



# *You are invited*

*...to join SEED in improving the lives of women and girls!*

Beginning in May 2010, **SEED and the New York Women's Foundation launched an exciting partnership.** Our partnership offered nine organizations customized technical assistance, with a personal coach for 6-8 months to guide their strategic focus and deepen internal program capacity.

Now our goal is to raise \$12,000 to supplement the pilot that ended in January. We want to assure that five of the organizations most benefitting from SEED are able to institutionalize their new practices.

This work is taking place amidst economic turbulence (real strain) for many community-serving non-profits. Your financial support will allow a coaching process to unfold over six months for five management teams who have gained real traction with SEED's performance-stretching package.

- ✓ **Girls for Gender Equity and Muslim Women's Institute for Research and Development** are furthest along in the capacity-building process. Both leadership teams are keen to stretch beyond their comfort zones for the purpose of becoming more effective and impactful. Their readiness to test and adopt new practices to change their work culture makes them promising candidates to benefit from SEED's more advanced transformational learning opportunities. Ongoing coaching will assure that new practices become integrated.
- ✓ Our work with **Dwa Fanm** has guided its new executive director to articulate a vision and consider priorities for advancing what is most essential to future success. Her attention has been directed towards strength-based strategies and alternative staff structures to support innovation and growth. With SEED's input she is positioning the organization not just to survive but to thrive beyond the current financial crisis. Additional funds will continue this coaching and engage the board in creative fund development—crucial to the agency's long-term and sustainability and impact.
- ✓ **Northwest Bronx Community & Clergy Coalition** has framed three projects representing the best of what SEED aims for groups to achieve using our core activities in sequence. The diagnostic guided them to clarify strengths and growth opportunities. *SEEDing the Vision* then led them to articulate strength-based strategic priorities in the context of a shared vision of future success. Next, through developing and implementing action plans, the organization will streamline its work and strategically pursue data collection. As a result staff will be able to develop messages and tell stories that can significantly advance the agency towards realizing its vision.

- ✓ Following its organizational assessment, the board and staff of **Women for Afghan Women** requested on-camera training and practice in public speaking. Participants immediately put SEED's training to use in media interviews, and reported back appreciation for their improved delivery style, confidence, and audience response. SEED has also provided on-call supports, including timely crisis mediation, and feedback to plans and written materials, as WAW has weathered a difficult staff transition. Additional funds will allow SEED to provide visioning and strategic planning workshops for the staff and board of both the local Queens and Afghanistan sites. This will take place when the Executive Director next returns from Afghanistan.

In times like these, management teams need firsthand experience building a culture that knows how to innovate when the stress is on. SEED's approach to strategic planning equips leadership teams to flexibly adjust plans (to incorporate emergent possibilities and unexpected environmental shifts) with creativity and ease. Emphasis is placed on positioning each organization to sustain practices for ongoing visioning, innovation, planning and assessment, drawing on the strengths and resources of more contributors. With repeated annual use of SEED's framework (and coaching as needed until the practices become new habits), these elements of "planfulness" become institutionalized.

With your support to spread SEED coaching services, these five organizations will produce documented evidence of progress tied to their five-year vision and resonating with the enduring values of their organizations.

Here's how you can join SEED to improve the lives of women and girls:

- 1. Select the program(s) that you would like to sponsor. If you prefer you can let SEED choose.**
- 2. Consider the gift you can make to SEED/Tides Center. (All gifts are fully tax deductible.)**
- 3. Connect to the work by sharing your email address. SEED and the group(s) you sponsor will enjoy updating you at the beginning, middle and end of the project.**

Gifts can be made by credit card, check, stock transfer, or paypal. Go to: <http://www.seedimpact.org/seed-donate.shtml>. We welcome a connection with you to discuss ideas: [possibilities@seedimpact.org](mailto:possibilities@seedimpact.org).

***Thank you for sponsoring SEED to improve opportunities for women and girls!***