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June 20, 2006

Dear Friend of SEED,

I am indeed honored to write and strongly urge your support of SEED. I have experienced their technology and highly skilled facilitators on more than one occasion and cannot say enough about the difference SEED makes in guiding groups to dramatically improve how they collaborate, function creatively and think differently about the scale and scope of their efforts to address poverty.

I was involved in a half-day retreat that SEED customized for the Welfare Reform Network (WRN). WRN is a coalition of hundreds of organizations including social service providers; welfare, hunger, and housing advocates; grassroots organizations; legal advocacy groups and welfare recipients. Further, WRN is an effective and welcoming forum to share information, plan strategy, conduct policy analysis and implement advocacy.

Dedicated to fighting the devastating consequences of poverty, the Federation of Protestant Welfare Agencies (FPWA) has hosted WRN since its 1990 inception. However, due to funding challenges and competing priorities, at the beginning of this year, FPWA was reconsidering its investment in WRN. When our full-time coordinator left on maternity leave, FPWA decided not to replace that staff line and urged WRN to determine its future with regard to staffing and long term office space.

With office space, staff person and funding at risk, WRN asked SEED for help to figure out how to survive the next three months. In one afternoon, SEED guided our twelve-member leadership team (representing as many partnering organizations) to reconnect with our founding passion and vision, and to recognize our rich history of achievements. The SEED workshop assisted members to clarify vision and mission, identify latent skills and resources we possess, and articulate clear steps to expand our community of philanthropic and institutional supports. As a result, WRN is now revitalized – we have secured long-term office facilities, are engaged in funding efforts and dedicated part-time staff to realize an exciting long-term mission of expanding opportunities for advancement out of poverty.



This was one of the most satisfying retreats I have ever attended. It helped the participants bond more closely together on behalf of our organization. It helped crystallize for me the fact that our coalition is essential and must not be lost. The process was so empowering. I ended the afternoon session with renewed commitment and a clarified strategy to embrace the fullness of our potential in the future.

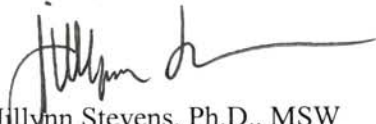
From a more personal perspective, I am so very impressed by the integrity of SEED staff, their amazingly transformational optimism and the way they transfuse each process they engage in with those characteristics. Somehow these words still fail to capture what SEED offers to groups like WRN.

The critical paradigm shift that I believe SEED offers nonprofits is to help them get out of a philosophy of scarcity into one of abundance, thriving and with a clear recognition of their assets and what they have to offer.

I wholeheartedly recommend and will be delighted to speak with you in more detail about SEED. The SEED technologies must be broadly extended. As more institutions and alliances like WRN gain access to these tools, I believe the world will experience a dramatic shift in how we come together to solve the most pressing social problems of our times. For in fact, as SEED so simply helps groups realize, we have everything we need to make poverty the exception instead of the norm for millions of people worldwide. How we collaborate to realize and apply our resources together is the key.

Please do not hesitate to contact me. I can be reached 212-801-1311 or by e-mail at [jstevens@fpwa.org](mailto:jstevens@fpwa.org)

Sincerely,



Jillynn Stevens, Ph.D., MSW  
Director of Policy, Advocacy and Research