



FROM THE DESK OF JESSICA DEAN

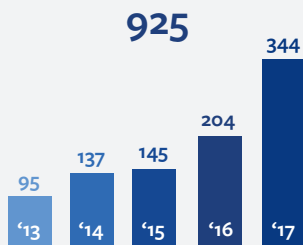
BY THE NUMBERS

GRANTS APPROVED - 2017

344

69% increase over 2016

GRANTS APPROVED SINCE 2013



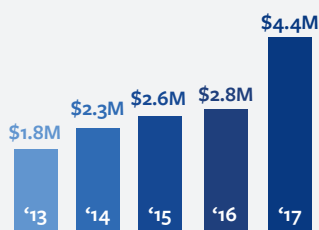
FUNDS DISBURSED - 2017

\$4,420,770

58% increase over 2016

FUNDS DISBURSED SINCE 2013

\$14,133,898



Dear Friend,

As we celebrate Presidents Day 2018, there's evidence of forward momentum for our nation. Tax reform and ongoing deregulation are meaningful steps towards rolling back the administrative state. Originalism is making a comeback in the Federal courts with the appointment of a cohort of new judges who are already taking steps to re-establish our country's commitment to constitutional governance. The economy is showing signs of accelerating growth.

As conservatives, we're owning our responsibility to protect and preserve American values. And though we can feel heartened by our country's direction, now is the time to expand our conservative philanthropic investments even further in support of American liberties and ideals. The challenge will be—as it has been for quite a while now—to engage an increasingly fragmented nation.

With a continued reduction in government overreach, there's a growing leadership gap that must be filled. America needs informed citizens—active philanthropists, engaged volunteers, and visionary non-profit leaders—to step into that gap to advance civil society and highlight the impact that individuals can have, working together at the local level, to strengthen families and community.

Bradley Impact Fund donors seek to fill this leadership gap by investing in the ideas, policies, and local-level leaders needed to foster a thriving civil society of well-informed citizens. Together, we can expand our efforts to embrace community non-profit organizations that advance freedom and cultivate the richness of community and culture that are the basis of a well-lived life.

In this issue we explore these efforts in more detail through a new look and format for our *Impact Brief*. It is designed to help you build your knowledge and stay well-informed of opportunities in conservative philanthropy that may interest you. I invite you to spend a few minutes reviewing the expanded format, and to share it with like-minded friends. And as always, please reach out to me with your questions and feedback. I look forward to hearing from you.

All the best,



Jessica F. Dean
President
The Bradley Impact Fund



UPCOMING EVENTS

Bradley Cornerstone Events

Save the Dates:

May 15, 2018

15th Annual Bradley Prizes

National Building Museum, Washington, D.C.

2018 Bradley Symposium

The Heritage Foundation, Washington, D.C.

September 20-21, 2018

8th Annual Bradley Impact Conference

Grand Geneva Resort, Lake Geneva, Wisconsin

Other Gathering Opportunities

April 4, 2018

Bradley Impact Fund Luncheon

Naples, Florida

May 15, 2018

Bradley Prizes Luncheon

Heritage Foundation, Washington, D.C.

Summer 2018

Bradley Impact Fund Luncheon

Denver, Colorado

Bradley Impact Fund Luncheon

Chicago, Illinois

Fall 2018

Bradley Impact Fund Luncheon

North Carolina

*Please contact the Bradley Impact Fund staff
for event details.*



PAT & RACHEL ENGLISH

Bradley Impact Fund members since 2013

Long familiar with The Lynde and Harry Bradley Foundation's positive impact locally and nationally, Pat English and his wife Dr. Rachel English, an Emergency Medicine Specialist, were immediately attracted to the Bradley Impact Fund.

Pat has extensive experience successfully investing in organizations with steady, long-term performance. For more than thirty years, Pat has helped grow Milwaukee-based Fiduciary Management, Inc. into a premier independent money management firm as Chairman, CEO, and Chief Investment Officer.

The English family appreciates the depth of expertise available to them at Bradley as well as the convenience of their personal giving account. The Impact Fund is an essential tool for their philanthropic investments in non-profit organizations, from those providing essential services to Milwaukee's underserved communities to those advancing traditional American values across the nation.

“ Bradley offers valuable depth of expertise. They know my passions and they make sure my giving supports causes that align with my principles and priorities. I've learned a lot from them, and the Impact Fund has changed the way I give for the better. ”

Patrick J. English

Bradley Impact Fund member



FILLING THE LEADERSHIP GAP

Bradley Impact Fund donors are investing in leaders who engage others in problem-solving.

In 2017, our growing community of Bradley Impact Fund donors generously supported a wide array of efforts united by our shared mission to restore, strengthen, and protect the principles and institutions of American exceptionalism. Many chose to invest in innovative grantees working to mend our increasingly fragmented society.

As government overreach diminishes, our nation needs citizens to lead a thriving civil society. Great leaders effectively engage others in solving problems, and they need new ideas, clearly articulated policies, and feet on the ground in order to succeed. Bradley Impact Fund donors are filling our country's leadership gap by investing in all of these, from ideas to advocacy to action.

To bring forward the best ideas to serve the public good, our donors invest in the brightest conservative minds at leading national think tanks and universities. To ensure advocacy for these conservative ideals and public policies, our donors fund compelling local and national advocacy organizations. Together, we also unlock the potential of people living in our most vulnerable communities with dedicated support to creative, local social service non-profits. We invest in solutions that advance K-12 educational options, and the efforts of organizations that tackle tough issues with local, voluntary efforts.

Never forgetting the wisdom of President Reagan's eloquent words, "*Freedom is never more than one generation away from extinction,*" we also invest in activities that ensure future generations of Americans will appreciate and celebrate the freedom of markets, association, and speech that have kept our country strong.

Examples of 2017 Grantees

American Legislative Reform Council (ALEC)
Badger Institute
Community Warehouse
Foundation for Government Accountability
Freedom Foundation
The Fund for American Studies
Heritage Foundation
Kingdom Prep Lutheran High School
MacIver Institute
Manhattan Institute
Milwaukee Rescue Mission
Tax Foundation
Turning Point USA
Wisconsin Institute for Law and Liberty
Young America's Foundation

GRANT RECIPIENT SPOTLIGHT



The Lynde and Harry Bradley Foundation and Bradley Impact Fund donors were among the first investors in ACTS Housing, a growing non-profit that currently helps more than 100 Milwaukee families buy a home each year. An article in the Winter 2018 edition of *Philanthropy* magazine shares the history of ACTS Housing and highlights Bradley support for this program. It's an excellent example of how thoughtful philanthropy can improve the trajectory of families and entire neighborhoods. It's the kind of program we like to find—and fund—when we talk about our commitment to the fundamental institutions of civil society that cultivate individuals capable of self-governance—in Milwaukee and around the country. Read the article online at http://www.philanthropyroundtable.org/topic/excellence_in_philanthropy/from_blight_to_bought



PROGRAM CORNER

This issue's insights are excerpted from remarks by Alicia Manning at a Philanthropy Roundtable meeting discussing how grantmakers can participate in the development of a more robust civil society, improve their communities, and transform lives in the process. Alicia is a Senior Program Director for The Bradley Foundation.

The Importance of the Lasagna Factor - If a donor's objective is to support the engines of community that generate a demand for freedom, one must consider an organization's Lasagna Factor. We all need interdependent communities of mutual support to thrive. This is particularly true of poor, vulnerable people. For example, people returning to the community from prison need more than a job and an apartment. They need a credible role model; a friend who has walked in their shoes and can help them resist the allure of their old life and endure the disapproval of those who aren't supportive of their transformation. They need someone to help them deal with the emotional insecurity of multiple small decisions in suddenly unstructured days.

People who do this kind of work well do so because it is a calling for them. They don't limit the scope of their efforts to what they get paid to do. If a member of a community of returning citizens needs to move, someone brings a pick-up truck. If something breaks, they bring a toolbox. And if someone dies, they bring lasagna. They don't have a lasagna program, or a lasagna budget, but lasagna appears.

Personal transformation occurs in the presence of relationships built on trust, respect, and love. *Donors who care about self-government must support organic communities that promote self-help.* Look for evidence of a community of mutual support—these are the groups that have a high “Lasagna Factor”—when considering people, projects, and organizations you are asked to support.

DID YOU KNOW?

PHILANTHROPIC FACTS

- ▶ On average, Bradley Impact Fund donors disburse nearly 75% of the funds they contribute each year, as compared to a donor-advised fund industry average of 20% in 2016, and just 5% disbursement from private foundations.
- ▶ Nationally, self-described “conservative” households give 30% more than self-described “liberal” households, despite having 6% less income, on average.*
- ▶ 80% of charitable giving in the United States is done by individuals (71% while living and 9% through bequests), with foundations (15%) and corporations (5%) responsible for the remainder.**

* Source: Social Capital Community Benchmark Survey, Roper Center

** Source: Giving USA

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