



August 8, 2017

KELLY BROOKS

Share Charlotte – Building Community by doing Good



Kelly Brooks, founder and Executive Director of “Share Charlotte,” was introduced by Carol Hardison. Kelly has held many previous high-level positions in business and government, including with the US Department of the Treasury, senior editor of “17” magazine, consumer marketing at NASCAR, and others. She has lived in locations across the country from California to Florida, and decided to locate and put down roots in Charlotte some 10 years ago. Five years ago, she started Share Charlotte, moving from making earnings for investors to making earnings for the community.

Share Charlotte exists to unite the City through good, and they do that by making it easy for people to get involved in the non-profit world. When Kelly first moved to Charlotte, she wanted to get involved, but found that it was not easy to do. It was hard to find non-profits, know what they were about, and get active in them, largely because most of their events were by invitation only. She figured that if this was a problem for her, it was probably a problem for others as well. So she went in search of the Charlotte database of local non-profits on the web. Finding none, she decided to create it!

Share Charlotte went live in September of 2012, with 87 non-profit partners. At the time of her talk to Rotary, it was up to 436, and at 437 as I write this, some two hours later. Her non-profit partners are all 501(c)(3) organizations doing grass-roots work, and do not include churches, hospitals, schools, or clubs. Only those based in Mecklenburg County are included, and they may be very large or very small—no size limitations.

Share Charlotte is not a funder, which is to say that they do not raise funds and then determine how to distribute them (the United Way model), but simply vet and allow them to list in the database. As such, they are impartial, and provide access to the searchable database for all qualified non-profits, allowing others to locate and learn about them quickly and easily. Users to the site can search by name, type of assistance provided, cause being supported, etc. Kelly does not see a lot of overlap between the non-profits, as they tend to have separate niches in terms of areas, individuals served and the type of services provided.

Content on the site is basically a synopsis of the individual partner’s websites, with contact information, volunteer opportunities, events and fundraisers. An event timeline shows all of the events taking place on any given day; a donation page allows visitors to easily find the partner of their choice and donate to it; another page lists opportunities to volunteer; and a Gift Shop page allows those wishing to make tangible donations in lieu of cash to find items needed by each participating partner and purchase the items they wish, which are direct-shipped to the non-profit. All pages have filters that make it easy

to find the non-profit of your choice.

Share Charlotte provides tools for their partners in addition to the website. They have a full-time non-profit Relationship Manager to facilitate the process of learning about each other—what the non-profit does and needs, and what the Share Charlotte platform provides. The goal is to help them be successful, and to that end they have partnered with GMR Marketing to provide marketing classes to their partners—‘Marketing 101,’ ‘PR and Social Media,’ and ‘Partnerships, Sponsorships, and Events.’

They also host “Share a Lot Days,” monthly 90-minute get togethers to which all of the non-profit partners are invited. About 50 partners attend each month, and in addition to the opportunity to get together and share information with each other, Share Charlotte has a special guest each month who may be able to provide assistance in ‘teaching them how to fish.’

Share Charlotte’s most visible activities are its three annual community-wide giving events: “Do Good Week” in April (coincides with National Volunteer Week), focused on volunteering; “Summer Share,” a two-week event in mid-July focused on providing tangible gifts to charities; and “GivingTuesdayCLT,” a two-week event in November that raised \$7.2 million in 2016, making it the most successful such event anywhere in the country. Their goal for 2017 is \$10 million in a combination of cash, tangible gifts and volunteer time (worth about \$23/hr).

These events are great ways to foster relationships between individuals in the community, corporate sponsors, community partners, and the non-profit partners, and to generally raise Charlotte’s awareness of the non-profit sector and the many needs and opportunities available across the board. They create the “rising tide that lifts all boats.” As Kelly says, “Partnerships are everything...that’s how we build community.” She invited our members to be engaged however we can, both ourselves and our companies. Rotarians make great ambassadors for the non-profits in the community. She closed with the message “Mean people don’t share, but we’re not mean, we do good things,” and shared with the crowd some T-shirts with the “Mean people don’t share” slogan.

In answer to questions from the floor, Kelly advised that Share Charlotte does not charge their non-profit partners anything for the services they provide, and takes no commissions on the funds raised for them. Their funding comes primarily from sponsorships—companies, community partners, and foundations that want to be part of their events; and from some grants for specific purposes.

Check out their website at <https://sharecharlotte.org> It is **very** well done.

Speaker Write-Up: Rick Handford

Head Table: *Devon Cains, Katie Tyler, Carol Hardison; Glenn Bouley* Invocation: *Charlie Bones*; Visitors & Guests: *Steve Eanes*; AV: *Jessica Dupree, Tom Bartholomy*; Photos: *Bert Voswinkel*; Piano: *Em Syrewicze*

CLUB NEWS

Eric Davis said the club’s newest Rotarian, **Ann Clark**, didn’t need a formal introduction and proceeded to share a few things that have kept Ann pretty busy. She has been involved in Charlotte-Mecklenburg Schools since 1983, serving as teacher, assistant principal, principal, and everything in between – including superintendent. Her professional activities and honors/honorary associations are amazing and we welcome Ann to the club. abclarkbhi@roadrunner.com.

Kelly Mirt has moved to Witchita, KS to take the job of Publisher and VP of Advertising

for The Wichita Eagle and Kansas.com; the Providence Rotary Club's Farmer's Market is in full swing and would appreciate your support by visiting them on Saturday.



Tee shirts for sale - \$13

(cash or check payable to Charlotte Rotary)

I have 9 large; 9 x-large and 4 medium.

Email if you're interested and I'll bring them to Rotary next week.

Classroom Central



Rotary School Tools Campaign

Collection receptacles available at Rotary meetings through the end of August

3 Ways you can help:

1. **New backpacks stuffed with:**
 - Pencils, colored pencils, crayons
 - Notebook Paper
 - Rulers, glue stick
 - 2 pocket folders
 - Composition books
 - \$20 check made payable to Classroom Central (optional)
2. **Shop online** at <http://www.amazon.com/gp/registry/wishlist/S5MWQOPXF6KA/>
3. Any **monetary gift** is welcome and appreciated

100 SERVICE PROJECTS (92 completed; 212 participants; 2563 volunteer hours)

- <https://docs.google.com/spreadsheets/d/1EnTJdBeYQF4EqAySvHwdKYaAeyn1hlVBM1NpxQqS91s/edit?usp=sharing>

Click above to sign up to help with soccer registration.

Chase Saunders: chase@chasesaunders.com or Carolyn Carlburg: c.carlburg@gmail.com.

Volunteers needed to register students at Back-To-School nights on August 24 and September 5, 6 and 7 at both Starmount Elementary and Merry Oaks Elementary. 2-3 people needed on each date.

-Registrations at Back-To-School nights from 4PM to 6PM at both sites.

-Pre-Season Registrations on September 5, 6 and 7 from 3PM to 5:30PM each day

-Starmount Academy of Excellence: 1600 Brookdale Ave (South Blvd area)

- Merry Oaks International Academy: 3508 Draper Ave (Northeast of Independence Blvd)

Rotary District 7680, including Charlotte Rotary, Charlotte South, Charlotte North & Mecklenburg County South have partnered to bring an acclaimed youth soccer program to the most underserved, least privileged neighborhoods in Charlotte, where organized soccer is largely unavailable. In the US soccer is mostly a suburban sport provided by private clubs, access to which is limited by fees that range up to \$5000 annually. With the support of the American Youth Soccer Organization (AYSO) a nonprofit service organization established in 1964, two after-school programs will be established in Charlotte in the Fall of 2017, and Spring of 2018, beginning

September 11 at Merry Oaks Elementary and September 12 at Starmount Elementary. The goal of AYSO is to create a family focused, recreational soccer program for the benefit of all children. The AYSO motto "Everyone Plays" assures that each child who is registered will play in every game. Today, AYSO is the largest youth soccer organization in the nation, with 500,000 players and 50,000 teams spread over 900 regions. Our program is the first program supported by AYSO to focus on urban youth ages 5-12 from disadvantaged socio-economic neighborhoods. Partners of this Charlotte youth soccer initiative include Charlotte Mecklenburg Schools who will provide playing fields, the City of Charlotte and Charlotte Chamber. AYSO brings the highest level of professionalism to this volunteer program, including the training of coaches, referees and parent participants. One of our objectives is to address the lack of social mobility in Charlotte, and give our youth, regardless of socio-economic status, the opportunity to experience good sportsmanship, self-esteem and team work. Funding for this program will come from subsidized registration fees, private foundations and corporate sponsors, including Blue Cross/Blue Shield, Novant Health and the individual clubs of Rotary District 7680.

- **Vehicle Needed: UPDATE –** Project Completed.

- **Platelet Donation:** Register at the American Red Cross or Community Blood Center of the Carolinas to donate platelets. **UPDATE - 73** donations (**not 80**) to date. Donations have fallen off in the last 3 months and not meeting the goal of 100 donations will jeopardize this effort. Contact: **John zumBrunnen:** jzumbrunnen@zumbrunnen.com.



FIRST SHIFT VOLUNTEERS AT PGA

Will Barnhardt, Colleen Brannan, Tim Newman, Gray Langley, Michael Wollinger

Others to be there throughout the day include **Robbie Kirk, Robert Salmon, Glenn Bouley, Kim Brattain, Steve Eanes, Bill Gill, Van Hall, and Charlie Bones**

MEMBERSHIP

07/01/2017	309
08/08/2017	307
Net Increase:	-2

New Members: Kyle Woodruff, Ann Clark

Resignations: Sheila Cox, LJ Stambuk, Ben Pendry, Kelly Mirt

Visitors & Guests	9
Club Members	104
Total	113 (41.1%)

Guests: Lynn Lee, David Jordan, Margaret Marshall, David Seroy, Amy Jacobs, Joe Brase, Gotz Schartnep

UPCOMING BIRTHDAYS (08/15/17 – 08/21/17)

08/20 Dale Halton, Carol Hardison
 08/22 George Edmiston
 08/23 Bill Stegelmeyer

UPCOMING ANNIVERSARIES (08/15/17 – 08/21/17)

08/16 Frannie & Frank Martin

08/17 Nancy & Tim Chappell, Mary & Mason Alexander
08/18 Norva & Ed Pickett
08/20 Victoria & Jeff Atkinson

UPCOMING PROGRAMS

08/15 Frank Emory, N.C. Economic Development Partnership
08/22 Ron Law, Theatre Charlotte
08/29 Reverend Claude Alexander

Photos from our luncheons and other events can be found on Flickr [Click here](#)



Rotary
Club of
Charlotte



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