



Lawrence and Augusta Keeler in a 1947 photo of the Northbridge News From Home Committee.

Lawrence M. and Augusta L. Keeler Scholarship Greater Worcester Community Foundation

In 1978, Lawrence and Augusta “Gussie” Keeler moved this scholarship fund from a private trust to the newly-created Greater Worcester Community Foundation. It was the first scholarship fund established at GWCF. It is awarded to students from Northbridge, MA who have financial need and strong motivation to succeed in college.

Lawrence and Gussie lived in Whitinsville (a village in Northbridge) and were active in their community. They served together on the Northbridge News From Home Committee, which published a local newsletter and mailed it to Northbridge men and women stationed abroad during WWII. Lawrence, a 1939 graduate of Harvard, was a trustee of the Whitin Community Center and the Pine Grove Cemetery. He belonged to many civic organizations, including the Northbridge Historical Society, the Temple Lodge of Masons in Uxbridge, and the Meadowview Gun Club. An accomplished craftsman, he refinished furniture and rebuilt antique clocks. Professionally, he was a Public Relations Manager for the Whitin Machine Works (known to locals as “The Shop”), which operated from 1847-1976 and was one of the largest textile companies in the world.

In 1985, Gussie passed away at the age of 79. Lawrence, who was 7 years younger than his wife, died in 1996 at age 82. They are buried together in Pine Grove Cemetery.

Through a bequest, Lawrence and Gussie established a second fund at GWCF that makes annual grants to the Whitin Community Center, Rockdale Congregational Church, the Whitinsville Library, Harvard University and UMass Memorial Foundation. These grants, and the Keeler Scholarships, are a permanent legacy of their generous philanthropy and a tribute to their great love for the town and citizens of Northbridge.

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