



2019 Investee Program Eligibility & Guidelines

Calendar

*dates may be subject to change

Monday, July 29, 5:00pm	Letters of Interest Due
Tuesday, September 17	Selected Finalists invited to submit Proposal Package
Wednesday, October 2	Finalists' Proposal Package due
Mon., Oct. 28 to Fri., Nov. 8	Site visits, conversations, reference checks
Sat, Nov. 9 OR Sun. Nov. 10	Finalists Pitch to SVP Investment Committee + Partners
Late November	2019 Investee(s) notified

About SVP Miami

Social Venture Partners Miami (SVP) is part of a global network that builds powerful relationships between people who want to give back and the social ventures that make change possible. We are a diverse group of business people, entrepreneurs and social impact leaders (“Partners”) who combine our skills, resources and networks to strengthen and scale social ventures. We follow a venture philanthropy model that provides both financial and technical assistance for the organizations we support, ideally over the course of three or more years.

SVP works with innovative social ventures located in Miami-Dade, Broward and Palm Beach Counties that create a positive social impact in South Florida and potentially beyond. Using innovative business principles and market dynamics to achieve social good, SVP seeks to be a catalyst for social enterprise. Our preference is to work with: (i) nonprofit organizations that generate earned revenue or have a source of program revenue that could scale to provide sustainable funding for their organization, (ii) for profit social ventures, or (iii) hybrid models.

Typically we provide three years of grants totaling \$100,000 combined with expert support to be used for organizational capacity, which we define as the development of core skills, management practices, and systems to enhance an organization’s effectiveness, sustainability and ability to fulfill its mission. It also includes the expansion of ventures that help provide sustainable funding for the organization.

SVP is committed to performance-based **Multi-Year Funding & Support** because we believe that this creates the greatest potential for improving the investee’s organizational effectiveness. Each

organization we partner with is required, however, to develop mutually agreed upon performance milestones, participate in semi-annual and annual progress reviews, and report annually on its results to determine if another round of investment will be awarded.

Through this application, we may also offer some applicants some Project-Based Support for an indefinite time-frame, that may or may not have funding attached.

Our Partners offer volunteer assistance in areas such as:

- Strategic & Business Planning
- Marketing & Communications
- Legal Affairs
- Fund Development
- Information Technology
- Financial Management
- Design Thinking & Prototyping
- Project Management
- Impact Measurement & Evaluation
- Board Governance & Development
- Accounting

Eligibility Criteria

SVP Miami will consider investing in a social venture that has the following attributes. It must:

Have one of the following organizational models:

- Be a registered 501(c)(3) tax-exempt organization in good standing with the IRS;
- Be a for-profit social venture or benefit corporation; or
- Have a hybrid model (i.e., nonprofit and for-profit/benefit corporation that work together)

*Preference is given to those ventures that have or would like to pilot social enterprise models

Be located and creating meaningful, measurable impact in South Florida (Miami-Dade, Broward, and/or Palm Beach) in one or more of the following areas:

- Economic Opportunity & Affordability
- Education
- Health
- Environment

Have some combination of the following:

- Approximate annual operating budgets in the \$250K-5MM range
- At least 2-3 staff, including a full time ED/CEO with several years of tenure with organization
- At least 2-3 years of operation and has shown or is beginning to show measurable results
- A Board that meets regularly, has defined responsibilities, and is eager to work with SVP
- **NOTE:** For Project-Based Support (as described above), we will accept for profit social enterprises, benefit corporations or hybrid models that are in the earlier phase of development - preferably with a minimally viable product/service with some market validation.

Demonstrate it is an innovative organization, led by a visionary social entrepreneur, that:

- *Is inspired* to remediate a social problem
- *Acts innovatively* to create a new solution to the social problem
- *Takes direct action* by developing new ventures, services, or markets
- *Displays courage* and persistence and bears the risks of innovation
- *Has a workable plan* to move from vision to reality
- *Exhibits measurable social benefits* through its activities

Be committed to growing the organization and expanding its reach to new areas of need, new geographic areas, or larger numbers of beneficiaries served.

- Takes direct action by creating new organizations, services, or markets

Be of optimal size to benefit from a partnership with SVP.

- To take advantage of the volunteer support we offer, the organization must have sufficient staff to design and implement capacity building projects while maintaining the quality of their offerings. At the same time an ideal organization should be focused on SVP and have limited access to other capacity building resources.

Have leadership that has identified capacity building as a strategic priority and can commit the energy and resources needed to focus on it.

- SVP's investment is a 'package deal' in that we provide both financial support and technical assistance to improve the organizational capacity of the investee. Selected organizations must have a commitment to enter into a financial and consultative partnership with SVP.

Additionally:

- While collaboration with other organizations is not a requirement, we welcome RFPs that seek support for such work. Collaboration can include joint ventures, mergers, shared services, and other projects that combine and leverage one organization's resources with another's.
- If selected as a social venture investee, the social venture's leadership team, including the Executive Director and at least one Board Member must have a direct relationship with SVP's consulting team. If it makes sense to increase the likelihood of success and/or to provide SVP with regular access to information, we may ask that the investee have one of the SVP Partners sit on the Board for the duration of our work with the investee.

These criteria are not limiting on the scope of SVP's commitments. If you believe that you could benefit from SVP's assistance, we encourage you to submit an application.

What Social Venture Partners Does Not Support

Social Venture Partners will not consider grant requests from individuals; organizations that discriminate; religious organizations for sectarian purposes; sports teams; and political or lobbying organizations. Furthermore, we do not make grants to organizations for the sole purpose of fundraising events/auctions, debt reduction, endowment funds, consulting fees, or litigation/legal expenses.

Information Sessions for Prospective Investees

Executive Directors/CEO's and Board Members of organizations interested in submitting a Letter of Interest are encouraged to attend one of our information sessions:

- Thursday, June 27th from 5:45-7:00pm at Venture Cafe Miami, Deering Room – [RSVP HERE](#)
- Wednesday, July 10th from 12:30-1:30pm: Live Webinar – [RSVP HERE](#)

If you have questions, please email lauren@svpmiami.org. We look forward to receiving your application!



2019 Letter of Interest

Thank you very much for your interest in applying to be an SVP Miami Investee. Please make sure you have read our Letter of Interest Guidelines including our eligibility requirements before completing this.

Letters should be emailed **in PDF format** no later than **5pm, Monday, July 29th** to lauren@svpmiami.org and info.svpmiami@gmail.com.

- Excluding this cover sheet, your Letter of Interest must not exceed 4 pages.
- Do not include attachments.
- Submit one PDF file only to the e-mail addresses shown above

***Should you wish to complete a fillable version of this application** please click [HERE](#) for the form and follow the below instructions:

1. Make a copy of the application form in your Google Drive.
2. Complete the application.
3. Download it as a pdf.
4. Save it and send it as described above.

1. Organization Name	Please mark here if you have applied before <input type="checkbox"/>		
2. Mission Statement			
3. Contact Name			
4. Contact Title			
5. Address (City, State, Zip)			
6. Phone			
7. E-mail address			
8. Website address			
9. Number of years in operation:			
10. Organizational status:	Is your organization a 501 (c) (3)? Is your organization a for-profit social venture? If you have a for-profit/nonprofit hybrid model or are a benefit corporation or L3C, then please describe.		
11. Geographies served:			
12. Number of individuals served in each of the past 3 years	<u>2018</u>	<u>2017</u>	<u>2016</u>
13. Number of employees each year for the past 3 years	<u>2018</u>	<u>2017</u>	<u>2016</u>
	Full time		

	Part time Contract		
14. Number of current volunteers			
15. Annual revenue each year for past 3 years Note: if your organization is an affiliate of a larger/national/regional organization, please note this and include both your revenue and the larger organization's revenue separately.	<u>2018</u>	<u>2017</u>	<u>2016</u>
16. Annual Earned Revenue for past 3 years Note: Earned Revenue is the revenue you derive from the sale of goods, services rendered, work performed, licenses, royalties, etc.	<u>2018</u>	<u>2017</u>	<u>2016</u>
	\$ (% of Annual Revenue)		
17. Program(s) or enterprise(s) that are the sources of earned revenue Note: Be general here and answer in more detail in Question 26.			
18. Annual expenses each year for past 3 years Note: if your organization is an affiliate of a larger/national/regional organization, please note this and include both your expenses and the larger organization's expenses separately.	<u>2018</u>	<u>2017</u>	<u>2016</u>

Write your Letter of Interest in narrative format. You are welcome to use graphics and tables to support your narrative but the document should not exceed 5 pages, excluding your cover sheet (please don't use microscopic fonts!).

While you are welcome to create your own narrative structure, here is one we recommend.

- **The situation:** The problem we're trying to solve is...
- **Your value:** To address this problem, we currently...
- **Your goals:** When we are successful, we have the following impact on this problem...
- **The challenge:** We are currently not able to...
- **Proposed investment:** So, we want to invest in... Be specific about your proposed use of SVP funds.

Please address the topic areas below in your narrative.

Note, if you have applied before, please include a brief summary of the progress that you have made since you last applied, in the beginning of the narrative or in an otherwise appropriate place in the narrative.

Service Model

- **19.** Briefly describe the problem your organization is trying to solve.
- **20.** What is your organization's mission and what impact do you strive to achieve?
- **21.** What is your theory of change?
- **22.** What programs/offerings does your organization deliver? To which target populations?
- **23.** Why these programs/offerings? What's the science/evidence/research that suggests your approach is the right one?
- **24.** How do you measure your results and impact? What metrics do you use? What is your success against these and how has your impact grown over time?
- **25.** What is unique and/or innovative about your organization when compared to others trying to accomplish similar objectives?

Social Enterprise

- **26.** Describe your existing source(s) of earned revenue (if any – see definition at Question 16)?
- **27.** How long have you been earning revenue from this venture/program?
- **28.** What do you foresee as the growth potential for this earned revenue?
- **29.** What are your current obstacles to this growth?
- **30.** If you are not currently generating earned revenue, what potential opportunities have you identified? If you have piloted any of these opportunities, then please provide a brief description of the pilot and any successes and challenges to date.

Vision & Growth/Development

- **31.** If you were to tackle your mission at the scale it would take to win, what would that look like? **THINK BIG HERE!** Imagine what it would look like in 10 years or more if you had all of the funding, people and resources you needed. What outcomes and new realities would exist? How would existing offerings be expanded or changed? What new offerings exist that help drive impact, sustainability and/or growth for your organization? Who might you partner with to scale up - other social ventures (could even be a merger/acquisition or strategic exit), companies, associations, funders or governments, schools or other institutions? Would legislative change be needed? How would technology play a role in all of this?
- **32.** Now, think about things more in the short-term. What are your organization's key growth/development goals for the next 3 years? How will your organization differ from today?
- **33.** What are your plans for achieving these goals, specifically around organizational capacity?

Leadership

- **34.** Provide short, professional backgrounds for your Executive Director and other key staff. Include their tenure with your organization. How are these staff members qualified to lead/contribute to new efforts?
- **35.** How many Board members do you have and what is their average tenure? Please briefly describe your Board and a recent example of their strategic thinking.
- **36.** Do you have active Committees on your Board or otherwise? If so, please list them and briefly describe any recent accomplishments.

SVP Engagement

- **37.** Please provide brief but specific descriptions of 3 to 5 proposed projects or ways you envision strategically using the skills and time of SVP Partners to enhance your organizational capacity (see LOI Guidelines for examples of SVP's volunteer assistance areas). This is very important - we only choose to work with organizations that need and prioritize our expert support which is the crux of what we offer - any money received is icing on the cake.