



**FOR IMMEDIATE RELEASE**  
March 20, 2017

**For more information please contact:**  
Amrit Dhillon (202) 750-8431  
[adhillon@liftcommunities.org](mailto:adhillon@liftcommunities.org)

## **W.K. KELLOGG FOUNDATION INVESTS \$750,000 IN LIFT TO FOSTER ECONOMIC SECURITY FOR LOW-INCOME FAMILIES**

**Washington, D.C.** – LIFT has received a grant of \$750,000 over three years to help provide parents and caregivers of young children a career pathway model rooted in LIFT’s holistic approach.

The funds will help LIFT connect parents and caregivers to employers, family coaching and peer networks. The goal is to help 300 members secure and retain family-sustaining employment by the end of 2019.

The new program will help link LIFT members to high quality employment through exclusive employee partnerships. In addition, LIFT will continue to use its one-on-one coaching approach and peer networks to help parents stick with a plan and stay connected to a broader network that can help provide opportunities, accountability and encouragement.

“We believe all parents deserve the opportunity to find and maintain good jobs that provide for their families,” said Carla Thompson Payton, vice president for program strategy at the W.K. Kellogg Foundation. “LIFT’s holistic method of engaging and supporting parents across multiple domains and with multiple partners can provide a great opportunity to create a model that could really help children and families thrive.”

As part of LIFT’s new direct services interventions, the organization will also pilot direct cash assistance to help parents offset tuition, child care, transportation and other barriers that can get in the way of obtaining and retaining employment.

“We are inspired by the ongoing support of the W.K. Kellogg Foundation to help us meet the needs of hardworking families,” said LIFT CEO and Co-Founder Kirsten Lodal. “This grant will help us develop and build an evidence base to support a promising model for low-income families that has the potential to scale across the country.”

This is the W.K. Kellogg Foundation’s second investment in LIFT.

### **About LIFT**

Founded in 1998, LIFT is a national nonprofit dedicated to ending intergenerational poverty. Since then, we have helped 100,000 low-income individuals achieve their goals. Today we connect hardworking parents and caregivers of young children to the people, tools and resources they need. LIFT operates in Chicago, Los Angeles, New York and Washington, D.C., communities with some of the highest rates of concentrated poverty. By fostering

relationships between low-income parents and caregivers of young children (members) and dedicated volunteers (advocates), we help families build the personal well-being, social connections and financial strength to secure basic needs and achieve long-term goals and aspirations, like a safe home, living wages or a better education. Headquartered in the nation's capital, LIFT is also committed to developing strong partnerships with a range of allies on national issues vital to a better future for children and families. To learn more, visit [www.liftcommunities.org](http://www.liftcommunities.org).

### **About the W.K. Kellogg Foundation**

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life. The Kellogg Foundation is based in Battle Creek, Michigan, and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit [www.wkkf.org](http://www.wkkf.org).

# # #