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Inaugural Grants Made from Fund Created to Advance Giving among Emerging Donor Communities

\$1.59 Million from W. K. Kellogg Foundation Cultures of Giving Fund goes to 14 U.S. Grantees

NEW YORK (September 24, 2007) – Rockefeller Philanthropy Advisors has announced the inaugural grantees of the Cultures of Giving Fund, an innovative initiative created by the W.K. Kellogg Foundation to empower emerging donor communities – notably the African American, Latino, Asian American, Native American and underserved immigrant communities – to lead, develop and grow philanthropic resources that address community causes. Grants totaling \$1.59 million were awarded to 14 non-profit organizations across the United States and include six challenge grants to stimulate and increase the impact of giving from donors from the targeted communities. The remaining eight grants support the development and dissemination of training tools and other services to help community-based organizations engage these donors and strengthen their connections to social change issues.

These grants are the most recent efforts of the Kellogg Foundation’s ten years of exploration into and support of ways to unleash new resources for social change in communities of color. The Foundation partnered with Rockefeller Philanthropy Advisors, the nation’s largest independent, non-profit philanthropy advisory service, to develop the grantmaking programs of the Cultures of Giving Fund.

“The *Cultures of Giving Fund* honors the traditions of giving within and across cultures and recognizes that community members are uniquely equipped to identify and address community needs,” said Alandra Washington, Program Director, Philanthropy and Volunteerism, of the W. K. Kellogg Foundation. “Mainstream philanthropy should continue to share responsibility for addressing needs and disadvantage, but many community donors are now able to offer a powerful resource. This program is designed to support the development of community-based philanthropy and to strengthen the civic voice of emerging donor leadership.”

The Cultures of Giving Fund’s grantees include:

Challenge grants to encourage new and increased giving from emerging donor communities:

- Foundation for the Mid-South (\$175,000)
- Hispanic Federation (\$300,000)
- Potlatch Fund (\$125,000)
- Social Justice Fund Northwest (\$200,000)
- Twenty-First Century Foundation (\$200,000)
- Women's Fund of Greater Milwaukee (\$125,000)

Grants for training tools and other educational services:

- Arab Community Center for Economic and Social Services (\$75,000)
- Center on Philanthropy & Civil Society / Research Foundation of the City University of New York (\$30,000)
- Delta Research and Education Foundation (\$40,000)
- Faith Partnerships Incorporated (\$40,000)
- Hispanics in Philanthropy (\$75,000)
- Leadership Education for Asian Pacifics, Inc. (\$75,000)
- Native Americans in Philanthropy (\$75,000)
- Women's Funding Network (\$55,000)

Grant details are available at http://rockpa.org/special_programs/cultures-of-giving-fund/.

“While leadership and affluence are growing among donors from many of these communities, much work remains to address poverty and inequities,” said Jessica Chao, a vice president of Rockefeller Philanthropy Advisors, which has partnered with the W. K. Kellogg Foundation to develop and launch the Cultures of Giving Fund. “The W. K. Kellogg Foundation has long understood the incredible potential of giving from the many cultures that comprise the United States today. Rockefeller Philanthropy Advisors is proud to be part of this extraordinary initiative.”

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About Rockefeller Philanthropy Advisors

Rockefeller Philanthropy Advisors (www.rockpa.org) is an independent, nonprofit service that develops and manages effective giving programs for individuals, families, foundations and trusts. In 2006, Rockefeller Philanthropy Advisors advised on more than \$130 million in giving in 30 countries. Headquartered in New York City, with offices in San Francisco and Los Angeles, it traces its antecedents to John D. Rockefeller, Sr., who in 1891 began to professionally manage philanthropy “as if it were a business.” He set the style of family giving by specifying that grants would be used “for the well-being of people throughout the world.” Rockefeller Philanthropy Advisors also includes The Philanthropic Collaborative, a special charitable gift fund vehicle managed solely as a service to clients.