Beyond Philanthropy

Impact Report
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Inspired by his participation on an SVP grant committee, David Bangs committed a decade to environmental giving and angel investing. Then in 2013, he joined the first cohort of SVP’s Northwest Conservation Philanthropy Fellows. Over three months of experiential and peer learning, David developed a theory of change to deepen his impact and ended up with a realization that altered the course of his giving: a healthy environment depends on a healthy democracy.

“If this is a corrupt battle, then all of my other causes will lose,” explains David. “We have to fix democracy first.”

Bolstered by his Conservation Fellows cohort, David worked tirelessly behind the scenes for democracy reform. He celebrated the passing of Honest Elections Seattle and the successful I-735 campaign, which will be on the November ballot. But despite those victories, David was hesitant to share his story because he didn’t want to overstate his role.

“As philanthropists we’re trying to point things in a certain direction and help raise money and things

“"I think if I hadn’t gone through the fellowship... I would have felt too alone to be brave enough to do anything about democracy reform.

— David Bangs
SVP Partner
like that,” says David. “It’s important to draw the distinction between being catalytic and being the person out there in front of Trader Joe’s gathering signatures. Because that’s not me. I haven’t worked as hard as some of these people.”

“Nobody makes any of these things happen by themselves,” continues David. “That’s one of the things that makes me so excited. The fact that doing something this hard requires multiple people making indispensable contributions.”

David’s story is just one among many. Our biennial survey indicates growing numbers of SVP Seattle Partners who are changing the way they give.

94% of Partners say SVP changed the way they give

More Partners are Mission-Driven in Their Giving

More Partners are Focused on Systemic Change

More Partners are Collaborating with Others
College Access Now (CAN) believes every student, regardless of income or background, should have the opportunity to graduate from college. In 2011, they were serving three high schools and 227 low-income students, but to truly bridge the opportunity gap they knew they had to do more.

Over five years, CAN’s staff worked with SVP Partners and consultants on everything from strategic planning and staffing structure to photography and finance. These projects enabled them to expand quickly, but thoughtfully, without losing sight of what they do well, while simultaneously building a strong network of supporters.

“When an organization grows, they often end up starting new programs, and things get watered down a bit,” says CAN’s former executive director, Susan Mitchell. “But through the strategic planning process and interviews we did with all the different stakeholders, we learned that what folks love about CAN is that we’re focused.

“— Susan Mitchell
Former CAN Executive Director
We’re not trying to be all things to all people. We’re here to help students succeed in college.”

Donors cite CAN’s clear vision and practices as a reason for their support and their budget has multiplied six-fold since they became an SVP Investee. With this growth, CAN has now served more than 2,000 students in eleven high schools with stellar results. 94% of CAN students enroll in college – twice the national average for students from low-income families, and even higher than the enrollment rates of their more advantaged peers.
Five-Year Partnership with SVP: More Than Just Money

Over five years, SVP gave $252k in grants and consulting funds to College Access Now, but the real magic happened with the 20 Partners pictured below. Together they provided 700+ volunteer consulting hours, and many would say they gained more than they gave.

Lisa Merrill
Photography

Lisa Bontje
Photography

Bonnie Berk
Strategic Planning

Matt Shaw
Human Resources & Staffing Structure

Bill Ellis
Finance

Prady Misra
Lead Partner, Connections

Tony Mestres
Public Relations Strategy

Jennifer Parker
Executive Coaching

Dan Weaver
Technology

Michael Pickett
Human Resources

Christine Martin
Human Resources

Kevin Phaup
IT Assessment

Alex Dent
IT Assessment

Mary Marshall
Lead Partner

Mark Ribbing
Brand Strategy

Linda Hendrickson
Board Chair

Norm Bontje
Board Vice Chair

Kate Cochran
Board Treasurer

Donna Lou
Board Member

Kendall Guthrie
Board Member

Read the full story here!
The recent recession and its aftermath profoundly affected nonprofits. With scarcer resources, organizations were living closer to the bone and the margin for error was thinner than ever. Tight and transparent financial management was a necessity, and in its absence a handful of current and former SVP Investees merged or closed.

Some of these groups had served their communities for 30 years and the loss was palpable. It became painfully evident that SVP’s financial capacity building work was not sufficient. We weren’t asking the right questions and we didn’t have the tools to provide the level of support our Investees needed.

Nonprofit finance can be a lot like swimming against the current. Funders can restrict where money is spent, creating a giant budgeting puzzle that becomes increasingly complex when donors shift priorities or government agencies change reimbursement practices. And while some nonprofit board members have financial expertise, not all do – making it difficult to achieve the clarity needed for informed decision-making.

— Mike Quinn
SVP Director of Investee Capacity Building & Grantmaking

If we hold ourselves accountable to being great capacity builders, the questions become, What are we missing? What can we do better?
Knowing this, and that challenges vary between nonprofits, SVP studied with experts in the field and brought together a team of Partners who formed our Finance Community of Practice. This group conducted months of research, modeling and piloting – eventually coming up with a nonprofit financial health assessment tool.

“Everybody had something significant to offer the process,” says Community of Practice member Tanya Anderson. “It was the collective effort,” which has led to assessments with seven nonprofits – providing each with a roadmap for strong financial management. (Find out how in our next story.)

The success of SVP’s Finance Community of Practice has sparked additional skills-based groups – strengthening our ability to support nonprofits and providing fertile ground for peer learning as Partners sharpen their skills, build their confidence, and increase their effectiveness as volunteers.
VP Partners Paul Cavanaugh, Debbie Newell and Tanya Anderson were cautious going into the first meeting with Open Arms Perinatal Services. They were piloting a new financial assessment tool, and were fully aware that finances can be a sensitive subject for any organization.

As it turned out, they had nothing to worry about. Co-founder and former executive director, Sheila Capestany, had been waiting for an opportunity like this and the timing couldn’t have been better.

Open Arms had undergone major shifts in funding and Sheila was in her last few months as executive director. This was her chance to build a financial roadmap that relieved stress so staff could focus on their mission — helping women from marginalized communities give their kids a great start in life.

“I felt like financial management was this big piece,” Sheila says. “It gives the staff the opportunity to do their work better if we have smooth-functioning infrastructure.”

“The assessment strengthened the transparency of our finances so that they were accessible to more people.

— Dila Perera
Open Arms Executive Director
Over several months, Tanya, Debbie and Paul worked with Sheila to create systems for cash flow analysis, managing restricted and unrestricted dollars, and fundraising for growth. By the time Sheila “passed the rattle” to her successor, Dila Perera, it was clear Open Arms was in terrific shape.

“One of the things that came out of the assessment is that we are relatively solid for a small organization, and I think it’s just going to make us stronger,” Dila says.

In fact, it already has. The assessment is now cited several times when applying for new grants. Plus, it helps Open Arms assess and grow their capacity to take on new projects, like their most recent grant that will triple the size of their Outreach Doula Program!

### Why the Work of Open Arms Is So Important

- **85%** of the human brain develops in the first 3 years of life, so a healthy start is vital, but not all people have equal access to the resources needed

### Open Arms Supports Low-Income Families

- **48%** of new and expecting moms served by Open Arms are recent immigrants or refugees
- **17** languages are spoken at Open Arms and moms are matched with doulas from their communities
- **95%** of moms served by Open Arms begin breastfeeding right away, providing proven benefits
- **96%** of their babies are born at a healthy birth weight, giving them a great start
Seattle was poised to lose dozens of bus routes in 2014, which for low-income and minority communities meant reduced access to education, jobs, health care and other vital services. Working closely with Transportation Choices Coalition (TCC) and pooling money with other funders, SVP championed a $143,000 investment to help turn this around.

The grant funded a combined mapping project between three nonprofits: TCC, OneAmerica and Puget Sound Sage. The resulting maps and posters overlaid transit data with real stories about people’s lives and were used to motivate policy-makers to prevent bus cuts. The posters also helped these three organizations – with distinct, but complementary missions – align their efforts and speak with one, amplified voice for equity and our environment.

The results? Bus routes weren’t just saved – services were expanded through a $300 million ballot measure! Plus, TCC and their partners helped create Orca Lift, the most expansive low-income transit fare in the country. The $1.50 fare will benefit nearly 25% of King County Residents.
The Transit for All initiative required collaboration among funders as well as nonprofits. SVP, Seattle Foundation, Bullitt Foundation and Loom Foundation pooled their money to support the project. Below is one of the maps used to show policy-makers how bus cuts would reduce access to education and opportunity.
Convening Funders for Greater Impact

Since 2010, SVP has played a key role in bringing funders together around shared goals. Through the Statewide Capacity Collaborative, we leverage our expertise to help strengthen Washington’s nonprofit sector. As part of the Road Map Project Rapid Resource Fund we support emerging opportunities for cradle to career education in South King County. And through the Sustainable Communities Funders we invest in projects that foster equity, economic development and a healthy environment.

$6 M Statewide Capacity Collaborative

- Aligned investments made to strengthen Washington’s social sector since 2010
- $664 K invested through SCC’s pooled fund and $5.5M invested by individual funders with an aligned strategy

- Campion Foundation
- Cedarmere Foundation
- Empire Health Foundation
- Sherwood Trust

- Ballmer Group – Philanthropy
- Bill & Melinda Gates Foundation
- Medina Foundation
- Satterberg Foundation
- Seattle Foundation
- Social Venture Partners

$445 K Sustainable Communities Funders

- Invested in projects at the intersection of equity, economic development and a healthy environment since 2013

- Bullitt Foundation
- Loom Foundation

- Seattle Foundation
- Social Venture Partners

$251 K Road Map Project Rapid Resource Fund

- Invested in emerging opportunities to improve education since 2014

- The Boeing Company
- College Spark Washington
- Microsoft
- Raikes Foundation
- Stolte Family Foundation

- Ballmer Group – Philanthropy
- Bill & Melinda Gates Foundation
- Medina Foundation
- Satterberg Foundation
- Seattle Foundation
- Social Venture Partners
Veena Prasad had an idea: to use food heritage as a way for refugees and immigrants to begin a new chapter in their lives. What she needed was a catalyst, which arrived when a friend encouraged her to apply to SVP Fast Pitch. She didn’t make it past the quarterfinals, but in pitching the concept, Veena came face-to-face with a deeper need in her life.

“I realized for myself, that getting involved in social impact was what I was missing in my work and career,” Veena says.

Energized, Veena worked hard to build partnerships throughout the region, and the Fast Pitch community helped schedule some of her first catering events. A year later, Project Feast was born and Veena reapplied to Fast Pitch. This time, she went all the way to the finals – and won.

The exposure brought more catering jobs, more income, and an additional $20,000 in prize money plus consulting services, giving Project Feast the

“Thinking through the idea and pitching was incredibly powerful for me. It changed my path.”

— Veena Prasad
Project Feast Founder
leverage they needed to start hiring. By the end of 2014, the winnings translated into expanded catering and an established curriculum for their Commercial Kitchen Basics course.

Since then, Project Feast has taken 150 people through their food permit trainings, workshops, and cooking classes. They cater everything from 15- to 300-person events with cuisine ranging from East Africa and the Middle East to Southeast Asia and Central America. This summer, they will offer more in-depth skills trainings, apprenticeships and an even better launching pad for students entering the culinary industry.

Read the full story here!
Stacy Flynn had built a successful career in the textile industry, but in 2010 she found herself in China without corporate credentials for the first time. She wasn’t Stacy from Target or Eddie Bauer, she was on her own, meeting with a small manufacturing outfit. When she and her colleague arrived at the headquarters they could barely see each other through the polluted air that followed them inside and hovered above the heads of the corporate team that worked there.

“It dawned on me that my industry creates the kind of conditions where children have never seen blue sky,” says Stacy. “They can’t swim their lakes or rivers because they’re black. And then I began adding up how many millions of yards of fabric I have created in the world and all of sudden I became linked to this massive issue I was standing in the middle of.”

Stacy returned to the states determined to do something different and on October 28, 2014 she stepped onto the Fast Pitch stage with a revolutionary idea. Her company Evrnu had developed the technology to create durable, high quality fibers made entirely from the cotton in the clothing and textiles we throw away every year.

“"If one person can do so much damage completely unintentionally, what can the same person do intentionally for good?"

— Stacy Flynn
CEO & Co-Founder at Evrnu
That night, Stacy won a $140,000 investment, allowing Evrnu to attract additional investors. Within three months, they secured all the capital needed to get their fiber technology off the ground. And within 18 months, Evrnu solidified a powerful partnership with Levi Strauss & Co., producing a pair of prototype jeans made primarily from recycled T-shirts.

In the United States we throw away more than 11 million tons of clothing every year – and that clothing is resource intensive to produce. It takes 700 gallons of water to produce just one cotton T-shirt. Evrnu is reclaiming some of that waste, while simultaneously reducing the amount of water needed by 98%.
2015 Impact Snapshot: By the Numbers

As a funder, it is easy to measure our impact simply by the grants given out. But SVP is more than a funder. We provide peer learning opportunities that foster a more generous philanthropic community, strengthen organizations by matching them with skilled volunteers, and collaborate with local funders to channel pooled dollars to critical programs. Here’s what that looked like last year – by the numbers.

Nonprofits Funded Through SVP
- 25

Grants + Consulting Funds
- $937 K

Partners Who Increased Their Giving
- 78%

New Donations Inspired in Part by SVP
- $443 K

Partners Who Increased Volunteer Time
- 63%

Skilled Volunteer Time to Local Orgs
- $567K

Local Funders Working Together
- 20+

Aligned Grants for Social Good
- $1 M

* Based on SVP’s 2015 biennial philanthropy outcomes survey
** Based on $100 per hour
Investments Since 1997

- $16 M in SVP Grants & Consulting to Over 100 Nonprofits
- $3.5 M in Skilled Volunteer Time
  Based on $100 per hour
- $620 K in Social Enterprise investments through Fast Pitch
  Individual investments: SVP provided the Fast Pitch forum to connect impact investors with social enterprises
- $6.8 M in Combined Investments with Fellow Funders

Here & Around the World

- 40 SVP Affiliates in 9 Countries
- 3500+ SVP Partners Around the Globe
- $56 M in Grants to Over 770 Nonprofits
Impact Snapshot: Our Investees

SVP is committed to ensuring all children, regardless of income or race, receive an excellent education and all people live and work in a healthy environment. We have a long way to go, but the nonprofits we partner with are already making great progress. Here are a just a few highlights from their work. See our full list of Investees on the following page.

The Challenge

53% of low-income, immigrant, and students of color did not meet third grade state reading standards, which makes them four times less likely to graduate from high school.

The Change

8,000 Struggling second and third graders were matched with Team Read’s teen tutors.

The Challenge

Of those students were promoted to the next grade or graduated

The Change

426 Students most at-risk of dropping out got individualized support from Communities In Schools of Seattle last year.

The Challenge

Only 63% of low-income students graduate from high school in South Seattle and South King County, creating barriers to success later in life.

The Change

900 rooftops are now equipped to produce clean solar energy thanks to Northwest SEED.

The Challenge

By 2040 the Puget Sound region will have more than a million new residents – increasing the importance of growing in ways that sustain a healthy environment for all

The Change

98% Struggling second and third graders were matched with Team Read’s teen tutors.

The Change

76% Increase in awareness of run-off prevention among multicultural businesses thanks to ECOSS’ training in six languages.

Sources: Road Map Project, Communities In Schools of Seattle

Sources: American Educational Research Association, Team Read

Sources: Puget Sound Regional Council, Northwest SEED, ECOSS
2014 / 2015 SVP Financials

Revenue 2014 / 2015

77% - Partner Contributions  |  $2,000,504
11% - Fast Pitch Sponsorship  |  $281,000
7% - Statewide Capacity Collaborative  |  $192,314
5% - Other  |  $123,646

Expenses 2014 / 2015

52% - Funds & Capacity Building for Nonprofits  |  $1,257,119
25% - Philanthropy Development Programs  |  $603,563
20% - General Operating  |  $483,934
3% - Strengthening the Social Sector  |  $76,425

These numbers represent SVP’s fiscal year from July 1, 2014 to June 30, 2015. Details and audited financials can be found online using the button below, or at http://bit.ly/1XPP06y
Thank You!

Thank you to our Partners, Investees and community allies for making this work possible.

- Meet Our Partners
- Meet Our Investees
- Meet Our Board & Staff