



Social Venture Partner Cincinnati Expands Local Commitments

Selects Gorman Heritage Farm and Imago for the Earth for 2009 Investments

June 11, 2009 - CINCINNATI - Social Venture Partners (SVP) Cincinnati named two local nonprofits – Gorman Heritage Farm in Evendale and Imago for the Earth in Price Hill – as its 2009 Social Investment Partners.

Each organization will receive a \$12,500 grant and other direct support in the form of hundreds of hours of pro bono professional and business expertise and expanded connections from the networks of member partners of SVP. Imago and Gorman were selected from 16 applicants.

Glenn Bitzenhofer, chair of the SVP Investment Committee, said Gorman and Imago were selected because each organization's mission and approach resonated with the partners. "Both organizations expressed a compelling need and openness to our involvement and that's what excites our partners. We're a 'hands-on' philanthropic organization," said Bitzenhofer. "Our partners are very excited to be working with these innovative and highly respected organizations."

SVP Chair Garen Wisner said, "In a year of recession and declining giving budgets, SVP Cincinnati used its innovative 'venture philanthropy' model to select not one, but two outstanding nonprofits. We pooled our dollars, employed an energetic and fun group decision-making process, resulting in an expansion of our giving this year. Now our job is to engage our committed, passionate volunteer partners as a team that works with the boards and staff of Imago and Gorman." The engagement between SVP and each organization is from three to five years.

SVP was formed in Cincinnati in August 2007. SVP Cincinnati Partners have expertise in several categories valuable to non-profit organizations, including business management and strategic planning, project management, marketing and public relations, law, technology, financial and investment management, board governance and development, and senior management coaching. The Partners' broad spectrum of experience and backgrounds is leveraged to assist organizations with talent and time, as well as financial resources.

SVP selected environmental education as its 2009 focus area. Imago and Gorman Heritage Farm serve the Cincinnati region through a variety of programs and initiatives focused on conservation, the environment and nature.

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Imago, begun in 1978 with the goal of connecting people to nature, has grown into a respected innovator and collaborator in community building, nature conservation, and education, guided by its mission of fostering a deeper relationship with the earth. Gorman Heritage Farm's mission is to provide people an opportunity to explore and learn about a working farm in a natural setting. Started from a charitable gift in 1996, Gorman Heritage Farm offers high quality, engaging environmental programs for youth and adults.

SVP's first grantee, last year, was the Civic Garden Center.

SVP Cincinnati, through its investment of financial and intellectual capital, seeks to help each Social Investment Partner reach its goal of increased organizational capacity as a means to strengthen program offerings and sustainability, and to further capitalize on its unique strengths.

SVP welcomes new partners to join at any time. Prospective partners are invited to attend casual monthly Third Thursday Happy Hours to learn more about SVP's model of philanthropy. The next Third Thursday Happy Hour is June 18th at 5:30 pm at Maribelle's Tavern at 2062 Riverside Drive, Cincinnati. A calendar of events is located on SVP's website at www.svpcincinnati.org.

ABOUT SOCIAL VENTURE PARTNERS CINCINNATI

Using a "hands on" approach, SVP combines the power of business with the passion of philanthropy. People who join SVP are called partners. Partners bring their collective expertise, financial resources, professional skills, life experience and creativity to work in partnership with area nonprofits and their leaders. By pooling resources, partners produce synergistic results while learning to be better philanthropists.

SVP Cincinnati is one of 24 cities affiliated with SVP International, based in Seattle. SVP's overarching goals are to find solutions to some of society's most intractable problems and to create a better community and world. SVP Cincinnati operates as a program of InterAct for Change and covers a 20-county area in Ohio, Kentucky and Indiana. For further information, contact SVP Coordinator Lisa Davis-Roberts at (513) 458-6715 or lisa@svpcincinnati.org.