

2025 Community Impact

Activate Selma is a grassroots group of **residents, volunteers, and business owners working together to make Selma, NC, a great place to live, work, and play.** By bringing people together and encouraging collaboration, Activate Selma helps spark projects and activities that strengthen our community. www.ActivateSelmaNC.com

The Activation Point of Activate Selma - Weekly Wednesday Gatherings

Every Wednesday at 9:00 a.m., community members gather at rotating locations throughout Selma – businesses, farms, churches, and community venues. Meetings in these local spaces help highlight and support the organizations that make up Selma, while connecting residents, sharing ideas, and turning conversations into action. Face-to-face dialogue is invaluable for building relationships & community!

2025 Highlights:

49

Wednesday Morning Meetings

(Every week except New Year's and Christmas holidays plus one snow cancellation)

42

42 Different Host Locations across Selma including:

- **Local Businesses** (ex: Carolina Wholesale Flooring, Hidden Temple Toys & Leonard Truck Outfitters)
- **Community & Civic organizations** (ex Selma Lions Club & JCATS Maintenance Facility)
- **Churches & Faith Organizations** (ex: Temple City Church & Edgerton Memorial United Methodist)
- **Community Venues** (ex: Harrison Center, Vibe Central Events & The Farm @ 95)
- **Farms & Outdoor spaces** (ex. Cluckinfun Farm & Community Garden @ Selma Baptist Church)

2025 Rockin' on Raiford Concert Series

A seasonal downtown music series organized in collaboration with the Town of Selma.

- **6 concerts** held downtown on 3rd Thursdays April - September (March rained out)
- Live music, families, food trucks, and community gathering **bringing hundreds of people out to Raiford Street.**
- Downtown **Farmers Markets** were also held in conjunction with several concerts, creating opportunities for local growers, makers, and vendors.



Community Projects During the Year

Several community initiatives were supported through Activate Selma gatherings and volunteers.

- **Three Kings Fiesta** - A cultural celebration that brought members of Selma's Latino community together and created opportunities for connection and engagement.
- Our first **Original Music event in the Art Out Loud Park** - focusing on local, original artists from around the area with Tommy Thunderfoot & The Accelerators.
- **Community Potluck Dinner (Fall Community Day)** – A community gathering where volunteers provided a meal and created a welcoming space for neighbors to gather, connect, and celebrate the spirit of Selma.
- **Flash Mob & Downtown Halloween Activities** - A creative opportunity for residents to get involved, have fun, and engage with the community through shared downtown experiences.
- **Downtown Christmas Decorating** - Volunteers worked together to create a festive downtown atmosphere, helping make Selma an inviting place for residents and visitors during the holiday season.
- **Festive Friday** – An initiative encouraging residents to Shop Selma the week before Black Friday and support local businesses during the holiday season.
- **Disco Santa** – A festive, family-friendly holiday event at Art Out Loud Park featuring music, activities, and opportunities for families to gather, celebrate, and enjoy the Christmas season together.



Promoting Community Activity & Powered by Volunteers

- The Activate Selma website also serves as a community events calendar, helping residents discover things happening across town. **Nearly 300 events were promoted in 2025**, organized by businesses, churches, nonprofits, and community groups.
- Activate Selma is an **entirely volunteer-led organization**. All of this activity is coordinated by volunteers working together with an **annual operating budget of less than \$20,000!**



WE DON'T COMPLAIN, WE TAKE ACTION!

For more information & to donate: ActivateSelmaNC.com