John J. (Jack) and Ethel Keller shared a passion for helping others and making an impact in the communities they served. Their legacy has literally touched the lives of millions of people, and lives on in the second, third, and now fourth generations of the Keller family.

In August 2017, Jack and Ethel’s legacy was shared with five of their great-grandchildren, who participated in a week-long hands-on experience learning about J. J. Keller & Associates, Inc. and the J. J. Keller Foundation.

If you look long and hard enough, you’ll find a Calcutta in your own backyard.

— Ethel D. Keller
The second and third generations of Keller family members participated in the creation of a legacy video to help the next generation connect to Jack and Ethel's legacy. It details who Jack and Ethel were, as well as the formation of the Foundation and the impact the Foundation has made on the greater Fox Cities.

This video inspired the children to learn about their family legacy and how they can incorporate a spirit of giving in their young lives. They were given the opportunity to research community issues and learn how the Foundation addresses those needs. They also spent time volunteering at Catalpa Health, Homeless Connections, and Riverview Gardens.

To view the legacy video, visit JJKellerFoundation.org

“There is no greater gift on earth than the ability to give to others.”
— Ethel D. Keller

CONTINUING A LEGACY OF GIVING
In 2017, the Keller Foundation developed Kickstart, a new program that utilizes empathy-based design thinking to give nonprofits tools to better connect with clients, provide an environment for collaboration, and enable flexibility to try new ideas.

The program combines the efforts of multiple local nonprofit organizations to address an issue in the greater Fox Valley region. This year’s challenge was to innovate programs to reduce the number of suicide attempts in our community.

Innovation in action to define, validate and evolve ideas

$123,000 granted through the Foundation

10 groups designed prototypes

4 Kickstart nonprofit teams received additional funding:
- Youth-Go
- Catalpa Health
- Big Brothers Big Sisters of the Fox Valley Region
- St. Vincent de Paul — Appleton
On November 14, J. J. Keller associate volunteers helped Feeding America Eastern Wisconsin’s mobile food pantry distribute fresh produce, meat, and dairy products to 327 adults and 307 children in our community.

Volunteers walked alongside neighbors, listening to their stories and the impact the food would have on their families in the weeks leading up to the holidays.

“It felt good to make a difference in the community. Most of us don’t think about where our next meal is coming from. It was eye-opening to see how many families need help to provide food for their families. It really puts things in perspective.” — Lynn Parks

J. J. Keller Associate Volunteer
I was incredibly moved by the story of a ‘Little’ whose life was impacted by BBBS and how she broke a cycle of poverty/drug use in her family. After listening to her story, I decided to become a ‘Big’ and have since started my journey with my ‘Little’.

— Robert Larsen, J. J. Keller Associate

Marketing professionals from J. J. Keller dedicated their weekend to building public awareness for Big Brothers Big Sisters of the Fox Valley Region. The weekend event, called “Give Camp,” presented J. J. Keller associates with a unique opportunity to give back to the community and support a local nonprofit, all while doing what they do best. The J. J. Keller Foundation provided a grant to Big Brothers Big Sisters to implement the marketing solutions.

The organization supplied the J. J. Keller Foundation with a wish list of projects that would help the nonprofit advance toward its mission, and from there the volunteers at J. J. Keller & Associates, Inc. pinpointed projects they could complete during Give Camp weekend.
The J. J. Keller Foundation partners with J. J. Keller & Associates, Inc. to impact the community:

**HABITAT FOR HUMANITY:**
Der Her and her family received the keys to their home on August 11, 2017, thanks to the volunteer support of J. J. Keller associates and $21,000 in combined financial support from J. J. Keller associates and the J. J. Keller Foundation. (Note: the J. J. Keller Foundation also sponsors $75,000 for one home each year.)

**CATALPA HEALTH:**
On May 17, 2017, J. J. Keller & Associates, Inc. hosted a company walk to raise awareness of mental health issues and to support Catalpa Health, a local provider of mental health services. Collectively, associates raised $10,000, which the J. J. Keller Foundation matched, providing $20,000 to Catalpa Health.

**UNITED WAY:**
J. J. Keller associates raised $61,197.04, which was matched by the J. J. Keller Foundation, for a combined total of $122,394.08 to support United Way Fox Cities and their partner agencies.
More than 600 J. J. Keller associates donated money in 2017 through the J. J. Keller Foundation’s sponsored philanthropic programs. Catalpa Health, United Way Fox Cities, Fox Cities Habitat For Humanity, and Boy Scouts of America Bay Lakes Council were among the local organizations identified by the Foundation for matching grant programs.

Associates also donated funds to nonprofits of their choosing through the Associate Matching Grants Program, with a majority of donations being matched by the Foundation. A total of 74 associates participated in the program in 2017.

The 2017 hurricane season also had associates opening their hearts and wallets to those in need. The Foundation matched associate gifts for hurricane relief through the American Red Cross Northeast Wisconsin throughout the month of September. 102 associates contributed to this fund, which supported disaster recovery efforts in Texas, Florida and Puerto Rico.
The J. J. Keller Foundation is a private family foundation, independent from J. J. Keller & Associates, Inc.

The Foundation awarded 326 grants through applications, board discretionary grants, and associate matching gifts. In addition, the Foundation has donor-advised and field of interest funds at the local Community Foundations in Green Bay, the Fox Valley, and Oshkosh.

In 2017, the J. J. Keller Foundation granted a total of $4.23 million through various funding streams to positively impact lives. Since its inception, the J. J. Keller Foundation has awarded over $55 million to local nonprofits with the primary focus of addressing the causes and consequences of poverty with a special emphasis on mental health.

In 2008, the Keller and Schmidt families joined forces to create the Basic Needs Giving Partnership, a regional funding collaborative to address the root causes of poverty.

TOTAL DONATIONS $3,753,626

- BASIC NEEDS $3,156,000
- COMMUNITY BENEFIT $386,395
- MATCHING GIFTS $31,897
- OTHER $177,334
- EDUCATION, TRAINING AND DEVELOPMENT $2,000

$3,753,626 + $476,929 = $4,230,555

2017 GRANTS AWARDED

TOTAL GIVING SINCE INCEPTION $55,301,604
TOGETHER WE CAN DO GREAT THINGS

— Mother Theresa

Organizations that received support from the Foundation in 2017:

- Alternative Center for Education
- Alzheimer’s Disease and Related Disorders Association
- American Association of University Women
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association
- American Red Cross - East Central Wisconsin
- American Lung Association North Central Region
- American Red Cross - National Capital Region
- Attic Theatre
- Bike the US for MS
- Big Brothers Big Sisters of the Fox Valley Region
- CANRE
- Canine Companions for Independence - California Peninsula North Central Region
- CANRE
- Canine Companions for Independence - Northeast Wisconsin
- CASA of the Fox Cities
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