

# Meet Social Venture Partners

An Introduction for  
Prospective Organizations



## Today's Goals

- Overview of SVP & Grantmaking
- SVP Capacity Building Model
- Keys to a Successful SVP Partnership
- What Do We Look For?
- Application Process

## About SVP - Mission

SVP Seattle advances the common good by engaging and connecting a community of philanthropic leaders, strengthening local nonprofits, and catalyzing efforts to accelerate system change.

## About SVP – Overarching Goals

- Strengthen Nonprofits:
  - Long term funding: three to five years
  - General operating funds
  - Support for capacity building projects through volunteers and paid consulting
- Philanthropy development / donor education
  - Seminars, workshops, committees
  - Hands-on volunteering with nonprofits

## About SVP - History

- Founded in Seattle in 1997
- 20 King County nonprofits as Investees
- 240 Partners and 7 staff
- >\$11.5 million in direct funding
- Over 500 strategic volunteering projects
- 25,000+ volunteer hours valued at over \$2.5 million
- Over 200 educational seminars
- 25 affiliates around the world

## SVP Funding Areas

- [Early Childhood Development](#): advancing early childhood development and/or fostering improved care-giving skills.
  - **LOI Due on Dec. 1, 2009**
- [Environment](#): promoting a healthy future for all life in the Pacific Northwest by fostering environmental stewardship that is ecologically based and economically sound.
  - **LOI Due on Feb. 1, 2010**
- [K-12 Education](#): focusing on helping students succeed in school.
  - **LOI Due on Dec. 2010**
- [Out-of-School Time](#): offering programs that engage youth in safe and constructive activities before and after school hours, evenings and weekends.
  - **LOI Due on Feb. 2011**
- [Advocacy and Policy](#): addressing upstream root causes and strengthening the systems in which our nonprofits operate.
  - **Application by Invitation**

## SVP 2010 Grants

- Group of partners sit on grant committees
  - Early Childhood Development
  - Environment
- Committee reviews LOIs, final proposals and conducts site visits
- Select *one* grantee per cycle
- Grant of \$40,000

## Capacity Building Model



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## Capacity Building Definition

The development of core skills, management practices, strategies, and systems to enhance an organization's effectiveness, sustainability and ability to fulfill its mission.

- Financial Management
- Fund Development
- Information Technology
- Marketing & Communications
- Program Design & Evaluation
- Human Resources
- Mission, Vision, Strategy & Planning
- Legal Affairs
- Leadership Dev
- Board Governance

## Why is Capacity Building Important?

***Well-managed nonprofits with strong internal systems are more likely to achieve greater impact because they can:***

- be financially stable
- retain key staff
- have capable, engaged board members who carry out their fiduciary role
- be adaptive to changes in the landscape, funding climate or sector
- have a culture of reflection and planning
- be committed to results because they have the evaluation capacity to monitor performance

## How SVP Works

- General operating dollars for 3 to 5 years
- Skilled volunteers
- Consultants to complement volunteer pool
- Management training and leadership development opportunities
- Access to network of extended support

## Working with SVP

- Connect each ED with a SVP Lead Partner
- Complete Organizational Capacity Self – Assessment Tool (OCAT)
- Develop Annual Workplan
  - Programmatic Outcomes + Indicators
  - Program Implementation Goals + Objectives
  - Organizational Capacity Building Goals + Objectives
- Identify and define volunteer jobs

## Working with SVP

- Midyear check-in on progress and successes/challenges
- Annual review to report back on yearly progress, develop next year's work plan and create vision for the relationship

## Key Success Factors

### **Investee leadership**

- Clear point person (ED or deputy director level)
- Authority or autonomy to implement projects
- Accountable for success of SVP relationship

### **Vision – 3 to 5 years out**

- Program vision AND
- Vision for organization AND
- Vision of how SVP can help

## Key Success Factors

### **Organizational Entity**

- Enough internal capacity to engage
- Not a stand alone (“orphaned”) program; we are investing in the whole organization

### **Organizational Sustainability**

- Organization is “stable enough” – has needs, but is not in crisis

## Key Success Factors

### **Willingness to embrace SVP Partnership**

- Open and able to work with and support SVP volunteers
- Sees SVP as more than a grant or help with fundraising
- Board and program staff are supportive of SVP relationship

### **Solid programs & mission**

- Programs are successful or show promise
- Given all the community needs, the organization can demonstrate its work is critical

## Red Flags for SVP Success

- Foresee or have had a near-term leadership change
- So big or complex that it's hard to understand where SVP fits in
- "Program" has a champion but it doesn't seem deeply connected to the rest of the organization
- Organization is in a state of crisis or financial crunch
- Organization has trouble defining or prioritizing its capacity building needs
- Board of directors is not engaged
- No demonstrated buy-in from board and program staff

## Applying for a Grant

What You Need to Know



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## General Timeline

- **LOIs Due**
  - Early Childhood Dec. 1, 2009
  - Environment Feb. 1, 2010
- **Request for full proposals (5 Orgs)**
  - Early Childhood by Jan. 14, 2010
  - Environment by Mid March, 2010
- **Full Proposals Due (5 Orgs)**
  - Early Childhood Feb. 12, 2010
  - Environment by Mid April, 2010
- **Site Visits Conducted**
  - Early Childhood Feb 22 – March 12, 2010
  - Environment Late April – Mid May, 2010
- **New Investee Selected**
  - Early Childhood Mid April, 2010
  - Environment June, 2010

## Issue Area: Early Childhood Dev.

SVP believes that children need nurturing care, sound nutrition, appropriate learning and development opportunities and the support of caring adults.

### **In the past additional consideration to organizations that:**

- Provide professional development, training, and support to parents, caregivers, or teachers
- Promote quality childcare
- Offer programs that are family or relationship based
- Provides for the health of the child (physical, social, emotional or mental health)
- Maintain programs that offer comprehensive services and are consistent in delivery
- Offer culturally and age appropriate programs

## Issue Area: Environment

### Our grantmaking priorities include:

- Fostering a population of environmentally informed, responsible, proactive citizens;
- Encouraging people from a wide range of interests and disciplines to work together in addressing environmental issues;
- Supporting organizations working to eliminate problems at the source and promote systemic change;
- Supporting organizations that recognize the inter-related environmental, economic and social challenges of this work.

### In the past additional consideration to Organizations that:

- Inspire a broad impact: educational components
- Partner with others in the field/coalition building
- Address timely/important issue: climate change, smart growth, water, preservation

## Evaluation Criteria

- A strong **leader** with the authority and autonomy to ensure the success of the SVP relationship. This leader, typically the Executive Director, has the experience necessary to fulfill their vision and goals.
- The program has a **clear vision** and **implementation strategy**, suggests a method of **evaluation** and/or is supported by **research** or preliminary **outcomes data**.
- An organization with a **clear vision and strategy**. The organization demonstrates a **positive trajectory** of organizational development over the next three to five years.

## Evaluation Criteria continued

- The organization understands the importance of building their internal organizational capacity in order to be more effective. The organization can **prioritize** their **capacity-building** needs/goals and can integrate them into their organizational vision.
- The organization **embraces** the SVP capacity-building partnership, which includes intensive self-assessment and working with volunteer and paid consultants. SVP can **effectively engage** and have an **impact** with the organization, even if the program is a small piece of a larger organization.

## Basic Eligibility

- Nonprofit - 501(c)(3) status, or has a fiscal sponsor
- Managing staff located in King County
- A major program of the organization fits the desired issue area

SVP will not support:

- Individuals, public schools, school districts, religious organizations for sectarian purposes, or pure sports teams
- Auctions, fundraising events, debt reduction, endowments or capitol campaigns

## Things to Think About Before Applying

- Make sure you're ready to invest the *time and energy* required to establish a working relationship with SVP for the next few years. This includes routine communications with SVP staff, the Lead Partner and other skilled SVP volunteers and staff
- Ensure your staff can adequately *support volunteers*
- SVP's hands-on approach and focus on organizational capacity is unique; expect that working effectively with us will *take time*
- Assess your comfort and preparedness to build a trusting, *open relationship* with us

## Proposal Pointers

- Demonstrate clear, shared vision & mission for the **organization**
  - Integrate your top capacity building needs with the vision for the future
- Clearly describe programs and how they meet the defined need in the community effectively
- Demonstrate how capacity building will impact your ability to deliver programs and meet your mission. Don't short change this section!
- Don't just list off generic capacity building needs
  - It's more than marketing and fundraising!

## Proposal Pointers

- Share strengths and “dirty laundry”
- Committee members look to see how SVP Partners can have an impact in the organization
- Demonstrate buy-in from multiple stakeholders, including administration, program staff and BOARD!
- We fund based on program effectiveness, but we work with whole organization on capacity building

## Questions?

## Application Procedures

### 2 Page Letter of Inquiry:

- **Overview:** Provide a brief summary of your organization's mission and programs.
- **Program:** Provide a summary of your program(s) that fit the specific grantmaking area you are applying for. Specifically, summarize the program goals and outcomes you intend to achieve in this funding area, both short-term (over the next year) and long-term (over three to five years). If you run several such programs, please describe program outcomes for your largest two programs. Be sure to describe what the need is for these programs and how you gauge you are having a positive impact.

## Application Procedures

- **Organizational Capacity-Building:** In the context of your organizational vision for the next three to five years, describe and prioritize your near term (one year) and long-term (three to five year) organizational capacity-building needs (not just programmatic needs). What will you need to strengthen or develop at the organization level in order to achieve the program goals above? Where could you use SVP consulting resources? Please refer to "SVP Capacity-Building Partnerships" section and the [SVP website](#) for more information.
- **Budget and staff figures:** a) current budget for your organization; b) current budget(s) for your early childhood development programs; c) total amount your organization spent for the most recently completed fiscal year; d) total amount spent on early childhood development programs for the most recently completed fiscal year; e) total staff size. Please provide total dollar amounts, not line-item details.

## SVP Contact Information

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