



THE *Heart* OF THE TRIANGLE

Sharing the vision and supporting the mission of the Triangle area non-profit community.

Connecting Volunteers with Not-for-Profit Organizations

by Judy Liu



Do you want to give back to your community but don't know where to start? Are you passionate about certain social/community issues (clean water, clean environment, children's health, etc.) and want to learn about not-for-profit organizations that are working on issues that interest you? Activategood.org connects interested potential volunteers to volunteer organizations that match their passions.

Activategood.org was founded in 2005 under the name ME3 (motivate, educate, empower, and engage). ME3 was launched following a two month cross-country road trip during which co-founders Amber Smith and Heather Leah conducted random acts of kindness and volunteered with a variety of causes in more than twenty states. During their journey they discovered that many they met were interested in volunteering, but didn't know how to get started. On that same trip they learned that many nonprofits had a great and consistent need for more volunteers to help them serve and improve the communities they worked in. This experience inspired the friends to found ME3 to help to close

the gap between those who wanted to help and those causes that needed volunteer help from more people in their communities.

Since the launch of their volunteer matching and connecting program, they have worked to connect individuals and groups to opportunities to help local causes in ways that matched their skills, schedules, and interests. In 2011, they changed the name to ActivateGood.org to better reflect their growing role and bright future as a facilitator of more volunteerism. The organization acts as an online exchange to encourage and connect potential volunteers who want to join and participate in volunteer organizations that align with their individual passions and interests. In 2016, ActivateGood.org facilitated more than 10,000 volunteer connections to 360 local causes.

Their user-friendly website enables interested users to search volunteer opportunities based on location, dates, charitable causes and to match these opportunities with the volunteer's skill set. This online exchange is free for individuals and also provides an opportunity for group volunteers as well.

For groups of families and friends who are interested in organizing volunteer events, this is a great resource! Active-Good.org is currently seeking funding to support the continued evolution of their online resource.

For individual small business owners and large corporations, there is an opportunity to join the Triangle Corporate Volunteer Council. The Council facilitates the exchange and implementation of ideas to increase volunteer participation among employees. ActivateGood.org partners with corporations to implement team building volunteer opportunities by handling volunteer logistics and creating the necessary partnerships with relevant not-for-profit organizations.

Always complete your own due diligence and research regarding any not-for-profit organization as to its current 501(c)3 status, fiscal budgeting and cause. ActiveGood.org cannot guarantee the integrity of every organization listed on their website.

For information about this great online resource and to learn how you and your friends can participate, please email info@activategood.org or visit www.activategood.org.

Natural Awakenings supports Triangle area non-profits by offering a free full-page feature article each month. It is a very visible platform from which an organization can tell its story and detail the services it offers. Please let us know if you would like for your non-profit organization to be considered for inclusion in an upcoming issue. Call 919-342-2831 or email TrianglePublisher@NaturalAwakeningsMag.com.