



THE HEARTLAND INSTITUTE

Case Statement: Why contribute to The Heartland Institute?

As a philanthropist, you may already support many worthy causes. We urge you to continue to support organizations that help those in need, are working to find cures for terrible diseases, or even to elect worthy candidates to office. *But we ask you to consider investing in freedom, too.* Because freedom is truly the rising tide that lifts every boat.

Here is our “case statement” briefly put:

- Freedom is the most powerful idea in human history. It has raised billions of people from slavery and abject poverty and continues to do so today.
- Freedom needs to be defended every day from those who seek and worship power. As Ronald Reagan said, “freedom is never more than one generation away from extinction.”
- The Heartland Institute is one of the world’s most effective advocates for increasing individual freedom and reducing the size and cost of government.
- By supporting Heartland you are making freedom your legacy. You will bring joy and happiness to millions of people. You will literally save lives and improve many more.
- If you choose one of our many donor recognition opportunities, you will be long remembered and thanked for your vision and generosity.

The Heartland Institute is one of the world’s most effective advocates for increasing individual freedom and reducing the size and cost of government.

Why Advocate Freedom?

For thousands of years, freedom was not a value recognized in most civilizations. The condition of mankind was almost universally characterized by poverty, war, slavery, and tyranny. That some people could use force against others was accepted by the leading philosophers and religious leaders of the day.

Slavery was politically correct in its day. So was monarchy and killing witches. The idea that a better society could be built on the principle of individual freedom was simply unknown.

In 1776, when the founding fathers declared *all men are created equal, and are endowed by their creator with certain inalienable rights, and that among these are life, liberty, and the pursuit of*

happiness, they launched an intellectual, social, and economic revolution as well as a political revolution.

That same year, an amazing book titled *The Wealth of Nations* was published. It was written by a Scottish social philosopher, Adam Smith.

According to Adam Smith, “A nation is not made wealthy by the childish accumulation of shiny metals, but is enriched by the economic prosperity of its people.” True wealth, he wrote, doesn’t come from the wisdom or benevolence of a ruling class or even from access to natural resources. “It is the great multiplication of the productions of all the different arts, in consequence of the division of labour, which occasions, in a well-governed society, that universal opulence which extends itself to the lowest ranks of the people.”

This singular idea – that men and women should be free to choose, to engage in free trade, and to keep the product of their labor – changed human history.

This singular idea – that men and women should be free to choose, to engage in free trade, and to keep the product of their labor – changed human history. It raised billions of people from slavery and abject poverty and continues to do so today. It made possible the democracy, peace, and prosperity we take for granted. And it’s been under attack ever since.

Freedom suffers from what economists call the free-rider problem. People benefit from freedom even if they don’t invest in its preservation. So the defenders of freedom are always and everywhere outnumbered by its foes. Groups like The Heartland Institute do what they can to level the odds and preserve freedom.

This is why you need to invest in the battle to protect individual freedom. You need to step up and make an investment, because too many others will not.

Without freedom, the number of people in need of your help will forever grow larger. Scientists and doctors cannot discover life-saving drugs or medical procedures without the competition, investment, and prosperity that freedom makes possible. Winning elections is pointless if the winners don’t understand America’s unique heritage and aren’t willing to ask, before casting a vote on pending legislation, will this expand or restrict individual liberty?

Ronald Reagan famously said,

Freedom is never more than one generation away from extinction. We didn’t pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same, or one day we will spend our sunset years telling our children and our children’s children what it was once like in the United States where men were free.

This is why we fight for freedom. This is why we ask you to make the preservation of freedom your legacy.

Freedom Is Under Attack in America

Freedom in America has been under attack since the day after the nation's founding. The institutional constraints the Founders placed on the size and power of government have been whittled away by generations of politicians seeking power and interest groups seeking privileges. Freedom's attackers have been bipartisan: Republicans and Democrats alike have sought to expand the government at the expense of our individual liberty.

Many people know Obamacare, Common Core State Standards, and some of the other things President Barack Obama and the Democrats are doing today are at odds with the American tradition of individual freedom and free enterprise. But few people understand how comprehensive and coordinated the Democrats' plan to transform America really is. To see that, you have to connect the dots.

The political Left is conducting a deliberate and carefully executed program to destroy the institutions of freedom that stand in the way of the transformation it seeks. Those institutions include families, churches, small businesses, private schools, doctors in private practice, manufacturers ... the list goes on.

The institutional constraints the Founders placed on the size and power of government have been whittled away by generations of politicians seeking power and interest groups seeking privileges.

Let's start with health care. The launch of Obamacare was a disaster ... but that was not an accident. The disaster was planned.

The purpose of Obamacare isn't to lower the cost of insurance or expand insurance coverage. It will not do either of these things and there are easier, better ways to do both. No, the purpose is to destroy the private health insurance industry and force consolidation of hospitals, to clear the path for a more centralized government-run health care system.

The failed launch of the insurance exchanges, low enrollment levels, rising premiums, and bankruptcy of some insurers and massive subsidization of others are all intended to coax and coerce the nation to adopt what once was called socialized medicine or single-payer health insurance. Today it is called "Medicaid for All."

Same thing with education. The purpose of Common Core State Standards isn't to improve the quality of K-12 education or to close the achievement gap. Common Core won't do this.

Everyone knows some states already had higher standards than Common Core. The achievement gap was closing already, thanks to some courageous governors (mostly Republicans) willing to take on teachers unions and expand school choice programs. The purpose of Common Core is to destroy private schools, end local control, and make school choice irrelevant because every school will teach the same left-wing curriculum.

Same thing with energy. Global warming isn't about science; it never was. Most scientists say climate always changes, the human impact is so small it's hard to detect against the background of natural change, and even if there is an impact, there's little we can do to stop or reverse it.

Obama and the Democrats (along with some confused Republicans) use fear of global warming to justify laws that destroy the entire fossil fuel industry in America, clearing the path for a new energy economy built by politically connected and highly subsidized solar, wind, and ethanol producers. The left supports this scheme because global warming is a handy justification for massive redistribution of wealth, population control, and other key elements of its political agenda.

Freedom clearly is under assault in America. Will you rise to defend it?

Who We Are

The Heartland Institute is approximately 5,500 men and women funding a nonprofit research and education organization devoted to discovering, developing, and promoting free-market solutions to social and economic problems.

The Board of Directors of The Heartland Institute

William S. Armistead, Vice President of Corporate Affairs for Century Strategies, Duluth, Georgia.

Joseph L. Bast, cofounder, President, and CEO of The Heartland Institute, Arlington Heights, Illinois.

Robert Buford, J.D., President of Planned Realty Group Inc., Chicago, Illinois.

Jeré C. Fabick, President of Fabick Cat, Inc., Milwaukee, Wisconsin.

Dan Hales, J.D., Principal of the Law Office of Dan Hales, Chicago, Illinois.

James L. Johnston, Senior Economist at Amoco Corporation (retired), Chicago, Illinois.

Chuck Lang, CPA, Chief Financial Officer, Trippe Manufacturing Company, Chicago, Illinois.

Jeffrey B. Madden, Portfolio Manager for IronBridge Capital Management, Oakbrook Terrace, Illinois.

Brian D. Singer, Partner and Head of the Dynamic Allocation Strategies Team at William Blair, Chicago, Illinois.

Herbert Walberg, Ph.D., Chairman of The Heartland Institute, Distinguished Visiting Fellow, Stanford University Hoover Institution, and Emeritus Professor, University of Illinois - Chicago.

We believe ideas matter, and the most important idea in human history is freedom.

The Heartland Institute is a 32-year-old national organization. We are a publicly supported charitable organization and tax exempt under Section 501(c)(3) of the Internal Revenue Code.

Heartland has a full-time staff of 35. Joseph Bast is cofounder, president, and CEO. Dr. Herbert Walberg is chairman of the 10-member Board of Directors whose members are listed on this page. Approximately 250 academics participate in the peer review of its publications and nearly 200 elected officials pay annual dues to serve on its Legislative Forum.

Heartland has a long and distinguished history of defending freedom. We are widely regarded as a leading voice in national and even international debates over budgets and taxes, environmental protection, health care, school reform, and constitutional reform.

Five centers at The Heartland Institute conduct original research to find new ways to solve problems, turn good ideas into practical proposals for policy change, and then

effectively promote those proposals to policymakers and the public:

- Center for Transforming Education
- Center on Budgets and Taxes
- Center on Climate and Environmental Policy
- Consumers for Health Care Choices
- Center for Constitutional Reform

Four of these centers produce monthly outreach publications sent to every national and state elected official in the U.S. plus thousands of civic and business leaders. All five conduct comprehensive research, communications, and government relations programs.

In addition to gifts earmarked for our new home in Arlington Heights, we are happy to discuss gifts earmarked for one of our five centers, gifts earmarked for our endowment fund, and unrestricted gifts. All are tax-deductible under Section 501(c)(3) of the Internal Revenue Code.

Let's change the world together!

In 1997, Apple Computer Co. ran a television commercial that included this memorable line:

“The people who are crazy enough to think they can change the world are the ones who do.”

The Heartland Institute really is changing the world, but not because we are politically powerful or have access to large sums of money. *We have better ideas than our opponents, and we market those ideas more effectively.* We have history, truth, and virtue on our side. How could we lose?

Small investments in defending freedom produce large returns, much larger than any other investment a philanthropist can make. For example, getting a school voucher program adopted can improve the education of thousands or even millions of children. Giving money to one or even several individual schools would benefit many fewer children.

Giving doctors and patients more freedom to choose treatments and more responsibility for their choices makes the entire health care system more efficient and successful, saving lives and rescuing millions of people from unnecessary pain. No investment in a single hospital or clinic can match that rate of return.

We understand people contribute for many reasons. One of the true wonders of a free society is how prosperity makes philanthropy possible, so long as people are allowed to keep the money they earn and decide for themselves how to spend it, or even give it away.



We hope you choose to contribute to The Heartland Institute. Our work is important, and we are very good at what we do. We want to welcome you into a family of supporters who share your values and ideals. The Heartland is a good place to be. Please join us!

* * *

Are any of these projects of interest to you? We truly hope so. Please let us know if there are other projects that might more perfectly match your interests and goals.

You can send your check or money order to us at:

Development Department
The Heartland Institute
3939 North Wilke Road
Arlington Heights, IL 60004