



Connect. Invest. Grow.

**Social
Venture
Partners
Charlotte**



2021

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

www.svpcharlotte.org

Pictured: Natalie Frazier Allen of The Arts Empowerment Project and a program participant.

As the pandemic persisted throughout 2021, challenges and needs in our community continued to arise.

Social Venture Partners Charlotte (SVP Charlotte) adapted our programs and deployed our financial, human, and social capital to virtually support nonprofit leaders and organizations rising to meet and respond to the region's critical needs and challenges.

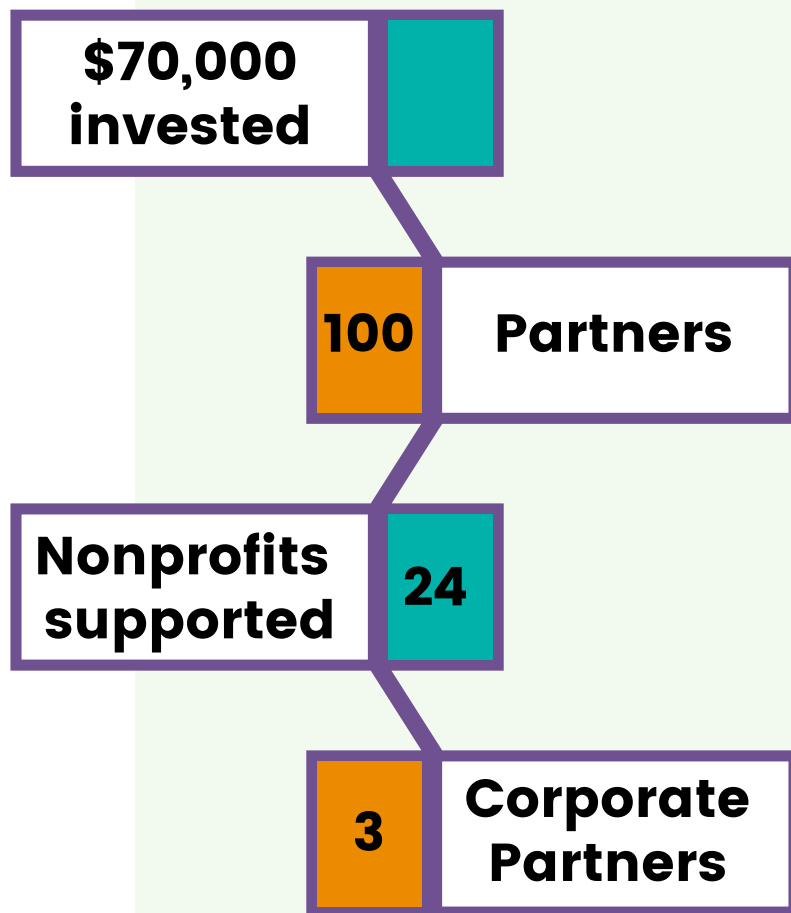
We modified our signature SEED20 program, dramatically increased the number of Spark Team advisory projects by over 150%, increased skilled volunteer hours by nearly 200%, and focused our energy and programming on skill-building and knowledge transfer for nonprofit leaders, staff, and board members.

By partnering with the nonprofit community, SVP Charlotte successfully navigated these dynamic conditions and remained focused on removing barriers to economic and social equality in the greater Charlotte region.

With gratitude,
Denise Burkard, Board Chair
[Kristin Winkle Beck, Executive Director](#)



2021 By the Numbers



SVP 2021 Investment: \$25,000

SVP 2018-2021 Investment: \$75,000

SVP Lead Partner: Jennifer Davis-Martin

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



SVP 2021 Impact

- Updated strategic plan to transition from founder-led to a new leadership structure that is in line with the organization's goals and priorities.
- Provided mentorship and resources during the executive team's resulting transition.
- Facilitated listening sessions and a customized "Grow Your Impact" board leadership workshop during the annual board retreat.

"Profound Gentlemen is grateful for the wisdom, humility, and guidance of Social Venture Partners Charlotte. Over the past four years, we have benefited from strategic planning, resources, and coaching that has taken our organization and impact to the next level. Thanks to SVP for making us feel like a priority and for over-delivering to Profound Gentlemen."



Dominique Stone
Sr. Innovation Partner,
Profound Gentlemen



SVP 2021 Investment: \$25,000

SVP 2019-2021 Investment: \$75,000

SVP Lead Partner: Harris Ralston

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

SVP 2021 Impact

- Collaborated on marketing and recruitment plan that provided students with meals every day of the program.
- Developed assessment tools for ROC to determine viable sites for their expansion initiatives.
- Worked with ROC leadership to improve volunteer recruitment processes and increase social capital for students.

“SVP took a chance on us when we were new and an idea; [SVP] should be very proud three years hence. We are most grateful for your pioneer investment to launch this important and successful initiative.”



Darren Ash

Founder & Executive Director, The ROC



SVP 2021 Investment: \$20,000

Lead Partner: Rajan Merchant

Families Forward Charlotte Mission:

Partner with families living in poverty in Mecklenburg County to provide individualized mentoring, educational opportunities, and essential support as we walk alongside each family on their journey toward long-term stability and economic mobility.

SVP 2021 Impact

- Facilitated communications improvements by creating a social media guide, providing branding guidelines, and collaborating on Families Forward Charlotte's newsletter.
- Hosted a virtual "Power Lunch" to brainstorm and develop ideas on how to increase board engagement and corporate partnerships.
- Supported new hire processes for Families Forward Charlotte's incoming Program Manager.
- Three SVP Partners trained and served as Family Liaisons (mentors).
- SVP Charlotte's corporate partners at Opkalla assembled Weekend Food Packs as a team-building volunteer service day.
- SVP's Spark Team participated in the preparation and planning to update Families Forward Charlotte's 2022 Strategic Plan.

SVP Charlotte Spark Teams

SVP 2021 Investment: 561 Volunteer Hours

Lead Partner: Henry Lander



Spark Teams advise SEED20 alumni and former SVP Investees on ways to enhance their board governance, operations, fundraising, marketing and strategic planning. These project-based engagements typically run 4-10 weeks and focus on skill development and knowledge transfer to better position the nonprofit for future success.



9 nonprofit projects launched

40 SVP partner engagements*

561 skilled hours invested

\$561k estimated nonprofit value received

*Note: Some SVP Partners participated in more than one project.

Nonprofits supported through Spark Teams projects in 2021



the arts empowerment project



BRAVEWORKS



SEED20 Presents From SEED to Harvest



In 2021, SVP Charlotte stayed true to the SEED20 mission by continuing to raise the profiles of local nonprofits, providing coaching on how to tell a compelling story, and delivering valuable marketing assets.

SVP 2021 Impact

All 160+ SEED20 alumni were invited to five virtual workshops—on web design, social media, podcasting and more—to build skills for sharing messaging online more effectively.

Nine alumni nonprofits collaborated with SEED20 coaches to produce videos to foster connection with the community during Covid (\$25,000+ value).

Invited entire community to free livestream virtual premieres of new videos for nine alumni.

"In 2021, we knew equipping innovative nonprofits to tell their stories online while bringing a livestream audience to learn from them was the best way we could serve our community."



Jennifer Davis-Martin
SVP Partner

Our Generous Sponsors

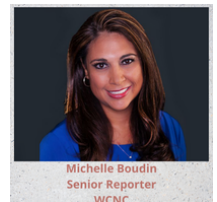


McGUIREWOODS

Video Production Partner



Workshop Content Partners



From SEED to Harvest's Innovative Impact



"We truly loved working with our team on SEED to Harvest. Para Guide's video has gotten so many views and has been an excellent tool to share when we want to tell our story quickly, succinctly, and in a way that connects immediately with the audience. Rodney and his team and coaches from SVP were instrumental in formulating our plan for our video, and we are so grateful for the ongoing support of SVP and SEED20!"



Shannon Houlihan
Executive Director
Para Guide Foundation



Jack Sheenan
Executive Director
Assist M.E.

"The SEED to Harvest program was a great benefit to us. I believe it is a reason our web traffic is up about 10%. But more importantly, the video helped us in our efforts to get foundation grants. Under the guidance of our coach, we identified some important benefits that had not been highlighted before."

Click the logos below to view the videos of the nonprofit alumni who participated in From SEED to Harvest:



the arts empowerment project



Exodus Foundation.org



SVP Charlotte Corporate Partners

Corporate partners for SVP Charlotte are socially minded companies that actively support our mission through financial contributions and by encouraging their employees to participate in skilled volunteer engagements with SVP programs. These partners come from diverse backgrounds, bringing a range of skill sets, demographics, and lived experiences to our work.

credit karma™



Credit Karma invested \$90,000 in SVP Charlotte with the goal of delivering meaningful impact to the Charlotte community through SVP's Investee program, along with generously sharing its resources and employees' time.

Croixstone Consulting's Managing Director, Mark Weber, served on the SVP Charlotte board of directors, supported SEED20, and was instrumental in growing our corporate partnership program.

Opkalla brought their team together throughout the year to volunteer with several SVP Investees, such as encouraging students at The ROC and assembling food packs for Families Forward Charlotte.



SVP Charlotte Board of Directors



Denise Burkard
Chair

Human Capital Consultant
St. Charles Consulting Group



Cristy Travaglini
Treasurer

Community
Leader



Chelsea Gorman
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Senior Engineer
Duke Energy



Bleema Bershada

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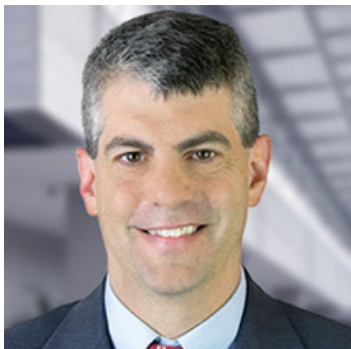
Scott Brennan

Retired Managing Director
Accenture Consulting



Catherine Fischer

Community Leader



Scott Leo

Attorney
Parker Poe



Harrison Marshall

Partner
McGuire Woods




Mark Weber

Managing Director
Croixstone Consulting


Thank You to Our Partners!

Our impact is only possible due to the time, talent, and generosity of our Partners, who are the foundation for transforming individuals, organizations, and our community.

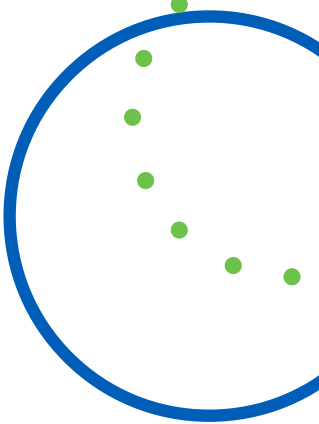
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SVP Charlotte Legacy Partners:

Joanne and Steve Beam
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For more information on becoming an SVP Partner, email kbeck@svpcharlotte.org.

SVP Charlotte is an affiliate of
Social Venture Partners International with
3,400+ partners in 40+ affiliates across 8 countries and
\$70M invested in 900 capacity-supported nonprofits.
We make greater impact together!