Welcome to **Racial Equity 2030**, a W.K. Kellogg Foundation challenge, and a call for bold solutions to drive an equitable future for children, families, and communities across the globe. By registering, Applicant agrees to receive periodic updates regarding key deadlines, informational webinars, and other program-related messages. Before completing registration, take time to read the following information:

Review the [Organizational Readiness Tool](#) so that you can better understand if the Applicant will be competitive in the application process.

- Read the [Rules, Terms & Conditions](#), [Privacy Policy](#) and other related content on this website that stipulate Applicant’s rights and obligations as a registrant.
- Review the [Application](#) and [Timeline](#) to understand what and when tasks are required of registrants.

**NOTE:** Entries must be submitted in English. Given the global nature of the Challenge, we acknowledge and understand the barrier this places on those for whom English is not a first language. However, English provides a consistency across all Entries, peer reviews, and expert reviews, and eliminates the risk of incorrectly translating or misinterpreting an application. We are simply unable to administer the level and scale of translation desired. Thank you for your accommodation and understanding.

Once Applicant has completed the following registration requirements, a confirmation message will display, and Applicant may Go to the Dashboard. If Applicant needs to edit Applicant’s registration information, return to this page by selecting Edit Registration Form from the Profile menu. Begin Applicant’s Entry by clicking Application at the top of the page.

In order to submit an [Entry](#) to **Racial Equity 2030**, Applicant must complete this registration form no later than 5:00 pm Eastern on Thursday, January 28, 2021. Only registered organizations may apply.

All fields are required unless otherwise noted.

1. **Applicant Legal Name.** Provide the legal name of the Applicant that will assume responsibility for receiving and taking accountability for any grant funds, as well as providing the direction, control, and supervision for the project.
2. Location of Applicant
Country
State / Province
Locality / District / County

3. Address
Street address
Address line 2
City
Zip / Postal Code

4. Applicant Website or Social Media Page What is the URL of the website or social media page of choice for the Applicant? If the Applicant does not have a website or social media page, insert "Not Applicable."

5. Primary contact name. Enter the name of the Applicant’s primary point of contact who will assume a key leadership role coordinating the team and/or affiliated organization(s), answer any questions, and has a working knowledge of roles and responsibilities identified in the application. If you have chosen to name a Principal Investigator (PI) as a member of your team, then the PI may be the primary contact, so long as that person has specific knowledge about both technical and logistical or operational aspects of the application.
First Name
Last Name

6. Primary contact title

7. Primary contact phone

8. Primary contact email

9. Secondary contact name. Provide the name of a secondary contact who may be a member of the Applicant or may be a member of another organization if the application is being submitted as part of a collaboration. This person should also be someone who will assume a key leadership role coordinating the team and/or affiliated organization(s), answer any questions, and has a working knowledge of roles and responsibilities identified in the application.
First Name
Last Name
10. Secondary contact title

11. Secondary contact phone

12. Secondary contact email

13. Organization location of formation What is the location of formation/incorporation of the Applicant listed above? Please list city and country.

14. Organization legal status. What is the legal status of the Applicant listed above?

UCSD: An entity under section 501(c)(3) and 509(a)(1) or (2) of the Internal Revenue Code (“IRC”) that has received a tax determination letter from the Internal Revenue Service (“IRS”).

A private foundation under section 501(c)(3) of the IRC that has received a tax determination letter from the IRS.

An entity under section 501(c)(3) and 509(a)(1) or (2) of the Internal Revenue Code (“IRC”) that has received a tax determination letter from the Internal Revenue Service (“IRS”), including but not limited to local nonprofit organizations pending federal tax exemption status.

A fiscally-sponsored nonprofit organization.

A tribal government or tribal-owned enterprise.

A public college, junior college, or university under section 501(c)(3) of the IRC that has received a tax determination letter from the IRS.

A for-profit corporation organized under the laws of a State (or territory) in the United States.

A benefit corporation, flexible purpose entity, or similar “hybrid” entity organized under the laws of a State (or territory) in the United States.

A limited liability company or partnership organized under the laws of a State (or territory) in the United States.

A UN (United Nations) agency.

An entity organized under the laws of a foreign jurisdiction which has received a tax determination letter from the IRS or has been determined to be the equivalent of a section
501(c)(3) and 509(a)(1) or (2) entity by NGO Source for which an equivalency determination has not expired.

An entity that is recognized under the law of the applicable jurisdiction as a non-governmental organization, an educational organization, a charitable organization, a social welfare organization, a not-for-profit organization, or similar-type entity that is not a for-profit organization or government agency.

A for-profit entity qualified to do business and in good standing under the laws of the local jurisdiction in which it operates.

Other. Describe:

15. Organizational Demographics Which categories best describe the race and ethnicity of the leader of your organization? (While the U.S. Census Bureau continues to separate race and ethnicity into separate categories, we rely here on emerging practice that recommends combining the two into a single question. We also recognize these categories are imperfect for a global pool of individuals.)

African, African-American, or Black (e.g., African American, Ethiopian, Haitian, Jamaican, Nigerian, Somali, etc.)

Asian or Asian-American (e.g., Chinese, Korean, Indian, Indonesian, Japanese, Malaysian, Pakistani, Sri Lankan Indonesian, Japanese, Malaysian, Pakistani, Sri Lankan, Tajik, Uzbek, Vietnamese, etc.).

Caucasian (e.g., English, French, German, Irish, Italian, Polish, etc.)

Hispanic or Latina/o/x (e.g., Colombian, Cuban, Dominican, Mexican, Mexican-American, Puerto Rican, Salvadorian, Spanish, etc.)

Middle Eastern or North African (e.g., Egyptian, Iraqi, Jordanian, Syrian, etc.)

Native Hawaiian or Pacific Islander (e.g. Fijian, Marshallese, Native Hawaiian, Samoan, Tongan, etc.)

Indigenous Person from a population category not provided. Describe:

I prefer not to answer
16. How did you hear about Racial Equity 2030? You may select more than one.

   Email or other direct outreach
   Informed by a friend or colleague
   Article or blog post
   Social media
   Press or advertisement
   Partner Organization. Describe:
   Event. Describe:
   Other. Describe: