



# PRESERVING FREEDOM & LIBERTY

FOR A FREE AND PROSPEROUS SOCIETY



## Our Donors invest in freedom, individual liberty and the promotion of free markets and free enterprise

Our Donors believe that the protection of individual rights, democracy, free markets, free enterprise, the rule of law and equality before the law allow for human creativity, individual initiative and economic growth to flourish.

### ELIGIBLE TARGET POPULATIONS

- Public policy initiatives ultimately benefit a general or more broadly defined target population and are more universal in nature.
- Public policy projects often first identify a target audience. Indicators of influence on a specific target audience are valid outcomes that provide evidence of incremental progress toward an intended positive change.
- Within the public policy arena, projects should connect to at least one of three specific subcategories of interest: free markets and free enterprise, individual rights and democracy, and equality before the law.

## Specifically, our Donors are interested in:

### Individual Rights and Democracy

Individual freedom allows people to responsibly exercise their rights to expression, property, association, religion, commerce and participate in the democratic process. Our Donors believe in the protection and promotion of individual freedoms. They support efforts to educate people about individual freedom, its inherent value and functional benefits, and the necessity to safeguard democracy.

### Free Markets and Free Enterprise

Free markets, properly understood – and concurrent with the rule of law, property rights and limited government – are key to the exercise of free enterprise, and to the subsequent creation of widespread prosperity. They create a “rising tide which lifts all economic boats”. Our Donors believe in the inherent rights to, and functional value of, free markets and free enterprise.

### Equality Before the Law

The rule of law and equality before the law protects citizens from the arbitrary power of government. Our Donors believe in the inherent value of the rule of law, in equality of opportunity and individual equality before the law.

## Sample Outputs & Outcomes

### Sample A

#### Output

By December 31, 2019, the organization will have achieved the four key priorities outlined in its strategic plan by:

- raising an additional \$500,000 in annual operating support,
- completing the 12 research studies outlined in the 2017-2019 research agenda,
- hiring two additional policy analysts, and
- increasing the number of annual unique visitors to its website by 10% over 2017 levels

## Sample Outputs & Outcomes *(continued)*

### Sample B

#### Output

By December 31, 2018, the organization will have:

- completed a report on how Eminent Domain or Civil Forfeiture impacts an individual's freedom and will have posted it on its website,
- produced a video explaining how arbitrary seizure of an individual's property interferes with their individual freedom,
- distributed a media release containing highlights of the report's recommendations,
- hosted a workshop for at least 125 practitioners to learn more about the research, and
- hosted a roundtable discussion with academic, media and community leaders.

#### Outcome

By December 31, 2018:

- at least 700 visitors to the website will have reviewed the report, 200 of whom will have shared it with another reader,
- media outlets will have mentioned the report at least 125 times,
- 30 radio and television interviews will have highlighted the report to their listeners/viewers,
- 10 roundtable participants will have mentioned the report, and
- at least one group of policymakers will have invited the organization to present its findings.