

W.K. Kellogg Foundation
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Kellogg Foundation Official Applauds Community-Based Projects at Social Innovation Fair in Guatemala

November 9, 2009 BATTLE CREEK, Mich. – The Kellogg Foundation has made the Experiences in Social Innovation Project a central part of its strategy for Latin America and the Caribbean, and this week the Foundation once again paid tribute to Project finalists at the Social Innovation Fair in Guatemala.

Jim McHale, Senior Vice President of Programs at the W.K. Kellogg Foundation, will deliver a presentation on community-level social change to kick off the Fair, which will be held at Universidad de San Carlos de Guatemala, Guatemala. Thirteen projects from seven Latin American and Caribbean countries have been selected as 2008-2009 finalists.

McHale's address will focus on the ripple effect of the Program's initiatives, which often begin small but eventually inspire other projects, bring change to communities and regions, and often impact public policy. Projects offer innovative approaches to rural development, income generation, education, youth, and health.

"The Foundation believes that by providing a forum for sharing creative ideas, something that may start small can get bigger and bigger," says McHale. "Through bringing greater attention to grassroots efforts through the Experiences in Social Innovation program, it is our hope that others will be inspired and encouraged."

The Experiences in Social Innovation competition is organized by the Economic Commission for Latin America and the Caribbean (ECLAC), with support of the W.K. Kellogg Foundation. To date, some 4,800 projects from many countries in the region have been submitted to the competition. Seventy-two innovative and proven experiences have been systematized, and 21 of them have received awards.

The W.K. Kellogg Foundation, established in 1930, 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. Grants are concentrated in the United States, southern Africa, Latin America and the Caribbean.

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