



FROM IDEAS TO IMPACT: *Advancing American Values*

MEMORIAL DAY ISSUE, 2017

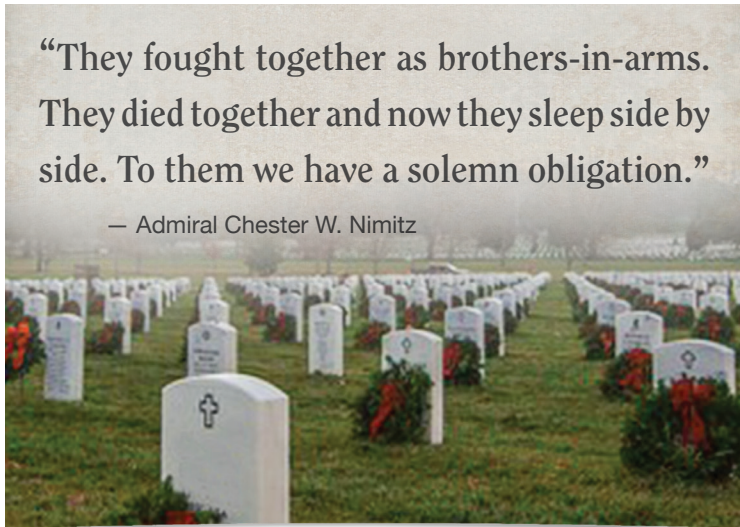
This Memorial Day, as we honor the American servicemen and women who made the ultimate sacrifice for their country, let us share their spirit of exuberance and pride in being an American. America is a nation like no other, and responsibility for preserving the ideals and values that make America exceptional rests within each of us. In this issue, we highlight the many ways Bradley support works to keep American principles alive.

KEEPING AMERICAN PRINCIPLES ALIVE

In our nation’s 241-year history, nearly 1.4 million Americans have given their lives for their country, while another 1.5 million have been wounded in military service. This Memorial Day, we honor and remember their fight to preserve the intent our founding fathers set forth in the Declaration of Independence, the Constitution and the Bill of Rights.

“They fought together as brothers-in-arms.
They died together and now they sleep side by
side. To them we have a solemn obligation.”

— Admiral Chester W. Nimitz



Bradley’s vision and mission are well aligned with the founding fathers’ historical intent: We envision a nation invigorated by the principles and institutions that uphold our unalienable rights to life, liberty, and the pursuit of happiness. To further this vision, we pursue a mission to restore, strengthen, and protect the principles and institutions of American exceptionalism.

We are committed to honoring the sacrifices Americans have made so that we could remain free by keeping their story alive for future generations. With Bradley’s support, the Milwaukee County War Memorial has become a cultural center of patriotism, educating children and citizens to help them gain a deeper understanding of service, sacrifice and dedication to country. We also fund organizations that assist veterans and their families who, upon returning home after serving our country, face difficulties such as PTSD. We know these challenges disproportionately affect veterans, so Bradley funds organizations including the Milwaukee Homeless Veterans Initiative that serve those who served our nation. We will never forget that we are the home of the free because of the brave, and we will always ensure that they – and their legacies – are honored.

SAVE THE DATE BRADLEY IMPACT CONFERENCE GRAND GENEVA RESORT

Join Us October 5 & 6



HENDRICKS
HOLDING CO., INC.

BRADLEY BROTHERS: A GOOD SOCIETY IS A FREE SOCIETY

When Lynde and Harry Bradley established their Milwaukee business in 1903, the brothers began a distinctive tradition of business and community leadership. The brothers believed strongly in the dignity and worth of every human being. In describing his brother Lynde's approach to his duty as an employer, Harry wrote "He looked beyond the job and saw it as a door to opportunity – and a provider of food and clothing, shelter, happiness, education and security for a man and his family. He knew of no greater public service than to help another human being to help himself, and to be self-supporting."

"A nation's strength is found in the personal morals and individual initiative of its people ...The most important security we can have as human beings is the dignity of personal independence."

— Harry Bradley

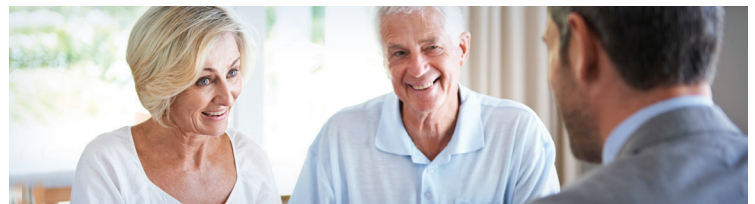


The brothers also believed strongly – as our nation's founders did – that individual freedom, free enterprise and limited government are the keys to America's well-being and economic growth. With these values as their foundation, the Bradleys created a thriving company that had a widespread, positive influence within the Milwaukee community. The Bradley Foundation was created to protect and promote the American ideals and values held in the highest esteem by the Bradley brothers for future generations to come.

PRESERVING BRADLEY DONOR INTENT

Steadfastly adhering to the Bradley brothers' donor intent, the Bradley Foundation pursues a mission to restore, strengthen, and protect the principles and institutions of American exceptionalism. Our grantmaking supports Constitutional order, free markets, civil society and informed citizens. We believe that a prosperous economy improves the prospects for a good life for all citizens. The Bradley brothers owed much of their success to the free enterprise system and the shared American values that made this country the land of opportunity. The Bradley Foundation works to ensure that this opportunity is available to future generations.

The Bradley Impact Fund offers a unique philanthropic choice for individuals and families interested in preserving and advancing our shared American values. In concert with the Bradley Foundation, we help conservative donors achieve their philanthropic goals, while protecting their donor intent through alignment to our shared mission. We invite you to contact us today to learn more.



NEW LOCATION FOR DYNAMIC BRADLEY IMPACT CONFERENCE

Please join conservative thought leaders and like-minded donors for the 7th Annual Bradley Impact Conference. This year's conference will be at the Grand Geneva Resort in Lake Geneva, Wisconsin. The conference will begin with a keynote luncheon Thursday, October 5th, and end with a keynote luncheon on Friday, October 6th. Mark your calendar today, and watch for your event invitation later this summer. If any like-minded friends might be interested in learning about the Bradley Impact Fund, please let us know – we would love to include them.