



WKKF'S INVESTMENT IN MICHIGAN GRAND RAPIDS

WKKF Goals

We align our work in Grand Rapids with our three organizational goals that strive for educated kids, healthy kids and secure families. These goals serve as the guideposts for our grantmaking, while racial equity and community and civic engagement serve as important lenses to achieving these outcomes. Our organizational goals include:

- **Educated Kids**
Success by third grade
Increase the number of children who are reading and math proficient by third grade.
- **Healthy Kids**
Healthy birth weight and optimal development
Increase the number of children born at a healthy birth weight and who receive the care and nutrition they need for optimal development.
- **Secure Families**
Children and Families at 200% above poverty
Increase the number of children and families living at least 200% above the poverty level

Grand Rapids Demographic Information

Population:

- 188,040 total residents
- 10 percent under the age of 5
- 25 percent under the age of 18

Diversity:

- 21 percent African American
- 16 percent Latin/Hispanic
- 17 percent ESL households

Economics

- \$38,344 median household income
- 8 percent unemployment rate
- 24 percent living below poverty line
- One in five Kent County children live in poverty, according to the Kids Count in Michigan Data Book 2011

(2010 statistics, courtesy of U.S. Census Bureau)

GRAND RAPIDS, MICHIGAN

Michigan's second-largest city has been a priority place for the W.K. Kellogg Foundation since 2009. As funders, we recognize that long-term impact and strong community involvement are vital to ensuring lasting change across generations. In Grand Rapids, nearly \$30 million in active WKKF grants are helping partner organizations increase racial equity and overall family health, while ensuring vulnerable children are well educated and living in economically secure families.

Poverty remains a harsh reality in Grand Rapids' core, where lack of access to quality early childcare and early education programs are setting children behind, and where parents lack access to stable employment and affordable family healthcare. WKKF places a special focus on these core communities, working with local leaders, businesses and organizations to create an integrated village of support that propels vulnerable children and families to success.

The foundation's impact shines through in our grantees' efforts to make a difference for children and families. A few organizations working toward lasting change in Grand Rapids include the following:



Early Learning Neighborhood Collaborative

Giving Children an Early Chance to Succeed

With more than 80 percent of Grand Rapids children unprepared for kindergarten, the Early Learning Neighborhood Collaborative works to expand city resources to low-income and minority families within the city's core. With a \$5 million, four-year grant from WKKF, ELNC is helping put 5,000 area children under the age of 5 on an early path to success by focusing on the design of a preschool service system based on high-quality early care and promotion of family involvement.



First Steps Kent County

Helping Families Put Children on Path to Success

First Steps is a Kent County early childhood collaborative, providing all Grand Rapids families with greater access to children's healthcare. The overall



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goal of First Steps is to improve services, supports and systems in Kent County that influence a child's readiness for kindergarten. WKKF is supporting First Steps with a three-year, \$1.3 million grant to continue offering programs like "Welcome Home Baby," aimed at ensuring that all babies born in Kent County are connected with the necessary resources to improve early learning.

Grand Rapids Student Advancement Foundation

Enriching the Educational Experience for Public School Students

The Student Advancement Foundation believes that all children, regardless of background, deserve a chance to succeed. Since 1993, SAF has worked with Grand Rapids Public School students in the areas of literacy, arts, math, science and environmental education, as well as physical wellness. WKKF is working with SAF and the Doug and Maria DeVos Foundation on a three-year, \$4 million initiative to create four "hope zones" in Grand Rapids' low-income neighborhoods.

Strong Beginnings

Ensuring Healthy Births and Birth Weights

Kent County has some of the highest infant mortality rates among African American families in Michigan,

with African American infant deaths three to four times higher than white communities. Strong Beginnings, with a \$4.5 million, five-year WKKF grant, addresses the structural barriers to equitable care while providing comprehensive health services including emotional and mental health support as well as breast feeding assistance.

Our Kitchen Table

Putting Healthy Food on Local Tables

Our Kitchen Table is a grassroots organization serving the communities of greater Grand Rapids through the promotion of social justice and self-empowerment. OKT's Food Diversity Project works to address food disparity and environmental health concerns, co-sponsoring the Southeast Area Farmers' Market in association with the Greater Grand Rapids Food Systems Council and the Kent County Health Department. WKKF is supporting OKT's efforts through a three-year, \$360,000 grant aimed at helping residents grow and prepare healthy foods.

Hispanic Center of Western Michigan

Champion of the Underserved

Founded in 1978, the Hispanic Center of Western Michigan's mission statement is "To Serve. To Educate. To Advocate." The Center currently offers family support services, adult education and employment training, youth services, immigration rights assistance and interpretation and translation services to address the unmet needs of Kent County's Hispanic population. WKKF is supporting the Center's work with a three-year, \$1.5 million grant aimed at focusing strategy and implementing support for the Hispanic/Latino community of Grand Rapids.



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