

2019 Annual Report

Intentional Generosity to Sustain a Vibrant Community

J. J. Keller
Foundation, Inc.



Part of Something Bigger A Philanthropic Legacy

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.



John (Jack) and Ethel Keller



J. J. Keller Foundation Board of Directors and staff

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 2019.

J. J. Keller
Foundation, Inc.

Breaking the Cycle of Poverty – One Family at a Time

Laura's Story

Laura was a recent beneficiary of CAP's Services Skills Enhancement program, along with several other support services. Mindful that the most important predictor of a child's future financial independence is whether or not they were raised in poverty, Laura devoted herself to making ends meet and improving her family's circumstances. Yet, she regretted the time she spent away from her three children.

She began to evaluate options and realized that becoming a certified massage therapist would allow her to make more money working part-time than she made working 50+ hours as a receptionist and cleaning. She enrolled in the Massage Therapy program at Blue Skies in Green Bay but found herself again struggling to balance work, school, and her three children's schedules. That's when she heard

about the CAP Services Skills Enhancement Program and reached out for help.

What Laura needed most was financial support to help with the cost of her schooling so she could reduce her work schedule. CAP provided not only financial assistance to cover the cost of tuition, but also supported Laura through:

- Mileage reimbursement to offset the expenses incurred traveling to and from school,
- Full financial support for massage therapist licensing costs and national certification exams, and
- Entrepreneurial training and technical assistance.

During this time, Laura received emotional support from the CAP's Skills Development Manager, who took time to understand her long-term goal of starting her own business and connected her with resources to help her realize her entrepreneurial dream.

While attending classes, Laura continued to work full-time. But with support from CAPs, she was able to cut back on the amount of overtime she needed to pay the bills, allowing her to spend more time with her children. During that time, she continued to learn and grow as a mother, student, and professional.

Laura graduated in 2019 and is now the proud owner of her own massage therapy business, Massage by Laura, LLC, located in Appleton, WI.

The positive impact of the Skills Enhancement Program is seen in the lives of the individuals served, their families, and the entire community. The cycle

of poverty is truly broken when participant parents demonstrate for their children the connection between financial security and lifelong learning.

CAP Services, Inc. assists families and individuals in breaking the cycle of poverty by addressing its root causes. Their **Skills Enhancement Program** works to increase the ability of individuals in low-income situations to become more economically and emotionally self-sufficient through educational and financial support for job skills development.

The Skills Enhancement Program impacts the lives of the participants by providing:

- Educational opportunities to obtain the skills necessary to compete for a living wage,
- Financial assistance for tuition, books, childcare, transportation, etc.,
- Guidance and encouragement to be successful, and a
- A more skilled pool of workers to fill positions.

Successful graduates of the program are not only more financially secure, but they contribute

more fully to the local economy and rely less on public assistance. They can secure jobs with higher wages, earn opportunities for career advancement, and obtain access to employer-sponsored benefits, including healthcare. It's a win-win for the community, the individual, and their family.

BY THE NUMBERS: 2018 FOX CITIES SKILLS ENHANCEMENT PROGRAM

141 participants	18 graduates with employee-provided health care
22 full-time graduates*, 4 part-time	29 months average program completion
\$6.73 average hourly increase	\$2,566 average direct financial assistance
\$19,000 average annual increase	

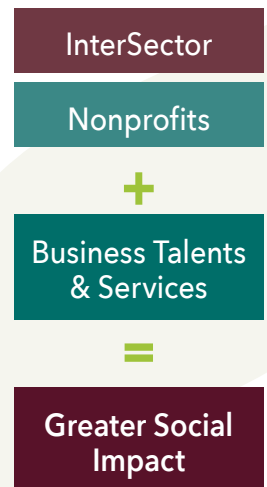
* Participants who continued in the 2019 program received a total of 17 interim wage increases, an average \$1.79 per hour increase, and an average \$5,744 annual salary increase.

Connecting Business Talent to Increase Social Impact

Nonprofit capacity is built step-by-step and project-by-project, yet a majority of these projects and goals are thwarted by the operational realities of funding and staff shortfalls.

Recognizing these challenges could be solved creatively by connecting nonprofits with in-kind donations of business talent, the J. J. Keller Foundation launched **InterSector** in late 2018. Within six months, *InterSector* volunteers with human resources, information technology, and marketing business talent contributed more than \$60,000 in value to the sector.

The first **InterSector** “test” project included 11 nonprofit executive directors and leaders who identified infrastructure projects with elements of operational “pain points,” which could be satisfactorily addressed by volunteers willing to use their professional skills in kind. **It was an overwhelming success!** *InterSector* created 14 project scopes, worked with 38 skilled volunteers from 12 employers, and completed nearly every project.



“All I can say is **THANK YOU** for all that the *InterSector* team accomplished. I knew it would be impossible for our HR department to devote the time necessary to complete [our accreditation] requirements. Thank you so much for your time, and for the tremendous expense savings to Rawhide.”

Lanette Freimark, Rawhide Benefits Manager

One beneficiary of this project was Rawhide Youth Services, which serves at-risk youth and families in Wisconsin. To meet a labor-intensive accreditation process, Rawhide needed skilled human resources talent to help them update over 100 position descriptions. Four seasoned human resources professionals volunteered – three from J. J. Keller & Associates, Inc. and one from Oshkosh Corporation. The project was completed in less than three days. As a result, the new accreditation has led to growth opportunities for Rawhide Youth Services.



J. J. Keller and Oshkosh Truck Human Resource professionals work alongside staff from Rawhide Youth Services



Feed the Body, Feed the Soul

- 850+** community members inspired and activated to give their of time and talents to packaging supplies
- 200,000+** pounds of food staples distributed to local food pantries and partners throughout
- 18** counties in Northeast Wisconsin

2019 Giving Portfolio

The J. J. Keller Foundation is a private family foundation, independent from J. J. Keller & Associates, Inc. In 2019, the Foundation awarded **270 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 \$488,792**.

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 \$4 million** to support local nonprofits in 2019.



KickStart

Nonprofit Partners convene for the Kickstart Feedback session. Kickstart was an initiative of the J. J. Keller Foundation to use empathy to guide innovation. The focus of the 2018-2019 initiative was adult male suicide.



\$361,488

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

TOTAL DONATIONS

\$4,125,165



\$454,025

INNOVATION

Pro-active effort led by members of the J. J. Keller Foundation



\$1,392,990

UNRESTRICTED OPERATING SUPPORT

Flexible funding to support overall organization mission



\$1,022,039

COLLABORATIVE

Matching or leveraging other resources in the community through matching grants or by supporting multiple nonprofits in a shared goal



\$894,623

PROGRAM SUPPORT

Funding restricted to support a specific program or population within a larger organization

2019 Recipients

AGRACE HOSPICE CARE FOUNDATION	EVANS SCHOLARS FOUNDATION	MID-STATE YOUTH FOOTBALL & CHEERLEADING CONFERENCE	ST JUDE CHILDREN'S RESEARCH HOSPITAL
ALTERNATIVE CENTER FOR EDUCATION	FAMILIES OF CHILDREN WITH CANCER	MIRACLE FOUNDATION	ST THOMAS EPISCOPAL CHURCH
ALZHEIMERS & DEMENTIA ALLIANCE OF WI	FAMILY SERVICES OF NORTHEAST WISCONSIN	MISSION OF HOPE HOUSE OF WISCONSIN	ST VINCENT DE PAUL COUNCIL OF NEENAH-MENASHA
ALZHEIMERS DISEASE AND RELATED DISORDERS ASSOCIATION	FEEDING AMERICA EASTERN WISCONSIN	MOORING PROGRAMS	ST VINCENT DE PAUL SOCIETY OF APPLETON
ALZHEIMERS DISEASE AND RELATED DISORDERS ASSOCIATION	FISHING FOR THE HEART	MUSIC THAT MATTERS	THE FAMILY RADIO NETWORK
AMERICAN CANCER SOCIETY	FOUNDATIONS HEALTH AND WHOLENESS	NAMI FOX VALLEY	THE MINDFULNESS CENTER
AMERICAN HEART ASSOCIATION	FOX VALLEY CHRISTIAN FELLOWSHIP OF THE ASSEMBLIES OF GOD	NAMI WISCONSIN	THE OSHKOSH BOYS AND GIRLS CLUB
AMERICAN HEART ASSOCIATION INC - AMERICAN STROKE ASSOCIATION	FOX VALLEY LITERACY COUNCIL	NATIONAL ARBOR DAY FOUNDATION	THE SALVATION ARMY
AMERICAN RED CROSS - EAST CENTRAL	FOX VALLEY MEMORY PROJECT	NATIONAL MULTIPLE SCLEROSIS SOCIETY	THE SALVATION ARMY - FOX CITIES
APPLETON COMMUNITY EVANGELICAL FREE CHURCH	FOX VALLEY SYMPHONY ORCHESTRA ASSOCIATION	NATURAL RESOURCES DEFENSE COUNCIL	THE UNIVERSITY OF WISCONSIN - FOX VALLEY FOUNDATION
AUTISM SOCIETY OF AMERICA	FOX VALLEY TECHNICAL COLLEGE FOUNDATION	NATURE CONSERVANCY	TITAN ALUMNI FOUNDATION
BEAMING	FOX VALLEY VETERANS COUNCIL	NEENAH ANIMAL SHELTER	TRI-COUNTY COMMUNITY DENTAL CLINIC
BEST FRIENDS OF NEENAH MENASHA	FRIENDS OF WISCONSIN PUBLIC TELEVISION	NEENAH HISTORICAL SOCIETY	TRUST FOR YOUTH AND CHILD LEADERSHIP INTERNATIONAL
BEST YEAR YET FOUNDATION	FUTURE ANGLER FOUNDATION	NEENAH WRESTLING BOOSTER CLUB	UNITED STATES BIATHLON ASSOCIATION
BIG BROTHERS & SISTERS OF THE FOX VALLEY REGION	GIRL SCOUTS OF THE NORTHWESTERN GREAT LAKES	NEENAH-MENASHA EMERGENCY SOCIETY	UNITED WAY FOX CITIES
BIG BROTHERS BIG SISTERS OF THE SUN COAST	GREATER GREEN BAY COMMUNITY FOUNDATION	NEVILLE PUBLIC MUSEUM FOUNDATION	UNIVERSITY OF WISCONSIN FOUNDATION
BOY SCOUTS OF AMERICA	HABITAT FOR HUMANITY INTERNATIONAL	NORTHEAST WISCONSIN LAND TRUST	VOLUNTEER CENTER OF EAST CENTRAL WISCONSIN
BOYS & GIRLS BRIGADE ASSOCIATION	HABITAT FOR HUMANITY OF OSHKOSH	NORTHEASTERN WISCONSIN SPORTS ADVANCEMENT	VOLUNTEER OPTOMETRIC SERVICE FOR HUMANITY WI CHAPTER
BOYS & GIRLS CLUB FOX VALLEY	HARBOR HOUSE DOMESTIC ABUSE PROGRAMS	OSHKOSH AREA COMMUNITY FOUNDATION CORPORATION	WINNEBAGO COUNTY LITERACY COUNCIL
CAMPUS CRUSADE FOR CHRIST INTERNATIONAL	HOMES FOR OUR TROOPS	OSHKOSH AREA COMMUNITY PANTRY	WINNECONNE HIGH SCHOOL
CAP SERVICES	HOPE CLINIC AND CARE CENTER	OSHKOSH AREA HUMANE SOCIETY	WISCONSIN K9 SOS SEARCH AND RESCUE
CASA OF THE FOX CITIES	JAKE'S DIAPERS	OSHKOSH MID-MORNING KIWANIS FOUNDATION	WISCONSIN PUBLIC RADIO ASSOCIATION
CATALPA HEALTH	JDRF INTERNATIONAL	PAN MASSACHUSETTS CHALLENGE TRUST	WMC FOUNDATION
CATHOLIC RELIEF SERVICES	JERICO ROAD MINISTRIES	PARTNERSHIP COMMUNITY HEALTH CENTER	WOMEN IN TECHNOLOGY WISCONSIN
CHRIST THE ROCK COMMUNITY CHURCH	JUNIOR ACHIEVEMENT OF WISCONSIN	PEACE IS THE GOAL	WOMENS FUND FOR THE FOX VALLEY REGION
CHRISTINE ANN DOMESTIC ABUSE SERVICES	JUVENILE DIABETES RESEARCH FOUNDATION INTERNATIONAL - NORTHEAST WISCONSIN	PILLARS	WOODLAND WORSHIP CENTER OF THE ASSEMBLIES OF GOD
CITY OF NEENAH POLICE DEPARTMENT	KENYA WORKS	RAWHIDE	WORD OF HOPE MINISTRIES
COMMUNITY BENEFIT TREE	LAKESHORE COMMUNICATIONS	REBUILDING TOGETHER - FOX VALLEY	WORLD CENTRAL KITCHEN
COMMUNITY CLOTHES CLOSET	LEAVEN	RIVERVIEW GARDENS	WOUNDED WARRIOR PROJECT
COMMUNITY FOUNDATION FOR THE FOX VALLEY REGION	LEUKEMIA & LYMPHOMA SOCIETY	RONALD MCDONALD HOUSE CHARITIES OF EASTERN WISCONSIN	YOUNG MENS CHRISTIAN ASSOCIATION OF THE FOX CITIES
COTS	LEUKEMIA & LYMPHOMA SOCIETY - WISCONSIN	RPM SUPPORT	YOUTH GO
DAMASCUS ROAD PROJECT	LIFE PROMOTIONS	SAMARITAN COUNSELING CENTER OF THE FOX VALLEY	
DAY BY DAY WARMING SHELTER	LIFE TOOLS FOUNDATION	SAVING PAWS ANIMAL RESCUE	
DOWN SYNDROME ASSOCIATION OF WISCONSIN	LOAVES & FISHES OF THE FOX VALLEY	SEXUAL ASSAULT CENTER - FOX CITIES	
DRAVET SYNDROME FOUNDATION	LUPUS FOUNDATION OF AMERICA WISCONSIN CHAPTER	SNOWDROP FOUNDATION	
DYSLEXIA READING CONNECTION	MAKE-A-WISH FOUNDATION OF WISCONSIN	SOAR FOX CITIES	
EMERGENCY ASSISTANCE FOUNDATION	MARQUETTE UNIVERSITY	SPECIAL OLYMPICS WISCONSIN	
ENVIRONMENTAL DEFENSE FUND		ST BALDRICK'S FOUNDATION	
		ST JOSEPH FOOD PROGRAM	