

**Letter from Laurie Ashton,
Executive Committee Chair**

What a chapter the 2009-2010 SVPSB Partners wrote! Though part of a 2000-person SVP International network including 25 other Affiliates, our Santa Barbara organization experienced all that comes with being a “start-up.” When presenting in 2009 to the Santa Barbara Foundation, as its Field of Interest Fund, we said SVPSB’s success depended on the answers to two questions: (1) Do more individuals in Santa Barbara want to join as Partners to lend their for-profit expertise to local non-profits; and (2) In the already robust Santa Barbara non-profit community, do some non-profits welcome eagerly that expertise? Resoundingly, individuals and non-profits respectively answered YES! While learning on a steep curve and encountering a fair share of “teachable moments,” Partners demonstrated an unwavering commitment to finding solutions and ever increasing our impact in local non-profits, including through our committees.

Investment Committee

Led by our Investment Committee, SVPSB “drilled down” with select non-profits.

- With a focus area in homelessness and low-income housing, in 2009 we invested in Casa Esperanza and WillBridge of Santa Barbara, and Partners contributed over 1,200 hours of their time and expertise.
- Expanding SVPSB’s impact in this focus area, in 2010 we invested in the Goleta Valley Housing Committee, the Mental Health Association in Santa Barbara County, and the Youth and Family Services Branch of the Channel Islands YMCA, and Partners contributed an additional 2,719 hours of their time and expertise.
- Palpable enthusiasm penetrated the room as representatives of our five 2009-2010 Investees passionately spoke at a recent social gathering about the impact of SVPSB’s investments, especially of Partner time and expertise.
- Also in 2010, the Partners voted unanimously to add a new focus area for 2011: Energy and Environment.

Education Committee

Led by our Education Committee, 2010 brought several interesting and engaging SVSPB educational events:

- A panel discussion on homelessness co-hosted by SVPSB and the Women in Philanthropy;
- Updates on the rules for IRS Form 990; and
- “Lunch and Learn” sessions where Partners learned about timely topics, including conducting due diligence on Investee applicants.

Membership Development and Marketing Committee

Thanks to the tireless efforts of our Partners and staff, both on and off the Membership Development and Marketing Committee, our membership ranks grew like gangbusters.

- We ended 2008 with 8 Partner units, 2009 with 22 Partner units, and 2010 with 34 Partner units.
- Many of our Partners attended the annual SVPI conference in October in Long Beach, where SVPSB won the award for most Partners in attendance.

In summary, SVPSB in 2009-2010 grew tremendously not only in numbers, but in its ability to positively and significantly impact its Investees. As an added bonus, we have also grown into a larger community of friends who enjoy what they do. It has been my privilege and honor to serve alongside all of the SVPSB Partners and I look forward to a great 2011.

Executive Committee

- Laurie Ashton, Chair*
- Susan Case, Interim Education Committee Chair*
- Paul Gertman, Investment Committee Chair*
- Gary Becker, Membership Development & Marketing Chair*
- Nora McAniff, Treasurer*
- Mike Pittman, Member At-Large*
- Gerry Flake, Member At-Large*

Leveraging Our Investments



Growing Our Partnership



Investing for Success How We Invest

Select Focus Areas: Each year, Partners select and vote on focus areas for investment.

Research: A team researches the focus areas, interviews experts and determines the greatest impact SVPSB can make.

Due Diligence: Partner teams rigorously vet the nonprofit applicants.

Vote: After review and discussion, the Partners select our nonprofit Investees, who receive a cash grant, but more importantly a Partner team of consultants who provide expertise, skills and connections.

SVPSB Focus Areas

- 2009/2010: Homelessness and Low Income Housing
- 2011: Homelessness and Low Income Housing and Energy and Environment

SVP started asking questions, surrounded us with support, guided us, gave us resources, built a foundation, and created a roadmap to help us get to a bold goal. They brought the brains and bucks to do consultation, brand our programs, retool them, think strategically, and seize opportunities. They’ve encouraged us and befriended us in every way.

— SVP Investee



Left to right: Laurie Ashton, Susan Case, Paul Gertman, Gary Becker, Nora McAniff, Mike Pittman, Gerry Flake

About SVPSB

Social Venture Partners Santa Barbara (SVPSB) strives to build stronger non-profit organizations, build educated and engaged philanthropists, and build community. We use business models and practices to help solve social problems. The Partners commit both financial and intellectual contributions which combine to provide effective, long term solutions.

SVPSB was officially chartered in October 2008 with four founding Partners as a chapter of SVP International and is a Field of Interest Fund of the Santa Barbara Foundation. It has since grown to a network of 56 accomplished individuals.



The strength-based, collective expertise of the group coupled with business capital has the greatest potential for expanding and fortifying our hard working non-profits in meeting the growing needs of a diverse community. It's a sound investment of time, talent and treasure.

— SVPSB Partner



A Field of Interest Fund of
the Santa Barbara Foundation

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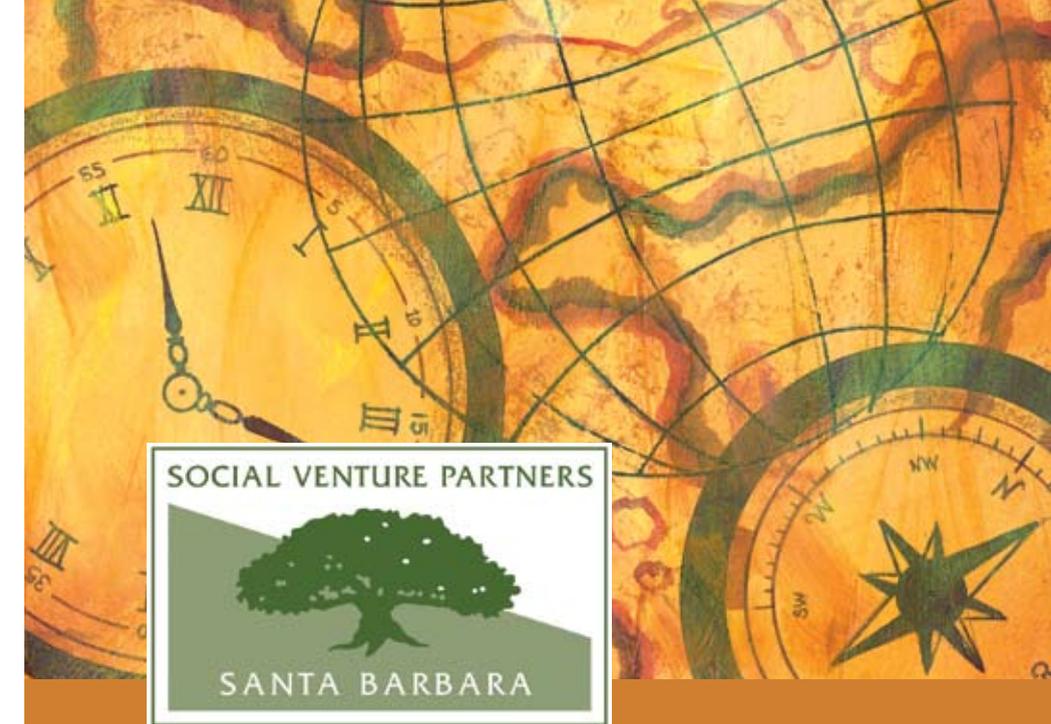
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*Network of International Venture Philanthropists
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SVPSB chartered in 2008*



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Annual Report 2009-2010