W. K. KELLOGG FOUNDATION

Catalyzing Community Giving

December 6, 2018
W.K. Kellogg Mission

Support children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success
Children. Families. Communities.

THRIVING CHILDREN
To ensure children thrive, we focus on improving access to high quality, early childhood education and education systems, where families are engaged in schools and practices are rooted in a community’s cultures and languages.

WORKING FAMILIES
We work alongside grantees and employers to widen pathways to stable, high-quality jobs and more equitable employment opportunities.

Equitable Communities
We want all communities to be vibrant, engaged and equitable. Equitable communities are places where all children and families can develop, grow and contribute.
W.K. Kellogg’s DNA

❖ Racial Equity
❖ Developing Leaders
❖ Engaging Communities
The Catalyzing Community Giving

- Advance donor engagement and outreach with a racial equity lens
- Foster, grow and expand networks of donors of color
- Give to issues that affect vulnerable children, families and communities
Historical Legacy

❖ 1996-2002: Emerging Funds for Communities

❖ 2002-2014: COG

❖ 2014-2018: Catalyzing Communities of Color
In each category, the numbers include those who self-identify as that ethnicity/race alone as well as those who self-identify as that race/ethnicity in combination with one or more other races/ethnicities.


"Arab American" is not a category on the census form; those wishing to be counted as Arab American must fill in that response. The U.S. Census categorizes Arab Americans as "white." In 2000, the U.S. Census Bureau reported the Arab American population as 1.2 million (0.4%). According to the Arab American Institute, a designated Census Information Center, Arab American population numbers are consistently and significantly underreported; it holds that the current 2010 Arab American population, by its most conservative estimate, is at least 3.5 million (Carrie Kahn, “Arab-American Census Activists Say ‘Check It Right,’” NPR, 29 March 2010).

This number does not include the 4 million residents of Puerto Rico.
The Latino Community Foundation of San Francisco

- Engaged over 475 individual philanthropist of different social economic backgrounds
- Formed 15 circles across the state
- Raised and re-granted over $700,000 dollars
Collectively grown their giving across the US to address issues of family resettlement from Syria, Yemen and Iraqi

Giving has grown from incubating 4 funds that granted $139,000 in 2010 to now housing 118 funds that granted more than $2 million in 2017

They have 13 endowed fund with an asset balance of $3.5M
The Community Foundation of Greater Buffalo

❖ A W.K Kellogg Foundation Truth Racial Healing and Transformation site who leading the way on strategies to address issues of racial equity and promote racial healing across western New York

❖ Explicitly embedding the racial equity frame in their Catalyzing Giving Work work which has built momentum among donors of color and their giving

❖ Currently embarking on a Communities of Giving Legacy 1M dollar endowment campaign
Collective Leadership Matters

Cultivating Community Giving Is A Long Haul Proposition

Catalyzing An Ecosystem Can Grow and Deepen Networks of Engaged Donors

Culturally Relevant Donor Engagement Is A Value Proposition

Measuring and Communicating Impact Lead to Sustainability
“Use the money as you please so long as it promotes the health, happiness and well-being of children.”

~ W.K. Kellogg