



SANTA BARBARA
FOUNDATION

CELEBRATING
80 Years
OF
PHILANTHROPY

Events & Happenings

Changing the Philanthropic Landscape

“If you have the interest or drive to do something much more highly leveraged than a financial contribution, then SVP is for you . . . SVP is one way you can take a swing at doing something big.”

—BRAD ZUMWAIT
Founder, SVP Calgary, Canada

A new type of cutting-edge philanthropy is being launched through the Santa Barbara Foundation. Social Venture Partners (SVP) is the name of a group of philanthropists who plan to share their know-how, creativity, and time, as well as their capital, for the benefit of nonprofits. While engaged in their good works, they also hope to become more well-informed, effective and engaged philanthropists.

This type of giving, known as venture philanthropy, promises a marriage between the best practices of the business world and nonprofits for whom the bottom line is a social benefit (like reducing teen violence, saving open spaces or helping those in need). As in any good marriage, both sides benefit.

Donors, called Partners, commit to contributing a minimum amount of \$6,000

annually. They also donate their time to ensure capacity building for their chosen grantees (known as investees). This involves the development of core skills, management practices, strategies and systems designed to enhance an organization’s effectiveness, sustainability and ability to fulfill its mission. Additionally, a majority of Partners choose to donate their expertise and rolodexes to advance SVP’s dual mission of offering their members social and educational interaction.

SVP Santa Barbara is being formed as a Field of Interest Fund within the Santa Barbara Foundation’s family of funds. The founders of the local group bring experience from other SVPs: Claude and Susan Case (SVP Phoenix), John and Christie Glanville (SVP Los Angeles), and Larry Wallach and Jo Viney (SVP Seattle). Other Founding

Partners include Laurie Ashton and Lynn L. Sarko.

Social Venture Partners was established in Seattle by Paul Brainerd, the founder of the Aldus software company. He set about organizing others who had achieved professional and financial success at an early age to return their good fortunes by giving time, expertise, and money to the community.

The SVP idea has blossomed into 25 chapters throughout North America and beyond. In 2001, representatives from the 17 existing SVPs decided to become a federation. SVP International was born. The federation allows SVPs to share a mission, brand and program, as well as best practices but operate independently of one another.

If you would like more information, please contact Tanya Gonzales, Vice President of Development for Santa Barbara Foundation, by phone at 805-963-1873, ext. 117, or email at tgonzales@sbfoundation.org.

For additional information please visit www.svpi.org.



*SVP Founding Partners **John Glanville** (left) and **Laurie Ashton** (right). Not pictured: **Claude and Susan Case**, **Christie Glanville**, **Larry Wallach** and **Jo Viney**, and **Lynn L. Sarko**.*