



# FROM IDEAS TO IMPACT:

## *Advancing American Values*

THANKSGIVING DAY ISSUE, 2017

On Thanksgiving Day, we have so much to be grateful for as individuals and as a nation. Many of us show our gratitude with charitable gifts. In fact, per capita giving has increased three-fold in the last 60 years. In this Brief, we discuss the powerful role of thoughtful, active philanthropy in our country and the choices conservative donors are making to restore, strengthen, and protect the principles and institutions of American exceptionalism.

### THOUGHTFUL GIVING INCREASES IMPACT

The American people are recognized not only for our freedoms and prosperity, but also for our generosity. More than 80% of charitable giving in our country is done by individuals. Nearly 70% of households give each year, and on average, self-described conservative households give 30% more than self-described liberal households.

It's not always easy to maximize the impact of your giving. Conservative donors face additional challenges, such as knowing which grantees align with our values. At this time of year, when outreach by charitable nonprofits is at its peak, and potential tax-law changes create additional uncertainty, a donor-advised fund (DAF) is an ideal solution. DAFs are the fastest-growing charitable vehicle in America. They offer immediate tax benefits in the year of the gift and the flexibility to select grantees at any convenient time.

The Bradley Impact Fund is a donor-advised fund affiliated with The Bradley Foundation. Our donors benefit from Bradley's knowledge and expertise developed through decades of philanthropic leadership in the conservative movement. Bradley's professional staff can help you clearly define your donor intent and outline the legacy you wish to leave for your family. There's peace of mind in knowing that you can make informed, strategic gifts that effectively advance your conservative values.

"I like the convenience of the Bradley Impact Fund—it's conservative giving made easy. I know I can always call on them to give me good information on the organizations I support. I value that knowledge and their solid track record."

— Mike Keiser, President of Brandon Dunes Golf Resort,  
and Bradley Impact Fund member since 2013

### MAKE YEAR-END GIVING SIMPLE & STRATEGIC

Join our vibrant donor community and access the tools and services you need to give with ease. The Bradley Impact Fund offers strategic, coordinated philanthropy that supports the American way forward. We invite you to reach out today to Fund President Jessica Dean, 414-882-0944 (mobile), or 414-291-2500 or by email at [jdean@bradleyimpactfund.org](mailto:jdean@bradleyimpactfund.org). We are available 24/7 through year-end. For stock transfer information, visit [invest.bradleyimpactfund.org/stock-transfer](http://invest.bradleyimpactfund.org/stock-transfer). We're thankful for your support.

#### Why Choose the Bradley Impact Fund?

- Gain all the tax advantages of a donor-advised fund (DAF)
- Leverage staff expertise at a premier private foundation
- Select from professionally-managed investment options
- Develop customized giving strategies to achieve your charitable goals
- Secure donor privacy, if desired
- Connect with a vibrant, informed donor community
- Enjoy superior client service and online self-service at minimal cost
- Ensure your donor intent is honored





## A GROWING COMMUNITY OF DONORS COMMITTED TO RESTORING OUR NATION

Bradley is engaging a growing community of conservative donors in a shared mission to restore, strengthen, and protect the principles and institutions of American exceptionalism. This year's Bradley Impact Conference drew the largest attendance ever and the highest percentage of attendees new to Bradley. Long-time Bradley donors and new friends engaged with conservative thought leaders as they furthered their understanding of free-market, voluntary solutions to help advance our shared vision for a nation invigorated by the principles and institutions that uphold our unalienable rights to life, liberty, and the pursuit of happiness.

With highly regarded keynote speakers and panel discussions featuring experts from across Bradley's grant recipient portfolio, the 2017 Bradley Impact Conference shared powerful messages on the role conservative donors can take in revitalizing our nation, now and for future generations to come.

### Keynote Speakers



Governor Scott Walker, Wisconsin, interviewed by Steve Hayes, Editor-in-Chief, *The Weekly Standard* and FOX News contributor



Ben Sasse, U.S. Senator, Nebraska



Mike Rowe, Actor, Television Host & Social Activist



David McCullough, Historian & Author



**Save the Date – 2018 Bradley Prizes**  
**May 15, 2018, Washington D.C.**



## PANEL DISCUSSIONS

Each panel included Bradley grantees who discussed our four key impact areas, as defined in our Strategic Plan.

### Free Markets:



**Forbes**

### Constitutional Order:



**NATIONAL REVIEW INSTITUTE**

### Civil Society:



### Informed Citizens:



### Pre-Conference with the Wisconsin Policy Community



**"I'm a firm believer in the Bradley mission. If you really want to change the direction in which our society is moving, you have to give sensibly."**

— Patrick J. English, CEO, Fiduciary Management, Inc., and Bradley Impact Fund member since 2013