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

Linda Jo Doctor, Program Director
WK Kellogg Foundation
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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.”

- 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

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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

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.

www.wkkf.org
One Michigan Avenue East
Battle Creek, MI 49017
(269) 968-1611