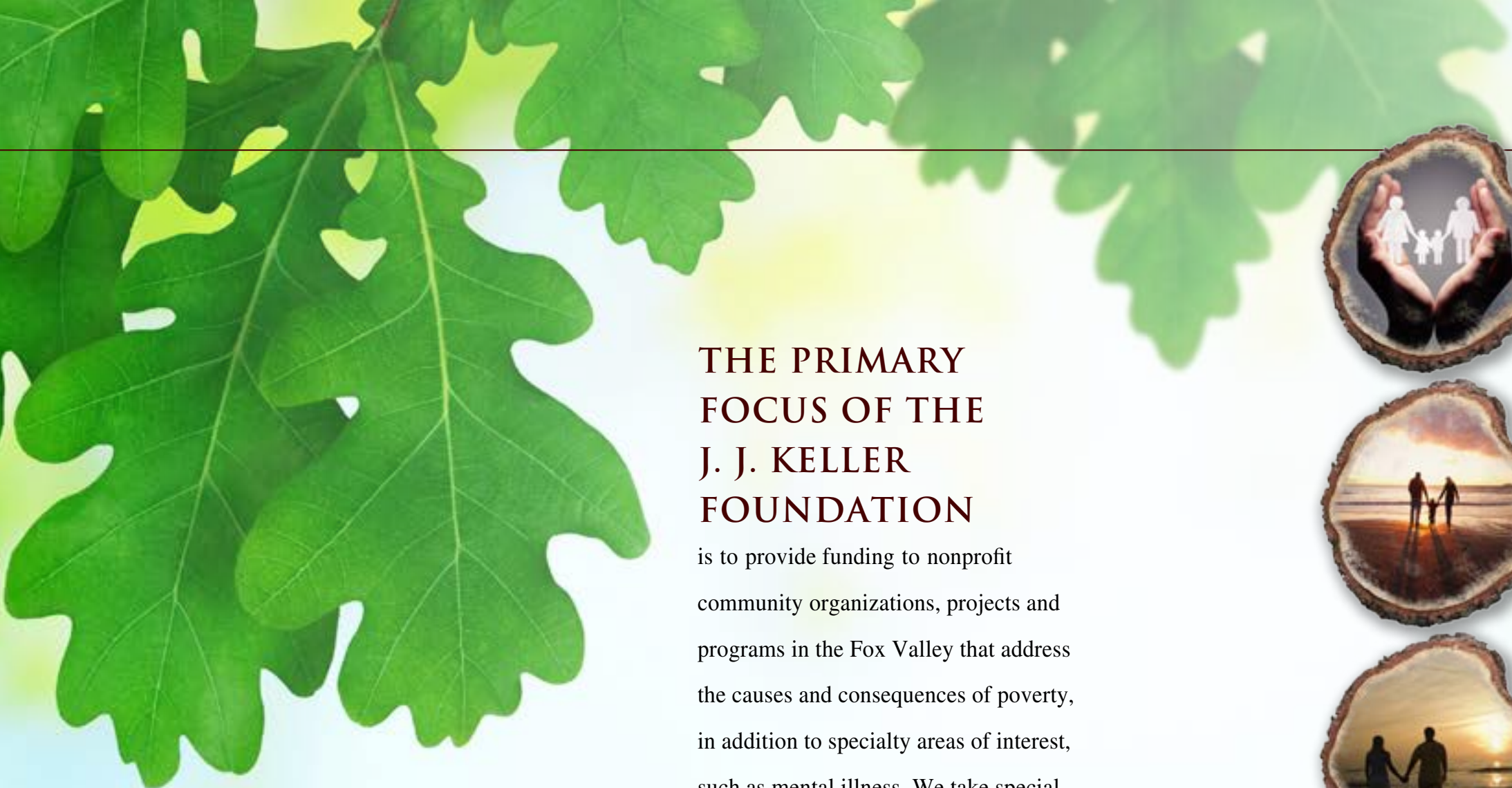




2012 ANNUAL REPORT

BRANCHING OUT TO HELP OUR COMMUNITY

J. J. Keller
Foundation, Inc.



INSIDE THE FOUNDATION

**THE PRIMARY
FOCUS OF THE
J. J. KELLER
FOUNDATION**

is to provide funding to nonprofit community organizations, projects and programs in the Fox Valley that address the causes and consequences of poverty, in addition to specialty areas of interest, such as mental illness. We take special pride in providing assistance for programs and disadvantaged individuals that might otherwise fall through the cracks.

J. J. Keller
Foundation, Inc.



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A LEGACY OF GIVING BEGINS

**“Life is about give and take –
and always give more than you take.”**

— *Ethel D. Keller*

A very successful 50-year career in the publishing business and a solid personal investment strategy gave John “Jack” Keller the financial means to consider philanthropic opportunities. But his thought behind establishing a family foundation was more personal. In pondering what to present to his wife Ethel on her 70th birthday, Jack settled on the formation of a family foundation as a way for the Kellers to give back to the community in which they lived, worked and played for their entire lives. Ethel was thrilled, and for years the two reveled in their philanthropic work. Hundreds of nonprofit causes in Wisconsin’s Fox River Valley benefitted from millions in funding.

Following Ethel’s death in 2004, Jack carried on his family’s benevolent activities, involving a growing number of family members. At the time of his death in 2007, the J. J. Keller Foundation, Inc. — along with another fund the family had set up at the Community Foundation for the Fox Valley Region, Inc. — had provided nearly \$17 million in funds to needy causes. And that was just the beginning of their giving legacy.



The late John J. and Ethel D. Keller



The settlement of the Kellers’ personal estate — valued at \$80 million at the time — was given exclusively to the J. J. Keller Foundation. That influx of money required the Board of Directors to embrace a more formalized structure, and in 2008 they made several significant moves to strengthen the organization. Among them, the Foundation’s first executive director was hired, an online grant application system was implemented for use by local nonprofits, and a matching gift program was announced for employees of J. J. Keller & Associates, Inc.[®] — the company Jack founded.

Jack and Ethel’s giving spirit lives on through family members. The Foundation’s Board of Directors is comprised of their sons Robert and James Keller, and grandchildren Marne Keller-Krikava and Brian Keller. Other, extended family members are engaged in such philanthropic activities as serving on funding committees and doing site visits to nonprofit organizations.

FOUNDATION BOARD OF DIRECTORS
Top row, from left: James Keller, Vice President and Treasurer; Brian Keller, Director; Robert Keller, President.
Front, from left: Mary Harp-Jirschele, Executive Director; Marne Keller-Krikava, Secretary.





FUNDING PRIORITIES

“To ease another’s heartache is to forget one’s own.”

— *Abraham Lincoln*

The primary focus of the J. J. Keller Foundation is to provide funding to support programs and organizations that address the causes and consequences of poverty — along with other specialty areas of interest, such as mental illness — in the greater Fox Valley region. We work to meet “basic human needs” with a special concern for physical and mental health and healing, human services, education, preventative programming and critical community needs.

The J. J. Keller Foundation is a private, independent family foundation, rather than a corporate foundation. We are a separate entity from J. J. Keller & Associates, although we invite associates in the company to participate in charitable Foundation endeavors, such as a matching gifts program, Habitat for Humanity home builds and other benevolent work in the community.

Application Process

We accept unsolicited grant requests from nonprofit 501(c)(3) public charities in the Fox Valley region. Applicants must apply online, using the process outlined at www.jjkellerfoundation.org. Smaller grant requests are typically reviewed monthly, and larger requests are reviewed at quarterly Foundation board meetings.

Other Funding Sources

In addition to the private J. J. Keller Foundation, the Keller family maintains donor-advised funds at the Community Foundation for the Fox Valley Region, the Oshkosh Area Community Foundation, and the Greater Green Bay Community Foundation.

Since its inception, the John J. and Ethel D. Keller Donor Advised Fund at the **Community Foundation for the Fox Valley Region** has distributed \$18.1 million. The newer J. J. Keller Foundation Donor Advised Fund at the **Oshkosh Area Community Foundation** has distributed \$499,800 over the past six years. In December 2011, the J. J. Keller Foundation Board approved the establishment of the J. J. Keller Foundation Donor Advised Fund at the **Greater Green Bay Community Foundation**. In 2012, \$37,000 was distributed from this fund.

These outside funding sources are used in specific circumstances, such as grants distributed over multiple years, grants that will require ongoing administrative oversight and reporting, funds that are pooled for special projects and initiatives, community benefit-type grants and donations made anonymously. All of the Kellers’ funding sources benefit causes and concerns that are regional and consistent with the family’s giving philosophy.

At the Community Foundation for the Fox Valley Region, the family also initiated the Keller Adaptive Equipment Needs Fund, designed to assist disadvantaged families whose children have special needs. Since 2001, thousands of dollars have been distributed for such critical, adaptive items as wheelchairs, strollers, bathroom equipment, and indoor and outdoor play equipment. This program is administered with the help of occupational and physical therapists at Affinity Health System and ThedaCare.



2012 FINANCIAL OVERVIEW

“No one has ever become poor by giving.”

— Anne Frank

Grant Summary of Donations

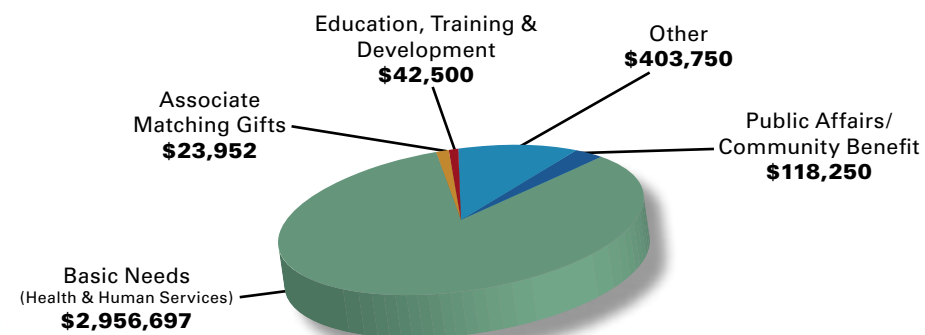
The legacy of giving begun by Jack and Ethel Keller continues today through four distinct distribution sources:

- **J. J. Keller Foundation**
- **John J. and Ethel D. Keller Donor Advised Fund at the Community Foundation for the Fox Valley Region**
- **J. J. Keller Foundation Donor Advised Fund at the Oshkosh Area Community Foundation**
- **J. J. Keller Foundation Donor Advised Fund at the Greater Green Bay Community Foundation**

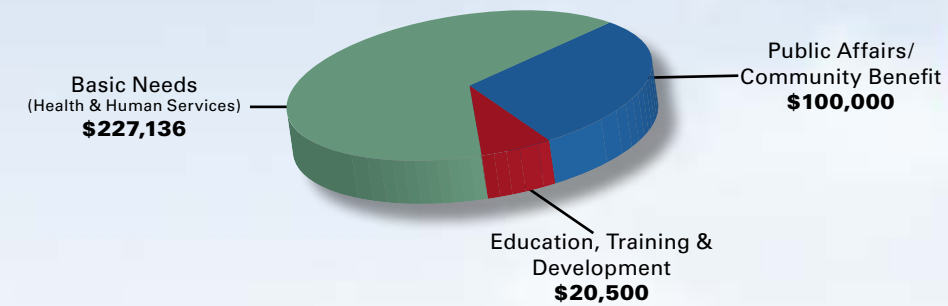
By 2008, combined giving from the J. J. Keller Foundation, John J. and Ethel D. Keller Donor Advised Fund at the Community Foundation for the Fox Valley Region, and J. J. Keller Foundation Donor Advised Fund at the Oshkosh Area Community Foundation topped the \$20 million mark. By the close of 2009, the total had come within a whisper of \$25 million. In February 2010, the \$25 million mark in giving was reached, with a \$50,000 grant to LEAVEN. In July 2011, the \$30 million milestone was reached with a \$50,000 grant to the Oshkosh Area Community Pantry. In December 2012, the Foundation Board celebrated with a \$35,000 grant to the Fox Valley Literacy Council, hitting the \$35 million mark in total giving.

Most of the money distributed through the J. J. Keller Foundation in 2012 was dedicated to meeting basic human needs. So were most of the grants bearing the Keller name that were distributed through the community foundations.

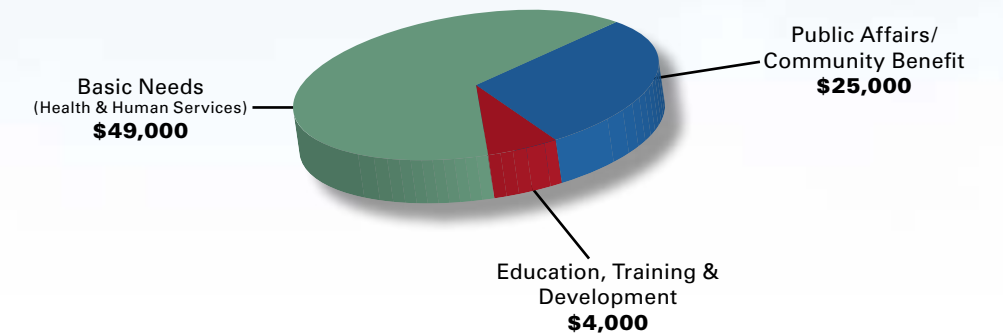
J. J. Keller Foundation



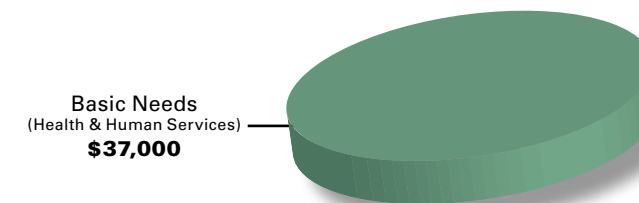
Community Foundation for the Fox Valley Region



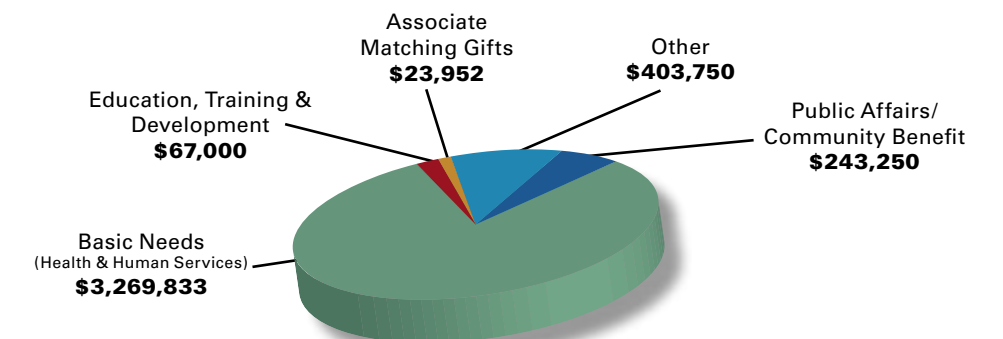
Oshkosh Area Community Foundation



Green Bay Area Community Foundation



J. J. Keller Foundation & Community Foundations





WORKING TOGETHER

“I have found that among its other benefits, giving liberates the soul of the giver.”

— Maya Angelou

Milestones reached as Keller-Habitat collaboration continues

Two milestones were reached with the construction of Keller-funded Habitat for Humanity homes in 2012. First, the completion of a home in the Town of Menasha signified the **\$1 millionth dollar given by the Kellers** to support the Greater Fox Cities Area **Habitat for Humanity**. Second, a Menasha home built by the **Girl Scouts of the Northwestern Great Lakes** became the **15th house completed with Keller funds**. Two main vehicles for funding Habitat homes over the years have been used: the J. J. Keller Foundation and the John J. and Ethel D. Keller Donor Advised Fund at the Community Foundation for the Fox Valley Region.



100th Anniversary of Girl Scouting
— Girls of all ages celebrated the 100th anniversary of Girl Scouting by building a **Habitat for Humanity** house in Menasha, thanks to a gift from the **John J. and Ethel D. Keller Donor Advised Fund** at the Community Foundation for the Fox Valley Region. Even the executive staff of the **Girl Scouts of the Northwestern Great Lakes** got in on the action. Pictured at the Menasha building site are (from left) Sharon Pickering, chief financial officer; Amy Flanders, chief development officer; Gail McNutt, chief executive officer; and Amy Schultz, chief operating officer.



The completion of the Posselt family home in the Town of Menasha signified the \$1 millionth dollar given by the Kellers to support the Greater Fox Cities Habitat for Humanity.

Keller and Schmidt families partner to serve basic needs



The J. J. Keller Foundation is extremely proud of its partnership with the Schmidt family and the **U.S. Venture Fund for Basic Needs**. The 2012 U.S. Venture Open golf outing, which featured golfing great Jack Nicklaus, became the second-highest fundraiser in the event's 27-year history. A total of \$1.86 million was raised as more than 800 golfers participated in the event on five courses throughout the area.

For the past five years, the J. J. Keller Foundation has been the lead funding partner in the **Basic Needs Giving Partnership**, the group that determines where the funds will be distributed. The Keller family was on hand at the golf outing banquet and was recognized for their significant contributions to the success of the program that benefits needy people in the Oshkosh, Fox Valley and Green Bay areas. The Foundation provided \$800,000 to the partnership this year.

Three regional foundations have benefitted from the U.S. Venture Fund for Basic Needs. They include the **Community Foundation for the Fox Valley Region**, the **Oshkosh Area Community Foundation** and the **Greater Green Bay Community Foundation**.

The J. J. Keller Foundation partners with the community foundations to distribute funds appropriately, helping to support programs that will meet the basic needs of each area.





WORKING TOGETHER — *continued*

“As the purse is emptied the heart is filled.”

— *Victor Hugo*

Catalpa Health comes to life

The late Ethel D. Keller was an early supporter of the effort to bring a children’s behavioral health center to the Fox Valley. She and granddaughter Marne Keller-Krikava championed the cause, which resulted in a unique collaboration of three competing area health care systems – **Affinity Health System, ThedaCare and Children’s Hospital of Wisconsin**. The formation of **Fox Valley Children’s Mental Health Center** was the culmination of years of work, and Ethel was smiling down from Heaven as the doors opened in 2008.

As the program continued to evolve, a task force was charged in 2011 with determining how to provide increased access, improved outcomes and a more-sustainable model for outpatient mental health services for children. Their work was completed in early 2012, and resulted in the creation of a new organization to provide seamless, accessible, collaborative behavioral and mental health services.

Catalpa Health, a stand-alone entity with the same original health system partners, now provides outpatient services including individual and group therapy, psychological and neuropsychological testing, medical management (psychiatry) and prevention services for the local public schools. It’s a model of collaboration from many perspectives.



Nonprofits benefit from social innovation program

A unique executive education program, the **Social Innovation Leadership Experience**, is creating a “mind shift” in nonprofit executive directors from basic needs-related organizations in the Fox Valley, Oshkosh and Green Bay, thanks to a grant from the J. J. Keller Foundation and the **U.S. Venture Fund for Basic Needs**. In cooperation with **Marquette University**, the Social Innovation program equips participants with the tools to think outside the box and to encourage them to work toward *sol*ving social problems rather than simply managing them.

The program challenges participants to develop a “social entrepreneur” mentality – to become “people with new ideas to address major problems who are relentless in the pursuit of their visions, people who simply will not take no for an answer,

who will not give up until they have spread their ideas as far as they possibly can.” (David Bornstein, *How to Change the World*, Oxford University Press)

Participants gather on a monthly basis for group dialogue around social innovation topics and concepts, analysis of case studies, site visits to various entrepreneurial initiatives and presentations by experts in the field. The primary desired outcome of the experience is a mind shift: less contentment with managing social problems and more energy devoted to solving them, making a positive difference and achieving measurable social impact.

The social innovation aspect of the program is paired with emphasis on leadership development,

provided by **Innovative Learning Strategies**.

Executive directors explore leadership foundation-building strategies, learn from 360-degree feedback, receive one-on-one executive coaching, and engage in new collaborative learning partnerships.

The year-long journey culminates in a sharing of what’s learned with community leaders and nonprofit Boards of Directors. The seeds of social innovation are clearly being planted by the first “graduates” of the program in 2011, and we look forward to watching the community reap the rewards of the effort by the second group of participants in 2013.

J. J. Keller
Foundation, Inc.



Stock the Shelves campaign sets a new record

The lines of people awaiting services at many food pantries continue to grow.

The J. J. Keller Foundation began partnering with **The Post-Crescent** newspaper in 2009 to “Stock the Shelves” of local food pantries. We offer to match funds raised up to \$35,000.

The response by individual, corporate and foundation donors has grown each year, and in 2012, a new record was set. An incredible \$285,227.41 was contributed, which was \$10,000 more than the previous record, established in 2009.

The J. J. Keller Foundation also participates in campaigns by the **Green Bay Press-Gazette and the Oshkosh Northwestern**, providing a \$15,000 match in each of those areas. Combined, the 2012 campaigns at The Post-Crescent, Press-Gazette and Northwestern reached \$448,945.

The J. J. Keller Foundation is now one of many organizations and businesses that have joined in offering matching funds for the effort. The idea has caught on with other Gannett newspapers, and the 10 markets of **Gannett Wisconsin Media** collectively raised an all-time record \$637,421 in 2012. Eighty-nine hunger relief agencies across the state will benefit.



Bob Glass, executive director of the Tri-County Community Dental Clinic, was one of the participants in the first Social Innovation Leadership Experience program. The mobile clinic has changed the delivery system of dental care throughout the region.

2012 — SHARING HIGHLIGHTS

Growing up in the Keller family meant daily exposure to Jack and Ethel Keller's philanthropic spirit. The generous couple impressed upon their children and grandchildren that "To whom much is given, much is expected" — words that echo in their minds today.

Fox Valley nonprofits have found many creative ways to thank the Kellers, and the family feels honored by those expressions of gratitude. But beyond the awards and recognitions, they value the knowledge that they have given back to the communities in which they live, work and play.



Dental care has become a reality for more needy people — especially children — thanks to a new mobile clinic run by the Tri-County Community Dental Clinic. The Foundation was the impetus behind the \$775,000 "big blue bus," which makes the rounds at schools from Oshkosh to Freedom through a program called "Focus on the Children."



The Posselt family cuts the ribbon on their new Habitat for Humanity home in the Town of Menasha. The Foundation funded the construction of the home, and J. J. Keller associates worked side-by-side with the Posselts to bring the dream to reality.



The Salvation Army in the Fox Valley and Oshkosh were the recipients of cash donations and more than 1,500 pounds of food collected from company associates during a holiday weigh-in contest. The Foundation provided matching dollars, to the delight of donors and recipients alike.



This unique plaque — actually a marble paperweight — was presented to the Foundation Board members by the Fox Valley Literacy Council at its "Celebration of Achievement" night for tutors and volunteers.



The Fox Valley Literacy Council's efforts were in the spotlight as the organization was surprised with a \$35,000 grant in honor of the Foundation's \$35 million milestone in grants given.



Mary Harp-Jirschele was honored by Bill Breider, YMCA of the Fox Cities, for her "leadership and guidance of many local nonprofit organizations." He called Mary and the Foundation "true assets to the communities in the Fox Cities."

From left, Christine Cheevers, Ana Wilson, Nicole Purtell and Sheena Arndt of the Fox Valley Literacy Council.



American Red Cross - Northeast WI Region honored the Foundation with its Community Partnership Award for a large grant focusing on mental health in disaster relief.



The Foundation joined The Lifetime Giving Society of the Boys and Girls Clubs of America thanks to its work in the Fox Valley and Oshkosh.



The Foundation was the lead sponsor of the Race for Miracles to benefit Catalpa Health, which provides mental health services to children. Keller associates took home a pair of trophies at the event. Top left, Dr. Mark Rovick holds a photo of Ethel Keller at the kickoff event.



Children and adults living at the Emergency Shelter of the Fox Valley found a unique and fun way to thank the Foundation for its contributions.



MAKING A DIFFERENCE

“The best way to find yourself is to lose yourself in the service of others.”

— *Mahatma Gandhi*

2012 J. J. Keller Foundation Grants

The J. J. Keller Foundation is proud to have supported numerous organizations in 2012. (Discretionary grants are not included in the following list, nor are grants made through funds at local community foundations.)

Advocap
 American Cancer Society
 American Red Cross - East Central Wisconsin Chapter
 Association of Small Foundations
 Best Friends of Neenah Menasha
 Big Brothers & Sisters of the Fox Valley Region
 Bay-Lakes Council of the Boy Scouts of America
 Boys & Girls Brigade Association
 Boys & Girls Club Fox Valley
 Boys & Girls Club of Oshkosh
 CAP Services
 Center for Alternative Learning
 Cerebral Palsy of Mideast WI
 CHAPS Academy
 Children’s Hospital and Health System Foundation
 Christine Ann Domestic Abuse Services
 Community Clothes Closet
 COTS
 Day By Day Warming Shelter
 Emergency Shelter of the Fox Valley
 Ephraim Resources
 Feeding America Eastern Wisconsin
 Financial Information & Service Center
 First Book
 Fox Cities Community Health Center
 Fox Cities Rotary Multicultural Center
 Fox Valley Christian Fellowship of the Assemblies of God (Convoy of Hope)
 Fox Valley Literacy Council
 Fox Valley Technical College Foundation
 Fox Valley Warming Shelter
 Friendship Place
 Future Neenah

Girl Scouts of the Northwestern Great Lakes
 Goodwill Industries of North Central Wisconsin
 Habitat for Humanity International
 Housing Partnership of the Fox Cities
 Lawrence University
 LEAVEN
 Loaves & Fishes of the Fox Valley
 Lutheran Social Services of Wisconsin and Upper Michigan (Thompson Community Center)
 NAMI Fox Valley
 National Fish and Wildlife Foundation
 National Society to Prevent Blindness
 Neenah-Menasha Emergency Society
 Neighborhood Housing Services of Southeast Wisconsin (NeighborWorks-Oshkosh)
 NOVA Counseling Services
 Oshkosh Area Community Pantry
 Quarry Quest
 Rawhide
 Reach Counseling Services
 Rebuilding Together-Fox Valley
 Ryan Community
 Salvation Army Wisconsin & Upper Michigan
 Samaritan Counseling Center of the Fox Valley
 Sexual Assault Center-Fox Cities
 St. John the Evangelist Homeless Shelter
 St. Joseph Food Program
 St. Thomas Episcopal Church
 St. Vincent de Paul Society of Appleton
 STEP Industries
 The Arc Fox Cities
 Tri-County Community Dental Clinic
 United Way Fox Cities
 Unity Limited Partnership
 University of Wisconsin-Fox Valley Foundation
 University of Wisconsin-Oshkosh Foundation
 Valley Kids Foundation
 Volunteer Center of East Central Wisconsin
 Winnebago County Literacy Council
 Wisconsin Veterans Home-King
 Women’s Fund Fox Valley
 World Vision
 YMCA-Fox Cities
 Youth Go



Partnering Through Challenge Grants

Over the past five years, the J. J. Keller Foundation has become known in the Fox Valley for its challenge grants. In 2012, a number of local nonprofits were offered the opportunity to double their Foundation gifts by having them matched by other funders. Individuals and corporations alike accepted the challenge, and the result was a win-win for the participating nonprofits and those who invested in them.

Oshkosh Area Community Foundation

\$10,000 — Clarity Care’s Help at Home Program through the Oshkosh Northwestern “Do It!” Campaign
\$5,000 — Day By Day Warming Shelter

J. J. Keller Foundation

\$5,000 — Boys & Girls Club Fox Valley’s Center for Grieving Children
\$5,000 — Center for Alternative Learning
\$13,820 — CHAPS Academy
\$10,000 — Community Foundation for the Fox Valley Region for The Post-Crescent Dollars for Diapers “Do It!” Campaign
\$15,000 — Emergency Shelter of the Fox Valley
\$25,000 — Fox Cities Community Health Center’s Community Emergency Prescription Drug Fund
\$2,895 — Goodwill Industries’ Community Garden Partnership
\$26,292 — Housing Partnership of the Fox Cities
\$5,000 — Ryan Community
\$17,669 — Salvation Army Fox Cities Red Kettle Campaign
\$4,157 — Salvation Army Oshkosh Red Kettle Campaign
\$5,000 — STEP Industries
\$75,000 — Tri-County Community Dental Clinic
\$10,000 — Women’s Fund Fox Valley
\$10,000 — Women’s Fund Oshkosh



MAKING A DIFFERENCE — *continued*

2012 Foundation Matching Gifts Program

Through the J. J. Keller Foundation Matching Gifts Program, the Foundation assists nonprofit charitable organizations by supplementing J. J. Keller associate giving with Foundation resources. The matching gifts program encourages personal philanthropy by enhancing contributions made to 501(c)(3) public charities in order to improve the quality of life in communities where J. J. Keller associates live, work and play. The fourth full year of the J. J. Keller Foundation Matching Gifts Program came to a successful conclusion with \$26,102 in associate gifts matched by the Foundation. Paired with J. J. Keller associate gifts of \$23,952, a total of \$50,054 was donated to nonprofit organizations in 2012.

Alzheimers Disease and Related Disorders Association
American Black Belt Academy
American Cancer Society-Midwest Division
American Heart Association-Greater Midwest Affiliate
Amyotrophic Lateral Sclerosis Association
Animal Welfare League
Autism Speaks
Avon Walk for Breast Cancer
Bay Area Humane Society and Animal Shelter
Big Brothers & Sisters of the Fox Valley Region
Boys & Girls Brigade Association
Boys & Girls Club Fox Valley
Boys & Girls Club of Oshkosh
Brandon Thielke Foundation
Butte des Morts Conservation Club
Canine Companions for Independence-North Central Region
Cerebral Palsy of Mideast WI
CHAPS Academy
Christine Ann Domestic Abuse Services
Compassion International
Crohns & Colitis Foundation of America

Day By Day Warming Shelter
Down Syndrome Association of Wisconsin
Emergency Shelter of the Fox Valley
Evangel Ministries
Families of Children With Cancer
Food for the Poor
Fox Cities Greenways
Fox Cities Performing Arts Center
Fox Valley Humane Association
Fox Valley Symphony Orchestra Association
Fox Valley Warming Shelter
Friends of High Cliff State Park
Friends of Mosquito Hill
Friends of the Neenah Public Library
Friendship Place
Habitat for Humanity International
Happily Ever After Animal Sanctuary
Harbor House Domestic Abuse Programs
Heckrodt Wetland Reserve
Heifer Project International
Hortonville Community Food Pantry
Junior Achievement of Wisconsin-Fox Cities
Juvenile Diabetes Research Foundation International-Northeast Wisconsin
Lakeshore Communications
Lupus Foundation of America-Wisconsin Chapter
Make-A-Wish Foundation of Wisconsin
March of Dimes
Melanoma Research Foundation
Mooring Programs
National Multiple Sclerosis Society

National Relief Charities
Nature Conservancy
Northeast Wisconsin Land Trust
Orphan Animal Rescue and Sanctuary
Oshkosh Area Community Foundation
Oshkosh Area Community Pantry
Oshkosh Area Humane Society
Over the Rainbow Association
Pancreatic Cancer Action Network
Raptor Education Group
Rawhide
Ronald McDonald House Charities
Salvation Army Wisconsin & Upper Michigan
Sexual Assault Center-Fox Cities
Snack Pack Program
Special Olympics Wisconsin
St. Baldricks Foundation
St. Joseph Food Program
Susan G. Komen Breast Cancer Foundation
Third Avenue Playhouse
Turnaround Ministries
Volunteer Center of East Central Wisconsin
Wisconsin Public Radio Association
Women's Fund Fox Valley
Young Mens Christian Association
Zion Lutheran Church - Disciples' Closet



**“FROM SMALL ACORNS,
GREAT OAKS GROW”**



**“The true meaning of life is to plant trees,
under whose shade you do not expect to sit.”**

— Nelson Henderson



J. J. Keller
Foundation, Inc.