



**BY THE NUMBERS**

*Momentum  
continues to  
build ...*

**DONOR COMMUNITY  
ACTIVITY**

*Year-over-Year Growth Rates  
through Q3*

**+237%**

**INCREASE**

**in Donor Contributions**

**+44%**

**INCREASE**

**in Grants Paid**



**Interesting Comparison**

Where does Bradley Impact Fund giving rank? With our 2018 growth in grant-making, we rank in the top 20 largest charitable grant-makers in Wisconsin.\* Our growing community of thoughtful, generous donors is gaining momentum as they use philanthropy to restore, strengthen, and protect the principles and institutions of American exceptionalism and the heartland values that make our country great. A heartfelt thanks to all of you!

*\*By grants given annually.*

**FROM THE DESK OF JESSICA DEAN**

**Dear Friends,**

I can't help but think there's a reason to the order of the marquee events in November: Election Day, Veteran's Day, Thanksgiving. I'm writing to you on Election Day—and it has been a tough one on our country. In our increasingly polarized society it's easy to lose sight of the fact that America is the freest and most peaceful country in the history of the world, and that our democratic process, rule of law, and peaceful transfer of power is alive and well (though admittedly weathering a particularly nasty storm). American Exceptionalism, catalyzed by our founding fathers and preserved by citizens who love their country, has given us this gift. On Veterans Day, we remember why we have those extraordinary gifts—because men and women continue to serve to protect our rights. On Thanksgiving, we pause in gratitude for the blessings we have as Americans.

At the Bradley Impact Fund, we believe there is a way forward for reducing the divisiveness in our country. It lies in standing true to our principles, while finding common ground in support of our country. Our vision and mission guide us in supporting thoughtful ideas and policy solutions that seek to preserve and protect freedom—for individuals, families, and markets. We must support individuals and groups in our community who can shift the emphasis from our differences and work together to strengthen communities and create a thriving civil society. That is our common ground.

In this issue you will find stories of people like Bradley Impact Fund donor Ron Krizek and nonprofit organizations like Sherman Phoenix who are working to help people help themselves. This theme wove through the 2018 Bradley Impact Conference, where panelists shared the importance of public policies and grassroots non-profit organizations working together to empower people to build security for themselves and their families, and to support their neighbors and friends in living a free and happy life. This year's conference energized a growing donor community, including our newest Board member Phil Prange, that's already making smart investments in conservative policies and ideas. All of these ideas and activities reduce divisiveness by helping people of all walks of life engage in the American Dream through effort, education, and opportunity.

American Exceptionalism is truly incomparable. This November, we have three days dedicated to reflecting on our blessings and renewing our commitment to our shared mission to restore, strengthen, and protect American principles and institutions. We will exercise our freedoms, pause to thank those who protect them, and celebrate that which makes us the most fortunate people in the history of mankind.

Sincerely,



**Jessica F. Dean**  
President  
The Bradley Impact Fund



# UPCOMING BRADLEY FOUNDATION EVENTS

## Save the Dates

**November 15, 2018**

Lunch with Andrew Roberts  
Milwaukee Club, Milwaukee, WI

**November 30, 2018**

Bradley Forum Luncheon  
Capitol Building, Washington, D.C.

**May 7, 2019**

2019 Bradley Prizes & Bradley Symposium  
Washington, D.C.

**October 10 & 11, 2019**

2019 Bradley Impact Conference  
Lake Geneva, WI

Please contact [tfamer@bradleyfdn.org](mailto:tfamer@bradleyfdn.org) for event details.



## DONOR STORY

### RON KRIZEK

*Bradley Impact Fund member since 2015*

An active philanthropist, Ron Krizek joined the Bradley Impact Fund because it supports causes he believes in. The Impact Fund also provides insight, flexibility, and a personalized approach that help Ron ensure all his giving goes where it is most appreciated and used for maximum impact.

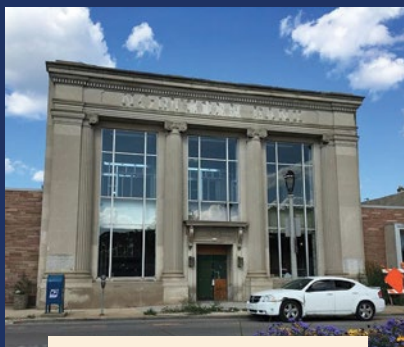
After working his way through UW-Milwaukee, Ron joined Northwestern Mutual and started The Krizek Group in 1967. A nationwide practice, The Krizek Group also provides many of Wisconsin's largest companies with the tools and thinking to help them create real financial security for generations. Ron applies this same focus and long-term approach to his philanthropy. His commitment to faith, family, community, and country shine through in his charitable giving to educational, health care, religious, and community organizations throughout southeastern Wisconsin.

“ Growing up, my dad was a blue-collar worker who insisted that education was the ticket up, and this perspective helped me immensely. As a result, supporting education, particularly helping working adults who are earning a degree to help themselves, is very important to me. Through the Bradley Impact Fund, I can conveniently support the causes I care about most deeply. I'm also continually learning about a wide array of policy solutions and high-impact nonprofit organizations that interest me because they are committed to helping people of all walks of life engage in the American Dream through effort, education, and opportunity. ”

**Ron Krizek**, Bradley Impact Fund member

## GRANT RECIPIENT SPOTLIGHT

Sherman Phoenix opens this month as a new hub for community and commerce. First profiled in our Tax Day 2018 issue, Sherman Phoenix is transforming vacant property, supporting entrepreneurship in a diverse neighborhood, and building community wealth in Sherman Park. The \$4M project has drawn strong support from neighborhood investors, donors across the city and state, The Bradley Foundation and Bradley Impact Fund donors who agree that building social and economic strength in one neighborhood makes an entire community stronger.



SHERMAN PHOENIX

To help Sherman Phoenix cross the finish line with a gift that enables local residents to reinvigorate their neighborhood, please contact Jessica Dean at 414-291-2500.





## 2018 BRADLEY IMPACT CONFERENCE *Energizes Our Donor Community*

This year's Bradley Impact Conference was the largest to date and our speakers delivered inspiration and insight. Heritage Foundation **President Kay Coles James** opened the conference with some 'real talk' on the importance of staying true to our conservative mission. **Lou Holtz**, legendary football coach and analyst, highlighted the importance of our shared American values. **Dr. Allen Guelzo**, historian, author, and 2018 Bradley Prize Winner, inspired us with a clear and passionate defense of American Exceptionalism. **Dennis Prager**, founder of Prager University, and **Adam Carolla**, comedian and podcast host, closed with wit and insight into the challenges of advancing traditional American values amid the increasingly aggressive attacks of the progressive Left.

Our panelists—all grantees of The Bradley Foundation and/or Bradley Impact Fund—provided compelling insight into this year's theme, *The Changing Fabric of American Society*

### Focus Wisconsin: A Special Pre-Conference Meeting

Panelists from organizations working to make Wisconsin the freest state in the nation discussed initiatives Bradley Impact Fund donors can support to advance public policy reform.

### Seizing the Janus Opportunity: Empowering Workers, Opening Doors to Reform

Panelists discussed their efforts to help millions of workers exercise freedom in their workplaces.

### NexGen America: Where Are the Millennials Taking Us?

Today's college students don't seem to connect our country's prosperity with American Exceptionalism. Panelists presented approaches to engaging Millennials with conservative points of view.

### Transforming Lives: Moving Millions from Welfare to Work

The costs of welfare are high to the human spirit—dependency destroys dignity. Panelists shared strategies to incentivize work and help citizens break free of government dependency.

### All Philanthropy is Local

Local charitable organizations underpin a strong civil society. Panelists explored their roles in solving local problems and building community.



# Welcome

## NEW BOARD MEMBER PHILLIP PRANGE

Please join us in welcoming Phillip Prange to the Bradley Impact Fund Board. Currently the Director of Government Affairs for Digital Realty Trust, Phil has three decades of public and private sector experience. He served as President of Gateway Ventures, Inc., founder and publisher of WisPolitics Publishing Inc. and has worked extensively in campaign management and fundraising for clients including the Republican Governors Association, Republican National Committee, Republican legislative leadership, Republican Party of Wisconsin, and Governor Scott Walker. Phil began his career working for Wisconsin Governor Tommy Thompson, a role he held for 14 years. Phil lives with his wife Alison and their daughter in Madison, Wisconsin.



“ Over the course of the past five years the Bradley Impact Fund has been an essential resource to our family’s foundation. We invest a portion of our charitable giving through the Bradley Impact Fund each year and it simplifies all aspects of our giving, while providing access to the knowledge and insights of a well-informed staff. I’m passionate about the Bradley Impact Fund’s mission and look forward to helping the Fund grow to support like-minded individuals and families.

**Phillip Prange**  
Bradley Impact Fund Director

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## DID YOU KNOW?

### DONOR-ADVISED FUNDS SIMPLIFY YEAR-END GIVING

Philanthropy gets complicated at this time of year. As a donor-advised fund (DAF), the Bradley Impact Fund simplifies the administrative aspects of giving and enables you to make many types of gifts tax-free, leaving you with more time to focus on your donor intent.

- ▶ Gifts to a DAF deliver an immediate income tax deduction in the year of the contribution and potential reduction of AMT.
- ▶ DAFs enable donors to use complex assets as a funding source without capital gains tax and with income tax deduction at full current market value.
- ▶ Donors avoid the often-complicated process of liquidating assets like real estate, appreciated securities, closely-held business assets, and art and collectibles, in accordance with tax rules and regulations.

*You can open your new Bradley Impact Fund personal giving account and be eligible for a 2018 tax-deductible contribution provided the check, credit card authorization, or wire transfer is completed online, or postmarked, by December 31, 2018. More complex asset transfers require greater processing time and we encourage you to contact us as soon as possible to discuss options. Contact us via phone at (414) 291-2500 or email at [jdean@bradleyimpactfund.org](mailto:jdean@bradleyimpactfund.org).*

## Bradley Impact Fund Board of Directors and Officers

**Michael W. Grebe**, Chairman of the Board  
**Curt S. Culver**, Director and Treasurer  
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