

Overview	The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer Will Keith Kellogg, 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.
Primary Goal/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.
Programs/Campaigns	<p>The W.K. Kellogg Foundation organizes their work and investments toward attaining three strategic goals:</p> <ul style="list-style-type: none"> • Educated Kids: Increase the number of children who are reading-and-math proficient by third grade. • Healthy Kids: Increase the number of children born at a healthy birth weight and who receive the care and healthy food they need for optimal development. • Secure Families: Increase the number of children and families living at least 200 percent above the poverty level. <p>Within and around each goal are commitments to Community & Civic Engagement and Racial Equity.</p> <p>In 2008, the foundation began concentrating up to two-thirds of its grants in several priority places, in the United States these are:</p> <ul style="list-style-type: none"> • Michigan, Mississippi, New Mexico and New Orleans
Impact	N/A
Reports/Case Studies	<p>2012 Annual Report http://www.wkkf.org/resource-directory/resource/annual-reports/2012-w-k-kellogg-foundation-annual-report</p> <p>Database of grants awarded http://www.wkkf.org/grants</p>
Social Media Sites	<p>https://www.facebook.com/WKKelloggFoundation https://www.facebook.com/foodandcommunity https://www.youtube.com/kelloggfoundation https://twitter.com/wk_kellogg_fdn</p>
Website and Contact Information	http://www.wkkf.org/grantseekers