

What People are Saying

“It is hard to quantify and qualify what we do. You have given us a way to do this.”

—Erie Neighborhood House

“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

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

—Summer Search

“The process is invaluable to help us look differently at our work. I also appreciate the facilitator’s guidance and feedback on our questions.”

—Children’s Home Aid

The SEED Diagnostic is a huge asset for anyone to try. My partner and I were both involved, and our brains started firing. 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

“I’m beyond ecstatic. This will help us move mountains.” —Youth Guidance

www.SEEDimpact.org

Learn More About SEED!

NEW YORK: (718) 793-6509

TUCSON: (520) 325-8902

www.SEEDimpact.org

To sponsor SEED services for a promising organization and see results, tax-deductible checks are payable to:

SEED: A Project of Tides Center

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

About SEED

SEED (Stretch...Enliven...Ennoble...Discover) aims to awaken and increase the creativity, accountability, and effectiveness in community-serving organizations across the globe.

SEED coaches are trained to walk alongside program teams, using a toolset that draws out the talents, creativity and wisdom that are already present. 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.

Meaningful performance practices and impact measures are instilled. Lively reports capture growth and give funders confidence in directing resources to expand what works.

Growing what is most essential in your work



SEED is Branching Out!

SEED offers coaching, tools and training services that reliably guide community-serving organizations to achieve extraordinary results.

More than 100 programs across the United States have enhanced their program designs with the SEED approach and are realizing more desired outcomes. Our aim is for every non-profit initiative to build their capacity and grow their impact with SEED.

We start with the **SEED Diagnostic**. This comprehensive self-assessment invites you to consider your reach and depth of impact in the world, and to clarify:

*Where are you as a team,
in relation to where you want to be?*

Based on this assessment, a coaching plan is customized to raise the team’s vitality and results over the next 6-12 months.

Programs operating in widely different contexts and scales report new insight, sharper focus, enlivened teamwork, and immediate performance improvements that become self-sustaining over time.

www.SEEDimpact.org

Growing With SEED:

- Artists Striving to End Poverty (ASTEP)
- Buell Early Childhood Leadership Program
- Children's Education Collaborative, New Orleans
- Federation of Protestant Welfare Agencies
- GA Parent Info Resource Center
- GA Parents As Teachers Network
- 71 youth development programs sponsored by IL DHS, Division for Community Health and Prevention
- LEAP Leaders In Training
- Socorro Latino
- Summer Search
- Trinity Boston Foundation

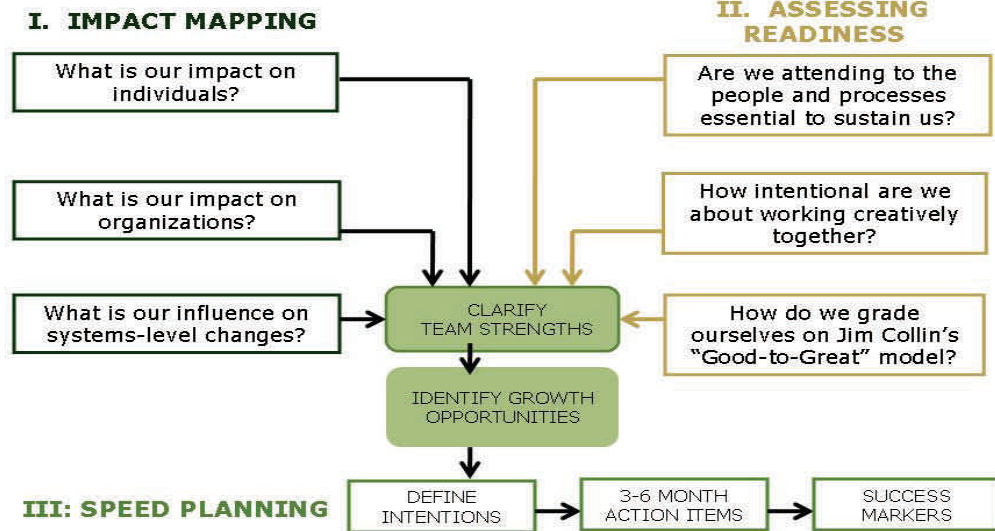


Investors and Grant-makers are Gaining:

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

www.SEEDimpact.org

SEED DIAGNOSTIC



Capacity-Building that Gets Results

A Case in Point: Artists Striving to End Poverty (ASTEP): 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.



SEED has functioned as an on-call coach, providing the talented leadership of this young organization with methodology and technical assistance to clarify vision, and strengthen team-building and infrastructure. SEED guided ASTEP to develop new evaluation protocols, enabling staff and volunteers to capture and share transformative results in substantive reports that are unusually dynamic and useful. ASTEP is on a path to dramatically expand and sustain its reach and depth of impact.

Future funding will allow SEED to train the Broadway performers 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.