

2020 - 2022

Social Impact Report



Table of Contents

- 1** **A Message from Leadership**
SVP Executive Director, Rose Greensides
& Board Chair, Tim Sothern
- 2** **About SVP**
What We Do
Impact by the Numbers
Mission, Vision, Values
- 4** **SVP Partnership**
- 8** **Community Impact**
Our Investees
Covid-19 Community Response Fund
- 17** **Perfect Pitch**
- 20** **SVP Teens**
- 22** **Looking Ahead**
Future plans for FY23 & Beyond
- 23** **Financial Results**
Statement of Financial Position FY20, FY21, FY22
Statement of Operations FY20, FY21, FY22



A Message From Leadership

Dear SVP Partners, Investees, and Friends,

I hope this message finds you in a place of health, connectedness, and hope for the future. Your unwavering support and engagement through a heightened time of need has been critical for SVP Waterloo Region and the organizations we support. We are so proud of our progress and impact in fiscal years 2020, 2021, and 2022 and are enthusiastic about our plans for the future.

Along with the rest of the world, SVP felt the disorientation and uncertainty brought on by COVID-19. The past three years have presented challenges, but also provided our organization with important lessons. Our communities have been shaken by housing and food insecurity, physical and mental health crises, racial and equity injustices, and a plethora of other systemic challenges. Through volunteerism, donations, and partnerships, our Partners and supporters made immense contributions to help mitigate the effects of these plights on our community.

We are extremely proud of our resilience and adaptability during these past three years; we collaborated with other Waterloo Region foundations to distribute over \$800,000 to the COVID-19 Emergency Response Fund, pivoted our workshop series to an online format to adapt to pandemic restrictions, selected two Investees in 2021 instead of our typical single annual Investee, hosted our largest Perfect Pitch program yet in 2022, experienced year-over-year growth in SVP Teens, completed meaningful projects with our Investees, started our signature podcast series (TapIn) to inform listeners about social issues in Waterloo Region, and took strides to educate our staff, Board of Directors, and Partners about Equity, Diversity and Inclusion topics.

These milestones wouldn't have been possible without our generous and involved supporters. We have seen an increase in Partner donations YOY from 2020 to 2022 and an increasing Partner retention rate YOY from 2019 to 2022.

We are thrilled to be operating back in person at our new workspace at Catalyst Commons in Kitchener. We have already experienced the increased connection, community, and synergies that arise from working in a shared workspace (and in person)!

We could not be more excited for the year ahead and look forward to continuing to collaborate and learn together as we disrupt traditional philanthropy and make lasting change in Waterloo Region.

With immense gratitude,

Rose Greensides & Tim Sothern



Rose Greensides
Executive Director



Tim Sothern
Chair, Board of Directors

What We Do

Social Venture Partners Waterloo Region brings together a team of engaged community members who want to do more than provide financial support to charitable causes.

We strengthen the capacity of innovative charities by investing time, money, and talent to help them scale their impact and become sustainable, high-performing organizations.

Social Venture Partners Waterloo Region is an affiliate of Social Venture Partners International. Established in 1997 in Seattle, SVP International was founded by Paul Brainard, and fellow business leaders Scott Oki, Ida Cole, Bill Neukom and, Doug and Maggie Walker. These leaders saw the need for a more engaged style of philanthropy; rather than only giving one-time donations, they began contributing their time, skills, and knowledge to non-profit organizations. The group realized the transformative power that collaborative, engaged giving can have on communities and so the global movement of SVP International began.

Since our inception in 2010, SVP Waterloo Region has developed a robust impact strategy; we award yearly grants and capacity-building support to chosen registered charities, host a non-profit pitch program, run a youth program, SVP Teens, and facilitate informative workshop series.

We are constantly growing and evolving in order to best serve the Waterloo Region.



Since 2010,

100+

**Community Builders
(Partners)**

connected to the local charitable sector through skilled volunteer projects and events

68

Grants Awarded

through our Investee program, Perfect Pitch, SVP Teens, and the COVID-19 Response Fund

\$4.1M

Created

from \$730,000 in grants for 35 Waterloo Region charities

573%

Return on Investment (ROI)

for SVP Investees in the form of additional funding from Partners, pro bono consulting support, and cost savings

Mission

We cultivate effective and engaged philanthropists while building the capacity of local charities.

Vision

A vibrant Waterloo Region where a network of engaged philanthropists enable strong charities.

Values

Equity & Partnership
Respect & Inclusiveness
Leverage & Strengthen
Connection & Collaboration
Engagement & Learning in a Social Environment

Our Partners

We couldn't do it without you!



“ We know where our money is going, we know where our time is going, and by building a connection with these organizations we can actually see how our efforts are helping people in the Waterloo Region and in the community.

Sally Lee
SVP Partner & Board Member



What Does Being a Partner Mean?

SVP Partners give their money, time, and expertise to support local charities. By pooling annual contributions and expertise, we are making a bigger, more meaningful impact than any of us could make on our own.

Our current Partners come from a wide range of professional backgrounds including medicine, the arts, education, healthcare, the service industry, technology, agriculture, emergency response, construction, manufacturing, government and politics, and sport and recreation. We're always looking to diversify our Partner skill sets, so let's connect!

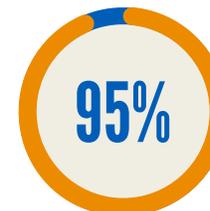
You're In the Right Place If:

- ▶ You want to give back to charities in the Waterloo Region but don't know how or where to start
- ▶ You are looking for hands-on, skills-based volunteer opportunities
- ▶ You have spent hours researching charities to donate to because you want to ensure you're actually having the greatest impact
- ▶ You want to meet like-minded people who care about making their community better
- ▶ You're able to make an annual financial donation (at an amount that's significant to you)

Of the Partners Surveyed:



95% believe that being an SVP Partner increased their awareness and knowledge of local community needs and solutions



95% feel that by donating to SVP, their gifts are being used more strategically than in traditional methods of charitable giving

Partner Engagement Opportunities

In addition to supporting Investees, being an SVP Partner means having access to educational workshops, informative speaker panels, and meaningful community events.



Spotlight on Sexual Assault Support Centre

May 2020



Dual Crisis - Opioid Use in a Pandemic Era

September 2020,



Celebrating Carizon

March 2021



Climate Action & Sustainability Panel

April 2021,



Spectrum 101 Workshop

March 2022



Presentation and Tour of Strong Start's New Facility

April 2022



Kitchener-Waterloo Public Library Tour

May 2022



Tap In Podcast Series

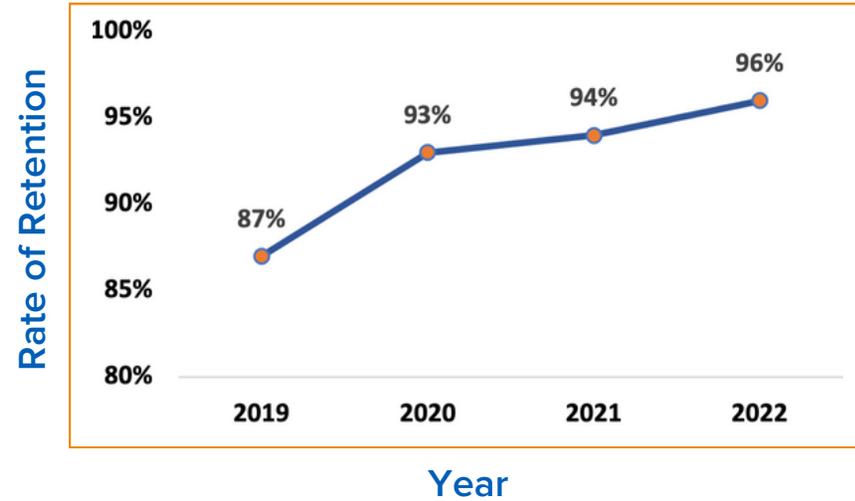
Spring 2022, 6 Episodes



Equity, Diversity, & Inclusion Workshops

Fall 2022

Partner Retention Rate 2019-2022



\$744,274
Total Partner Donations FY20, FY21, FY22

53
Partner Units in 2022

*We measure Partner impact using 'Partner Units', as any partnership is allowed two Partners per payment



“

It's a different type of fulfillment that I personally get from my everyday nine to five job. I think it is because you're really able to see that impact and you get to deal directly with the humans that are benefiting from my work. I felt like I could make the largest impact in one place at SVP.

Taylor Walker
SVP Partner



THANK YOU TO OUR PARTNERS

Aleksandra Szaflarska	Dave Kroetsch	Jean Stacey	Melissa Durrell
Alex Brown	Dave Maidment	Jeff Murphy	Melissa Haynes
Alex Kinsella	Dave Walden	Jeffrey Stacey	Oluseun Olayinka
Alex McDonnell	David Caputo	Jen Astley	Paige Pinto
Alexandra Kehayas	David Petras	Jen Guibert	Richard Manning
Allyson Kroetsch	David Yach	Joan Petras	Rose Greensides
Amanda Stevens	Don McMurtry	Joanne McKinley	Ryan Burgio
Amber French	Duncan McLean	Karen Maidment	Ryan Selves
Andrea Harding	Elly Yach	Katie McDonald	Sally Lee
Angela Haves	Eric Avner	Katie Waddington	Scott MacLeod
Angela Watkins	Ginny Dybenko	Kelly Gariepy	Sean Campbell
Brenda Walden	Glenn Smith	Kelly Kraeker	Shannon McTaggart
Bruce Gordon	Holly Manning	Kevin Elop	Sourov De
Bryce Kraeker	Ian McLean	Lina Caputo	Stephen Swatridge
Cameron Redmond	Ingrid Pregel	Lori Morin	Taylor Walker
Charlie Shaw	Jacqui Murphy	Lynne Short	Teresa Sothern
Claire Selves	Jaime Jacomen	Marc Morin	Tim Jackson
Dan Collens	Jane Arnold	Marissa Fread	Tim Sothern
Dan Hussey	Janna Dilts	Mark Guibert	Tracy Elop
Dave Cornies	Jay Judkowitz	Mate Prgin	Trish Brown
		Matt Stevens	

Community Impact - Our Investees

Multiplying our impact through strategic giving



\$135,000

Total Yearly Grants
Awarded to Investees
2020-2022

How it Works

We work with our Investees (local, registered charities assessed by our Investment Committee and SVP staff) for up to three years. Support includes a yearly unrestricted grant, access to skilled volunteer time, and workshops to help our Investees build their capacity.

Our Investment Committee, which is open to all SVP Partners, completes a due diligence process with each applicant including: a two-stage application process, meeting the Executive Director and the Board Chair, and reference checks. Once these processes are complete, the committee selects our next Investee, and announces them at our All Partners Meeting.

Our Investees experience strengthened capacity; we strengthen organizations from the inside out through development of core skills, strategies, and systems to enhance an organization's effectiveness, sustainability, and the ability to fulfill its mission. This allows Investees to scale up, increase their scope, experience increased organizational clarity, and for some, attract additional funding opportunities.

Skilled Volunteer Time

From informal and formal mentorship, to consulting, and full on project management, SVP Partners have provided past Investees with skilled volunteer time in numerous areas including:

- ▶ Board Governance
- ▶ Database Research & Implementation
- ▶ Fundraising
- ▶ Human Resources
- ▶ Information Technology
- ▶ Legal
- ▶ Marketing
- ▶ Negotiations
- ▶ Strategy

Who They Are

The charities we invest in support a wide range of causes and communities in Waterloo Region. Since 2010, we have had 12 Investees:

- ▶ Carizon Family and Community Services
- ▶ CMHA - Waterloo Wellington
- ▶ Child Witness Centre
- ▶ Hospice Waterloo Region
- ▶ Kinbridge Community Association
- ▶ Oak Bridge Academy
- ▶ Reception House
- ▶ Sexual Assault Support Centre
- ▶ SHORE Centre
- ▶ Strong Start
- ▶ Volunteer Waterloo Region
- ▶ Woolwich Counselling Centre

2010 Investee: Strong Start

A case study in sustainable growth



2010 - 2013

Length of partnership

\$100,000

Grants received from SVP

11+

SVP Partners
involved

About

Strong Start® Charitable Organization helps children learn to read. Their programs involve working with children directly in addition to providing resources for families to support the development of strong literacy skills. They work through partnerships with schools, community centres, educators, and volunteers to create lifelong readers.

Their Mission

"We help children learn to read by providing unique programs and services through community-wide partnerships."

Strong Start and SVP

Strong Start was SVP's first ever Investee. Over the span of three years, with \$100,000 in grants and pro bono support from over 11 SVP Partners, Strong Start grew rapidly. Today, almost 10 years after we ended our formal Investee relationship, Strong Start is a thriving organization helping thousands of children in the Waterloo Region and beyond.

Since SVP's investment, Strong Start has:



Expanded its facility from

1,300 to 13,000 sq. ft.



Expanded its presence from

132 Schools to 390 Sites



Grown from supporting

10,000 to 49,744 children



Key Projects

SVP Partners supported Strong Start through the following projects:

Organizational Capacity Assessment Tool (OCAT): Overseen by Partner D'Arcy Farlow, all Strong Start Board and staff members participated in this assessment and agreed that a five-year Strategic Plan was their first priority. Strong Start still uses this framework today to determine strategic planning.

Board Governance Policy Development: Partner Ingrid Pregal took Strong Start through this process expertly and produced a robust policy that meets all Board Governance best practices and continues to guide them today.

Financial Framework: SVP Partners helped Strong Start re-design their chart of accounts to support multiple regions and three programs. This chart is still used today and is the underpinning of Strong Start's financial reporting as an organization. Being able to report by region and by program is essential in their accountability to funders.

Fund Development Plan: Led by SVP Partner Alex Brown, Strong Start created their first Fund Development Plan. Having financial support to sustain programs and fuel growth was essential in their early days as an organization.

Marketing Strategy and Branding Plan: Led by Partner Andrea Bocking, with expert help from Jackie Murphey, Jane Arnold, Mark McCardle, Nora Martin, Jenny Guibert, Maria Cantalini Williams and Jen King, a comprehensive marketing plan including new branding, branding standards, marketing collateral, and a compelling Case for Support was developed. A thorough marketing strategy was essential for attracting awareness and support for the charity and their programs. Strong Start still uses this branding and many elements of this marketing strategy today.

“Over the three years we worked with SVP, things started to happen. There was a buzz in the community. SVP's prominent, connected members and deep investment in helping us build our capacity attracted other opportunities.

Machelle Denison

Chief Executive Officer, Strong Start



2020 Investee: Sexual Assault Support Centre



2020 - 2023

Length of partnership

\$45,000

In grants received from SVP

SVP's Impact:

About

Using an anti-racist, intersectional feminist approach, Sexual Assault Support Centre of Waterloo Region offers free, wrap-around services and support to people and their families who have experienced sexual violence.

Key Projects

Legal Support: SASC received pro bono legal support from Gowling WLG and McCarter Grespan Lawyers. The support included reviewing gift agreements for major donors, development of updated employment contract templates, reviewing of business contracts, and lease renewal negotiations. The lease renewal negotiations prevented a rent increase by SASC's landlord. This saved SASC \$140,000 in rent over five years as well as legal fees and cost avoidance associated with finding a new space, leasehold improvements, and the move.

Their Mission

"We support survivors of sexual violence. We listen, facilitate healing, and celebrate resiliency. Using an anti-racist, intersectional feminist approach, we work to transform systems which promote gender-based violence."

Case for Support: SVP Partner, Dan Hussey, provided consulting support in development of a Case for Support, titled Circle of Care, to attract funding to help meet heightened demand. So far, this Case for Support has enabled SASC to receive \$330,000 in cash donations.

Board Governance: SVP Partners strengthened SASC's governance capabilities by completing a Skills Matrix to identify Board members' skills. Partner Ingrid Pregel provided governance training and consultation to the Board of Directors.

Strategic Planning: SVP Partners assisted SASC in the process of building a three-year strategic plan that outlined five key strategic directions for the organization.

1180%

ROI for SASC from SVP grants as at Q2 2023



\$140,000+

Over 5 years saved in rent from pro bono Lease Renewal Agreement negotiations



\$20,000

In pro bono strategic planning consulting



\$330,000

Donations attracted due to Case for Support



2020 Investee: Sexual Assault Support Centre



2020 - 2023

Length of partnership

\$45,000

In grants received from SVP

SVP's Impact:

About

Using an anti-racist, intersectional feminist approach, Sexual Assault Support Centre of Waterloo Region offers free, wrap-around services and support to people and their families who have experienced sexual violence.

Key Projects

Legal Support: SASC received pro bono legal support from Gowling WLG and McCarter Grespan Lawyers. The support included reviewing gift agreements for major donors, development of updated employment contract templates, reviewing of business contracts, and lease renewal negotiations. The lease renewal negotiations prevented a rent increase by SASC's landlord. This saved SASC \$140,000 in rent over five years as well as legal fees and cost avoidance associated with finding a new space, leasehold improvements, and the move.

Their Mission

"We support survivors of sexual violence. We listen, facilitate healing, and celebrate resiliency. Using an anti-racist, intersectional feminist approach, we work to transform systems which promote gender-based violence."

Case for Support: SVP Partner, Dan Hussey, provided consulting support in development of a Case for Support, titled Circle of Care, to attract funding to help meet heightened demand. So far, this Case for Support has enabled SASC to receive \$330,000 in cash donations.

Board Governance: SVP Partners strengthened SASC's governance capabilities by completing a Skills Matrix to identify Board members' skills. Partner Ingrid Pregel provided governance training and consultation to the Board of Directors.

Strategic Planning: SVP Partners assisted SASC in the process of building a three-year strategic plan that outlined five key strategic directions for the organization.

1180%

ROI for SASC from SVP grants as at Q2 2023



\$140,000+

Over 5 years saved in rent from pro bono Lease Renewal Agreement negotiations



\$20,000

In pro bono strategic planning consulting



\$330,000

Donations attracted due to Case for Support



“ With Social Venture Partners, all of a sudden we were tapping into all these networks and all this expertise that we just weren't tapping into before.

Whenever a need arises, someone through an SVP relationship can help. Whether that's legal advice, reviewing a business contract we're working on, or whether that is creating a video, there are professionals that are highly skilled in their areas that want to help.

Sara Casselman
Executive Director, Sexual Assault Support Centre



2021 Investee: Oak Bridge Academy

Doubling our impact by doubling our yearly Investees



2021 - 2023

Length of partnership

\$35,000

In grants received from SVP

SVP's Impact:

About

Oak Bridge Academy is a not-for-profit school that provides services for children with autism spectrum disorder, attention deficit hyperactivity disorder, anxiety, and other related learning exceptionalities from grades one through nine.

Key Projects

Social Media Audit: SVP Partners conducted a social media audit that identified opportunities for growth across platforms and created an organization-wide social media strategy.

Board Governance Structure: Mentorship and education sessions provided by SVP Partners enabled OBA to solidify their Board governance structure.

Their Mission

"Our mission is to provide specialized education to exceptional learners with the core foundation of promoting behavioural flexibility."

HR Consulting: SVP Partner and HR consultant, Taylor Walker, provided expert HR advice regarding recruitment of an Executive Director and general HR strategies.

Strategic Plan Development: SVP Partners provided guidance in developing a strategic plan that clarified values, funding strategies, operational plans, and Board governance.

324%

ROI for OBA from SVP grants as at Q2 2023



\$38,200

In pro bono HR consulting



\$32,400

In pro bono project management



\$20,000

In pro bono strategic planning consulting



2021 Investee: Volunteer Waterloo Region



2021 - 2023

Length of partnership

\$35,000

In grants received from SVP as at 2022

SVP's Impact:

About

Volunteer Waterloo Region is a leader and innovator in the social service sector. They create new ways to advocate for volunteerism through the use of technology, partnerships and services to the sector.

Key Projects

City of Cambridge Funding Presentation: After having their funding reduced, VWR had to present in front of city council. SVP Partners guided VWR through the process of writing their story in a way that communicated their value and impact. Through her presentation, Executive Director Jane Hennig received positive feedback from the Mayor and city councillors and generated heightened awareness of the important work done by VWR for the WR community.

Case for Support: SVP Partner, Dan Hussey, provided consulting support in the development of a Case for Support. VWR is in the early stages of using the Case for Support to attract donors.

Their Mission

"Our Mission is to increase awareness of and participation in volunteerism and improve volunteer opportunities and experiences in Waterloo Region."

Decision-making Matrix: VWR's work touches between 150-200 organizations a year, but capacity limitations restrict the scale of their operations. SVP Partners Ingrid Pregel and Marissa Fread led VWR Board members and staff through a decision-making matrix workshop. The matrix helped determine organizational priorities, revealed new ways of operating, and generated rich discussions.

Strategic Planning: SVP Partners helped VWR to clarify their values and goals in anticipation of the release of their updated strategic plan.

“The projects we have worked on with SVP have strengthened us from the inside. SVP’s support has absolutely impacted the way we work and how we present ourselves.

I’ve been with the organization for 21 years, and SVP helped me to take ownership and represent our organization and the work we do in a much more valuable way.

Jane Hennig

Executive Director, Volunteer Waterloo Region



COVID-19 Community Response Fund

Uniting to support our neighbours and build resilience

In the spring of 2020, the COVID-19 Emergency Response Fund was developed to address the urgent needs and demand increases of Waterloo Region non-profits as a result of the COVID-19 pandemic. Funding organizations pooled together collected donations in a revolving fund and dispersed money to local charities.

In recognizing that certain populations have been disproportionately affected by the pandemic, the fund supported frontline organizations that collectively worked to ensure Waterloo Region's most vulnerable citizens were safe and healthy. The fund addressed needs including access to food, shelter, and crisis-related supports.

In Partnership with United Way Waterloo Region Communities, Kitchener Waterloo Community Foundation, Cambridge & North Dumfries Community Foundation, and other regional funders, SVP helped facilitate the distribution of the fund to charities across the Waterloo Region.

This collaborative, synergistic approach allowed for increased skill-sharing, a more efficient funding application process, and amplified impact. Uniting with other organizations allowed us to think outside the box and catalyze change in our broader community.



7

Local foundations partnered together to distribute



\$800,000

To



43

Charities across Waterloo Region

“Social Venture Partners was extremely proud to work together to structure joint fundraising criteria and streamline the application process, which helped us raise and deploy the money as soon as possible. By uniting, we shared skills and amplified our impact.”

Rose Greensides
Executive Director, SVP



Lunch and Learn Series

Expanding our reach through education and discussion

Building HR Best Practices

March 2019



Hali Van Vliet and Lori Wilson from BDO Canada LLP provided invaluable insight about attracting quality talent, retaining your top performers, what to do when something goes wrong, and the importance of internal communication.

Navigating Government Relations

April 2019



SVP Partner and UpTown Waterloo's City Councillor, Melissa Durrell, shared insight into how organizations can work with different levels of government, how to develop strong working relationships with the government, and how to frame your organization's needs/issues and effectively pitch them to decision makers.

Decoding Donor Data

October 2019



In partnership with BDO Canada, Daniel Hussey, Managing Partner at Wayne Hussey Consulting Inc shared advice about cultivating a donor database and how organizations can use that information to connect meaningfully with their supporters and community, while being observant of privacy regulations.

What Can You Bring to a Board?

February 2020



Participants learned about finding a good Board match for their skills and experience, and the responsibilities and opportunities that come with joining a Board of Directors.

Coffee Chats with Rose: Charitable Sector Check-in

May 2020



Jennifer Breaton, Monica Place ED, and Sue Simpson, Waterloo Region Family Network ED, shared how their organizations adapted their programming and services to respond to the distancing measures and extra support required to help families through COVID-19.

Mental Health is Health

June 2020



Tracy Elop, CEO at Carizon Family & Community Services, told us about how Carizon pivoted to support our community during shelter-at-home measures. We spoke about mental health strategies and resiliency, and closed out the workshop with a gentle yoga exercise.

SVP Teens - Leaders of Tomorrow

June 2020



Rose Greensides and Jill Mills led a session featuring members of the SVP Teens' executive team, who shared some of the challenges and triumphs they experienced over their year together. We heard about their grant process and fundraisers, as well as their plans for the year ahead.

Non-profit HR: Employee Engagement

December 2020



Taylor Walker, SVP Partner and HR Business Partner at Auvik, led an interactive discussion about the impact of positive well-being and engagement on employees, the signs of burnout and constructive ways to address it, and helping teams to feel connected despite working remotely.

2021: A Time to Reset, Rebuild & Successfully Fundraise

April 2021



SVP Partner, Daniel Hussey, shared concrete steps on how to create the moments required for non-profit organizations to pause and reflect on what has changed, what we've learned in these disruptive pandemic times, and why it matters to your organization's vision, mission, and ultimately those we serve.

Marketing Series: Storytelling

November 2021



SVP Partners and marketing professionals, Alex Kinsella and Katie Waddington shared insight into how to engage a digital audience, find the best marketing platform for your organization, and develop content that works.

10

Events

236

Attendees

\$800

Raised for charities from event revenue

Perfect Pitch

Every charity has a story to tell. Perfect Pitch helps them tell it.

It's more than an event:

Perfect Pitch is a free non-profit communication workshop series where local charities learn to share their organization's story and impact with power and clarity in three minutes, and then share what they have learned at a Perfect Pitch Night.

Over three two-hour sessions, participants learn about the elements of an effective pitch. Each organization is paired with a team of dedicated coaches (SVP Partners) who offer individual coaching, practice opportunities, and feedback along the way.

Perfect Pitch concludes with a public showcase of the pitches, where charities present their pitch to an audience of community members, business leaders, and funders for a chance at cash awards, and to raise awareness about the important work they do.

Established in 2018, Perfect Pitch held successful competitions in 2018, 2019, and resumed after the pandemic in 2022. In total, \$59,300 has been awarded in grants via the three Perfect Pitch events..



PERFECT PITCH

Perfect Pitch 2022

Winner: Porchlight Counselling and Addiction Services

Recap



100% of the surveyed participants said they would recommend Perfect Pitch to others



50% of the participants saw an immediate increase in donations

7

Charity participants

325

Attendees

\$31,000

In grants awarded

40

Partners involved



Perfect Pitch 2022

Our Generous Sponsors

Karen & Dave Maidment
SVP Partners



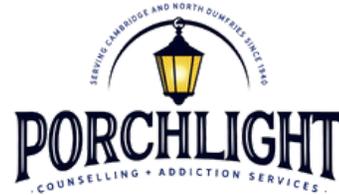
MacNaughton Lynch Group
of RBC Dominion Securities



opentext™



Our Incredible Participants



“ Perfect Pitch came at the perfect time for our team. In the fall of 2023, we rebranded our 83-year-old organization as Porchlight Counselling and Addiction Services. Through the SVP workshops, we were able to refine, receive valuable feedback on our communications strategy, and become more confident in sharing our new messaging with the community.

We have had lots of great feedback on our pitch. It has definitely helped us get the word out there about the important work we do to support emotional wellbeing in Cambridge and North Dumfries.

Team Porchlight - Robyn Schwarz, Cameron Dearlove, Janet Jones
Porchlight Counselling and Addiction Services
Perfect Pitch 2022 Audience Choice Winner



SVP Teens

Instilling philanthropy in the next generation

About

SVP Waterloo Region launched our youth leadership & philanthropy program in 2013. The goal of the program is to expose students aged 12-18 to philanthropy and instill a desire to give back.

The program runs yearly from September to June, providing teens with volunteer experience, fundraising and leadership opportunities, and insight into social issues facing our community.

The participants learn how to fundraise, spend time volunteering, write grant guidelines, evaluate proposals, conduct site visits, and read financial statements in a process that mirrors the adult SVP investment process. Together, the teens decide what issues to focus on and what they want to award with grant money. Each year, a different charity receives a grant.

Mission

Provide youth with experiences that will inspire empathy and encourage them to lead charitable lives.

Core Values

- ▶ It's cool to care
- ▶ Commit
- ▶ Initiative over experience
- ▶ Failures aren't fatal
- ▶ Speak up!
- ▶ Say yes to collaboration
- ▶ Your actions matter



2020-2021

70

Teens

Initiatives

- ▶ Holiday Card Sale
- ▶ Holiday Concert
- ▶ Lockdown Learning
- ▶ Mask Sale
- ▶ Personal Challenge

\$3,500

Awarded to:

Child Witness Centre



2021-2022

78

Teens

Initiatives

- ▶ Among Us Games Night
- ▶ Bottle Drive
- ▶ Cookbook Sale
- ▶ Spring Fest

\$6,500

Awarded to:

Bereaved Families of Ontario
Midwestern Region



2022-2023

100

Teens

Initiatives

- ▶ Bake Sale
- ▶ Bonding Night
- ▶ Coffee House
- ▶ Perfect Pitch
- ▶ Personal Challenge

\$4,000

Awarded to:

Laurier Students' Public Interest
Research Group - DISTRO Program



\$40,000

Raised for 9 Local
Charities Since
2013

“

As someone who helped lead SVP Teens for almost four years, I wouldn't be who I am today without the mentorship, valuable experiences, and lessons learned I gained at SVP Teens. I developed my skills in everything from public speaking to navigating conflict, incredibly valuable skills that cannot be taught in the classroom. I also believe that I developed resilience and an ability to remain composed under pressure.

As the SVP Teens' value goes, 'You get out what you put in'. One of our traditions at SVP Teens was to have the last year's grant recipient return to give a presentation on how the grant they received was put to use. I believe that this is one of the most rewarding parts of being in the program and I believe it will continue to motivate my involvement in the charitable sector.

Nathan Wong
Chair, SVP Teens



*See Nathan Wong pictured playing guitar on the bottom left



Looking Ahead

We've got big plans!

Grassroots Initiative

As a result of limited funding opportunities and inaccessible applications for funding, communities that face systemic barriers can experience additional competition and harm when seeking resources and support for their grassroots organizations. The Region of Waterloo Upstream Fund recognizes this and prioritizes equity-deserving groups who have been excluded from traditional funding opportunities and support.

In our Grassroots Initiative pilot project, SVP is providing capacity-building support to 12 organizations that have been recognized by the Upstream Fund. Through hands-on, one-on-one mentoring by SVP Partners, peer-to-peer meetings facilitated by Executive Director, Rose Greensides, and access to our Knowledge Bite sessions, we aim to reduce barriers to support and increase connection and knowledge sharing.

Knowledge Bites

We're launching our next workshop series! Knowledge Bites will take high priority topics in the not-for-profit sector, break them down into sizeable 1-1.5 hour sessions, with experts in each field leading the presentation and Q&A session.

The series will provide grassroots organizations an opportunity to engage experts in various fields on pertinent issues impacting the not-for-profit sector today. There will be 20-40 minutes available at the end of each session for participants to ask their pressing questions on each topic.

Each presenter will provide some additional resources for participants to take back to their offices to review and use in their day-to-day work.

Organizations Involved

- ▶ Adventure For Change
- ▶ African Family Revival Organization (AFRO)
- ▶ African Women's Alliance of Waterloo Region
- ▶ Central Ontario Chinese Cultural Centre
- ▶ Eritrean Islamic Community of WR
- ▶ Gizaagi'in Healing
- ▶ Indigenous Creative Writing Circle
- ▶ Kaleidoscope Productions
- ▶ Muslim Women of Cambridge
- ▶ Nigerians in the Region of Waterloo (NIROW)
- ▶ Rural Collaborative
- ▶ Somali Canadian Association of Waterloo Region (SCAWR)

IDEA Strategy Plan

SVP's Board and Staff are working towards educating and learning about the diversity of human experiences by investing in an Inclusion, Diversity, Equity, and Access (IDEA) strategy. We are developing an IDEA work plan to weave through our operations.

Book Club

SVP began a book club for Partners in 2023 and will continue meeting throughout the year. The book club is an opportunity for readers in the partnership to connect over a book every other month. Book club members suggest book ideas and then vote for the selection each month.



SVP Financial Results

FY2020, FY2021, FY2022

Statement of Financial Position as at December 31st, 2020, 2021, 2022

	2022 \$	2021 \$	2020 \$
Assets			
Current assets			
Cash	207,882	201,313	180,384
HST receivable	2,834	1,516	626
Prepaid expenses	20,000	-	204
	230,716	202,829	181,214
Capital assets (note 3)			
	1,455	604	863
	232,171	203,433	182,077
Liabilities			
Current liabilities			
Accounts payable and accrued liabilities	8,481	1,040	70
Deferred revenue	23,753	25,436	10,022
Current portion of CEBA Loan (note 5)	34,663	-	-
	66,897	26,476	10,092
Canada emergency business account loan (note 4)			
	-	31,283	28,318
	66,897	57,759	38,410
Fund balances			
Unrestricted	165,274	145,674	143,667
Internally restricted	-	-	-
	165,274	145,674	143,667
	232,171	203,433	182,077

SVP Financial Results

FY2020, FY2021, FY2022

Statement of Operations as at December 31st, 2020, 2021, 2022

	2022	2021	2020
	\$	\$	\$
Revenues			
Partner donations	272,245	241,137	230,892
Individual and corporate donations and grants	115,178	44,540	61,979
Donations in-kind	13,152	13,152	13,152
Event revenue	31,967	7,179	80
Government funding (note 4 FY20, FY21 & note 6 FY22)	4,522	19,487	45,584
	437,064	325,495	351,687
Expenses			
Operations and management	107,541	69,480	57,451
Programs	223,962	198,541	181,514
Interest expense	3,412	2,965	2,133
Outgoing grants	82,549	52,502	66,500
	417,464	323,488	307,598
Excess of revenue over expenses	19,600	2,007	44,089

Thank you for helping us make an impact.



All we see is potential.



Social Venture Partners Waterloo Region

Catalyst Commons, 210-137
Glasgow St, Office #5006
Kitchener, ON, N2G 4X8

www.svpwr.org
info@svpwr.org
[@SVPWR](https://www.instagram.com/SVPWR)



SVP Board of Directors

Tim Sothern, Chair
Allyson Kroetsch, Vice Chair
Daniel Hussey
David Cornies
Ingrid Pregel
Jane Arnold
Jeff Stacey
Ryan Burgio
Sally Lee

SVP Staff

FY 2022-2023

Rose Greensides
Executive Director

Mehrunnisa Kharodia
Director, Partnerships and Operations

Solami Okunlola
Child and Youth Engagement Lead

Mora Olubobokun
Accountant

Jensen Fraser
Marketing and Communications Specialist

Grace McColl
Community Impact Analyst