

ATLAS

N E T W O R K

2012 YEAR IN REVIEW



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freedom 自由 libert e özgürlük ελευθερία frelsi
kebasan *Strengthening the Worldwide* tır do
freedom *Freedom Movement* 自由 freihe
由 ελευθερία özgürlük freiheit  ופש ةيرح libertad
ةيرح libertad свобода freedom 自由 libert e özgür
rlük tır do freiheit  ופש frelsi स्वतंत्रता kebasan

2012 BY THE NUMBERS

8
Atlas
Leadership
Academy
Graduates
New in 2012!

450
Think tank
leaders and
staff trained
through
Atlas
Leadership
Academy
111%
growth

2011
213

180,000
Books on
liberty
distributed
63%
growth

2011
110,000

2,054,000
Visits to
Atlas
website
platforms
96%
growth

2011
1,046,000

\$3,515,000
In strategic
grants
awarded to
partners in
57 countries
13%
growth

2011
\$3.1 mil

A MESSAGE FROM THE CEO



Dear Friends of Atlas,

I am thrilled to present our *2012 Year in Review*. Atlas enjoyed a record year in so many ways thanks to the support and commitment of our sponsors and partners.

The Atlas team wakes up every day energized and determined to strengthen the worldwide freedom movement. We know that policy victories for liberty will come only after we win in the field of ideas. That's why we not only help new think tanks get started, we also partner with allies at all stages of growth, offering training, strategic support and networking opportunities that increase our combined effectiveness.

We focus on individuals with entrepreneurial talents and the passion to make a difference. We had the privilege of working with hundreds of individuals like this in 2012. On the opposite page, you can see that we more than doubled the number of think tank leaders participating in our training programs thanks to our new Atlas Leadership Academy.

I'd like to highlight briefly a few of the inspiring people you'll learn about in this report, among them, Chen Guangcheng, the human rights lawyer who escaped illegal detention in China last Spring and turned to friends in the think tank movement for help. At our annual Liberty Forum and Freedom Dinner, Chen shared firsthand how he envisions and hopes for a future of liberty, not only in China but all over the world.

It was during these events that we also heard from rising stars of the freedom movement like Tarren Bragdon, founder and CEO of the Foundation for Government Accountability in the U.S., and Baishali Bomjan, a graduate of the Atlas Leadership Academy who is organizing the first regional conference of the Asia Centre for Enterprise as I write. Also pictured are Nouh El Harmouzi, founder of the Arab Center for Scientific Research and Humane Studies, an institution that simply has no precedent in the Arab world, and the legendary Mario Vargas Llosa, who partners with Atlas to spread the values of a free society in Latin America and beyond as our Templeton Leadership Fellow.

I'm privileged to work alongside the people who make up this incredible network. Together, we can be the catalyst to a lasting change in the direction of liberty. Thank you for being generous with your time and resources, and for putting your confidence in the Atlas team as we work for a future of freedom.

With gratitude,

Brad Lips
Chief Executive Officer



OUR WORK

VISION

Our vision is of a free, prosperous and peaceful world where limited governments defend the rule of law, private property and free markets.

MISSION

Our mission is to strengthen the worldwide freedom movement by identifying, training, and supporting individuals with the potential to found and develop effective independent organizations that promote our vision in every country.

Atlas fulfills its mission by helping launch and improve organizations that advance the ideas of liberty. We work with leaders and staff at every stage of organizational development. From discovering and encouraging passionate candidates to hosting international strategy forums, there is something for everyone at Atlas.

We organize our programs according to four categories, described below. The table of contents on the following page shows you how specific programs impact leaders and organizations at every stage of growth.

OUTREACH & DISCOVERY



Spreading our principles and finding future leaders in parts of the world where the ideas of liberty are in scarce supply.

GRANTS & AWARDS



Providing critical seed funding to start-ups, and rewarding excellence among top think tanks.

NETWORKING & COLLABORATION



Providing practical instruction on best management practices and strategic thinking.



Creating social capital, and using economies of scale, to advance the ideas of liberty.

STRENGTHENING THE WORLDWIDE FREEDOM MOVEMENT

At each stage in the process of founding and growing a free-market, pro-liberty organization, Atlas is there with programs, resources, and networking opportunities.

FOR EMERGING LEADERS AND ORGANIZATIONS

- Multi-lingual News and Commentary Online Page 5
- Regional Ideas Training: *Freedom Schools* 7
- Online Entrepreneurship Training: *The Atlas Challenge* 12
- Online Startup Training: *Think Tank 101 Online* 12
- Student Network and Project Grants 13

FOR NEW LEADERS AND ORGANIZATIONS

- Leadership and Operations Training: *Think Tank Leadership Training* Page 10
- Advanced Management Training: *Think Tank MBA* 10
- Video and Social Media Training: *Lights, Camera, Liberty!* 12
- Seed Funding Grants 13

FOR ESTABLISHED LEADERS AND ORGANIZATIONS

- Regional Training in Research and Management: *Free Enterprise Centers* Page 11
- Online Topical Training: *Webinars* 12
- Networking: *Liberty Forum and Freedom Dinner* 15, 19
- Award Competitions: *Templeton Freedom Awards and Fisher Award* 17
- Partnership and Collaboration Grants 21

OUTREACH & DISCOVERY

In parts of the world where the ideas of liberty are not widely known, Atlas runs Outreach and Discovery programs to create interest in classical liberal ideas and to identify leaders who can establish and manage effective think tanks.

Atlas operates 13 full-time website platforms that offer unique commentary and opportunities to engage on a daily basis. Those programs generate both original writing and translations of important work on liberty.

VISIT OUR ONLINE PLATFORMS

- AfricanLiberty.org**
English/Swahili
- AkademiMerdeka.org**
Bahasa [Indonesia/Malaysia]
- AzadliqCiragi.org**
Azerbaijani
- Azadi.me**
Hindi
- CheragheAzadi.org**
Persian
- ChiraiAzadi.org**
Kurdish
- DoiMoi.org**
Vietnamese
- Hum-Azad.org**
Urdu
- ImPencil.org**
Chinese
- InLiberty.ru**
Russian
- LibreAfrique.org**
French
- MinbaralHurriyya.org**
Arabic
- OrdemLivre.org**
Portuguese



AfricanLiberty.org hosted a leadership retreat in December to promote "Ideas For a Free Society."

New Free-Market Think Tank in the Arab World

The Arab Center for Scientific Research and Humane Studies' offices opened in Rabat, Morocco in December. The Center was founded by a group of dedicated classic liberals, led by Dr. Nouh El Harmouzi, who are advancing liberty, toleration, and rational policies in the Arab world. *arabcsr.org*



Dr. El Harmouzi (third from left) and his team at the new think tank in Rabat.

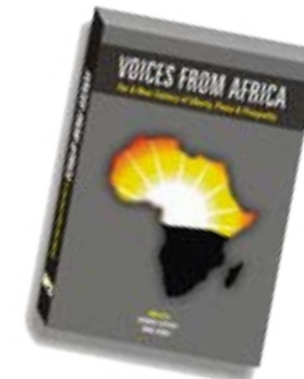
... AND IN A VARIETY OF MEDIA

Atlas's website platforms engage a variety of audiences using news, commentary, essays, videos, books—both original works and first-time translations, and even theatrical performances. Below we showcase a sampling of 2012's outreach leaders and their efforts.



ADEDAYO THOMAS AFRICANLIBERTY.ORG

Adedayo Thomas travels year-round speaking to students and business people throughout Africa to create new student chapters on college campuses and to provide much needed books on liberty like the 2012 original publication *Voices from Africa: For a New Century of Liberty, Peace and Prosperity* with a special foreword by Professor George Ayittey.



WAN SAIFUL WAN JAN AKADEMIMERDEKA.ORG

A tireless speaker, Wan Saiful gave speeches at 57 events in 2012 and appeared 53 times on TV and radio advocating the ideas of liberty for Indonesia and Malaysia. Here he joins the popular news program Buletin Awani Khas.



THE ANTICAPITALISTIC MENTALITY CHERAGHEAZADI.ORG

Atlas's Persian team produces a new library each year of articles, commentary, and books such as this translation of Ludwig von Mises's *The Anti-Capitalistic Mentality*.

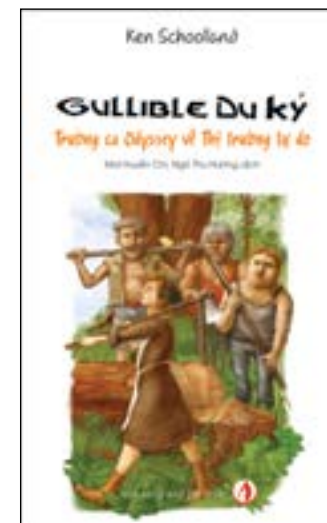
CONG MINH NGUYEN DOIMOI.ORG

DoiMoi.org published the Vietnamese translation of Ken Schoolland's *The Adventures of Jonathan Gullible* to teach respect for individual liberty and free enterprise.



PERFORMING THROUGHOUT AFRICA AFRICANLIBERTY.ORG

The African Liberty team organized a traveling show of *The Adventures of Jonathan Gullible* that dramatizes the dysfunction that occurs when you punish people for adding value, increasing productivity, and making profits. The tour garnered a total audience of nearly 2,200.



FRENCH-SPEAKING AFRICA LIBREAFRIQUE.ORG

In addition to enjoying 936 total syndicated placements of original articles and appearing on 103 TV and radio programs, the LibreAfrique team also produced 18 online videos including the one seen here capturing the enthusiasm and testimonials of participants attending the Freedom School held in Ivory Coast in September.

LIBERTY IN MANY LANGUAGES ...



13 LOCAL LANGUAGE WEBSITES



Ankara, Turkey



Harissa, Lebanon



Tunis, Tunisia

FREEDOM SCHOOLS

Atlas hosted 14 Freedom Schools around the world. These conferences provide deep understanding of the ideas of liberty and help to identify the next generation of think tank leaders. The most promising participants are invited to enroll in the Atlas Leadership Academy to continue their training.



Rio de Janeiro, Brazil



Son La City, Vietnam



Bandung, Indonesia



Quelimane, Mozambique



Yantai, China



Grand-Bassam, Ivory Coast



Khemisset, Morocco



Bazaleti, Georgia



New Delhi, India



Beijing, China



Hue City, Vietnam

14 FREEDOM SCHOOLS

Mas Por Libertad
Mexico City, Mexico

Libre - Libertad y Responsabilidad
Cordoba, Argentina

Fundación para el Progreso
Santiago, Chile

Estudantes Pela Liberdade
Belo Horizonte, Brazil

16 NEW THINK THANKS FOUNDED

Policy Research Institute of Market Economy
Islamabad, Pakistan

QED Bhutan
Thimphu, Bhutan

Foundation for Economic Freedom
Colombo, Sri Lanka

Australian Taxpayers' Alliance
Sydney, Australia

Icelandic Research Centre for Innovation and Economic Growth
Reykjavik, Iceland

Libera!
Brussels, Belgium

Freedom and Entrepreneurship Foundation
Katowice, Poland

Open Europe Berlin
Berlin, Germany

Kheireddine Institute
Tunis, Tunisia

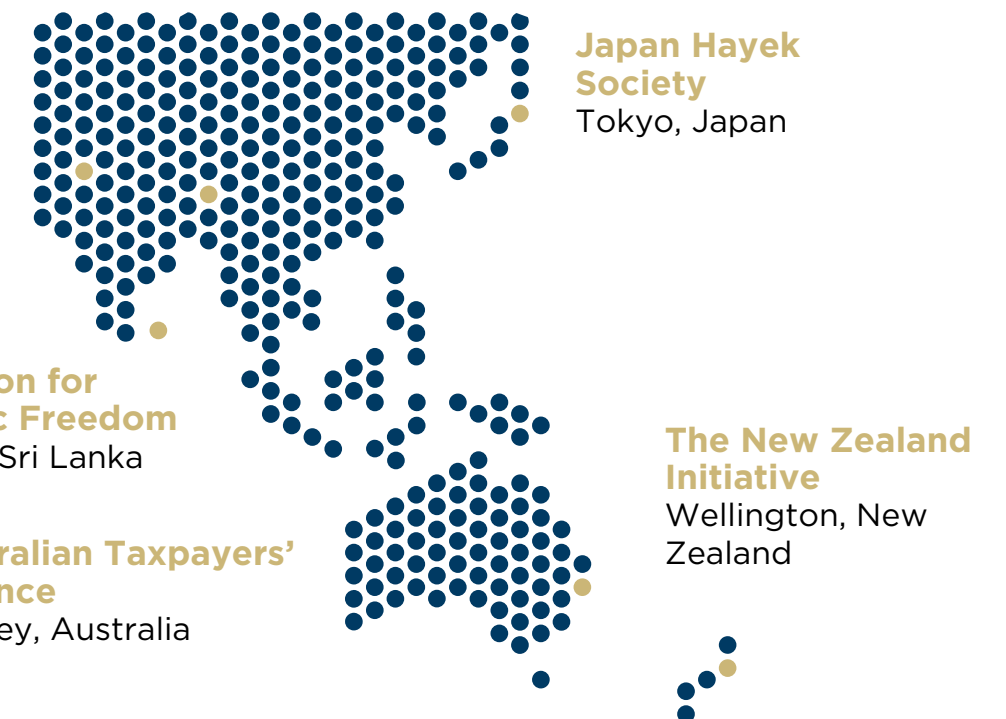
The Arab Center for Scientific Research and Humane Studies
Rabat, Morocco

Japan Hayek Society
Tokyo, Japan

The New Zealand Initiative
Wellington, New Zealand



GROWING THE NETWORK



TRAINING

8 INAUGURAL
YEAR
GRADUATES

ATLAS LEADERSHIP ACADEMY

In its inaugural year, the Atlas Leadership Academy honored eight graduates who each successfully completed a series of challenging and multi-disciplinary training programs designed to accelerate their success as think tank leaders. By launching this new Academy, Atlas is able to scale its programs and services to impact a broader network of partners and to fast-track the most promising Academy participants for grant support and mentorship.



Atlas Leadership Academy Graduates

Tanja Stumberger, Slovenia; Ernesto Selman, Dominican Republic; Sergio Daga, Bolivia; Baishali Bomjan, India; Gisele Dutheuil, Ivory Coast; Larry Kaufmann, USA; and Zoltan Kesz, Hungary.
Not Pictured: Petar Cekerevac, Serbia. *Also Pictured:* Cindy Cerquitella, Director, Atlas Leadership Academy



FRONT ROW: Baishali Bomjan, Mariana Blanca Chozas, Raquel Merino Jara, Ernesto Selman, Casey Lartigue, Christina Berechet and Stephanie Giovanetti. SECOND ROW: Cindy Cerquitella, Nirwan Ahmad Arsuka, Gisele Dutheuil, Astrid Campos, James Paterson, John O'Connell and Gonzalo Schwarz. THIRD ROW: Tanja Stumberger, Brad Lips, Medeni Sungur, Alexandre Pesey, Zoltan Kesz, Rainer Heufers, Valentin Petkantchin, and Maureen Bader.

THINK TANK MBA

The Think Tank MBA helps each participant develop a strategic plan for his or her institute, with coaching from our expert facilitator, Rainer Heufers, and members of the Atlas staff. Think tank leaders meet top experts in their fields, test their skills in group projects and simulations, and graduate with new networks of friends in the free-market movement.

The program attracts the best and brightest in the think tank sector. The 2012 class comprises CEOs, executive vice presidents, and program directors. Together, they manage 125 employees, direct 100 volunteers, and oversee budgets of \$12 million annually to promote the ideas of liberty.

Training the leaders of pro-liberty think tanks to maximize their impact is a high-leverage strategy for promoting the ideas of liberty.

Fighting Fascism in Hungary

Zoltan Kesz, the first graduate of Atlas's new Atlas Leadership Academy, is the founder of the Free Market Foundation in Budapest, Hungary. Among the foundation's initiatives, Zoltan is leading a public education campaign to oppose populist trends that have been fueled by racism and antisemitism. Learn more at kapitalizmus.bvg.hu.



COURSE CATALOG



THE ATLAS CHALLENGE
A six-week online course designed to inspire entrepreneurial thinking. Created in coordination with the Acton MBA.



THINK TANK 101 ONLINE
This course covers the basics of launching a think tank in five lessons.



MONTHLY WEBINAR
Live monthly online sessions offering lessons on various aspects of think tank management.



FREEDOM SCHOOLS
Multi-day seminars and events that take place across the globe, emphasizing the ideas of freedom.



REGIONAL TRAINING PROGRAMS
Think tank management instruction from successful organizations within a regional context.



THINK TANK LEADERSHIP TRAINING
An annual three-day conference providing an overview of key functions of think tanks taught by top think tank leaders and experts.



THINK TANK MBA
An annual 11-day course with business school-style training on strategic planning, management and project execution.

THINK TANK LEADERSHIP TRAINING



In October, 39 think tank leaders and staff spent three intensive training days discussing the latest proven trends in business planning, fundraising management, and communications, among other topics and workshopping some of their priority projects. All participants also competed in an "Elevator Pitch" contest learning to deliver a succinct and compelling narrative about their work.





Month-long summer school on public policy and research methods in Cochin, India.

REGIONAL TRAINING PROGRAMS



Centre for Civil Society's public policy summer school in New Delhi.

To supplement our core and online training programs, Atlas collaborates with some of its most trusted and proven partners to host satellite trainings for regional networks in multiple languages. Not represented on this page is the work of Montreal Economic Institute which provides one-on-one training to select partners. The most promising participants are encouraged to apply for Think Tank Leadership Training and Think Tank MBA.



Lithuanian Free Market Institute hosts a training in Vilnius, Lithuania.



Libertad y Desarrollo hosts a training in Santiago, Chile.



4 FREE ENTERPRISE CENTERS

ONLINE TRAINING PROGRAMS

Atlas offers a variety of training opportunities online, so that it can meet a broader demand and extend its reach. The Atlas Challenge pushes participants to reach their entrepreneurial potential while Think Tank 101 Online offers a practical overview of key management and operations topics. And live webinars cover special topics like coalition building, public speaking and end-of-year fundraising.

“As an economist who helped build a worldwide consulting practice, I didn’t think I had much to learn about becoming an ‘intellectual entrepreneur.’ It turns out I was wrong! I highly recommend the Atlas Challenge to anyone interested in think tank leadership or becoming a more effective advocate for market-based policies.”

— **Larry Kaufmann**
Liberty21 Institute



LIGHTS, CAMERA, LIBERTY!



Anne Schieber accepts the 2012 award on behalf of Mackinac Center for Public Policy. Also pictured: Charles Fritschner, Patrick Reasonover, and Andrew Leigh.

Atlas selects 10 partners each year to receive extensive training and funds for video equipment and online advertising to create high-impact viral videos on liberty. In 2012, grantees convened in Los Angeles for a three-day series of workshops with Hollywood professionals. According to Daniel Anthony from the Illinois Policy Institute, “The panelists were world class and the best panelists of any conference I’ve ever attended.” All past and current-year participants compete each year to win Atlas’s Lights, Camera, Liberty! Film Festival Award.

GRANTS & AWARDS

147 GRANT RECIPIENTS

SEED AND PROJECT GRANTS



FOUNDATION FOR GOVERNMENT ACCOUNTABILITY, USA

Headquartered in Florida, this new think tank is working to replicate proven state-level reforms throughout the country, such as Florida's consumer choice-based Medicaid reforms. Founder and CEO Tarren Bragdon and VP of Policy Christie Herrera joined Atlas's Liberty Forum in November to present their vision for this new think tank model and to participate in Think Tank Leadership Training. As a result of their participation, FGA won Atlas's North American Project Grant competition.

GROWING THE STUDENT NETWORK

In 2012, Atlas supported partners in the following countries/regions working to accelerate the growth and pro-liberty understanding of students and student chapters:

- Afghanistan
- Africa (multiple)
- Armenia
- Australia
- Belgium
- Bosnia and Herzegovina
- Brazil
- Bulgaria
- Canada
- Hungary
- Israel
- Italy
- Lithuania
- Malaysia
- Mexico
- Paraguay
- Peru
- Slovenia
- Tajikistan
- USA
- Venezuela



Courtesy of nawaat.org

KHEIREDDINE INSTITUTE TUNISIA

In the birthplace of the Arab Spring, this new institute is led by Habib Sayah. The institute is advancing a liberal understanding of individual liberties including the freedom of expression it called for when the government's ministry of culture censored art exhibits on the basis of religious sensitivities.

LIBERTY FUND LIBRARY PROJECT

Thanks to the generosity of Liberty Fund and its donors, Atlas is able to facilitate deeply discounted book orders for its partners around the world which they are using to build out their library resources for widespread use. Here a member of the CREES team in the Dominican Republic enjoys a new volume from a recent shipment.



REGIONAL SUPPORT

EUROPE

Thanks to a legacy gift by the late Vida Ribnikar, Atlas has made significant investments in Slovenian think tanks such as Carantania Institute and the Lighthouse Association (Svetilnik), as well as the projects of young intellectual entrepreneurs. The well-regarded magazine, *Demokracija*, provided significant coverage of the impact of Slovenia's growing free-market network when Atlas President Alex Chafuen visited the country in September.



CENTRAL ASIA

The Central Asian Free Market Institute in Kyzrgystan operates one of the most successful regional outreach programs, known as "Freedom Bus." This annual education tour reaches thousands of people. Last year, the group also began hosting "StartUp Weekends" (pictured), a popular model for encouraging and incubating entrepreneurship.



NORTH AMERICA

Atlas supported 39 organizations in the U.S. and Canada including the Institute for Liberal Studies in Ottawa. Last year, ILS held 21 seminars on classical liberal ideas helping to galvanize Canada's network of liberal thinkers. As a result, Atlas met several young leaders working to launch new think tanks in Canada. Two of those young leaders now run the Institute for Social and Economic Analysis and are on track to graduate from Atlas Leadership Academy in 2013.



GRANTS AWARDED IN 57 COUNTRIES

LATIN AMERICA

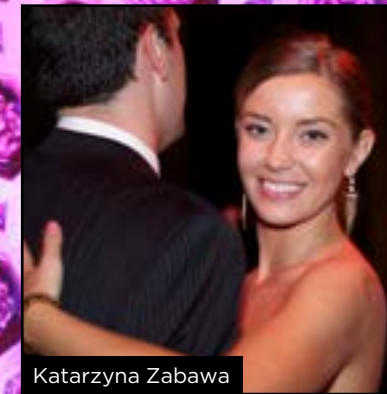
Atlas supported 45 organizations in Latin America, including Instituto de Ciencia Política, which hosted its 25th anniversary with leading intellectuals Carlos Alberto Montaner (Cuba), Enrique Ghersi (Peru), Carlos Sabino (Argentina), and Martin Krause (Argentina) in Bogota, Colombia in June.



2012 FREEDOM DINNER NEW YORK CITY



Andrea Rich



Katarzyna Zabawa



KEYNOTE VIRGINIA POSTREL



Chen Guangcheng, and Tom Palmer



Alexander McCobin



Amanda Bowman



Chen Guangcheng

Brad Lips



Don Smith

BRIEFING WITH CHEN GUANGCHENG

“Top Global Thinkers 2012”
—Foreign Policy Magazine

“Rebel of the Year”
—GQ

“Brave Thinker 2012”
—The Atlantic



Matt and Terry Kibbe



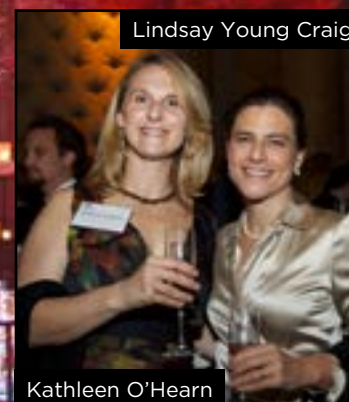
Gerry Ohrstrom and Beatriz Torres



Roger Custer and Adam Selig



Ethelmae Humphreys



Lindsay Young Craig

Kathleen O'Hearn



Ian Vasquez

Peter Goettler



GRANTS & AWARDS



TEMPLETON FREEDOM AWARDS

The Templeton Freedom Awards program recognizes excellence throughout the global network of think tanks in eight categories, serving to elevate and reward significant achievements. Named for the late investor and philanthropist Sir John Templeton, the awards honor his legacy by identifying the most innovative and valuable contributions to the cause of freedom. In addition to receiving a \$10,000 prize, all 16 winners are encouraged to share a “case study” about their projects for other think tanks to learn from and replicate in local contexts.



The 2012 TFA winners at Liberty Forum in New York City.

16
THINK TANKS
RECOGNIZED

2012 TFA WINNERS

Free Market Solutions to Poverty

Acton Institute, USA
National Center for Policy Analysis, USA

Social Entrepreneurship

Instituto Democracia y Mercado, Chile
Corporación Transparencia por Colombia, Colombia

Ethics and Values

Jerusalem Institute for Market Studies, Israel
Centre for Political Studies, Denmark

Student Outreach

Free to Choose Network, USA
European Students for Liberty, Belgium

Initiative in Public Relations

CEDICE, Venezuela
Taxpayers' Alliance, United Kingdom

Innovative Media Award

Moving Picture Institute, USA
Liberaux, Belgium

Award for Special Achievement by a University-Based Center

Center for the History of Political Economy, USA
Initiative for Public Choice and Market Process, USA

Award for Special Achievement by a Young Institute

Macdonald Laurier Institute, Canada
India Institute, India



A sampling of TFA winning projects TOP LEFT: Taxpayers' Alliance developed groundbreaking research showing millions in taxpayer money supporting union activities. TOP RIGHT: The Center for the Study of Judaism and Economics at the Jerusalem Institute for Market Studies serves as a focal point for bridging religion and economics. MIDDLE LEFT: The National Center for Policy Analysis has launched Enterprise Programs: Freeing Entrepreneurs to Provide Essential Services to the Poor. MIDDLE RIGHT: European Students for Liberty provided pro-liberty resources to 105 student groups in 20 countries across Europe. BOTTOM: The Acton Institute and its PovertyCure program have advocated for a free-market approach to reducing the poverty rate.

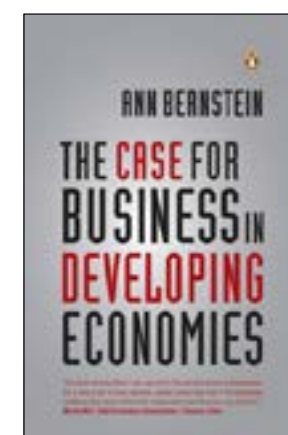
Taxpayers' Alliance United Kingdom Taxpayer Funding of Trade Unions

After an unprecedented Freedom of Information request campaign that solicited data from 1,300 public sector organizations in the UK, Taxpayers' Alliance developed groundbreaking research showing millions in taxpayer money supporting union activities. The report supported a subsequent media and grassroots campaign that included a companion release, “Trade Union Rich List,” exposing the lucrative salaries union leaders were enjoying as a result of indirect public subsidies. The campaign targeted policymakers both in parliament and in the executive branch that have supported this kind of corruption and, as a result, Prime Minister David Cameron committed to end taxpayer subsidies for trade unions.



After receiving a TFA, Matthew Sinclair of Taxpayers' Alliance gave the winning presentation at the Liberty Forum Shark Tank.

SIR ANTONY FISHER AWARD



The Sir Antony Fisher Award recognizes the institute that published a book, magazine, report, monograph, or study that, in the opinion of the judges, made the greatest contribution to public understanding of the free society. Ann Bernstein received the 2012 award on behalf of the Centre for Development and Enterprise in South Africa. Bernstein serves as the think tank's executive director, and authored *The Case for Business in Developing Economies*.



Brad Lips presented Ann Bernstein with the Sir Antony Fisher Award in April.

NETWORKING & COLLABORATION

THE ATLAS EXPERIENCE

In April, The Atlas Experience attracted friends of freedom from 20 countries to Colorado Springs for networking, strategizing, and inspiration.



Havasupai Elder, Uqualla, welcomed Atlas's international audience to the American west with a special sunrise speech thanks to donor Pamela Hoiles. Pictured with TTMA graduate Valentin Petkantchin.



Gisele Dutheil of Audace Institut Afrique competes in Atlas's Elevator Pitch competition.



Gabriel Calzada, incoming president of Universidad Francisco Marroquin, gave the keynote address at the Fisher Award Dinner, encouraging think tank leaders with lean budgets to think big and make a difference. His own Instituto Juan de Mariana (Spain) provides an example with its success debunking the green jobs narrative.



Board member Tim Browne and Board of Overseer member Peter Goettler talk with keynote Gabriel Calzada and Atlas Senior Fellow Deroy Murdock.



Think Tank MBA graduate Casey Lartigue discusses programs under development in his adopted home of South Korea to spread ideas of liberty into North Korea.



Eamonn Butler of the Adam Smith Institute (UK) and Richard Durana of INESS (Slovakia) join the panel "Reasons for Hope are Everywhere."



Sean Fieler poses a question to Chen Guangcheng.



Tyler Cowen is leveraging his popular blog, *Marginal Revolution*, into an online university.



Syndicated columnist and Atlas Senior Fellow Deroy Murdock grills a contestant during the Liberty Forum Shark Tank competition.



Mirsuljan Namazaliev of Central Asian Free Market Institute speaks about the liberty youth movement in Kyrgyzstan.



Conference attendees never miss the popular "Speed Networking" opportunity.

LIBERTY FORUM

Atlas welcomed 450 people, representing 40 countries and 120 partner organizations, to its Liberty Forum and Freedom Dinner in New York City on October 3-4. The conference theme, "Reasons for Hope Are Everywhere," reminded participants that each partner connected to the Atlas Network is shedding light on ideas that are our best hope for leading the world through its present challenges, and toward a future of prosperity and peace.

450
GUESTS



Maria Andersen of the Cato Institute, Christina Perkins and Elisa Martins of Atlas catch-up in between Liberty Forum sessions.



Max Ukropina of America's Future Foundation competes in the Elevator Pitch competition.

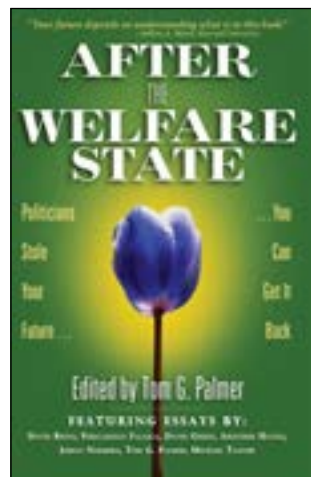
120 PARTNER ORGANIZATIONS

LIBERTY FORUM SESSIONS

- Who Really Built it? How Economic Liberty Drives Prosperity
- The Liberty Youth Movement
- Effective Think Tank Boards: How to Get One, How to Be One
- Religion, Ethics, and Liberty
- Disruptions in Higher Education: An Opportunity for the Freedom Movement?
- Reasons for Hope are Everywhere
- Elevator Pitch Contest and *After the Welfare State*
- Which Way Goes the USA?
- Winning Hearts and Minds for the Freedom Movement
- Challenges and Opportunities in Countries with Mainly Muslim Populations
- Bottom-Up Economics with Matt Kibbe
- Hurting the Poor by Hating the Rich
- The Euro, the Dollar and the Future of Sound Money
- Changing the Political Climate in Latin America
- Effectively Communicating Sound Economics
- Liberty Forum "Shark Tank" Competition

AFTER THE WELFARE STATE

Atlas develops products that capture the high moral ground on issues of universal interest to pro-liberty advocates, to serve as education tools for students and collaboration opportunities for partners. While nations around the world grapple with growing debt and unsustainable entitlements, Atlas published *After the Welfare State* in partnership with Students for Liberty. This collection of essays, edited by Dr. Tom G.



Palmer, includes some of the best thinking about welfare reform and the moral bankruptcy of big government. Distributed to student chapters, business groups and the general public, 175,000 copies blanketed the U.S. and many other

countries in 2012 inspiring debates, campus activities and discussion in the media. New translations are underway along with additional event opportunities in 2013.



Dr. Tom G. Palmer signs a copy of *After the Welfare State* for Nozim Ishankulov.

175,000

BOOKS DISTRIBUTED

STOSSEL "SPECIAL EPISODE"



Dr. Tom G. Palmer joined John Stossel for a welfare state-themed episode of Fox Business News's "Stossel" October 4 and re-aired October 14 to discuss *After the Welfare State*. During the show they explored the impact of government welfare and retirement programs on younger generations. Stossel liked the title of the book so much, he named the episode after it!

CONTRIBUTORS

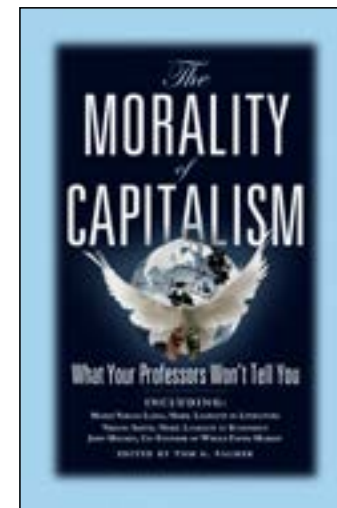
- Tom G. Palmer**, *The Tragedy of the Welfare State, Bismarck's Legacy, and Poverty, Morality, and Liberty*
- Piercamillo Falasca**, *How the Welfare State Sank the Italian Dream*
- Aristides Hatzis**, *Greece as a Precautionary Tale of the Welfare State*
- David Green**, *The Evolution of Mutual Aid*
- David Beito**, *Mutual Aid for Social Welfare: The Case of American Fraternal Societies*
- Michael Tanner**, *The Welfare State as a Pyramid Scheme*
- Johan Norberg**, *How the Right to "Affordable Housing" Created the Bubble that Crashed the World Economy*



Students brandish their new copies of *After the Welfare State* during a summer seminar in Slovenia.

MORALITY OF CAPITALISM

Although published in 2011, *The Morality of Capitalism* was republished 12 times in 2012, and translated into 11 languages, including Armenian, Azerbaijani, Chinese, Farsi, Finnish, French, Persian, Portuguese, Russian, Spanish, and Vietnamese. Each reprint enjoyed a release and promotion campaign by local partners earning new audiences and new media for the key messages of the book in local contexts. As just one example, in Iran, *The Morality of Capitalism* was reviewed by 12 national daily and weekly press, and the book's translator Bardia Garshasbi was interviewed in the magazine *Book of the Week*, produced by the Ministry of Culture. The book was edited by Dr. Tom G. Palmer and includes contributions from such notable thinkers as Nobel Laureate Mario Vargas Llosa and Whole Foods Co-CEO John Mackey.



LEFT: Iran's mainstream media gives extensive coverage to *The Morality of Capitalism*. ABOVE: *The Morality of Capitalism* featured in the window of a bookstore in Iran. BELOW: Students in Brazil gather with Dr. Tom G. Palmer.

11

TRANSLATIONS



SOUND MONEY PROJECT

“If we continue to allow the Fed to underwrite deficit spending and inflict the resulting monetary distortions on the people who actually contribute real value to the economy, who live and work in the belief that saving is a virtue, we will witness the steady demoralization of democratic capitalism.”

— **Dr. Judy Shelton**
The Weekly Standard

Since 2008, Atlas's Sound Money Project effort has generated intellectual ammunition and leveraged it via a popular website, special publications, and events involving partners in the think tank network. Our latest publication, *Roads to Sound Money*, edited by Dr. Shelton and Atlas President Dr. Alex Chafuen, was featured in *Forbes*, *Politico*, and *Townhall* among other publications.



Project Co-Director Dr. Alex Chafuen presents *Roads to Sound Money* at the book launch event.



Project Co-Director Dr. Judy Shelton emphasizes the moral dimension of sound money.



Gerald O'Driscoll of Cato Institute speaks during the book launch in Washington, D.C..



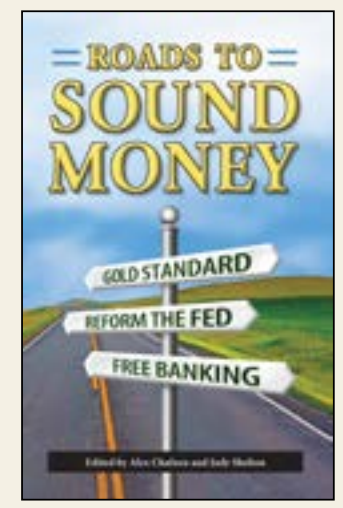
The Sound Money Project webpage includes news and commentary from experts and scholars. SoundMoneyProject.org



Stanford Professor John Taylor was the keynote speaker at a December forum jointly held by Atlas, the Anglosphere Society and e21.

CONTRIBUTORS

- Judy Shelton**, Foreword: *Roads to Sound Money*
- Gerald P. O'Driscoll Jr.**, *Toward a Global Monetary Order*
- Steve H. Hanke**, *The Fed: The Great Enabler*
- Allan Meltzer**, *Learning about Policy from the Federal Reserve History*
- George Selgin**, *L Street: Bagehotian Prescriptions for a 21st Century*
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- Alex Chafuen**, *On the Moral Struggle for Sound Money*



TEMPLETON LEADERSHIP FELLOW

The legendary Peruvian novelist and activist, Mario Vargas Llosa, continued his service as Atlas's Templeton Leadership Fellow in 2012 after keynoting our Freedom Dinner the previous year.

Since winning the Nobel Prize in literature in 2010, Vargas Llosa's renown as a thought leader has continued to grow. He has been particularly active in his native Peru, which has remained on a course of market-oriented economic policy despite a change in administrations that some feared would bring the country into the Chavista fold. Vargas Llosa presided over an important Atlas-sponsored event in Lima, Peru, in March, attended by 1,200 participants including five former national presidents from Latin America (pictured).

Among his plans for 2013, Mario Vargas Llosa will be a featured speaker at the Oslo Freedom Forum, May 13-15, and he will deliver the George Lengvari Sr. Lecture hosted by the Montreal Economic Institute in the fall.



“Throughout its history, the free enterprise system has shown an extraordinary capacity to renew and reinvent itself. This is the time to do so again.”

— **Mario Vargas Llosa**
Nobel Laureate



LEFT: Atlas's video featuring Templeton Leadership Fellow Mario Vargas Llosa and his lifelong commitment to standing up to tyranny continues to earn viewership all over the world. ABOVE and BELOW: Mario Vargas Llosa headlines a major regional conference in Lima, Peru attracting five former national presidents from Latin America.





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FINANCIALS



The unaudited financial information below shows that, in calendar year 2012, Atlas continued its healthy growth trend of recent years and again kept non-program expenses to less than 10% of its total budget.

Atlas does not accept government funding, and it is not endowed. Voluntary gifts from individuals, foundations, and business enterprises support all of its activities.

Atlas posts and archives its audited financial statements and IRS Form 990 filings on its website at AtlasNetwork.org/financials.

2012 REVENUE

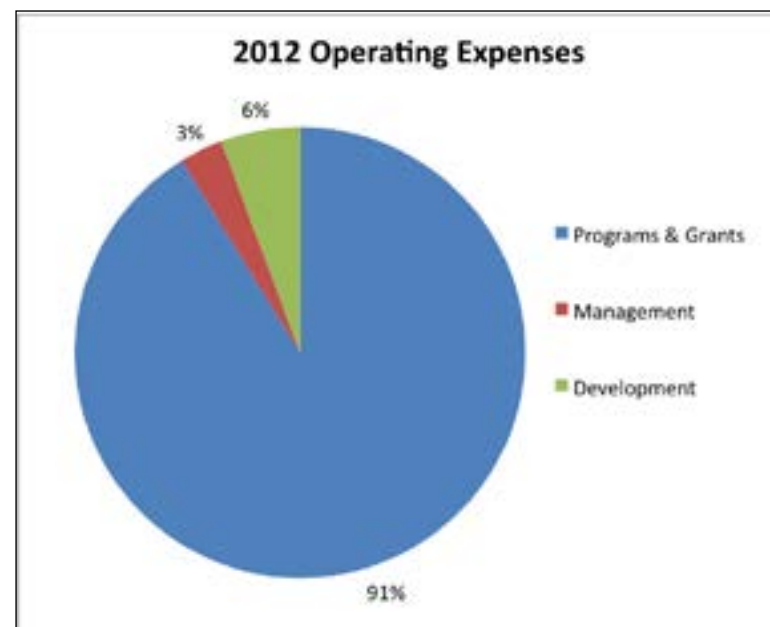
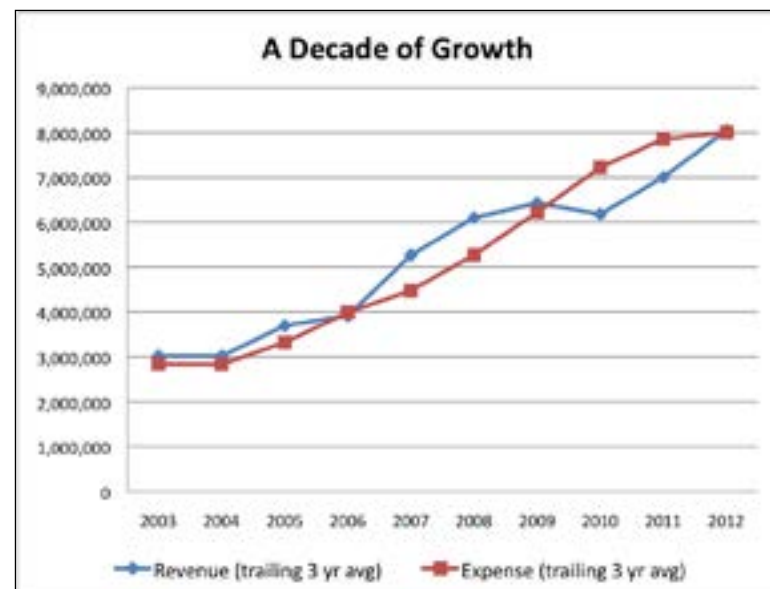
Individuals	\$4,283,776
Foundations	3,897,053
Corporations	30,701
Other Income	<u>558,637</u>
Total Revenue	8,770,167

2012 EXPENSES

Grants	\$3,515,186
Other Program Expenses	3,858,353
Management	251,525
Development	<u>463,074</u>
Total Expenses	8,088,137

ASSETS AND LIABILITIES

Cash and Equivalents	\$2,575,642
Fixed Assets	75,268
Other Assets	687,131
Liabilities	<u>(307,219)</u>
Net Assets	3,030,822



To learn more about:

- The Fisher Legacy Society
- Atlas Club Membership Benefits
- Setting up monthly recurring donations
- Employer matching gifts to Atlas
- Donating appreciated stock
- Other ways to invest in Atlas's work with charitable donations

Contact Stephanie Giovanetti at Stephanie.Giovanetti@AtlasNetwork.org or 202.449.8449.

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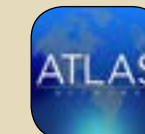
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Atlas wishes to acknowledge its newest members of the Fisher Legacy Society, Atlas's planned giving program.

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William Sumner, *Society Chairman*
Will Wohler

To learn more about the Fisher Legacy Society and to plan your gift, contact Stephanie.Giovanetti@AtlasNetwork.org or 202.449.8449.

SAVE THE DATE
Liberty Forum and Freedom Dinner
November 13-14, 2013
New York City



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