“Generosity has built America. When we fail to invest in children, we have to pay the cost.”

Bob Keeshan (1927 - 2004)
SEI is a home-grown nonprofit organization that has shown how resourceful we Oregonians can be when faced with a problem. Nationally, Oregon’s high school graduation rate has ranked near the bottom for years, showing only slight improvement. While the U.S. graduation rate rose to a high of 84% in 2017, Oregon’s rate was 77%, and was even lower for students of color and those from economically disadvantaged families. Overcoming the barriers to academic success is one of the greatest challenges faced by everyone who has a stake in our state’s future: which is each one of us, as parents, youth, citizens, businesses, nonprofits, and policy makers.

Over the past 38 years, SEI has dedicated our efforts to changing the narrative of this story by helping schools, students, and families close achievement gaps. When we started out, we were a one-week “enhancement” camp serving 100 students. Today, with the help of SEI Board members, staff, partner organizations, and funders, we have become a one-stop resource for over 16,000 underserved youth and families, on an annual basis. Just last year, in 2017-2018, we were able to achieve a 98% graduation rate among the students enrolled in our K-12 programming. Community investments in SEI are key to building a positive legacy that families can pass on to their children, grandchildren, and generations to come.

Your partnership with SEI and generous financial contributions have helped save individual lives and enhanced the quality of life for local communities across this city and county. As we continue our work to help thousands upon thousands realize their potential, we hope to be able to continue to draw on support from the many individuals who have and who want to support our mission. Our ability to help youth and families succeed is directly connected to the local support generated by you. We are hopeful that the legacy resulting from your efforts to invest in Oregon’s children will have an enduring impact on our city and state today, and for future generations.
MISSION

Self Enhancement, Inc. is dedicated to guiding underserved youth to realize their full potential.

Working with schools, families, and partner community organizations, SEI provides support, guidance, and opportunities to achieve personal and academic success. SEI brings hope to individual young people and enhances the quality of community life.
PROGRAMS

IN-SCHOOL PROGRAM (5,430 served 2017 - 18)
Our In-School Program begins with students as young as the sixth grade. Each student is matched with an In-School Service Coordinator who provides 24/7 case management tracking the scholastic achievement, attendance, and behavior.

AFTER-SCHOOL PROGRAM (1,249 served 2017 - 18)
Our After-School Program offers academic support as well as exposure to a variety of classes in the areas of health and wellness, arts and performance, life skills and leadership development.

SUMMER PROGRAM (1,253 served 2017 - 18)
Each summer, we provide five to six weeks of full-day programming. The program emphasizes academic enrichment, recreational activities, involvement in the arts, exposure to the community, and preparation for post-secondary education and employment.

SCHOOLS UNITING NEIGHBORHOODS (SUN) (6,084 served 2017 - 18)
We manage full-service neighborhood hubs where students and families access educational support, enrichment and recreational activities, skill development, and community involvement programs in 15 schools through contracts with Multnomah County and the City of Portland.

POST HIGH SCHOOL (365 served 2017 - 18)
We believe in continuing to support our students after they graduate high school to help them be successful. We provide support for developing employment and career goals, entering and succeeding in college, as well as financial literacy and basic life skills.

COMMUNITY AND FAMILY PROGRAMS (9,419 served 2017 - 18)
We love our community through support and enhancement so that we can thrive on our own terms. We do this through a wide variety of trauma-informed services including: long-term case management, home visiting, supporting family stability through economic empowerment and housing first, energy assistance, domestic violence advocacy, early childhood and parent enhancement groups and classes, child welfare advocacy, resource referrals, and other wraparound support.

PARENT INVOLVEMENT PROGRAMS (1,246 served 2017 - 18)
Provide case management, support, and networking to address potential barriers to maintaining a healthy family environment and a positive home-school relationship.
LOCATIONS

1. Beach Elementary School
2. Boise-Eliot/Humboldt (PK-8)
3. David Douglas High School
4. Grant High School
5. Harriet Tubman Middle School
6. H.B. Lee Middle School
7. James John Elementary School
8. Jefferson High School
9. Joseph L. Meek ProTech High School
10. Martin Luther King Jr. Elementary School
11. Ockley Green Middle School
12. Parkrose Middle School
13. Parkrose High School
14. Peninsula Elementary School
15. Prescott Elementary School
16. Reynolds High School
17. Rosemary Anderson High School
18. Roosevelt High School
19. Sabin Elementary School
20. Vernon School (K-8)
21. Woodlawn Elementary School

and counting...
WHO WE SERVE

Self Enhancement, Inc. serves over 16,000 youth and families annually in Oregon.
NOTABLE MENTIONS

JUSTICE ADRIENNE NELSON
JUSTICE OF THE OREGON SUPREME COURT
“It is so important that we remember not only where we came from, but where we’re going, and along that way we need to bring everybody along. That is why it is so important to me to be a part of SEI and continue the SEI story.”

LEONARD PITTS JR.
AMERICAN COMMENTATOR, JOURNALIST, AND NOVELIST
“From the Harlem Children’s Zone in New York to SEI (Self-Enhancement, Inc.) in Portland, OR., I have been privileged and uplifted to see dedicated people doing amazing work.”

E. SUAREZ
SEI POST-HIGH STUDENT
“It feels so empowering to have my achievements celebrated by my peers and the coordinators who I look up to. Because of SEI, I applied to colleges I would never thought to apply to.”

MARK O. HATFIELD
FORMER US SENATOR
“It has been said it is cheaper to put a student through Harvard Law School than to incarcerate that same person. I think that’s what SEI has done. They’ve invested early, and they are investing in the future.”

N. JEFFERSON
SEI POST-HIGH STUDENT
“I’ve met and connected with people who taught and pushed me to do things that I didn’t have an interest in, neither did I know I was capable of doing! SEI has shown me things that make me feel good as a person, like giving back to your community and volunteering.”

SENATOR RON WYDEN
US SENATOR
“SEI and its partners have long, proven histories of helping vulnerable children and families throughout Portland by delivering quality services that make a hugely positive impact.”
GET INVOLVED

We’re looking for community partners.

SEI enhances the quality of community life, and we know that meaningful partnerships make all the difference. This is an opportunity for your organization to build stronger community ties, promote your business in the process, and be associated with one of the most successful youth and family service nonprofits in the Portland Metro area.

SPONSORSHIP OPPORTUNITIES
Multiple Sponsorship Levels Available Per Event/Program

- **BLACK HISTORY MONTH**  COMMUNITY EVENTS / FEB
- **HOMECOMING**  COMMUNITY EVENT / AUG / 1,500+ ATTENDEES
- **SOUL OF THE CITY**  FUNDRAISING GALA / SEPT / 500 GUESTS
- **HARVEST FEST**  COMMUNITY EVENT / OCT / 1,000+ ATTENDEES
- **PURPLE MILE**  DOMESTIC VIOLENCE AWARENESS WALK / OCT
- **HOLIDAY GIVING**  DINNER BOXES AND TOY DRIVE / NOV-DEC
- **YOUTH AND FAMILIES**  YEAR-ROUND PROGRAMMING
- **CULTURAL CENTER**  2022 INITIATIVE
During February’s National Black History Month, SEI invites you to join inspirational events and celebrate the impact of those who have positively shaped our history. Below is a list of events to sponsor:

- Community Day of Service
- Junction Ave: A Black-Owned Business Pop-Up
- Student Showcase
- Oregon Historical Society Display
- Educational Community Movie with Panelist
- Closing Celebration Luncheon

**SPONSORSHIP LEVELS**

* $50 - $5,000

**RETURN ON INVESTMENT**

- See firsthand the impact your support makes
- Witness students present their after-school course work
- Experience community educational programming
- Access and provide resource tools to help youth and families achieve academic and personal success
- Empower and support local businesses and entrepreneurs
- Celebrate African American culture and inspire others to get involved
- Promote your brand and build a larger network of partners with aligned goals
- Give back to the community by supporting service projects
- Engage in thoughtful discussions on educational topics facing our community

*Sponsorship levels’ prices will vary **Benefits may include more than listed, and are based on sponsorship level.

For more information, contact our development team at development@selfenhancement.org
THE HOMECOMING

EVENT GOALS

This annual SEI summer music celebration is a free event celebrating family, community, and quality of life. Each year this is an opportunity to recognize a longstanding community member with an award to recognize their impact and influence in the African American community. This event includes a celebrity artist, live music, dancing, children’s play area, food, and a marketplace.

Event goals include:

• Foster opportunities for people of all ages and backgrounds to come together and share an experience
• Create an environment that advances equity and practices inclusion for all
• Enrich individual life and strengthen the community

SPONSORSHIP LEVELS* $1,000 - $20,000

RETURN ON INVESTMENT**

• Inclusion on social media branding
• Complimentary adult beverages
• One delicious meal per guest (up to 10) from one of the on-site food carts
• Designated parking and preferred seating
• Acknowledgement at event and stage branding
• Vendor tent space

*Sponsorship levels’ prices will vary **Benefits may include more than listed, and are based on sponsorship level.
For more information, contact our development team at development@selfenhancement.org
SOUL OF
THE CITY

EVENT GOALS

This is Portland’s best-known party with a purpose, where over 500 community members and philanthropists gather to experience mission moments and see the impact their support has made across the nation for SEI youth and families. Event goals include:

- Build awareness of the positive impact SEI has made throughout Oregon
- Raise funds to support and sustain SEI’s youth and family programs and services
- Provide an opportunity for guests to engage with SEI students and hear their amazing stories
- Increase awareness of SEI’s work by welcoming over 500 attendees

SPONSORSHIP LEVELS*

$2,500 - $50,000

RETURN ON INVESTMENT**

- Company recognition on all event materials
- Table signage with company name
- Advertisement in Gala Program
- Reserved table(s) for ten guests
- Acknowledgement during paddle raise
- Recognition on the Soul of the City event page and SEI’s website (32,700+ visitors)
- Recognition on SEI’s social media channels (7,600+ fans/followers)
- Premium wine during dinner
- Support for alumni efforts

*Sponsorship levels’ prices will vary  **Benefits may include more than listed, and are based on sponsorship level.

For more information, contact our development team at development@selfenhancement.org
HARVEST FEST

EVENT GOALS

Join SEI and its community partners for a night of games and activities, music, food, special treats, candy, and fun for the whole family! This family-oriented evening has been billed as one of Oregon’s largest alternative Halloween parties. Event goals include:

• Provide inner-city youth a safe alternative to trick-or-treating on Halloween
• Engage with over 1,000 at-risk youth and their families
• Encourage community participation

RETURN ON INVESTMENT**

• Show off your brand to hundreds of families
• Have your logo and information printed on marketing materials related to the Harvest Fest
• Give back to the community while having fun and helping kids stay safe
• Recognition of sponsorship on social media and digital newsletter

SPONSORSHIP LEVELS* $50 - $5,000

*Sponsorship levels’ prices will vary  **Benefits may include more than listed, and are based on sponsorship level.

For more information, contact our development team at development@selfenhancement.org
THE PURPLE MILE

EVENT GOALS

Supporting The Purple Mile walk allows you to help SEI educate the public and raise awareness of issues surrounding domestic violence. Walk to support SEI and celebrate the survivors. Event goals include:

• Raise awareness about domestic abuse
• Teach people about healthy relationships
• Encourage our community to take action to end abuse

SPONSORSHIP LEVELS* $500 - $10,000

RETURN ON INVESTMENT**

• Brand and marketing opportunities on digital and printed materials
• Recognition on our SEI website and social media pages
• Vendor table to share organization information

*Sponsorship levels’ prices will vary **Benefits may include more than listed, and are based on sponsorship level. For more information, contact our development team at development@selfenhancement.org
HOLIDAY GIVING

EVENTS

SEI has successfully served families during the holidays for nearly 38 years. One of the ways we serve our families is by providing Thanksgiving food baskets for families in need. We also provide families with holiday assistance through our annual holiday toy drive. 85% of SEI’s students and families live in poverty and do not have the resources to enjoy holiday celebrations without our help. Sign up to support these efforts. Event goals include:

- Provide food baskets to 400 families
- Provide SEI families with a chance to enjoy the holiday without worrying about where their next meal will come from
- Help bring hope and joy to 300 families by providing unwrapped toys for the holidays

SPONSORSHIP LEVELS* $50 - $5,000

RETURN ON INVESTMENT**

- Support a family in need for the holiday
- Feed youth and families who are in need and served by SEI
- Recognition of sponsorship on social media and digital newsletter

*Sponsorship levels’ prices will vary  **Benefits may include more than listed, and are based on sponsorship level.
For more information, contact our development team at development@selfenhancement.org
IN-SCHOOL
SEI Coordinators provide case management services 24/7, 365 days a year
- Served over 5,600 students in 2018
- Services in 7 schools
- 98% Graduation Rate
- 85% enrollment in post-secondary education

AFTER-SCHOOL
Tutorial support, mentoring and enrichment opportunities in four strands:
- Academics
- Social and Life Skills
- Arts and Performance
- Sports, Health, and Wellness

SUMMER
5-6 weeks of educational reinforcement, attainment, and enrichment.
- Academics
- Enrichment and Exposure
- Workforce Readiness and Development
- Middle School Transition
- High School to Post-Secondary Transition

SUN
SEI provides after-school programming in 15 schools which includes:
- Mentoring
- Academics
- Social and Life Skills
- Arts and Performance
- Sports, Health, and Wellness

POST-HIGH SCHOOL
Support services to students in post-secondary education, practicums, internships, apprenticeships, and vocational programs.

COMMUNITY/FAMILY
- Housing + Energy Assistance
- In-Home Safety & Reunification Services
- Portland Children’s Levy Foster Care Program
- Parent & Child Development Services
- Community Works Project
- Pathways to Prosperity
...and more

Event/services listed are just a sample of what each program provides.
Unrestricted donations are encouraged, so we may allocate them to the programs with the greatest current need.
CULTURAL CENTER

EVENT GOALS

In 2022, SEI will launch the Self Enhancement African American Cultural Center. The goal is to transition SEI from what it is today into a place-based center that is inclusive for all, with an African American cultural emphasis. This Center will host our youth programming, as well as provide further enrichment opportunities for the community.

To get involved, consider signing up to become an Ambassador:

This philanthropic group of individuals can sign up for a 5-year minimum commitment of a $2,500 donation annually to support the launching of the Cultural Center. Our goal is to have 100 Ambassadors participate in this program.

SPONSORSHIP LEVELS* $2,500+

RETURN ON INVESTMENT**

- Have your brand associated with the second-largest minority-owned organization in Oregon
- Help inspire and support new ideas, and expanded services
- Help build new enrichment opportunities

*Sponsorship levels’ prices will vary  **Benefits may include more than listed, and are based on sponsorship level.

For more information, contact our development team at development@selfenhancement.org
LET’S DO THIS

Let’s connect, and work together to be the solution.

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