



Social Venture Partners (SVP) Charlotte We invest in and strengthen innovative nonprofits who are tackling our region's greatest challenges by cultivating and leveraging a community 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 three 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 2026 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.

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 Travaglini | SVP Partners and Cultivators

2,800+

volunteer hours donated through 62 capacity-building projects to SEED20 alums in the past four years

185 of 210

SEED20 nonprofits still thriving

The funds have directly impacted our community already. The exposure, the awareness that has been created as a result of SEED20 has been phenomenal; it creates more opportunities for volunteerism and donations. It has been a full scope of support.

MaShonna Hughes | Project Outpour | Class of 2025

Being a part of SEED20 coaching introduced me to many smaller nonprofits working at a grassroots level with innovative and unique ideas.

Susan McDonough, SEED20 Coach 2013-2023

5,000+

attendees have seen inspiring SEED20 pitches

\$868,000

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



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 31, 2026

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 well beyond their OnStage experience.