



NEW PROGRAMS/PARTNERS IN 2011

1. Partnership with Milwaukee Brewers

- Hosted “Brady All Stars” event - Keynote Speaker ex-Brewer great Larry Hise
- Contributed \$15,000 to All-Star Scholarship Fund
- Promotion on I-94 Electronic Sign, Field Signage & Program insert
- “Brady Family Night”, Discounted Tickets, and Suite Usage for Employee Recognition and Client Relations



2. Milwaukee Art Museum - “Summer of China”

- Brady is “Lead Education Sponsor”
- Once-in-a-lifetime exhibit touring three cities: Boston, New York and Milwaukee
- Connecting China and US employees with “Forbidden City Art Contest”
 - Students from 2 Brady China Hope Schools created art
 - Brady China employees selected four best pieces
 - Artwork displayed at MAM for general public
 - US employees will vote on top 4
 - China Hope School winners to be recognized following exhibit
- Brady employees receive free admission through June 2012



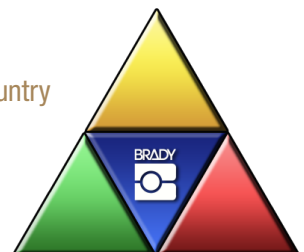
3. Brady Walk for Community

- 321 employees walked 1400 miles
- Raised \$57,000 for more than 50 organizations
- Allowed company to support employees’ passions outside of education (Brady Corp. Foundation Mission focus)
- Achieved 280% of goal for inaugural Walk for Community



4. Partnership with Good360 - “Goods for the Greater Good”

- “Growing the world’s largest online donation marketplace, where donations from top brands become goods for the greater good”
- Excess inventory program
 - Found home for excess respirator masks worth \$75K
 - Tax benefit
 - Nothing sent to landfill
 - Donated to 45 organizations distributed across the country
- Will partner for Gift-in-Kind online catalog in Fiscal 2012



GLOBAL GRANT PROPOSALS FOR 2011



AMERICAS: Formative Triangle

- **SHARP Literacy, Inc.**
- **\$150,000 over 3 years**
- **Grant Description:** Building confident and capable readers and writers in urban areas through visual arts.



AMERICAS: Skills Triangle

- **Helping Urban Girls in Engineering or HUGE**
- **Program located at St. Joan Antida's - the only all-girls urban High School in Wisconsin**
- **\$180,000 over 3 years**
- **Grant Description:** Addressing the shortage of women in engineering fields by encouraging urban girls in middle and high school to make it a career.



AMERICAS: Leadership Triangle

- **Milwaukee School of Engineering - MSOE**
- **\$180,000 over 3 years**
- **Grant Description:** Connecting students' leadership capacities to service in the community via project management course work.

Total of all Grants:

Year One Grant Total: \$345,000
3 Year Grant Total: \$1,045,000



AMERICAS: IHAD Support

- **IHAD Milwaukee**
- **\$90,000 over 3 years (42% from Formative, 8% from Skills and 50% from Leadership)**
- **Grant Description:** Supporting the Foundation's largest grantee with a resource who has proven herself as productive and effective as a Public Ally working with Clarke Street.



ASIA PACIFIC

SHAN SHUI

- **Shanshui**
- **\$70,000 for 1 year**
- **Grant Description:** Comprehensive water pollution prevention and awareness program in the Yellow, Yangtze, and Lancong river basins.



EUROPE: Skills Development Grant #1

- **Strahlemann**
- **\$165,000 over 3 years**
- **Grant Description:** Bridging the gap for young people between school and the workplace.



EUROPE: Skills Development Grant #2

- **Fairbridge**
- **\$60,000 over 3 years**
- **Grant Description:** Giving disadvantaged young people the motivation, self-confidence and skills they need to change their lives.