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.

$28 M
in value given to Charlotte
nonprofits as a result of our
community-wide giving campaigns

400+
nonprofit partners serving
Mecklenburg County
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

WE HELP OUR NONPROFIT PARTNERS...

COLLABORATE

LEARN

CONNECT

WE HELP OUR NONPROFIT PARTNERS...

LEARNING TOGETHER

SHARE Summit

6 ANNUAL EDUCATIONAL WORKSHOPS

www.sharecharlotte.org

MEAN PEOPLE DON’T SHARE

SHARE-a-latte

600+ LOCAL NONPROFITS

at sharecharlotte.org

INSPIRE

MOTIVATE AND LEAD

COMPETING STORIES

KEEP IT LOCAL

400+ LOCAL NONPROFITS

at sharecharlotte.org
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
- 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
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 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
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 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.

JENNIFER DEWITT, Director of Foundation Programs, 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.
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

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

**KELLY BROOKS**, Founder

**AMY JACOBS**, Executive Director

**JULIE CAMPBELL**, Nonprofit Partnership Director

**MELISSA HOVEY**, Marketing Director

**NICOLE COPSIS**, Chief Storyteller

**CAROLINE MILLER**, Marketing Ninja

**SARAH TAYLOR**, SHARed Services