

REBOZOS DE SALUD

A Case Study in Philanthropic Advisory Impact

Translating community insight into high-impact, scalable philanthropic investments

Executive Summary

Rebozos de Salud, a W.K. Kellogg Foundation–funded initiative, demonstrates the value of the National Alliance for Family and Community Transformation (NFACT) as a strategic advisor to philanthropy. Rather than operating solely as a grantee, NFACT worked alongside Kellogg to shape investment strategy, capital deployment, and implementation design.

Through its advisory role, NFACT ensured that philanthropic capital was aligned with real community conditions—resulting in a culturally grounded, scalable model that improved maternal and child health outcomes while strengthening long-term community capacity.

Barriers Faced by Large Foundations in Reaching Underserved Communities

Large national foundations often encounter structural barriers when attempting to reach underserved communities. These barriers include limited infrastructure to engage smaller organizations, lack of proximity to community realities, and difficulty identifying trusted local partners capable of delivering results.

- Limited infrastructure to fund and manage small, community-based organizations
- Limited direct experience and trust within underserved communities
- Challenges identifying high-impact, credible local partners
- Difficulty designing culturally responsive and scalable program models
- Risk of misaligned investments that do not translate into measurable outcomes

How NFACT Helped Kellogg Overcome These Barriers

Strategic Alignment

NFACT developed strategic giving frameworks rooted in real community needs, ensuring investments targeted the most critical drivers of maternal and child health disparities.

Program Design

NFACT designed practical, scalable, and culturally responsive program models leveraging promotoras, faith-based partners, and community networks.

Grantee Identification & Selection

NFACT worked closely with Kellogg to identify, vet, and select high-impact grantees—providing access to trusted, community-embedded organizations that would otherwise be difficult for large foundations to reach.

Capital Deployment

NFACT ensured disciplined, results-oriented deployment of philanthropic capital through structured oversight, clear performance expectations, and accountability mechanisms.

Sustainability

NFACT embedded capacity-building strategies to ensure that investments generated long-term, sustainable impact beyond the life of the grant.

Visual Logic Model (Investment to Impact)

Inputs:

Philanthropic capital, community partnerships, faith networks, promotoras

Activities:

Outreach, health education, care coordination, capacity building

Outputs:

Families reached, services delivered, referrals provided

Outcomes:

Improved access, increased knowledge, stronger support systems

Impact:

Reduced disparities and improved community health

Impact Pathway

Philanthropic Capital → Community-Informed Strategy → Grantee Selection & Alignment → Trusted Local Delivery → Measurable Outcomes → Scalable & Sustainable Impact

Investment Significance

Rebozos de Salud demonstrates that advisory-driven philanthropy is more effective than traditional grantmaking approaches. By addressing structural barriers and aligning investments with community realities, NFACT enables philanthropic capital to achieve deeper reach, stronger outcomes, and greater sustainability.

Through its advisory role, NFACT helps funders move from intention to measurable impact—ensuring that investments are not only well-targeted, but also designed for scale, accountability, and long-term community transformation.

Conclusion

By combining strategic advisory expertise with deep community knowledge, NFACT provides philanthropic partners with a proven model for deploying capital effectively in underserved communities. Rebozos de Salud demonstrates how this approach reduces risk, strengthens partner selection, and delivers lasting, scalable impact.