

Press Release

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Kellogg Foundation Grants \$200,000 to Potlatch Fund

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SEATTLE—The W.K. Kellogg Foundation awarded Potlatch Fund \$200,000 for its Expanding Northwest Philanthropy initiative over the next two years.

The Potlatch Fund, a non-profit Native American organization, was created in 2002 to inspire the Native tradition of giving in Northwest Indian Country to economic development, natural resource protection, education, cultural preservation, civic participation and the overall health of Native people and their communities.

“We will build a new generation of Native donors and activists who will reinvest in their communities and bring increased health and cultural resurgence to Northwest Indian Country. Potlatch Fund will also educate mainstream donors and build bridges between mainstream donors and tribal leaders,” said Andrea Alexander, executive director of Potlatch Fund. “We will expand the leadership capacity of Native people in philanthropy.”

Alexander said the grant would be used to expand the Potlatch Fund Native donor education program, thereby cultivating a stronger base of Native philanthropists that will support the important work being done by Native people on behalf of their communities.

The organization plans to activate new funding into Native communities by strengthening its existing Native donor networks, educating tribal leaders about strategic giving to strengthen Native communities and appealing to mainstream individual donors and foundations in joint activities with Native philanthropists.

Potlatch Fund was created out of a growing concern for the high rates of poverty, unemployment, and disease in Native communities, as well as the disproportionately low rates of giving by foundations.

Founded by Tribal leaders, Potlatch Fund is a Native-led grantmaking foundation and leadership development organization offering culturally appropriate training and technical assistance to build the capacity of grantmakers, tribes, Native groups and other Native grant seekers.

So far, the organization has trained over 200 Native people and has recently awarded grants to 23 Native programs and organizations representing more than a dozen tribes from the Northwest.

The W.K. Kellogg Foundation was established in 1930 “to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations.” Its programming activities center around the common vision of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, and healthy communities.

To achieve the greatest impact, the W.K. Kellogg Foundation targets its grants toward specific areas. These include: health; food systems and rural development; youth and education; and philanthropy and volunteerism. Within these areas, attention is given to exploring learning opportunities in leadership; information and communication technology; capitalizing on diversity; and social and economic community development. Grants are concentrated in the United States, Latin America and the Caribbean, and the southern African countries of Botswana, Lesotho, Malawi, Mozambique, South Africa, Swaziland, and Zimbabwe.

Potlatch Fund joins a prestigious list of W.K. Kellogg Foundation recipients working to build greater philanthropy and volunteerism within and benefiting communities of color.