



The Lynde and Harry
BRADLEY FOUNDATION
2004 Annual Report

Twenty Years of Grantmaking, and More

In 1985, upon the sale of Milwaukee's successful Allen-Bradley Company, more than \$290 million was devoted to the establishment, as an independent institution, of The Lynde and Harry Bradley Foundation. This report marks the 20th year of grantmaking by that institution, which has since given away far in excess of that original endowment amount. During those 20 years, in fact, the Bradley Foundation has made grants in the aggregate amount of \$527,000,000.

Of all this, the Foundation is naturally quite proud.

Abetted now by 20 years of experience — with humane leadership, a growing reputation for effective strategic philanthropy, and a responsibly managed corpus — the Bradley Foundation is poised to continue effectuating its donors' intent throughout the rest of this new millennium and beyond. Looking forward to the future, as the entrepreneurial Bradley brothers most certainly would have done, the Foundation is mindful of the challenges and opportunities presented by its role among America's philanthropies.

And we are humbled by those challenges and opportunities.

For this, though, we are prepared. The Bradley Foundation is consciously seeking to lead by example — in its ongoing analyses of the general policy and cultural contexts within which it works, in its consideration of particular grantmaking options to further the donors' intent, and in its assessments of whether those options it pursues are actually attaining their goals and objectives. The Foundation, moreover, is also actively seeking to encourage and work with other funders that are pursuing many of the same goals and aims to which Lynde and Harry Bradley philanthropically dedicated the wealth generated by their company.

Board of Directors



Seated, left to right:

Michael W. Grebe, President & CEO
Thomas L. Rhodes, Chairman
Reed Coleman, Vice Chairman

Standing, left to right:

William L. Armstrong
Pierre S. du Pont
David V. Uihlein, Jr.
Brother Bob Smith
Thomas L. Smallwood
Terry Considine

Officers

Thomas L. Rhodes, Chairman

Reed Coleman, Vice Chairman

Michael W. Grebe, President & CEO

Thomas L. Smallwood, Secretary

Daniel P. Schmidt, Vice President for Program

Cynthia K. Friauf, Vice President for Finance, Treasurer & Assistant Secretary

R. Michael Lempke, Vice President for Investments

Terri L. Famer, Assistant Secretary

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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

William J. Bergeron, Librarian

Dionne M. Denham, Program Assistant

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R. Michael Lempke, Vice President for Investments

Michael W. Senske, Controller

Yvonne Engel, Program and Network Administrator

Administrative Staff

Terri L. Famer, Director of Administration

Ann M. Herbst, Human Resources Administrator

Gary J. Cavender, Operations

Dennis H. Grueneberg, Operations

Kimberly A. Tietyen, Office Assistant

Diane M. Lask, Receptionist/Clerical Assistant

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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 judgement 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, they could also begin again if they failed. The Bradleys, however, would not fail. Their business grew to become the 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 the 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. Their foundation will continue the Bradleys' interest in helping to improve the quality of life in the Milwaukee metropolitan area.

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 principles.

The Bradley brothers were 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.

The Foundation's Board, on occasion, undertakes to define and redefine its current program interests. At present, the Foundation aims to encourage projects that focus on cultivating a renewed, healthier, and more vigorous sense of citizenship among the American people, and among peoples of other nations, as well.

The free society so central to the convictions and success of the Bradley brothers rests upon and is intended to nurture a solid foundation of competent, self-governing citizens, who are understood to be fully capable of and personally responsible for making the major political, economic, and moral decisions that shape their own lives, and the lives of their children. Such decisions are made on the basis of common sense, received wisdom, traditional values, and everyday moral understandings, which are in turn nurtured and passed on to future generations by healthy families, churches, neighborhoods, voluntary associations, schools, and other value-generating "mediating structures."

This expansive understanding of citizenship is being challenged today, however, by contemporary forces and ideas that regard individuals more as passive and helpless victims of powerful external forces than as personally responsible, self-governing citizens, and that foster a deep skepticism about citizenly values and mediating structures. Consequently, authority and accountability tend to flow away from citizens toward centralized, bureaucratic, "service-providing" institutions that claim to be peculiarly equipped to cope with those external forces on behalf of their "clients." This systematic disenfranchisement of the citizen, and the consequent erosion of citizenly mediating structures, pose grave threats to the free society that the Bradley brothers cherished.

In light of these considerations, projects likely to be supported by the Foundation will generally share these assumptions:

- ✿ They will treat free men and women as genuinely self-governing, personally responsible citizens, not as victims or clients.
- ✿ They will aim to restore the intellectual and cultural legitimacy of citizenly common sense, the received wisdom of experience, everyday morality, and personal character, refurbishing their roles as reliable guideposts of everyday life.
- ✿ They will seek to reinvigorate and reempower the traditional, local institutions—families, schools, churches, and neighborhoods—that provide training in and room for the exercise of genuine citizenship, that pass on everyday morality to the next generation, and that cultivate personal character.
- ✿ They will encourage decentralization of power and accountability away from centralized, bureaucratic, national institutions back to the states, localities, and revitalized mediating structures where citizenship is more fully realized.

In addition to these thematic considerations, eligible projects will exhibit these features:

- They may address any arena of public life—economics, politics, culture, or civil society—where citizenship as here understood is an important issue. It is important to note that our view of citizenship is not primarily concerned with promoting civics education, voter awareness or turn-out, or similar activities narrowly focused on voting and elections.
- They may address the problem of citizenship at home or abroad, where the fall of many (and the perpetuation of some) totalitarian regimes has made this issue particularly urgent.
- In light of our emphasis on decentralization, and considering the Foundation's deep roots in Milwaukee and Wisconsin—areas with proud traditions of innovation and experimentation in democratic citizenship—community and state projects will be of particular interest to us. Such projects will aim to improve the life of the community through increasing cultural and educational opportunities, grass-roots economic development, and effective and humane social and health services, reflecting where possible the Foundation's focus on the resuscitation of citizenship.
- Projects may be actual demonstrations of the resuscitation of citizenship in the economic, political, cultural, or social realms; policy research and writing about approaches encouraging that resuscitation; academic research and writing that explore the intellectual roots of citizenship, its decline, and prospects for revival; and popular writing and media projects that illustrate for a broader public audience the themes of citizenship.

Much of the creative and energetic leadership essential for a renewal of citizenship will be supplied by gifted individuals, who must receive challenging and stimulating programs and instruction at all levels of their education. The Foundation supports programs that research the needs of gifted children and techniques of providing education for students with superior skills and/or intelligence. Research programs investigating how learning occurs in gifted children and demonstration programs of instruction are to be considered.

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 project 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.

*T*wo 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, and other sources of support. The applicant should complete the "Grantee Tax Exempt Status Information" form included with the Program Guidelines and submit 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, 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: December 1, March 1, June 1, September 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 2005

Proposals and inquiries should be sent to:

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Phone (414) 291-9915
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