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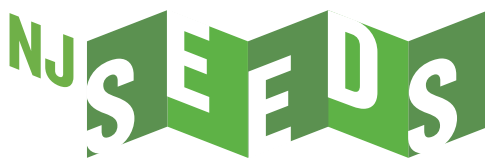
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Dear Friends of SEEDS,

We hope this message finds you and your loved ones in good health. While the world looks different at this moment in time, we are pleased to let you know that SEEDS continues to have an incredible impact on the scholars we serve, thanks to supporters like you.

With the resilience and dedication of our scholars, faculty and staff, SEEDS was able to successfully move all our programs online without an interruption in service. While it certainly looks and feels different, the high quality of instruction remains the same and our scholars have adjusted well, and continue to be supported by their program and guidance officers.

As you can imagine, we have had to adapt in other ways as well. To that end, we are excited to cordially invite you to the virtual version of our Leading Change Benefit to be held on July 30, 2020, where we will celebrate current SEEDS students and graduates and honor Johnson & Johnson and members of the Class of 2020 who have had to forego formal graduation ceremonies at their home schools. The Benefit is the cornerstone of our annual fundraising efforts, raising more than 20% of our annual operating budget. We are fortunate to have a very strong committee of invested leaders helping us navigate the process to transition the event to ensure its success.

We hope you will join us at our event from the comfort of your own home on your television, computer, tablet, or phone. The enclosed invitation will provide more detail on our incredible honorees and how you can participate - and even invite your friends to join you virtually!

We remain grateful for your past support of SEEDS, and hope you will join us again for this exciting event to help the next generation of scholars.

Sincerely,

A handwritten signature in blue ink, appearing to read 'John Castano', is written over a light blue rectangular background.

John Castano  
President and CEO

A handwritten signature in blue ink, appearing to read 'Theo Lubke', is written over a light blue rectangular background.

Theo Lubke  
Board Chair

NJ SEEDS 494 BROAD STREET, STE 105 NEWARK, NJ 07102

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# Leading Change

## BENEFIT

### Staying Home *Together*

JULY 30, 2020 | 7:00PM | VIRTUAL EVENT

#### How is New Jersey SEEDS LEADING CHANGE?

*For more than 25 years, SEEDS has provided transformational educational opportunities to motivated, high-achieving students from low-income families. Each free academic program is designed to rapidly build the critical thinking skills, knowledge base, emotional intelligence and cultural understanding that will allow students to thrive in far more challenging school environments than those from which they come.*

A SEEDS family's average annual income is under \$34,000.

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98% of SEEDS scholars in the Class of 2019  
were placed into selective schools and colleges.

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SEEDS spends \$17,000 to educate each student.  
That investment often yields \$450,000 in high school and college scholarships.

#### Benefit Committee

Robin Oxendine and Randall Beard

Tricia Brentjens, M.D., and Renier Brentjens

Grace and David Kwon

Anne-Marie Kim and Theo Lubke

Polly Palumbo, Ph.D., and Lex Maultsby

Carol Pak-Teng, M.D., '98 and Edward Teng

# 2020 HONOREES




Johnson & Johnson believes good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 130 years, they have aimed to keep people well at every age and every stage of life. Today, as the world's largest and most broadly-based healthcare company, they are committed to using their reach and size for good. They strive to improve access and affordability, create healthier communities, and put a healthy mind, body and environment within reach of everyone, everywhere. They blend heart, science and ingenuity to profoundly change the trajectory of health for humanity. Johnson & Johnson is an outstanding corporate partner of SEEDS and has been committed to hiring SEEDS students for summer internship positions in their Human Resources department.

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We are proud to honor the members of the Class of 2020 for their persistence and resilience as they achieved the tremendous goal of graduation. Whether they are SEEDS alumni that attended an independent school, high school, or institution of higher education, they have all overcome significant challenges during these trying times. For that, we want to recognize and celebrate their accomplishments.



## FULL SCHOLARSHIP SPONSORS

Sponsorship Benefits	\$100,000	\$51,000	\$34,000	\$25,000	\$17,000
<b>Watch Party Kits:</b> Enjoy the virtual event with a special SEEDS goodie bag. Send them to your family & friends who would normally attend with you!	Custom Package	Custom Package	15 Premium	10 Premium	10 Premium
<b>Ad Journal</b>	Premier Visibility Page	Premium Visibility Page	Prime Visibility Page	Full Page	Full Page
<b>Virtual Step &amp; Repeat Logo/Listing</b>	●	●	●	●	●
<b>Branded Watch Party Item:</b> Donor has the opportunity to provide a branded item to be included!	●	●	●	●	
<b>Recognition During Speaking Remarks</b>	●	●	●	●	
<b>Sponsored Student Scholarship</b>	3	3	2	1	1

## SUPPORTING SCHOLARSHIPS

Sponsorship Benefits	\$10,000	\$5,000	\$2,500	\$1,000	\$500
<b>Watch Party Kits:</b> Enjoy the virtual event with a special SEEDS goodie bag. Send them to your family & friends who would normally attend with you!	6 Premium	4 Standard	2 Standard	1 Standard	Digital
<b>Ad Journal</b>	Full Page	Full Page	Half Page	Quarter Page	Listing

I cannot participate, but would like to support with the following Ad Journal Opportunity:

Back Cover	\$5,000
Inside Cover	\$5,000
Full Page	\$2,500
Half Page	\$1,500
Quarter/Business Card	\$1,000
Listing	\$500



[www.njseeds.org/benefit](http://www.njseeds.org/benefit)

To make a credit card payment, please visit [njseeds.org/benefit](http://njseeds.org/benefit) or provide the information below.

Name(s) Phone # (Home/Work/Cell)

Email

☐ Enclosed is my/our gift.

Credit Card Type Credit Card Number

Expiration Date Security Code

Signature

Please use the following name(s) in all promotions and acknowledgements.

☐ I/we wish to have our gift remain anonymous.

Please make checks, corporate matches, or other gifts payable to New Jersey SEEDS. Tax ID 22-3181507. For questions, please contact Toni Schweizer at [ttschweizer@njseeds.org](mailto:ttschweizer@njseeds.org)