

SPONSORSHIP OPPORTUNITIES

2026



**ACTIVATE
GOOD**

people-powered
projects for good



WHY ACTIVATE GOOD?

Activate Good is the best resource for local volunteerism in the Triangle. As a nonprofit organization, we identify community needs, mobilize people to take action, and educate on the issues.

We're redefining what it means to get involved. Volunteering is one way to make an impact, but it's not the only way. To create transformational change, we need a wide variety of people engaged at every level.



A TEAM

Staff, board, and volunteer leaders passionate about mobilizing people to help their community

A NETWORK

A network of 600+ community organizations with needs in the Triangle region

A COMMUNITY

A community of over 80,000 local volunteers making an impact

YOU

Corporate sponsors make this all happen by supporting the community you love.

BENEFITS OF SPONSORSHIP



Aligned Impact

Choose a sponsorship that aligns with your corporate values and create a deeper connection to your mission.



Bolster Corporate Social Responsibility (CSR)

Showcase your commitment to social responsibility with activities that resonate with customers and stakeholders by supporting causes through your philanthropic efforts (maybe even your Employee Volunteer Program).



Brand Visibility & Recognition

Gain prominent exposure through event materials, social media, and websites, aligning your brand with community service and positive impact. Your brand will be shared across our communications network: over 35,000 email subscribers, 17,000 social media followers, and 125,000 annual website visitors.



Employee Engagement

Provide meaningful, customized volunteer opportunities for your team to enhance morale and foster team building through hands-on service projects.



Networking Opportunities

Connect with other businesses, nonprofits, and community leaders, opening doors to valuable relationships and partnerships.



Positive Brand Association

Strengthen your reputation by aligning with community-focused initiatives, generating goodwill, and customer loyalty through positive social impact.



Tax Benefits

Maximize your contributions with potential tax deductions for business expenses through nonprofit sponsorships.

SUPPORT OUR PROGRAMS



**ACTIVATE
GOOD**
people-powered
projects for good



ACTIVATE KIDS

Inspiring the next generation of volunteers

Activate Kids programming is specially designed to provide meaningful opportunities for young children to learn the value of helping others. Kids develop compassion, teamwork, and a sense of responsibility through age-appropriate volunteer projects and activities. Serving as a unit, volunteers participate in a monthly project with a Character Trait Focus, a Learning Component, and a Hands-On Community Impact component! Our dual mission is to educate and mobilize kids and their families to make a difference in their local communities, but through helping nonprofits, community organizations, service organizations, fire stations, etc., with many of our projects.

2025 Highlights

- Total Participants: 144 Volunteers
- Volunteer Hours Completed: 249 Service Hours
- Community Partners Impacted: 8 Causes Impacted

The logo for Activate Kids features the word "ACTIVATE" in orange with a lightning bolt symbol over the letter 'A', and the word "KIDS" in blue below it.

**ACTIVATE
KIDS**





YOUTH PROGRAMS SPONSORSHIP OPPORTUNITIES

GIVING TOGETHER FOR GOOD

Sponsor Benefits	Service Sponsor \$500	Catalyst Sponsor \$2,500	Amplify Sponsor \$5,000	Ignite Sponsor \$10,000	Spark Sponsor \$15,000
Logo and link on program page	X	X	X	X	X
Social media shout out and post acknowledgment		X	X	X	X
Logo and link in monthly newsletter for Youth Volunteer Corps or Activate Kids newsletters as our "Featured Sponsor"				X	X
Logo included in custom graphic for "Summer of Service" projects posted on volunteer sign-up platform and marketing					X

CASE STUDY

Fidelity Investments' commitment to corporate social responsibility aligns perfectly with Activate Good's mission to build stronger communities. By partnering with us for more than 10 years, Fidelity Investments engages its employees in meaningful volunteer opportunities, driving real change in the Triangle. It's a chance to live out their values, inspire others, and make a lasting impact beyond the workplace.

"Our work with Activate Good helps Fidelity associates turn their passion into meaningful action. Through Activate Good's leadership and creativity, we've offered volunteer opportunities that foster connection and purpose—including school transformation projects and initiatives addressing pressing needs in the Greater Triangle's most under-resourced communities. For more than a decade, this collaboration has shown what's possible when we work together to make lasting impact, and we're grateful for this relationship that helps strengthen the communities we serve."



Jade Smith
Sr. Manager

Regional Community Relations at Fidelity Investments



At Activate Good, we believe in the power of partnership to drive meaningful, lasting change.

By joining us as a sponsor, you're not only investing in a brighter future for our community—you're also positioning your organization as a leader in compassion, purpose, and innovation.

Together, we can craft experiences that inspire, empower, and connect. Let's transform potential into action and purpose into progress. Your sponsorship is more than support—it's the spark that ignites a movement.

Join us, and let's make a difference, together.

MORE WAYS TO GIVE

- 1 Donate a Portion of Your Proceeds
- 2 Host Your Own Event
- 3 Maximize Employer Matches
- 4 Start a Fundraiser Online
- 5 You Dream It; We Can Help!

LET'S DREAM BIG

Contact our team to start
your sponsorship today!

info@ActivateGood.org



**ACTIVATE
GOOD**

people-powered
projects for good