

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 Dr. Cheryl Butler-Brayboy & Ian Joyce

THE PITCHES SEED20 Class of 2024

VOTING You!

CHAT WITH SVP CHARLOTTE Mark Weber

PRESENTATION OF AWARDS Dr. Cheryl Butler-Brayboy & Ian Joyce

CELEBRATION Everyone!

MARCH 26, 2024 CENTRAL PIEDMONT COMMUNITY
COLLEGE NEW THEATER



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.

presents



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 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 2012

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

2,200+

volunteer hours donated to SEED20 alumni through 40 consulting projects in the past two years

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

\$633K

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

175

of 200 nonprofits still thriving

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

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



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 - 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.



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.

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.



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 alumni with enrichment, training and consulting well beyond the OnStage experience.

**THANK
YOU**

To our

generous

supporters

Headline Sponsor



Social Capital Sponsor



Spark Sponsors



TOWNE BANK

Community Sponsors



BEACON
PARTNERS

Moore & Van Allen

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

In-Kind Sponsors



Narrative Design for Change Makers



Cultivators

Becca and Kyle Black
Denise and Mike Burkard
Susan Davis
Teresa and Adrian Hee
Michelle Tallardy Jones
Jennifer and Mike Knapp
Maria and Henry Lander
Stephanie and Scott Leo
Margaret and Harrison Marshall
Jennifer and William Martin
Leigh Ann and Raj Merchant
Kirsten and Mike Phalen
RSM US, LLP
Crystal and Steven Sellers
Cristy and Nick Travaglino

Vendor Partners

Blue Tide Creative
Brown Cow Design
Charlotte Community Toolbank
Central Piedmont
Grace Burkard
iCi Printing
J. Leigh Events
NewSouth Event Rentals
Rodney Scot Media Group
Something Classic

THANK YOU

To our
SVP donor
volunteers

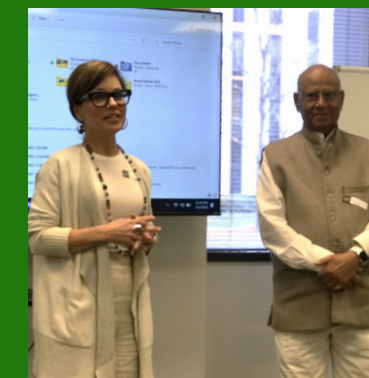


Michele & Greg Amoroso
Gail & John Baron
Ralph Beck
Bleema & William Bershad
Scott Brennan
Denise & Mike Burkard
Laura & Michael Burt
Carol & **Greg Brown**
Cindy & **David Crane**
Susan & John Daniel
Manisha Desai & David Calligaro
Michelle Cottrell
Jenny & James Dye
Minna & Mike Elliott
Martha & Eric Eubank
Christi Farr
Lea & Doug Fitzpatrick

Sarah & Scott Fligel
Matt Gardner
Lily Graham & Cooper Smith
Teresa & **Adrian Hee**
Melissa & Brian Hovey
Shirley & Marc Jarmosevich
Lou Jerome & Karen Cobb
Kerrin Kinnear
Maria & Henry Lander
Caroline Littrell
Stephanie & Scott Leo
Jack Locke
Margaret & Harrison Marshall
Jennifer & Bill Martin



Anna & John McCoy
Rajan Merchant
Carole & **John Pesavento**
Christine & Michael Ramich
Rick Ramirez
Jack Rand
Denise & Jim Ratchford
Josephina Rivera
Pamela & Gerard Rooney
Amy & Tony Sandrene
Grace & Gregg Schott
Anne & Michael Sinsheimer
Stephanie & Gary Starr
Cristy & Nick Travaglino
Regan & **Adam Wassell**
Patti & **Mark Weber**
Sarah & **Patrick Wilde**



THANK YOU

To our corporate volunteers

Croixstone Consulting

Mark Weber

Patti Weber

McGuireWoods

Dylan Bensinger

Porter Durham

Brian Kahn

Rich Lockridge

Diana Castro

Opkalla

Becca Black

Elizabeth Davis

Steve Ermish

RSM US, LLP

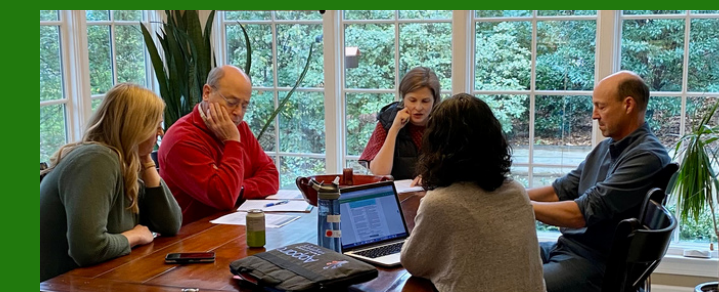
Kaila Berger

Holly Edwards

Michele Juliana

Patti Mehta

Sam Sanders

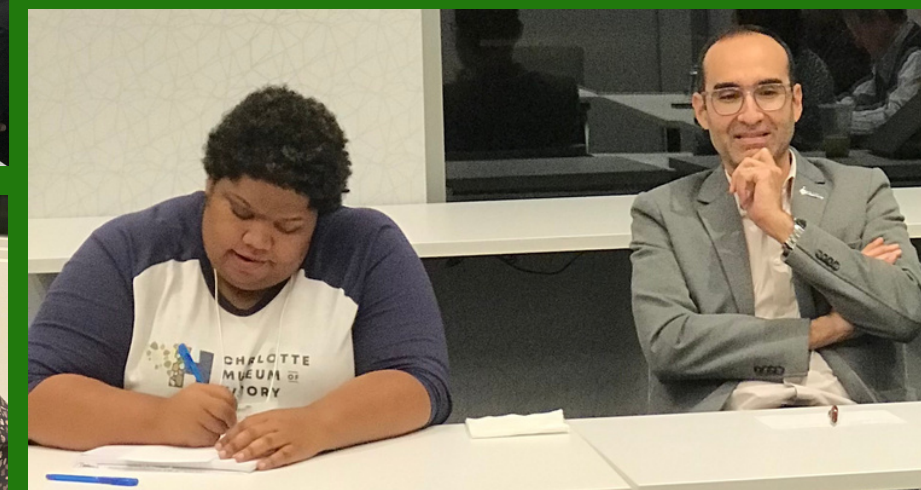
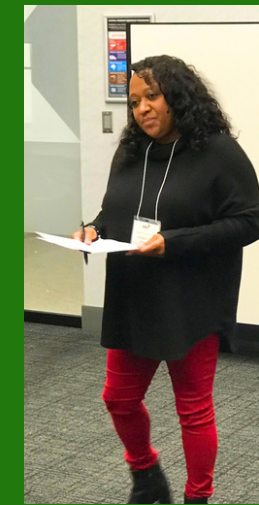
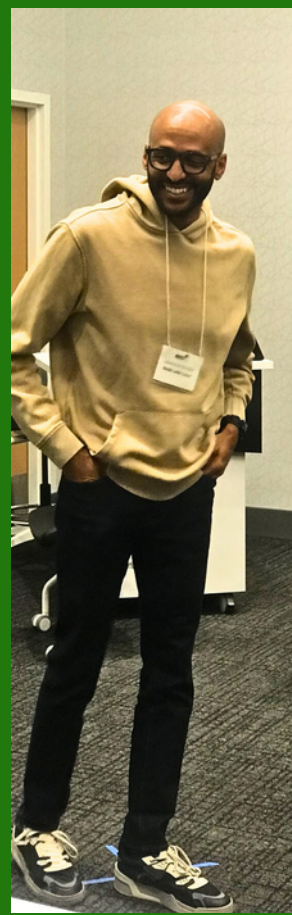


SEED20 volunteers are in bold

THANK YOU

To our coaches

Jose Alvarez
Kim Aprill
Dylan Bensinger
Kaila Berger
Owen Burkard
AJ Calhoun
Amy Carr
Hunter Cook
Bill Craver
Bill Diskin
Laura Evans
Doug Ey
Henry Lander
Tim Miner
Sharisse J. Pabón-Johnson
John Pesavento
Pamela Rooney
Courtney Shytle
Dwayne Sutton
Kerry Tornesello
Lynne Walters



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 2024

Listed in order of appearance



ROOTED HEARTS MINISTRIES

Jomaira Ortiz

VOTING CODE: **A**



FREEDOM FIGHTING MISSIONARIES

Kenneth Robinson

VOTING CODE: **F**



DAY SERVICES PROGRAM AT CHILDREN'S ATTENTION HOME

Katy Motsinger

VOTING CODE: **B**



SILOAM EDUCATOR INSTITUTE CHARLOTTE MUSEUM OF HISTORY

Terri L. White

VOTING CODE: **G**



BOOKS WITH COLOR

Lawrence Gordon

VOTING CODE: **C**



RESOUND EDUCATORS

Carey French

VOTING CODE: **H**



OUR DAILY BREAD FOUNDATION

Kim Alexander

VOTING CODE: **D**



A BRIGHTER DAY OUTREACH

Beverly Knox Davis

VOTING CODE: **I**



ARIN'S GOOD GIRL DOG TREATS

Talia Wucherer

VOTING CODE: **E**



BREATHEINK

Terry Creech

VOTING CODE: **J**

ROOTED HEARTS MINISTRIES

Jomaira Ortiz

Executive Director

Rooted Hearts Ministries provides vital support to families with children recently diagnosed with autism, fostering hope through community, education, and resources. Recognizing the critical delays in therapy initiation that affect an autistic child's communication, social interactions, and safety, Rooted Hearts empowers caregivers with knowledge and community connections. Rooted Hearts aims to bridge gaps, ensuring timely and comprehensive support for autistic children and their families.

SEED20 COACHES

Kaila Berger & Hunter Cook

ENGAGE

rootedhearts.org

 @rootedheartsministries

 @rootedheartsministries

 @rooted-hearts-ministries-inc

VOTING CODE: A



DAY SERVICES PROGRAM AT CHILDREN'S ATTENTION HOME

Katy Motsinger

Director, Development & Marketing

The new Day Services Program at the Children's Attention Home bridges the gap for youth in foster care without long-term placement. Instead of spending their days waiting in offices, this daytime program ensures children receive basic needs and the individualized attention they deserve while waiting for a home. For over five decades, the Home has provided individualized, compassionate care for over 8,500 youth in need.

SEED20 COACHES

Bill Craver, John Pesavento & Courtney Shytle

ENGAGE

attentionhome.org

 @childrensattentionhome

 @childrensattentionhome

 @children's_attention_home

VOTING CODE: B



BOOKS WITH COLOR

Lawrence Gordon

Chief Executive Officer

Books With Color increases the accessibility of inclusive and bilingual children's reading materials for students. They provide classrooms with children's books written by diversity-driven authors, as well as bring those authors in for in-person and virtual Live Author Read-Alouds. This gives students the chance to see (often for the first time) authors and books that look like them. Representation matters!

SEED20 COACHES

Dwayne Sutton & Lynne Walters

ENGAGE

bookswithcolor.org

 @bookswithcolor

 @bookswithcolor

 @bookswithcolor

VOTING CODE: C



OUR DAILY BREAD

Kim Alexander

Executive Director

Our Daily Bread Foundation (ODBF) is a movement, utilizing a holistic and trauma-informed approach to empower boys of color aged 13-15. ODBF bridges the gaps between racial, social, and economic disparities by building kinship in the kitchen. Through baking, ODBF envisions a world in which all boys of color reap the benefits of loving relationships, a sense of purpose, and a culture of belonging.

SEED20 COACHES

AJ Calhoun & Amy Carr

ENGAGE

ourdailybreadfoundation.org

 @ourdailybreadcharlotte

 @ourdailybreadclt

VOTING CODE: D



ARIN'S GOOD GIRL DOG TREATS

Talia Wucherer
Executive Director

Arin's Good Girl Dog Treats creates meaningful careers and empowers individuals with intellectual and developmental disabilities. Overcoming barriers prevalent in traditional job markets, team members craft top-tier dog treats in an adaptive work environment guided by Universal Design Principles. The organization provides adaptable employment opportunities that leverage the resilience and abilities of each individual, contributing to the formation of a stronger, more integrated community.

SEED20 COACHES

Owen Burkard & Pamela Rooney

ENGAGE

arinsgoodgirldogtreats.com

 @arinsgoodgirldogtreats

 @arinsgoodgirldogtreats





FREEDOM FIGHTING MISSIONARIES

Kenneth Robinson

Executive Director

Freedom Fighting Missionaries provides services and resources to individuals and families who are formerly incarcerated or justice involved. Their goal is for those that they serve to have a path to self-sufficiency. They utilize collaborations with community-based organizations, government, employers, and healthcare providers to provide four key basic need services, which are Identifications, Healthcare, Employment, and Housing.

SEED20 COACHES

Kim Aprill & Doug Ey

ENGAGE

freedomfightingmissionaries.org

 @freedomfightingmissionaries

 @freedomfighting.missionary

 @freedom-fighting-missionaries

SILOAM EDUCATOR INSTITUTE AT THE CHARLOTTE MUSEUM OF HISTORY

Terri L. White

President & Chief Executive Officer

Siloam Educator Institute at the Charlotte Museum of History uses one of Mecklenburg County's oldest remaining African American schoolhouses as a teaching resource. It is a window into aspects of life for rural African American families in Mecklenburg County in the early 20th-century - and a prism through which we can better view issues of social justice in the 21st-century.

SEED20 COACHES

Jose Alvarez & Bill Diskin

ENGAGE

charlottemuseum.org

 @charlottemuseumofhistory

 @charlottemuseumofhistory

 @terriwhite412

VOTING CODE: G





RESOUND EDUCATORS

Carey French

Executive Director

Every student deserves to know a teacher who speaks their language. The mission of Resound Educators is to inspire and empower future teachers who represent the linguistic diversity of the students in their schools. When bilingual high school and college students are connected to professional internships, networking, and mentorship, they can pursue impactful teaching careers and bring dignity to the next generation.

SEED20 COACHES

Henry Lander & Sharisse J. Pabón-Johnson

ENGAGE

resounded.org

 @clgfrench

 @resoundededucators

 @clgfrench

VOTING CODE: H

A BRIGHTER DAY OUTREACH

Beverly Knox Davis

President

A Brighter Day Outreach, in existence for 16 years, focuses on driving positive social change through place-based initiatives, advocacy, youth development, and parental support in the Historic Hoskins Community. The most impactful effort, the Break Every Chain Program, started in 2023 to provide programs that help our community's youth develop de-escalation and communication strategies with the goal of disrupting the school-to-prison pipeline.

SEED20 COACHES

Dylan Bensinger & Kerry Tornesello

ENGAGE

abrighterdayoutreach.org

 @abrighterdayoutreachclt

 @abrighterdayoutreach

 @abrighterdayoutreachclt

VOTING CODE: I



BREATHEINK

Terry Creech

Executive Director

BreatheINK is a youth poetry-focused organization dedicated to creating safe spaces for young artists. Through writing workshops and performance opportunities, teenagers engage with poetry in innovative ways that allow them to personally connect with the art. BreatheINK also provides creative spaces for students from different racial and socio-economic backgrounds, who would not likely otherwise meet, to share experiences and learn from each other.

SEED20 COACHES

Laura Evans & Tim Miner

ENGAGE

breatheink.org

 @breatheinkpoetry

 @breatheinkpoetry



TONIGHT'S HOSTS



Dr. Cheryl Butler-Brayboy, a Chicago native, has been a prominent figure in both academia and broadcast journalism. She currently holds the position of Director of University Communications and Marketing at Johnson C. Smith University, where she also served as an Associate Professor of English from 2008 to 2019.

Cheryl has had a distinguished career in broadcast journalism. She has worked for major networks such as CBS, NBC, and Fox in cities across the United States, including Chicago, Washington, D.C., and Columbus, Georgia. Notably, she was the host/reporter for WBTV's QC Morning and QC@3, where she had the opportunity to interview Kristin Winkle Beck to promote SEED20 last year. Cheryl's exceptional work has been recognized with numerous awards. These include an Emmy for Best Newscast, the JCSU Par Excellence Teaching Award, the College of Arts & Letters Leadership Award, and the Rising Star Award.

Having resided in Charlotte for over 16 years, Cheryl shares a home with her husband, Jack, the owner of Brayboy Communications, and their teenage daughter, Juliana.

TONIGHT'S HOSTS



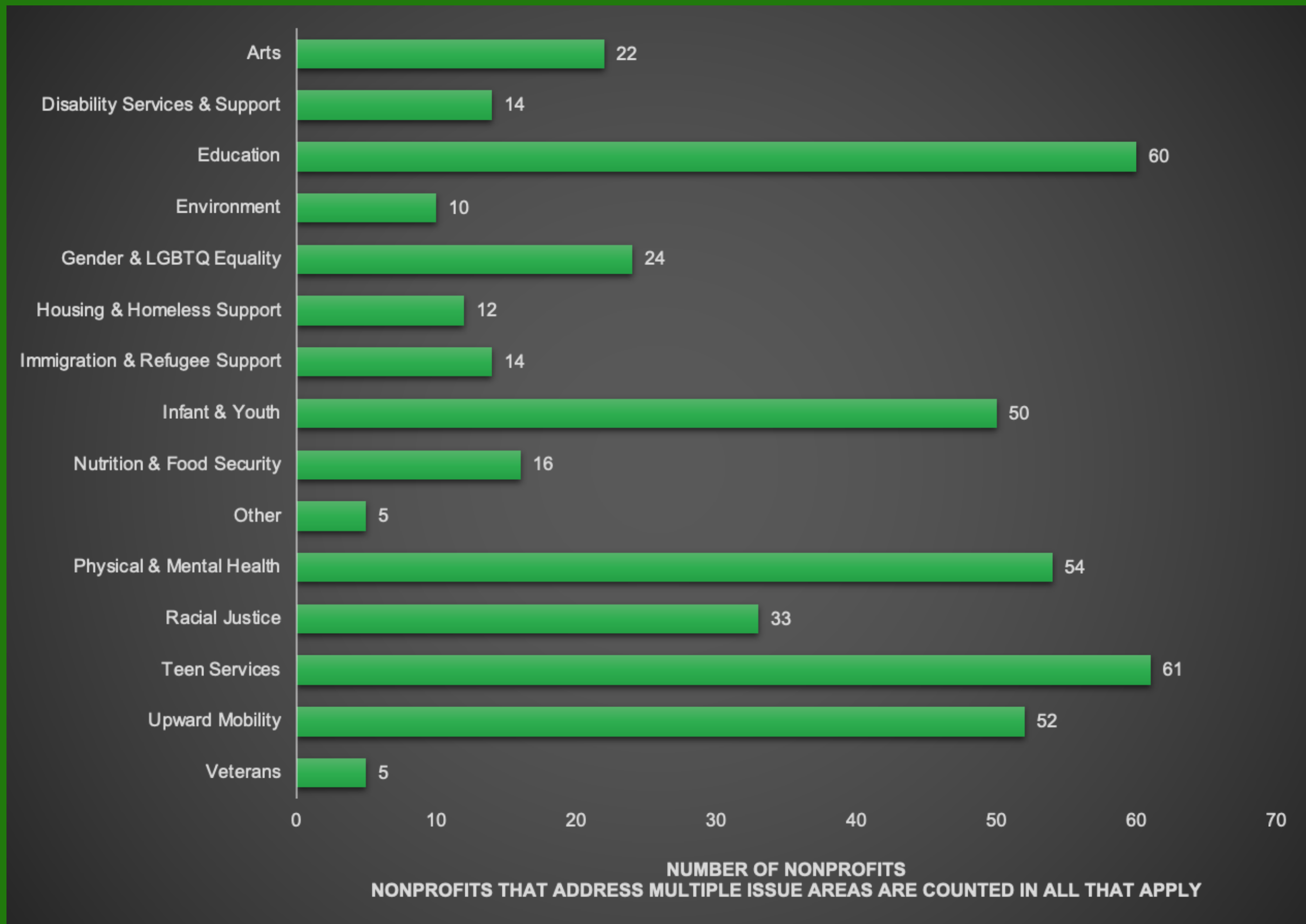
Ian Joyce is the Executive Director and Co-Founder of GenOne Charlotte, which partners with talented, first-generation students from underserved communities, helping them successfully navigate into and through college.

After graduating from college, Ian joined Teach for America Corps and taught World and US History at Eastway Middle School. Seeing the inherent gaps in supporting students striving to be the first in their families to attend college, Ian launched GenOne in 2016, alongside his co-founder Greg Gabriel. The initiative started as a program within the Charlotte-Mecklenburg School District while Ian was still teaching.

Ian showcased his innovative educational approach at SEED20 and won the 2016 Wells Fargo People's Choice Grand Prize. From 2018 to 2020, GenOne was part of SVP Charlotte's Investee Grant program receiving over \$75,000 in unrestricted funds and receiving capacity building support to grow GenOne's impact and organizations. Today, GenOne has graduated over 60 high school Scholars into college, 83% of whom attend debt-free, with over 200 Scholars following in their footsteps.

Outside of his professional life, Ian enjoys hiking with his partner Sarah, and their dog, Loki.

SEED20 ALUMNI



**260% AVERAGE
REVENUE GROWTH OF
NONPROFIT SINCE
SEED20
PARTICIPATION**

**200 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 Center

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

SEED20 ALUMNI

Community Kitchen Program

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

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 Circle

Friendship Gardens

Galilee Ministries of East Charlotte

GardHouse

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

Juvenile Court Intervention Program

Key Resale Shop

Kids Heartfelt Health



SEED20 ALUMNI

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

Money Magnets Club

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

Pivot Point Transitional Housing

PlateShare

Playing for Others

Pollution Detectives

PopUp Produce

power2give.org

Present Age Ministries

Profound Gentlemen

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



SEED20 ALUMNI

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



Sullenberger Aviation Museum

Sustain Charlotte

Swaraj Yoga

Teaching Fellows Institute

The Arts Empowerment Project

The Bulb

The FACTS Initiative

The Forum at Hope Haven

The Learning Collaborative

The Relatives

The Sandbox

The Third Talk

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
- click [here](#) to connect with us!

