



The Lynde and Harry
BRADLEY FOUNDATION

2009 Report to Wisconsin



The Lynde and Harry
BRADLEY FOUNDATION

2009 Report to Wisconsin



Seated, left to right:

Michael W. Grebe, President & CEO
Terry Considine, Chairman
David V. Uihlein, Jr., Vice Chairman

Standing, left to right:

Dennis J. Kuester
Robert P. George
Patrick J. Toomey
Thomas L. Smallwood
San W. Orr, Jr.
George F. Will
Brother Bob Smith

Officers

Terry Considine, Chairman
David V. Uihlein, Jr., Vice Chairman
Michael W. Grebe, President & CEO
Thomas L. Smallwood, Secretary
Daniel P. Schmidt, Vice President for Program
Robert E. Norton II, Vice President for Donor Relations
Cynthia K. Friauf, Vice President for Finance, Treasurer & Assistant Secretary
R. Michael Lempke, Vice President for Investments
Mandy L. Hess, Controller & Assistant Treasurer
Terri L. Famer, Vice President for Administration & Assistant Secretary

Program Staff

Daniel P. Schmidt, Vice President for Program
Dianne J. Sehler, Director of Academic, International and Cultural Programs
Michael E. Hartmann, Director of Research and Evaluation
Alicia L. Manning, Director of New Citizenship Programs
Janet F. Riordan, Director of Community Programs
William J. Bergeron, Librarian
Dionne M. King, Program Assistant

External Relations Staff

Robert E. Norton II, Vice President for Donor Relations

Finance and Investment Staff

Cynthia K. Friauf, Vice President for Finance
R. Michael Lempke, Vice President for Investments
Mandy L. Hess, Controller
Judy L. Peters, Accountant

Administrative Staff

Terri L. Famer, Vice President for Administration
Yvonne Engel, Grants Administrator
Clement Mariaselvanayagam, Network Administrator
Diane M. Lask, Receptionist/Clerical Assistant
Stephanie A. Rohr, Office Assistant
Gary J. Cavender, Operations
Dennis H. Grueneberg, Operations

A Letter to Our Community.....	6
Our History	7
2009 Grants Awarded.....	8
Grantmaking Policies.....	19
Application Procedures.....	20

A Letter to Our Community

The Bradley Foundation is institutionally “at home” in Milwaukee, where our donors, Lynde and Harry Bradley, established the family legacy that it is our trust to preserve. There are a host of national and international opportunities for philanthropy – and many of them deserve the attention of the Bradley Foundation. However, it is from 1241 North Franklin Place, Milwaukee, Wisconsin – our home in our community – that the Bradley Foundation views the world.

The Foundation grants within our own community account for well over a third of our total giving since our inception as a private foundation in 1985. These grants are assiduously researched by staff, thoroughly reviewed by a committee of local directors and presented to the full Board for final approval – and they include many of our largest and most long-term grantees, those closest and best known to us. They are a critical component of the Foundation’s philanthropy.

We apply what we learn from our national and international programs to Milwaukee and Wisconsin, so that the community receives attention and advice from the world’s best thinkers, but it is a fair trade, for we often find ourselves providing the experience and wisdom of our community to a world that has much to learn from Milwaukee and Wisconsin.

This report provides information concerning all of our local grants during 2009, as we carry on the traditional philanthropy of the Bradley brothers in their home town and their home state. These grants focus on preserving and enhancing our city’s civic and cultural identity; preserving the role of families in our society; reforming education; and promoting civic growth and prosperity. The grants support community-based institutions of civil society, such as neighborhood organization, schools and congregations. They also help maintain an infrastructure of services and cultural opportunities in our community and perpetuate our donors’ enthusiasm for Milwaukee and Wisconsin and their aspirations for our quality of life. Awards of \$11.9 million for Milwaukee and Wisconsin in 2009 raised the Foundation’s in-state giving to approximately \$292 million in the 25 years since we were established.

The officers, directors and staff of the Lynde and Harry Bradley Foundation are mindful of and grateful for our institutional roots in this community, and there is no aspect of our philanthropy that we are prouder of, or that we feel more responsibility for, than the local grants listed in this new report.

Sincerely,

Michael W. Grebe, President

The Lynde and Harry Bradley Foundation

March 31, 2010

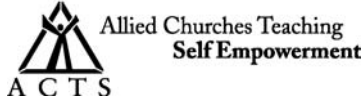
In 1903, Lynde and Harry Bradley established a new business in Milwaukee, Wisconsin. It took courage and confidence for them to risk resources in a new venture, based only on their judgment of what was and their vision of what could be. The Bradleys' confidence was bolstered by the knowledge that in America, not only were they free to start a business, but they could also begin again if they failed. The Bradleys, however, would not fail. Their business grew to become the internationally recognized Allen-Bradley Company.

When the Allen-Bradley Company was acquired by Rockwell International Corporation in 1985, a significant portion of the proceeds was dedicated to establishing The Lynde and Harry Bradley Foundation. Although it has no direct ties to the Allen-Bradley Company, the purpose of the Foundation is to commemorate Lynde and Harry Bradley by preserving and extending the principles and philosophy by which they lived and upon which they built their company. As their efforts succeeded, their business grew and eventually extended far beyond its Milwaukee headquarters. Lynde and Harry Bradley remained devoted to the city where they began their enterprise and in which they lived and worked for so many years. Thus, the Lynde and Harry Bradley Foundation is proud to continue its commitment to improving the quality of life in the Milwaukee metropolitan area and throughout southeastern Wisconsin.

The Bradleys lived and worked according to several philosophical principles. They believed that, over time, the consequences of ideas were more decisive than the force of political or economic movements. They recognized the interdependence of human endeavors – cultural, educational, philosophical, economic – and they rejected exclusionary emphasis on any single element. The brothers had an abiding belief in the dignity and decency of each person. They felt that only in an environment of political and economic freedom could individuals develop their talents, hone their skills and intellects, and contribute to the improvement of the human condition. The success of the Allen-Bradley Company stands as eloquent testimony to the enduring quality of these important principles.

The Bradley brothers were also committed to preserving and defending the tradition of free representative government and private enterprise that has enabled the American nation and, in a larger sense, the entire Western world to flourish intellectually and economically. The Bradleys believed that the good society is a free society. The Lynde and Harry Bradley Foundation is likewise devoted to strengthening American democratic capitalism and the institutions, principles and values that sustain and nurture it. Its programs support limited, competent government; a dynamic marketplace for economic, intellectual, and cultural activity; and a vigorous defense at home and abroad of American ideas and institutions. In addition, recognizing that responsible self-government depends on enlightened citizens and informed public opinion, the Foundation supports scholarly studies and academic achievement.

2009 Grants Awarded



ACTS COMMUNITY DEVELOPMENT CORPORATION

Milwaukee, WI

To support general operations 90,000



ALMA CENTER

Milwaukee, WI

To support general operations 30,000



AMERICANS FOR PROSPERITY FOUNDATION

Washington, DC

To support the Wisconsin chapter's education reform activities 20,000



ASSET BUILDERS OF AMERICA

Milwaukee, WI

To support general operations 30,000



BECKUM-STAPLETON LITTLE LEAGUE

Milwaukee, WI

To support general operations 10,000



BEL CANTO CHORUS OF MILWAUKEE

Milwaukee, WI

To support general operations 25,000

BELOIT COLLEGE

BELOIT COLLEGE

Beloit, WI

To support the third annual Upton Forum 93,700



BLACK ALLIANCE FOR EDUCATIONAL OPTIONS - MILWAUKEE CHAPTER

Milwaukee, WI

To support general operations 75,000



BOTTOMLESS CLOSET

Milwaukee, WI

To support general operations 20,000



BOYS AND GIRLS CLUBS OF GREATER MILWAUKEE

Milwaukee, WI

To support general operations 45,000



BRADLEY TECH AND TRADE SCHOOL

Milwaukee, WI

To support improvements to the athletic facilities 30,000



BREWERS CHARITIES

Milwaukee, WI

To support the 2009 Student Achievers program 100,000



BRIDGING THE GAP LEARNING CENTER

Milwaukee, WI

To support general operations 15,000



BURLEIGH STREET COMMUNITY DEVELOPMENT CORPORATION

Milwaukee, WI

To support general operations 20,000

BUSINESS AND ECONOMICS ACADEMY OF MILWAUKEE

Milwaukee, WI

To support a teacher incentive program..... 10,000



CAPTAIN FREDERICK PABST MANSION

Milwaukee, WI

To support general operations 20,000

To support a structure improvement project 100,000



CENTER FOR NEIGHBORHOOD ENTERPRISE

Washington, DC

To support the Violence-Free Zone Initiative in Milwaukee....200,000

CENTER FOR NEW COMMUNITIES

Arlington, VA

To support the African-American Family & Community Restoration Program in Milwaukee 50,000



CENTER FOR TEACHING ENTREPRENEURSHIP

Milwaukee, WI

To support general operations 25,000



CITY ON A HILL

Milwaukee, WI

To support general operations 20,000



CITY YEAR

Boston, MA

To support establishment of City Year in Milwaukee..... 125,000



COA YOUTH AND FAMILY CENTERS

Milwaukee, WI

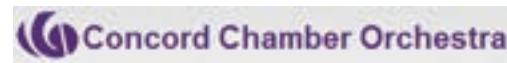
To support camping scholarships..... 10,000



COMMUNITY WAREHOUSE

Milwaukee, WI

To support general operations 25,000



CONCORD CHAMBER ORCHESTRA

Milwaukee, WI

To support the marketing and expansion of the concerto competition 10,000

2009 Grants Awarded

D.C. EVEREST SENIOR HIGH SCHOOL

Weston, WI

To support a Gulf War Oral History project..... 14,000



DISCOVERY WORLD AT PIER WISCONSIN

Milwaukee, WI

To support general operations..... 100,000



DIVINE SAVIOR HOLY ANGELS HIGH SCHOOL

Milwaukee, WI

To support student scholarships..... 20,000



DOMINICAN HIGH SCHOOL

Whitefish Bay, WI

To support establishing the International Baccalaureate
Diploma Program..... 30,000



DONORS FORUM OF WISCONSIN

Milwaukee, WI

To support general operations..... 15,000



ECONOMICS WISCONSIN

Milwaukee, WI

To support the Youth Enterprise Academy and the
Youth Enterprise Junior Academy..... 46,200

To support program activities..... 370,000



FAMILY HOUSE

Milwaukee, WI

To support general operations..... 115,000

To support construction of Family House - East..... 450,000

FELLOWSHIP OF CHRISTIAN ATHLETES

Waukesha, WI

To support general operations..... 40,000



FIRST STAGE CHILDREN'S THEATER

Milwaukee, WI

To support general operations..... 50,000



FLORENTINE OPERA COMPANY

Milwaukee, WI

To support general operations..... 100,000



FOUNDATION FOR A GREAT MARRIAGE

Green Bay, WI

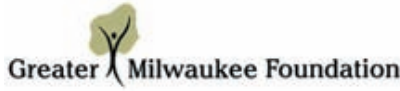
To support a technology project..... 100,000



GREATER MILWAUKEE COMMITTEE FOR COMMUNITY DEVELOPMENT

Milwaukee, WI

To support a research project with the Public Policy Forum 15,000



GREATER MILWAUKEE FOUNDATION

Milwaukee, WI

To support research on crime and policing 47,040

To support the Nonprofit Management Fund of Milwaukee..... 75,000



GREATSCHOOLS.NET

San Francisco, CA

To support GreatSchools Milwaukee..... 20,000

HEALING CENTER

Milwaukee, WI

To support general operations 10,000



HOPE CHRISTIAN SCHOOLS

Milwaukee, WI

To support a new building project 60,000



HOPE STREET MINISTRIES

Milwaukee, WI

To support general operations 40,000

JAMES COOKS MEMORIAL FOUNDATION

Milwaukee, WI

To support the Voices to the Prisons family re-unification program..... 10,000



JOHN K. MACIVER INSTITUTE FOR PUBLIC POLICY

Waukesha, WI

To support general operations 150,000



JUNIOR ACHIEVEMENT OF WISCONSIN

Milwaukee, WI

To support program activities..... 20,000



LAKELAND COLLEGE

Sheboygan, WI

To support the honors program 45,000



LATINO COMMUNITY CENTER

Milwaukee, WI

To support general operations 90,000



LIGHTHOUSE YOUTH CENTER

Milwaukee, WI

To support general operations 35,000

To support expansion to a second location 55,000

MAKE A DIFFERENCE - WISCONSIN

Milwaukee, WI

To support general operations 10,000

2009 Grants Awarded



MARQUETTE UNIVERSITY

Milwaukee, WI

To support the Institute for the Transformation
of Learning..... 180,000

To support the University Debate Institute..... 14,500

To support the ITL Accreditation Support Center 75,000



MARQUETTE UNIVERSITY HIGH SCHOOL

Milwaukee, WI

To support student scholarships..... 20,000



MENOMONEE VALLEY PARTNERS

Milwaukee, WI

To support general operations..... 25,000



MESSMER CATHOLIC SCHOOLS

Milwaukee, WI

To support student transportation, spiritual retreats and
financial-aid programs..... 220,000



MILWAUKEE ART MUSEUM

Milwaukee, WI

To support general operations..... 110,000



MILWAUKEE BALLET COMPANY

Milwaukee, WI

To support general operations..... 115,000



MILWAUKEE CHAMBER THEATRE

Milwaukee, WI

To support general operations..... 18,000



MILWAUKEE CHRISTIAN CENTER

Milwaukee, WI

To support Operation Impact..... 15,000



MILWAUKEE COLLEGE PREPARATORY SCHOOL

Milwaukee, WI

To support the merit-pay plan..... 100,000



MILWAUKEE COMMUNITY SERVICE CORPS

Milwaukee, WI

To support the Spirituality Team..... 10,000



MILWAUKEE COUNTY COUNCIL BOY SCOUTS OF AMERICA

Milwaukee, WI

To support general operations..... 50,000



MILWAUKEE COUNTY HISTORICAL SOCIETY

Milwaukee, WI

To support the *Making of Milwaukee* exhibition 50,000



MILWAUKEE DEVELOPMENT CORPORATION

Milwaukee, WI

To support a regional economic development initiative.....200,000



MILWAUKEE INSTITUTE OF ART AND DESIGN

Milwaukee, WI

To support an enrollment-management project..... 75,000



MILWAUKEE PUBLIC LIBRARY FOUNDATION

Milwaukee, WI

To support general operations 75,000



MILWAUKEE PUBLIC MUSEUM

Milwaukee, WI

To support general operations 180,000

To support the *Dead Sea Scrolls and the Bible* exhibition 300,000



MILWAUKEE REPERTORY THEATER

Milwaukee, WI

To support general operations 120,000



MILWAUKEE SYMPHONY ORCHESTRA

Milwaukee, WI

To support general operations 390,000

To support the Sound Investments campaign.....200,000



MILWAUKEE TENNIS & EDUCATION FOUNDATION

Milwaukee, WI

To support general operations 10,000



MILWAUKEE YOUTH ARTS CENTER

Milwaukee, WI

To support general operations 50,000



MILWAUKEE YOUTH SYMPHONY ORCHESTRA

Milwaukee, WI

To support general operations 20,000

2009 Grants Awarded



MINORITY CHRISTIAN COACHES ASSOCIATION

Milwaukee, WI

To support general operations 40,000



MOUNT CALVARY LUTHERAN CHURCH AND SCHOOL

Milwaukee, WI

To support outreach programs 20,000

To support a capital campaign 50,000



MOUNT MARY COLLEGE

Milwaukee, WI

To support the Midtown Campus Program and Financial Fitness for Life..... 47,250



MUSEUM OF WISCONSIN ART

West Bend, WI

To support general operations 20,000



NEW BEGINNINGS ARE POSSIBLE

Milwaukee, WI

To support general operations 20,000



NEW CONCEPT SELF DEVELOPMENT CENTER

Milwaukee, WI

To support the Milwaukee Fatherhood Initiative 50,000

NEW CREATURES IN CHRIST OUTREACH MINISTRY

Milwaukee, WI

To support general operations 12,310



NEW HORIZON CENTER

Milwaukee, WI

To support general operations 20,000

NEW THREADS OF HOPE

Milwaukee, WI

To support general operations 25,000



NEXT ACT THEATRE

Milwaukee, WI

To support general operations 10,000

NIA IMANI FAMILY

Milwaukee, WI

To support general operations 30,000

NORTHCOTT NEIGHBORHOOD HOUSE

Milwaukee, WI

To support the Wisconsin Fresh Start Program..... 20,000



NORTHWEST SIDE COMMUNITY DEVELOPMENT CORPORATION

Milwaukee, WI

To support general operations 25,000



PARTNERS ADVANCING VALUES IN EDUCATION

Milwaukee, WI

To support scholarships and the Capital Investment Program 400,000



PENFIELD CHILDREN'S CENTER

Milwaukee, WI

To support general operations 25,000

PIANOARTS

PIANO ARTS OF WISCONSIN

Milwaukee, WI

To support a piano competition and fellows
selected by the grantee 10,000



PIUS XI HIGH SCHOOL

Milwaukee, WI

To support student scholarships 20,000



PRISON FELLOWSHIP MINISTRIES

Landsdowne, VA

To support the Wisconsin Community of Care initiative and
the Out-4-Life Program 55,000

Continued support of the Wisconsin Community of
Care program 25,000



PROJECT RETURN

Milwaukee, WI

To support general operations 20,000



RAWHIDE

New London, WI

To support the Milwaukee Youth and Family
Counseling Services initiative 15,000



REBUILDING TOGETHER GREATER MILWAUKEE

Milwaukee, WI

To support general operations 15,000



RESIDENTIAL LIVING SERVICES

Milwaukee, WI

To support general operations 75,000



RISEN SAVIOR EVANGELICAL LUTHERAN
CHURCH AND SCHOOL

Milwaukee, WI

To support community outreach 50,000



RUNNING REBELS COMMUNITY ORGANIZATION

Milwaukee, WI

To support general operations 75,000



SAINT ANTHONY SCHOOL

Milwaukee, WI

To support expansion into high school grades 100,000

2009 Grants Awarded



SAINT FRANCIS CHILDREN'S CENTER

Milwaukee, WI

To support general operations 30,000



SAINT THOMAS MORE HIGH SCHOOL

Milwaukee, WI

To support student scholarships 20,000



SALVATION ARMY OF GREATER MILWAUKEE

Milwaukee, WI

To support community-outreach programs..... 15,000

To support the Center for Help and Hope 175,000



SAMARITAN PROJECT

Milwaukee, WI

To support the Children's Tutorial Program..... 40,000



SAND COUNTY FOUNDATION

Monona, WI

To support the Bradley Fund for the Environment 720,000



SCHOOL CHOICE WISCONSIN

Milwaukee, WI

To support general operations 300,000



SCHOOL SISTERS OF SAINT FRANCIS

Milwaukee, WI

To support the Layton Boulevard West Neighbors program 35,000

SERENITY INNS

Milwaukee, WI

To support general operations 15,000



SERVANT MANOR

Milwaukee, WI

To support a pilot transportation program 25,000



SKYLIGHT OPERA THEATRE

Milwaukee, WI

To support general operations 75,000

To support maintenance needs of the Broadway Theatre Center 160,000



TEEN CHALLENGE OF WISCONSIN

Milwaukee, WI

To support general operations 15,000



UNITED COMMUNITY CENTER

Milwaukee, WI

To support renovation of science labs and classrooms..... 100,000



UNITED WAY OF GREATER MILWAUKEE

Milwaukee, WI

To support dedication of a building in honor of Jane Bradley Pettit..... 100,000



UNIVERSITY OF ARKANSAS

Fayetteville, AR

To support an evaluation of the Milwaukee Parental Choice Program..... 50,000



UNIVERSITY OF WISCONSIN-MADISON

Madison, WI

To support a research and publication project on the ratification of the Constitution and the Bill of Rights 40,000

To support the Bradley Graduate and Post-Graduate Fellowship Program 25,000



UNIVERSITY OF WISCONSIN-MILWAUKEE

Milwaukee, WI

To support the Bradley Distinguished Lecture Series..... 35,000

To support the Bradley Graduate and Post-Graduate Fellowship Program 25,000



URBAN ECOLOGY CENTER

Milwaukee, WI

To support general operations 20,000



UWM RESEARCH FOUNDATION

Milwaukee, WI

To support the Bradley Catalyst Grant Program..... 400,000



WISCONSIN CENTER FOR ACADEMICALLY TALENTED YOUTH

Madison, WI

To support general program activities..... 75,000



WISCONSIN CONSERVATORY OF MUSIC

WISCONSIN CONSERVATORY OF MUSIC

Milwaukee, WI

To support general operations 65,000



WISCONSIN EVANGELICAL LUTHERAN SYNOD

Milwaukee, WI

To support the Model English Language Outreach Program..... 30,000

2009 Grants Awarded



WISCONSIN FORENSIC COACHES ASSOCIATION

West Bend, WI

To support the state tournament and scholarship program 10,000

WISCONSIN LINCOLN BICENTENNIAL COMMISSION

Madison, WI

To support program activities..... 32,000



WISCONSIN LUTHERAN COLLEGE

Milwaukee, WI

To support the Center for Urban Teaching..... 75,000

To support the Pathways to College program..... 100,000



WISCONSIN POLICY RESEARCH INSTITUTE

Hartland, WI

To support general operations 400,000

To support a conference on welfare reform..... 75,000

To support a project on Wisconsin Policymaking..... 1,000,000



WISCONSINEYE PUBLIC AFFAIRS NETWORK

Milwaukee, WI

To support general operations 90,000



WORD OF HOPE MINISTRIES

Milwaukee, WI

To support general operations 25,000

Continued support for general operations 30,000



WORKS OF MERCY

Milwaukee, WI

To support general operations 15,000



YESHIVA ELEMENTARY SCHOOL

Milwaukee, WI

To support general operations 30,000



YOUTH DEVELOPMENT BOOT CAMP

Milwaukee, WI

To support general operations 15,000

Zoological Society of Milwaukee

ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY

Milwaukee, WI

To support general operations 75,000

GRAND TOTAL AWARDED

\$11,790,000

The programs and funding decisions of the Bradley Foundation are the responsibility of the Board of Directors. At the discretion of the Board, the policies set forth herein will be modified in response to changing conditions and priorities.

The guidelines established by the Board of Directors will normally preclude funding for unspecified and undetailed overhead costs. No funds will be authorized for fees payable to fund-raising counsel. In addition, grants without significant import to the Foundation's areas of interest will only under special conditions be considered for endowment or deficit-financing purposes.

The Foundation will:

- ✧ Normally award grants only to organizations and institutions exempt from federal taxation under Section 501(c)(3) of the Internal Revenue Code and publicly supported under Section 509(a)(1), (2) or (3);
- ✧ Favor projects that are not normally financed by public tax funds;
- ✧ Consider requests for building projects and limit grants to a fraction of the total cost.

Grantees must possess the resources to properly administer grants from the Foundation. The Foundation conducts an annual evaluation of grants, and grantees are asked to provide periodic reports on the progress of their work.

Application Procedure

Two steps are required in the application process. First, the applicant should prepare a brief letter of inquiry, describing the applicant's organization and intended project. If the Foundation determines the project to be within its current program interests, the applicant will be invited to submit a formal proposal.

The second step is the actual submission of the proposal. Applicants should submit a letter presenting a concise description of the project, its objectives and significance, and the qualifications of the organizations and individuals involved. Included with the letter should be a project budget, the amount of the grant sought from the Bradley Foundation, other sources of support, and a copy of the IRS letter confirming the organization's tax-exempt and public-support status under Sections 501(c)(3) and 509(a), respectively, of the Internal Revenue Code.

Meetings between the Foundation staff and applicants, when necessary, will be arranged after the receipt of a written proposal. Final authority for making grants rests with the Board of Directors, which meets four times a year, February, May or June, August, and November. The Directors act on grant requests after proposals have been comprehensively reviewed by Foundation staff. Each proposal is reviewed according to its unique characteristics. To be considered at one of these meetings, proposals should be submitted by the following dates: November 1, February 1, May 1, August 1.

Whenever possible, proposals submitted by these deadlines will be considered at the next Board meeting. However, circumstances may sometimes require a lengthier period of review.

Because of the necessarily limited resources of the Foundation, many worthwhile projects cannot be supported. The demands on the Foundation's resources also limit the size of particular grants and the ability of the Foundation to make commitments for extended periods. For more information about the Bradley Foundation, including our guidelines for submitting proposals, please visit our web site at www.bradleyfdn.org.

March 2010

Proposals and inquiries should be sent to:

*Grants Program
The Bradley Foundation
1241 North Franklin Place
Milwaukee, WI 53202-2901
Phone (414) 291-9915
Fax (414) 291-9991*

