Our Vision
We envision a nation that marshals its resources to assure that all children have an equitable and promising future – a nation in which all children thrive.

Our 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.
What We Support: Our Grantmaking

**GOAL: Educated Kids**
Success by Third Grade
Increase the number of children who are reading-and-math proficient by third grade.

**GOAL: 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 healthy food they need for optimal development.

**GOAL: Secure Families**
Children and Families at 200% Above Poverty
Increase the number of children and families living at least 200% above the poverty level.

Community & Civic Engagement
Racial Equity
Our Investment in Maternal and Child Health

We believe every child deserves the opportunity to thrive, and invest in maternal and child health to advance mother’s and children’s best interests.
BREASTFEEDING RATES

- Percentage of women who initiate breastfeeding:
  - 75.2% of white women
  - 80% of Hispanic women
  - 58.9% of African American women

- Percentage of women who breastfeed their babies at six months:
  - 46.6% of white women
  - 45.2% of Hispanic women
  - 30.1% of African American women

- Percentage of women who **exclusively** breastfeed their babies at six months:
  - 16% of white women
  - 14% of Hispanic women
  - 8% of African American women
BENEFITS OF BREASTFEEDING:

Infant’s reduced risk of:
• Ear infections
• Eczema
• Obesity
• Childhood leukemia
• Necrotizing Enterocolitis

Mother’s reduced risk of:
• High blood pressure
• Heart attack
• Type II diabetes
• Ovarian cancer
• Breast cancer
FIRST FOOD GRANTMAKING

- Expand community supports for mothers and families
- Improve hospital and workplace environments to make breastfeeding easier
- Encourage new social norms and behaviors around breastfeeding
- Strengthen the network of groups working together to increase breastfeeding rates