



GENERAL  
OMAR  
BRADLEY  
MEMORIAL,  
LIBRARY,  
AND  
MUSEUM,  
INC

# ANNUAL REPORT

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**2023**  
EDITION



# A NOTE FROM THE CHAIR...

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They say timing is everything.

This newest iteration of the Bradley Committee embodies that spirit. We have the right board, at the right time. Most importantly, we have the right mission - to promote the immense legacy that General Omar Nelson Bradley left to the United States.

This is a new generation of the Bradley Committee. In today's inter-connected and global world, General Bradley Inc will be pushing outside of Moberly - both internally and for our audience.

Chance meetings and new career opportunities made this a regional Board of Directors. We have an impressive network of colleagues and friends that we will continue to rally. We realize that our audience is not limited to mid-Missouri or even the state. Military groups and companies as well as veterans communities around the country are priorities for us to begin relationship-building.

Post-pandemic, there is a real appetite for humanities and leadership-focused programming. Working with the state Department of Education and our local school superintendents, we aim to provide a dynamic curriculum for students of all ages.

While 2023 has been an abbreviated year for the Board of Directors, we have laid the foundation for a successful and meaningful mission. It is our time!

*Sarah J B Graff*



# THE MISSION

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The General Omar Bradley Memorial, Library, and Museum Inc. is dedicated to the preservation and promotion of this great American's enduring legacy of leadership, integrity, and service to the nation for the benefit of current and future generations.

General Bradley, Inc. works to fulfill its mission by:

- Building, restoring, and preserving memorabilia and scholarly collections about General Omar Bradley.
- Developing academic resources to advance principled leadership and public service.
- Promoting study of the humanities and cultural tourism through exhibitions, events, and inclusive programs.
- Collaborating with local educators and national resources to create dynamic programming for students of all ages.

# THE ROAD TRAVELLED

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APRIL 13, 2023 - HELD A CONVERSATION BETWEEN THE CHAMBER AND REPRESENTATIVE RIGGS AT THE MACC WORKFORCE DEVELOPMENT MEETING, FOCUSING ON WORKFORCE INITIATIVES AND COMMUNITY DEVELOPMENT.

JUNE 27, 2023 - PARTICIPATED IN A KEY CONSULTANT MEETING WITH MO ASSOCIATION OF MUSEUMS AND ARCHIVISTS (MAMA), REP. RIGGS, BRIAN CRANE, CHAMBER, AND SARAH.

VOLUNTEER HOURS FOR THE JUNE BOARD: 12.

AUGUST 15, 2023 - KICKED OFF A NEW PROJECT WITH CONSULTANTS IN A "KICK OFF" MEETING, MARKING A STRATEGIC PUSH FORWARD.

OCTOBER 1, 2023 - SUBMITTED THE NEIGHBORHOOD ASSISTANCE PROGRAM (NAP) GRANT APPLICATION THROUGH THE MISSOURI DEPARTMENT OF ECONOMIC DEVELOPMENT.

OCTOBER 3, 2023 - HELD A BOARD MEETING, FOLLOWED BY A CITY COUNCIL PRESENTATION ON OCTOBER 4, 2023.

OCTOBER 15, 2023 - SUBMITTED AN APPLICATION FOR WEBSITE DEVELOPMENT FUNDING THROUGH MO HUMANITIES.

OCTOBER 18, 2023 - CONDUCTED A CID PRESENTATION TO DISCUSS FUTURE FUNDING AND COMMUNITY INITIATIVES.

OCTOBER 20, 2023 - HELD AN ON-SITE CONSULTANT MEETING TO REVIEW ONGOING PROJECTS.

OCTOBER 26, 2023 - PARTICIPATED IN THE MAMA ANNUAL MEETING.

VOLUNTEER HOURS FOR OCTOBER: 80, COVERING CONSULTANCY, REAL ESTATE CONTRACTS, AND MO HUMANITIES ACTIVITIES.

NOVEMBER 1, 2023 - MET WITH THE GOVERNOR'S CHIEF OF STAFF TO DISCUSS COMMUNITY DEVELOPMENT AND WORKFORCE NEEDS.

NOVEMBER 29, 2023 - RECEIVED THE MO HUMANITIES GRANT FOR WEBSITE DEVELOPMENT, ADVANCING DIGITAL OUTREACH.

NOVEMBER VOLUNTEER HOURS: 20.

DECEMBER 5, 2023 - MET WITH COREY GRAFF, CURATOR AT THE WWII MUSEUM IN NEW ORLEANS, AND LATER WITH DIMENSIONAL INNOVATIONS, A MUSEUM DESIGN FIRM.

DECEMBER 14, 2023 - PUBLISHED THE ORGANIZATION'S CASE FOR SUPPORT, A CRITICAL DOCUMENT FOR FUTURE FUNDRAISING AND ADVOCACY EFFORTS.

DECEMBER 18, 2023 - HELD A COMMUNITY MEETING IN MOBERLY, HOSTED BY JEFFREY BYRNE.

DECEMBER 28, 2023 - OPENED A NEW BANK ACCOUNT WITH A \$500 DONATION FROM MARY LEE NOEL.

DECEMBER VOLUNTEER HOURS: 60.

# GRANTS & FUNDING

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## **NEIGHBORHOOD ASSISTANCE GRANT, MISSOURI DEPARTMENT OF ECONOMIC DEVELOPMENT**

With the help of our consultants, Byrne, Pelofsky and Associates, General Bradley Inc became aware of a grant opportunity that focused on developing blighted areas of a community by using tax credits. Unfortunately, our project was not selected but it was a great learning opportunity for the Board.

## **DIRECT APPROPRIATION , STATE OF MISSOURI BUDGET PROCESS.**

Missouri State Representative Louis Riggs (R - Hannibal) is a champion of history and General Bradley at the State Capital. He offered to include a new line item in the Budget that would appropriate \$2.5 million to begin a museum in Moberly. The Board understands that the political process is extremely complex and we are not expecting this item to advance on the first attempt. However, we believe it is a win to be discussed in Jefferson City.



# GRANTS & FUNDING

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## “GO DISCOVER BRADLEY.” MISSOURI HUMANITIES COUNCIL

Chairman of the Board Sarah Graff knew immediately that the first step in this new generation of General Bradley Inc must have an impressive digital presence. Unbelievably, there was no one cohesive site for General Bradley besides the Wikipedia page. Sarah applied for a \$2,500 grant through the Missouri Humanities Council to develop a website which was approved late this year. We look forward to introducing generalbradley.org in 2024!

## FROM THE APPLICATION ...

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*Bradley and Eisenhower with Pyle*

General Omar Bradley was famously humble, quiet, and low-key; so how did he become a household name during the Second World War? It was largely due to the writings of war correspondent Ernie Pyle. Shortly after the successful Sicily campaign, Supreme Allied Commander General Dwight Eisenhower instructed Pyle to “go discover Bradley.” The result was a series of articles in Life Magazine. Pyle wrote of Bradley’s strong commitment and care for his soldiers, nicknaming him the “Soldier’s General,” which made Bradley immensely popular on the home front.

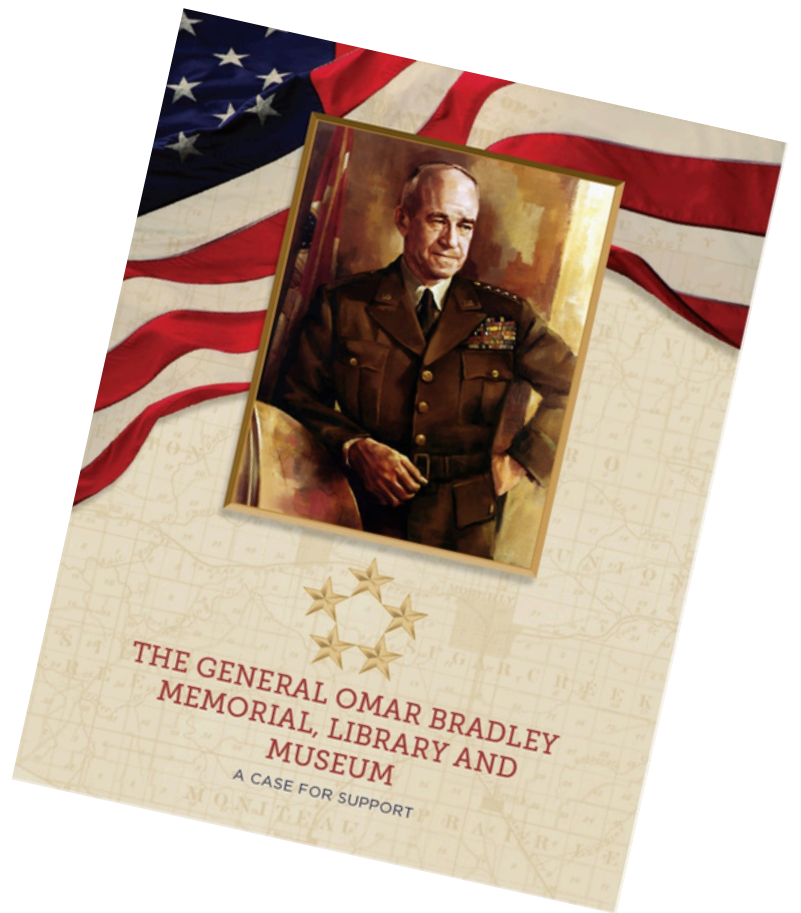
Sadly, celebrating Bradley’s legacy has waned with the passage of time.

The goal of the “Discover Bradley” project is to provide a gateway to this famous Missourian for younger generations in our own state, the country, and even the world. The website will be the conduit to learn about Bradley’s military achievements and unique leadership style. We plan to work with the Eisenhower Presidential Library, the Truman Library, the Winston Churchill Museum as well as the Highway 36 “Way of American Genius” to foster cultural heritage tourism.

An interactive, thorough compilation of digital media will encourage students of all ages to explore World War II history.

Understanding General Bradley, his leadership style, his influence on the United States military, as well as his contributions to post-war era, can help us understand our shared history as well as our own unique abilities. His legacy sparks new inspiration for generations to come.

The General Omar Bradley Memorial, Library, and Museum non-profit is dedicated to preserving and promoting Bradley’s many leadership contributions to the United States. Like Ernie Pyle’s newspaper and magazine articles, the “Discover Bradley” website project aims to re-introduce General Bradley using today’s media.



## CASE FOR SUPPORT

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The City of Moberly and its Community Improvement District provided funds to hire consultants that are well versed in the non-profit space. Byrne, Pelofsky and Associates designed a beautiful, 10 page booklet that outlines the vision of General Bradley Inc. It tells the story of “why” this is a worthwhile and obtainable project. This document sets the tone as to our professional and style expectations. It’ll prove invaluable as we promote General Bradley Inc and our mission.





# LOOKING FORWARD

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General Bradley Inc. looks to continue our progress in 2024. Our goals include: launching the [omarbradley.org](http://omarbradley.org) website and social media pages, hosting an event commemorating the 80th anniversary of D-Day, and building our stakeholder relationships in Moberly as well as nationally.