

Champions of Free Enterprise Institute

April 5, 2013

Free Enterprise is a remarkable triumph in the history of human experience. Tragically, large numbers of Americans reject or don't understand this truth, because they haven't been taught the incredible, positive tale of Free Enterprise and its profound benefits. They no longer recognize the enduring principles of free enterprise; too many in our society have forgotten its important lessons and our world's need for it. Worse, the principles of free enterprise that were historically protected are now under assault. Part of the assault is ignorance.



The causal link between Free Enterprise and liberty, and our economic strength and prosperity has been diminished and obscured. This is especially true for today's youth, who have suffered unknowingly through educational institutions determined to teach other things.

To counter these educational missteps, and ensure the long-term vibrancy of American Free Enterprise, the Champions of Free Enterprise Institute has launched an educational program devoted to presenting Free Enterprise in an enlightening and exciting way to our youth, particularly sixth to twelfth graders.

We believe that America's future *depends* on educating 6th – 12th graders on free enterprise and the fundamental underpinnings of prosperity and economic success.

"Free Enterprise 101" is offered in part to dispel the negative image and misinformation about free enterprise, capitalism, and free markets produced for decades by those who oppose these things. More importantly, the program will open young minds to:

- Their own potential and the power of self-reliance and individual initiative, and their own individual ability and responsibility to control their future.
- The nature of opportunity, the importance of preparing to actively participate in a thriving private economy, and an understanding that free enterprise gives them the options to become whatever they dream of being.
- Recognize the *good* created through free enterprise, the direct link between freedom and *everyone's* economic success, and the fact that free enterprise is the single most important force for good in the world today.
- The value, importance, and *benefits* of perseverance and hard work, and the nature of wealth creation.
- Appreciate the pivotal historic role of Free Enterprise in creating the United States, and in distinguishing it from all other nations.

The Free Enterprise 101 program will be comprised of a series of one-page positive lessons on capitalism and Free Enterprise. Each lesson will deliver an "ah-ha" moment on one facet of free enterprise through an interesting and attention-getting multi-media presentation, including thorough original text on the

topic, a unique companion video embedded on the page, a recognizable product or executive personality feature, and links to other related videos and resources on the topic. Each lesson will contain links to real world company illustrations of the principle being addressed.

THE SOCIAL RESPONSIBILITY OF A BUSINESS IS TO INCREASE ITS PROFITS.

—MILTON FRIEDMAN, WINNER OF THE 1976 NOBEL PRIZE IN ECONOMICS

On launch “Free Enterprise 101” will contain 20 lessons, and will later expand to between 100 and 200 lessons. All lessons will be presented free of charge as part of one online program, the platform for which will also offer testing and reporting capabilities. While delivered outside of normal educational institutions, and marketed directly to organizations, the program will also be made available to teachers and educators. CFEI’s mission, educating America’s youth in the essentials of Free Enterprise, will not depend upon traditional educators or their existing institutions. Rather, CFEI will offer the program independently to ensure the widest possible dissemination.

Kids need to understand the world around them and the world that works – the world of free enterprise.

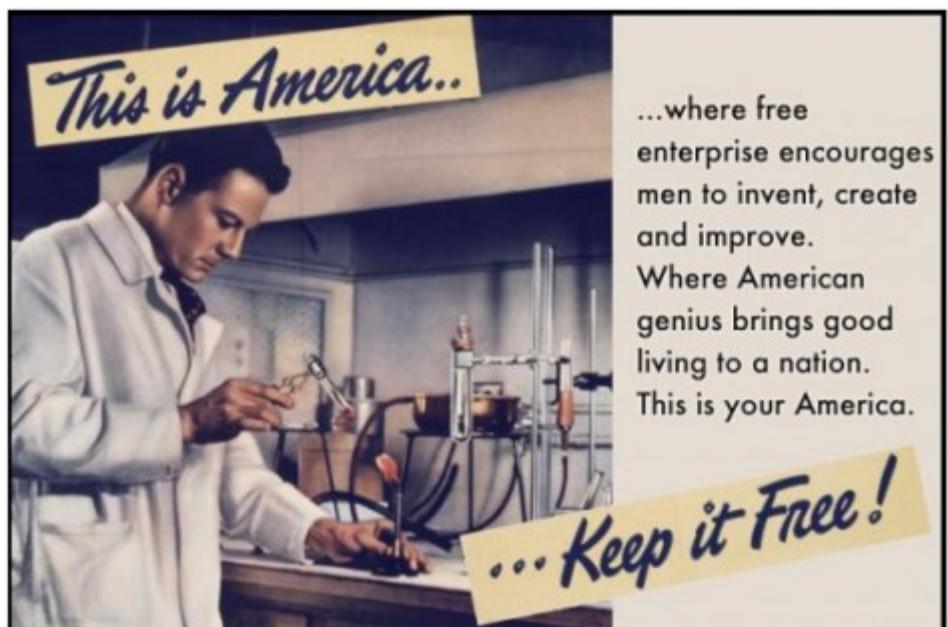
They need to know why things work and why they fail; what’s good and what’s bad. If they don’t understand these things they won’t be able to sustain and build on the blessings of liberty — and the institutions supporting prosperity will crumble.

It doesn’t matter *why* our youth don’t understand these things. They must understand them for their own future. *Their future* depends on it. *America’s* future depends on it.

It is incumbent upon those who *do* know how and why free enterprise and capitalism work to not let this knowledge die. The lamp of liberty must remain brightly illuminated. A thorough, fundamental understanding of free enterprise must be handed down — purposefully, deliberately, and urgently — to arrest the gradual surrender of the essential culture that has sustained America since its beginning.

The prosperity that we enjoy didn’t happen by accident. It happened because free enterprise, liberty and capitalism permitted millions to pursue their individual dreams. Prosperity has transformed the human condition in just 200 years. Without free enterprise and capitalism such prosperity would have been impossible.

Children today, while bright, energetic and capable, have no understanding of how



...where free enterprise encourages men to invent, create and improve. Where American genius brings good living to a nation. This is your America.

prosperity works, much less how fragile it is, what it's dependent upon, or what threatens it and why.

Today's youth takes prosperity for granted. In part because they don't know how we got here. They don't understand that historically this kind of prosperity is both unprecedented and an aberration. They have no clue about the connection (cause/effect) between prosperity (their well-being) and free enterprise.

People, if organized and unleashed within a system of economic incentive, are the only resource that matters. And when so unleashed they can accomplish anything. What made the U.S. great is the ancestral nature of our people – free to be creative, inventive, original, inclusive. Keeping the culture of free enterprise is the only way forward. Other institutions have failed to protect and enshrine this culture, and so it is up to us.

The Champions of Free Enterprise Institute wants to educate and shape the minds of 6th – 12th graders, to ensure they are equipped to sustain the spirit of free enterprise that has created the greatest country ever known to human history.

We hope you'll join us in making this important educational project a reality, and, perhaps, saving a nation.

