



Charlotte Business Journal and SHARE Charlotte have teamed up again this year to host #BizGivesCLT! #BizGiveCLT recognizes annually Charlotte businesses who generously support Charlotte nonprofits in big, bold and creative ways in celebration of #GivingTuesdayCLT on December 1st.

#GivingTuesdayCLT, presented annually by Wells Fargo and powered by SHARE Charlotte, is Charlotte's local response to GivingTuesday, a global generosity movement. Now in its seventh year, #GivingTuesdayCLT is an unprecedented collaboration of hundreds of Charlotte nonprofits as well as corporations, local businesses, community organizations and individuals coming together through good. #GivingTuesdayCLT has influenced more than \$28M in gifts to Charlotte nonprofits and inspired over 25K new donors.

Five Categories of Winners:

- Most Generous Financial Gift
- Most Generous In-Kind Gift (value of tangible goods or in-kind services)
- Most Volunteer Time Pledged
- Most Creative For Profit / Nonprofit Partnership
- Best Social Media Activation



#BizGivesCLT 2020 Winners



Most Generous Financial Gift

Thirty Capital & Hope Haven, Inc.

Thirty Capital, a commercial real estate technology firm, offered a matching gift challenge of up to \$150,000 to help inspire donations for Hope Haven, Inc. After seeing the impact that Hope Haven has in helping adults battling chemical dependency to recover and rebuild their lives, the owner Rob Finley felt compelled to support this critical nonprofit.

Most Generous In-Kind Gift

Full Metal Chicken & Shining Hope Farms

Full Metal Chicken, a digital marketing firm, donated over \$15,000 of in-kind marketing services to Shining Hope Farms who provides therapeutic help using horseback riding to individuals with disabilities. They created a video for Shining Hope Farms that conveys their impact on the patients and clients they serve throughout their digital platforms.



Most Volunteer Time Pledged

Duke Energy & Apparo

Duke Energy employees pledged to serve 200 volunteer hours in 2021 for Apparo, who provides pro bono IT and business process consulting for nonprofits. These employees will leverage their corporate backgrounds to provide critical business and technology advice, to local nonprofits to help improve the efficiency of their organizations in serving their constituents.

Most Creative For Profit / Nonprofit Partnership

Pilot Brewing & Dottie Rose Foundation

Pilot Brewing, co-owned by one of the city's only female brewers, partnered with the Dottie Rose Foundation, who provides STEM programming for over 200 girls. They created a beer called RGB with a portion of the proceeds going to the foundation and are partnering to create entrepreneurship classes for the girls and teaching them critical marketing and selling skills.



Best Social Media Activation

Twenty Two West & Foster Village Charlotte

Twenty-two West is a local artisan shop that created "Safety Pin Houses" designed to remind people about the importance of a home to a foster child. They donated 100% of the proceeds to Foster Village Charlotte who provides support to families that are taking in new foster children into their homes. The Safety Pin Houses were sold on line and in 14 local businesses.