



# Seeds OF FORTUNE

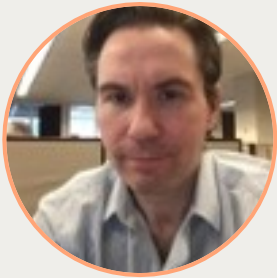
Case Study

JULY 2024



# Mastercard x Seeds of Fortune

In Solidarity Racial Justice Pro-Bono



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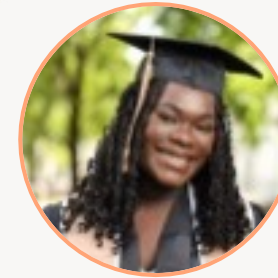
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# Executive Summary

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Deliver an evidence-based case study that provides the impact and effectiveness of the SOF non-profit EdTech online platform and Scholars program.

## Final deliverable

A presentation that showcases:

- The Seeds of Fortune program provides significant qualitative and quantitative benefits for young women of color, exceeding national averages in several key areas.
- The ROI model demonstrates that the program not only supports academic and career success but also offers substantial financial advantages by reducing student loan debt and increasing earning potential.
- The value of continued investment in the program and highlights its effectiveness in promoting educational equity and economic empowerment.

## Overall Experience

Working on this initiative united our team around one common goal for equity. We grew as individuals and as a team learning to communicate effectively and leverage each others' strengths. This experience deepened our commitment & enhanced our ability to collaborate and come together to ensure we delivered what was expected with a sense of purpose, urgency & accomplishment.

# Mastercard x Seeds of Fortune

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# Case Study Overview

## BACKGROUND

The SOF online community engages 2,000+ 11-12th grade young women in NYC and through out the nation through online learning modules and live support to better understand scholarship opportunities, college aid packages, financial literacy, and financial implications for college/career.

## GOAL

Increase financial security for young women from diverse backgrounds starting with their post-secondary education.

## OBJECTIVES

- Measure the impact and effectiveness of the SOF non-profit EdTech online platform and Scholars program.
- Deliver an evidence-based case study that online use is stable and growing.

# 2024 Online Learning Statistics

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The online learning industry continues to grow with no signs of slowing down.

- Online learning is the fastest-growing market in the education industry – it has **grown 900%** since its creation in 2000
- **70% of students** say online learning is better than traditional classroom learning
- The number of online learning users is expected to increase to **57 million by 2027**
- **80% of businesses** now offer online learning or training solutions
- **63% of students** in the US engage in online learning activities daily
- Online learning can increase student and employee retention to as much as **50%**
- Online learning can reduce the time needed to learn a subject **by 40% to 60%**

America's online learning industry will be worth **\$687 billion by 2030\***

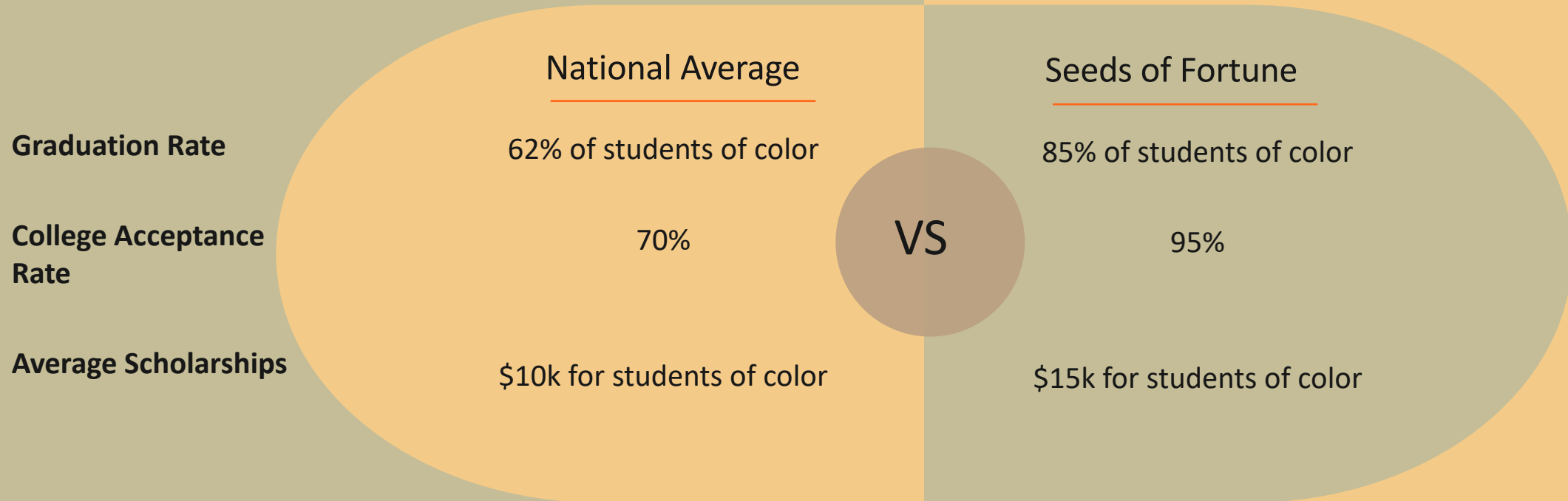
- In 2022, the US market was worth \$100 billion.
- Research estimates that online learning will grow to \$686.9 billion by the year 2030.

# Quantitative Benefits

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After reviewing the **National Averages** compared to the **Seeds of Fortune** averages, you can clearly see how they are improving set standards while reducing the financial burden and need for student loans.





# Qualitative Benefits

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## Academic Confidence

Participants report a 40% increase in academic confidence.



## Mentorship Impact

90% of participants attribute their success to the mentorship and support received through the program.



## Career Readiness

Participants feel better prepared for their careers, with 80% completing internships or work-study programs.



# Return-on-Investment

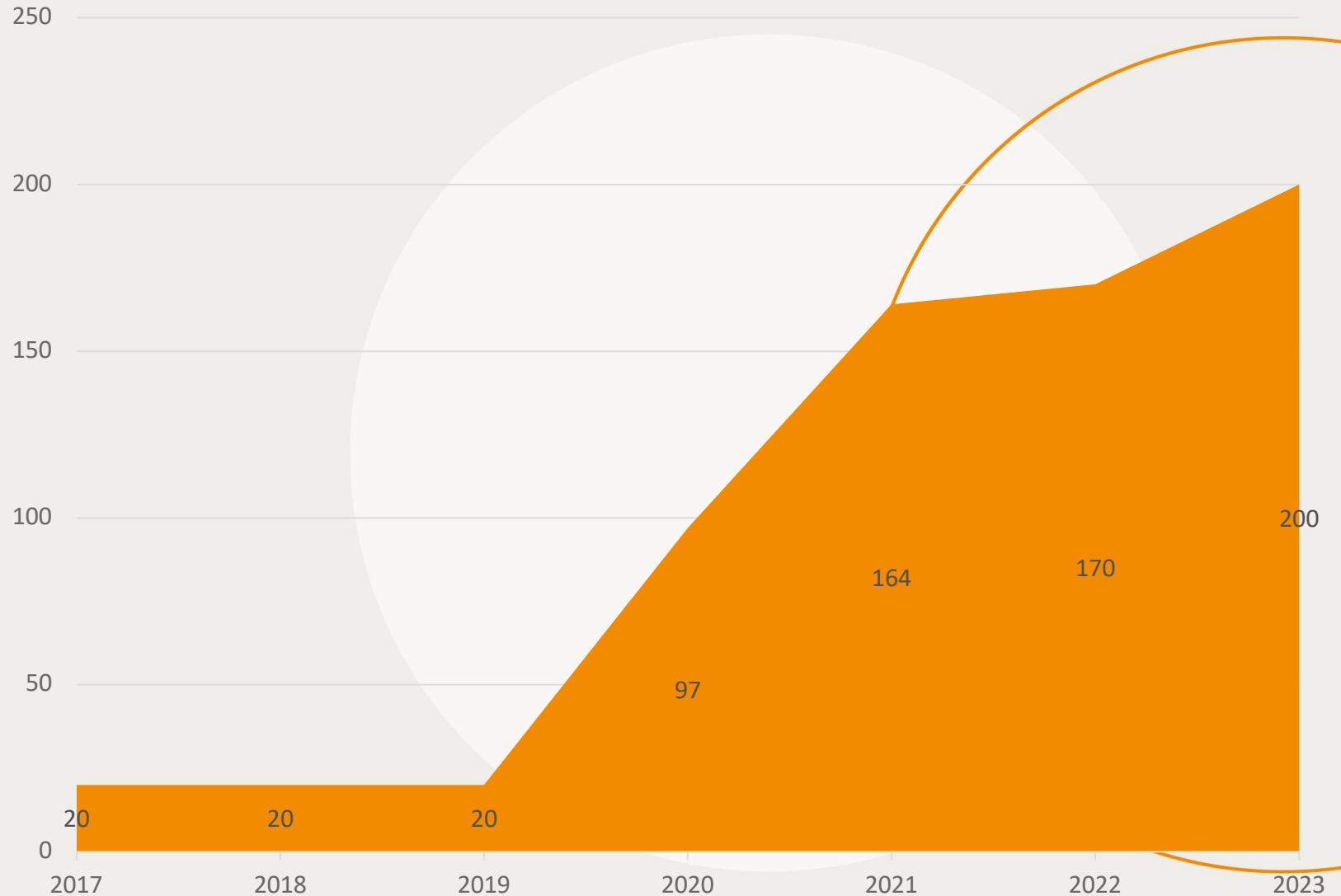
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## Membership History

- 2017-2019: 20 Students
  - 2020: 97 Students
  - 2021: 164 Students
  - 2022: 170 Students
  - \*2023: 200 Students Projected
- (Numbers are still being processed)

### Seed University Member Growth

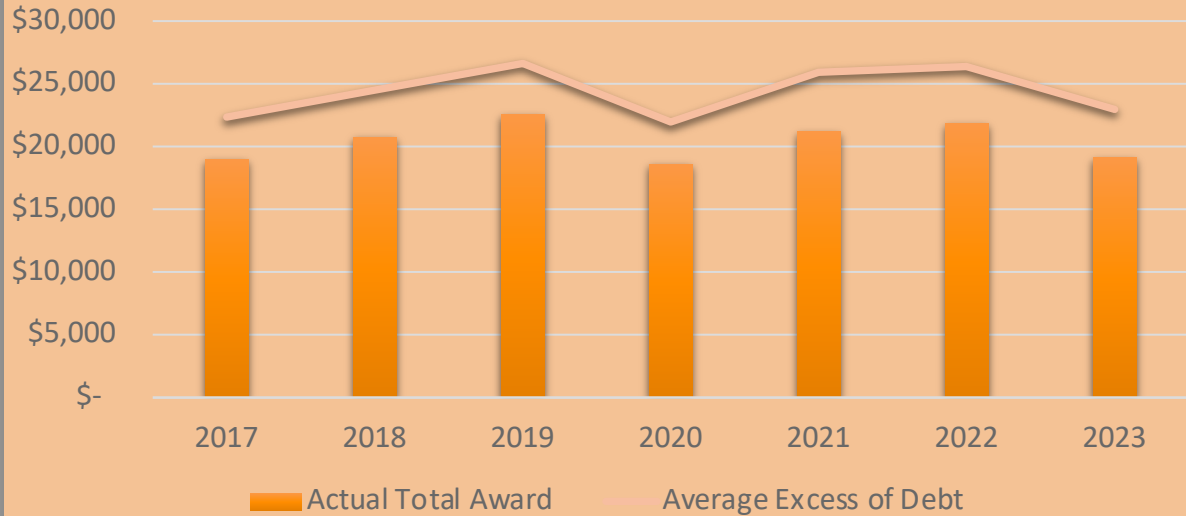


# Return-on-Investment

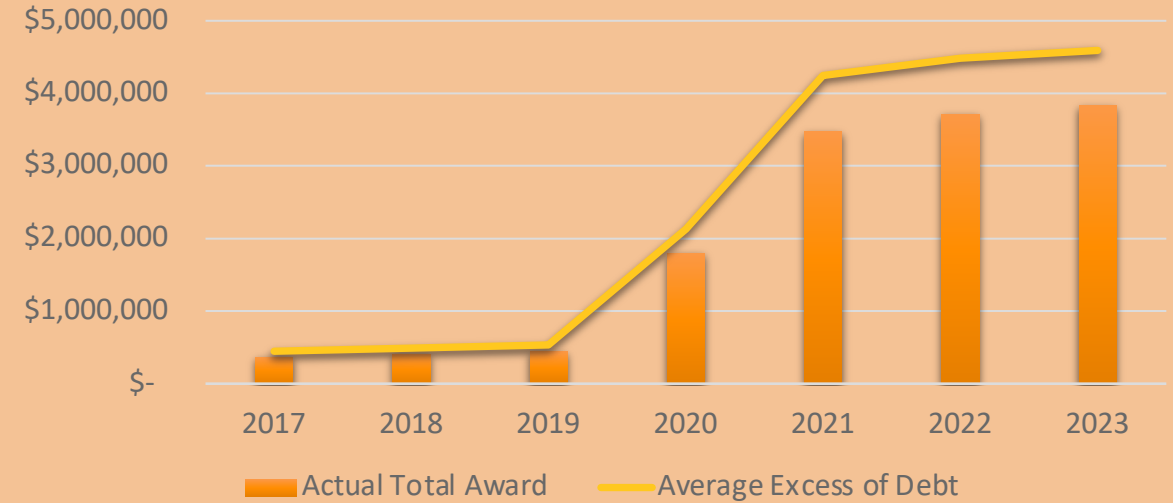
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## Per Student Award Out Performing Debt



## Total Award Out Performing Debt



**\$100K Grant**

### Understanding the Cost

- **\$ 20,437.85** Average Yearly Cost of College per Student
- **\$ 24,384.77** Average Yearly **Award** Given per Student
- **\$3,946.92** Average Yearly **Award** that exceeds **Debt** per Student
- **193%** Above Average Yearly Cost of College per Student

### Grant Augmentation

- In 2021, Seeds of Fortune received a \$100K grant. This funding allowed them to significantly increase their resources and expand their charity base by five times initially. In the subsequent year, they further expanded their base to ten times the original size



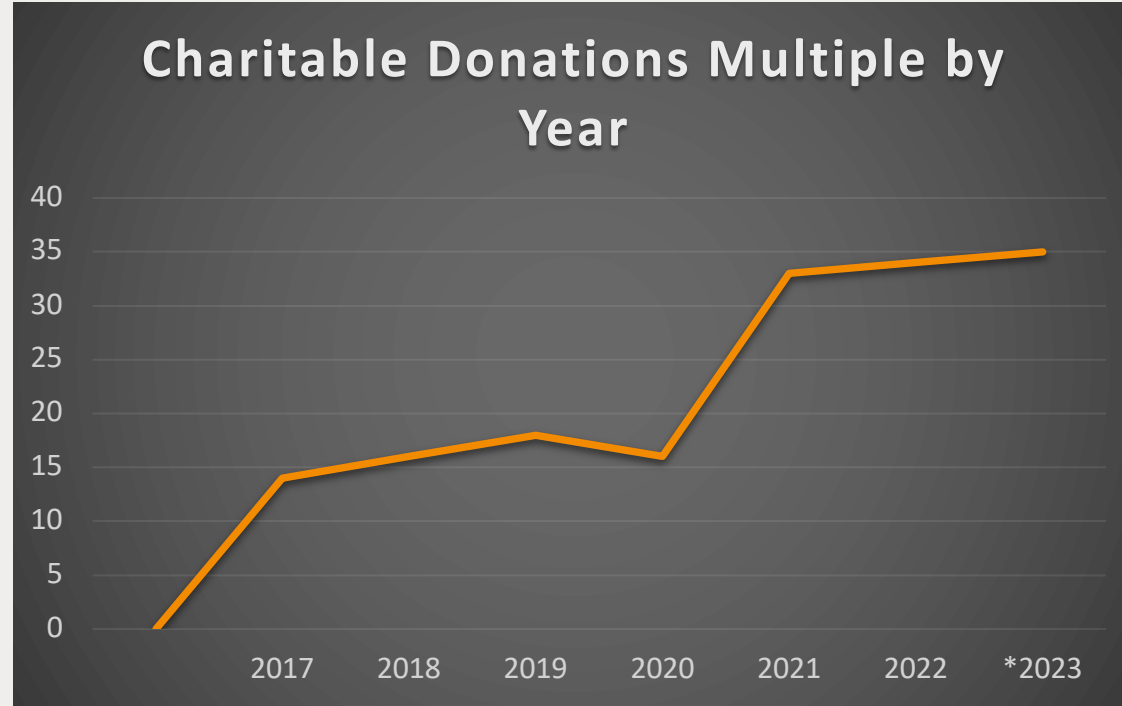
# Return-on-Investment

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## Funding vs. Student Award

- **14 to 1 Dollar Return:** Achieved with a focus on 20 students and \$30K in donations.
- **2021 Grant:** Received \$100K.
- **Staff Augmentation:** Increased staff capacity.
- **Student Pool:** Expanded student base by 10 times.
- **24 to 1 Average Return on Investment:** Achieved after expansion.



Years	ROI Charitable Donations to Award
2017	14:1
2018	16:1
2019	18:1
2020	16:1
2021	33:1
2022	34:1
*2023	35:1
Avg	24:1

Years	Total Students	Donations	College		Per Student		
			Total Debt	Total Award	Actual Cost of Debt	Actual Total Award	Average Excess of Debt
2017	20	\$30,000	\$379,098	\$447,336	\$18,954	\$22,366	\$3,411
2018	20	\$30,000	\$415,203	\$489,940	\$20,760	\$24,497	\$3,736
2019	20	\$30,000	\$451,308	\$532,543	\$22,565	\$26,627	\$4,06
2020	97	\$130,000	\$1,805,232	\$2,130,174	\$18,610	\$21,960	\$3,349
2021	164	\$130,000	\$3,473,560	\$4,248,819	\$21,180	\$25,907	\$4,727
2022	170	\$130,000	\$ 3,715,760	\$4,483,753	\$21,857	\$26,375	\$4,517
*2023	200	\$130,000	\$3,827,232	\$4,591,881	\$19,136	\$22,959	\$3,823

# Return-on-Investment



Conclusion: to maintain quality or mentorship and expansion in support, there is a need for additional human resources.

## Current Challenges

### Resource constraints

- Limited by available resources despite donations.

### Staffing

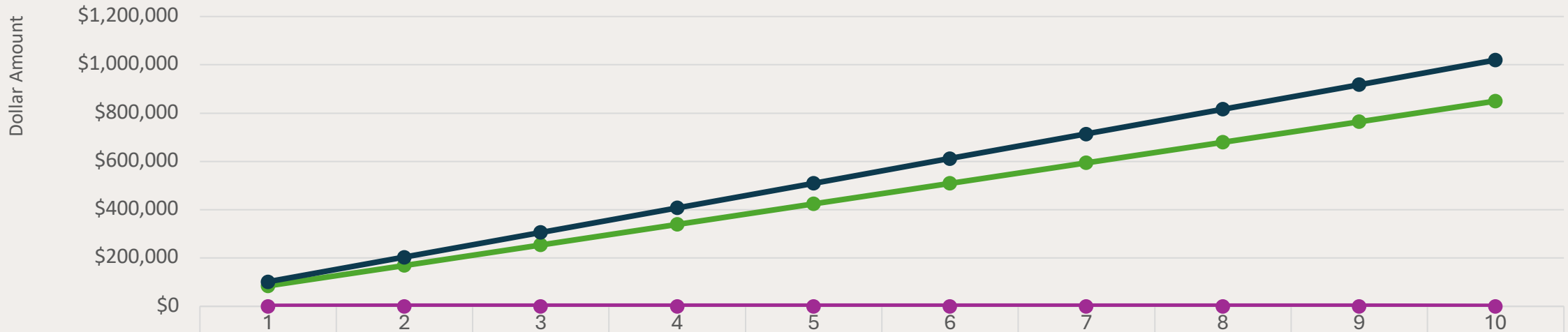
- 2 Program Managers Supporting 200 members (double capacity).
- Overworked staff causing service delays.

## Financial Details

### Program Manager Cost

- \$85k per year (excluding benefits and support costs)

Seeds University Growth by Resource and Funding



Seeds University Members	50	100	150	200	250	300	350	400	450	500
Amount Of Program Manager	1	2	3	4	5	6	7	8	9	10
Cost of Program Manager	\$85,000	\$170,000	\$255,000	\$340,000	\$425,000	\$510,000	\$595,000	\$680,000	\$765,000	\$850,000
Yearly Donation Target	\$102,000	\$204,000	\$306,000	\$408,000	\$510,000	\$612,000	\$714,000	\$816,000	\$918,000	\$1,020,000

# Seeds of Fortune Programs

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Seeds of Fortune Inc. is a nonprofit organization that empowers young women of color to secure college scholarships and develop professional skills. Below are some of the programs offered.

<b>Yale Women in Economic Scholars Program</b>	<b>Innovation Research Scholars</b>	<b>Girls Start Up Business Accelerator</b>	<b>College Prep Leadership Scholars</b>	<b>Seeds University</b>	<b>Seeds of Fortune Online</b>
30 -40 women are selected to participate in a 10-month program to learn economics and deliver a capstone project on Yale's campus in a summer residency program.	Scholars act as G-Zen C-Suite consultants for Fortune 500 companies where they evaluate ESG goals and how companies can work more effectively with their local communities.	Young Women participated in our Girls Start Up Curriculum to create social impact business ideas. Students are taught essential business skills such as competition, pricing, and marketing.	125-150 young women across the country receive 6 Months of intense college and financial literacy support as they go from Senior year to freshman year.	Easing the transition from college to career for the Seeds of Fortune Inc. HS Online College Prep Network Alumni. Providing professional development opportunities for the University Scholars.	A community of over 2500+ young women with access to college prep resources, career development, financial literacy tools, and exclusive events.



# Seeds of Fortune Outcomes

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Seeds of Fortune Inc. is a nonprofit organization that empowers young women of color to secure college scholarships and develop professional skills.

Scholarship Programs	College Prep Workshop	Financial Literacy Training	Career Development	Mentorship Program	College Ambassador Program	Internship Opportunities	Leadership Development
Helps high school junior and senior girls of color identify and <b>apply for scholarships</b> to reduce the financial burden of higher education.	Offers <b>guidance on the college application process</b> , including essay writing, interview preparation, and application strategy.	Provides <b>financial education</b> to help students understand how to manage their finances, including budgeting, saving, and investing.	Focuses on <b>professional skills development</b> , including resume building, interview preparation, and networking strategies to prepare students for successful careers.	Participants are paired with <b>mentors who provide guidance, support, and advice</b> throughout their educational and professional journeys.	<b>College students represent Seeds of Fortune on their campuses</b> , promoting the organization and supporting new participants.	Seeds of Fortune partners with <b>various companies to offer internship opportunities</b> to their participants, providing practical work experience and networking opportunities.	Aims to <b>cultivate leadership skills</b> through workshops, seminars, and practical experiences in leadership roles.

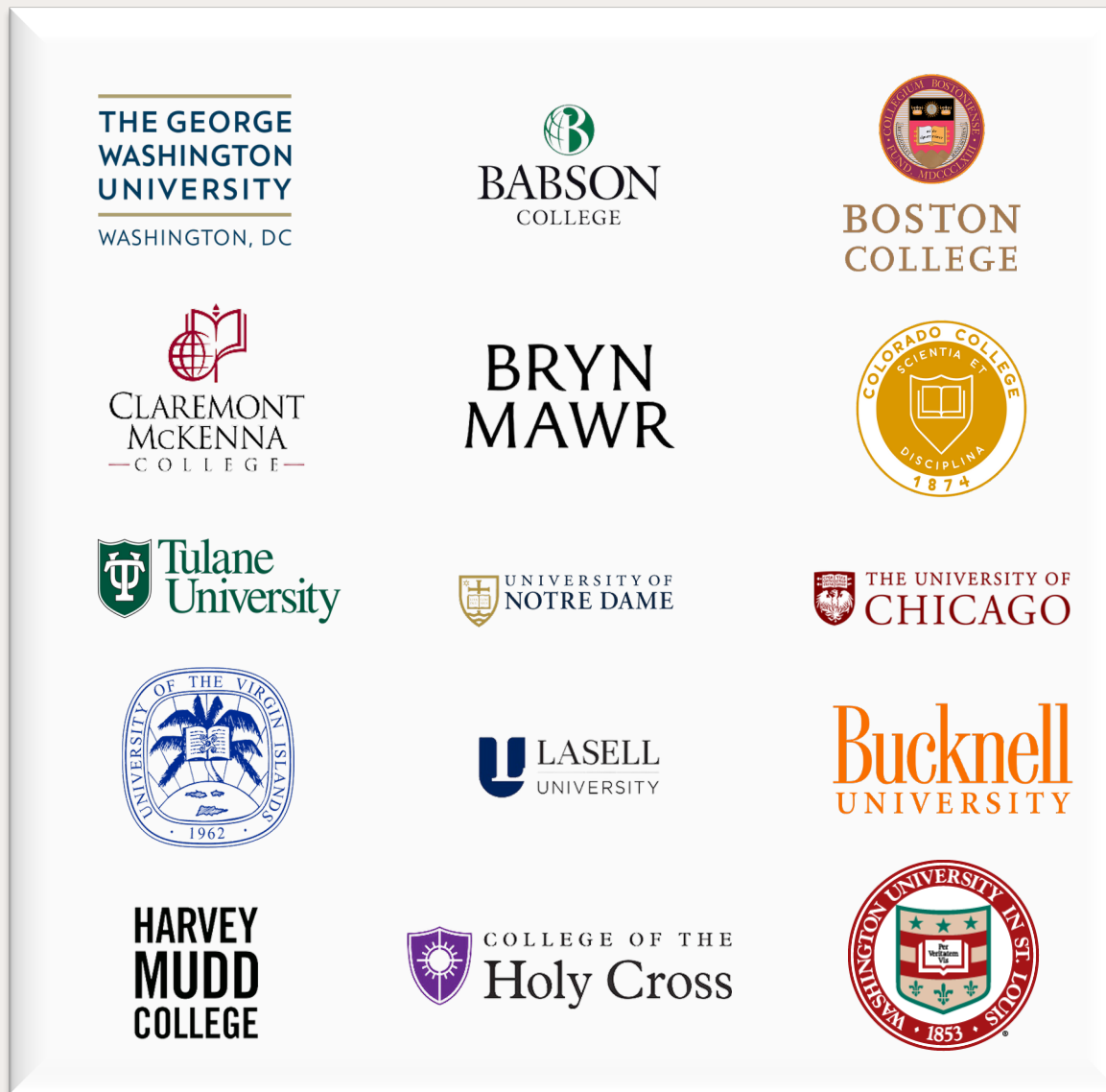
*Our Scholarship programs is most attractive to the girls especially Seed Scholars in Partnerships with Yale Women in Economics.*

# Seeds of Fortune College Partners

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Seeds of Fortune partners with various colleges to support young women of color in their pursuit of higher education. These partnerships typically involve providing scholarships, mentorship, and resources to help students succeed academically and professionally.



## Seeds of Fortune Online program

- 1046 General Alumni Members
- 538 different college attended
- 58 members attend partner colleges



**Seed University Members have been awarded over \$57M from 2021-2023**

# Conclusion

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The Seeds of Fortune program provides significant qualitative and quantitative benefits for young women of color, exceeding national averages in several key areas.



The ROI model demonstrates that the program not only supports academic and career success but also offers substantial financial advantages by reducing student loan debt and increasing earning potential.



These findings underscore the value of continued investment in the program and highlight its effectiveness in promoting educational equity and economic empowerment.







Thank you