

# BREAKING NEWS



## Keller Family Giving **\$25 MILLION** MILESTONE

### **Keller family giving hits \$25 million mark** *Milestone reached with \$50,000 grant to LEAVEN*

**NEENAH, WI** (February 24, 2010) – When John “Jack” Keller considered how to commemorate his wife Ethel’s birthday in a unique way in 1991, he didn’t set his sights on becoming one of the Fox Valley’s true philanthropists. But \$25 million later, that’s exactly what has happened.

The \$25 million milestone was reached with a \$50,000 grant at LEAVEN’s annual meeting. “LEAVEN epitomizes the mission of the J. J. Keller Foundation, and it was an appropriate way to mark the achievement,” said Robert (Bob) Keller, president of the foundation board. The \$50,000 gift will help LEAVEN meet its mission of assisting people in crisis whose basic needs cannot be met elsewhere.

The Keller family has distributed grants in a variety of ways since establishing the original Keller Foundation Ltd. in 1991. Now known as the J. J. Keller Foundation, Inc., that fund has become the major giving arm of the family since Ethel’s death in 2004 and Jack’s in 2007. In the early days of the foundation, average annual distributions totaled approximately \$50,000. More recently, up to \$2.7 million per year has been granted. Since 1991, more than \$8 million has been granted from the J. J. Keller Foundation.

Most of the \$25 million has been distributed through the John J. and Ethel D. Keller Donor Advised Fund at the Community Foundation for the Fox Valley Region, which was established in 1994. Nearly \$17 million has been granted to community causes and concerns from that fund. Recently, the family established the J. J. Keller Foundation Donor Advised Fund at the Oshkosh Area Community Foundation, and nearly \$100,000 has been granted from that venue in just over two years.

As the Kellers look toward their next \$25 million in giving, they are focusing on organizations and programs that address the causes and consequences of poverty, in addition to specialty areas of interest such as mental illness. “We’re on a mission to get at the root causes of these issues and make a difference in the lives of individuals and in our community as a whole,” Marne Keller-Krikava said. “We’re hopeful that our giving will inspire others to give to the level of their ability. Every dollar makes a difference – to the organizations and individuals affected and to your inner spirit. And like my grandmother always said, ‘If you don’t have a dollar, you can always give your time.’ Giving back is a wonderful feeling.”

**NOTE:** For more information on the milestone and the complete news release, go to the “News” tab on [www.jjkellerfoundation.org](http://www.jjkellerfoundation.org).

**J. J. Keller**  
Foundation, Inc.