

PHILANTHROPIC VENTURES
FOUNDATION SPECIALIZES IN
CUSTOMIZED GIVING FOR DONORS

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a newsletter for our donors and colleagues

progress



ABOUT THE EDITOR

Moira Walsh is Associate Executive Director of Philanthropic Ventures Foundation, responsible for donor development, program work, and managing foundation operations. Moira has a strong business background, coupled with extensive experience in the non-profit arena. Prior to joining PVE, Moira was a partner at Carr, McClellan, Ingersoll, Thompson & Horn, where she practiced law for 12 years. Moira has led and served on the boards of several non-profit organizations and is a native San Franciscan.

New “Affinity” and “Sports for Health” Programs Provide Immediate Response Grants for Low-Income Students and Much Needed Fitness

PVF has instituted two new Immediate Response Grants to help low income students and provide needed sports programs at San Francisco public schools left reeling by ongoing education cuts.

The **Affinity Program**, provides grants of up to \$500 for low income San Francisco public school students to participate in extracurricular lessons or activities that support and encourage the student’s talents, interests and self esteem. Students are identified by a school official (teacher, counselor, nurse, administrator) as needing support.

PVF President Bill Somerville points to these grants as “extensions of our grassroots approach to philanthropy, which calls for building relationships with those professionals on the front lines of community service, like school teachers, social workers, medical personnel and juvenile court judges, in order to identify pressing needs – especially among low-income youth, and budget-stretched schools - that can be addressed quickly and efficiently through our Immediate Response Grants”.

The **Sports for Health Program**, provides grants of up to \$1,500 to San Francisco middle schools to help purchase equipment or instruction in new sports programs that promote physical activity, physical education and weight control to help students develop healthy, lifelong practices.

Both programs are part of PVF's Donor Advised Funds service, which offers donors – in this case anonymous donors – the opportunity to work with PVF to develop creative giving programs customized to their areas of interest. The new grants were announced via a single page flyer distributed to San Francisco public schools in March 2008. To apply for either grant, teachers, counselors and administrators are instructed to submit a single page, faxed letter to PVF on school letterhead, briefly describing the details of the grant request, signed off by the school principal. Approved grants are funded within 48 hours.

About the Affinity Program

In the three months since being introduced, the Affinity Program has provided grants to more than 50 low-income San Francisco public school children. Among them, a 7th grader at Everett Middle School who, despite having a bone disease which causes his bones to grow abnormally, has a passion for skateboarding. With the help of an Affinity Program grant, he was able to get his own skateboard and enroll in skate camp, allowing him to enjoy physical activity and social development. Another request came to PVF from a school district nurse about a 2nd grader at Malcolm X Academy who loves to read. This student, who lives in Hunter's Point with his disabled grandmother, has battled hearing and vision problems and struggled with math and language skills. With help from the Affinity Program, he was able to get a 1:1 reading coach who is helping him to catch up academically and reach his full potential. Yet another student, a 3rd grader at Jose Ortega Elementary School, whose mother died and father abandoned him, was given the opportunity to attend a summer day camp and swimming program with the Affinity Program grant requested for him by his student advisor. These camps enable him to have a healthy, productive summer outdoors with his friends.

About the Sports for Health Program

The Sports for Health program came about after a donor approached PVF with a request to develop a program to fund needed sports programs and sports equipment in San Francisco's public middle schools. Aimed at providing students with engaging and entertaining physical fitness activities in order to build healthy habits for life, the Sports for Health grants have funded a diverse number of programs including a before-school soccer program at Herbert Hoover Middle School; exercise bikes and cadence meters at Francisco Middle School; a Dance-Dance Revolution interactive game at Marina Middle School, and Latin and Ballroom dance classes at Claire Lilienthal School.



Gustavo, a kindergarten student at Marshall Elementary in San Francisco's Mission District has taught himself art. A \$500 Affinity Grant, recommended by his school social worker enabled Gustavo to receive one-on-one art instruction from Luis Hernandez (L), a local arts program coordinator.

PVF is seeking funding to expand these and other teacher resource grant programs. If you are interested in supporting public education with such high impact grants, we have enclosed an envelope for your convenience. Please send your donations to Philanthropic Ventures Foundation, indicating your contribution is for Teacher Resource Grants or specifically for the Affinity Program or Sports for Health Program.

Return on Investment in Philanthropy

In the world of finance the phrase return on investment or rate of return typically refers to the level at which your assets grow; how investment decisions affect your financial well-being. At Philanthropic Ventures Foundation, return on investment or rate of return has a broader meaning. Certainly, PVF is committed to the growth of your charitable dollar so that there is more funding available to disseminate to those in need, but PVF's definition of return on investment includes the impact of the gift, the effect it has in the community, on peoples' lives.

Whether in the world of finance or in the world of philanthropy, this shift in focus is becoming more prominent. Many financial institutions offer socially responsible investing. People are demanding stock portfolios with consideration to the environment, how workers are treated, and how and where a company does business.

Investors recognize the social benefit of their choices and factor this into their rate of return.

How the philanthropic dollar is "invested" has everything to do with its impact. Certainly the size of a gift is relevant but there are many other components as well.



Participants in the Beacon Skate Club, at Everett Middle School in San Francisco which received a \$1,500 Sports for Health Grant to purchase skateboarding equipment and ramp building supplies for their popular after school program.

"The Skate Club reaches out to a unique group of young people every year. We are serving foster youth, recent immigrants, girls who are skateboarding for the first time and one child who is legally blind. Participants are from districts in San Francisco notorious for gang activity and violence. PVF's support through the Sports for Health Grant has allowed us to make immediate – and substantial – improvements to our program that, in turn, help us attract and retain more participants." –Cory Chechile, Program Coordinator, Beacon Skate

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Continued from Return on Investment in Philanthropy

At PVF, our services encompass this vision as we strive to maximize impact.

- PVF creates charitable programs customized to donors' area of interest.
- PVF practices responsive grantmaking, with a 48 hour turnaround time, making grants when needed, where needed.
- PVF does not have grant cycles or seasons, every day is devoted to grants.
- PVF's focus is on people, not paper. PVF gets to know programs and the people behind the programs, developing relationships face to face; not simply reviewing applications for funding.
- PVF devotes considerable time to being out in the community, visiting projects, and seeking out people doing excellent work. PVF doesn't wait for projects to apply for funding, we find them, and if it is the donors' desire, we introduce them to donors.
- PVF convenes community workers to focus on specific social issues and collaborate on solutions. Advocacy is at the heart of PVF's work – we are committed to the success of our grantees.
- PVF is willing to venture and take risks. Trust is a primary element of our work and it is what makes possible the services we offer.

At PVF we are working together with donors to invest in outstanding people doing outstanding work. We support people and projects in the community with funding so they can carry out their work, and make a difference. We provide funding when needed, timely, to maximize the impact of each gift.

We are grateful to our donors for making so much possible. If you are interested in further supporting PVF's work, enclosed is a giving envelope for your convenience. PVF is seeking contributions to support its operations, endowment and for specific programs.