



## **PROCLAMATION**

**WHEREAS**, for 25 years, nonprofit organizations in the greater Fox Valley region of northeastern Wisconsin have benefited from the philanthropic efforts of the J.J. Keller family; and

**WHEREAS**, on September 22, 2016 in a ceremony at Riverview Gardens, that quarter century of giving will result in \$50 million being distributed, thanks to the generosity of three generations of Keller family members; and

**WHEREAS**, John J. “Jack” Keller enjoyed a very successful 50-year career in the publishing business, and his solid personal investment strategy provided the financial means to consider philanthropic opportunities; and

**WHEREAS**, the establishment of the family foundation had a simple and personal origin; Jack was stymied by what to present to his wife Ethel on her 70<sup>th</sup> birthday. Knowing that throughout her lifetime she was best known for her giving heart, he formed a family foundation which would allow them a way to work together to give back to the community in which they lived, worked, and played for their entire lives; and

**WHEREAS**, Ethel’s unexpected death in 2004 and Jack’s death in 2007 began another chapter in their giving legacy; and

**WHEREAS**, the settlement of the Kellers’ personal estate – valued at \$80 million at the time – was given to the J.J. Keller Foundation, Inc.; and

**WHEREAS**, that influx of money required the Board of Directors to embrace a more formalized structure, and in 2008 they made several significant moves to strengthen the organization such as hiring the Foundation’s first executive director, implementing an online grant application system and unveiling a matching gift program for company associates; and

**WHEREAS**, the giving spirit of Jack and Ethel is perpetuated by the next two generations of their family members. The foundation Board of Directors is composed of their sons, Robert and James Keller, and grandchildren Marne Keller-Krikava and Brian Keller.

**NOW, THEREFORE, BE IT RESOLVED, THAT I, TIMOTHY M. HANNA**, Mayor of the City of Appleton, Wisconsin do hereby proclaim September 22, 2016 as

### ***J. J. KELLER FAMILY FOUNDATION DAY***

in Appleton, in recognition for their significant philanthropic impact on the entire region.



Signed and sealed this 21<sup>st</sup> day of September, 2016.

  
**TIMOTHY M. HANNA**  
**MAYOR OF APPLETON**

