

A hand is visible in the lower-left corner, reaching upwards towards a cluster of colorful balloons (pink, yellow, green, blue) floating in the sky. The balloons are tied together with a pink string. The background is a clear blue sky with a white horizontal band across the middle.

Freedom Rising

The Heartland Institute 2016

Freedom Rising



Joseph L. Bast
President

Without freedom there can be no morality, no values, no meaning to life.

If you are just following orders, you aren't doing the right thing, the moral thing.

Your freedom to choose is what makes it possible for you to be a moral or immoral person.

1 Without freedom, there is no right and wrong in the world.

The Heartland Institute is a national nonprofit research and education organization devoted to changing the world with ideas. We discover, develop, and promote free-market solutions to social and economic problems.

The Heartland Institute plays an essential role in the national (and increasingly in the international) movement for limited government and personal liberty. We are the pipeline between the freedom movement's leading writers and thinkers and the nation's 8,500 national and state elected officials.

We are 6,000 men and women who have come together to advocate for more freedom and less government. We produce original research, apply the freedom philosophy to real-world problems, and effectively market our ideas to people who may disagree with us. We host websites and events, produce videos and podcasts, and work to inspire the next generation of freedom fighters.

You may know us from our work exposing the shoddy science and missing economics behind the global warming delusion. We also have been a leader in advancing school choice, opposing implementation of Obamacare, and calling for limits on federal and state taxes and spending.

We need your support to continue making the world a better place. Contributions are tax-deductible under Section 501(c)(3) of the Internal Revenue Code. If you are not already a donor, please sign up today.

Sincerely,

A handwritten signature in blue ink that reads "J. Bast". The signature is stylized and fluid, with the first and last letters being particularly large and prominent. Below the signature is the printed name and title of the signatory.

Joseph L. Bast
President

Our mission:

The Heartland Institute discovers, develops, and promotes free-market solutions to social and economic problems. It is headquartered in Arlington Heights, Illinois.

Staff and resources:

A full-time staff of 39, plus approximately 250 policy advisors, 25 senior fellows, and more than 200 elected officials. Its 2016 annual budget of approximately \$6.2 million is supported by the voluntary contributions of more than 6,000 supporters.

How to contact us:

The Heartland Institute
3939 North Wilke Road
Arlington Heights, Illinois 60004
312/377-4000
think@heartland.org

Endorsements

“Let me say thank you for your hard work. There is no question that in the past few months conservatives have been rallying together for smaller and more responsible government. The Heartland Institute is one of the reasons we are making a comeback.”

HON. JAMES INHOFE
U.S. SENATOR - OKLAHOMA

“Those who fight for liberty and against tyranny have an invaluable ally in The Heartland Institute, which has been manning the front lines of the freedom movement for more than a quarter century.”

MARK R. LEVIN
RADIO TALK SHOW HOST
AUTHOR OF *LIBERTY AND TYRANNY: A CONSERVATIVE MANIFESTO*

“Heartland has emphasized the human value in educational choice and school reform, and the need for proven economic principles in addressing budget and tax questions. Support for The Heartland Institute means support for intrinsic human rights on whose foundation America’s success always will rest.”

HON. HARRISON SCHMITT
FORMER U.S. SENATOR, APOLLO 17
ASTRONAUT AND MOONWALKER

Three things set Heartland apart from the world’s other leading think tanks.

1. We effectively market the best work of other free-market think tanks, not just our own publications or scholars.
2. We reach more elected officials, more often, than any other think tank in the United States.
3. We send four monthly public policy newspapers to every state and national elected official in the United States.

Research and Publications

“The Heartland Institute’s meetings are some of the best learning opportunities out there.

“Their educational publications are so valuable and useful to legislators.”

HON. NANCY BOETTGER
STATE SENATOR - IOWA

Outreach Publications

The Heartland Institute sends four monthly public policy newspapers to every national and state elected official and thousands of opinion leaders, allies, and supporters. Each newspaper features the best research and commentary from the nation’s leading free-market thinkers.

Books and Policy Studies

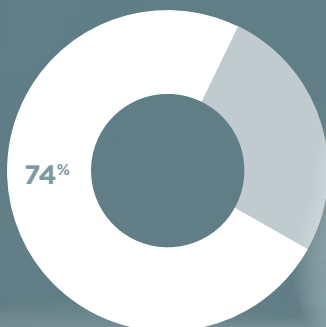
Heartland has published 33 books and hundreds of policy studies, policy briefs, and booklets. An international network of scholars produces original research and conducts peer review.

Read by 7 of 10 state elected officials

In 2014, Victory Enterprises surveyed 497 randomly selected state legislators. It found:

- 74% of state elected officials said they read at least one Heartland publication sometimes or always.
- 48% read *Budget & Tax News*.
- 48% read *Environment & Climate News*.
- 47% read *Health Care News*.
- 50% read *School Reform News*.
- 66% said Heartland publications are a useful source of information.

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74% of state elected officials read one or more Heartland newspapers “sometimes” or “always.”



Budget & Tax News

Jesse Hathaway
Managing Editor
jhathaway@heartland.org



Health Care News

Michael Hamilton
Managing Editor
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David Denholm
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Matthew Glans
Amber Gunn
Jason Mercier
Dan Mitchell
Jonathan Williams

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James P. Gelfand
John C. Goodman
Devin Herrick
Christie Herrera
Greg Scandlen
Gracie-Marie Turner

Before joining Heartland, Sam Karnick served as director of publications for the Hudson Institute and editor of *American Outlook*.



Environment & Climate News

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School Reform News

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Diane Carol Bast
Executive Editor, Policy Publications
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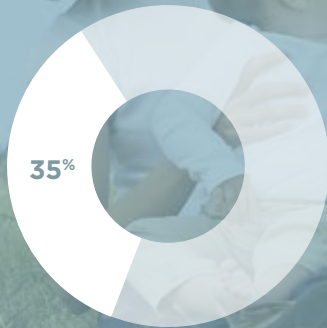
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David Legates
Steve Milloy
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S. Fred Singer
Tom Tanton
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Contributing Editors

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Lori Drummer
David Kirkpatrick
Andy LeFevre
Dan Lips
Neal McCluskey
Vicki Murray
Connie Sadowski
Lisa Snell
Don Soifer
Matt Warner
Jim Waters

Diane Bast edits and oversees the production of the books, policy studies, and newsletters produced by Heartland. She has edited or written more than 150 studies and 20 books on state and local public policy.



35% of state elected officials say a Heartland publication influenced their opinions or led to a change in public policy.

Government Relations

A Resource for Elected Officials

Busy elected officials need a reliable source of research and commentary that is independent and nonpartisan and can respond immediately to requests for research and expert opinion.

The mission of the government relations department is to spread free-market solutions to each state by becoming the “go-to resource” for state elected officials.

In 2015 alone, Heartland contacted elected officials more than one million times, produced and distributed 146 policy documents, and testified 18 times in 11 states.

Legislative Forum

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Heartland’s Legislative Forum connects more than 200 dues-paying state legislators and staff members with Heartland’s network of 250 public policy experts.

Forum members act as Heartland’s “eyes and ears” in state capitols, keeping us up-to-date on legislative activities and acting as our spokespersons in their states.

2015 Successes

Heartland hosted three regional Emerging Issues Forums in 2015 in Seattle, Washington; Chicago, Illinois; and Nashville, Tennessee. Together the events attracted more than 250 state elected officials and policy experts from across the country.

After the release of our *2015 Welfare Reform Report Card* rankings, Missouri passed legislation that would move it from 50th to 22nd nationally.

States also made progress in rolling back renewable power mandates, repealing and replacing Common Core standards, and allowing hydraulic fracturing.



Key Personnel

John Nothdurft
Director of Government Relations
jnothdurft@heartland.org

John Nothdurft joined the staff of The Heartland Institute in 2008 and was named director of government relations in 2010. He is a member of the American Legislative Exchange Council’s Tax and Fiscal Policy Task Force and has testified before several legislatures.



Hon. Bette Grande
Research Fellow
governmentrelations@heartland.org

Bette Grande is a research fellow for energy and pension issues at The Heartland Institute. Prior to joining Heartland, she served as a North Dakota state representative. As a lawmaker, she served as chairman of the Employee Benefits Programs Committee and as a member of the House Appropriations Committee and the Education and Environment Division.

In 2015 alone, Heartland contacted elected officials more than one million times, produced and distributed 146 policy documents, and testified 18 times in 11 states.



Marketing and Communications



Key Personnel

Jim Lakely
 Communications Director
 jlakely@heartland.org

Jim Lakely joined Heartland in 2008 as a managing editor and was named communications director in 2010. Prior to joining Heartland he was in daily deadline journalism for several newspapers, including working as a White House correspondent for the *Washington Times*.



Guy Courtney
 Marketing Director
 gcourtney@heartland.org

Prior to his engagement at Heartland, Guy Courtney spent 25 years in investment banking. He has testified before Congress on issues relative to freedom in the markets. Courtney served as chair of T. Boone Pickens' shareholder rights group (USA) in Chicago.

Events

	HOSTED	GUESTS
2015	21	1,700
Monthly Avg.	2	81

Effective Marketing of Ideas

The Heartland Institute's communications and marketing teams produce a steady stream of news alerts, opinion-editorials, and letters to the editor; organize events; schedule speaking engagements for Heartland's senior fellows; and engage in joint projects with allies and other civic and business groups. We produce the Heartland Daily Podcast, spreading the free-market message with some 1.4 million listens/downloads a year. Heartland's YouTube page has hundreds of videos that have been viewed more than a half-million times.

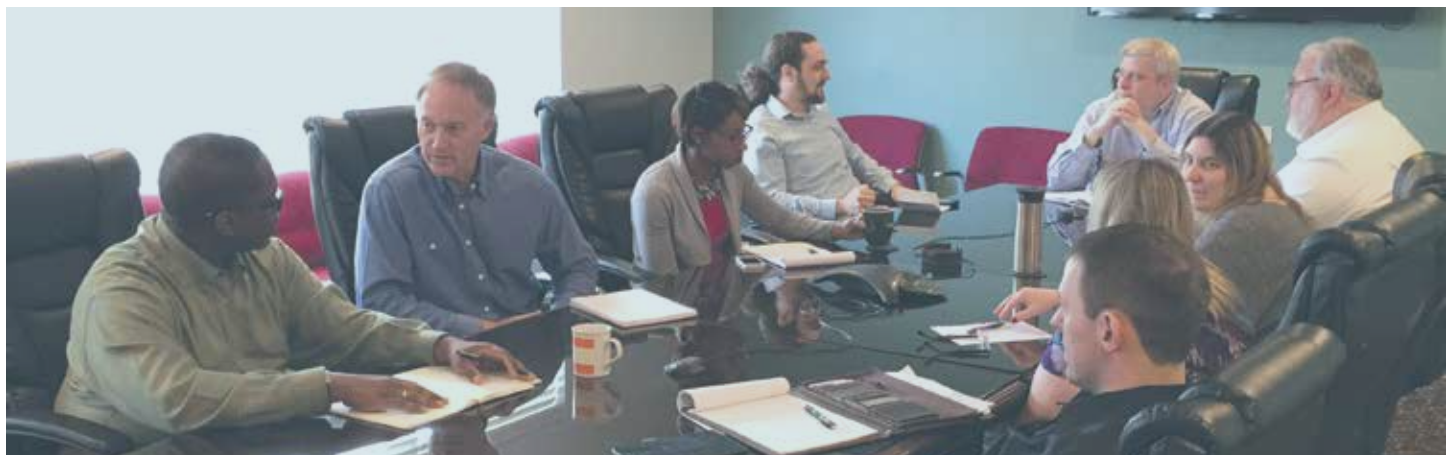
Heartland's social media presence is robust. Our Facebook page has more than 98,000 fans and Heartland's posts are seen and re-posted some 12 million times a year. Heartland also regularly uses Twitter to promote its events and free-market mission to more than 11,000 followers every day.

Speaking Engagements

	APPEARED	ADDRESSED
2015	104	12,392
Monthly Avg.	9	1,033

In 2015, Heartland contacted journalists more than 5.3 million times and appeared in print, online, on television, or on radio 4,374 times. Heartland experts are seen and heard on all the major cable news outlets as well as nationally syndicated and local talk radio. We hosted 21 events attracting a total of more than 1,700 guests, and began live-streaming all events in the Andrew Breitbart Freedom Center in 2015. Heartland staff and senior fellows appeared at more than 100 events addressing a total of more than 12,000 guests.

The marketing department is responsible for producing and implementing comprehensive marketing plans for The Heartland Institute. The team works with all departments at Heartland to create strategic plans for projects that reflect our public policies and centers.



It's All About Freedom



Regulation

Federal regulations cost the average household \$17,100 in 2014.

Limited Government

The founding fathers created a way for citizens to rein in the national government.

Education

53 school choice programs are available to children and their families across the United States.

Energy

A carbon tax would destroy up to 21 million jobs in the United States.

Health Care

Obamacare has caused individual health insurance premiums to rise 24%.

Digital Projects

Visit our websites

The Heartland Institute
heartland.org

The Heartlander (digital magazine)
news.heartland.org

Anniversary Benefit Dinner
benefit.heartland.org

Blog (Somewhat Reasonable)
blog.heartland.org

Books
books.heartland.org

Climate Change Awards
climatechangeawards.org

Climate Change Reconsidered
climatechangereconsidered.org

Climate Conferences
climateconferences.heartland.org

Emerging Issues Forum
eif.heartland.org

Fakegate (global warming)
fakegate.org

Left Exposed
leftexposed.org

Parent Trigger (school reform)
theparenttrigger.com

PolicyBot (search engine)
policybot.org

Save Medicare Part D
savemedicarepartd.com

Speakers Bureau
speakers.heartland.org

Tea Party Toolbox
teapartytoolbox.org

Sixteen Websites

Heartland hosts 16 websites delivering news, commentary, videos, podcasts, memes, and more to advance free markets and individual liberty.

New Media

The Heartland Institute makes extensive use of social media such as Facebook, Twitter, LinkedIn, and Periscope. Heartland's Facebook page has nearly 100,000 fans and Heartland's posts are seen and re-posted some 12 million times a year.

Our website, which underwent a complete re-design in early 2016, uses the latest digital tools and features to identify and engage allies and activists in motivational dialogue with peers, national leaders, and reform experts.

Live-streaming

The Heartland Institute has a state-of-the-art events center, including the ability to live-stream presentations around the world through its YouTube page, greatly increasing the reach of its message supporting free markets and individual liberty. The live-stream feed can be embedded

on any website and even run live on anyone's Facebook page. These professionally produced high-definition videos are then automatically archived.

PolicyBot™

Heartland created and operates PolicyBot™, a search engine offering more than 36,000 studies and commentaries from more than 350 think tanks and advocacy groups.

PolicyBot™ provides a large collection of the best research and commentary on environmental and energy regulation, school reform, health care reform, taxes, and much more.

App for the iPhone

Heartland Mobile is an app for iOS devices that provides instant, on-the-go access to PolicyBot™, Heartland's news articles, blog posts, podcasts, videos, and more. All items are social-media ready, giving users the ability to share everything on Facebook and Twitter.



Center for Transforming Education



Legislator Contacts

	PERSONAL	GROUP
2015	3,230	165,473
Monthly Avg.	269	13,789

Heartland's Center for Transforming Education is devoted to research and effective advocacy of ideas to radically improve K-12 schools.

Effective reforms include expanding parental choice, repealing regulations that prohibit entry and innovation, encouraging the use of rewards in classrooms, and limiting union power.

Programs

School Reform News, Heartland's monthly newspaper on education policy, is the most widely read and influential publication advocating for parental choice, distance learning, and breaking the hold of teachers unions on public schools. A 2015 telephone survey found 50 percent of state legislators read *School Reform News* "sometimes" or "always."

Media Coverage

	HITS	CIRCULATION
2015	268	6,907,449
Monthly Avg.	22	575,621

Government Relations – Heartland's government relations staff made more than 1 million contacts with legislators in 2015, including 3,230 personal and 165,473 group contacts specifically on education issues. Heartland experts testified in Arizona, Arkansas, and Texas on education issues in 2015.

Communications – In 2015, Heartland appeared in print, television, or on radio more than 4,300 times reaching a print audience of more than 102.5 million, including 268 appearances on education issues reaching a print audience of nearly 7 million. Heartland produced 36 podcasts on education issues generating more than 162,700 downloads, and Heartland experts traveled the country speaking to dozens of audiences about the promises of expanding school choice.

Key Personnel

Lennie Jarratt
Project Manager
Education Transformation
ljarratt@heartland.org
@LennieJarratt

Lennie Jarratt is the former managing editor of *Champion News* and *Education Matters*. He has appeared on Fox News, Breitbart, ABC Chicago, and multiple radio outlets and in newspapers across the country.

Naming rights to this Center and its key personnel are still available. Call Gwendalyn Carver at 312/377-4000 for details.

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"*School Reform News* is a reliable, well-written source of information on the exploding movement to reconstruct our educational system."

MILTON FRIEDMAN
NOBEL LAUREATE ECONOMIST
1912 - 2006



Center on Budgets and Taxes



Legislator Contacts

	PERSONAL	GROUP
2015	5,835	248,421
Monthly Avg.	486	20,702

Heartland's Center on Budgets and Taxes provides elected officials and concerned citizens the information they need to oppose tax increases and unnecessary regulation.

Programs

Budget & Tax News is Heartland's monthly newspaper on fiscal policy featuring news and commentary on efforts to lower taxes, deregulate industries, and privatize services. A telephone survey of 497 randomly selected state and local elected officials conducted by Victory Enterprises found 41 percent of state legislators consider *Budget & Tax News* a useful source of information.

Heartland also publishes books, policy studies, and shorter publications on regulation, tax reform, and entitlement reform.

Media Coverage

	HITS	CIRCULATION
2015	387	14,090,419
Monthly Avg.	32	1,174,202

Government Relations – We made more than 1 million contacts with legislators in 2015, including 5,835 personal and 248,421 group contacts specifically on budget and tax issues. Heartland experts testified in Georgia, Illinois, and Missouri on budget and tax issues in 2015.

Communications – In 2015, we appeared in print, television, or on radio more than 4,300 times reaching a print audience of more than 102.5 million, including 387 appearances on budget and tax issues reaching a print audience of more than 14 million. Heartland produced 61 podcasts on budget and tax issues generating nearly 216,000 downloads, and Heartland experts traveled the country speaking to dozens of audiences about excise taxes, Social Security, and welfare reform, among other topics.

Key Personnel

Jesse Hathaway
Managing Editor and Research Fellow
jhathaway@heartland.org

Before joining Heartland, Jesse Hathaway worked for *Media Trackers*, a conservative non-profit news organization active in five states. His investigatory research has appeared in local, state, and national publications including *The Daily Caller*, *Drudge Report*, and *Cleveland Plain Dealer*.

Naming rights to this Center and its key personnel are still available. Call Gwendalyn Carver at 312/377-4000 for details.

“Budget & Tax News is the free-market movement’s premier outreach publication for the promotion of small government, lower taxes, and sound fiscal policy.”

GROVER NORQUIST
PRESIDENT
AMERICANS FOR TAX REFORM

Arthur B. Robinson Center on Climate and Environmental Policy



Legislator Contacts

	PERSONAL	GROUP
2015	8,412	318,263
Monthly Avg.	701	26,522

Heartland's Arthur B. Robinson Center on Climate and Environmental Policy aims to win the global warming debate; encourages the repeal of legislation at the national and state levels passed in the name of "preventing" climate change; and addresses a wide range of other environmental issues.

Programs

Environment & Climate News is the world's leading serial publication providing a free-market perspective on climate and environmental policy. The 20-page tabloid-sized publication is released 10 times a year.

Climate Change Reconsidered is a series of major research reports edited and published by The Heartland Institute on behalf of the Nongovernmental International Panel on Climate Change. It is comparable to the United Nations' IPCC reports.

International Conferences on Climate Change - Heartland has

Media Coverage

	HITS	CIRCULATION
2015	3,256	69,619,439
Monthly Avg.	271	5,801,620

hosted 11 conferences on climate change attracting nearly 5,000 people from 20 countries. The most recent took place in Essen, Germany in December 2015.

Government Relations - In 2015, Heartland made more than 1 million contacts with elected officials, including 326,675 contacts specifically on energy and environment issues.

Communications - In 2015, Heartland generated 478 appearances in the mainstream media on energy and environment issues, with a combined print circulation of nearly 70 million readers. Heartland also produced and released 106 podcasts generating nearly 340,000 downloads.

Digital Projects - *Climate Change Weekly* is an e-newsletter sent to more than 6,000 subscribers. *Environment & Climate News* and Heartland's other publications on climate and environmental policy are distributed digitally and available online.

Key Personnel

H. Sterling Burnett, Ph.D.
Managing Editor and Research Fellow
hsburnett@heartland.org

Prior to joining The Heartland Institute in 2014, Sterling Burnett worked at the National Center for Policy Analysis for 18 years, ending his tenure there as senior fellow in charge of environmental policy. He has served as a member of the Environment and Natural Resources Task Force of the American Legislative Exchange Council and of the Texas Comptroller's e-Texas Commission.



Jay H. Lehr, Ph.D.
Science Director
jlehr@heartland.org

Jay Lehr is an internationally renowned speaker, scientist, and author as well as a leading authority on groundwater hydrology. He is the author or editor of 30 books and has spoken in front of thousands of audiences on topics ranging from global warming and biotechnology, to business management and health and physical fitness.

Naming rights for this Center's key personnel are still available. Call Gwendalyn Carver at 312/377-4000 for details.

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The
Economist

"The Heartland Institute [is] the world's most prominent think-tank supporting skepticism about man-made climate change."

THE ECONOMIST
MAY 26, 2012

Consumers for Health Care Choices



Key Personnel

Michael Hamilton
 Managing Editor and Research Fellow
 mhamilton@heartland.org

Michael Hamilton previously taught International Baccalaureate English and Advanced Placement U.S. Government and Politics. He serves as vice chairman of the board of Forge Leadership Network.



Justin Haskins
 Executive Editor, Serial Publications
 jhaskins@heartland.org

Justin Haskins is executive editor of Heartland's four monthly public policy newspapers, *Research & Commentary* collections, and op-eds. He writes the weekly *Consumer Power Report* e-newsletter.

Naming rights to this Center and its key personnel are still available. Call Gwendalyn Carver at 312/377-4000 for details.

Legislator Contacts

	PERSONAL	GROUP
2015	4,218	172,546
Monthly Avg.	352	14,379

Heartland's Consumers for Health Care Choices project works with allies to build a national grassroots movement in favor of consumer-driven health care. Instead of more regulations, mandates, and government entitlement programs, we support reforms that make private insurance less expensive and more portable, remove barriers to competition and choice, and put patients in charge of a greater portion of their health care spending.

Programs

Health Care News is the only monthly publication advocating patient power sent to every state and national elected official. A telephone survey of 497 randomly selected state elected officials conducted in 2014 by Victory Enterprises found 47 percent of state legislators read *Health Care News* "sometimes" or "always."

Heartland also publishes books, policy studies, and shorter publications on Obamacare,

Media Coverage

	HITS	CIRCULATION
2015	199	4,491,843
Monthly Avg.	17	374,320

Medicare reform, certificate of need programs, and other health care issues.

Government Relations – Heartland's government relations staff made more than 1 million contacts with legislators in 2015, including 4,218 personal and 172,546 group contacts specifically on health care issues. Heartland experts testified in Indiana and Pennsylvania on health care issues in 2015.

Communications – In 2015, Heartland appeared in print, television, or on radio more than 4,300 times reaching a print audience of more than 102.5 million, including 199 appearances on health care issues reaching a print audience of nearly 4.5 million. Heartland produced 29 podcasts on health care issues generating 150,600 downloads, and Heartland experts traveled the country speaking to dozens of audiences about market-based alternatives to government-run health care.

"Health Care News provides policymakers with a market-based, patient-centered analysis of what is working, what is not, and why."

STATE REPRESENTATIVE ERIC KOCH
 ASSISTANT REPUBLICAN CAUCUS CHAIRMAN
 INDIANA HOUSE OF REPRESENTATIVES



Center for Constitutional Reform



Legislator Contacts

	PERSONAL	GROUP
2015	475	13,930
Monthly Avg.	40	1,161

The Heartland Institute's new Center for Constitutional Reform was created to highlight individuals and organizations working to find solutions to our nation's constitutional problem. We do not endorse one particular path to constitutional reform. Instead, we support and seek constructive debate on all efforts to restore constitutional order.

Our goal is to use constitutional reform to impose fiscal discipline on the national government, restore the role of the states in our system of federalism, and end the practice of burdening future generations with the debt that results from today's reckless spending.

Our strategy is to educate national and state elected officials, grassroots activists, and civic and business leaders on why constitutional reform is needed and how best to achieve it. We do this by producing original research,

Media Coverage

	HITS	CIRCULATION
2015	27	694,684
Monthly Avg.	2	57,890

hosting events, and promoting our own work as well as the efforts of other constitutional reform groups.

Government Relations - We made more than 1 million contacts with legislators in 2015, including 475 personal and 13,930 group contacts specifically on constitutional reform. Heartland experts testified in Michigan on constitutional reform in 2015.

Communications - In 2015, Heartland appeared in print, television, or on radio more than 4,300 times reaching a print audience of more than 102.5 million, including 27 appearances on constitutional reform reaching a print audience of nearly 700,000. Heartland produced seven podcasts on constitutional reform generating 97,500 downloads, and Heartland experts traveled the country speaking to dozens of audiences about paths to constitutional reform.

Key Personnel

Kyle Maichle
Project Manager
kmaichle@heartland.org

Prior to joining Heartland in 2015, Kyle Maichle held positions with the Sam Adams Alliance, Lucy Burns Institute, and Wisconsin Election Watch.

Naming rights to this Center and its key personnel are still available. Call Gwendalyn Carver at 312/377-4000 for details.

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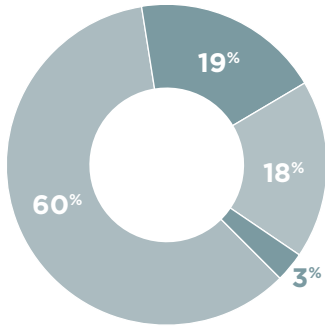
“The federal government, Congress, the Supreme Court, the president, the bureaucracy, they are not going to reform themselves. Only we can - through our state representatives from the bottom up.”

MARK LEVIN
LAWYER, AUTHOR, AND HOST
THE MARK LEVIN SHOW

Development

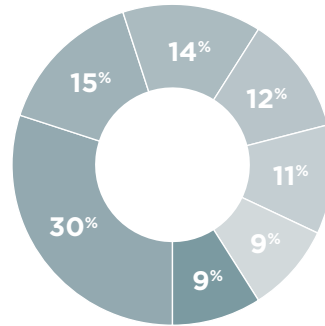


2015 Funding Sources Total: \$4.7 million



Foundations	60%
Individuals	19%
Corporations	18%
Other	3%

2015 Spending Total: \$6.3 million



Communications	30%
Publications	15%
Editorial	14%
Occupancy/Supplies	12%
Government Relations	11%
Fundraising	9%
Administration	9%

Key Personnel

Gwendalyn Q. Carver
Development Director
gcarver@heartland.org

Gwendalyn Carver oversees Heartland's comprehensive fundraising efforts including proposal writing, direct mail, and donor events. She is the main liaison between Heartland and its 6,000 supporters, answering their questions and encouraging them to get the most out of their relationship with Heartland.

Invest in Freedom!

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.

Donor Benefits

All donors receive *QPR*, our quarterly newsletter, and invitations to Heartland events. Donors of \$1,000 or more receive monthly collections of new publications and detailed quarterly reports on the activities of one or more of Heartland's five policy centers. Contributions are tax-deductible under Section 501(c)(3) of the Internal Revenue Code.

Donor Input and Confidentiality

Donor input is always welcome. Heartland does not reveal the identities of its donors. Policies

regarding how donors can interact with Heartland staff are available on our website and upon request. Heartland does not conduct contract research.

Legacy of Freedom Campaign

In 2015, in conjunction with its purchase of a headquarters in Arlington Heights, Heartland launched a capital campaign. For more information or to make a contribution, please contact the Development Department at 312/377-4000 or visit our website at heartland.org/donate.





Why balloons?

Balloons have a lot in common with freedom. Both seem to aspire to escape earthly tethers and fly ever higher. Both also are fragile. Without our care and attention, they can “pop” or rise so high they disappear.

People of all ages love balloons and freedom. Maybe they grasp intuitively that they are the same thing, while we have to ponder it.

KEVIN LEONARD
ART DIRECTOR
THE HEARTLAND INSTITUTE

