



FOR IMMEDIATE RELEASE
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SRDI RECEIVES GRANT FROM THE KELLOGG FOUNDATION

Raleigh, NC – The Southern Rural Development Initiative, SRDI, was awarded a grant from the Kellogg Foundation to support their community economic development work across the rural South.

The \$100,000 grant supports the organization’s “Transforming Rural Communities” initiative to implement multiple SRDI economic development tools in three communities across the rural South. SRDI’s tools include community-based philanthropy, economic alternatives, public funding advocacy, and organizational capacity-building.

Last year, SRDI supported the management of Kellogg’s Rural People Rural Places (RPRP) initiative to build a rural policy network across the United States in five years. Transforming Rural Communities takes lessons from RPRP to deepen SRDI’s work in the three communities while linking them to local, regional, and national resources.

“Transforming Rural Communities emerged out of a year of intense planning work,” said Interim Director Alan McGregor. “We wanted to combine what we’ve learned from rural communities over twelve years with the best practices of our community partners. We’ve had many opportunities to work broadly, but now its time to focus more deeply. These three “transforming” communities and Kellogg’s support give us that opportunity.

McGregor’s one year appointment as interim executive director began in January after the departure of the agency’s founding director.

The Southern Rural Development Initiative, started in 1993, considers itself to be the “hardware store” for rural community leadership working to build just and sustainable rural communities. Over the past year, the agency implemented policy initiatives in two communities in South Carolina and one in Louisiana; facilitated the conversion of a youth prison into a community learning center in Tallulah, LA; and implemented the Philanthropy Index process in twelve communities.

The agency works across the twelve states of the rural South with offices in Raleigh and Asheville, NC.

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

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generations.” To achieve the greatest impact, the 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.

For further information, please visit the Foundation’s website at www.wkkf.org. The site offers: in-depth information about the Foundation’s programming interests; information on the Foundation’s grant application process; a database of current grant recipients; and access to publications which report on Foundation-funded projects.

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