



BRADLEY IMPACT BRIEF

SPRING 2021 ISSUE

BY THE NUMBERS

MEDIA DISTORTS COVID-19 & ELECTION LAW NEWS

*"So Far, 5,800 Fully
Vaccinated People Have
Caught COVID Anyway
in US, CDC Says"*

SOURCE: CNN, April 15, 2021

FACT: Occurrence is less than 0.008%

SOURCE: National Review,
April 19, 2021

*"Georgia G.O.P.
Passes Major Law to
Limit Voting Amid
Nationwide Push"*

SOURCE: The New York Times,
March 25, 2021

FACT:
SB2020 preserves and
expands ballot access.
Example: 134 of 159
counties will offer more
early voting hours.

SOURCE: The Heritage
Foundation, March 30, 2021

FROM THE DESK OF GABE CONGER

Dear Friends,

In "How to Be a Conservative," the late philosopher Sir Roger Scruton observed, "Conservatism starts from a sentiment that all mature people can readily share: the sentiment that good things are easily destroyed, but not easily created."

Not easily created. That's the challenge we face, and it's the one we must confront head on. I cannot abide the continued litany of descriptions of the challenges we face without accompanying solutions. Our Bradley Impact Fund community has unique opportunities to stand with and support amazing organizations restoring and protecting America's freedoms.

Inside this issue you'll find not just challenges but solutions: the Free Enterprise Project battling "woke" capitalism with conservative shareholder education and activism; Becket Fund for Religious Liberty winning a Supreme Court case that protects the free expression of faith; and the Foundation for Individual Rights in Education advancing free speech on campuses across the country with an innovative approach that can be expanded with further support.

And after more than a year of seeing our cities devastated, what opportunities exist to support small, agile community organizations? These institutions help form the backbone of a strong civil society just as small business is the backbone of free enterprise. Groups like Above the Clouds and God Touch Milwaukee are well suited to help people meet life's challenges with opportunities for them to move toward independence, self-reliance, financial stability, and a greater sense of community.

None of this is easy, as Scruton confirmed, but all of it is worthwhile. In an interview on page 4, Dennis Kuester, founding board chair of the Bradley Impact Fund, articulates the challenge and the solution: "We are losing the battle for freedom from within this country. The most effective way to fight this battle is to fund frontline warriors fighting every day through the organizations they lead."

Onward,

Gabe Conger
President, Bradley Impact Fund



“The left’s closing gambit on corporate America is nearly completed. If you had the chance to go back to the 1960s and stop the cultural Marxists from taking over all of higher education, I think you would do it. Well, that’s where we are with corporate America right now.”

— **JUSTIN DANHOF**
GENERAL COUNSEL,
NATIONAL CENTER FOR
PUBLIC POLICY RESEARCH
AND DIRECTOR OF THE
CENTER’S FREE ENTERPRISE
PROJECT

*As cited on www.dailycaller.com,
April 9, 2021*



Free Markets: ESG Corporate Proxy Voting Threatens Free Enterprise

The battle to protect America’s institutions extends beyond the polls to the corporate boardroom, and Justin Danhof, Director of the Free Enterprise Project (FEP) at the National Center for Public Policy Research, is leading the charge. It comes down to three letters: ESG or environmental, social and governance issues. Shareholder activist groups realize that large publicly-traded companies can make a cultural impact faster than legal or political processes in the United States. The policy-oriented resolutions they file, if passed by proxy vote, can force companies to be managed according to ESG priorities that frequently are unrelated to shareholders’ financial interests.

FEP is the only full-service shareholder activism and education program advocating for freedom and free enterprise. Under Justin’s leadership, FEP annually files more than 90% of all right-of-center shareholder resolutions. However, progressive organizations file more than 95% of all policy-oriented shareholder resolutions. To magnify the effect of FEP’s work, Justin has formed the Back to Neutral Coalition with leaders at the American Legislative Exchange Council, The Political Forum and other groups.

FEP and the Back to Neutral Coalition vigorously supported the Department of Labor’s 2020 Financial Factors in Selecting Plan Investments regulation, which in effect directs managers of investment accounts covered by the Employee Retirement Income Security Act of 1974 to remain focused on fiduciary responsibilities rather than ESG investment strategies.

FEP’s Investor Value Voter Guide 2020 details examples of ESG resolutions in specific proxies and provides guidance for proxy voting that upholds traditional American values. FEP is expanding this resource with a companion guide on director elections.

To download the Investor Value Voter Guide, look for the Free Enterprise Project at www.nationalcenter.org. See Justin’s overview of ESG threats to free enterprise in The Bradley Foundation’s *We The People* video series at www.bradleyfdn.org/we-the-people.



Constitutional Order: Protecting Free Exercise of All Faiths in America

The free exercise of all faiths is not only a Constitutional principle. It is fundamental to a civil society that cultivates individuals capable of self-governance. Religious institutions are known for building individual character and strengthening the bonds of local community. However, religious liberty comes under attack in America more frequently than might be imagined. The Becket Fund for Religious Liberty is a leading organization in the fight to protect religious liberty. The Impact Fund donor community supports organizations like Becket to uphold our Constitutional order and ensure freedom of religious expression is available to all American citizens.



Becket successfully ended Governor Andrew Cuomo's abrupt imposition of unfair restrictions inhibiting Orthodox Jews' ability to exercise their right to worship just before the onset of a trio of sacred Jewish holidays in 2020.

Becket is a non-profit, public-interest legal and educational institute with a mission to protect the free expression of all faiths. Becket supporters share a common vision of a world where religious freedom is respected as a fundamental human right that all are entitled to enjoy and exercise. The organization advances religious liberty in the courts of law, the court of public opinion, and in the academy, in America and abroad.

Late in 2020, Becket and Agudath Israel of America, an Orthodox Jewish advocacy organization, were successful in asking the Supreme Court to grant an injunction halting New York Governor Andrew Cuomo's 10- and 25-person caps on religious worship. Governor Cuomo openly singled out Jewish synagogues like Agudath Israel's for disfavored treatment, claiming that "because of their [Orthodox Jews'] religious practices, etc., we're seeing a spread [of COVID-19]" and threatened to "close the [Orthodox Jewish religious] institutions down." The Supreme Court found that the regulations violated the First Amendment by privileging secular activities over religious exercise.

SOURCE: <https://www.becketlaw.org/case/agudath-israel-america-v-cuomo/>

DONOR STORY

DENNIS KUESTER

IMPACT FUND DONOR, FORMER BOARD CHAIR OF THE LYNDE AND HARRY BRADLEY FOUNDATION, FOUNDING BOARD CHAIR OF THE BRADLEY IMPACT FUND



"We are losing the battle for freedom from within this country. The most effective way to fight this battle is to fund frontline warriors fighting every day through the organizations they lead. The Impact Fund helps donors target the best and most impactful organizations so they're able to make the biggest difference they can with their giving."

— DENNIS KUESTER
FOUNDING BOARD CHAIR OF THE
BRADLEY IMPACT FUND

The Bradley Impact Fund was launched in 2013 under the leadership of Dennis Kuester, The Bradley Foundation Board Chairman at the time. Dennis shares his thoughts on a growing community of donors coming into its own.

➤ **Q: What was the early vision for the Impact Fund and why was it so important to build this community of donors?**

The Board, for a number of years, had been looking for strategies to provide more funding for Bradley Foundation-supported organizations that advance American exceptionalism. We wanted to leverage the Bradley name and the very capable Foundation staff to point out where funding can have the most impact. Eventually we locked onto the idea of creating a donor-advised fund as the appropriate vehicle.

➤ **Q: You've been an Impact Fund donor since the beginning. What sets the Impact Fund apart from other giving opportunities?**

The Impact Fund offers all the advantages of a donor-advised fund—the ability to control the timing of contributions and the ease of distribution—plus the insights of the Foundation into organizations that are making the biggest impact. That knowledge and expertise is invaluable to our donor community. There is the education piece too. The Impact Fund does a great job of presenting events and other opportunities for donors to learn about grant recipient organizations and best practices in strategic philanthropy.



Q: The Impact Fund has seen tremendous growth in recent years. What's driving this growth, and what are some of the positive impacts beyond the measurable increase in support for American principles and freedoms?

The community is growing rapidly as people realize the battle for freedom is being lost internally, and we need to do something to turn the tide. A growing group of like-minded individuals that support organizations that advance traditional American concepts of freedom and community support can make a difference.

One of the most positive impacts I think has been the creation of this community. Getting like-minded individuals together is not the easiest thing to do. Hosting annual conferences and other events has been an important step to creating that sense of community. It's growing organically as people continue to gather and talk to each other and invite their family, friends, and colleagues to come to events and ultimately join them in preserving American liberties and values.

Q: What aspect of the Impact Fund are you most proud of?

While providing more funding to well-deserving organizations is important, the aspect of the Impact Fund I am most proud of is that we are supporting a growing community of patriots committed to protecting and restoring freedom and all that is embodied in American exceptionalism. We're fighting in the best way that we can, through our philanthropic support of organizations that are making a difference.

“ONE OF THE MOST POSITIVE IMPACTS HAS BEEN THE CREATION OF THIS COMMUNITY. IT'S GROWING ORGANICALLY AS PEOPLE GATHER AND TALK TO EACH OTHER AND INVITE THEIR FAMILY, FRIENDS, AND COLLEAGUES TO COME TO EVENTS AND JOIN THEM IN PRESERVING AMERICAN LIBERTIES AND VALUES.”

Civil Society: Local Organizations Provide a Safe Haven

Small, local organizations are the foundation of a strong civil society. The personal relationships they nurture and the trust they build are essential in helping people navigate obstacles in their lives. Two Milwaukee organizations helping people meet the myriad challenges of an ongoing pandemic exemplify the importance of local institutions. Groups like Above the Clouds and God Touch Milwaukee are offering opportunities to connect which maintain a sense of community, purpose, and belonging that people in Milwaukee count on.



ABOVE THE CLOUDS: **NOT AN ORDINARY ARTS PROGRAM**

For nearly 20 years, Above the Clouds (ATC) has offered movement and creative arts classes, free of charge, to children in Milwaukee who would not otherwise be exposed to or have opportunities to participate in the arts. Founders Linda Wade and Barbara Melsheimer have successfully created a safe and loving atmosphere where children ages 5 through 17 can express themselves through drama, dance, martial arts, stepping, music and many more forms of art while learning about biblical principles. Their passion for sharing the arts has given their students confidence, purpose, and community. Many of their former students are now in college, and several have returned to ATC as instructors.

As the pandemic progressed, ATC began to offer socially distanced on-site and virtual programs, as well as virtual exercise classes for the community at large, through its own entrepreneurial venture, Moving Forward Milwaukee. This

year, ATC has resumed a full schedule with reduced class sizes to keep students and families safe and engaged in the arts. Recently, ATC became a Milwaukee Ballet resident community partner. Its advanced ballet students now attend a free, weekly class with the Milwaukee Ballet in addition to their ATC classes.

“Children may be shy at first, but they become more confident, determined. They’re focused on what they want to do.”

— LINDA WADE
PRESIDENT &
CO-FOUNDER,
ABOVE THE CLOUDS



GOD TOUCH MILWAUKEE: A PLACE OF RESTORATION FOR MEN

Pastor Marty Calderon continually finds ways to embrace struggling people in Milwaukee with dignity, respect, and strong faith. His current effort, God Touch Milwaukee, is a six- to twelve-month residential program for men coming off the streets or out of the prison system. At God Touch Milwaukee, residents are shown acceptance and love and given hope through faith-based teaching, mentoring, and hands-on practical opportunities such as employment and life skills. Strong faith is essential for the residents to turn their lives around.

God Touch Milwaukee is committed to remaining 100% donor supported. Free of restrictions that come with government funds, Marty and his team are able to serve people with different backgrounds and different struggles together. The close bonds that are formed help every resident to find solutions to his personal challenges. “It’s a gift from God to me to reach the lost, to build relationships, to build trust,” says Marty.

Marty excels at bringing people together in a spirit of peace. Nearly 20 years ago, he brokered a lasting truce between rival south side Milwaukee gangs, effectively reducing violence and saving lives. The Impact Fund joins The Bradley Foundation’s long-term support of Marty’s local leadership.



“We’ll discuss where they’re at spiritually, physically, if they have a job, if they’re prepared to leave here, if they’re strong enough to not go back to using drugs or alcohol, and most of all if they have a true, genuine relationship with Christ. At that point I know we’ve done what we needed to do here.”

— **MARTY CALDERON**
FOUNDER AND EXECUTIVE
DIRECTOR, GOD TOUCH
MILWAUKEE

Informed Citizens: Protecting Freedom in a Cancel Culture

The Cultural Marxism that took root on college campuses in the latter part of the 20th century caused and continues to advance cancel culture in American society today. Threats to freedom of thought, free speech, and the free expression of ideas that emerged from academia are now stronger than ever in higher education, underscoring the continuing importance of colleges and universities in this battle. Several Bradley Impact Fund grant recipients have put innovative strategies in place to support faculty and students that are fighting back against cancel culture and critical race theory.



FOUNDATION FOR INDIVIDUAL RIGHTS IN EDUCATION (FIRE): **ILLUMINATING THE LACK OF FREE SPEECH WITH DATA**

FIRE's mission is to defend and sustain the individual rights of students and faculty members at America's colleges and universities, including freedom of speech, freedom of association, due process, legal equality, religious liberty, and sanctity of conscience. FIRE reaches millions on and off campus through education, outreach, and college reform efforts. The organization brings about favorable resolutions for individuals facing rights violations and for the millions of other students affected by the culture of censorship. FIRE works across the nation and in all forms of media to empower campus activists, reform restrictive policies, and inform the public about the status of rights on campus.

In 2020 FIRE released its first-ever College Free Speech Rankings, a comparison of the student experiences of free speech at 55 of America's largest and most prestigious colleges and universities. By illuminating campus climates through the largest free speech survey of college students ever performed, FIRE's data helps support policy change in higher education institutions nationwide. If you are interested in supporting FIRE's College Free Speech survey at a college or university important to you, please contact the Impact Fund today.

FIRE'S COLLEGE FREE SPEECH RANKINGS ARE BASED ON A VARIETY OF FACTORS INCLUDING OPENNESS, TOLERANCE, SELF-EXPRESSION, ADMINISTRATIVE SUPPORT FOR FREE SPEECH, AND CAMPUS POLICIES. THE REPORT IS AVAILABLE AT [THEFIRE.ORG](https://thefire.org).



NATIONAL
ASSOCIATION
of SCHOLARS

NATIONAL ASSOCIATION OF SCHOLARS:
**FIGHTING FOR ACADEMIC FREEDOM
AND HISTORICAL ACCURACY**

NATIONAL ASSOCIATION OF SCHOLARS PRESIDENT PETER WOOD DISCUSSES WHY IT IS ESSENTIAL TO RESPOND TO HISTORICAL INACCURACIES LIKE THOSE IN THE 1619 PROJECT IN THE LATEST BRADLEY FOUNDATION WE THE PEOPLE VIDEO AT [BRADLEYFDN.ORG](https://bradleyfdn.org).



The National Association of Scholars (NAS) seeks to reform higher education through individual advocacy, research reports, and public advocacy. It upholds the standards of a liberal arts education that fosters intellectual freedom, searches for the truth, and promotes virtuous citizenship. The organization defends the academic freedom of faculty members and students; investigates issues affecting academic freedom, the integrity, purpose, and neutrality of the university and publishes its findings as in-depth reports; and educates the public about policies and legislation that would preserve the liberal arts and protect academic freedom.

In 2017, the National Association of Scholars brought worldwide attention to the existence on campuses of China-Funded Confucius Institutes, a powerful, deliberately hidden network influencing

American higher education. After exhaustive research, NAS determined that since 2004, the Chinese government has planted the Confucius Institutes on more than 100 campuses in the United States. These Institutes avoid Chinese political history and human rights abuses, portray Taiwan and Tibet as undisputed territories of China, and educate American students to know only the regime's official history.

NAS resistance led to regulations under the Trump administration requiring American universities to disclose foreign ties and funding that have since been revoked by the Biden administration. However, NAS supported joint letters by the U.S. Departments of Education and State urging American education leaders to resume investigating the potential dangers of Confucius Institutes at their schools.



Insights from the Impact Fund

JESSICA DEAN, SENIOR VICE PRESIDENT

This summer, I will turn 50. I've spent the last few months auditing my life - what have I done (mother, wife, career-check check check!), what do I still want to do (travel, ride horses, maybe a vacation house) and what do I need to do (pay for college, mortgage, retirement). I have goals and responsibilities and need a budget and plan to accomplish those. My husband and I enlisted an advisor because, after making rookie mistakes in our 20s, we realized we needed an expert to guide us.

Most Impact Fund donors we work with have philanthropic goals. They've come to the Bradley Impact Fund for help to achieve those goals. Our mission as philanthropic advisors is to help them maximize their resources to do so. We call this strategic philanthropy.

There are many benefits to strategic philanthropy and enlisting a partner to plan. A philanthropic advisor who knows your goals and the charitable landscape can help you and your family set reasonable expectations. For example, many of our donors want to give to their

alma mater in a way that aligns with their principles, like the advancement of free markets. The Impact Fund can help identify a professor or program that teaches free market economics, thereby allowing them to fund an alma mater *and* align with their values.

"There are many good charities, but fewer GREAT ones. Wouldn't it be nice to have a neutral, knowledgeable third party to ask which groups are great?"

— JESSICA DEAN
SENIOR VICE PRESIDENT,
BRADLEY IMPACT FUND

A philanthropic advisor can help you focus on organizations doing the best work. There are many good charities, but fewer GREAT ones. If your mailbox is anything like mine, it's filled daily with letters asking for contributions. Wouldn't it be nice to have a knowledgeable third-party to ask about which groups are great? Often, the great groups might not even be on your radar, but if we

know you have an interest in, say, election integrity, we can connect you to groups that may be of interest. That way you can quietly check them out and decide if they are a good fit.

There is another benefit of the Bradley Impact Fund: privacy. Not only can we help cut through marketing and fundraising pitches, but we can also provide a layer of privacy, which in a time of heightened scrutiny is



“WE OFFER PHILANTHROPIC
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AND SHARES YOUR PRINCIPLES.”

becoming more necessary for donors who prefer to control who knows what about their giving.

Strategic philanthropy ensures the donor’s intent will always be followed during their lifetime as well as when they are gone. We all know stories about philanthropy gone awry, from big foundations like the Ford Foundation to donors who assumed younger generations held similar values, only to have them give to causes that were at odds with the donor’s beliefs. Working with a philanthropic advisor is like “philanthropy on rails” — your money will always stay on the track to causes you believe in.

At the Bradley Impact Fund, we offer philanthropic advice and planning so you can achieve your goals, ensure your intent is followed, and do more than you can do without an advisor who knows you and shares your principles. Add to that our competitive fees, customized investment options, best-in-class service, and you’d have to wonder — who wouldn’t want to utilize this opportunity?

My husband and I realized we’d be a lot better off in the long run if we hired a financial advisor who knows our goals, budget, and personalities. We found an advisor who understands us and keeps us focused on the long game. Through the Bradley Impact Fund, you can make the best of your philanthropy, too.



JESSICA F. DEAN
SENIOR VICE PRESIDENT,
BRADLEY IMPACT FUND

Let’s talk about the impact you would like to make with your giving. Give us a call at 414.291.2500 to start your strategic philanthropy with the Impact Fund today.



Finding the Right Fit

Roll over to a Donor-Advised Fund that Shares Your Principles

Donor intent is under attack. Cancel culture now spreads to even donor-advised funds (DAFs). In our polarized political climate, national and commercial DAF providers have started limiting donors' grant recommendations by stalling grants and, with greater frequency, rejecting requests to conservative organizations outright. One commercial DAF sponsor has gone as far as having a policy of prohibiting grants to think tanks.

This changing DAF landscape begs the question, "Which one of the organizations I support will be next?"

If you find yourself in this situation, consider rolling over your DAF to a provider like the Bradley Impact

Fund that shares your values and principles. Your DAF can be more than just a giving vehicle. Your DAF provider can be a partner that supports you in making thoughtful, well-informed decisions to protect your donor intent and maximize your philanthropic impact. As Bradley Impact Fund Senior Vice President Jessica Dean notes in this issue, there are real advantages to finding and working with a true partner in strategic philanthropy.

The rollover process is straightforward: Open an account with a new DAF provider of your choosing and request a grant from your current DAF provider to the new provider. You have options for the grant rollover amount, or you may prefer to roll over all the funds and close the existing account.

If your current DAF provider is not meeting your advising needs, or worse, delaying or rejecting grants to conservative organizations, please give us a call. We have worked with many donors who have commercial DAFs to roll over their virtual accounts, and we would welcome a conversation with you about how best to protect your donor intent.

THE BRADLEY IMPACT FUND MISSION IS TO SERVE AS PHILANTHROPIC ADVISORS WHO EDUCATE, EMPOWER, AND INSPIRE DONORS TO ADVANCE OUR COMMON PRINCIPLES THROUGH HIGH-IMPACT GIVING AND THE PROTECTION OF DONOR INTENT.

Bradley Impact Fund

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SAVE THE DATE

12TH ANNUAL BRADLEY IMPACT CONFERENCE

September 30 &
October 1, 2021
Lake Geneva, WI