

2025 IMPACT REPORT



**ACTIVATE
GOOD**

people-powered
projects for good



FROM OUR LEADERSHIP

As I reflect on 2025, I am grateful for the people who make Activate Good possible—our staff, volunteers, partners, and board members. This year, we asked for adaptability and trust, and our community met them with generosity and care for one another. Together, we continued creating meaningful ways for people to serve, lead, and connect. Thank you for believing in this work and in the power of doing good together.

Bill Halvorsen, Board Chair

Activating Good since 2020



In 2025, our impact was powered by the dedication, generosity, and heart of our volunteers and community partners. Together, you showed up in meaningful ways—sharing your time, talents, and compassion to meet real needs and create lasting change. From small acts of service to large-scale initiatives, every contribution added up to something extraordinary. Because of you, our mission moved forward, our communities grew stronger, and hope reached farther than ever before. We are deeply grateful to everyone who chose to serve, lead, and believe in what's possible when we work together.

Rose Thompson, Executive Director

Activating Good since 2013



2025 – A YEAR OF ACTION



A Pivotal Year of Leadership and Growth

Fresh perspectives sharpened our focus as community needs continued to rise.



Business Partnerships That Moved Action

We worked with businesses to mobilize employees and turn shared values into meaningful action.



Record Engagement at a Critical Moment

Unprecedented participation proved the power of collective action when it mattered most.



Community Impact When It Was Needed Most

Together with our partners, we expanded community giving to meet urgent and growing needs.

20 YEARS **ACTIVATE GOOD**

We turned 20 and celebrated by hosting our inaugural Spark Awards to honor changemakers.



RECAP OF 2025

Activate Good is the go-to resource for local volunteerism in the Triangle. As a nonprofit, we identify pressing community needs, mobilize people to take action, and shine a light on the issues that matter most.

We're redefining what it means to get involved. Volunteering is just one way to make a difference—but to create real, lasting change, we need people engaged in every way they can, right now.



**ACTIVATE
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A TEAM

Our staff, Board, Advisory Board, and volunteer leaders are passionate about mobilizing people power.

A NETWORK

A network of 600+ Community Partners with needs in the Greater Triangle region.

A COMMUNITY

A community of nearly 90,000 local volunteers making an impact.

YOU

Individuals, schools, community groups, and purpose driven business partners help to make this all happen.

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 and improve 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



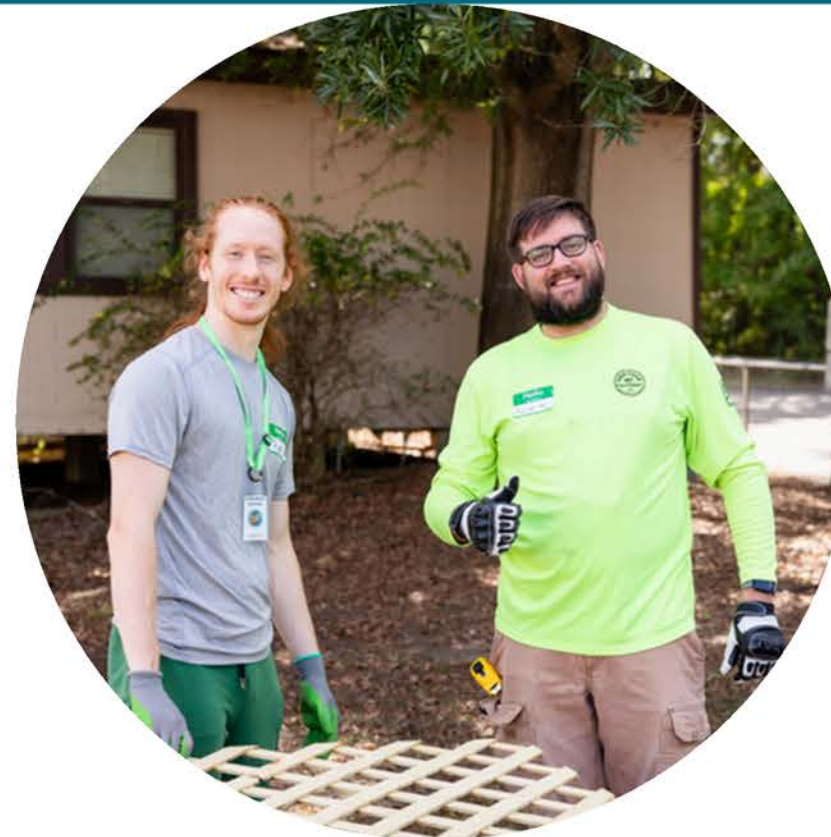
MORE OF OUR PROGRAMS

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



DAYS & WEEKS 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



34,258

2025 was a record-breaking year for Activate Good, with the most volunteer sign-ups in our history!

The Difference YOU Make

Every hour of volunteering makes a difference — diapers to wrap, meals to pack, books to collect, litter to clean up. The greatest urgency lies in the lives we can transform, the hope we can reignite, and the communities we can strengthen — today.



21,572
pounds
of food
sorted



80,540
diapers
wrapped



15,630
pounds
of litter
collected



754
Trees &
Shrubs
Planted



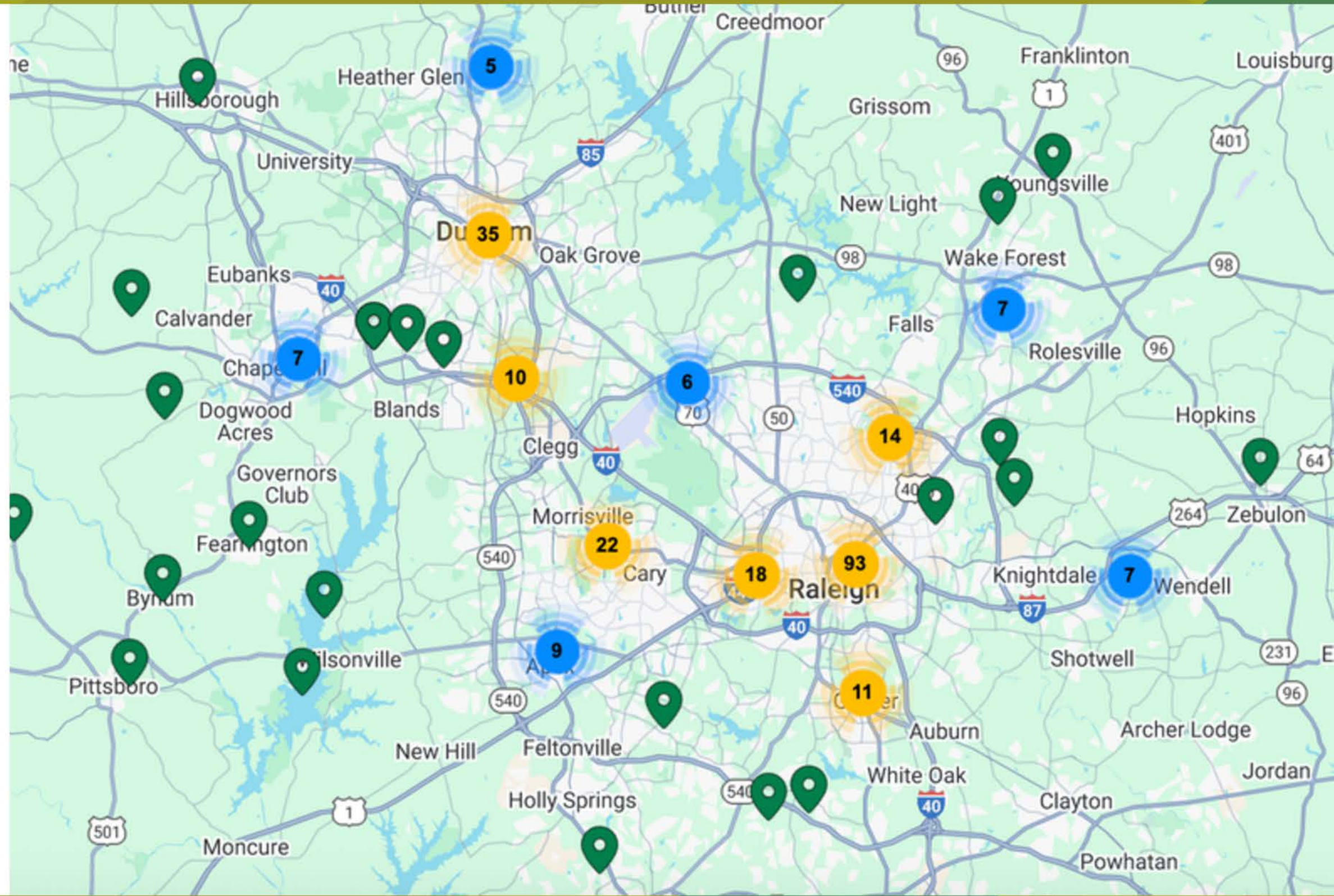
6,600
kits
assembled



2,123
hours of
volunteer
support

MAPPING KINDNESS

With more than 600 community partners across the Triangle, we amplify their impact by connecting them with volunteers, businesses, and essential resources to power their missions. These nonprofits, schools, and organizations address pressing challenges like food insecurity, educational inequities, environmental sustainability, and access to healthcare—building a stronger, more connected community. By working together, we inspire change and create lasting difference for individuals and families throughout the region.



IGNITING IMPACT, SPARKING CHANGE

Activate Good significantly broadened its communications reach, connecting with more people across the Triangle and motivating new changemakers to take action. Through strategic social media campaigns, compelling storytelling, and targeted outreach, we increased awareness of volunteer opportunities. Updated messaging showcased the many ways to get involved, appealing to busy professionals, families, and students. This approach helped more people see how accessible and meaningful community action can be.

125K



**Website
Visitors**

35K



**Email
Subscribers**

17K



**Social Media
Followers**

1



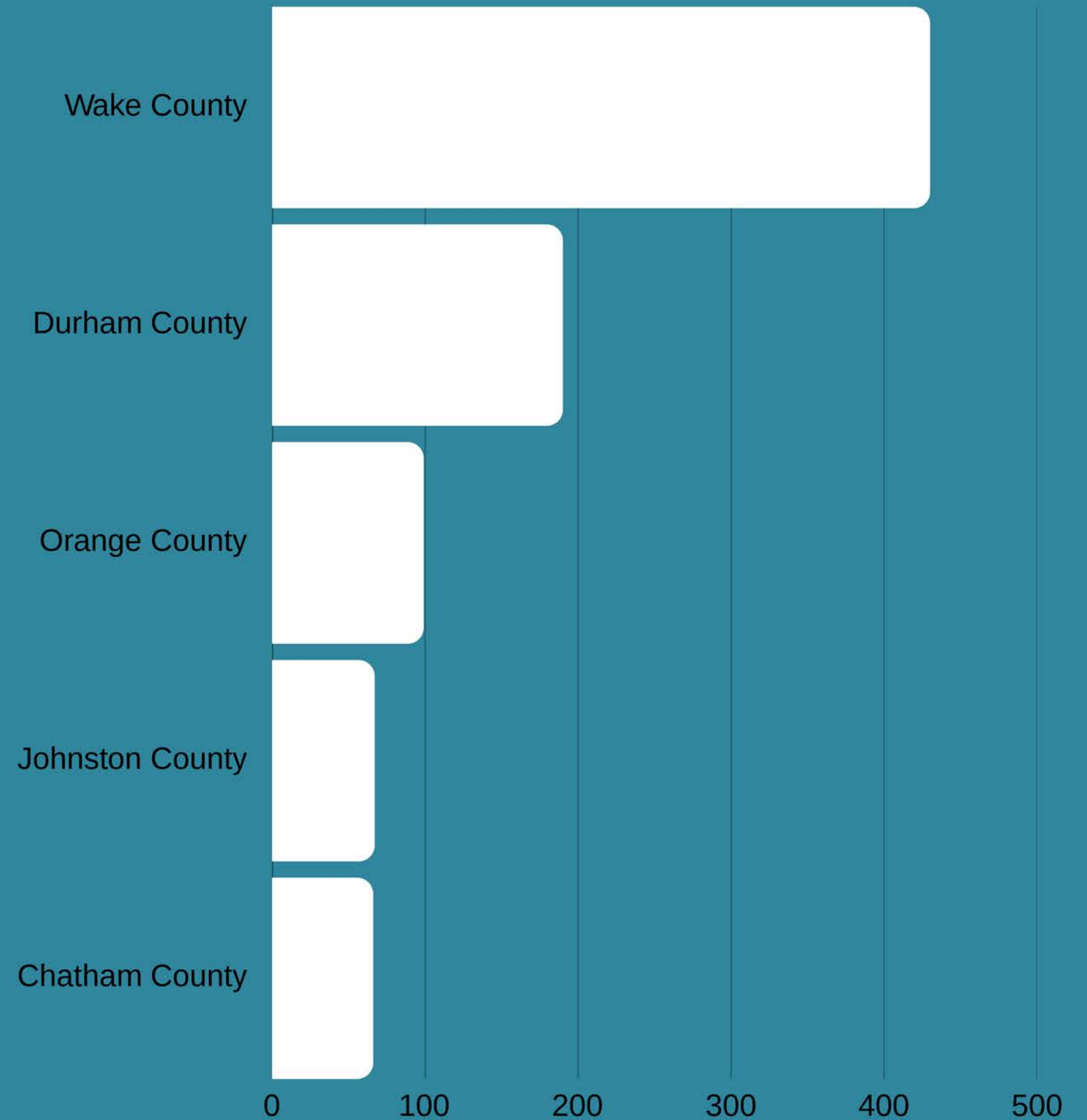
**Connected
Community**

Community Partnerships in Action



ACTIVE COMMUNITY PARTNERS

Activate Good **collaborated with 554 active community partners** across the Triangle, with the majority—430—based in Wake County. Our network spans Durham (190), Orange (99), Johnston (67), and Chatham (66) counties, strengthening local nonprofits, schools, and other charitable causes while amplifying community impact.



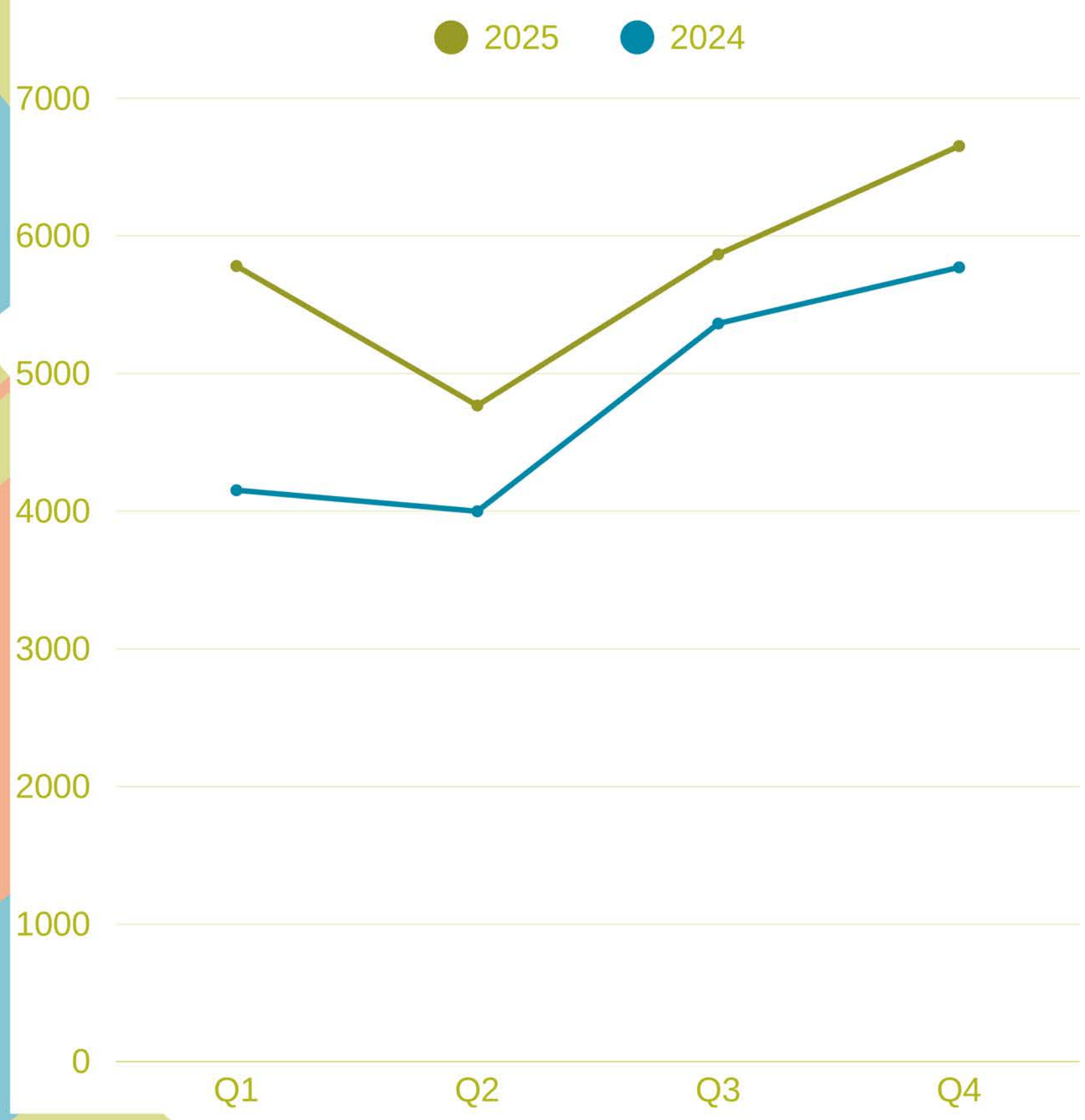
A Year of Deepened Collaborations

In 2025, we kicked off exciting collaborative initiatives

- A Case for Good, a workshop series exploring the power of purpose-driven business.
- Wrappy Hours with our friends at the Diaper Bank of North Carolina resulting in thousands of diapers wrapped at our warehouse.
- More Cause Collaboratives, powered by Activate Good and Leadership Triangle.

And the best part? All of these collaborations are set to grow even bigger in 2026!





Number of participants per qurater

POWER IN OPPORTUNITY

The volunteer database is at the heart of everything we do, linking volunteers with the community partners who need them most. Last year, 19,999 volunteers stepped up across the Triangle, giving their time to critical causes by signing up for opportunities through our database.

DAYS OF SERVICE RECAP



MLK Day and
Dignity Week
January 19-25

- Total Participants: **1,122**
- Volunteer Hours Completed: **2805**
- Community Partners Impacted: **14**



National Volunteer
Week
April 20-26

- Total Participants: **714**
- Volunteer Hours Completed: **1,785**
- Community Partners Impacted: **12**



9/11 Day of Service
September 11

- Total Participants: **1,038**
- Volunteer Hours Completed: **2,595**
- Community Partners Impacted: **45**



Family Volunteer Day
November 23

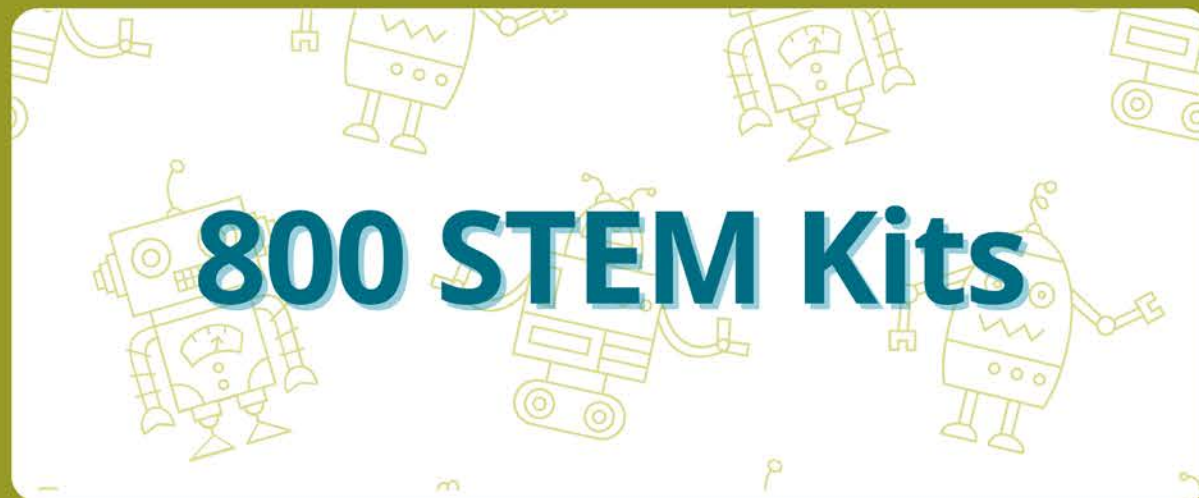
- Total Participants: **400**
- Volunteer Hours Completed: **600**
- Community Partners Impacted: **12**

Action in Schools



INVESTING IN SCHOOLS, ELEVATING FUTURE

Through the eLOVEate Schools program, Activate Good facilitated **\$111,470.51** in **donated time, talent, materials, and financial contributions**, providing vital support to partner schools and helping students thrive.



ELOVEATE SCHOOLS IMPACTS

Educator Support: We mobilized **652 volunteers** to provide hands-on support and inspiration for students in 12 Title 1 schools. **2,900+** students and teachers received the school supplies they needed.

Community Impact: Completed **24 projects** in partnership with schools, addressing critical needs and creating a positive learning environment

Value in Donated Time, Talent, Materials, and Financial Contributions: \$111,470.51 — an increase in investment in our schools (up from \$109,179.62 in 2024)



Youth in Action



YOUTH PROGRAMS RECAP

Activate Kids

This program brings families together by hosting monthly events that inspire service and strengthen community bonds for families with youth ages 5-10. In 2025, Activate Kids continued teaching families the impact of serving as unit can make, **engaging 139 volunteers in meaningful opportunities to give back**. *By creating spaces for families to connect and serve, Activate Kids builds 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 that address issues such as 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 2025, the program experienced remarkable growth, **hosting 42 service projects and creating 307 youth connections with over 20 different nonprofits across the Greater Triangle.**

Business Partnerships in Action





BUSINESSES GIVE BACK

In 2025, Activate Good's business 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 purpose-driven partners provided invaluable support through donations and resources. Their commitment demonstrates the powerful ripple effect businesses can create when they invest in their communities' well-being.



PURPOSE DRIVEN IMPACT

In 2025, Activate Good partnered with businesses to drive meaningful change, securing **\$118,350 in donated materials and supplies**. Through these collaborations and **29 custom service projects**, businesses turned their values into action, fueling local nonprofits, schools, and charitable organizations with critical resources and hands-on support.





TRIANGLE BUSINESSES FOR GOOD

In 2025, Triangle Businesses for Good grew, bringing together 36 small businesses and corporations committed to creating positive change. Members were connected through exclusive benefits and meaningful opportunities for collaboration. The Triangle Businesses for Good (TBG) Summit nearly doubled in attendance, welcoming 180+ attendees and presenters who joined forces to exchange ideas and inspire action.

Our Stories



"The work of The eLOVEate Schools Project exemplifies the power of a community partnership. The team's dedication and "can-do" spirit are unparalleled. Their support of Smith Magnet Elementary advances our mission of nurturing global-minded learners empowered as the problem solvers of tomorrow."

Curt Caryle,
Magnet Programming Coordinator
Smith Magnet Ele. School



“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



"2025 was a challenging year in the nonprofit space, but the staff, volunteers, and partners of Activate Good pulled together to serve our communities with grace, compassion, and creativity. Activate Good has the relationships, knowledge, and heart to serve no matter what challenges arise. I'm incredibly proud to be a part of activating good across our area."

Megan Loftin, Secretary
Activate Good Board of Directors





“We like to teach the younger generation about how important it is to help the community and everyone in need, and Activate Kids has brought out activities that are accessible to these young volunteers!”



The Liddles and the Lipscombs
Activate Kids Families

“Activate Good has been moving the needle of impact in our home community for years. I have been a supporter and volunteer, as well as a corporate sponsor, with my first volunteer event back in 2013. I can personally attest to the difference this organization makes in addressing a variety of needs and causes right here in our neighborhoods that affect all age groups and demographics. They offer a "ready-made" and easy way to get involved and experience for yourself how it feels to change lives!”

Lisa Bamford
Director of Business Development &
Global Marketing of Sciencix

TBG Member and Advisory Board Member



"When I volunteered with Activate Kids, I felt very safe in the environment. I really loved doing most of the activities with my friend and making new ones. I loved the YVC summer camps and how hands-on they were. The overall sense of safety and acceptance was greatly appreciated.

My overall experience with Activate Good is that it's a very safe, inclusive, and helpful environment."

Izzy King, Age 11

Activate Kids & Youth Volunteer Corps



"Activate Good has been an invaluable partner in strengthening our volunteer engagement and amplifying our mission across North Carolina, particularly in Wake County. Since partnering this spring, their support has helped us grow our volunteer base for our programs. We have been especially grateful for the consistent volunteers supporting our Wake County programming, as well as the opportunity to participate in Activate Good's Family Volunteer Day this fall. We look forward to continuing to grow this partnership as we Revive Communities through Food."

Ashton Herbert
Ripe for Revival



In the Youth Volunteer Corps of the Greater Triangle, hosted by Activate Good, I have learned many skills, including social, leadership, 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. Overall, 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



Thanks for
Your Support





THANK YOU, SUPPORTERS!





Thank you to our 472 **incredible individual donors**, our **generous corporate sponsors**, and the **steadfast foundations** who powered our work in 2025—your support grew our community of changemakers by an amazing 37.21%, proving the power of collective action to spark transformation!

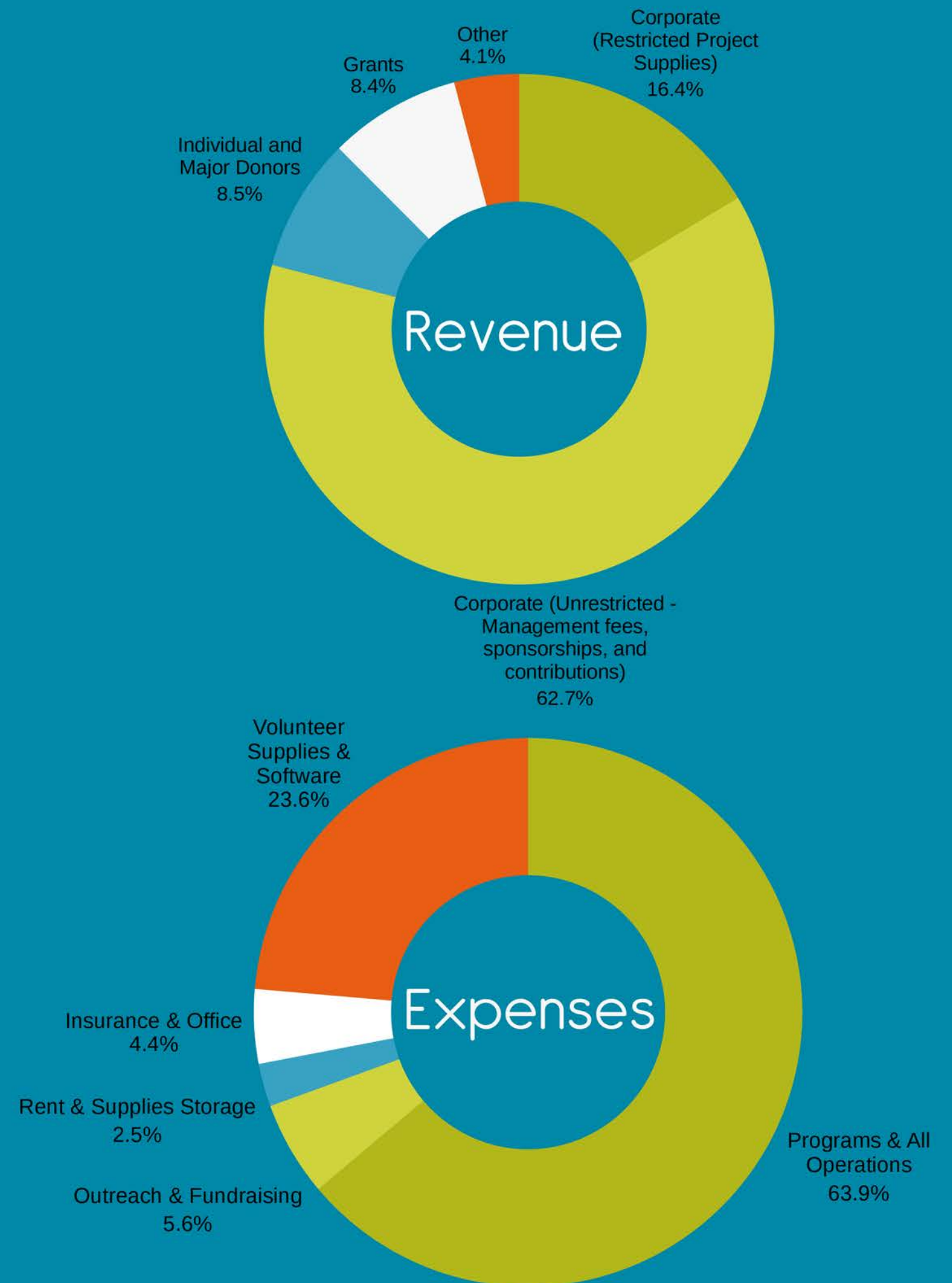
FINANCIALS + LEADERSHIP

Dedicated leadership and passionate staff, paired with transparent financial stewardship, ensure our resources generate lasting community impact.



FINANCES SNAPSHOT

In 2025, our supporters raised **\$721,321** to support impactful programs and community-driven change.



WELCOME, NEW STAFF!

In 2025, we added talented team members whose energy, skills, and perspectives are strengthening our mission and supporting our expanding impact.



SEYMA IRGUNES
Development Assistant



SARAH BELL
Programs Assistant



2025 STAFF

Executive Director

Rose Thompson

Human Resources & Operations Manager

Krystal Hare

Business Partnerships Lead

Corrie MacNeil

Community Partnerships Lead

Ethan Gabriel

Programs Assistant

Sarah Bell

Fund Development Assistant

Seyma Irgunes





2025 BOARD OF DIRECTORS

- | | |
|----------------------------------|----------------|
| Chair (Executive Committee) | Bill Halvorsen |
| Vice Chair (Executive Committee) | Megan Loftin |
| Treasurer (Executive Committee) | Gerald Givens |
| Secretary (Executive Committee) | Nick Zanzot |

Members

- | | |
|-------------------|----------------------|
| Anu Miller | Connor Brady |
| Olivia Ecker | John Leskovec |
| Katelyn Hockenber | Dr. Katherine Jordan |
| Shipla Govind | Lily Scott Settles |
| Mona Singh | Nocha Van Thielen |
| Patricia Sasser | Sonali Ratnasinghe |

ADVISORY BOARD

Bernard Hsu

Cyndy Yu-Robinson

James Jolley

Jenn Woodhull-Smith

John Lane

Kimberley Sirk

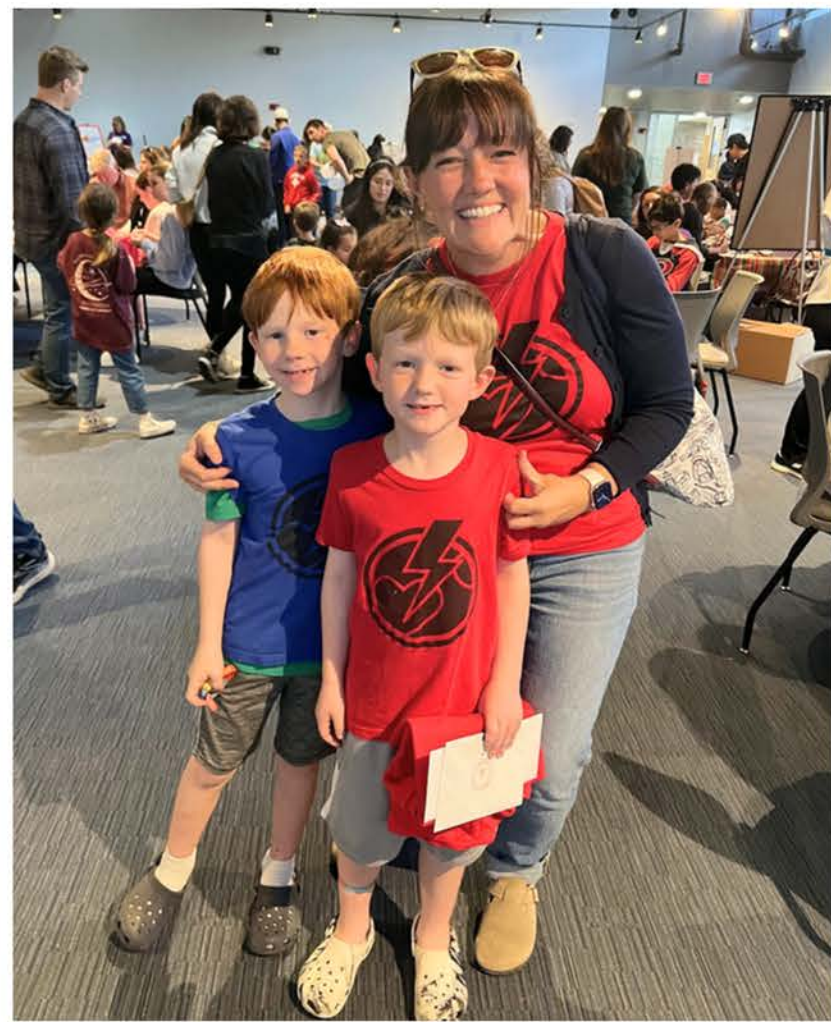
Michael Del Tufo

Peter Michaels

Stephanie Brady

Susana Poteat





BE THE SPARK!

Your support turns care into action. Because of you, communities come together, changemakers gain momentum, and lives are changed. As nonprofits, schools, and neighbors face growing challenges in 2026, we're stepping up—strengthening essential programs, launching new partnerships and impact campaigns, and inviting more people to be part of the solution. Every dollar you give extends its reach, creating lasting impact across our communities. Stand with us. Invest in hope. Help make 2026 a year of meaningful change.

DO GOOD.
BE KIND.
CHANGE THE WORLD.



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