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[admin@svpaz.org](mailto:admin@svpaz.org)

Thank you for your interest in Social Venture Partners Arizona!

We are an engaged network of business leaders and community members (Partners) who take a venture capital approach to philanthropy. We work collaboratively with local non-profit organizations (Investees) to increase their internal capacity building and business operations. By pooling our Partner dues, we provide multi-year grants to Investees. These funds, combined with our Partners' wide range of skills, experience, and expertise (our 'time plus money' approach), help Investees increase their operational ability to delivery bigger and bolder social impact in our community.

We are also committed to providing philanthropic learning and engagement to our Partners. Together, through educational and social events, we learn about grantmaking best practices, non profit excellence, and discuss the causes and solutions to our community's critical issues. We believe that nothing truly great is accomplished alone. Every person in our Partnership has something to teach and something to learn. The camaraderie of shared experiences through philanthropy generates meaningful relationships.

Attached is a brief welcome package that includes an overview of SVP Arizona, who we are and who we help, along with several success stories from our past Investees.

On behalf of the board and our current Partners, thank you again for your interest in joining us and making our community an even better place to live.

We look forward to engaging you in our philanthropy.

Sincerely,

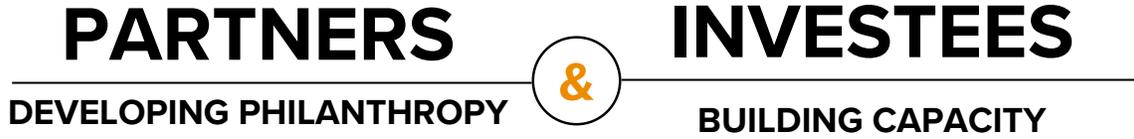
A handwritten signature in black ink, appearing to read 'Amy Armstrong'.

Amy Armstrong  
CEO and Partner



ALL WE SEE IS  
POTENTIAL.

We have a two-pronged mission:



SVP Arizona cultivates effective philanthropists, strengthens non profits, and invests in collaborative solutions - building powerful relationships to tackle our community’s social challenges.

**Our Focus Areas: Making Children Successful**



**EDUCATIONAL  
OPPORTUNITIES**

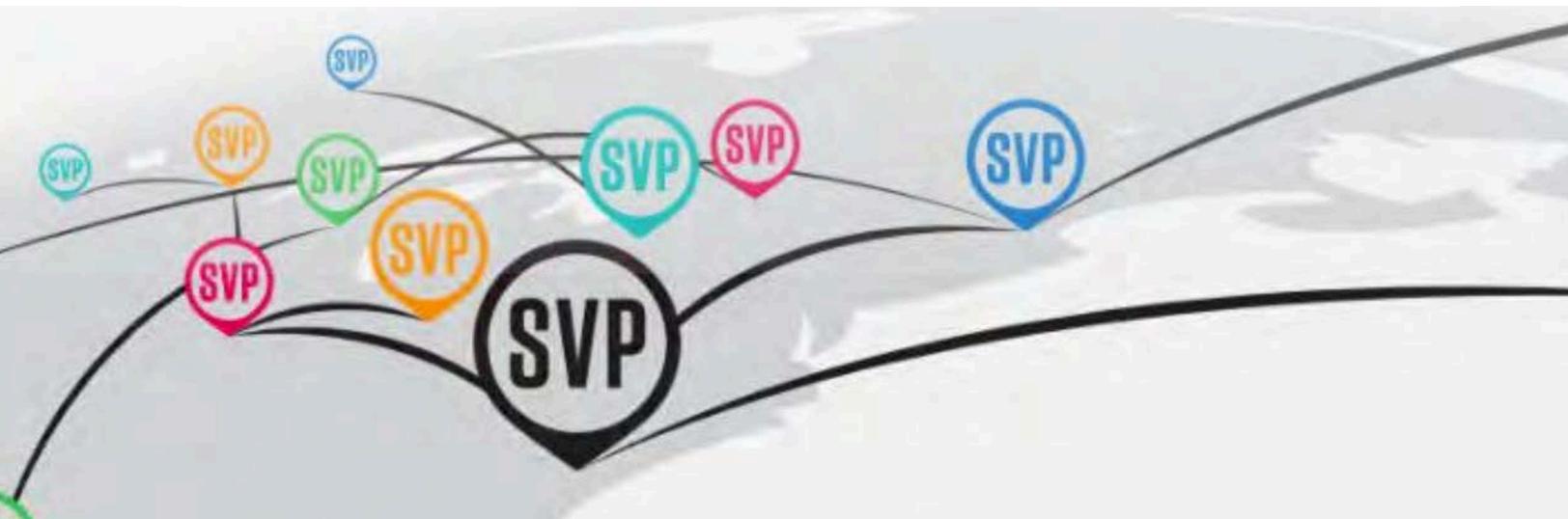


**SAFETY &  
SUPPORT**



**HEALTH &  
WELLNESS**

$$\begin{array}{ccccccc}
 \$5M+ & + & 39K & + & 140+ & = & 25+ \\
 \text{DIRECTLY} & & \text{CONSULTATION} & & \text{NON-PROFIT} & & \text{YEARS OF} \\
 \text{GRANTED} & & \text{HOURS} & & \text{ORGANIZATIONS} & & \text{AMPLIFIED GIVING}
 \end{array}$$



# What is Venture Philanthropy?

## *A Venture Capital Approach to Achieve Philanthropic Goals*

Just as the for-profit economy has always developed innovations to meet its changing needs, so too is the nonprofit sector evolving. One such development that the nonprofit sector is adopting is ‘Venture Philanthropy,’ a practice that takes its name and principles from – you guessed it! – ‘Venture Capitalism.’ What is venture philanthropy? As venture philanthropists ourselves here at Social Venture Partners Arizona, we hope to help in explaining this growing practice.

Venture capitalism is a unique way of investing in a business. The investment occurs early in a business’s growth process; it happens after a product has been designed and brought to an initial market, but before the business has the capacity to satisfy their full potential. This investment in organizational capacity is what makes a leap to their next level possible. Venture philanthropy incorporates this same strategy but applies it to achieving philanthropic goals. An investment of venture philanthropy may be in a program or nonprofit organization serving a mission of a greater purpose for the community.

Several years ago, The Rockefeller Foundation, in conjunction with the Organization for Economic Co-Operation and Development (OECD), published an oft-cited paper on venture philanthropy. It helps provide more clarity to this nascent concept by listing qualities that venture philanthropists tend to share. One of these qualities is an “engagement style that is more hands-on, using extended interactions with and sometimes between grantees” (Garris). Another quality of venture philanthropy is an “engagement period that reflects the goal of systems changes, often five to ten years rather than one to two years.” At Social Venture Partners Arizona, we embody these qualities to provide expertise and funding to emerging and local nonprofits that are working to make children successful. We help ideas and visions blossom into concrete and sustainable solutions.

At SVPAZ, our model is to take on a new Investee every year for up to a five-year partnership. In addition to funding, our Investees have our Partnership’s time and talent to be utilized for their specific needs. Central to our mission is transferring our Partners’ skills to Investees so that they are equipped with the requisite skills to flourish and we can gradually take a step back. This is another quality that’s consistent with venture capitalism.

Our work with Feeding Matters is an example of how venture philanthropy can help an organization reach their ‘next level.’ Feeding Matters cares for the needs of families with a child suffering from pediatric feeding disorder (PFD); a condition associated with medical and nutritional dysfunction, which affects more than 2.3 million children in the United States alone. Their organization received five years of SVPAZ funding and strategic guidance, from 2011-2016. During our engagement, we helped them with re-branding (and the funding to implement it), provided their

Executive Director with executive coaching on how to expand their capacity, and dove deeply into their finances. All of this led to an increase in annual operating budget from \$72,500 to \$1,200,000. Furthermore, their increase in capacity allowed them to facilitate a consensus paper declaring PFD as a stand-alone diagnosis and to begin hosting a medical consortium that's now endorsed by the North American Society for Pediatric Gastroenterology, Hepatology and Nutrition. In their own words, "The funding, coupled with the (SVPAZ) Partner mentorship, really helped us to elevate our efforts from a grassroots parents group to international thought leaders."

As venture philanthropy evolves to address the changing needs of the nonprofit sector, so too has Social Venture Partners Arizona and our incredible team of Partners and staff. This venture capital approach to philanthropy enables us and others to provide expertise and funding to the organizations who need it the most, in order to impact the greatest change and make a true difference. Venture philanthropy is on the rise, and organizations like SVPAZ are equipped with the structure, know-how, and experience to meet a growing need in the Phoenix non-profit sector.

**"Social Venture Partners Arizona has been a key contributor to the Valley through its innovative work and entrepreneurial spirit. SVPAZ has evolved throughout the years to address the pressing needs and provide constant support to the local nonprofit ecosystem,"**

Steve Seleznow, Former President and CEO of the Arizona Community Foundation.



# WHAT INVESTMENTS DO WE MAKE?

## YOUR PARTNER GUIDE TO OUR GRANT TYPES



### INVESTEES

#### Making Children Successful

Our full-time Investees are nonprofits in our focus areas selected by our committee to receive a multiyear investment, capacity building tools, and Partnership expertise for 3-5 years to increase their organizational capacity and amplify their impact.



### REFUEL

#### Consider Us Your Pit Crew

Just like race cars, every once in a while an organization needs a pitstop to ensure everything is running smoothly. Our Refuel grant is a past full-time Investee selected to receive a one-time grant, leadership support, and Partnership expertise for one year to increase their organizational capacity.



### NEW PARTNER GRANT

#### An Impactful Introduction

Twice yearly, our new Partners come together to choose a non profit to receive a one-time grant and a meaningful Partner connection. This grant process acquaints new Partners with SVPAZ's venture capital approach to philanthropy.



### MICRO-GRANTS

As part of our commitment to supporting non profits through grantmaking, SVPAZ awards micro-grants to non profits for organizational development in areas such as technological advances, marketing support, and other webinars and workshops.



## EDUCATIONAL OPPORTUNITIES



*Camelback High struggled with a number of persisting problems, including low test scores, high dropout rate, and low morale among staff members. Camelback High and SVP Arizona entered a five-year collaboration, devising and implementing a comprehensive set of solutions to tackle these issues.*

### **Peer-To-Peer Tutoring Program.**

Struggling students paired with a high-excelling upperclassmen, boosting GPA's and providing tutors valuable experience.

### **Monthly Dinner Series.**

Dinner series connecting students with SVP professionals to network and learn. Dinners facilitated many internships, scholarships, and student employment.

### **Montessori School-Within-A-School.**

College preparatory model allowing students to learn in a small. Montessori environment at a large school.

### **Campus Renovation Projects.**

Funded campus renovations, including a rose garden and a sand volleyball court to enhance campus pride and moral.

### **THE IMPACT OF SVP'S INVESTMENTS INCLUDED:**

↓ DISCIPLINE PROBLEMS

↓ DROPOUT RATES

↓ STAFF TURNOVER

↑ ENROLLMENTS

↑ STATE TEST SCORES

↑ COLLEGE ATTENDANCE

↑ COLLEGE SCHOLARSHIPS

↑ GRADUATION RATES

↑ SCHOOL PRIDE



## SAFETY & SUPPORT



*Bloom365 is a non-profit domestic/sexual/teen dating violence prevention organization. Bloom365 combines public health framed education with peer to peer advocacy and activism to #UprootAbuse and cultivate empathy, respect, kindness, equality, consent, safety, and peace as the standard for this generation of youth and the next. After Bloom365 won SVP Arizona's Fast Pitch, capacity building support helped to strengthen their program, board, and partnership efforts.*

### THE IMPACT OF SVP'S INVESTMENTS INCLUDED:

- Developed, implemented, and tested a dynamic 3-Step teen dating abuse prevention solution in 10 school, impacting 18,000 Arizona teens
- Created a high-profile "founding board" and achieved 100% board giving
- Built numerous new program collaborations
- Developed a certification program to earn revenue and scale impact
- Grew budget from \$108k in 2016 to \$385k in 2017

“ The time and talent given by a diverse network of SVP-AZ partners helped to crystalize what sets BLOOM365 apart.

Donna Bartos,  
Founder & CEO



## HEALTH & WELLNESS



feeding matters

*Feeding Matters is the first organization in the world that cares for the needs of families with a child suffering from pediatric feeding disorder, by connecting them with leading advocates, experts, and healthcare professionals. Feeding Matters was Social Venture Partners Arizona's first Fast Pitch Innovator Investee, receiving five years of funding and strategic guidance (2011-2016).*

### THE IMPACT OF SVP'S INVESTMENTS INCLUDED:

- An annual operating budget that grew from \$72,500 in 2010 to \$1.2M in 2016
- A full-time staff that grew from three to twelve
- A complete rebranding to a membership-based model
- Increased research to validate a feeding questionnaire used by doctors and parents to identify feeding red flags
- The hosting of a medical consortium with more than 600 attendees from over ten countries, and a revamped interactive website with about 12,500 visits a month
- Moved from a donated office space to a space of their own

“ SVP Arizona elevated our efforts from a grassroots group to international leaders.

Nicoletta Fasano,  
Director of Marketing &  
Communications

Social Venture Partners Arizona cultivates effective philanthropists, strengthens nonprofits, and invests in collaborative solutions. We take a venture capital approach to philanthropy, providing expertise and funding to emerging and growing local nonprofits that are working to make children successful.

## WE ARE MAKING CHILDREN SUCCESSFUL.



EDUCATIONAL  
OPPORTUNITIES



SAFETY &  
SUPPORT



HEALTH &  
WELLNESS

### *All we see is potential.*

Please complete the following form. Upon receipt, we will personally contact you for more detailed information and to discuss your interest area, philanthropic goals, and how your time & talent can best be matched to our work in the community.

#### Partnership Type:

Household (\$5,500)     Individual (\$3,000)     Associate - under 40 (\$2,500)

*For Corporate Partnership Options, please contact us directly.*

Partner 1: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Occupation: \_\_\_\_\_ Company: \_\_\_\_\_

Mailing Address:

Street Name

City

State

Zip Code

For Household, please complete the following:

Partner 2: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Occupation: \_\_\_\_\_ Company: \_\_\_\_\_



**By leveraging our dollars together, we amplify our impact on the community.**

Your partnership dues help fund the collective grantmaking of the partnership as well as the implementation of our programs and philanthropy. We welcome additional donations to the impact area of your choosing:

\$ \_\_\_\_\_ Diane Walker Fellowship

\$ \_\_\_\_\_ Additional Grantmaking Funds

\$ \_\_\_\_\_ Operational Expenses

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## Payment Options

Payment can be made by Check, Credit Card, or Donor Advised Funds. Please include this Payment Voucher when submitting your first-year contribution; subsequent invoices will be mailed to you annually on or near your anniversary month.

- Check Enclosed (*Payable to SVP, mailing address below.*)
- Donor Advised Funds.  
(Check here  if you would like us to initiate an ACF Interfund transfer.)
- Contact me for wiring instructions or stock transfer
- Credit Card  
(Please visit our website at [www.svpaz.org](http://www.svpaz.org) – select “Membership Dues” on the top ribbon.)
- ACH Payment  
(Please visit our website at [www.svpaz.org](http://www.svpaz.org) – select “Membership Dues” on the top ribbon.)

*\*Did you know? By paying with credit card or ACH, you can set up automatic payments for annual renewal or break it down to semi-annual, quarterly, or monthly contributions.*

Questions? We are here to help.  
Please contact Amy Armstrong: [aarmstrong@svpaz.org](mailto:aarmstrong@svpaz.org)  
Thank you for your partnership.

**All Partnership dues and additional contributions are tax-deductible.**