



2023

IMPACT REPORT



activategood.org

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Hey, Changemakers!



Amber

Amber Smith, Executive Director
Activate Good

As I look back on 2023, what strikes me most is the dedication of our amazing Staff, Board members, and volunteers in ensuring that our community will always have people who have its back. With a small but mighty team and limited resources, we somehow managed to break our own records, facilitating over 20,000 volunteer sign ups through last year. We built capacity for hundreds of organizations and schools and activated community members to start or grow on their personal journey to become lifelong changemakers. I hope as you're reading this Annual Report, you see and feel what I do - people want to do good, and they'll work hard to get good done when the world needs them most.

Every day I see the deep and authentic compassion and caring our team and volunteers have for others, and how they live the values of Activate Good in every moment they spend with the organization. That's why, as I make my transition out of my role as Executive Director in 2024, I am not nervous about Activate Good's future. This mission will always live in my heart as Founder, and I will remain Activate Good's biggest cheerleader as it enters a new and exciting phase with new leadership.

Here's to the next chapter!

When I reflect on 2023, we prioritized engaging with our Staff, Board, and Advisory Board to best utilize their time and talents to strengthen the organization's capacity and increase our ability to mobilize people to meet ever-changing community needs while educating many people, who acknowledged they were struggling to find meaningful ways help, on local causes. Of all of Activate Good's accomplishments during this record-breaking year, we are most proud of the many new programs and initiatives we launched to support our community nonprofit partners and local schools by engaging our corporate partners and individual volunteers of all ages in the Triangle Businesses for Good Summit, the Civic 50 Awards, the new Learn and Serve Project Model and our newest program, Activate Kids.

As the organization prepares to gain new leadership in 2024, we take time to recognize Amber's dedication and unwavering passion for our mission to improve our community through people-powered projects for good, all of which has allowed us to make the positive impacts reflected in this report and has built the foundation for the organization's bright future. During this transformational time, we all as changemakers need to remember one thing: doing good starts with you, and together, we can all do more good in our community!



Olivia

Olivia Ecker, Board Chair
Activate Good



WHAT WE DO

Activate Good invites everyone in our community to join us on a journey of learning, action, and community-building to become agents of positive change in the Triangle.



OUR APPROACH



We build the capacity of local causes.

Through our network of nearly 600 community partners -- nonprofits, schools, and other organizations -- we work to identify, amplify, and meet community needs across a spectrum of issues from food insecurity, homelessness, education, and more.



We mobilize people to become changemakers.

No matter their ages, skill-set, accessibility, background, or schedule, we empower people to act! We improve the community through volunteer service and high-impact projects for good.



We educate the community on local issues.

To create an informed, inspired community of helpers, action-takers, and do-gooders, we provide context for why Triangle causes need the service of their community members to succeed.



OUR PROGRAMS



VOLUNTEER OPPORTUNITY DATABASE

Amplifying
volunteer needs for
hundreds of
Community
Partners



YOUTH & FAMILIES

Activate Kids
(Ages 5-10),
Youth Volunteer
Corps (Ages 11-18),
and Family
Volunteer Day



ELOVEATE SCHOOLS PROJECT

Mobilizing volunteers
to bring time, talent,
and resources to Title
1 schools in Wake
County, NC



CORPORATE ENGAGEMENT

Team-building
employee volunteer
projects, and
Corporate Social
Responsibility
program support



DAYS OF SERVICE

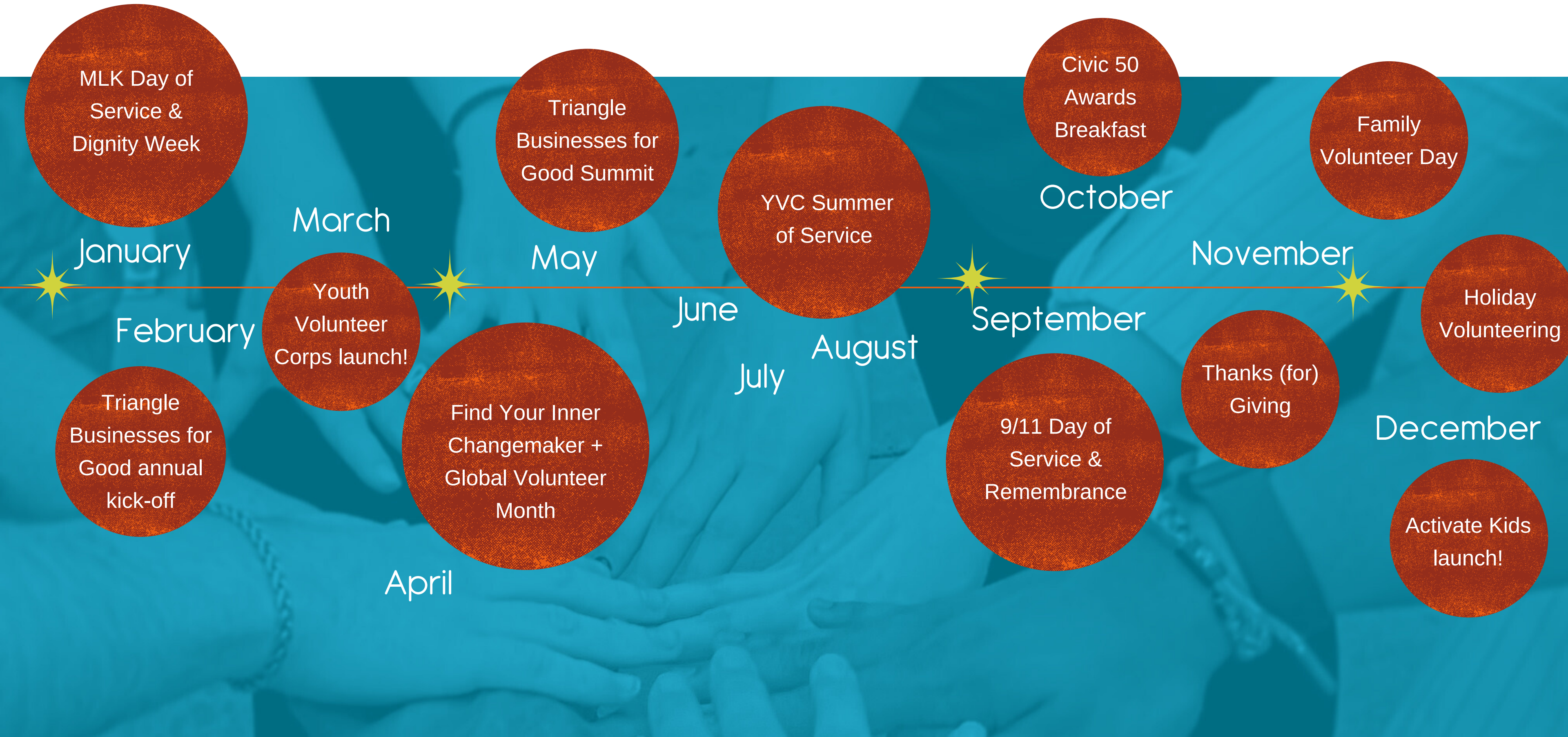
Bringing individuals,
groups, and
companies together
for large-scale service
days supporting many
causes



**2023 IN
REVIEW**

**Shining a light on just a few
of the events, people, and
milestones that made 2023
such a special year for
Activate Good.**

2023 DAYS OF SERVICE AND SPECIAL EVENTS



WELCOMING 3 NEW TEAM MEMBERS



DEBRA MULLIS

FUND DEVELOPMENT ASSOCIATE

Debra joined us in January 2023 after completing a degree in public policy and accounting, and a fall internship with our Fund Development team. In a short time, Debra helped our team build capacity for grants, corporate engagement, and more!

CliftonStrengths:
Input, Ideation, Intellection



ETHAN GABRIEL

**YOUTH & COLLEGE
PROGRAMS COORDINATOR**

Ethan joined us in January 2023 after gaining some experience in marketing. Ethan has been a big support for Programs this year, expanding our youth service programming with the launch of our Youth Volunteer Corps and Activate Kids programs.

CliftonStrengths:
Futuristic, Communication, Strategic



CORRIE MACNEIL

**CORPORATE & SPECIAL
PROJECTS COORDINATOR**

Corrie joined the team in April 2023, having previously worked closely with Activate Good as part of Marbles Kids Museum. She's been an asset leading the charge on implementing our corporate partnerships, as well as special campaigns and Days of Service.

CliftonStrengths:
Harmony, Responsibility, Discipline

KEY MILESTONES

WE REIMAGINED WHAT VOLUNTEERING LOOKED LIKE



In April 2023, we launched the Learn and Serve: a new model for volunteering that drives civic participation and empowerment. Each Learn and Serve project combines reflection and issues education with hands-on volunteer service.

WE EXPANDED YOUTH PROGRAMS



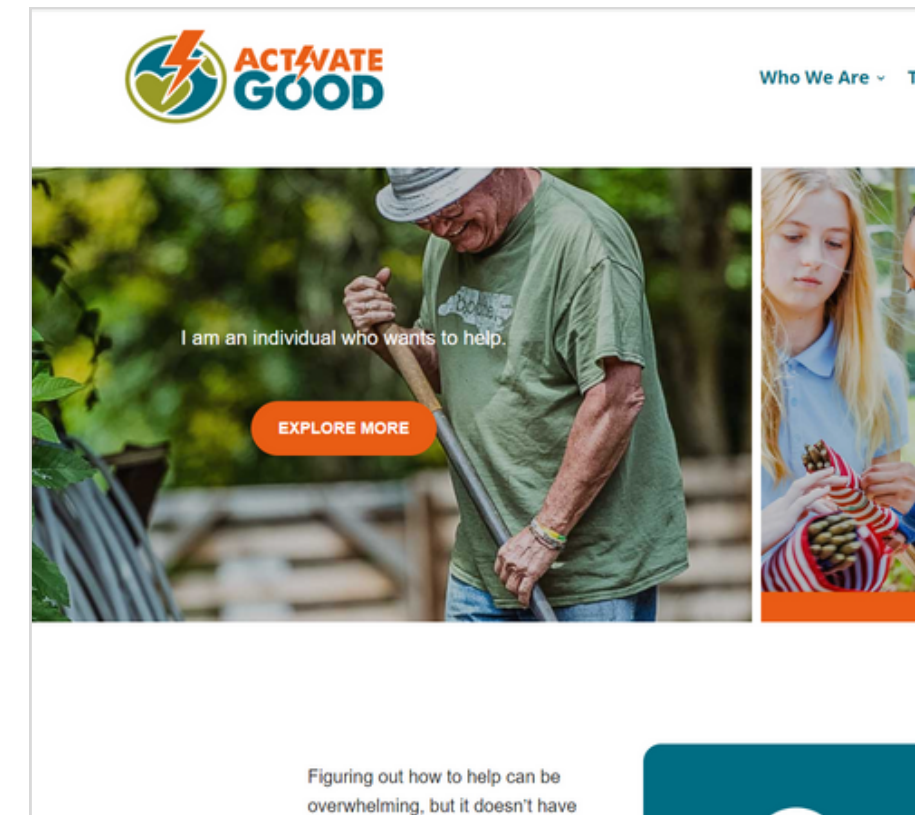
Throughout 2023, hundreds of youth ages 11-18 joined our Youth Volunteer Corps (YVC). In the Fall, we expanded our youth service opportunities by launching Activate Kids for youth ages 5-10, offering family-friendly projects year round.

WE RECOGNIZED COMPANIES DOING GOOD



Activate Good launched the Civic 50 Greater Triangle, a corporate social responsibility evaluation and recognition program created by Points of Light. In October 2023, we honored 50 companies doing good in the region!

WE GOT A FRESH NEW LOOK



We worked with Angel Oak Creative to overhaul our website, making it easier to navigate and more accessible. Our new website, complete with a polished new look, launched in October 2023!



2023 IMPACTS

Despite post-pandemic challenges, 2023 was a record-breaking year for Activate Good.

2023 IMPACT SNAPSHOT

VOLUNTEERS

21,243 volunteer sign ups with 15,976 changemakers of all ages activated to help

POST-COVID-19 COMEBACK

Volunteer mobilization took a major hit during the COVID-19 pandemic, but people-power drove an inspiring comeback!



CAUSES

Volunteer capacity built for 529 Nonprofit and Community Organizations

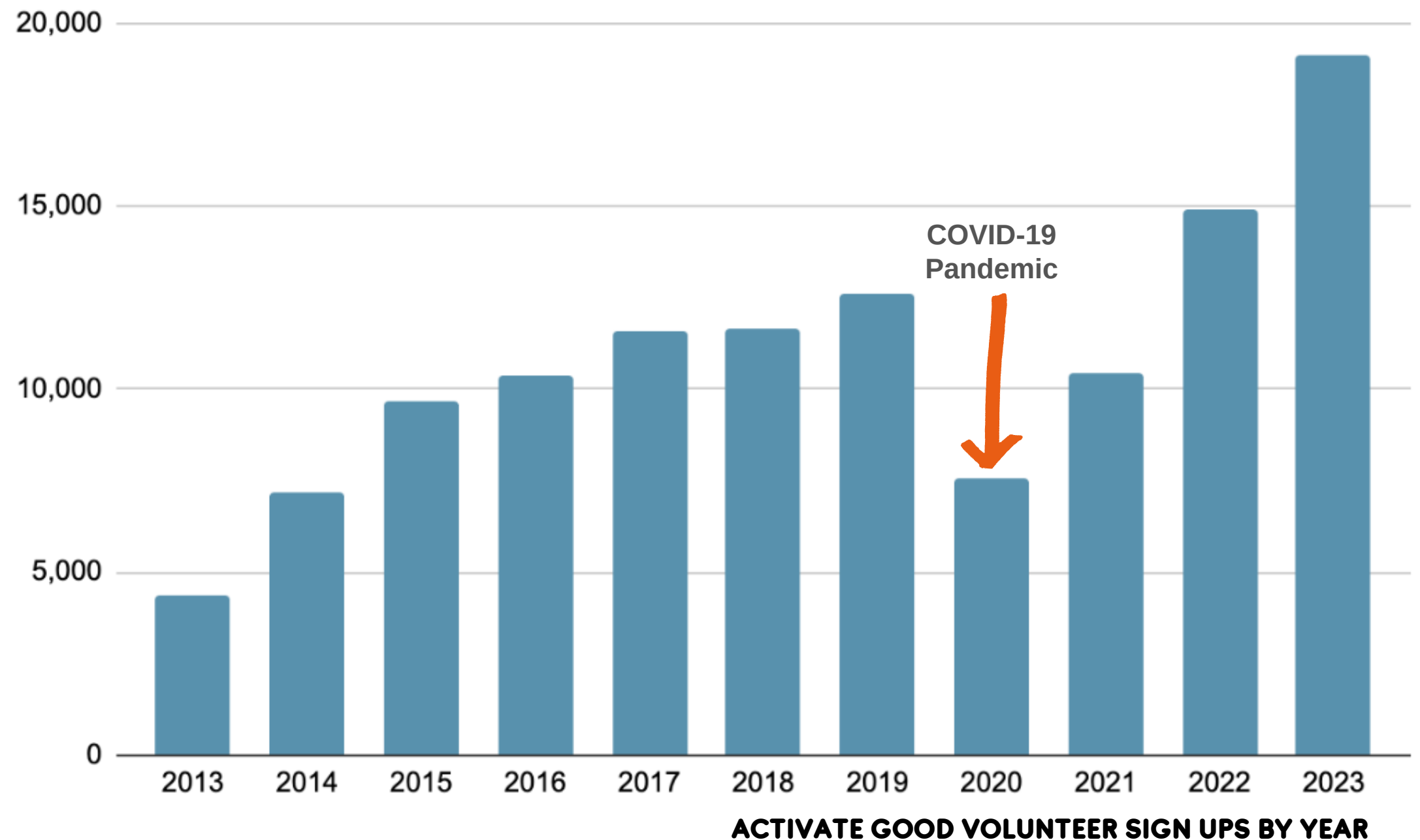


SCHOOLS

6 Title 1 Schools served, receiving over \$75,000 in donated time and materials

BUSINESSES

16 corporate-sponsored projects providing \$150,000 in donated materials and supplies to local causes



LEARN AND SERVE: ACTIVATING LIFE-LONG CHANGEMAKERS

Our Learn and Serve model, launched in 2023, transforms the traditional approach to volunteerism into a vehicle for deeper learning about local issues and civic engagement. In 2023, Learn and Serve projects facilitated over 2,000 hours of learning and engagement.

As a result of participating in a Learn and Serve:

89%
plan to
volunteer more
in the next
year.

93% better
understand how
people different
from them in the
community
might feel.

91%
feel closer
to their
community

98%
better
understand the
needs in our
community.

50%
plan to engage
in other civic
actions, like
voting or
donating

Special thanks to Emendo for sponsoring our 2023 Learn and Serve launch!

YOUNG CHANGEMAKERS ON THE RISE



YOUTH VOLUNTEER CORPS OF THE GREATER TRIANGLE
(AGES 11-18)



ACTIVATE KIDS
(AGES 5-10)

534 YVC members joined in 2023

"YVC is a great program. Being able to come together with people who want to help other's just like me is awesome."

"In the beginning my mom made me always go to YVC, I didn't really care about doing the activities. Over time I've really begun to enjoy them. Seeing and talking to lots of people about things going on in this world that I didn't know about changed my perception."

69 Activate Kids Families joined in 2023

"I love the opportunity to show my daughter she can make an impact even at a young age!"

"We brought out 8-yr-old son for his first volunteer experience and loved it. We are excited to keep giving back as a family. Thank you for the opportunity!"

SERVICE: A FAMILY AFFAIR

Starting back in the Fall of 2022, we made a family goal to make volunteering more of a consistent habit and get connected to charities and organizations in our community working to do good and help those in need. A year later, I can't help but reflect on all the many things we have learned, been inspired by, people we've met, and how much we all have grown in looking at the world around us in new ways. **Leadership, compassion, empathy, and fearlessness** to recognize a need or problem and do something about it are all things we have witnessed time and again coming out more and more in our girls and it has been an honor to watch as parents.

Activate Good is an absolutely incredible nonprofit that connects individuals, groups, and companies to volunteer needs here in the Triangle. Had it not been for their hard work to bring all the incredible charities and organizations in our area to one platform where **people like our family can go and see all the volunteer needs** any given day or time, I know we would not have gotten connected with as many organizations as we have. They also have gone above and beyond this past year as a certifying organization in helping girls earn the **President's Volunteer Service Award** and have been a joy to partner with. We cannot thank enough their entire team for all that they do for our community!

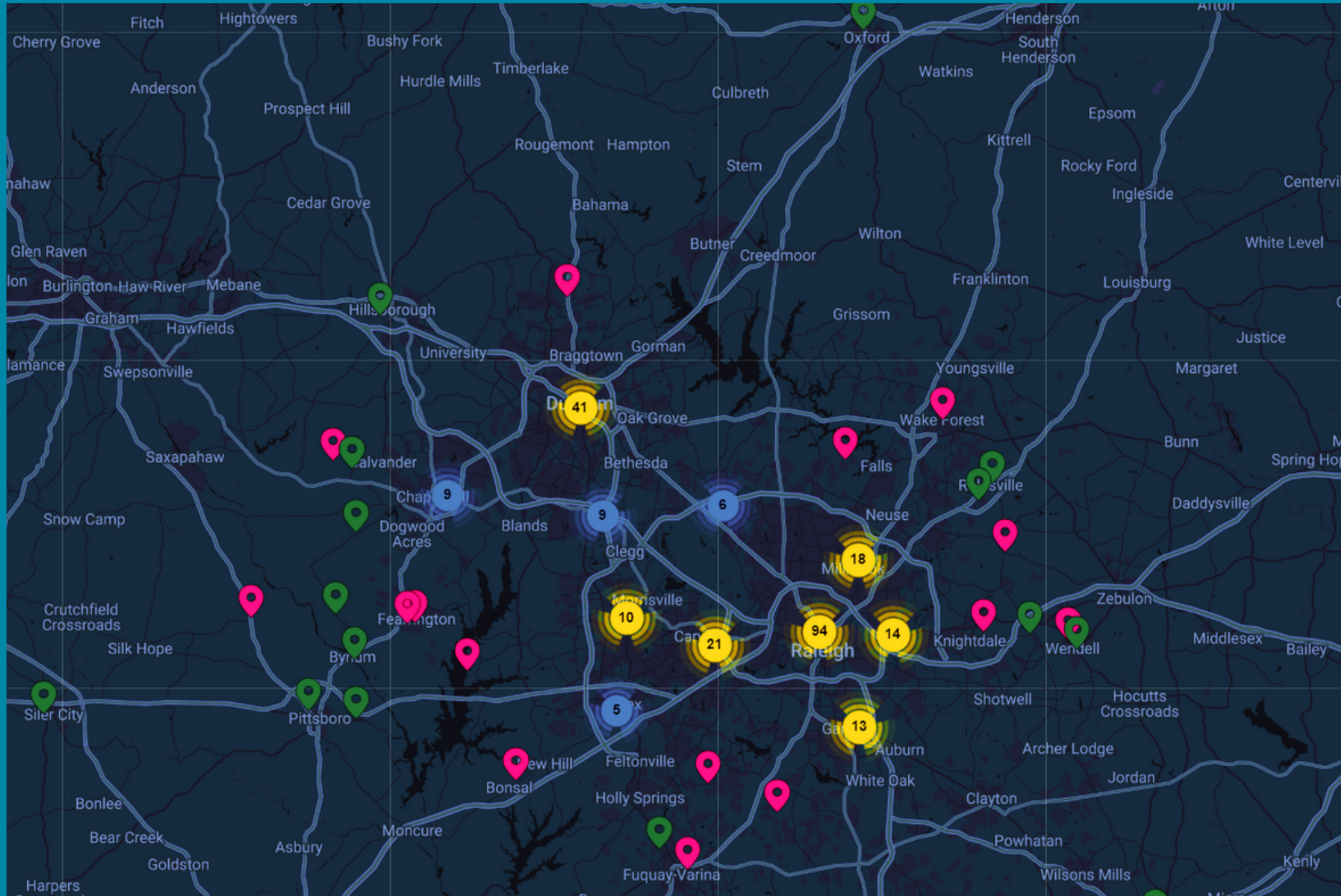
-Megan Karwoski



Recognizing the Karwoski Family with the President's Volunteer Service Award in 2023

BUILDING CAPACITY FOR LOCAL CAUSES

In 2023, we provided volunteer recruitment support to 529 active Community Partners, including nonprofits, schools, and community organizations representing diverse issues and communities around the Triangle.



CURRENT ACTIVE COMMUNITY PARTNERS BY SERVICE AREA

284	Wake County
118	Durham County
56	Orange County
39	Chatham County
32	Johnston County

SPOTLIGHT ON COMMUNITY PARTNERSHIPS



"Activate Good has been a vital partner in our endeavors to plant trees, collect native tree seeds and prepare seeds for planting. **Their expertise in connecting residents to meaningful opportunities to volunteer** -- paired with their commitment to ensuring community members have a deep and informed understanding of the root causes of tree inequity, reduction in biodiversity and tree canopy, have been instrumental, bringing more awareness and support to our own work. Their team's professionalism, innovation, and dedication to making a tangible difference are truly commendable."

Maggie Bailey, Executive Director
We Plant it Forward



"Activate Good's contribution was pivotal in visually enhancing the school environment, but it also instilled a sense of pride and ownership within the students and the community. The collaborative effort not only beautified the physical space but also **fostered a stronger sense of community engagement** encouraged teamwork and boosted morale among the students, teachers, and volunteers."

Dr. Tekeisha Mitchell, Principal
Barwell Road Elementary



"Their innovative Learn and Serve model not only introduces new people to the issue of diaper need, but it sparks conversation and a deeper connection to the issues in our community. We have seen Learn and Serve volunteers return as individuals or with larger groups after these sessions. **It's clear Activate Good is thinking differently about how to engage the community in solving the issues that affect it.** Their Learn and Serve model is a testament to their goal to inspire lifelong service and advocacy, beyond recruiting volunteer support to merely fulfill a volunteer need on a single day."

Madison Lewis, Chief Operating Officer
Diaper Bank of North Carolina

BRINGING COMMUNITY LOVE TO TITLE 1 SCHOOLS

Between COVID-19 learning loss, staff shortages, and other challenges, schools need support from the communities they serve to thrive – and ensure their students do, too. Activate Good's **eLOVEate Schools Project** mobilizes individuals, local businesses, and other groups to lend their volunteer time, talents, and financial and in-kind resources to under-resourced schools in Wake County.

2023-2024 SCHOOL YEAR IMPACTS (SO FAR!)

11

Title 1
Wake County
Schools served

13

School
update and
beautification
requests fulfilled

514

Volunteers
mobilized to
help schools

1,245

Volunteer
Hours

2,440

Students and
Teachers received
needed school
supplies

\$75,245

value of donated time,
talent, materials, and
financial contributions
to partner schools



BEFORE

**VOLUNTEERS OVERHAUL A GARDEN TEACHING
SPACE AT POWELL MAGNET ELEMENTARY**



AFTER

HARNESSING THE POWER OF BUSINESSES DOING GOOD



In 2023, we worked with dozens of Triangle area businesses to complete team-building volunteer projects that resulted in transformational impacts in our community.

Throughout the year, corporate partners contributed a total value of nearly \$150,000 in materials and supplies to local causes through our partnerships and projects.



Companies are a critical piece of the puzzle when it comes to amplifying volunteerism in the Triangle.

In October, nearly 150 Carmax employees from across NC came together to make tremendous updates to the Helen Wright Center for Women. They built new beds, updated bedrooms, painted common spaces and a mural in the dining hall, assembled furniture, and did a bunch of landscaping - in one day!

TRIANGLE BUSINESSES FOR GOOD AND THE CIVIC 50 GREATER TRIANGLE

THIS YEAR, WE BROUGHT TOGETHER BUSINESSES TO CELEBRATE THEIR IMPACTS AND MOVE THE NEEDLE ON SOCIAL ISSUES.

The 2023 Business for Good Summit: The Future Workforce

Over 70 attendees joined us for networking, discussion, and education about Corporate Social Responsibility on May 10 at City Club Raleigh. We heard from a panel of (very bright!) students entering the workforce about what is important to them in potential employers.



The Civic 50 Greater Triangle is an initiative in partnership with Points of Light aimed at recognizing and celebrating the 50 most community-minded companies in the region.

We celebrated the honorees in October at our inaugural awards breakfast!



FINANCES & LEADERSHIP

Activate
Good
Organization
Retreat




ACTIVATE
GOOD
people-powered
projects for good



Creating community impacts
takes time, talent, and resources.
Thank you to our donors,
partners, and leaders who make it
all possible!

THANK YOU TO OUR SUPPORTERS



The Loading Dock
Wasserman
Foundation
BASF Agricultural
Solutions
State Farm
Wake Stone
Corporation
Raleigh Marriott City
Center

UNC Health
Connect Cause
First Horizon
Foundation
J Davis Architects
Telus
TowneBank
Murphy's Naturals

PowerSecure
Capital City Clauses
Lenovo
IBM
Credit Suisse
Duke University Health System
Smith Anderson
Cooking Up Character, Inc.
Veradigm
CAPTRUST

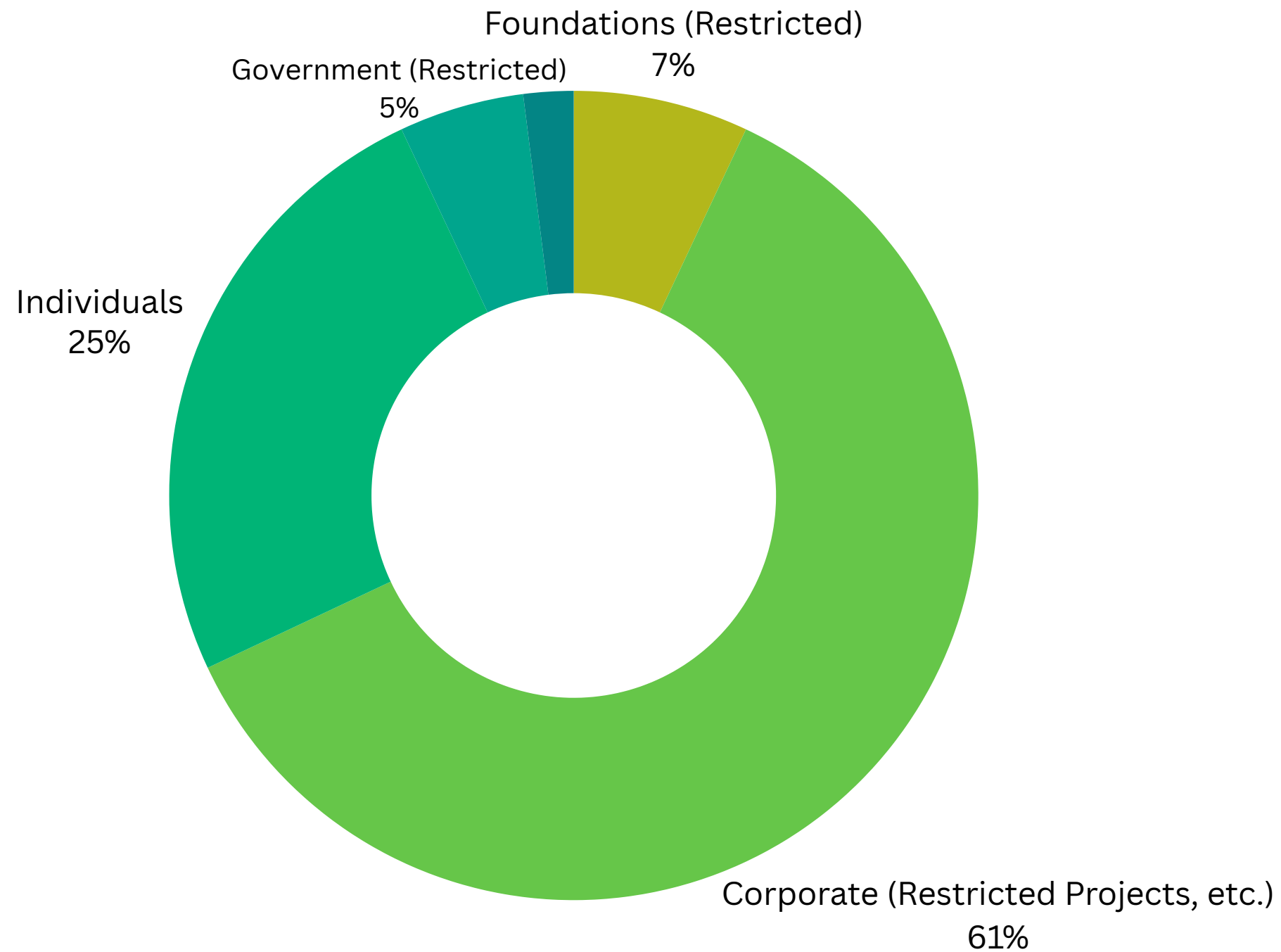
Making a Difference Foundation
Wake Stone Corporation
Refining Workflow LLC
Bona Furtuna
Metlife
National Christian Foundation
Carolinas
Isley Family Foundation
Starbucks Foundation
Tom Russel Charitable Foundation

And over 275 individual givers!

2023 FINANCES: SNAPSHOT

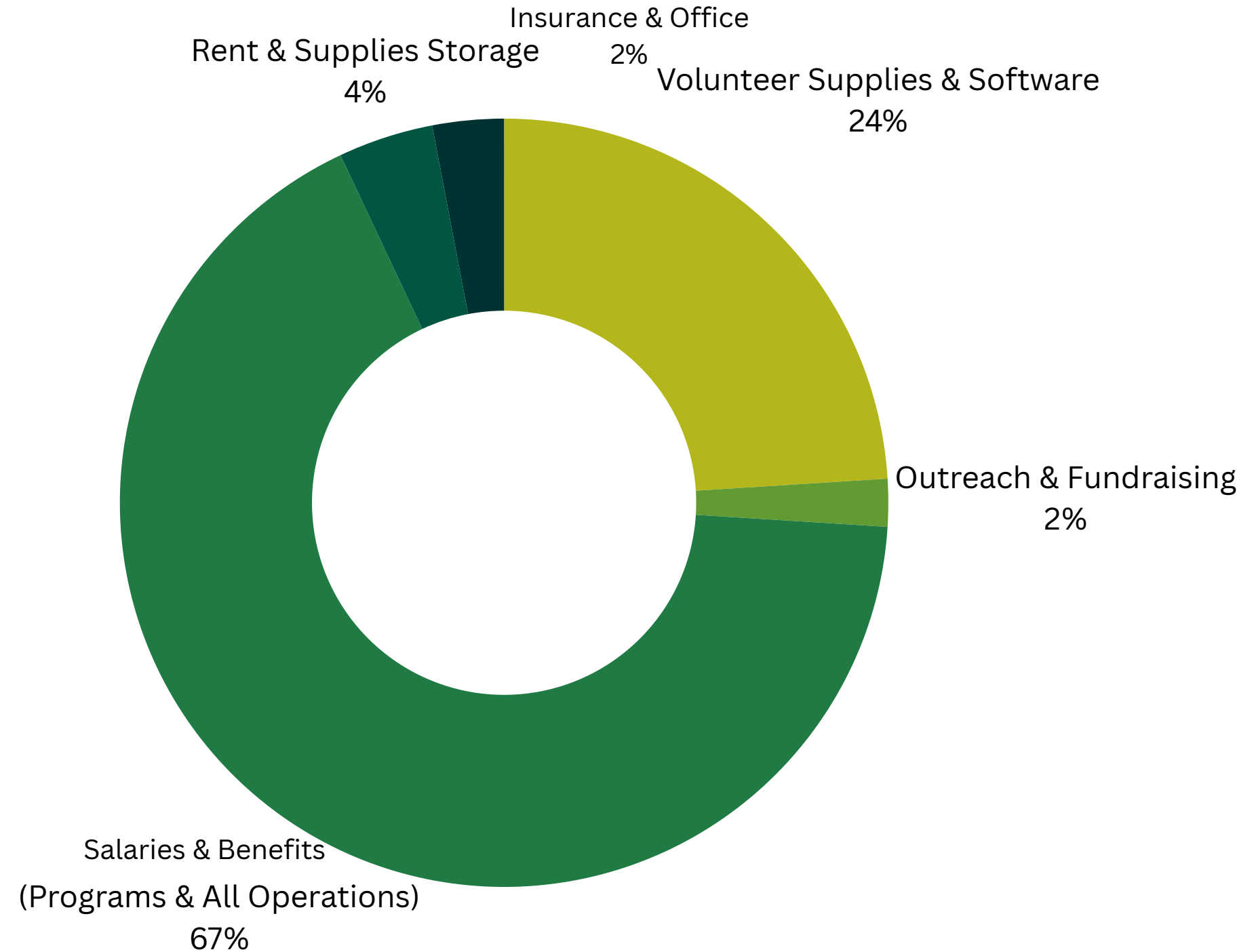
REVENUE

\$761,246



EXPENSES

\$834,358



A complete IRS 990 will be available late 2023.

2023 STAFF AND BOARD OF DIRECTORS

STAFF

Amber Smith
Executive Director

Krystal Hare
Human Resources &
Operations Manager

Debra Mullis
Fund Development
Associate

Corrie MacNeil
Corporate & Special
Projects Coordinator

Rose Thompson
Senior Programs Manager

Lee Pike
Fund Development Manager

Ethan Gabriel
Youth & College Programs
Coordinator

**Jenn Von Egidy, Marketing
Manager**

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Bill Halvorsen
Vice Chair

Ahmad Eied
Treasurer

**Holly
Crane-Watkins**
Secretary

Megan Jones

Gerald Givens

Miles Wobbleton

Varsha Chawla

Martin Horrocks

**Sonali
Ratnasinghe**

Conor Brady

India Williams

**Connor
Kirkfarmer**

Maria Barber

Bill Halvorsen

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Advisory Board Chair

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Blake Michael
Kimberley Sirk
Twanna Joyner Jones
John Lane
Bernard Hsu
Peter Michaels
Jake Connors
Elizabeth Hanna
Tracee Grimstead
Cyndy Yu-Robinson
Troy Johnson
Jason Johnson
Greear Webb
Lauren McPhaul
Priyansh Patel
Jenn Woodhull-Smith
Barbara Gillespie



GOOD STARTS WITH YOU



**Join us to volunteer, learn about local issues,
and build community in 2024!**

Activate Good

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