

Freedom Rising



The Heartland Institute 2018

Freedom Rising



Tim Huelskamp, Ph.D.
President



Joseph Bast
CEO

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

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

The Heartland Institute is a national nonprofit research and education organization devoted to improving our world using positive, pro-liberty ideas. We discover, develop, and promote free-market solutions to social and economic problems.


The election of Donald Trump as president of the United States was good news for freedom lovers. We have a second chance for freedom the nation probably didn't deserve but can now embrace. The Trump administration has an opportunity to turn the nation away from economic stagnation, racial and class division, and socialism and toward economic prosperity, harmony, and freedom.

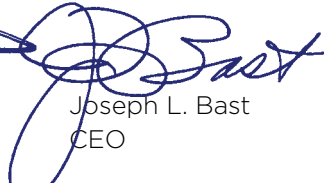
President Trump's opposition is in disarray, having lost touch with Americans in the Heartland and their representatives in state governments. With support from patriotic Americans from all walks of life, and perhaps even backed by a Supreme Court majority that recognizes constitutional restrictions on the exercise of power by the national government, President Trump can fill this vacuum.

This is truly a second chance for freedom to rise, but President Trump and thousands of free-market-minded state legislators need help formulating and then articulating a free-market agenda. They need the advice of experts who have studied the issues closely and have been waiting for this chance to see their ideas implemented. We are those experts. We have those plans. This is our chance to make a difference, to help freedom rise.

We need your support to continue making our 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,


Hon. Tim Huelskamp, Ph.D.
President


Joseph L. Bast
CEO

Our mission:

The Heartland Institute discovers, develops, and promotes free-market solutions to social and economic problems.

Staff and resources:

We have a full-time staff of 39, plus approximately 500 policy advisors, 25 senior fellows, and more than 250 elected officials in Heartland's Legislative Forum.

How to contact us:

The Heartland Institute
3939 North Wilke Road
Arlington Heights, Illinois 60004
312/377-4000
fax 312/277-4122
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 *REDISCOVERING AMERICANISM*
AND *THE TYRANNY OF PROGRESSIVISM*

“Thanks to The Heartland Institute for all you have done to advance free-market solutions to virtually every challenge facing our country.”

HON. LAMAR SMITH
U.S. CONGRESSMAN - TEXAS

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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 three monthly public policy newspapers to every state and national elected official in the United States.

Research and Publications

Outreach Publications

The Heartland Institute sends three 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 country's leading free-market thinkers.

Books and Policy Studies

Heartland has published 35 books and hundreds of *Policy Studies*, *Policy Briefs*, and booklets. Heartland's international network of scholars produces original research and conducts peer review.

Read by Eight of 10 State Elected Officials

In 2016, Victory Enterprises surveyed 503 randomly selected state legislators. It found:

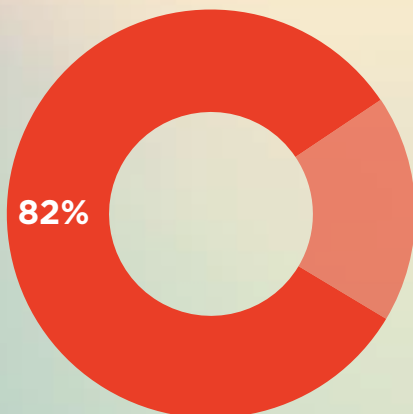
- 82% of state elected officials say they read at least one Heartland publication “sometimes” or “always.”
- 65% read *Budget & Tax News*.
- 60% read *Environment & Climate News*.
- 63% read *School Reform News*.
- 45% of state elected officials report a Heartland newspaper “influenced my opinion or led to a change in public policy.”

“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
FORMER STATE SENATOR
BOARD OF REGENTS
STATE OF IOWA**

82% of state elected officials read one or more Heartland newspaper “sometimes” or “always.”





Budget & Tax News
 Jesse Hathaway
 Managing Editor
 jhathaway@heartland.org

Contributing Editors
 Tonya Barr
 Ryan Bedford
 David Denholm
 Sandra Fabry
 Robert Genetski
 Matthew Glans
 Amber Gunn
 Jason Mercier
 Dan Mitchell
 Steve Stanek
 Jonathan Williams



Key Personnel

S.T. Karnick
 Publications Director, Research Fellow
 skarnick@heartland.org

S.T. Karnick edits and oversees the production of Heartland's serial publications. Before joining Heartland, S.T. Karnick served as director of publications for the Hudson Institute and editor of *American Outlook*.



Environment & Climate News
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 Managing Editor
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Contributing Editors
 Dennis Avery
 Bonner Cohen
 Robert Ferguson
 Steve Milloy
 Joel Schwartz
 S. Fred Singer
 Tom Tanton
 Todd Myers



Edward Hudgins
 Research Director
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Edward Hudgins originates, oversees, and edits books and policy studies produced by Heartland. Hudgins has also worked at The Heritage Foundation, Joint Economic Committee of Congress, Cato Institute, and Atlas Society.



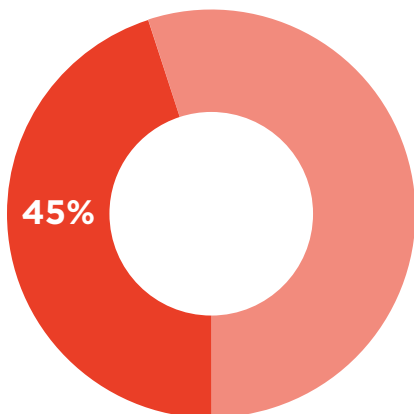
School Reform News
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Contributing Editors
 Ben DeGrow
 Lori Drummer
 David Kirkpatrick
 Andy LeFevre
 Dan Lips
 Neal McCluskey
 Vicki Murray
 Connie Sadowski
 Lisa Snell
 Don Soifer
 Matt Warner
 Jim Waters



Justin Haskins
 Executive Editor, Research Fellow
 jhaskins@heartland.org

Justin Haskins edits Heartland research, serial, and other publications. Haskins writes regularly for *The Blaze* and serves as a contributor for the *Washington Examiner* and columnist for *Townhall.com*.



45% of state elected officials say a Heartland publication influenced their opinions or led to a change in public policy.

Government Relations



Key Personnel

John Nothdurft
Director of Government Relations
john@heartland.org

John Nothdurft manages the Government Relations Department staff and interacts with lawmakers and allies in the states. Nothdurft is also 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 was chairman of the Employee Benefits Programs Committee and a member of the House Appropriations Committee and the Education and Environment Division.

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 Heartland Institute strives to be the first place a busy legislator or staff turns to for reliable research and commentary on the major issues of the day.

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.

Heartland sends experts to testify, host educational events, and provide policymakers with research from the top experts in the country on a wide variety of policy issues.

In 2017, Heartland contacted elected officials nearly a million times, produced and distributed 220 policy documents, and testified 13 times in 13 states.

Legislative Forum

Heartland's Legislative Forum connects more than 275 dues-paying state legislators with Heartland's network of 500 policy advisors.

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.

2017 Successes

In November, Heartland hosted its 2017 Emerging Issues Forum in Houston, Texas. The event attracted more than 100 state elected officials and policy experts from more than 28 states.

Since the release of our *2015 Welfare Reform Report Card* rankings, our team has worked in states across the country to educate lawmakers about policy solutions to move people from government dependency to self-sufficiency. At least a dozen states passed legislation based on our recommendations.

States also made progress opposing Medicaid expansion, implementing pension reform, expanding school choice, and opposing state carbon taxes.

With Congress failing to repeal and replace Obamacare, Heartland is conducting a multi-state campaign aimed at helping states to adopt compassionate and innovative health care reforms through the 1332 and 1115 waiver processes.

In 2017 alone, Heartland contacted elected officials nearly a million times, produced and distributed 220 policy documents, and testified 13 times in 13 states.

It's All About Freedom



Key Personnel

Latreece Reed
Executive Vice President
lreed@heartland.org

Latreece Reed is the executive vice president of The Heartland Institute. Reed joined Heartland in September 1999 as an administrative assistant. She was promoted in 2001 to director of operations and in 2005 to chief operating officer. In February 2007, she completed her master's degree in business administration with a concentration in human resources at the University of Phoenix.

Join a full-time staff of 39 dedicated men and women discovering, developing, and promoting free-market solutions to social and economic problems. For questions about applying for this opening, please contact lreed@heartland.org.

Regulation

Federal regulations cost the average household nearly \$15,000 each year.

Education

Sixty-two school choice programs are available to children and their families across the United States.

Limited Government

The Founding Fathers created a way for citizens to rein in the national government.

Health Care

States can act to reduce the cost of health care and health insurance.

Energy

Ending the war on fossil fuels will produce an enormous "peace dividend."

Marketing and Communications



Key Personnel

Jim Lakely
Director of Communications
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 worked in daily deadline journalism for several newspapers, including as a White House correspondent for *The Washington Times*.

2017 Events

HOSTED	GUESTS	LIVE STREAM
43	2,228	32,671

Effective Marketing of Ideas

The Heartland Institute's communications and marketing teams produce a steady stream of news releases, op-eds and letters to the editor, blog posts, podcasts, live-streamed events, radio and TV interviews, videos, and speaking engagements. Heartland produces this content with its 29 senior fellows, 500 policy advisors, and via cooperative projects with our allies in the liberty movement all across America.

7 Heartland's Communications Department regularly reaches out to reporters, editors, producers, and hosts across North America. In 2017, we appeared in print, online, on television, or on radio 4,675 times. Heartland experts appear on major cable outlets and nationally syndicated talk radio shows five times per week, on average. Attendance at our events, including those held almost every week at our Andrew Breitbart Freedom Center, totaled 1,645 in-person guests and 32,586 guests who watched via live stream.

The marketing team is responsible for producing and implementing comprehensive marketing plans for The Heartland Institute – a key to the amazing success of our events, podcasts, and publications. The team has a dedicated staffer for each of our core topic areas to focus on creating and executing winning strategic plans and producing maximum policy impact.

2017 Podcasts

PROGRAMS	PODCASTS	DOWNLOADS
6	263	2,369,420

2017 Media Coverage

HITS	RADIO/TV	PRINT CIRCULATION
4,675	262	103,117,195

Heartland Daily Podcast

Our podcasts were downloaded and listened to 2.4 million times in 2017, an increase of more than one million from the previous year. Those podcasts, available on Heartland's website, iTunes, and SoundCloud, are: the *Budget & Tax News Podcast* and the *Health Care News Podcast*, hosted by Jesse Hathaway; the *School Reform News Podcast*, hosted by Teresa Mull; the *Environment & Climate News Podcast*, hosted by H. Sterling Burnett and Isaac Orr; and the *In the Tank Podcast*, hosted by Donny Kendal and John Nothdurft. Heartland staffers also host regular podcasts on constitutional reform, vaping, and American exceptionalism.



Veronica Harrison
Director of Marketing
vharrison@heartland.org

Veronica Harrison is the director of marketing at The Heartland Institute. She is responsible for creating and implementing efficient marketing plans for all projects at The Heartland Institute. Harrison works with all other departments at Heartland to promote its publications, events, issue campaigns, and speakers. Prior to joining the Heartland team, Harrison was a communications specialist at the Streeterville Chamber of Commerce.

“Heartland has been a front-runner in conservative think tank literature production and has been a leader in public outreach.”

GLOBAL ENVIRONMENTAL CHANGE (2016)

Digital Projects



A Family of Websites

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

The Heartland Institute
heartland.org

American Exceptionalism
american-exceptionalism.org

America First Energy Conference
americafirstenergy.org

Anniversary Benefit Dinner
benefit.heartland.org

Blog (Freedom Pub)
blog.heartland.org

Climate Change Awards
climatechangeawards.org

Climate Change Reconsidered
climatechangereconsidered.org

Climate Conferences
climateconferences.heartland.org

Emerging Issues Forum
eif.heartland.org

Heartland Library
library.heartland.org

Heartland Store
store.heartland.org

Left Exposed
leftexposed.org

Our American Constitution
robnatelson.com

Parent Trigger (school reform)
theparenttrigger.com

PolicyBot
policybot.org

2017 Social Media Stats

	FOLLOWERS	IMPRESSIONS
Facebook	101,310	5.8 million
Twitter	74,723	5 million

Social Media

Heartland's social media presence is robust. Our Facebook page has more than 100,000 fans and Heartland's posts are engaged some five million times a year. Heartland was also an early adopter of Twitter, and regularly uses it to promote Heartland's product output, events, and its free-market mission to its 75,000 followers over 18 separate accounts. Heartland's YouTube page has more than 1,000 videos that have been viewed 1.8 million times.

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 Facebook. These professionally produced high-definition videos are then automatically archived, so they can be seen by thousands of other viewers later.

Key Personnel

Keely Drukala
Deputy Director of Communications
kdrukala@heartland.org

Keely Drukala is the deputy director of communications at The Heartland Institute. She is responsible for supervising Heartland interns, website building and maintenance, video planning and production, event coordination, and she serves as Heartland's chief technology officer.

PolicyBot™

Heartland created and operates PolicyBot™, a search engine offering more than 40,000 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, constitutional reform, and much more.

Heartland TV

In 2017, Heartland built a TV studio in its building in Arlington Heights. This professional set-up allows Heartland staffers to instantly serve as a guest on any national or local television broadcast in America – and even internationally. The studio also serves as the hub from which Heartland produces policy-oriented videos and promotional materials for books, policy studies, and events.



Center for Transforming Education



Legislator Contacts

	PERSONAL	GROUP
2017	3,078	167,659

Heartland's Center for Transforming Education is devoted to research and effective advocacy of ideas to radically improve education for America's students.

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

9 *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 2016 telephone survey found 63 percent of state legislators read *School Reform News* "sometimes" or "always."

Government Relations - Heartland's government relations staff made more 3,078 personal and 167,659 group contacts for a total of 170,737 contacts with legislators on education issues. Heartland experts testified in Illinois, North Dakota, Ohio, and Oregon on education issues in 2017.

Communications - In 2017, Heartland appeared in print, online, and on television or radio 4,675 times, reaching a print audience of more than 103 million, including 689 appearances on education issues reaching a print audience of nearly

Media Coverage

	HITS	CIRCULATION
2017	689	19,679,622

School Reform News Podcast

	EPISODES	DOWNLOADS
2017	48	188,950

20 million. Heartland also produced 48 podcasts on education issues, generating more than 188,000 downloads, and Heartland experts traveled the country to speak to dozens of audiences about the benefits of expanding school choice.

Digital Projects - School Choice Weekly is an e-newsletter written by Research Fellow Teresa Mull. The newsletter, which has more than 1,850 subscribers, summarizes and links to the most important news, research, and commentary about school choice, Common Core, and other key education issues.

Naming opportunities for this research center are still available. For more information, please call Gwendalyn Carver at 312/377-4000.

Key Personnel

Lennie Jarratt
Project Manager
Center for Transforming Education
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.

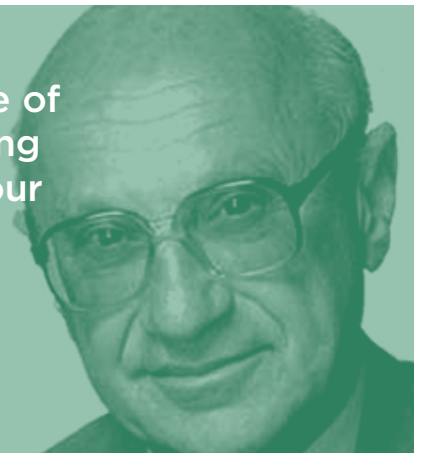


Herbert Walberg, Ph.D.
Senior Fellow
hwalberg@heartland.org

Herbert Walberg, Ph.D., is chairman of The Heartland Institute's Board of Directors, a senior fellow, and coauthor or editor of several Heartland publications on school reform. He earned his Ph.D. in educational psychology from the University of Chicago.

"*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
2017	7,396	292,731

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

Programs

Budget & Tax News is Heartland's monthly newspaper on fiscal policy. It features news and commentary on efforts to lower taxes, deregulate industries, and privatize services. A telephone survey of 503 randomly selected state and local elected officials conducted by Victory Enterprises found 65 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.

Government Relations - We made more than 300,127 contacts with legislators in 2017 specifically focused on budget and tax issues. Heartland experts testified on

Media Coverage

	HITS	CIRCULATION
2017	423	13,007,175

Budget & Tax News Podcast

	EPISODES	DOWNLOADS
2017	47	246,486

budget and tax issues in Indiana, Maine, Maryland, Ohio, Washington, and Wisconsin.

Communications - In 2017, Heartland appeared in print, online, and on television or radio 423 times on budget and tax issues reaching a print audience of more than 13 million. We produced 47 podcasts on budget and tax issues, generating nearly 250,000 downloads, and Heartland experts traveled the United States to speak to dozens of audiences about taxes, Social Security, and welfare reform, among other topics.

Digital Projects - *Budget & Tax News* is produced in print and digitally. The electronic version reaches 2,525 key "influentials."

Key Personnel

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

Jesse Hathaway is a Heartland research fellow and managing editor of *Budget & Tax News*. Before joining Heartland, Jesse Hathaway worked for *Media Trackers*, a conservative nonprofit news organization active in five states. His investigatory research has appeared in *The Daily Caller*, *Drudge Report*, and *Cleveland Plain Dealer*.



Peter Ferrara
Senior Fellow
Entitlement and Budget Policy

Peter Ferrara is a senior fellow for entitlement and budget policy at The Heartland Institute and a senior fellow at the Social Security Institute. He served in the White House Office of Policy Development under President Reagan and as associate deputy attorney general of the United States under President George H.W. Bush. He is a graduate of Harvard College and Harvard Law School.

Naming opportunities for this research center are still available. For more information, please call Gwendalyn Carver at 312/377-4000.

"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
2017	6,962	257,827

Heartland's Arthur B. Robinson Center on Climate and Environmental Policy produces a comprehensive research and education program aimed at increasing energy freedom in the United States and the world. Our efforts have earned us the title of "the world's most prominent think-tank supporting skepticism about man-made climate change" (*The Economist*, May 26, 2012).

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 per 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.

Conferences - Heartland has hosted 12 conferences on climate change and one on President Trump's America First Energy Plan, attracting more than 5,000 people from 20 countries. The most recent event took place in Washington, DC in November 2017.

Media Coverage

	HITS	CIRCULATION
2017	2,695	60,865,302

Environment & Climate News Podcast

	EPISODES	DOWNLOADS
2017	63	780,555

Focus in 2018

In 2018, the Center will focus on ending the war on coal and other fossil fuels, promoting President Trump's America First Energy Plan, and continuing to refute the false claims of environmental groups on climate change and the public health effects of fossil fuels.

We expect to help members of the Trump administration repeal the anti-energy regulations adopted by the Obama administration and assist elected officials articulating a pro-energy, pro-environment, and pro-jobs agenda.

Climate Change Weekly is an e-newsletter sent to more than 4,500 subscribers. *Environment & Climate News* and Heartland's other publications on climate and environmental policy are also distributed digitally and available online.

Key Personnel

Arthur B. Robinson, Ph.D.
Director and Senior Fellow
art@oism.org

Dr. Arthur Robinson is a distinguished chemist, cofounder of the Oregon Institute of Science and Medicine, and editor of the influential newsletter *Access to Energy*. He received a Ph.D. in chemistry from the University of California at San Diego. Dr. Robinson joined the Board of Directors of The Heartland Institute in 2016. He is also a senior fellow for environment policy at Heartland.



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.

"The Heartland Institute offers a model of what the EPA red team might look like. Their contrarian Nongovernmental International Panel on Climate Change — often referred to as a red team — publishes regular volumes of a report called *Climate Change Reconsidered*."

THINK PROGRESS
JULY 26, 2017

Consumers for Health Care Choices



Key Personnel

Charles Katebi
State Government Relations Manager
ckatebi@heartland.org

Charlie Katebi interacts with elected officials and staff, tracks legislation, and writes research and commentary on various issues Heartland covers. Before joining Heartland, Katebi was a health care policy analyst at the Wyoming Liberty Group.

Legislator Contacts

	PERSONAL	GROUP
2017	4,260	131,558

Heartland's Consumers for Health Care Choices project works with allies to build a national grassroots movement to promote consumer-driven health care. Instead of adding additional regulations, mandates, and government entitlement programs, Heartland supports 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 written to meet the needs of state legislators who lack staff, are trying to follow a wide range of topics, and who care more about news than about analysis or commentary. A 2016 telephone survey found 59 percent of state legislators read *Health Care News* "sometimes" or "always." We suspended publication of *Health Care News* at the end of September 2017. We will continue to pursue funds to support this important publication.

Heartland also publishes books, policy studies, and shorter publications on Obamacare, Medicare and Medicaid reform, certificate of need programs, and other health care issues.

Media Coverage

	HITS	CIRCULATION
2017	334	3,482,203

Health Care News Podcast

	EPISODES	DOWNLOADS
2017	29	360,966

Government Relations – Heartland's government relations staff made more than 135,818 contacts with legislators in 2017, specifically on health care issues. Heartland experts testified in Indiana and Pennsylvania on health care issues in 2017.

Communications – In 2017, Heartland appeared in print, online, and on television or radio 334 times on health care issues reaching a print audience of nearly 3.5 million. Heartland produced 29 podcasts on health care issues generating 361,000 downloads, and Heartland experts traveled the country speaking to dozens of audiences about market-based alternatives to government-run health care.



Matthew Glans
Senior Policy Analyst
mglans@heartland.org

Matthew Glans drafts responses to emerging budget and tax and health care issues via talking points, *Policy Briefs*, and op-ed pieces, with the goal of informing legislators about free-market ideas. Before joining Heartland, Glans worked for the Illinois Department of Healthcare and Family Services.

Please contact Gwendalyn Carver at gcarver@heartland.org or 312/377-4000 if you can help us return *Health Care News* to its regular publication schedule or if you are interested in naming opportunities for this research center.

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

STATE SENATOR ERIC KOCH
INDIANA SENATE



Center for Constitutional Reform



Legislator Contacts

	PERSONAL	GROUP
2017	1,552	48,610

The Heartland Institute's Center for Constitutional Reform was created to highlight individuals and organizations working to find solutions to our nation's problems, especially the growing national debt, through constitutional reforms. 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
2017	27	694,684

Constitutional Reform Podcast

	EPISODES	DOWNLOADS
2017	63	780,555

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

Government Relations - We made more than 49,765 contacts with legislators in 2017 specifically on constitutional reform.

Communications - In 2017, Heartland appeared in print, television, or on radio more than 75 times calling for constitutional reform, reaching a print audience of nearly one million. Heartland produced 18 podcasts on constitutional reform generating 72,459 downloads, and Heartland experts traveled the country speaking to dozens of audiences about paths to constitutional reform.

Key Personnel

Neal Schuerer
Policy Advisor
think@heartland.org

Neal Schuerer, a former two-term Iowa state senator, is the executive director of Campaign Constitution and a policy advisor to The Heartland Institute. He communicates directly with state elected officials and policy leaders to advance state-initiated constitutional reform.



Robert G. Natelson
Senior Fellow
think@heartland.org

Robert G. Natelson is widely acknowledged to be one of the country's leading scholars on the Constitution's amendment procedure. He is the author of *The Original Constitution: What It Actually Said and Meant* (Apis Books, 3rd ed., 2014).

Naming rights to this Center is still available. We need your financial support to make this ambitious program possible. Call Gwendalyn Carver at 312/377-4000 for details.

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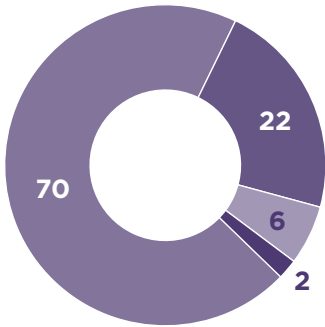


“The federal government, Congress, the Supreme Court, the president, the bureaucracy, they are not going to reform themselves. Only we can – through our state representatives from the bottom up.”

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

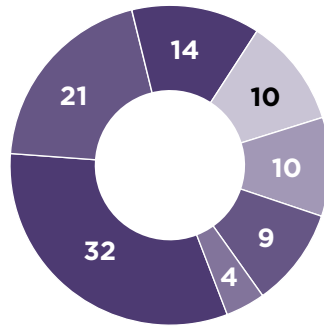
Development

2017 Funding Sources Total: \$5.8 million



Individuals	70%
Foundations	22%
Corporations	6%
Other	2%

2017 Spending Total: \$5.1 million



Communications/Marketing	32%
Publications	21%
Editorial	14%
Fundraising	10%
Government Relations	10%
Administration	9%
Occupancy/Supplies	4%

Donor Benefits

We have a donor benefits schedule to fit every budget! All Heartland Patriots (\$50 or more) receive *QPR*, our quarterly newsletter, and invitations to Heartland events. Heartland Patrons (\$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 at any level are tax-deductible as provided for by 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.

Creating Your Legacy of Freedom

If preserving and expanding individual freedom in the future is important to you, and if you want to be remembered for your commitment to that ideal, please consider making a special gift to The Heartland Institute for our "Legacy of Freedom" campaign. Please contact Gwendalyn Carver at 312/377-4000 or visit our website at heartland.org/donate.

- Give through your will (bequest)
- Honor a family member or friend
- Sponsor faculty positions
- Secure naming rights for research centers
- Contribute to Heartland's endowment fund



Key Personnel

Gwendalyn Carver
Director of Development
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 5,500 supporters, answering their questions and encouraging them to get the most out of their relationship with Heartland.



Aaron Stover
Senior Corporate Relations Officer
astover@heartland.org

Aaron Stover is the senior corporate relations officer and represents The Heartland Institute in Washington, DC. He previously worked on fundraising, marketing, and transatlantic policy projects for the Atlantic Council, the Center for European Policy Analysis, the U.S. Chamber of Commerce, and the Center for Strategic and International Studies. Stover earned a master's degree cum laude in European studies from George Washington University and a bachelor's degree in government and French from the University of Texas at Austin.

Why Support The Heartland Institute?

The Heartland Institute is approximately 5,500 men and women, just like you, who are concerned about attacks on freedom in America and are willing to fight back by funding a nonprofit research and education organization devoted to making freedom rise once again.

Heartland has a long and distinguished history of defending freedom, going back to our founding in 1984. 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.

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

The Heartland Institute is a national publicly supported charitable organization. It is tax exempt under Section 501(c)(3) of the Internal Revenue Code. It has a Platinum rating from Guidestar and is rated a 3 Star Charity by Charity Navigator. We were recently ranked one of the 10 most influential free-market think tanks in the world by TheBestSchools.org.

Please give generously!

THE HEARTLAND INSTITUTE 
FREEDOM RISING

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