

ONE JOURNEY

*Racial Equity, Diversity & Inclusion
at the W.K. Kellogg Foundation*



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REFLECTION QUESTION

Which of these apply?

- ☐ My organization has embedded racial equity into its mission
- ☐ My organization has explicit policies and practices addressing racial equity
- ☐ My organization's board has adopted a formal racial equity statement

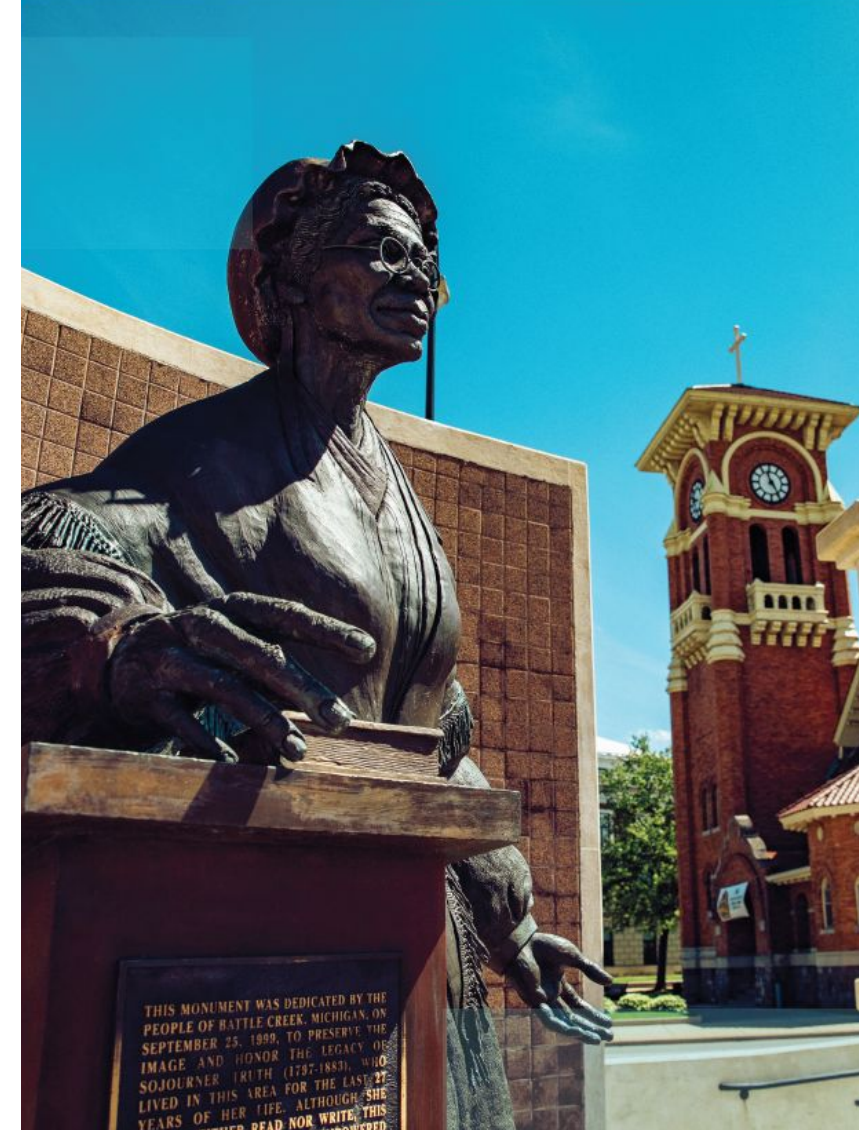
OUR PURSUIT OF RACIAL EQUITY

- **Senior Leadership Commitment**
 - Intelligent Study
 - Application of Knowledge
- **Board Leadership & Vision**
 - Anti-racism vs Diversity & Inclusion
 - Child-centered approach

ANTI-RACISM IS PART OF OUR FOUNDER'S AND OUR HOMETOWN'S HISTORY

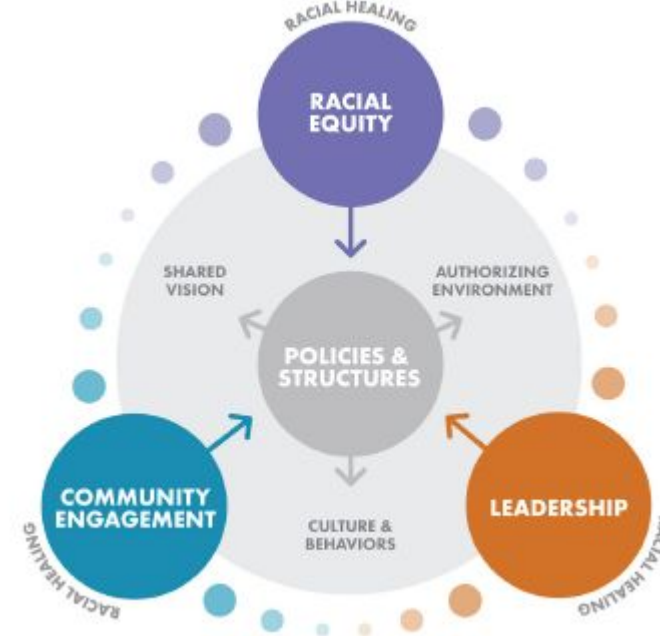
Our founder, Will Keith Kellogg, was the son of abolitionists who often sheltered enslaved Africans fleeing to Canada. He was raised an observant member of the Seventh Day Adventist Church, whose co-founder – Ellen G. White – opposed racism in any form.

The Kellogg Foundation's hometown of Battle Creek has historically been deeply committed to the struggle for human and civil rights. In the 1850s, the site of our current headquarters was home to a safe house on the Underground Railroad, a place where more than 1,500 enslaved people found sanctuary on their way to Canada. Battle Creek was also the home of Sojourner Truth, one of the most prominent abolitionists of the 19th century. The Kellogg Foundation honored this legacy in 1993 when it helped to fund the nation's largest monument to the Underground Railroad.



OUR DNA THEORY OF CHANGE

- **Documenting our organizational DNA**
 - Shared Vision
 - Authorizing Environment
 - Culture and Behaviors
- **The role of Racial Healing**
 - Learning is key
 - Openness to change
 - Deep partnering



WKKF'S RACIAL EQUITY JOURNEY

The Kellogg Foundation's racial equity journey contains the story of who we are, where we come from and the potential for our future. As part of our DNA, it informs our beliefs, relationships, day-to-day interactions and decision-making processes.

EVOLVING TO AN INSIDE-OUT APPROACH

Early Racial Equity Grantmaking

Racial equity funding first makes an appearance in our grantmaking strategy when WKKF worked toward integration for health care professionals in U.S. hospitals.

1940s
& 1950s

Strengthening Educational Opportunities

In the mid-1960s began to strengthen educational opportunities for Black and Native populations with the goal of diversifying the U.S. workforce. From the 1960s and 1970s, we had a strong focus on expanding access to education opportunities.

1960s
& 1970s

Capitalizing on Diversity

With the establishment of the WKKF Diversity Advisory Committee and Capitalizing on Diversity Cross-Cutting Theme, the 1990s sees an intentional focus on promoting diversity, both as an organizational value and integrated priority in grantmaking. From around the 1980s until early 2000s, there was a significant focus on expanding and deepening our focus on people and communities.

1980s
to early
2000s

Late
2000s

Toward Racial Equity and Healing

The late 2000s marks another turning point. In 2007, WKKF's Board of Trustees makes the commitment to being an anti-racist organization that promotes racial equity and racial healing as core strategies for achieving its mission.

HOW WE DEFINE RACIAL EQUITY



WHAT IS RACIAL EQUITY?

Racial equity is an aspirational pursuit insisting that all people, regardless of their racial/ethnic group identification, skin color or physical traits, will have equal opportunity to experience well-being in a just society. Achieving racial equity means that an individual's identity would not be predictive of their day-to-day experiences or their life outcomes. **Racial equity is a two-strand approach that focuses on systems transformation and racial healing.** The social construct of race has been used to sustain a false hierarchy of human value that favors some racial groups over others (privileging "Whiteness") and determines access to resources and opportunities.

WHAT IS RACIAL HEALING?

Racial healing is a process that restores individuals and communities to wholeness, repairs the damage caused by racism and transforms societal structures into ones that affirm the inherent value of all people. This process provides an opportunity to acknowledge and speak the truth about past wrongs created by individual and systemic racism and addresses present-day consequences for people, communities and institutions. Racial healing on internal, intragroup and intergroups levels are supported through: respectful dialogue; recognition and affirmation of people and their experiences; connectedness to one's cultural ways and practices; and the sense of agency nurtured through racial justice activism and organizing.

RACIAL EQUITY VALUES IN ACTION

In work with communities, we:

- include people of color as leaders, experts and researchers. We are careful not to allow groups to study communities of color without establishing trusted relationships;
- invite community residents to participate and shape outcomes;
- invest in collaboration across multi-sectors, including business, government and nonprofit sectors and promote cooperative planning processes.

GOALS

We strive to create and sustain policies and systems

1. Allow all persons to leverage the policies and systems to achieve shared goals.
2. Support a racial healing process that provides necessary structure to allow full participation, engagement and fulfillment.
3. Foster racial/ethnic diversity and create accountability systems to assure sustained expansion.
4. Foster the use of data (qualitative and quantitative) to define success of efforts based on reducing racial/ethnic disparities in outcomes.

OUTCOMES

Outcomes

1. There is an aligned vision and strategy among WKKF staff for how racial equity is applied to all of the work of WKKF.
2. External partners are held accountable to the application of racial equity in WKKF strategies and it is applied in their work.
3. Infrastructure to support the deepening of racial equity work within and outside of WKKF.
4. Shared measures of success of the racial equity work are practiced.
5. There are effective inter- and intra-group relationships and among WKKF and its external partners working on behalf of vulnerable children.

RACIAL EQUITY VALUES IN ACTION



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Racial equity is not a passive effort at the Kellogg Foundation. We strive to embed it in everything we do. It stems from a deep commitment to fundamentally change the belief systems and structural barriers created by a false hierarchy of human value. It's the main reason I joined the foundation.

- Vicky Stott,
program officer, WKKF

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W.K. KELLOGG FOUNDATION'S RACIAL EQUITY STANDARDS

EQUITY IN ACTION

Ensure that policies, procedures and processes are administered fairly, consistently and equitably. If you ask something of one staff member, vendor or grantee, are you asking it of others?

EVERYBODY COUNTS

Always seek to disaggregate demographic data by race and ethnicity, even when it's less convenient. There are no "others."

DIVERSIFY CANDIDATE POOL

When hiring staff or contracting vendors, a viable pool of candidates is a racially diverse pool of candidates. Period.

INFLUENCE & SUPPORT

Encourage grantees, vendors and partners to better understand how they can advance racial equity. Support them in developing strategies and plans for doing so.

SEE ME

Ensure that presentations, pictures, stories and examples appropriately represent, recognize and honor people and their cultural ways as assets.

WORDS MATTER

Recognize that language is racialized (e.g., politics is tribal, crack the whip, time Nazi, gypped, things going South, having a pow wow, slave driver, being jewed, etc.). Seek to open your heart and mind to learning ways of speaking that acknowledges historical context and affirms people's identities.

HONOR ALL CULTURES

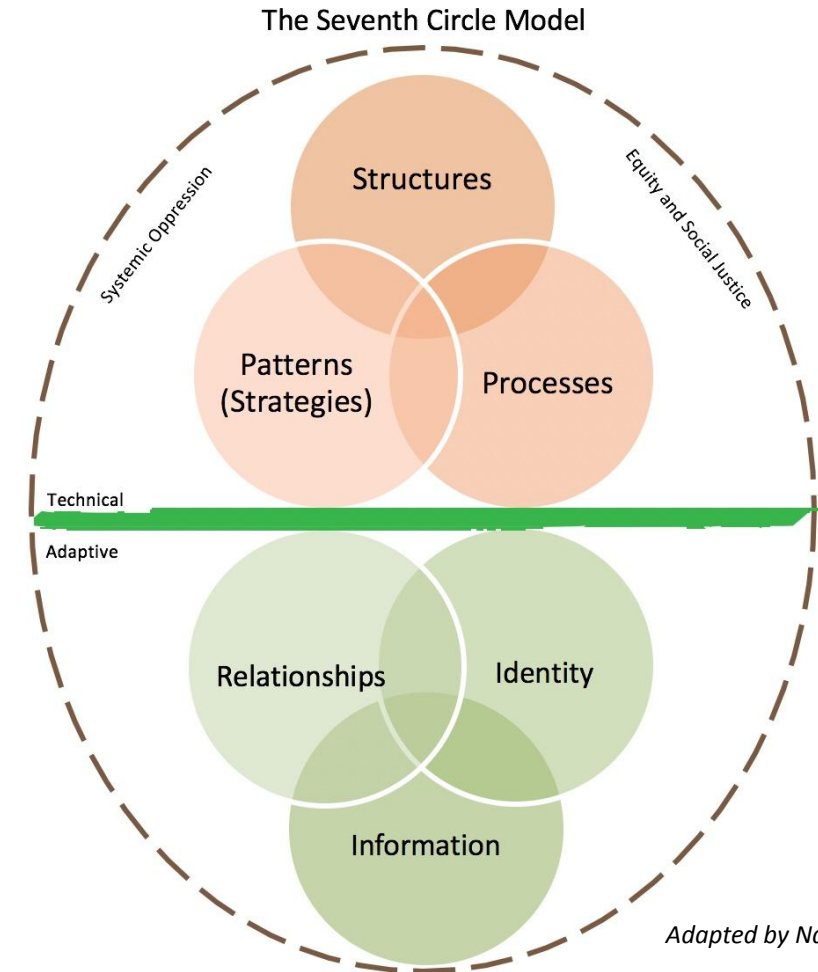
Appreciate different rituals, foods, holidays, ways of dress and experiences as a way to deepen relationships and trust.

Embedding Our DNA

The W.K. Kellogg Foundation's approach to DNA (Racial Equity, Community Engagement and Leadership Development) utilizes the Seven Circle Model as a frame for the embedding of our DNA into our programming and operations. It is our contention that in order for DNA to be institutionalized successfully and to lead towards organizational transformation, we need to implement strategies that are both technical (above the green line) and adaptive (below the green line) – aligning mind and heart.

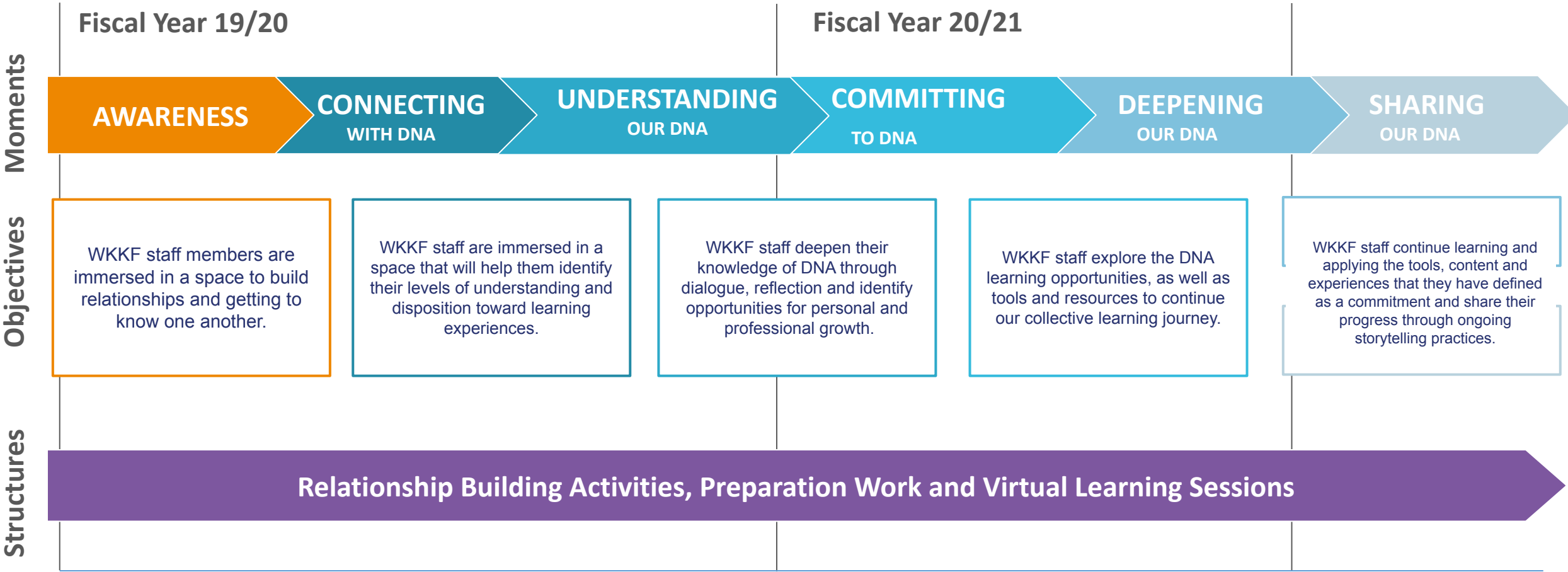
There is an incredible opportunity to execute on work below the green line in the circles of relationships, identity, and information, which enables people to embrace, internalize, and “live” the change into being, while also institutionalizing DNA into culture, policy and practice. Leveraging years of experience and expertise, and having been heavily steeped in this work for several years, WKKF continues to build upon its DNA through the Seven Circle Model, working to ensure that the adaptive and relational work below the green line continues.

Our DNA implementation plan allows us to live out our commitments to Racial Equity, Community Engagement and Leadership Development.



Adapted by National Equity Project

DNA Implementation Plan – DNA Learning Experiences (Racial Equity, Community Engagement & Leadership Development)



GRANTMAKING FOR RACIAL EQUITY

How We Do It:

- Intentionality
- Center Communities of Color
- Embed Racial Equity into EVERY grant
- Focus on systems and structures



Application example

Racial Healing & Racial Equity

*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.)

*Please provide the racial/ethnic demographics of your organization:

	Top Admin Official	Board Members	Senior Management	Other Staff	Total
American Indian or Alaska Native					
Asian					
Black or African American					
Hispanic, Latino, or Spanish origin					
Middle Eastern or North African					
Native Hawaiian or other Pacific Islander					
White					
Other/Multiple race, ethnicity, or origin identification					
Total					

*Please indicate the gender of the top administrative official within your organization:

*Describe any racial equity practices, programs, or initiatives in which your organization is presently engaged.

*Provide the ethnic demographic information for the proposal's work team:

Staff Category	Board Members	Senior Management	Program Staff	Other Staff
American Indian or Alaska Native				
Asian				

Cultivation with a Racial Equity Lens

Proposed Work

- What are the underlying assumptions about race, racism and racial equity?
- Are those most impacted by the issue identifying the problem(s), making programming decisions, and proposing the solutions?

Issue Area and Impact

- What patterns of racial inequity exist in the area of change?
- How will there be impact through the execution of this proposal?

Organizational Commitment to Racial Equity

- Does to organization demonstrate a deep understanding and commitment to racial equity?

GRANTMAKING FOR RACIAL EQUITY

Examples of the Work

- Entrepreneur of Color Fund
- AAPI Civic Engagement Fund
- Truth, Racial Healing & Transformation
- Catalyzing Community Giving
- Racial Equity 2030



CATALYZING
COMMUNITY
GIVING®

Locally Driven Philanthropy
by Communities of Color

racialequity2030

A Call for Bold Solutions to
Drive an Equitable Future



WHAT WE HAVE LEARNED

WHAT WE HAVE LEARNED:

This work is a journey every organization can take.

Despite the foundation actively working on racial equity, diversity and inclusion for decades, we are not there yet. We've made tremendous progress, but there's still work to be done. This work isn't easy. It takes willingness and deep understanding for others' experiences and is essential to making the organization more effective.

Organizational commitments must align with values.

Beyond the public statements and commitments to racial equity, real change is in policies and practices – internally and externally. We are proud that racial equity, diversity and inclusion extends from our board to staff and to partners, vendors and grantees.



PATHWAYS FOR ACTION



ACTIVITIES

At WKKF

1. Socialize standards and practices that embed and sustain racial equity into the organizational culture.
2. Recruit, retain and develop a diverse staff and use metrics to establish and mark progress toward staff diversity goals.
3. Deploy grantmaking guide to assist staff with embedding racial equity into all investments.
4. Implement a process for onboarding new staff to create baseline awareness of racial equity.
5. Facilitate staff development curriculum to deepen all staff's knowledge and skills of racial equity.
6. Leverage affinity groups to build an affirming culture for all staff.
7. Design strategic plan with success indicators disaggregated by race and ethnicity.

QUESTIONS?

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