



THE LYNDE & HARRY BRADLEY FOUNDATION

Strategic Plan 2023-2025

The Lynde and Harry Bradley Foundation Board of Directors has established the following strategic plan to guide and focus the Foundation's grantmaking activities over the next three years through 2025. Building on the work completed under the previous strategic plan, the Foundation will further focus its grantmaking in three key areas while remaining dedicated to the following vision, mission, and guiding principles.

VISION

Steadfastly adhering to the principles and example of its namesakes, Lynde and Harry Bradley, the Foundation envisions a nation invigorated by the principles and institutions that uphold our unalienable rights to life, liberty, and the pursuit of happiness.

MISSION

The Bradley Foundation's mission is to restore, strengthen, and protect the principles and institutions of American exceptionalism.



Lynde and Harry Bradley, early 20th century

GUIDING PRINCIPLES

The Bradley Foundation's guiding principles are as follows:

- Fidelity to the Constitution, with its principles of limited government, federalism, separation of powers, and individual liberties
- Commitment to free markets that allow for private enterprise, entrepreneurship, and voluntary exchange within the rule of law
- Commitment to the fundamental institutions of civil society that cultivate individuals capable of self-governance
- Dedication to the formation of informed and capable citizens

STRATEGIC PLAN OVERVIEW

This updated strategic plan identifies three key priorities that The Bradley Foundation will pursue in 2023–2025 along with core strategies to advance these key priorities. In keeping with its guiding principles, the Foundation will especially focus on the following issues:

- Expanding parental freedom in education
- Elevating free enterprise
- Protecting free speech



2022 Bradley Legal Fellows



2022 Bradley Prize recipients with The Bradley Foundation Board of Directors

LANDMARK GOAL

By the end of 2025, The Bradley Foundation will enhance American citizens' commitment to freedom and appreciation of the values and institutions of American exceptionalism at both the local and national level through its strategic grantmaking and other targeted efforts. The Foundation will help shape the broader debate and change public discourse in specific areas and on key issues where it can make a meaningful difference.

KEY GIVING PRIORITIES IN 2023-2025

1. Expand Parental Freedom in Education

The Foundation will focus its grantmaking to expand parents' opportunities and safeguard their rights to make the best educational choices for their children. The Foundation will identify and support organizations that

- Research and produce policies that promote parental choice
- Communicate with clarity and conviction about the benefits of parental choice
- Broaden and deepen efforts that support the development of parents as engaged participants in civic and social transformation
- Expand efforts to recruit, prepare, place, and support teachers and school leaders via both traditional and non-traditional talent pipelines
- Improve schools' capacities to meet increased demand for alternatives to conventional education that instill the virtues and habits necessary for independence and responsible citizenship

2. Elevate Free Enterprise

Free enterprise is vital for individual liberty, innovation, economic growth, a stable constitutional republic, and a robust civil society. The Foundation will identify and support organizations that

- Articulate a steadfast commitment to free enterprise by expanding the principled defense of it
- Formulate philosophical, pragmatic, and empirical arguments for free enterprise and entrepreneurialism to educate American citizens about their virtues
- Fight against Environmental, Social, and Governance (ESG) distortions that inhibit free enterprise
- Counter crony capitalism and the benefits some large corporations enjoy due to government policies that stifle competition
- Make limited government, fiscal responsibility, deficit reduction, and fair tax policies public priorities

3. Protect Free Speech

Free speech is essential to a free, open, and thriving society. The Foundation cherishes this fundamental right enshrined in the First Amendment and will identify and support organizations that

- Develop public interest legal strategies that defend the First Amendment and other Constitutional rights of citizens and groups
- Focus on specific threats to religious freedom and work to preserve a role for religion in the public square
- Advance campus cultures that safeguard free speech, academic freedom, and intellectual diversity
- Foster a culture of free speech among traditional and new media platforms
- Promote the teaching of American civics, history, and traditions



The Bradley Foundation office, Milwaukee, Wisconsin



Lobby at The Bradley Foundation

CORE STRATEGIES

- 1. Increase the impact and overall effectiveness** of the Foundation by coordinating and reinforcing the Foundation's grantmaking across both its four primary giving areas (constitutional order, free markets, informed citizens, and civil society) and its three key priorities (parental freedom, free enterprise, and free speech)
- 2. Increase understanding of the Foundation's mission** and priority giving areas and promote the work of its grantees through external relations efforts
- 3. Expand opportunities for grantees** to develop new resources through continued partnership with the Bradley Impact Fund



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