



**ACTIVATE  
GOOD**

people-powered  
projects for good

# REACHING NEW HEIGHTS

2024 Year in Review





# RECAP OF THE YEAR



## A Year of Leadership and Growth

Fresh perspectives brought focus to a new horizon



## Strengthening Business Partnerships

Teamed up with businesses to connect employees with meaningful ways to give back



## Breaking Records, Sparking Change

Set new engagement records, proving the power of collective action



## Community Impact, Amplified

Together with our partners, amplified community contributions for lasting change

# FROM OUR LEADERSHIP

This year, I've witnessed the incredible power of community. At Activate Good, we empower everyone to spark meaningful impact. Since joining the board in 2020, I've seen families, businesses, and individuals rise to the occasion, supporting nonprofits across our community. Thanks to your support, we exceeded ambitious goals and proved that one spark can ignite a movement. Together, let's continue building a brighter, kinder world.

OLIVIA ECKER, Board Chair  
Activating Good since 2020



As the new Executive Director of Activate Good, I'm honored to lead this incredible community of passionate individuals. Since 2013, I've been inspired by the creativity and commitment of our changemakers. Now, stepping into this role, I'm excited to explore new opportunities that deepen our impact. Together, we'll continue to innovate, connect, and spark change, creating a brighter future for all. Thank you for being part of this journey.

ROSE THOMPSON, Executive Director  
Activating Good since 2013



## 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

Build the capacity of local causes

Through our network of 600+ community partners—nonprofits, schools, and organizations—we address pressing needs like food insecurity, homelessness, education, and more.

Mobilize people to become changemakers

No matter their age, skill set, accessibility, background, or schedule, we empower people to take action, improving our community through volunteerism and impactful projects.

Educate the community about local issues

To create an informed, inspired community of helpers, action-takers, and do-gooders, we inspire action by showing why Triangle causes need community support to thrive.



# OUR PROGRAMS

Connecting individuals and businesses with meaningful volunteer opportunities and projects that address community needs and create positive change



VOLUNTEER  
OPPORTUNITY  
DATABASE

Amplifying volunteer needs for hundreds of Community Partners



YOUTH &  
FAMILIES

Harnessing the energy of Activate Kids (Ages 5-10) & Youth Volunteer Corps (Ages 11-18) for good



ELOVEATE  
SCHOOLS  
PROJECT

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

CONTINUED



# MORE OF OUR PROGRAMS

Connecting individuals and businesses with meaningful volunteer opportunities and projects that address community needs and create positive change



DAYS OF SERVICE

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



CORPORATE ENGAGEMENT

Empowering businesses to give back through turn-key service projects with connections to 600+ community partners



LEARN AND SERVE

Transforming volunteering into civic empowerment by inspiring deeper engagement for lasting community impact

# GROWTH HIGHLIGHTS



## More Volunteers

2024 was a record-breaking year for Activate Good, with **the most volunteer sign-ups in our history!** More changemakers than ever stepped up to light the way for a brighter future.

## More Corporate Collaborations

We nearly doubled the number of custom corporate projects, completing **29 impactful collaborations with businesses** (up from 16 in 2023). Together, we're demonstrating the power of purpose-driven work.

## Sustainable Support

This year, we launched our **Annual Business Partnerships** initiative, fostering deeper collaboration with organizations committed to making a positive impact in our community.





26,150

volunteers sign-ups

The MOST EVER!

# YEAR OF GROWTH

With fresh energy and vision, we strengthened our impact and laid the foundation for even greater change ahead.





# REFRESHED ENERGY

This year, we saw the departure of our founder, Amber Smith, whose vision and dedication built Activate Good into the community powerhouse it is today. With excitement for the future, we welcomed Rose Thompson as our new executive director, bringing fresh leadership and passion to our mission. With new energy, we're poised to amplify our impact and inspire even more changemakers to take action for good.

# WELCOMED NEW STAFF

We welcomed talented new team members who bring fresh perspectives, energy, and skills to our mission. Their passion and dedication are already making a difference as we continue to expand our programs and impact.



LISA BERWYN

Associate Director  
of Development



DAWN DESOTO

Programs Manager



MOLLY FEICHTER

Development & Contracts  
Associate

# NEW CONNECTIONS: Cause Collaboratives

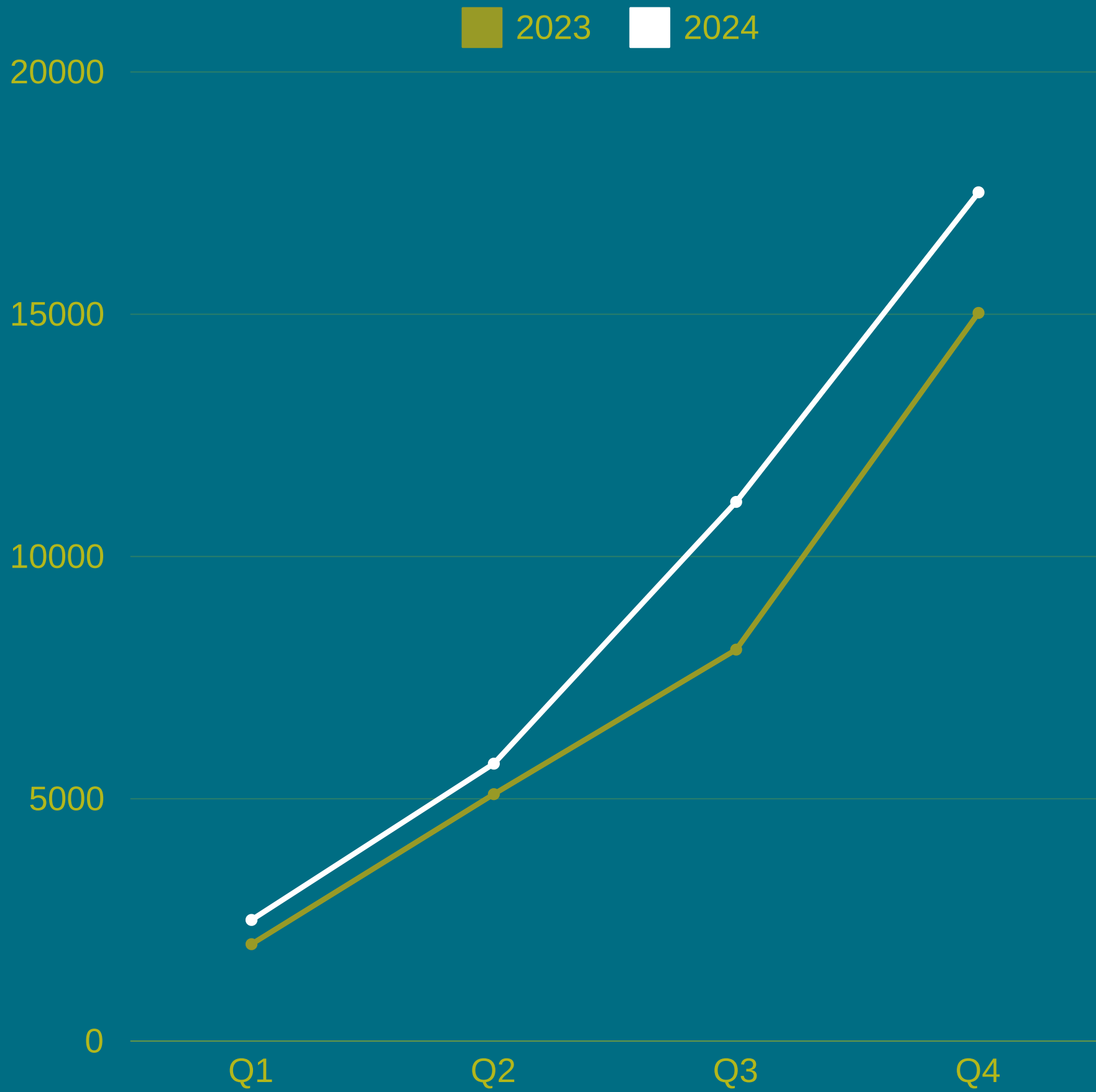
In partnership with Leadership Triangle, Cause Collaboratives bring together nonprofits driven by a shared mission to tackle pressing challenges and create meaningful change. These gatherings foster collaboration, innovation, and collective action, enabling organizations to amplify their impact and address critical needs in our community. Our launch event focused on housing needs in the Triangle, uniting nonprofits that work tirelessly to combat housing insecurity and ensure everyone has a safe, stable place to call home.



# PROGRAMS

Through innovative programs and partnerships, Activate Good empowers changemakers to turn compassion into action and create lasting impact in our community.





# POWER IN OPPORTUNITY

The Volunteer Database is the lifeblood of our work. This hub connects volunteers with the Community Partners that need them. In 2024, **17,282 volunteers** gave time to critical causes across the Triangle by registering for volunteer assignments in our database.

# FUTURE CHANGE LEADERS

Over **1,100** teens, including Gen Z and Gen Alpha, volunteered this year. Our Youth Volunteer Corps members represented **75%** of our total youth volunteer group (1,460 volunteers under 18). Gen Z, known for their drive to create meaningful change, and Gen Alpha, with their fresh energy and creativity, are a powerful force for good, shaping the future of our community one project at a time.





# YOUTH PROGRAMS RECAP

## Activate Kids

Bringing families together, this program hosts monthly events that inspire service and strengthen community bonds. In its first full year, the program grew rapidly, **engaging 168 families in meaningful opportunities to give back**. By creating spaces for families to connect and serve, Activate Kids is building a culture of compassion and action across generations.



## Youth Volunteer Corps of the Greater Triangle (YVC)

This program empowers young changemakers aged 11-18 to develop leadership skills, build empathy, and make a positive impact through teamwork and service projects addressing issues like food insecurity and environmental conservation. With monthly programs designed to engage teens in meaningful causes, YVC is shaping the next generation of community leaders.

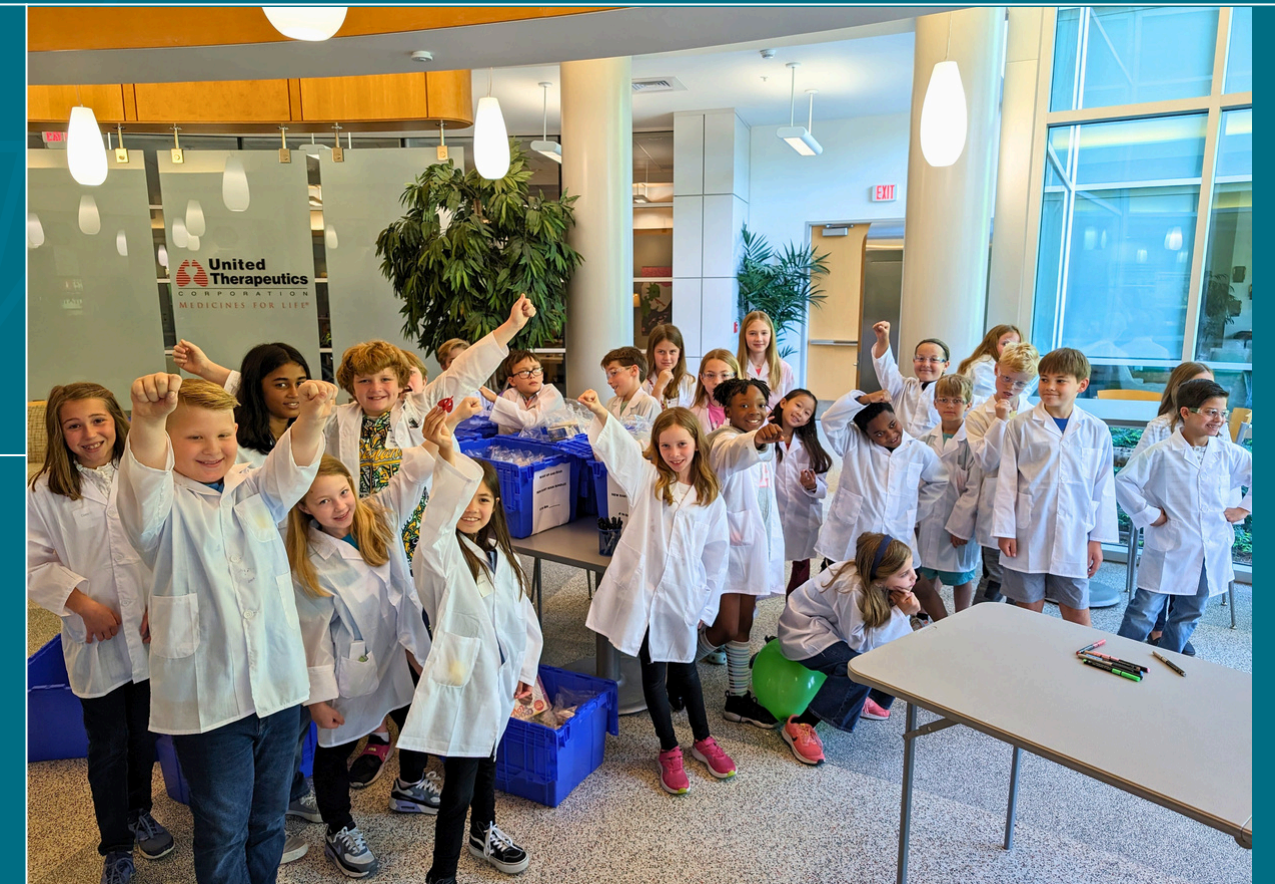
In 2024, the program experienced remarkable growth, **increasing membership by 81% with nearly 500 new participants**, bringing the total to 1,106 youth.

# ELOVEATE SCHOOLS IMPACTS

**Educator Support:** We mobilized **731** volunteers to provide hands-on support and inspiration for students in 12 Title 1 schools. **3,080** students and teachers received needed school supplies.

**Community Impact:** Completed **27** projects in partnership with schools, addressing critical needs and creating a positive learning environment

**Value in Donated Time, Talent, Materials, and Financial Contributions:** \$109,179.62 — a 45% increase in investment in our schools over 2023 (\$75,245)



# DAYS OF SERVICE RECAP



MLK Day and  
Dignity Week  
January 12–20

- Total Participants: **869**
- Volunteer Hours Completed: **2,607**



National Volunteer  
Week  
March 21–27

- Total Participants: **454**
- Volunteer Hours Completed: **1,369**
- Community Partners Impacted: **4**



9/11 Day of Service  
September 11

- Total Participants: **576**
- Volunteer Hours Completed: **1,728**
- Community Partners Impacted: **37**



Family Volunteer Day  
November 27

- Total Participants: **331**
- Volunteer Hours Completed: **993**
- Community Partners Impacted: **13**



# CORPORATIONS GIVE BACK

In 2024, Activate Good's corporate partners across the Triangle stepped up, mobilizing their employees to participate in Days of Service, team-based projects, and skills-based volunteering initiatives. Beyond volunteering, these corporate sponsors provided invaluable support through donations and resources. Their commitment demonstrates the powerful ripple effect businesses can create when they invest in the well-being of their communities.



# CORPORATE PARTNERSHIP BOOMS

We nearly doubled the number of custom corporate projects in 2024. The team supported **29 Corporate Projects**, up from 16 in 2023.



## TRIANGLE BUSINESSES FOR GOOD

In 2024, Triangle Businesses for Good brought together 28 companies dedicated to making a difference. Members are connected through exclusive benefits and collaborative opportunities. The inspiring TBG Summit welcomed 103 attendees to share ideas and ignite action.

# IMPACTS

With donor support, we created meaningful impacts across the community, mobilizing thousands of changemakers to address critical needs and drive positive change.



# IMPACT YOU CAN SEE

Every volunteer hour is transformed into tangible outputs — diapers wrapped, meals sorted, and books collected — but the true impact lies in the lives changed, hope restored, and communities strengthened.



82,382 lbs of  
food sorted



57,395  
diapers  
wrapped



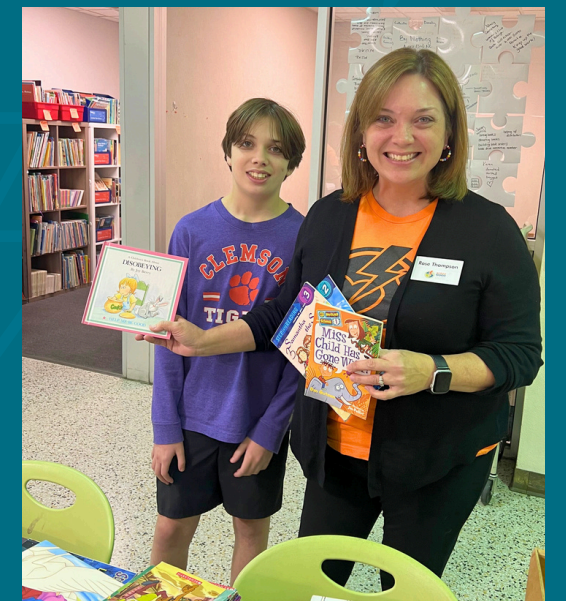
9,218 lbs of  
litter  
collected



6,443 tree  
seeds  
collected



3,503 meals  
packaged



1,478 books  
collected





# CORPORATE GENEROSITY

In 2024, Activate Good partnered with businesses to drive meaningful change, securing **\$162,783 in donated materials and supplies**. Through these collaborations, companies turned their values into action, fueling local nonprofits, schools, and local governments with critical resources and hands-on support.

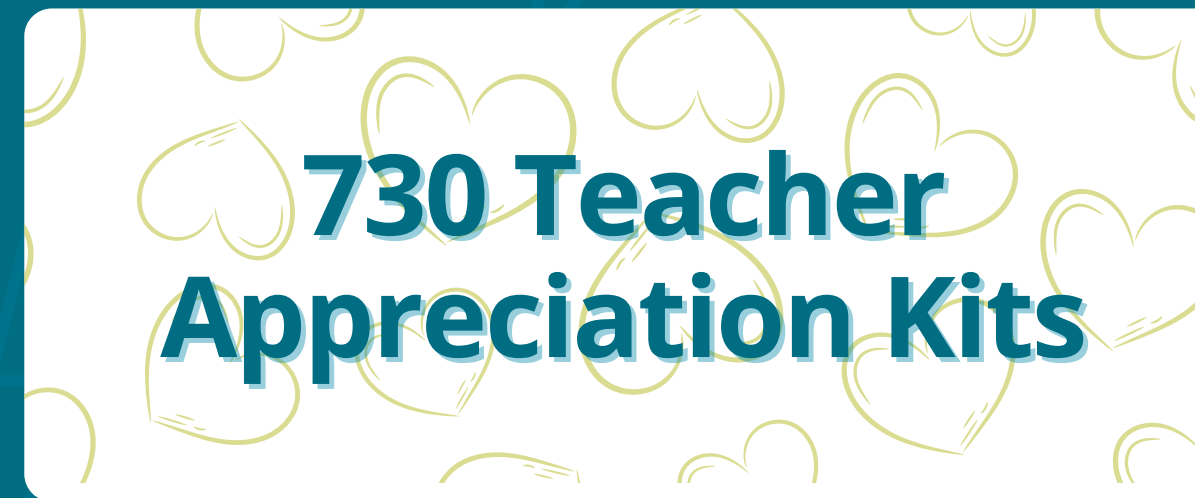


# INVESTING IN SCHOOLS, ELEVATING FUTURE

Through the eLOVEate Schools program, Activate Good facilitated **\$109,179.62 in donated time, talent, materials, and financial contributions**, providing vital support to partner schools and helping students thrive.




**1,000 Art Bots**



**730 Teacher Appreciation Kits**



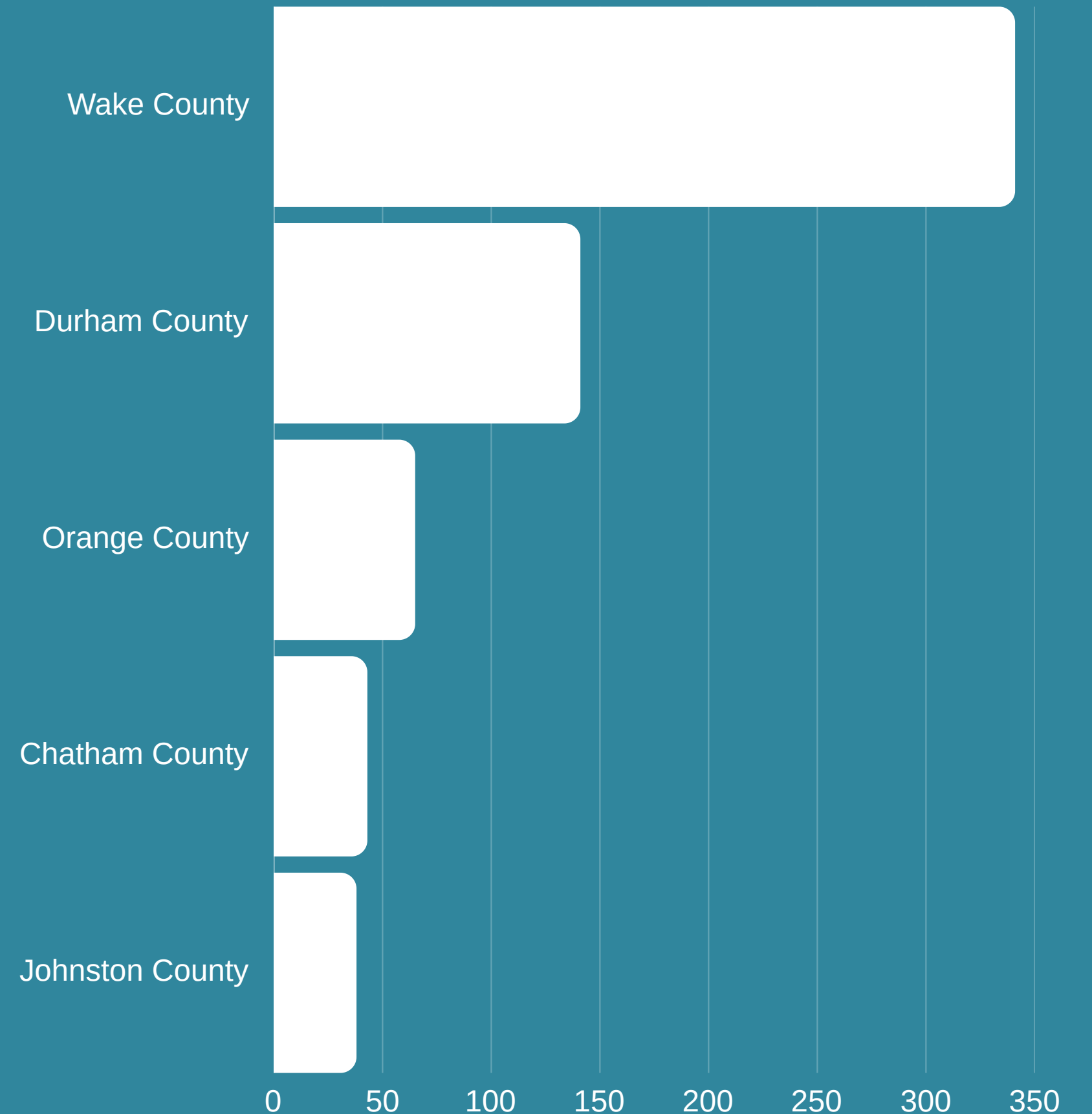
**930 Sensory Kits**



**300 Student Supply Bags**

# ACTIVE COMMUNITY PARTNERS

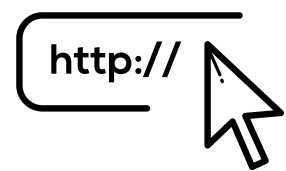
In 2024, Activate Good **collaborated with 454 active community partners** across the Triangle, with the majority—341—based in Wake County. Our network spans Durham (141), Orange (65), Chatham (43), and Johnston (38) counties, strengthening local nonprofits, schools, and other charitable causes while amplifying community impact.



# IGNITING IMPACT, SPARKING CHANGE

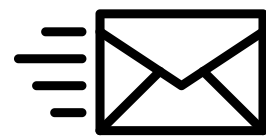
In 2024, Activate Good's communications efforts expanded significantly, reaching more people across the Triangle and inspiring new changemakers to get involved. Through strategic social media campaigns, engaging storytelling, and targeted outreach, we amplified awareness of volunteer opportunities. Our refreshed messaging highlighted the diverse ways individuals can contribute, resonating with busy professionals, families, and students alike. As a result, more people discovered how easy and rewarding it is to take action.

**65K**



**Website  
Visitors**

**33K**



**Email  
Subscribers**

**15K**



**Social Media  
Followers**

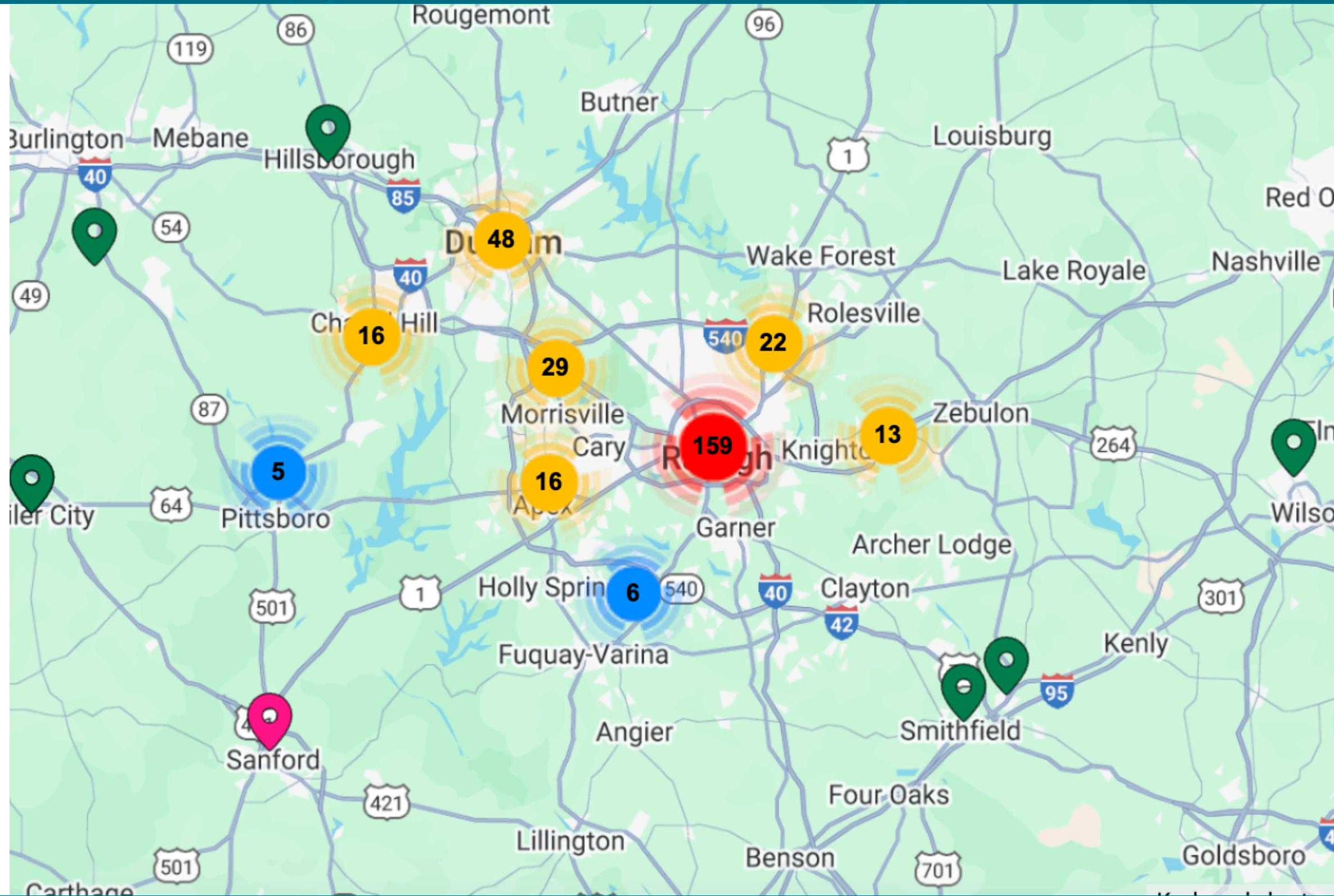
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**Connected  
Community**

# MAPPING KINDNESS

With **over 600 community partners across the Triangle in our volunteer database**, we work to amplify their impact by connecting them with volunteers, businesses, and resources to power their missions. These nonprofits, schools, and more tackle challenges like food insecurity, education inequities, environmental sustainability, and healthcare access, creating a stronger, more connected community. We collaborate to inspire change and make a lasting difference for individuals and families across the region.



# LIVES WE'VE TOUCHED

We are fueled by the unwavering passion of people, volunteers, and partners who ignite change and transform communities together. Here's how we impacted their lives and work.



“

Your generosity, whether through donations, services, or time, has had a profound impact on the success and growth of our students and school community. The partnership we've shared has been invaluable, and I am truly thankful for all that you have done to help us create a positive and enriching environment for our students.

”

Denise Colon, Assistant Principal  
Longview School



“

IBM is proud to have a strong history of volunteerism – in fact, our first CEO Thomas J. Watson declared a “duty to the community” as an imperative for IBMers in 1931. Partnering with Activate Good has helped us to continue that legacy in the Triangle area. The team organizes impactful projects, allowing our employees to give back to the community while connecting with volunteers from other local companies.

”

Tim Humphrey  
Chief Analytics Officer



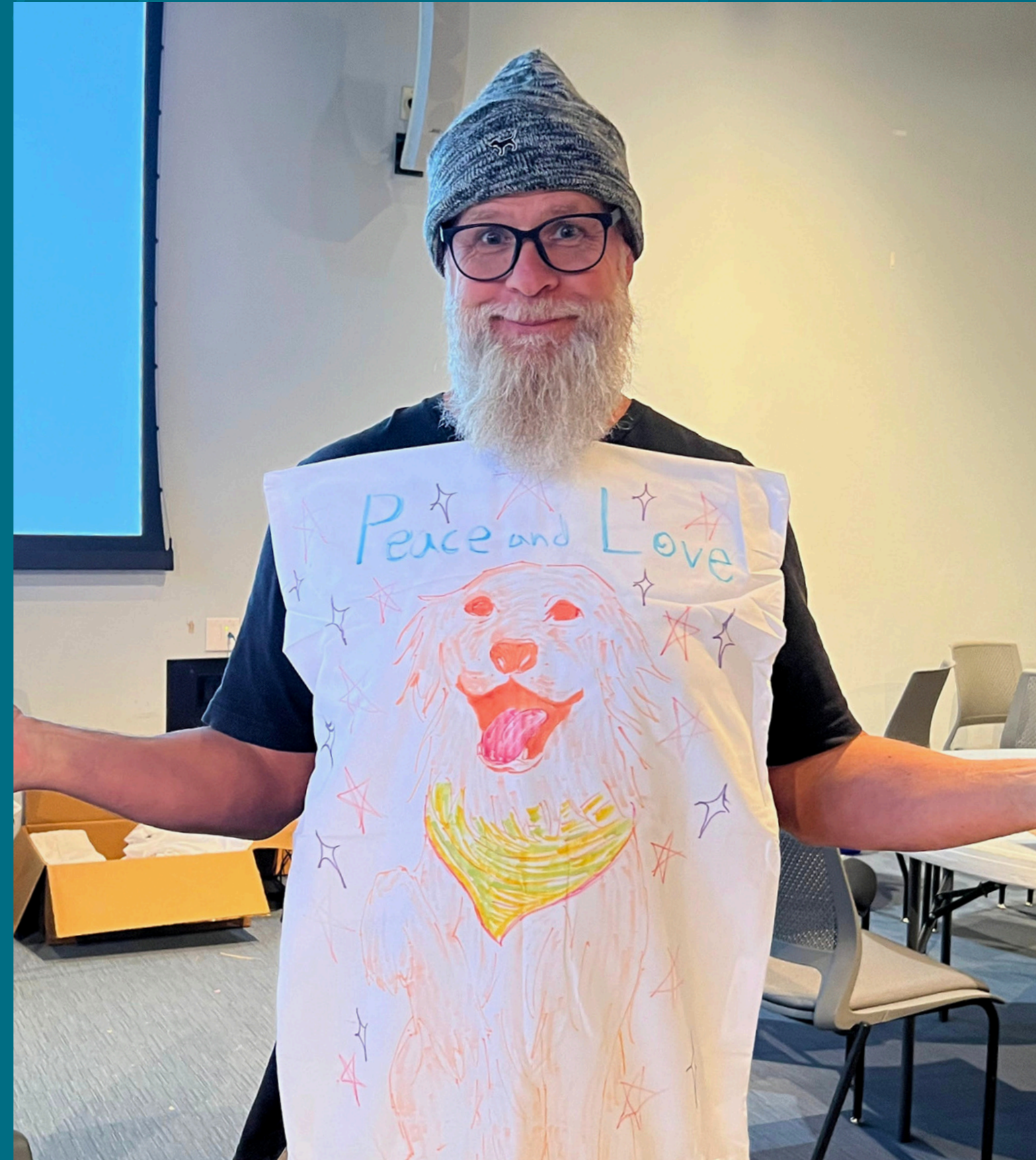


“

In 2024, Activate Good allowed me to amplify my reach, empowering myself and thousands of others to make a meaningful difference in our communities. 2025 is going to be a significant milestone in Activate Good history. We will be celebrating 20 years of doing good planning for another year of being good so that we can continue changing the world.

”

Bill Halvorsen, Vice Chair  
Activate Good Board of Directors



“

Activate Good has had a profound impact on Emendo Inc., shaping our community support strategy in a meaningful way.

When we sought to define our approach to giving back, we were fortunate to discover Activate Good. Their guidance and support ensured our success and helped us align our volunteering goals with the community's needs, fostering a genuinely impactful partnership

”

Penny Papadopoulos  
Partner Business Excellence  
at Emendo  
& TBG Member



“

I enjoyed helping out and giving back to the community. Activate Good helped me realize there are many people who could use help and provided me with the materials and resources to help them.

”

Bryce Young  
Age 14



“

As long as I can remember, Activate Good has been a cornerstone in my life; growing up within the organization as a volunteer has been a pivotal factor in determining my prospective career and passions. One of my favorite recent memories is the small but lasting conversation I had with a newly immigrated Dad from India who wanted to learn the ins and outs of teenage life here in America all while volunteering together and helping to serve the community. This past year while serving as an intern with Activate Good, I've had the pleasure of meeting the Mayor of Raleigh, hearing 9/11 testimonials on our annual day of service, becoming handy with a screwdriver for our crafty projects, and gaining professional experience.

”

Cora Altizer, Youth Intern



“

In the Youth Volunteer Corps of the Greater Triangle hosted by Activate Good, I have learned many skills including social skills, leadership skills, collaboration, and active listening. I have gained experiences that I will treasure for the rest of my life such as volunteering at Oak City Cares where I served and greeted guests, weeding plants at both Crowder Park in Apex and at Yates Mill Historic Park in Raleigh, tagging rubber ducks for the Super Duper Duck Splash in Wake Forest, and greeting and assisting young kids at exhibits at Marbles Kids Museum in Raleigh. Over all, my experience in the Youth Volunteer Corps of the Greater Triangle at Activate Good has taught me many skills and given me many incredible experiences!

”

Dominick Cisela, Youth Volunteer Corps  
Future Youth Advisory Board Member



# FINANCIALS + LEADERSHIP

Dedicated leadership, passionate staff, and transparent financial stewardship drive our mission, ensuring every resource creates meaningful community impact.



ShareFile™

Enact®

Gregory Poole CAT

Biogen.

Gilbane

JDAVIS >

A.J. FLETCHER FOUNDATION

S&P Global

Lenovo

United Therapeutics CORPORATION

RELIAS

THANK YOU, SUPPORTERS!

TRIANGLE COMMUNITY FOUNDATION

WAKE TECH FOUNDATION

UBS

emendo CONSULTING GROUP

BASF We create chemistry

Raleigh

Fidelity®

WASSERMAN FOUNDATION

Murphy's NATURALS

POINTS OF LIGHT 35 YEARS

UNC HEALTH SM

WAKE STONE CORPORATION

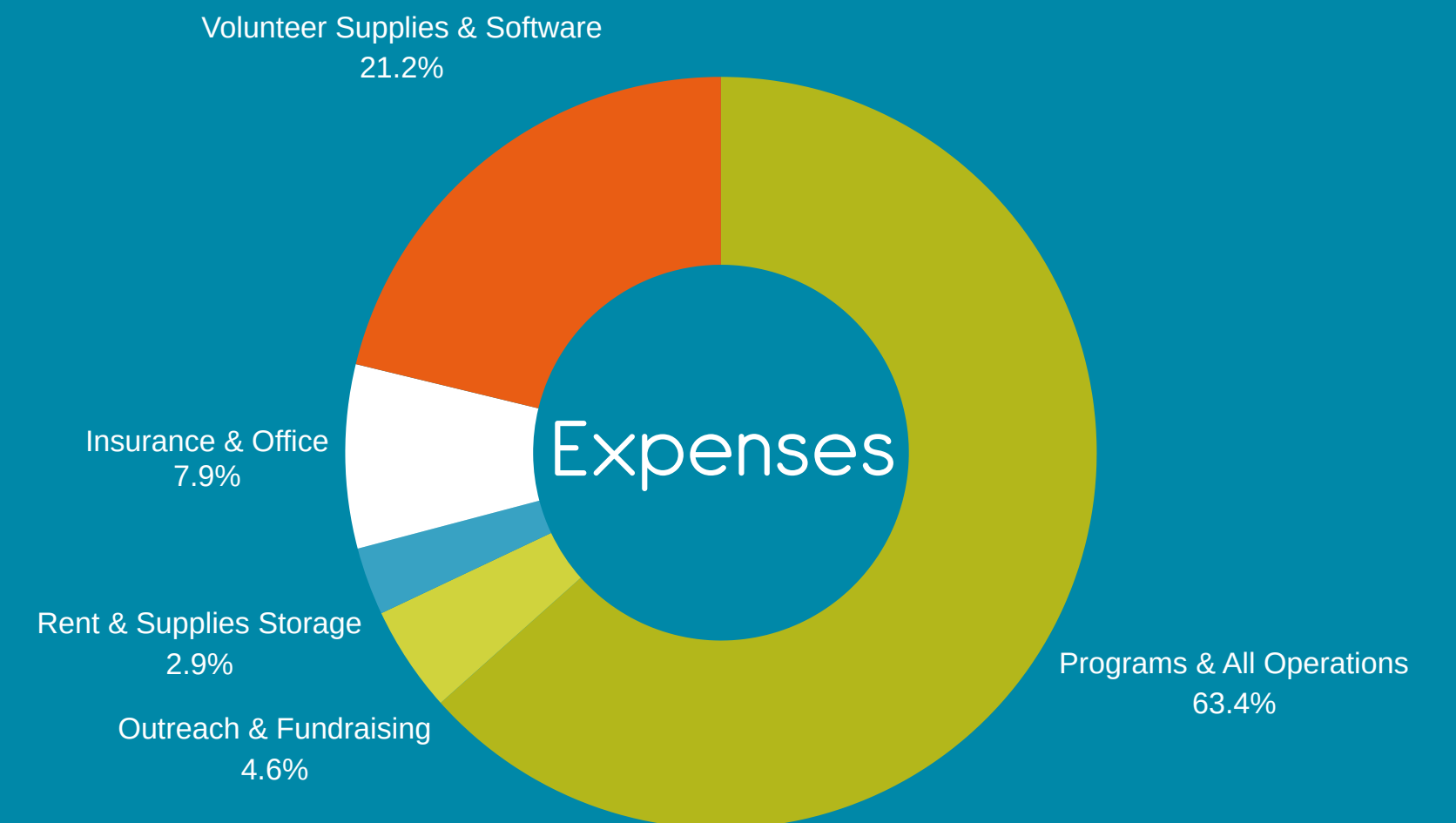
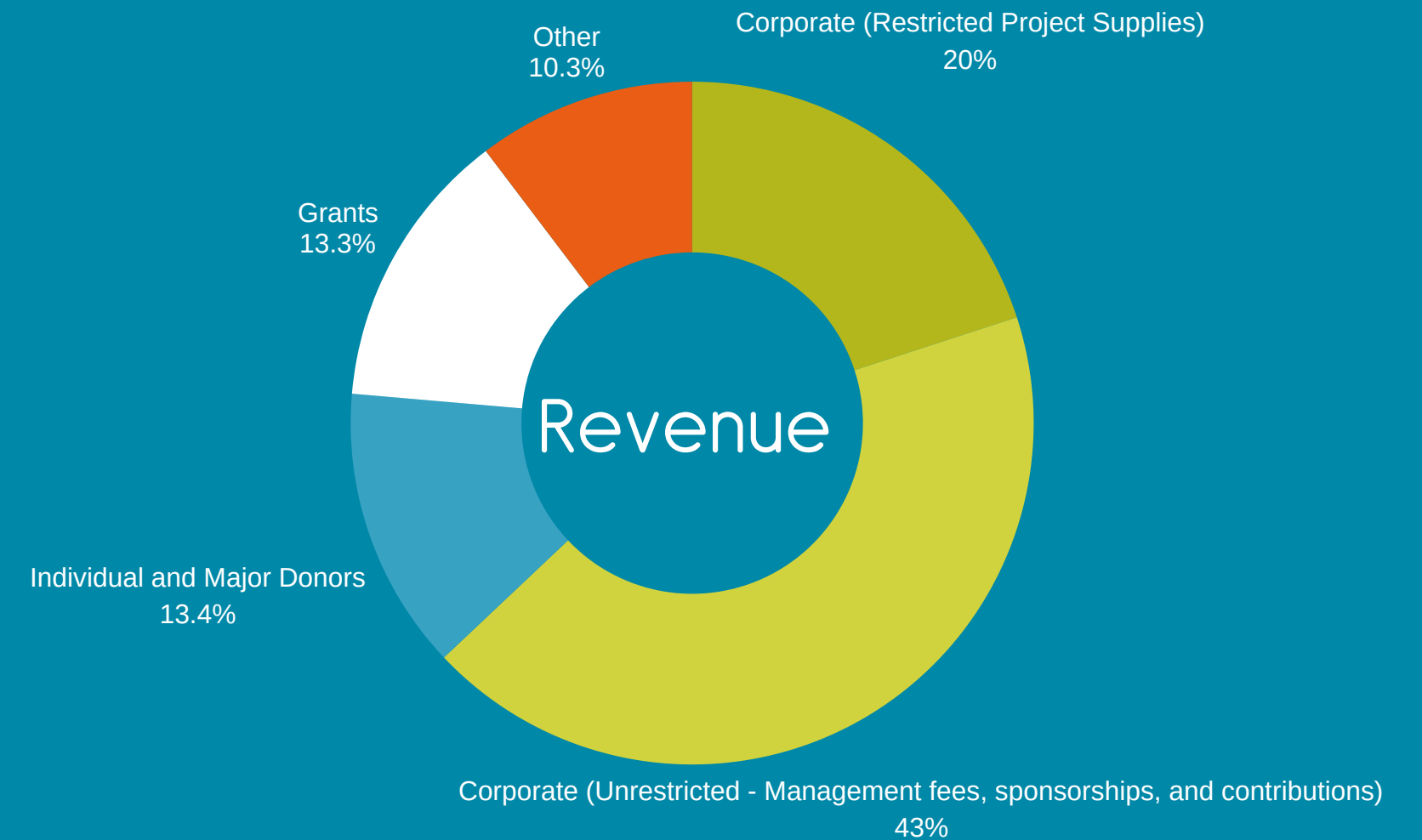


Thank you to our **344 incredible individual donors, our generous corporate sponsors, and the steadfast foundations** who powered our work in 2024—your support grew our community of changemakers by an amazing **24.73%**, proving the power of collective action to spark transformation!



# FINANCES SNAPSHOT

Thanks to the generosity of our supporters, we raised an incredible **\$815,526** in 2024, fueling life-changing programs and empowering changemakers across our community to make a lasting impact. We're proud to share that **84% of our expenses — \$671,490 of \$799,047 — went directly to program implementation and support** in 2024, ensuring your contributions have the greatest impact on creating meaningful change in our community.





# 2024 STAFF

Executive Director

Rose Thompson

Human Resources & Operations Manager

Krystal Hare

Associate Director of Development

Lisa Berwyn

Development & Contracts Associate

Molly Feichter

Programs Manager

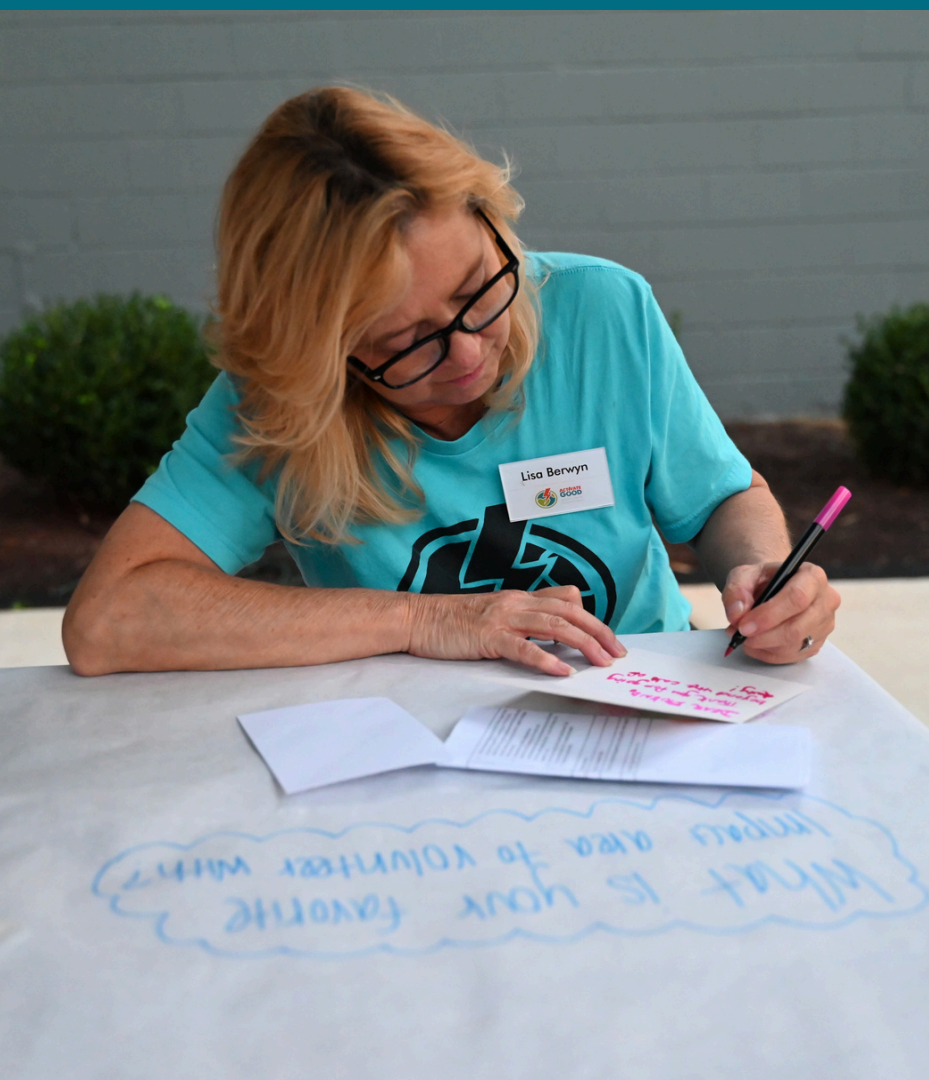
Dawn DeSoto

Youth & College Programs Coordinator

Ethan Gabriel

Corporate & Special Projects Coordinator

Corrie MacNeil





# 2024 BOARD OF DIRECTORS

Chair (Executive Committee)	Olivia Ecker
Vice Chair (Executive Committee)	Bill Halvorsen
Treasurer (Executive Committee)	Gerald Givens
Secretary (Executive Committee)	Holly Watkins
<b>Members</b>	
Anu Miller	Connor Brady
India Williams	John Leskovec
Katelyn Hokenberg	Megan Loftin
Patricia Sasser	Sonali Ratnasinghe
Varsha Chawla	

# ADVISORY BOARD

Bernard Hsu

Cyndy Yu-Robinson

James Jolley

Jenn Woodhull-Smith

John Lane

Kimberley Sirk

Michael Del Tufo

Peter Michaels

Stephanie Brady

Susana Poteat





# BE THE SPARK!

Your support fuels the movement to connect communities, empower changemakers, and transform lives. In 2025, we're growing to meet the rising needs of nonprofits and our neighbors — expanding programs, launching bold initiatives, and inspiring more people to take action. Every dollar you invest amplifies this ripple effect of good, ensuring we can create lasting, transformational change together. Join us in making 2025 a year of impact and hope!

DO GOOD.  
BE KIND.  
CHANGE THE WORLD.

[activategood.org](http://activategood.org)  
[@activategood](https://twitter.com/activategood)



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