FUELING NONPROFIT SUCCESS

SOCIAL VENTURE PARTNERS MINNESOTA
On behalf of the Board of Directors, we sincerely thank our exceptional Investees for trusting us. We appreciate our Partners, corporations and other donors for supporting our mission and volunteering their professional skills. We further appreciate our staff who run lean and stay focused.

As part of the SVP global network, we believe the collective impact of building capacity for social entrepreneurs around the globe is critical to the well-being of all people. Locally, we are here to provide greater opportunity for all underserved teens through our Investees who provide life-changing opportunities and hope for our future generation of leaders.

We are delighted to share that we grew to a record 120 Partners in 2018! With additional Partners comes more financial resources and increased technical skills, which amplifies our ability to guide strategic growth and sustainability for our Investees as they expand their best-in-class programming to more teens.

Living our values, we’ve increased our outreach to the nonprofit community. We are learning from them, building relationships, and gaining trust as we more effectively engage with the community. That includes taking a more planful approach by listening carefully to our Investees – actively seeking the advice of those who work with underserved youth every day, with a goal of taking action on what we learn.

We received two significant gifts in memory of alumna Partner and board member Ellen Mitchell Gallagher. With great appreciation and in honor of Ellen, we launched a fund-matching campaign to roll out the Community Partners Program. We gained enough support to call for nominations and bring on three Community Partners for a three year commitment. They started on our Due Diligence Team and have added high value to our organization. (See page 12 for more information on this program.)

In 2018 we updated our five-year plan, which ends in 2020, to focus on two goals and eight strategies. The streamlined goals are to 1) grow our organizational capacity, and 2) strengthen our impact. To meet them, we will focus on eight key strategies, as outlined at the bottom of this page.

Our mission is made possible through our Partners who provide their professional expertise and financial support, and through our Investees who have robust visions for their organizations and the teens they serve.

Thank you.

Carla Pavone
Board Chair 2018-2019

Impact Strategies thru 2020 — Streamlined!

**Grow Organization Capacity:**
GAIN CAPACITY TO SUPPORT 10 INVESTEES

1. Add new Partners to grow resources—individual and corporate
2. Retain and engage existing Partners
3. Advance Partner diversity and cultural competency

**Strengthen Our Impact:**
ADVANCE INVESTEES’ ABILITY TO INCREASE IMPACT (2X TO 3X)

4. Improve impact measurement
5. Explore communities of practice
6. Define alternative engagement models
7. Improve clarity of engagement process
8. Increase reach to diverse nonprofit social enterprises
**Mission**
We build powerful relationships and thriving communities through the amplifying impact of engaged philanthropy.

**Vision**
We elevate the lives of underserved teens by turbo-charging transformational social enterprises and philanthropic leaders.

**Values**

**IMPACT**
We foster positive change in our community.

**INNOVATION**
We pursue the greatest potential — not the easiest path.

**COMMUNITY**
We make a greater impact together.

**EQUITY**
We believe ALL people should have the opportunity to succeed.

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**Our Three Pillars & Impact On The Twin Cities**

**SOCIAL VENTURE PARTNERS**
Creating a network of engaged philanthropists
- 120 Partners & 8 companies investing skills & financial resources
- 5,400 volunteer hours dedicated to consulting & strategic grant making
- Educational opportunities

**COMMUNITY IMPACT**
Helping underserved teens achieve their potential
- Focusing on programs that are innovative and have strong impact on teens
- Working to remove barriers to success
- Strengthening programs for better outcomes for teens

**SOCIAL ENTERPRISES**
Strengthening the most innovative nonprofits
- 7 nonprofits in SVP portfolio
- Gap analysis and follow capacity building plan to realize vision
- At least 2x impact after 3 years
- Educational opportunities
Strong Nonprofits Deliver Better Results

It’s that simple.

Things like up-to-date technology and strong financial systems can mean the difference between reaching 50 and 500 opportunity teens. That is why we work with nonprofits for three years, strengthening behind-the-scenes systems that will help accelerate their mission.

Total Investment in the Twin Cities — 2018

$810,000+ In Volunteer Time From Skilled Partner Professionals (estimate based on $150 per hour)

$150,000 In Unrestricted Grants Awarded

$960,000 In Total Support

ROI: We turn every $1 in grant funds into more than $4 of nonprofit support

A typical three-year SVP partnership will help the Investee more than double their impact.

The Teens Our Investees Serve

- White & Caucasian: 30.85%
- More Than One Race: 5.12%
- Native American & American Indian: 1.09%
- Asian & Pacific Islander: 13.33%
- Black, African American & African: 23.22%
- Hispanic & Latinx: 25.26%
- Other: 1.13%
The BrandLab

Mission: To change the face and voice of the marketing industry by introducing, guiding and preparing students for careers in marketing and advertising.

First year of SVP Investment: 2017

SVP Grants to Date: $50,000

SVP Projects: Expansion Strategy, Program Evaluation, Success Metrics, Governance

SVP Consulting Team: Linda Ireland & Andrea Stark (Lead Partners), Nancy Chang, Dionne Gumbs, Trevor McKinnon, Will Schnabel, Kirk Smith, John Watson

Investee Impact in 2018: In 2018, 787 teens participated in classroom programming, 75 teens were placed in communications internships at 49 companies, and more than 100 youth benefited from professional development and mentoring. Additionally, 18 companies participated in The BrandLab’s Fearless Workshops. Expansion efforts continue and the Kansas City program is entering its second year. In 2019, The BrandLab will be growing its new Spark program and launching an apprenticeship program.

In partnership with SVP, today we are poised to accelerate our impact. Our SVP team guided, questioned, and helped us to create the road map for launching in our first market beyond the Twin Cities. With them by our side, we are confident that our deliberate decisions on the how, when and why, will set us up for sustainable success.

—ELLEN WALTHOUR
CEO, THE BRANDLAB

Growth from 2016

2018

942 Teens Reached
7 Programs
55 Sites
$726,094 Revenue
8 FTE Staff

2016

852 Teens Reached
4 Programs
48 Sites
$537,950 Revenue
5 FTE Staff
Connections to Independence (C2i)

**Mission:** To provide unique programming and advocacy for foster care youth, ages 15-24, promoting successful and healthy transitions to living independently as they reach adulthood.

**First year of SVP Investment:** 2019

**SVP Grants to Date:** $25,000 will be provided in 2019

**SVP Projects:** Projects are currently being defined

**SVP Consulting Team:** Jeanne Rudelius (Lead Partner), John Mauriel, Danielle Denney Moriarty, Jeff Parker, Josh Susser

**Investee Impact in 2018:** Connections to Independence (C2i) is a unique organization that provides support for youth in foster care by connecting permanent placement providers, community-based organizations, and counties in a formalized partnership. When the organization was first launched in 2010, their aspiration was to be the expert organization for teens aging out of foster care. Now, that aspiration is being achieved on a local level as C2i is often asked to serve on panels to share their positive outcomes and program design. The partnership with SVP will help them take their services to a state level, setting them up to eventually expand to a national level.

"C2i is just starting our partnership with SVP... We are extremely excited, as the SVP process has already helped our team think about expansion in several different ways. We are looking forward to working with our SVP team, led by Jeanne Rudelius from US Bank."

—JESSICA ROGERS
FOUNDER & EXECUTIVE DIRECTOR, C2i
Cookie Cart

Mission: To provide teens with lasting and meaningful work, life and leadership skills through experience and training in urban nonprofit bakeries.

First Year of SVP Investment: 2018

SVP Grants to Date: $25,000


SVP Consulting Team: Dan Kinsella (Lead Partner), Brian Blees, Bill Bluhm, Lincoln Hughes, Amy Jongerius, Karen Kinsella, Leslie Orenstein, John Quinlan, Christi Strauss

Investee Impact in 2018: Cookie Cart expanded to St. Paul and launched programming to engage and employ 250 youth in Minneapolis and St. Paul combined. 152 youth attended Financial Literacy classes, 80 youth completed Leadership Training and 70 youth earned Industry Skills Certification.

HeavenLee has participated in and worked at Cookie Cart for 10 months, and in that time, she’s improved her communication skills with her peers and managers. “I’ve been stepping up lately. Before I was a little isolated and didn’t talk to many people, but now I’m talking to more of my coworkers and helping new rookies. I’ve come out of my shell, not only at work, but at school, too.”

Although it took some time for HeavenLee to build confidence in her communication, she’s always been motivated by knowing she’s a part of a team at Cookie Cart. HeavenLee is building the skills she needs to create her own bright future.

This summer, she wants to work on her leadership and social skills in the bakery so she can be promoted to Cart Captain. Her advice for new employees is, “Do what your managers ask, but then go beyond that and give a little more because they notice who is willing to do the tough jobs.”

Our SVP Partners remind me to step out of the weeds and they challenge me to take the time to ponder their wise query, ‘What do you want for Cookie Cart?’ They serve as a sounding board, a strategic partner and invaluable individual resources for me, and for Cookie Cart.

—MATT HALLEY
EXECUTIVE DIRECTOR, COOKIE CART
Elpis Enterprises

**Mission:** To foster youth development for homeless or precariously housed young people ages 16-23 through social enterprises.

**First year of SVP Investment:** 2018

**SVP Grants to Date:** $25,000

**SVP Projects:** Program Evaluation, Policies & Protocols, Funding Strategies, Internship Expansion, IT, Governance

**SVP Consulting Team:** Ellie Singer & Jayme Keseley (Lead Partners), Tony Fine, Chris Harms, Holly Parker, Christi Strauss

**Investee Impact in 2018:** In 2018, 26 young people, all of whom were experiencing homelessness or unstable housing, gained paid work experience and developed work readiness skills while employed in Elpis’s social enterprises. An organizational goal is to prepare trainees for the broader employment market.

Sales within Elpis’s social enterprises grew by 34% compared to 2017. In 2018, Elpis added an embroidery product line and purchased its first automated screen-printing press and embroidery machine. The equipment is increasing productivity and providing trainees with more diverse work experiences that align with hiring needs in the broader job market (automation, digital design, sales).

When Marcellius graduated from high school, he needed to leave home. After staying at a shelter and couch-hopping at friends’ homes, he was accepted at a supportive housing program for young people who are homeless. He came to Elpis as a trainee and recently joined the staff as a project lead in Elpis’s woodworking enterprise. He went through the woodworking internship, learning all the machines in the shop and how to build nesting boxes, bird feeders, and other products. He used these skills as he and other trainees went out into the community, teaching young children how to make nesting boxes and bird feeders.

Marcellius shared, “The more Elpis community outreach I go to, the more comfortable I am around people. I know Elpis changed how I act and talk around others.”
Roots for the Home Team

**Mission:** To nourish young people’s appetites to discover new possibilities and pathways for success through unique opportunities.

**First year of SVP Investment:** 2018

**SVP Grants to Date:** $25,000

**SVP Projects:** Market Expansion & Chapter Structure, Funding Evaluation, Marketing, Legal, Board Development & Structure

**SVP Consulting Team:** Marshall Lehman (Lead Partner), Linda Ireland

**Investee Impact in 2018:** Roots for the Home Team grew its first new set of roots in 2018. In July, they opened a chapter with the Milwaukee Brewers. Ten youth participated from local garden programs and alongside area chefs. They created four salad recipes that Miller Park chefs made into game-day products. At Sunday ball games, the youth were employed to help sell their salads and more than half the games were salad sell-outs.

Roots Twin Cities experienced a winning season too with 45 youth participating in the program. They broadened and deepened organizational leadership, launched an entrepreneurial growth curriculum (under the guidance of U of M professors) and created a replicable Finding Your Roots curriculum. Participating youth have said they now see themselves as leaders, feel stronger, and are more confident, courageous, eager and empowered to create their own futures and pursue vocational opportunities that align with their strengths.

Structurally, Roots is in the process of creating a national board to oversee and manage governance of the organization. Chapter cities are creating their local Leadership Boards.

“I’m incredibly grateful for the leadership, guidance and resources SVP and Factory Motor Parts continually offer our organization. Their help accelerates our ability to deliver on our mission and run a sound, vibrant, influential program.”

—Susan Moores
Founder & Executive Director
Roots for the Home Team
Mission: To empower youth through hands-on education rooted in sustainability and entrepreneurship.

First year of SVP Investment: 2016

SVP Grants to Date: $75,000

SVP Projects: Strategic Planning, Organizational Structure, Development, Financial Modeling

SVP Consulting Team: Cyndie Leary & Katherine Syverson (Lead Partners), Grace Bassette, Loren Feldkamp, Jason Fogt, Jeff Henderson, Margaux McClure, Amy Jo Van Culin, Guff Van Vooren

Investee Impact in 2018: Spark-Y built on previous successes to build more sustainable systems, grow more food, and empower more youth than ever before. In 2018 they served 1,926 youth, provided curriculum for 13 schools with regularly occurring programs in 18 classrooms, employed 34+ youth across their programs, helped youth build 10 new permanent aquaponic systems, 35 new mini-aquaponic systems, and four new vermicompost systems. The results are that 70% of students believe they could start their own business someday and 80% of students say they know how to live sustainably.

Spark-Y transitioned their headquarters to Northeast Minneapolis, which brought new successes to the organization. The annual Spark-Y Internship Open House was the most well-attended to date, featuring interactive projects from interns and a speech from Minneapolis Mayor Jacob Frey who called Spark-Y “a grenade for good.” In addition, Spark-Y unveiled their newly constructed farm to the public and celebrated intern teams who spent seven weeks on a sustainability project while gaining valuable professional experience along the way.

Growth from 2015

- Teens Reached: 1,040
- Programs: 14
- Sites: 10
- Revenue: $712,777
- FTE Staff: 10

In 2018

- Teens Reached: 625
- Programs: 10
- Sites: 8
- Revenue: $186,190
- FTE Staff: 4

SVP and the Lube-Tech team have provided valuable, specific, and unique opportunities to Spark-Y. We are lucky to have the support of Partners who invest in resources for Spark-Y to achieve success.

—ZACH ROBINSON
EXECUTIVE DIRECTOR, SPARK-Y
Mission: To educate and engage youth to learn, work, and thrive as responsible global citizens.

First year of SVP Investment: 2016

SVP Grants to Date: $75,000

SVP Projects: Organizational Development, Board Governance, Revenue Modeling Analysis & Evaluation

SVP Consulting Team: Vicki Raport (Lead Partner), Kate Berman, Mary Dee Hicks, Lincoln Hughes, Linda Ireland

Investee Impact in 2018: During the 2017-2018 school year, World Savvy reached 6,225 Minnesota students and 83 Minnesota educators across 13 schools and districts. In work out-of-state, they served 539 teachers and 34,050 students.

World Savvy supported schools, teachers, and students across the country, working together to reimagine education for a more globally connected world. In San Diego, they continued to innovate in collaboration with a STEAM magnet school to make learning real and relevant for their diverse student population. Outside Knoxville, they piloted a strategy exploring the impact that global competence education can have on communities experiencing shifts in demography. In New York City, they hosted a workshop based on using the United Nation’s Sustainable Development Goals, offering educators a framework for their students to better understand global issues and to engage as problem solvers. Investments in teams in the Twin Cities and the Bay Area allowed them to strengthen the World Savvy Classrooms program and Partnership work, ultimately making a greater impact on the teachers and students served.

SVP has partnered with World Savvy to be a strategic thought partner around earned income and organizational staffing. Thanks to the partnership, we have a three-year staffing structure as well as a start of an earned income model that incorporates market considerations as well as internal costs.

—DANA MORTENSON
FOUNDER & EXECUTIVE DIRECTOR, WORLD SAVVY
Introducing: Community Partners Program

We are pleased to announce our inaugural cohort of Community Partners: Linda Bryant is Sr Vice President of Programs at Emerge, Neda Kellogg is founding Executive Director of Project Diva, and Veronica Williams is in development as annual giving manager at CaringBridge. Linda, Neda and Veronica are community-minded professionals, leaders and social entrepreneurs who are connected to the populations we serve and have a passion for strengthening the Twin Cities community through SVP’s strategic work with innovative nonprofits. Linda, Neda and Veronica have the skills needed for nonprofit capacity building projects and we are delighted they’ve joined our team.

SVP in the Twin Cities in 2018

| 8,622  | 7       | 120     | 8       |
| TEENS REACHED | NONPROFIT INVESTEES | PARTNERS | COMPANIES |
| 7 CONSULTING TEAMS FOR INVESTEES | 4 SUMMITS & PITCH NIGHTS | 4 WORKSHOPS & COMMUNITY OUTREACH EVENTS | 5 PARTNER-ONLY GATHERINGS |

PHOTO © SPARKY

PHOTO © COOKIE CART
What attracted you to SVP?

Partners tell us they value learning from and connecting with nonprofits and SVP Partners. They enjoy the SVP model — which is both collaborative and personalized. Plus, they believe all teens should be given the opportunity to succeed. When our teens succeed, our communities thrive.

I really enjoy connecting to social entrepreneurs to help them succeed. I’m happy to donate money, but prefer to leverage the impact by helping these amazing leaders scale up their impact.

—CARLA P.

The depth and breadth of the community we are a part of is truly inspiring. I love seeing the passion of the SVP Partners and the nonprofits we support.

—JENNIFER C. MARSH USA

I’m impressed by the disciplines of SVP and the opportunity to help create real change. I have deep admiration for the skill and commitment of Partners. I’m an unabashed supporter and fan!

—JOHN W.

SVP gives us an opportunity to engage in our new community with like-minded active philanthropists.

—DIONNE & ALEX G.

SVP offers a unique way of impacting the lives of underserved teens in Twin Cities. We give our time, talent and treasure to SVP to help seven nonprofits more than double their impact on teens. This is something we can’t do anywhere else.

—NATHAN E.

SVP encourages Partners to get involved in ways that interest and excite each of us. This “try-your-own adventure model” allows me to feel like there is always something new to do. More importantly, I feel like my efforts are having an impact in a variety of ways!

—TREVOR M., 3M
Grateful...

...for our Partners, Investees, Board of Directors and community members who care deeply about helping underserved teens.

Board of Directors

Carla Pavone
Chair 2018-2019
University of Minnesota

Brian Peterson
Treasurer
MN Assistance Council for Veterans

Jim Anderson
Consultant

Jeff Arnesen
Marsh USA, Inc.

Ally Delgado
Merchology
(term ended 12/18)

Nathan Espinosa
Lube-Tech

Jacie Fogelberg
Meristem Family Wealth
(term ended 12/18)

Kimpa Moss
Lurie LLP

Guff Van Vooren
Consultant
(term ended 12/18 & now on SVP’s International Board)

NEW DIRECTORS (as of 1/19)

Ben Burgum
University of Minnesota

Rebecca Duvick
Consultant

Dionne Gumbs
GenEQTY

Linda Ireland
Consultant

Christi Strauss
Consultant

2018 Partner Awards

FAST START to help SVP scale
John Watson
MarComm Committee, Due Diligence Team, The BrandLab consulting team, Community Partners Team, Programs Committee

FAST START to help Investees scale
Christi Strauss
Cookie Cart & Elpis Enterprises consulting teams, Due Diligence Team

PARTNER OF THE YEAR to help SVP scale
Steve VanTassel
Equity Team, Investment Committee

PARTNER OF THE YEAR to help Investee scale
Dan Kinsella
Cookie Cart Lead Partner
We Appreciate Our Donors Who Advance Our Mission

SVP Partners pool their donations and invest in highly-vetted nonprofits. They learn to give more intentionally, volunteering their professional skills to transform social change organizations—and themselves. SVP generates great rewards for Partners as they strategically engage in strengthening their communities through this unique cohort experience. Our Partners embrace and nurture nonprofits that embrace and nurture underserved teens.

**Philanthropic Partners
$30,000+**

- Elliott Badzin
- Marshall Lehman

**Corporation Partners
$15,000+**

- 3M
- CH Robinson
- Lurie

- Nancy Chang
- Dan Pickering
- Kayla Greenwood
- Robb Stubenvoll
- Rhoda Beaird
- Shelley Maasch
- MaryAnne & John Mauriel
- Leslie & David Orenstein
- Holly & Jeff Parker
- Jeanne Rudelius
- Kimberly Berg & Will Schnabel
- Ellen Singer
- Tracy & Alden Skar
- Colleen & Michael Swanson
- Erin & Josh Susser
- Jane & Steve VanTassel
- Vicki Raport & Guff Van Vooren
- Janet & John Watson

**Leadership Circle
$10,000+**

- Marjorie Weil & Marvin Edward
- Mitchell Foundation
- In memory of former Board Member, Ellen Mitchell Gallagher
- Mary Dee & George Hicks
- Jim Kraft
- Kimpa & David Moss
- Carla Pavone & Morris Stockburger
- Christi Strauss

**Partners
$6,000+**

- Mary & Jim Anderson
- Jeff Arnesen
- Kate & Art Berman
- Christine & Bill Bluhm
- Ben Burgum
- Rebecca & Dave Duvick
- Amber & Nathan Espinosa
- Dionne & Alex Gumbs
- Debora Garvey & Chapin Hall
- Michelle & Jeff Hinck
- Linda Ireland
- Kim & Eric Jackson
- Chad Johnson
- Jayme & Bob Keseley
- Karen & Dan Kinsella
- Jodee & Nick Koziak
- Julie & Rick Krieger
- Kathy & Marty Leestma
- MaryAnne & John Mauriel
- Leslie & David Orenstein
- Holly & Jeff Parker
- Jeanne Rudelius
- Kimberly Berg & Will Schnabel
- Ellen Singer
- Tracy & Alden Skar
- Colleen & Michael Swanson
- Erin & Josh Susser
- Jane & Steve VanTassel
- Vicki Raport & Guff Van Vooren
- Janet & John Watson

**Rising Leaders
$1,000+**

- Alana Buckner
- Ally & Joe Delgado
- Kayla & Lincoln Hughes
- Drew Moss
- Danielle Denney Moriaty & Michael Moriaty
- Lisa Novack & Brian Peterson
- Andrea Stark
- Lesley Suarez
- Jack Ward
- Kyle Wicks

**Community Partners**

- Linda Bryant
- Neda Kellogg
- Veronica Williams

**Foundation & Other Giving**

- W.W. Grainger Foundation
- Castlelake Corporate Giving
- Paddock Family Foundation

**Friends of SVP
$1,000+**

- Jacie & Brian Fogelberg
- Ann Herzog-olson

**$500-$999**

- Julie & Keith Goetz

**Up to $499**

- Anonymous
- Don Craighead
- Esther Goldberg-Davis
- Katy & Stuart Noun

**SVP Community Partners Program Fund**

- Mary & Jim Anderson
- Jeff Arnesen
- Lea Blackwell Favor
- Ally & Joe Delgado
- Amber & Nathan Espinosa
- Jacie & Brian Fogelberg
- Gary Gallagher
- Esther Goldberg-Davis
- Ann Herzog-olson
- Mary Dee & George Hicks

**Matching Gifts**

- 3M
- ECMC Group
- Lube-Tech
- Medtronic
- The Toro Foundation
- US Bank

**Gifts in Kind**

- Cookie Cart
- Goetz Results Communications
- Hubbard Broadcasting
- Lube-Tech
- Lurie LLP
- Marsh USA
- Margaux McClure
- Meristem Family Wealth
- Michael Henley
- Vantage—Minnetonka High School
- University of Minnesota
- Carlson School of Management
- Virteva

Our sincere apology if we inadvertently omitted or misspelled any names.
Are you ready to accelerate your impact? Contact us today!

We are seeking more donors and Partners to support our mission, and more innovative nonprofits to become Investees.

PHOTO © ELPIS ENTERPRISES

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SVP Form 990 and financials are posted at http://SocialVenturePartners.org/minnesota/who-we-are/reports-and-financials/
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