#Up The Good FOUNDATION

POWERED BY REV

2025 IMPACT REPORT

WWW.UPTHEGOOD.COM

MISSION FOCUSED

Resilient People and Communities Thrive

The power of the #UpTheGood Foundation is resiliency! By investing in each other, and investing in our communities, we can create a ripple effect of generosity. It's not just about creating something new, but about joining forces to create meaningful and long-lasting change. As a donor advised fund, the #UpTheGood Foundation Powered by REV, supports 501(c)(3) nonprofits with a pulse on the problems impacting our communities.

#UpTheGood Foundation's Focus Areas include:

Wealth of Knowledge
Education | Inclusion | Awareness

Health as Wealth
Health | Hunger | Environment

REVitalization
Community Growth | Disaster Recovery

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2025 IMPACT IN ACTION

REV SUPPORT

255 REV Team Members

2 States

9 Counties

FINANCIAL WELL-BEING

2,031 Students Educated via #Adulting Events

6 Reality of Money Simulations

5 Schools

159 Adults Educated

GIVEBACK

$190,000 Donated in Community Giveback

69 Nonprofits

IN-KIND DONATIONS

1,918 Handcrafted Items

330 Hygiene Kits

196 Pounds of Pop tabs

EMPLOYEE VOLUNTEERISM

8,232+ Volunteer Hours Donated

REV Day for Good | 10.13.25

1,000 Volunteer Hours Donated

25 Nonprofits Served

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2025 NONPROFIT GIVEBACKS

$190,000

Wealth of Knowledge

APEL Education
Assistance League of Wilmington
Beyond BASIC Life Skills
Cape Fear Guardian Ad Litem Association
Communities in Schools of Brunswick County
Communities in Schools South Carolina
EASE, Inc
East Columbus Education Foundation
Genesis Block Foundation Inc
Pattison's Academy
Smart Start of New Hanover County
Surfers Healing Folly Beach
Surfers Healing NC
Teachers' Supply Closet
Young Scientist Academy
Youth Empowement Services (Y.E.S.)

Health as Wealth

3 Wheel Therapy
American Cancer Society
Canines for Service
Charleston Area Therapeutic Riding
Compass Pointe Culinary Club
Diaper Bank of North Carolina
Dorchester Paws
Compass Pointe Veterans Club
East Cooper Community Outreach
Feast Down East
First Fruit Ministries
Fisher House Charleston
Helping Hands of Goose Creek
Honor Flight
Junior League of Charleston Diaper Bank
Kay Phillips Child Advocacy Center
Lonon Foundation
Lowcountry Food Bank
Make-A-Wish Eastern NC
Meals on Wheels of Summerville
Morgan Creek Wildlife Rescue
Nourish NC
Operation Pretty Things
Palmetto Community Care
Plastic Ocean Project
PenFed Foundation
Play it Forward Wilmington
Postpartum Support Charleston
Richmond County Hospice
Summerville Family YMCA
The Leukemia & Lymphoma Society
Wilmington Animal Centrix
Wilmington Area Building Ministry

REVitalization

Carolinas Credit Union Foundation
Charleston Chamber Foundation
Charleston Parks Conservancy
Coastal Community Foundation of SC
Flowertown Players
Going Places
Hamlet Historic Depot Inc
Jo Ann Carter Harrelson Center
Lowcountry Local First
Public Works Art Center
South Carolina Aquarium
Summerville Dream
Summerville Exchange Club
Thalian Association Community Theater
The Citadel Brigadier Foundation
United Way of Richmond County
United Way of the Cape Fear Area
Wilmington Children's Museum

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2025 NONPROFIT GIVEBACKS

$190,000

3 Wheel Therapy
American Cancer Society
APEL Education
Assistance League of Wilmington
Beyond BASIC Life Skills
Canines for Service
Cape Fear Guardian Ad Litem Association
Carolinas Credit Union Foundation
Charity Golf Tournament
Charleston Area Therapeutic Riding
Charleston Chamber Foundation
Charleston Parks Conservancy
Coastal Community Foundation of SC
Communities in Schools of Brunswick County
Communities in Schools South Carolina
Compass Pointe Culinary Club
Compass Pointe Veterans Club
Diaper Bank of North Carolina
Dorchester Paws
EASE, Inc
East Columbus Education Foundation
East Cooper Community Outreach
Feast Down East
FIRST FRUIT MINISTRIES
Fisher House Charleston
Flowertown Players
Genesis Block Foundation Inc
Going Places
Hamlet Historic Depot Inc
Helping Hands of Goose Creek
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REV DAY FOR GOOD

5th Annual Nonprofit Takeover

10.13.25

A MILESTONE YEAR

On Monday, October 13, 2025, more than 250 REV employees rolled up their sleeves and fanned out across South Carolina and North Carolina for the 5th Annual REV Day for Good. REV's signature all-employee nonprofit takeover is part of REV's #UpTheGood initiative, bringing employees together in support of more than 25 local nonprofit partners.

This year, the organizations support focused on causes ranging from hunger relief, animal welfare, community outreach, education, and the environment. From serving meals and stocking shelves to building, crafting, and cleaning up beaches, REV employees dedicated the federal holiday to hands-on projects that uplift the communities they serve.

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REV DAY FOR GOOD

Continued Impact

$12,500 & 1,000 hours
DONATED

In celebration of this milestone year, REV amplified its impact with $12,500 in donations distributed across participating REV Day for Good collaborators. Each nonprofit received $500 on behalf of REV's #UpTheGood Foundation in support of their volunteer project or mission, extending the reach and sustainability of the work being done together.

SOUTH CAROLINA | Beyond BASIC, Charleston Area Therapeutic Riding, Charleston Parks Conservancy, Dorchester Paws, ECCO (East Cooper Community Outreach), Fisher House Charleston, Hallie Hill Animal Sanctuary, Helping Hands of Goose Creek, In His Name, Isle of Palms Beach Clean Up, Junior League of Charleston Diaper Bank, Lowcountry Food Bank, Meals on Wheels of Summerville, My Preemie & Yours, Public Works Art Center, Reality of Money at Stall H.S., REV Crafters, Summerville Family YMCA, and Teachers' Supply Closet

NORTH CAROLINA | Canines for Service, Diaper Bank of North Carolina, First Fruit Ministries, and Richmond County Partnership for Children

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REV CRAFTERS

REV Crafters are a group of talented and devoted REV volunteers who share a love of crafting and a passion for using their skills to #UpTheGood in the community. They turn creativity into compassion. Through crochet, sewing, and hands-on assembly, this passionate group of REV volunteers creates handmade items that deliver comfort, care, and hope to neighbors when they need it most.

Their projects support a wide range of local partners, including Project Linus, Roper Cancer Center, Shawn Jenkins MUSC Children's Hospital NICU, Roper St. Francis NICU, the Ryan White Center, and Lowcountry Veterans, among others. Each item is thoughtfully crafted with love and delivered locally, ensuring impact is felt close to home.

1,918

ITEMS CREATED

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EMPLOYEE GIVING

In 2025, REV employees turned small ripples of generosity into waves of impact. Every dollar, totaling $9,746, helped build more resilient communities while advancing Vision 2030. By starting with a suggested $2.50 a month ($30 a year), team members showed how collective giving creates lasting change.

New for 2025, participants voted quarterly on employee-advised grant donations, ensuring our impact reflected the causes that matter most to our team. Together, REV employees didn't just give, they made waves.

$9,746
RAISED

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COMMUNITY EVENTS

CHARLESTON WINE + FOOD
(SOUTH CAROLINA)

REV was honored to support the Charleston Wine + Food Community Impact Awards, celebrating the people and passion that shape the Lowcountry's vibrant culinary community. This meaningful partnership reflects a shared commitment to nurturing talent, expanding opportunity, and uplifting the region through mentorship, education, and connection. Helping ensure the culinary and hospitality community continues to thrive for years to come is an impactful way to #UpTheGood.

REV DAY GIVEBACK
(SOUTH CAROLINA)

REV invited Surfers Healing to REV Day 2025 for an on-stage check presentation as part of February's giveback. Surfers Healing, founded in 1996, is the original surf camp for children with autism. REV's $3,000 donation will help offset camp costs, including travel expenses for campers who may not otherwise be able to attend.

AZALEA FESTIVAL FASHION SHOW
(NORTH CAROLINA)

For the second consecutive year, REV powered the 2025 Azalea Spring Fashion Show in partnership with the North Carolina Azalea Festival. REV took this opportunity to showcase local artist and textile painter, Sydney Durrett, and featured runway models who are making significant strides in the community, including Christina Haley, President and CEO of Wilmington Downtown Inc. The event also highlighted a nonprofit supporting victims of domestic violence, with Operation Pretty Things receiving a $5,000 donation from the #UpTheGood Foundation during the final runway moment of the show.

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COMMUNITY EVENTS

THE CITADEL ATHLETICS
(SOUTH CAROLINA)

In 2025, REV and The Citadel teamed up to launch a dedicated scholarship to benefit Veteran Day students. This scholarship launched through #UpTheGood Foundation honors REV's military heritage and ongoing commitment to those who serve.

The #UpTheGood Scholarship was announced with a $10,000 contribution at the season's first football game, with additional funding raised throughout the season through per-score donations tied to field goals, extra points, and 3-pointers made by the Bulldogs.

REV ROCKS CONCERT SERIES
(NORTH CAROLINA)

The REV Rocks Concert Series, brought live music and community impact together at Greenfield Lake Amphitheater. Featuring artists such as 49 Winchester, Flipturn, and The Revivalists, the series also highlighted local nonprofits through the #UpTheGood tent, encouraging engagement and volunteerism. Over the season, $5,000 in mini grants were awarded to 10 local nonprofits.

RECESS AT THE LAKE
(NORTH CAROLINA)

REV hosted the inaugural Recess at the Lake, a community fitness and wellness event benefiting the #UpTheGood Foundation, at Greenfield Lake Amphitheater. The event brought the community together for a lively morning of fitness, food, and giving, featuring multiple group exercise classes with proceeds supporting the Foundation. The event also highlighted 3Wheel Therapy, a local nonprofit whose mission to expand access to wellness and joyful experiences closely reflected the spirit of Recess at the Lake.

GAME OF GIVE
(SOUTH CAROLINA)

REV and the Charleston RiverDogs teamed up for a fun filled evening of Baseball at the first annual Game of Give. This newly launched #UpTheGood signature event was an opportunity to recognize representatives and volunteers from 51 local nonprofit organizations.

As part of the Game of Give, the #UpTheGood Foundation held onsite activations, including awarding $500 grants to two attending nonprofits in recognition of their community resilience work.

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GIVING TUESDAY

REV members and team members came together in an inspiring show of generosity on Giving Tuesday. Together, they raised $1,643 in support of the #UpTheGood Foundation. This year's campaign emphasized a simple belief: giving truly has a good ring to it, especially when it helps put toys in the hands of children who could use a little extra joy this holiday season.

Contributions made on Giving Tuesday directly supported local nonprofits through in-kind donations aimed at brightening the season for families facing hardship.

$1,643

RAISED

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VOLUNTEERISM IN ACTION

8,232 +
VOLUNTEER HOURS

At REV, volunteerism is at the heart of our Growth with Purpose Vision 2030. What began as a bold goal of 10,000 volunteer hours was not only met, but exceeded, thanks to the passion and commitment of our team members. Building on that momentum, REV has set an ambitious new target: 30,000 volunteer hours by 2030.

In 2025, REV team members were challenged to personally commit to 20 hours of service, empowering individuals and teams to give back in ways that align with their interests and passions. From supporting local nonprofits and mentoring to participating in team-led initiatives, every hour contributes to stronger, healthier communities.

Because of this collective spirit of generosity, REV logged more than 8,000 volunteer hours in the REV Cares Portal last year alone. This incredible milestone reflects a culture where we don't just do good, we #UpTheGood. Together, we're keeping the momentum strong as we work toward our Vision 2030 goal and continue building a brighter future for the communities we serve.

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SOCIAL IMPACT 2020 - 2025

$822K
Dollars Donated

148
Nonprofits Supported

13.5K
Hours Volunteered

24
Realty of Money Simulations

8.4K
Student Participants in Financial Education Courses

8
Fraud Awareness Events Held

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GET CONNECTED:

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