



Dear Friend:

Educational inequality is a national issue, especially in underrepresented communities. Young individuals who, simply by chance, have been born into low-income zip codes do not, and most likely will never, have the same educational and career opportunities as their more privileged peers. This disproportionate access to quality education is an injustice to young students, and its long-term effects negatively impact communities for decades, or even generations to come. We cannot idly stand by while the trajectory of a person's life is determined by chance.

For nearly three decades, SEEDS has worked to close this gap and **change the lives of motivated, high-achieving students from low-income households in New Jersey** through one thing: **ACCESS**. SEEDS has delivered life-changing educational opportunities to more than 3,000 students and counting, ensuring they have the knowledge, skills, access, and support needed to **thrive at the nation's finest educational institutions**.

SEEDS Scholars graduate at rates exceeding those of the wealthiest communities and far exceeding that of their peers. This level of sustained achievement requires a community committed to continuing and advancing this cause.

We require YOUR help.

SEEDS Corporate Partners play a vital role in reducing the educational disparity experienced by students of lower socioeconomic statuses. Therefore, I am proud to share that SEEDS now offers Corporate Partnership Packages, allowing companies such as yours to not only support the education of promising students, but to truly change the course of their lives.

Enclosed for your review is our partner prospectus, inclusive of customizable opportunities, an overview of SEEDS programs, and student statistics.

It is my hope that you will consider partnering with SEEDS, and I look forward to adding your company to our growing list of notable institutions that change the lives of New Jersey students from low-income families.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Castano", with a stylized flourish extending from the end.

John Castano
President+CEO
SEEDS – Access Changes Everything

**We are eager to schedule a brief introductory meeting with you or your designee.
Please contact Rodney West, rwest@seedsaccess.org, 862-227-9142.**



MISSION

SEEDS – Access Changes Everything changes the lives of motivated, high-achieving students from low-income families by **transforming their educational opportunities**. We ensure that our students have the knowledge, skills, access and support to thrive at the nation's finest schools and colleges.

OUR STORY

SEEDS – Access Changes Everything, formerly New Jersey SEEDS, was founded in 1992 by a small group of innovators **dedicated to reducing the educational disparities affecting low-income students throughout New Jersey's most disadvantaged school districts**. With a goal of shattering the conventional stereotypes placed on these students, they set out to create an organization that would allow highly-motivated students to thrive despite their low-socioeconomic status through unification of the education, funding, and independent school sectors. **Since then, nearly 3,000 students have benefitted from SEEDS programs.**

ABOUT SEEDS – ACCESS CHANGES EVERYTHING

SEEDS – Access Changes Everything is a privately-funded, statewide, nonprofit organization committed to providing motivated, high-achieving, low-income students with **access to top-tier education that would have otherwise been unattainable due to socioeconomic status**. Through three challenging academic programs, SEEDS prepares students of various grade levels for eventual placement into competitive independent schools and colleges. SEEDS programs encompass rigorous curriculums, critical leadership training, and cultural experiences that help students **recognize and achieve their full potential**. Upon completion of SEEDS programs, alumni are supported through their school careers and beyond, and **encouraged to be ethical, engaged, and responsible citizens who engage in and contribute to their communities**.

SEEDS PROGRAMS

SEEDS delivers programs through summer residential experiences and Saturdays throughout the academic year.

Young Scholars Program (YSP)

14-month program for 5th and 6th graders.

Prepares rising 5th and 6th graders for admission to and success in selective day and junior boarding schools. YSP provides academic preparation and leadership development through a three-part curriculum.

Scholars Program (SCP)

14-month program for 8th and 9th graders.

SEEDS' largest and oldest program, the Scholars Program prepares 8th graders for 9th grade placement into and success at selective day and boarding schools across the country. SCP provides a rigorous and advanced curriculum designed to sharpen skills, improve test-taking abilities, and prepare students for the Secondary School Admissions Test (SSAT).

College Scholars Program (CSP)

17-month program for 11th and 12th graders.

Designed to prepare top-performing, low-income students from eligible public high schools for admission into highly-competitive colleges with sufficient financial aid. CSP delivers rigorous college and test preparation. CSP Scholars also benefit from college selection and application guidance, financial aid advocacy, and other support as needed.

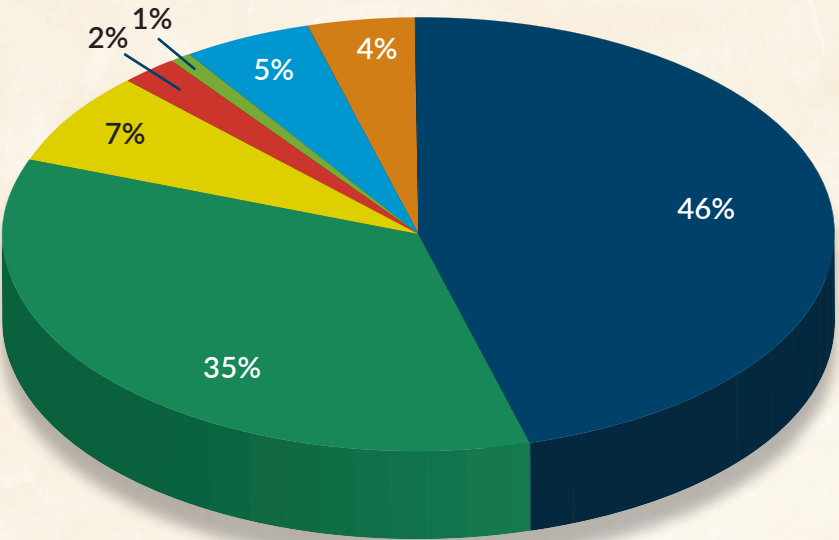
Guidance

For graduates of SEEDS programs.

Upon completion of a SEEDS program, SEEDS graduates and their families benefit from continued support, especially as they navigate the academic, social, cultural, and emotional challenges that may arise during the transition to selective schools and colleges. The SEEDS Guidance and Alumni Department assists graduates through annual visits, access to resources, arranging SAT/ACT prep courses, organizing college tours, coordinating internship and networking opportunities, and more.

Class of 2020 Demographics

- Latino/Hispanic American
- African American
- Asian American
- Middle-Eastern American
- Caucasian American
- Multiracial American
- Unidentified



SEEDS BY THE NUMBERS



1992

SEEDS founded to confront major educational disparity for high-achieving, low-income students in struggling school districts



\$33,760

Average annual family income of SEEDS students



\$17,000

Cost to educate each SEEDS Scholar



570

Number of students who will receive SEEDS guidance support this year

\$450,000

Average amount yielded in high school and college scholarships through each investment



65%



35%

SEEDS Graduates Who Enrolled in College:

Class of 2019:

100%

90%: Percentage of SEEDS Scholars who attend most, highly, or very competitive institutions as ranked by Barron's.



350

Number of scholars who will be served by SEEDS this year

3,000

alumni to-date



2,330

Number of SEEDS alumni in college, graduate school, or in the workforce

\$0

Cost to SEEDS students and families

College Graduation Rates

SEEDS Graduates

80%

National Average

56%

Low-Income Students

16%



For me, SEEDS means opportunity. SEEDS is the helping hand that allows children, despite economic disadvantages, to attend some of the greatest academic institutions that this country has to offer. An education goes a long way, and so does this organization. SEEDS' programs plant seeds of opportunity that grow and put scholars on the track to a brighter future.

- NANAYAW APPIAH-KUBI
SEEDS '11, DELBARTON SCHOOL '15,
BOSTON COLLEGE '19

SEEDS CORPORATE PARTNERSHIP PACKAGES

SEEDS is proud to offer customizable Corporate Partnership Packages designed to showcase your company while supporting our scholars. **Packages range from \$5,000 to \$102,000+ and can be customized to include variations of the below-listed benefits.**

CORPORATE PARTNERSHIP LEVELS	\$102,000 +	\$51,000	\$34,000	\$17,000	\$5,000
Named Scholarship	6	3	2	1	
Annual Report Listing	●	●	●	●	●
E-Newsletter Feature	●	●	●	●	
Internship Promotion	●	●	●	●	
Employee Engagement and Volunteer Opportunities	●	●	●	●	
Graduation Invitation	●	●	●	●	
Site Visit	●	●	●		
Corporate Partners Report Feature	●	●	●		
Speaker Series Panel	●	●			
Company Presentation to Scholars	●	●			
Partnership Promotion	●	●			
Golf Tournament Hole Sponsor	●				
Annual Leading Change Benefit Invitation	●				

To learn more about our Corporate Partnership Program, opportunities to connect with students, or to discuss a unique collaboration, please contact Rodney West at rwest@seedsaccess.org, or call 862-227-9142.

PLACEMENT

SEEDS scholars earn admission to some of the nation's top educational institutions, inclusive of selective day schools, boarding schools, magnet schools, and colleges/universities. The table below represents a selection of educational institutions that recent SEEDS Scholars have been admitted to.

Middle and High School Placement		College and University Placement
Blair Academy	Peck School	Amherst College
Chatham Day School	Peddie School	Brown University
Choate Rosemary Hall	Phillips Academy Andover	Carnegie Mellon University
Deerfield Academy	Phillips Exeter Academy	Columbia University
Eaglebrook School	Princeton Day School	Cornell University
Far Brook School	St. Paul's School	Duke University
Fay School	The Hotchkiss School	Georgetown University
Gill St. Bernard's School	The Lawrenceville School	Harvard University
Groton School	The Loomis Chaffee School	Princeton University
Montclair Kimberley Academy	The Pingry School	University of Pennsylvania
Newark Academy	The Taft School	Yale University