

#GIVINGTUESDAYCLT

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SHARE Charlotte Challenges Charlotte Community to Raise \$8 Million for #GivingTuesdayCLT

FOR IMMEDIATE RELEASE: November 15, 2016

(CHARLOTTE, N.C.) – Today, local nonprofit SHARE Charlotte kicks off its 3rd annual #GivingTuesdayCLT campaign, presented by Google Fiber and Wells Fargo. The two-week campaign (Nov. 15 - Nov. 29) engages the Charlotte community to support more than 170 local nonprofits and raise \$8 million.

Giving Tuesday, globally known as the first day of the “giving season” was made hyperlocal in 2014 through SHARE Charlotte’s #GivingTuesdayCLT and presents a unique opportunity to get everyone involved in making Charlotte a better place.

“It’s not often we, as a city, get the chance to come together around something positive,” says Kelly Brooks, Founder of SHARE Charlotte. “After the unrest in September, Charlotte needs goodness and positivity more than ever to begin to heal. We can each bring something to the table; we can all do something GOOD for this city.”

In 2015 the two-week #GivingTuesdayCLT campaign raised \$4.2 million for 108 nonprofits and partnered with more than 40 sponsors, local businesses and community organizations.

This year, SHARE’s goal is to raise \$8 million and the organization has rallied more than nonprofits, more than 80 local businesses, sponsors and community partners spanning from Lake Norman to Center City to Ballantyne -- with one unifying goal of doing good for Charlotte.

Campaign Events

The campaign starts today with a market-style event at Unknown Brewing Co. from 7-10 p.m (free admission). Fifteen local vendors will showcase their “GOOD(s)” and six local breweries have created a custom brew for the event. For more info visit: <http://bit.ly/GTCLT16>.

Other campaign events include a young professionals meetup at Peculiar Rabbit on Nov. 16, a collaboration with Kendra Scott on Saturday, Nov. 19, a Charlotte Checkers game on Tuesday, Nov. 22 and more! The campaign concludes on Giving Tuesday itself (Nov. 29). On this day SHARE and a handful of nonprofits will set up its daytime headquarters Uptown at Google Fiber, followed by a closing celebration at 7th Street Public Market.

Local Business Initiatives

- Campaign co-presenting sponsor Wells Fargo has created a Give Good Fund of \$250,000, a bonus to nonprofits raising financial donations
- Campaign sponsor Mercedes Benz is donating \$100 from each car sold during the campaign to the General Fund
- Bojangles’ is donating 10% of sales from all 29 of its metro-Charlotte locations from 5-8 p.m. on Giving Tuesday (Nov. 29)

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- Brixx Pizza has let #GivingTuesdayCLT hijack their popular “Rustica” pizza for the entire campaign, donating \$3 to the General Fund for every pizza sold at 5 Charlotte locations
 - Fran’s Filling Station is donating 75% of its Meatballs & Spaghetti dinner (Nov. 26) to Charlotte Rescue Mission, a nonprofit dedicated to transform the lives of citizens struggling addiction
 - SouthPark Mall’s Athleta is donating 10% of campaign sales to Girls On The Run, a nonprofit that encourages girls to tap into their strong potential
 - 704 Shop has designed a custom “Do Good” tee; all proceeds benefit #GivingTuesdayCLT
- *See attachment for a full list of small business #GivingTuesdayCLT initiatives

“We are proud to support SHARE Charlotte and this effort to fund nonprofit organizations that are doing great work across Charlotte,” said Kendall Alley, regional president for Wells Fargo. “Investing in our communities is one of the most important things we can do as a company. Our goal is to help build strong and vibrant communities, improve the quality of life, and make a positive difference.”

"As we continue to build out our network and connect more and more Charlotteans, Google Fiber is excited to support great organizations and events like #GivingTuesdayCLT for a second year. We believe in SHARE Charlotte's vision that everyone can be a philanthropist and that every gift is important," said Jess George, Community Impact Manager, Google Fiber-Charlotte.

To get involved, visit GivingTuesdayCLT.org and...

- Join us tonight for SHARE Charlotte’s kickoff event at Unknown Brewing Co.
- Like the SHARE Charlotte Facebook page and follow on Instagram and Twitter
- Take a peek at the #GivingTuesdayCLT & #GiveGoodCLT hashtags
- See SHARE and 12 local nonprofits take over the @weloveclt instagram for the entire campaign
- Join in a special Checkers game on Nov. 22nd. Buy tickets: <http://bit.ly/GTCLTCheckers>

SHARE Charlotte makes it fun and easy to invest in our local community by offering simple ways for neighbors, over 400 nonprofits and local businesses, to come together through good. Through its signature campaigns #GivingTuesdayCLT and SummerSHARE, SHARE Charlotte raises awareness about local nonprofits and increases the level of community engagement. SHARE Charlotte believes that by doing good, we will create a stronger, happier Charlotte.

Media Contact: Corri Smith, media@sharecharlotte.org

SHARECharlotte.org

GivingTuesdayCLT.org

Instagram & Facebook: @sharecharlotte, Twitter: @shareclt

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#GivingTuesdayCLT Nonprofit Goals & Stories

A few of the stories from some of the nonprofits that speak to their missions, work and campaign goals. If you have questions or would like to connect with any of the campaign nonprofits for interview or press purposes, please contact media@sharecharlotte.org.

- **Ace & TJ's Grin Kids** - "We want to "fill a plane" as best we can through this campaign. This will require us raising \$44,000. We realize this goal is very, very high, but, hey, it can't hurt to aim high! We will at least be able to promote how many seats we filled at the end of the campaign, if we don't "fill the plane", and that will be really special."
- **Opera Carolina** - "Funds to support our Opera XPress program which brings the opera to Title 1 schools. Each show costs about \$2,500."
- **Girls on the Run** - "We are celebrating our 20th year and what makes that number more exciting and important is the tie to Charlotte. Girls on the Run started a nationwide movement of inspiring girls to unlock their limitless potential and recently served our one millionth girl. We are in every state in the US and we are on track to serve another million girls in the next five years. All this happened because 13 girls gathered on a field after school in 1996 at Charlotte Country Day. It's really impressive and noteworthy for Charlotte and something the city as a whole should be proud to support."
- **Together We Feed** - "We are looking to raise \$30,000 by end of year. With it, we will be able to feed 100 children in Charlotte for an entire year by providing weekend food backpacks."
- **Jeff Gordon Children's Foundation** - "To raise 1 week of childhood cancer research through our "Every Hour Counts" campaign launched to raise an incremental \$1 million in one year. One week amounts to \$19,230.77."
- **Redeeming Joy** - "Redeeming Joy is a restorative home for women who have survived sexual exploitation and or trafficking. We just moved into a house and this campaign will be the kick off for us getting it set up so we can begin accepting ladies." They have a new 5,000 square-foot space and need to get it furnished before they can let women move in; they currently have a wait list of women in need.
- **Carolina Thread Trail** - "We have a goal of \$10,000 to directly support the advancement of the 140-mile North-South Spring segment of the Carolina Thread Trail. Thread Trail is a two-state, 15-county initiative to connect 2.3 million people via greenways, trails and blueways for the purpose of recreation, transportation and conservation. Currently, over 250 miles of trail and 100 miles of blueways are open to the public."
- **Catawba Riverkeeper Foundation** - "Our primary goal for this campaign is to raise enough money to cover the costs of maintaining our patrol boats for one year (about \$500-\$1,000). Our secondary goal is to increase social media followers."
- **Charlotte Community ToolBank** - "We are are looking to raise \$55,555 to support our growth as we celebrate our 5th anniversary. We are excited to partner with SHARE Charlotte during Giving Tuesday to increase monetary donations which can allow us to increase the number of organizations we serve as well as increase the tools and special event items in our inventory."
- **Nov. 12 - 20 - National Hunger & Homelessness Awareness Week** - There are 19 organizations working to end homelessness and 11 organizations working to end hunger
- **Nov. 15 - National Philanthropy Day** - All the nonprofits are hoping to activate new and old donors to reach their goals; this day of giving happens to fall on the launch day of the campaign
- **Nov. 29 - Giving Tuesday** - The global giving movement was started by the 92Y in NYC and is celebrating its 5th year. The Giving Tuesday team has been a strong supporter of #GivingTuesdayCLT. See #GivingTuesdayCLT mentioned in this year's national Giving Tuesday press release: <http://bit.ly/nationalGTpr>

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101 Gardens
24 Hours of Booty
A Brighter Day - BND Ministries
A Child's Place
Ace & TJ's Grin Kids
Alexander Youth Network
Allegro Foundation
America's ToothFairy: National Children's Oral Health Foundation
American Cancer Society
American Red Cross
ANSWER Scholarship, Inc.
Apparo
Arthritis Services
Arts & Science Council
Augustine Literacy Project
Baby Bundles
Bechtler Museum of Modern Art
Bee Mighty
Behailu Academy
BELL (Building Educated Leaders for Life)
Bottles N Bottoms, Inc
BRAKES
Brave Step
Bright Blessings
Bruce Irons Camp Fund
Campus Pride
Care Ring
Carolina Breast Friends
Carolina Farm Trust
Carolina Raptor Center
Carolina Refugee Resettlement Agency
Carolina Thread Trail
Carolinas Aviation Museum
Carolinas Freedom Foundation
Catawba Lands Conservancy
Catawba Riverkeeper Foundation, Inc.
Center for Community Transitions
Changed Choices
Charlotte Ballet
Charlotte Bilingual Preschool
Charlotte Bridge Home
Charlotte Community ToolBank
Charlotte Family Housing
Charlotte Mecklenburg Library Foundation
Charlotte Rescue Mission
Charlotte Speech and Hearing Center
Charlotte Youth Ballet
Charlotte-Mecklenburg Food Policy Council
Checkers Charitable Foundation
Child Proof Advice
Children's Theatre of Charlotte
Classroom Central
Code for Charlotte
Communities In Schools
Community Culinary School of Charlotte
Community Link
Community School of the Arts
COSKids
Council for Children's Rights
Crisis Assistance Ministry
CrossRoads Corporation for Affordable Housing and Community Development, Inc.
CrownKeepers
Daniel Stowe Botanical Garden
Digi-Bridge
Discovery Place
Down Syndrome Association of Greater Charlotte
EmpowHERment, Inc
Faith Hope and Love
Fashion & Compassion
Fathers United Inc
First Purse, Inc
Florence Crittenton Services, Inc.
Freedom School Partners
Friendship Trays
GenerationNation
Girl Scouts - Hornets' Nest Council
Girl Talk Foundation, Inc.
Girls on the Run of Charlotte
Girls Rock Charlotte
Greater Enrichment Program Inc.
Hands On Charlotte
Heart Math Tutoring
Heart Meter
Helping Outcomes for Parents of Exceptional Children
Historic Rural Hill
Holy Angels NC
Hope Haven, Inc.
Hope House Foundation

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Hospice & Palliative Care Charlotte Region
Hospitality House of Charlotte
Humane Society of Charlotte
InnerVision Inc.
InReach
JDRF
Jeff Gordon Children's Foundation
Jimmie Johnson Foundation
Junior Achievement of Central Carolinas
Justice Initiatives
Keep Pounding Fund (CHF)
KinderMourn
Lakewood Preschool Corporation
Legal Services of Southern Piedmont
Let Me Run
Levine Museum of the New South
Loaves & Fishes
Love INC
Lupus Foundation of America, North Carolina Chapter
Make An Impact
Mama Hope
Martin Truex Jr. Foundation
Matthews Playhouse of the Performing Arts
McColl Center for Art + Innovation
MeckEd
Men's Shelter of Charlotte
On Q Performing Arts
Opera Carolina
Operation Homefront
Pancreatic Cancer Action Network - Charlotte Affiliate
Pat's Place
Pathways Center Inc.
Perfect Provisions
Planned Parenthood Health Systems
Playing for Others
Present Age Ministries
Project 658
Project New Heights
Project Scientist
Promising Pages
QC Family Tree
RAIN, Inc.
Reading Partners
Real School Gardens
Redeeming Joy, Inc.
Renewable Energy Transition Initiative
Rescue Ranch, Inc.
Restore Global / Access to Excess
Right Moves for Youth
Ronald McDonald House of Charlotte
Safe Alliance
Samaritan's Feet
Second Harvest Food Bank of Metrolina
Shining Hope Farms
Smart Start of Mecklenburg County
Sow Much Good
Spay Neuter Charlotte
Steve Smith Family Foundation
Susan G. Komen Charlotte
Sustain Charlotte
Teaching Fellows Institute
Teen Health Connection
The Arc of Mecklenburg County
The Go Jen Go Foundation
The Harvest Center of Charlotte
The Isabella Santos Foundation
The Junior League of Charlotte, Inc.
The Learning Collaborative
The Leukemia & Lymphoma Society
The Lotta Foundation
The Mint Museum
The Paula Takacs Foundation for Sarcoma Research
The Red Boot Coalition
The Relatives, Inc.
The Salvation Army
The Sandbox.
Thomas Davis Defending Dreams Foundation
Three Bone Theatre Inc.
Together We Feed
Tosco Music Party
Trips for Kids Charlotte
Urban Ministry Center
USO of NC Charlotte Center
Wing Haven Gardens
YMCA of Greater Charlotte
YWCA Central Carolinas

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2U Laundry
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Bank of America
Be Yoga and Wellness
Black Wednesday Social Co.
Bleu Barn Bistro
Blue Blaze Brewing
BOEM Boutique
Bojangles
Brixx Wood Fired Pizza
Carolina Express Clinic
Charlotte Center City Partners
Charlotte Chamber of Commerce
Charlotte Checkers
Charlotte Smarty Pants
Charlotte Yoga
Chef Alyssa's Kitchen
Cowbell Burger & Whiskey Bar
Creative Mornings Charlotte
doll. (a boutique)
Elizabeth Bruns, Inc.
Employers Advantage LLC
Financial Independence Group
Fran's Filling Station
G Brokerage
Golden Cow Creamery
Great Wagon Road Distilling Company
Heirloom Restaurant
Heist Brewery
Historic South End
Hunstad Kortesis Plastic Surgery & Medspa
Hygge
IM=X Pilates Charlotte
Kendra Scott
Kickstand Burgers & Bar
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Laura James Jewelry
Lenny Boy Brewing Co.
Leroy Fox
LuLaRoe with Brianna Duffy
Luxe Angel Boutique
Mac's Speed Shop
Maki Taco
Mortimer's Cafe & Pub
Mountain Island Fitness

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Movement Mortgage

NC Yoga Bar

Not Just Coffee

Okra Charlotte

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Paschal Promotions

Pearl. Dentistry

Pet Wants Charlotte - The Urban Feed Store

Positec

Premier Designs Jewelry

Print Social

Raffaldini Vineyards & Winery

Rivals Sports & Home/Christmas in the Village

Rivergate KW Residential

Rooster's Wood-Fired Kitchen

RuRu's Tacos + Tequila

Savory Spice

Scoop Charlotte

Simon Properties

Sonny's BBQ

Star Bright Pharmacy

Suárez Bakery

Sugar Creek Brewing Co.

Surgical Specialists of Charlotte

Sycamore Brewing

Taco Mac

Tech Talent South

The Peculiar Rabbit

The Track&Field Store

The Unknown Brewing Co.

The Yoga Oasis

Three Spirits Brewery

Two Chicks and A Truck

Vinyasa Arts LKN

Winestore

Yoga in Action

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Dine, Shop, Snack, Cheer-On and Work Out to benefit #GivingTuesdayCLT!

The following local businesses and organizations have partnered with #GivingTuesdayCLT and participating nonprofits to help GIVE GOOD to Charlotte. Please patron them during the dates outlined below to take part in this historic community celebration of local GOOD!

Note: The #GivingTuesdayCLT General Fund will be split evenly between all 173 participating nonprofits

ENTIRE CAMPAIGN (Nov 15 - Nov 29):

- **704 Shop:** Donating 100% of the proceeds from every Do Good t-shirt sold to #GivingTuesdayCLT <http://bit.ly/gtclt704shop>
- **Athleta:** Donating 10% of all sales to Girls on the Run
- **Brixx Wood Fired Pizza:** Donating \$3 per every “Rustica” pizza sold in all locations to #GivingTuesdayCLT General Fund
- **Golden Cow Creamery:** Donating % of sales for the entire month of November to #GivingTuesdayCLT General Fund
- **LuLaRoe with Brianna Duffy :** Donating % of sales from exclusive online shopping fashion fundraiser to #GivingTuesdayCLT General Fund <http://bit.ly/GTLularoe1>
- **Mercedes Benz of South Charlotte:** Donating \$100 from every car sold to #GivingTuesdayCLT General Fund
- **Mountain Island Fitness:** Donating \$.40 from each smoothie sold to Shining Hope Farms
- **Star Bright Pharmacy:** Donating 50% from sales of Alkaline water packs to Shining Hope Farms

SPECIFIC DAYS:

November 15:

- #GivingTuesdayCLT Kickoff Event at The Unknown Brewing Company
 - Pop-up Shop Makers & Doers (all donating % of sales to #GivingTuesdayCLT General Fund)
 - **Suárez Bakery:** Donating 20% of sales
 - **Laura James Jewelry:** Donating 15% of sales
 - **704 Shop:** Donating 10% of sales
 - **Chef Alyssa’s Kitchen:** Donating 10% of sales
 - **Fashion & Compassion:** Donating 10% of sales
 - **InReach:** Donating 10% of sales
 - **Kustom Klutch:** Donating 10% of sales
 - **Pet Wants Charlotte - The Urban Feed Store:** Donating 10% of sales
 - **“Photogs for Good”:** Donating 10% of sales
 - **Project 658:** Donating 10% of sales

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- **Upcycle Life:** Donating 10% of sales
- Custom Brews from:
 - **The Unknown Brewing Co:** Donating custom brew
 - **Blue Blaze Brewing:** Donating custom brew
 - **Heist Brewery:** Donating custom brew
 - **Lenny Boy Brewing Co:** Donating custom brew
 - **Sugar Creek Brewing:** Donating custom brew
 - **Sycamore Brewing:** Donating custom brew
- Food Trucks:
 - **Bleu Barn Bistro:** Donating 10% of sales
 - **Maki Taco:** Donating 10% of sales
 - **Two Chicks and a Truck:** Donating 10% of sales
- **Kendra Scott:** Kendra Gives Back shopping event at SouthPark Mall from 5-8pm. Donating 20% of sales to Charlotte Bridge Home
- **Sonny's BBQ:** Providing food for Carolina Breast Friends Thankful Feast for 75-100 survivors at the Pink House

November 16:

- **Kickstand Burgers & Bar:** Trivia Night - earn trivia points by donating to #GivingTuesdayCLT nonprofits
- **The Track&Field Store Charlotte:** Thanksgiving Sip & Shop Event at SouthPark Mall from 6-9pm. Donating 10% of sales to Right Moves for Youth <http://bit.ly/GTtrackandfield>

November 17:

- **Kendra Scott:** Kendra Gives Back shopping event at SouthPark Mall from 5-8pm. Donating 20% of sales to Apparo

November 18:

- **Taco Mac:** Donating 10% of purchases at the South Park and University locations from open (11am) to close (12am or 1am depending on location) to #GivingTuesdayCLT General Fund. *NOTE: Must reference #GivingTuesdayCLT on receipt & drop in box*

November 19:

- **Kendra Scott:** Kendra Gives Back shopping event at SouthPark Mall from 12-3pm . Donating 20% of sales to the #GivingTuesdayCLT General Fund
- **Okra:** The Vinyasa Flow class at 12:30 will be donated to the #GivingTuesdayCLT General Fund

November 22:

- **Charlotte Checkers:** Discounted \$16 tickets with \$5 from every ticket going to the #GivingTuesdayCLT General Fund <http://bit.ly/GTCLTCheckers>

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November 23:

- **Charlotte Checkers:** Discounted \$16 tickets with \$5 from every ticket going to the #GivingTuesdayCLT General Fund <http://bit.ly/GTCLTCheckers>
- **Kickstand Burgers & Bar:** Trivia Night - earn trivia points by donating to #GivingTuesdayCLT nonprofits

November 26:

- **Charlotte Checkers:** Discounted \$16 tickets with \$5 from every ticket going to the #GivingTuesdayCLT General Fund <http://bit.ly/GTCLTCheckers>
- **Fran's Filling Station:** Donating 75% of proceeds from spaghetti dinner to Charlotte Rescue Mission
- **Okra:** The Vinyasa Flow class at 12:30 will be donated to the #GivingTuesdayCLT General Fund

November 27:

- **Charlotte Checkers:** Discounted \$16 tickets with \$5 from every ticket going to the #GivingTuesdayCLT General Fund <http://bit.ly/GTCLTCheckers>
- **LuLaRoe with Brianna Duffy:** Sip & Shop for a Cause 10am-4pm. Proceeds will be donated to the #GivingTuesdayCLT General Fund <http://bit.ly/GTLularoe>

November 28:

- **Kendra Scott:** Kendra Gives Back shopping event at SouthPark Mall from 5-7pm - 20% of sales to benefit Let Me Run

November 29:

- **Dine**
 - **Bojangles:** Donating 10% of sales from 5-8pm at 26 stores to the #GivingTuesdayCLT General Fund
 - **Sonny's BBQ:** Donating 10% of sales from 5-8pm at all Charlotte area locations to Florence Crittenton Services, Inc.
- **Shop**
 - **BOEM Boutique:** Donating 10% of sales to Martin Truex Jr. Foundation
 - **doll. (a boutique):** Donating 10% of sales to Humane Society of Charlotte
 - **Kendra Scott:** Kendra Gives Back shopping event at Foundation for the Carolinas uptown from 11am- 8pm. Donating 20% of sales to Hospitality House of Charlotte
 - **Luxe Angel Boutique:** Donating 10% of sales to American Cancer Society
 - **Savory Spice:** Donating 10% of sales to Friendship Trays & Community Culinary School of Charlotte
 - **The Track&Field Store:** Donating 15% of sales to 24 Hours of Booty
- **Snack**

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- **Suárez Bakery:** Selling #GivingTuesdayCLT sugar cookies and donating the sales to Rescue Ranch
- **Work Out**
 - **Charlotte Yoga:** Dedicating Karma Class to #GivingTuesdayCLT; proceeds to benefit the #GivingTuesdayCLT General Fund
 - **NC Yoga Bar:** Dedicating Karma Class to #GivingTuesdayCLT and donating proceeds to the #GivingTuesdayCLT General Fund
 - **Vinyasa Arts LKN:** <https://www.facebook.com/events/1832599990288538/> Crystal Healing Bowl Singing Event from 7:30-9pm. Donating proceeds to 24 Hours of Booty
 - **Yoga in Action:** <https://www.facebook.com/events/578289662356227/> Hosting \$5 yoga classes from 6-9pm. Donating proceeds to the #GivingTuesdayCLT General Fund