



SPONSORS FOR EDUCATIONAL OPPORTUNITY

INVESTMENT RATIONALE

WHY SPONSORS FOR EDUCATIONAL OPPORTUNITY?

Founded in 1963, Sponsors for Educational Opportunity (SEO) offers education and career services to young people from underserved communities. As one of New York City's first mentoring and college preparatory programs for high school students of color, SEO's Scholars Program supports students from 9th grade through college. While in high school, students participate in more than 720 hours of instruction in english and math. SEO scholars dedicate 80% of their time at SEO to academics and 20% on enrichment and leadership activities. In 2009, 80% of graduating seniors matriculated to "most, highly, and very competitive" colleges (Barron's top three selectivity categories).

WHY INVEST NOW?

As demand increases for SEO's Scholars Program, SEO has created clear expansion strategies. Investing now will aid growth in the following ways:

- Increase scale of the New York program by admitting 50% more students in winter 2011
- Extend Scholars Program services to non-SEO college students by establishing partnerships with local colleges and college-access programs
- Expand SEO's proven model, that has helped close the racial achievement gap for current SEO students, to San Francisco Bay Area in 2011 and to other urban areas over the next 2 to 5 years

OUTCOMES

The population served should be considered when reviewing outcomes. While organizations that serve a high risk population may report lower success rates, they often provide a greater opportunity for return on investment.

SEO	NEW YORK STATE PUBLIC SCHOOLS
% OF STUDENTS GOING TO COLLEGE (HS CLASS OF '09)	
85% ^a	44% ^b
% OF STUDENTS GRADUATING FROM COLLEGE WITHIN 4 YEARS (HS CLASS OF '05)	
84% ^c	21% ^d

^aof students who began the program in 9th grade

^b9th graders chance of entering college by age 19 in 2006, Source: The National Center for Higher Education Management Systems, "9th Graders Chance for College by Age 19, 2006"

^cData collected refers to the high school class of '06

^dThe percentage of 9th graders who graduate from HS on time, go directly to college, and graduate within 150% of program time, Source: The National Center for Higher Education Management Systems, "Student Pipeline: Transition and Completion Rates from 9th Grade to College, 2009"

ALIGNMENT WITH RECOMMENDED APPROACH

Social Impact Research (SIR) recommends college access and success programs that include the three components shown in the table to the right. This table shows some of the activities the organization undertakes related to each component.

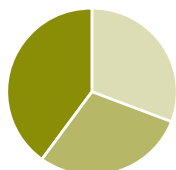
ACADEMIC PREPARATION AND ENRICHMENT	COLLEGE KNOWLEDGE AND ASPIRATIONS	FINANCIAL AID AND PLANNING
<ul style="list-style-type: none"> ✓ Tutoring services ✓ Preparation for college admission tests ✓ Academic enrichment courses for core subjects ✓ Academic enrichment courses for additional subjects ✓ Academic advising services 	<ul style="list-style-type: none"> ✓ Long-term mentors ✓ Extracurricular activities ✓ Visits to colleges and/or college fairs ✓ Internships/work experience ✓ College application assistance ✓ Summer bridge programs ✓ Support during college 	<ul style="list-style-type: none"> ✓ Assistance with federal financial aid application (FAFSA) ✓ Assistance with private scholarship applications ✓ Assistance with loan applications ✓ Financial aid education and awareness for parents

POPULATION SERVED

SEO's Scholars Program serves highly motivated, underserved students of color from New York City public high schools. Nearly 60% of SEO's high school scholars have a family household income of less than \$33,000.



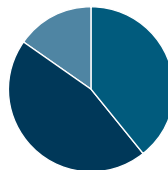
FAMILY INCOME



- 40% Below Federal Poverty Line
- 29% Low-income
- 31% Modest-income

As reported by the organization

RACE AND ETHNICITY



- 45% Black
- 39% Hispanic
- 15% Asian
- 0% White
- 0% Native American
- 0% Other

As reported by the organization

SEO PARTNERS

UNIVERSITY

- New York University School of Law
- Polytechnic Institute of New York University
- City University of New York, Baruch College
- Long Island University, Brooklyn
- Columbia University
- Fordham University

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SOCIAL AND ECONOMIC OUTCOMES HIGHLIGHTS

SIR recommended organizations also engage in systemic change activities to create social impact. Systemic change activities include advocacy, research, and collaboration, enabling nonprofits to affect the larger college access and success field and reach populations not served directly.

In addition to nationwide replication plans, SEO is active at the local and national level through activities such as:

- Co-founding the New York City College Prep Coalition to share relevant research and best practices with counselors and program managers from many college access programs and New York City high schools
- Hosting a College Admission Summit for college admissions officers, counselors, and experts to share concerns and recommendations
- Providing a replicable model for how out-of-school time can be used to close the achievement gap for low-income students
- Encouraging more than 6,000 SEO program alumni to become involved in education reform activities at a local level

PROGRAM PERFORMANCE HIGHLIGHTS

AGE OF COLLEGE ACCESS PROGRAM	# OF STUDENTS SERVED 2009	STARTING GRADE OF PROGRAM
47 years	370	9th
AVERAGE GPA OF STUDENTS IN 9TH GRADE	AVERAGE GPA OF STUDENTS GRADUATING HIGH SCHOOL	% OF STUDENTS SATISFIED WITH PROGRAM*
3.4	3.4	89%

*As reported by the organization

UNIQUE ASPECTS OF THE PROGRAM

SEO's intensive academic program offers:

- 8 hours of academic instruction per week during the school year, with additional sessions during school breaks and a 3-week summer academy
- Comprehensive support during college, enabling students to maintain an average of a 3.2 GPA
- Classes taught by instructors on adjunct faculties of local colleges or affiliated with institutions of higher education
- Frequent communication with parents, including two required parent meetings per year and a home visit that includes a FAFSA review

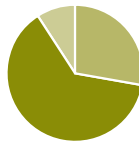
ORGANIZATIONAL HEALTH HIGHLIGHTS

SIR assesses financial sustainability by evaluating the following indicators over three years: debt to equity ratio, current ratio, cash reserves, funding diversity, and growth rate.

COST PER BENEFICIARY	# OF MONTHS IN CASH RESERVES 2009
\$4,186*	18.01**
PROGRAM/ ORGANIZATION FTES	TOTAL REVENUE 2009
9/44	\$6,202,978

*Total program budget/number of high school and college students
**Based on unrestricted net assets; nonprofits are typically expected to have 3-6 months in cash reserves

MAIN SOURCES OF PROGRAM FUNDING



63%	Foundation grants
28%	Individual donations
9%	Corporate grants
0%	Other sources
0%	Government grants
0%	Earned income

Program revenue: \$1,346,148

LEADERSHIP TEAM

- President/CEO brings experience as ED of Inner-City Scholarship Fund, VP of the Center for Youth Development, and trustee of the Altman Foundation and Little Sisters of the Assumption (LSA) Family Health Services
- President/CEO appointed by Mayor Bloomberg to serve on the New York City Commission for Economic Opportunity
- Senior VP has 18 years of experience at educational nonprofits including holding senior positions at the Institute of International Education, Associated Black Charities, Teach for America, and A Better Chance
- Senior VP holds an MA in developmental psychology from Columbia University

MISSION

"Founded in 1963, Sponsors for Educational Opportunity (SEO) prepares young people of color to lead in their families, communities and careers. SEO provides superior educational and career programs to young people from underserved communities to maximize their opportunities for college and career success."

CONTACT INFORMATION

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ABOUT ROOT CAUSE'S SOCIAL IMPACT RESEARCH

SIR is the independent research department of Root Cause, a research and consulting firm dedicated to mobilizing the nonprofit, public, and business sectors to work together in a new social impact market. SIR aggregates, analyzes, and disseminates the best information available about social issues and the performance of nonprofit organizations.

SIR research products include social issue reports, state reports, and organization reports to help social impact investors make well-informed philanthropic decisions. This organization report describes one of the seven college access and success organizations that SIR selected in New York City. If you are interested in investing in this organization, please contact the person listed above.

To learn more about SIR, please visit socialimpactresearch.org