



Our Long-Term Strategy Toward
RACIAL EQUITY



W.K.
KELLOGG
FOUNDATION™

A Partner With Communities Where Children Come First



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.

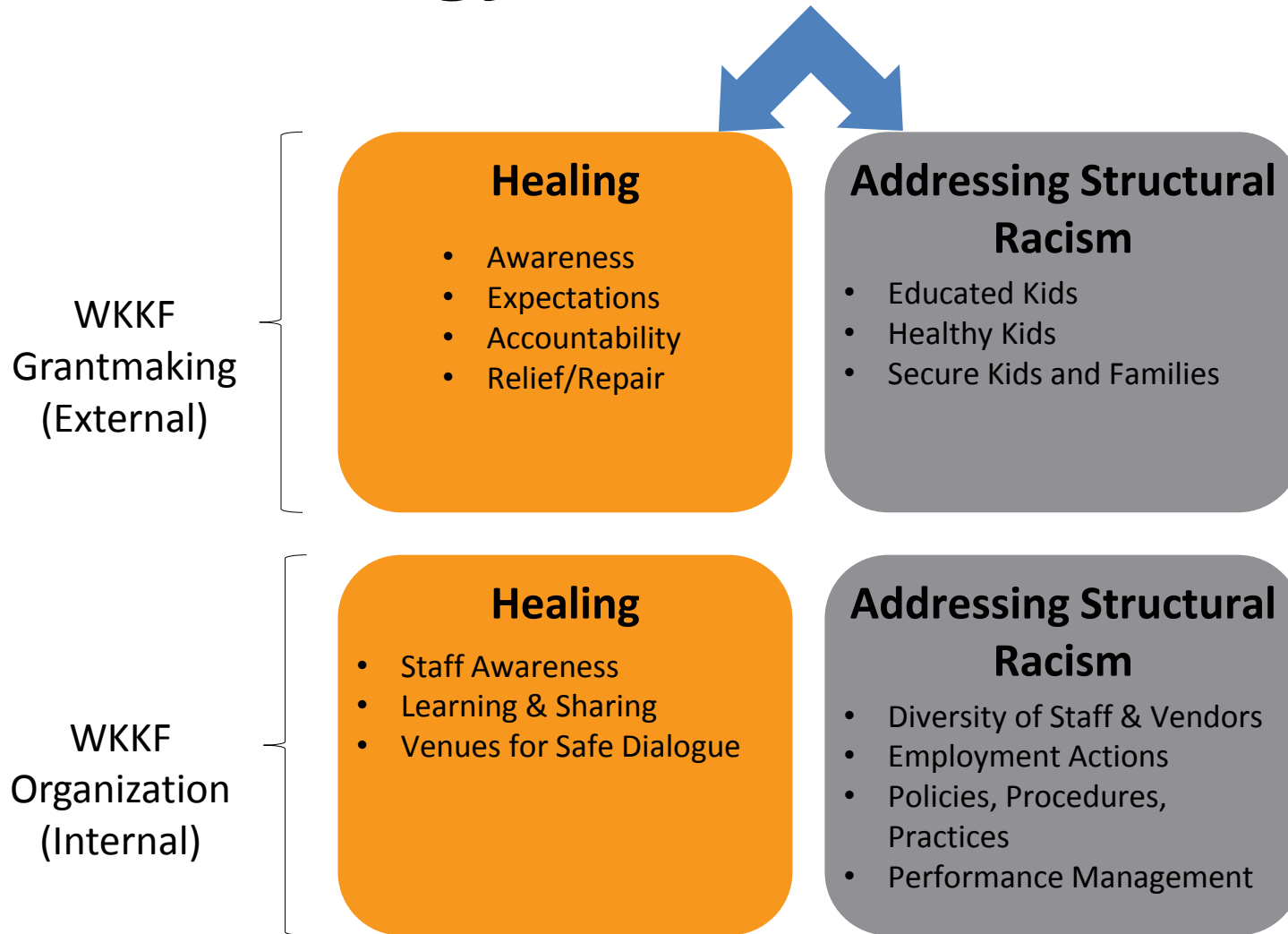


Focus on Both Internal and External Approaches



“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



WKKF Timeline



Diversity & Inclusion

Healing

- Awareness
- Expectations
- Accountability
- Relief/Repair

Addressing Structural Racism

- Educated Kids
- Healthy Kids
- Secure Kids and Families

Racial Equity

Social Change



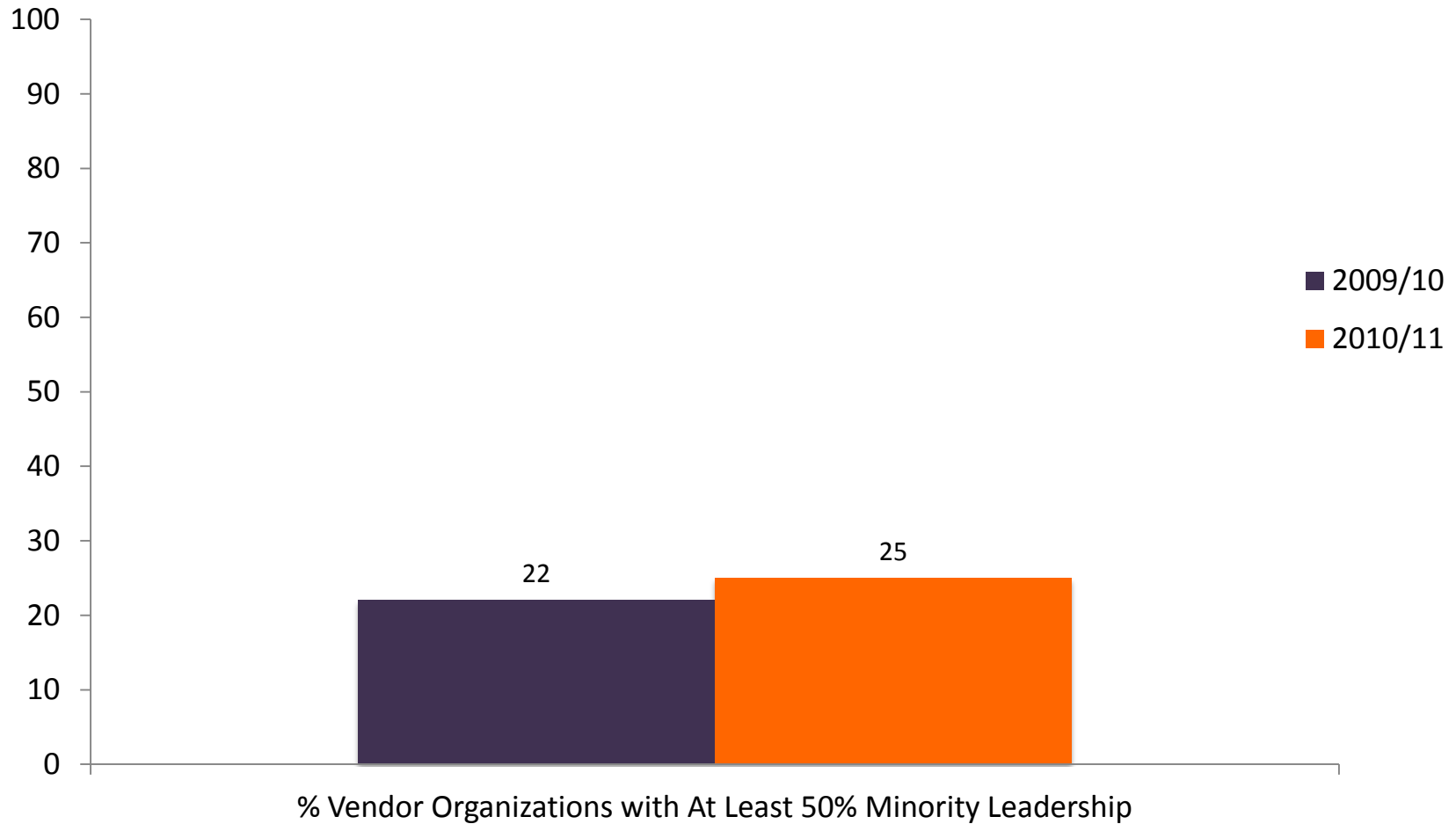
Internal Organizational Approach



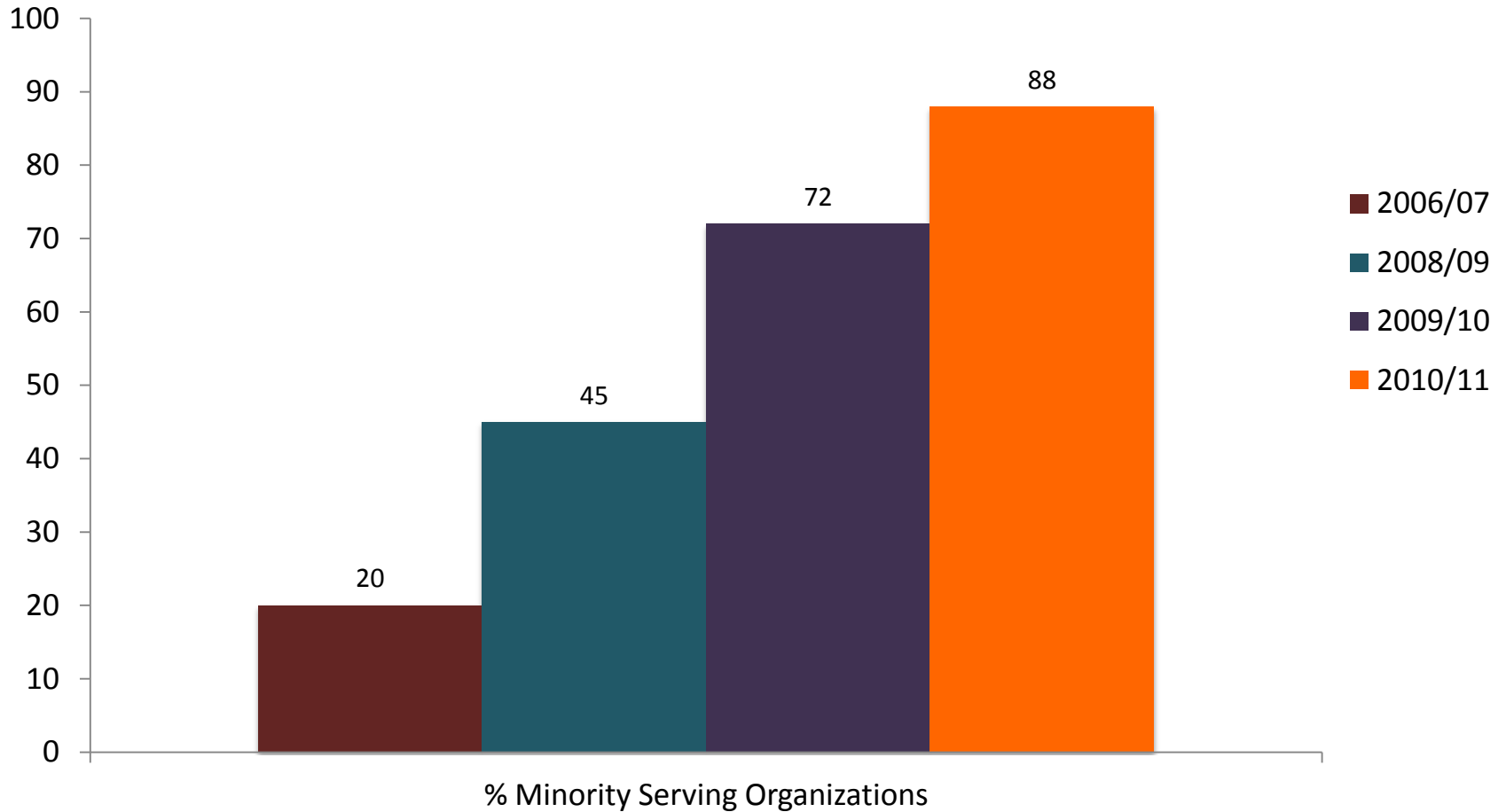
- Build an environment that promotes, encourages efforts, actions and behaviors to advance principles of diversity and racial equity, including ensuring non-discriminatory policies and practices.
- Enhance the diversity of staff.
- Increase staff awareness, development and growth around diversity and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



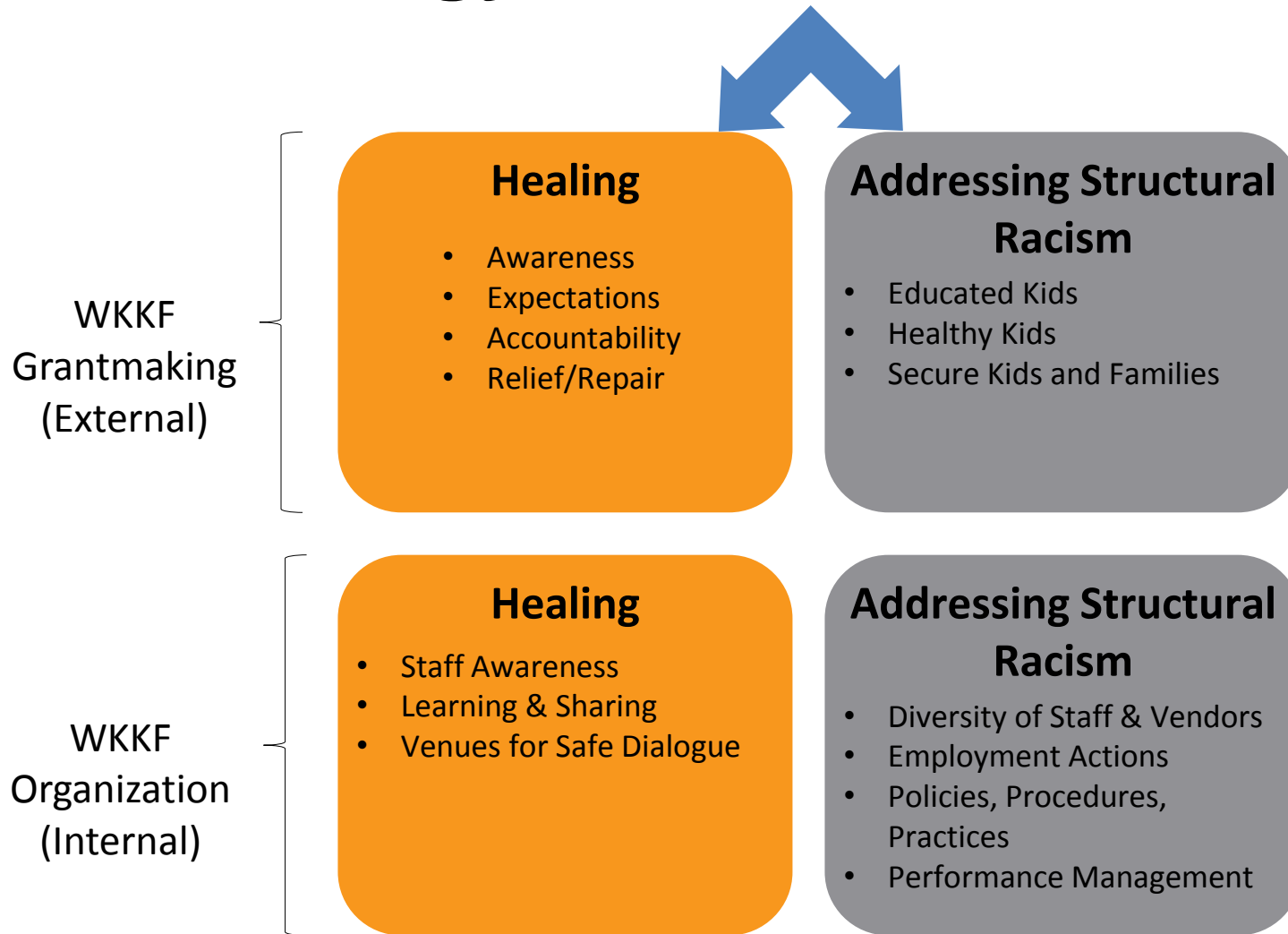
Vendors/Consultants \geq 50% Minority Leadership



Grantees as Minority Serving Organizations



Our Strategy



External Grantmaking Approach



AMERICA
HEALING

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

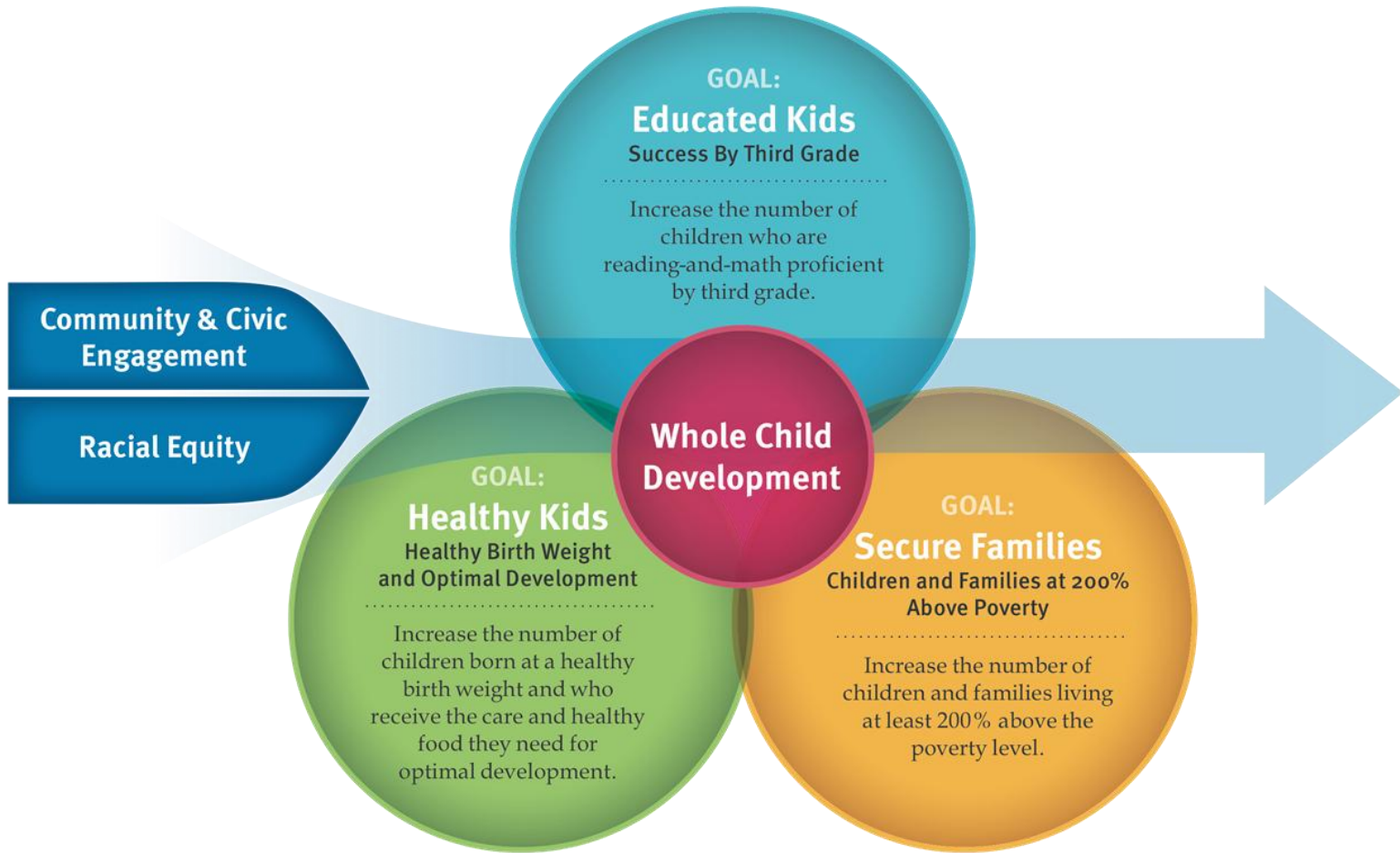


Overview

Racial Equity is a common thread through all program areas:



External Grantmaking Approach



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

AMERICA
HEALING

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

