

DOING GOOD is Good Business



Community & Employee engagement isn't just a "nice to have." It's a growth strategy.

When done well, it:

- ✓ Strengthens culture and retention
- ✓ Builds trust and brand credibility
- ✓ Reduces risk and supports long-term growth
- ✓ Creates shared value for employees, communities, and the business

And yet many organizations struggle to move from intent to execution often due to barriers such as:

- Leadership commitment
- Lack of time or dedicated resources
- Unclear ownership across HR, CSR, and Communications
- Difficulty measuring impact or ROI

The Imperative for Corporate Engagement in Charlotte

Across industries, the evidence is clear:

- Companies that embed purpose and community engagement into their business models outperform their peers, retain talent at higher rates, and build more resilient, trusted brands.
- In a market like Charlotte where reputation, workforce stability, and community trust are critical differentiators, corporate engagement is not philanthropy; it is a business imperative. In fact, 95% of employees say it is important that their employer makes a positive impact.

Engage4Growth and SHARE Charlotte help organizations move beyond ad hoc engagement to a coordinated, high-impact approach that builds trust, strengthens culture, and delivers shared value for both the business and the community.

Strategic Engagement Fuels Growth

Strong Corporate Engagement is a business imperative and economic driver.



Business Growth: Strategic engagement enhances brand reputation, builds trust with customers and stakeholders, informs innovation, and creates resilience in times of crisis.

Community Growth: When corporations invest strategically in nonprofit capacity and community partnerships, they help build stronger, more sustainable ecosystems.

People Growth: Employees who connect their work to purpose are more engaged, more loyal, and more innovative. Volunteering and community involvement strengthen culture, belonging, and retention.

Economic Growth: Strategic engagement fuels economic growth by aligning business activity with local needs, strengthening workforce and community systems, and creating conditions for sustained investment and competitiveness.

Engage4Growth and SHARE Charlotte: Your Partners in Community and Business Integration

Charlotte is a relationship-driven market.

Companies that engage early and strategically build trust faster, attract talent, and strengthen long-term growth.

Engage4Growth and SHARE Charlotte provide an end-to-end solution that helps companies entering or expanding in Charlotte align business strategy, people strategy, and community impact—without needing a large internal CSR team.

What We Deliver

Strategy + Execution. One Integrated Model.

- Clear strategy for where and how to engage
- Local insight into Charlotte's civic and nonprofit landscape
- Turnkey programs that activate employees and leaders
- High-ROI, reputation-building community investment

Engage4Growth

Strategic Advisory & Market Entry Alignment

Engage4Growth helps companies create clarity, alignment, and focus—ensuring community engagement directly supports business and growth objectives.

Core offerings

- Alignment of engagement strategy with corporate priorities
- Stakeholder and ecosystem mapping (nonprofits, civic leaders, associations)
- High-ROI giving and partnership recommendations
- Executive and employee engagement pathways
- Visibility and credibility for new or expanding market entrants

ROLE:

Builds the strategy, roadmap, and business case.

SHARE Charlotte

Activation & Execution at Scale

SHARE Charlotte brings engagement strategies to life—connecting companies and employees to meaningful, well-aligned opportunities across the region.

Core offerings

- Access to 800+ vetted nonprofits
- Turnkey employee volunteer and engagement programs
- Executive board matching and leadership development
- Nonprofit training, convening, and capacity-building
- \$68M inspired in local giving over 11 years

ROLE:

Powers activation, connections, and sustained impact.

A Partnership Designed to Build Corporate Capacity—and Strengthen Charlotte

End-to-end engagement—without the complexity

- Engage4Growth → Strategy, alignment, and prioritization
- SHARE Charlotte → Activation, execution, and scale
- Together → Stronger companies, stronger nonprofits, stronger Charlotte

Value to Your Company

- Faster credibility in a relationship-driven market
- Stronger employer brand and talent attraction
- Engaged employees and leadership development
- Reduced risk through informed community investment
- Trusted local network from day on

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