



W202: Ready, Set, Go!

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Agenda

- Know your project
- Know your sponsor
- Know what you want to discuss
- Make the call





Know Your Project

The Concept Paper as a point of departure.....

- Prepares the PI to discuss all aspects of Project
 - Sponsor will have questions too!
- Helps to determine fit with sponsor

Know Your Project

- Length contracts and expands as needed
- 5 reporter's questions + 1
 - Who
 - What
 - When
 - Where
 - Why
 - How much





Know Your Sponsor

- Start early!
- Research
 - Website
 - I-990/tax forms/CFDA
 - Program Guidelines
 - Awardee information
 - Application forms & instructions
 - Annual Reports & publications
- Talk to former grant recipients
 - Seek sample proposal copies
- Speak their language
 - Keywords & Phrases
 - Target audience/service recipients
- Identify the point where your goals intersect

Know Your Sponsor

READ.....

- Adobe.pdf or Text
 - Highlight & annotate
- The Notebook/tablet
 - Make a list of your questions
 - Check it twice
 - Make the call meaningful and efficient





Know what you want to discuss

The BIG Stuff

- Eligibility
- Success rates/potential
- Award amounts
- Award process/calendar
- The review process

Know what you want to discuss

Sample questions

- How many applications does the program receive...per cycle...per year
- How are these applications processed
 - Reviewers/review process
- How are funds disbursed
- What are the largest, smallest and average awards
 - What does the sponsor expect to see in/from each of these groups
- What are the most common factors associated with poor reviews/denials



Know what you want to discuss

The Details may sometimes seem obtuse, contradictory or not applicable..... Get clarification

- Presentation (Page limits, margins & fonts, binding or staples)
- Deadlines (rolling, window, firm)
- Submission processes (eRA, email, paper)
- Forms vs Proposal or a mixture of both
- Typed vs handwritten ...and Adobe forms?
- Grammar (1st or 3rd person)
- Budget
- Attachments (Letters of nomination, support or other approval), etc.
- Requirements





Make the Call

- Identify a specific person to address and ask for them by name
 - Be prepared for redirection
 - Ask if needed, but not provided
- Conference calls with research staff vs solo calls
- Be polite!
- Smile!!
- Be organized -- not a pest



Walk Through a Sample

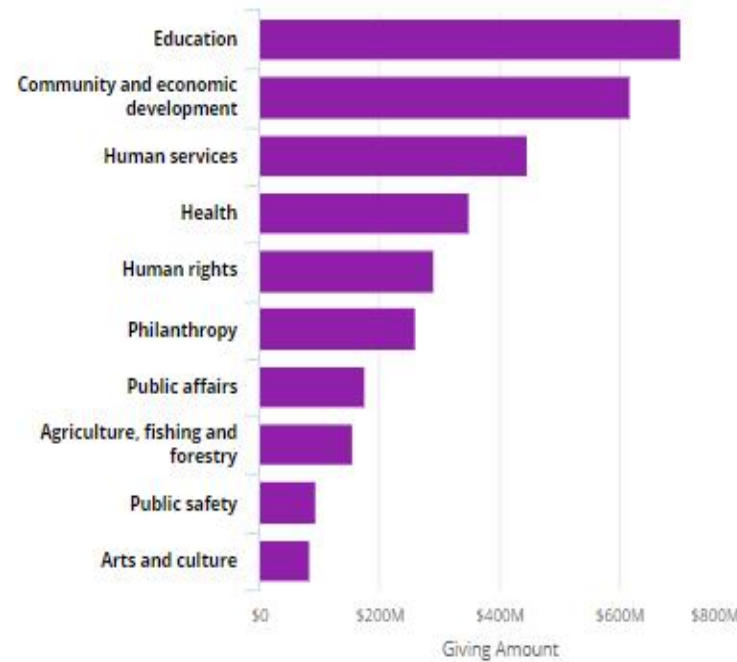
W.K. Kellogg Foundation

Battle Creek, MI, United States | www.wkkf.org | [in](#) | [Who's Who](#) | [+ Contact Info](#)

W.K. Kellogg Foundation Most Recent 5 Years At A Glance

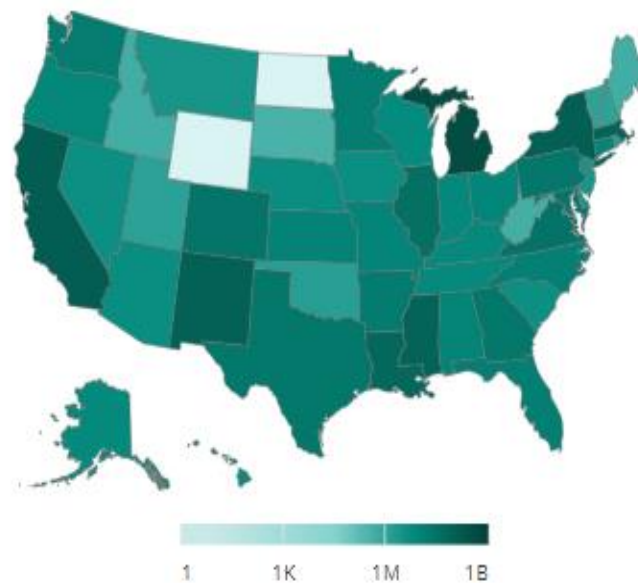
They've funded 3,571 grants to 1,722 organizations totaling \$1,626,267,936

What Is Being Funded?



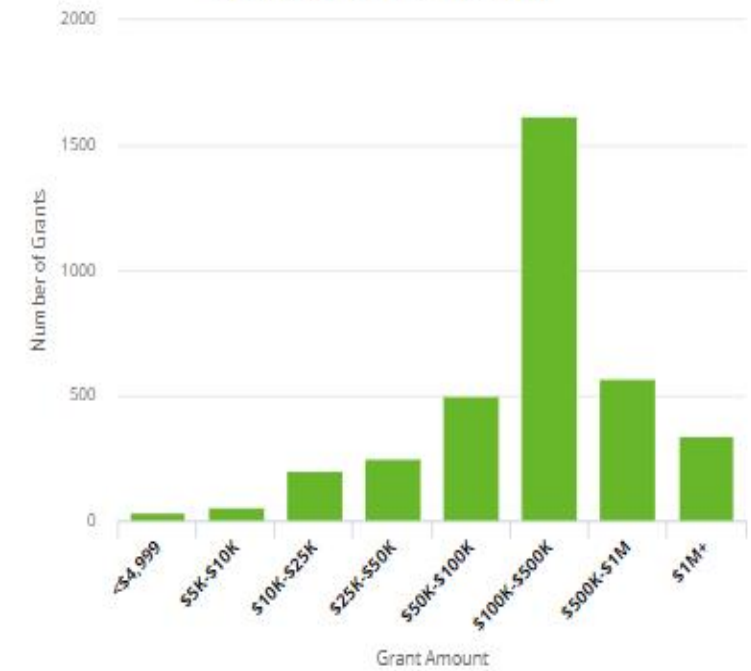
[View Each Subject with More Detail](#)

Where is the Money Going?



[View Each State with More Detail](#)

How Big are the Grants?



[View Each Grant with More Detail](#)

GRANTS

FUNDING INTERESTS

ABOUT

OTHER FUNDERS TO CONSIDER

Based on similar patterns of giving

APPLICATIONS/RFPS

and Giving Limitations

FINANCIALS

for fiscal year 2018, 990s

WHO'S WHO

Officers, staff, job openings

COMMUNICATIONS

News, social media, publications

CONTACT

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MOST COMMON GRANT AMOUNT: \$400,000

SHOWING GRANTS FOR "Elementary and secondary education" ✖ Clear search filters to see all grants

Recipient	Recipient City	Recipient State	Recipient Country	Primary Subject	Year ▾	Grant Amount
Battle Creek Public Schools	Battle Creek	Michigan	United States	Elementary and secondary education	2017	\$51,102,120
Ms State Dept of Education	Jackson	Mississippi	United States	Early childhood education	2017	\$6,000,000
MI Education Excellence Foundation	Lansing	Michigan	United States	Education services	2017	\$3,500,000
University of Notre Dame	Notre Dame	Indiana	United States	Elementary and secondary education	2017	\$3,245,211
North Mississippi Education Consortium	University	Mississippi	United States	Elementary and secondary education	2017	\$3,000,000

VIEW ALL

View All to Print · Export · Email

Funding Interests



SUBJECTS

Agriculture
Antidiscrimination
Business and industry
Community and economic development
Community improvement
[+ View all](#)

GEOGRAPHIC FOCUS

National, International
Southern Africa
Haiti
Brazil
Mississippi
[+ View all](#)

POPULATION GROUPS

Academics
Adolescents
American Indians
Children
Children and youth
[+ View all](#)

SUPPORT STRATEGIES

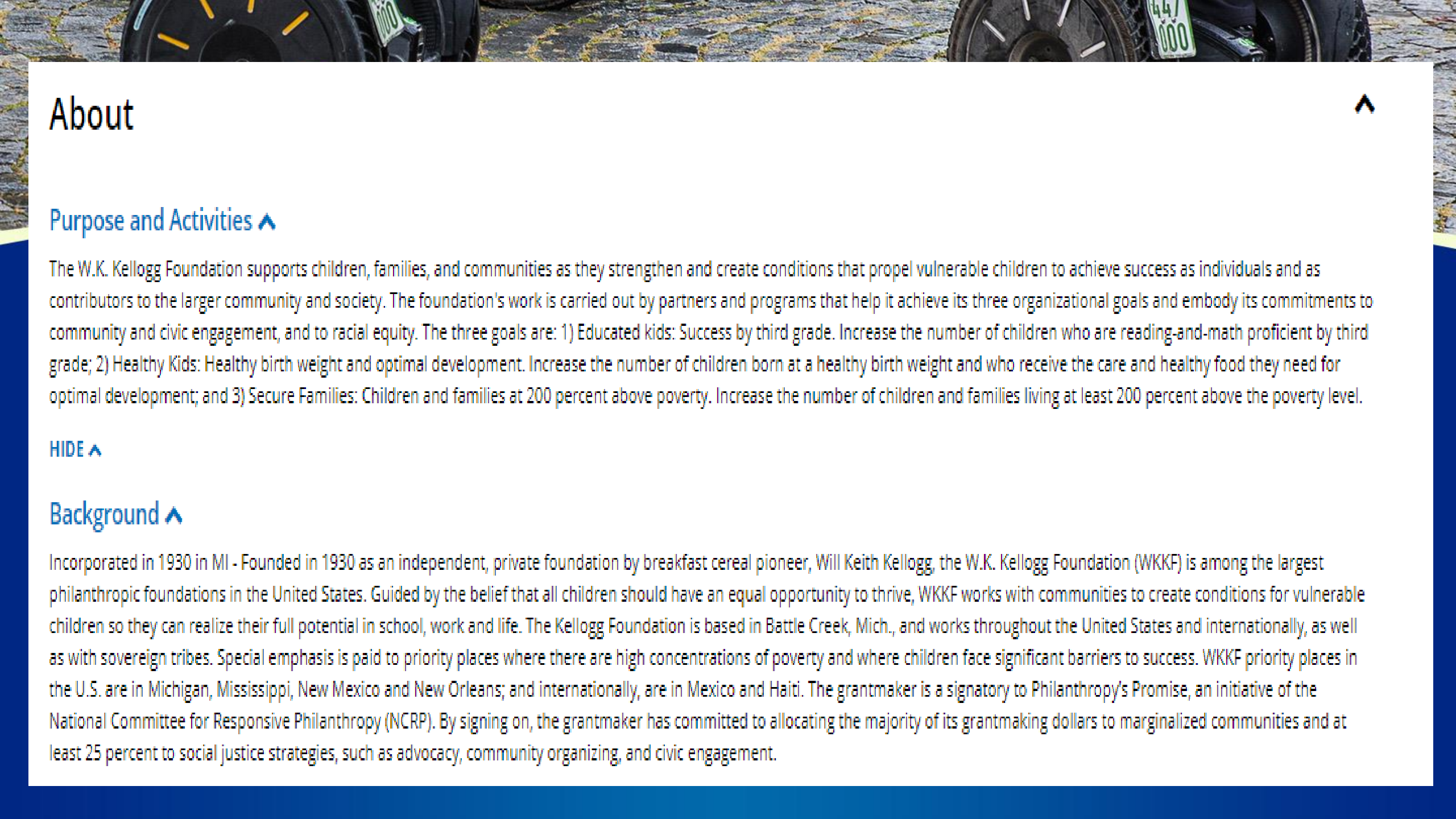
Fellowships
General support
Program development
Program evaluations
Seed money

TRANSACTION TYPES

Employee matching gifts
Matching grants
Mission-related investments
Program-related investments

ORGANIZATION TYPES

Independent foundation



About



Purpose and Activities

The W.K. Kellogg Foundation supports children, families, and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society. The foundation's work is carried out by partners and programs that help it achieve its three organizational goals and embody its commitments to community and civic engagement, and to racial equity. The three goals are: 1) Educated kids: Success by third grade. Increase the number of children who are reading-and-math proficient by third grade; 2) Healthy Kids: Healthy birth weight and optimal development. Increase the number of children born at a healthy birth weight and who receive the care and healthy food they need for optimal development; and 3) Secure Families: Children and families at 200 percent above poverty. Increase the number of children and families living at least 200 percent above the poverty level.

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Background

Incorporated in 1930 in MI - Founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, the W.K. Kellogg Foundation (WKKF) is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life. The Kellogg Foundation is based in Battle Creek, Mich., and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. The grantmaker is a signatory to Philanthropy's Promise, an initiative of the National Committee for Responsive Philanthropy (NCRP). By signing on, the grantmaker has committed to allocating the majority of its grantmaking dollars to marginalized communities and at least 25 percent to social justice strategies, such as advocacy, community organizing, and civic engagement.

Program Areas (11) ^

Community and Civic Engagement

The foundation believes that people have an inherent capacity to solve their own problems and that social transformation is within reach for all communities. The foundation partners with those committed to increasing public and community participation in improving the lives of vulnerable children, families and communities. The foundation amplifies voices by supporting dialogue, leadership development and new models of organizing. It seeks to accelerate philanthropy that grows giving and promotes community-led innovation. And, WKCF is committed to help build a stronger, more effective and responsive nonprofit sector.

Community Leadership Network Fellowship

The fellowship targets individuals who can be transformative social change agents in their communities so that vulnerable children and their families can achieve optimal health and well-being, academic achievement and financial security. Embedded in this effort are the foundation's two approaches to all its work: community and civic engagement and racial equity and healing. Selected fellow will spend three years honing leadership skills and sharing their experiences with a cohort of developing leaders. A total of 100 fellows will be equitably selected from the foundation's U.S. priority places – Michigan, Mississippi, New Mexico and New Orleans – and will do their work from there. Another 20 fellows will be selected to function as a national cohort whose work will focus on racial healing and equity.

Education and Learning

All children need the support of parents, caretakers and the community to ensure their optimal development for success in school, work and life. WKCF partners with organizations focused on early childhood education to ensure that children arrive prepared and ready to learn in kindergarten and to achieve early success by the third grade. This work is accomplished through parental and family engagement; effective teaching; comprehensive bundled services where programs, practices, policies, partners, networks and systems are aligned to ensure effectiveness; and efforts to achieve racial equity in education and learning.

Employee Matching Gifts

The foundation matches gifts of all full-time employees, officers, trustees, and retired employees to eligible organizations having status as a public institution under Section 501(c)(3) and 509(a) of the Internal Revenue Code and foreign charitable organizations determined equivalent to a U.S. Section 501(c)(3) and 509(a) organization. This includes schools, government units, hospital or medical research facilities, religious organizations, and public-supported charities. Only direct gifts of cash or marketable securities to the charity by an eligible donor will be matched. The minimum gift is \$25 and the maximum is \$100,000 per eligible donor per calendar year. The maximum total corporate payout per employee, per year is \$200,000. Gifts are matched on a two-to-one ratio. Contributions by the foundation may not be used to provide personal benefits to, or to discharge a pledge or other legal obligation of, the donor. Similarly, contributions by a donor that provide personal benefits to the donor or other person such as payments of tuition, membership dues, subscriptions, and other similar fees, are not eligible for matching grants by the foundation.

Family Economic Security

The foundation works to ensure that all families have opportunities to achieve economic security and provide stable environments for their children's optimal development. The foundation supports organizations and programs that: increase families' capability to accumulate and more effectively manage financial resources; align and strengthen industry employer training partnerships to create more quality jobs; and strengthen and integrate whole child and family support systems. The foundation recognizes that a family's primary needs must be addressed to create pathways out of poverty for children and support efforts that reduce inequities based on class, gender and race.

Food, Health and Well-Being

All children deserve good food, stimulation, nurturing and safe living environments and access to quality health care. The foundation helps children get a healthy start by supporting partners that: work to support mothers' and families' health throughout their lives; improve access to perinatal care systems and increase breastfeeding rates; and transform food systems so children and families gain more access to healthy foods in child care settings, schools and in their communities. Through grantmaking, policy and advocacy efforts, the foundation's focus is on the interrelated social determinants of health, especially for those disadvantaged by multiple societal factors, a disproportionate percentage of whom are children of color.

Grants to Individuals Program

Fellowships to merging and established leaders for leadership development with a focus on improving conditions for vulnerable children.

International

The foundation remains focused on supporting organizations and programs in Latin America, the Caribbean, northeastern Brazil and southern Africa that work to boost education and nutrition; reduce domestic violence and child abuse; increase community engagement and action; and build meaningful partnerships to propel vulnerable children and their families to success.

Priority Places

As a general guideline, the foundation allocates more than 90 percent of its funding each year to the United States. The foundation targets just over half of their budgeted domestic dollars to the following priority places: Michigan, Mississippi, New Mexico and New Orleans. The remaining domestic funds are spread across the U.S. in urban, suburban and rural communities.

Program-Related Investment

PRIs are typically below market rate investments to organizations that align with the foundation's mission to improve the lives of vulnerable children and their families. The Kellogg Foundation defines PRIs separately from its mission-driven investment (MDI) program.

Racial Equity

The foundation envisions a nation where Americans embrace our common humanity and children of every race and ethnicity have equal opportunities to thrive. The foundation seeks to remove structural barriers and to overcome unconscious bias to create equitable opportunities for all children. It supports community-based and national organizations whose innovative and effective programs foster racial healing, and through action-oriented research and public policy work, translate insights into new strategies and sustainable solutions.

Applications/RFPs



The foundation requires all proposals to be submitted online via its website. No funds directly to individuals. Funding is limited to the United States (with priority funding in Michigan, Mississippi, New Mexico and New Orleans), two micro-regions in southern Mexico and two micro-regions in Haiti. Unsolicited proposals are not currently being accepted for the southern Africa and northeastern Brazil. In general, it does not provide funding for operational phases of established programs, capital requests (which includes the construction, purchase, renovation, and/or furnishing of facilities), equipment, conferences and workshops, scholarships or tuition assistance, films, television and/or radio programs, endowments, development campaigns, or research/studies unless they are an integral part of a larger program budget being considered for funding

Application form required.

Initial Approach: Online submission is required. For additional questions, contact the Central Proposal Processing office at (269) 969-2329

Copies of proposal: 1

Board meeting date(s): Monthly

Deadline(s): None

Final notification: 45 days

Applications accepted in the following language(s): English; Portuguese; Spanish; Creole

Additional information: The foundation is primarily funding new and innovative systems/community change and early childhood learning and development programs to improve the lives of vulnerable children, ages 0-8. In addition to poverty, these children face at least one other compounding factor, such as race, ethnicity, or a household headed by a single mother. The foundation also has a small focus on asset development for the single mothers of these children to help lift their family to 200 percent above the current Health and Human Services poverty guidelines. A Frequently Asked Questions section on the foundation's web site can likewise answer many of the general questions you may have regarding the foundation and our funding process.

GIVING LIMITATIONS

Giving primarily in the U.S., with emphases on Michigan, Mississippi, New Mexico and New Orleans, LA, funding also for programs in Mexico, Haiti, northeastern Brazil and southern Africa.

No support for religious purposes or for capital facilities.

No grants to individuals (except for fellowship), or for scholarships, endowment funds, development campaigns, films, equipment, publications, conferences, or radio and television programs unless they are an integral part of a project already being funded; no grants for operating budgets.

Financials

FOR FISCAL YEAR ENDED 2018-08-31

\$8,604,726,112
TOTAL ASSETS

\$345,059,463
TOTAL GIVING

Gifts Received: N/A

Expenditures: \$423,565,621

Qualifying Distributions: \$345,059,463

Giving Activities include:

\$345,059,463 for grants

990 FORMS

View 990: 2017

GO

[Learn more](#) about the information displayed in Forms 990 and 990-PF, as well as processing errors announced by the IRS.

Who's Who

See who can introduce you to someone at W.K. Kellogg Foundation

Positions with a  have LinkedIn profiles! Click the icon next to their name to be taken to their profile.

Officers and Trustees (24) ^

 Bobby Moser Chair. and Trustee	 La June Montgomery-Tabron C.E.O. and Pres.	 Richard M. Tsoumas Chair. and Trustee	 Linh C. Nguyen C.O.O.
 Ross Comstock V.P., Technology and Information Systems	 Donald G. Williamson V.P., Finance and Treas.	 Joel R. Wittenberg V.P. and C.I.O.	 Dianna Langenburg V.P., Talent and HR
 James E. McHale V.P., Prog. Strategy	 Carla D. Thompson V.P., Prog. Strategy	 Cindy Smith V.P., Integrated Services	 Alandra Washington V.P., Quality and Organizational Effectiveness
 Celeste A. Clark	 Roderick D. Gillum	 Cynthia H. Milligan	 Ramon Murguia
Joseph Scantlebur V.P., Prog. Strategy	Barbara Ferrer Chief Strategy Off.	Kathryn A. Kreckle General Counsel and Corp. Secy.	Fred P. Keller
Hanmin Liu	Mary B. Cohen V.P., Comms.	Khan Nedd	Joseph M. Stewart

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Putting Children First

GRANTEES ◀

▶ GRANTSEEKERS

discussion

questions

comments



Thank you!

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