

# UNLEASHING POTENTIAL 2014 IMPACT REPORT



**Social Venture Partners (SVP) is a global network of local partners aligning passion and purpose. SVP helps individuals and nonprofits amplify their giving and equips our communities to tackle our greatest social challenges – together.**

**Show, don't tell.** That is what the stories in this report do. Consider this a glimpse of the impact we have on communities around the world and of the individuals - and organizations that drive change.

**Our geographies don't matter.** Our culture and causes differ, but what unites us is empathy. It asks each of us to help where we can. And, what binds us is the optimism that we can make a difference

**Our model is local.** Unleashing potential within ourselves, the nonprofit leadership with whom we work and the communities that we understand, that's how change happens. We are most powerful when we are strongly connected to one another and to our local causes.

**Our model is global.** Because the work of SVP is intrinsically grounded in personal relationships, and fueled by important needs, SVP makes sense to change-makers around the world.

**Victor Hugo once said:** "There is one thing stronger than all the armies in the world, and that is an idea whose time has come."

**We think this is SVP's time.**

We at the Network Office and on the Social Venture Partners International Board put the strength and sustainability of every SVP at the center of our work. We thank each of you for all your day-to-day efforts and your participation in this shared vision. And, we invite you to help us accelerate SVP—an idea whose time has come.



**Kevin Shaw**  
Board Chair  
Social Venture Partners International  
Partner, SVP Cleveland



**Ruth Jones**  
Chief Executive Officer  
SVP Network Office

## THE SOCIAL VENTURE PARTNERS NETWORK

- \*Austin (Greenlights)
- Bangalore
- Beijing
- Boston
- Boulder County
- Calgary
- Charleston SC
- Charlotte
- Chicago
- Cincinnati
- Cleveland
- Connecticut
- Dallas
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- India
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- Pune
- Sacramento
- San Diego
- \*San Francisco  
(Full Circle Fund)
- Santa Barbara
- Seattle
- Seoul
- \*Silicon Valley  
(SV2 - Silicon Valley  
Social Venture Fund)
- St. Louis
- Tampa Bay
- Tokyo
- Toronto
- Tucson
- Vancouver
- Waterloo Region

*\*Strategic partners in the SVP Network*

# Better Together

## THE SVP NETWORK ADVANTAGE

We can make a greater impact collectively than we can alone. With shared knowledge, tools, programs and services, each SVP affiliate can focus on its purpose and passion locally and can leverage existing processes associated with organizational start up, day-to-day nonprofit management and program development.

Whether your organization is in its first year – or you’ve been around for 17 years – the SVP Network Office exists to help you unlock your organization’s potential.

## BEYOND PROGRAMS AND SERVICES

**CREDIBILITY.** The SVP model has a proven track record and continues to receive recognition for its approach.

**VISIBILITY.** With our unified brand, the network is capturing more attention than ever for our work locally and internationally.

**RELATIONSHIPS AND CONNECTIONS.** The SVP network provides affiliates with access to 3,500+ philanthropists, nonprofit leaders and thought leaders who believe in our mission.

**KNOWLEDGE SHARING.** Affiliates enjoy the opportunity to share best practices that emerge from the network. Sharing resources makes us more efficient, reduces operational costs and facilitates replication of new ideas.

**LEARNING COMMUNITY.** The SVP network offers staff and partners formal and informal opportunities to learn about philanthropy, the nonprofit sector and the work of social change.

**SHARED SUCCESS.** As a collective with a shared vision, we all benefit when we effectively deepen our impact – locally and globally.

# SVP 2014



**39**  
**CITIES**  
8 Countries



**3,500+**  
**SVP**  
Partners



**\$54+**  
**MILLION**  
in Contributions



**700+**  
**Nonprofits**  
Supported

# Larry Wallach's SVP Journey



“The SVP experience is addictive,” says Larry Wallach. “The more effort I invest with SVP, the more positive results we attain and the more I learn and grow with each experience. It’s been immensely gratifying.”

Larry is a “recovering attorney” with a portfolio that includes both raising a family and volunteering with SVP. He and his wife, immunologist [Joanne Viney](#), decided a decade ago that her career would be front and center, so Larry set aside his legal career to manage their household and two young children. Following Jo’s career path, the family moved from Seattle to Southern California to Boston. Along the way, Larry sought SVP as a prime source of giving, community engagement – and friends.

Larry’s first SVP experience – with [SVP Seattle](#) – opened his eyes to the importance of giving beyond his personal circle. “It was easy to contribute via the PTA, and I still do that, but I also want to create systemic change beyond

my neighborhood. I can do that most effectively with SVP,” says Larry.

[Larry](#) was particularly proud of his relationship with [Wonderland Development Center](#). (See the [CNN clip here](#).) The organization’s budget grew from \$250,000 to \$650,000 during his tenure as Lead Partner.

“The elasticity of the volunteer experience with SVP suits me. I’m allowed to create a balance between family and community, so I can operate at a high level with SVP without sacrificing my commitments at home,” Larry shares.

Upon moving to California, Larry was introduced to three Partners just getting SVP up and running. Larry enthusiastically joined [SVP Santa Barbara](#) at this early stage. He was active for two years, helping the organization grow to 44 Partners and invest \$56,000 in two nonprofits before his family’s next move – to Boston, where he now lives.

Larry found it natural to participate in each SVP despite their varying levels of maturity. He says, “Whatever initiative I was focused on I mined the Network Office resources for ideas and tools that helped move our efforts forward.”

“SVP Seattle had 350 Partners then and Santa Barbara was just launching. [SVP Boston](#) is at a stage between these poles and I am determined to see us stretch beyond our current 75 Partners to serve an even broader segment of those in need,” Larry says.

“No matter what age or stage a particular SVP is experiencing, I always tap the Network Office resources that sync me up with what’s available.”

Larry Wallach  
SVP Partner, Boston



## SNAPSHOT FROM LARRY’S JOURNEY

Since joining SVP in 2003, Larry has worn many hats – taking full advantage of the different ways to learn and improve his work with nonprofits:

- ★ Lead Partner; Grant Committee Member; Chair of Portfolio Grant Committee (SVP Seattle)
- ★ Co-founder (SVP Santa Barbara)
- ★ Fast Pitch Coach (SVP Los Angeles)
- ★ Lead, Partner Recruitment Committee (SVP Boston)
- ★ 2014 Conference Advisory Team (SVP Network Office)

# Since Joining SVP...

## SOURCE:

[2013 Report on Philanthropy Development Outcomes](#). The SVP Network Office drives the collection and aggregation of data to help affiliates demonstrate their impact.

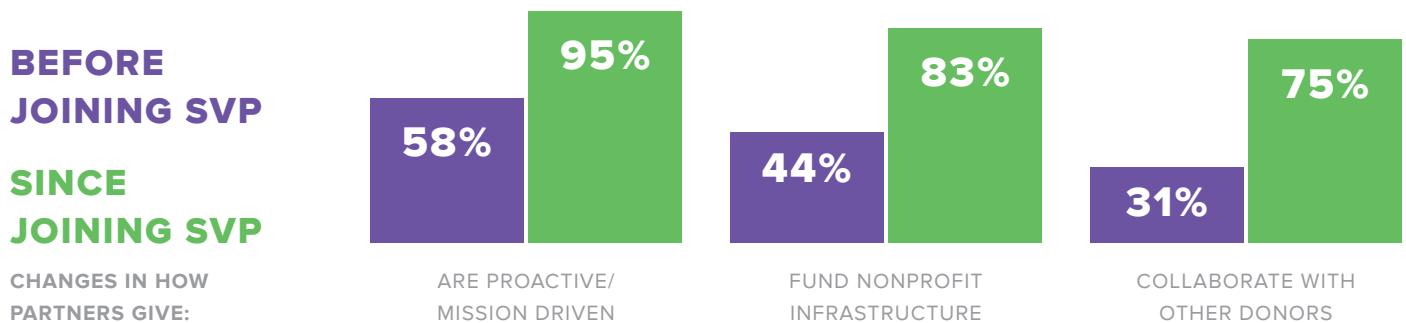
### PARTNERS GIVE MORE

**72%** of Partners surveyed have increased their giving since joining SVP.

**82%** of those who increased their giving say that SVP was a factor.

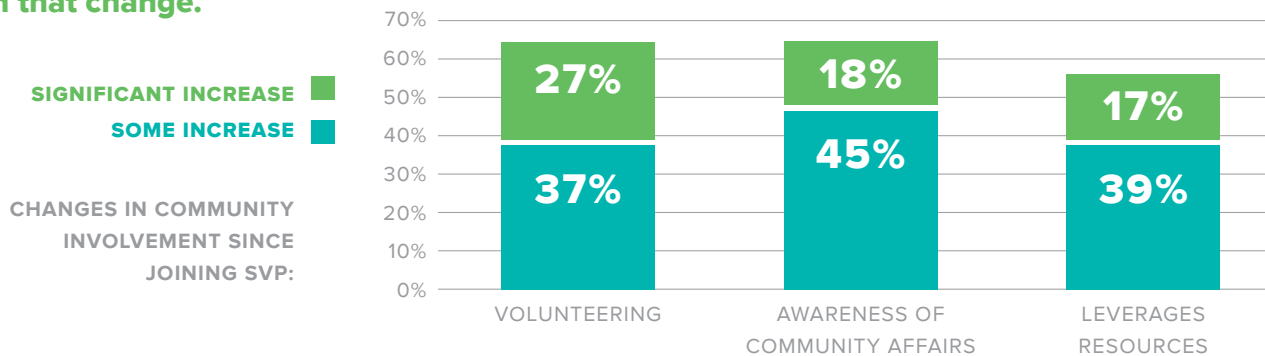
### PARTNERS GIVE MORE STRATEGICALLY

Through their SVP engagement, Partners develop a more strategic approach to their giving. Among the Partners who indicated a change in their approach, **96% say that SVP was a factor**.

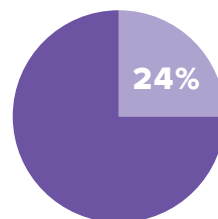


### PARTNERS ARE MORE INVOLVED IN THEIR COMMUNITY

The majority of Partners surveyed have increased their community involvement and many are now community leaders. Among those whose engagement increased, **91% say that SVP was a factor in that change**.



### THE LONGER A PARTNER IS INVOLVED IN SVP, THE GREATER THE CHANGES IN ALL THREE OUTCOMES.



ONE IN FOUR LONG-TERM PARTNERS (24%) HAS INCREASED HIS OR HER GIVING BY MORE THAN 100%.

# Pitch Competitions Set the Stage for Nonprofit Success



“Fast Pitch got us on the radar. The messaging I used to win my pitch has shaped our brand. And, funding increased by 50% in the last 12 months.”

**Harry Grammer**  
Founder and CEO, New Earth

## FAST PITCH SNAPSHOT

Fast Pitch started in Los Angeles in 2008. Almost a third of the SVP affiliates now operate a pitch competition including [Austin](#), [Calgary](#), [Charlotte](#), [Cincinnati](#), [Cleveland](#), [Dallas](#), [Los Angeles](#), [Pittsburgh](#), [Phoenix](#), [San Diego](#), [Santa Barbara](#), and [Seattle](#).

[Sacramento](#) and [Tucson](#) will kick off their Fast Pitches in 2015.

“From the back row, I finally pulled the courage together to walk. I stood in front of Caesar’s father. Caesar was behind me, in an open casket.

“He was a bright 17-year-old student of mine who was killed in a drive-by-shooting. During his (prison) lockup, Caesar and I recorded a CD of poems he wrote in my class. I handed the CD to his father who hugs me like a bear, wipes the tears from his eyes. He plays the CD for everyone to hear. Track one was entitled “Bullet to the Heart” which, prophetically, was how Caesar died. My name is Harry Grammer and I’m a former gang member with a troubled past, but today I am earning a Ph.D. in psychology.”

Fast Pitch contestant [Harry Grammer](#) had his audience riveted. Pitching on behalf of [New Earth](#) at Social Innovation Fast Pitch in Los Angeles, Harry’s pitch won the \$15,000 top prize as well as the \$5,000 audience prize from the sold-out crowd of almost 600.

[See Harry’s 3 minute Pitch here.](#)

Harry’s organization helps young people involved in the juvenile justice system transform their lives through mentor-based arts, educational, and vocational programs. But, like many nonprofit leaders, he struggled to tell a succinct and passionate story about New Earth’s impact. That was before Fast Pitch.

Fast Pitch is a free two-month communication skills training program for nonprofits that are creating lasting social change. The program trains nonprofit leaders to powerfully communicate their story, and connects them with leaders in the business, philanthropic, and nonprofit communities who can help them achieve their goals.

Hundreds of innovative nonprofit leaders have paired with SVP Partners to learn how to share their authentic stories – broadening and deepening their impact.

# Going for Gold with Encore Fellows



As a 17-year-old ice skater, Rod Garossino made up his mind: he would compete in the Olympics. And he did just that.

Seven years of hard work later, Rod and his sister, Karyn, skated as members of the Canadian national team in front of

a hometown crowd in the 1988 Winter Olympic Games in Calgary, Alberta. The ice dancers didn't bring home the gold that year, but the following year they placed 1st in the Canadian Championships and 8th in the World Championships.

Rod enjoyed a 16-year ice-skating career and has spent 20 years connecting corporations with nonprofits. He believes that the demands of a competitive sport parallel the factors needed for a nonprofit's success as well as his work bringing the first Encore Fellows Program to Canada.

"Being a competitive athlete requires long term vision," says Rod. "You create a long term plan that extends over years. You identify what you need to achieve each year and tap resources such as coaching and extra training. You scan the competitive landscape, identify costs and funding, and you secure sponsors. You need to be very strategic about your performance. For a nonprofit, the 'performance' is the impact."

The [Encore Fellows Program](#) pairs the talent and passion of seasoned professionals leaving corporate positions who want to make a difference in the world with high-potential nonprofits that are eager to make use of the talent.

As an Encore Fellow, [Rod](#) is responsible for launching and managing the program for [SVP Calgary](#), which means leveraging SVP's network to find the right talent, matching them with nonprofits that have high-impact capacity building projects, and guiding both parties to a successful experience.

**“When you’re going for gold, whether in the Olympics, or as a nonprofit solving issues in the community, you’re always striving to achieve your best. Encore Fellows can help move the nonprofit’s vision forward.”**

**Rod Garossino**  
Encore Fellows, SVP Calgary



## ENCORE FELLOWS SNAPSHOT

To date, 66 people have served as Encore Fellows through the SVP affiliates in [Calgary](#), [Los Angeles](#), [Portland](#) and [Seattle](#). Learn more about Encore Fellows [here](#).



## Forging Social Change in Asia

Entrepreneurs, human rights activists, and foundation leaders have adapted the SVP model and are changing the face of philanthropy in Asia.

**SVP Seoul's** Partners invest in both for-profits and nonprofits to amplify social impact. So far, SVP Seoul has funded four organizations including an eco-tourism enterprise and an advertising agency that produces public service announcements for social good enterprises. SVP Seoul was founded by 30 professionals who previously volunteered for South Korea's Hope Institute, a think tank that fosters social innovation.

**SVP India** set an audacious goal – one million jobs and 1,000 philanthropists by 2020. With 125 Partners and affiliates in Bangalore, Mumbai and Pune, they are off to a terrific start. They also extend their reach through corporate partners that send their senior managers through social-sector immersion assignments – developing critical skills while delivering pro-bono consulting to nonprofits.

**SVP Beijing's** 24 potential founding Partners toured SVPs in Arizona, Austin, Portland, Seattle and Silicon Valley over the past two years to learn how the SVP model works in different cities. This exploration, plus investing in their infrastructure will enhance SVP Beijing's staying power and influence in China – going slow to go fast. SVP Beijing has a higher percentage of women Partners than any other SVP Partnership in the world.

**SVP Tokyo** seeks entrepreneurial Investees. It has a long relationship with Entrepreneurial Training for Innovative Communities, which has supported and trained more than 300 social entrepreneurs. It also partners with UBS Bank, which sends 15 of its senior staff to monthly presentations by nonprofits and offers pro-bono consulting. SVP Tokyo facilitates the series which features current and former Investees and other nonprofits. The majority of Tokyo Partners are under 40 years old.

**“ We believe that fixing governance in this country is important. Otherwise, we are just addressing the symptoms and not the disease. We are fortunate in having credible and influential Partners in each city where we operate. We believe that we could play a constructive role over time in working with organizations that are doing good work in governance — be it in justice, legislative process, sanitation, etc.”**

**Ravi Venkatesan**  
Chair, SVP India



# What Can We Learn from SVP Portland's BHAG?

"We were failing, one success at a time," says SVP Portland Executive Director, [Mark Holloway](#). "Each of our Investees were successful to one degree or another, but it had not added up to measured community impact. We were investing in organizations that helped kids and families at risk but the needle of progress was not moving. In fact, the data for kids in Portland looked worse than ten years earlier."

An SVP exploratory committee began reviewing research and connecting with Partners and community leaders about where to unleash the resources and power of SVP.

And thus, the birth of the Big Hairy Audacious Goal (BHAG). [SVP Portland](#) set a goal of [kindergarten readiness for all children](#) in Multnomah County for all its investments until 2021.

SVP Portland is a core partner in a community-wide effort with other organizations that care about kids, such as the school district, United Way, government agencies, and the Portland Public Schools Foundation. Together they are bringing the data, the funding and decision-makers to collaborate and tackle kindergarten readiness.

"Setting a BHAG energized Partners. The awareness of what was missing catalyzed a fundamental transformation from an individual investment focus to a community-wide goal focus," says Mark.

"Of all the change that the BHAG brought about in SVP Portland," Mark describes, "the most impactful for us has been our collective impact initiatives and the retooling of our investment process to be more collaborative and equitable."

**“ One purpose of SVP is to create educated and engaged philanthropists. The community-wide goal has done this more than I ever had imagined. I am now more aware of the vulnerability of kids and the issues in the community. It has changed me as a person and made a dimension of my life come alive. I feel richer and better for it.”**

**Larry Fox**  
SVP Partner, Portland



# SVP Tampa Bay Launches Swimmingly

Behind every start-up story is at least one passionate founder chasing a bold idea. SVP is no different.

[Rebekah Heppner](#) first heard about SVP fifteen years ago and had been following our progress while pursuing other goals. Ready to take on something new, and disappointed that no one had started SVP in Florida, Rebekah decided to take the lead herself.

Once she set her mind to it, [SVP Tampa Bay](#) was established in a record 10 months. All she needed was the right combination of timing, focused energy, expertise and financial commitment to get it running.

In those 10 months, Rebekah organized SVP Tampa Bay's initial meeting with a handful of potential founders, recruited 18 more Partners, convened its Investment Committee and awarded its [first \\$25,000 investment](#).

"I took a deep dive into the start-up resources and tools available immediately after consulting with Ruth Jones, SVP Network Office CEO. Ruth led me to SVP in a Box and the Business Plan template, so I didn't have to re-invent the wheel."

After pulling together the paper resources that Ruth suggested, Rebekah

pulled together more people resources. [Mary Bright](#), a veteran SVP Cleveland Partner and a former chair of Social Venture Partners International, met with potential founders and discussed the essentials of a sustainable affiliate. At that initial meeting Rebekah had the Business Plan at the ready for approval.

"Our founding Partners participated in the SVP Global Brand Orientation during our first official meeting which helped them in their recruiting efforts," says Rebekah.

She also used available technology. "The Salesforce database platform proved to be instrumental in keeping me organized with our Partner recruiting. And, the Investment Committee utilized SVP Connect (the new SVP Network Office online collaboration platform) to review all investee applications and evaluations."

Rebekah attended the 2013 SVP conference before embarking on the SVP Tampa Bay launch, and she was glad she did.

"I don't always know how to do it but I know there's people in the Network who can help," says Rebekah.

Read more about the [SVP Tampa Bay founders here](#).



**“The launch of Tampa Bay would have taken much longer, been much more expensive and time consuming, without the network-wide resources. They helped us focus on our true goal – awarding the investment – which is why we do this work in the first place.”**

**Rebekah Heppner**  
Executive Director, SVP Tampa Bay



**SVP CONNECT IS THE NEW INTERACTIVE PLATFORM FOR PARTNERS AND STAFF ACROSS THE SVP NETWORK.**

It is a place to connect, collaborate, access and share knowledge, resources, and expertise with your peers.

# Regina Dove Soars



"I was trying so hard to be invisible... I was just the quiet kid in the back — always."

Regina Dove was struggling in high school until a teacher introduced her to [Summer Search](#) and her life was transformed. The full effect of Summer Search hit her at the end of a three-week trek in the North Cascades: she discovered a new confidence that altered the course of her life. [Watch Regina's story here.](#)

Summer Search, an [SVP Seattle](#) nonprofit Investee, finds resilient low income high school students and

inspires them to become responsible and altruistic leaders. Summer Search provides year-round mentoring, life-changing summer experiences, college advising, and a lasting support network. SVP Seattle partnered with Summer Search to strengthen the organization and DOUBLE the number of students it serves.

Regina's is one of many inspirational stories drawn from the pool of more than 700 nonprofits that the SVP Network has supported to date. Each year, that number grows by at least 50, as new Investees - and SVP affiliates - come on board.

The SVP Network measures Investee satisfaction with SVP and captures the time, money and connections received by Investees through Partners. One nonprofit survey participant describes the relationship this way, "This is a living, breathing partnership that challenges us, supports us, and helps us to be our best." In fact, 97% of Investees rated their overall relationship with SVP as excellent.

Find out what Investees have to say about SVP in the [Report on Capacity Building Outcomes here.](#)

**“ One day my sophomore year geometry teacher, Ms. Williams, came up to my desk and said, ‘Regina, you’ve got umph. I’ve got something that will help you bring that umph out.’”**

**Regina Dove**  
Summer Search alumni and Seattle University graduate



## SUMMER SEARCH SNAPSHOT

Over five years SVP Seattle partnered with Summer Search:

- ★ 30+ capacity-building projects
- ★ 25 skilled volunteers
- ★ 1000+ volunteer hours
- ★ \$240,000 in funding



# SPRING GATHERING

APRIL 20 – 21, 2015

HOTEL VALLEY HO | SCOTTSDALE AZ

Current and emerging leaders - in formal or informal roles - are invited to take a break from daily tasks and retreat to sunny Scottsdale, Arizona. The Spring Gathering will allow you to reflect, learn and hone your skills while strengthening your SVP's leadership bench.

[Learn more here](#)



**AUDACIOUS**  
PHILANTHROPY | 2015  
OCT 22-24 | SEATTLE WA

**“ We’ve been convening the SVP Network for more than a decade. You won’t believe how energizing and valuable the SVP conference is until you experience it for yourself.”**

**Paul Shoemaker**  
Executive Connector, SVP Seattle  
Founding President  
Social Venture Partners International

[Learn more here](#)



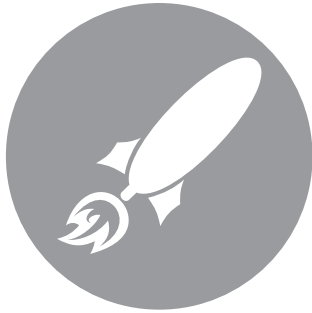
A group of people are shown in a celebratory mood, high-fiving each other. The scene is dimly lit with warm, bokeh-style background lights. The people are dressed in professional or semi-formal attire. The overall atmosphere is one of joy and achievement.

“

At every  
turn and  
with each  
request,

we have received  
support, guidance  
and inspiration from  
everyone we have  
contacted within SVP.”

Thania Panopoulos  
Founding Partner  
SVP Chicago



### GETTING STARTED

...consulting services and SVP in a Box, the guide for successfully establishing and launching an SVP



### STAYING STRONG

...resources like the Salesforce.com database, the Investee Relations Guide, and the Partner Recruiting Manual for maintaining strong programs



### SPREADING THE WORD

...branded website platform, collateral marketing templates, videos



### ONLINE COLLABORATION PLATFORM

...SVP Connect allows teams to work effectively and learn from the network



# NETWORK OFFICE

## PROGRAMS AND SERVICES



### NETWORKING

...Audacious Philanthropy conference, Spring Gathering, Chairs, Executive Directors & Staff Forums & Communities of Practice



### OPTIMIZING OPERATIONS

...benchmarking tools like Network Growth Report, Staff Salary & Benefits Survey, coaching & consulting



### ASSESSING CAPACITY

...tools to assess SVP and its Investees



### EVALUATING IMPACT

...tools that capture outcomes in philanthropy development and nonprofit capacity building

# Thank You

We are tremendously grateful for the following for investing in the work of the SVP Network Office in 2013 / 2014. The SVP movement is stronger because of our partnership together.

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Will Novy-Hildesley  
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Gary Voth Photography  
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