



 LIBERTAS
— INSTITUTE —

2022: A YEAR OF IMPACT

A MESSAGE FROM THE PRESIDENT

We strive to be “high ROI” for our donors like you —clearly making an impact for the better.

I recently spoke with one of our donors, an older gentleman who donates to a number of other nonprofits. I asked him about his giving and how he feels about the impact it’s having. He let out a sigh.

This donor explained to me that for many of the groups he gives to, he has no clue what impact (if any) his gift is having. He doesn’t see the “R” in ROI, and it’s unclear to him if his efforts are making much of a difference.

I was glad to hear what he said next — he doesn’t feel that way about Libertas Institute at all. He emphasized how excited he was at the progress we’re making, the large number of families we’re serving,

and our innovative policies and education projects. I was meeting with him to thank him, but he insisted on thanking me.

The truth is, that wasn’t the first time I heard one of our donors express this sentiment, and I’ve heard it from others since. It is a point of pride for our team to be extremely clear with our supporters about how their investment in us is paying off.

Yes, we’ve won awards — including being the only nonprofit to ever receive State Policy Network’s “Biggest Victory for Freedom” award twice. (State Policy Network is a national association of groups like ours spread across the country.)

Yes, we’ve changed a lot of laws — over 100 of them, many of which were first of their kind in the country. Now we are helping other states implement these reforms, too! And yes, we’ve sold a ton of Tuttle Twins books. (Nearly five million of them at this point!)

Those accolades and milestones are fun to share with people like you. But they are ultimately not what we care about — they are mere proxy metrics for the real impact we’re after.

Our team’s mission is “To change hearts, minds, and laws to build a freer society by creating and implementing innovative policy reforms and exceptional educational resources.”



Connor speaking to a group in South Dakota about how to fight for freedom

That’s what we’re after: changing hearts, changing minds, and changing laws to create freedom. Making a real impact in people’s lives.

Selling books is great, but we need to make sure that families are learning together, having meaningful conversations, and applying the principles of freedom in their lives.

Getting bills passed is a critical part of our policy work, but real reform comes from making sure these laws are implemented well and the public is aware of their newfound freedoms we’ve fought for.

What we want most is to make a real difference in people’s lives: helping a microentrepreneur grow their

business by repealing a regulation that is crushing them; letting a poor senior citizen stay in their home by not having to pay property taxes every year; helping a child realize their potential at one of our Children’s Entrepreneur Markets; or empowering a mother to shield her kids from harmful ideas by reading the Tuttle Twins books together. One by one, in the aggregate we can make a big impact together.

This year I’m especially grateful to you for your support of our work. It’s because of your investment in our organization that we can create real and lasting change. And I’m committed to making sure that like our other donors, you can clearly see the impact of your gift to us.



FIGHTING FOR FOOD TRUCK FREEDOM

Food trucks benefit our communities in many ways. They provide a variety of food options in multiple locations, enable operators to make a living for themselves and employ others, and they provide revenue for the state, counties, and cities in which they operate.

As food trucks proliferated in Utah, some local governments went too far in their restrictions or otherwise struggled to fix or adopt ordinances that properly accounted for their business model. As a result, a series of state laws emerged that encouraged and required a reduction in regulation for these companies.

House Bill 146 was one such bill. This “food truck freedom” law is the first in the country to create a streamlined process for food truck owners, who now can get a single business license and then legally operate anywhere in the state. This law erased a lot of bureaucracy so these microentrepreneurs can stop getting permission slips and start serving our communities.

PUBLIC POLICY BRIEF

Food Truck Freedom:
Removing Barriers for Mobile Businesses



OCCUPATIONAL LICENSING PUT IN CHECK

It is believed that occupational licenses are tools that provide consumer protection by weeding out those who are not qualified for a particular occupation, leaving those who are qualified to pursue their occupation.

However, this view is falling out of favor. To see why, one needs only to look at how states grappled with COVID-19.

To fight COVID-19, states allowed doctors to practice across state lines without getting new occupational licenses for each state of practice. More than 45 states enacted this universal medical license recognition.

States allowed this change because it would expand access to health care. When doctors are not required to get a new license to treat patients in another state, our healthcare industry becomes more effective at doing what it is supposed to do — help others.

This case study provides insight into how current occupational licensing laws are harmful and why universal occupational licensing should become commonplace

This year, we worked on Senate Bill 16, which was sponsored by Senator Curtis Bramble. This bill created a specific office and manpower to work on reducing regulatory barriers in an ongoing intentional way in the years ahead.

Countless Utahns work in an industry where they have to get a government permission slip — an occupational license — to legally work. Over the years, Libertas has helped reform many laws that restrict this practice to free up the market

As the process moves forward, we can make data-driven decisions about which professions are actually risky and may require more oversight, and which should be freed from these heavy government restrictions.

This is exciting as the free market can provide a better indication of competency within a profession than government permission slips.

PROGRESS ON PSYCHOTHERAPEUTICS

Utah has been experiencing a mental health crisis for years. Utah consistently has higher rates of depression than the rest of the country and is persistently ranked in the top ten states for the highest suicide mortality rates.

This is why Libertas supported House Bill 167, which created a task force dedicated to exploring how psychotherapy drugs like psilocybin (“magic mushrooms”) and MDMA can help people with mental health struggles, such as PTSD, depression, and addiction. This was an important first step in determining how the state might legalize these medicines to make them more available to people in need.

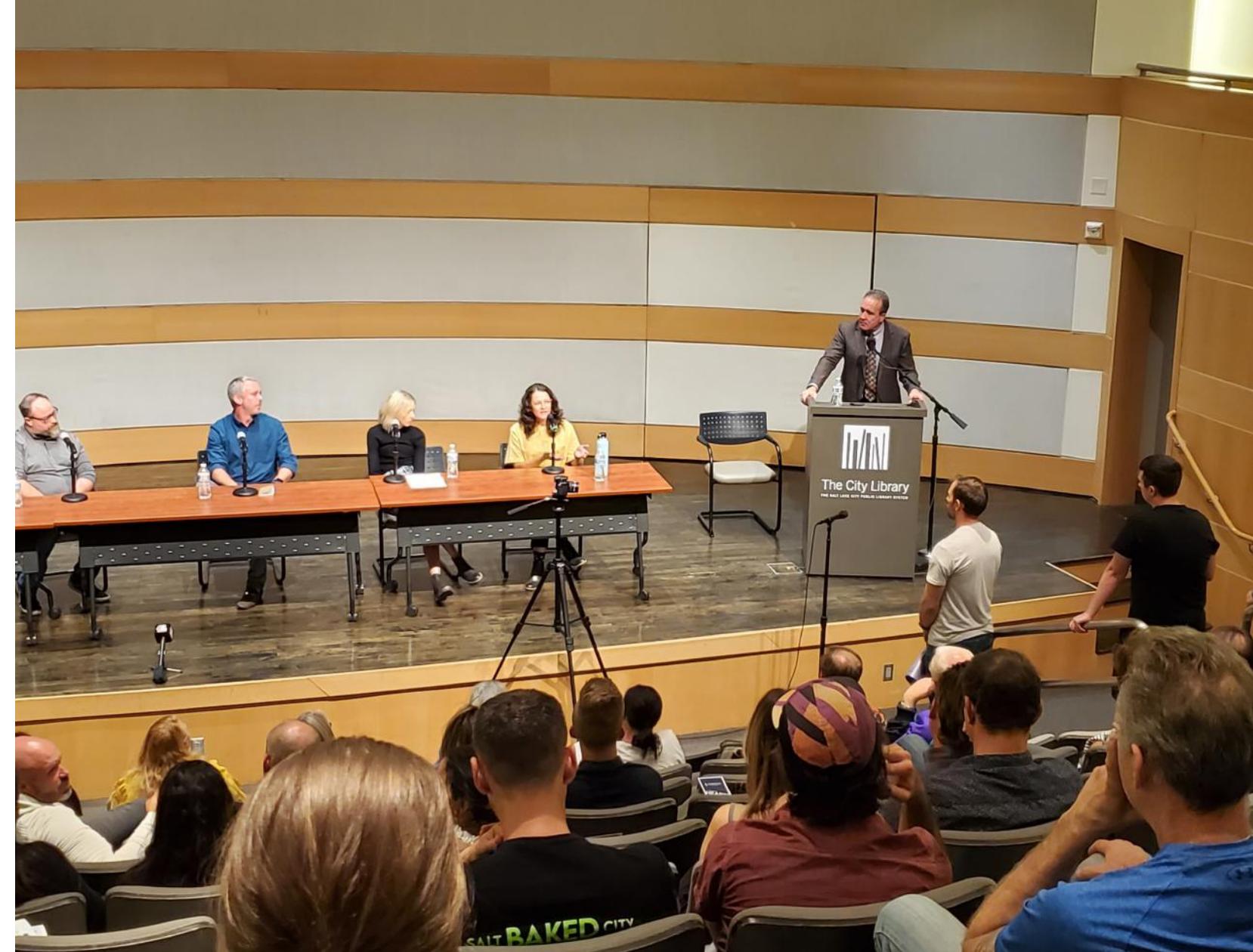
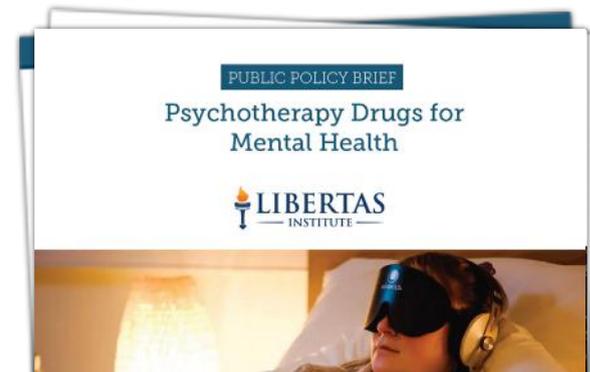
Ahead of the task force’s announcement, Libertas organized and hosted a panel discussion featuring experts like Dr. Allison Feduccia and Dr. Reid Robison.

Following months of study, the task force concluded that MDMA and psilocybin can offer significant benefits to those with mental illness. The task force wrote, “The overall body of evidence... supports a significant benefit from MDMA-assisted therapy for severe, chronic PTSD.” Their review of psilocybin was equally positive:

“Psilocybin-assisted therapy could offer an additional option for the armamentarium of depression treatments. An advantage of psilocybin-assisted therapy is that it does not require daily administration like an oral antidepressant.”

All eyes turn to next year’s legislative session. Could 2023 be the year that Utah finally legalizes medicinal MDMA and psilocybin, as it has already done for ketamine.

Ultimately we are aiming to undermine the horrible, costly, wasteful, and counterproductive “war on drugs” that has been a remarkably flawed policy approach to dealing with people who use illicit substances. Efforts like this can help ensure people retain their basic freedom to pursue happiness and find the relief they need.



PRIVACY SCHOLARS NETWORK

The government and “Big Tech” have been put on notice

Convenience comes at a price, and that price is increasingly personal. The privacy implications of technological advances are fast becoming a cause for public concern, and justifiably so.

To address these issues, we launched the Privacy Scholar Network. The body of research we grow with this project will fuel future policy recommendations that Libertas Institute will make to state legislatures.

NO-KNOCK WARRANTS

New restrictions improve protections for Utahns’ private property rights and personal privacy

After past failures pursuing a broader bill, this year House Bill 124 passed, which put some additional restrictions on how police officers can implement no-knock warrants.

Utah has been a national leader in past years as a result of our work on these high-risk police tactics, and this year’s bill adds some additional clarity to the law to help protect the rights of people to be secure in their persons and houses.



FIGHTING FOR GIG WORKER PROTECTIONS

A new sustainability project provides solutions to problems plaguing those in the gig economy

The gig economy has transformed the way we live our lives. From food delivery to rideshare to freelance design, a whole bundle of services are at our fingertips. But the gig economy has a major sustainability problem. We launched a project that seeks to reframe the way employment law is treated in the US to expand benefits and protections for those in the gig economy.

PROPERTY TAX RELIEF FOR SENIOR CITIZENS

Libertas-backed bill paves a way for senior citizens who are struggling financially to keep their homes

Senate Bill 25 allows homeowners who are over the age of seventy-five and have an income of less than \$65K per year to stop paying property taxes so they can stay in their home. Any taxes they owe can be taken from the proceeds when the home is sold or their estate is settled after they die. This program allows seniors who are struggling financially to gain much-needed relief and makes sure this population does not have to worry about becoming homeless.



THE TUTTLE TWINS TV SHOW

Season 1 now complete and available to watch for free!

When we partnered with the Harmon Brothers and Angel Studios two years ago, we set out to create a high-quality cartoon to reach the rising generation.

It became the topmost crowd-funded kids media project in the world and attracted attention from supporters like you... and plenty of haters, too!

And now, season one is fully released! Your family can watch the first 12 episodes for free. Simply download the Angel Studios app on your mobile device. From there, find the Tuttle Twins in the app and you can watch directly on your device or stream it to your TV.

Our goal is to reach 100 million kids with this show, and you can help by spreading the word! As kids watch the cartoon, they'll then be primed to learn from our books, curriculum, and more educational products.

We've been very pleased with how the cartoon team has taken the ideas from the books and turned them into hilarious scripts with catchy jingles and fun characters. It's super fun to watch!

This cartoon project is a long-term one to invest in reaching and teaching youth (and their parents!), so we're excited to see where it goes... on to season two!



"As a parent, it's music to my ears when I see my kids laughing and they're learning what it means to respect and value freedom."

- Steven Sharp Nelson

"The show is honestly way cooler than what I anticipated. A lot of stuff that has a positive message can be too preachy, but they've done a fantastic job with this!"

- Zuby

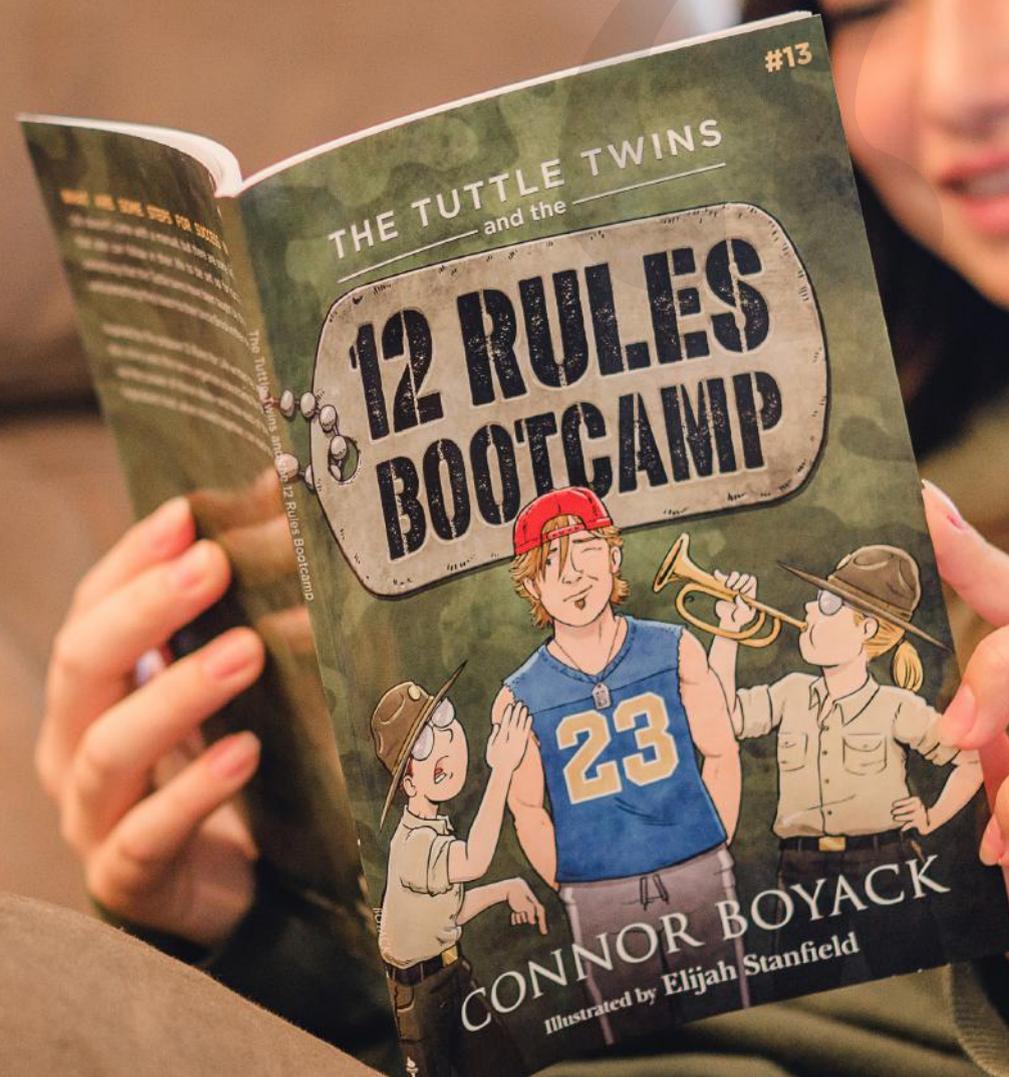


"Tuttle Twins is uplifting for children, it's humorous and some of the principles taught in the episodes took me a couple decades to learn! Adults need to watch Tuttle Twins too."

- JP Sears

“Sometimes my wife and I feel like the salmon swimming upstream when it comes to our values and beliefs. I’ve read the Tuttle Twins books with my 11-year old and it is a blessing to have our values reflected by another voice. And then we get to reference the lessons learned in the real world and it’s encouraging to watch her connect the dots herself.”

— Tom, from Macungie, PA



86%

OF LIBERTAS' PROPOSALS BECOME LAW

Nonprofit public policy groups like Libertas Institute are often called “think tanks,” but we really consider ourselves a “do tank.” We don’t just publish our opinions in whitepapers and articles and hope somebody does something about them. We recognize that opinions are a dime a dozen and even when backed by an influential group, they don’t spring into life all on their own.

That’s why we engage in strategic outreach designed to take our ideas and actually turn them into policy. We’ve been around for ten years now, and since then we have refined our approach, strengthened relationships, and honed in on a few different methods we can use—depending on the issue—to elicit support and create consensus among elected officials and the public.

It’s no easy task. After all, for each of our core areas of focus, there are entrenched and well-funded opponents. Even worse, we often fight against our own taxpayer dollars that are being used to lobby for more taxes, more control, etc. But we recognize the urgency of our work and the vacuum that would exist if we weren’t in the trenches fighting for freedom in Utah and around the country.



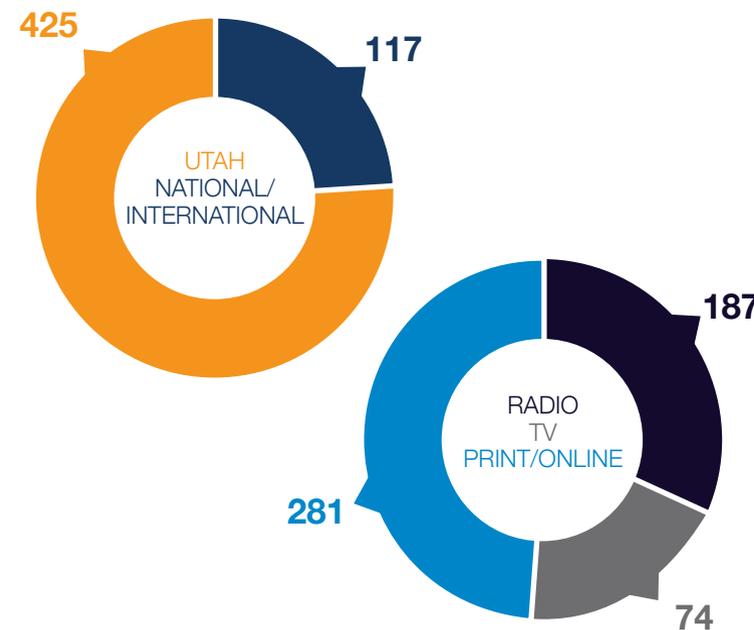
WHO REPORTED ON OUR WORK IN 2022?



MEDIA MENTIONS

Whether we are named directly or our work is featured with other interviews—especially the people our work is benefiting — we try to track how much media impact our work has created.

While much of our work is behind the scenes or on issues that are unlikely to attract attention, we take advantage of opportunities to influence public opinion and shape the debate on important topics.



A SAMPLE OF OUR OP-EDS:

- Privacy in the Digital Era: Who Controls Private Data? (*The American Institute for Economic Research*)
- The Criminal Justice System Was Not Designed for People With Mental Illness (*Deseret News*)
- A Framework for Patients to Safely Access Psychotherapeutic Medicine in Utah (*Salt Lake Tribune*)
- A Key Lawsuit Could Reveal Just How Blurry The Lines Between Social Media And Government Have Become (*Daily Caller*)
- Latest CIA Revelations Show Clear Need for Privacy Protections (*Standard-Examiner*)



Leadership Academy students proposing their final projects for mentorship opportunities



Libertas Institute team members at the State Policy Network Conference



The new Tuttle Twins warehouse we will be moving into this April



Receiving an award for our Children's Entrepreneur Market project



Rees Empey sharing our work at Virginia's symposium for Americans for Prosperity



Dr. Reid Robison speaking at Libertas' psychotherapeutics public forum



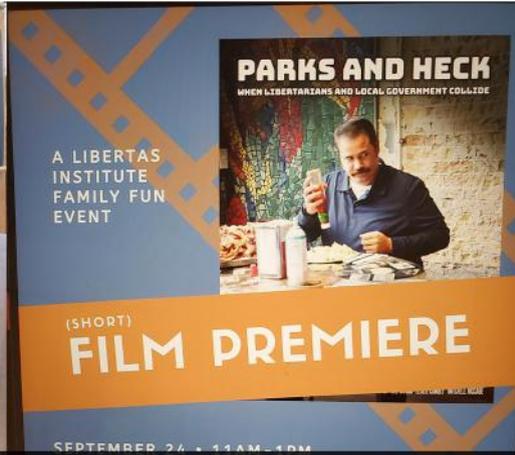
Jon sharing our education work at the 2022 Libertas Freedom Dinner



Connor and Elijah being interviewed by the Babylon Bee for their podcast



Moms for Liberty is getting The Tuttle Twins into schools and class libraries nationwide



This year we premiered our new short film Parks and Heck



Caden Rosenbaum moderating a discussion on tech policy



After two years of hard work, we finally launched our new American History book

LIBERTAS INSTITUTE'S LATEST BOOKS

REACHING NEW AUDIENCES WITH OUR MESSAGE

We've now sold over 4.5 million copies of our popular Tuttle Twins children's books! We are convinced that more educational material for children is needed, so parents and teachers can help children understand important principles.

This year we published a few new books to help us reach new audiences and increase knowledge about the ideas of a free society. And we have big plans for many more books in the next year which we're excited to soon share!

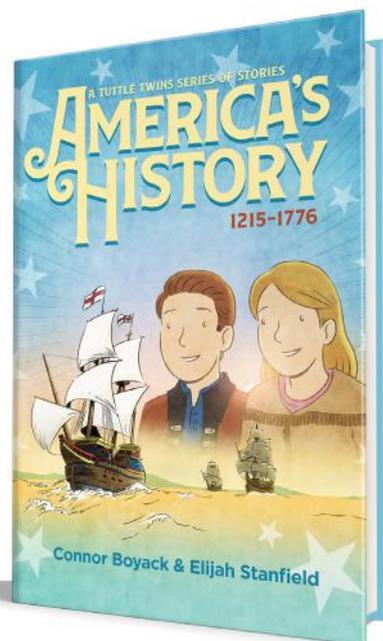
With our books now in fifteen languages and spreading across the world, our small organization is having a big impact. Your support helps make this possible, and it's immensely exciting for our team to ponder the massive impact this effort is having.

America's History: A Tuttle Twins Series of Stories

Our 240-page book on American history is unlike any other. Where other textbooks for kids focus on *what* happened, we focus on *why* it all happened. Where other books ignore the philosophy behind the Revolution, our book is full of it.

After two years of research and writing (and rewriting!) our team has produced the first installment in our *America's History* series to teach the inspiring ideas and philosophies that gave rise to America.

Sadly, this perspective isn't taught in schools—other textbooks just focus on superficial history instead of substantive ideas and how they relate to our day. So in addition to selling the book we're working hard to get it adopted by schools across the country! Check it out at TuttleTwins.com/history.

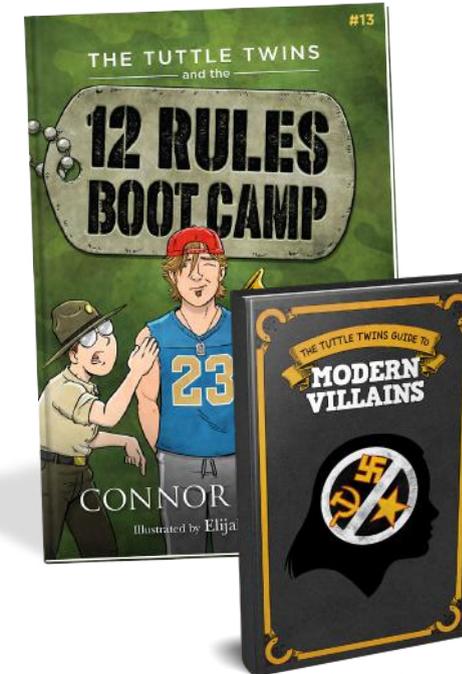


The Tuttle Twins and the 12 Rules Boot Camp

Inspired by Dr. Jordan Peterson's *12 Rules for Life*, our new book helps children learn twelve powerful ideas that will help them think clearly and act responsibly. It's essential reading for every freedom-loving family!

The Tuttle Twins Guide to Modern Villains

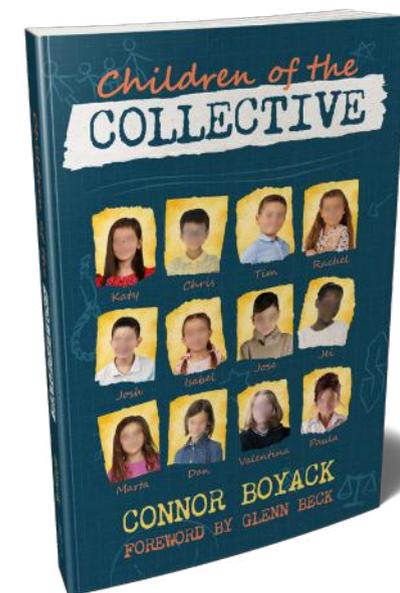
"How could the people have gone along with this?" "How was this person able to get people to give him so much power?" These are questions *The Tuttle Twins Guide to Modern Villains* explores. By asking these questions, we can learn what we should be on the lookout for today.



Children of the Collective

Throughout history, totalitarians have recognized the importance of propagandizing the rising generation in order to maintain and increase the state's power.

This tendency to consider children as part of some dystopian collective is sadly prevalent in the so-called "land of the free" as well. But as *Children of the Collective* explains, there is one institution uniquely positioned to keep the state's power at bay and protect our children...



COMMUNITY ACCOMPLISHMENTS



CHILDREN'S ENTREPRENEUR MARKET

Our fifth year of the kids markets was a huge success. We served 3,660 youth entrepreneurs in 28 different markets throughout Utah. And now we're expanding these markets across the country, beginning with five new states in 2023. From there we'll grow the program nationally under our "nail it then scale it" system to reach hundreds of thousands of kids with this amazing experience. We'll also be developing curriculum to teach entrepreneurship in a practical and fun way for the rising generation.

LEADERSHIP ACADEMY

This year we continued our Leadership Academy to train a small cohort of college-age individuals how to effect change in their communities. We examined applications and selectively invited eight people who felt were eager to learn and apply what we shared. With the help of several guest speakers, we spent eight weeks going in-depth on a wide range of issues and finished with an evening in which participants pitched a project they plan to carry out in 2023 to apply what they learned.



DEFENDERS OF LIBERTY AWARD

The following legislators achieved a Libertas Index ranking of 85% or higher during the 2022 session.

REPRESENTATIVES:

Cory Maloy | Jordan Teuscher | Mark Strong | Norm Thurston
Adam Robertson | Travis Seegmiller | Karianne Lisonbee
Ken Ivory | Brady Brammer | Candice Pierucci

SENATORS:

Lincoln Fillmore | Dan McCay | Jake Anderegg | Todd Weiler
Wayne Harper

AVERAGE 2022 LIBERTAS INDEX RANKINGS

HOUSE

60%

SENATE

67%

Higher is better. Score is out of 100%.

A VIVID VISION FOR LIBERTAS INSTITUTE

Last year, our executive team established a series of goals for Libertas Institute to accomplish in the next three years. More than a mere vision statement that is soon forgotten, this “Vivid Vision” is an explicitly detailed review of what Libertas will look like three years from now. More importantly, it is a statement of how our work will grow and impact even more people to achieve greater successes and make a bigger difference in the world.



We’d like to share it with you. Scan the QR code below and you’ll be able to access this five-page PDF document. As you’ll see, it goes through each of our departments and projects to spell out what we want them to look like, and do, three years from now. This intentional goal setting allows us to now reverse engineer our success and identify the specific steps needed to get there. We’d love your help to make this vision a reality!

OUR TEAM IS GROWING!



We hired 14 new full time staff this year! Our organization has been growing by leaps and bounds, with an office, multiple warehouses, and remote team members scattered across the country to extend our reach and better network with supporters in other states.

We are so grateful to have so many strong and active people on board!

From left to right, top to bottom, here are the newest members of Libertas Institute:

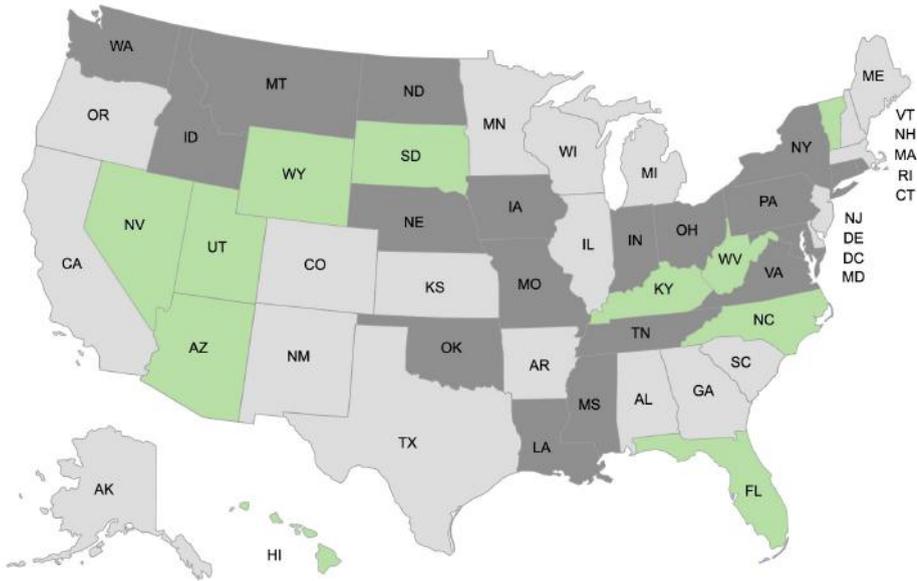
- Trena Olsen — Executive Assistant
- Torrey Shallcross — Director of Partnerships
- Ronni Peck — Managing Editor, Tuttle Times
- John Yelland — Director of Communications
- David Iglesias — State Government Affairs Associate
- Amy Pomeroy — Criminal Justice Policy Analyst
- Justin Jepsen — Business Manager, Tuttle Twins
- Lynee Fife — Director, Children’s Entrepreneur Market
- Chad Thomas — Chief Marketing Officer
- Jon England — Education Policy Analyst
- Jason Chipman — Director of Utah Government Affairs
- Alison Fong — Development Associate
- Tessa Bagley — Community Engagement Specialist
- Marisa Fox — Content Manager

LIBERTAS HAS GONE NATIONAL

Did you know that Libertas now works outside of Utah? This year we developed over a 100 partnerships with groups and legislators in other states to help them replicate some of the policy reforms we've gotten passed here. Over 40 bills were introduced based on our work and many of them passed, extending Libertas' reach and influence across the country. And this is just the beginning!

We gave out over \$100,000 in grants this year to partner organizations working alongside us, so they could implement our policy ideas in their own states.

This has positioned Libertas not just as an innovative policy organization but also one that's able to put money where our mouth is and support our partners across the country in their work, too.



-  Passed a law based on our model policy
-  Introduced a bill based on our model policy



Senator Mike Lee

“The Libertas Institute and the Tuttle Twins are transforming this country and one our most promising ways to fight back against socialism in schools.”



Samantha W.

“My daughter started reading Tuttle Twins when she was about 9. She reads them voraciously. I asked her what she likes so much about them, and she said, ‘I feel like they tell me the truth when others are just trying to convince me of something.’ We love them!”

A CAUSE WORTHY OF YOUR SUPPORT

The past decade is full of examples of the impact our team has had, thanks to supporters like you who make our work possible. But there are so many problems that need our attention — so we have a game plan to increase the reach and impact of our work.

Scan the QR code at right to read our full prospectus and see what we're up to. Want a printed copy? Reach out and let us know!



OUR MISSION
IS TO CHANGE
**HEARTS
MINDS
& LAWS**
TO BUILD A
FREER SOCIETY
BY CREATING
AND IMPLEMENTING
INNOVATIVE
POLICY REFORMS
AND EXCEPTIONAL
**EDUCATIONAL
RESOURCES.**