



# FREQUENTLY ASKED QUESTIONS

*The following FAQs provide Pockets of Hope partners, grantees and friends of Haiti information to understand the campaign's mission and how to get involved.*

## FAQ'S FOR FUNDERS

### What is Pockets of Hope?

Pockets of Hope is a campaign of the W.K. Kellogg Foundation (WKKF) to broaden investment in locally-led initiatives that are building a strong and equitable future for Haitian children, families and communities. Our goal is to deepen impact by galvanizing other funders to commit to groundbreaking work in Haiti. The campaign will share effective philanthropic practices, showcase Haitian organizations that are creating and advancing opportunities for children and families through innovative and forward thinking initiatives, and advise on ways to support them in their endeavors. WKKF committed \$30 million over three years and is calling on other funders to collectively commit another \$60 million.

### What does it mean to participate in the Pockets of Hope campaign?

Participating in the Pockets of Hope campaign means committing to funding locally-led initiatives in Haiti. It also includes sharing and learning best practices for successful partnerships and investments in Haiti, and actively participating in narrative change efforts that challenge harmful stories and stereotypes about Haiti and Haitians

to highlight the creativity, innovation and deep-rooted cultural practices driving change in communities across the country.

### Is Pockets of Hope a campaign solely about raising money?

While the primary purpose of Pockets of Hope is to attract new funders and partners dedicated to supporting locally-led initiatives in Haiti, Pockets of Hope is also focused on shining a light on the vibrant and innovative spirit alive and well in Haiti. By highlighting the incredible work being done by local Haitian leaders and the transformative impact of community-driven solutions, Pockets of Hope celebrates Haiti's strengths and inspires a deeper understanding of the country's potential. If you are a grantee, grantseeker or a friend of Haiti, learn how to support this work in the FAQ's for Friends of Haiti section below.

### Is there a minimum commitment to be a Pockets of Hope partner?

There is no minimum commitment to become a Pockets of Hope partner—we welcome contributions of all sizes and believe every investment will make a difference to the children and families in Haiti. However, we are actively seeking partners who share our vision and are willing to step forward boldly to help us triple WKKF's \$30 million commitment to Haiti.

### What if my organization has not funded in Haiti before?

Not to worry. Our goal with Pockets of Hope is to renew or inspire new funders to invest in Haiti's children and families and connect to them our trusted partners across the country. As a Pockets of Hope partner, you'll have an opportunity to learn about the work from funders and grantees alike.



## **Pockets of Hope says it will mobilize investments over three years? What happens after three years?**

The three-year timeline for the Pockets of Hope campaign is designed to create immediate momentum and mobilize critical resources for Haitian-led initiatives. However, our commitment to Haiti extends far beyond this initial phase. After these three years, we hope to have established a strong foundation for sustained, long-term investment in Haiti's future. We envision Pockets of Hope as a catalyst for lasting change, inspiring a global community of funders, partners and advocates who remain deeply engaged with Haiti's progress and with each other for years to come.

## **Is WKKF managing a pool of funds for Haitian organizations?**

No. WKKF is not managing a pool of funds for the Pockets of Hope campaign. Instead, we are inviting other funders - small and big alike - to make their own investments in Haitian-led initiatives. We are partnering with these funders to share contacts, learning and best practices based on our experiences, but we as a foundation do not raise funds (we are endowment-funded) and we do not want to interfere in the important relationships between funders and their partners supporting these community-led solutions.

## **Is WKKF putting more money into Pockets of Hope as part of their Haiti commitment?**

WKKF has been funding locally-led initiatives in Haiti for decades, and our commitment to our partners on the ground remains strong. Pockets of Hope isn't about increasing WKKF's investments in Haiti, but rather, a call-to-action for the philanthropic community to join us in supporting Haitians – especially at this moment in the nation's history. By bringing in additional funders, we can expand resources and amplify the impact of the incredible work taking place in Haiti.

## **Why is WKKF leading the charge for this effort?**

Since the 1950s, WKKF has proudly partnered with Haitian communities to support locally-led initiatives that address critical needs in education, economic development and community well-being. More than 10 years ago, WKKF named Haiti a priority place for its investments and made a generational commitment to support children, families and communities there.

Through Pockets of Hope, we are leveraging this experience to demonstrate that sustained, collaborative investments in Haitian-led efforts can create meaningful and lasting change. By partnering with local organizations and leaders, we have seen firsthand how trust, respect and long-term commitment can unlock the potential of communities to thrive. We invite other funders to join us in this effort, not only to provide critical resources, but also to build enduring partnerships that honor the vision of the Haitian people.

## **How are Pockets of Hope leaders ensuring that investments genuinely support locally-led efforts, rather than imposing external solutions?**

Pockets of Hope leaders are deeply committed to ensuring that investments authentically support locally-led efforts by centering Haitian voices, expertise and vision at every step. Our work in Haiti rests on a bedrock of strong and respectful relationships with community leaders that we built through years of direct collaboration. Rather than seeking to exert influence, our work focuses on strengthening the capacity of local organizations. Even when working through intermediaries, the projects we support originate from and are led by the communities they serve. This means providing resources, tools and capacity-building support that align with their goals and strategies, not ours. We listen, learn and follow the guidance of those who know their communities best.

## **I keep reading and seeing news reports about the violence in Haiti. Is it safe to send money and support work there?**

Yes. Philanthropic work in Haiti is not only possible but critically important. Despite the ongoing violence and civil unrest, Haiti is home to visionary local organizations that are driving meaningful change. These organizations are deeply rooted in their communities and understand the complexities of the issues at hand, making them uniquely positioned to create sustainable, system-level impact. Whether it is supporting local education organizations who are serving thousands of students or local hospital systems that are providing critical care to mothers, babies and families, important work is taking place with the resources provided, but more needs to be done.

It is important to note that most of the violence in Haiti is largely concentrated in the capital, Port-au-Prince. In rural towns and communities across the country, people are doing their best to continue their daily lives – farming, running businesses and caring for their families.

## **How are you measuring the success of the Pockets of Hope campaign?**

We will gauge the success of Pockets of Hope through a combination of quantitative and qualitative measures ensuring we capture both the scale and depth of our progress.

- Our primary measure of success is clear: Have we achieved our \$90 million goal to support game-changing, Haitian-led initiatives? This financial target is critical to scaling the transformative work already underway in Haiti.
- We also are focused on how these commitments are implemented and what funders are learning from one another. We will assess whether funders have not only delivered on their pledges but also forged meaningful, long-term connections with the initiatives they support. Are they developing equitable relationships with Haitian leaders and communities, ensuring their investments align with local priorities and foster sustainable change? Will they continue to invest in Haiti after the campaign comes to a close?
- Another key metric is expanding the circle of support. Have we successfully inspired new donors – individuals, organizations and institutions – to invest in Haitian-led efforts for the first time? Growing the base of support is essential to creating a lasting movement for change.

- Finally, and most importantly, we will monitor the on-the-ground impact of these investments. Are Haitian children, families and communities better off because of these resources? This includes in areas of education, economic opportunity, health and overall well-being, ensuring that the increased investment translates into real progress for those who call Haiti home.

## **Our organization is already supporting work in Haiti. Why should we join Pockets of Hope?**

If your organization is already supporting work in Haiti, joining the Pockets of Hope campaign offers a unique opportunity to amplify your impact and become part of a larger, coordinated movement for change. By aligning your efforts with Pockets of Hope, you'll join a network of donors, leaders, Haitian organizations and other partners who are collectively investing in Haitian-led initiatives, ensuring that resources are directed toward sustainable, community-driven solutions. This collaboration enables us to pool experiences, share insights and avoid duplication of efforts, maximizing the effectiveness of every dollar invested. Additionally, Pockets of Hope provides a platform to elevate the visibility of your work, connect with like-minded organizations, contribute to a broader narrative shift that celebrates Haiti's potential and learn best practices to further strengthen your engagements with local communities.





## Is there another way to support Pockets of Hope other than committing money?

Funding is essential to becoming a Pockets of Hope partner, as it directly supports needed, groundbreaking locally-led projects in Haiti. However, partners and other friends of Haiti are encouraged to engage in narrative change that challenges harmful stereotypes about Haiti and Haitians and lifts up stories exhibiting the ingenuity and leadership being displayed in communities across the country.

If you are a grantee, grantseeker or a friend of Haiti, learn how to support this work in the FAQ's for Friends of Haiti section below.

## I want to be a part of Pockets of Hope. How can I join?

If you are a funder interested in becoming part of Pockets of Hope, or would like to learn more about grantmaking in Haiti, we would love to hear from you. Reach out to us at [HaitiPOH@wkkf.org](mailto:HaitiPOH@wkkf.org) to schedule a call with our team.



## FAQ'S FOR FRIENDS OF HAITI

### I am a friend of Haiti. How can I support the work being done by Pockets of Hope?

Anyone who cares about Haiti and the Haitian people can play a role in supporting and engaging with the Pockets of Hope campaign. Whether you're already working in Haiti, are part of the diaspora or a friend of Haiti, we encourage you to follow along with our work, whether through our social media platforms or our website. Use your platform to amplify the work being done by local communities and educate your network, policy makers and other

key stakeholders on the success of these efforts and how they're creating systemic change. Finally, if you represent a diaspora-led organization working in Haiti that wants to participate as a Pockets of Hope partner, please reachout to us at [HaitiPOH@wkkf.org](mailto:HaitiPOH@wkkf.org).

### My organization has received a grant from a POH funder. How can we engage in the campaign?

Congratulations on your grant! As a partner in the Pockets of Hope campaign, your organization plays a crucial role in advancing Haitian-led initiatives. Beyond implementing your funded project, you can support the campaign by:

- **Sharing Success Stories:** Highlight the progress and impact of your work to showcase the positive changes occurring in Haitian communities. On social media, use #PocketsOfHope to engage with other grantees and funders.
- **Engaging in Narrative Change:** Actively participate in efforts to challenge harmful and one-dimensional narratives about Haiti. Emphasize stories that reflect the creativity, innovation, and cultural richness driving change across the country.
- **Collaborating with Other Partners:** Engage with other organizations and funders within the Pockets of Hope network to share insights, resources and best practices, thereby amplifying collective impact.

## My organization is in Haiti. How can we apply for grant funding?

The W.K. Kellogg Foundation and our Pockets of Hope partners are committed to supporting Haitian-led initiatives that drive meaningful change for children, families and communities. We encourage you to explore each Pockets of Hope funding partner's funding priorities to see how your work aligns.

Learn more about WKKF funding priorities [here](#) and follow the steps below to apply for a grant:

- **Review Funding Priorities:** [Learn more](#) about WKKF's focus on health, education and family economic security in central and southwestern Haiti.
- **Register in the Grants Management System:** Visit WKKF's [grants management portal](#), powered by Fluxx, to create an account.
- **Submit a Letter of Inquiry (LOI):** Through the Fluxx system, submit an LOI that briefly describes your funding request and provides a high-level understanding of your work. Instructions are available in English, Spanish and Haitian Creole.
- **Await Response:** After submission, WKKF will review your LOI and respond within 30 business days. If your proposal aligns with our priorities, you will be invited to submit a more detailed formal proposal.
- **Formal Proposal Submission:** Upon invitation, submit your formal proposal. WKKF aims to make final funding decisions within 60 business days of receiving the formal proposal.

