



## SEED Investor's Wish List

September - December, 2009

Below are brief descriptions of some immediate investment opportunities in the work of SEED. Each holds potential to dramatically elevate performance, expand the reach, and deepen the impacts these initiatives are able to achieve. Working in partnership with investors and many promising initiatives like these, SEED aims to significantly enhance the entire field of nonprofit performance.

### Sponsor the SEED Diagnostic: \$1,000 investment each

- **Artists Striving to End Poverty:** *Global artists creating positive change for young people in need.*
- **Ray of Hope Center of the Arts:** *Transforming lives through the use of visual, media, and performing arts.*
- **Share the Care:** *Organizing groups to care for the seriously ill.*
- **Sustainable Tucson:** *Facilitating an inclusive, dynamic community-building process that ensures economic prosperity, social vibrancy, and ecological health.*
- **WAVES for Development:** *Helping communities connect surfing and sustainable development.*

### Opportunities to Train SEED Coaches

**Artists Striving to End Poverty** ([www.asteponline.org](http://www.asteponline.org)): ASTEP connects performing artists with children growing up in poverty to awaken the intense joy of creative expression. ASTEP currently has programming in South Africa, India, Florida, and New York City. Investments will allow SEED to train the performing artists who volunteer at ASTEP to serve as SEED coaches. This will enable SEED to reach more organizations, and allow ASTEP to enrich volunteer offerings and contribute capacity-building services to its NGO partners in Africa and India. Investment: \$5,000 training to deliver SEED Diagnostic; \$5,000 Six-Month Stretch.

**Chicago Area Project** ([www.chicagoareaproject.org](http://www.chicagoareaproject.org)): CAP has a distinguished history of over sixty years of work in the prevention of juvenile delinquency and promotion of youth leadership development in Chicago. In 2004, CAP launched a national-first training and certification program to upgrade the skills and approaches of youth workers and program administrators. Twenty-one groups representing over 400 professionals throughout Chicago have so far graduated. SEED has served as the external evaluator for this groundbreaking effort. CAP would like to bring these alumni back to learn and apply the SEED model for program improvement. Investment: \$5,000 per each of four cohorts, plus travel.

**Columbia College** ([www.colum.edu/ccap](http://www.colum.edu/ccap)): Columbia College Chicago is the largest and most diverse arts and media college in the nation. Its Center for Community Arts Partnerships provides hundreds of opportunities annually for advanced students to intern with community arts programs. The Center would like SEED to equip these students with planning and evaluation skills to complement their artistic capabilities. This will allow students to significantly increase the value of what they offer to the community-based organizations where they are placed in internships. Our partnership will also invite faculty and students to suggest artistic enhancements to the SEED methodology and products. Investment: \$20,000, for a semester of training to deliver the SEED Diagnostic and Six-Month Stretch, per cohort.

**University of Arizona** ([www.grad.arizona.edu/peacecorp](http://www.grad.arizona.edu/peacecorp)): State stimulus funds are providing a modest stipend for SEED to launch a six-session seminar in partnership with the University of Arizona, for returning Peace Corps volunteers. Additional funds will allow us to provide more direct coaching as 25 graduate students learn to apply the SEED technology in the community-based organizations where they are completing fellowships. We are very excited to evaluate and explore the potential in this model to expand the reach of SEED services in the future. Investment: \$5,000 per three Six-Month Stretch training cohorts.

### Direct Service Opportunities

**New York Education Task Force** ([www.seedimpact.org/seed-etf.shtml](http://www.seedimpact.org/seed-etf.shtml)): SEED will support this unusually diverse coalition of grassroots organizing, direct service and policy advocacy organizations in its strategic expansion and creative collaboration. Specifically, SEED will guide a high performing core team through a strategic planning retreat followed by a Six-Month Stretch, providing ongoing coaching as they implement short term action projects and promote cross-jurisdictional dialogue to advance higher educational opportunities for low income families. Investment: \$2,500 for visioning and planning; \$5,000 for a Six-Month Stretch. This network also needs \$15,000 to support the salary of a lead staff person.

**Ray of Hope Center of the Arts** ([www.rayofhopearts.org](http://www.rayofhopearts.org)): SEED will provide a 2-day “creative stretch” workshop, followed by a Six-Month Stretch, for the staff and teen leadership of this teen-focused, multi-cultural arts organization that delivers authentic performances and uses the visual, media, and performing arts to help young artists develop and share their ideas and views, connect to the community, and pursue creative careers. Over the past five years, Ray of Hope has taught job skills, life skills education, music production, elements of theatre, dance, acting, film and editing, and youth leadership training and development to more than 500 youth ages 12-24 years old. Investment: \$10,000 (including travel)

**Sustainable Tucson** ([www.sustainabletucson.org](http://www.sustainabletucson.org)): SEED has already commenced coaching of this citizen-driven initiative committed to building regional resilience and sustainability. A core team of veteran and newer members first used “Seeding the Vision” to share views and reach common ground around expectations. Next they found the SEED Diagnostic especially helpful to clarify priorities and launch action plans. Their work with SEED has launched three intentions: 1) a production team is engaging diverse community resources to tell collectively the unfolding story of Tucson’s journey to sustainability; 2) Cultivation meetings are underway with 25 local groups exploring win-win strategic partnership opportunities; and 3) Prominent residents are being recruited to serve as champions for the initiative. SEED will be the catalyst that has been needed to focus the energies and big visions of this sprawling informal network. Investment: \$ 5,000 for Six-Month Stretch.

**Family Support Programs in New York State** ([www.omh.state.ny.org](http://www.omh.state.ny.org)): In 1999, through a generous grant from Catholic Charities USA, Journey Mapping was developed by SEED’s Barry Kibel as the first-ever, on-line evaluation application. Since then, hundreds of social programs of wide-ranging types have used this on-line tool and it continues to be a major attractor of evaluation business to SEED. The New York State Office of Mental Health began piloting its use in 2006 with 40 programs. It had intentions of going to scale throughout the state in 2009, once the software was upgraded to permit cross-site reporting, remote access for data entry, and an expanded database. Budget shortfalls have delayed this group’s ability to contract with SEED to produce these enhancements. This investment to upgrade SEED technology will immediately assist this statewide network and also make Journey Mapping attractive to many governmental and other large, multi-site efforts. Investment: \$25,000