

1-3

00:00:17.130 --> 00:00:48.540

Talia Gibas: Hello everybody. Welcome to the pre-registration webinar for Racial Equity 2030, we are expecting a lot of participants for this session, so I'm just pausing until it looks like we have a good critical mass of people who have signed on. Once again, good morning, or good day depending on which part of the world you are in.

4-8

00:00:49.740 --> 00:01:51.660

Talia Gibas: Again, thank you for joining today's webinar for Racial Equity 2030. My name is Talia Gibas. I am a Program Officer with Carrot, the agency that is supporting Lever for Change and the W.K. Kellogg Foundation for this challenge. A few housekeeping items: this webinar is being recorded and will be available on the News and Updates page of the challenge website racialequity2030.org later this week. We will also email the recording to everyone who has registered for the challenge. We will also be posting translations of the webinar transcripts in Spanish, French, Haitian Creole, and Portuguese in approximately one week. Please note this is the second pre-registration webinar that we've offered for this challenge. The first took place on December 14.

9-12

00:01:51.990 --> 00:02:28.920

Talia Gibas: That recording is already available on the News and Updates page. We encourage you to watch it if you have not already. For those of you who may have attended that first webinar, please note that the content for this session will largely be the same. With the exception of course for the questions that you submit during the session. We have reserved the majority of our time over the next hour for those questions. In just a moment, we will watch a brief welcome video from La June Montgomery Tabron, President and CEO of the W.K. Kellogg Foundation.

13-15

00:02:29.520 --> 00:03:01.650

Talia Gibas: Then Lever for Change will further welcome you and provide an overview of Racial Equity 2030. I will do a quick walkthrough of the challenge website with my colleague Ethan Matthews, and then my colleague Jenny Adams will help open it up with your questions. As your questions come in, please type them into the Q&A tab and we will answer as many as we can within our allotted time, and members of our team will also be typing responses to those questions in the Q&A tab.

16-19

00:03:02.850 --> 00:03:52.920

Talia Gibas: Some very, very important dates to keep in mind: the deadline to register for Racial Equity 2030 is Thursday, January 28 at 5pm Eastern time, and you must register in order to be eligible to submit an application. Also, we will be planning two pre-application webinars in early February. Those signup links will be shared with all registered applicants shortly after the registration deadline. If you

have more questions after today's session, you can always reach us via email at questions@racialequity2030.org. And now I'm pleased to virtually turn things over to La June Montgomery Tabron, President and CEO of the W.K. Kellogg Foundation, who will further welcome you via video.

20

00:03:57.840 --> 00:04:13.020

Hello, I'm La June Montgomery Tabron and on behalf of the W.K. Kellogg Foundation, I announce to you Racial Equity 2030, a global challenge to drive transformative change.

21

00:04:13.800 --> 00:04:29.940

At the Kellogg Foundation, we know that change happens through people and their collective action. That's why we're awarding \$90 million to fuel creative and actionable solutions to achieve racial equity in the next decade.

22-25

00:04:31.350 --> 00:05:17.010

We are launching this challenge in honor of our organization's 90th anniversary, but the spirit of it comes from our founder, Will Keith Kellogg. Mr. Kellogg believed in people and their ability to come together, reimagine, and create better futures for their children. He wanted children to face the future with confidence, and he was willing to stake his fortune to pursue that vision, even in the midst of a global crisis. In 1930, his bold action created the W.K. Kellogg Foundation. As we look toward the next decade, Racial Equity 2030 is our call to others in the spirit of our founder.

26-28

00:05:17.910 --> 00:06:03.300

Children are at the heart of all we do at the Kellogg Foundation, but for children to thrive, their families need to be able to provide for them, and their communities need to be equitable places of opportunity. The stark inequities we see today show how much farther we need to travel to advance racial equity so all children and their families and communities can thrive. If you feel the urgency of this time, Racial Equity 2030 is your opportunity. We invite teams of bold visionaries and community leaders from every sector to join this global challenge. Let's reimagine and build a future where racial equity is realized.

29-31

00:06:19.260 --> 00:06:36.600

Talia Gibas: It looks as though we may have had a video freeze, but we can share the link to the full recording of that video when we send out the recording of the webinar as well. And now I'm pleased to turn things over to Jenna Schornack of Lever for Change to further welcome you.

32-34

00:06:38.700 --> 00:07:07.140

Jenna Schornack: Thanks, Talia. Good morning, everyone. My name is Jenna Schornack. I'm an Awards Director at Lever for Change. Lever for Change is an affiliate of the MacArthur Foundation, and our mission is to unlock significant philanthropic capital and help accelerate positive social change around the world's biggest challenges. We do this through challenges like Racial Equity 2030 and our Bold Solutions Network, a searchable database containing top vetted proposals from all of our challenges.

35-37

00:07:08.010 --> 00:07:41.040

Jenna Schornack: We are thrilled to be working with the W.K. Kellogg Foundation, and we are especially excited about Racial Equity 2030 because up to 10 finalists will be identified and receive \$1 million planning grants, along with nine months of capacity-building support to further develop their project and strengthen their application. Final awardees will be selected from a pool of finalists, and at least three awardees will receive grants of \$20 million each, and at least two awardees will receive grants of \$10 million each.

38-40

00:07:41.550 --> 00:08:21.000

Jenna Schornack: Today I will speak briefly about the scoring criteria to help you understand what we think makes a strong proposal. Please note that the application is up on the Racial Equity 2030 website right now, and you can begin working on it as soon as you register. I also encourage you to please assess your fit for the challenge by filling out the organizational readiness tool on the website. The scoring rubric also lives on the website that outlines the criteria upon which your proposal will be evaluated by applicants in peer-to-peer review. The same rubric will be used by the evaluation panel should you make it to that stage.

41-45

00:08:22.290 --> 00:09:16.110

Jenna Schornack: There are four equally weighted criteria, each with a score of one through five. The first scoring category is "Game Changing." We'd like to see solutions that are intentionally designed to transform policies, processes, institutions, or power structures. Your solution should be rooted in a deep understanding of conditions and systems and identify key leverage points for changing those systems. Solutions may tackle the social, economic, political, or institutional inequities we see today. The second scoring category is "Equity." Your proposal should address the root of racialized outcomes and inequitable systems. The solution and approach should be asset-based and acknowledge historical inequities. We'd like to see impacted communities and decision-making positions taking the lead on defining success for the project.

46-49

00:09:16.740 --> 00:09:52.230

Jenna Schornack: Although the term racial equity has specific connotations within the United States, in a global context, we believe a racially equitable society is one in which neither race nor ethnicity determines opportunity in life outcomes. It is a society where all groups have the ability to participate, prosper, and reach their full potential. Depending on local conditions, barriers to that vision may be rooted in perceived racial differences and/or oppression tied to ethnicity, caste, or economic injustice. I encourage you to read more about this on the FAQs on the website's homepage.

50/51

00:09:53.220 --> 00:10:14.490

Jenna Schornack: The next category is "Bold," meaning the proposed solution reimagines possibilities through approach or solution. The proposal should create sustained condition in which children, families, and communities can thrive. We hope this challenge is an opportunity to take a risk, build, innovate, and explore possibilities over the next decade.

52

00:10:16.740 --> 00:10:29.550

Jenna Schornack: That brings us to the final criteria, "Actionable." This is really about your team, your plan for implementation, and financial planning. We want to see you're well positioned to meet your goals that you outline in the application.

53

00:10:30.420 --> 00:10:39.360

Jenna Schornack: Please note that early- to mid-stage ideas are welcome, as well as partnerships between teams. I encourage you to check out the scoring rubric on the website for more details.

54

00:10:40.470 --> 00:10:49.380

Jenna Schornack: I will now hand it back to Talia from Carrot to explain in more detail the application, eligibility criteria, and other aspects of Racial Equity 2030.

55-62

00:10:51.390 --> 00:12:07.980

Talia Gibas: Thank you, Jenna. Once again, thanks to everyone who is joining us. So as Jenna mentioned, your first step to determine whether or not you're a good fit for this opportunity is the organizational readiness tool which you can access from the main drop-down menu. That tool will walk you through a number of questions to determine your eligibility for this challenge. This challenge is open to organizations of all sizes and all types from anywhere in the world. Please note that all proposed projects must have a charitable purpose. Also, the proposed ideas must embrace and reflect the values of racial equity and justice. They must be led by a team that centers on lived experience and includes communities closest to the issues as part of leadership in the project. Teams must also have the capacity to complete applications in English and review and score peer review submissions in English. Please note

that individuals are not eligible to apply for Racial Equity 2030. So if you go through that organizational readiness tool and have answered yes to each question, we encourage you to complete the registration process.

63-66

00:12:08.490 --> 00:12:51.510

Talia Gibas: As I mentioned before, registration is required in order for you to be able to submit an application. And it's very simple. You go to the upper right-hand corner of any page on the website and click on the button that counts down the number of days left to register. You will then be instructed to create and confirm your account. After that, you will be prompted to submit basic information about your organization so we can better understand our registrant community. An important note - you will not receive an email confirmation of your registration. If you are able to access the online application and the forums on the platform, that means you have registered properly for the challenge.

67-69

00:12:53.040 --> 00:13:18.390

Talia Gibas: Racial Equity 2030, like all of our challenges, is rooted in the values of openness, transparency and fairness. We want to ensure that everyone who registers and applies knows exactly what we expect from them, when and how they're going to be scored, and who will be evaluating their solutions. [Racialequity2030.org](https://racialequity2030.org) is built as an instructional guide to understanding that process.

70-72

00:13:19.350 --> 00:13:52.380

Talia Gibas: There are two great places to start to really understand what this challenge is looking for. Jenna talked about the scoring rubric already, so another resource is the Racial Equity 2030 application. And you can see that on the website, the full text of the application is available to any visitor, all of the questions, prompts, requirements, and word count limits. The application has several sections, and you're encouraged to read over all of them so that you have a good grasp of what is required in order to submit.

73-77

00:13:53.760 --> 00:14:36.810

Talia Gibas: Once you've done that and you've looked at the scoring rubric, you should have a very good sense of what you'll need to do to apply, and of course the next question is how your proposal will be evaluated. One quick other note on the scoring rubric which Jenna talked about at some length, I just want to reiterate that, the site provides details on what each trait means in this context. So when you go on the site, you can toggle back and forth between the scoring ranges for any given trait and see a phrase that will provide further detail on what a high and low score means for that particular trait. So again, this really helps to define what makes a strong application.

78-86

00:14:37.320 --> 00:16:04.800

Talia Gibas: It is also the same tool that peer-to-peer and the expert review panel judges will be using as they score their assigned applications. This brings us to the actual scoring process which you can read about on the evaluation page of the website. Following the application deadline, all eligible submissions will first move into peer-to-peer review. During that process, each lead applicant will score and comment on five applications from other organizations using that same scoring rubric we just looked at. All applicants must participate in peer-to-peer review, reviewing and scoring five other applications in order to remain eligible for this opportunity. Once peer-to-peer review is complete, a subset of top scoring applications will move forward to the expert review panel. You can see a list of the confirmed expert review panel members on the website. Not only will you receive scores on your applications from five of these individuals, but you will also get written feedback. Because in addition to numeric scores, both peer reviewers and the expert review panel members are required to provide comments to justify each score and note their overall impression of each application. Two things to note, we will be adding more expert review panel members as they are confirmed, so please check back often.

87/88

00:16:05.340 --> 00:16:28.050

Talia Gibas: We often find that the feedback that participants receive is one of the most important aspects of participating in our challenges. Even if you are not selected as a finalist or awarded a grant, you do walk away with valuable feedback that you can then use to refine your solutions and perhaps seek other funding or expanded support.

89-94

00:16:29.430 --> 00:17:33.000

Talia Gibas: This brings us to another common question we receive. There are a lot of people participating in peer-to-peer review and the expert review panel. What do we do to ensure that process is fair? To address this question, we have a web page that is dedicated specifically to explaining how we normalize scores. I mentioned that each valid application will first be scored by five fellow applicants and a subset of top-scoring submissions and will then be scored by five members of the expert review panel, and this means that not every applicant and not every judge will be looking at every application. We make sure that you're not disadvantaged if by chance you are assigned to a hard grader and another applicant was reviewed by someone who just naturally tends to be a little bit more lenient. In brief, all of the scores are re-scaled and normalized. So again, this page titled level playing field, goes in depth about how this works, and you are encouraged to read more about that.

95-103

00:17:35.400 --> 00:18:55.650

Talia Gibas: There are a few other items on the website that I want to quickly point out. The first is the rules page. On this page, you can read about the legal stipulations on teams that govern their participation, the eligibility criteria, and learning more about all of the terms and conditions required for participating teams. Finally, there's also the timeline page, and that details each phase of the challenge. Some important upcoming milestones on that timeline: registration, as I've said is required, must be completed by Thursday, January 28 at 5pm Eastern time in order for you to be eligible to submit a

proposal. The application deadline is Thursday, February 25 at 5pm Eastern time. Looking past that, peer-to-peer review will take place over a period of several weeks in early spring. Reviews will happen independently over this time period, and applicants will be using our online scoring platform to evaluate and comment on their assigned applications. You are free to click through the other further elements of a timeline to see all of the other key dates related to the challenge.

104-108

00:18:57.120 --> 00:19:51.300

Talia Gibas: The website includes a few other helpful areas like News and Updates. That's where we will be posting the recording of this webinar and where you can find the recording of the December webinar. There is also a series of frequently asked questions on the main landing site. We encourage you to read over all of this if you have not done so already. With that, I'm happy to move into the Q&A portion of the session. Please continue to add your questions to the Q&A tab, and we will get to as many as we can in the time we have. Please note that to ensure fairness, we are not able to provide guidance specific to your proposed solution, so we encourage you to take the organizational readiness tool and review the pages of the website to help determine if you are a strong fit. With that, we have my colleague, Jenny, to help get your questions answered.

109-111

00:19:53.520 --> 00:20:19.350

Jenny Adams: Thank you, Talia. As Talia mentioned, I will read the question aloud, and my colleagues will answer verbally on the phone. We will get through as many questions as we can in about the next 40 minutes or so. I will just go ahead and jump in. First question: my nonprofit is grassroots and fairly new. Do I have a real shot at this grant or is this for established organizations who want to pursue new ideas to advance racial equity?

112-116

00:20:21.030 --> 00:21:10.080

Jenna Schornack: Yes, so one of the W.K Kellogg Foundation goals in creating this challenge is to ensure that it is open to organizations that are not necessarily established or already well-known within philanthropic circles. We do encourage you to take the organizational readiness tool on the website, and if you have an idea that meets the criteria layout in a scoring rubric, we hope you will consider participating. Please note that one of the criteria in the rubric is "actionable," and it specifically speaks to questions about the capacity to implement the proposed project that you identify in your application. Depending on what you have in mind, we welcome you to apply, and also you might consider partnering with another organization on a proposal.

117

00:21:12.780 --> 00:21:23.370

Jenny Adams: If we apply for the Racial Equity challenge, does that preclude us from pursuing other grants with the W.K. Kellogg Foundation separate and apart from the challenge?

118-120

00:21:24.840 --> 00:21:45.000

Talia Gibas: No, it does not. If you apply, you will still be eligible for other grants from the W.K. Kellogg Foundation. However, you are encouraged to submit a proposal for Racial Equity 2030 that does not overlap with any projects that are currently funded by the Kellogg Foundation if you are a grantee.

121

00:21:47.670 --> 00:21:54.060

Jenny Adams: We would like to know if racial discrimination also includes tribal discrimination?

122/123

00:21:56.460 --> 00:22:27.150

Jenna Schornack: Yes, tribal discrimination may be addressed in this challenge as it may be related to the aftereffects of colonialism. We recognize the term "racial equity" has specific connotations within the United States. In this context, in a global setting the challenge seeks to advance equity within hierarchy structures, policies, systems, and practices of dehumanization that perpetuate disparities for racial ethnic groups in the local context. So yes, that would be included.

124

00:22:29.730 --> 00:22:35.400

Jenny Adams: Are there prescribed and/or required budget and cost categories?

125-130

00:22:37.740 --> 00:23:25.710

Talia Gibas: If you go to the application page of the website, you will see that there is a resource requirements section. In that section, you will see some guidelines for the budgets that are listed. You will also see that there is a basic chart template that is provided for the budget. The budget is meant to be fairly high-level and it should cover a 10-year period. It is absolutely fine to include general categories and lumpsum figures. The template is fairly basic, but you do want to make sure that the reviewers will get a very good sense of how you intend to use the \$20 million. If you are selected as a finalist, you will be asked to provide much more detailed budget documents.

131

00:23:28.980 --> 00:23:34.890

Jenny Adams: Given the challenge will have a global reach, how will you evaluate impact?

132-136

00:23:37.140 --> 00:24:11.070

Jenna Schornack: We encourage you to look at the scoring rubric for more information about how proposals will be evaluated. Impact is not explicitly called out as a separate category, but it is implied in “game changing,” “equitable,” and “bold.” There is no expectation that your proposed solution should have a global impact, but rather you think through how to address the rubric criteria for your particular community. We are really looking for you and the community most impacted by your solution to define what you consider to be “impact” - and your goal.

137

00:24:14.370 --> 00:24:20.910

Jenny Adams: Do MOUs need to be signed and executed before the submission of the application?

138-142

00:24:23.220 --> 00:24:55.980

Jenna Schornack: No, MOUs do not need to be provided as part of your submission and your application. However, should you become a finalist, we will ask you to submit an executed MOU, and details about the requirements for those MOUs are provided on the website in the application if you'd like to see what we may request. For this stage of the challenge, MOUs are not required. There is a question just asking if you have one in place or if you plan to have one in place or do not plan to have one in place, but you do not need to submit the actual MOU.

143

00:24:58.500 --> 00:25:05.010

Jenny Adams: Also related, will letters of support and agreement to sign an MOU work?

144/145

00:25:07.230 --> 00:25:27.720

Talia Gibas: To reiterate what Jenna just noted, the MOU is not required at this stage of the competition and there is no option on the application to upload either an MOU or letters of support, so neither are required and they cannot be submitted at this phase of the competition.

146

00:25:30.210 --> 00:25:35.910

Jenny Adams: How is the video component weighed in regard to the scoring evaluation?

147-152

00:25:38.130 --> 00:26:32.220

Jenna Schornack: We encourage peer reviewers and expert reviewers to provide a score based on the entirety of the application, which includes the video. Applicants and reviewers are really encouraged to focus on the content of the videos, not the production value. We really encourage you to not spend money or professional video productions on your video. Most applicants often shoot a very basic talking head video with an iPhone or your computer where an individual introduces their team and describes

the solution. We have done some analysis that shows expensive-looking, well-produced videos on average do not score higher than other top-ranked proposals that did not invest in video. We really encourage you to keep your video to basic production level.

153-155

00:26:34.830 --> 00:26:57.480

Jenny Adams: I am part of an organization in the USA. During pre-registration brainstorming, stakeholders in our organization realized we may wish to collaborate with organizations that are also applying for these awards. Will there be a way between the registration deadline and the submission deadline for organizations to combine or intersect with one another without causing competition for a similar project?

156-161

00:26:59.100 --> 00:27:58.200

Talia Gibas: As we mentioned, once you register for this challenge, you will have access to applicant forums on the back end of the website, and those forums are a great place to post messages to other teams that are interested in Racial Equity 2030 and possibly planning to participate. You are encouraged to reach out there. If you're looking to collaborate with other organizations, please note that each applicant is only able to submit one entry or one application. You can submit multiple proposals from an organization, if you have distinct team members. We do in general strongly advise that teams concentrate on a single effort that meets the criteria laid out in the scoring rubric. Also, please note that each application will require a unique registration.

162

00:28:00.660 --> 00:28:07.080

Jenny Adams: Are LLCs able to apply or does the organization need to be a nonprofit?

163-166

00:28:09.120 --> 00:28:43.290

Talia Gibas: No, the organization does not need to be a nonprofit. Racial Equity 2030 welcomes entries from organizations and entities that have a recognized legal existence and structure under the applicable laws in the jurisdiction in which they are organized and located. So again, this is a global challenge so organizations of all types and sizes are welcome to apply. But as we noted earlier, all projects must have a charitable purpose in order to participate.

167

00:28:46.200 --> 00:29:00.510

Jenny Adams: Can you discuss what kind of travel is not permitted in the grant. If, for example, part of your proposal is to train people to modify their discipline and they need to travel to a central location, can you support their travel costs?

168-170

00:29:02.730 --> 00:29:33.120

Talia Gibas: I believe this question is referring to a note in the rules that prohibits sub grants to individuals for travel or study. Those sub grants to individuals for travel are not allowed, and that's not an acceptable use of funds. However, you may budget for travel that is part of your proposed projects that would include things like reimbursements or per diem to individuals. That may be built into your budget.

171

00:29:36.000 --> 00:29:42.840

Jenny Adams: If we are not selected, how are our project ideas that are reviewed by others protected?

172-174

00:29:45.120 --> 00:30:11.160

Jenna Schornack: This is an open challenge, and as we mentioned, your proposal will be reviewed by at least five peer applicants and at least five reviewers, and we do not ask reviewers to sign an NDA. We ask that you do not provide confidential information or information that you do not want shared with other participants in the challenge in your application.

175

00:30:14.580 --> 00:30:22.710

Jenny Adams: Do we need to submit subcontractor or partner budgets as part of the proposal package, or just list them?

176-181

00:30:24.390 --> 00:31:17.820

Jenna Schornack: In the budget, we would really like to see in broad terms how you would allocate a \$20 million grant to implement your solution. Really what we're looking for is a better understanding of your priorities and how you will account for things like monitoring, learning, and evaluation. You can keep things very high-level for categories, like personnel, travel, and capital expenditures. We also imagine reviewers will be looking at this budget to assess actionability criteria of your project and that you have a realistic understanding of costs and activities needed to implement the solution. You do not need too much detail about the subcontractors or partners, and you may not even have some of those identified. For example, you might not have your monitoring, learning, and evaluation partner identified at this stage, and that's okay.

182

00:31:20.610 --> 00:31:26.730

Jenny Adams: Also related, is a budget template being provided with the application?

183-185

00:31:28.770 --> 00:31:52.140

Talia Gibas: Yes. If you go to the application page of the website and then go down to the resource requirements section, you will see that there is a fairly simple template that is provided. The budget is meant to be high-level, and you will be using that same template to enter your items on the back end of the of the application.

186

00:31:55.380 --> 00:32:10.620

Jenny Adams: We are a national organization with over 25 affiliate members. We plan to conduct a sub grant process to distribute the funds and don't yet know which locations will apply or be awarded. How should we handle the questions about location?

187-190

00:32:12.480 --> 00:32:39.630

Jenna Schornack: We just ask that you provide the most accurate information you can in the application. If there are still open decisions about the exact locations of work, for example, you can talk about those questions in the narrative section of your application and how you might proceed in making those decisions. Provide the most accurate information you have where you have to list the locations that you plan to work.

191

00:32:42.420 --> 00:32:53.100

Jenny Adams: Are sub grants to partners allowed? That is an application process for qualified candidates to be considered as partners for developing and implementing solutions.

192-195

00:32:55.590 --> 00:33:38.490

Jenna Schornack: Funds may be sub granted from an applicant to implement the proposed solution, but not for general funds used for broader purposes. Please know you do not have to identify all your partners during the development stage. We imagine those details will be worked out and you may be adding more partners as you see gaps in your plan to implement your solution. But the intent of this challenge is not to set up a foundation or some sort of grantmaking entity, but we do allow sub grants to implement your solution if that is what is required.

196/197

00:33:39.180 --> 00:34:01.380

Jenny Adams: Our project idea is a larger-scale community project that involves several different threads, including agriculture, manufacturing, education, hand crafting, marketing, social media and local governments. Would the W.K. Kellogg Foundation fund a planning grant to develop a plan of action for our racial equity project in the Mayan region of Valladolid Yucatan?

198-200

00:34:05.550 --> 00:34:41.310

Jenna Schornack: There will be a year for all the 10 finalists that are selected. They will each receive a \$1 million planning grant to further develop their plan and proposal for implementing the solution that they've identified in the original application. We do expect that there will be about one year and \$1 million planning grant to really plan for how you will implement the solution. But obviously we can't comment on the exact nature of your proposal.

201

00:34:43.830 --> 00:34:50.820

Jenny Adams: How fleshed out must an organization's DUNS number profile be, and is a DUNS necessary?

202-204

00:34:52.830 --> 00:35:18.390

Talia Gibas: The application does ask for an organization identification number and a tax identification number that is provided by your taxing authority, which might be the Internal Revenue Service if you're in the United States. But given that this is a global opportunity, that will look different depending on where you are. It does not specifically ask for a DUNS number.

205

00:35:21.270 --> 00:35:26.790

Jenny Adams: Is there preference for organizations that serve multiple populations?

206-208

00:35:28.830 --> 00:35:51.930

Jenna Schornack: No, we do not have a preference nor expect projects to serve multiple populations. We do expect that your proposal is inclusive of communities most impacted by the issue and they are included in decision-making, but we do not have a preference for working across multiple populations or working in a global context.

209

00:35:54.900 --> 00:36:02.760

Jenny Adams: Should budgets focus on the first planning year approach, or project the full 10 years of spending?

210

00:36:04.560 --> 00:36:14.670

Jenna Schornack: Your budget and application should reflect the 10-year implementation period for \$20 million, and it does not need to include the planning year.

211

00:36:17.880 --> 00:36:24.810

Jenny Adams: Should we include citations in the answers or only in the section that is designated for references?

212-215

00:36:27.180 --> 00:36:49.800

Talia Gibas: You are encouraged to use the section that is designated for references. Also, please note that you should not be using any links or URLs that you're including in that section to circumvent any word count limits. There is a designated section in the application where you can include references to external sources.

216

00:36:52.980 --> 00:37:11.370

Jenny Adams: Does the foundation have any advice on scoring criteria for organizations that simultaneously focus on programming and policy change and whose proposal includes program objectives to study and disseminate undiscovered areas of public information and contracts and policy?

217-221

00:37:14.670 --> 00:38:06.750

Jenna Schornack: We really encourage you to look at the scoring rubric, particularly around game changing and really focusing on being explicit of how your solution, whether that's working across policy or your programming or some sort of research, will be game changing in transforming policies, processes, institutions or power structures. I would also encourage you to look at equitable, if you are focusing on some sort of research, that that research is including communities that are most impacted by the solution, and you will be assessed on that by reviewers. I really encourage you to look at the scoring criteria and imagine how reviewers would be assessing your proposed solution across those categories.

222/223

00:38:09.660 --> 00:38:17.760

Jenny Adams: Can an individual participate in two different organizations, especially as a top management team for this challenge?

224-226

00:38:20.100 --> 00:38:48.030

Talia Gibas: No, you should not be a lead team member on more than one proposal. As we mentioned earlier, it is possible to have organizations, especially organizations that have affiliates or universities that have multiple departments or schools, to submit more than one application, but the proposals must be separate and distinct. There should not be any overlap between the team members.

227

00:38:51.060 --> 00:38:59.340

Jenny Adams: Are only five locations for the proposed work allowed within the grant application, or is it possible to have more than five?

228-233

00:39:01.650 --> 00:39:48.030

Talia Gibas: That section of the application does limit you to five locations. We encourage you to choose the five that are the most closely aligned with your proposed solution. Please note that you are welcome and encouraged throughout the narrative to be more specific regarding the full scope of the geography that your proposal will target. There is also on the application an "other considerations" section that provides space for you to provide additional context there if you feel that the five locations you selected don't adequately describe the full scope of what you are intending to do.

234

00:39:50.910 --> 00:40:04.140

Jenny Adams: Which is similar to a previously asked question: I am interested in collaborating with others, but do not know how to find such individuals. Is there a platform or discussion board I can share my interest and information with other applicants?

235-237

00:40:05.790 --> 00:40:33.960

Talia Gibas: Yes, there is, and it is the applicant's forum. You are encouraged if you meet the organizational readiness tool requirements to register for Racial Equity 2030, and once you do that, you will have access to forums where you can post messages and reply to messages that are posted by your colleagues who are also interested in this challenge.

238

00:40:36.600 --> 00:40:47.490

Jenny Adams: The readiness tool doesn't say you will vet an organization for how they can process \$20 million, but I think it's reasonable that you do that. Should we indicate that we can?

239-244

00:40:49.620 --> 00:42:00.570

Jenna Schornack: One of the goals of this challenge is to ensure that it's open to organizations that are not necessarily established or already are well-known by foundation circles. If you have an idea that meets the scoring rubric and you took the organizational readiness tool, we do hope that you will participate and you will pay attention to the criteria that is about actionability and that really speaks to questions about your capacity to implement the proposed project. I also stress that the challenge is seeking bold innovative ideas and early to mid -stage ideas are welcome. Additionally, we've built in this planning year and planning grant specifically to help organizations prepare and be ready to absorb a large amount of money, including those \$20 million or \$10 million grants. During that period we do some due diligence activities. We also provide capacity building support and strategic planning and we will work with each team to build a plan for how they will absorb a large grant.

245/246

00:42:03.360 --> 00:42:27.810

Jenny Adams: How could projects without an existing website not be at a competitive disadvantage? Since racial equity is a complex issue that calls for complex and bold solutions is encouraged to build a website just to be in a position to explain our proposed solution in more detail. Otherwise, how is the website component weighed in regards to the scoring evaluation?

247-250

00:42:29.280 --> 00:43:00.540

Jenna Schornack: We do ask for your website on the application. But if you do not have one that it's fine. We really encourage reviewers, both peer reviewers and expert reviewers, to assess the project on what is in the application and the content that is in your answers. We do not require people to click links or look at the materials that you've provided beyond what is in the narrative section of your application. That is not part of the scoring rubric and how you will be assessed.

251/252

00:43:03.450 --> 00:43:14.010

Jenny Adams: Will current WKKF grant recipients with an existing program be able to use this funding to scale the program to a regional or national scale?

253-256

00:43:15.720 --> 00:43:47.130

Jenna Schornack: Kellogg grantees are welcome to apply, but we really encourage you to submit a project that is not overlapping with something that is already being funded by Kellogg. If the scaling to a region or national scale is significantly different than what you are already being funded by Kellogg to do, that is allowed, but we really urge you to not have much overlap.

257

00:43:50.370 --> 00:43:54.090

Jenny Adams: Are public schools eligible to apply?

258/259

00:44:00.660 --> 00:44:22.710

Jenna Schornack: Government agencies may participate if their project is charitable or educational in nature and if your proposed activities are not services typically covered by tax revenues. This can get tricky with public schools. If you have a specific question about your project just email us and we can provide more details on that.

260/261

00:44:25.680 --> 00:44:32.610

Jenny Adams: Similar question, are public and state entities included in organizations with charitable ends eligible?

262-266

00:44:33.840 --> 00:44:54.870

Jenna Schornack: Yes, similar to the public schools, government agencies can participate if your project is charitable, as you mentioned and if your proposed activities are not services typically covered by tax revenues. We outline a lot of this on the rules on the website.

267/268

00:44:57.390 --> 00:45:01.350

Jenny Adams: What is the difference between partner and collaborator?

269/270

00:45:04.470 --> 00:45:29.730

Jenna Schornack: They are used interchangeably. We do ask for your key partners in the application. They can be people you're collaborating with, subcontractors, other organizations that you are submitting with. You will need to identify the lead organization, that is the organization that is in charge of managing the project and will be the grantee, but we use those terms interchangeably.

271-273

00:45:32.280 --> 00:45:54.990

Jenny Adams: Our organization is the United Way, applying as a lead applicant with two other community partners. This project will be new and will function separately from United Way's community investment portfolio. Is the United Way eligible to apply as a lead applicant for this project, although they are traditionally seen as a funding aggregator?

274/275

00:45:58.020 --> 00:46:27.480

Jenna Schornack: There has to be a lead organization that is set up as a legal entity to absorb the grant. Whether that's United Way acting as some sort of fiscal sponsor or you've already set up a separate organization to manage and absorb the grant, either way is fine. If the purpose of the United Way serving as the lead applicant is to sub grant to implement a solution, that is fine.

276

00:46:29.850 --> 00:46:40.770

Jenny Adams: Certain sections of the application specifically mention that they will be reviewed by peers and judges, are there any components of the application that will not be weighed in the evaluation?

277/278

00:46:43.050 --> 00:47:02.760

Talia Gibas: Yes, there are. There is one section on the application, and it is marked that it will not be viewed by peers and by judges, however, the vast majority of the application will be visible. Please be sure to make a note of that as you're going through the application.

279

00:47:05.100 --> 00:47:11.370

Jenny Adams: Are religious organizations eligible and are faith-based organizations eligible to apply?

280

00:47:15.690 --> 00:47:22.680

Jenna Schornack: Yes, as long as you meet the criteria laid out in the rules, you are eligible to apply.

281

00:47:25.290 --> 00:47:35.580

Jenny Adams: When you say there will be at least three \$20 million dollar recipients, does that mean there could be more than three? And what will the average individual grant size be?

282-284

00:47:37.200 --> 00:47:51.120

Jenna Schornack: We plan to have three \$20 million dollar recipients and two \$10 million dollar recipients. Each of those 10 finalists will also get \$1 million in planning grants.

285

00:47:54.000 --> 00:48:02.010

Jenny Adams: Can an organization submit more than one application if the programs are completely different and non-duplicative?

286-290

00:48:07.230 --> 00:48:57.870

Talia Gibas: If you are a regional or location specific branch of a larger organization or for example, a department school or nonprofit that is within a college or university system or if you have a number of affiliates, then you can register. You can have an organization that is registering and submitting multiple applications. However, again, as we stressed before the solution must be different and separate and there should be no overlap in team members. We are really encouraging you to concentrate your best efforts into a single entry and to really think through the best way to deliver a solution that can best meet the scoring criteria.

291

00:49:00.270 --> 00:49:06.540

Jenny Adams: Are there records of past grantees or past application language we can reference?

292

00:49:08.460 --> 00:49:23.820

Jenna Schornack: We are excited to say this is the first time we've run the Racial Equity 2030 challenge. We do not have examples of past grantees nor example application language to share with you.

293

00:49:26.040 --> 00:49:35.220

Jenny Adams: Can organizations be fiscal projects or do they need to be incorporated? Can you use a fiscal sponsor, if you are a for profit?

294-297

00:49:37.020 --> 00:50:14.400

Talia Gibas: Yes, you can use a fiscal sponsor. The fiscal sponsor in that case, would need to be the lead applicant and the applicant of record. There is a section on the application, in the why your team section, where you are able to fully explain the relationship between the fiscal sponsor and the rest of your team and to fully explain the roles and responsibilities. Yes, you can apply if you're a fiscally sponsored but please be sure to clarify all of those relationships in the application narrative.

298

00:50:16.980 --> 00:50:30.090

Jenny Adams: In W.K. Kellogg's regular grant process, I know that having an early childhood focus is heavily prioritized, can an organization that doesn't do direct early childhood service apply for this challenge?

299-303

00:50:32.640 --> 00:51:29.730

Jenna Schornack: The goals of this challenge include transforming the systems and institutions that uphold inequities to improve the lives of children and families across the globe. We're looking for ideas that bring transformational change and policies, processes institutions and power structures, proposals that address the root causes of racialized outcomes and inequitable systems and solutions that center communities most impacted by the issue. While proposed solutions are not expected to improve the lives of children exclusively, it is our hope that awarded solutions results in long term impact with the potential to benefit generations to come. We encourage you to look at the scoring rubric about what our priorities are, but you certainly do not need to focus directly on early childhood service for this challenge.

304

00:51:32.490 --> 00:51:46.290

Jenny Adams: For organizations that focus heavily on policy advocacy as a means to systems change, is there a limit on how much of the funding can be spent on grassroots lobbying?

305-307

00:51:47.760 --> 00:52:11.550

Jenna Schornack: On the website, we do have a link to a page that explains our lobbying policy. I encourage you to go to that page instead of me verbally telling you all of the details, but we do have a lot of information about what we consider to be allowed and what are allowable activities, specifically in regards to lobbying.

308

00:52:13.980 --> 00:52:22.590

Jenny Adams: Is the three year audited financials a requirement, would you accept two years of audited financials and one year of non-audited financials?

309/310

00:52:27.930 --> 00:52:50.310

Talia Gibas: The audit pertains only to applicants who are selected as finalist. If you are selected, the team will work closely with you to gather the necessary documents and make any adjustments as needed. If you have two years of an audit or one year of non-audited financials, that does not disqualify you, please do not let that hinder your interest in applying.

311

00:52:54.030 --> 00:52:57.720

Jenny Adams: Can funds help establish an endowment?

312

00:52:59.820 --> 00:53:05.910

Talia Gibas: You may not use the grant to create an endowment.

313

00:53:09.120 --> 00:53:13.830

Jenny Adams: Are there any American Indians on the review panel?

314-317

00:53:15.810 --> 00:53:46.890

Jenna Schornack: Yes, we do have members of our panel who identify as Native American or Indigenous. Our goal is to have a diverse panel from their demographics, geography, expertise, and expertise about the challenge itself. We are still adding judges to the expert review panel also to match the number of applications that we hope to receive.

318

00:53:49.800 --> 00:53:55.440

Jenny Adams: Can you give specific examples of what success looks like in terms of metrics?

319/320

00:53:58.530 --> 00:54:23.940

Jenna Schornack: We really look to you as an applicant to define what you consider to be successful. We don't want this to be a top down challenge where we define what the success metrics look like, we really want you to explain in your proposal how you plan to measure and explain your impact and what that will look like.

321

00:54:26.280 --> 00:54:30.210

Jenny Adams: How many organizations do you anticipate will apply?

322/323

00:54:32.790 --> 00:54:54.390

Jenna Schornack: We don't know yet, but we expect a robust amount of participation based on the number of participants in the webinars and the number of registrations we have. We are unsure how many of those registrations will convert into fully submitted applications, but we do expect a robust number of people to participate.

324

00:54:56.640 --> 00:55:07.110

Jenny Adams: Can you provide more guidance on the allowable indirect costs? Would required indirect costs at a university be allowed if an organization that is part of the university applied?

325-328

00:55:09.270 --> 00:55:35.580

Talia Gibas: If you go to the application, you will find a link to the indirect cost policy. You are first highly encouraged to read over that to familiarize yourself with what that policy is and then if you do have any additional questions or need additional clarification, just send us an email at questions@racialequity2030.org and we'd be happy to assist you.

329

00:55:38.790 --> 00:55:49.800

Jenny Adams: Are we able to use funds to provide stipends to participants to offset their opportunity costs participating in our programming, rather than being able to work or earn a salary?

330/331

00:55:52.500 --> 00:56:01.200

Talia Gibas: Yes, stipends for program participation are absolutely fine and can be built into your budget.

332

00:56:06.270 --> 00:56:15.270

Jenny Adams: I think we just have a few minutes left, so I think we will end the Q&A here and my colleagues will wrap up and provide some final reminders.

333-340

00:56:17.910 --> 00:57:33.060

Talia Gibas: Thank you so much, Jenny, and thank you to everyone who submitted questions. A few final reminders as we wrap up, if you have additional questions that you think of after the session, you can email us at questions@racialequity2030.org. If you have not done so already, please complete that organizational readiness tool. If you find that you are a strong fit, please register no later than Thursday, January 28 at 5pm Eastern Time. You must be registered to submit an application. We will be making recordings and transcripts of this webinar available to all of the registrants via email. It will also be posted on the news and updates page of the website and on the forums in the back end of the platform. As I mentioned at the beginning, we will also be providing translations of the transcripts of the session in Spanish, French, Haitian Creole and Portuguese in approximately one week. Thank you again for joining us. We're so excited to learn more about your efforts and I'll briefly hand things back to Lever for Change for some additional closing remarks.

341-343

00:57:34.770 --> 00:57:53.790

Jenna Schornack: Thank you, Talia, I reiterate everything Talia just said and on behalf of Lever for Change and the W.K. Kellogg Foundation, thank you so much for joining us today and your interest in Racial Equity 2030. We wish you the best of luck and please do not hesitate to get in touch if you have any questions. Have a great day.