

# SVP fuels the success of visionary nonprofits that serve teens in the metro area.

#### A 2018 REPORT FROM CARLA PAVONE

On behalf of the Board of Directors, we sincerely thank our exceptional Investees for trusting us. We appreciate our Partners, corporations and other donors for supporting our mission and volunteering their professional skills. We further appreciate our staff who run lean and stay focused.

As part of the SVP global network, we believe the collective impact of building capacity for social entrepreneurs around the globe is critical to the well-being of all people. Locally, we are here to provide greater opportunity for all underserved teens through our Investees who provide life-changing opportunities and hope for our future generation of leaders.

We are delighted to share that we grew to a record 120 Partners in 2018! With additional Partners comes more financial resources and increased technical skills, which amplifies our ability to guide strategic growth and sustainability for our Investees as they expand their best-inclass programming to more teens.

Living our values, we've increased our outreach to the nonprofit community. We are learning from them, building relationships, and gaining trust as we more effectively engage with the community. That includes taking a more planful approach by listening carefully to our Investees — actively seeking the advice of those who work with underserved youth every day, with a goal of taking action on what we learn.

We received two significant gifts in memory of alumna Partner and board member Ellen Mitchell Gallagher. With great appreciation and in honor of Ellen, we launched a fund-matching campaign to roll out the Community Partners Program. We gained enough support to call for nominations and bring on three Community Partners for a three year commitment. They started on our Due Diligence Team and have added high value to our organization. (See page 12 for more information on this program.)

In 2018 we updated our five-year plan, which ends in 2020, to focus on two goals and eight strategies. The streamlined goals are to 1) grow our organizational capacity, and 2) strengthen our impact. To meet them, we will focus on eight key strategies, as outlined at the bottom of this page.

Our mission is made possible through our Partners who provide their professional expertise and financial support, and through our Investees who have robust visions for their organizations and the teens they serve.

Thank you.

Carla Pavone Board Chair 2018-2019



### Impact Strategies thru 2020 — Streamlined!



### Grow Organization Capacity:

GAIN CAPACITY TO SUPPORT 10 INVESTEES

- 1. Add new Partners to grow resources—individual and corporate
- 2. Retain and engage existing Partners
- 3. Advance Partner diversity and cultural competency



#### **Strengthen Our Impact:**

ADVANCE INVESTEES' ABILITY TO INCREASE IMPACT (2X TO 3X)

- 4. Improve impact measurement
- 5. Explore communities of practice
- 6. Define alternative engagement models
- 7. Improve clarity of engagement process
- 8. Increase reach to diverse nonprofit social enterprises

COVER PHOTO © CONNECTIONS TO INDEPENDENCE YOUTH

## Mission

We build powerful relationships and thriving communities through the amplifying impact of engaged philanthropy.

## Vision

We elevate the lives of underserved teens by turbocharging transformational social enterprises and philanthropic leaders.

## **Values**



We foster positive change in our community.



We make a greater impact together.



We pursue the greatest potential — not the easiest path.



We believe ALL people should have the opportunity to succeed.

# Our Three Pillars & Impact On The Twin Cities

#### Creating a network of engaged philanthropists

- 120 Partners & 8 companies investing skills & financial resources
- 5,400 volunteer hours dedicated to consulting & strategic grant making
  - Educational opportuntities

### OMMUNITY IMPAC

#### Helping underserved teens achieve their potential

- Focusing on programs that are innovative and have strong impact on teens
- Working to remove barriers to success
   Strengthening programs for better
- Strengthening programs for better outcomes for teens

# GOCIAL ENTERPRISES

#### Strengthening the most innovative nonprofits

- 7 nonprofits in SVP portfolio
- Gap analysis and follow capacity building plan to realize vision
  - · At least 2x impact after 3 years
    - Educational opportunities

# Strong Nonprofits Deliver Better Results

#### It's that simple.

Things like up-to-date technology and strong financial systems can mean the difference between reaching 50 and 500 opportunity teens. That is why we work with nonprofits for three years, strengthening behind-the-scenes systems that will help accelerate their mission.

# Total Investment in the Twin Cities — 2018



In Volunteer Time From Skilled Partner Professionals (estimate based on \$150 per hour)



In Unrestricted Grants Awarded

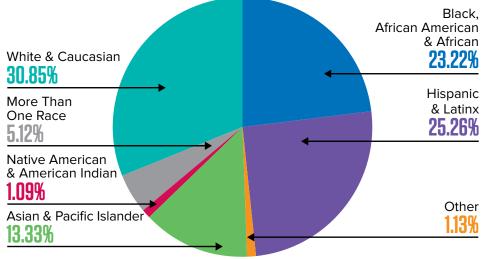


**In Total Support** 

ROI: We turn every \$1 in grant funds into more than \$4 of nonprofit support



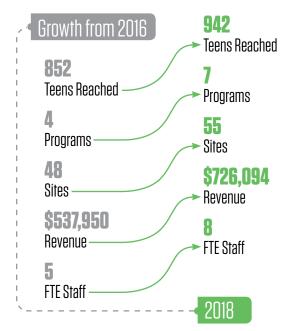
# **The Teens Our Investees Serve**











# The BrandLab

**Mission:** To change the face and voice of the marketing industry by introducing, guiding and preparing students for careers in marketing and advertising.

First year of SVP Investment: 2017

**SVP Grants to Date:** \$50,000

**SVP Projects:** Expansion Strategy, Program Evaluation,

Success Metrics, Governance

**SVP Consulting Team:** Linda Ireland & Andrea Stark (Lead Partners), Nancy Chang, Dionne Gumbs, Trevor McKinnon, Will Schnabel, Kirk Smith, John Watson

Investee Impact in 2018: In 2018, 787 teens participated in classroom programming, 75 teens were placed in communications internships at 49 companies, and more than 100 youth benefited from professional development and mentoring. Additionally, 18 companies participated in The BrandLab's Fearless Workshops. Expansion efforts continue and the Kansas City program is entering its second year. In 2019, The BrandLab will be growing its new Spark program and launching an apprenticeship program.



In partnership with SVP, today we are poised to accelerate our impact. Our SVP team guided, questioned, and helped us to create the road map for launching in our first market beyond the Twin Cities. With them by our side, we are confident that our deliberate decisions on the how, when and why, will set us up for sustainable success.

—ELLEN WALTHOUR CEO, THE BRANDLAB

### **INVESTEE**

# Connections to Independence (C2i)

**Mission:** To provide unique programming and advocacy for foster care youth, ages 15-24, promoting successful and healthy transitions to living independently as they reach adulthood.

First year of SVP Investment: 2019

**SVP Grants to Date:** \$25,000 will be provided in 2019

**SVP Projects:** Projects are currently being defined

**SVP Consulting Team:** Jeanne Rudelius (Lead Partner), John Mauriel, Danielle Denney Moriarity, Jeff Parker, Josh Susser

Investee Impact in 2018: Connections to Independence (C2i) is a unique organization that provides support for youth in foster care by connecting permanent placement providers, community-based organizations, and counties in a formalized partnership. When the organization was first launched in 2010, their aspiration was to be the expert organization for teens aging out of foster care. Now, that aspiration is being achieved on a local level as C2i is often asked to serve on panels to share their positive outcomes and program design. The partnership with SVP will help them take their services to a state level, setting them up to eventually expand to a national level.



C2i is just starting our partnership with SVP...
We are extremely excited, as the SVP process has already helped our team think about expansion in several different ways. We are looking forward to working with our SVP team, led by Jeanne Rudelius from US Rank.

—JESSICA ROGERS FOUNDER & EXECUTIVE DIRECTOR, C2i





#### 2017

**84** Teens Reached

**2** Programs

Sites

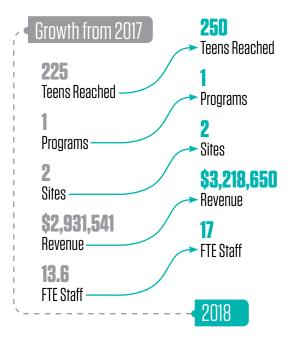
\$695,000

Revenue 7

FTE Staff









# Cookie Cart

**Mission:** To provide teens with lasting and meaningful work, life and leadership skills through experience and training in urban nonprofit bakeries.

First Year of SVP Investment: 2018

**SVP Grants to Date:** \$25,000

**SVP Projects:** Go to Market & Segmentation, E-commerce Experience, Operations, Financial Modeling, Marketing & Sales Strategies, Volunteer Strategy

**SVP Consulting Team:** Dan Kinsella (Lead Partner), Brian Blees, Bill Bluhm, Lincoln Hughes, Amy Jongerius, Karen Kinsella, Leslie Orenstein, John Quinlan, Christi Strauss

Investee Impact in 2018: Cookie Cart expanded to St. Paul and launched programming to engage and employ 250 youth in Minneapolis and St. Paul combined. 152 youth attended Financial Literacy classes, 80 youth completed Leadership Training and 70 youth earned Industry Skills Certification.

HeavenLee has participated in and worked at Cookie Cart for 10 months, and in that time, she's improved her communication skills with her peers and managers. "I've been stepping up lately. Before I was a little isolated and didn't talk to many people, but now I'm talking to more of my coworkers and helping new rookies. I've come out of my shell, not only at work, but at school, too."

Although it took some time for HeavenLee to build confidence in her communication, she's always been motivated by knowing she's a part of a team at Cookie Cart. HeavenLee is building the skills she needs to create her own bright future.

This summer, she wants to work on her leadership and social skills in the bakery so she can be promoted to Cart Captain. Her advice for new employees is, "Do what your managers ask, but then go beyond that and give a little more because they notice who is willing to do the tough jobs."

### **INVESTEE**

# Elpis Enterprises

**Mission:** To foster youth development for homeless or precariously housed young people ages 16-23 through social enterprises.

First year of SVP Investment: 2018

SVP Grants to Date: \$25,000

**SVP Projects:** Program Evaluation, Policies & Protocols, Funding Strategies, Internship Expansion, IT, Governance

**SVP Consulting Team:** Ellie Singer & Jayme Keseley (Lead Partners), Tony Fine, Chris Harms, Holly Parker, Christi Strauss

**Investee Impact in 2018:** In 2018, 26 young people, all of whom were experiencing homelessness or unstable housing, gained paid work experience and developed work readiness skills while employed in Elpis's social enterprises. An organizational goal is to prepare trainees for the broader employment market.

Sales within Elpis's social enterprises grew by 34% compared to 2017. In 2018, Elpis added an embroidery product line and purchased its first automated screen-printing press and embroidery machine. The equipment is increasing productivity and providing trainees with more diverse work experiences that align with hiring needs in the broader job market (automation, digital design, sales).

When Marcellius graduated from high school, he needed to leave home. After staying at a shelter and couch-hopping at friends' homes, he was accepted at a supportive housing program for young people who are homeless. He came to Elpis as a trainee and recently joined the staff as a project lead in Elpis's woodworking enterprise. He went through the woodworking internship, learning all the machines in the shop and how to build nesting boxes, bird feeders, and other products. He used these skills as he and other trainees went out into the community, teaching young children how to make nesting boxes and bird feeders.

Marcellius shared, "The more Elpis community outreach I go to, the more comfortable I am around people. I know Elpis changed how I act and talk around others."



#### 2018

26

Teens Reached

1

**Programs** 

1

Sites

\$624,072

Revenue

6.3

FTE Staff

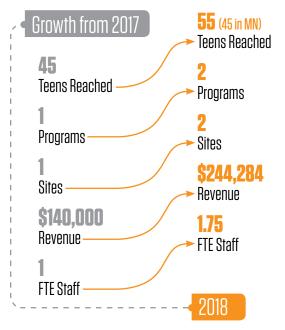


In just the first six months of the partnership, our SVP Partners helped us to gain new insights in how we can revise our experiential-based skills building processes. Trainees leave Elpis better prepared for the broader job market and have begun building for themselves a strong foundation for a career pathway.

—PAUL RAMSOUR FOUNDER & EXECUTIVE DIRECTOR ELPIS ENTERPRISES









FOUNDER & EXECUTIVE DIRECTOR

# Roots for the Home Team

SUPPORTED BY



Mission: To nourish young people's appetites to discover new possibilities and pathways for success through unique opportunities.

First year of SVP Investment: 2018

**SVP Grants to Date: \$25,000** 

SVP Projects: Market Expansion & Chapter Structure, Funding Evaluation, Marketing, Legal, Board Development & Structure

**SVP Consulting Team:** Marshall Lehman (Lead Partner), Linda Ireland

**Investee Impact in 2018:** Roots for the Home Team grew its first new set of roots in 2018. In July, they opened a chapter with the Milwaukee Brewers. Ten youth participated from local garden programs and alongside area chefs. They created four salad recipes that Miller Park chefs made into game-day products. At Sunday ball games, the youth were employed to help sell their salads and more than half the games were salad sell-outs.

Roots Twin Cities experienced a winning season too with 45 youth participating in the program. They broadened and deepened organizational leadership, launched an entrepreneurial growth curriculum (under the guidance of U of M professors) and created a replicable Finding Your Roots curriculum. Participating youth have said they now

> see themselves as leaders, feel stronger, and are more confident, courageous, eager and empowered to create their own futures and pursue vocational opportunities that align with their strengths.

Structurally, Roots is in the process of creating a national board to oversee and manage governance of the organization. Chapter cities are creating their local Leadership Boards.

### **INVESTEE**

# Spark-Y

SUPPORTED BY LUBE-TECH.

**Mission:** To empower youth through hands-on education rooted in sustainability and entrepreneurship.

First year of SVP Investment: 2016

SVP Grants to Date: \$75,000

**SVP Projects:** Strategic Planning, Organizational Structure,

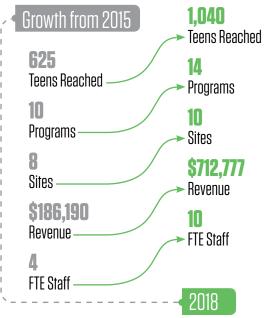
Development, Financial Modeling

**SVP Consulting Team:** Cyndie Leary & Katherine Syverson (Lead Partners), Grace Bassette, Loren Feldkamp, Jason Fogt, Jeff Henderson, Margaux McClure, Amy Jo Van Culin, Guff Van Vooren

Investee Impact in 2018: Spark-Y built on previous successes to build more sustainable systems, grow more food, and empower more youth than ever before. In 2018 they served 1,926 youth, provided curriculum for 13 schools with regularly occurring programs in 18 classrooms, employed 34+ youth across their programs, helped youth build 10 new permanent aquaponic systems, 35 new mini-aquaponic systems, and four new vermicompost systems. The results are that 70% of students believe they could start their own business someday and 80% of students say they know how to live sustainably.

Spark-Y transitioned their headquarters to Northeast Minneapolis, which brought new successes to the organization. The annual Spark-Y Internship Open House was the most well-attended to date, featuring interactive projects from interns and a speech from Minneapolis Mayor Jacob Frey who called Spark-Y "a grenade for good." In addition, Spark-Y unveiled their newly constructed farm to the public and celebrated intern teams who spent seven weeks on a sustainability project while gaining valuable professional experience along the way.







SVP and the Lube-Tech team have provided valuable, specific, and unique opportunities to Spark-Y. We are lucky to have the support of Partners who invest in resources for Spark-Y to achieve success.

—ZACH ROBINSON EXECUTIVE DIRECTOR, SPARK-Y





#### **6.255** MN Youth Growth from 2015 **34.050** All Others Teens Reached **2,857** MN Youth **18.953** All Others **83** MN Teens Reached **539** All Others **Teachers** 38 MN **340** All Others **13** MN Teachers 17 All Others Sites **28** MN **35** All Others \$1.744.819 Sites Revenue \$1.694,532 13 Revenue FTE Staff 12 FTE Staff 2018

# World Savvy

**Mission:** To educate and engage youth to learn, work, and thrive as responsible global citizens.

First year of SVP Investment: 2016

**SVP Grants to Date:** \$75,000

**SVP Projects:** Organizational Development, Board Governance, Revenue Modeling Analysis & Evaluation

**SVP Consulting Team:** Vicki Raport (Lead Partner), Kate Berman, Mary Dee Hicks, Lincoln Hughes, Linda Ireland

**Investee Impact in 2018:** During the 2017-2018 school year, World Savvy reached 6,225 Minnesota students and 83 Minnesota educators across 13 schools and districts. In work out-of-state, they served 539 teachers and 34,050 students.

World Savvy supported schools, teachers, and students across the country, working together to reimagine education for a more globally connected world. In San Diego, they continued to innovate in collaboration with a STEAM magnet school to make learning real and relevant for their diverse student population. Outside Knoxville, they piloted a strategy exploring the impact that global competence education can have on communities experiencing shifts in demography. In New York City, they hosted a workshop based on using the United Nation's Sustainable Development Goals, offering educators a framework for their students to better understand global issues and to engage as problem solvers. Investments in teams in the Twin Cities and the Bay Area

allowed them to strengthen the World Savvy Classrooms program and Partnership work, ultimately making a greater impact on the teachers and students served.



SVP has partnered with World Savvy to be a strategic thought partner around earned income and organizational staffing. Thanks to the partnership, we have a three-year staffing structure as well as a start of an earned income model that incorporates market considerations as well as internal costs.

—DANA MORTENSON FOUNDER & EXECUTIVE DIRECTOR, WORLD SAVVY

# Introducing: Community Partners Program

We are pleased to announce our inaugural cohort of Community Partners: Linda Bryant is Sr Vice President of Programs at Emerge, Neda Kellogg is founding Executive Director of Project Diva, and Veronica Williams is in development as annual giving manager at CaringBridge. Linda, Neda and Veronica are community-minded professionals, leaders and social entrepreneurs who are connected to the populations we serve and have a







Linda Bryant

Neda Kellogg

Veronica Williams

passion for strengthening the Twin Cities community through SVP's strategic work with innovative nonprofits. Linda, Neda and Veronica have the skills needed for nonprofit capacity building projects and we are delighted they've joined our team.

## SVP in the Twin Cities in 2018

8,622 TEENS REACHED

NONPROFIT INVESTEES

**IZU** PARTNERS COMPANIES

CONSULTING TEAMS FOR INVESTEES

4 SUMMITS & PITCH NIGHTS WORKSHOPS & COMMUNITY OUTREACH EVENTS

PARTNER-ONLY GATHERINGS







PHOTO © COOKIE CART

# What attracted you to SVP?

Partners tell us they value learning from and connecting with nonprofits and SVP Partners. They enjoy the SVP model — which is both collaborative and personalized. Plus, they believe all teens should be given the opportunity to succeed. When our teens succeed, our communities thrive.

The depth and breadth of the community we are a part of is truly inspiring.

I love seeing the passion of the SVP Partners and the nonprofits we support.

—JENNIFER C. MARSH USA

I really enjoy
connecting to social
entrepreneurs to help
them succeed. I'm happy to
donate money, but prefer to
leverage the impact by helping
these amazing leaders scale
up their impact.



-CARLA P.

I'm impressed
by the disciplines of
SVP and the opportunity
to help create real change.
I have deep admiration for
the skill and commitment of
Partners. I'm an unabashed
supporter and fan!



-JOHN W.



SVP gives us an opportunity to engage in our new community with like-minded active philanthropists.

-DIONNE & ALEX G.

SVP offers a unique
way of impacting the lives
of underserved teens in
Twin Cities. We give our time,
talent and treasure to SVP to
help seven nonprofits more than
double their impact on teens.
This is something we can't do
anywhere else.



-NATHAN E.

SVP encourages
Partners to get involved in
ways that interest and excite
each of us. This "try-your-own
adventure model" allows me to feel
like there is always something new
to do. More importantly, I feel like my
efforts are having an impact in a
variety of ways!



—TREVOR M., 3M



# Grateful....

SVP

...for our Partners, Investees, Board of Directors and community members who care deeply about helping underserved teens.

#### **Board of Directors**

#### Carla Pavone

Chair 2018-2019 University of Minnesota

#### **Brian Peterson**

Treasurer
MN Assistance Council for Veterans

#### Jim Anderson

Consultant

#### Jeff Arnesen

Marsh USA, Inc.

#### Ally Delgado

Merchology (term ended 12/18)

#### **Nathan Espinosa**

Lube-Tech

#### **Jacie Fogelberg**

Meristem Family Wealth (term ended 12/18)

#### Kimpa Moss

Lurie LLP

#### **Guff Van Vooren**

Consultant (term ended 12/18 & now on SVP's International Board)

#### Staff

#### Lea Blackwell Favor

Operations Director

#### **Esther Goldberg-Davis**

**Deputy Director** 

#### Ann Herzog-Olson

**Executive Director** 

#### **NEW DIRECTORS (as of 1/19)**

#### **Ben Burgum**

University of Minnesota

#### Rebecca Duvick

Consultant

#### **Dionne Gumbs**

GenEQTY

#### Linda Ireland

Consultant

#### Christi Strauss

Consultant



PHOTO © CONNECTIONS TO INDEPENDENCE

# 2018 Partner Awards



#### **FAST START to help SVP scale**

#### John Watson

MarComm Committee, Due Diligence Team, The BrandLab consulting team, Community Partners Team, Programs Committee



#### **FAST START** to help Investees scale

#### **Christi Strauss**

Cookie Cart & Elpis Enterprises consulting teams, Due Diligence Team



#### PARTNER OF THE YEAR to help SVP scale

#### Steve VanTassel

Equity Team, Investment Committee



PARTNER OF THE YEAR to help Investee scale

#### Dan Kinsella

Cookie Cart Lead Partner

# We Appreciate Our Donors Who Advance Our Mission

SVP Partners pool their donations and invest in highly-vetted nonprofits. They learn to give more intentionally, volunteering their professional skills to transform social change organizations—and themselves. SVP generates great rewards for Partners as they strategically engage in strengthening their communities through this unique cohort experience. Our Partners embrace and nurture nonprofits that embrace and nurture underserved teens.

#### Philanthropic Partners \$30.000+



#### **FACTORYMOTORPARTS**

Elliott Badzin Marshall Lehman Rick Lonson

#### **Bame Foundation**



Accelerating Performance

Grace Bassette Loren Feldkamp Jason Fogt Jeff Henderson Cyndie Leary Margaux McClure Katherine Syverson Amy Jo Van Culin

#### Corporate Partners \$15,000+



Nancy Chang Matt Ladhoff Trevor McKinnon

Dan Pickering Kirk Smith



Kayla Greenwood Molly Nelson Robb Stubenvoll



Rhoda Beaird Julie Helms Amy Jongerius Shelley Maasch Michele Martin Charles Talbert

#### MARSH & MCLENNAN COMPANIES

AJ Abbott Dawn Araya Howard Chu Jennifer Crowe Tony Fine John Ratelle Emily Tschimperle



Jacie Fogelberg Greg Laughlin JD Leggott Charlie Maxwell John Quinlan Patrick Siering Phil Strohm



Josh Bailey Brian Blees Tatiana Bremer Alia Giama Chris Harms Johnnie Hicks Mary Kelley Karin Stone Adam Ziskind

#### Leadership Circle \$10,000+

Marjorie Weil & Marvin Edward
Mitchell Foundation
(In memory of former Board
Member, Ellen Mitchell Gallagher)
Mary Dee & George Hicks
Jim Kraft
Kimpa & David Moss
Carla Pavone & Morris Stockburger
Christi Strauss

#### Partners \$6,000+

Mary & Jim Anderson Jeff Arnesen Kate & Art Berman Christine & Bill Bluhm Ben Burgum Rebecca & Dave Duvick Amber & Nathan Espinosa Dionne & Alex Gumbs Debora Garvey & Chapin Hall Michelle & Jeff Hinck Linda Ireland Kim & Eric Jackson Chad Johnson Jayme & Bob Keseley Karen & Dan Kinsella Jodee & Nick Kozlak Julie & Rick Krieger Kathy & Marty Leestma

MaryAnne & John Mauriel Leslie & David Orenstein Holly & Jeff Parker Jeanne Rudelius Kimberly Berg & Will Schnabel Ellie Singer Tracy & Alden Skar Colleen & Michael Swanson Erin & Josh Susser Jane & Steve VanTassel Vicki Raport & Guff Van Vooren Janet & John Watson

#### Rising Leaders \$1,000+

Alana Buckner
Ally & Joe Delgado
Kayla & Lincoln Hughes
Drew Moss
Danielle Denney Moriarity &
Michael Moriarity
Lisa Novack & Brian Peterson
Daniela Vasan & Josh Reimnitz
Andrea Stark
Leslye Suarez
Jack Ward
Kyle Wicks

#### **Community Partners**

Linda Bryant Neda Kellogg Veronica Williams

#### **Foundation & Other Giving**

W.W. Grainger Foundation Castlelake Corporate Giving Paddock Family Foundation

#### Friends of SVP \$1.000+

Jacie & Brian Fogelberg Ann Herzog-Olson

#### \$500-\$999

Julie & Keith Goetz

#### Up to \$499

Anonymous Don Craighead Esther Goldberg-Davis Katy & Stuart Noun

### **SVP Community Partners Program Fund**

Mary & Jim Anderson Jeff Arnesen Lea Blackwell Favor Ally & Joe Delgado Amber & Nathan Espinosa Jacie & Brian Fogelberg Gary Gallagher Esther Goldberg-Davis Ann Herzog-Olson Mary Dee & George Hicks Jim Kraft
MaryAnne & John Mauriel
Kimpa & David Moss
Lisa Novack & Brian Peterson
Carla Pavone & Morris Stockburger
Vicki Raport & Guff Van Vooren
Janet & John Watson

#### **Matching Gifts**

3M ECMC Group Lube-Tech Medtronic The Toro Foundation US Bank

#### Gifts in Kind

Cookie Cart
Jeff Arnesen
Goetz Results Communications
Hubbard Broadcasting
Lube-Tech
Lurie LLP
Marsh USA
Margaux McClure
Meristem Family Wealth
Michael Henley
Vantage—Minnetonka High School
University of Minnesota
Carlson School of Management

Our sincere apology if we inadvertently omitted or misspelled any names.



PHOTO © ELPIS ENTERPRISES



### **SOCIAL VENTURE PARTNERS MINNESOTA**

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#### www.svpmn.org

SVP Form 990 and financials are posted at http://SocialVenturePartners.org/minnesota/who-we-are/reports-and-financials/PRINTED APRIL 2019