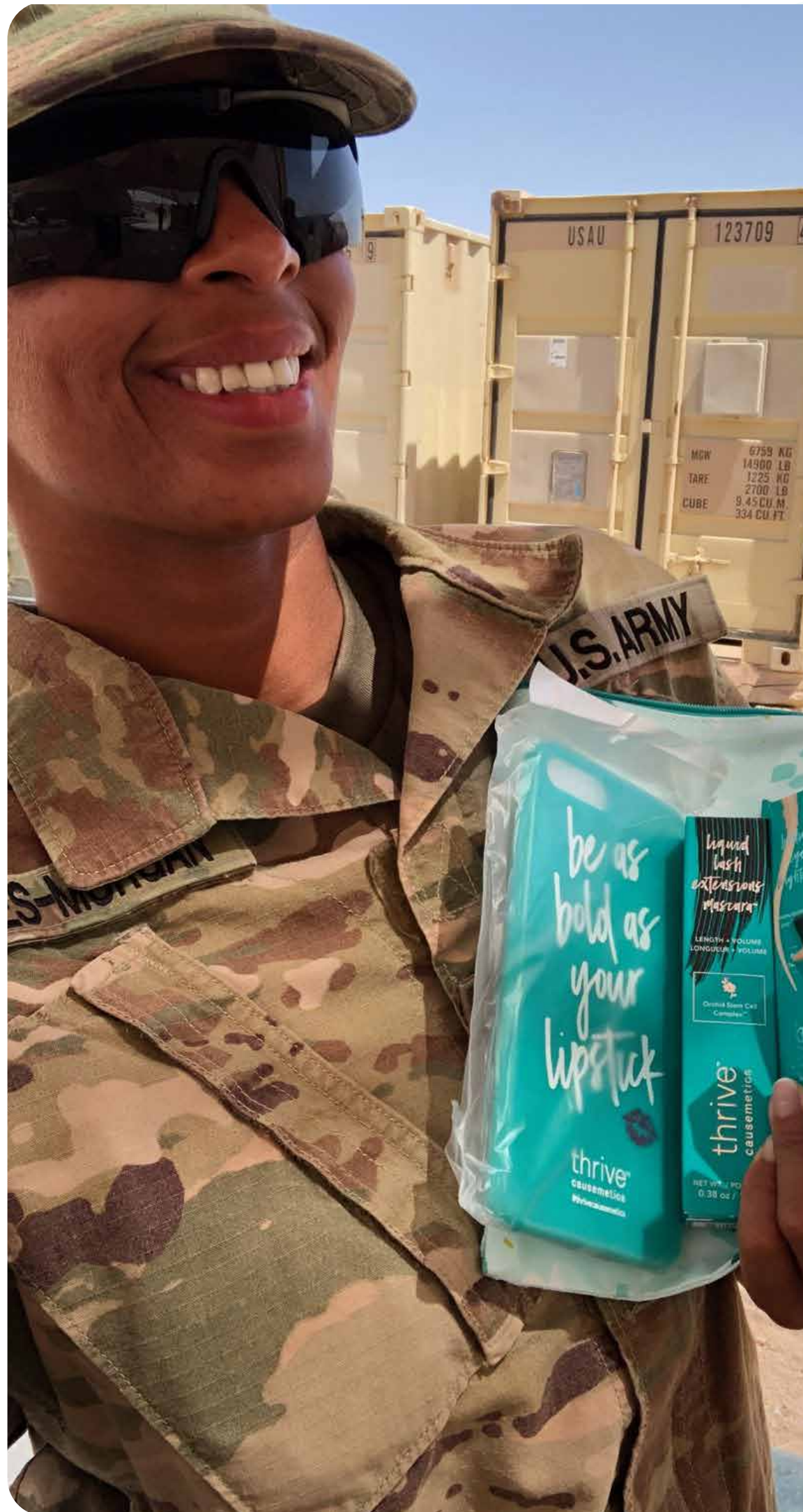


A photograph of four diverse women of various ethnicities and ages, all smiling and holding up white bags of Thrive Causemetics products. The woman on the far left is wearing a black t-shirt and a white surgical mask. The woman in the center is wearing a white t-shirt and glasses. The woman on the far right is wearing a black t-shirt and a white surgical mask. The bags they are holding have the Thrive Causemetics logo and the text "follow love with your journey" printed on them. The background is a solid teal color.

# A Look at Some of Our Giving Partners

Our Giving Partners consist of diverse nonprofits across the country. These changemakers, range from small, volunteer-powered groups to large national organizations that distribute millions of dollars worth of Thrive Causemetics products every year.

## FEATURED GIVING PARTNERS



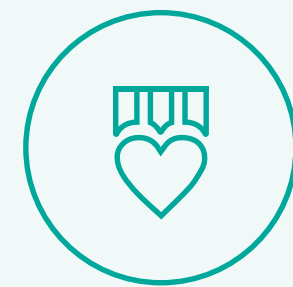
### Soldiers' Angels

SAN ANTONIO, TX

Thrive Causemetics products were distributed to service members during the holidays as stocking stuffers in their care packages.

DONATED IN 2022

**\$3,094,224**



### Fighting Pretty

PORTLAND, OR

Fighting Pretty includes Thrive Causemetics products in their "Strength and Beauty" kits, which are sent to women undergoing cancer treatment.

DONATED IN 2022

**\$726,232**



## FEATURED GIVING PARTNERS



### TransLatin@ Coalition

LOS ANGELES, CA

The TransLatin@ Coalition distributes Thrive Causemetics products through their drop-in center. For many of their clients, this safe space is the only place they will be able to access warm meals, and the donation of Thrive Causemetics products further supports their needs.

DONATED IN 2022

**\$211,164**



### America Needs You

NY, NJ, IL, CA, NC

ANY distributed Thrive Causemetics products to nearly 500 first-generation college students, supporting their confidence and ability to thrive — a meaningful enhancement to their program and content. When students feel their best, they have the confidence to know they belong and their voices should be heard.

DONATED IN 2022

**\$159,512**



# 2022 Giving Highlights

Our giving is powered by you. Our entire Thrive Causemetics community (through social media, customer service or our Giving Partner applications) was involved in selecting where we made our impact.



## 2022 CAMPAIGNS

### LGBTQ+ DONATION



#### Drag Story Hour

##### ARIZONA

"Drag Story Hour - Arizona (DSH-Az) was ecstatic to receive \$5,000 from Thrive Causemetics in 2022! We provide safe and affirming spaces for LGBTQ+ youth and their families. This was especially important during the 2022 election season, when LGBTQ+ spaces were being attacked and challenged by a multitude of groups and people. Drag Story Hour - Arizona was able to reach and support more people through the help of Thrive Causemetics."



NOMINATED BY



THRIVE CAUSEMETICS  
COMMUNITY

#### Montrose Center

##### TEXAS

"Thrive Causemetics' \$5,000 gift fuels our ability to provide year-round care and support to vulnerable members of Houston's LGBTQ+ communities. Services include LGBTQ-affirming housing for seniors and homeless youth; mental and behavioral health services for those in need; meals for those facing food insecurity; HIV testing and outreach; 24-hour crisis intervention; advocacy and support to survivors of domestic violence, sexual assault, and hate crimes; hosting community-building events and celebrations; and so much more!"



#### Alana Faith Chen Foundation

##### COLORADO

"The \$5,000 donation from Thrive Causemetics have been used to support our therapy grant program where we work with our therapeutic partners to provide queer-affirming therapy to LGBTQ+ individuals who are at risk of suicide. Through the grant, they are able to receive a minimum of six months of weekly therapy at low cost or at no cost at all."



## 2022 CAMPAIGNS

### HISPANIC HERITAGE MONTH DONATION



#### Border Kindess

##### CALIFORNIA

“Because of Thrive Causemetics’ recent donation [of \$10,000], Border Kindness is able to provide food, safety, medicine, and opportunity to an increased number of people and communities. We will use the funds provided by Thrive Causemetics to provide targeted relief and protective services to our most vulnerable populations, including pregnant women, single-parent families, the elderly, and asylum-seeking LGBTQ+ individuals.”



### REPRODUCTIVE RIGHTS DONATION

#### Reproductive rights are human rights.

We stand with our Thrive Causemetics community to support our Giving Partners who fight to ensure these rights. Since our founding in 2015, we’ve actively supported nonprofits that share our belief that access to healthcare is a human right.

We donated \$5,000 to each of the five following organizations nominated by our Thrive Causemetics community:



# Impact Events

Everyone at Thrive Causemetics makes our giving possible, and it's the reason many people join our team!

Throughout the year, employees are given the opportunity to participate in various giving events and activities. We love coming together to make a difference.



## IMPACT EVENTS

### Product Creation + Launch with Beauty 2 The Streetz

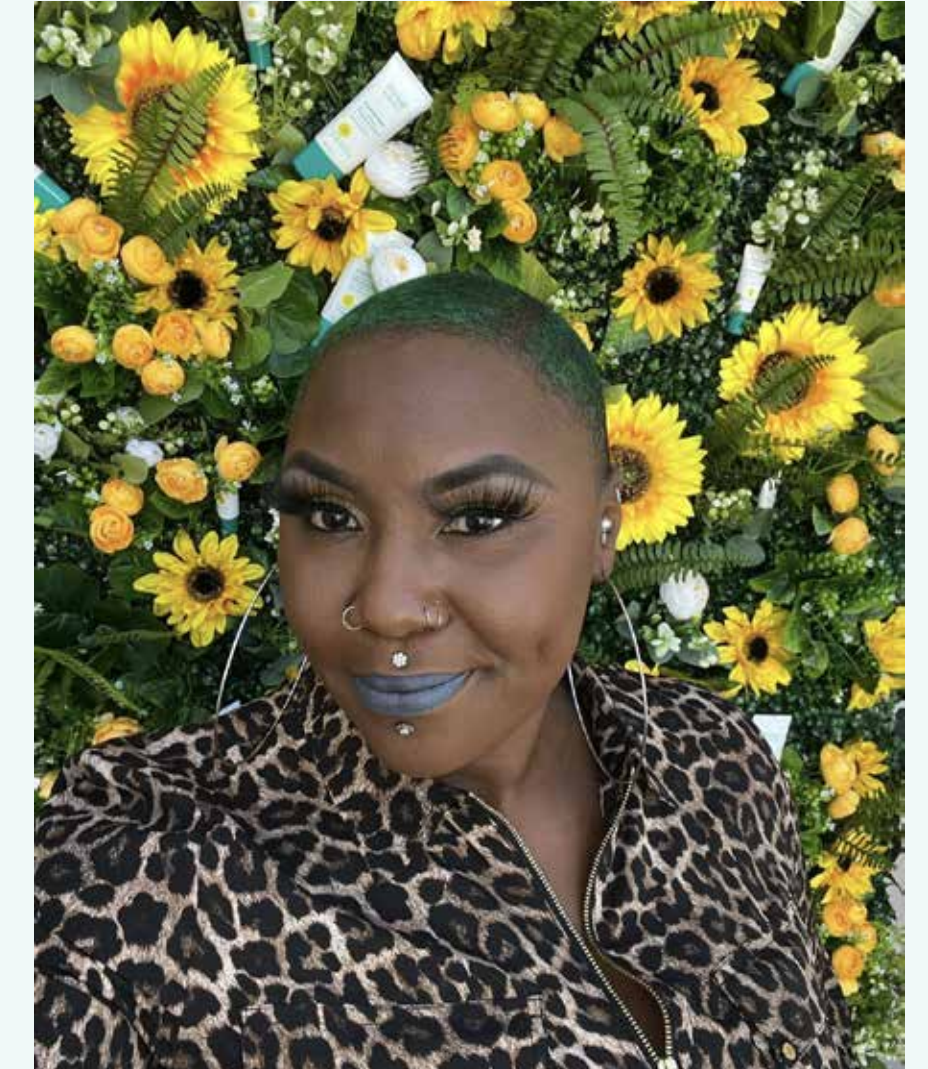


Shirley Raines of Beauty 2 The Streetz is one of the most important activists for the unhoused population in Skid Row, Los Angeles. In support of the work they do on the ground each day, we donated \$10,000 that provided essential support items like tents, blankets, clothing and food, to this community. We also packed makeup kits loaded with our Thrive Causemetics products during the event.

Our Filtered Effects™ Protecting Primer with SPF 37 was specifically created to meet the needs of unhoused people facing sun and environmental stressors. We know that SPF is important to the health of this community so when Shirley requested a translucent SPF we jumped at the challenge to deliver an efficacious formula with results.

**“Self-care is an important aspect of mental health, and while our organization can't independently end homelessness, the work we've been able to do with the support of Thrive Causemetics has certainly brought beauty, self-love, and care for the mental well-being of this large homeless community.”**

— Shirley Raines, Founder



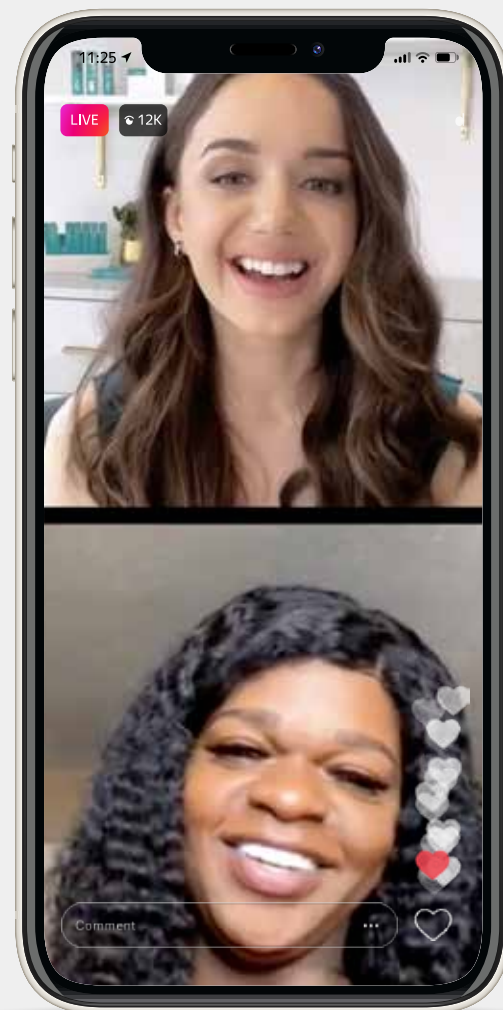


## IG Live With My Sistah's House



We had the privilege of kicking off Black History Month, by visiting with the iconic Kayla Gore, Founder of My Sistah's House, a nonprofit that fosters security for the most vulnerable LGBTQ+ community members in Memphis, TN.

Thanks to you, Thrive Causemetics has had the honor of supporting My Sistah's House with product donations since 2019.



## Positive Results Center + Upward Bound House



Team Thrive Causemetics gathered at our Los Angeles Innovation Center to pack Thrive Causemetics makeup kits for two local Giving Partners. We hand-delivered these products to Positive Results Center and Upward Bound House, and received a tour of their facilities as well.



## Mutual Rescue

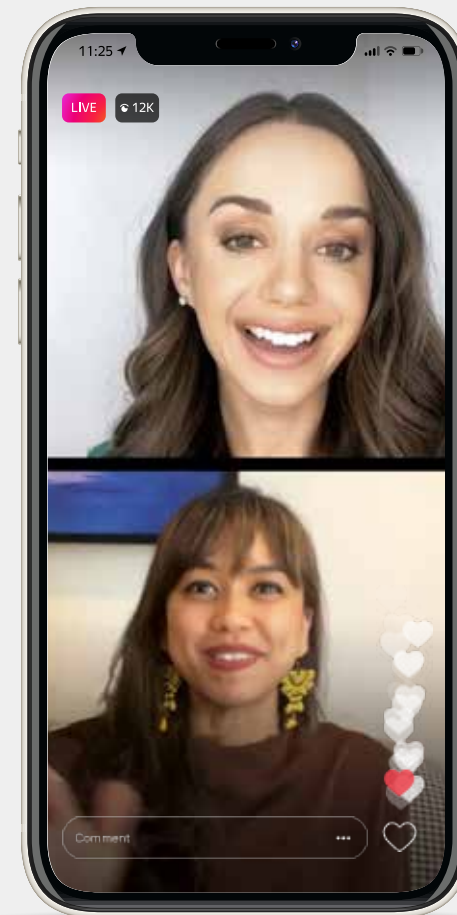


To honor Blythe Jack, our Infinity Waterproof Eyeshadow namesake and board member and supporter of Mutual Rescue, Thrive Causemetics made a \$1,000 donation to this organization. Mutual Rescue has been helping animal shelters since 2016 by providing grants, films, and programs that promote public involvement.

## IG Live With Mai Movement



In celebration of AAPI Month, Ma'i Movement joined our Founder, Karissa Bodnar, for a special Instagram Live event. We surprised them with a \$10,000 donation which will further their mission to end period poverty in Hawaii.



## Our Own



Thrive Causemetics donated laptops and monitors to Our Own, a Giving Partner that dismantles systemic barriers in education, nutrition, health and wellness, entrepreneurship, and employment pathways to further bridge the gap and ensure racial equity and social justice.



## JPW Foundation 20th Anniversary Celebration



KRISTY LASHES

Thrive Causemetics donated \$20,000 to JPW Foundation for their 20th anniversary to help support their work with the Tanzanian Children's Fund. The Tanzanian Children's Fund was a cause near and dear to Kristy LeMond, friend of our Founder, Karissa Bodnar, and the inspiration behind Thrive Causemetics. Kristy worked tirelessly to help the children of Tanzania, and we are honored to continue to support her work.

## Giftng Local Teachers



Teachers are real-life heroes and we are committed to making them feel appreciate and loved. We donated our products and gift cards for school supplies to 35 teachers from two Los Angeles elementary schools, grades TK-4. Thanks for making this possible!



## TOUCH, the Black Breast Cancer Alliance



In honor of Breast Cancer Awareness Month, we surprised Ricki Fairley, founder and CEO of TOUCH, the Black Breast Cancer Alliance, live on Hoda & Jenna with a \$10,000 donation. Ricki is a breast cancer survivor, with the mission of advancing critical, life-saving science for Black breast cancer survivors/thrivers.



## Ruby Room



Team Thrive Causemetics gathered at our Bellevue, Washington, office to pack up more than 150 bags, each filled with over \$200 worth of cosmetics. We delivered these products to the Ruby Room, a formal wear boutique in Renton, Washington, focused on empowering youth through fashion. Ruby Room became a Giving Partner in 2019, and since then, they have received over 7,000 Thrive Causemetics products valued at more than \$200,000.

## Giving Tree Holiday Celebration



Team Thrive Causemetics gathered at the Los Angeles Innovation Center to wrap gifts for children and pack nearly 200 makeup kits. Team members grabbed a gift tag from the "Giving Tree," found the coordinating item, and wrapped it with love for the holiday season. These items were donated to our local Giving Partners, Beauty 2 The Streetz and Downtown Women's Center.



## Meals on Wheels America



Thrive Causemetics first partnered with Meals on Wheels in 2020 at the height of COVID-19 when the beauty brand hosted a 100% profit donation day. We were thrilled to partner with them again in 2022 by making a donation of \$15,000.

## IMPACT EVENTS

# Card Writing Activities

Thrive Causemetics makes handmade cards with empowering messages for our Giving Partners on special occasions. This is an opportunity for our team to showcase their creativity and spread love to the world.

**We create cards for our Giving Partners on special occasions such as:**



**MOTHER'S DAY**



**VALENTINE'S DAY**



**NATIONAL  
NONPROFIT DAY**



**VETERAN'S DAY**



# Namesakes

At Thrive Causemetics, we name our products after inspiring people who have made an infinite impact on their community and often these individuals are members of our Giving Partner family.

These leaders continually set the bar for excellence in community leadership, representing what it means to be Bigger Than Beauty®, each and every day.



## NAMESAKES

### INFINITY WATERPROOF EYESHADOW STICK™

Kaelyn and Shaney jo exemplify Infinite Impact through their strength and perseverance.

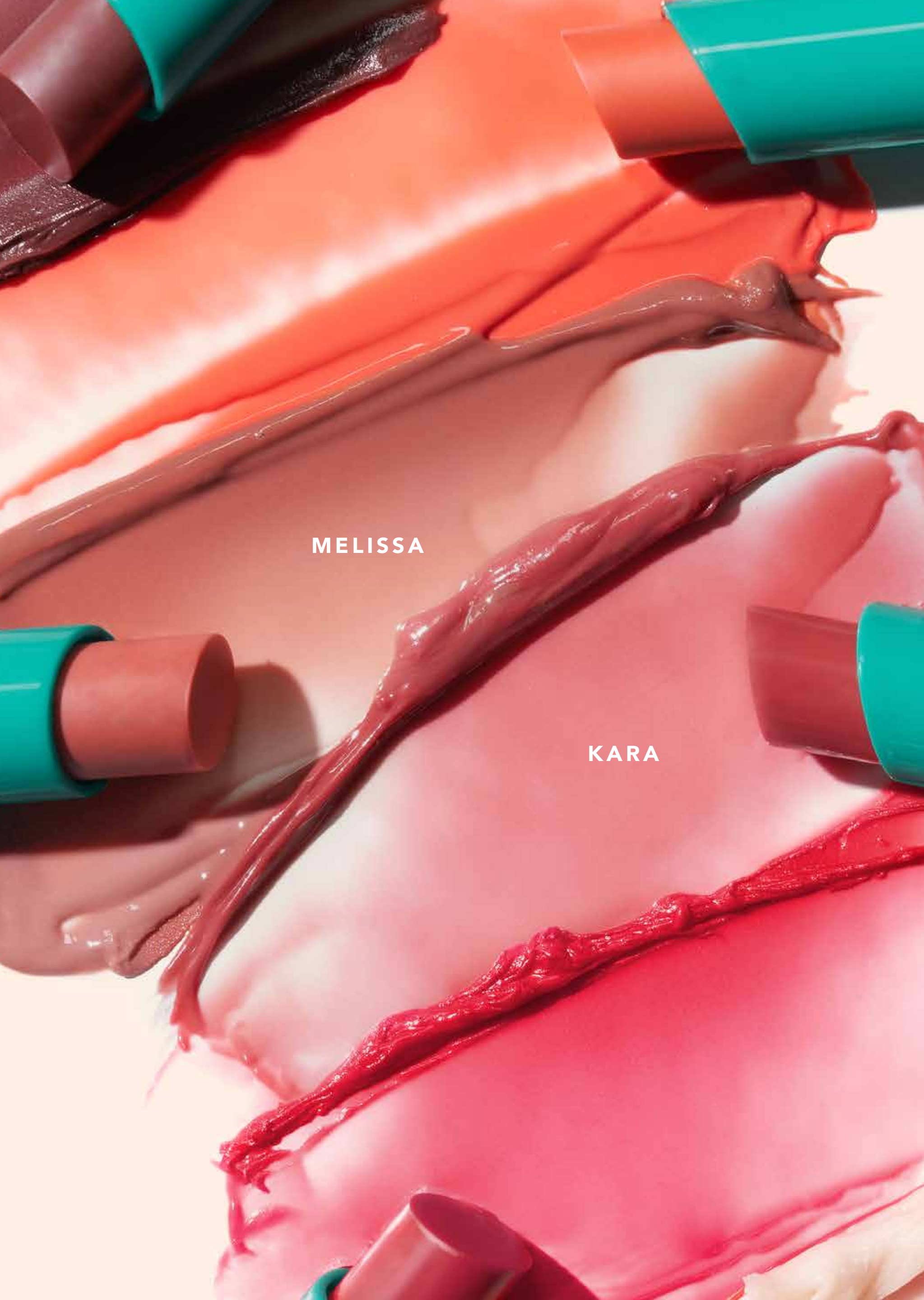


### Kaelyn

Kaelyn Goatley was the first recipient of the Breonna Taylor Memorial Nursing Scholarship at the University of Louisville, a \$100,000 endowment funded by Thrive Causemetics in 2021. We're happy to report that Kaelyn is thriving more than ever and can't wait to be a nurse to make an infinite impact on her community.

### Shaney jo

Shaney jo Darden founded Keep A Breast Foundation (KAB) to reduce breast cancer risk through art, education, prevention, and action. In 2019, Thrive Causemetics donated 100% of profits for the day, over \$130,000, which helped fund the redesign of KAB's app. The app allows for regular self-checks and early detection.



MELISSA

KARA

## NAMESAKES

### SHEER STRENGTH™ HYDRATING LIP TINT

Melissa and Kara personify the Sheer Strength by reaching within themselves to uplift others.



### Melissa

Melissa Washington is the Founder of Women Veterans Giving, an organization dedicated to empowering and cultivating the growth of professional women veterans. She is also a veteran, small business owner, speaker, author, and award winner who is connecting women veterans across the nation.

### Kara

Kara Frazier is the Founder and CEO of Fighting Pretty. She is a cancer survivor who is helping women battling cancer feel strong and beautiful! Since 2013, her organization has impacted over 10,000 women battling cancer in 50 U.S. states and 16 countries globally.





SHAEL

SHIRLEY

## NAMESAKES

### BRILLIANT FACE HIGHLIGHTER™

Just like our Brilliant Face Highlighter™, Shael and Shirley illuminate every room they're in, bringing light and love to those around them.



### Shael

Shael Norris is the co-founder and Executive Director of SafeBAE, a youth-focused sexual assault organization. Shael has a long history of working in spaces that support and advocate for women's rights and believes in empowering youth through education and community building.

### Shirley "Not all queens live in castles."

Shirley Raines is the founder of Beauty 2 The Streetz, our longtime Giving Partner. Motivated by her own loss and hardships, she provides beauty services and meals to the homeless community living on Skid Row. She works to give the unhoused community a sense of dignity.



## NAMESAKES

### INFINITY WATERPROOF EYELINER™

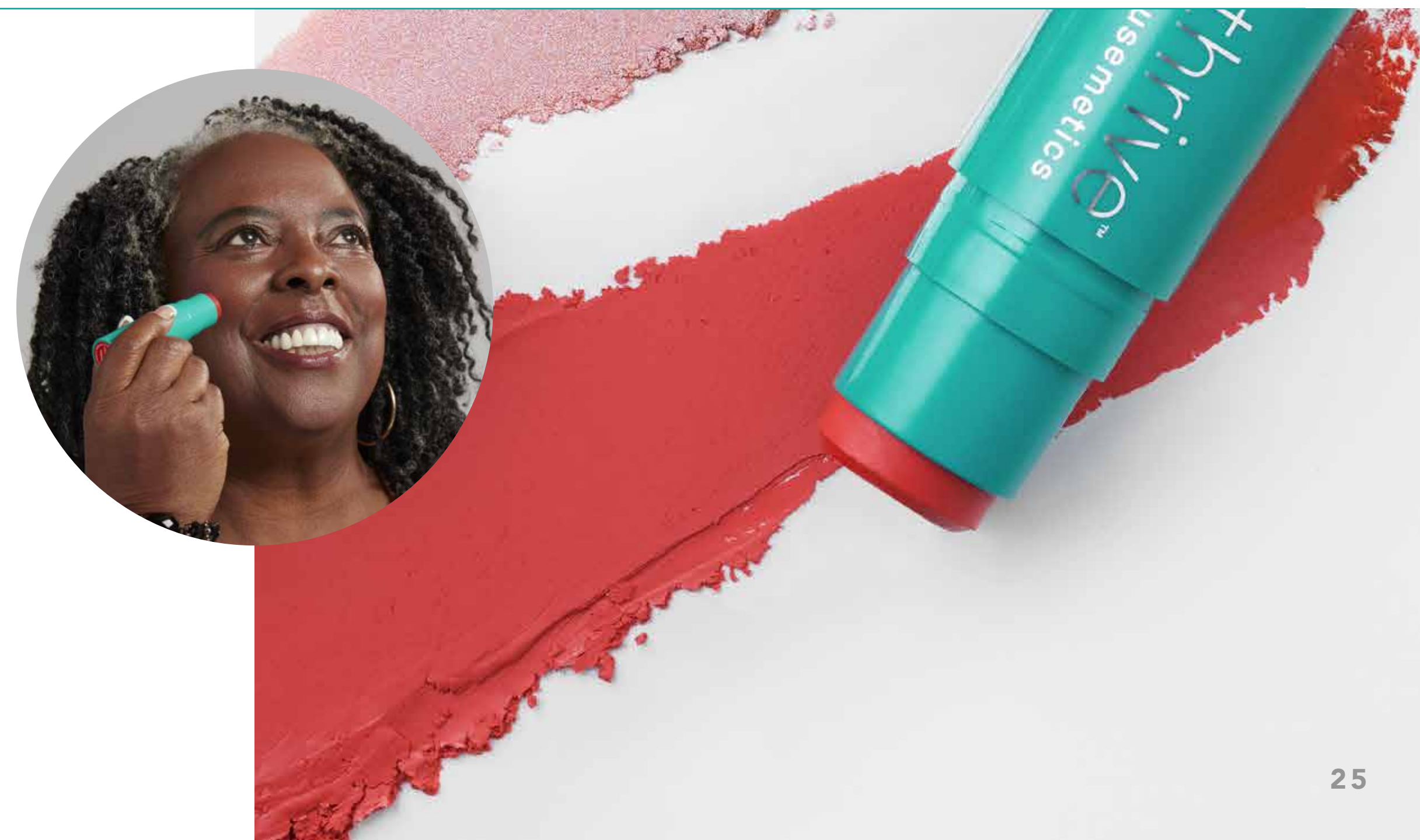
#### Alondra

Alondra Perez Arrezola is a first-generation college student and recipient of the Washington Women In Need Star Scholarship program. She is on track to graduate in June 2023 with a Bachelor's degree in Business Administration from Seattle Pacific University. Alondra is proving to others in the same position that your dreams can become your reality by paving the way for other women, young girls, and marginalized communities to have equal opportunities in the future.

### TRIPLE THREAT™ COLOR STICK

#### Kandee

Kandee Rochelle Lewis is the Founder/CEO of Positive Results Center and was chosen to be a Triple Threat™ Color Stick namesake because she is determined, wise, and loving to all she meets. A master trainer and certified domestic violence and sexual assault advocate, Kandee offers tools and strategies to form and maintain healthy, consensual, respectful relationships.



**In Memoriam**



IN MEMORY OF  
**Nalie Agustin**

1988 - 2022

"I want to be remembered for how I made you feel in my presence and always giving it my best. I want to be remembered for the way I loved, purely with all my heart and without barriers.

I don't want to be admired, I want you to feel inspired.

That's how I wish to leave my legacy."

— Nalie Agustin

IN MEMORIAM

Nalie was one of our fiercest supporters. Karissa met Nalie via social media and she instantly became one of our brands' closest friends. She embodied our Bigger Than Beauty mission and traveled with us to visit Giving Partners across the nation. Nalie was that person - the one who became your instant best friend, who squeezed your hand when you jumped into the pool together and the one who always knew how to make you smile. A best-selling author, public speaker and a cancer-awareness advocate, her legacy is infinite and remains with us as the namesake of our iconic Infinity Waterproof Eyeliner™ shade Nalie (Chocolate Brown Shimmer).

**"This eyeliner cannot encapsulate all that she is, but whenever I see it, I think of her: strong, driven, and one of the most inspiring people I've ever met."**

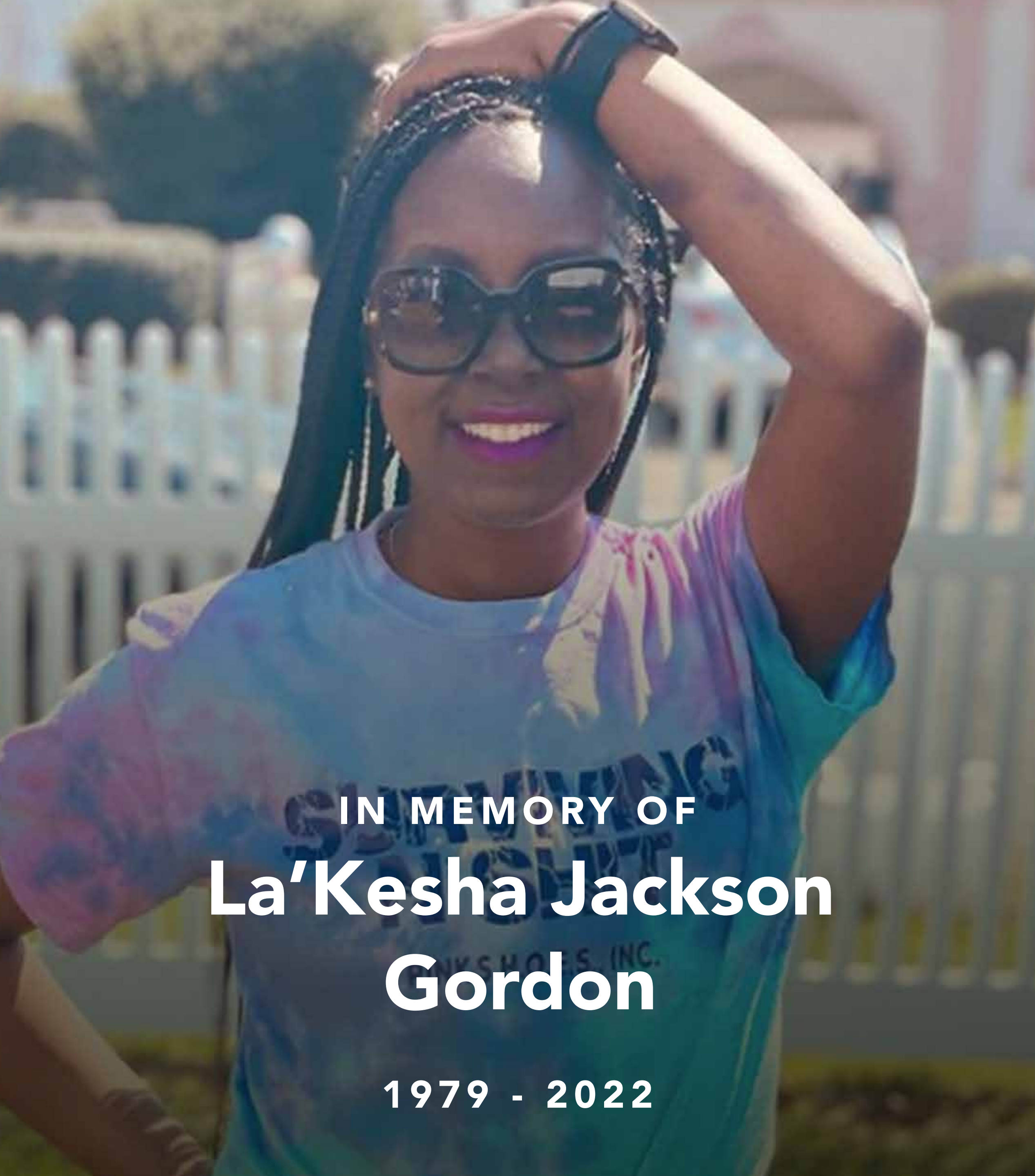
— Karissa Bodnar

Nalie will forever hold a special place in the hearts of the Thrive Causemetics community. The world lost a source of dynamic brilliance when Nalie passed away in 2022.

Nalie, you have inspired us in countless ways and we will never forget you.



Purchase Nalie's best-selling book here.



IN MEMORY OF  
**La'Kesha Jackson**  
**Gordon**

1979 - 2022

---

**IN MEMORIAM**

La'Kesha was the founder of Pink S.H.O.E.S Inc., a nonprofit organization she started after being diagnosed with breast cancer at 31. She made it her mission to help all young women going through what she was going through. Thrive Causemetics® and Bigger Than Beauty® Skincare provided products and funds to her organization, which helped fuel their mission to help women living in the New York metro area who were diagnosed with cancer.

**“La'Kesha was an amazing bright light to all who knew her and came into contact with her. When she was diagnosed she knew her calling was to help ALL young women going through what she was facing. La just wanted to help in the best possible... She was best known for her quote of 'Surviving N' Shit!' She may be gone but trust and believe she will never be forgotten and her memory and all she has done will live on!”**

— Trish Jenkins, Friend of La'Kesha and Thrive Causemetics

La'Kesha, you have undoubtedly left your mark on this world, and we celebrate your legacy.



Learn more about La'Kesha's legacy here.

thrive<sup>®</sup>  
causemetics



This work is made possible by  
our Thrive Causemetics Community.

**THANKS TO YOU,  
WE'RE BIGGER THAN BEAUTY!**