

Social Venture Partners Charlotte

welcomes you to





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For additional video content throughout this digital program, click this icon

TONIGHT'S PROGRAM

INTRODUCTION Alexis Carreiro & Jorge Millares

CHAT WITH SVP CHARLOTTE Kristin Beck

THE PITCHES SEED20 Class of 2023

VOTING You!

2020 GRAND PRIZE WINNER Video Presentation

PRESENTATION OF AWARDS Alexis Carreiro & Jorge Millares

CELEBRATION Everyone!

APRIL 27, 2023 CHILDREN'S THEATRE OF CHARLOTTE



an initiative of



Social Venture Partners (SVP) Charlotte invests in and strengthens innovative nonprofits tackling our community's greatest challenges by leveraging our network of engaged philanthropists. We envision a thriving nonprofit community equipped to support all people to pursue their full potential in the greater Charlotte area.

SVP Charlotte fuels nonprofit impact through three programs.

Investee



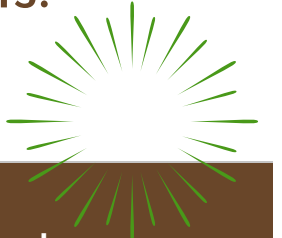
We provide multiyear investments of financial, social and human capital in a select number of promising nonprofits.

SEED20



We identify, highlight and connect the community to the Charlotte region's most innovative ideas for tackling pressing social challenges.

Spark Team



We donate consultation services for nonprofits with a focus on building skills and knowledge.

SEED20 PROMOTING THE POWER OF SOCIAL INNOVATION

We believe in the power of social innovation to unleash breakthrough ideas that creatively attack tough social challenges.

We connect innovative people and organizations to funders, to one another, and to the broader Charlotte region.

We empower nonprofits with the skills and confidence to tell their stories in ways that inspire people to act.

We educate the community about pressing social issues and organizations that are dedicated to addressing them.

Every year, over the course of two months, a class of nonprofit participants receives training, coaching, feedback, and mentoring on how to succinctly and powerfully tell their story. At SEED20 OnStage, each member of the Class of 2023 makes a three-minute presentation to a large public audience. SEED20 OnStage includes a celebration where the audience can interact and connect with the nonprofit participants to learn more about the missions and opportunities to support their organizations.



SEED20 IMPACT SINCE 2011

SEED20 has been such a great experience. It helped me to learn to share my vision and network with people who can help! We will take all the volunteers we can get!

Kathy Joy | Body & Soul | Class of 2017

1,400+

volunteer hours donated to SEED20 alums in the past two years through spark teams

Thank you for allowing us to participate. Development is what I hoped for more than anything; I received that - professionally and personally - and then some. SEED20 has been a priceless experience.

Chantina Hall | Applause for the Cause | Class of 2015

\$550K

in cash awards, in-kind prizes and community donations

I remembered the level of support and attention to detail I received when I worked on my SEED20 pitch. So, I thought, if SVP could help me break down my pitch from a large concept into a focused idea, maybe they could help me analyze each component of our organization and find ways to strengthen it.

Katie Phillips | Soccer Foundation of Charlotte | Class of 2019

What an experience! the SEED20 journey was surprising and hard and wonderful - all at the same time!

Rachel Humphries | Refugee Support Services | Class of 2014

5,000+

attendees have seen inspiring SEED20 pitches

SEED20 was a transformative experience for our nonprofit. We were able to ... raise additional dollars from local donors and supports who really believe in our mission ... and also scale our impact to reach more black male teachers in and around the Charlotte community.

Jason Terrell | Profound Gentlemen | Class of 2017

165

nonprofit participants still thriving



SEED20 PROGRAM OVERVIEW



APPLICATION & SELECTION

September - December

All nonprofits in the greater Charlotte area with a bold new idea for attacking social and economic inequality are encouraged to apply. The selection of nonprofit participants is based on innovation and sustainable impact.

COACHING & COLLABORATION

January - April

Through a series of individualized and large group coaching sessions with dedicated coaching team mentors, nonprofits clarify their messaging to enhance their organization's impact and capacity to drive change.



MARKETING & EXPOSURE

January - April

Each participant in the program receives professional video and photo collateral for promotion of the nonprofit's story and mission. These assets can be leveraged to elevate social media and overall marketing effectiveness.

SEED20 ONSTAGE

April 27, 2023

The program culminates in a high-energy event where participants compete for awards by presenting a 3-minute pitch. At the OnStage reception, audience members connect with participants to learn more and get engaged.



CONNECTING & COMMUNITY

Ongoing

Every member of the SEED20 class shares in the challenges of launching and sustaining a new initiative. Through the alumni network, class members collaborate, inspire and celebrate each other's accomplishments. SVP Charlotte provides alums with enrichment, training and pro bono consulting.

**THANK
YOU**
*To our
generous
supporters*

Headline Sponsor



Social Capital Sponsor



Community Sponsor

Moore & Van Allen



McGuireWoods

**THANK
YOU**
*To our
generous
supporters*



We are grateful to Children's Theatre of Charlotte for supporting our facilities, production and technical needs to bring this event to you live and over livestream.

In-Kind Sponsors



Cultivators

Joanne and Steve Beam
Denise and Mike Burkard
Susan Davis
Minna and Mike Elliott
Jennifer and Mike Knapp
Stephanie and Scott Leo
Margaret and Harrison Marshall
Jennifer and Bill Martin
Crystal and Steven Sellers
Cristy and Nick Travaglino
LendingTree
RSM

Vendor Partners

Brown Cow Design
Charlotte Community Toolbank
Central Piedmont
Grace Burkard
iCi Printing
Norman Audio Visual
Rodney Scot Media Group
Something Classic
SpeedPro
Total Wine Market

THANK YOU

To our SVP
donor
volunteers

SEED20 volunteers are in **bold**



Michele & Greg Amoroso

Bob & Susan Barnhart

Gail & John Baron

Ralph Beck

Bleema & William Bershad

Ann Marie Beurle

Scott Brennan

Denise & Mike Burkard

Laura & Michael Burt

Carol & **Greg Brown**

Elizabeth & Stephen Carr

Susan & John Daniel

Manisha Desai & David Calligaro

Veronica & Christian Dieckmann

Jenny & James Dye

Minna & Mike Elliott

Martha & Eric Eubank

Lea & Doug Fitzpatrick

Sarah & Scott Fligel

Lily Graham & Cooper Smith

Karen Gerkin & Ben Wilhelm

Amy & Brandon Gregor

Melissa & Brian Hovey

Shirley & Marc Jarmosevich

Lou Jerome & Karen Cobb

Maria & Henry Lander

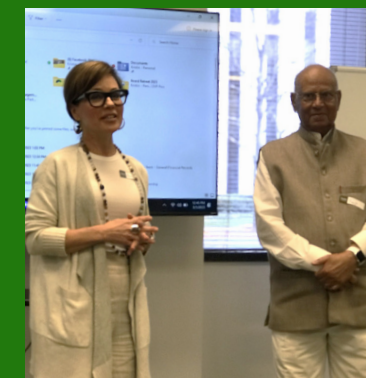
Caroline Littrell

Stephanie & Scott Leo

Jack Locke

Margaret & Harrison Marshall

Jennifer & Bill Martin



Anna & John McCoy

Rajan Merchant

Christine & Michael Ramich

Rick Ramirez

Jack Rand

Denise & Jim Ratchford

Josephina Rivera

Pamela & Gerard Rooney

Amy & Tony Sandrene

Grace and Greg Schott

Alyssa Sharpe

Beth Silverstein

Anne & Michael Sinsheimer

Stephanie & Gary Starr

Cristy & Nick Travaglino

Regan & Adam Wassell

Sarah and **Patrick Wilde**

THANK YOU

To our *SVP*
corporate
volunteers

SEED20 volunteers are in bold

Brandsymbol

Eddie Angelbello
Kacie Hines
Ashley Plaisance
Emilie Tolley



Credit Karma

Heather Moss
Roshni Verma



Croixstone Consulting

Patti and Mark Weber

LendingTree

April Whitlock



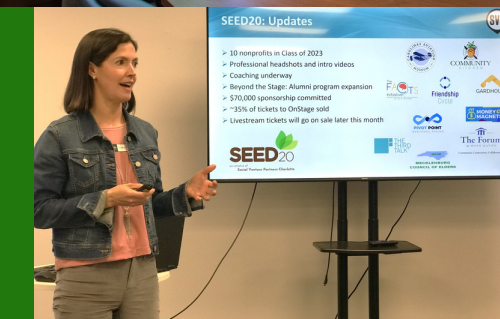
Opkalla

Becca Black
Elizabeth Davis
Steve Ermish



RSM

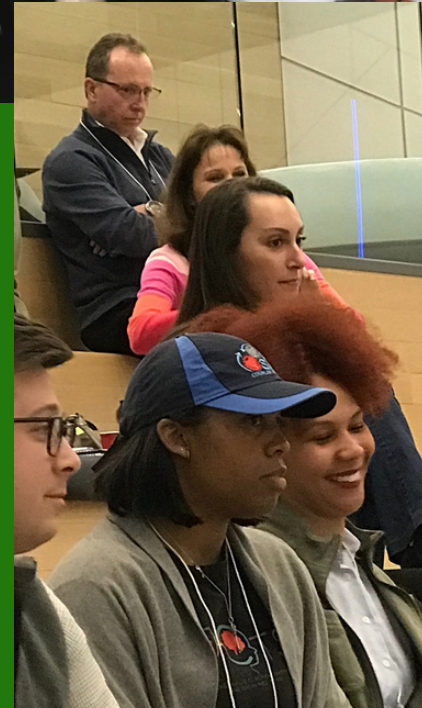
Kaila Berger
DeShaun Chester
Holly Edwards
Michele Juliana
Steve Menaker
Sam Sanders



THANK YOU

To our coaches

Kaila Berger
Cathy Bradley
Owen Burkard
AJ Calhoun
RJ Caswell
Bill Craver
Bill Diskin
Lorrina Eastman
Gina Esquivel
Doug Ey
Lily Graham
Henry Lander
Marsha McCarthy
Susan McDonough
Steve Menaker
Tim Miner
Pamela Rooney
Kerry Tornesello
Lynne Walters
Patrick Wilde



VOTE FOR ONE, DONATE TO MANY!

To vote, text *SEED20* to 22333

Then text the voting code for your favorite presenter

You can only vote for one!

To donate, text *SEED20* to 707070 or [click here](#)

You can support multiple participants as well as SVP Charlotte!

No credit card fees for donations under \$1,000

Our generous headline sponsor Wells Fargo is matching up to \$20,000 in donations

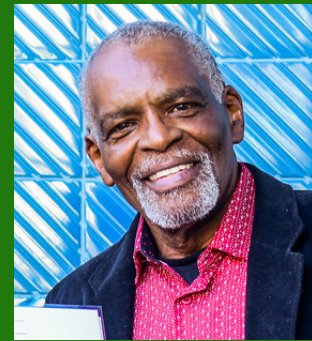
You may adjust the tip amount to 0%

Other Donation Options

To donate by DAF or check, please stop by the SVP Charlotte table or email lgrauer@svpcharlotte.org

CLASS OF 2023

Listed in order of appearance



PIVOT POINT TRANSITIONAL HOUSING

Barry Shipp
Chief Executive Officer

VOTING CODE: **A**



THE THIRD TALK

John Van Arnam
Founder

VOTING CODE: **F**



FRIENDSHIP CIRCLE

Rochel Groner
Executive Director

VOTING CODE: **B**



MONEY MAGNETS CLUB

Alexandra Arrington
Co-Founder & Executive Director

VOTING CODE: **G**



JUVENILE COURT INTERVENTION PREVENTION PROGRAM

C. Maria Macon
Executive Director

VOTING CODE: **C**



THE FACTS INITIATIVE

Gwendolyn Harris
Chief Operating Officer

VOTING CODE: **H**



COMMUNITY KITCHEN PROGRAM

Robel Mamo
Executive Director

VOTING CODE: **D**



SULLENBERGER AVIATION MUSEUM

Stephen Saucier
President

VOTING CODE: **I**



THE FORUM AT HOPE HAVEN

Barbara L. Thomas
Strategy Coordinator

VOTING CODE: **E**



GARDHOUSE

Jonathan Gardner
Executive Director

VOTING CODE: **J**

PIVOT POINT TRANSITIONAL HOUSING

Barry Shipp

Chief Executive Officer

Pivot Point Transitional Housing offers those experiencing homelessness access to dignified, low-cost mini shelters in village settings as bridge solutions while they pursue stable, long-term housing. By providing safe, clean habitation and positive support systems to elevate the overall health and well-being and offer socioeconomic opportunities, Pivot Point creates a village that promotes upward mobility through community and unity.

SEED20 COACHES

Bill Craver & Lynne Walters

ENGAGE

pivotpointtransitional.org

[f @pivotpointtransitional](https://www.facebook.com/pivotpointtransitional)





FRIENDSHIP CIRCLE

Rochel Groner
Executive Director

Friendship Circle cultivates genuine friendships between teens who are typically-developing and children, teens and young adults with special needs. The mission is to create an appreciation for all people, recognizing the value of our unique differences. For over a decade, Friendship Circle has introduced hundreds of Friends and nurtured friendships through inclusive fun-focused programming in the Charlotte community.

SEED20 COACHES

Doug Ey & Kaila Berger

ENGAGE

friendshipcircle.org

 @fccharlotte

 @fcclt1

 @fcclt

JUVENILE COURT INTERVENTION PREVENTION PROGRAM

C. Maria Macon

Executive Director

The Juvenile Court Intervention Prevention Program of the Mecklenburg Council of Elders aims to reduce juvenile incarceration by providing alternatives to incarceration through a community-based intervention program. Trained volunteers serve as juvenile advocates in delinquency court to provide equity in treatment, alternative methods of case management and disposition, and community resources in support of juveniles and their families.

SEED20 COACHES

Marsha McCarthy & Steve Menaker

ENGAGE

www.mecklenburgcoe.org

[@mecklenburgcouncilofelders](https://www.facebook.com/mecklenburgcouncilofelders)





COMMUNITY KITCHEN PROGRAM

Robel Mamo

Executive Director

The Community Kitchen Program (CKP) offers refugees and immigrants a free 10-week course that teaches the skills and provides the Safe Serve Certification necessary to secure quality employment in Charlotte-area restaurants. Having a strong skill set in food services is a powerful tool for increasing employability and earning potential. The CKP training concentrates on the essentials of the culinary arts.

SEED20 COACHES

Henry Lander & Lily Graham

ENGAGE

communitykitchenclt.org

 @ckppineapple

 @ckppineapple

 @ckppineapple

VOTING CODE: D



THE FORUM AT HOPE HAVEN

Barbara L. Thomas
Strategy Coordinator





The Forum at Hope Haven helps the people who help others. The Forum provides training, connection, community and collaboration opportunities for front-line nonprofit staff working with the most vulnerable people in our community. The Forum supports dedicated community workers so they can serve with confidence, competence, and compassion.

SEED20 COACHES

Kerry Tornesello & RJ Caswell

ENGAGE

hopehaveninc.org/the-forum/

-  @hopehavenclt
-  @hopehaveninc
-  @hopehaveninc
-  @hope haven inc

VOTING CODE: E



THE THIRD TALK

John Van Arnam

Founder

The Third Talk® protects children from exposure to internet pornography by educating kids and parents together. Underage American children are the largest viewing demographic of internet pornography in the world. The Third Talk provides the practical real-world language necessary to initiate a pornography prevention conversation between parents and children plus the “how and why” to keep the conversation going throughout adolescence.

SEED20 COACHES

Cathy Bradley & Tim Miner

ENGAGE

thethirdtalk.org

 @thethirdtalk

 @the_third_talk

 @thethirdtalk

VOTING CODE: F

I'M NOT A BUSINESSMAN. I'M A
BUSINESS, MAN!
- JAY Z







MONEY MAGNETS CLUB

Alexandra Arrington
Co-Founder & Executive Director
Money Magnets Club (MMC) is a West Charlotte community that teaches kids aged 5-11 the fundamentals of entrepreneurship through education, exposure, and resources. MMC is introducing Money TRAIN (Teaching Responsibility with Assets and Income Navigation) as a pilot program in 2023. Money TRAIN combats contributing factors to intergenerational poverty, while promoting intergenerational wealth practices, by pairing a two-generation cohort with assets and income support.

SEED20 COACHES

Gina Esquivel & Patrick Wilde

ENGAGE

- moneymagnetsclub.com
-  @moneymagnetsclub
-  @monemagnetsclub
-  @moneymagnetsclubnc
-  @money-magnets-club

VOTING CODE: G



THE FACTS INITIATIVE

Gwendolyn Harris

Chief Operating Officer

The FACTS Initiative provides trauma-focused, evidence-based mental health therapy for children and families in the Charlotte Mecklenburg area. By providing outpatient services on an income-based sliding scale, The FACTS Initiative ensures that families receive necessary mental health care that would not otherwise be accessible. The FACTS Initiative also brings essential mental services directly to families by partnering with other community organizations.

SEED20 COACHES

Susan McDonough & AJ Calhoun

ENGAGE

thefactsinitiative.org

 @thefactsinitiative

 @thefactsinitiative

 @the-facts-initiative



SULLENBERGER AVIATION MUSEUM

Stephen Saucier
President

The Sullenberger Aviation Museum (SAM) is developing a new destination that celebrates the innovations that led to the emergence of the today's aviation industry. In doing so, SAM will excite future generations of innovators through its mission to inspire, educate and elevate with diverse and equitable access to STEM programs with a goal of building pathways to economic mobility.

SEED20 COACHES

Pamela Rooney & Bill Diskin

ENGAGE

sullenbergeraviation.org

 @sullenbergeraviationmuseum

 @sullenbergeram

 @carolinasaviationmuseum

VOTING CODE: I



GARDHOUSE

Jonathan Gardner

Executive Director

GardHouse offers semester-long paid internships with local small businesses, government agencies, and nonprofit organizations to college students of color to increase employment opportunities and change the statistic that minority college graduates are twice as likely to be unemployed. GardHouse remains the only organization dedicated to serving this demographic in the Charlotte area, which houses over 37,000 students of color.

SEED20 COACHES

Lorrina Eastman & Owen Burkard

ENGAGE

[_gardhouse.org](https://gardhouse.org)

 @mygardhouse

 @gardhouseclt

 @mygardhouse

 @gardhouse

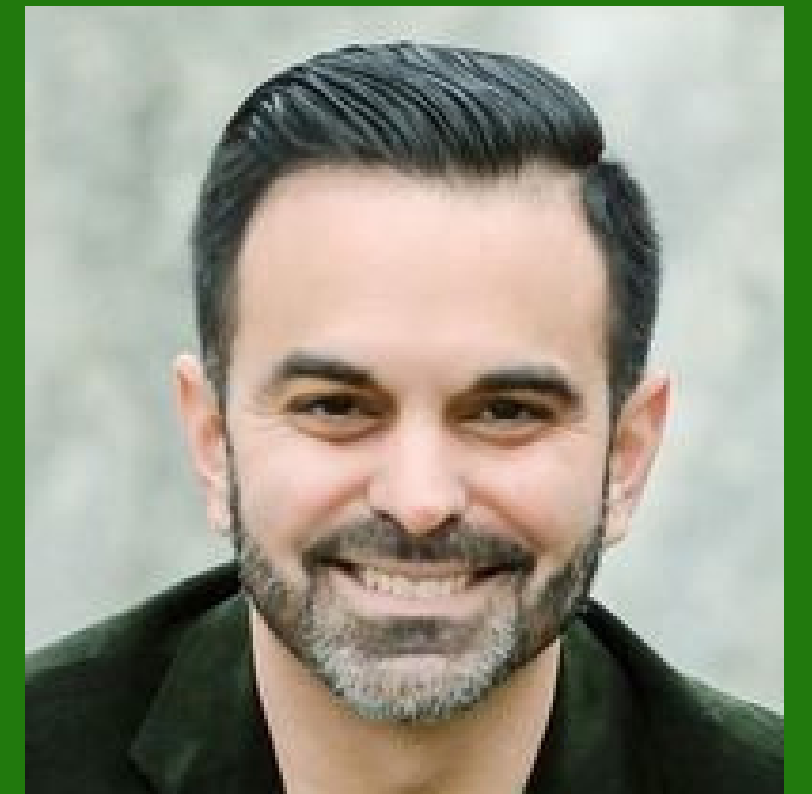
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TONIGHT'S HOSTS

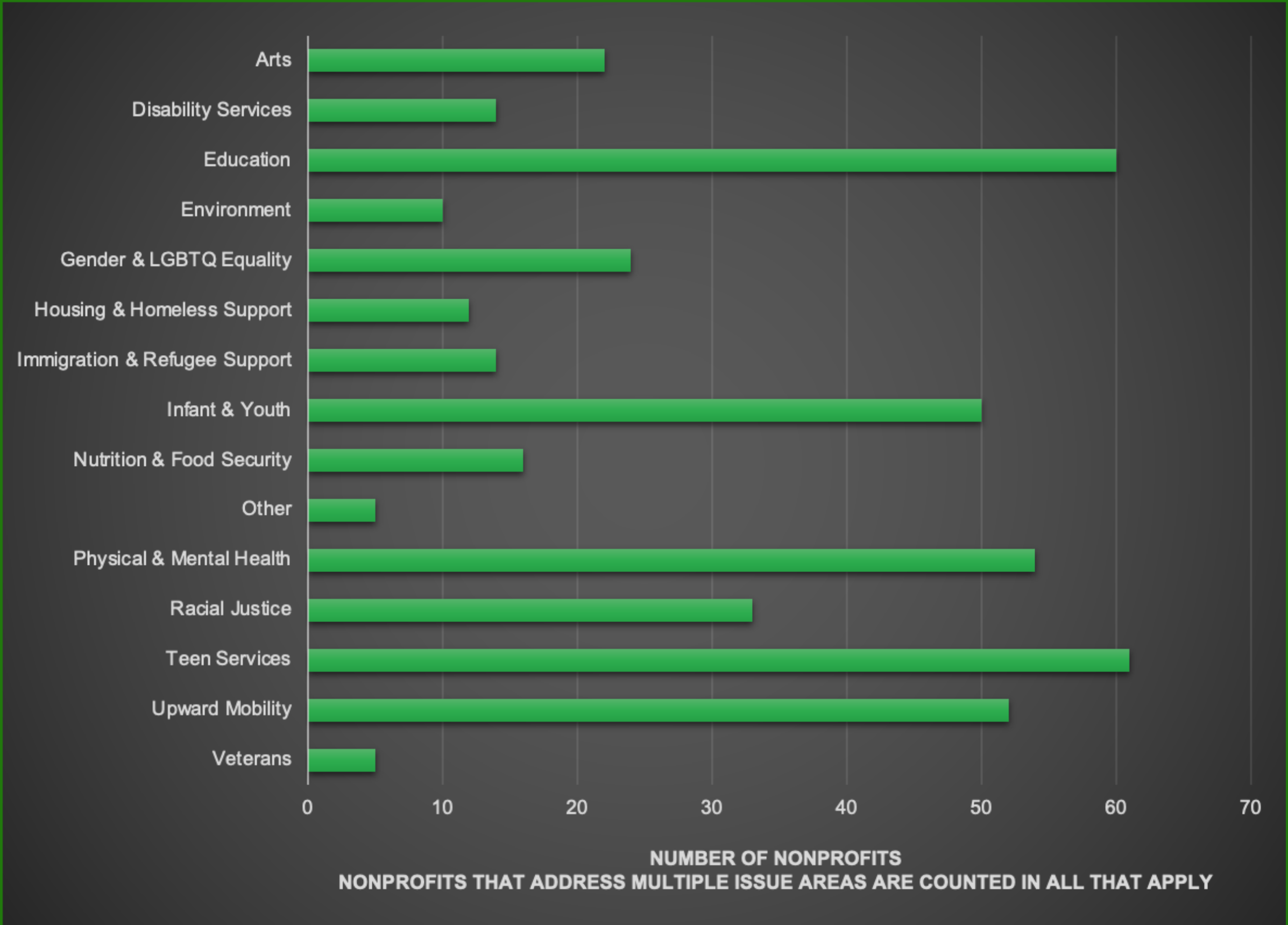


Alexis, otherwise known as The Pitch Prof, is a strategic communication consultant and coach. She helps individuals and corporate teams engage and persuade their target audience. Her specialties include pitches, presentations, public speaking, and storytelling. Alexis earned her Ph.D. and began her teaching career at the University of Texas-Austin in one of the top ten communication programs in the world. Now, a retired professor, she works with clients who understand that clear communication is a critical leadership skill. She also hosts "Fun with Failure," a show on the Queen City Podcast Network where guests share how their fears and failures often lead to the best life lessons. Alexis also conducts a workshop for SEED20 participants and coaches as part of the journey to the OnStage event.

Jorge, a past SEED20 participant, is a local philanthropist and founder of Queen City Unity, a Charlotte based nonprofit organization whose mission is to drive equity and equality for all. Jorge completed a three-year term on the leadership team of the City of Charlotte Government's Community Relations Committee appointed by Mayor Vi Lyles. Jorge currently serves on the Executive Committee of My Brother's Keeper Charlotte-Mecklenburg and is on the Board of Directors of the Charlotte Gaymers Network. His extensive dedication to the community has been highly recognized, and he became the first Latino to receive the City of Charlotte Government's Martin Luther King Jr. "Keeper of the Dream Award" and has been recognized by the NAACP of Charlotte Mecklenburg County as well.



SEED20 ALUMNI



**190 NONPROFITS
HAVE GONE
THROUGH THE
SEED20 PROGRAM**

**THIS GRAPH
ILLUSTRATES THE
BREADTH OF
ISSUES
ADDRESSED BY
SEED20 ALUMNI**

SEED20 ALUMNI

100 Gardens

1sTouch

A Better World

A Widow's Path

A.C.E. Your Prostate Exam

Adoption Support Alliance

American Pit Bull Foundation

ANSWER Scholarship

Applause for the Cause

ArtPop

Arts for Life Charlotte

Assist M.E.

Attach Families

Augustine Project for Literacy

Autumn Rain

Be More Foundation

Beds for Kids

Behailu Academy

Bellas

BellXcell

Body and Soul Senior Fitness



Bottles n Bottoms

Brand the Moth

Brave Step

BraveWorks

Camp Blue Skies

Campus Pride

CARS

Catapult Concepts

Catawba Riverkeeper Foundation

Center for Community Transitions

Changed Choices

Charlotte Ballet REACH

Charlotte Bilingual Preschool

Charlotte Food Innovation District

Charlotte Rescue Mission

Charlotte Speech and Hearing

Charlotte Teachers Institute

Charlotte ToolBank

Charlotte-Mecklenburg Food Policy

Council

ChemoCars



Children's Attention Home

Circle de Luz

City Startup Labs

Community Culinary School of
Charlotte

Cops & Barbers

Croquet Records

Digi-Bridge

Digital Angels

Doing My Part

Dream Chasers

Eagle Rock Camp

Easter Seals UCP

El Puente Hispano

Emerge-The Art of Leadership

EmpowHERment

Exodus Foundation

F3 Foundation

Families First in Cabarrus County

Families Forward Charlotte



SEED20 ALUMNI

Family Impact Fund
Feed the Mind
Feeding Charlotte
FeedNC
FOCHUS Friends of the Central Highlands in the US
Foster Village Charlotte
Friends of the Children-Charlotte
Friendship Gardens
Galilee Ministries of East Charlotte
GenOne
Girl Talk Foundation
Great Outdoors University
Green Teacher Network
Grub to Grub
Health Guidance
Hip Hop Orchestrated
Hope to Home
Hope Vibes
Human Capital Investment
I AM not the Media



Inspire the Fire
Institute for Philanthropic Leadership
InTech Camp for Girls
Investment Pathway
iSpeak Now
JA Company Program
Joedance Film Festival
Joe's Camp
Key Resale Shop
Kids Heartfelt Health
Kids in Technology
KNOW Charlotte
Latin Americans Working for Achievement (LAWA)
Let Me Run
LilySarahGrace
Lorien Academy of the Arts
Lotus Campaign
Make It Work
Male Leadership Academy of Charlotte
McClintock Partners In Education



Metrolina Association For The Blind
Mind Body Baby NC
Mothers Raising Sons
Musical Minds
My 1st Suit
Neet's Sweets
New Leaders
NewGen Peacebuilders
Open Charlotte Brigade
ourBRIDGE for KIDS
Para Guide Foundation
Patriots Path
Pearls for Creative Healing
Phillips Academy
PlateShare
Playing for Others
Pollution Detectives
PopUp Produce
power2give.org
Present Age Ministries
Profound Gentlemen



SEED20 ALUMNI

Project Harmony
Project One Scholarship Fund
Project Safe Child
Project Scientist
Project2Heal
Promising Pages
Prospera North Carolina
Queen City Mobile Market
Queen City Robotics
Queen City Unity
Reading Partners Charlotte
Rebuilding Together of Greater
Charlotte
Red Boot Way
Redeeming Joy
Refugee Support Services
Renaissance West Community
Initiative
Resource Connection Gateway
Respectability Foundation
Restore Global



Retiset
RIC's Market
Right Moves for Youth
Running Works
Safe Families for Children-Charlotte
Shakespeare in a Chair
She Built This City
Silent Images
Soccer FC
Southside Rides Foundation
Sow Much Good
Speak Up Magazine
Sustain Charlotte
Swaraj Yoga
Teaching Fellows Institute
The Arts Empowerment Project
The Bulb
The Learning Collaborative
The Relatives
The Sandbox
Think Broader Foundation



Toolbag for Success
Transcend Charlotte
Transformation Educational
Services
Transforming Youth Movement
Ultreia Society
UMAR
Uncommen
UrbanPromise
Vision to Learn
We Rock Charlotte
WINGs for Kids
Wise Guys
Workers Collaborative Center
Youth Development Initiatives
Youth Empowered Solutions!
Youth Meditation
ZABS Place



THANK YOU

for
attending



Putting on the SEED20 program and supporting local, innovative nonprofits is fun and fulfilling, and we would love to have you join us! To learn about Social Venture Partners Charlotte

- stop by our table at the reception
- join us on May 17 @7pm at Birdsong Brewing
- click [here](#) to connect with us!

