

### J. J. Keller Foundation/\$30 million milestone facts

- Established October 22, 1990 as Keller Foundation, Ltd. by John J. “Jack” Keller to celebrate wife Ethel’s 70<sup>th</sup> birthday
- Today known as J. J. Keller Foundation, Inc.
- Assets in the J. J. Keller Foundation: \$70.6 million (as of 12/31/10)
- Other assets:
  - \$2.9 million at the Community Foundation for the Fox Valley Region, Inc. (as of 4/30/11)
  - \$117,638 at the Oshkosh Area Community Foundation, Inc. (as of 5/31/11)
- Mission: To provide funding to tax-exempt organizations, projects and programs that will positively impact the lives of needy individuals in the greater Fox Valley community. Special emphasis is placed on organizations and programs that address the causes and consequences of poverty and other special areas of interest such as mental illness.
- J. J. Keller Foundation is one of the few true family foundations in the area. Most local foundations are corporate in nature (such as U.S. Venture, Oshkosh Corp., Appleton (Papers), Kimberly-Clark Corp., etc.)
- Grants distributed in a variety of ways since 1991:
  - Keller Foundation, Ltd/J. J. Keller Foundation, Inc. **More than \$12 million granted since 1991.**
  - John J. and Ethel D. Keller Donor Advised Fund established in 1994 at the Community Foundation for the Fox Valley Region, Inc. **More than \$17.5 million distributed since that time.**
  - J. J. Keller Donor Advised Fund established in 2007 at the Oshkosh Area Community Foundation. **Total of \$382,000 distributed since fund was established.**



- Prior to 2008, most of the grant-making was done through the Community Foundation for the Fox Valley Region. The J. J. Keller Foundation is now the major giving arm of the family since Ethel's death in 2004 and Jack's in 2007. In the early years of the foundation, average annual distributions were \$50,000. More recently, up to \$3.1 million per year has been granted.
- Collaborating with other funders has been especially rewarding, especially:
  - Partnering with the Schmidt family and its U.S. Venture Open, as a lead partner and donor to the Basic Needs Giving Partnership. We have thus far committed more than \$2.8 million over a four-year period. (A new commitment will be announced at the Aug. 10 U.S. Venture Open, signifying continued commitment to this program.) Basic Needs funds are granted to and distributed through community foundations in the Fox Valley, Oshkosh and Green Bay.
  - Joining forces with Affinity Health System, Children's Hospital of Wisconsin, ThedaCare and Dave Vander Zanden of School Specialty to establish the Fox Valley Children's Mental Health Clinic. Ethel Keller's efforts helped launch the 2004 campaign to get the clinic off the ground.
  - Working with Gannett newspapers in northeastern Wisconsin for the Stock the Shelves campaigns to raise hundreds of thousands of dollars for food pantries in the Valley.
- The \$30 million milestone was marked with a \$30,000 grant to the Oshkosh Area Community Pantry, an organization that epitomizes the mission of the J. J. Keller Foundation. We have supported the OACP in a variety of ways since it opened in 2009, with funds now totaling over \$180,000.