Social impact in a Private Family Foundation

Heidi Dusek
J. J. Keller Foundation
Origin Story

John J. Keller (1953) on the formation of J. J. Keller & Associates

“The need for complex services such as transportation, insurance, and warehousing evolved as motor carriers desired to capitalize on the opportunity to transport goods out of the local area. Up until this time, even if carriers could secure necessary permits, intermediate and long haul transport was virtually impossible, and insurance was unavailable.” (The Story of J. J. Keller & Associates, 2003).
Purpose

To address the needs of the most vulnerable in our community
Charitable giving vs. Problem Solving?
Formation of Catalpa Health

“We have a problem with youth mental health. You’re the experts in kids. What are you going to do about it?”

–Ethel Keller in a meeting with President of Children’s (Hospital of) Wisconsin in 2003.
Social Innovation Leadership Experience
Design for Good

Utilize Human Centered Design methodology to strengthen nonprofit sector
The Man Project

Reducing adult male suicide attempts
Opportunity space was identified through empathy interviews

“We learned about social sigma men face related to suicide, and systematic resources available require men to reach out when they are least able, which leads us to believe we have an opportunity to redefine vulnerability through connection, conversation and tools...so they will not feel alone and get help.”
What Is Capacity Assessment?
A capacity assessment is a tool to gauge a nonprofit’s capability, skill and resources in various categories.

What Is the Assessment Tool Like?
InterSector uses a rubric developed by McKinsey & Company for Venture Philanthropy Partners. It was led as an Excel document by Venture Venture Part-
Contact Information

Heidi Dusek
J. J. Keller Foundation
hdusek@jjkeller.com
(920) 720-7872
Haymarket Landing
Eau Claire, WI