



**J. J. Keller**  
Foundation, Inc.

For more information contact  
Mary Schmidt  
[mkschmidt@centurytel.net](mailto:mkschmidt@centurytel.net)

FOR RELEASE 6/17/13

## **Basic Needs Giving Partnership announces \$1,772,473 in grants** ***Charitable giving impacts residents in Green Bay, Fox Cities, Oshkosh***

A unique collaboration that involves several of the region's largest charitable giving organizations announced multi-year grants of almost \$1.8 million to fight poverty in Northeast Wisconsin. The Basic Needs Giving Partnership announced 21 new grants and continued funding for 10 multi-year grants for projects involving the efforts of more than 80 non-profit organizations serving residents of greater Green Bay, the Fox Cities and Oshkosh areas.

The Basic Needs Giving Partnership is a collaboration between the U.S. Venture Open Fund for Basic Needs, the J. J. Keller Foundation, Inc., the Greater Green Bay Community Foundation, the Community Foundation for the Fox Valley Region, and the Oshkosh Area Community Foundation. Funds generated through donations to the annual U.S. Venture Open support the U.S. Venture Open Fund for Basic Needs established at each Community Foundation. The J. J. Keller Foundation in turn matches up to \$800,000 of the annual grantmaking budget from the Fund for Basic Needs. The three Community Foundations complete this partnership, bringing their expertise in strategic grantmaking.

In 27 years, the partnership has made more than \$10 million in grants to regional organizations. In 2012, nearly 80 participating groups received \$1,427,929 in grants serving an estimated 50,000 residents. In the last five years alone, the J. J. Keller Foundation has contributed \$3,512,521 to the fund.

"We are impressed by the impact of these collaborative grants," said Sarah Schmidt, director of U.S. Venture Open. "Year after year we are encouraged by the innovative projects that come to us for funding. This approach encourages strategic thinking and implementation, often delivering services in the most effective ways to our community's neediest individuals. We're proud to be part of changing our communities."

Grants from the Community Foundations, via the U.S. Venture Open Fund for Basic Needs and matching dollars from the J. J. Keller Foundation, are directed to programs at local nonprofit organizations that address the root causes of poverty. Grants focus on organizations that have the potential to expand their impact and efforts that involve partnerships among the non-profit, public and private sectors. Grants are awarded to projects that demonstrate the potential to help individuals and families who desire to break the cycle of poverty. Projects include many that are focused on increasing self-sufficiency. :

"Collaboration' is more than a buzzword when it comes to the Basic Needs Giving Partnership," said Mary Harp-Jirschele, executive director of the J. J. Keller Foundation. "Both the funders and the nonprofits take collaboration seriously, and the result is a cohesive, high-impact program that affects the

very fiber of the communities in which we live, work and play. We are thrilled to be part of this wide-ranging partnership that is inspiring and inciting change.”

The Basic Needs Giving Partnership evolved out of the U.S. Venture Open, an annual golf outing established in 1986 by U.S. Venture, Inc. to raise money for Alzheimer’s, diabetes, and children. Years later, organizers became more focused on addressing the community’s most critical needs in a more strategic way and consolidated their charitable funds within the Community Foundation for the Fox Valley Region and the Greater Green Bay Community Foundation into one new endowment fund at each community foundation. In 2008, The Basic Needs Giving Partnership expanded to the Oshkosh area through the Oshkosh Area Community Foundation. Last year more than 350 businesses, individuals and foundations partnered to raise funds through the U.S. Venture Open.

U.S. Venture Co., Inc. fully funds the expenses of its annual golf outing, ensuring all the contributions raised from the U.S. Venture Open are available to reach people in need. J. J. Keller Foundation, based in Neenah, began matching the grantmaking budget of each of these funds in 2008, annually doubling the grant dollars available for programs aimed at the root causes of poverty.

Recipients of the Basic Needs Giving Partnership Grants for Fiscal Year 2013 are:

#### **FY 2013 Basic Needs Giving Partnership Grants**

- **Total New Multi-Year Grants Approved in FY2013 = \$1,772,473**
- **Total Grant to be Distributed in FY2013 = \$1,567,012** (*includes multi-years approved in previous years*):

#### **Greater Green Bay**

##### **New Grants = \$405,606**

- Supporting our Families Together Project: Freedom House Ministries, Inc./Integrated Community Solutions/Crisis Center/Family Services: **\$50,000** Year 1 of a 3-year grant of **\$135,000**
- Seeds to Service: Gillett School District/UW Extension/Green Bay Botanical Gardens/Woodlands of Gillett/Gillett PTO/NEW Garden Club/Gillett Public Library: **\$25,484**. Year 1 of a 3-year grant of **\$51,884**.
- Responder Program: Green Bay Area Public Schools/City of Green Bay Municipal Court/Green Bay Police Department/[Community Mental Health Provider]: **\$20,062**.
- Access to Healthy Foods for Low-Income Residents: LIVE 54218/GB Area Chamber Foundation/On Broadway/ Downtown GB, Inc., UW-Extension/Brown County WIC Program/Oneida Nation/CHIP Food & Nutrition Committee/BC Health: **\$19,000** planning grant.
- Children First Family Literacy program: Literacy Green Bay, Inc./YWCA/NWTC: **\$62,122**. Year 1 of a 3-year grant of **\$179,660**.

##### **On-Going Multi-Year Grants = \$222,000**

- Great Futures Program: Boys & Girls Club of Green Bay/Green Bay Area Chamber of Commerce/Green Bay Area Public School District: **\$50,000**, to strengthen the financial self-sufficiency of teens and young adults. This program provides entry-level work experience, career development and educational access. Year 2 of a 3-year grant of \$150,000.
- Community Partnership for Children (CPC): Brown County United Way/Family Services/Family & Childcare Resources/Howe Community Center: **\$50,000**. The CPC has a long-term vision to ensure that all young children are safe, healthy, and enter school prepared to learn and thrive. Infants and parents are offered the tools they need right from the start (prenatally or immediately after a baby’s birth). Year 2 of a 3-year grant of \$225,000.
- Transitional Housing program: Ecumenical Partnership for Housing/Salvation Army: **\$15,000**, provides housing and support services to homeless families with children. The grant will provide an additional case manager and mentoring. Year 2 of a 3-year grant of \$70,000.
- Backpack Snack program in Oconto elementary schools: NEWCAP, Inc./UW Extension, Oconto

County/Lena, Oconto, Suring and Gillett School Districts/Tri-County United Way/Rainbow House/Feeding America: **\$40,000**. To provide a backpack filled with nutritious, easy-to-prepare meals and snacks to low-income students on Fridays during the school year. Year 2 of a 2-year grant of \$85,000.

- Seniors Connecting: adult daycare and early memory loss program in Kewaunee County. N.E.W. Curative Rehabilitation, Inc./Kewaunee County Human Services: **\$17,000**. Program will develop a sustainable adult day care program as a respite to caregivers, a resource to service providers, and structured environment for seniors in need. Year 3 of a 3-year grant of \$95,000.
- NWTC Student Prosperity Center: NWTC/FISC/Goodwill Industries of North Central Wisconsin, Inc./Fox Communities Credit Union: **\$50,000**. The center will improve the retention and graduation rates of low-income students by improving their financial acumen through education and one-on-one counseling. Promotes smart borrowing and financial planning to help students utilize their loans in a prudent manner, avoiding the need for additional financial assistance and reducing the amount of total loans. Year 2 of a 3-year grant of \$160,000.

### **Fox Cities Area**

#### **New Grants = \$843,667**

- Program of business people mentoring at-risk students: Big Brothers Big Sisters Fox Valley/Appleton Area School District: **\$15,000**.
- Academic Support in Little Chute: Boys & Girls Club Fox Valley/Little Chute Elementary School: **\$47,350**, to establish a new Club in Little Chute to provide academic support for elementary school students while positively affecting their emotional, social and physical development. Year 1 of a 3-year grant of **\$142,000**.
- Health Therapists: Catalpa Health/Children's Hospital of Wisconsin/Affinity: **\$100,000**, hire two additional therapists, increasing the number of patients who can be served by 20%, and to implement best practice/standardized tracking of treatment effectiveness and patient outcomes. Year 1 of a 3-year grant of **\$300,000**.
- Fresh Start Program: CAP Services, Inc.: **\$15,000**, which helps at-risk youth develop work readiness skills as well as a diploma or GED.
- Cuidate Program: Fox Cities Community Health Center: **\$5,000** to implement the program which provides a framework for Latino teens to fulfill their full potential in life by focusing on the reduction of teen pregnancy. Year 1 of a 3-year grant of **\$15,000**.
- Economic Advocate: Harbor House Domestic Abuse Programs/COTS/Housing Partnership of the Fox Cities: **\$70,000** for a full-time Economic Advocate who will partner with businesses, community partners and work with domestic abuse victims, helping them maintain sustainable employment and secure permanent housing via economic empowerment. Year 1 of a 3-year grant of **\$145,000**.
- Program of education, support, outreach and advocacy: NAMI Fox Valley: **\$15,000** to support NAMI's program. Year 1 of a 2-year grant of **\$30,000**.
- Vision Screening Program: Prevent Blindness Wisconsin, **\$5,000** to develop a preschool vision screening program for low-income children attending Head Start programs in Calumet, Outagamie and Northern Winnebago Counties. Year 1 of a 2-year grant of **\$10,000**.
- Teen Screen: Samaritan Counseling Center of the Fox Valley Inc./CHAPS/Catalpa Health/Lawrence University: **\$41,666**, Teen Screen. To expand a successful pilot providing emotional wellness screenings to prevent teen suicide. Year 1 of a 3-year grant of **\$125,000**.
- Recovery from the disease of opiate addiction: STEP Industries: **\$15,000** to create a recovery coach position that will focus on the special needs of those recovering from the disease of opiate addiction. Year 1 of a 3-year grant of **\$45,000**.

#### **On-Going Multi-Year Grants = \$386,645**

- The End of Life Coalition: Fox Valley Family Medicine Residency/Lutheran Social Services/Theda Care: **\$60,605** to fund a director position for The End of Life Coalition, allowing for the development of a communitywide advanced care-planning system that specifically targets the unique needs of low-income older adults. Year 2 of a 3-year grant of \$181,815.
- Financial Wellness Center at FVTC: FVTC Foundation/Goodwill/FISC: **\$96,235**, Financial

Wellness Center at FVTC to serve students in transition, including displaced homemakers, dislocated workers, veterans and older, returning students. Year 3 of a 3-year grant of \$282,169.

- Greater Fox Cities Habitat for Humanity: **\$15,000**, a staff position focused on expanding and providing better access to the family program education curriculum. Year 2 of a 3-year grant of \$45,000.
- Dementia-friendly Community: Lutheran Social Services/UW Family Residency/ThedaCare Fox Valley: **\$76,052** to fund an initiative to develop a dementia-friendly community, by developing memory cafés, a family welcome/resource center, dementia assessment center and employment support initiatives to serve individuals with dementia and their families. Year 2 of a 3-year grant of \$228,156.
- Skill Development Pilot Program: Salvation Army/Goodwill/Community Gardens Partnership: **\$38,753**, expand pilot program addressing food security and skill development to reach additional low-income people. Year 2 of a 2-year grant of \$77,505.
- PATH in-school mental health program: United Way Fox Cities/Catholic Charities/ Family Services/Lutheran Social Services: **\$100,000** to expand the PATH in-school mental health program from a pilot program to eight additional school districts. Year 2 of a 3-year grant of \$300,000.

### **Oshkosh Area**

#### **New Grants = \$293,200\***

- Employment-related training services: ADVOCAP/Winnebago County Literacy Council: **\$50,000** to provide at least 50 refugees annually with intensive employment-related training services including workplace literacy, transportation, child care, work clothing, and other supports, and translation/interpreter services as needed. Year 1 of a 3-year grant of **\$150,000**.
- Skills Enhancement Program: ADVOCAP, Inc.: **\$10,000** to support the Skills Enhancement Program in Winnebago County. Year 1 of a 3-year grant of **\$22,500**.
- Bridge Mentoring Program: Boys & Girls Club of the Tri County Area: **\$15,000** to support the Bridge Mentoring program to increase the number of at-risk middle-school aged youth served by mentoring services with a focus on improving grades, attendance, and other negative behaviors.
- Children's Healthy Vision Program: Prevent Blindness Wisconsin, Inc.: **\$2,000** to bring the Children's Healthy Vision program to two Oshkosh Head Start sites by providing training for staff; supporting free vision screenings and follow up each year; and providing support to help ensure that children receive vision care if needed while also supporting children's early literacy. Year 1 of a 2-year grant of **\$4,000**.
- Self Sufficiency Project: **\$25,500** to support a pilot program pairing middle- and high-school students in poverty with a mentor to help them navigate the path to self-sufficiency through career planning support and development of life- and decision-making skills. Year 1 of a 3-year grant of **\$86,700**.
- Mobile dental clinic services: Tri-County Community Dental Clinic, Inc.: **\$15,000** to continue to improve the oral health of low-income residents, primarily children, with mobile dental clinic services at OASD schools, the Boys and Girls Club, the Oshkosh Community Food Pantry, and World Relief.

#### **On-Going Multi-Year Grants = \$97,600**

- Skills Enhancement Program: CAP Services, Inc.: **\$15,000**, Waushara Cty. Year 3 of a 3-year grant of \$55,000.
- Riverside (Alternative Education) Program for Career Kickstart: FVTC Foundation: **\$21,800**, Year 3 of a 3-year grant of \$68,000.
- Healthy Teeth, Healthy Lives Program: Green Lake County Department of Health & Human Services: **\$10,800**. Year 2 of a 2-year grant of \$34,800.
- Living Healthy Community Clinic: Mercy Health Foundation: **\$25,000**. Year 2 of a 3-year grant of \$75,000.
- Self Sufficiency Program: UW-Oshkosh Head Start: **\$25,000**. Year 2 of a 3-year grant of \$75,000.

## **Regional & National Grants**

### **New Grants = \$230,000**

- (SILE) Social Innovation Leadership Experience: Marquette University: **\$100,000** for the Social Innovation Leadership Experience, a 12-month leadership development program for 12 Executive Directors of basic needs focused non-profits operating in the service area of the Basic Needs Giving Partnership.
- Movement Education and Exercise: AIM (Adventures in Movement) for the Handicapped, Inc.: **\$65,000** to provide movement education and exercise to assist people with various disabilities, in honor of Nancy Lopez.
- Nicklaus Children's Health Care Foundation: **\$65,000** to provide access to world-class health care for children and support innovative programs focused on diagnosis, treatment and prevention of childhood illness, in honor of the Jack Nicklaus family.

### **On-Going Regional Multi-Year Grants = \$9,250.50**

- Juvenile Sex Offenders Program: **\$9,250** for treatment curriculum and research. Year 2 of a 2-year grant of \$18,500. Collaborators: Fox Cities Community Health Center, Outagamie County Health & Human Services, Calumet County Health & Human Services and Winnebago County Health and Human Services.

## **About the U.S. Venture Open and Fund for Basic Needs**

Since 1986 the U.S. Venture Open has raised \$16.2 million to support non-profit organizations in Northeast Wisconsin. As the host of the event, U.S. Venture, Inc. has always paid for the expenses of the outing; therefore, every dollar contributed to the event has gone directly to three separate funds at the Community Foundations of the Fox Valley, greater Green Bay and Oshkosh areas.. Grantmaking has always been administered by committees of community experts in the funding areas.

The 28<sup>th</sup> Annual U.S. Venture Open will be held August 13<sup>th</sup> and 14<sup>th</sup>, 2013. An estimated 800 participants representing more than 350 corporations and foundations will golf on five area courses to raise money for the Fund for Basic Needs. Organizers hope to raise \$2 million through this year's event. Donald Driver, [Green Bay Packers' all-time leading receiver in catches](#), will serve as the celebrity guest of honor this year, joining more than 900 golfers and dinner guests for an evening program and auction. Call (920) 739-6101 for more information or to register for the event.

U.S. Venture, Inc. is one of the largest privately held corporations in Wisconsin with a long history of strategic and innovative growth in distribution operations serving the transportation. The Appleton based firm employs over 1000 associates in the Midwest and ranks as Wisconsin's largest distributor of biofuels, including ethanol.

## **About J.J. Keller and the J.J. Keller Foundation**

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 the thought behind the establishment of the family foundation was much more personal. In pondering what to present to his wife on her 70<sup>th</sup> birthday, Jack settled on the formation of a family foundation as a way for Kellers to give back to the community in which they lived, worked and played for their entire lives. She was thrilled, and for years, the two reveled in their philanthropic work, and hundreds of non-profit causes in the Fox Valley benefitted from millions in funding.

Following Ethel's unexpected death in 2004, Jack carried on his family's benevolent activities, involving a growing number of family members. By the time he died in 2007, the foundation – along with another fund the family had set up at the Community Foundation – had provided \$17 million-plus in funds to the community. And that was just the beginning of their giving legacy.

The settlement of the Kellers' personal estate – valued at \$80 million at the time – was given exclusively to the J. J. Keller Foundation, Inc. The foundation's primary mission is to provide funding to organizations, projects and programs that will positively impact lives in the greater Fox Valley community. The goal is to satisfy "basic human needs" with a special concern for the homeless and disadvantaged,

the elderly and children/youth. Giving areas include physical and mental health and healing; human services; preventative programming; and critical community needs.