



# NYRAG

# VOICES

FROM THE FRONT LINE

PROFILES OF OUR NONPROFIT PARTNERS

## Sponsors for Educational Opportunity (SEO)

Sponsors for Educational Opportunity (SEO) was founded in 1963 as one of New York City's first mentoring programs for high school students of color. Over the past four decades SEO has expanded its programs to benefit more than 5,000 young people, helping them develop throughout high school, college, and their careers. SEO has grown into an established nonprofit organization with offices in New York City, Shanghai, and London, more than 50 full-time staff, and programs that serve over 1,000 students, parents, and alumni each year.

"One of SEO's key goals is to teach young people of color to lead by example in their families, communities, and careers," says William Goodloe, SEO's President and CEO. "Through college preparation programs and college internship placements, as well as professional development and philanthropy seminars aimed at our alumni, SEO seeks to nurture a cadre of leaders."

The SEO Career Program recruits, selects, and trains outstanding college students of color for summer internships that lead to full-time jobs with investment banks, corporate law firms, and other leading global companies. Historically, more than 80 percent of interns have received full-time job offers from SEO corporate partners. In 2007, SEO will offer more than 400 internships with nearly 50 corporate and philanthropic partners.

The SEO Scholars Program prepares motivated New York City public high school students to earn admission and succeed at the nation's most selective colleges and universities. The program currently assists more than 800 high school and college students of color each year,

- ▶ The SEO Community Assistance Fund, a W.K. Kellogg Foundation-funded initiative, gave SEO alumni and interns **hands-on, strategic grantmaking experience** and awarded **\$400,000** to 32 organizations responding to needs in communities of color stemming from the attacks of September 11, 2001.
- ▶ The SEO Donor-advised Pooled Fund engaged a donor committee and directed **\$120,000** in alumni donations and Kellogg Foundation challenge grant funds to 11 nonprofit organizations in 2004.
- ▶ In the last three years, SEO Career Program summer interns have collectively donated over **\$140,000** to 13 New York City programs serving youth. Students participating in SEO's Internship in Philanthropy serve as the fund committee, learning about strategic giving, conducting research and site visits, and recommending grants for voting by the entire Career Program class.

*Only 60 percent of America's low-income youth (defined as students eligible for free and reduced meals) can expect to graduate from high school. One in three can expect to enroll in college. Only one in seven will earn a bachelor's degree.*

— The Bridgespan Group, Reclaiming the American Dream



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## Sponsors for Educational Opportunity (SEO) *continued*

offering a comprehensive roadmap to selective college admissions and career success. SEO has paved the way to selective college admissions for some of NYC's most underserved students, while developing a reputation as a premier college preparation program.

SEO Alumni & Philanthropy Programs are designed to serve SEO alumni and their colleagues. Programming for alumni focuses on bringing professional development events both to them and to other young professionals who are in various stages of their careers. The Saving, Investing & Returning Value (SIRV) initiative develops and harnesses the growing assets and philanthropic potential of professionals of color. Through seminars, donor-advised funds, and related programming, SIRV helps participants explore a broad range of ways to build their capacity for, and strategic understanding of, philanthropic engagement.

SEO is poised to take on new challenges, including an increased focus on closing the achievement gap for students of color. "Our society is facing a crisis because young people of color, particularly African-American and Hispanic students, are not achieving academically at the same rates as their white counterparts," says Goodloe. "According to a report prepared for the United States Department of Education, students receiving 'A' grades in high poverty urban public schools perform on national tests at the same level as students receiving 'C' grades in affluent public schools."

"To address this, we revamped our SEO Scholars program. We have created a curriculum that focuses on critical reading, writing, and math instruction to give our students the

*The U.S. ranks 16th among 27 countries in the percentage of students who complete a college degree.*

— *Measuring Up: The National Report Card on Higher Education (2006 edition)*

necessary tools to succeed. For instance, our 10th grade students spend 225 hours on these crucial subjects in our year-round supplemental educational program."

"SEO is an alumni-driven organization and our alumni are involved in all aspects of the organization as board members, donors, mentors, and volunteers," adds Goodloe. "With alumni in 35 countries and 43 states, we are proud to have created a global network of engaged leaders of color who are invested in their communities."

"Along with SEO's strong programmatic results in combating the achievement gap, the distinct philanthropic nature of the organization is exceptional," says Helen Dorado Alessi, Vice President of the Edwin Gould Foundation. "High schoolers engage in community service, college students continue to donate over \$50,000 annually, and alumni provide non-profit board service. In short, SEO educates young professionals of color on the power of personal wealth creation, philanthropy, strategic leadership, and volunteerism."

To learn more about SEO, visit [www.seo-usa.org](http://www.seo-usa.org).

**Sponsors for Educational Opportunity (SEO)**  
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## NYRAG Members That Fund SEO Include:

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The Pinkerton Foundation  
Rockefeller Brothers Fund  
The Starr Foundation  
The Teagle Foundation Incorporated  
Time Warner, Inc.  
UBS  
United Way of New York City  
The Wallace Foundation

## Recommended Restaurants in the Area

**Bobby Van's Steakhouse and Grill**  
25 Broad Street  
212-344-8463

**Joseph's**  
Italian  
3 Hanover Square  
212-747-1300



As part of NYRAG's commitment to philanthropy, we have added a new feature to our website. Each week, **Voices from the Front Line: Profiles of Our Nonprofit Partners** will spotlight an exemplary grantee of one or more NYRAG members.

For more information on a particular grantee, please contact them directly. We rely on you to conduct your own due diligence; NYRAG has not done so. All members are encouraged to submit grantee suggestions—please contact us at [talkback@nyrag.org](mailto:talkback@nyrag.org).