



**The Lynde and Harry
BRADLEY FOUNDATION
2011 Report to Wisconsin**



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David V. Uihlein, Jr., Vice Chairman

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San W. Orr, Jr.

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Mandy L. Hess, Controller
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Yvonne Engel, Grants Administrator
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Stephanie A. Rohr, Office Assistant
Dennis H. Grueneberg, Operations

A Letter to Our Community..... 6

Our History 7

2011 Grants Awarded..... 8

Grantmaking Policies..... 18

Application Procedure 19



The Lynde and Harry Bradley Foundation Staff

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 2011, 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 organizations, 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 \$9.8 million for Milwaukee and Wisconsin in 2011 raised the Foundation’s in-state giving to approximately \$312 million in the 27 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,

A handwritten signature in black ink, appearing to read "M Grebe", with a stylized, cursive script.

Michael W. Grebe, President

The Lynde and Harry Bradley Foundation

March 31, 2012

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.

2011 Grants Awarded



ACTS COMMUNITY DEVELOPMENT CORPORATION

Milwaukee, WI

To support general operations 90,000



ALMA CENTER

Milwaukee, WI

To support general operations 35,000



AMERICAN MAJORITY

Purcellville, VA

To support the Wisconsin chapter 330,000



AMERICANS FOR PROSPERITY FOUNDATION

Arlington, VA

To support the Wisconsin chapter 20,000



ASSET BUILDERS OF AMERICA

Milwaukee, WI

To support general operations 40,000



BEACON HILL INSTITUTE FOR PUBLIC POLICY RESEARCH

Boston, MA

To support development of an economics modeling program ... 16,000



BECKUM-STAPLETON LITTLE LEAGUE

Milwaukee, WI

To support general operations 10,000



BEL CANTO CHORUS OF MILWAUKEE

Milwaukee, WI

To support general operations 20,000



BLACK ALLIANCE FOR EDUCATIONAL OPTIONS - MILWAUKEE CHAPTER

Milwaukee, WI

To support general operations 25,000



BOYS & GIRLS CLUBS OF GREATER MILWAUKEE

Milwaukee, WI

To support general operations 25,000

2011 Grants Awarded

Lynde and Harry Bradley
School of Trade & Technology



BRADLEY TECHNOLOGY AND TRADE SCHOOL

Milwaukee, WI

To support improvements to the athletic facilities 10,000



BREWERS COMMUNITY FOUNDATION

Milwaukee, WI

To support the 2011 Student Achievers program 75,000



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 restoration of the Pabst Pavilion 15,000



CENTER FOR NEIGHBORHOOD ENTERPRISE

Washington, DC

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



CENTER FOR VETERANS ISSUES

Milwaukee, WI

To support general operations 20,000

To support Veterans Manor 125,000



CITY ON A HILL

Milwaukee, WI

To support general operations 17,500



CITY YEAR

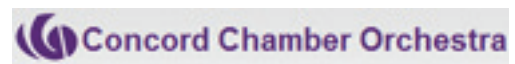
Boston, MA

To support City Year Milwaukee 110,000

COMPEL THEM TO COME

Milwaukee, WI

To support general operations 10,000



CONCORD CHAMBER ORCHESTRA

Milwaukee, WI

To support general operations 10,000

2011 Grants Awarded



DISCOVERY WORLD AT PIER WISCONSIN

Milwaukee, WI

To support general operations 90,000



DONORS FORUM OF WISCONSIN

Milwaukee, WI

To support general operations 15,000



ECONOMICS WISCONSIN

Milwaukee, WI

To support general operations 185,000



EDUCATION ACTION GROUP FOUNDATION

Muskegon, MI

To support the Wisconsin chapter 115,000

ENGLISH LANGUAGE PARTNERS OF WISCONSIN

Milwaukee, WI

To support general operations 35,000



FAMILY HOUSE

Milwaukee, WI

To support general operations 100,000

FELLOWSHIP OF CHRISTIAN ATHLETES

Waukesha, WI

To support programs in Milwaukee's central city 30,000



FIRST STAGE CHILDREN'S THEATER

Milwaukee, WI

To support general operations 45,000



FLORENTINE OPERA COMPANY

Milwaukee, WI

To support general operations 90,000



FOUNDATION FOR A GREAT MARRIAGE

Green Bay, WI

To support general operations 50,000



GILDER LEHRMAN INSTITUTE OF AMERICAN HISTORY

New York, NY

To support general operations of the Milwaukee program 175,000



GRAND AVENUE CLUB

Milwaukee, WI

To support general operations 25,000



GREATER MILWAUKEE COMMITTEE FOR
COMMUNITY DEVELOPMENT

Milwaukee, WI

To support County Task Force Work..... 25,000



GREATER MILWAUKEE FOUNDATION

Milwaukee, WI

To support the Nonprofit Management Fund of
Greater Milwaukee..... 65,000



GREATSCHOOLS.NET

San Francisco, CA

To support GreatSchools Milwaukee..... 15,000



HEALING CENTER

Milwaukee, WI

To support general operations..... 10,000



HEARTLOVE PLACE

Milwaukee, WI

To support general operations..... 10,000



HOPE CHRISTIAN SCHOOLS

Milwaukee, WI

To support Hope Christian High School..... 50,000

HOPE STREET MINISTRIES

Milwaukee, WI

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



JOHN K. MACIVER INSTITUTE FOR PUBLIC POLICY

Waukesha, WI

To support general operations..... 170,000



LATINO COMMUNITY CENTER

Milwaukee, WI

To support general operations..... 75,000



LIGHTHOUSE YOUTH CENTER

Milwaukee, WI

To support general operations..... 35,000



MARQUETTE UNIVERSITY

Milwaukee, WI

To support the Institute for the Transformation
of Learning..... 50,000

To support a feasibility study..... 50,000

2011 Grants Awarded



MARQUETTE UNIVERSITY HIGH SCHOOL

Milwaukee, WI

To support participation in the Milwaukee Parental Choice Program 20,000



MENOMONEE VALLEY PARTNERS

Milwaukee, WI

To support general operations 20,000



MESSMER CATHOLIC SCHOOLS

Milwaukee, WI

To support student transportation assistance, financial aid and technology updates..... 215,000

To support a capital project 150,000



MILWAUKEE ART MUSEUM

Milwaukee, WI

To support the *Impressionism: Masterworks on Paper* exhibition..... 300,000

To support general operations 100,000



MILWAUKEE BALLET COMPANY

Milwaukee, WI

To support general operations 100,000



MILWAUKEE CHAMBER THEATRE

Milwaukee, WI

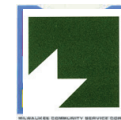
To support general operations 18,000



MILWAUKEE COLLEGE PREPARATORY SCHOOL

Milwaukee, WI

To support expansion 145,000



MILWAUKEE DEVELOPMENT CORPORATION

Milwaukee, WI

To support a regional economic development initiative..... 100,000



MILWAUKEE PUBLIC LIBRARY FOUNDATION

Milwaukee, WI

To support general operations 70,000



MILWAUKEE PUBLIC MUSEUM

Milwaukee, WI

To support general operations 150,000



MILWAUKEE REPERTORY THEATER

Milwaukee, WI

To support general operations 110,000



MILWAUKEE SYMPHONY ORCHESTRA

Milwaukee, WI

To support general operations 510,000



MILWAUKEE WATER COUNCIL

Milwaukee, WI

To support general operations 65,000



MILWAUKEE YOUTH ARTS CENTER

Milwaukee, WI

To support general operations 40,000



MILWAUKEE YOUTH SYMPHONY ORCHESTRA

Milwaukee, WI

To support general operations 15,000



MINORITY CHRISTIAN COACHES ASSOCIATION

Milwaukee, WI

To support general operations 30,000



NATIVITY JESUIT MIDDLE SCHOOL

Milwaukee, WI

To support general operations 10,000

NEU-LIFE COMMUNITY RESOURCE CENTER

Milwaukee, WI

To support general operations 55,000



NEW BEGINNINGS ARE POSSIBLE

Milwaukee, WI

To support general operations 20,000

NEW CREATURES IN CHRIST OUTREACH MINISTRY

Milwaukee, WI

To support general operations 17,500

NEW THREADS OF HOPE

Milwaukee, WI

To support general operations 20,000

To support capital expenses 18,500



NEXT ACT THEATRE

Milwaukee, WI

To support general operations 15,000

NIA IMANI FAMILY

Milwaukee, WI

To support general operations 25,000



NOTRE DAME MIDDLE SCHOOL

Milwaukee, WI

To support the after-school program 10,000

2011 Grants Awarded



PARTNERS ADVANCING VALUES IN EDUCATION

Milwaukee, WI

To support scholarship and capacity-building programs 300,000



PETTIT NATIONAL ICE CENTER

Milwaukee, WI

To support general operations 160,000



PIANO ARTS OF WISCONSIN

Milwaukee, WI

To support the North American Biennial
Piano Competition 10,000



REBUILDING TOGETHER GREATER MILWAUKEE

Milwaukee, WI

To support general operations 15,000



RISEN SAVIOR EVANGELICAL LUTHERAN CHURCH AND SCHOOL

Milwaukee, WI

To support community outreach 60,000



ROCKETSHIP EDUCATION

Milwaukee, WI

To support expansion to Milwaukee 375,000



RUNNING REBELS COMMUNITY ORGANIZATION

Milwaukee, WI

To support general operations 75,000

SAFE & SOUND

Milwaukee, WI

To support general operations 50,000



SAINT JOAN ANTIDA SCHOOL

Milwaukee, WI

To support general operations 40,000



SAINT JOHN'S NORTHWESTERN MILITARY ACADEMY

Delafield, WI

To support the Milwaukee Scholars Program 20,000



SAINT MARCUS LUTHERAN SCHOOL

Milwaukee, WI

To support outreach 50,000



SAINT THOMAS MORE HIGH SCHOOL

Milwaukee, WI

To support the scholarship program..... 20,000



SCHOOLS THAT CAN-MILWAUKEE

Milwaukee, WI

To support general operations..... 90,000



SALVATION ARMY OF GREATER MILWAUKEE

Milwaukee, WI

To support community outreach programs..... 20,000



SERENITY INNS

Milwaukee, WI

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



SAND COUNTY FOUNDATION

Monona, WI

To support the Bradley Fund for the Environment 575,000



SKYLIGHT MUSIC THEATRE

Milwaukee, WI

To support general operations..... 65,000



SCHOOL CHOICE WISCONSIN

Milwaukee, WI

To support general operations..... 300,000



SOAR OF RACINE

Racine, WI

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



SCHOOL SISTERS OF SAINT FRANCIS

Milwaukee, WI

To support Layton Boulevard West Neighbors 20,000



STARS AND STRIPES HONOR FLIGHT

Port Washington, WI

To support general operations..... 20,000

2011 Grants Awarded



TEACH FOR AMERICA

New York, NY

To support the Milwaukee program..... 40,000



TEEN CHALLENGE OF WISCONSIN

Milwaukee, WI

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

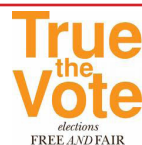
To support renovation of the garden center..... 25,000



THREE HARBORS COUNCIL BOY SCOUTS OF AMERICA

Milwaukee, WI

To support general operations..... 55,000



TRUE THE VOTE

Houston, TX

To support program activities..... 35,000

UEC/MVP PROJECT

Milwaukee, WI

To support the capital campaign..... 150,000



UNIVERSITY OF WISCONSIN-MADISON

Madison, WI

To support the Wisconsin Center for the Study of Liberal Democracy..... 84,000

To support a research and publication project on the ratification of the Constitution and Bill of Rights..... 30,000

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

To support a series of week-long seminars for teachers..... 27,500



UNIVERSITY OF WISCONSIN-MILWAUKEE

Milwaukee, WI

To support the Bradley Distinguished Lecture Series..... 40,000

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



URBAN ECOLOGY CENTER

Milwaukee, WI

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



UWM RESEARCH FOUNDATION

Milwaukee, WI

To support the Bradley Catalyst Grant Program..... 200,000



WISCONSIN ACADEMIC DECATHLON

Verona, WI

To support general operations 10,000



WISCONSIN CONSERVATORY OF MUSIC

WISCONSIN CONSERVATORY OF MUSIC

Milwaukee, WI

To support general operations 60,000

To support capital improvements..... 15,000



WISCONSIN FORENSIC COACHES' ASSOCIATION

West Bend, WI

To support the state tournament and scholarship program 10,000



WISCONSIN INSTITUTE FOR LAW & LIBERTY

Milwaukee, WI

To support general operations 500,000



WISCONSIN LUTHERAN HIGH SCHOOL

Milwaukee, WI

To support student scholarships and school development 50,000



WISCONSIN POLICY RESEARCH INSTITUTE

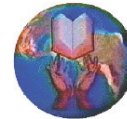
Hartland, WI

To support general operations 400,000

WMC FOUNDATION

Madison, WI

To support public education 500,000



WORD OF HOPE MINISTRIES

Milwaukee, WI

To support general operations 25,000



WORKS OF MERCY

Milwaukee, WI

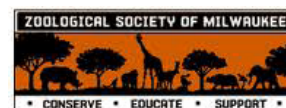
To support general operations 15,000



YESHIVA ELEMENTARY SCHOOL

Milwaukee, WI

To support general operations 30,000



ZOOLOGICAL SOCIETY OF MILWAUKEE COUNTY

Milwaukee, WI

To support general operations 70,000

GRAND TOTAL AWARDED

\$9,929,000

Grantmaking Policies

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.

Two steps are required in the application process. First, the applicant should prepare a brief letter of inquiry to the Grant Program, describing the applying organization and its intended project. If the Foundation determines the project to be within the current program interests as determined by its Board of Directors, the applicant will be invited to submit a formal proposal.

Second, if invited to submit a formal proposal, the applicant should submit another letter. It should include a more-thorough, yet still concise description of the project, its objectives and significance, and the qualifications of the groups and individuals involved in it. It should also include a project budget, the specific amount being sought from the Bradley Foundation, and a list of other sources of support, philanthropic or otherwise.

The applicant should submit a copy of the Internal Revenue Service letter confirming the applying entity's tax-exempt and public-support status under Sections 501(c)(3) and 509(a), respectively, of the Internal Revenue Code.

Should the Foundation's program staff find it necessary or desirable, it may arrange a meeting with the applicant after the receipt of a written proposal. After the staff comprehensively reviews proposals, the Board acts on them. All grantmaking authority rests with the Board.

The Board of Directors meets four times a year. To be considered, full proposals should be submitted by February 1, May 1, August 1, and November 1. In most cases, staff is able to complete its reviews of proposals in time for the next scheduled Board meeting. Occasionally, it is not, or Board consideration is deferred to a later meeting.

Because of the necessarily limited resources of the Foundation, many worthwhile projects cannot be supported, of course. 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 2012

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*