



INVEST IN LIBERTY 2008 - 2010

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EFF Staff 2007

▶ 10-YEAR TRACK RECORD OF SUSTAINED GROWTH

	'97	'06
Income		
Membership	\$298,771	\$1,374,729
Grants	\$480,800	\$637,000
Corporate/BTA	\$77,600	\$51,330
Miscellaneous	\$30,416	\$41,448
Total Income	\$887,587	\$2,104,507
Total Expenses	\$676,740	\$1,812,401

INVEST IN LIBERTY



INVEST IN LIBERTY
2008 - 2010

FREEDOM:

OUR LEGACY, OUR RESPONSIBILITY

GIFT PLANS

EFF offers several convenient ways to donate.
Your gift may be given over three years.

- **Personal or Business Check or Credit Card**

As a 501(c)(3) organization, we can accept either personal or business/corporate donations. All donations are tax-deductible to the extent allowed by law.

- **Electronic Fund Transfer (EFT) / Give Online**

Log on to www.fffwa.org and select contribute. Select "Invest in Liberty 2008-2010." We can set up automatic contributions through our secure e-giving system.

- **Stock or other Appreciated Assets**

You can avoid paying capital gains tax on appreciated stock or other assets by donating them directly to EFF.

- **Retirement Account Transfers**

Tax laws are constantly changing. We suggest you consult your accountant to see if transferring funds directly from an Individual Retirement Account (IRA) has the potential to give you significant tax savings.

- **Gift Plans**

We offer convenient options. You may choose to make monthly, quarterly, semi-annual, or annual gifts to Invest in Liberty 2008 -2010.

OUR PLAN: \$8.4 MILLION

Part I

Cash Gift
Projects
Goal: \$4.7
Million

Donors	Gifts	Amount	Total
Founder	1	\$1,000,000	\$1,000,000
Guardian	2	\$500,000	\$1,000,000
Defender	3	\$250,000	\$750,000
Champion	5	\$150,000	\$750,000
Stakeholder	6	\$75,000	\$450,000
Investor	9	\$25,000	\$225,000
Patron	20	\$10,000	\$200,000
Friend	25	\$5,000	\$125,000
Sponsor	200	\$1,000	\$200,000
TOTAL	267		\$4,700,000

Part II

Planned &
Estate Gift
Project
Goal: \$3.7
million

Donors	Gifts	Amount	Total
Founder	1	\$1,000,000	\$1,000,000
Guardian	2	\$500,000	\$1,000,000
Defender	2	\$250,000	\$500,000
Champion	3	\$150,000	\$450,000
Protector	3	\$100,000	\$300,000
Conservator	9	\$50,000	\$450,000
TOTAL	20		\$3,700,000



INVEST IN LIBERTY
2008 - 2010

Freedom is essential to the American way of life.
Think for a moment about the benefits freedom affords us:

- The right to own property and use it for our homes and our livelihoods.
- A marketplace where consumers and producers voluntarily set prices.
- Government controlled by citizens through free and fair elections.
- A justice system fueled by laws rather than corruption or raw power.
- The ability to live by our own convictions provided we do not take away the rights of others.

Freedom allows the most ordinary of us to accomplish extraordinary things!



THE AMERICAN FOUNDERS

PLEDGED THEIR FORTUNES, THEIR HONOR AND THEIR LIVES TO GIVE US THIS FREEDOM.

TAKING FREEDOM FOR GRANTED

The American Founders pledged their fortunes, their honor, and their lives, to give us the freedom we enjoy today. The government they crafted was the first of its kind anywhere on earth. With each new generation, this unique way of life became more and more commonplace to Americans.

Freedom's commonness has allowed us to take it for granted. Today we face the uncomfortable reality that our children and grandchildren do not cherish or understand freedom. Many of them are even taught to disdain America.

CONCLUSION

Behind every successful movement is a relatively small group of people **unalterably committed to achieving a mission.** This is true in endeavors ranging from military campaigns to corporate branding to leftist campus groups. Resources, most notably people and money, are always required.

Accomplishing EFF's mission to advance individual liberty, free enterprise, and limited, accountable government requires unswerving commitment. The stakes are high, because the question we must answer is: **Can we preserve this republic?**

We answer, "Yes, we can preserve our republic, because **we must or our freedom will be lost!**" The job is enormous, but so was the task that confronted our Founders when they first began creating these "united states."

We will never have the magnitude of resources enjoyed by monopoly unions and lovers of big government. But we must secure **enough capital to compete against our opposition.**

With your help, EFF's people, programs and products will achieve high impact for today's Americans and generations to come. These projects were **carefully chosen for maximum effect.** We will remain devoted to the execution of the strategies necessary to success.

For these reasons, we ask you to **consider a generous investment** in EFF.

► MOVING FORWARD NOW!

We are excited to kick off our campaign in January 2008. In April 2010 we'll officially conclude it and celebrate our success.

There is no time to waste in preserving our freedom and personal liberties. We plan to implement our cash gift projects in 2008-2009 using funds raised in 2008.

Projected Total Expenditures for Cash Gift Projects 2008-2013

Project	2008	2009	2010	2011	2012	2013	5-Year Total
Property Rights Center		\$286,000	\$207,000	\$248,000	\$526,000	\$633,000	\$1,900,000
Constitutional Law Center	\$198,000	\$599,000	\$648,000	Capital Campaign funds are startup funds. Law Center will be self-sustaining in 2011 and beyond			\$1,446,000
High Impact Communications – Taking New Ground		\$162,000	\$140,000	\$188,000	\$150,000	\$160,000	\$800,000
Community & Campus Leadership Alliance		\$164,000	\$95,000	\$130,000	\$85,000	\$80,000	\$554,000

TOTAL \$4,700,000

OUR ERODING FREEDOM

For three or four decades Americans have been poor stewards of freedom. The results of economic, cultural, and intellectual illiteracy are alarming:

- The rule of law is eroding, subjecting the personal and property rights of law-abiding citizens to ever-changing political tides.
- Government routinely sets prices, especially in areas that desperately need the influence of the marketplace, like health care and education.
- Elections are compromised.
- Society is becoming less civil as our leaders punish political and social beliefs rather than illegal behavior.
- Increased academic illiteracy jeopardizes our economic and governing systems, putting the American Dream out of reach for the most vulnerable and needy in our society.



THE GOVERNMENT THEY CRAFTED WAS
THE FIRST OF ITS KIND
ANYWHERE
ON EARTH,
 AND IT EVENTUALLY MADE FREEDOM
 COMMONPLACE IN AMERICA.



TAKING A STAND FOR FREEDOM

In January 1991, a group of concerned and passionate business leaders, educators and former legislators in Washington state started the Evergreen Freedom Foundation (EFF) with the express purpose of restoring and advancing freedom.

It wasn't long before several of freedom's most powerful and well-funded opponents had EFF in their sights—a sure sign we were effective.

Many of our recommendations were being considered and implemented in Washington state and elsewhere.

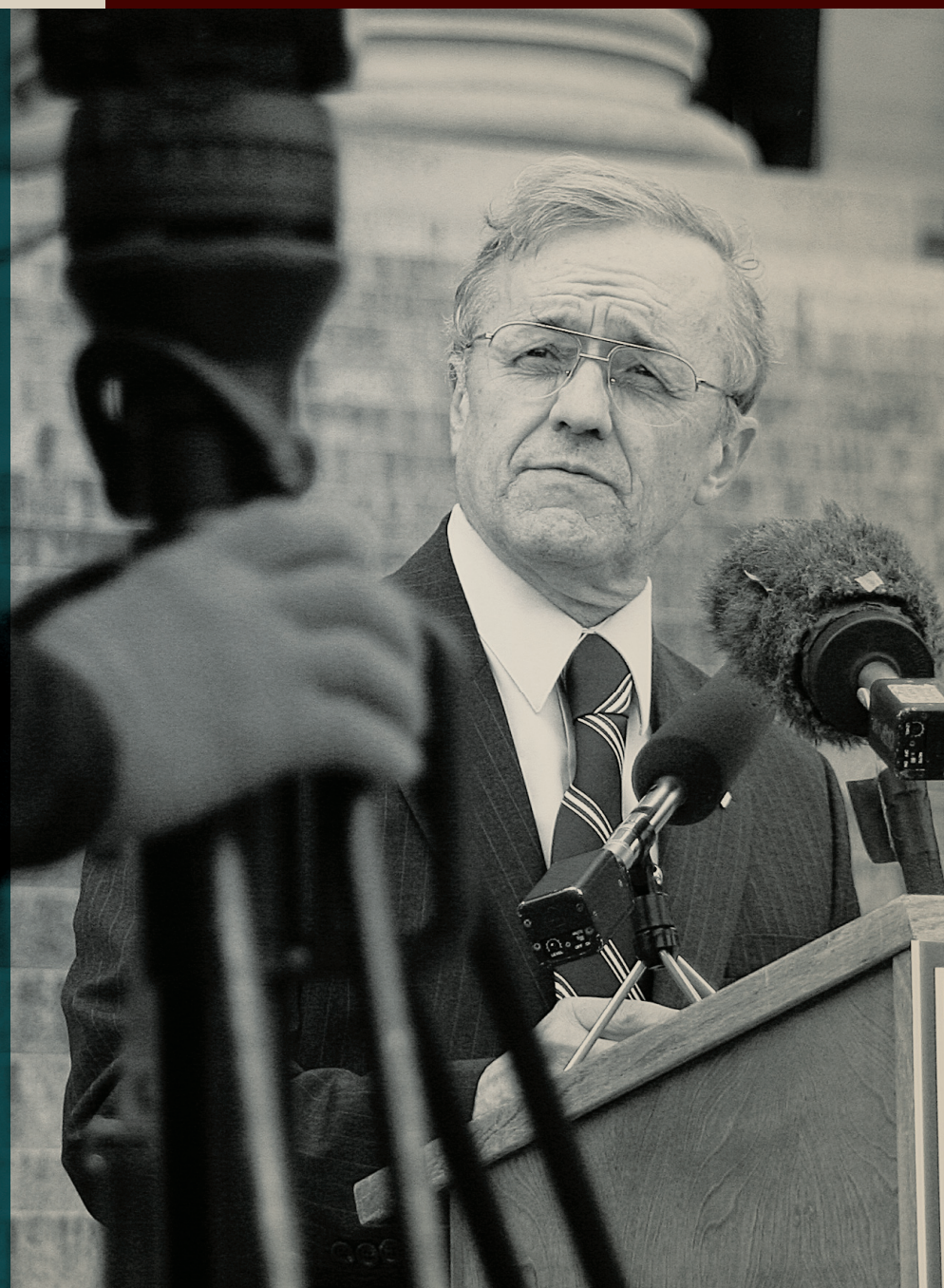
- Priority-based budgeting
- Core functions of government
- Consumer-based health care reform
- Education and union reform
- Performance audits

Our profile was increasing, and EFF was receiving much praise for its success.

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Under the direction of a principled Board of Trustees, we crafted a simple, clear mission:

To advance individual liberty, free enterprise and limited, accountable government.



AT A GLANCE

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Outcomes

- Work with experts to draft a clear, concise mission statement and to build the structure necessary to carry out top-notch legal research and litigation.
- Become regional property rights experts in case law, statutes and opportunities. Use research, PR campaigns and communication strategies to avoid litigation when possible.
- Work with public interest law organizations to select precedent-setting land use cases when litigation becomes necessary.
- Establish a public interest law center that will advance individual liberties and contain government to its proper role in society.
- Maximize impact by partnering with a consortium of freedom-oriented public interest law organizations to optimize use of scarce resources as we seek to defend the law of the land.
- Research and select cases that advance our mission and set necessary precedents. Represent the interests of those whose liberty is jeopardized by unjust government or bureaucratic actions.
- Expand the base of supporters who understand the principles of human liberty and free markets, and who are willing to support them with time, money, and energy.
- Hire an investigative journalist.
- Increase the quality, quantity, and impact of our electronic/visual outreach, paying particular attention to the 18 - 35 demographic, citizens with English as a second language and our geographic influence.
- Ensure our message reaches tens of thousands of people daily—specifically media, community leaders and citizen activists.
- Execute an educational and marketing plan in six high-priority regions (part of 17 total by 2013) to develop 550-600 highly visible community leaders who understand their duties and obligations as citizens and who are willing to exercise stewardship in this area.
- Create high quality informational and training programs for alliance members via state-wide simulcasts, other interactive instruction and on-site meetings.
- Craft and execute a powerful outreach on four college campuses to include debates, campus clubs and the creation of alternative campus media.
- Since the need to educate and inspire young leaders is ongoing for generations to come, the Young Leaders Program will be funded through an endowment. When fully funded, we expect to realize approximately \$185,000 a year in interest (at 5%).
- Seek out youth who display the capacity, character and intellect for leadership.
- Equip college students with the knowledge and skills to become leaders in defending and advancing the principles of our republic.
- Train carefully chosen applicants each summer through a rigorous internship program.
- Recruit recent college grads for a one-year, full-time fellows program.

\$8.4 MILLION

Project

► Cash Gifts

- **Property Rights Center**
(new project)

\$1.9 million

- **Constitutional Law Center**
(new project)

\$1.446 million

- **High Impact Communications – Taking New Ground!**
(expand existing program)

\$800,000

- **Community and Campus Leadership Alliance**
(expand existing program)

\$554,000

Part II \$3.7 Million in Planned & Estate Gifts

- **Young Leaders Program**

\$3.7 million

THINKING STRATEGICALLY

By 2005, we knew that it wouldn't be long before future successes would come at too high a cost unless we could effectively deal with one reality: Most people no longer know what freedom means and people will not protect what they do not understand or cherish. Sadly, this includes lawmakers, state enforcement agencies and the courts. We made a strategic decision to reshape our priorities in how we deliver our message and to whom. Our priorities are:

1. Carefully define our audience
2. Reshape how we deliver our message to those audiences
3. Build stronger partnerships and coalitions

BUILDING PARTNERSHIPS FOR FREEDOM NOW!

Building these partnerships for freedom requires persuasive and consistent communication of our mission. We must reach a larger number of leaders spanning multiple generations and expand the base of citizens who understand the principles of freedom. Through carefully chosen projects we *can* achieve our goals:

- State government will be transparent and accountable. Limits on its power will be understood and implemented.
- Public education will be viewed as a mission, not an institution. Decisions and dollars will follow children to the place where each can have the best educational opportunities.
- Employees will be free to work without losing their individual rights to free association and free speech.
- Elections will be honest and free.
- Property rights will be protected.
- Multiple generations of leaders will be equipped and motivated.

WHERE WE ARE NOW

Currently the Evergreen Freedom Foundation has four highly effective centers:

- Economic Policy Center
- Education Reform Center
- Citizenship and Governance Center
- Labor Policy Center

We are committed to continued support of these programs now and into the future. But we need to do even more to reverse the erosion of our republic...

WHERE WE ARE GOING

Our plans are ambitious. We have developed a strategic campaign, with funds raised over 28 months (January 2008-April 2010). We believe we can achieve maximum impact with the following:

Proposed New Centers:

- Property Rights Center
- Constitutional Law Center

Expansion of Existing Projects:

- High Impact Communications – Taking New Ground
- Community and Campus Leadership Alliance
- Young Leaders Program



INVEST IN LIBERTY
2008 - 2010

► OUR COMMITMENT

Accomplishing the Evergreen Freedom Foundation's mission of advancing individual liberty, free enterprise and limited, accountable government, requires the unswerving commitment of dedicated people willing to share their time, talent, and money.

► OUR GOAL: \$8.4 MILLION

► OUR STRATEGY

Part I Cash gifts of \$4.7 million

Part II Planned & Estate gifts of \$3.7 million