



**Getting Smart about Funding
Smart Growth:
Creating Partnerships
with Diverse Funders**

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W.K. Kellogg Foundation

Mission Statement:

*“To help people help themselves
through the practical application of
knowledge and resources to
improve their quality of life and that
of future generations.”*



W.K. Kellogg Foundation

- Independent Board of Trustees
- Meet every month
 - Must meet in Battle Creek

W.K. Kellogg Foundation

Four program areas:

- Health
- Food Systems and Rural Development
- Youth and Education
- Philanthropy and Volunteerism

W.K. Kellogg Foundation

Four "place-based" programs:

- Southern Africa (Botswana, Lesotho, Mozambique, South Africa, Swaziland, Malawi, and Zimbabwe)
- Latin America and the Caribbean (Central America and parts of the Caribbean, Southern Mexico, Northeast Brazil, Andean zones of Bolivia, Peru, and Ecuador)

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Four "place-based" programs - continued:

- Battle Creek, Michigan
- U.S. Mid-South Delta Region (55 counties in Arkansas, Louisiana, and Mississippi)



Organizational Priorities

- Healthy and Just Communities
- Civic Engagement
- Engaged Youth
- Connected Communities and Institutions



Types of Grantmaking

- Strategic Initiatives
- General Grantmaking



Food & Society

- Supports the creation and expansion of community-based food systems that are:
 - Locally owned and controlled
 - Environmentally sound
 - Health-promoting





Food & Society

- Food and Society funds projects that are focused on three primary areas:
 - Market-based change
 - Institutional support
 - Public policy





Food & Society

Since 1999, Food and Society has awarded 104 core and related grants for 67 projects totaling nearly \$48 million.





Food & Fitness Vision

Vibrant communities support families and their children by promoting a way of life focused on healthy food and play which is in harmony with their environment.



Look for Opportunity

- Built and natural environment impacts health
 - Access & equity
 - Physical activity
 - Food systems
 - Injury prevention
 - Asthma
 - Lead poisoning



Key Strategies

- Engage in partnerships with diverse groups
- Build alliances with community leadership
- Use communications research to frame messages for advocates
- Facilitate opportunities for community voice to inform state and national policy.



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