



SOCIAL VENTURE PARTNERS CHARLOTTE

Impact Report 2020

Social Venture Partners Charlotte passionately attacks social and economic inequality and promotes nonprofit innovation across the Charlotte region through venture philanthropy.

As we reflect on 2020, innovation and flexibility were foundational to enabling Social Venture Partners (SVP) to expand our impact on the Charlotte community. Along with more than 100 Partners, we shifted all of our programming to a virtual format, launched a new, innovative project-based consulting program called Spark Teams, and hosted 12 community workshops to help nonprofit leaders tackle mission critical initiatives and share their best practices during an unprecedented year. Through the ups and downs of the year, SVP Charlotte remained steadfastly committed to attacking social and economic inequality.

With gratitude,

Kristin

Kristin Winkle Beck, Executive Director

Heather

Heather Karriker, Associate Director

www.socialventurepartners.org/charlotte

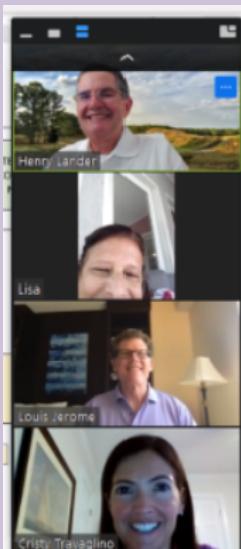
CONNECT. INVEST. GROW.

Spark Teams

Spark Teams offer advisory services to nonprofits to help them tackle a specific strategic challenge. These short-term engagements focus on skill development and knowledge transfer to better position the nonprofit for future success.

"The in-depth discussions and expertise from the Spark Team has provided us with the tools and expertise to realign our board and staff roles and practices, building the framework for continued growth through programming and operational excellence."

-Beth Morrison,
Executive Director of
Rebuilding Together
Charlotte



NEW Spark Teams

Nonprofits submit a request for support in specific areas



Spark team members and nonprofit agree on a scope of work



Thought leaders creating solutions



A newly created program for SVP Charlotte in 2020, Spark Teams was met with impactful success!

- Launched an all-virtual pilot with 6 nonprofits.
- Projects ranged from 4-12 weeks, accomplished established goals, and generated meaningful impact.
- Participant feedback was extremely positive
- SVP invested 270 volunteer hours providing an estimated \$2700 in value of thought partnership and consultation.



SEED20: Our Signature Program

Created by Social Venture Partners (SVP), the annual SEED20 program identifies, highlights and connects the community to our region's most innovative ideas for tackling pressing social challenges.



Bleema Bershad, SEED20 2020 Lead Partner



Class of SEED20 2020

SEED20 celebrated its 9th year under unique circumstances. A successful shift to a virtual event on March 31, 2020 enabled us to successfully spotlight 20 high-impact and diverse nonprofits.

**Awarded \$37,750 in total prize money
Virtual format expanded exposure beyond the Charlotte region
with some viewers as far away as South America!**

Selected for their innovation and potential for sustained impact,
see all of the Class of 2020 [HERE](#).

2020 Winners:

**Wells Fargo People's Choice
Grand Prize Winner (\$20,000)**
Transforming Youth Movement

Second Place Winner (\$7500)
Feeding Charlotte

**Third Place Winner (\$2,500)
Community Vote Winner (\$1,000)**
Project2Heal

Coaches' Award Winner (\$1,000)
Prospera NC



Nonprofit Investees



GenOne Charlotte

Mission: Get talented, first-gen students to and through college.

- **2020 Recap:** Offered virtual programming during pandemic to maintain connections with scholars and celebrated the high school graduation of GenOne's first large class of scholars, who were all accepted into college!
- **2020 SVP Impact:**
 - Delivered hundreds of meals and technology devices (laptops, hotspots, calculators) to help students succeed in a virtual environment.
 - Assisted parents in completing financial aid forms for college and provided research assistance to students for summer jobs and internships
 - Provided operational support with data tracking, college advising, recordkeeping, programming strategy, and more.

"In 2020, SVP Members did not cease to amaze GenOne or make a meaningful impact on our community despite the COVID-19 pandemic. We are so thankful for the continued investment of SVP and will forever be grateful for the opportunity afforded to us to build a community centric nonprofit that supports first generation students into and through college!" - Ian Joyce, Executive Director



Profound Gentlemen

Mission: Build a community of male educators of color who provide a profound additional impact on boys of color.

- **2020 Recap:** While pivoting to 100% virtual fundraising and community building efforts, PG expanded programming to include much needed holistic support to educators.
- **2020 SVP Impact:**
 - Assisted with strategy, planning and turnout for virtual wine tasting event, which raised nearly \$6,000.
 - Provided specific recommendations during a virtual brainstorming session so PG could leverage the momentum around racial justice, Black-led nonprofits, and community activism.
 - Supported professional growth by connecting to Deloitte's Courageous Principals Program and other nonprofit skill-development resources

"SVP has been influential at providing support for Profound Gentlemen to think deeper around community engagement and individual donor cultivation." - Jason Terrell, Executive Director





The ROC

Mission: Educate and mentor high school students for technical education and career opportunities in the construction industry.

- **2020 Recap:** Collaborated with Charlotte Mecklenburg Police Dept to introduce a summer program for at-risk teens and offered much needed in-person programming in the fall of 2020. Plus, provided students hands-on experience while renovating second location, which will increase capacity from 40 to 70 teens when complete in 2021.
- Introduced ROC Direct, a new student curriculum path for students to proceed directly to employment.
- **2020 SVP Impact:**
 - Assisted with enhancing board by creating a diversity committee and to onboard new directors to support strategic growth.
 - Collaborated to strengthen recruiting strategy and marketing materials, resulting in the junior class doubling from 20 to 40 students.
 - Assisted with identifying marketing vendors by providing recommendations for video production and web designers.



OurBRIDGE for KIDS

Mission: Fosters the education, acculturation, and resilience of newly arrived and first generation children and their families.

- **2020 Recap:** During pandemic, expanded community support by delivering over 125,000 meals to families while sustaining 90% student attendance and 100% center capacity as well as retaining 100% of experienced staff. Hired diverse staff and began trauma-informed journey to better support children and families.
- **SVP Engagement Impact:**
 - 7 SVP Partners have served on Board of Directors including Chair, Treasurer and Secretary.
 - Implemented three-committee Board Structure for increased sustainability
 - Secured new home at Aldersgate facility.
 - Collaborated to establish fundraising and grant strategy, resulting exponential growth in major funding sources.

PlateShare

Mission: Engage our community to provide healthy food to those facing hunger by partnering with local restaurants.

- **2020 Impact:** Carefully navigated strategy because COVID-19 created extreme challenges for potential restaurant partners limiting their ability to support philanthropy.
- **SVP Engagement Impact:**
 - 9 SVP Partners served on the Board of Directors with expansion to add independent directors to navigate as an emerging nonprofit.
 - Created marketing materials, mission statement, and website to prepare for program launch.
 - Evaluated current processes and established plan for evaluating nonprofits serving food insecure areas, including ways to work collaboratively with them.
 - Identified and cultivated relationships with nonprofits and local restaurateurs working to address hunger in Charlotte.



Thank You!

*We are grateful for the time, talent, and generosity of SVP Partners.
These are the roots of transformation for individuals, for organizations,
and for our community.*

SVP Charlotte is an affiliate of Social Venture Partners International
We make greater impact TOGETHER!

**40+ affiliates, 8 countries, over 3,400+ partners,
\$70M invested in 900 capacity-supported nonprofits.**



SVP 2020 Board of Directors

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Treasurer
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Denise Burkard

Jennifer Davis-Martin

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Chelsea Gorman

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Harrison Marshall

Mark Weber



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