

We are providing this document for informational purposes only. Please return to the online application to enter your answers to these questions.

Note on Character Counts: When copying and pasting information into our online grant application form, character counts may vary depending on the software application used. The character count our system uses also counts spaces and line spacing.

Content	Helper Text
<p>*Organization Type: (Choose One) Nonprofit For Profit/Non-Charity (Select for work within Latin America and the Caribbean only) Public/Government Individual</p>	
<p>*Target Geographic Area</p>	<p><i>Target Geographic Area indicates specific geographic areas that are expected to benefit from your funding request. If your request is meant to benefit people nationwide in the United States or across a majority of the states, please check National</i></p>
<p>Describe specific geographic area(s) most impacted by this work:</p>	<p><i>Please indicate specific target geographic areas, such as tribal nations, regions, counties, municipalities, cities, communities, localities and/or neighborhoods intended to be served by this request. [1300 chars max]</i></p>
<p>Please select the main areas or priorities addressed by the project for which you are seeking funding support. It is possible to select multiple options, but is not necessary to select more than one. (Latin America and the Caribbean only)</p>	
<p>*What is the name of your funding request?</p>	<p><i>Enter the name or title of the proposed funding request. If you haven't named your request 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. [150 chars max]</i></p>

<p>*Provide an overview of your funding request:</p>	<p>Provide a "Why, What, How?" summary of the scope of work (Theory of Change) for your request, including :</p> <ol style="list-style-type: none"> 1. An explicit problem statement ("Why?") 2. Overarching goal(s) of the proposed work that will be supported by WKKF Funds ("What?") 3. Clear and logically linked activities which address the problem statement and the support the overarching goal(s), including a description of what WKKF funds will be used to support ("How?") <p>Do not use bullets or other formatting. In addition, do not use <, >, %, # or other special characters, website addresses or URL links.</p> <p><i>[3000 characters max]</i></p>
<p>*Summarize in one sentence the specific purpose for which you are asking for Kellogg funding:</p>	<p>Concisely describe the specific purpose for which you are asking Kellogg funding. For example, "strengthen early learning programs by helping teachers use child and program assessment data to improve teaching effectiveness and outcomes." <i>[300 chars max]</i></p>
<p>*Briefly explain the problem or need your project aims to solve: <i>(Latin American and the Caribbean only)</i></p>	<p>Help us understand the context of your project by describing the problem and need your organization aims to solve. The use of data is strongly recommended. <i>[3000 chars max]</i></p>
<p>*How will your funding request help vulnerable children succeed?</p>	<p>The Kellogg Foundation 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><i>[3000 chars max]</i></p>
<p>*Describe the target demographics of the population your program will serve:</p>	<p>Describe the population you are serving, and the ways in which this population will benefit from your funding request. Please be as specific as possible. For example, include average age, ethnicity, languages spoken, income, etc.</p> <p><i>[3000 chars max]</i></p>
<p>*What specific outcomes do you expect to achieve?</p>	<p>Summarize the feasible and measurable results to be achieved by implementing the WKKF-funded activities: What child outcomes will be achieved or impacted when the work 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)?</p> <p><i>[3200 chars max]</i></p>

*Requested Start Date	Enter the month and year you would like funding to begin.
*Requested End Date	Enter the month and year you anticipate funding will end. <i>(WKKF typically provides funding in one year increments)</i>
Provide any additional information you want us to know in regards to timing.	Optional: Provide any additional information regarding the timelines or constraints related to your funding request. [3000 chars max]
What contact(s) has your organization had with Kellogg Foundation programming staff in regards to this specific proposal? Please leave blank if no previous contact was made.	Previous contact with staff <u>is not required</u> prior to submitting a grant request, nor does it increase a proposal's funding opportunity. If you have had contact with WKKF programming staff regarding this request, please provide their name(s) so that we may notify them. [1000 chars max]
*What is the total overall budget for this work?	Estimate the total amount needed to support the work you are proposing in US dollars. Enter numeric values only.
What is the total amount you are requesting from the Kellogg Foundation?	Provide the dollar amount being requested from the Kellogg Foundation in US dollars. Enter numeric values only. <i> Note - The Kellogg Foundation prefers not to be the sole funder of projects.</i>
*Does any part of this funding request involve lobbying?	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. 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. For more information regarding lobbying, please consult Treasury Regulations, Section 53.4945-2.
*Estimate the percentage of families benefitting from this request who have an income at or below 200% of the current federal poverty guidelines: <i>(US-based projects only)</i>	For detailed information regarding poverty guidelines, please visit the Health and Human Services website at http://aspe.hhs.gov/poverty-guidelines

<p>*Estimate the percentage of families benefitting from this request who are single-parent households: (US-based projects only)</p>	<p><i>Some statistics may be available here:</i> http://www.factfinder.census.gov/faces/nav/jsf/pages/index.xhtml</p>
<p>*Of the single-parent households indicated above, estimate the percentage that are female head of households: (US-based projects only)</p>	<p><i>Some statistics may be available here:</i> http://www.factfinder.census.gov/faces/nav/jsf/pages/index.xhtml</p>
<p>*Estimate the percentage that indicates the range of heads of households benefitting from this request who have a high school education or less: (US-based projects only)</p>	<p><i>Some statistics may be available here:</i> http://www.factfinder.census.gov/faces/nav/jsf/pages/index.xhtml</p>
<p>*Estimate the ethnic demographics of the number of populations this request will serve by the following racial/ethnic categories (enter whole numbers only): (US-based projects only)</p>	<p><i>If working in more than one community, state, or region, please estimate the average of the population you are serving. Make sure the values equal 100%.</i></p> <p><i>The Kellogg Foundation is using these definitions for the following ethnicities:</i></p> <p>White (Not Hispanic or Latino) - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.</p> <p>Black or African American (Not Hispanic or Latino) - A person having origins in any of the black racial groups of Africa.</p> <p>Native Hawaiian or Other Pacific Islander (Not Hispanic or Latino) - A person having origins in any of the peoples of Hawaii, Guam, Samoa, or other Pacific Islands.</p> <p>Hispanic or Latino - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.</p> <p>Asian (Not Hispanic or Latino) - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian Subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.</p> <p>American Indian or Alaska Native (Not Hispanic or Latino) - A person having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.</p> <p>Two or More Races (Not Hispanic or Latino) - All persons who identify with more than one of the above five races.</p>
<p>*Legal Organization Name:</p>	<p>Legal name of the organization according to IRS (for U.S.) or IRS-equivalent (non-domestic) [255 chars max]</p>
<p>*Other name(s) your Organization is known by:</p>	<p>Any other name(s) or acronym your Organization is known by [255 chars max]</p>

*Preferred Mailing Address:	<i>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. [250 chars max]</i>
*City:	[35 chars max]
*State/Province:	<i>International applicants can enter "N/A" if no state or province is applicable.</i>
*Zip/Postal Code:	<i>International applicants can enter "N/A" if no zip or postal code is applicable.</i>
*Country:	
*Phone Number:	[50 chars max]
Fax Number:	[50 chars max]
Website:	[255 chars max]
Organizational Physical Address (if different from Preferred Mailing Address):	<i>Physical location of the organization, if different from the preferred mailing address.</i>
City:	[35 chars max]
State/Province:	<i>International applicants can enter "N/A" if no state or province is applicable.</i>
Zip/Postal Code:	<i>International applicants can enter "N/A" if no zip or postal code is applicable.</i>
Country:	
*Provide the overall purpose of your organization:	<i>What is your organization's mission, purpose, and focus? [900 chars max]</i>
*Employer Identification Number:	<i>All U.S.-based organizations MUST enter their own Employer Identification Number (EIN), including organizations that will be using a fiscal sponsor. Fiscal sponsorship information will be collected as part of a later process. For organizations incorporated in other countries, enter 00-0000000.</i>
*Year Established:	<i>Provide the year your organization was established.</i>
*Year of Legal Incorporation (Latin American and the Caribbean only)	<i>Provide the year your organization was legally incorporated.</i>
*Annual Operating Budget:	<i>Enter your organization's annual operating budget. Enter numeric values only.</i>

<p>Provide the racial/ethnic demographic of your organization:</p>	<p>Please count each person only once based upon his or her primary role. For more information regarding the ethnic categories, please click "?" below.</p> <p>The Kellogg Foundation is using these definitions for the following ethnicities:</p> <p>White (Not Hispanic or Latino) - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa. Black or African American (Not Hispanic or Latino) - A person having origins in any of the black racial groups of Africa. Native Hawaiian or Other Pacific Islander (Not Hispanic or Latino) - A person having origins in any of the peoples of Hawaii, Guam, Samoa, or other Pacific Islands. Hispanic or Latino - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race. Asian (Not Hispanic or Latino) - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian Subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam. American Indian or Alaska Native (Not Hispanic or Latino) - A person having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment. Two or More Races (Not Hispanic or Latino) - All persons who identify with more than one of the above five races.</p>
*Salutation:	
*First Name:	[20 chars max]
Middle Initial:	[2 chars max]
*Last Name:	[50 chars max]
*Title:	Enter your title or position held within the organization. [250 chars max]
*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.
*City:	[35 chars max]
*State/Province:	International applicants can enter "N/A" if no state or province is applicable.
*Zip/Postal Code:	International applicants can enter "N/A" if no zip or postal code is applicable.
Country:	
*Phone Number:	[50 chars max]
Fax Number:	[50 chars max]
*Email Address:	[100 chars max]

*Are you an employee/board member of the organization that is submitting this request?	
Employee First Name:	[20 chars max]
Employee Last Name:	[50 chars max]
Title:	[250 chars max]
Phone Number:	[50 chars max]
Email Address:	[100 chars max]
* Denotes required field	