



BRADLEY IMPACT BRIEF

WINTER 2021 ISSUE



BY THE NUMBERS

Members joined
in record numbers...

+44%

Increase in
New Accounts

...and Giving Soared

\$21.7M

2020 grants made

See more about
2020 Bradley Impact
Fund performance
on page 2.

FROM THE DESK OF GABE CONGER

Dear Friends,

Where do we go from here?

More than anything else, this is the question I've heard most often over the past month. I believe in the maxim that politics is downstream of culture. But what is culture downstream from? Education. Or more accurately in the way we often discuss it: Informed Citizens.

And it is impossible to know where we're going until we understand from where we come: who we are as Americans, as a country founded on the idea that all men are created equal, that they are endowed by their Creator with certain unalienable Rights.

This is the very essence of American exceptionalism. We have been unsuccessful at inculcating this idea in the hearts and minds of a generation of our citizens. **And continuing to take the same approach going forward will result in the same outcome: failure.**

In these pages we focus on leaders, organizations, and new projects that have different approaches to informing citizens and emphasize working collaboratively to maximize impact. Some of these efforts are led by younger Americans, and I think you will be excited to learn more about their ideas, creativity, and passion.

The members of the growing Bradley Impact Fund community make me hopeful. You made 2020 an incredibly purposeful year for philanthropy. You joined the Impact Fund in record numbers and set a new pace for contributing and charitable giving that was extraordinary. As you read By the Numbers, I hope you will feel as hopeful as I do about what is possible going forward. Our Impact Fund team will always be proud to partner with you in this fundamental work.

Now, as Charles Mitchell, president and CEO of Commonwealth Foundation put it recently: "It is time to get to work, with moral clarity, mindfulness of history, and laser focus on the opportunities before us." Amen.

Onward,


Gabe Conger

President, Bradley Impact Fund

BY THE NUMBERS

BENDING THE CURVE IN 2020

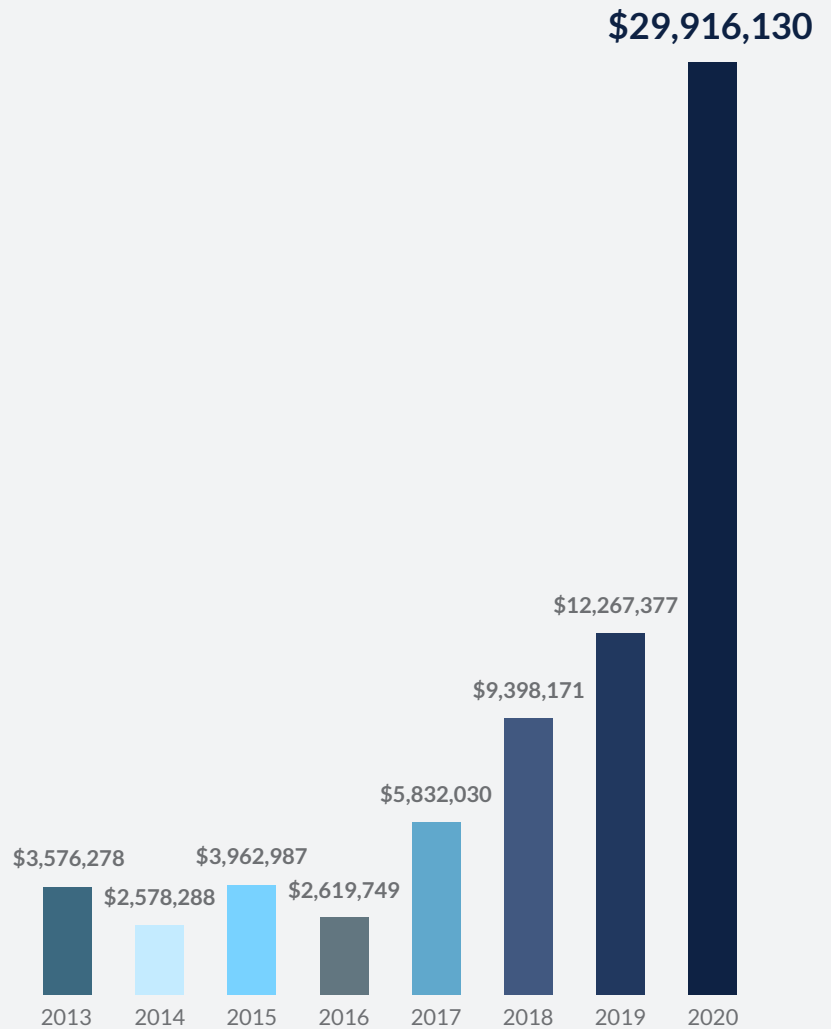
"It's hard to give money away well to invest to make our society better. The way to approach it is to band with other like-minded people—and people with different ideas that you can learn from, and then make your informed decision."

— **ART POPE**
DIRECTOR,
BRADLEY IMPACT FUND

"We live in the greatest country in the world and should stand up for it despite its flaws. We are thrilled to team up with the Bradley Impact Fund to support causes Liz and I truly believe in."

— **TIM REILAND**
BRADLEY IMPACT FUND
MEMBER

Surge in Annual Contributions



Total Giving
2013–2020: \$70,151,009.54

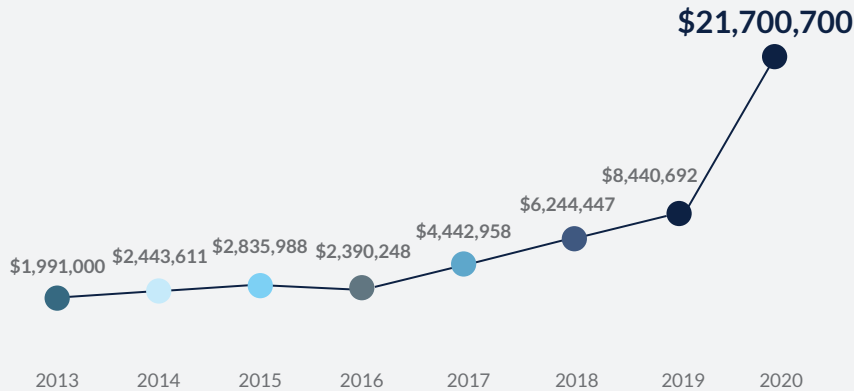
\$70M+
TOTAL GIVING
since 2013

+142%
Funds available for
charitable investments

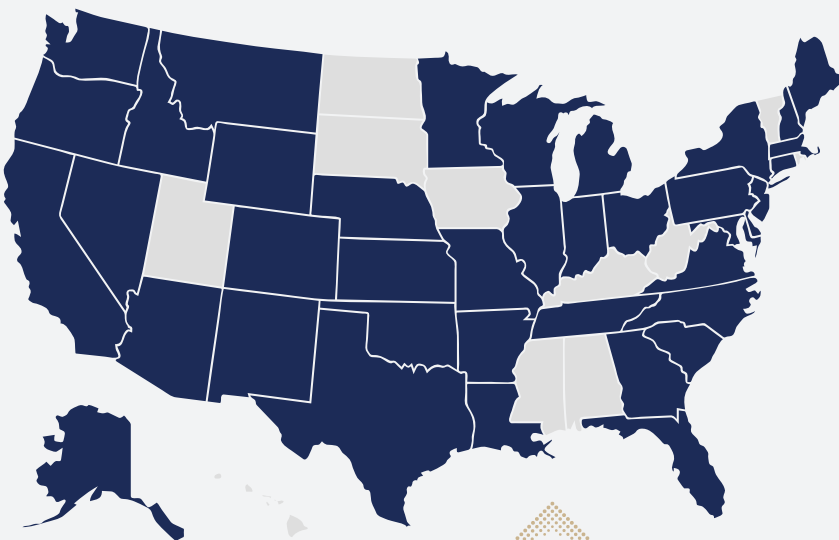
189%
2020 payout rate



Total Disbursements from Bradley Impact Fund Accounts



Total Disbursements
2013-2020: \$50,409,643



A NETWORK
OF DONORS
IN 39 STATES

“The Impact Fund’s promotion of the vital link between the arts, free expression of ideas, and civic engagement is what led John and I to join this community. I’m pleased to add my voice to the conversation on preserving the freedoms of this country.”

— **KATHRYN MURPHY BURKE**
DIRECTOR,
BRADLEY IMPACT FUND

**SAVE
THE DATE**

**11TH ANNUAL
BRADLEY IMPACT
CONFERENCE**

Lake Geneva, WI





“Families are figuring out schools are not there for them [during the pandemic]... There’s no reason to have the money not following the child. That’s the difference with K-12 education – the norm in preK and higher ed is the money already follows the student.”

– **COREY DeANGELIS**
EXECUTIVE DIRECTOR,
Educational Freedom Institute, and
DIRECTOR OF SCHOOL CHOICE,
Reason Foundation



The Future is Now: Corey A. DeAngelis

As one of the leading authorities on school choice in America, Corey DeAngelis has been a frequent panelist at Impact Fund events, most recently the 2020 Bradley Impact Fund Conference. He has authored many of the longitudinal research studies on the effect of school choice programs on non-academic outcomes such as criminal activity, character skills, mental health, and political participation, providing the data needed to inform education policy debate and change. Corey has built an influential presence on the social media he uses to engage the public on educational freedom and dispel myths about school choice. Corey was named a 2021 Forbes 30 Under 30 – Education. His high school experience at a magnet school in San Antonio, Texas sparked his interest in school choice.

As executive director of the Educational Freedom Institute (EFI), Corey is at the forefront of EFI’s mission to research, document, and report the benefits that school choice provides to students, families, and communities. He is a leading advocate of education funding that follows the student rather than the school. The COVID-19 pandemic has caused many to reconsider the structure of K-12 education funding, and EFI is leveraging this opportunity by providing resources to families that make the case for funding students directly rather than institutions. EFI also regularly advises legislators on policies that will help expand educational freedom through school choice initiatives.





Grant Recipient Spotlight: INSTITUTE FOR REFORMING GOVERNMENT

The Institute for Reforming Government (IRG) seeks to simplify government at every level by offering policy solutions to thought leaders in American government in the areas of tax reform, government inefficiency, and burdensome regulations. IRG works as a conduit among several statewide, regional, and national organizations to put forward legislative reform.

Since its launch in 2017 with a Bradley Foundation seed grant, Madison-based IRG has published studies evaluating the socioeconomic impact of policy reforms of the last decade, including Act 10, healthcare reform, and workforce development. CJ Szafer, formerly Executive Vice President at Wisconsin Institute for Law & Liberty (WILL), took the helm of IRG in June 2020 as president. He is joined by the Honorable Daniel Kelly, former Justice on the Supreme Court of Wisconsin, who, as Senior Fellow in Constitutional Governance, is leading IRG's efforts to increase accountability and oversight of Wisconsin state agencies.

IRG's research, policy summaries and proposals have already fueled dialogue on continued government reform. In 2021, look for IRG to create diverse coalitions of community leaders and educate them on the legislative process. IRG will also engage think tanks, business leaders and donors as it organizes meetings statewide to discuss policy reform.

IRG IS BUILDING COALITIONS
TO PUT FORWARD THE NEXT
WAVE OF FREE MARKET,
LIMITED GOVERNMENT,
AND EDUCATION REFORM
POLICIES IN WISCONSIN.

Learn more at
www.reforminggovernment.org.



INSTITUTE FOR
REFORMING GOVERNMENT

Special Focus: Cultivating Informed Citizens

The sheer volume of information in today's digital age can distract all of us. Unfortunately, the time spent consuming information doesn't always translate into being well informed. Bradley Impact Fund grant recipients are rising above the information clutter to communicate American principles and values in ways that enrich public dialogue and cultivate informed citizens. Though they have very different approaches—schoolhouse learning versus social media narrative—they both share stories of American exceptionalism and a goal to help American citizens respond with strength, whatever lies ahead.

KITE ⚡ KEY

KITE & KEY: CREATING COMPELLING SOCIAL MEDIA CONTENT

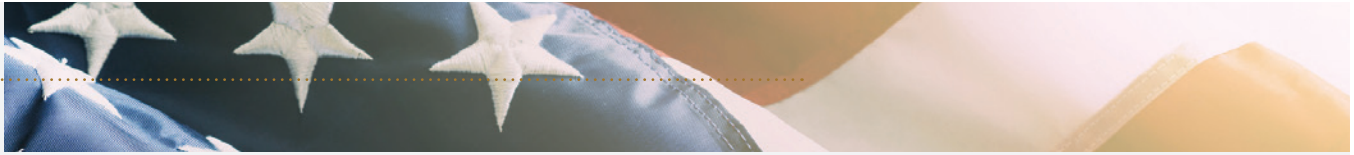
Kite & Key is a dynamic new digital media organization dedicated to creating and distributing factual content that counters the dissemination of false and misleading information masquerading as the truth. Kite & Key was launched by Vanessa Mendoza, former Executive Vice President for Policy Research at the Manhattan Institute, and Troy Senik, former Manhattan Institute Vice President for Policy and Programs. Kite & Key aims to catalyze public dialogue on critical issues facing America and the world, wholly through social media videos. Their team of researchers investigates work being done by leading think tanks, authors, investigative journalists and academic researchers, and strives to provide context, all in the short video format that more and more is becoming the way society exchanges ideas, learns and persuades. It's all about communication. As its Facebook page notes, Kite & Key is translating the world's best research into the world's most accessible videos.

You can follow Kite & Key as they prepare to unveil videos such as *The Clean Energy Paradox*; *The Day Money Gets Outlawed*; and *Why Everyone's Wrong About Homelessness – and Everyone's Right*, you can follow by subscribing at www.kiteandkeymedia.com.

78% OF PEOPLE WATCH ONLINE VIDEOS EVERY WEEK. **55%** VIEW ONLINE VIDEOS EVERY DAY.

YOUTUBE HAS MORE VIEWERS AMONG 18-TO-49 YEAR-OLDS THAN ANY U.S. CABLE NETWORK.

Sources: HubSpot, YouTube

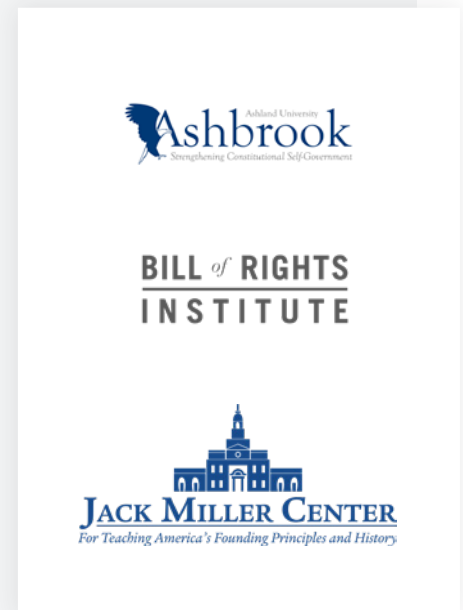


AMERICAN CIVICS AND HISTORY INITIATIVE: A COLLABORATION OF THE JACK MILLER CENTER, THE ASHBROOK CENTER AND THE BILL OF RIGHTS INSTITUTE

The American Civics and History Initiative is providing secondary school teachers of American history, civics, and social studies with the knowledge and content necessary to be highly effective in teaching America’s founding principles and history. It is an ambitious collaboration among the Ashbrook Center, the Bill of Rights Institute, and the Jack Miller Center, three of America’s leading civic education organizations. The Initiative seeks to cultivate generations of informed, patriotic citizens by educating middle and high school teachers in the history and principles of America. It is built around three key points:

- That the mission statement of the United States is set forth in the second paragraph of the **Declaration of Independence**: “that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness,” with the emphasis on the freedom and responsibilities of the individual;
- That the **Constitution** is the strategic plan for the achievement of that mission; and,
- That **our history** as a country is really a history of the journey of effort, failure, and progress toward that mission.

Over the next two years, the Initiative will conduct 174 webinars, five-day institutes and day-long seminars for teachers in Florida, with a goal of reaching 6,800 secondary school educators who teach 680,000 students each year. The Bradley Impact Fund is providing resources and tools to support this collaboration, which has established an Impact Fund donor-advised account. To donate directly to the American Civics and History Initiative, **visit bradleyimpactfund.org/achi**.



THE INITIATIVE AIMS TO EMPOWER EDUCATORS IN CULTIVATING GENERATIONS OF STUDENTS WHO UNDERSTAND THE PRINCIPLES AND HISTORY OF AMERICA AND HAVE THE HABITS OF THOUGHTFUL REFLECTION NECESSARY TO BE SELF-GOVERNING CITIZENS.

Impact Fund Welcomes Senior Philanthropic Advisor Sherry Street



“OVER THE LAST THREE DECADES, THE BRADLEY FOUNDATION HAS PROVEN THAT PRINCIPLED PHILANTHROPY IS A POWERFUL FORCE FOR GOOD. I AM HONORED TO CONTRIBUTE TO THE CONTINUATION OF THAT LEGACY THROUGH THE BRADLEY IMPACT FUND.”

— **SHERRY STREET**
SENIOR PHILANTHROPIC ADVISOR

Please join us in welcoming Sherry Street to the Bradley Impact Fund team. For 25 years, Sherry has united stakeholders to advance state public policy for school choice and broader free market reform. She was most recently Vice President of Policy Advancement at the American Legislative Exchange Council (ALEC), where she collaborated with state legislators to protect free enterprise and individual liberty. She also served as an external relations officer at the Illinois Policy Institute. Earlier in her career, Sherry worked with former Milwaukee Mayor John Norquist to expand the city’s school choice program to religious schools. She is working from the Bradley Impact Fund offices in Milwaukee and Washington, D.C.

“We are extremely pleased to have Sherry on board,” says Bradley Impact Fund Chairman Curt Culver. “She brings exceptional expertise and talent to our organization, and she will have a key role in meeting our growth goals. The Impact Fund donor community is stronger than ever in Wisconsin, and we continue to grow across the country as more Americans join us in protecting and strengthening Constitutional order, free markets, civil society, and the informed citizens that are so vital to the nation’s future. I am sure that as you come to know Sherry, you will see she is deeply committed to helping our community advance our common principles through high-impact giving and the protection of donor intent.”

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