



**The Lynde and Harry  
BRADLEY FOUNDATION  
2012 Report to Wisconsin**





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David V. Uihlein, Jr., Vice Chairman

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Thomas L. Smallwood

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Terri L. Famer, Vice President for Administration & Assistant Secretary

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Yvonne Engel, Grants Administrator  
Diane M. Lask, Receptionist/Clerical Assistant  
Gazelle Arga, Office Assistant  
Dennis H. Grueneberg, Operations

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*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 2012, 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 **\$8.8** million for Milwaukee and Wisconsin in 2012 raised the Foundation’s in-state giving to approximately **\$320** million in the 28 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

May 31, 2013

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.



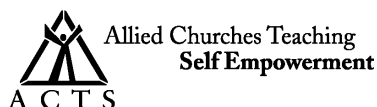
## 2012 Grants Awarded



### ABOVE THE CLOUDS

Milwaukee, WI

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



### ACTS COMMUNITY DEVELOPMENT CORPORATION

Milwaukee, WI

To support general operations ..... 85,000



### ALMA CENTER

Milwaukee, WI

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



### AMERICAN MAJORITY

Purcellville, VA

To support general operations of the  
Wisconsin Chapter ..... 155,000

Continued support of the Wisconsin Chapter ..... 50,000

To support Campus Majority in Wisconsin ..... 45,000

To support Media Trackers, Wisconsin chapter ..... 175,000

Continued support of Media Trackers,  
Wisconsin chapter ..... 40,000



### AMERICANS FOR PROSPERITY FOUNDATION

Arlington, VA

To support Wisconsin educational programs ..... 20,000

### ART CONSORTIUM

Milwaukee, WI

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



### ASSET BUILDERS OF AMERICA

Madison, WI

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



### 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



### BEYOND VISION

Milwaukee, WI

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



### BREWERS COMMUNITY FOUNDATION

Milwaukee, WI

To support the 2012 Student Achievers Program ..... 70,000





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



CARTHAGE COLLEGE

Kenosha, WI

To support the Western Heritage Program..... 40,000



CENTER FOR NEIGHBORHOOD ENTERPRISE

Washington, DC

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



CENTER FOR TEACHING ENTREPRENEURSHIP

Milwaukee, WI

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



CENTER FOR VETERANS ISSUES

Milwaukee, WI

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



CITY ON A HILL

Milwaukee, WI

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



CITY YEAR

Boston, MA

To support City Year Milwaukee..... 100,000



COMMUNITY WAREHOUSE

Milwaukee, WI

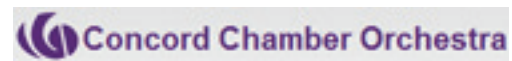
To support Milwaukee Working..... 100,000



COMPEL THEM TO COME

Milwaukee, WI

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



CONCORD CHAMBER ORCHESTRA

Milwaukee, WI

To support a Christmas concert at the Basilica..... 10,000



DISCOVERY WORLD AT PIER WISCONSIN

Milwaukee, WI

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

## 2012 Grants Awarded



### DIVINE SAVIOR HOLY ANGELS HIGH SCHOOL

Milwaukee, WI

To support participation in the Milwaukee Parental Choice Program ..... 25,000



### DONORS FORUM OF WISCONSIN

Milwaukee, WI

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



### EASTBROOK ACADEMY

Milwaukee, WI

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



### ECONOMICS WISCONSIN

Milwaukee, WI

To support education programming ..... 185,000



### EDUCATION ACTION GROUP FOUNDATION

Muskegon, MI

To support public education projects ..... 65,000

### ENGLISH LANGUAGE PARTNERS OF WISCONSIN

Milwaukee, WI

To support general operations ..... 30,000



### FAMILY HOUSE

Milwaukee, WI

To support general operations ..... 95,000



### FELLOWSHIP OF CHRISTIAN ATHLETES

Waukesha, WI

To support program activities ..... 30,000



### FIRST STAGE CHILDREN'S THEATER

Milwaukee, WI

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



### 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



### FRANKLIN CENTER FOR GOVERNMENT & PUBLIC INTEGRITY

Alexandria, VA

To support Wisconsin Reporter ..... 190,000



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 FOUNDATION

Milwaukee, WI

To support the Nonprofit Management Fund of  
Greater Milwaukee ..... 60,000



GREATSCHOOLS

Stanford, CA

To support GreatSchools Milwaukee ..... 10,000



HEALING CENTER

Milwaukee, WI

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



HEARTLOVE PLACE

Milwaukee, WI

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



HOLTON YOUTH & FAMILY CENTER

Milwaukee, WI

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



JOHN K. MACIVER INSTITUTE FOR PUBLIC POLICY

Madison, WI

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

To support special projects ..... 20,000



LAKELAND COLLEGE

Sheboygan, WI

To support the Economic Episodes in American History  
program ..... 50,000

LAYTON ART COLLECTION

Milwaukee, WI

To support the 125th Anniversary Project ..... 15,000



LUTHERAN URBAN MISSION INITIATIVE

Milwaukee, WI

To support program activities ..... 23,575

## 2012 Grants Awarded



### MARQUETTE UNIVERSITY HIGH SCHOOL

Milwaukee, WI

To support participation in the Milwaukee Parental Choice Program ..... 25,000



### MENOMONEE VALLEY PARTNERS

Milwaukee, WI

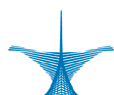
To support general operations ..... 15,000



### MESSMER CATHOLIC SCHOOLS

Milwaukee, WI

To support student transportation assistance, financial aid, and technology updates..... 200,000



MILWAUKEE ART MUSEUM

### MILWAUKEE ART MUSEUM

Milwaukee, WI

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



### MILWAUKEE BALLET COMPANY

Milwaukee, WI

To support general operations ..... 95,000



### MILWAUKEE CHAMBER THEATRE

Milwaukee, WI

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



### MILWAUKEE CHARTER SCHOOL ADVOCATES

Milwaukee, WI

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

Continued support of general operations..... 75,000



### MILWAUKEE COLLEGE PREPARATORY SCHOOL

Milwaukee, WI

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



### MILWAUKEE DEVELOPMENT CORPORATION

Milwaukee, WI

To support M-7 ..... 100,000



### MILWAUKEE PUBLIC LIBRARY FOUNDATION

Milwaukee, WI

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



### MILWAUKEE PUBLIC MUSEUM

Milwaukee, WI

To support general operations ..... 150,000



### MILWAUKEE REPERTORY THEATER

Milwaukee, WI

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



MILWAUKEE RESCUE MISSION

Milwaukee, WI

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



MILWAUKEE SYMPHONY ORCHESTRA

Milwaukee, WI

To support general operations ..... 325,000



MILWAUKEE WATER COUNCIL

Milwaukee, WI

To support general operations ..... 60,000

To support the Global Water Center ..... 90,000



MILWAUKEE YOUTH SYMPHONY ORCHESTRA

Milwaukee, WI

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



MINORITY CHRISTIAN COACHES ASSOCIATION

Milwaukee, WI

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



MOUNT CALVARY LUTHERAN CHURCH & SCHOOL

Milwaukee, WI

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



NEU-LIFE COMMUNITY RESOURCE CENTER

Milwaukee, WI

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



NEW BEGINNINGS ARE POSSIBLE

Milwaukee, WI

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

NEW CREATURES IN CHRIST OUTREACH MINISTRY

Milwaukee, WI

To support general operations ..... 30,000



NEW THREADS OF HOPE

Milwaukee, WI

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



NEXT ACT THEATRE

Milwaukee, WI

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

NIA IMANI FAMILY

Milwaukee, WI

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



NOTRE DAME MIDDLE SCHOOL

Milwaukee, WI

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

## 2012 Grants Awarded



### OPERATION DREAM

Milwaukee, WI

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



### ROCKETSHIP EDUCATION

Palo Alto, CA

To support expansion to Milwaukee ..... 250,000



### PARTNERS ADVANCING VALUES IN EDUCATION

Milwaukee, WI

To support scholarship and capacity-building programs ..... 250,000



### RUNNING REBELS COMMUNITY ORGANIZATION

Milwaukee, WI

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



### PETTIT NATIONAL ICE CENTER

Milwaukee, WI

To support general operations ..... 159,000



### SAFE & SOUND

Milwaukee, WI

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



### PIUS XI HIGH SCHOOL

Milwaukee, WI

To support participation in the Milwaukee Parental Choice Program ..... 25,000



### SAINT JOAN ANTIDA SCHOOL

Milwaukee, WI

To support participation in the Milwaukee Parental Choice Program ..... 25,000



### REBUILDING TOGETHER GREATER MILWAUKEE

Milwaukee, WI

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



### SAINT JOHN'S NORTHWESTERN MILITARY ACADEMY

Delafield, WI

To support the Milwaukee Scholars Program ..... 20,000



### RISEN SAVIOR EVANGELICAL LUTHERAN CHURCH AND SCHOOL

Milwaukee, WI

To support outreach ministries ..... 60,000



SAINT MARCUS LUTHERAN SCHOOL

Milwaukee, WI

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



SKYLIGHT MUSIC THEATRE

Milwaukee, WI

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



SAINT THOMAS MORE HIGH SCHOOL

Milwaukee, WI

To support the scholarship program..... 25,000



SOAR OF RACINE

Racine, WI

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



SALVATION ARMY OF GREATER MILWAUKEE

Wauwatosa, WI

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



TEACH FOR AMERICA

New York, NY

To support the Milwaukee program..... 75,000

Continued support of the Milwaukee program ..... 75,000



SAND COUNTY FOUNDATION

Monona, WI

To support the Bradley Fund for the Environment ..... 550,000



TEEN CHALLENGE OF WISCONSIN

Milwaukee, WI

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



SCHOOL CHOICE WISCONSIN

Milwaukee, WI

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



THREE HARBORS COUNCIL BOY SCOUTS OF AMERICA

Milwaukee, WI

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



SCHOOLS THAT CAN-MILWAUKEE

Milwaukee, WI

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



## 2012 Grants Awarded



### UNITED COMMUNITY CENTER

Milwaukee, WI

To support the Bruce-Guadalupe Community School..... 115,000



### UNITY IN MOTION

Milwaukee, WI

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



### UNIVERSITY OF WISCONSIN-MADISON

Madison, WI

To support the Center for the Study of the American  
Constitution ..... 20,000

To support a research and publication project on the ratification  
of the Constitution and Bill of Rights ..... 50,000

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..... 40,000



UNIVERSITY OF WISCONSIN  
**WHITEWATER**

### UNIVERSITY OF WISCONSIN-WHITEWATER

Whitewater, WI

To support the Purple Comet Math Meet.....9,425



### URBAN ECOLOGY CENTER

Milwaukee, WI

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



### UWM RESEARCH FOUNDATION

Milwaukee, WI

To support the Bradley Catalyst Grant Program..... 150,000



### VISION FORWARD

Milwaukee, WI

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



### WALNUT WAY CONSERVATION CORP.

Milwaukee, WI

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



### 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



WISCONSIN FORENSIC COACHES ASSOCIATION

Milwaukee, WI

To support the state tournament and scholarship program ..... 10,000



WISCONSIN INSTITUTE FOR LAW & LIBERTY

Milwaukee, WI

To support general operations ..... 250,000

Continued support of geeneral operations ..... 250,000



WISCONSIN LUTHERAN COLLEGE

Milwaukee, WI

To support Pathways to College ..... 90,000



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 ..... 375,000



WISCONSINEYE PUBLIC AFFAIRS NETWORK

Madison, WI

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



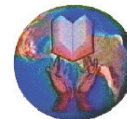
**WMC**  
FOUNDATION

WMC FOUNDATION

Madison, WI

To support public education ..... 100,000

To support a public education project ..... 100,000



WORD OF HOPE MINISTRIES

Milwaukee, WI

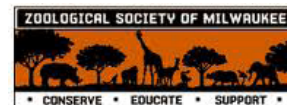
To support general operations ..... 25,000



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

\$8,870,000

## *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](http://www.bradleyfdn.org).

May 2013

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*