

Partnering for a Better Future



In our fight for a freer world, we have opportunities to reflect on our vision for the future whenever we update our wills, trusts, and estate plans. Cato's Legacy Society, which confers the same benefits as received by Benefactor Sponsors who make annual contributions of \$5,000 or more to Cato, allows Sponsors to partner with the Institute on a shared vision and identify funding that can make a lasting impact for liberty.

One new Legacy Society Sponsor, for example, wants to support the Institute's efforts to reach young people. This Sponsor recognizes the unique exposure to constitutionalism and the principles of individual liberty that Cato's educational opportunities provide for students who might otherwise complete college without encountering these ideas—in 2015, the Institute's student programs engaged 5,235 young people.

Following conversations about the intended vehicle and size of the proposed bequest, we created a plan enabling this Legacy Society Sponsor to support the Institute's internship programs for several years. The Sponsor's gift will secure opportunities for young liberty-minded people to be fully trained to advocate for the philosophy of freedom wherever their careers take them. Cato recently heard from a former intern, now a successful economist, who still fondly recalls his time at the Institute 20 years later. "Because the environment at Cato is one in which the open exchange of ideas is encouraged, my time spent there forced me to sharpen my analytical skills and made me a more consistent thinker," he said.

"I also learned a lot about how to conduct first-rate research." The Sponsor's commitment to supporting internships will have a tremendous impact by strengthening Cato's ability to identify, cultivate, and educate the next generation of sophisticated advocates for liberty.

Another area of success in Cato's quest for young hearts and minds is *Libertarianism.org*. Thanks to a major contribution to develop online content and libertarian-themed public, online courses for emerging leaders, *Libertarianism.org* is now a top educational resource comprising videos, podcasts, and reading guides. During a recent 30-day period, *Libertarianism.org* was accessed 160,914 times, the site's podcasts averaged 14,916 listeners, and its social media reach blossomed to roughly 4 million impressions. One student recently wrote Cato to celebrate the effectiveness of *Libertarianism.org*. He said that, "If ever a friend wants to know more about a policy area from a libertarian perspective, my recommendation without fail is to listen to whichever *Libertarianism.org* podcast covered the topic they are interested in." And thanks to the commitment of Cato Legacy Society members, we'll continue pursuing the most effective outreach and persuasion programs to secure a love of liberty among future leaders.

Please let us know if you would like more information about potential legacy partnerships with Cato through your estate plan. Exploring opportunities to advance liberty is an exciting journey and we're honored that you've chosen to be our colleague in the battle for a better future. Thank you for supporting Cato! ■

TO LEARN MORE ABOUT HOW YOU CAN ADVANCE THE WORK OF CATO, PLEASE CONTACT HARRISON MOAR, CATO'S DIRECTOR OF DEVELOPMENT, AT hmoar@cato.org OR 202-789-5259.