

BUILDING BRIDGES CAMPAIGN

FOR THE FUTURE OF WISCONSIN



Wisconsin shouldn't just be a state; it should be the essence of the American Dream, a place where aspirations turn into realities and where every voice matters.

Here, real solutions aren't created in an ivory tower. They are found in communities across every corner of the state.

**FOR THOSE WHO WANT A THRIVING WISCONSIN,
IRG IS WORKING FOR YOU:**

- Connecting people to policy
- Amplifying voices
- Solving kitchen table issues



INSTITUTE FOR
REFORMING GOVERNMENT



IMPACT OF BUILDING BRIDGES CAMPAIGN

Create winning coalitions in communities to pass bills (IRG Action only) that solve kitchen table issues, stop bureaucratic abuses on families and businesses, and grow the conservative movement.

By contributing to our "Building Bridges" campaign, you're not just supporting an organization; you're investing in the future of every Wisconsinite - from the Fox Valley to Wausau to the Northwoods to La Crosse to Beloit to southeastern Wisconsin. Each donation strengthens our ability to drive change and create a Wisconsin that's truly for its people.



BUILDING BRIDGES CAMPAIGN IN 2024

1. ENGAGE COMMUNITIES: FROM THE NORTHSIDE TO THE NORTHWOODS

WE WILL ENGAGE MARGINALIZED COMMUNITIES, FOSTERING COLLABORATION TO DESIGN FREE-MARKET, EDUCATION REFORM SOLUTIONS BY:

- Expanding our footprint to neglected regions like rural, small town Wisconsin and Milwaukee's diverse neighborhoods.
- Listening and learning to local businesses, teachers, school leaders, & more.
- Creating coalitions that break new ground for conservatives.
- Building trust by helping families with K-12 questions through a new IRG Hotline.

"Wisconsin's schools were falling farther and farther behind because we couldn't get reading right. I saw it firsthand. I am so grateful that IRG's work will get all students back on track, especially kids with special needs."

-Rebecca,
parent and educator,
Milwaukee County

2. SOLVE KITCHEN TABLE ISSUES

OUR COMMUNITY ENGAGEMENT EFFORTS CREATE STRONG, DIVERSE COALITIONS THAT CAN ADVANCE FREE MARKET, LIMITED GOVERNMENT POLICY SOLUTIONS, EVEN IN DIVIDED GOVERNMENT, IN ORDER TO:

- Improve educational outcomes in rural and urban schools.
- Strengthen families by addressing child care, child welfare, healthcare.
- Expand mental health access.
- Cut taxes for everyday families while building support for transformational reforms.
- Expand economic opportunities to underserved areas.

3. HELP WISCONSIN FAMILIES DEAL WITH OVERREACHING BUREAUCRACIES

IRG'S NATIONAL AWARD WINNING CENTER FOR INVESTIGATIVE OVERSIGHT IS PROVIDING A PLATFORM FOR WISCONSINITES TO FIGHT GOVERNMENT ABUSES BY:

- Investigating government agencies.
- Educating the public on the legislature's oversight powers.
- Stopping bureaucratic abuses on families and businesses.



5 YEAR PLAN

By 2028, establish permanent, durable infrastructure in every corner of Wisconsin: Northwoods, Milwaukee, Dane County, Fox Valley, Western / La Crosse, Southern / Beloit, and Central / Wausau.

INVEST IN IRG'S BUILDING BRIDGES CAMPAIGN

HELP US MEET OUR GOAL OF \$700,000 BY DECEMBER

INSTITUTE FOR REFORMING GOVERNMENT

*Gifts are tax deductible (501(c)(3))
2023 Budget: \$1.4 million

Focus: engaging communities, researching policies impacting kitchen-table issues, helping with oversight and conducting investigations on the executive branch.

IRG

[Reforminggovernment.org](https://reforminggovernment.org)

IRG ACTION FUND

Gifts are not tax deductible (501(c)(4))
2023 Budget: \$350,000

Focus: Advancing policy reforms in the capitol, grassroots advocacy, and local/state government change.

IRGaction.com

IRG ACTION
FUND



Gifts to IRG or IRG Action Fund, can be mailed to:
P.O. Box 180291, Delafield WI 53018

For questions, comments, or to make donations over the phone:
Contact CJ Szafir, CEO, 262-599-9789 or cj@reforminggovernment.org

2023 - 2024 SUPPORTER BENEFITS

- **Bronze Bridge Builder - \$1,000**
Friday insider's newsletter on happenings in Wisconsin government
Invitations to bi-monthly private webinars
- **Silver Bridge Builder - \$10,000**
Personalized updates from IRG CEO CJ Szafir
Recognition in our annual report if desired
Invitation to join the IRG Board's Policy Advisory Council
- **Gold Bridge Builder - \$20,000**
Private meetings with IRG's senior leadership
Invitations to exclusive meetings with stakeholders and policymakers
First access to findings of projects and policy campaigns
- **Platinum Bridge Builder - \$50,000**
Personalized report on campaign
Invitations to strategy sessions with IRG team and Board of Directors
- **Wisconsin Dreamer - \$100,000+**
Opportunity to attend listening sessions and meetings with stakeholders and community leaders
Named sponsorship of a specific program, if desired

Donations to IRG (501(c)(3)) are tax deductible. Visit reforminggovernment.org for more information.
Donations to IRG Action (501(c)(4)) are not tax deductible. Visit irgaction.com for more information.

"Between IRG and IRG Action Fund, Wisconsin boasts one of the strongest conservative coalitions in the country dedicated to restoring the American Dream in the Badger State.

As we head into a pivotal election year, we're excited for the role that both groups will play in promoting policies and principles to make Wisconsin the most prosperous state in the country."

**-Kim Bliss,
IRG Action Board Member**

"Here in the Northwoods, we face major problems from a lack of economic opportunity, and drug and substance abuse, to worsening mental health and declining schools. But our voices are usually ignored. **I am proud of the way IRG goes outside the Madison bubble, building bridges into communities and being an advocate for everyday Wisconsinites.** It's going to have a real impact."

**-Bill Johnson,
President of Johnson Timber Corp & IRG Board of Directors**

LAYING THE FOUNDATION



IRG was founded 5 years ago by former Wisconsin Governor Scott Walker, who served as IRG's National Honorary Chairman, and his key allies. They wanted an organization to lead in developing and advancing transformational policies, like eliminating the income tax.

REMARKABLE GROWTH

Since 2020 when CJ Szafir was hired as CEO:

- Raised over \$3.5 million, including support from The Bradley Foundation, and became a part of the State Policy Network.
- Expanded our team from 1 to 7 employees.
- Founded IRG Action to do government affairs, lobbying, and advocacy.



CJ Szafir,
CEO

RECENT MAJOR MILESTONES

- Led an overhaul of Wisconsin's broken K-12 literacy status quo, saving 200,000 students a year from junk curriculum and bad teacher training.
- Pioneered the state's first real plan to eliminate the state's income tax.
- Award-winning Center for Investigative Oversight broke stories, including in the Wall Street Journal, on waste, fraud, and abuse in the executive branch.
- Convened listening sessions in over 20 cities, covering 6,000 miles, and meeting over 150 community leaders.

\$
ELIMINATE
THE INCOME TAX

OUR TEAM



Chris Reader,
Executive Vice
President



Alex Ignatowski,
Director of State
Budget



Anthony LoCoco,
Chief Legal Counsel
and Director of
Oversight



Elizabeth Evenson,
Senior Director of
Operations



Quinton Klabon,
Senior Research
Director



Courtney Mullen,
Director of Outreach



Calvin Lee,
Community Outreach
Fellow - Milwaukee

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