Keeping a PROMISE

Over 25 years ago, John (Jack) and Ethel Keller embarked on a philanthropic journey that would transform millions of lives across the greater Fox Valley. Inspired by their generous efforts, subsequent generations have followed in their footsteps, accounting for individuals and families whose needs are often overlooked and helping to write a different story for the community.

Compelled by the opportunity to be part of something bigger than themselves, the legacy of Jack and Ethel Keller lives on through the Keller family and J. J. Keller Foundation, Inc. who helped lighten the load for many in 2018.

Building a BRIGHTER Future

The work accomplished by the J. J. Keller Foundation is done so with passion and intention. With each new endeavor, focus is placed on establishing sustainable progress through the following principles:

Propel Nonprofits of Impact
Identify organizations making a positive impression on the local community, and provide the funding and resources to help them maximize their effectiveness.

Invest In Innovation
Focus our unique talents and resources toward creating tangible, responsive solutions that will help solve complex challenges in our community for generations to come.

Inspire Giving
Engage future generations, associates, and members of the community in practicing empathy for those in need through contributions of their time and resources.

J. J. Keller Foundation, Inc.
For the second year in a row, Jack and Ethel's great-grandchildren participated in the Gen 4 Keller Experience, traveling to nearby nonprofit organizations to learn more about challenges facing the community and the J.J. Keller Foundation's efforts in addressing them.

Their journey included a visit to the Foundations Health & Wholeness location in Green Bay where they received a glimpse of what life is like for kids in the Foster Care system, followed by a homeless simulation experience provided by the Fox Valley Warming Shelter, Homeless Connections and Housing Partnership of the Fox Cities, where each Keller youth took on the scenario of a client in need of housing.

The Gen 4 Keller representatives completed the due diligence as part of a grant request supporting the merger between Fox Valley Warming Shelter, Homeless Connections and Housing Partnership of the Fox Cities, which joined to become the new Pillars organization on October 1st.

Upon sharing their thoughts and feedback, one of the children asked, “Do they survey homeless individuals to learn how many of them grew up in poverty?” The question served as a great testament to the perspective they gained from the experience beyond the act of providing financial support. In line with the values of the Foundation, they sought to understand the root of the problem, identify lasting solutions, and connect with those in need.

As part of the homeless simulation experience, each Keller youth took on a scenario of a client in need of housing support. Each client required a different set of services and were directed to the appropriate caseworker. The simulation also demonstrated the process interruptions in the system and opportunity to envision a future state through the housing merger.

Upon arriving, the Keller youth were thrust into a scenario of trauma often reflective of the scenario children enter into through the Foster Care system, followed by receiving support (such as mental health treatment services) provided at Foundations Health & Wholeness.
After gathering information on the number of elementary school students attending area back-to-school events, including demographic data on age, gender and shoe size, the J. J. Keller Foundation worked with local clothing organizations to collectively address a pain point and leverage existing resources to provide a meaningful solution. Sourcing managers from J. J. Keller & Associates, Inc. were able to negotiate a bulk shoe purchase at $12.38 per pair, and the J. J. Keller Foundation provided funding to purchase 1,000 pairs. The shoes were then provided to families in need, supporting nonprofit staff and volunteers, and saving an additional $12,000 to nurture nonprofit organizations working together to solve process-related challenges.

In a similar effort, the J. J. Keller Foundation helped six local organizations provide 700 pairs of snow pants to low-income children. With the help of a J. J. Keller & Associates, Inc. senior buyer who negotiated the price of snow pants down to $16, the J. J. Keller Foundation provided financial support to Community Clothes Closet to complete the purchase. Representatives from the J. J. Keller Foundation then distributed the snow pants at local organizations and events, such as St. Vincent de Paul (SVDP) - Appleton clients at their ‘Giving Tuesday’ event.

Both events resulted not only in an outpouring of gratitude from recipients, but proved to be quite humbling for the volunteers, demonstrating the mutually impactful power of giving.

The following organizations joined the J. J. Keller Foundation in their efforts:

- St. Vincent De Paul (Neenah and Appleton)
- Neenah-Menasha Emergency Society
- Community Clothes Closet
- UW-Oshkosh Headstart
- Bridges Child Enrichment Center

1,000 pairs of shoes

700 pairs of snow pants

“Touching ‘Soles’ & WARMING HEARTS”

“We came here to use our voucher for snow pants, and now we can use our voucher for other needed items.”

- ‘Giving Tuesday’ Recipient

“What a humbling experience, giving out snow pants at SVDP. When the customers found out the snow pants were free from the J. J. Keller Foundation, there were lots of tears and even a couple of hugs. One woman was so excited she was dancing around. Her daughter had wanted a new pair of snow pants and she just couldn’t afford them. Thank you Keller’s, for all you do for those in need in our communities!”

- ‘Giving Tuesday’ Volunteer
Teams who participated in the event:
- Apricity
- Partnership Community Health Center at COTS
- Rawhide
- LEAVEN
- Foundations Health & Wholeness

Guests who were also invited to participate in the 2-day experience, applying their expertise to assist with organization and prototyping:
- U.S. Venture
- Oshkosh Corporation
- Home Builders Association of the Fox Cities
- J. J. Keller & Associates, Inc.

In 2017, the Ascend Initiative (a program of the Housing Partnership of the Fox Cities and NAMI Fox Valley, serving young adults with mental health challenges in semi-independent housing in Neenah) learned through the Kickstart experience about what had historically led clients to suicide attempts. The team shared the opportunity of creating a sense of belonging and family-like connections through a shared meal. Thus, the kitchen project at Ascend was born. In August, they broke ground on a kitchen as part of the Community Center building at Ascend.

To address the increasing trend of adult male suicide rates in the greater Fox Cities, the J. J. Keller Foundation hosted the second annual Kickstart November 6 – 7, 2018 at the J. J. Keller & Associates, Inc. Corporate Campus. The program walked nonprofit teams through a Design Thinking exercise, allowing them to learn more about their audience and construct a creative, quality solution based on their specific needs.

Each team in attendance was asked to complete 2-3 empathy interviews with clients connected to the challenge.

The teams were given an unrestricted grant to test their ideas, allowing each organization the flexibility to innovate without predetermined outcomes or budget restrictions that might hinder their creative process.

Each team shared their learnings and framed the potential next steps at a learning launch in early 2019.

“When people leave LEAVEN they might feel better financially, but emotionally they are still broken.”
- LEAVEN Client
To inspire J. J. Keller associate giving, the Foundation partners with the business to support strategic efforts throughout the year. For associates, perhaps some of the most memorable events are those where they are given the opportunity to volunteer their time and talents to improve the lives of others. Here are just a few ways the organizations worked together to demonstrate the invaluable power of the human touch.

**FUNDRAISING/DONATIONS**

$35,000 raised (Matched by foundation)
- Associates participated in bell ringing for the Salvation Army’s Red Kettle campaign.

$1,780 raised (Matched by foundation)
- Associates donated to Hurricane Florence recovery efforts through Team Rubicon and Habitat for Humanity International.

$27,850 (Matched by foundation)
- Each quarter, associates are given the option to purchase “Jeans with a Purpose,” allowing them to dress casually each week in support of various company and Foundation-sponsored initiatives. 2018 proceeds benefited Habitat for Humanity, Catalpa Health, United Way and 12 additional associate-selected organizations.

**HANDS-ON SUPPORT & RELATIONSHIP BUILDING**

868 adults and children fed (25 J. J. Keller associate volunteers)
- Associates partnered with Feeding America Eastern Wisconsin, staffing a farmers market style pantry to distribute food to families in need.

29 children mentored (29 J. J. Keller associate volunteers)
- Associates partnered with Big Brothers Big Sisters to provide one-on-one mentoring for youth at the J. J. Keller Corporate Campus during the 2018-2019 school year.

279 pints of blood collected (321 J. J. Keller associate volunteers)
- Associates donated blood to support J. J. Keller’s ongoing partnership with the Community Blood Center.

1 house constructed (75 J. J. Keller associate volunteers)
- Associates partnered with Habitat for Humanity to assist in fundraising, marketing, coordinating, and building efforts for the construction of a new home for one area family.

Several pieces of marketing collateral created (18 J. J. Keller associate volunteers)
- Marketing and e-commerce associates devoted a weekend “Give Camp” to developing a “welcome video” loop, as well as philanthropic, client and referral brochures to help promote the new LEAVEN Community Resource Center.
The J. J. Keller Foundation is a private family foundation, independent from J. J. Keller & Associates, Inc. In 2018, the Foundation awarded 265 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, with grant awards totaling $301,750.

On a mission to propel nonprofits of impact, invest in innovation, and inspire giving, the Foundation has focused on supporting the most vulnerable in our community — including efforts to meet basic needs, understand mental health issues, innovate and collaborate. Here is a breakdown of how the J. J. Keller Foundation awarded over $3.7 million to support local nonprofits in 2018.

TOTAL DONATIONS
$4,049,435

- $1,339,275 UNRESTRICTED OPERATING SUPPORT
  Flexible funding to support overall organization mission.

- $692,167 PROGRAM SUPPORT
  Funding restricted to support a specific program or population within a larger organization.

- $301,750 GRANT AWARDS
  Through funds at local Community Foundations.

- $293,098 CAPACITY BUILDING SUPPORT
  Special opportunities extended to organizations for whom we already provide operational support, namely in the form of providing resources to strengthen their business and leadership.

- $955,145 COLLABORATIVE
  Matching or leveraging other resources in the community through matching grants or by supporting multiple nonprofits in a shared goal.

- $468,000 INNOVATION
  Pro-active effort led by members of the J. J. Keller Foundation.
Propel Nonprofits of IMPACT. Invest in INNOVATION. Inspire GIVING.

“There’s a Calcutta in your own backyard, you just have to look for it.”

-Ethel Keller

For more information, visit JJKellerFoundation.org