Our Long-Term Strategy Toward
RACIAL EQUITY
OUR VISION: “We envision a nation that marshals its resources to assure that all children have an equitable and promising future – a nation in which all children thrive.”
OUR MISSION: “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.”
Focus on Both Internal and External Approaches

We believe that bringing together staff (*internal*) and other partners (*external*) with differing backgrounds and life experiences will enhance our ability to increase opportunities for all families and children to succeed.
Focus on Both Internal and External Approaches

“Our commitment to anti-racism paves the way for funding work to dismantle structural racism, and to heal and reconcile racial attitudes, beliefs and misunderstandings that constrain the lives and futures of vulnerable children.”
Our Strategy

- **Healing**
  - Awareness
  - Expectations
  - Accountability
  - Relief/Repair

- **Addressing Structural Racism**
  - Educated Kids
  - Healthy Kids
  - Secure Kids and Families

- **Healing**
  - Staff Awareness
  - Learning & Sharing
  - Venues for Safe Dialogue

- **Addressing Structural Racism**
  - Diversity of Staff & Vendors
  - Employment Actions
  - Policies, Procedures, Practices
  - Performance Management
WKKF Timeline

Diversity & Inclusion

Healing
- Awareness
- Expectations
- Accountability
- Relief/Repair

Addressing Structural Racism
- Educated Kids
- Healthy Kids
- Secure Kids and Families

Racial Equity

Internal Organizational Approach

- Build an environment that promotes, encourages efforts, actions and behaviors to advance principles of diversity and racial equity, including ensuring non-discriminatory policies and practices.
- Enhance the diversity of staff.
- Increase staff awareness, development and growth around diversity and racial equity.
- Create and maintain mechanisms to benchmark and track progress on diversity and racial equity.
Vendors/Consultants $\geq 50\%$ Minority Leadership

% Vendor Organizations with At Least 50% Minority Leadership

- 2009/10: 22
- 2010/11: 25
Grantees as Minority Serving Organizations

% Minority Serving Organizations

- 2006/07: 20
- 2008/09: 45
- 2009/10: 72
- 2010/11: 88
Our Strategy

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WKKF Grantmaking (External)

WKKF Organization (Internal)
External Grantmaking Approach

AMERICA HEALING

a racial equity initiative of the w.k. kellogg foundation
Overview

Racial Equity is a common thread through all program areas:
External Grantmaking Approach

GOAL:
Educated Kids
Success By Third Grade
Increase the number of children who are reading-and-math proficient by third grade.

GOAL:
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.

GOAL:
Secure Families
Children and Families at 200% Above Poverty
Increase the number of children and families living at least 200% above the poverty level.

Community & Civic Engagement
Racial Equity
External Grantmaking Approach

Racial Equity is also a thread in all our place-based work:

- Michigan
- Mississippi
- New Orleans
- New Mexico
External Grantmaking Approach

Racial Equity Objectives

• Supporting the creation and maintenance of a sustainable public system of accountability for progress including a communications and media infrastructure
• Supporting and expanding the capacity of community-based efforts
• Intensifying action-oriented research and analysis
• Strengthening advocacy for both policy and systems change
External Grantmaking Approach

*Communication Objectives*

- Partner with program team to lift up grantee stories
- Define key terms for the field: eg: racial healing, unconscious bias
- Scale the movement
- Identify and foster advocates
External Grantmaking Approach

Key Strategies

• Support the growing movement
• Convene the field: America Healing annual conference
• Building the community of practice
Visit us at

www.wkkf.org or

www.americahealing.org

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