



More Than a Meeting: Michelin North America, Inc. Gives Back in Charlotte



When Michelin North America, Inc. brought leaders from across its Communications, Brand, and Government Affairs teams together in Charlotte for an offsite meeting, the company made sure service was part of the agenda.

Offsite meetings are valuable opportunities to strengthen relationships, build teams, and chart important paths forward. But incorporating a meaningful service experience can make that time together even more impactful, giving employees the opportunity to connect with one another while giving back to the community they are visiting.

Connecting Companies to Community

At SHARE Charlotte, our mission is to build a stronger Charlotte by empowering nonprofits and helping individuals and companies invest in their community in ways that matter most to them.

Over the past 12 years, SHARE Charlotte has helped generate more than **\$68 million in support for local nonprofits** and connected our community to more than **35,000 volunteer opportunities**.

With a network of more **than 850 nonprofits serving Mecklenburg County**, SHARE Charlotte

can serve as an extension of your Community Engagement team. We help companies create meaningful employee engagement experiences while maximizing their positive impact in the Charlotte community.

For corporate service events, our end-to-end support includes:

- Procurement of all kit supplies
- Pre-event setup and organization of materials
- On-site event coordination and facilitation
- Post-event delivery of completed kits to the nonprofit partner

Michelin + Freedom Communities

For Michelin's offsite, SHARE Charlotte partnered with **Freedom Communities**, a Charlotte nonprofit dedicated to transforming the Freedom Drive corridor in West Charlotte.

Through strategic investments in affordable housing, education, workforce development, and long-term community revitalization, Freedom Communities works alongside families to create

pathways to economic mobility and help break cycles of generational poverty.

Together, Michelin employees assembled **900 kits** designed to meet practical needs for families in Freedom Communities programs. The kits included:

- Back-to-School, Parent Survival Kits
- Breakfast-on-the-Go Kits
- Family Game Night Kits

The kits will directly benefit **100 families participating in the Moms Moving Forward and Dads Moving Forward programs**. These holistic, family-centered programs help parents achieve housing stability, increase their income, and build sustainable pathways toward long-term economic mobility.

The kits will also support **150 children enrolled in Bright Future Child Development Centers**.

Located in an area of Charlotte considered a childcare desert, the centers provide reliable childcare that enables parents to work while giving children access to critical early-learning opportunities, as well as academic support for school-age children.

Beyond the 900 kits assembled, Michelin's team made another important investment: their time.

Most importantly, the experience brought Michelin teammates together around a shared purpose while creating tangible benefits for Charlotte families.



"We are proud to partner with organizations like SHARE Charlotte and Freedom Communities that are creating meaningful opportunities for families to prosper. Seeing our team come together to support the community in such a tangible way reflects our commitment to making a positive impact where we live and work"

— Matt Feller, Director of Community Engagement, Michelin North America

Make Service Part of Your Next Charlotte Gathering

Whether your organization is coming to Charlotte for a conference, leadership meeting, team retreat, or company offsite, service can transform time together into something bigger.

SHARE Charlotte makes it easy to incorporate a meaningful, locally connected volunteer experience into your agenda from identifying the right nonprofit partner to sourcing materials, facilitating the activity, and delivering the final donations.

Your team gets a memorable experience. Local nonprofits get meaningful support. And together, we build a stronger Charlotte.

