



“We connect Charlotte to good!

We make it fun and easy to invest in our community by providing a one-stop shop to connect with more than 400 local nonprofits. We believe that by doing GOOD, we create a stronger, happier Charlotte.





At *SHARE* Charlotte

we envision a Charlotte united through good!
Our mission is to build a better Charlotte by empowering nonprofits and helping people invest in their communities in ways that matter most to them.

400+

nonprofit partners serving
Mecklenburg County

\$28 M

in value given to Charlotte
nonprofits as a result of our
community-wide giving campaigns

WE HELP OUR COMMUNITY...

IN SEVEN DAYS...

summerSHARE 4,614



FIND
NONPROFITS

TOTAL PRODUCTS PURCHASED



GIVE
THEIR TIME

400+ LOCAL NONPROFITS
at sharecharlotte.org



SHOP
FOR GOOD

OVER \$20M RAISED
IN 4 YEARS

International
Day of Giving

DO GOOD WEEK

6,544

VOLUNTEER HOURS SERVED

#GivingTuesdayCLT

“

I used sharecharlotte.org to look at volunteer ideas for the summer and absolutely loved it. It was so organized and full of information! It makes the idea of looking for ways to get involved in Charlotte much less daunting. Thank you!

COURTNEY FAULKNER
a Charlotte neighbor

“

When I first found your website I was floored. There is so much incredible content and it's so easy to navigate. We use it regularly in my office to check for ideas for our service opportunities. Well done, SHARE Charlotte!

ED DOUGHTY
Managing Director
of Epic Capital

WE HELP OUR NONPROFIT PARTNERS...

“

SHARE Charlotte does an incredible job of advocating for local nonprofits and helping them gain more support. I really appreciate all of the good work that SHARE is doing. We are honored to be able to partner with them.

PAT FARMER

Founder and President of Allegro Foundation

“

The work SHARE Charlotte is doing to dismantle silos and create a seamless way for the community to engage is truly innovative and priceless!

DANYAE THOMAS

Director of Partnerships at CrossRoads Corporation

MEAN PEOPLE

DON'T SHARE

SHARE Summit

www.sharecharlotte.org



COLLABORATE



LEARN



CONNECT

400+

LOCAL NONPROFITS
at sharecharlotte.org



MOTIVATE
AND LEAD

inspire

SHARE-a-latte

6 ANNUAL

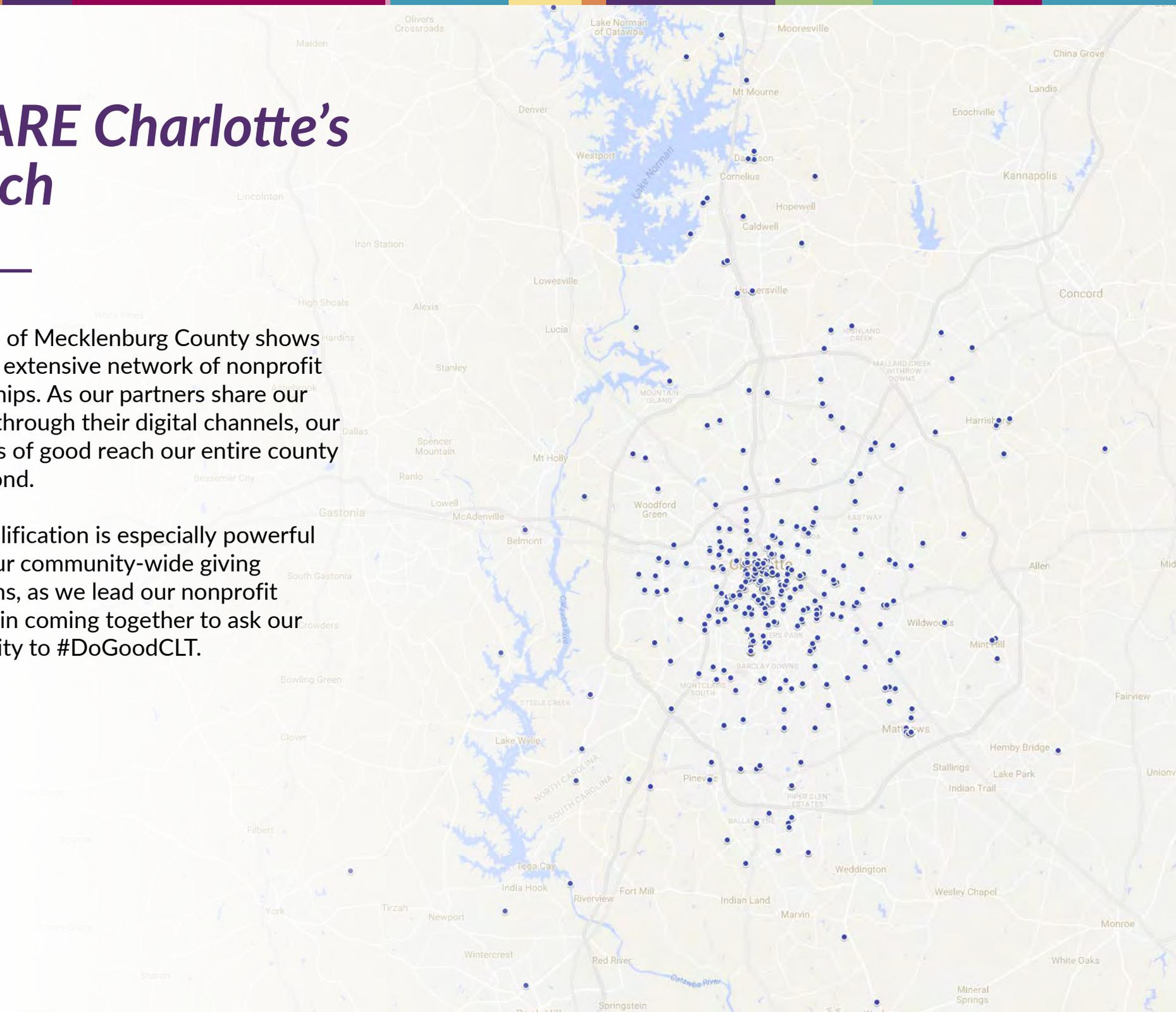
LEARNING TOGETHER

EDUCATIONAL WORKSHOPS

SHARE Charlotte's Reach

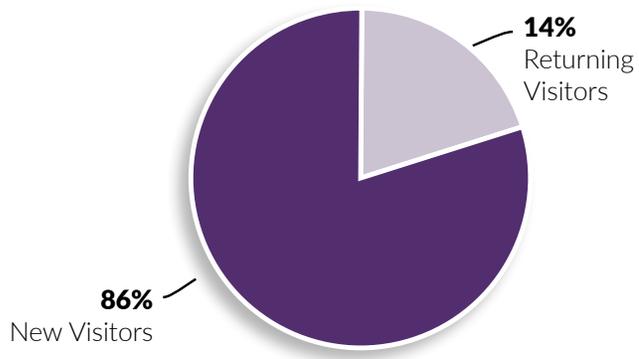
This map of Mecklenburg County shows SHARE's extensive network of nonprofit partnerships. As our partners share our content through their digital channels, our messages of good reach our entire county and beyond.

This amplification is especially powerful during our community-wide giving campaigns, as we lead our nonprofit partners in coming together to ask our community to #DoGoodCLT.

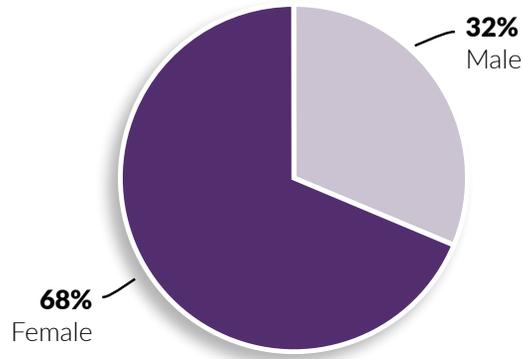


Who We SHARE With

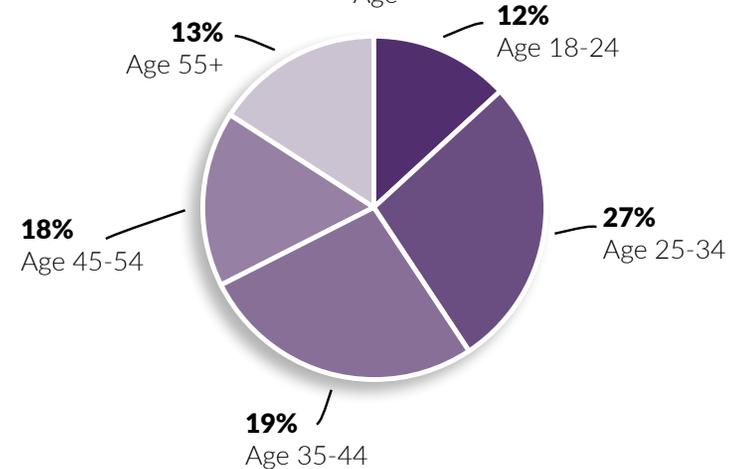
WEBSITE DEMOGRAPHICS:
143K Annual Visitors



WEBSITE DEMOGRAPHICS:
Gender



WEBSITE DEMOGRAPHICS:
Age



5.2M

Total Social Media Reach

19,514 Total social media followers

20,146 Total newsletter subscribers

143,000 Total annual website visits

Be a champion for GOOD in Charlotte!

We help businesses align directly with local social good and connect them to the nonprofit community through events and campaigns demonstrating to consumers their commitment to giving back in Charlotte.

We also help businesses provide their employees with meaningful and intentional ways to give back.



ANNUALLY

- SHARE Charlotte Nonprofit Summit
- #YPMixerCLT
- #WomenGiveCLT
- VolunBEERing™

BI-MONTHLY

- Nonprofit Workshops

MONTHLY

- #SpotlightOnCLT Content Series
- SHARE-a-Latte Nonprofit Networking Series
- SHARED Impact Business Newsletter

WEEKLY

- Sunday SHARE Community Newsletter
- SHARED Bites Nonprofit Newsletter

COMMUNITY-WIDE GIVING CAMPAIGNS



#GIVINGTUESDAYCLT

Previous and Current Financial Partners

Nearly two-thirds of millennials say they prefer companies that make cash contributions to charity or have other philanthropic programs.

– **Fortune**

Companies donated \$18.5 billion to charity, according to Giving USA. Companies take on philanthropic causes to help their public image, which can, in turn, improve their profitability.

More than half of online consumers around the world are willing to pay more for products and services from companies that are socially and environmentally responsible, according to a Nielsen survey.

– **Entrepreneur**





Press Coverage Garnered Through SHARE Charlotte Community Wide Promotions

“SHARE Charlotte is deeply committed to strengthening our local nonprofit community. I was especially impressed with their outreach during Black Philanthropy Month when they showed such intentionality around issues relating to diversity and inclusion.

— **Glenn Burkins** *Editor/Publisher at Q City Metro*

“We love partnering with SHARE Charlotte to help get results for our nonprofit community. Not only do they bring us creative ways we can promote the great work happening across our city, but they connect us with nonprofit leaders and those impacted by their work, allowing us to share their compelling stories with our viewers.

— **Jason Harper** *Morning Anchor, FOX Good Day Charlotte*

Sponsor Testimonials

“ We are proud to continue our support of SHARE Charlotte. Our goal is to help build strong, vibrant communities and make a positive difference, and we are excited to be a part of something that we believe is doing just that. For our community to prosper, we all must prosper.

KENDALL ALLEY, Region Bank President, Wells Fargo - Charlotte

“ As we continue to build out our network and connect more and more Charlotteans, Google Fiber is excited to support great organizations and we believe in SHARE Charlotte's vision that everyone can be a philanthropist and that every gift is important.

JESS GEORGE, Community Impact Manager, Google Fiber- Charlotte

“ SHARE Charlotte has created a unique way for nonprofits to come together and leverage each other's networks to increase awareness about all they do for our city.

ANDREA SMITH, Chief Administrative Officer, Bank of America

“ SHARE Charlotte makes it easy our employees to get involved with the local nonprofit community. Employee volunteerism is fundamental to Duke Energy's 100-year legacy as a company and we prioritize community service because it's deeply ingrained in our culture and because it makes us a better company.

DOMINIQUE JOHNSON, Stakeholder Engagement Manager, Duke Energy

Benefits of Campaign Sponsorship

A Megaphone for GOOD

SHARE Charlotte offers a unique way for Charlotte businesses that want an easy and impactful way to align their brand directly with local, social good.

Your brand is **amplified** through SHARE's Charlotte's large social media reach and traditional reach.

That reach is multiplied through our 400+ nonprofit partners and their tens of thousands in collective reach.

SHARE Charlotte is offering you unique opportunities to align with a collective voice for GOOD.



AMPLIFY
YOUR BRAND

—
Your brand shown
through multi-layered
amplification

The *SHARE* Charlotte Team

HOW WE GOT HERE

In 2012, Founder Kelly Brooks saw the need for a platform to easily connect Charlotte to our ever-growing nonprofit community. Through that need, *SHARE* Charlotte was born.



KELLY BROOKS, Founder

SHARE Charlotte believes that doing GOOD and investing in our community should be fun and easy, and something everyone can and should do.

To connect to GOOD, visit
sharecharlotte.org

 @sharecharlotte

 @shareclt

 @sharecharlotte

We are a small **but mighty** megaphone for good in CLT!



AMY JACOBS,
Executive Director



JULIE CAMPBELL,
Nonprofit
Partnership Director



MELISSA HOVEY,
Marketing Director



NICOLE COP SIS,
Chief Storyteller



CAROLINE MILLER,
Marketing Ninja



SARAH HAYLETT,
SHAREd Services