



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 fight for—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. And I don't think we'll save our country in the courtroom—even though it's critical that we litigate for freedom.

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 on a daily basis, empowering them with values and

concepts that can enrich their lives and engage them in the fight.

The freedom movement generally neglects families. We speak to atomized adult voters with our 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

→ **America's college campuses are the epicenter of our country's problems.** We're witnessing the closing of the American mind in real time: attacks on free speech, support for Marxism, and dumbed-down academics.

49% of students express support for socialism

68% fear expressing their opinion on campus

72% oppose allowing controversial speakers





+ College outreach is too little, too late.

College campuses are not fertile ground for our ideas to thrive and take root. Because of social media, young people have already largely solidified their worldview by the time they step foot on campus.

→ What if we could reach them at an earlier age in a friendlier environment?

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

Politics is downstream of culture,
but culture is downstream of the *family*.



THE LIBERTAS NETWORK

+ Strike the root— recruit families

The freedom movement needs greater investment in its own future. For too long, funders have been focused on present battles without building the bench for the future. If we want systemic change, then building a network of informed and engaged families is how we achieve it.

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



Henry David Thoreau



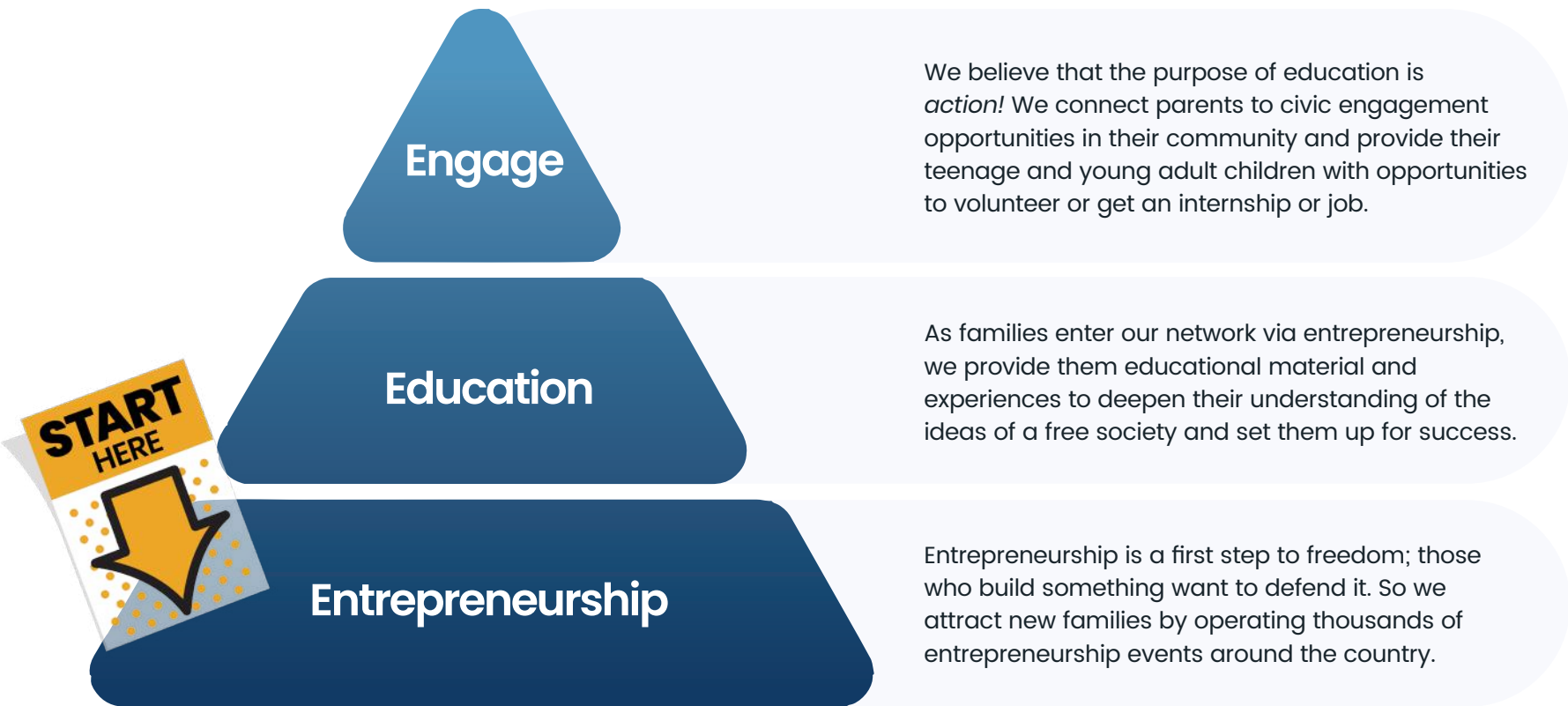
- + The Libertas Network moves the needle and achieves tangible impact by building a national network of families,** enabling investors like you to have a long-term, transformational impact to educate and persuade people—children *and* their parents—to embrace and defend the ideas of freedom.



+ 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 1,000+ events nationwide to give youth an opportunity to start their own (very!) small business.

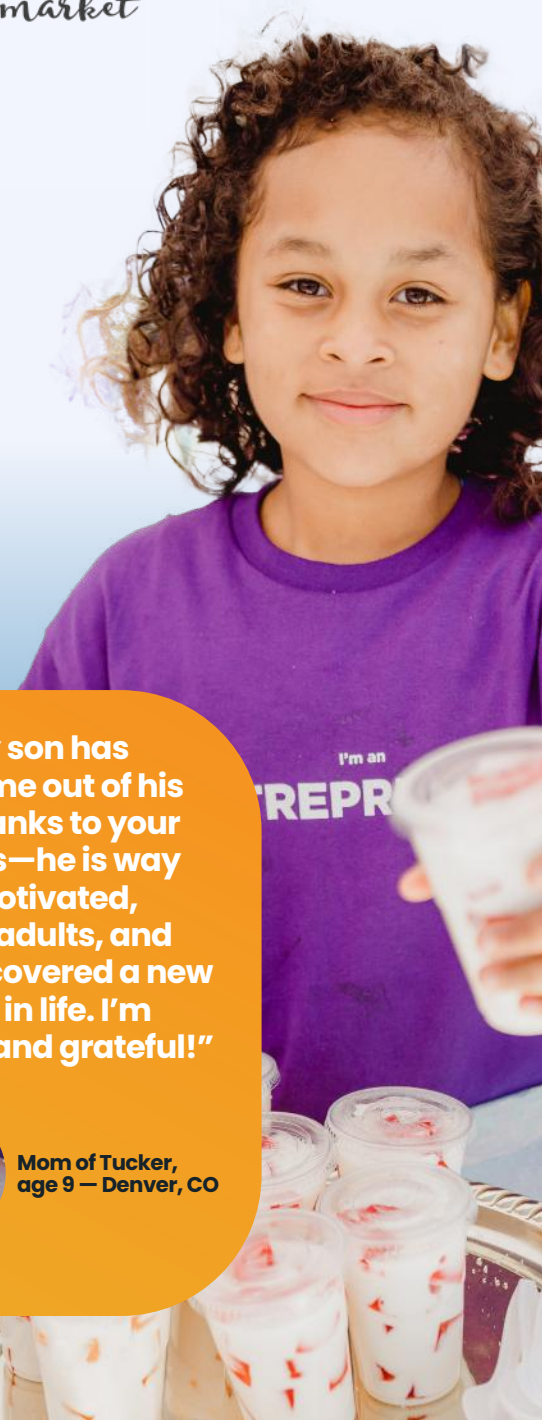
100,000+ youth entrepreneurs participating

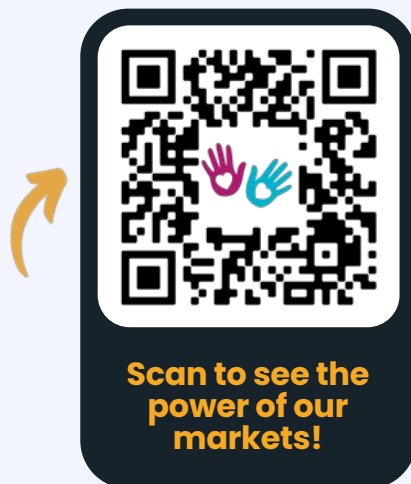
\$11,000,000+ revenue generated by participants

"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





CHILDREN'S ENTREPRENEUR MARKET

We launch 1,000+ markets each year where children age 5-17 sell real products for real money to learn about value creation, money, marketing, and free enterprise.

+ Fast Facts

- Median Age: 9 years old
- Avg. Revenue per Child: \$132
- Retention Rate (attend 2+ markets): 53%
- Net Promoter Score (satisfaction): 9.7/10



+ 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.



Amrita Honey Co.

10-year-old Jethro attended our *very first market* in 2017 to sell honey from his bees! Now 18, he has cleared over \$200,000 in revenue, employs his siblings and friends, and sells products online.

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!

350+ new businesses
launched



Alvare



Samantha

Sara & Parker

Layla

Jordan & As

Luis Angel

Halle

Katelyn

Kelsey

Myles

Aria

Bristol

CHILDREN'S ENTREPRENEUR MARKET

+ 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.

\$150,000+ in scholarships awarded



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.

6,500,000+ books sold

1,100,000+ 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!

Beyond the markets, we reinvest our sales revenue to reach new families. As a nonprofit, our goal is to reach and teach as many people as possible. So excess revenue from book sales is used to promote them to new people, creating a virtuous cycle. The more we sell, the more we can reach and teach new families!



\$4,500,000+ in annual advertising to reach new families



+ School Outreach

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



640+ schools using
our books

45,000+ 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.

300M+ views across all channels

4 seasons produced

TUTTLE TWINS



Scan to watch an episode!



PRAXIS

+ Launching Lives

Praxis's bootcamp accelerator program helps ambitious young adults save \$300,000 by avoiding college and kickstarting their career. We guarantee a well-paying job for those who complete our high-intensity, six-month program!

950+ 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**



THE CRISIS AT A GLANCE	HOW PRAXIS SOLVES IT
\$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



Our bootcamp provides self-directed individuals with the tools, networks, and experiences they need to thrive as adults. We're here to break barriers and circumvent the college conveyor belt. After all, life is too short to live by unnecessary and inefficient rules.

1

Curriculum

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

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!

+ 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

18,000,000+ lives improved

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.

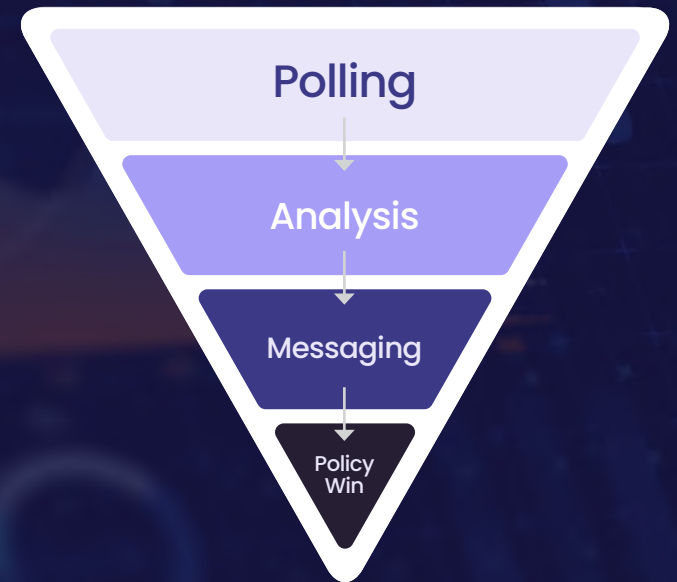


Scan to see our
policy work



+ Tracking the Public's Pulse

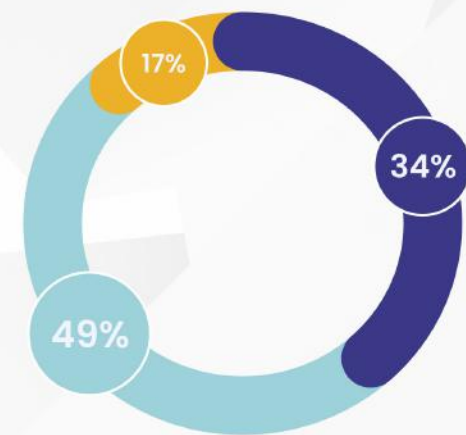
→ **Overton Insights is a public opinion research firm** that measures and analyzes societal attitudes and ideas to help policymakers and voters understand and navigate the evolving landscape of shifting opinion.



JULY 2025 POLL

Would you describe yourself as feeling “politically homeless” today—that is, you don’t feel represented by either major party?

- ☐ YES
- ☒ NO
- ☐ UNSURE



Sample Size: 1,200 Registered Voters

Margin of error: +/- 2.77%

Bad Data Drives Bad Decisions

Most polling is expensive, slow, and ideologically compromised.

Establishment firms ask the wrong questions, filter the data through progressive assumptions, and aren't aligned with our values.

Freedom loses by default.

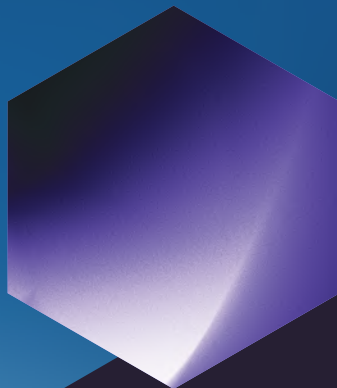
Overton Insights exists to reverse that trend and shape the battlefield of ideas before it's too late.

Targeted Polling. Strategic Impact.

We conduct original polling across the country on key issues that matter to the liberty movement—from education and taxation to regulation, criminal justice, and beyond.

We equip policymakers and stakeholders with powerful insights to:

- ◆ **Advance timely policy reforms**
- ◆ **Test and refine messaging**
- ◆ **Identify winnable battles**
- ◆ **Shift the Overton Window toward freedom**



+ 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



+ Case Study: 13-year-old Aiden



#1 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!

Our Vision

Imagine a world with a million more Aidens—children and their parents who are informed about their rights and actively engaged in defending them. With your help, that's the power this national network of families can create.

"Watching Aiden grow and succeed in his entrepreneurial journey makes me incredibly proud. It's amazing to watch him embrace these opportunities with such enthusiasm, and I'm very thankful to Libertas. They've given him experiences that empower him and encourage him to think deeply about freedom and responsibility. As a proud mom, it's a great comfort to know that Libertas is there to support and guide him as he grows."



Melanie E.,
Aiden's mom



+ Stories of Impact



Regulatory Sandboxes

Alex Carter's American dream was shut down by regulators who felt his innovative business violated the law. In response, we created the Regulatory Sandbox, allowing entrepreneurs like Alex to operate free from bureaucratic control—and now we've helped 20 other states pass similar laws.



Education Entrepreneurs

Ian Lindsey spent over \$150,000 battling his city trying to get permission to launch a microschool. The city wouldn't budge and Ian's legal bills added up. In response, we created the country's first microschool protection law to remove legal barriers faced by education entrepreneurs like him.



IMPACT



THE IMPACT OF LIBERTAS NETWORK

+ Youth Entrepreneurs

Young Abigail's lemonade stand was shut down for lacking a city permit, despite being only four years old. In response, we persuaded Utah's legislature to pass the first "Lemonade Stand Law," freeing young entrepreneurs from permit and license requirements. Now, we've helped over a dozen states adopt this law.

Recent Awards



We were honored with the prestigious **Peterson Prize for Venture Philanthropy** for our Children's Entrepreneur Markets.



We've won SPN's **Biggest Victory for Freedom** award twice, most recently for our Regulatory Sandbox reforms.



The **Montaigne Medal** was awarded to our *Guide to True Conspiracies* for being "the most thought-provoking book."



We were honored with the **Network Award** from SPN for helping get a school choice bill passed in our HQ state.

+ Opportunities for

→ **Ready to invest in the future of the freedom movement?** Here are some active opportunities to make a large philanthropic impact you'll feel good about.



- Low-income, inner-city outreach
- Scaling to 200+ regions, 400,000+ kids
- National “Shark Tank”-style pitch event
- Scaling up our scholarship program
- Creating a network of mentors



- Distribution of materials to schools/libraries
- Develop additional books and curricula
- Translate our books into other languages
- Build out the Tuttle Twins Academy
- Marketing initiatives to reach new audiences



or More Impact



→ **Your legacy: a long-term impact.** Partnering together, we can leverage our network to make an impact in your state and across the country.



- Increase the frequency and size of student cohorts
- Build out entrepreneurship track for young business founders
- Seed a scholarship fund for high-ambition, low-income applicants



- Upgrade polling from quarterly to monthly
- Expand polling operation to include questions for partner organizations
- Increase our PR outreach to help each poll get maximum coverage



- Enact three entrepreneurial policies in other states
- Expand the Action Coalition to support movement organizations
- Government affairs support to scale our staff and work in more states
- Networking funds to bring partners together to strategize and plan

+ 2024 Financials

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

Revenue

Contributions	2024 (thousands)	2023 (thousands)
Sales	\$6,327	\$5,207
	\$7,593	\$8,613

Expenses

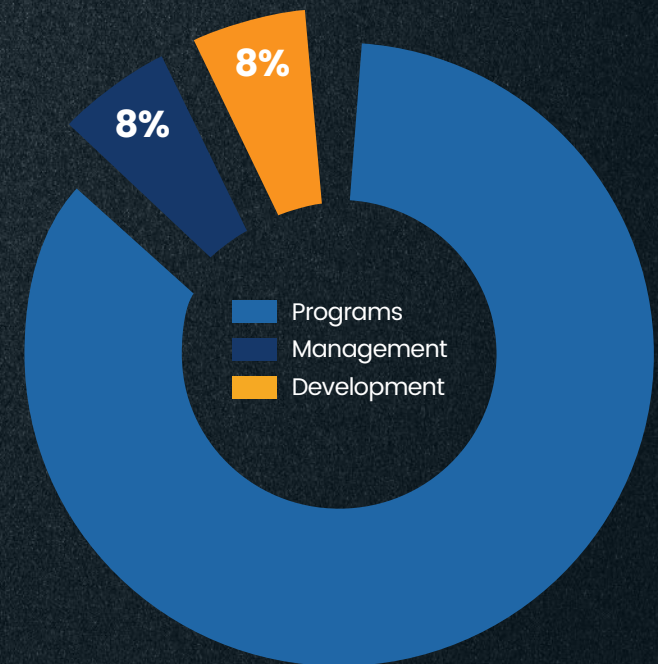
Programs	2024 (thousands)	2023 (thousands)
Management	\$9,705	\$11,136
Development	\$998	\$884
	\$983	\$919

12/31/24 (thousands)

Cash and Investments	2024 (thousands)	2023 (thousands)
Inventory	\$7,386	\$3,468
Other Assets	\$1,296	\$1,364
	\$3,857	\$4,150
Total Assets	\$12,540	\$8,984

Liabilities	2024 (thousands)	2023 (thousands)
Net Assets	\$2,727	\$2,557
	\$9,813	\$6,427

Expense Breakdown



2024 EXPENSES

Audited financial statements are available at Libertas.org/audit

+ Testimonials

"I don't give to very many organizations, but I have been consistently impressed with the quality of work put out by the Libertas team. They're getting measurable wins in the fight for freedom, and that's not something many groups can say. Keep up the good work!"



GEORGE A. — Atlanta, GA

"My family is often approached about giving to various causes, and it's hard to decide which to support. The decision for us is easy when it comes to the Libertas Network. They are doing creative things to actually make a difference! Reaching youth is so especially important and I'm grateful they are leading the charge."



SUSAN L. — Naples, FL

"We need changemakers who are willing to put in the hard work and make a difference. The Libertas team is crushing it, and that's why I love supporting what they do. As an entrepreneur, I love to see their hustle and finding niches in the market that have been neglected. I'm an enthusiastic supporter of all they're doing!"



MARCUS T. — Las Vegas, NV

Philanthropy, Meet Impact

It's important that your hard-earned dollars help you leave a legacy that makes a difference now and into the future. We're precisely the team to help you achieve your philanthropic goals. Let's partner together to strike at the root and change many more hearts, minds, and laws!

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



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

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

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