Good people giving money to good causes. It’s a vital part of what we do at Social Venture Partners. But we’re facing big problems in our community, and money alone is not enough to solve them.

That’s why SVP goes beyond philanthropy.

Yes we pool money and make grants, but we also build powerful relationships among people who want to give back and the nonprofits that make change possible. Everyone we work with wants a better world, to tackle the challenges plaguing our communities. Through SVP they make a greater impact – together. Here’s how:

Connect and engage philanthropists, helping them make the greatest impact with their gifts of time and money.

Fund and strengthen nonprofits, helping them take their vital work for kids and the environment to the next level.

Invest in collaborative solutions so those with a common cause can align their efforts and go farther, together.

Through this work we strive to make an impact at three different levels: individual, organizational, and system-wide. In this report, we will explore all three.
SNAPSHOTS FROM MIKE’S JOURNEY

Since joining SVP in 2009, Mike has worn many hats – taking full advantage of the different ways SVP offers to get involved. He’s treated each as an opportunity to learn and improve his work with nonprofits. Here are just a few examples …

Board Service
Through SVP’s board matching program, Mike was connected to Boyer Children’s Clinic where he now chairs the Nominating Committee. Networking has never been Mike’s strong suit, so identifying, recruiting, and developing strong board members was a stretch, but one he was willing to make because he is passionate about Boyer’s mission. “It was good for my development,” Mike says. “I’m not just thinking about what I can do for a particular project, but how to help develop a group of people who will impact Boyer long past my involvement with the organization.”

SVP Workshops
Mike’s company acquires mid-sized businesses and helps take them to the next level. It’s easy to see the parallel with SVP’s work with nonprofits, but after a few SVP workshops, Mike also recognized some key differences. “In the for-profit environment I would always try to come up with the ‘right’ answer and then convince everyone else,” says Mike. In his volunteer roles, he now sees that his ideas are not always the best ones, and focuses more on getting everyone engaged in addressing the issue at hand – a lesson he’s applied in his work with small businesses.

Volunteering with nonprofits
Mike volunteers with a variety of nonprofits, such as the Vietnamese Friendship Association, helping to improve their financial management systems and reporting tools. He also serves on SVP’s Portfolio Grant Committee, which oversees all of SVP’s Investee relationships and makes refunding decisions from year to year. The PGC gives him a broad view of local nonprofits and the opportunity to fine-tune his financial reporting framework, testing it with his fellow members before rolling it out with the nonprofits (and for-profits) he works with.

“Mike Cadigan’s guidance and support has been invaluable. He is always accessible, extremely trustworthy, and has an unparalleled thirst for knowledge. He has brought a wealth of expertise and resources to our agency – nonprofit finance, business development, nonprofit governance to name just a few.”
Mike Stewart
Boyer Children’s Clinic

MIKE CADIGAN USES HIS UNIQUE SKILLS FOR GOOD

Mike Cadigan and his wife Kathy frequently gave to their church, but with three children and business to run, there was little time to volunteer, let alone figure out a strategic giving plan. Then about three years ago, Mike decided to step back from the day-to-day operations of his company and try something different. It wasn’t that he had mastered everything. On the contrary, Mike would be the first person to say that he has more to learn. He just didn’t want to wait till the end of his career to start giving back. “I’ve always wanted to figure out a way to invest my time to benefit other people besides just making money,” explains Mike. “But I wasn’t clear on how I could start that journey until I became acquainted with SVP.”

Since joining SVP, Mike has dramatically increased his giving, of both time and money. As someone who reads nonprofit financials while on vacation in Hawaii - for fun! - Mike has also found a perfect fit for his specific skill set and passion. Many nonprofit (and for-profit) board members don’t fully understand their organization’s financial state – causing them to miss warning signs, or to be unnecessarily cautious. By creating a simple, visual framework for financial reporting, Mike translates rows of daunting numbers, helping nonprofit boards make more informed decisions.

“I have the opportunity to be strategic about what I can uniquely bring to nonprofits,” says Mike. “I think it would take a lifetime to recreate that without SVP.”
PARTNERS ARE MORE INVOLVED IN THEIR COMMUNITY

The majority of Partners surveyed have increased their civic engagement in several areas, and many are now community leaders. Among those whose engagement increased, 94% say that SVP was a factor in that change.

"This new education project that I’m working on is a testament to SVP’s ability to connect philanthropists closer to their passions, provide exceptional resources to imagine uniquely personal ways to engage, and drive sustainable change by surrounding them with like-minded leaders and inspirational best practices."  

Joneil Custodio  
SVP Partner

PARTNERS GIVE MORE

The majority of Partners surveyed have increased their giving since joining SVP. Among the Partners whose giving changed, 73% say that SVP was a factor.

PARTNERS GIVE MORE STRATEGICALLY

Through shared learning, collective grantmaking and volunteering, our Partners develop a more strategic approach to their giving. Among the Partners who indicated a change in their approach, 99% say that SVP was a factor.

SVP BY THE NUMBERS

A growing and dynamic network, SVP offers a wide variety of ways to learn and engage with our community. Check out our numbers from last year.
SVP is honored to partner with nearly a dozen nonprofits that help kids succeed in school and life. With diverse programs ranging from one-to-one mentorship to a variety of wrap-around services for schools, these organizations are serving more than 50,000 children in King County and beyond – tackling some of our community’s toughest challenges.

### The Challenge

- Less than 50% of Washington kids enter kindergarten ready to succeed.
- In the U.S. only 50% of low-income students graduate from high school.
- In King County, 73% of children with special needs will require tailored education or therapy services.
- In the U.S. only about 10% of low-income students will receive a college degree.

### The Change

- More than 85% of kids served by Powerful Schools met or exceeded readiness goals.
- Among the students that Friends of the Children works with, 80% graduated or earned their GED.
- After participating in programs at Boyer Children’s Clinic, only 58% will require continued services.
- Among Summer Search’s students in college, 96% are on track to graduate.

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**SVP 2011–2012 INVESTEES**

- **Community in Schools**
- **Denise Louis Education Center**
- **Powerful Schools**
- **Summer Search**
- **Vietnamese Friendship Association**

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**Schools & Communities Our INVESTEES SERVE:**

- Early Childhood Development
- K-12 Education
- Out Of School Time
HOW SVP FITS IN

SVP has partnered with the Vietnamese Friendship Association since 2009. Using unrestricted funds, plus paid and volunteer consultants, VFA has strengthened their organization. They’ve improved board engagement, fundraising efforts, financial management, and other behind the scenes systems that enable them to help more kids like Bao. Here are a few examples:

Board Development

VFA’s board of directors had reached a plateau in terms of their engagement with the organization and things needed to be shaken up. SVP’s Lead Partner Tim Schottman worked closely with Executive Director Vu Le to help identify what changes were necessary, and coached him through the transition. Together they created more structure, clarified roles, brought on new members, and reenergized the board. For Tim’s part, he has taken what he’s learned volunteering with VFA and applied it to his own international work in curing corneal blindness with SightLife.

Donor Cultivation

Cultivating donors and corporate sponsors is not one of VFA’s strengths, so they used additional funds from SVP to hire a consultant. “Al Sugiyama is a well-respected former ED who thrives on this stuff,” says Vu. “He has been coaching the board on how to set up meetings with major corporations, what to say during the meetings, and how to follow up.” Al also opens doors and accompanies board members to meetings with his own contacts. The board is now truly invested in fundraising, freeing up staff to focus on delivering VFA’s programs.

Flexible Funding for Collective Advocacy

Most of VFA’s program funding doesn’t cover advocacy work, which is where flexible unrestricted grant dollars from SVP come in. VFA is mostly a direct service organization, but they have a role to play at the system level as well. Too often well-meaning coalitions form without leadership from communities of color, and they end up recommending solutions that don’t actually work for the kids they’re trying to help. That’s why VFA and others created the Southeast Seattle Education Coalition. “The folks who are most impacted need to be leading the efforts,” Vu explains.

VIETNAMESE FRIENDSHIP ASSOCIATION HELPS KIDS SUCCEED

Bao* was failing all of his classes. His teachers didn’t know what to do. They couldn’t reach Bao, and without anyone on staff who spoke Vietnamese, they couldn’t talk to his parents, who had recently immigrated to the States. So they contacted the Vietnamese Friendship Association to see if they could help. VFA provided a bridge – meeting with Bao, his family, and teachers to figure out what was happening. They helped Bao enroll in an afterschool program and connected him with a tutor.

Within a semester Bao’s grades shot up. VFA works with more than 200 families, teachers, and kids like Bao. Kids who are smart and capable, and just need that bridge to help them adapt and thrive in their new home. “I think that many immigrants and refugees often feel lost trying to navigate among complex systems of language and culture,” explains VFA Executive Director Vu Le. “If we do a good job, we can help families feel a little less lost and help our youth understand their identity and become strong leaders.”

VFA provides a variety of out-of-school-time programs and youth leadership opportunities. Of the kids in VFA’s Saturday English School program last year, 86% improved their English and 89% improved their math skills on standardized tests. Through their programs VFA empowers the Vietnamese community to succeed while bridging, preserving, and promoting cultural heritage. They envision a society where all members of the Vietnamese community are self-reliant, successful, and contributing to the betterment of our world.

*This name has been changed.

“I feel like we have a lot more credibility and a huge part of that is because of our work with SVP.”

Vu Le

Executive Director
SVP has the pleasure of partnering with three environmental nonprofits that serve the Puget Sound and beyond. Through conservation, restoration, and advocacy, these groups are protecting people and nature—helping to ensure that our grandchildren continue to enjoy the beauty and resources of this unique region.

THE CHALLENGE

- In the next 50 years, it’s predicted that the population in the Puget Sound region will grow by 2 million people, putting increasing development pressure on our wildlife and natural resources.
- Washington’s waterways are being polluted by carcinogenic road sealants and excess phosphorus, which cause algae blooms and ultimately kills fish by depriving them of oxygen.
- Over the years, many of our region’s natural areas have become choked with debris and invasive weeds.

THE CHANGE

- Last year, Mountains to Sound Greenway and its partners preserved 700 acres of forest lands and more than 250 acres of endangered species habitat.
- In 2011, the Washington Environmental Council and their partners in the Environmental Priorities Coalition Island passed two pieces of legislation that protect our waterways from these pollutants.
- Volunteers with People For Puget Sound and Mountains to Sound Greenway have given nearly 60,000 hours to restore 100s of miles of shoreline, trails, and natural areas.
- Thanks to People For Puget Sound, the Washington Environmental Council, and their partners, this special place will be enjoyed by generations to come as a 250-acre King County park.

In the next 50 years, it's predicted that the population in the Puget Sound region will grow by 2 million people, putting increasing development pressure on our wildlife and natural resources. Washington's waterways are being polluted by carcinogenic road sealants and excess phosphorus, which cause algae blooms and ultimately kills fish by depriving them of oxygen. Over the years, many of our region's natural areas have become choked with debris and invasive weeds. Maury Island boasted wild madrone bluffs, a network of trails, and King County's longest stretch of undeveloped Puget Sound waterfront—all of which were threatened by a proposal to mine the property.

In 2011, the Washington Environmental Council and their partners in the Environmental Priorities Coalition Island passed two pieces of legislation that protect our waterways from these pollutants. Last year, Mountains to Sound Greenway and its partners preserved 700 acres of forest lands and more than 250 acres of endangered species habitat. Volunteers with People For Puget Sound and Mountains to Sound Greenway have given nearly 60,000 hours to restore 100s of miles of shoreline, trails, and natural areas. Thanks to People For Puget Sound, the Washington Environmental Council, and their partners, this special place will be enjoyed by generations to come as a 250-acre King County park.
HOW SVP FITS IN
SVP has partnered with the Mountains to Sound Greenway Trust since 2010. They have already achieved tremendous success in the Greenway, but with 60 board members, 4,000 volunteers, and new people wanting to get involved every week, they know they need more structure and more sophisticated systems to get to the next level. Here are some of the ways they are engaging SVP on this journey...

Matching Intuition with Strategy
Lead Partner, Arlene Levy is a planner – and the perfect accomplice for Executive Director, Cynthia Welti, who Arlene describes as “a powerful and intuitive leader.” In her work with Mountains to Sound Greenway, Arlene has seen them move from a very spontaneous approach to one that is much more planned and strategic. But it isn’t a one-way street. “I receive more than I give,” says Arlene. “I want to put more energy into it because I’m getting so much out of it.”

Engaging Diverse Stakeholders
Managing a 60–person board and a coalition of diverse stakeholders is no easy task. Mountains to Sound Greenway knew that they needed a system to keep people engaged. That’s where SVP volunteer Meredith Shank came in. In 95 hours of research, surveys and interviews she mapped the Mountains to Sound Greenway board and integrated that information into the organization’s database. Within 12 hours of completing the project, the staff was using it to reach out to board members about opportunities that matched their specific interests.

Creating a Map to Invite Participation
"We were tremendously successful without a lot of conventional planning," explains Cynthia. However, a lot of that success is based on a core group of people who have worked together for a long time. Without a solid plan, it’s difficult to engage new people in the Mountains to Sound Greenway’s mission, because they can’t see where they fit in. With guidance from SVP, their new strategic plan is clear, public, and in action. "Our prior strategic plan was like redecorating," says Cynthia. "In this version, we’re building up from the studs."

I have a wonderful relationship with our Lead Partner, Arlene Levy. She has quickly become a Greenway insider with whom I share issues and rely on for advice. Her expertise has proven invaluable.

Cynthia Welti
Executive Director

PROTECTING OUR NATURAL HERITAGE FROM MOUNTAINS TO SOUND
The Mountains to Sound Greenway is a special place. Evergreen trees still blanket the hillsides and valleys. The air is still fresh; the water is still clean. Cougars still pad through deep woods. Even though millions of people live here, in the hundred miles from Seattle to Ellensburg, these things remain true. How? Not by accident.

In 1990, it was increasingly clear that rapid population growth threatened the character of the region. Unchecked, one could easily see solid development along Interstate 90, stretching out of Seattle and through the Cascade Mountains. That’s why a small group of people came together. They decided that nature and economic growth should—and could—coexist. That group, acting as catalyst and convener, became the Mountains to Sound Greenway Trust.

If you’ve ever hiked up Rattlesnake Mountain, picnicked in the soft grass at Marymoor Park, felt the spray of Snoqualmie Falls on your face, or enjoyed fresh veggies from Full Circle Farm – you’ve experienced the Greenway. Since 1990, Mountains to Sound Greenway has conserved 215,000 acres of land. They’ve gotten 21,000 kids out into the field, and they engage upwards of 5,000 volunteers in restoration efforts every year. But the real magic is in how they do their work, setting the table for an unlikely coalition – environmentalists and timber companies; developers and farmers; federal and state agencies; cities and counties; nonprofits and businesses – all rallying around a common place and a shared vision for the future.

Text adapted from Mountains to Sound Greenway’s 20 Year Anniversary Report.
In the previous pages you’ve read about the great work SVP Investees are doing. Our job? To help them serve more kids, provide more effective programs, and make an even greater impact by remembering one rule …

**Strong Nonprofits Deliver Better Results**

It’s that simple. Things like sound financial systems and up-to-date technology can mean the difference between reaching 100,000 and 1.5 million kids in need. That’s why SVP works with nonprofits for several years, strengthening all the behind-the-scenes systems that will help take their work to the next level.

Over the last year SVP Investees partnered with volunteers on 68 different projects and used SVP funds for an additional 18 projects with paid consultants. Plus, 32 staff and board members from 13 Investees participated in facilitated peer learning groups funded by SVP.

**ADD THAT UP, AND IN 2011 SVP PROVIDED LOCAL NONPROFITS WITH …**

- **$876k** in unrestricted grants
- **$100k** in additional donations from individual partners (based on a 5-year average)
- **$96k** in consulting funds
- **$203k** in volunteer time from skilled professionals (based on $100 per hour)

**TOTAL SUPPORT: $1.27 Million**

**TURNING $1 OF GRANT FUNDS INTO $1.40 OF NONPROFIT SUPPORT**

**SINCE 1997...SVP HAS PARTNERED WITH**

**73 NONPROFITS**

**GIVING MORE THAN $13 MILLION**

**AND AN ESTIMATED**

**30 THOUSAND VOLUNTEER HOURS**

*They invested in us, and we invested in them. And when that equal energy and time is put together in a very respectful and professional way, it can really transform organizations, and people, and lives.*

Laura Gaer
Explorations in Math

STRONG NONPROFITS HELP MORE KIDS: EIM’S STORY

When Explorations in Math was selected as an SVP Investee, they were already making the phrase “I can’t do math” a thing of the past. While many kids give up on math at early age, the ones in EIM’s programs were excited to try hands-on activities in class. They were playing math games at recess, and even had their parents engaged in the monthly math challenges.

In short, EIM was completely changing the math culture in the schools they partnered with. What they needed next were the systems, people, and evaluation tools that would build their organization and expand their impact.

Over their five year relationship with SVP, they received $245k in grant dollars – funds that were then leveraged by skilled volunteer time and consulting funds. They worked on 40 different projects ranging from board development to fundraising to theory of change. Two SVP partners joined EIM’s board and one joined their staff. These investments helped them grow, doubling the number of kids they serve and expanding their programs to Bainbridge Island and Chicago.

That’s hundreds more students who are excited about math, and showing real progress in their abilities. Among those that participate in math camps, nearly 70% of show an increase in math skills, opening countless doors in their future.
In times of tighter resources, we all have to be smarter about how we work. At SVP we see a great opportunity to use our capacity building expertise to strengthen individual nonprofits engaged in collective action and the backbone organizations that support these efforts.

Janet Levinger
SVP Board Chair

GOING FARTHER TOGETHER

We can do more together. It seems so simple and obvious. No single program, organization, or institution can solve our most entrenched community problems. Yet when you look at a complex system like education, working together is easier said than done.

Teachers, nonprofit organizations, parents, daycare centers, after school programs... they all want what’s best for Washington's students, but far too often they are operating independently of one another, creating unnecessary duplication in some areas and leaving gaps in others. What’s worse, there are few funders willing to invest in collaboration, and sometimes nonprofits are even forced to compete with one another for grant dollars.

The tide is starting to turn, however. Collaborative efforts like the Harlem Children’s Zone and the Strive Partnership based in Cincinnati are proving that alignment can be achieved, and that it produces real results. In Seattle we have seen similar efforts, like the Road Map Project, which is enlisting different players in the education system to shoot for a common set of goals from cradle to career.

So what does this mean for SVP?

In 2011, a group of SVP Partners attended a conference at Stanford University that was focused specifically on collective impact. They came back inspired and eager to figure out how SVP can play a role in catalyzing and supporting this kind of work. For SVP Partner, Bill Henningsgaard it sparked the beginning of a collective effort in Bellevue called Eastside Pathways. For others it spurred conversations about how SVP Partners can play a role in existing projects.

For SVP as a whole, it has fundamentally changed how we want to approach our work.

SVP’S ROLE IN COLLECTIVE ACTION

At SVP, we recognize that to tackle the daunting challenges we face in our community, we need to do more than work with individual philanthropists and nonprofits. We have to be smarter, more connected, more aligned. That’s why SVP has committed to engaging in collaborative solutions. Here are a few examples.

Education Collective Action Team

SVP Partners are working to propel collaborative community efforts relating to cradle-to-career education. Specifically, SVP’s Education Collective Action Team will provide additional funding and capacity building support to current and former Investees that are engaged in collective action initiatives, such as the Road Map Project. SVP looks forward to working with and learning from other local funders and nonprofits as well as exploring opportunities to support the “backbone organizations” of such efforts.

Environment Collective Action Team

SVP’s Environment Collective Action Team is engaged in the newly formed Puget Sound Funders Partnership for Sustainable Communities. This partnership is comprised of foundations and local government agencies that care deeply about the intersection of environmental stewardship, equitable community development, and community engagement.

Collective Action Team members aim to help build the capacity of organizations engaging diverse community stakeholders, particularly around issues of transit. They are also mapping current and future funder investments along the Light Rail corridor, to highlight gaps and areas of duplication.

Joining Forces to Strengthen nonprofits across Washington State

In 2009, The Giving Practice conducted a study across Washington and discovered that many nonprofits lacked access to capacity building resources and services. In response, SVP is co-convening and participating in the Statewide Capacity Collaborative (SCC), which is committed to filling those gaps and elevating the profile of the nonprofit sector.


Regardless of the issue, we’re seeing the importance of collective action. New partnerships and approaches are being formed around a common vision of what we want our community to be. There’s more alignment of programs and activities ... all in service to bringing about long-lasting change that will benefit all residents.

Michael Brown
The Seattle Foundation
SVP is both local and global. On the one hand, this is philanthropy rooted in your backyard. Our Partners invest money, time and skills in nonprofits that share their immediate community. On the other hand, they are also part of an international network of 2300 philanthropists, entrepreneurs, and change-makers.

TOGETHER WE HAVE GIVEN MORE THAN $46 MILLION AND HUNDREDS OF THOUSANDS OF VOLUNTEER HOURS TO 500+ NONPROFITS.

And we’re growing! We now have member organizations in 29 cities across the world, and new opportunities present themselves every day. Check out some of the great projects going on around the network below!

Portland’s Ready for Kindergarten Collaborative
SVP Portland is all in for early learning. Through their Ready for Kindergarten Collaborative they are harnessing the wisdom and energy of committed individuals, businesses, parents, service providers, communities of color, educators, and local governments – so that every child in Multnomah County enters school prepared to learn. By gathering important voices across the community, SVP Portland is at the forefront of collective action in their area.

Los Angeles Sparks Fast Pitch Fire
In 2009, Los Angeles SVP kicked of their first Social Innovation Fast Pitch. This two-month mentoring program for nonprofits culminates in an evening of rapid-fire presentations where nonprofit leaders pitch their idea for the greater good. The Fast Pitch concept has spread like wildfire across the SVP Network. SVP's hosted 9 events last year that honed nonprofit presentation skills and connected funders with powerful programs.

Rhode Island Engages College Students
SVP Rhode Island is looking at innovative ways to help budding social ventures – such as tapping into the vast resources of local colleges. By working with student consulting teams on projects like marketing plans and feasibility studies, these new ventures get pro bono assistance and the students get great hands-on experience with local non-profits.

This year we welcomed four new members into the SVP Network: SVP Bangalore in India, SVP Chicago, Innovation+ in Austin, and the Full Circle Fund in San Francisco.

4 NEW CITIES IN 2012

This year we welcomed four new members into the SVP Network: SVP Bangalore in India, SVP Chicago, Innovation+ in Austin, and the Full Circle Fund in San Francisco.
THANK YOU

We are tremendously grateful for our community of Partners. Their time and talent, and their generosity, their drive for something better... these are the roots of transformation – for individuals, for organizations, for our community.

This past year, dozens of Partners have increased their annual contribution to a level that is significant, investing in the SPV of today and tomorrow. Whatever your level, we thank you.

HOW DO YOU FIT IN?

Whether you are an SVP Partner who wants to get more engaged, an individual hoping to realize greater impact with your giving, or a nonprofit looking to take your work to the next level – we want to hear from you!

Check out these links for more info.

www.svpseattle.org/engage

www.svpseattle.org/how-you-fit-in

www.svpseattle.org/meet-our-staff-and-board
WHAT IS YOUR GREATEST POSSIBLE IMPACT?