

What People are Saying

“This is a good wake-up call, to explore so many different aspects, see what is working well and what we need to work on more. It is the first time our board and staff have reflected together.”

—Dwa Fanm

“This is a very smart way to do strategic planning... It is giving us insights to see where we are and where we are going.”

—Domestic Workers United

“This process helps us connect our beliefs and work to our vision. It’s creative, and it’s clarifying our power. We’re going to use these practices in staff meetings.”

—Policy, Advocacy and Research Dept,
Federation of Protestant Welfare Agencies

“We are very lucky to have SEED guide us to work smarter instead of harder.”

—ShareTheCaregiving

The structure has given us intentionality in how we approach what we do, and increased accountability to each other. It really helped us move things.”

—Summer Search

“With kids now in the lead, principals are coming to us. We have 50 percent parent attendance; this is unheard of! Sometimes you get stuck inside the box. SEED helped us break through it.”

—YMCA of Rockford

www.SEEDimpact.org/seed-voices.shtml



SEED is Branching Out!

More than 175 community-serving organizations across the United States have improved their visioning, strategic planning and performance with SEED and are realizing more desired impacts.

Working with a SEED coach, programs of all types and sizes discover creative ways to deepen and leverage their assets. Teams are challenged to stretch their views of what is possible, push boundaries with new partners, and practice collaborating in ways that ennoble the best in each contributor.

“If you’re going to be thinking anyway, you might as well think big.”

Our aim is for every promising initiative to use SEED practices, and turn their possibilities into success.

www.SEEDimpact.org

Learn More!

(718) 793-6509

www.SEEDimpact.org

To sponsor SEED services for a promising organization and track their results, tax-deductible gifts are payable to:

SEED: a project of Tides Center

P.O. Box 750162; Forest Hills, NY 11375

Investors and Grant-makers are Gaining:

- ✓ Valid **quantitative and qualitative evidence** of progress;
- ✓ Deeper understanding of **what is working and not working** in the field;
- ✓ Ability to target future resources for **maximum leverage**;
- ✓ **Satisfaction** in seeing promising programs realize their potential.



Growing with SEED:

- Chicago Youth Programs
- Communities in Schools of Georgia
- Federation of Protestant Welfare Agencies
- 71 youth development programs sponsored by IL DHS, Division for Community Health and Prevention
- New York Women's Foundation grantee partners
- ShareTheCaregiving, Inc.
- Starfish Group grantees
- Summer Search
- Trinity Boston Foundation
- University of AZ Peace Corps

www.SEEDimpact.org

Capacity-Building that Gets Results

Case in Point: Artists Striving to End Poverty www.ASTEPonline.org

ASTEP connects performing artists with children growing up in poverty to awaken the intense joy of creative expression. ASTEP has programming in South Africa, India, Florida, and New York City.

For two years, SEED functioned as an on-call strategic planning coach, positioning the talented young leaders of ASTEP to sustain practices for ongoing visioning, innovation, planning and assessment, and encouraging them to draw on the resources of more contributors—including an expanded Board of Directors. Evaluation was also an area of focus. ASTEP leaders were witnessing transformational results among the children and youth in their program. They needed a way to quantify and substantiate their first-hand accounts. SEED's Journey Mapping system provided a platform for leaders, teachers, students and volunteers to reflect about the work and track progress. Through routinely capturing online assessments from many perspectives, ASTEP was able to produce substantive reports that are unusually dynamic and useful. As well, the executive staff appreciated all they learned about each other's strengths and the way they became more interconnected as a team. ASTEP is on a path to dramatically expand its reach and depth of impact.



SEED guides leadership teams to leverage their strengths and become “planful.” Becoming planful involves gaining capacity as an organization to integrate visioning, innovation, strategic planning and assessment as

elements of ongoing collaboration and work flow.

With repeated annual use of SEED's framework (and coaching as needed until new habits take root), these elements of planfulness are institutionalized. Participants communicate and coordinate action more effectively. Public messages reflect a more distinctive identity and purpose. Daily work becomes tied to a five-year vision and resonates with the organization's enduring values. Big dreams blossom.