

Investing in Freedom

A girl who'd recently inherited a modest sum from her grandfather once asked the late Sir John Templeton when to invest. In reply, the esteemed businessman famously deadpanned, "Young lady, the best time to invest is when you have the money." Savvy investors who take a long-term view would undoubtedly agree.

With that said, now is a marvelous time to make an investment in the Cato Institute. Six months into his tenure, Cato's president and CEO, Peter N. Goettler, is settling into his new role and the Institute is in great shape.

As you may have read, Peter joins us from the banking sector, where he worked for leading financial institutions, including Salomon Brothers, Merrill Lynch, and Barclays Capital. Educated at MIT, Peter has distinguished himself as a dynamic strategist and manager who ultimately served as the chief executive officer for Barclays's business in Latin America and head of Global Loans and Global Leveraged Finance. A Cato supporter for more than 15 years, Peter joined our board of directors in 2014.

Having spent a career in the banking sector, Peter chose to embark on the next chapter of his life in 2008, travelling the world to meet with champions of a growing global freedom movement. Their efforts to achieve lasting change through market-liberal policy solutions taught him a great deal. He witnessed firsthand what human beings can accomplish when basic rights are protected, the range of personal choice is extended, and the central role of economic freedom is championed. These lessons reflect a broader truth espoused by Cato scholars—lasting economic growth is best achieved by removing personal, civil, and political shackles on innovators and entrepreneurs.



Peter decided to dedicate his life's work to an institution that played a vital role in the evolution of his personal philosophy. He chose to invest his time and talent to lead Cato forward—taking the reins during a period of notable accomplishment and momentum. Largely because of Cato's growth and achievement, libertarianism is now recognized as an important and relevant political philosophy. The growth in relevance of libertarian principles and Cato's influence in the public policy community has been reflected by record financial returns. Since 2012, Cato's financial support has grown each consecutive year. Increased resources have reinforced Cato's efforts to push back against the burdens of expansive government through vigorous research, inquiry, and debate. But while we are proud of what has been achieved, we are mindful of work yet to be done. Peter looks forward to teaming with the Institute's distinguished staff and Cato Sponsors to help assure a free and prosperous society for future generations.

People express their commitment to the goals of liberty in many different ways. For his part, Peter Goettler chose to assume leadership of the Cato Institute. Some of you may find that another way to accomplish this ambition is to designate Cato as the beneficiary of all or part of your retirement plan. Others—having provided for loved ones—will make a bequest to Cato by including language in their will or living trust leaving a portion of their estate to the Institute. One thing is certain: an investment made in Cato today will help fund a future of freedom. ■

TO LEARN MORE ABOUT VARIOUS SUPPORT OPTIONS, PLEASE CONTACT REID SMITH AT RSMITH@CATO.ORG OR (202)789-5270.