A Moment in the Movement





thrive+ prosper

2025 Annual Report



Creating Change. Together.

In 2025, Grand Rapids was recognized as the #1 fast-growing U.S. metro for jobs and talent on LinkedIn's 'Cities on the Rise' list.

Yet, even with a growing economy and nearly $1 billion in annual philanthropic giving, 136,000 of our residents are still facing significant economic challenges.

Together we can do better to make the headlines true for everyone.

thrive+ prosper

Thrive + Prosper is a platform that brings networks together to create connections and facilitate resources in a relational way to make Grand Rapids a better place to live. We are a collective of community leaders — local businesses, entrepreneurs, investors, philanthropists, community organizations and faith organizations — with a shared vision.

Vision
To stimulate a culture in which it's normal for everyone to thrive and prosper.

Mission
To connect and facilitate networks of changemakers on the ground with networks of resources to drive generational impact.

Disparities in Our Community

$50,000
Gap in median income between the city's wealthiest and poorest neighborhoods

~1/3
Homeownership rates in diverse, low-income areas vs. high-income areas

42%
of residents say they have access to capital if they had a business idea in Kent County

61%
of Grand Rapids city area residents making enough for ALICE survival budget



Thrive + Prosper aims to be the most relational and impactful movement our city has ever experienced.

2025: Building on Momentum

Thrive + Prosper aims to make Grand Rapids a better place for everyone to live.

Admittedly, it's a lofty goal that no single person or organization can accomplish alone. That's why Thrive + Prosper is made up of hundreds of local businesses, entrepreneurs, investors, philanthropists, community and faith organizations, and residents who are partnering together to explore bold ideas, pilot small experiments, and scale innovative solutions that address complex problems.

From our efforts we have come to understand the **5 Dysfunctions of a City™** and have created the **Relationships to Results™** approach to address them. Transformational change starts with deep relationships, creating shared experiences, aligning around a bold shared vision, encouraging investment-minded action and pursuing results with generational impact.

Our Unifying Aspirations

- Innovation for human flourishing
- Economic mobility + wealth creation
- Love of city + sense of belonging

Building for Results

2025 marked a year of shifting from building momentum to intentional alignment and measurable impact. Building on the relationships and learnings of 2023-2024, the movement has strengthened partner coordination, clarified pathways for initiatives, and focused on outcomes that expand generational economic opportunity across Grand Rapids.

Organizing for Impact

Align & Design teams have shifted to collaborative Partner Teams with clearer roles, shared communication, and coordinated action. Partner Teams have become a clear way in which our community can continue to build trust, increase communication and collaboration, and ultimately move toward innovative, measurable, and scalable outcomes.

Steady Traction, Intentional Pivots

2025 also marked a pivotal year of learning and strategic shifts to meet the evolving needs of our community. While the Business + Entrepreneurship and Workforce Development teams matured into established workstreams and Partner Teams, we intentionally reoriented our Flourishing workstream to become a more focused Faith Leaders workstream. We also saw the organic emergence of a Southtown workstream, catalyzed by a convening of six established workgroups in December 2025.

Thrive + Prosper Workstreams:



Catalyzing Impact

Featured Initiatives represent high-impact, collaborative projects that are strategically aligned with community goals and supported by dedicated champions and lead investors. The Transformation Team supports these partners with the tools to scale through strategic storytelling, partnership facilitation, and the data infrastructure needed to prove and improve real-world outcomes.

Change happens at the pace of deep relationships.

5 DYSFUNCTIONS OF A CITY™				
Broken Relationships	**Limited Experiences**	**Isolated Vision**	**Reactive Action**	**Status Quo Results**
1 →	2 →	3 →	4 →	5 →
RELATIONSHIPS TO RESULTS™				
Vulnerable Relationships	**Expansive Experiences**	**Shared Vision**	**Strategic Action**	**Transformative Results**
Moving from "my story" to "our story" through intentionality and curiosity	Moving from scarcity to abundance by connecting voices, networks and, resources	Moving from converting to collaborating towards an audacious goal	Moving from a charity mindset to an investment mindset: one of time, talent, and treasure	Moving from a fractured and disincentivized model to one that seeks mutual benefit and generational impact

Business + Entrepreneurship

The Business + Entrepreneurship workstream is focused on increasing collaboration across the small business ecosystem by reducing fragmentation and aligning support around the real needs of entrepreneurs.

Community-affirmed strategies:

- → **Resource Sharing + Synergies**
  Increase resource sharing and synergies in the entrepreneurial ecosystem
- → **Capital Stack**
  Support businesses in accessing the appropriate capital stack
- → **Customers + Contracts**
  Support businesses with the needed access to attract new customers and noteworthy contracts
- → **Attract + Scale**
  Develop a plan to draw emerging market businesses to Grand Rapids

2025 Impact

61+ Businesses and Entrepreneur Support Organizations Piloting the 4C Framework

11+ Businesses Receiving Capital Support

313+ Businesses Receiving Other Support

254+ Jobs Created

$625,000+ Capital Deployed*

*Capital deployed through Opportunity Ventures investments and grants facilitated by the GR Entrepreneurial Collaborative during 2025. This figure excludes Opportunity Empowered funding which can be found on Page 09.

Featured Initiatives

Featured Initiatives represent high-impact, collaborative projects that are strategically aligned with community strategies and supported by dedicated champion and lead investors.

Construction Allies in Action

Construction Allies in Action removes systemic barriers for underrepresented entrepreneurs by providing the technical infrastructure and mentorship needed to scale. Through programs like Strong Foundations and the Affiliate Hub, the organization addresses the capacity gap by offering professional back-office services and procurement training. This support enables contractors to grow their capacity to take on to significant commercial contracts, ensuring they have the tools to compete and succeed in a complex industry.

Building Operational Confidence

In 2025, a brother and sister duo running a trade business in West Michigan reached a point where they needed to shift from working in their trade to truly leading their company. Having used the **Construction Allies in Action** (CAIA) Affiliate HUB to establish their brand early on, they returned to the HUB to refine their bidding and overhaul back-office operations.

Throughout 2025, they worked through the Affliate HUB to refine their bidding and estimating processes and overhauled their back-office operations. This gave them the financial clarity needed to stop chasing jobs and start building a strategic pipeline and hiring employees.

By the time they joined the CAIA Foundations Plus cohort in June 2025, the business had already changed. The duo had moved away from operating as a small trade team and repositioned themselves as a commercial-ready firm, that is now securing larger contracts and funding, with the operational confidence necessary to compete at a higher level in the industry.



By helping local contractors stabilize and scale their businesses, Construction Allies in Action helps drive sustainable business ownership, building generational wealth and long-term community prosperity.

Grand Rapids Entrepreneurial Collaborative
In 2025, the GR Entrepreneurial Collaborative introduced the Four Corners (4C) Framework™ as a collaborative support model for holistic entrepreneur support and structured advisor engagement.

Designed to align key business functions—Capital, Customers, Capacity, and Connections—the framework shifts mentoring support from siloed/one-off interactions to intentional partnerships with a team of aligned mentors collaborating as a unified support system for the founder.

Coordinated Support in Practice

In 2025, a local founder met with their 4C Advisors for a strategy session to address uneven revenue, unclear pricing, and a scattered sales approach.

Instead of receiving uncoordinated input from multiple sources, the **4C Framework™** helped bring the founder's business advisors together as a coordinated team to identify a single focus and direction.

Together, they:
- → Aligned on a strategy targeting DOT-regulated transportation companies
- → Refined their prospect list
- → Pressure-tested pricing and offerings

The meeting quickly moved into action, supporting research, sequencing outreach, and making key introductions. The result was a clear, step-by-step plan with both the founder and advisors working toward the same priorities.

4C Framework™ Partners:

Amplify GR · Construction Allies in Action · Grand Rapids Center for Community Transformation · Grand Rapids Chamber · Michigan Minority Supplier Development Council · Opportunity Empowered · opportunity ventures · SprengGR

opportunity ventures

Opportunity Ventures is a community investment platform focused on driving sustainable economic growth for businesses rooted in Grand Rapids by providing innovative, fair, and non-predatory investments to entrepreneurs and business owners who face barriers to accessing traditional capital.

By supplying both capital and comprehensive support, Opportunity Ventures actively works to bridge resource gaps in emerging areas of the city, fostering long-term success for overlooked businesses. Investment structures are intentionally matched to the specific needs and anticipated cash flow of the business, with a clear focus on setting the entrepreneur up for long-term success.

Opportunity Ventures leverages community ties by sourcing potential deals through partnerships with local Entrepreneur Support Organizations who play a crucial role in identifying businesses that meet investment criteria and participate as members of the Advisory Team.

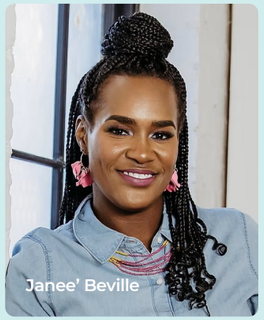
In 2025, Opportunity Ventures piloted its investment model by backing 4 local entrepreneurs, laying the groundwork for future investment through the platform.

Investing in Local Potential: Beville Counselling

Janee' Beville's path to entrepreneurship began with a deep-seated passion for therapy, culminating in her launch of Beville Counseling, in 2016. Six years later, she felt drawn to expand into a group practice, aimed at serving more clients while also mentoring newer therapists through the business aspects of being in private practice.

This growth required capital. Janee' sought out support through local Entrepreneur Support Organizations, and was awareded funding through Michigan Women Forward and Start Garden's Demo Day. Because of these wins, Janee' recieved business training and mentoring, and was put forward as an investment candidate for **Opportunity Ventures.**

Investment from Opportunity Ventures provided Janee' with the capital she needed to hire administrative and billing support, and establish the infrastructure to successfully scale her group practice and expand access to mental health care in Grand Rapids.



Janee' Beville

Workforce Development

The Workforce Development workstream fosters system-level collaboration to build a more connected ecosystem with clearer pathways toward employment and mutual success for employers and employees.

Community-affirmed strategies:

- **Awareness + Structure**
  Stretngthen relationships in the ecosystem to empower more businesses to connect with skilled talent
- **Alignment + Needs**
  Enhance talent flow by aligning workforce development initiatives with employer needs
- **Development + Advancement**
  Develop a pipeline of emerging market professionals for executive leadership roles

2025 Impact

8
Employers Committed to Shared Goals for Workforce Development

161+
People Completing Training or Earning Credentials

216+
People Hired or Promoted

216
People Received Increased Wages or Benefits

$13.90/hr
Average Increase in Hourly Wages Among People Hired or Promoted

Featured Initiatives

Featured Initiatives represent high-impact, collaborative projects that are strategically aligned with community strategies and supported by dedicated champion and lead investors.

iNexus
iNexus is a unified talent system that aims to transform entry-point roles into career pathways. By integrating on-the-job upskilling, it reduces turnover for foundational employers while equipping workers to bypass the "benefits cliff" and creates a pre-vetted talent pipeline for future employers and a clear path to meaningful career advancement.

A pilot iNexus cohort is underway with additional pilots expected to launch in 2026.

Elevate
The Elevate Initiative advances economic mobility by providing job seekers with personalized career coaching and resource navigation to secure positions with a livable wage.

As an expansion of the Rise Up partnership between West Michigan Works!, The Source, and Trinity Health, Elevate aims to reduce the friction inherent in hiring and promotion. To ensure individuals continue to thrive post-hire, Elevate supports employers in creating internal career pathways that support long-term employee development.

Removing Barriers, Elevating Careers

Through the **Elevate** Initiative, Trinity Health, West Michigan Works! and The Source worked together to support a nursing graduate who was facing challenges passing her boards.

The employee was working as a nursing intern and was referred to The Source because she had fallen behind on her rent due to the cost of nursing board exams and study materials.

Her Resource Navigator utilized BRES (Barrier Removal and Employment Success) funding to stabilize her housing, allowing her to focus on her studies. Even after an initial unsuccessful attempt, the team doubled down on their commitment, providing additional exam fees alongside dedicated coaching, tutoring, and emotional support.

By taking a holistic approach—combining financial assistance with dedicated coaching, tutoring, and emotional support—Elevate empowered her to pass her boards and achieve a 77% pay increase (from $19.50 to $34.43 per hour), setting her on a definitive path toward long-term financial stability!

MiCareerCompass helps West Michigan job seekers bridge the gap between their current skills and high-paying regional careers. Using AI to create personalized pathways, the platform connects users to local training, essential support services like childcare and transit, and a network of employers committed to interviewing those who complete their recommended preparation path.

YouthBuild: Building Brighter Futures

M's journey with Bethany Christian Services' Youth Department began when she joined the Youth Employment Program at age fifteen, where she completed sixteen lessons in life skills and leadership before moving into a paid work experience.

At the time, M faced mental health challenges that led her to leave high school without graduating. When a trusted Youth Development specialist encouraged her to join YouthBuild, the familiar, "homey" environment made it the perfect place for her to thrive and she cleared all four GED tests in her very first week—a milestone celebrated with the entire department with the ringing of their ceremonial gong.

After securing her GED, M stayed deeply involved in the program because of the kind and genuine community, looking forward to leadership and workforce activities as a way to stay connected to others. She joined the Continuous Quality Improvement team as the sole youth representative and shared invaluable insights from a youth perspective, shaping the Center's programming.

Through her time with YouthBuild, M built her self-esteem, learned dependability and perseverance, and how to speak up, culminating in an inspiring graduation speech. Today, she is moving forward with plans to study psychology at Grand Rapids Community College.



YouthBuild supports young adults as they build the skills, education, and leadership needed to improve their lives and community.

YouthBuild
YouthBuild is a pre-apprenticeship program for young adults ages 17 to 24 that combines GED education with hands-on vocational training in construction and customer service. Participants earn certifications and stipends while rehabilitating affordable housing within their own neighborhoods.

The program emphasizes holistic growth by providing leadership development, case management, and transition assistance to help students secure long-term employment or post-secondary education.

West MI Masterclass
The West Michigan Masterclass is an in-person series supporting emerging talent and mid-level professionals through monthly education and networking.

While most workforce funding targets entry-level roles, the West Michigan Masterclass supports mid-level professionals through a C-Suite pathway where leaders contribute their "time and talent" with "intention, professionalism, and care"—an investment participant Jamecia Thomas says "hasn't gone unnoticed," noting, "I've not only learned from these sessions but I'm building a network of people that I wouldn't have connected with otherwise."


The West Michigan Masterclass provides mid-level professionals with the leadership skills and C-Suite exposure necessary to advance their careers.

Southtown



The new Gentex Southtown facility represents a significant investment in community.

Building on lessons from 2024, Thrive + Prosper expanded its focus in 2025 to include Southtown, an emerging market in Grand Rapids, primed for innovation and economic prosperity.

While numerous organizations and entities have begun investing in the area, Thrive + Prosper has played a role in convening community leaders and stakeholders, creating opportunities build relationships and to align around a shared vision for a flourishing Southtown.

Ideas in Action

Atlanta Beltline Visit
A recent visit to Atlanta showed local leaders how strategic investment can reshape a community. The Atlanta Beltline, a 22-mile corridor built along a former rail line, has attracted $9 billion in private investment following $776 million in public funding, transforming surrounding neighborhoods through public-private partnerships and intentional anti-displacement strategies.

That model is informing early conversations around Grand Rapids' Southtown Trail, a proposed greenway along Silver Creek on the city's southeast side. Still in planning, leaders see the trail as a catalyst for housing, small business growth, infrastructure improvements, and environmental restoration.

Featured Initiatives

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PROJECT GREEN

By bridging the gap between financial struggle and generational wealth, Project GREEN (Grassroots Economic Empowerment Network) helps families rewrite their financial legacy by moving away from asset-reducing practices to asset-building tools and life-changing financial education.

Through targeted workshops and grassroots advocacy, the program equips community members with the literacy to master credit, build savings, and navigate the financial system with confidence. By dismantling systemic barriers and championing innovative tools like rent reporting, the organization ensures that under-resourced households have clear paths towards long-term financial stability.

Financial Empowerment Center
Rooted in a deep belief in people and the transformative power of mutually beneficial partnerships, the Financial Empowerment Center aims to support residents lacking traditional banking access by providing fair loans, credit-building tools, and personal financial coaching.



The Financial Empowerment Center, in partnership with local banks and credit unions, aims to reduce reliance on predatory lending.



Nearly 500 neighbors and partners gathered this past December to celebrate the grand opening of HUB 07 and the 5th Annual Boston Square Community Tree Lighting.

HUB 07 hope unite build

Born out of the collective vision of the Boston Square community, HUB 07 is a 45,000 sq. ft. community center that opened in late 2025. Designed to serve as a "communal front porch and living room," the facility provides essential services to a historically underserved area, including a Corewell Health wellness clinic, the Boston Square Early Learning Center, and a community café operated by Last Mile Cafe, as well as shared coworking spaces and a diverse group of nonprofits. By centralizing resources, HUB 07 aims to foster generational wealth and wellness while ensuring the neighborhood's revitalization remains rooted in the needs of its long-term residents.

1515 Madison
For over 100 years, 1515 Madison was a vital economic engine for Southtown. After sitting largely vacant for three decades, the property is being revitalized by the Grand Rapids Nehemiah Project and Amplify GR into a thriving center for entrepreneurship, innovation, and economic mobility. This transformed launchpad for economic transformation will feature collaboration spaces for startups and innovators, including a potential partnership with Plug and Play Tech Center to support health innovation. By utilizing an innovative crowd-funding model, the project ensures the space is majority community-owned to retain wealth locally and fuel entrepreneurship and economic mobility.



1515 Madison: A future hub for startups and community collaboration, featuring dedicated spaces for health innovation and local entrepreneurship.

Unifying Southtown Leadership

In December, nearly 50 Southtown leaders representing six established cross-sector workgroups gathered to discuss taking steps towards increased communication, collaboration, and alignment.

This convening launched the creation of a cross-sector team, composed of 1-2 champions from each workgroup, focused on building relationships across sectors, aligning vision and strategies, and ensuring resources are deployed more effectively towards a vibrant and thriving Southtown.



Faith Leaders

The refocused Faith Leaders workstream aims to foster a thriving Gospel ecosystem by partnering with Kingdom-driven leaders to seek the peace and prosperity of Grand Rapids.

By aligning spiritual formation and vocational discipleship, we move beyond isolated efforts toward coordinated, scalable impact and lasting change. Leaders drive this renewal across four interconnected realms: personal vitality, economic flourishing, spiritual formation, and neighborhood transformation. This collaborative framework ensures the church contributes directly to the relational health, economic opportunity, and generational stability of Southtown.

2025 Impact

13
First-Time Homebuyers Supported in 2025

711
Participants Served Across EVP Programs

$103k+
in Direct Homeownership Assistance

+2.34
Increase in Self-rated Financial Knowledge Among EVP Participants (0-10 scale)

$385k+
Direct + Indirect Economic Impact of Car and Bike Repairs, Home Beautifications, and Lot Clearings

Featured Initiatives

Featured Initiatives represent high-impact, collaborative projects that are strategically aligned with community strategies and supported by dedicated champion and lead investors.

Charity to Change

Charity to Change is a church-led initiative in faith, relationships and action. The intiative focuses on helping individuals, primarily single mothers of color, overcome barriers to first-time homeownership. Through financial assistance, coaching and coordinated support from partner churches, the initiative helps families move into stable housing.

Catalyst Experience

The Catalyst Experience is a nine-month experiential learning lab for current and emerging cross-sector leaders who love our city and want to see all of its residents thrive.

Through this journey, participants build lasting relationships with mentors and a network of city leaders committed to positive change, while exploring innovative ways to serve the city through transformative shifts in thinking and approach. By participating in immersive experiences that inspire new possibilities for the future and recognizing the importance of personal well-being for sustainable success, leaders are equipped to collaborate across sectors. Together, they develop solutions that foster belonging and economic mobility for all residents.

By bridging the gap between sectors, the program serves as an incubator for visionary leadership and collective city-wide impact.

Charity to Change: Supporting Home Ownership

When Breanna became a homeowner through LINC UP, her ADA-accessible townhome was a major milestone for her family's economic mobility, but the space still required modifications to allow Breanna to navigate her daily life with independence and dignity. The **Charity to Change** initiative bridged this gap by coordinating a partnership with local churches and the Grand Rapids Nehemiah Project.

The team lowered kitchen cabinets and widened doorways, tailoring the layout so Breanna could manage her home with independence. They also provided new mattresses for her sons and a scripture decal for the wall—practical and personal details that helped the family settle into a space where they could truly flourish.

Beyond the renovation, Charity to Change partnerships provided the family with a new sense of community and belonging. By aligning resources, it created a stable, supportive foundation for Breanna's family to truly flourish.



Breanna and her family







Bless the City: Unity in Action

During the second week of September, 211 volunteers, 21 churches, and 12 non-profit mobilized for a week of service during Bless the City.

Service projects included:

- → **36** homes cleared/beautified
- → **6** lots cleared
- → **33** cars repairs; **8** fixed at screening due to road safety concerns
- → **5** youth organizations engaged local kids over 2 days
- → **4** business districts cleaned up

Developing Roots in their Neighborhood: Maranatha SDA

In May 2024, Maranatha Spanish Seventh-day Adventist (SDA) Church partnered with the Garfield Park Neighborhood Association (GPNA). By stepping beyond its walls to listen to neighbors and link arms with local leaders, the church has refocused its mission and prayer life around the daily realities of their neighbors.

Trust grew through steady presence—volunteering for literacy programs and joining neighborhood prayer. This relational foundation inspired 34 members to canvass 200 homes in Spring 2025, ensuring resident voices are represented in future planning through the Neighborhood Survey. Through this partnership, Maranatha has become more intentionally present and deeply aligned with the wellbeing of its neighborhood.

Economic Vitality Pathways (EVP)

A faith-based financial formation program delivered through churches that equips participants with practical financial skills, confidence, and community support. EVP combines financial education with relationship and spiritual formation to help individuals move from financial vulnerability toward stability, resilience, and long-term economic agency.

Bless the City

Bless the City operates as a movement rooted in the belief that lasting economic impact can emerge from the synchronization of resources, talent, and faith-driven service. Mobilizing churches, local non-profit organizations, and volunteers for a week of service projects focused on three areas of critical need in our community—Housing, Education, and Transportation.



Neighbors listening to neighbors: Maranatha SDA members canvassing the Garfield Park neighborhood in partnership with the Garfield Park Neighborhood Association.

Cocktails + Cross-Pollination



Monthly Cocktails + Cross-Pollination events bring together people who otherwise wouldn't meet under normal circumstances.

Transforming our City through Intentional Relationship Building

At its core, Cocktails + Cross-Pollination is built on the belief that **change happens at the pace of deep relationships**. This monthly event series serves as a catalyst for transforming Grand Rapids, bridging relational silos, and introducing individuals to people they normally wouldn't meet.

Each gathering is intentionally simple: hosted in a home or workplace, the evening centers on food, drinks, and conversation. With an "agenda" limited to a brief welcome, the initiative creates a unique space for connection and collaboration among community leaders, investors, and changemakers. By stripping away titles and professional posturing—asking guests to use first names only and avoid "work talk"—the event fosters authentic human connection.

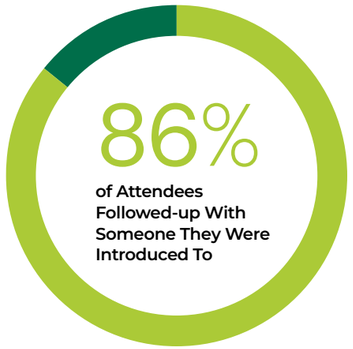
Serving as a cornerstone of connection in 2025, Cocktails + Cross-Pollination has continued to foster new relationships that translate into real impact for our community. By turning casual introductions into lasting relationships, Cocktails + Cross-Pollination lays the foundation for city transformation, creating a more connected city where collaborative ideas flourish and opportunities are unlocked.

Impact to Date

22 Events

1597 Attendances

6,965 Meaningful Connections Made



Opportunity Empowered



Opportunity Empowered helps residents turn grassroots ideas into solutions for their community.

Empowering Community-Driven Ideas to Create Lasting Change

Opportunity Empowered empowers local residents to identify, uplift, and prioritize ideas from within to address community issues. Powered by Urban League of West Michigan and Heart of West Michigan United Way, Opportunity Empowered focused on community improvement projects, new business support, and small business growth.

Because of Opportunity Empowered entrepreneurs, nonprofit leaders, and community members have turned ideas into solutions around mental health, youth development, digital skills, family support, and economic opportunity. While creating a sense of belonging, Opportunity Empowered demonstrates that when communities are trusted with resources and decision-making, innovation and impact follow.

Impact to Date

42 Initiatives Received Funding

771 Applications Received

$581 K+ Total Investment

3,990+ Community Members Impacted

8.8/10 Event Ratings Average

+81 Opportunity Empowered Net Promoter Score



Powered By:

Urban League of West Michigan

Heart of West Michigan UNITED WAY

2025 Impact

The 2025 Annual Survey results provide a pulse check on the movement's shift from building momentum to driving forward deep relationships, shared vision, and strategic action across the **Business + Entrepreneurship**, **Workforce Development**, **Southtown**, and **Faith Leaders** workstreams.

It was an exciting year of new investments, cross-sector collaborations, and actionable initiatives designed to remove barriers and create opportunities.

Year-End Survey Insights

Perception Impacts:

- Provided opportunities I wouldn't normally have had
- Exhibited an intentionally inclusive movement of people
- Showed that true collaboration within community is possible and is being done

Emotional Impacts:

- I feel hopeful for our neighborhoods
- Helped ground and remind me of the value and importance of both optimism and collaborative change
- I've gained new perspective sitting around tables with people that I normally wouldn't cross paths with
- My views continue to grow as to HOW MANY people want to see EVERYONE in Grand Rapids flourish
- I feel like I'm on the verge of meeting someone who will help me with my dream to improve the health and wellness of GR

Business Impacts:

- Discovered and engaged with 3 different minority-owned businesses
- Amplified the reach of community engagement for city planning initiatives
- Provided new coaching partnerships
- Gained access to capital
- Shown that great work has been funded through Opportunity Empowered
- Helped 11 families become first-time homeowners
- Connected a community partner through Cocktails + Cross-Pollination who ended up being funded

Impact

60%

Said involvement in Thrive + Prosper led to a significant positive outcome for themselves or someone they know

64%

Of people involved in Thrive + Prosper in 2025 said their participation in the movement changed their view of the city and the people in it

68%

Agreed that Thrive + Prosper has already begun to improve economic mobility and wealth creation for everyone.



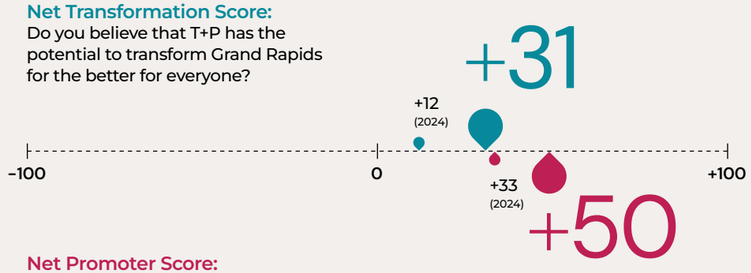
The 4C Framework provides a model for business advisors to coordinate support for entrepreneurs.

Looking Ahead

As 2026 builds on the momentum of the past year, these insights serve as both a celebration of the milestones reached and a roadmap for the work yet to come.

The Thrive + Prosper movement is sustained by the commitment of everyone who poured their time, talent, and treasure into this journey. It is this shared ownership that will continue to turn collective aspirations for removing barriers and expanding opportunities into a reality where everyone can thrive and prosper.

Net Transformation Score:
Do you believe that T+P has the potential to transform Grand Rapids for the better for everyone?



Net Promoter Score:
How likely are you to recommend becoming involved in T+P?

Find Your Place in the Movement

Time, Talent, Treasure, or Connections: Every Investment Creates Opportunity

Attend an Event

Thrive + Prosper events are designed to spark connection, curiosity and collaboration. From learning gatherings to community conversations, Thrive + Prosper events bring together people from across sectors who care about economic opportunity, innovation, and belonging.

Join a Workstream

01 Business + Entrepreneurship
02 Workforce Development
03 Faith Leaders
04 Southtown

Become a 4C Advisor to a Local Entrepreneur

Make a direct impact by becoming an advisor to a local small business owner. Advisors roles include:

- **Connector** – Connecting entrepreneurs with investors, industry experts, and stakeholders, providing the relational bridge they need to access new opportunities
- **Capital Advisor** – Support business owners in understanding funding options, preparing for investment, navigating lending, and building sound financial strategies for growth
- **Capacity/ Business Coaching** – Strengthen leadership, operations, systems, and decision-making so businesses can grow sustainably
- **Customer Builder** – Help entrepreneurs clarify their value proposition, reach new customers, build demand, and increase revenue



Thrive + Prosper events provide an opportunity for building real connections.

Consider Hosting Cocktails + Cross-Pollination

If you've seen the impact that 'cross-pollinating' networks can make, we invite you to host a Cocktails + Cross-Pollination event. Whether in a home or workspace, large or small, each event plays a role in breaking down barriers and building a more connected city.

Financial Support Matters

Many initiatives are seeking funding to sustain and scale their work. Your support helps unlock opportunity, remove barriers, and ensure that innovative, locally rooted ideas have the resources they need to succeed.

Have a Collaborative, Community Initiative?

Reach out to get more information about how you can get connected to the measurement framework and resources of the movement.

Ready to learn more or get involved in one of these areas?

Visit thriveandprosper.com
or
Email us at operations@thriveandprosper.com and let us know where you'd like to be connected!





Visit thriveandprosper.com
or scan the QR code below

thrive+
prosper