

SVP Business Partnerships: *In Their Own Words*



“To really be a part of the community, you have to be involved. There’s a big difference between living in a place and being a part of the place,” says **Bruce Borowsky**. “As a film maker and entrepreneur, both my personal and business lives are here in Boulder, so giving back matters.”

When Bruce started Boulder Digital Arts, then Triple Threat Digital, and now CodeCraft, he incorporated these values into their corporate cultures. “I can offer more resources through a business than I could do personally,” adds Bruce. And, the partnership garners benefits in kind – exposure to a wider pool of potential clients.

An active Boulder Chamber board member, his SVP business partnership has given Bruce a window into an important sector. “Through SVP, I’m able to see behind-the-scenes of the nonprofits I’ve heard about for years, to better appreciate the gaps and obstacles that exist,” he notes. “These insights help me be a better Partner, and member of the community. I’ve stayed engaged because of SVP’s continued amazing work,” says Bruce.



As a financial advisory firm, Peak Asset Management (Peak) understands investing in the future. With corporate values that include giving back to its community, SVP’s model of building local nonprofit sustainability and efficiency is well-aligned with Peak’s goals.

“Giving back where we live has always been important to us” says **John McCorvie**, “and Peak uses our involvement with SVP to help achieve that.” John, a Portfolio Manager and Managing Partner at Peak, represents the firm at SVP and currently serves as Chair of SVP’s Board of Directors.



Personally, working with SVP has provided John with a deeper understanding of philanthropy. “Before joining SVP I had not engaged in philanthropy in a meaningful way,” says John, continuing, “SVP has given me a unique, hands-on opportunity to build my knowledge and experience.”



As a side-benefit, John has found his SVP work has helped develop his thinking about how Peak can build its own capacity and sustainability. He notes, “From best practices around strategic planning, operations, and proactively reinforcing our mission, SVP has informed many of the processes and structures we’ve put in place. The synergies were an unexpected gift.”