

THE BRIEF

FROM THE DESK OF GABE CONGER

Dear Friends,

Well, then. With the second Trump administration taking shape and what looks like a Constitution-friendly Senate, House, and judiciary, things could get very interesting in the months and years ahead. But because of your patience, persistence, and generosity, a platoon of innovative and effective leaders and organizations backed by the Bradley Impact Fund community are in position to bring long-overdue accountability to Washington, D.C.

It's incredible to think that this really could happen. But what we do next matters. If you know anyone looking to join in a community of purpose that fuels the nation's best accountability experts—a community that enjoys not just the protection of donor intent and privacy that a donor-advised fund provides but trustworthy vetting of the best-placed grant recipients—now is the time to join the Impact Fund.

As our partner organizations are preparing reports and advice for the incoming administration and congress, let's keep something in mind. After the election, my Impact Fund colleague, Chris Ciancimino, shared with us a quote from nineteenth century theologian James Freeman Clarke that I thought was vital in this historic moment: "A politician thinks of the next election. A statesman, of the next generation."

We are advancing Civil Society, Constitutional Order, Free Markets, and an Informed Citizenry. With philanthropic mutual funds committed to each of these areas and partners who have proven their passion and capacity to make a difference, the Impact Fund has never been in a better position to restore, strengthen, and protect America's founding principles and institutions. In the following pages, we highlight just a few of these exceptional partners. Thank you, as always, for your membership and courage. Let's go.

Onward.



Gabe Conger
President, Bradley Impact Fund



DID YOU KNOW?



**THE BRADLEY
IMPACT FUND**
was recently named
in the top ten

by DonorAdvisedFunds.com—
among more than 1,000
DAFs surveyed.

DonorAdvisedFunds.com
August 2024



CIVIL SOCIETY

America became a beacon of freedom not first because of any military victory, but because of the priority it gives to vital local institutions and traditions. Most fundamental of these, of course, is the family, but schools, churches, neighborhoods, voluntary associations, and arts and cultural institutions all cultivate the character and virtues that help citizens use their freedom well and pass it on to the next generation.

In fierce opposition to the trends toward all-powerful, unaccountable, centralized government and relentless attacks on natural institutions, Impact Fund donors support organizations through the Civil Society Fund that cultivate individuals capable of self-governance. Without the local, personal institutions that guide behaviors, instill civil virtues, transform lives, and support a free and cohesive society, our freedom will not last.

Recipients of Civil Society Fund grants are selected annually from a pool of deserving organizations within the well-vetted Bradley Foundation's portfolio. Two of the most impactful organizations supported by Impact Fund donors are the Milwaukee Symphony and Neu-Life.



When the Bradley Symphony Center opened in October 2021, it wasn't just the Milwaukee Symphony Orchestra and its stalwart patrons that benefitted—it was the entire city. The renewal sparked by the center's opening along West Wisconsin Avenue is a testament to the need to keep beauty at the center of civil society.

The **Milwaukee Symphony Orchestra**, led by President and Executive Director Mark Niehaus, is among the finest orchestras in the nation and the largest cultural institution in Wisconsin. Since its inception in 1959, the MSO has found innovative ways to give music a home in the region, develop music appreciation and talent among area youth, and raise the national reputation of Milwaukee.

The MSO's standard of excellence extends beyond the concert hall and into the community, reaching more than 30,000 children and their families through its Arts in Community Education (ACE) program, Youth and Teen concerts, Family Series, and Meet the Music pre-concert talks. Celebrating its thirty-fifth year, the nationally-recognized ACE program integrates arts education across all subjects and disciplines, providing opportunities for students.





The folks at **Neu-Life Community Development** know a thing or two about Milwaukee’s urban youth and the realities they face. For more than twenty-four years, with the help of the Bradley Foundation, and more recently the Impact Fund community, they’ve helped thousands of young people get and stay on track to a better future.

Key to their success is recognizing the enormous, life-altering difference it makes to have both someone in your corner who can help provide structure and routine, and a safe place to live, study, and work. With a focus on youth eighteen and under, Neu-Life fosters connections with a safe place to be, as well as mentors, educators, and other contacts who can provide both encouragement and the structure, advice, and listening ear that bring dreams back within reach.

For the many youth they serve, these connections are sufficient to help young Milwaukeeans find their own way forward to independence and fulfillment. For many reasons, others have a harder time, as the early years of adulthood in their neighborhoods remain fraught. So, Neu-Life has launched a campaign to help these youth find a firmer footing with a bold, innovative, and self-sustaining plan.

The NeuVue-Building with a Vision Campaign was launched to establish a home for its most impactful programs—NeuMedia Studio and its FarmFork culinary arts program—along with a host of revenue-generating elements from housing (with subsidized rent for Neu-Life staff and mentors) and office rentals to community gathering spaces. Most important, however, will be the facility’s ability to provide a stronger foundation for young adults to remain on course to be strong contributors and leaders in their communities.

Having secured \$6.8 million in support thus far; including a \$3 million gift from an individual donor, Neu-Life founder and CEO Joann Harris-Comodore and her team seek partners to help realize the organization’s full potential.

Learn more about supporting this \$16.2 million project by visiting:



INFORMED CITIZENS

Not long ago, the experts who take it upon themselves to frame our shared experience as a nation decided that the U.S. system had transitioned from the “information economy” to the “attention economy.” Of course, any attempt to put a label on anything as massive and diverse as a national economy must be based on oversimplifications, but there’s something to this. The fastest-growing parts of the economy have to do with producing technologies designed to command our attention and thus drive our purchasing, social, and political decisions.

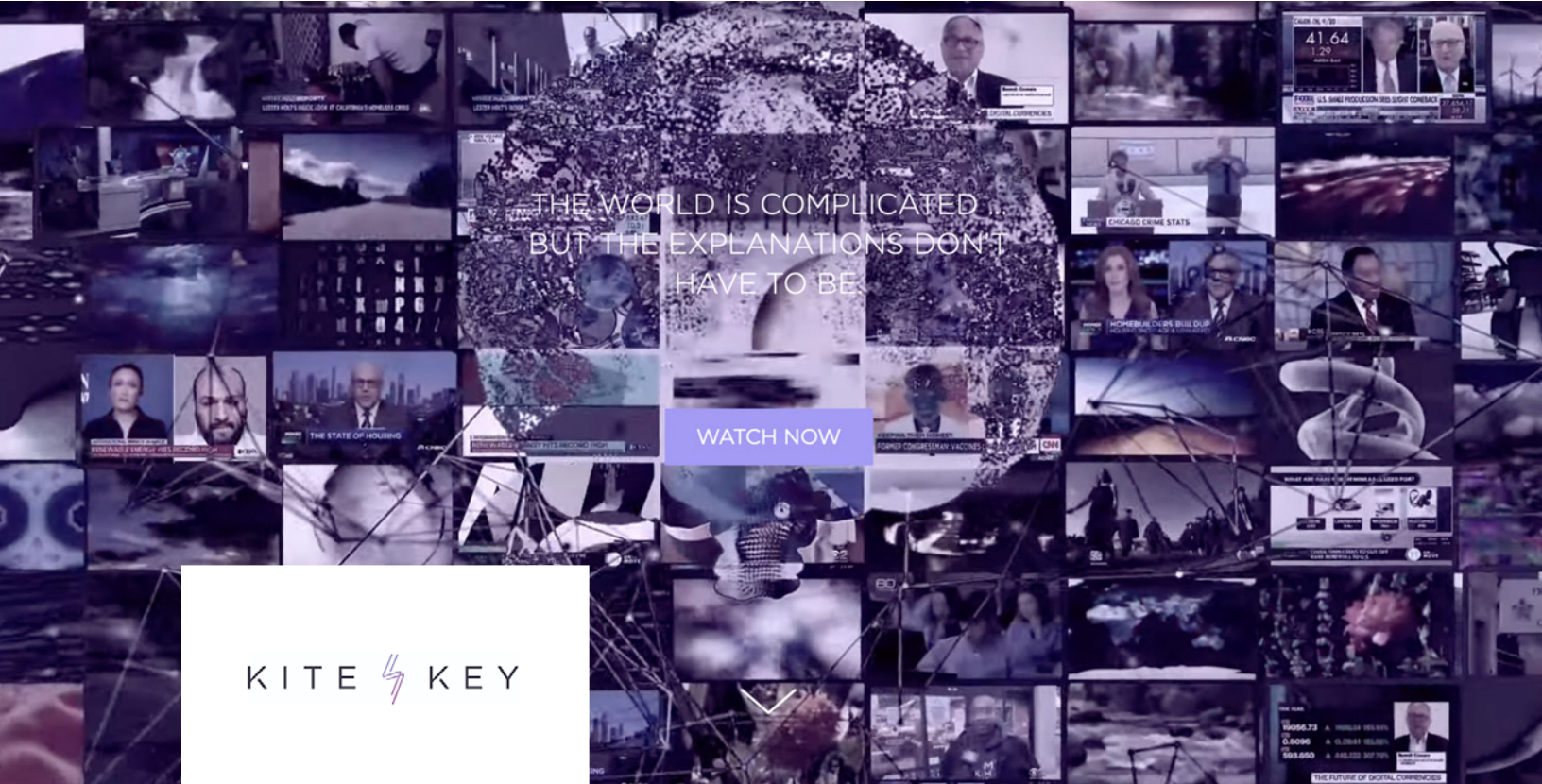
What this enormous investment in attention-grabbing is not producing, however, is better-informed citizens. Quite the opposite—as Impact Fund members know well, our fellow Americans are more vulnerable, not less, to manipulation in the economic and political spheres. Indeed, many of the organizations we support have won our partnership precisely because of their ability to disrupt the more alarming social trends. Two Bradley Impact Fund grant recipients that are rising above the war for our attention and cultivating informed citizens are Milwaukee’s Kingdom Prep Lutheran School and Kite & Key Media.



Kingdom Prep Lutheran High School opened in 2018 with sixty boys in its first freshman class. Today, with support from The Bradley Foundation and the Bradley Impact Fund donor community, Kingdom Prep has a total enrollment of approximately 240 students in all four high school grades. Before founding KP, Kevin Festerling toured the most dynamic, disruptive schools for boys that he could find before arriving at a key principle: high expectations—“the cheapest, most innovative way to transform a whole school.”

As founder and principal, Kevin envisioned Kingdom Prep as a school where young men develop their God-given gifts to lead in the home and in the Church, engaging in meaningful work that will transform their communities. With the help of his cofounders, Kingdom Prep is filling a demand for an innovative high school able to prepare young men for twenty-first century leadership based on the principles of faith, service, experience, and excellence. The diverse staff of teachers are passionate about shaping their students into leaders in their personal lives and their community.

Recognizing that informed citizens capable of building and contributing to the nation aren’t formed through rote memorization, KP focuses on students’ hearts as well as minds, training them to see, identify, and solve problems through a biblical framework and worldview. This means helping young men who often emerge from very difficult neighborhoods to form brotherhoods that motivate them to be better leaders, servants, and men. In these “packs,” young men find affirmation, accountability, and challenge in a healthy environment, better situating them for lives of success and impact.



Kite & Key Media creates content that counters the deluge of false and misleading information masquerading as the truth. Launched by Manhattan Institute policy wonks Vanessa Mendoza and Troy Senik, Kite & Key catalyzes public dialogue on critical issues facing America and the world, wholly through social media videos. Surveying research from universities, think tanks, field experts, and investigative journalists, the studio provides often-ignored context in the venues that now dominate national discourse.

With more than 200 million views of its work across various platforms, Kite & Key has a loyal support group among Impact Fund members. The key, so to speak, is translating the best research into widely-shared videos, such as *The Clean Energy Paradox*, *The Day Money Gets Outlawed*, and *Why Everyone’s Wrong About Homelessness—and Everyone’s Right*. Doing so well means that the studio creates a bridge between public policy

and the everyday lives of millions of Americans. As Ms. Mendoza said at an Impact Fund event some years ago:

The vast majority of Americans care about the direction of this country, but they’re going to work in the morning, they’re raising their kids, they’re thinking about an elderly parent, they’re not thinking about public policy in the ways that we do.

- What these two stellar organizations have
- in common is a passion for excellence
- and breaking through the noise and low
- expectations that risk making American
- exceptionalism a thing of the past. They join
- other Impact Fund grant recipients who are
- creating informed citizens who are more
- capable of exceptional accomplishment,
- and more apt to pursue it.

CONSTITUTIONAL ORDER

When John Adams declared the system codified in the U.S. Constitution “a government of laws, not of men,” he captured the unprecedented nature of the American experiment. Taking inspiration from the most powerful empires of history—Greece, Rome, and Britain—America would be the first nation in history to begin as a republic whose leadership was spread between co-equal branches, with citizens exercising their rights through a limited democracy.

That was then, this is now. Today we are inundated with calls to “protect our democracy” by those who want the government to have unchecked power, as long as it’s in their hands, along with the institutions of education and commerce. The Bradley Impact Fund stands firmly opposed to forces that would wrest control from individual citizens and vest authority in big government, especially at the national level. The Impact Fund’s Constitutional Order Fund therefore supports organizations dedicated to advancing fidelity to the Constitution, with its principles of limited government, federalism, separation of powers, and individual liberties. This mission necessarily extends to protecting the electoral process and the basic liberties outlined in the Bill of Rights.



The Public Interest Legal Foundation has been leading the defense of election integrity since 2012, winning cases that have created a body of favorable jurisprudence and real wins for American voters of all political persuasions. Wins include stamping out and preventing voter fraud, cleaning dirty voter rolls, and stopping lawlessness by election officials. The Foundation has also built a nationwide database of combined voter rolls that allows credible data to be used in real-time election litigation by experienced election lawyers.

The Foundation exists to assist states and others to aid the cause of election integrity and fight against lawlessness in American elections. Drawing on numerous experts in the field, PILF protects the right to vote and preserves the Constitutional framework of American elections through litigation, investigation, research, and education—and PILF gets results!

- PILF has been the driving force in aggressively litigating for election integrity for a dozen years.
- PILF has successfully raised awareness nationwide of the threat of voter fraud and poor election administration.
- PILF has revolutionized election litigation by first building a jurisprudence using federal election laws and then deploying and weaponizing data to thwart attempts to corrupt our election process.



**THE BUCKEYE
INSTITUTE**

Founded in 1989, **The Buckeye Institute** is an independent research and educational institution built to advance free-market public policy in the states. Through best-in-class research and sound, original free-market policies, the Institute produces wins in Ohio that are routinely replicated across the country.

The Buckeye Institute is located directly across the street from the Ohio Statehouse on Capitol Square in Columbus, where it assists legislative and executive branch policymakers by providing ideas, research, and data to enable the lawmakers' effectiveness in advocating free-market public policy solutions.

The Buckeye Institute proudly counts twenty-five policy papers and public comments published, forty-two cases and amicus briefs filed, and twenty-one legislative testimonies given in 2023 alone. Among its top priorities, the Institute fights for

a proper balance of power between states and the federal government as prescribed in the U.S. Constitution. The Institute's priorities include:

- Take legal action when the federal government oversteps its constitutional limits and interferes with state and local governments.
- Defend the powers not explicitly delegated to the federal government that belong to state and local governments.
- Encourage states to compete with one another to attract residents, businesses, jobs, and opportunities.

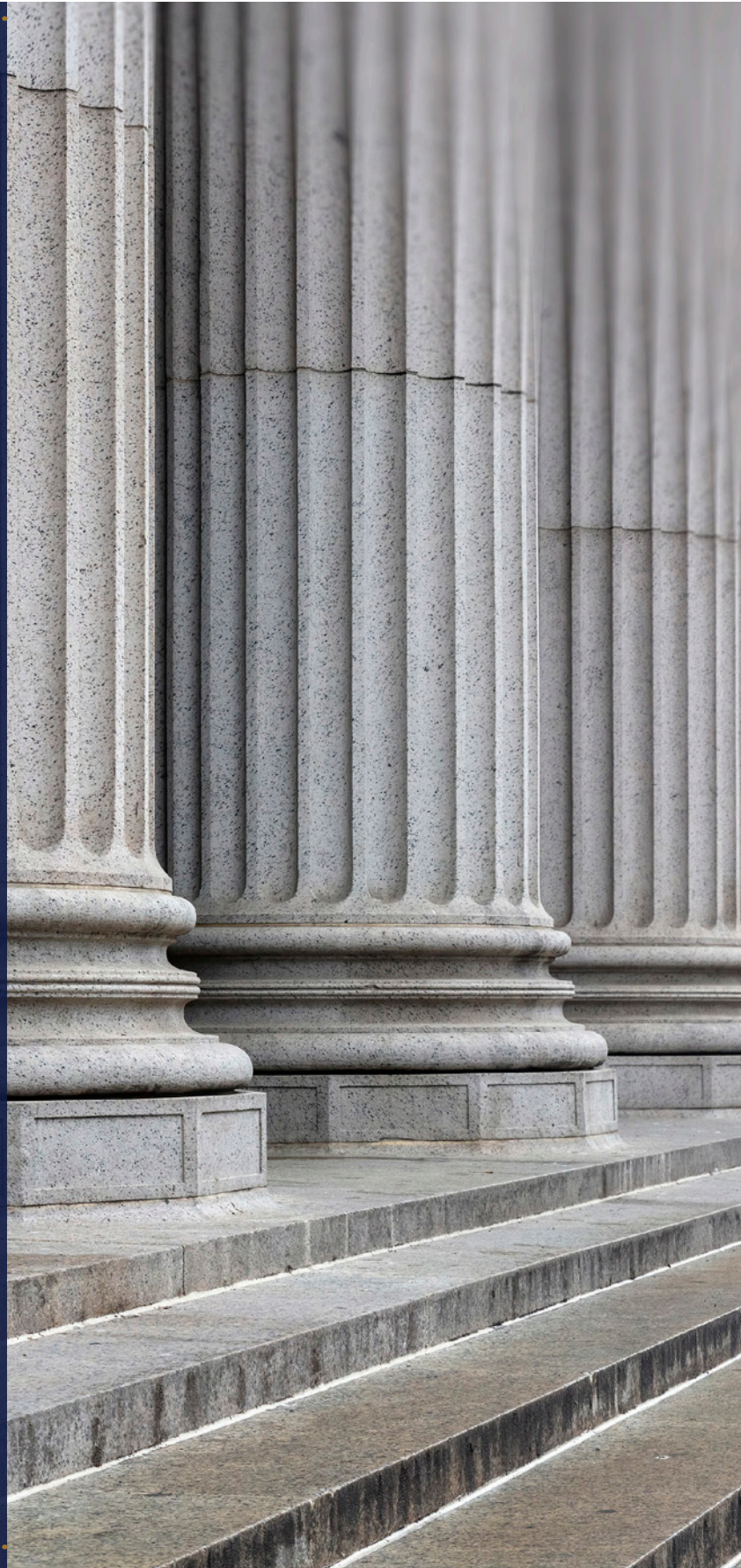


Organizations like the Public Interest Legal Foundation and the Buckeye Institute are advancing the principles of constitutional order with their work thanks to the support of the Bradley Impact Fund donor community.

FREE MARKETS

The free market reveals the initiative inherent in all men and women and creates a prosperous society that maximizes the quality of life for all citizens. For their part, Lynde and Harry Bradley took full advantage of America's economic freedom, building successful enterprises, hiring thousands of well-paid workers, and using their wealth to ensure that this opportunity is available to future generations. While this principle used to find almost universal support on the political right, in recent years even conservatives have begun calling for greater government control over various economic sectors, failing to recognize the full cost of succumbing to a control mindset.

In league with the Bradley Foundation, the Impact Fund opposes all efforts to undermine economic freedom, so through the Free Markets Fund, our donors support organizations and projects that educate the public and policymakers about the optimum conditions for economic growth and prosperity.





One of the economic freedom-focused organizations Impact Fund donors enthusiastically support is the **American Legislative Exchange Council (ALEC)**, America's largest nonpartisan, voluntary membership organization of state legislators. With almost one-quarter of the country's state legislators and stakeholders as members working together to advance limited government, free markets, and federalism, ALEC has been responsible for many of the biggest free market wins of recent years.

Unfortunately, there is much more to do. Accountable, efficient, and effective government that represents citizens' best interests has become the exception rather than the rule. So, ALEC provides a forum for experts to discuss business and economic issues facing the states and for legislators to collaborate on implementing the policies that restore economic freedom at the state level.

The ALEC model policy library is home to dynamic and innovative ideas that reduce the cost of everyday life and ensure economic freedom. ALEC ideas and publications are the product of countless hours of research, debate, and discussion and serve as a toolkit for anyone who wants to increase the effectiveness and reduce the size, reach, and cost of government. State legislators who join ALEC gain the competitive advantage of shared knowledge and experience, as they are able to learn from one another about what policies have succeeded or failed in the states. Recent interstate migration confirms that Americans vote with their feet: ALEC's leadership is helping market-friendly states to attract investment, workers, and opportunity.



Founded in 2011 by president and chief executive officer Tarren Bragdon, **The Foundation for Government Accountability** also equips policymakers with principled strategies to replace failed health and welfare programs nationwide. As an organization, FGA demands integrity, honesty, perseverance, and personal accountability. With its focus on healthcare policy research and recommendations the past several years, FGA has advanced reforms that move people off welfare.

Working with ALEC and the Secretaries' Innovation Group, FGA focuses its research on public education about welfare reform best practices. By encouraging work requirements, FGA helps partner states help the truly needy by better tracking eligibility and reducing waste, fraud, and abuse. FGA's policy reforms have helped working class Americans in thirty-four states, impacting 4.5 million people and saving taxpayers \$92 billion over the last decade.

FGA's impact has attracted the support and attention of Impact Fund donors for years. Millions of people free from dependency. Small business owners providing better health care options for their employees. Entrepreneurs overcoming barriers to work. Voters who know their voice is protected thanks to reforms making it easy to vote and hard to cheat.

By innovating, learning from losses, and adapting to the ever-changing political landscape, FGA provides state lawmakers a menu with dozens of reform options and partnership in adapting them to each state with a comprehensive reform agenda. And it works: FGA's 307 major studies and 200 polls (among other contributions) have led to more than 1,036 state-based wins and thirty major federal victories that are improving millions of lives across the country.



Wealth Can Unite or Separate a Family

BY TOM ROGERSON

About eight years ago, Jim Grubman and I started recording and studying the lifestyle and culture choices of first-generation wealth creators.

Most grew up in working-class families where interdependence was just a fact of life. They had to work together every day just to keep the house and family functioning.

If someone from the family created wealth, they often used it to help their children to be more independent. Their kids would each have their own bedroom and bathroom. They didn't have to mow the lawn. They went to summer camp, spending even less time with their siblings during the summer. They had their own car at sixteen,

negating the need to share the family car(s) with their siblings. They would go away to different cities for private school, college, and graduate school, spending even more time away from one another.

These decisions were made out of love and generosity, but there was a cost. The parents unwittingly created a family culture with little compromise and shared decision-making. They ended up denying their own children the vital interdependence that they had to learn with their own siblings. Having to negotiate who gets the bathroom first in the morning, who mows the lawn, and who gets the car on Friday night was in the long run healthy for families. High net worth families didn't have to make these compromises. Their wealth bought freedom, which became separation.



One of the many downstream effects of this trend is troubles with legacy planning. For kids who grew up with wealth, a first group decision is also increasingly their last: how to sell everything the parents built and divide the money evenly. Where is the family legacy in that?

Many conversations about legacy today revolve around how to pass along the values that will help the next generation not merely be happy but live lives of purpose, to use their blessings and freedom well. Without the right values, freedom can be as much a curse as a blessing. But this important conversation often begins very late and can easily lean toward utilitarian “box-checking.” People say what others want to hear then return to their independent lives.

There is another way. It began with an idea from Malcolm Gladwell that didn’t sit right with me at the time. In one of his books, he downplayed the importance of shared values in making group decisions. As a legacy planner, I found this ridiculous. So, I caught up with him at an event and asked him about it, and I’ll paraphrase his response here.

Think about how and when you met your best friends from college. Did you become friends primarily because of shared values? Or was it because you shared meaningful experiences with them? You were in the same dorm, or class, or team. Didn’t you learn their values over time, those you agree with and those you differ with? Sure, there may be a few foundational ones, but don’t you have some friends that have very different values than yours?

I was floored. He was right. I’m from Boston, yet one of my best friends is a Yankees fan! Talk about different values. But I’d die for him.

Wise governance is the largest single factor in successfully preserving family legacy and purpose. And governance begins with relationships that are built and deepened through meaningful experiences.

We adjusted our legacy planning guidance to focus on helping wealth creators to organize meaningful experiences with their children so they could get to know each other once again and build trust. Shared values are important, but the only way to even begin talking about values is to begin without the pressure of governance decisions hanging over them.

Wise governance is the largest single factor in successfully preserving family legacy and purpose. And governance begins with relationships that are built and deepened through meaningful experiences. At GenLegCo, we’ve helped over 300 families establish and deepen connections that form a basis for consequential decision-making, and we’re constantly improving our model.

Sharing philanthropic decision-making can help build these relationships. And collaborating with a principled partner like the Bradley Impact Fund can help healthy relationships translate into healthy family governance and succession plans. Start today to build the trust that will make shared asset management and philanthropy part of your legacy.



Strategy & PARTNERSHIP

One of the criticisms we often hear about donor-advised funds is that they've become vehicles for donors to park their money with no requirements for payout. That's not a charge that can be hung on the Impact Fund, which features a payout rate far above industry norms. Impact Fund members invest with us for many reasons, but always because they know their intent will be honored.

Our emphasis on strategic philanthropy isn't just about our immediate returns and impact, it's about America's long-term future. The organizations that our donors support have shown that they are worthy of our investment by their success in restoring, strengthening, and protecting American freedoms and principles. So, as we see it, strategic philanthropy is about helping our members exercise their intent both now and in the future.

The Partnership Fund pools together donations of those who believe in the Bradley Impact Fund's mission and want their gifts to be directed to groups engaged in excellent work across all four of the Impact Fund's priority giving areas: Civil Society, Constitutional Order, Free Markets, and Informed Citizens. Donations to this fund bolster the grants made to organizations selected from across the four issue area funds.

Stay tuned for our 2024 annual report, which will highlight the organizations the Partnership Fund supported in 2024.



Bradley Impact Fund's Core Principles

Constitutional Order | Free Markets | Civil Society | Informed Citizens | Donor Intent

Bradley Impact Fund | Board of Directors and Officers

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