



# PRESERVING FREEDOM & LIBERTY

FOR A FREE AND PROSPEROUS SOCIETY



**Our Donors invest in the protection of individual freedoms, interventions that support individual choice, private markets, competition and entrepreneurial thinking and non-government solutions to economic and social issues**

Our Donors believe the ideals of a liberal democracy combined with the rule of law and a strong market economy create the best opportunity for people to flourish and achieve economic self-sufficiency. Their interests are focused on individual and economic freedom and liberty; transparency and accountability of government and the press; and the protection of free thought and debate of ideas in the public sphere. They support initiatives designed to create conditions that allow individuals to reach their full potential without undue regulatory burdens – to take risks and reap the benefits of their individual initiative and hard work.

## 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: safeguarding democratic ideals; protecting individual rights and freedoms and promoting markets and economic prosperity.

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## Donor Priority Areas

### Safeguarding Democratic Ideals

Our Donors believe in the importance of a strong democratic system in which governments are established through free and fair processes and held accountable to the citizens that elected them. A system where citizens understand their rights and responsibilities, actively participate in civic life and have access to the information necessary to make informed decisions. A system with a free and accountable press and the open exchange of ideas is at the heart of democracy.

### Protecting Individual Rights and Freedoms

Our Donors believe in the importance of individual rights and freedoms. Artificial barriers can hinder a person's ability to pursue their dreams and reach their full potential. Individuals must be protected from undue interventions by the state; special interest groups cannot thwart the interest of the individual or subvert the democratic process for their own gains; and the rule of law must apply equally to all citizens regardless of wealth or status. Civil liberties and individual freedoms such as freedom of association, religion, speech and expression are integral to democracy and a person's ability to fully participate in the economy.

### Promoting Markets and Economic Prosperity

Our Donors believe a strong economy – one allowed to operate without excessive government intervention and in which people are free to create wealth and jobs through individual initiative - has the greatest potential to lift the most people out of poverty. Individuals, not governments, create economic prosperity. Freedom unleashes human talent, creativity and innovation. The freer the economic system, the freer the people and with freedom comes increased prosperity and opportunity. A strong public discourse is necessary to find appropriate boundaries of government action; to understand the possible unintended consequences of government interference with market signals; and to explore market-based, competitive solutions to resolve economic and social issues.

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## Sample Output

- The organization will implement 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 Outcome

- The organization will produce and publish the ABC report and within 12 months:
  - 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.