

WKKF Online Application:

Important Information, Questions & Related Helper Text

Before you start:

- The W.K. Kellogg Foundation provides funding to organizations which are legal entities in the United States, Mexico, or Haiti. Requests from individuals, or for individual support, will not be considered for funding.
- The information below is being provided to assist you in completing the application. All submissions must be completed via the online application system, accessed via www.WKKF.org.
- Our online application is only designed for project or program support. If your organization is seeking a general operating support grant, you should contact our [Concierge Desk](#) staff to discuss further.

Completing the Application:

- Applications can be saved, and returned to at a later time. You will be prompted to provide your email address for a link to your saved proposal. Please be sure to add the wkkf.org domain to your safe sender list if you use a SPAM filter service.
- Our online application does not support the use of bullet points or other formatting. **Please do not use #, %, *, @, <, > or other special characters, web addresses or URL links.**
- Some areas of our application are character and space limited; our application will show you how many spaces are remaining as you compose your responses.
- Responses for all questions are required, unless otherwise noted.
- Once you submit your application, it cannot be retrieved or edited.

How to read the information in this document:

- The area shaded in **black** is the application page header
- The area shaded in **blue** is context for the application page (what we're asking for, and why)
- The column on the **left** is the question we will ask
- The column on the **right** is the related helper text and any applicable character count limitations

Documents (Excel, Word, .pdf) you may be asked to provide:

- Project Documents
 - Full Project Budget
 - Evaluation Plan (if applicable)
 - Supporting documents (optional – maximum of 2 documents)

We're here to help!

Business hours for our headquarters office are 8 a.m. to 5 p.m. Eastern Time, Monday through Friday. During this time, staff are available by phone or email to help you:

- Contact our Concierge Desk by [email](#) or by calling (269) 969-2329.
- Limited technical assistance is also available until 7:30 p.m. Eastern Time, by calling (269) 969-2357.

Application Alignment

The W.K. Kellogg Foundation (WKKF) follows the rules established by the Internal Revenue Service (IRS) for private foundations in the United States. Grantseekers wishing to request funding must be a legal entity (e.g. nonprofit organization, public or governmental entity, for-profit corporation doing charitable work, etc.) WKKF does not accept applications from individuals, or for the direct support of an individual.

Are you a legal entity (e.g. nonprofit organization, public or governmental entity, for-profit corporation doing charitable work, etc.)?	Select Yes or No
Is the requesting entity a 501(c)(3) organization, such as a church, school, hospital, governmental unit, or publicly supported organization?	Select Yes or No
Please identify the country where the Grantee for this request is located?	Select United States, Mexico, Haiti, Other

Geography

WKKF provides grant support in the United States, Haiti, Mexico, as well as to sovereign tribes. In the United States, we provide funding to all 50 states, and we have selected Michigan, Mississippi, New Mexico and New Orleans as priorities for our place-based programming. In Mexico and Haiti our funding is place-based, with a focus on the Highlands of Chiapas and the Yucatan Peninsula in Mexico, and the Central and Southern corridors of Haiti. More specific information on our priority places can be found on www.wkkf.org.

Wherever we partner, we operate with the belief that significant and lasting change begins with individuals and communities coming together to advance children's best interests.

Please select the target geographic area(s) for which you are requesting to use WKKF funding:	Select the specific geographic areas that are expected to benefit as a result of this funding request. U.S.-based requests: Select "National" if your work will take place, or is expected to benefit, the majority of the states.
<i>(optional)</i> Describe the specific geographic area(s) most impacted by this work:	To the extent possible, describe any specific geographic areas (tribal nations, regions, counties, municipalities, cities, communities, localities and/or neighborhoods) that will be impacted by this funding request. [Max 1300 characters with spaces]

Design & Execution

The following questions are intended to capture information about the proposed funding request, including (1) how it aligns with the work and expertise of your organization; (2) the specific outcomes, goals, strategies and activities, including communications and knowledge dissemination; as well as (3) the long-term plan and partnerships for sustaining this work beyond WKKF funding.

Do not use bullets or other formatting such as <, >, %, # or other special characters, web site addresses, or URL links.

Please provide a name for your project:	Enter the name or title of the proposed project. If you haven't named your project yet, we recommend a short name (one to five words) that reflects what you are trying to achieve and can be easily remembered by various audiences. [Max 150 characters with spaces]
Provide a brief summary statement about your project and how it aligns with your organization's mission, values, and priority focus:	Concisely describe the reason for which you are requesting WKKF funding and how this project fits within your organization's overall strategy [Max 1000 characters with spaces]
Describe why your organization is best positioned to do this work. Include a few examples of recent achievements relative to your request:	Provide a few examples of recent projects and/or achievements that will help us understand your expertise in the field. [Max 3000 characters with spaces]

Describe the background and qualifications of the key team members who will work on this proposed project, and how they will work together:	Consider including how the project team reflects the population served by this project (with respect to race, ethnicity, gender, age, class, etc...); the combined experiences and/or areas of expertise of project team members; and how project team members will support each other throughout the project. [Max 3000 characters with spaces]
Please provide an overview of your funding request by describing the specific purpose, the problem you are trying to solve, and the overall change you expect to see as a result:	Use this space to define the explicit problem you are trying to solve, and what will be different as a result of successful implementation. [Max 3000 characters with spaces]
Describe the key outcomes you expect to achieve with WKKF funding:	Summarize the outcomes to be achieved by implementing the WKKF-funded activities and how they will be measured. Consider: * What child outcomes will be achieved or impacted when the project is successfully implemented? * What qualitative and quantitative programmatic outcomes will be achieved as a result of implementing the WKKF-funded activities? * What types of knowledge and/or knowledge products will be generated (if applicable)? * How will the community be better prepared for a different future? [Max 3000 characters with spaces]
Provide the goals and related strategies to be accomplished specifically with WKKF funding to achieve the outcomes identified:	Provide the goals and strategies you will employ to achieve the above mentioned outcomes. The use of the SMART (Specific, Measurable, Attainable, Relevant and Time-bound) format is preferred. [Max 3000 characters with spaces]
Describe the project activities to be achieved with WKKF funding:	What is the project's work plan? For example, for the WKKF-funded project activities, please describe who will do what, when, how, where, with whom, how frequently, and across what timeframe, etc. [Max 3000 characters with spaces]
Describe the key communications and knowledge dissemination activities that support the work detailed in this funding request. Describe your key audiences and how you will engage them in communication and learning efforts.	Provide information regarding your communications approach for this project, outlining overall communication objectives, your targeted audience, dissemination efforts and anticipated impact of your communication activities. [Max 3000 characters with spaces]
Describe the strategies and efforts to financially support this project beyond WKKF funding:	Please provide the project's long range funding plan, describing the strategies and efforts that will be deployed to secure funding beyond WKKF support. [Max 3000 characters with spaces]
List the funding partners (federal, tribal, state, and local) and any other funding sources you have secured for this project:	List the organizations who are financially contributing to the proposed project, including in-kind and/or overhead support. Provide dollar amounts in US dollars. Enter numeric values only.
Describe your community engagement efforts with non-funding key leaders, partner organizations or institutions and/or networks to ensure the success of this project. Describe the length of time your organization has worked with these partners, their contributions to the project and their roles and responsibilities:	The description should be comprised of the list of community leaders, partners and/or organizations who are involved in the implementation of this project and their roles/responsibilities. These partners are not providing direct financial support , but rather, are critical players in the successful execution of the project. [Max 3000 characters with spaces]

<p><i>(optional)</i> You may upload up to two supporting documents to support your proposal. Relevant documents include a documented Change Strategy or Theory of Change for your request or organization, or a concept paper/graphic that supports your request.</p>	<p>2 documents, 20 MB each maximum</p>
<p>Evaluation & Programmatic Learning</p>	
<p>The Kellogg Foundation uses evaluation as an essential tool to capture the impact of grantees’ work and to generate learning. Our approach to evaluation is aligned with and guided by our grantees’ needs and priorities. A significant portion of our evaluation resources are applied to build grantee organizations’ internal abilities to conduct and use evaluation so that over time, we can co-create and share actionable knowledge about improving children’s well-being with the broader field.</p>	
<p>Describe your organization’s existing capacity/ability (staffing, financial resources, etc..) to evaluate this work; or your plan to build the capacity:</p>	<p>WKKF may request evaluation reporting as part of the annual and final reporting process. [Max 3000 characters with spaces]</p>
<p><i>(optional)</i> If you have a draft evaluation plan for this funding request, please upload it here:</p>	<p>1 document, 20 MB maximum</p>
<p>Policy & Lobbying</p>	
<p>While federal law prohibits private foundations from funding lobbying activities, the foundation is interested in effectively using a full range of public policy options to achieve our charitable purposes. If lobbying is a potential component of the work related to your funding request, you may still be eligible to receive funding. Please disclose any lobbying activities so that we can appropriately ensure legal compliance for all parties.</p>	
<p>Will your project include any of the following:</p> <ul style="list-style-type: none"> • Efforts to influence pending legislation, change current legislation, introduce new legislation or support/oppose ballot measures? • Communication with legislators or their staff about legislation (e.g. pending, yet to be introduced, needing reauthorization, etc.)? • Communication with the general public about ballot measures (e.g. proposals, propositions, bond measures, constitutional amendments, referenda, etc.)? • Communication with the general public expressing a view about specific legislation that includes a call to action? • Any other activities that would constitute lobbying? <p>Select “Yes” or “No”</p>	<p>Direct lobbying occurs when an organization communicates with a legislator, legislative staff, or in limited cases executive branch officials, about a specific piece of legislation and reflects a view on the legislations. Specific legislation encompasses proposed legislation, legislation already introduced, ballot initiatives, referendum, bond measure, etc.</p> <p>Grassroots lobbying is a communication with the general public that reflects a view on specific legislation AND encourages people to contact their legislative representation in order to influence that legislation. A broader definition may apply to paid mass media advertising.</p> <p>For more information regarding lobbying, please consult Treasury Regulations, Section 53.4945-2.</p>
<p>If yes, please describe the policy, advocacy and/or lobbying efforts to be accomplished at the federal, tribal, state, and/or local level?</p>	<p>[Max 3000 characters with spaces]</p>

Racial Healing & Racial Equity

WKKF has identified the active pursuit of racial equity, by embracing racial healing efforts and eradicating structural racism, as an explicit approach and component of all our programming. We seek to inform and change hearts, minds and the deeply-held, often unconscious biases that are frequently at the core of structural racism. And, we actively support efforts to dismantle racial and structural inequities that limit opportunities for children, families and communities.

<p>Please explain how this funding request will contribute to addressing racial and structural inequities for children, especially children of color. Describe the demographics of the proposals beneficiaries as specifically as possible (e.g. population size, ages, race/ethnicity, income level, etc.)</p>	<p>WKKF defines "vulnerable children" as those children who live in families at or below 200% of the federal poverty guidelines, and who face notable barriers to health, economic, educational or future employment success due to systemic inequality often experienced in one or more of these circumstances: race, ethnicity, or single-parent homes.</p> <p>Describe the impact this request will have on the lives of vulnerable children. Provide the key factors that will decrease their vulnerability.</p> <p>[Max 3000 characters with spaces]</p>
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<p>Please provide the racial/ethnic demographics of your organization:</p>	<p>Please count each person only once based upon his or her primary identification. The Kellogg Foundation collects data consistent with the proposed 2020 U.S. Census categories as explained below:</p> <p>American Indian or Alaska Native (e.g. Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Nome Eskimo Community, etc.)</p> <p>Asian (e.g. Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.)</p> <p>Black or African American (e.g. African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc.)</p> <p>Hispanic, Latino, or Spanish origin (e.g. Mexican or Mexican-American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.)</p> <p>Middle Eastern or North African (e.g. Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.)</p> <p>Native Hawaiian or Other Pacific Islander (e.g. Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.)</p> <p>White (e.g. German, Irish, English, Italian, Polish, French, etc.)</p> <p>Other/Multiple race, ethnicity, or origin identification</p>
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<p>Please indicate the gender of the top administrative official within your organization:</p>	<p>Select Male/Female</p>
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<p>Describe any racial equity practices, programs, or initiatives in which your organization is presently engaged.</p>	<p>[Max 3000 characters with spaces]</p>
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Provide the ethnic demographic information for the project's work team:	<p>Please complete the chart for the project team who will be working on this grant. Please count each person only once based upon his or her primary identification. The Kellogg Foundation collects data consistent with the proposed 2020 U.S. Census categories as explained below:</p> <p>American Indian or Alaska Native (e.g. Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Nome Eskimo Community, etc.) Asian (e.g. Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.) Black or African American (e.g. African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc.) Hispanic, Latino, or Spanish origin (e.g. Mexican or Mexican-American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.) Middle Eastern or North African (e.g. Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.) Native Hawaiian or Other Pacific Islander (e.g. Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.) White (e.g. German, Irish, English, Italian, Polish, French, etc.) Other/Multiple race, ethnicity, or origin identification</p>
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Budget

The purpose of this Budget Web Form is to offer assistance in developing a budget that is fiscally sound, representative of the financial requirements of the proposal request and in alignment with the W.K. Kellogg Foundation's (Foundation) general recommendations. The Foundation recommends that a budget be constructed with consideration of how expenditures will be tracked, and requires accurate and separate reporting against the budget, should the grant be approved. Therefore, the Foundation strongly encourages involving an accountant or dedicated financial designee in the development and ongoing management of the budget. The Foundation suggests that the budget be concise yet informative. It is expected that proposal requests requiring significant investments have more detailed budget line items; however, budgets for all proposals typically will have detailed sub-line items which will aggregate for reporting purposes to the broad budget categories.

The total budget for the project:	Estimate the total budget needed to support this work in US dollars. Enter numeric values only.
Upload a copy of your total project budget:	Optional, unless specifically requested by program staff by program staff. 1 document, 20 MB maximum
The amount requested from WKKF:	Provide the dollar amount being requested from WKKF in US dollars. Enter numeric values only.
<i>(If lobbying question = yes)</i> You indicated your project included lobbying activities. Provide an estimate of the total non-lobbying expenses.	Of the total project budget, what is the total amount being spent on non-lobbying activities?
Please edit the proposed Start Dates and End Dates for your request, adjusting the number of reporting periods as necessary. Note: Typically, reporting periods are 12 months. Reporting periods can coincide with the grantseeker's fiscal period. WKKF staff strive to make funding decisions and award grants within 60 business days of receiving an application. Thus, we recommend selecting a start date a minimum of 3 months from the date you plan to submit your application.	Adjust Start\End dates in this section as needed

Budget Categories

Each budget category is explained under the selected tab. Click on the applicable tab(s) to enter the data for the budget category(ies) included in your proposal budget. If a category doesn't apply, no data should be entered.

Budget form tips:

- * Amount entered in budget form should equal the amount requested from WKKF (not the total project budget)
- * All categories used require narrative comments
- * Do not enter special characters in numeric fields (% , \$, comma , etc.)
- * Tab Legend (Pink=Active tab, Green=tab contains budget data, White=tab contains no data)

Personnel: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. Include all salary and benefit expenses for staff working directly on the WKKF-funded project (expenses charged should be based on actual time worked - i.e. timesheets, FTE, etc.). If an FTE allocation is used to charge salary and benefit expenses, the allocation should be based on timesheets or a time study.
2. Describe in the comments section below how the amount expensed to the Personnel line item for payroll and fringe benefits expense will be calculated and verified if not based on actual time worked.
3. Separately list personnel time for the following: Communications, Policy, and Website Management.
4. Provide the average percentage of time being funded by the WKKF grant for each position/role listed in the applicable column below. Note: Percentages do not have to add up to 100%.

Please DO NOT include:

1. Amounts to be paid to contracted individuals. These expenses should be included with the Contractual Services category.
2. Salary and benefit expenses for staff not working directly on the project activity. These expenses should be included with the Indirect Costs category. These expenses include Administrative Services, such as Finance, Human Resources, Technology, Legal, etc.
3. Salary and benefit expenses for staff providing evaluation services in support of the project. These expenses should be included with the Evaluation category.

Contractual Services: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. Include all subcontractor and consulting services directly related to the WKKF-funded project.
2. Separately list subcontracted services for the following: Communications, Policy, and Website Management.

Please DO NOT include:

1. Organization-wide administrative contracts, such as accounting, audit, IT, support, security, etc. These expenses should be included with the Indirect Costs category.
2. Subcontractor and consulting expenses for evaluation services in support of the project. These expenses should be included with the Evaluation category.
3. Amounts to be paid to employees of the organization. These should be included with the Personnel category.

Project Supplies: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. Include total cost of supplies requested for activities funded by WKKF. Expenses must be directly tracked to the project.

Please DO NOT include:

1. Organization-wide office supplies. WKKF considers general supplies as indirect expenses, which should be included with the Indirect Costs category.
2. Rent, telephone, utilities or internet connectivity expenses. These expenses should be included with the Indirect Costs category.
3. Accounting, auditing, insurance or office equipment usage expenses. These expenses should be included with Indirect Costs category.

4. Amounts for allocations or percentages of project supplies. These expenses should be included in the Indirect Costs category.

Capital Assets & Equipment: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. List all capital asset purchases including computers and related equipment, office furniture, and other equipment purchased or leased specifically for the WKKF grant.

Please DO NOT include:

1. Equipment usage fees. These expenses should be included with the Indirect Costs category.
2. Depreciation expenses. WKKF does NOT fund any depreciation expense.
3. Amounts for items that will be expensed rather than capitalized. These expenses should be included in the Project supplies category.

Evaluation: A budget line for Evaluation is required. Please reference the Evaluation Budget Guidelines for additional information and enter your budget items in the space provided following the tips below:

Please be sure to include:

1. All payments for subcontractors and consultants who provide evaluation services in support of the project, including time and expenses related to gathering, entering, analyzing, and reporting on data collected.
2. Any salary and benefit expenses for staff directly related to providing evaluation services in support of the project.

The suggested amount for evaluation typically falls between 8 to 10% of the total amount requested from WKKF. The evaluation allocation is included in, not in addition to, the total requested amount.

Meetings & Conference: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. List all expenses including facility and catering expenses, conference activities, meeting specific supplies, participant and registration fees, etc., related to meetings and conferences held to achieve the WKKF-funded project purpose.
2. Include all travel expenses related to meetings and conferences held to achieve the WKKF-funded project purpose.

Please DO NOT include:

1. Training fees paid to a consultant. These expenses should be included with the Contractual Services category.

Travel: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. List all travel expenses including airfare, hotel, meals, mileage, etc., related to the WKKF-funded project activities.

Please DO NOT include:

1. Travel expenses for a meeting and/or conference. These expenses should be included with the Meetings & Conferences category.

Sub-granting: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. List all project funds provided to another 501(c)(3) public charity or governmental unit in the form of a grant.

Please DO NOT include:

1. Amounts paid for contracted services. These expenses should be included with the Contractual Services category.

Other: Please enter your budget items in the space provided following the tips below..

Please be sure to:

1. Separately list scholarship expenses for amounts paid to an individual or organization, such as a stipend or per diem amount.
2. List any other expenses which do not fit into one of the previous budget categories.
3. Include amounts paid for fiscal sponsor/agent fees.
4. Include amounts paid to an individual for participation or attendance, such as a stipend or incentive payment. Note: Documentation of payment made is required.

Please DO NOT include:

1. Any expenses that have previously been described as indirect costs. These expenses should be included with the Indirect Costs category.

Indirect Cost: Please enter your budget items in the space provided following the tips below.

Please be sure to:

1. List all Administrative, Finance, Human Resources, and Technology staff expense.
2. List all organization-wide administrative contracts, such as accounting, audit, IT, support, security, etc.
3. List all rent, telephone, utilities or internet connectivity expenses.
4. List all accounting, auditing, insurance or office equipment usage expenses.
5. List all allocations and/or percentages of expenses.

Organization Information

In the following section, we are collecting information specific to the grant seeking organization. The grantee organization is responsible for fulfilling the actual programmatic purpose of the approved grant according to the application submitted and approved by the Foundation. This entails overseeing project activities to be certain they are conducted in conjunction with the approved purpose.

Legal Name	Legal name of the organization according to IRS (for U.S.) or IRS-equivalent (non-domestic). Please do not use abbreviations or acronyms. [Max 225 characters with spaces]
Other Name(s)/Acronyms	List any other name(s) or acronyms your organization is known by. [Max 225 characters with spaces]
Preferred Mailing Address	The preferred mailing address is the organizational address of the person authorized to bind/contract on behalf of the organization. All legal documents and payments must be sent to this address. [Max 250 characters with spaces]
Physical Address	The physical address is the organizational address of the person/team who will handle the day to day grant management.
<i>(US Organizations Only)</i> Employer Identification Number (EIN#)	Enter your own Employer Identification Number (EIN), even if you will be using a fiscal sponsor.
Year of Legal Incorporation	Provide the year your organization was legally incorporated.
Most Recent Annual Revenue	Enter your organization's annual revenue in US dollars. Enter numeric values only.
Briefly describe the organization's mission, vision and values.	What is the overall mission, purpose, and focus of your organization? [Max 900 characters with spaces]
Will the above grantee also serve as the payee (e.g. fiscal agent, fiscal sponsor, fiduciary) for this project?	

Contact Information: Payee Organization

(Applies only for organizations that will use a separate payee)

The payee organization can either be the grantee organization or a separate organization or entity (e.g. fiscal agent, fiscal sponsor, fiduciary). The payee is responsible for ensuring the grant funds are spent in accordance with the grant agreement, which includes the approved purpose and budget.

Payee Organization Name:	
Contact Name:	
Email Address:	
Phone Number:	

Organization: Officers and Board Members

(Applies only for organizations that are NOT nonprofit 501c3 organizations)

As part of the Foundation’s due diligence process, we require a list of the officers and board members for your organization. Complete the table below indicating Chief Executive Officer (a.k.a. President, Director, Rector, etc.), Chief Financial Officer (a.k.a. Bursar, Treasurer, etc.), Board Members (a.k.a. Trustees, Governing Board Members, etc.), and any other key officers.

Complete the table below indicating Chief Executive Officer (a.k.a. President, Director, Rector, etc.), Chief Financial Officer (a.k.a. Bursar, Treasurer, etc.), Board Members (a.k.a. Trustees, Governing Board Members, etc.), and any other key officers.	
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Contact Information: Submitter

Please give us your contact information so that we can be in touch regarding next steps. Email is our primary method of communication throughout the application process, so please ensure you add the wkkf.org domain to your safe-sender list if you use a SPAM-blocking service.

Name	Provide your salutation, first name, middle initial, last name, and title within your organization.
Address	Defaults to preferred mailing address of the organization. If desired, you can select the organization’s preferred physical address, or provide an alternate address.
Phone Number	
Email	Provide your preferred email address.
Name of WKKF staff member(s) you have discussed this application with:	WKKF staff named here will be notified of your proposal submission. *Note: Previous contact with WKKF staff is not required for proposal submission, nor does it increase a proposal’s opportunity for funding. [Max 1000 characters with spaces]
Are you an employee/board member of the organization that is submitting this request? Select “Yes” or “No”	If “No”, you will be asked to provide the name, title, phone number and email of an employee.