



THE PHOENIX CLUB

OF NASHVILLE

Venture Philanthropy Process

The Purpose of Venture Philanthropy

The Phoenix Club of Nashville strives to make a positive, outsized, and permanent impact upon the lives of Middle Tennessee’s at-risk youth. We align our membership, fundraising platforms, and strategic partnerships with this goal because we believe that, with smart alignment of resources and focused support, every child can chart a path to success and secure a brighter future for themselves.

Evolution of Grantmaking

Since our 2001 inception, The Phoenix Club of Nashville has enjoyed growth on all fronts, from membership and programs to fundraising and grantmaking. Now comprising more than 120 professional members, the Club has provided approximately \$1.5 million to Middle Tennessee nonprofits. With a growing number of youth-focused nonprofits worthy of support, and seeking to amplify the impact of our investments, we have created a merit-based ‘Venture Philanthropy’ process to allocate donations to the most deserving projects. *Venture Philanthropy allows us to apply venture capital and business management concepts to our philanthropic pursuits, using total community impact to measure return on investment.*

Features of Our Venture Philanthropy Model

Strategic Giving: Members use the Venture Philanthropy platform to generate investment ideas in-house, identify strong nonprofit partners, and work alongside these partners to craft qualifying grants.

Process-Driven Grants: For all grants, we evaluate potential grantees and projects, and require the formal approval of both a Selection Committee as well as our full Board.

Investment Stewardship: During a grant, members maintain a relationship with the grantee, monitor progress against milestones, look for other ways to help (e.g. volunteering, referrals, board service), and measure performance against goals.

Continuous Improvement: We produce case studies of all grants, in order to learn from our experiences and to provide clear, consistent reporting to our donor base.



Venture Philanthropy In Action

RePublic Schools: In 2017, addressing the growing skills gap in computer science, we invested in programmable drones to facilitate RePublic's first-ever avionics elective, and funded a community event to raise awareness of the school's unique computer science teacher training platform.

Barefoot Republic: Having supported summer camps for at-risk youth for many years, we spotted an opportunity to impact over 5x as many children using the same investment by partnering with the well-established Barefoot Republic Camp & Retreat, which runs programs in Nashville and Scottsville, KY.

Junior Achievement: In 2013, we conceived a 'Shark Tank'-styled program, administered by Junior Achievement called 'JA Company Pitch,' which challenges teams of high school students to launch a viable business. We have funded the program and judged the competition every year since inception.

A Strong Value Proposition

For Nonprofits: We offer nonprofits not only funding, but access to a deep bench of energetic, well-connected young professionals who work in a wide variety of sectors and functional groups, and who are willing to offer creative, pro-bono assistance. We also commonly find synergies between different nonprofits that can help each group more easily achieve their goals.

For Philanthropists: We provide enhanced certainty and satisfaction for philanthropists seeking to support effective Middle Tennessee youth programs. We develop success criteria and goals prior to investment, apply 100% of donations to projects, co-invest alongside our donors, and keep donors apprised of performance.

For Our Members: We afford members numerous opportunities to learn about problems afflicting their community, to engage in meaningful ways with nonprofit organizations and leaders, and to implement viable solutions.

Overview of The Phoenix Club of Nashville

The Phoenix Club of Nashville is a 100% volunteer, 'regranting,' 501(c)(3) organization for young professional men, with a dual mission to benefit disadvantaged youth in Middle Tennessee and to develop our members into community leaders. The organization was launched in 2001 as an independent affiliate of The Phoenix Club of Memphis, which was established in 1955. Other chapters operate in Jackson, MS and Birmingham, AL. In Nashville, we are governed by an elected board and have over 120 members drawn from a wide range of professions. We are fully sustainable, as membership dues far exceed our minimal overhead. *As a result, 100% of funds raised from programs and events, and 100% of individual and corporate donations, goes to support ambitious, innovative, and goal-based youth projects. To date, we have donated approximately \$1.5 million to local nonprofits.*

Nonprofit Partnerships



To learn more about The Phoenix Club of Nashville's impact on Middle Tennessee's youth, contact vp@phoenixclubofnashville.org or visit www.phoenixclubofnashville.com