



A NEW ERA OF LIBERTY | A PROGRESS REPORT

THE NATIONAL CENTER
★★★
FOR PUBLIC POLICY RESEARCH



NATIONAL CENTER FOR PUBLIC POLICY RESEARCH
NATIONAL HEADQUARTERS • 501 CAPITOL COURT, NE • WASHINGTON, DC 20002

A NEW ERA OF LIBERTY

Message from David and Amy Ridenour

A New Era of Liberty has dawned in America.

While it may not seem like it right now, America has started what could become the greatest expansion of freedom in more than a generation.

These past few years have been difficult ones for the cause of liberty.

Supposed “failures” of the free market system have been used as an excuse for unprecedented federal intrusion into the economy and into our lives. Banks and car companies have been effectively nationalized. Energy and health care could follow suit.

And yet, we’re optimistic about the future.

Why?

Because not since FDR’s New Deal have Americans had such a clear choice in governing philosophies – the choice between free enterprise and socialism, individual freedom and government servitude.

The great national debate now underway between these two competing philosophies will help shape American opinion and influence public policy for decades.

We’re confident we can win this debate.

As the following pages attest, we’ve fought and won in the past.

And no think tank has programs better suited for today’s challenges than The National Center for Public Policy Research.

The *New Era of Liberty* has begun. With your support, it can produce the greatest expansion of freedom in our lifetime.

Thank you for all you do for the cause of liberty.

Sincerely,



David and Amy Ridenour

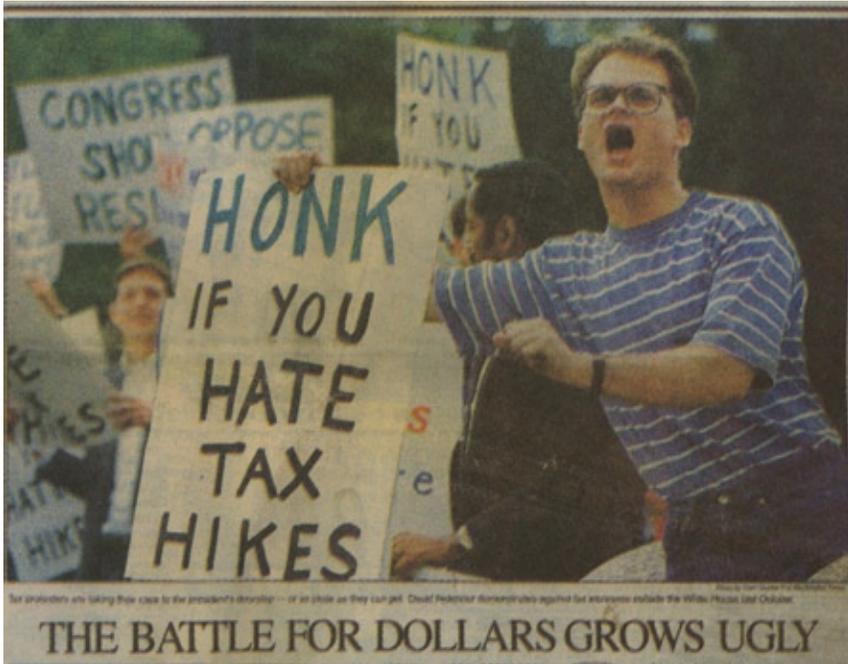


HONEST, PRINCIPLED, EFFECTIVE VOICE FOR LIBERTY

The Nation magazine called us a “crucial gear in the right’s propaganda factory.” Rush Limbaugh called us “brave and courageous.” The liberal online magazine

Salon said we make the libertarian Cato Institute “look like a hotbed of raving Trotskyist revolutionaries.” The late Paul Weyrich, founding father of the modern conservative movement, described us as having “intellectual honesty and courage unmatched in our movement.”

Although not all these descriptions were intended as compliments, each says something important about The National Center for Public Policy Research.



VICE PRESIDENT DAVID RIDENOUR LEADS A TAX PROTEST THAT RECEIVES INTERNATIONAL MEDIA ATTENTION. ABOVE-THE-FOLD, FRONT-PAGE COVERAGE SIMILAR TO THIS APPEARED THROUGHOUT THE WORLD.

Our work is honest. Our work is principled. Our work is effective.

The National Center is no ordinary think tank.

We’re not merely an “idea factory” or “university without students,” as other think tanks describe themselves.



BURT PINES, THEN-NATIONAL CENTER CHAIRMAN, APPEARING ON ABC NEWS’ “THIS WEEK” IN 1992.

Our staff doesn’t devote all its time thinking of ideas to solve our nation’s problems while leaving the heavy lifting to others.

We’re a full-service force for liberty. We provide everything that’s needed – ideas, research and analysis, marketing, grassroots outreach, testimony, coalition-building, polling, educational advocacy and more – to move our ideas from concept to reality.

BETTER THAN A “THINK TANK”... A “DO TANK”

As one libertarian think tank executive put it, “The National Center isn’t a *think tank*. It’s a *do tank*.”

Our mission is to create an America in which liberty flourishes, now and for future generations. We choose our battles carefully, weighing in when the advocates and resources for liberty are few, but the stakes for freedom, high.

Not every American knows us by name, but, chances are, they’ve benefited from what we do.

During the 1980s, we were an important ally in President Reagan’s successful effort to win the Cold War.

In 1982, when 750,000 peace activists assembled in New York to demand that the U.S. unilaterally “freeze” its nuclear arsenal (which would have effectively locked in the Soviet Union’s nuclear advantage), we were in New York to challenge them. We held a major press conference, debated peace activists under the glare of TV lights, and spoke out on network news.

A year later, on the eve of a peace protest in Washington, we met with then-President Ronald Reagan to urge him to use his bully pulpit to rally the American people against the nuclear freeze. We counseled him to find alternative means of communicating with the public if news networks, as expected, blocked his pro-defense message.



SENATOR ORRIN HATCH (R-UT), ASSISTANT U.S. ATTORNEY GENERAL WILLIAM BRADFORD REYNOLDS, AND REPRESENTATIVE HENRY HYDE (R-IL) WERE AMONG THE HEADLINERS AT OUR 1985 TRIBUTE TO REYNOLDS. OVER 700 TURNED OUT TO SUPPORT REYNOLDS, WHOSE CONFIRMATION AS ASSOCIATE U.S. ATTORNEY GENERAL HAD BEEN REJECTED BY THE SENATE. ALSO PICTURED IS CONSERVATIVE LEADER PAUL WEYRICH.



BOARD MEMBER HORACE COOPER TESTIFYING BEFORE THE JOINT CENTER FOR POLITICAL AND ECONOMIC STUDIES ON SOCIAL SECURITY REFORM.



PROJECT 21 SPOKESMAN KEVIN MARTIN DEMANDING WASHINGTON END ITS "WAR ON THE POOR" BY DEVELOPING AMERICA'S OIL RESOURCES NOW.

And find alternative means he did. After our meeting, President Reagan added several paragraphs on security policy to a speech he was to give before the National Association of Evangelicals the next day. That speech became known as the "Evil Empire" speech.



PROJECT 21 FELLOW DENEEN BORELLI ON CNN'S "HEADLINE PRIME."

The Evil Empire speech didn't just inspire millions of Americans who cherish liberty. It inspired millions of people locked behind the Iron Curtain who yearned for it.

The United States never adopted the nuclear freeze. What's more, the Soviet Union's quest for military superiority against unwavering American resolve – which we played an important part in maintaining – ultimately led to its collapse.

In 1990, when President George H.W. Bush broke his “no new taxes” pledge backed by much of his party’s congressional leadership, we led a tax revolt, organizing a series of protests that not only received nationwide media coverage but helped give conservatives in Congress the courage to rebel against their leaders.

All the major television networks, newspapers by the hundreds, and even Time and Newsweek gave prominent coverage to our protests.

Newt Gingrich, then-House Republican Whip, encouraged by the strength of the conservative outcry, led a revolt. Four years later, he would become Speaker of the House.

In the early 1990s, when Hillary Clinton was pushing for a government takeover of health care, we helped lead the national effort to stop her.

We co-chaired a national coalition, produced one of the first thorough critiques of the 1,362-page plan and recruited hundreds of thousands of Americans to sign petitions in opposition.

Our op/eds on health care reform appeared in newspapers from the New York Times to the San Francisco Chronicle, and many others between the coasts.

We did to HillaryCare what it would have done to many Americans ... we killed it.

And in 2005, when Congress was poised to expand federal Endangered Species Act powers and increase the potential for abuse of property owners, we led a successful coalition effort to re-write the bill.

Our coalition was so successful that nearly all of our recommendations were incorporated into a bill that was passed by the U.S. House of Representatives.

Our commitment to doing what we must to preserve and extend American liberty continues to guide our programs today.



*EXECUTIVE DIRECTOR
DAVID ALMASI ON THE FOX
NEWS CHANNEL.*



*SENIOR FELLOW R.J. SMITH
(LEFT) RECEIVING A
“LIFETIME ACHIEVEMENT
AWARD” FOR PRIVATE
CONSERVATION EDUCATION.
PRESENTING THE AWARD
IS FORMER SENATOR STEVE
SYMMS (R-ID). (PHOTO
COURTESY OF CEI)*

FREE ENTERPRISE EDUCATION AND ADVOCACY



PRESIDENT AMY RIDENOUR ON "THE NEWS WITH BRIAN WILLIAMS" DEBATING NEWSWEEK'S ELEANOR CLIFT.

Our Free Enterprise Project defends America's free market system by ensuring that the blame for America's economic woes falls squarely where it belongs: on big government programs and the corporate executives who support them.

The free market system is today at its greatest peril since FDR's New Deal.

Supposed "market failures" are being blamed for everything from failing banks to fluctuating energy prices to collapsing real estate prices.

And Americans are beginning to believe it.

Yet each of these problems has its roots in government social engineering, not in free markets.

Much of corporate America – lured by federal bailouts, the promise of shifting some of their costs onto the American taxpayer, and other inducements – has joined the chorus calling for greater government intervention into the economy and into our lives.



PROJECT 21 SPOKESMAN JOE HICKS TESTIFYING BEFORE A U.S. HOUSE NATURAL RESOURCES SUBCOMMITTEE IN OPPOSITION TO A PLAN TO HONOR THE LATE LABOR LEADER CESAR CHAVEZ.

Many are backing their words with money.

Our Free Enterprise Project is fighting back.

One way we're fighting back is by challenging so-called "corporate social responsibility" programs, or CSRs, the programs through which corporations aid and abet the big-government agenda.

We participate in shareholder meetings to turn up the heat on wayward CEOs; file shareholder resolutions; lead coalitions of stockholders, consumers, and opinion leaders to pressure corporations to mend their ways and educate the American public on how CSRs undermine our freedom.

We've published ground-breaking studies in defense of the free market system, including one by Arthur Laffer, the famed supply-side economist who was one of the key architects of President Reagan's economic policies.

Our work receives national media coverage, including from the Washington Post, CNBC, the London Telegraph, and the Fox News Channel's O'Reilly Factor, Glenn Beck Program and Special Report, among many others – a sign of the Free Enterprise Project's effectiveness.

UNBIASED, UNFILTERED, CREDIBLE POLLING

Our Public Opinion and Policy Center (POP Center) provides an unbiased alternative to advocacy group “push polls” that have come to drive government policy.

From energy exploration to health care reform, global warming regulation to tax increases, POP Center polls measure actual public opinion, not our ability to influence it. We don't just present one side of a debate in our questions, and our poll results are always easily accessible and free to the public.

This helps explain why the POP Center's polls are recognized as a gold standard in polling and have received nationwide media coverage, including from the Wall Street Journal, FOX News, Rush Limbaugh, Christian Science Monitor and many others.

Our polls have been cited in congressional debate on the Clean Water Act and federal climate policy, among others.

One POP Center poll even inspired a joke by then Tonight Show host Jay Leno in an opening monologue.



*FREE ENTERPRISE PROJECT
DIRECTOR TOM BORELLI ON
CNBC.*



*PRESIDENT AMY RIDENOUR
ON CNN.*





KENYAN SCHOOL CHILDREN LIGHTING CANDLES TO SYMBOLIZE THE ENERGY POVERTY GLOBAL WARMING REGULATIONS COULD CREATE AT AN EVENT SPONSORED JOINTLY BY THE NATIONAL CENTER FOR PUBLIC POLICY RESEARCH AND THE COMMITTEE FOR A CONSTRUCTIVE TOMORROW IN NAIROBI DURING THE U.N.'S 12TH CONFERENCE ON CLIMATE CHANGE. (PHOTO COURTESY OF CFACT)

A NEW GENERATION OF BLACK LEADERSHIP

Our Project 21 program builds the conservative movement of tomorrow, today.

Project 21 is a network over 300 black conservative and libertarian leaders with a mission to break the liberal civil rights establishment's near monopoly as the "voice of black America."

No program has done more to cut into the liberal civil rights establishment's media market share than Project 21. Since its inception, Project 21 has created tens

of thousands of media opportunities for black conservatives, breaking not only black liberals' hold on the mainstream press, but their hold on the black community press, too.

In Los Angeles, Philadelphia, Detroit, Chicago, New York, New Orleans, Houston, Miami and major cities all across the United States, Project 21's commentaries aren't just published, but published in the newspapers that black Americans trust the most.

And the liberal establishment is taking notice.

The NAACP's Julian Bond has called Project 21 "a collection of black hustlers and hucksters promoting [themselves] as a new generation of black leaders."

But Project 21's members don't just promote themselves as leaders. They ARE leaders.

Members include Joe Hicks, former executive director of the Greater Los Angeles Southern Christian Leadership Conference; John Meredith, whose father was the first black student to attend the University of Mississippi; Deroyn Murdock, a nationally-syndicated columnist; and Dr. Alveda C. King, a civil rights activist, author and politician, and niece of the late Dr. Martin Luther King.

Unlike civil rights groups that play the politics of racial division, Project 21 believes people should be not be judged by the color of their skin, but by the content of their character.

Project 21 advances American liberty by reaching out to those who do not yet share our free market, limited government beliefs.

HEALTH CARE CHOICE AND FREEDOM

Our Health Care Reform Task Force fights liberal attempts to nationalize America's health care and promotes free market solutions to health care problems.



PROJECT 21 CHAIRMAN
MYCHAL MASSIE ON CNN.



VICE PRESIDENT DAVID
RIDENOUR ON THE FOX
NEWS CHANNEL.





*PROJECT 21 SPOKESMAN
MICHAEL KING ON MSNBC.*

We produce groundbreaking research to demolish key arguments of the socialized medicine lobby and put them on the defensive. We've exposed a series of statistics purporting to show government-run health care provides superior care – such as life expectancy and infant mortality – as accounting gimmicks. Our work has received wide media attention, including by the Associated Press, ABC's 20/20 and CBS News.

We also publicize the dangers of socialized medicine through “Shattered Lives: Victims of Government Health Care,” a book detailing 100 socialized medicine horror stories from nations with government-run medicine.

FREE MARKET ENVIRONMENTALISM

Our Center for Environmental and Regulatory Affairs (CERA) advocates free market solutions to America's environmental problems, believing firmly that citizens are the best stewards of the environment. We believe government regulations are too often used by the politically well-connected to gain unfair advantage over competitors, distorting not only the market, but creating disincentives to productivity, innovation, and, frequently, sound environmental policy.

CERA has been an effective and independent free market voice on issues ranging from wildlife conservation to water quality, climate change regulation to energy production, national heritage areas to eminent domain.



PEYTON KNIGHT, THEN-DIRECTOR OF OUR CENTER FOR ENVIRONMENTAL AND REGULATORY AFFAIRS, APPEARING IN THE AWARD-WINNING BBC DOCUMENTARY, “PLANET EARTH.”

We led the successful coalition effort in 2005 for free market reform of the Endangered Species Act; led successful efforts in 2005 and 2006 to include property rights language in national heritage area legislation; and led a coalition effort in 2008 against proposed changes to the Clean Water Act that induced its sponsor to consider major revisions.

Our environmental and regulatory work is widely published. Our op/eds appear hundreds of times each year and are nationally-syndicated by McClatchy Tribune News Service, Scripps Howard and the Christian Science Monitor.

The Atlanta Journal Constitution, San Diego Union-Tribune, Philadelphia Inquirer, Charlotte News and Observer, Investor's Business Daily, Kansas City Star, Ft. Worth Star Telegram and the Sacramento Bee are just a few of the many newspapers that have repeatedly published our columns.

INDEPENDENT, CREDIBLE, AND EFFICIENT

The National Center for Public Policy Research is a truly independent think tank, funded through hundreds of thousands of small gifts rather than a handful of large ones.

Ninety-four percent of our revenue comes from 80,000+ individual supporters, 4.5% comes from philanthropic foundations, and just 1.5% comes from companies and corporations.

No contributor – whether an individual, corporation, or foundation – accounts for more than 1% of our total revenue.

This ensures our work isn't just independent, but respected.

The National Center also provides maximum value for the dollar.

We understand that serving as full-time advocates for liberty is supposed to be a calling, not a high-paying career, and we pay our employees accordingly.

While other think tanks spend 40%, 50% or even more of their budgets on salaries and benefits, we spend just 7% of our budget on these costs.

We understand, too, that our job is to fight government bureaucracy, not emulate it. That's why we keep our overhead costs extremely low. Just 2% of our budget pays for administrative costs, about one-fifth of the amount paid by other non-profits.

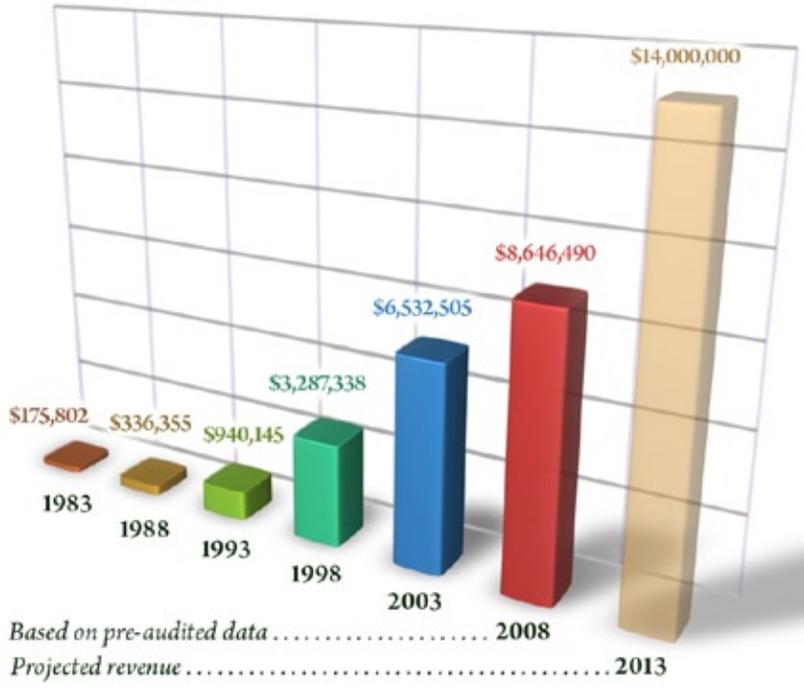
Keeping overhead and salary costs low means that investments in The National Center for Public Policy Research yield the highest possible dividends for liberty.





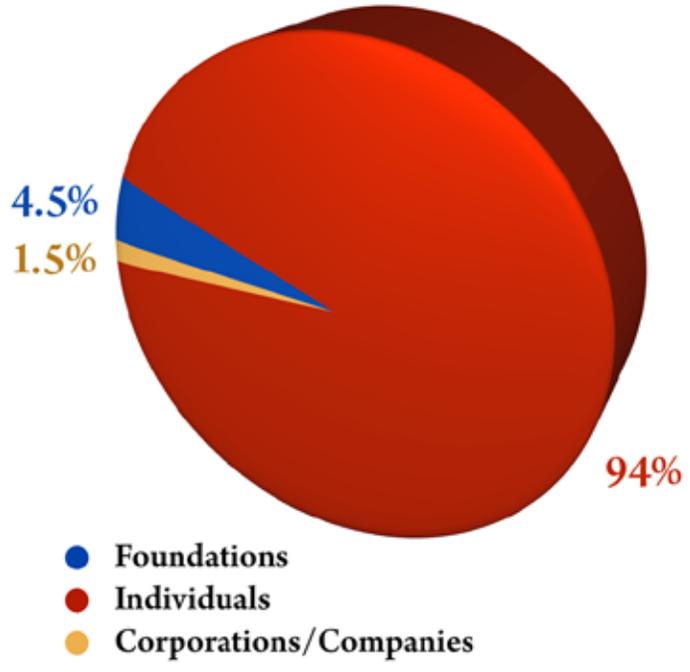
RECOGNIZED AS EFFECTIVE

Revenue Growth



INDEPENDENT

Revenue by Source



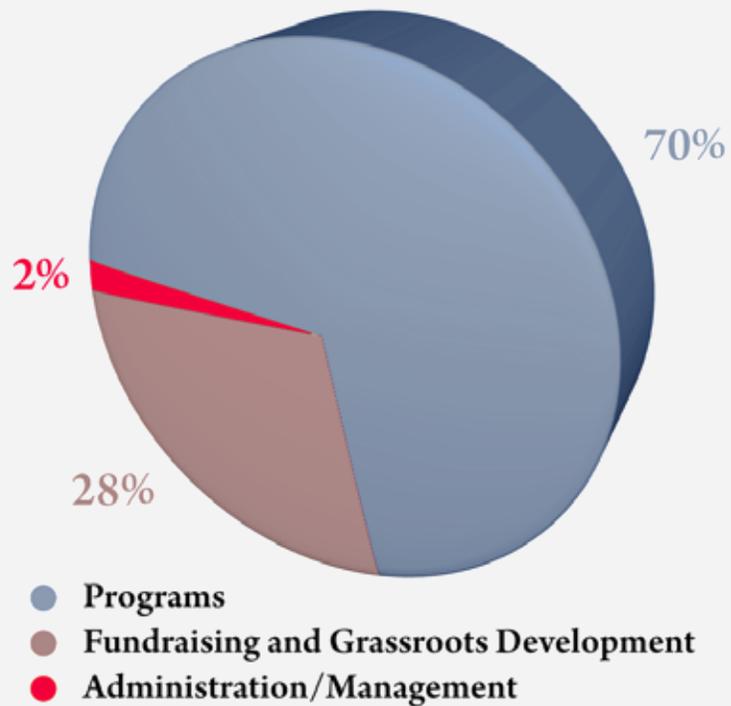
Based on 2008 pre-audited data. Rounded to nearest half percentage point.





EFFICIENT

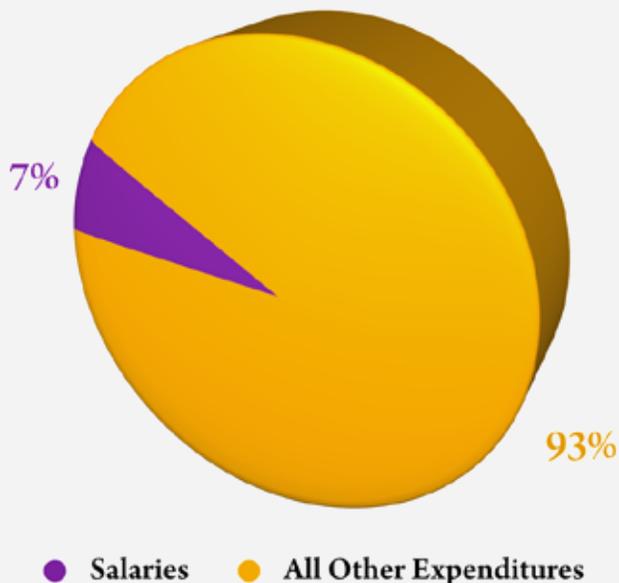
Expenditures by Function



Based on 2008 pre-audited data. Rounded to nearest half percentage point.

MISSION-FOCUSED, NOT PROFIT-DRIVEN

Salaries as a Percentage of Expenditures



Based on 2008 pre-audited data. Rounded to nearest half percentage point.





EXPERIENCED LEADERSHIP



HORACE COOPER

Board Member

Writer and legal commentator, former chief of staff for Voice of America and former George Mason University assistant law professor.



EDMUND F. HAISLMAIER

Board Member

Heritage Foundation senior research fellow in health policy studies.



VICTOR PORLIER

Board Member

President of North Country Advisors.



AMY M. RIDENOUR

President, Chairman and Board Member

Chief executive officer since 1982 and former 1980 Reagan for President campaign staffer.



DAVID A. RIDENOUR

Vice President and Board Member

Chief deputy since 1986 and former executive director of the USIA-sponsored USYC.



RON ROBINSON

Board Member

President of Young America's Foundation, director of the American Conservative Union, director of Citizens Union and former President of the USYC.



PETER SCHWEIZER

Board Member

Best-selling author, Hoover Institution research fellow, and former speechwriter for President George W. Bush.



DAVID W. ALMASI

Executive Director

Member of management team since 1997 and former director of media programs for Defenders of Property Rights and Accuracy in Academia.





LEAVE A BETTER WORLD TO THE NEXT GENERATION...

Do you want to leave a legacy of liberty to your children or grandchildren?

Do you wish future generations of Americans to have the freedom to speak their minds, benefit from their own labor and ingenuity, and have control over their own destinies?

Do you want America to be stronger and more secure?

Then consider supporting The National Center for Public Policy Research by donating today.

There are a many ways to support The National Center's work. Among them:

- Donating Cash
- Contributing through credit cards or Paypal
- Including The National Center in your will
- Donating stock, bonds, homes or other property
- Naming The National Center as beneficiary of life insurance policies
- Donating jewelry or other valuables
- And more

Contributions may be sent to the attention of David A. Ridenour, Vice President, to: 501 Capitol Court, NE, Washington, DC 20002. Please make checks payable to The National Center for Public Policy Research, or simply NCPPR.

For contributions of stock, please have your broker contact: Scott A. Wilson, UBS Financial Services, Tel. (202)585-5419, scott.a.wilson@ubs.com.

To discuss making a major gift or bequest, contact David A. Ridenour at (202) 543-4110 ext. 16 or dridenour@nationalcenter.org.

The National Center for Public Policy Research is a non-profit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. Your donations may be tax-deductible. Our federal tax ID number is 52-1226614.

Thank you for your generous support!



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