



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.

BECOME A CULTIVATOR: SEED20 Support Beyond the Stage

For your \$1,000 donation:

- Two tickets to SEED20 OnStage on March 26, 2024 or livestream access
- Acknowledgement in the SEED20 OnStage program
- Fund year-round skill-building workshops for all SEED20 Alumni
- Invitation to Class of 2024 celebratory lunch on April 17th



IMPACT SINCE 2012



We became Cultivators at the program's inception because of the value created by SEED20 and the tremendous impact it has on local, innovative nonprofits. We know that SVP Charlotte depends on the generosity of the community to offer this amazing program.

Cristy & Nick Travaglino | SVP Partners and Cultivators

2,200+

**volunteer hours donated through
40 capacity-building projects to
SEED20 alums in the past two years**

175 of 200

SEED20 nonprofits still thriving

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

\$633,000

**in cash awards, in-kind prizes and
community donations**

One of my biggest takeaways was being able to see my partner (Gwen Harris) pitch. I saw her outside of work, and outside of her comfort zone, standing on stage while pitching the story of our organization. It was amazing to see, and the experience reenergized me.

Aisha El | CEO of the FACTS Initiative | SEED20 attendee

The support and guidance throughout this journey was tremendous. Not only did my coaches help me carefully choose from the millions of thoughts and anecdotes in my brain to form a well-laid-out pitch, but they also helped me gain the confidence I needed to be able to give it! I laugh when I think of my first draft and how much it changed to better match the audience and strengthen the message I needed to convey.

Rochel Groner | Friendship Circle | Class of 2023

260%

**average revenue growth of nonprofit since
SEED20 participation**

PROGRAM OVERVIEW



COACHING & COLLABORATION

January - March

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.



SEED20 ONSTAGE

March 26, 2024

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.



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.



MARKETING & EXPOSURE

January - March

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.



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 well beyond their OnStage experience..