



W.K.  
KELLOGG  
FOUNDATION®

APPLYING FOR A GRANT

# HOW TO SUBMIT A LETTER OF INQUIRY

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This resource provides instructions for the first steps in the process of applying for a grant from W.K. Kellogg Foundation.

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## WHAT YOU WILL NEED:

- A 1500-character description of your project

Every successful partnership starts with getting acquainted. Our simple Letter of Inquiry (LOI) process gives us a chance to learn more about you, your project and how it will affect the lives of children, their families and communities. Before you submit your LOI, we ask you to take two initial steps: **Get to Know WKKF** and **Register to use the WKKF Fluxx portal**. If you've already completed these steps, please skip to page 6 to learn more about submitting an LOI.

### **QUICK TIP:**

*For an optimal experience, Google Chrome is the recommended browser.*

## STEP 1: GET TO KNOW WKKF

Our goal at the W.K. Kellogg Foundation is lasting, transformational change for children. As a grantmaker, we recognize that children live in families and families live in communities. That's why our three areas of focused work – thriving children, working families and equitable communities – are dynamic and always interconnected. Learn more about our [priorities](#) and [our commitments](#) to racial equity and racial healing, community engagement and leadership development.

## STEP 2: REGISTER TO USE WKKF'S FLUXX PORTAL

Before you can submit your LOI, you'll need to register to use the WKKF Fluxx portal. If you've already registered, you can [move on to Step 3](#). You only need to register once for each organization you work with, no matter how many LOIs you submit, now or in the future.

As a representative of your organization, the username and password generated will give you access to update your organizational information, apply for funding, and – if funded – manage all future grantee reports and payments. Each person who logs in on behalf of an organization must have their own user profile, with a unique user ID and password. We recommend that your Project Director have a login at this stage. If WKKF invites a more detailed proposal after receiving your LOI, more members of your organization can also register.

## Follow Checklist Below:

Begin by visiting <https://wkkf.fluxx.io>

Choose your language preference – either English, Spanish or Haitian Creole – using the drop-down menu in the top right corner. Your experience with the portal will be in this language and you can change it at any time.

Click on **Get Started and Register Here**.

Review the **Are We a Match** and **Alignment Guidelines**.

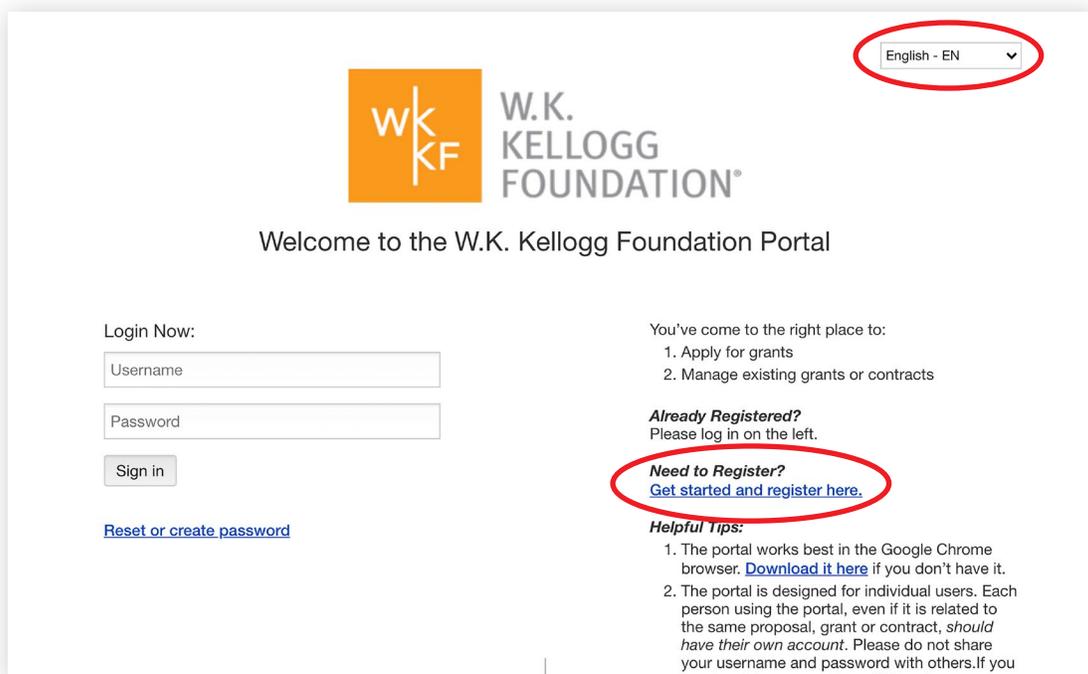
Answer Yes or No to the geography question.

Provide the **Organization** and **Contact information** requested (fields in **bold** are required). If you know your organization’s Employee Identification Number (EIN) you may use the GuideStar Profile Lookup feature to populate your organizational information.

Click **Submit**.

W.K. Kellogg Foundation staff will verify the user and organizational information within one business day. Once verified, you will receive an email to create your portal credentials.

On creation of credentials, you can log in to the portal to submit your LOI.



## After Receiving Email from WKKF

To login:

Start here: <https://wkkf.fluxx.io/>

Enter the username and password emailed to you.

Click **Sign In**.

Click **Reset or Create Password**

Change the password sent by WKKF to something unique and memorable.

Enter the email address you used when registering.

Check your email for a link to reset your password.

Didn't get an email? Be sure to check your junk mail or contact our [Concierge Service](#) to assist.

English - EN

**W.K. KELLOGG FOUNDATION®**

Welcome to the W.K. Kellogg Foundation Portal

Login Now:

Username

Password

Sign in

[Reset or create password](#)

You've come to the right place to:

1. Apply for grants
2. Manage existing grants or contracts

**Already Registered?**  
Please log in on the left.

**Need to Register?**  
[Get started and register here.](#)

**Helpful Tips:**

1. The portal works best in the Google Chrome browser. [Download it here](#) if you don't have it.
2. The portal is designed for individual users. Each person using the portal, even if it is related to the same proposal, grant or contract, *should have their own account*. Please do not share your username and password with others. If you need assistance creating additional user

## STEP 3: SUBMITTING A LETTER OF INQUIRY

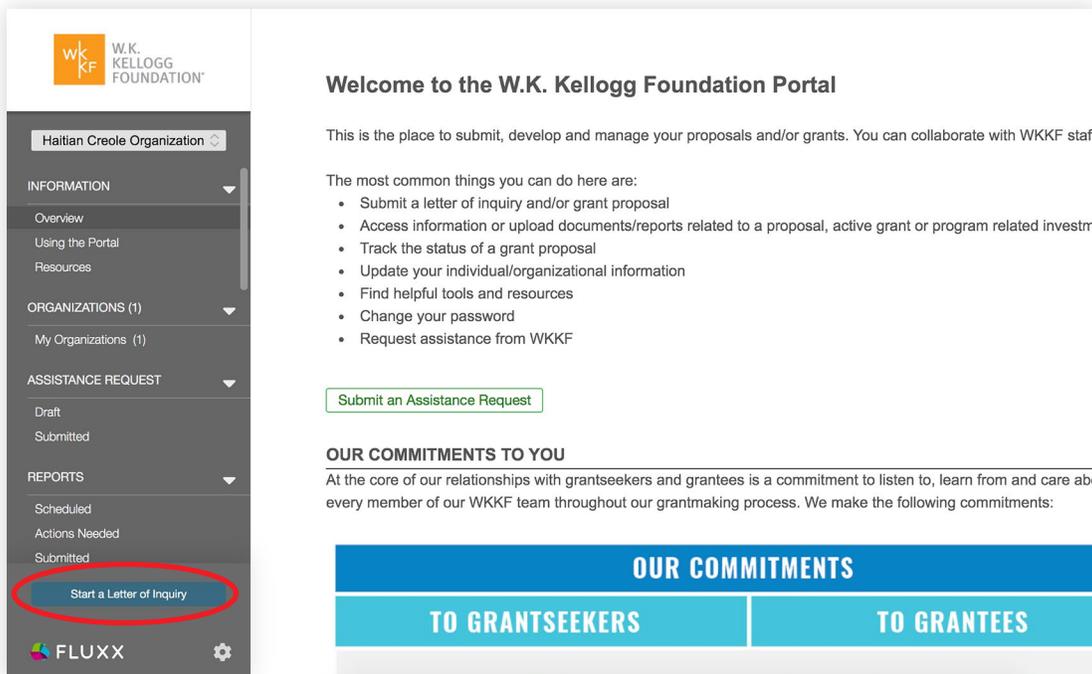
Our Letter of Inquiry (LOI) process asks you to briefly describe your funding request. While it's not a formal proposal, the LOI gives WKKF a high-level understanding of your work and its strategic alignment with our priorities. From this starting point, programming staff can determine whether to invite your organization to submit a more formal proposal.

We are committed to providing a timely decision of our interest within 15 to 30 business days after you submit your LOI.

### Follow Checklist Below:

When you log in, you'll be at the WKKF Fluxx portal home page.

Use the navigation on the left-hand side to complete the LOI process. Click on **Start a Letter of Inquiry** at the bottom of the navigation bar



**QUICK TIP:**

*Use Save and Continue to save your work; because content does not automatically save.*

Update Organization Information.

Go to **Contacts** section and verify **Organization Legal Name** and **Location**

Select a contact for the **Project Director** using the drop-down or **Add New** link.

**Optional:** Add contacts for **Signatory, Financial Signatory, Additional Alert Recipient** and **Additional Finance Contact**. If you skip this now, we will collect them later in the proposal process.

▼ Letter of Inquiry

Project/Request Name

Primary Content Area

Which area(s) is your requested funding going to impact?

District of Columbia Guam Northern Mariana Islands Puerto Rico United States Minor Outlying Islands Virgin Islands, U.S.	<input type="button" value="&gt;"/>	
	<input type="button" value="&lt;"/>	

Briefly describe your funding request

Characters left for field: 1500

If you have had previous contact with a WKKF staff member about this request, please enter their name here.

Complete the Letter of Inquiry (Fields in **bold** are required):

Provide a **Name** for your project/funding request.

Select a **Primary Content Area** using the drop-down arrow

Indicate the **Geographic Area of Impact** by clicking on the state and using the right arrow to add it to the empty box. To remove a state from your selection, click on it and use the left arrow to move it back to the left box. If your impact is expected to span multiple states, use U.S. National.

**QUICK TIP:**

*The LOI form will ask you to describe your project in 1500 characters or less. You may want to draft this statement in another program or text editor, such as Microsoft Word and then cut and paste your description into the form. There is no need to be a professional grantwriter to fill in this description – we want to know the story of your project or idea in your own words.*

**Briefly describe your funding request.** Tell us the narrative story of your project and its intended impact in your own words. Note the 1,500-character limit.

Some questions to consider as you write include:

- What problem are you trying to address with this idea?
- What are the objectives or outcomes you aim to achieve?
- What interventions or strategies are you considering?
- Who are your partners?
- How does your project take into consideration our commitment to racial equity and racial healing, community engagement and/or leadership development – which we consider our [DNA](#)?

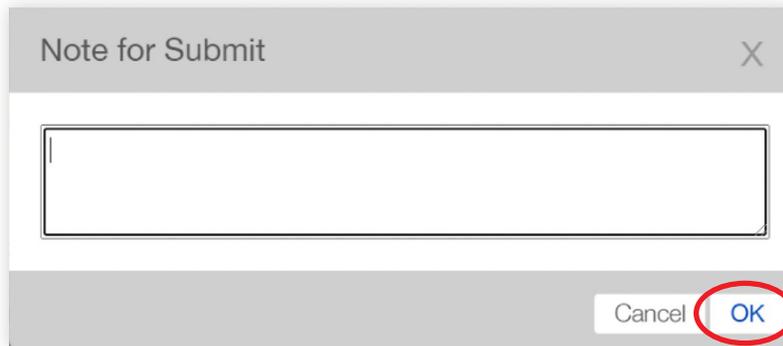
If applicable, enter the name of a WKKF staff member with whom you've discussed this request.

Please do not enter any notes in the "Note for Submit" pop-up box; simply click **OK**.

Use **Save and Close** when finished. A summary of your information will appear. If you need to make additional edits, use the **Edit** button on the top right of your screen.

Click **Submit**

Use the **Requests** section in the left-hand navigation bar to confirm your LOI has moved from **Drafts** to **Submitted**.



## WHAT'S NEXT?

WKKF will review your LOI within the next 15 to 30 business days. You will then receive notification that we are encouraging you to submit a more formal proposal or that we are declining the request at this time. No matter the outcome, we hope that our relationship will continue with you and that opportunities arise again in the future.