



***In Good Company* Partnership Overview 2027**

In Good Company is the corporate partnership program for Central Carolina Community Foundation. *In Good Company* partners endorse the signature community giving initiatives and strengthen the core mission of the Foundation.

GivingTuesday data show that generosity and community belonging go hand in hand: people who feel genuinely connected to their community are more likely to give, volunteer, and help others. In 2025, they found that 72% of people with a genuine sense of community belonging recently gave in some form. Last year, the Foundation's community giving initiatives inspired over 10,000 people to connect with more than 500 nonprofit organizations across the Midlands.

In 2027, Central Carolina Community Foundation will celebrate three signature giving initiatives, highlighting the support of *In Good Company* partners at these important times of community efforts:

Midlands Gives Day is the signature, community-wide day of giving for the Midlands, culminating on **May 4, 2027**. Last year's initiative finished with 11,108 donors contributing \$4,954,690 to 523 organizations, generating over 50 earned media spots and bringing the total amount raised since 2014 to more than \$37.3 million. Over 400 people from nonprofits and the community came together to celebrate at the Block Party on the afternoon of Midlands Gives Day. *In Good Company* partners can consider the option to associate their company's name with monetary prizes that are awarded to organizations participating in Midlands Gives.

Black Philanthropy Month, celebrated every August, honors the impact of collective giving and celebrates the generosity that helps sustain nonprofits serving the Midlands, including many focused on supporting Black communities. Central Carolina Community Foundation's African American Philanthropy Committee will host a celebration for Black Philanthropy Month on **August 13, 2026**.

GivingTuesday is a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity on **December 1, 2026**.

Partnership opportunities range from \$2,500 to \$100,000 and can be customized with various options for recognition and engagement.

All In Good Company Partners will receive:

- Logo recognition on YourFoundation.org
- Logo recognition on MidlandsGives.org
- Block Party signage on Midlands Gives Day on May 4, 2027
- Press release recognition for Midlands Gives for FY27 during April and May of 2027

Optional additional recognition available:

- Company name associated with monetary prize awarded to local nonprofit organizations for Midlands Gives
- Link logo on MidlandsGives.org to company website
- Invitation and recognition on signage for August 2027 Black Philanthropy Month celebration

For questions, please contact Bob Evans: bob@yourfoundation.org or 803.978.7831