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...

FIND NONPROFITS

GIVE THEIR TIME

SHOP FOR GOOD

DO GOOD WEEK

400+ LOCAL NONPROFITS

4,614 TOTAL PRODUCTS PURCHASED

6,544 VOLUNTEER HOURS SERVED

OVER $20M RAISED IN 4 YEARS

IN SEVEN DAYS...

summerSHARE

giving is powerful

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
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

I am inspired and encouraged by the connections you have provided to wonderful new volunteers, and especially appreciate the new avenues you create through your campaigns for us to interact with other local nonprofits.

KAREN KOVACH
Executive Director of Changed Choices
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:
120K Annual Visitors

- 87% New Visitors
- 13% Returning Visitors

WEBSITE DEMOGRAPHICS:
Gender

- 68% Female
- 32% Male

WEBSITE DEMOGRAPHICS:
Age

- 30% Age 25-34
- 24% Age 35-44
- 19% Age 45-54
- 17% Age 55+
- 10% Age 18-24

2.9M Total Social Media Reach

17,842 Total social media followers
9,673 Total newsletter subscribers
120,000 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
- VounBEERing™

BI-MONTHLY

- Nonprofit Workshops

MONTHLY

- Spotlight Content Series
- SHARE-a-Latte Nonprofit Networking Series
- SHARE 365 Business Partner Email

WEEKLY

- Sunday SHARE Email
- SHARED Bites Nonprofit Email

COMMUNITY-WIDE GIVING CAMPAIGNS

#GIVINGTUESDAYCLT
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
SHARE Charlotte works to highlight the incredible work of all nonprofits in this region. WBTV is proud to be help share how our community is doing the most good!

— Brigida Mack  News Anchor, WBTV

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

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

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 makes is 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.

JENNIFER DEWITT, Director of Foundation Programs, Duke Energy
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.
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.

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

AMY JACOBS, Executive Director
MELISSA HOVEY, Marketing Director
NIQUE COPPIS, Chief Storyteller

KELLY BROOKS, Founder

JULIE CAMPBELL, Nonprofit Partnership Director
CAROLINE MILLER, Marketing Ninja
SARAH TAYLOR, SHARed Services