Intentional Generosity to Sustain a Vibrant Community
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.

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.

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
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.

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.

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BY THE NUMBERS: 2018 FOX CITIES SKILLS ENHANCEMENT PROGRAM

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

* 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.

Laura 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.

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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.

Feed the Body, Feed the Soul

850+ community members inspired and activated to give their 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
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.
TOTAL DONATIONS

$4,125,165

$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

$454,025
INNOVATION
Pro-active effort led by members of the J. J. Keller Foundation

$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

$1,392,990
UNRESTRICTED OPERATING SUPPORT
Flexible funding to support overall organization mission
2019 Recipients

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