

W.K. Kellogg Youth Project 1991-1996  
Overview

Purposes:

- Provide a community foundation vehicle for every donor in the state
- Establish a pool of youth field-of-interest funds across the state to meet local youth needs
- Build community foundation unrestricted and field-of-interest permanent assets
- Expose young people to volunteerism and philanthropy.

Challenge Overview

- 2:1 (\$2 local for each \$1 from Kellogg)
- Local funds permanently endowed unrestricted or field-of-interest
- Kellogg funds permanently endowed for youth
- Active youth committees making grants for youth needs and outreach to expand youth philanthropy
- \$1 million maximum challenge for each community foundation (geographic affiliates may apply through the CMF member which might then exceed)

Management

- Youth Project Advisory Committee will review applications and authorize challenges (John Marshall, President of the Kresge Foundation, will Chair; others to be named)
- Community Foundation Committee will continue to guide the overall project: advise on technical assistance components and lead the field
- W.K. Kellogg Foundation will pay \$29.5 million of the grant directly to community foundations after CMF authorization
- CMF will pay \$3.5 million out to community foundations (\$2 million over the next five years will go to CMF to support technical assistance to community foundation members and for program management).

Staffing

- Current Program Director and Secretary
- Two new positions: Program Assistant and Secretary

Technical Assistance Overview (to Community Foundations)

- Mini-grants for specific consultation needs (new)
- Planned Giving and legal back up (new)
- Statewide annual youth development meeting (new)
- Subsidy for Training Expenses
- Scholarships
- Publications
- Direct consultation and materials
- Common Needs Strategies (tax credit, public relations to targeted markets)
- Library materials

A Detailed Plan-of-Work and Revised Budget will be presented at the June Board meeting.

# Council of MICHIGAN FOUNDATIONS

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## Subject:

Michigan Community Foundations Receive Major W.K.  
Kellogg Foundation Grant to Serve Youth and Build  
Philanthropy in Michigan

The Council of Michigan Foundations (CMF), on behalf of  
its 37 community foundation members, announces the receipt  
of a \$35 million grant from the W.K. Kellogg Foundation to  
be awarded over the next five years.

## The grant is given in order to:

1. provide Michigan youth with an experience in  
philanthropy
2. challenge local community foundations to raise  
permanent funds to meet future needs,
3. increase the charitable expenditures of  
community foundations, particularly for youth  
projects, and
4. enhance and strengthen community foundations as  
local vehicles of philanthropy.

*An Association of Foundations and Corporations Making Grants for Charitable Purposes.*

"The Michigan Community Foundation Youth Project grant is one of the largest single awards given by the W.K. Kellogg Foundation in its history," notes Dr. Russell G. Mawby, Chairman of the Foundation. "This award recognizes the importance of the locally focused community foundations and our confidence in their ability to play a pivotal role in the future of philanthropy in the State of Michigan. Also, the involvement of young people in the philanthropic process plants the seeds for a future generation of charitably spirited Americans."

The gift is a challenge grant which requires \$2 of local donations to be raised and permanently endowed in each community foundation's unrestricted or field-of-interest fund, for each \$1 of Kellogg funds received. The Kellogg funds must be permanently endowed in a youth field-of-interest fund. Once the funds are endowed, they will generate challenge grants to meet youth needs in perpetuity. Young people (under age 21) will be actively involved in each community in helping to meet local youth needs through individually designed youth advisory and volunteer projects. Each community foundation, which is a member of the Council of Michigan Foundations, may apply for up to an aggregate of \$1 million from the Kellogg Foundation.

"The W.K. Kellogg challenge provides an opportunity for the community foundations to help kids and to grow all at the same time", states Judith S. Hooker, Chair of the Board of Trustees for the Council of Michigan Foundations."

The Council of Michigan Foundations will receive a total of \$2 million of the \$35 million gift over the 5 years for the purpose of providing technical assistance to the community foundations and for management of the project. The technical assistance includes outreach to areas of the State which are not yet served by community foundation vehicles.

"The Council has, as a part of its mission, the goal of increasing the resources available to the nonprofit sector," reports Dorothy A. Johnson, President of CMF. "This grant allows us to extend and expand the network of Michigan's community foundations to make sure that every philanthropically spirited donor has a vehicle available which can receive their gift for use in the local community forever. The \$33 million which will go directly to permanent youth funds within local community foundations and the \$66 million of permanent assets to be raised locally in order to meet emerging community needs will result in \$99 million of new resources available at the local level for Michigan's communities within the next 5 years."

Program Director for the project is Kathryn A. Agard. This is a continuation and expansion of a three year program funded by the W.K. Kellogg and Charles Stewart Mott Foundations. Further details of the grant are available from the Council of Michigan Foundations. The Council is a nonprofit association of 275 Michigan private foundation, community foundation and corporate grantmakers.

The W.K. Kellogg Foundation, established in 1930 to "help people help



themselves," has distributed more than \$1 billion in support of programs in agriculture, education and health. Areas of emphasis within those broad fields include youth and higher education; community-based, problem-focused health services; a wholesome food supply; philanthropy and volunteerism, and broadening the leadership capacity of individuals. Projects in opportunities for youth are concentrated mainly in Michigan; support for economic development projects is provided only in Michigan.

The Foundation today is among the largest private philanthropic organizations in the world. It supports programs in the United States, Latin America, the Caribbean and southern African countries. Limited worldwide involvement is achieved through international networks of activities related to the Foundation's programming interests.

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