



Phil Redmond and Tamika Williams of The Duke Endowment's Child and Family Well-Being program area explain the genesis of the name change.

Q: Why is The Duke Endowment changing the Child Care program area's name to Child and Family Well-Being?

A: The program area has been called "Child Care" for virtually all of the Endowment's 95-year history. But today the term is most commonly associated with child daycare centers and early education centers. As vital as those institutions are, they do not fall under our funding mandate. Our focus is on helping children who have experienced or are at risk of experiencing child abuse or neglect.

Q: What's the significance of adding the term "Family Well-Being" to the title?

A: Over the past three decades, the child welfare sector has focused its work on providing safety, permanence and well-being to children in the foster care system or those at risk of entering it. Safety and permanence are well-defined, but well-being has been a more elusive concept to nail down. We believe in order to really help children, you have to help the whole child, within the context of their families. And by emphasizing well-being in our title, we are signaling our commitment to pursue that ideal.

Q: What did the process of deciding the new name involve?

A: It was an intensive, thoughtful process. We surveyed grantees, stakeholders, experts and Endowment staff. We talked to our Trustees and revisited the Endowment's founding document, James B. Duke's 1924 Indenture of Trust. We studied and tested how well different potential names aligned with our goals. Child and Family Well-Being best expressed what we're seeking to accomplish.

Q: What is the ultimate goal behind the millions of dollars in grants you distribute to child-serving organizations?

A: Simply stated, we want to see the same kinds of outcomes we desire for children in our own families. We want them to have opportunities in life like a good education, to be employable, to have positive connections to their families and communities. We want them to thrive physically, emotionally and spiritually. A focus on well-being helps us align our grantmaking with the outcomes we want for those children and their families.

Q: What does this name change mean for your grantees?

A: It's a name change. It's not a change in our focus or goals. It's not a change in our desired outcomes or our strategies. Grantees and potential applicants should still consider reaching out to us with their ideas. It's just about being clearer about our focus and being able to share that from a communication standpoint. It doesn't change what we'll fund in the near future. We still believe children do best in families. We want to support evidence-based practices and programs that strengthen parents' capacity to care for their children in their homes. We want to strengthen foster care. We will continue advocating for better approaches to support children and their families. That has not changed. This new name is a clearer reflection of the values we hold.