

2024 Annual Report

Fueling Brighter Futures



SCHOOL MEALS CHANGE LIVES



thrive
feed.educate.grow

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A Note From Our Co-Founders

Dear Thrive Community,

Together we achieved something remarkable in 2024. We made it possible for children to attend school, by guaranteeing them a nutritious meal when they got there. Most important, we gave kids health and hope.

Thrive welcomed 253 new donors, and together we fed more than 2,400 children across 14 schools in Bangladesh and the Philippines—for a total of over 500,000 meals this year and more than 4 million meals since we started in 2012.

The impact of the daily school meal is enormous. Our Thrive schools had an attendance rate 15% higher than the national average. The three schools we added this year jumped 13% in attendance—clear evidence that school meals matter.

Thanks to your support, learning happened in a big way. Kids improved in reading and writing, mastered their times tables, competed in swimming and track, and won journalism and art contests. In short, they thrived.

We saw children we have fed for years growing up to become teachers, nurses, and pilots. Because of you, aspirations became reality.

In this report, we share highlights from last year, and we present our ambitious goals for the year ahead. With generous seed funds from the Jones Day Foundation, we are introducing our new shelf-stable food products, which will enable us to provide daily nutrition to thousands more hungry children going forward.

We thank you for your support of Thrive. You are giving children much more than a school meal—you are fueling brighter futures and making dreams happen.

With gratitude and hope, Gina & Priscilla



Priscilla Heffelfinger
Co-Founder, Executive Director



Gina Gabel
Co-Founder, President

MISSION

Deliver Healthy Food to
Hungry Schoolchildren.

VISION

A World Where
All Children Thrive.

Community

People matter most.

AT THRIVE, WE
cultivate

Clarity

We are fully
transparent.

Care

Feeding children
is at the heart of
everything we do.

over
4.2
MILLION

SCHOOL MEALS
DELIVERED

BANGLADESH

PHILIPPINES

Added
3
new
schools



518,862

2,437

more than
12,000

children fed daily
at **14** schools

school meals
provided weekly

school meals for
THE YEAR

3

92%

SCHOOL ATTENDANCE

15%
HIGHER THAN NATIONAL ATTENDANCE



GENDER BREAKDOWN

54%
GIRLS

46%
BOYS

UP TO
50%
OF DAILY NUTRITION

Meet Kathleen

"I live in Dawahon. I'm 12 years old, and I am an elementary student. It's just me and my grandmother at home, because my mother is working away in Cebu. I take care of my grandmother. Our work is farming seaweed, or *lokot*. We use the money to buy bread or rice."

[WATCH VIDEO](#) 



“

Because of Thrive, I don't go hungry, and my stomach won't hurt. Before, I did not have a meal to eat at school, but now I do.

–Kathleen

”

Meet Afroza

[WATCH VIDEO](#) 

"My name is Afroza. I am 11 years old. I study in the 5th grade. I have been staying healthy by eating the food provided by my school, such as milk, eggs, bananas, oranges, and khichuri.

Last year, I was ranked 4th in my fourth-grade class. Now that I'm in 5th grade, I'm in 3rd place. When I grow up, I want to become a doctor."

“

I always see my father working hard all day as a rickshaw puller. He is always tired. I want to do well in school so he can be proud of me.

—Afroza

”



Meet Khokon, Afroza's Father

Khokon works long days as a rickshaw driver, navigating the bustling streets of Dhaka to provide for his family. He dreams that his children will have opportunities he never had and a future brimming with possibilities.

Because of Thrive, Khokon's daughter Afroza gets the nutrition she needs to stay in school and build a better life.



“

A few days ago,
at the market, I
saw some fruits.
I wanted to buy
them for my
children, but I
couldn't. I didn't
have enough
money.

—Khokon

”



Meet Fashiba

Fashiba's passion for journalism has earned her a scholarship from Sister of Mary's Girlstown School, in Cebu City. She was the first from the island to ever compete in the district writing competition. Fashiba wrote about science and technology and scored a top finish.

In her island hometown, Dawahon, she helps her grandparents clean sea urchins that are sold on the mainland.

[WATCH VIDEO](#) 



“I study hard
because
I want to help
my family.

- Fashiba

”9

2024 FINANCIALS

& FEEDING *more* IN 2025

Together with 483 new donors, we provided
2,437 schoolchildren with daily nutritious meals

increase 2023

28%

93

monthly donors
(Lunch Buddy)

235

first-time
donors

62

given for a
decade or more

52

increased
giving



detailed finances

10



thrive
thousands



The THRIVE THOUSANDS Project

Feed 10x More Children by 2033

In October, we launched the **Thrive Thousands Project**, which aims to amplify Thrive's mission of providing children with high-quality, nutritious daily school meals.

To scale up, we will pivot from our current market-dependent model to create enriched, shelf-stable, ready-to-cook meals prepared by local community volunteers.

Thanks to generous startup funds from the Jones Day Foundation, we're making big strides! By 2028, we plan to feed 10,000 schoolchildren daily; by 2033, we intend to grow to 30,000. Every child deserves nutritious food every day that they enjoy and that enhances their physical and cognitive development.

We invite you to join us in this transformative journey.

[Click HERE to know more!](#)

Thrive Thousands 2025 Pilot

4,000
SCHOOL CHILDREN
FED DAILY
BY THE END OF 2025

1,000
in the
Philippines

3,000
in
Bangladesh

10,000
Waitlisted
students



MANY *thanks* TO OUR 2024 INDIVIDUAL SUPPORTERS

Anonymous Donors

Farzeen Ahmed
Senthia Ahmed
Shaila Ahmed
Leslie and Kenneth Ahn
Rehana Ahye
Masuda Akter
Nusrat Akter
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Dhonnobad
THANK YOU
Salamat

FOR FEEDING

518,862

SCHOOL MEALS



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