

THINKSGIVING[®]

A DAY OF COLLABORATION FOR A LIFETIME OF IMPACT

Thinksgiving Unites St. Louis Businesses and Nonprofits for Future-focused Day of Impact

The region's leading companies partner with 49 nonprofit organizations at Filament at Cortex

FOR IMMEDIATE RELEASE—ST. LOUIS, MISSOURI—Nov. 3, 2022—On Thurs., Nov. 3, close to 50 nonprofits partnered with global, St. Louis-based organizations for the third annual [Thinksgiving Day](#) hosted by [Filament at Cortex](#). Thinksgiving Day is an award-winning initiative launched during the pandemic, with the goal of making a difference by hosting “one day of collaboration for a lifetime of impact.”

Thinksgiving begins with selected nonprofit teams identifying a non-fundraising, internal challenge they'd love to solve to improve their operations. Participating business organizations then select one of those challenges that align with their team's expertise in a “draft” where the nonprofits' identities weren't revealed until after the selections were made. At the end of the Thinksgiving Day strategy sessions, the teams present their solutions in a showcase to the full group. Below are a few sample challenges from this year's event:

- **FOCUS St. Louis + Nestlé Purina North America:** *How might we reimagine how we communicate the value of being a member of our organization so we can increase recruitment and engagement?*
- **4theVille + Cortex Innovation Community:** *How might we establish a solid, working board of directors who possess the talent and technical skills necessary to better contribute to our work?*
- **Disabled Athlete Sports Association + New Balance:** *How might we intentionally build a culturally diverse staff and leadership to better serve and represent the communities we strive to support?*
- **Room at the Inn + Edward Jones:** *How might we forge and nurture community partners to support our exciting new business model and long-term goals?*
- **Society of St. Vincent de Paul + Panera:** *How might we use e-commerce capabilities to engage with customers in creative ways while continuing to honor the donor's intent?*

This is the third annual Thinksgiving Day hosted by Filament, which this year, transitioned into a new space at 4220 Duncan Ave. in the Cortex Innovation Community in St. Louis.

“To see more than 500 people at Cortex, engaged in creative problem solving and collaboration to positively impact our region was inspiring,” said Matt Homann, Founder of Filament and Inventor of Thinksgiving. “At Filament, our goal is to help smart people think better together, and Thinksgiving an innovative way to collectively leverage our region's knowledge centers to build a legacy of impact.”

“Thinksgiving is a chance to move our region forward using the mind-power of local organizations,” said Stephen Wurth, Director of Shopper Innovation & Experience at Nestlé Purina North America. “It is a win for

our company because it offers professional development through meaningful, intentional collaboration in a space designed for people to do their best thinking and problem solving together.”

Following a day of strategy sessions, the teams gathered at [Venture Café St. Louis](#) for the Thinksgiving Solution Showcase, where they were able to share their challenge story boards and key takeaways.

“When I think about Cortex’s mission to accelerate inclusive economic growth in the St. Louis region, I can’t think of a better activation of the district’s innovation space than what Filament has created with Thinksgiving,” said Sam Fiorello, President and CEO of Cortex Innovation Community. “Bringing the region’s business partners together with these mission-driven nonprofits positively influences our region.”

“In St. Louis, we’re fortunate to have this many altruistic institutions willing to partner for an initiative like Thinksgiving,” said Carlton Adams, Chief Operations Officer of Operation Food Search. “As a participating nonprofit, the solutions surfaced from the day’s strategy sessions will enable us to move forward with confidence as an organization aiming to communicate our value in the communities we serve.”

About Thinksgiving: Since its inception in 2020, Thinksgiving has leveraged the region’s intellectual resources to empower nonprofit organizations through this annual community-focused initiative. In 2022, FOCUS St. Louis awarded Thinksgiving its prestigious [What’s Right With the Region Award](#). The year prior, the St. Louis Business Journal recognized Thinksgiving with an [Innovation in Philanthropy Award](#).

Business partners include: Ameren, Aon, Atomic Dust, Bayer, BioSTL, Cambridge Air Solutions, Cambridge Innovation Center (CIC), Cortex, Clayco, Commerce Bank, Daugherty Business Solutions, Edward Jones, Emerson, Enterprise Bank & Trust, The Federal Reserve Bank of St. Louis, Forvis, Friendship Village Senior Services, High Five Strategies, HOK, Hunter Engineering, Medical Transportation Management (MTM), MiTek, New Balance, Panera, Pfizer, Purina, RGAX, Saint Louis University, Spire, UNCOMN, USA Mortgage, Washington University in St. Louis, and Weber Shandwick.

Participating nonprofits include: 4theVille, A Red Circle, Arch Grants, Books for STL Kids, Camp Rainbow Foundation, COCA STL, Community Living, Inc., Conflict Resolution Center - St. Louis, Connected Learning, Creative Reaction Lab, Cultural Leadership, Disabled Athlete Sports Association, earthday365, Flance Early Learning Center, FOCUS St. Louis, Forest ReLeaf Missouri, Gateway Men’s Chorus, HavenHouse St. Louis, Just Enduring, Keyway Center for Diversion and Reentry, Lift for Life Gym, Lutheran Senior Services, Megan Meier Foundation, Mental Health America of Eastern Missouri, Operation Food Search, Pocketparks, Prosperity Connection, Queen of Peace Center, Rebuilding Together St. Louis, Rise Community Development, Room at the Inn, Safe Connections, Science Coach, Sisters of St. Joseph Carondelet, Society of St. Vincent de Paul, Spirit of St. Louis Women’s Fund, St. Andrews Charitable Foundation, St. Louis Arts Chamber of Commerce, St. Louis Preservation Crew, The Buddy Fund, The Housing Partnership, The Oasis Institute, The Open, Space Council for the St. Louis Region, The SoulFisher Ministries, TREE House of Greater St. Louis, Valley Park School District, VetBiz, Urban Harvest STL, and Wings of Hope.

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