



INVEST ENGAGE ADVANCE | SEATTLE

# INVESTEES & CAPACITY BUILDING PROJECTS



2010–2011

# BETTER TOGETHER

## 2010–2011 INVESTEE PORTFOLIO

### Table of Contents

#### Introduction

SVP Capacity Building Nuts & Bolts	1
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#### New Investees

College Access Now	2
Equal Opportunity Schools	3

#### Graduating Investees

Center for Human Services	4
Facing the Future	5
Groundwire	6

#### Current Investees

Boyer Children's Clinic	7
Communities in Schools of Washington	8
Denise Louie Education Center	9
Explorations in Math	10
First Place	11
Friends of the Children	12
League of Education Voters Foundation	13
Mountains to Sound Greenway	14
People for Puget Sound	15
Powerful Schools	16
Summer Search	17
Thrive By Five	18
Vietnamese Friendship Association	19
Washington Environmental Council	20

## STRENGTHENING NONPROFITS: CAPACITY BUILDING NUTS AND BOLTS >

SVP currently partners with 17 nonprofits who work on behalf of our community to improve the lives of children and protect our environment. We provide multi-year general operating support (3–5 years) combined with hands-on organizational capacity building.

What's capacity building? We define it as the development of core skills, management practices, strategies, and systems to enhance an organization's effectiveness, sustainability and ability to fulfill its mission. SVP supports this work by providing cash grants, skilled volunteers, professional consultants, and leadership development/management training opportunities.

At SVP we recognize that nonprofit practitioners are the program experts, and we aim to complement that expertise by working in partnership *with* those organizations. Therefore, the first step is listening to what they need. Two key tools to help us do that:

**SVP Organizational Capacity Assessment Tool (OCAT):** All Investees complete the OCAT upon receiving a grant. The OCAT is self-administered – typically completed by the Executive Director and key leadership from staff and board. Investees are also asked to review the tool annually so that any improvements can be measured over time. The OCAT helps the Investee identify and prioritize the capacity building areas where they want to focus their efforts. These areas include:

- Financial Management
- Fund Development
- Information Technology
- Marketing and Communications
- Program Outcomes and Evaluation
- Human Resources.
- Mission, Vision, Strategy and Planning
- Legal Affairs
- Leadership Development
- Board Leadership

**Annual Work Plan:** Upon completing the OCAT, Investees develop an Annual Work Plan to define their goals and provide a roadmap for their partnership with SVP. From there SVP matches each Investee with volunteer or paid consultants who can help them reach those goals.

The following pages will showcase our capacity building work — you'll see OCAT results from our graduating Investees, learn about our new funding relationships and discover how volunteers and consultants have engaged with investees over the past year.

Perhaps you'll discover an area or two where you'd like to plug in!

## COLLEGE ACCESS NOW

**Executive Director**  
**Giving Area**  
**New Investee**

Christine Chew  
Out of School Time  
Selected Spring 2011

### Why?

Family income is one of the biggest predictors of college completion, rather than academic performance, and only 50% of low income students enter college right after high school (compared to 80% in affluent communities). Low income, first generation students who want to go to college often do not know the steps to take to even apply, due to a lack of connection to accurate information and resources related to post-secondary planning.

College Access Now (CAN) hopes to change the future prospects of economically disadvantaged youth by opening the door to college. CAN is a comprehensive in-school advocacy and after school support program that helps students perceive themselves as "college material," navigate the college application process, secure funding for college, and persevere in their studies. Its methodology is unique; it promotes college attendance through a best practice combination of full-time on-site staffing and services, after-school class sessions, campus visits and individualized coaching.



*"College Access Now serves low-income students in a critical, life-changing manner. They have had 100% success over the past five years getting all of their students into college! They are bursting at the seams with possibility, and the thing holding them back is what SVP does best: building organizational capacity."*

Linda Hendrickson  
Out of School Time Grant Committee

### CAN Currently Serves

- 227 students in three Seattle schools, of which 92% are in the first generation of their families to attend college
- Students of color make up over 99% of participants
- 88% qualify for free and reduced price lunch
- 57% speak a language other than English at home

CAN has served an additional 252 students over the past five years and the demand for services (in and around Seattle) continues to grow. Consequently, CAN aspires to serve 570 students in 10 high schools by 2015. Over the years, CAN has experienced impressive results with 100% college acceptance and last year's seniors were offered more than \$1.5M in independent and institutional grants.

## EQUAL OPPORTUNITY SCHOOLS

**Executive Director**  
**Giving Area**  
**New Investee**

Reid Saaris  
K-12 Education  
Selected Spring 2011

### Why?

When he was 16, Reid Saaris was put on the fast track with advanced-level courses that would prepare him for college. His best friend, although equally bright but low-income, was not, and spent a decade making up for missed opportunities. Spurred by this story, Reid founded Equal Opportunity Schools (EOS).

Equal Opportunity Schools seeks to level the educational playing field. To accomplish this they identify, enroll and support missing students in challenging college-preparatory courses, boosting their academic motivation and achievement, and their likelihood of going to and graduating from college.



*"SVP has led the country in showing how smart grant makers can provide a combination of capital, know-how, and community connections to catalyze a non-profit's effectiveness. We need their skills to achieve our ambitious growth trajectory, and are honored to be a part of the SVP portfolio."*

Reid Saaris  
Founder of EOS



*"EOS will be a showcase investment for the SVP partnership, both in the program's potential for success and impact, and for partner engagement in significant, important projects."*

Harvey Rubinstein  
K-12 Grant Committee Chair

### EOS will strengthen and diversify SVP's grant portfolio to:

- Allow greater SVP impact on program trajectory by engagement at an early, formative stage
- Promote education systems reform through rigorous analysis and dissemination of results
- Offer potential for achieving scale through blueprint program design and short interval intervention
- Provide association with new co-funders – promoting a broader community for exchange of ideas

# CENTER FOR HUMAN SERVICES

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Beratta Gomillion  
 Lisa Jo Anderson  
 Early Childhood Development  
 \$241,000 Over 5 Years

## Why?

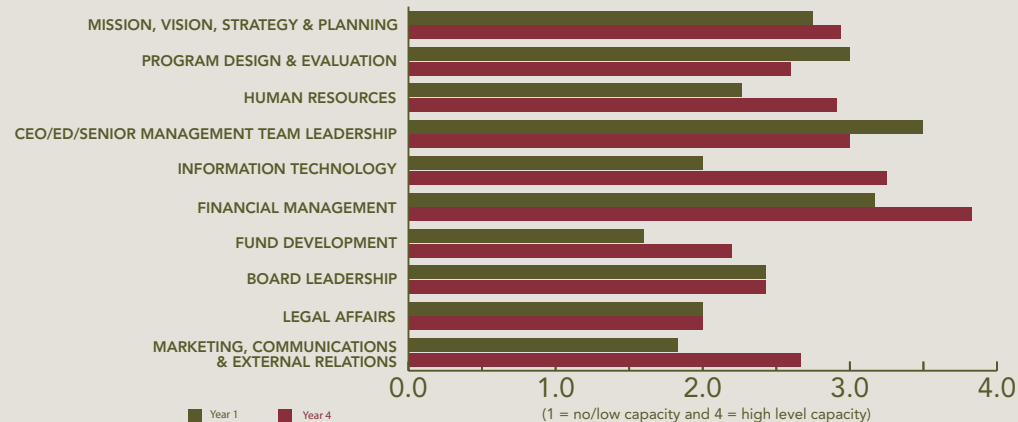
Center for Human Services believes that the most critical element to strengthening a community is to strengthen its members and their families through preventive and responsive programs that are culturally competent. This is accomplished by taking an approach that is strengths-based, family focused, integrated, and culturally aware. Annually they serve over 1,900 people, with over 75% ethnic minorities. They are currently celebrating 40 years of service to the community!



## Capacity Building Highlights

- **Strategic Planning:** resulted in a three year comprehensive and practical plan that is easily implemented.
- **Human Resources & Performance Management:** Assisted in streamlining business practices through the creation of a logic model that effectively ties together all departments .
- **Leadership Development** through a continuing series that included conflict resolution training, change of management and job fulfillment. Also, board development through several board retreats.
- **Human Resources:** Assessed current salary scale against United Way salary survey and developed a scale for each type of position at the agency. Reviewed titles for accuracy and fit within the agency scales. This increased the ease of hiring new staff and ensured fair pay for all employees.

## Organizational Capacity Self Assessments



# FACING THE FUTURE

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Wendy Church  
 Jeff Thiel  
 Environment  
 \$241,000 over 5 years

## Why?

Facing the Future engages students in learning by making academics relevant to their lives. They empower students to think critically, develop a global perspective, and participate in positive solutions for a sustainable future. Their programming has been used in all 50 states and in over 80 countries reaching over one million students with 20,000 of those students in 200 classrooms in the Puget Sound area. Statistical studies have consistently shown an increase in student comprehension of sustainability as well as in student belief that they can effect change by taking personal action in their local and global communities.



## Capacity Building Highlights

- **Information Technology:** Created a customized database to better track Facing the Future's users and increase campaign effectiveness through more streamlined reporting
- **Information Technology, Marketing & Communications:** Created a new website that has helped increase their web presence. In 2008, when the site went live, teachers downloading curriculum from the site increased by over 150%
- **Leadership & Board Development:** provided access to a series of peer learning and coaching sessions focused on fund development strategies and diversification
- **Program Outcomes & Evaluation:** Assisted in conducting a best management practices study for other subscription based websites so that Facing the Future could better understand how to move towards a web-based subscription service and evolve their business model

## Organizational Capacity Self Assessments





## GROUNDWIRE

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Neal Myrick  
 Todd Dunnington  
 Environment  
 \$230,000 Over 5 Years

### Why?

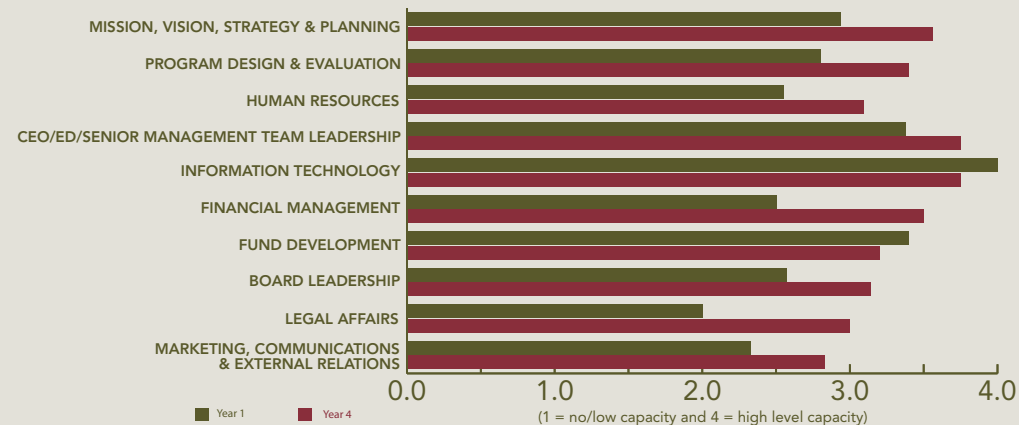
Groundwire offers a wide range of technology services that help environmental organizations connect, inspire and mobilize their communities. Since their founding, they have helped more than 1,000 environmental organizations become more effective by building stronger ties to other environmental organizations and the communities they serve. A capacity building organization themselves, Groundwire optimizes affordable and innovative communications technologies so organizations can build the relationships they need in order to achieve positive social change.



### Capacity Building Highlights

- **Program Outcomes & Evaluation:** Created a Theory of Change map that has strengthened Groundwire's commitment to their mission and focused their work on the most effective ways to achieve it
- **Board Development & Governance:** Board development and training that has framed a set of recommendations around governance, board committees, board composition and recruitment, and board development
- **Strategic Planning:** assisting staff and board through strategic planning process
- **Leadership Development:** when the Groundwire team went through re-branding, SVP provided a marketing specialist to help reboot their fundraising strategy, create materials and conduct board training
- **Information Technology:** part-time employment of SVP Partners David Habib and John Fine to build Groundwire's IT capacity and for David & John to increase their IT skills to share with SVP and other Investees

### Organizational Capacity Self Assessments



## BOYER CHILDREN'S CLINIC

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Michael Stewart  
 Mary Willis  
 Early Childhood Development  
 \$140,000 over 3 years

### Why?

Boyer Children's Clinic improves the quality of life of children with neuromuscular disorders and other developmental delays by providing the best solutions for each child and family. The majority of the clients served are age 4 and under and live in western King County. In 2009 alone, Boyer served over 700 students and in the past year they have added a South Seattle Campus with plant to increase clients by 10%.



*"I have to say, this speaks to the value of investing in an organization that is actually very well run and one of the tighter non-profits I've experienced. Yet, they were at a place where they could really step to a new level and become more effective in the work that they're doing. I think that SVP's investment at this particular time has been extraordinarily valuable."*

Mary Willis  
 SVP Lead Partner

### 2010–2011 Capacity Building Projects

- **Information Technology:** expand SharePoint site to increase staff efficiency of internal communications (Partner Kevin Phaup)
- **Marketing & Communications:** conduct a comprehensive assessment of its brand, including the look and feel, colors, messaging, logos, on-line and off-line (Partner Randy Wootton and Community Volunteer Lisa Scattaregia)
- **Board & Leadership Development:** Peer learning groups and strategic team building for Executive Director and Development Director (Paid Consultant)



# COMMUNITIES IN SCHOOLS - WASHINGTON

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Susan Richards  
John Brown  
K-12 Education  
\$85,000 over 2 years

## Why?

As a hub organization for their statewide network, Communities In Schools of Washington works to increase the capacity of local CIS affiliates who provide schools with a community of support, empowering them to stay in school and achieve in life. Across Washington the state office provides training and technical support to local programs, advocates for struggling kids and families by informing policy-makers about their school-based model, encourages businesses to invest in their future workforce and inspires citizens to volunteer.



## 2010–2011 Capacity Building Projects

- **Program Outcomes & Evaluation:** identify state office outcomes in partnership with CIS National and local affiliates (Paid Consultant)
- **Leadership Development:** ED attended Nonprofit Executive Leadership Institute with assistance from SVP funds. Board Chair attends peer learning group for board chairs (Paid Consultant)
- **Fund Development:** assess, evaluate and refine state office resource development activities (Paid Consultant)
- **Board Development & Governance:** develop plan to strengthen board member engagement by clarifying committee structure and board/ED roles (Paid Consultant)

*“John Brown (Lead Partner) will challenge us where we need to be challenged, encourage us when we need to be encouraged but also remind us of all of the things we have done. We’ve done a lot of foundational work that will last longer than the relationship.”*

Susan Richards  
Executive Director



# DENISE LOUIE EDUCATION CENTER

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Janice Deguchi  
Pam Robbins  
Early Childhood Development  
\$40,000 over 1 years

## Why?

In order to promote success in school and community, Denise Louie Education Center (DLEC) provides quality, multi-cultural early childhood education services to children and their families. DLEC targets children in low income at-risk households in the Beacon Hill, International District and Rainier Beach neighborhoods. The majority of families served by DLEC are recent immigrants and refugees. At present, there are only 150 Early Head Start slots available in all of Seattle. DLEC’s Early Head Start program will increase the total by 55%.



*“When asked how much time DLEC spends on SVP “stuff”:  
I don’t see it as SVP stuff. I see it as all Denise Louie stuff to help my organization do what it needs to do. There was a quote from Abraham Lincoln about if you had 8 hours to cut down a tree how would you do it? The response was ‘I’d spend 4 hours sharpening my axe.’ I feel like the SVP relationship is helping me sharpen my axe.”*

Janice Deguchi  
Executive Director

## 2010–2011 Capacity Building Projects

- **Leadership Development:** ED, development director and board members participated in peer learning groups (Paid Consultant and Partners Craig Bruya and Pam Robbins)
- **Performance Management:** volunteer to advise staff on establishing performance benchmarks and rewards (Community Volunteers Carmen D’Arcangelo and Molly Luna)
- **Program Outcomes & Evaluation:** Facilitate focus groups, composed of DLEC parents and staff, to determine DLEC’s strengths and development areas (Partners Kelly Guy and Diane Moore)
- **Fund Development:** assess current fundraising efforts, work with staff and board to develop and implement new plan (Paid Consultant)



## EXPLORATIONS IN MATH

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Tammie Schacher  
 Bill Ellis  
 K-12 Education  
 \$205,000 over 4 years

### Why?

Explorations in Math seeks to improve math achievement by creating a positive math culture in elementary schools. In the past year EIM has served 1,146 students in 76 math clubs; 4,112 family members at 22 family math nights; 7,392 student responses to 42 monthly math challenges; 19 teachers and 456 students with Mathematician in Residence programs; and 140 students in Summer Math Camps.



### 2010–2011 Capacity Building Projects

- **Marketing & Communications:** help identify steps to successfully launch a branding campaign (Partners Megan Smiley and Sarah Daniels)
- **Human Resources:** assist EIM in outlining annual review process and professional development plan (Community Volunteer Carmen D'Arcangelo)
- **Marketing & Communications:** support in outlining a PR road map over the next 12-18 months that will help maximize short-term opportunities (Partner Sarah Daniels)
- **Program Outcomes & Evaluation:** complete a Theory of Change and Logic Model to align with program outcomes (Paid Consultant)
- **Leadership Development:** ED and board members participated in peer learning group for fund development
- **Information Technology:** SharePoint support and guidance on IT systems (Partner Kevin Phaup)
- **Program Outcomes & Evaluation:** data and statistical analysis (Partner Bu Huang)

*“When we started it was a little bit bumpy ... but I'd say it's been phenomenal for us. I say with no reservations that we would not be who we are, where we are without our partnership with SVP.”*

Laura Larson  
 Board Chair

## FIRST PLACE

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Dr. Doreen Cato  
 Position Open  
 Early Childhood Development  
 \$140,000 over 3 years

### Why?

First Place serves families struggling with the risks and realities of homelessness. First Place provides a comprehensive array of services that educate children while simultaneously helping their families become stable and self-sufficient. First Place now serves over 1,000 individuals per year through a Pre-Kindergarten through 6th grade education program, extensive family support services, transitional housing, information and referral, and advocacy and empowerment programs.



### 2010–2011 Capacity Building Projects

- **Marketing & Communications:** market research for after-school program, including a survey of community-based programs to inform pricing and services (Partners Kelly Guy and Ann Duncan)
- **Marketing & Communications:** guidance and project management assistance in developing and implementing marketing plan for early learning program (Paid Consultant)
- **Human Resources:** conduct interviews in order to review and update agency job descriptions. (Partners Laura Hastings, Christoph Heck and Matt Shaw)
- **Financial Management & Strategic Planning:** develop business plan and financial modeling for new external consulting arm of organization (Partner John Enslein and Paid Consultant Harvey Rubinstein)
- **Program Outcomes & Evaluation:** identify key outcomes and develop an agency dashboard to easily track progress and results (Paid Consultants)

*“We are now working with ORS to identify and prioritize short term, mid-term and long term (5-10 years) outcomes for each program. This will result in the creation of a set of outcomes that include not only the types of data that we must report to funders but also the data that is most relevant to our board and that captures the essence of the evidence based model.”*

Dr. Doreen Cato  
 Executive Director

## FRIENDS OF THE CHILDREN

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Kelly Stockman Reid  
 Walter Impert  
 Out of School Time  
 \$185,000 over 4 years

### Why?

Friends of the Children is an ambitious long-term mentoring program. They start early, identifying children at the end of kindergarten who have accumulated the most heartache and trouble. They pair each child with a "Friend," a full-time salaried mentor. Working with eight to ten children, the Friend is an advocate who both supports academic progress and cultivates the child talents and skills, in and out of school. These relationships continue for 12 years, no matter what. In King County they currently serve 91 children, and last year 99% were promoted to the next grade.



### 2010–2011 Capacity Building Projects

- **Information Technology:** provide tech support and guidance on systems and transfer to new donor database (Partner Kevin Phaup)
- **Board Development & Governance:** provide guidance and support as board considers committee structure and roles/responsibilities (Partner Walter Impert)
- **Leadership Development:** participation in peer learning group for executive director, program director and board (Paid Consultant)
- **Leadership Development:** executive coaching sessions that provide guidance and tools to help strengthen leadership skills, plus ED attended Nonprofit Executive Leadership Institute with assistance from SVP funds
- **Marketing & Communications:** marketing research to gain a better understanding of who their donors are and what motivates them (Partners Bu Huang and Uma Rao)



“I think that SVP has been very helpful in terms of helping us understand where Friends of the Children is along that capacity building continuum and setting priorities...that's been really valuable and has helped us keep focused and not become overwhelmed.”

Kelly Stockman Reid  
 Executive Director

## LEAGUE OF EDUCATION VOTERS

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Chris Korsmo  
 Jay Leon  
 Advocacy  
 \$85,000 over 2 years

### Why?

The League of Education Voters works to create an educational system in which every student has an equal and adequate opportunity to succeed in college, work, and in life. In the last year they have worked with legislators to implement comprehensive education reform. Changes include increased transparency in school funding, adopting more effective teaching standards, redefining basic education and expanding the school day to include more math, science and world language studies.



### 2010–2011 Capacity Building Projects

- **Program Outcomes & Evaluation:** develop clear metrics for measuring success and tools for evaluation (Paid Consultant)
- **Human Resources:** provide guidance in implementation of new performance review process (Partner Diane Moore)
- **Leadership Development:** staff training in cultural competency to better support and advance their mission (Paid Consultant)
- **Leadership Development:** peer learning group for fund development staff (Paid Consultant)
- **Board development:** retreat facilitator (Partner Steve Trautman)



“Jay Leon (Lead Partner) has attended some of our board meetings...just having that kind of commitment was very thoughtful and appreciated. It feels like the partnership was really thorough.”

Chris Korsmo  
 Executive Director



## MOUNTAINS TO SOUND GREENWAY TRUST

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Cynthia Welti  
 Arlene Levy  
 Environment  
 \$40,000 over 1 year

### Why?

Sustaining a balance between natural and built environments is key to maintaining the exceptional quality of life we enjoy in the Northwest. Doing this successfully requires a broad cross-section of interests collectively embracing ecological, economic and social goals. The Mountains to Sound Greenway Trust was created in 1991 to address this opportunity for 1.4 million acres of land surrounding Interstate 90 from Seattle to Ellensburg. By coalescing around a specific corridor and focusing on building coalitions and public/private relationships, they have demonstrated the ability to consistently meet their goals and make a difference in the Puget Sound region's environment.



### 2010–2011 Capacity Building Projects

- **Leadership Development:** executive and leadership coaching, providing guidance, support and perspective for the executive director, deputy director and key staff members (Partners Kari Glover, Peter Spiro and Diane Moore)
- **Leadership Development:** presentation training to help staff members deliver high quality and engaging presentations to external audiences (Community Volunteer Alpa Dave)
- **Program Outcomes & Evaluation:** review and design tools/surveys to track and evaluate volunteer program (Partner Bu Huang)
- **Fund Development:** design and work with staff and board to launch 20th anniversary campaign (Partner/Paid Consultants Emily Anthony and Julie Edsforth)
- **Leadership Development:** staff participation in peer learning groups

“ Partner Emily Anthony once said that working with SVP is like going to Disneyland. There are a lot of different rides you can take and you need to really think about how you want to spend your time and where you want to go. ”

Cynthia Welti  
 Executive Director



## PEOPLE FOR PUGET SOUND

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Tom Bancroft/Kathy Fletcher (retired)  
 Mike Moyer  
 Environment  
 \$140,000 over 3 years

### Why?

People for Puget Sound protects and restores the Puget Sound and Northwest Straits. Through educational programs, key partnerships and restoration projects, People for Puget Sound has accomplished exciting environmental wins -- protection of a full mile of unspoiled Maury Island shoreline, protection of 60,000 acres of marine habitat near Protection and Whidbey Islands in two aquatic reserves, protection of 1,200 miles of Puget Sound shoreline and restoration of 48 miles of shoreline. Congratulations on celebrating your 20th anniversary this year!



### 2010–2011 Capacity Building Projects

- **Human Resources:** help assess current organizational structure and provide recommendations on implementation in advance of ED transition (Partner/Paid Consultant Christine Martin)
- **Strategic Planning:** provide succession planning guidance and support to the board as they transition Executive Directors (Partner Julie Edsforth)
- **Marketing & Communications:** member/stakeholder market research (Partners Meredith Shank and Melissa Ganus)
- **Board Development & Governance:** board retreat and individual board membership participation in peer learning groups (Paid Consultants)

“ I just want to say how important the SVP relationship has been ... It's probably one of the key reasons that our whole transition process is coming to a really great point today, and I can see all of the ways our organization is stronger than 3 years ago. I'll give you guys the credit for that because I think that you really help set a key point in our development. ”

Kathy Fletcher  
 Founding Executive Director



## POWERFUL SCHOOLS

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Tre' Maxie  
 Christine Martin  
 K-12 Education  
 \$105,000 over 2 years

### Why?

Dedicated to transforming Seattle's and now S. King County's challenged public elementary schools into powerful learning environments, Powerful Schools has flourished thanks to deep partnerships with schools and the community. Since 1991, Powerful Schools has touched the lives of many children and their families through tutoring, artist residencies, in-class teacher training in writing instruction, and quality out of school activities that include afterschool classes, family literacy nights and opportunities for students to read, perform and display their talents in the community. Congratulations on 20 years of service!



### 2010–2011 Capacity Building Projects

- **Human Resources:** clarify roles in new organizational structure and identify professional development opportunities (Partner Christine Martin)
- **Leadership Development:** participation in peer learning group for fund development staff (Paid Consultant)
- **Marketing & Communications:** work with staff and board to create a marketing plan that aligns with Powerful Schools' 20th anniversary (Paid Consultant)
- **Information Technology:** work with staff to assess technology and database needs and recommend timeline and tools for implementation (Partner Kevin Phaup)



*"I think the Lead Partner is crucial. Don't underestimate the power of the Lead Partner. They don't need to be a jack of all trades; they're an ambassador of SVP ... they can empower your relationship with the organization and structure the whole experience."*

Tre' Maxie  
 Executive Director

## SUMMER SEARCH

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Deidre McCormack Martin  
 Christie Snyder  
 Out of School Time  
 \$85,000 over 2 years

### Why?

Summer Search Seattle is a leadership development program that finds low-income high school students and helps them be successful in the real world, while encouraging them to give back in the process. This is accomplished by weekly mentoring, experiential programs, college advisory services and, once graduated, alumni services. While a national program, in King County alone they currently serve 190 students with 100% on track to graduate on time with 96% going to college.



*"Through leadership training, fundraising guidance, speech coaching, ED transition support, and our work with our Lead Partner, Christie Snyder, we have gained skills and knowledge essential for this next stage of our organization's growth."*

Deidre McCormack Martin  
 Executive Director

### 2010–2011 Capacity Building Projects

- **Leadership Development:** participation in a peer learning group for key leadership and fund development staff (Paid Consultant)
- **Leadership Development:** coaching for key staff in leadership, management, and entrepreneurial skills (Partners Virginia Klamon, Carl Albrecht, and Jim McGinley)
- **Fund Development:** major gifts and individual donor coaching to more effectively manage and increase individual donors (Partners Emily Anthony and Chris Cooper)
- **Marketing & Communications:** create messaging recommendations to hone Summer Search's message and visibility in Seattle (Partner Samantha Neukom)
- **Strategic Planning & Program Evaluation:** develop and employ an objective system to evaluate, rate and select schools that Summer Search will serve (Partners Chris Enslein, Rosanne Jantzi, Ray Makela)



## THRIVE BY FIVE

**President**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Nina Auerbach  
 Lisa Norton  
 Advocacy  
 \$85,000 over 2 years

### Why?

Thrive by Five Washington is a public/private partnership that brings together people, resources, and proven programs and practices to help create the early learning supports, services and system Washington families need. Thrive By Five strives to communicate and champion the importance of learning that's occurring between birth and age five.



### 2010–2011 Capacity Building Projects

- **Fund Development:** continue to provide guidance on developing individual donor program and work with board of directors to diversity and cultivate donors (Paid Consultant)
- **Program Outcomes & Evaluation:** review current programs and revise, develop and implement evaluation tools and organizational dashboard (Paid Consultant)
- **Human Resources:** develop and implement process for syncing professional development plans with performance reviews (Partner Virginia Klamon and Paid Consultants)
- **Network Strengthening:** work in partnership to develop plan for strengthening the statewide early learning coalition (Paid Consultant)

*“More funders are starting to fund capacity building efforts, but SVP pays attention to capacity building in a way that's above and beyond many funders. Our Lead Partner, Lisa Norton really gets involved with the organization and is incredibly supportive and a calming influence.”*

Nina Auerbach  
 President & CEO



## VIETNAMESE FRIENDSHIP ASSOCIATION

**Executive Director**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Vu Le  
 Tim Schottman  
 Out of School Time  
 \$85,000 over 2 years

### Why?

Vietnamese Friendship Association (VFA) helps to empower the Vietnamese community to succeed while bridging, preserving, and promoting cultural heritage. VFA works to ensure that school-age children and youth receive quality education and succeed in life by providing innovative programs for children and families. Much more than an after school program, they integrate families - helping parents navigate complex school systems for the success of their students. Last year they served 230 students, parents and teachers.



*“VFA has really enjoyed meeting other Investees. Everyone is just so helpful and friendly, and for a small inexperienced organization like ours, that willingness to share has been really great for us. Financial management volunteers Carol [Werner] and Bob [Dent] have been really, really helpful, not just in person, but continually over e-mail ... they are always responsive and patient.”*

Vu Le  
 Executive Director

### 2010–2011 Capacity Building Projects

- **Financial Management:** coaching to improve the financial management processes of the organization (Partners Carol Werner and Bob Dent)
- **Human Resources:** assess personnel system and recommend improvements on current practices and provide guidance on implementation (Community Volunteer, John Bottum)
- **Leadership Development:** provide mentoring services to advance effectiveness of VFA (Partner Diane Moore)
- **Strategic Planning:** develop a new strategic plan that will guide VFA for the next 3 years as it considers new programming (Paid Consultant)



# WASHINGTON ENVIRONMENTAL COUNCIL

**President**  
**Lead Partner**  
**Giving Area**  
**Total Giving**

Joan Crooks  
Steve Oshin  
Environment  
\$140,000 over 3 years

## Why?

Washington Environmental Council (WEC) works to protect Washington’s environmental quality and natural heritage for current and future generations. WEC focuses on state level environmental policy and since 1967 have played a significant role in gaining the adoption and enforcement of Washington state’s bedrock environmental laws and policies –protecting the state’s land, air, water and quality of life. WEC has made long-term progress for the environment through smart partnerships and by strategically focusing resources. WEC’s current major initiatives are a Climate and Clean Energy Agenda, Sustainable Communities Agenda, Local Farms – Healthy Kids Campaign, and strengthening partnerships with the Environmental Priorities Coalition and the Voter Education Program.



*“It is very helpful to know that somebody is paying attention to whether the organization is taking care of itself. It brings it back because the immediate is always ‘what’s the emergency; what’s on the front page of the newspaper.’ I know that we wouldn’t be doing things as well if we didn’t have the connection with SVP.”*

Joan Crooks  
Executive Director

## 2010–2011 Capacity Building Projects

- **Human Resources:** provide guidance to WEC as it begins career path development work and plans for strategic organizational growth over the next 2-5 years (Partner Ingrid Rasch)
- **Marketing & Communications:** assist WEC in updating their tagline (Partners Steve Bartz, John Carey, and Samantha Neukom)
- **Leadership Development:** staff participation in peer learning group for fund development (Paid Consultant)



## Collective Value Provided By SVP Partners During 2009–2010

Volunteer Time (4,200 hours at \$100 per hour*)	\$ 420,000
New cash contributions from individual Partners direct to Investees	\$ 242,030
SVP Direct Grants	\$ 762,000
Paid Consulting to support Investee Projects	\$ 109,789
<b>Total</b>	<b>\$1,533,819</b>

\*The value was calculated using a market-based uniform rate of \$100 per hour. Although market rates vary according to type of project, SVP chose a single rate at the low end of the range (\$75–\$150) to maximize ease and reliability of data collected.

Note: SVP’s fiscal year ends on June 30, 2011 and we’ll compile and share our 2010-2011 financial and volunteer data this fall.







For more information on volunteering  
with SVP Investees contact:



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