



STUDENTS FOR LIBERTY
A F R E E R F U T U R E

2020 GREAT NEWS

ANNUAL REPORT 2020

A F R E E R F U T U R E

WHY DOES SFL EXIST?

PROBLEM

COLLEGES AND UNIVERSITIES

Colleges and universities neither teach **the ideas of liberty**, nor do they provide students with the **skills they need to succeed in the workforce**.

SOLUTION



EMPOWER

SFL volunteers are in charge of our events and many aspects of our programs. Training plus experience is our winning formula for producing leaders of liberty.



EDUCATE

Over 337,595 people have attended SFL events to learn about free markets, free speech, and the ideas of a free society.



DEVELOP

SFL hosts online and in-person trainings to develop student leadership, organizational, and communication skills to help them become more effective advocates for the ideas of liberty.

A FREER
FUTURE

YEAR IN NUMBERS

Students For Liberty is the largest international pro-liberty student organization in the world.

We carefully select student volunteers and provide them with the leadership development training needed to become strong advocates of liberty. Our students go on to become leaders in their communities and seek to build a freer future.



2,816

NUMBER OF EVENTS



3,897

STUDENT VOLUNTEERS



122,592

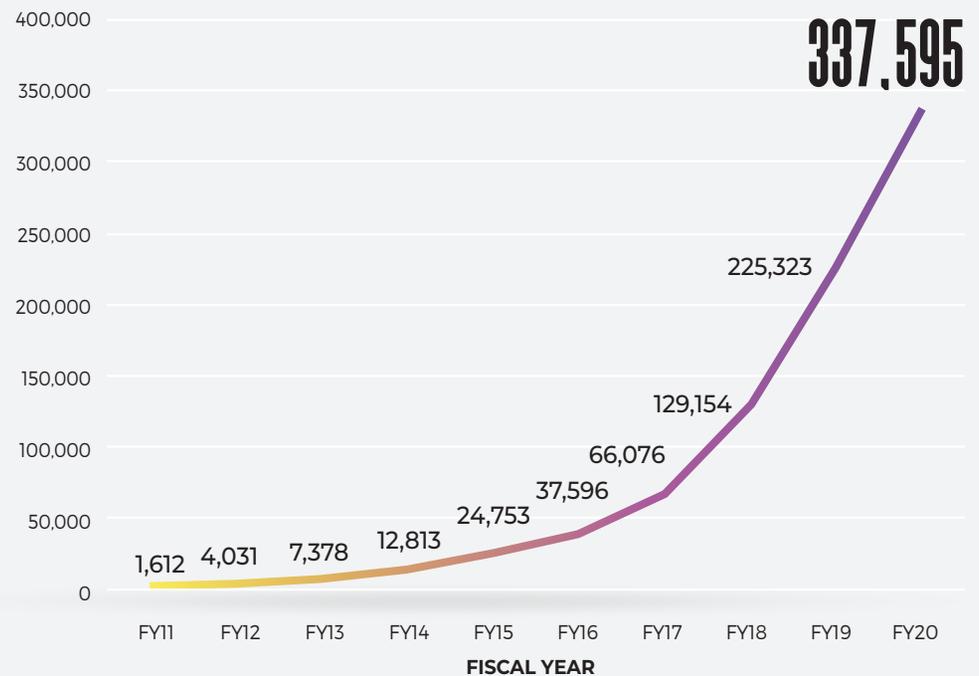
EVENT ATTENDEES

SFL EVENT ATTENDEES

OVER THE YEARS (CUMULATIVE)



STUDENTS FOR LIBERTY
A FREER FUTURE



Our work has generated a worldwide network of pro-liberty advocates who invested **over 1 million volunteer hours** into our work last school year alone. A volunteer hour in 2019 is priced at \$25.43*. This means that just **in terms of economic impact SFL had an output of \$26,004,209.**



\$26,004,209

ECONOMIC IMPACT

*Source: independentsector.org

LETTER FROM THE CEO



Dear Friends of Liberty,

This year, we've seen the unfolding of a pandemic, bailouts, trillion-dollar stimulus packages, millions of people who've become unemployed, and the Federal Reserve printing money like there is no tomorrow. This is the world we are facing in 2020. All of this was unthinkable just a short while ago. It can seem discouraging and disheartening, right?

Fear not; there is still good news. There is actually great news to share, and it's because of you. As a supporter of Students For Liberty, I want to thank you. You have bet on the right horse: young people! Although many young people still are predominately drawn to the ideas of big government, we are training and empowering students everyday who fight hard to bring about a free society for the next generation. I can tell you that advocates for big government don't work as hard as our students do, and I can prove it!

In the last school year alone, our student volunteers organized 2,816 events with 122,592 attendees! Can you believe it?

I can barely believe it myself, but that is the power of our commitment to putting young people in charge, providing them with top-notch online and in-person training, and then unleashing them into the world. Behind each one of these 2,816 events is a student volunteer who educates his or her peers in person or through online events. Do you remember the first time you had ownership over a project? The first time you saw your hard work come to fruition? Powerful, right? This is precisely what we do with thousands of students every single day.

The results and the faces behind these numbers are presented in this report.

These numbers translate into real-world change:

- 81 non-profits, social enterprises, and businesses founded by our alumni
- 4 alumni featured on the *Forbes 30 under 30* list in business, academia, journalism, and policy
- Almost a dozen alumni elected to public office ranging from a mayor in Mississippi to a member of the Federal Congress of Brazil
- Dozens of books written by our alumni
- Incubation of an organization that advocates for consumer choice in front of the US Senate, the FDA, the Israeli Knesset, the Canadian Parliament, and the European Parliament (read more on page 6)
- Thousands of speeches given by our alumni about free markets, free speech, and small government all around the world

These are the results of your continued investment in our students. You produce advocates for liberty who are effecting change on campuses and paving the way for a freer future! While the world around us may look grim at the moment, we know that is not the full picture. You can be sure that our student volunteers are working tirelessly to improve themselves, the state of America, and the world!

Thank you for being part of this incredible force for change!

Sincerely & For Liberty,

Dr. Wolf von Laer, CEO
wolf@studentsforliberty.org
(202) 733-2409 (office)
(202) 476-9043 (cell)

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**THANK YOU
FOR BEING
PART OF THIS
INCREDIBLE
FORCE FOR
CHANGE!**



2020 AMAZING STORIES



***STUDENTS FOR LIBERTY JUST WRAPPED
UP OUR MOST SUCCESSFUL YEAR TO DATE.***



THE CCC
HAS RACKED
UP MORE
THAN 1,100
MEDIA HITS.

A POWERFUL ORGANIZATION SPINS OFF FROM STUDENTS FOR LIBERTY

The Consumer Choice Center (CCC) is a global grassroots movement that supports lifestyle freedom, innovation, privacy, science, and consumer choice. They focus on consumer preferences across the digital landscape, consumer goods, health and economic policies, science advancements, and more.

Students For Liberty is about education and empowerment, which means that both our students and staff are always innovating, and shining a light on liberty in new and creative ways. As a result, SFL alumni have started 81 organizations. Take the Consumer Choice Center, for example.

While still on staff with SFL, alumnus Frederik Roeder founded the Consumer Choice Center, where the project was incubated until it spun off as its own independent organization on May 1, 2020. Fred is now Managing Director of the CCC, but he wasn't the only SFL alum to find success there. Yaël Ossowski brings his expertise as a writer and advocate for international consumer affairs to the position of Deputy Director. European Affairs Manager Luca Bertolotti and Senior Policy Analyst Bill Wirtz both come from SFL as well.

They have racked up more than 1,100 media hits in outlets like *The Hill*, *The New York Times*, *Le Monde*, *The Guardian*, and the *Toronto Star*.

Our mission at Students For Liberty is to educate, develop, and empower the next generation of leaders of liberty. The success of the Consumer Choice Center is one example of how we continue to fulfill our mission. "Students For Liberty allowed me and my colleagues to experiment with ideas around grassroots consumer activism in Europe, North America, and South Asia," Fred said. "We started with on-line quizzes about the nanny state and **after a few years, we ended up testifying in front of the FDA, the European Parliament, and Brazilian lawmakers.** The Consumer Choice Center would not be possible without the network, resources, friendships, and skills we obtained while being student volunteers and staffers at Students For Liberty."



ALUMNI FIGHT FOR RACIAL EQUALITY

Students For Liberty is dedicated to equality of opportunity, and so are the students we develop. Program alumnus and staff member Olumayowa Okediran, program alumni Martin van Staden and Nicholas Woode-Smith were elected to the council of the Institute of Race Relations (IRR). For the next 4 years, they will be working to ensure that equality of opportunity is not bound by race.

Olumayowa Okediran is the Managing Director of African Liberty, the Assistant Director of International Programs at Students For Liberty, and has also served as the West Africa Policy Fellow at the South African Institute of Race Relations. He was listed on the 2016 YNaija Power List as one of the most influential young Nigerians under 40.

Martin van Staden serves as the Head of Legal Policy and Research at the Free Market Foundation of South Africa. He is editor in chief of the *Being Libertarian* publications and author of *The Constitution and the Rule of Law: An Introduction*. Martin was raised in post-apartheid South Africa.

Nicholas Woode-Smith first got involved with African Students For Liberty (ASFL) in 2015 and launched an ASFL chapter on his campus at the University of Cape Town. Nicholas led the growth of the region and organized a variety of creative events. Woode-Smith said, "**Students For Liberty is an organization that creates**

a space for civil discourse and invites dialogue between different groups of people to discuss ideas that are increasingly demonized on campuses across the world. SFL provides a way to coordinate the larger liberty movement and helps young people learn how to use their comparative advantage to promote freedom."

The IRR is a premier liberty-minded organization in Africa, and the council is tasked with determining the organization's policy, maintaining its pro-liberty ideology, and nominating its board members. Having three SFLers on the IRR board is an honor, and we are proud of the work they're doing.



**ELECTED TO
THE COUNCIL
OF INSTITUTE
OF RACE
RELATIONS
(IRR).**



ALUMNUS AUTHORS BRAZIL'S "DECLARATION OF RIGHTS OF ECONOMIC FREEDOM"

SFL alumnus Gianluca Lorenzon is working for freedom in Brazil - and succeeding. As a student, he was heavily involved in Students For Liberty and he ran the influential group, Clube Farroupilha, which is dedicated to spreading the ideals of classical liberalism.

With an interest in economics, he served as COO of Mises Brasil upon graduation, worked as a consultant with McKinsey & Company, was elected as Director of Debureaucratization in Brazil's Ministry of the Economy, and is now Secretary for Economic Oversight in Brazil's Ministry of the Economy.

In his current role, Gianluca is truly making it easier for free people and free markets to thrive in Brazil. Just months ago, the legislature of Brazil passed the Provisional Measure of Economic Freedom that Lorenzon wrote to make it a law. This legislation aims to foster entrepreneurship in Brazil by reducing arbitrary and costly regulations that make it difficult to start a business.

Lorenzon said "The road is long, but we continue to liberalize Brazil." According to the Secretary of Economic Policy from the Ministry of the Economy, the provisional measure set forth by Gianluca will increase GDP by 7% in the next 10 to 15 years, will reduce unemployment to 4%, and will generate jobs for more than 3.5 million people over the next ten years. SFL helped him make these changes. He said, "Becoming a part

of SFL was an opportunity to break new ground in the public debate. **SFL not only gave me an opportunity to join a network that spreads the ideas of liberty, they also helped me grow professionally.** With Students For Liberty, you're going to learn skills that most universities won't teach you."

Speaking on his career, Gianluca explains, "If it wasn't for the [SFL] network, I wouldn't have received the opportunity to grow as a manager and pivot into the private sector. As a law student, I was not interested in management but SFL is about managing talent, resources and teams. Although I'm a lawyer, my experience during my time with SFL helped me transition from law to management."

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*THE ROAD IS
LONG, BUT WE
CONTINUE TO
LIBERALIZE
BRAZIL.*



TWO SFL STUDENTS FOUNDED THINK TANKS AT THEIR UNIVERSITIES

Most students are focused on their studies, extracurriculars, social lives, and preparing for the future. SFL students have additional priorities, too. Meet two students who have started think tanks that are creating real world impact at their universities.

Tulane student and Students For Liberty volunteer Marcus Maldonado launched a student-led think tank in New Orleans. The Wave Center for Policy and Enterprise works to “unite individuals around innovative solutions to society’s pressing problems like incarceration, polarization, poverty, and more.” Rather than silencing others, he is creating a platform for his fellow students to openly discuss today’s problems facing society.

Maldonado credits SFL with giving him the start he needed to open the Wave Center.

“Without the training and guidance I’ve received through SFL, I wouldn’t have the skills necessary to launch, grow, and sustain an organization in my community. **SFL has provided me with the tools necessary to grow as a leader and to cultivate leadership on my campus.**”

Marcus is showing others on campus that they are able to start making a difference now, and so is Ethan Yang.

Ethan, a student volunteer at Trinity College in Connecticut, started the Mark Twain Center for the Study of Human Freedom. The center is led

by students, supported by faculty, and “empowers students to take control of their education.” They host seminars, bring in guest speakers, have conversations with faculty, and engage in friendly debate.

Like Marcus, Ethan is also making sure that there are more students dedicated to liberty who can take his place when he graduates.

Ethan says that SFL gave him the focus and skills he needed to fight for liberty. “SFL not only gave me the structural support to grow as a leader - they also gave me amazing role models as well as direction. **SFL showed me what professionalism looks like, and all the amazing things other students were doing. This ultimately inspired me to take things to the next level.**” He also spoke about how SFL can help other students succeed, too. “Whether you just want to be involved and active, or become the face of the movement in twenty years, SFL will help you get there.”



**SFL GAVE ME
AMAZING
ROLE MODELS
AS WELL AS
DIRECTION.**



VENEZUELAN ALUMNI GO ON SPEAKING TOUR ACROSS THE US TO TALK ABOUT THE HORRORS OF CHAVISM

SFL knows that students are inundated with messages that support socialism, selling it as something virtuous and helpful. Any student who pushes back against this narrative, and shares the dangers inherent in this ideology, is silenced. That's why it is critical to the future of liberty that students hear the truth - and that's exactly what SFL alumni and Venezuelan exiles, Andres Guilarte and Jorge Galicia are doing. With support from The Fund for American Studies and Ken and Frayda Levy, they tour college campuses in the United States to share their own experiences with the horrors of Venezuelan socialism.

As a student at the Central University of Venezuela, Andres experienced the horror of having the government tear gas students, targeting them on campus. He was a member of *Estudiantes por la Libertad* (Students For Liberty Latin America), serving as a SFL coordinator and then senior leader.



Also a coordinator at SFL, Jorge lived a life in Venezuela that, he says, isn't unlike what middle-class Americans experience. That is, until socialism devastated his country and he fled to freedom in the United States. He has made it his life's mission to educate people about the economic, social, and political ramifications of big government, and by sharing his experience on American campuses, he is advancing that mission.

STUDENT RISKS IMPRISONMENT IN RUSSIA

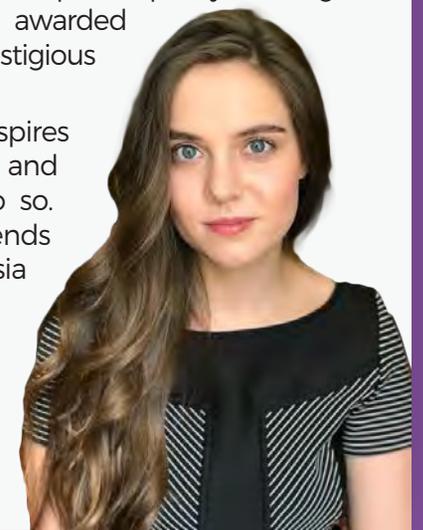
An SFL coordinator in Moscow, Vera Kichanova is known as one of the most courageous and important activists in Russia. She is also the first member of the Russian Libertarian Party to be elected to public office.

As a Hayek Essay Contest winner, she has presented her work to the Mont Pelerin Society, a club which counts Hayek, Popper, Mises, and Friedman among its founders. Vera's essay, *From Sharing Economy to Private Cities: Why We Need Hayekian Competition in Urban Development* is dedicated to taking a free market approach in urban development.

She has been arrested at six anti-Putin protests, censored by Russian prosecutors, and honored for her human rights work.

With an MA in journalism from Moscow State University, Vera is now a PhD student in public policy at King's College London. She was awarded the Mercatus Center's prestigious Frederic Bastiat Fellowship.

Wherever Vera goes, she inspires others to fight for liberty and gives them the tools to do so. "For years, my pro-liberty friends have been asking me: if Russia has such a strong libertarian movement, why isn't there a Students For Liberty chapter in Russia? Well, now there is," Vera said.



 STUDENTS FOR LIBERTY

AROUND THE GLOBE

TOTAL EVENTS

 **2,816**



+2

GLOBAL
EVENTS

IN THE MEDIA

Forbes

Anti-Capitalism
On U.S. University
Campuses: 'The
Culture War Is
Fought Dirty'

FEE FOUNDATION for ECONOMIC EDUCATION

My Response
to Time
Magazine's
Cover Story
on Capitalism

WASHINGTON Examiner

No AOC, you do
not have 'a lot of
common ground'
with libertarians

The Sydney Morning Herald

Institute of Public
Affairs expands
youth wing for
students 'who
aren't mad
socialists'

WASHINGTON Examiner

We must break the
Left's monopoly on
the climate debate



712,695,424
TOTAL REACH

SOCIAL MEDIA



FACEBOOK

641,587
FOLLOWERS

27,610,709
IMPRESSIONS



INSTAGRAM

54,503
FOLLOWERS

12,984,747
IMPRESSIONS



TWITTER

107,181
FOLLOWERS

Total followers and impressions
across North America, Brazil,
Africa, Europe, Latin America,
Asia-Pacific, South Asia, and
Learn Liberty accounts.



HOURS PER DAY



ANNUAL HOURS WATCHED



ALL TIME DAILY VIEW RECORD:

OCTOBER 29, 2019

9,633 HOURS

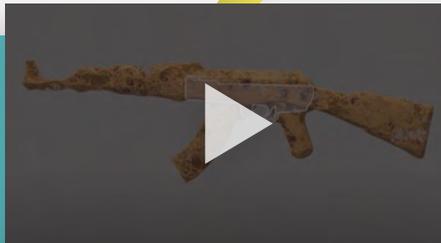
Learn Liberty videos constitute an important part of Students For Liberty's mission of educating, developing, and empowering the next generation of leaders for liberty.

These videos cover a wide range of topics related to individual, economic, and academic freedom, with the aim of presenting a compelling pro-liberty perspective that can engage and educate both students and the general public.

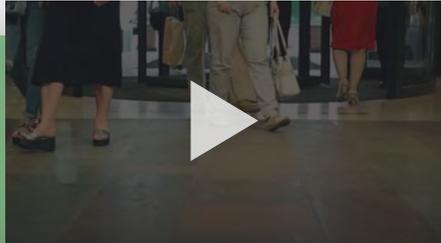
Since our acquisition of the platform in 2019, we've been optimizing the existing content while also producing brand new videos. This development has led to significant growth in watch hours, an average of 750 watch hours per day in 2018-19 to 3,500 watch hours per day in 2019-20. All of our data would suggest that Learn Liberty, and indeed Students For Liberty's overall mission, has benefited greatly from the innovation and optimization work carried out over the course of the past year.



TOP 3 PERFORMING VIDEOS



3D Printed Guns, Explained



Dead Malls, Explained



Why is Latin America so corrupt?

I AM VERY IMPRESSED BY THE DETERMINATION OF SO MANY STUDENTS AND RECENT GRADUATES TO REALIZE THE PROMISE OF LIBERTY—TO WORK FOR LIMITED GOVERNMENT, FREEDOM OF TRADE, TOLERATION, AND THE RULE OF LAW.

— DR. TOM G. PALMER



BOARD OF DIRECTORS



**JOHN
MACKEY**

*Whole Foods Market,
Co-Founder and CEO*



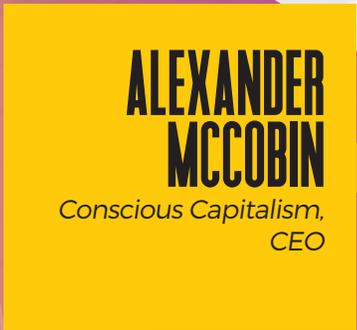
**SAM
ECKMAN**

*Gibson, Dunn &
Crutcher LLP, Associate*



**SLOANE
FROST**

Chairwoman
*Medical Home
Network, Manager of
Strategic Initiatives*



**ALEXANDER
MCCOBIN**

*Conscious Capitalism,
CEO*



**LIYA
PALAGASHVILI**

*SUNY-Purchase College,
Assistant Professor
of Economics*



**KATHERINE
MANGU-WARD**

*Reason Magazine,
Editor in Chief*



**DAN
GROSSMAN**

*Retired
Businessman*



Our Board of Directors is comprised of Students For Liberty's co-founders and other trusted guardians. They oversee the organization's long-term strategy and legal obligations.

SUPPORT SFL

When you give to Students For Liberty, you are helping to educate, develop, and empower the next generation of leaders of liberty.

As a nonprofit organization, you can write off your donation when it comes time to file. Now, the benefits may be even greater due to recent changes with the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This was signed into law on March 27, 2020. There are several tax benefits for charitable contributions.

As you look ahead to your financial and philanthropic planning for the rest of 2020, here are a few things you might want to keep in mind from the United States Tax Code:

- In 2020, individuals may choose to deduct cash gifts to qualified charities up to 100% of their adjusted gross income (up from 60% previously).
- Required Minimum Distributions (RMDs) from 401(k)s and IRAs have been suspended for 2020. This “RMD holiday” means that retirees will not be forced to take distributions from their retirement accounts this calendar year.
- However, individuals can still make tax-free charitable contributions of up to \$100,000 from their IRA to qualified nonprofits.

We just wrapped up our most successful year to date. Without your support, none of this would have been possible. Thank you for choosing to invest in Students For Liberty.

*WE ARE TRAINING MORE LEADERS,
HOLDING MORE EVENTS, AND REACHING
MORE ATTENDEES TODAY THAN EVER BEFORE.*



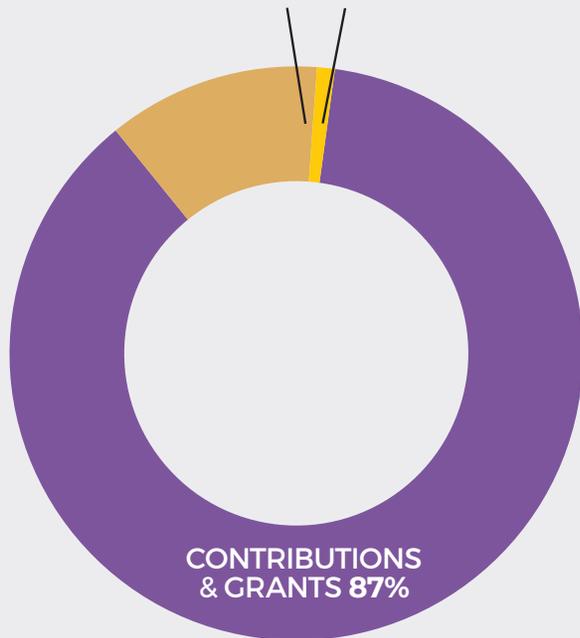
FINANCES

FISCAL YEAR 19



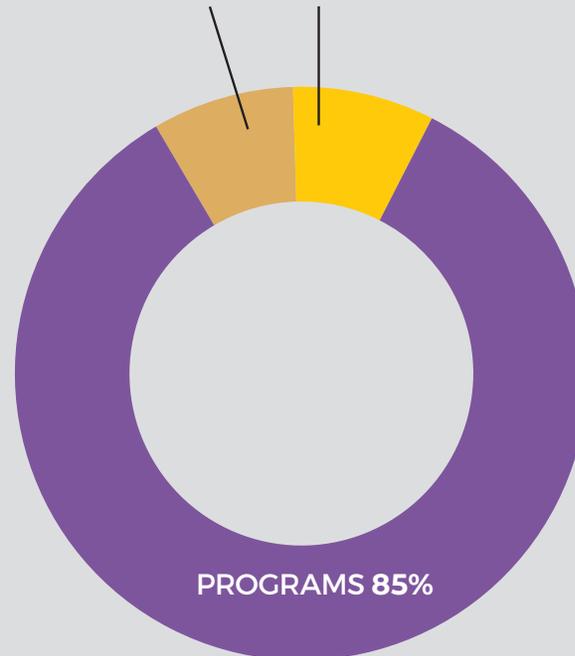
REVENUE
\$5,003,234

EVENT SPONSORSHIP & REGISTRATIONS 12% INVESTMENT & OTHER INCOME 1%



EXPENSES
\$4,600,649

FUNDRAISING 8% ADMINISTRATION 7%



FY19 audited financials







INVEST IN LIBERTY!

www.studentsforliberty.org/invest



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