



**FAMILY--FOCUSED  
FREEDOM**

**A STRATEGIC PLAN  
TO ADVANCE  
LIBERTY NOW AND  
INTO THE FUTURE**

# MISSION

## + Mission

We change hearts, minds, and laws to create a freer future by building a national network of families who learn about and help defend the ideas of a free society.

## + Vision

We envision and are creating a world where families, entrepreneurs, and individuals thrive without barriers, empowered to peacefully create the lives they desire.

## The Network



# + Changing Hearts, Minds, and Laws

## Dear friend in freedom,

You invest in the cause of freedom because you care. You want your children and grandchildren to inherit a freer country than you've lived in. You hope that common sense will prevail and that the toxic political culture will give way to clearer minds—principled ones who respect our birthright of liberty.

I don't need to tell you how things are going. You know that we're losing. For every step forward our movement takes, we're forced to take three steps back.

So what if I told you there was an opportunity to shift the balance and better leverage your investments to effect change?

It boils down to this: I don't think we'll save our country in the Capitol, even though it's critical that we engage legislatively. I don't think we'll save our country in the courtroom, even though it's critical that we litigate for freedom. And I don't think we'll save it in the classroom, even though, yes, we should engage there too.

No—if our country is to be saved, it's at the family dinner table. It's helping parents and

their children experience our ideas daily, empowering them with values and concepts that can enrich their lives and engage them in the fight.

The freedom movement generally neglects families. Most groups focus on atomized adult voters with policy briefs, symposia, and marketing efforts. But by then it's typically too late—it's hard to change an adult's worldview. We have to start earlier.

That's where we come in—we reach and teach entire families, empowering them to learn about and help defend the ideas of freedom. While depressing news and defeats are all around us, *this* is hopeful work.

Politics is downstream of culture, sure—but culture is downstream of the family. If we want to increase freedom, we have to engage the rising generation and make our ideas meaningful and relevant to families today.

We're doing just that—and with your help, we'd love to go further, faster.



Connor Boyack  
Founder and President



# + State of the Union

**A free society depends on an informed, capable people.**

The habits and knowledge required for freedom are eroding—often quietly, then suddenly. The issues below pose a systemic risk to our ability to live as free and responsible people.

## Historical Ignorance

Did you know **only 13%** of 8th graders across America are proficient in American history? College students and adults don't fare much better—more than 70% fail a basic civics quiz!

A self-governing people must understand what built this country, what has threatened liberty in the past, and how quickly rights can be lost when citizens can't recognize old mistakes in new packaging. Those who don't learn from the past are doomed to repeat it.



## Financial Illiteracy

Nearly **one in four** teens lacks basic financial literacy, and evidenced by the **\$18.4 trillion** in household debt, adults struggle too. In fact, on basic quizzes U.S. adults consistently miss half the questions.

That's a freedom issue, not just a math issue. Debt breeds dependency—and when people are financially cornered, they're far more vulnerable to promises of rescue that come with strings attached.



## Supporting Socialism

**62% of Gen Z** holds a favorable view of socialism, compared with **43% of adults** overall. That shift reflects how quickly anti-market ideas are being normalized among the next generation of voters.

Socialism trains people to see someone else's success as a resource to be taken, not a standard to aspire to—and by weaponizing envy it steadily turns free enterprise into a system of legalized plunder.





## Failure to Launch

**A whopping 52%** of college graduates work in jobs that don't require their degree, with 42.5 million Americans working to pay off an average of **over \$40,000** in debt each.

That mix of weak career traction and heavy debt turns "higher education" into a delayed adulthood. It's a debt-financed detour that postpones family formation and financial success—the very milestones that once defined the American Dream.



## Diminished Rights

Americans today live under rights that exist more on paper than in practice.

The government claims **half of every dollar** we earn, invades our privacy, restricts our property rights, and tells us what we can build on our own land, what we can ingest, whom we can hire, and how we should educate our children. These and other controls add up to a life where the state, not the individual, is the arbiter of how we live.



## Weakened Families

Today's crisis isn't only broken homes—it's hollow ones. As one example, **only 38%** of Gen Z say their families ate together regularly growing up, versus 74% of Americans over age 50.

When the bonds at home weaken, support shifts outward—institutions raise the kids and families lean on government programs to fill the gaps. Weak families create the conditions for a stronger state.

## Most Groups Act Too Late...

**Most nonprofits respond at the adult stage—sometimes as early as college.**

But by then, beliefs and habits are largely set, and changing them is slow, expensive, and rarely scalable. The status quo isn't working.

—————> **What if we could reach them at an earlier age in a friendlier environment?**

→ + **Libertas Network offers a solution: reach and teach families with young children.**

We won't solve America's deepest problems in the Capitol, courtroom, or classroom. *Lasting change is built at the family dinner table*—where ideas are discussed, tested, and reinforced until they become conviction and culture.



---

LIBERTAS NETWORK

# + **Strike the root— recruit families**

**The freedom movement needs to invest upstream, not just fight downstream.**

Too much funding targets adults after beliefs and habits are set—costly work with limited lasting change. The highest-leverage investment is a network of informed, engaged families raising the next generation to sustain freedom.



**“There are a thousand hacking at the branches of evil to one who is striking at the root.”**



**Henry David Thoreau**

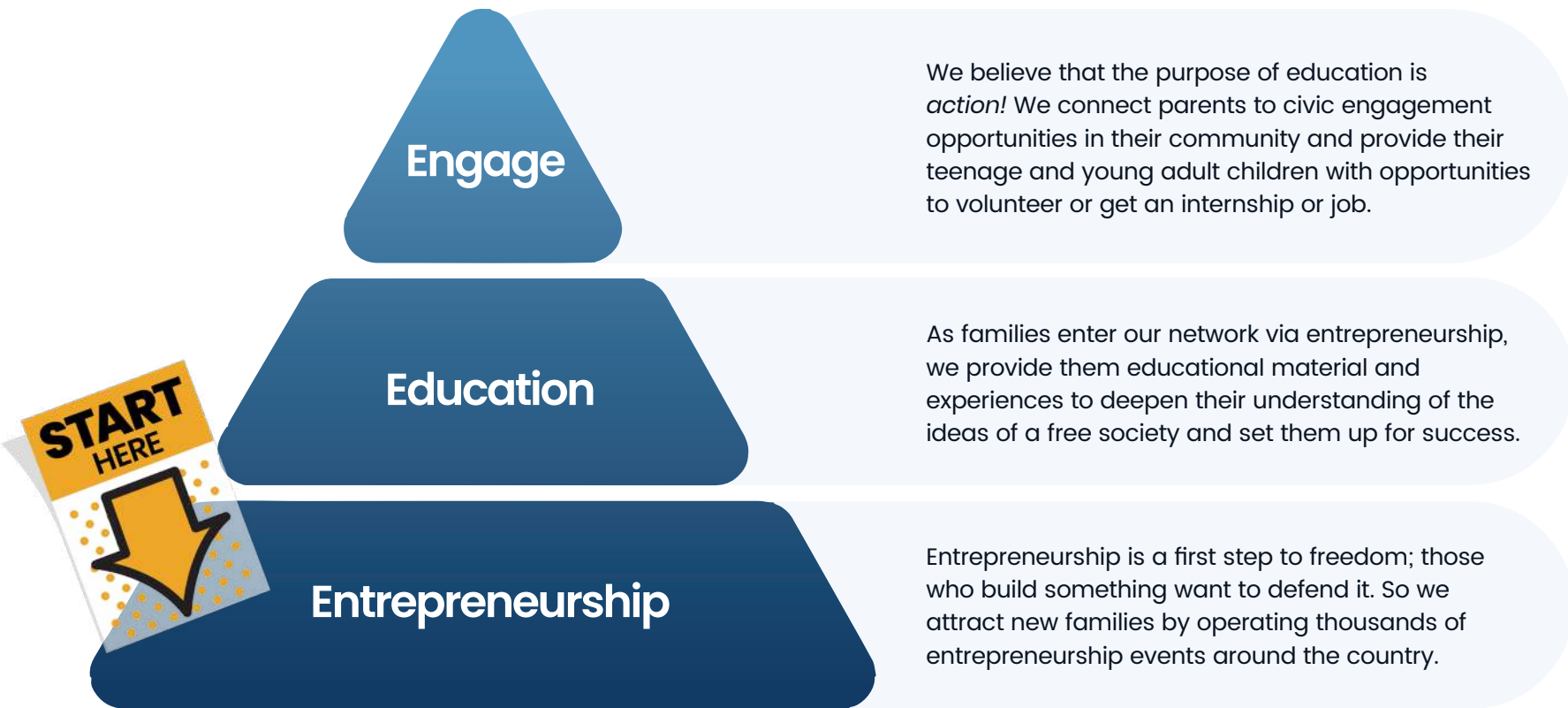
+ **Libertas Network moves the needle and achieves tangible impact by building a national network of families,** enabling investors like you to have a long-term, transformational impact to educate and persuade people—children *and* their parents—to embrace and defend the ideas of freedom.



---

# + The Pyramid of Impact

**Our network has three layers, each building on the prior one.**  
And each level is designed to reach, teach, and engage families.



PYRAMID

# ENTRE

## + Entrepreneurship

→ **is a first step to freedom.** It's apolitical, American, and *awesome*—and it's a great way to teach families about free enterprise. We operate 2,000+ events nationwide to give youth an opportunity to start their own (very!) small business.

**100,000+** youth entrepreneurs participating

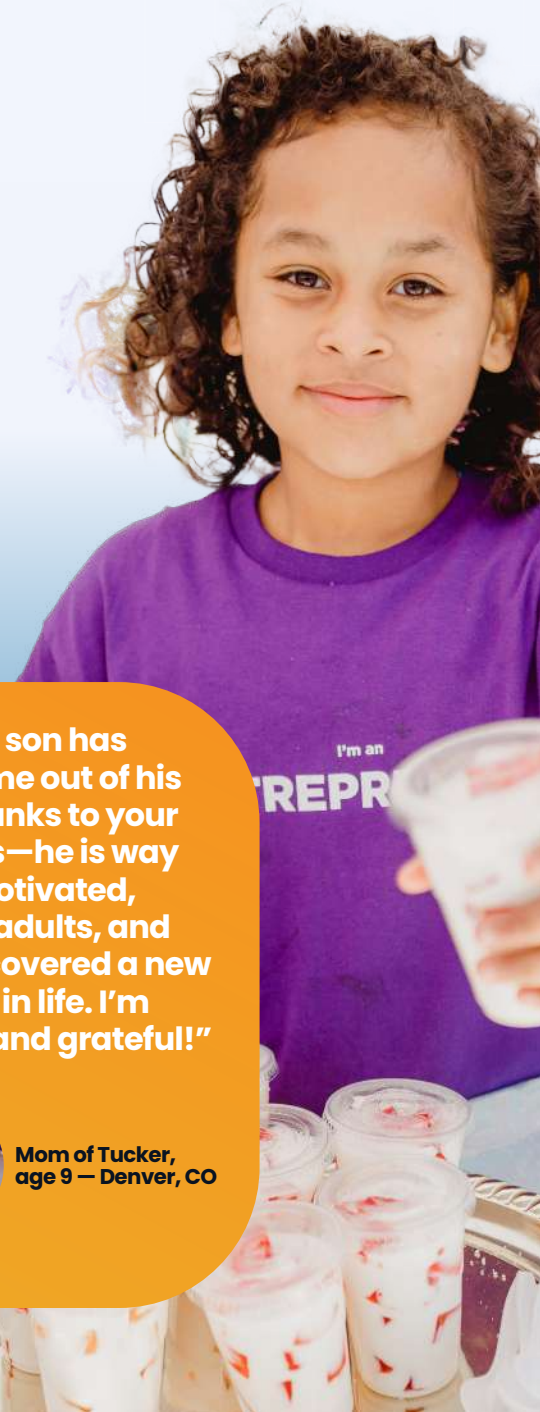
**\$11,000,000+** revenue generated by participants

Kids Markets

"My shy son has now come out of his shell thanks to your markets—he is way more motivated, talks to adults, and has discovered a new passion in life. I'm thrilled and grateful!"



Mom of Tucker,  
age 9 — Denver, CO





#### KIDS MARKETS

**We launch 2,000+ market events each year** where children age 5-17 sell real products for real money to gain financial literacy and learn about value creation, money, marketing, and free enterprise.

## + Fast Facts

- Median Age: 9 years old
- Avg. Revenue per Child: \$153
- Retention Rate (2+ markets): 35%



# + Launching Businesses

We support our youth entrepreneurs in growing beyond our market events, whether it's setting up an online store, going door-to-door, or attending other community events to scale up their operation.

## Floss Cotton Candy

Siblings who began their gourmet cotton candy business at our markets have now expanded into four states and over 100 stores, creating 50+ unique flavors and a new Floss Cake product.



## The Bead Borough

After starting at our markets in Georgia, Sawyer expanded her jewelry business by selling wholesale to local boutiques, growing her online sales, and even selling at a concert in Paris!

**450+** new businesses launched

### Your Philanthropy Fuels Their Growth

**\$100k**

in donations to support the Kids Markets program nationwide

directly produces →

**\$250k**

in revenue generated by the youth entrepreneurs we are able to serve

# + Scholarship Program

Teen entrepreneurs can receive seed funding to grow their business. They must demonstrate in-depth knowledge of their operations and provide follow-up reports on how the funding helped them grow.

**\$250,000+** in scholarships awarded



Alvarez Kids



Jack



Avonna & Azeyla



Halle



Luis Angel



Emma



Kelsey

# + Elevate Youth from Low-Income Families

Our Elevate program helps children from disadvantaged households get into entrepreneurship. Our mentors provide them with curriculum support, startup funding, and other help as needed to get involved.

This program launched in early 2026. By 2028 we aim to enroll 10,000 kids from low-income households.



# + Mentorships for Ambitious Young Entrepreneurs

We pair successful entrepreneurs with an aspiring youth entrepreneur for a six-month mentorship, helping kids navigate growth, setbacks, and success with confidence.

This program launched in late 2025. By 2028 we aim to have 500+ mentorships each year.



# EDUCATION

## + Education

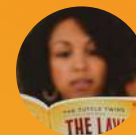
→ **We make the ideas of liberty accessible to families.** With over three dozen books, curricula, a cartoon series, and more, the Tuttle Twins help the rising generation (and their parents!) learn how to be free.

**7,000,000+** books distributed

**1,200,000+** families in our audience



"I'm blown away at how well my kids can understand 'grown-up' topics because of your books. They have learned so much... and frankly, I have too. Thank you!"



Adria L.  
Detroit, MI





THE TUTTLE TWINS

# + Educating Entrepreneurs

→ Each youth entrepreneur receives a book, curriculum, and more.

Building on the first layer of our Pyramid of Impact, we help our young entrepreneurs learn about the ideas of free enterprise and how to live a prosperous life.



Scan to watch two cute kids explain our books!

## Impact Now and Into the Future

A long-term study by the University of Michigan found that political values instilled before age 14 often persist well into adulthood. Early education is the key to long-term change.



# + School Outreach

→ Our materials equip educators to share the principles of freedom in diverse classroom environments.



**650+** schools using our books

**70,000+** books donated to schools and libraries

**“Economics for eight-year-olds? I didn’t think they would find it interesting, but I was wrong! This has been such a fun resource for our students.”**



**Josephine H.**  
3rd grade teacher

Building on the books, we partnered with Angel Studios to produce a cartoon series to reach even more families.

**450M+** views across all channels

**4** seasons produced



Scan to watch an episode!

TuttleTwins.TV



# PRAXIS

## + Launching Lives

Praxis's career accelerator bootcamp makes a **\$300,000 impact on each student's life** both by avoiding college and kickstarting their career. We guarantee a well-paying job for participants who complete our high-intensity, six-month program.

**1,000+** students served

**\$300,000** average savings per student

**93%** of students employed at graduation



**"My son described one week of Praxis as equal to one year of University. After watching him bored with freshman year of college, I could not be happier we discovered Praxis."**



**Jeff M.**  
Alumni Parent

1

### Curriculum

Praxians learn practical skills they'll use in the real world.



<b>THE CRISIS AT A GLANCE</b>	<b>HOW PRAXIS SOLVES IT</b>
\$153,000 average tuition/fees	\$7,500 tuition
Debt for decades	Graduate debt-free
Indoctrination into socialism	Freedom-centric curriculum
Four years behind a desk	Six months efficiently used
Classroom theory—no real skills	Monetizable skills + portfolio
End result: A degree	End result: Employment
52% employment rate	93% employment rate
A murky ROI	Crystal-clear ROI



2

### Mentorship

Praxians are paired with a team of mentors for guidance.

3

### Community

Praxians network with like-minded peers who get it.

4

### Career Launch

Praxians land their role and thrive with ongoing support.



Scan to watch a video about how it works!

[JoinPraxis.com](https://JoinPraxis.com)



# + Engagement

- ▶ **Education must lead to action.**  
We operate a think tank to put the ideas of freedom into action through innovative, state-level policy reforms across the country with the grassroots help of families in our network.

**150+** laws changed

**2,000,000+** lives impacted

**24** first-in-the-nation reforms innovated



**“Lawmakers like me need good ideas, effective strategy, and a supportive coalition to succeed. Thankfully, Libertas helps with all three! This passionate team of freedom fighters is doing excellent work.”**



Indiana Rep.  
Jake Teshka

## Nail It

We use our HQ state, Utah, as a policy incubator where we develop innovative reforms in a receptive legal environment. This increases the likelihood other states will adopt our reforms once someone else has taken the first step.

- + The only think tank in the State Policy Network to win its top “Victory for Freedom” award twice.
- + 24 innovative policy reforms created that were the first of their kind in the country.
- + 87% of our policy proposals are successfully enacted into law.

## Then, Scale It

We then partner with think tanks, grassroots groups, and elected officials across the country to help their states enact our reforms. The families in our network become advocates who drive the adoption of these reforms in their own states.

- + Sixteen states have enacted nineteen of our policy reforms.
- + Over \$300,000 in grants awarded across 20 partner organizations to support their work.
- + We have developed partnerships with 180+ organizations around the country.



Scan to see our  
policy work

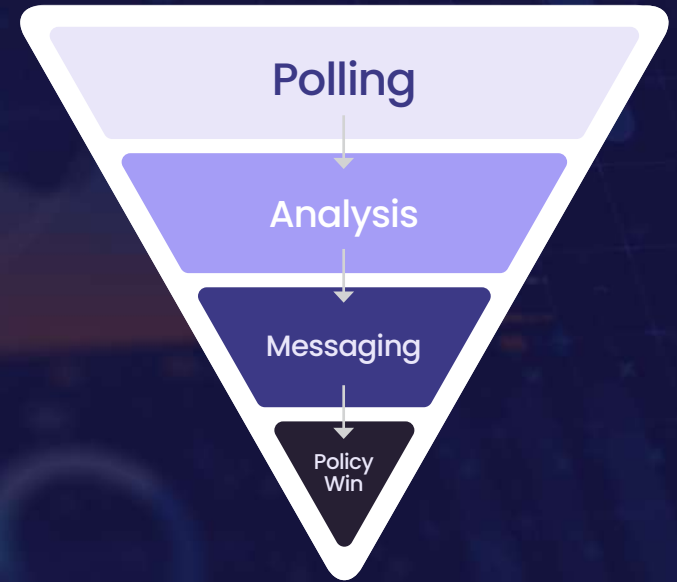


## + Tracking the Public's Pulse

Overton Insights is our public opinion research firm that measures and analyzes societal attitudes and ideas to help policymakers and voters understand and navigate the evolving landscape of shifting opinion.

"Overton asked about stuff that we just don't know much about from other sources."

The  
Salt Lake  
Tribune



Achieved in just 1 year!

\$35M+ earned media value achieved

1,000+ Media mentions

This program soft launched in 2025. In 2028 we aim to have 25 clients and 20,000+ media mentions.

[OvertonInsights.com](https://OvertonInsights.com)

# + Libertas Action Coalition

Building a national network of families enables us to create a pipeline into the freedom movement—a feature that has long been lacking in order to build the capacity and strength of hundreds of organizations.

## Talent Pipeline

**We connect the teens and young adults in our network to organizations in their state for:**

- Internship and employment opportunities
- Youth leadership training and networking
- Professional development resources to learn how to be an effective advocate of freedom

## Engagement Pipeline

**We connect parents to organizations in their state for:**

- Civic engagement and ways to get their families involved
- Training on how to create change in their community

This program soft launched in 2025. In 2028 we aim to place 250 interns and help 10,000 families engage civically.



## + Getting Families Aligned

# Family BRAND

Every lasting movement for freedom is built on strong families. Without families who live and teach the principles of liberty, efforts to change laws or shape culture fall short.

Family Brand equips parents to strengthen their homes—clarifying their family’s mission, vision, and values—so they can engage effectively in the world around them. When families clearly know who they are, they become the driving force behind a freer future.

**350+** families served

**Our experience with Family Brand has been transformative. My only regret is that we didn’t have this 40 years ago when we were starting our family!**



**Michael Hyatt**  
Leadership and productivity author, entrepreneur



We acquired Family Brand in early 2026. In the years ahead will be growing it to serve thousands of families!

[FamilyBrand.com](https://FamilyBrand.com)

# + Raising Builders, Not Beneficiaries

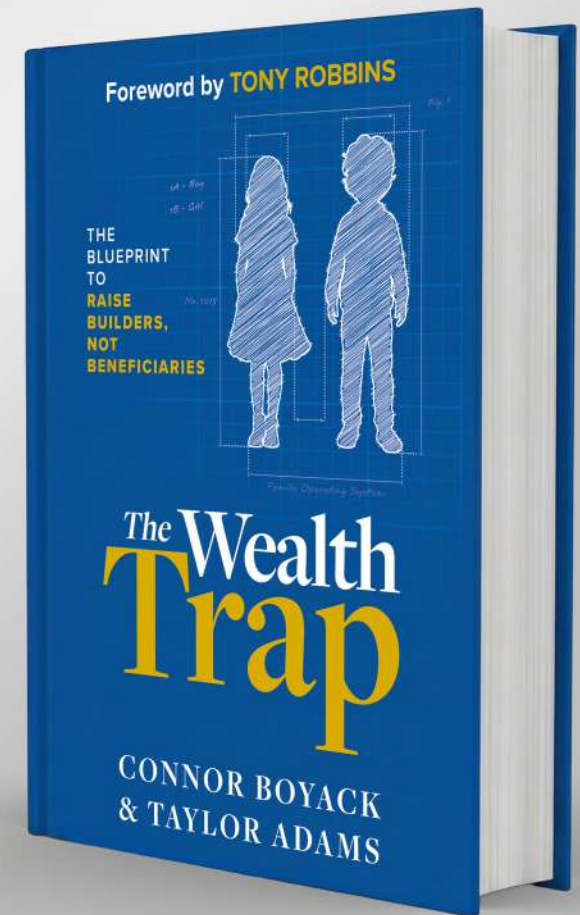
As AI and automation usher in an era of unprecedented abundance, every family will face the challenge that affluent families are struggling with right now: how to raise children who create value rather than simply consume it.

NextGen Builders provides educational and consulting services to UHNW families, helping them raise motivated children who have meaning in their lives. In doing so, we develop proven models and strategies that can benefit all families as society grapples with this shift.

**If you're a parent who's achieved success but fears what that success might do to your children... then don't just read this book. Study it. Apply it.**



**Tony Robbins**  
World-renowned strategist, entrepreneur, and life coach



This initiative is launching in late 2026  
alongside the publication of *The Wealth Trap*.

[NextGenBuilders.com](https://NextGenBuilders.com)



# + We change hearts, minds, and laws

Our flywheel of programs turns families into informed, engaged citizens who partner with us to create a freer future.



## #1 13-year-old Aiden launched his business at our markets

Aiden lives near Phoenix, AZ, and sells a variety of 3D-printed objects. His colorful and awesome products attract a lot of attention, earning him over \$800 in revenue at each market!



## #2 Aiden began reading The Tuttle Twins books

Like all our entrepreneurs, Aiden received a book at his first market. Curious to learn more, he asked his mom to buy the rest—enabling him and his siblings to learn about freedom.



## #3 Aiden became politically active!

When Arizona's legislature considered our "Lemonade Stand Law" (to support young entrepreneurs), Aiden testified in committee about his experience—and the bill passed!



Scan to see Aiden testify on the bill!

"Libertas Network has given Aiden experiences that empower and encourage him to think deeply about freedom and responsibility. As a proud mom, I appreciate that you support and guide him as he grows!"



Melanie E.  
Aiden's mom



### #1 Sarah purchased our Tuttle Twins books for her children

Sarah saw one of our advertisements on social media and, having heard good things about the books, purchased them to help her kids learn about the ideas of freedom.



### #2 Sarah signed her children up for the Kids Markets program

When our program launched in Texas, Sarah enrolled her kids so they could put into practice the ideas from the books. She then joined our team to help launch more markets!



### #3 Sarah changed a law in her state to help entrepreneurs

Inspired by the books, Sarah successfully lobbied Texas lawmakers to pass a statewide reform removing restrictive laws on food truck owners.



Scan to see the impact Sarah was able to make in her community

“Changing this law made a huge difference in the lives of hundreds of food truck owners all over the state. We felt like we were living in a *Tuttle Twins* story! It was a lot of fun. So many of my kids’ friends have now read the books and started businesses at the kids markets. All thanks to Libertas.

“Thank you for building strong families, teaching kids to love freedom, and growing their competence and character.”



Sarah L. Dallas, TX



# + Opportunities for

Ready to invest in freedom's future?  
to make a large philanthropic impact



- Launch a low-income version of the program to enroll and education inner-city kids.
- Scale the markets to serve 500,000+ youth entrepreneurs each year across America.
- Fund our scholarship program to provide startup seed capital to teen entrepreneurs.
- Build out a network of adult entrepreneurs who can mentor our youth participants.



- Distribute books and curricula to thousands of private, charter, and public schools.
- Develop additional books and curricula covering new topics for additional ages.
- Translate our books and other materials into dozens of additional languages.
- Launch new marketing initiatives to reach new audiences and attract a wider range of readers.



- Increase the frequency and size of our student cohorts to reach 10,000 students.
- Create a new program that helps participants launch a small business instead of securing a job.
- Fund scholarships to help us reduce or waive tuition for high-ambition, low-income applicants.
- Endow a fellowship program that recruits top founders to build within the Praxis ecosystem



- Launch a Family Brand challenge to get 10,000 families started in the program.
- Fund a series of retreats enabling us to develop an in-person version of the program for couples.
- Provide a marketing budget to accelerate learning and identify how best to sign families up.
- Develop additional curricula and tools to help families get aligned and activated.

# or More Impact

Here are some active opportunities  
impact you'll feel excited about.



- Enact ten entrepreneurial policies in other states to impact over half a million Americans.
- Develop and pass nation-leading reforms to increase housing affordability.
- Create a new policy proposal that will impact a million families in the next three years.
- Provide funds to convene key partners for strategic planning and joint initiatives.



- Upgrade our polling cadence from quarterly to monthly to better assess opinion shifts.
- Expand our polling operation to include questions for partner organizations.
- Boost our marketing budget to help each poll get maximum media coverage.
- Commission issue-specific polls that are of interest to you or your company.



- Build a database of 10,000 families ready and willing to engage in grassroots political reform.
- Create an internship portal connecting young adults to opportunities with partner organizations.
- Launch an online portal with video training to help families advocate for legal reform.
- Fund a grassroots marketing effort to connect with families at conferences and events.

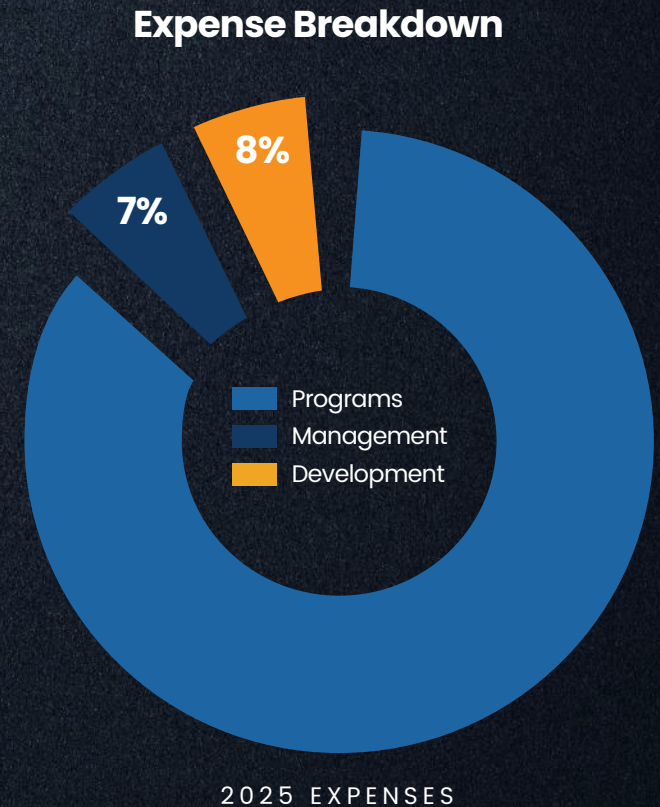


- Develop marketing material to help us sign up our first 1,000 families for the new program.
- Create an AI-assisted assessment so families can customize our curated curriculum.
- Fund a year's salary for three salespeople to kickstart our business development pipeline.
- Send 10,000 copies of *Human Capital* to family offices, investors, donors, and other UHNW families.

# + Financials

With support from donors like you, we are actively scaling our work to achieve even greater impact.

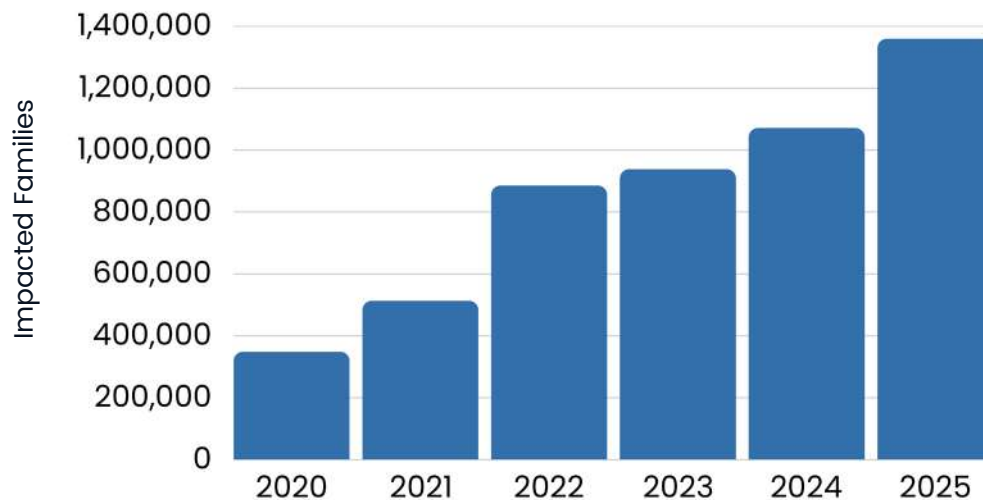
	2025 (thousands)	2024 (thousands)
<b>Revenue</b>		
Contributions	\$9,605	\$6,327
Sales	\$13,320	\$7,593
<b>Expenses</b>		
Programs	\$16,665	\$9,705
Management	\$1,314	\$998
Development	\$1,553	\$983
<b>12/31/25 (thousands)</b>		
Cash and Investments	\$6,295	\$7,386
Inventory	\$1,593	\$1,296
Other Assets	\$5,245	\$3,857
<b>Total Assets</b>	<b>\$13,133</b>	<b>\$12,540</b>
Liabilities	\$2,817	\$2,727
<b>Net Assets</b>	<b>\$10,316</b>	<b>\$9,813</b>



Audited financial statements are available at [Libertas.org/audit](https://Libertas.org/audit)

## + Growing Impact

With support from donors like you, we are actively scaling our work to achieve even greater impact.



## We Impact Families

Libertas Network is focused on the highest-ROI strategy for building a freer future: reaching, teaching, and engaging families across America.

The numbers above represent a conservative measure of our impact on families so far. We'd love to partner with you to bring this work to millions more!

Curious to know how we calculate impact? Visit [Libertas.org/impact](https://libertas.org/impact)

## Help Scale Our Impact



**Chad Goote**  
VP of Partnerships

Email: [cgoote@libertas.org](mailto:cgoote@libertas.org)  
Phone: 616.881.3390

### Check

Libertas Network  
2183 West Main, Suite A102  
Lehi, UT 84043

### ACH or Wire

Please contact Chad to request our bank account information.

### Donor- Advised Fund

Our Tax ID is 45-5254794.

### Stock, Crypto, or Other Gifts

We accept numerous forms of assets. Please contact Chad to coordinate your gift!

### Online

Visit [libertas.org/donate](https://libertas.org/donate)

We are extremely confident that you will be impressed with and excited by your philanthropic investment in Libertas Network!



# Changing Hearts, Minds, and Laws to Create a Freer Future

Join us: [Libertas.org](https://libertas.org)

2183 W Main Street, Suite A102  
Lehi, UT 84043