SUTHERLAND
INSTITUTE
A NEW BIRTH OF FREEDOM

2023 ANNUAL REPORT

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Message from the President and Chairman of the Board

In the contentious political environment that too often defines modern life, the application of sound principles and rigorous analysis is vital. This is precisely what Sutherland Institute provides policymakers and the public, and in 2023 our capacity and reach saw significant expansion in our efforts **"to make sound ideas broadly popular."**

This brief report will highlight: a successful legislative agenda that **strengthened religious freedom** and **expanded educational choice**, a new statewide initiative supporting **education, work, and family** formation that was launched at the annual Gala/policy summit, and significant **multimedia expansion** to reach Utah voters through our new weekly podcast.

Heading into an election year in 2024, it's even more important that our political and policy debates remain anchored to long-standing **principles**, informed by quality **research** backed by sound data, and committed to the guiding values of: **faith, family and freedom.**

Thanks to your ongoing support, Sutherland is well positioned to grow as a leading voice for these principles in Utah and beyond.

Rick Larsen
President & CEO

Brent Andrewsen
Chairman

2023 at a Glance

Throughout 2023, Sutherland Institute shaped public policy and public discourse on important issues through legislation, research, commentary, events and multimedia. We continue to build capacity and expand our reach and impact. Our reporting on issues like family life and the success sequence shaped major debates in 2023 – with significant policy impacts expected in 2024.

30
op-eds

321
press mentions

208
blog posts

436,355 impressions
across all social media channels

Sutherland Annual Gala – Paired with Policy Summit

- 500+ Gala attendees
- 150+ attendees of Sutherland/American Enterprise Institute FREE Forum
- Dual events grew relationships and launched policy and public engagement effort on family structure and success sequence

Annual Congressional Series

- 6 events throughout August – one forum for each member of Utah's federal delegation
- 3 university partners – strengthening relationships with key institutions of higher education

Launch of New Podcast: Defending Ideas

- Weekly audio and video podcast launched July 2023 – equipping voters to defend sound principles
- 24 episodes
- In just half a year, a whopping **188,857 total views/listens** to all content across platforms

Organizational Growth

- 5 additions to Sutherland team in policy, development, communications and operations

Sutherland's Growing Policy Influence

Legislative Impact

Sutherland focused efforts on **five priority bills** during Utah's 2023 legislative session – **all of which passed** and were signed by the governor.

HB 163 – Protecting Student Religious and Moral Beliefs Regarding Athletic Uniform Requirements

- This law requires schools to accommodate students who have a religious obligation to wear certain clothing by adapting school athletic uniforms accordingly.

HB 209 – Participation in Extracurricular Activities

- Provides nontraditional public school students with expanded opportunities to participate in sports or other extracurricular activities.

HB 215 – Funding for Teacher Salaries and Optional Education Opportunities

- Increases teacher salaries and creates the Utah Fits All Scholarship.

SB 55 – Public School Instructional Material Requirements

- Improves the process for school boards when changing classroom curriculum with greater transparency.

SB 154 – Adoption Amendments

- Improves Utah's adoption guidelines by respecting wishes of birth mothers, reducing costs, and protecting religious adoption agencies.

Expanded Expert Analysis and Commentary in Utah and Beyond

Sutherland experts offered crucial commentary by writing **30 op-eds published in 6 publications** at the state and national level.

Deseret News. The Salt Lake Tribune Washington Examiner

UTAH POLICY RAISING OUR POLITICAL IQ NATIONAL REVIEW St George News

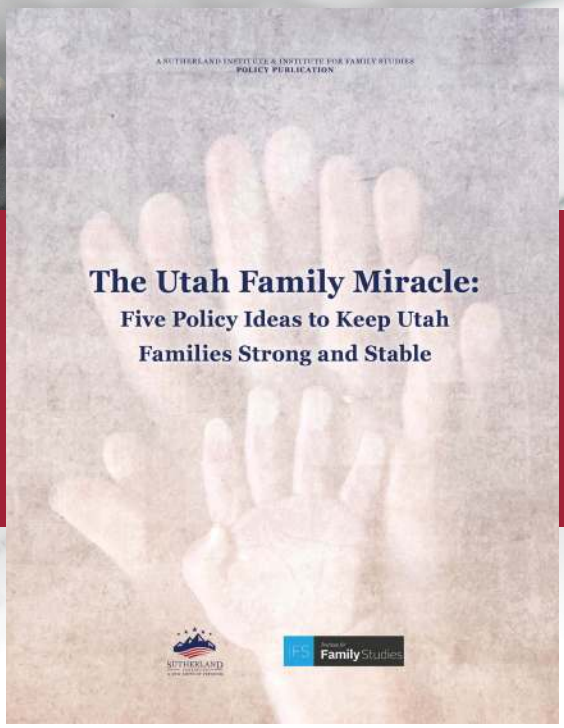
We can, and should, support both education choice and traditional schools

Perspective: How to strengthen the 'success sequence' in Utah

The Flawed Civic Understanding behind Attacks on the Supreme Court

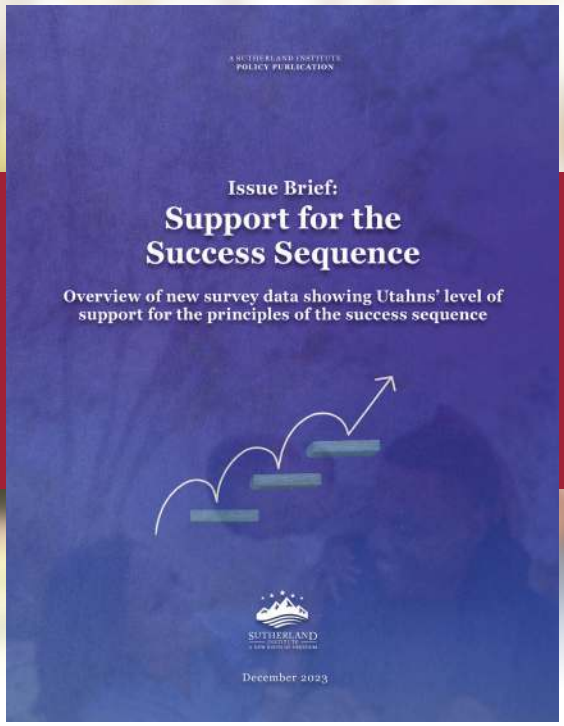
Sutherland expertise and research **appeared in the news 321 times** throughout 2023.

New Original Research on Family, Education and Work



The Utah Family Miracle

Research recognizing the impact of Utah's strong families on state success, providing five policy recommendations for policymakers to support and strengthen Utah families.



Support for the Success Sequence

Survey research illustrating attitudes among likely voters toward the success sequence – education, work, and marriage before children – and broad support for teaching these concepts in schools.

Pivotal Events

Annual Gala and FREE Forum

Sutherland held our Annual Gala, where we honored former Utah State Representative Lowry Snow and national scholar and educator Ian Rowe with the George A. Sutherland Award.

In a first, we paired this long-standing event with a daytime policy summit in partnership with our friends at the American Enterprise Institute – the FREE Forum Salt Lake City. This unique policy event brought together educators, policymakers, philanthropists and other community leaders to chart a course for more widespread and sustained upward mobility for Utah's youth. Featuring Ian Rowe as the keynote, the event enhanced attendees' understanding of how to strengthen four key pillars of family, religion, education and entrepreneurship (FREE) as engines of opportunity for the next generation.

These two events launched an ongoing statewide effort with two critical objectives:

1. Elevate understanding, through better data reporting, of how married two-parent households impact child outcomes.
2. Equip students with an understanding of how their decision-making around education, work, and marriage before children – the success sequence – can help them avoid poverty in adulthood.

Sutherland is leading discussions in pursuit of policy reforms to promote the success sequence and has become an anchoring expert voice on the success sequence in Utah.

Annual Congressional Series

Our annual Congressional Series features each member of Utah's federal delegation, giving each their own forum to interact directly with those they represent. The series facilitates constructive civic engagement and respectful dialogue as our delegation members speak on a range of critical issues.

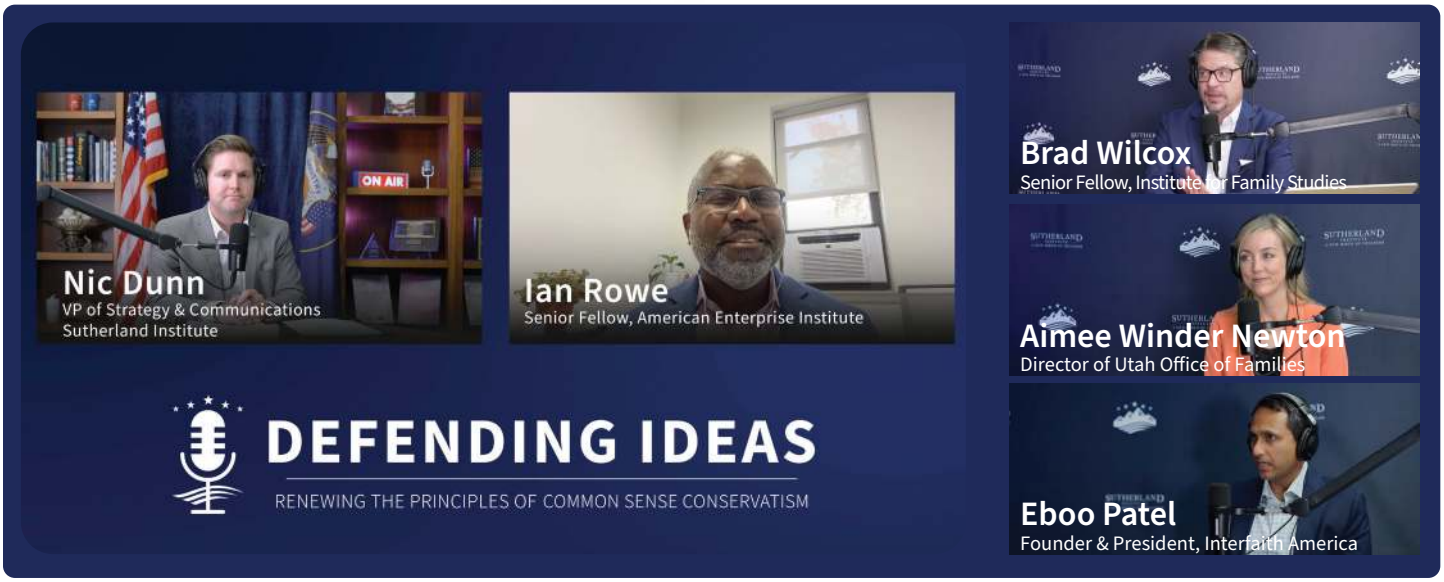
Launch of New Weekly Podcast: Defending Ideas

In July 2023, Sutherland launched an ambitious multimedia project: a weekly audio/video podcast on some of the most critical public policy issues facing our state and nation, including constitutional law, family policy, religious freedom, education, upward mobility, and more.

DEFENDING IDEAS
RENEWING THE PRINCIPLES OF COMMON SENSE CONSERVATISM

Combination of Local and National Expertise

Guests include members of Congress, renowned national experts, state legislators, other community leaders, and Sutherland policy scholars.



Equipping Listeners to Make Sound Ideas Broadly Popular

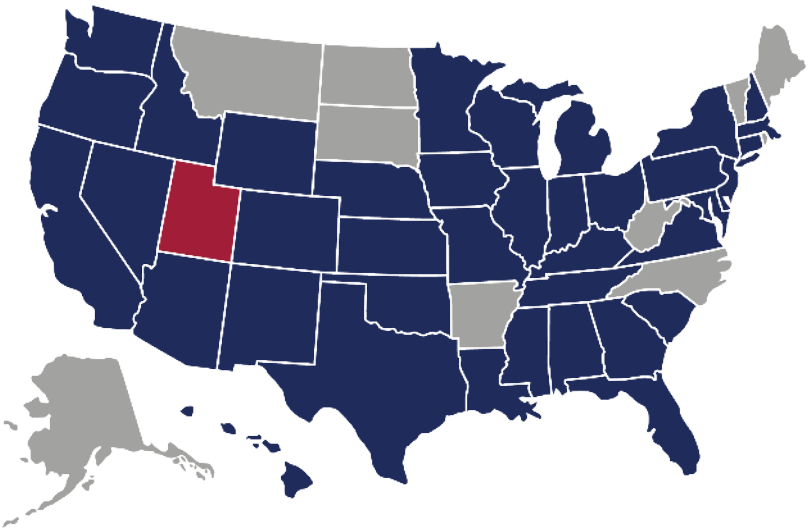
Defending Ideas fortifies voters who wish to fearlessly advocate for sound principles and defend these ideas in a way that persuades, rather than polarizes. It's a stark – and refreshing – departure from the tone that dominates much of the political and policy media landscape.

Audience Reach Across All Platforms (July-December 2023)

4,989 longform listens/views

183,868 shortform video views

Defending Ideas audio and video content is reaching people in **41 states,** with concentrated audience reach in states like Utah, California, Texas, Idaho and Arizona.



WWW.DEFENDINGIDEAS.ORG

Sutherland Growth and What's Next

Adding to Our Team

The Sutherland team grew in critical areas in 2023, expanding our capacity in policy, communications, development and operations. A mix of new team members, visiting scholarship, and ongoing contributions is elevating Sutherland's profile as a leading voice on issues affecting Utahns and Americans.

Peter Reichard, Chief Development Officer

Peter Reichard oversees Sutherland Institute's fundraising operations as Chief Development Officer. Peter brings wide-ranging expertise in nonprofit management, communications and public policy work.

Dan Passen, Communications Specialist

As the Communications Specialist, Dan manages Sutherland Institute's digital communications platforms including social media, website content, the Sutherland Weekly newsletter, and other email campaigns.

Amy Wilson, Office Manager

Amy is a dedicated and results-driven office manager with a passion for creating a smooth, efficient and productive work environment.

W. Bradford Wilcox, Visiting Scholar

W. Bradford Wilcox is the director of the National Marriage Project and professor of sociology at University of Virginia. Wilcox is also a senior fellow at the Institute for Family Studies and a nonresident senior fellow at the American Enterprise Institute.

Beth Akers, Feature Contributor

Beth Akers is a feature contributor to the Sutherland podcast, Defending Ideas. Her contributions to Sutherland include a new monthly feature for the podcast that will focus on educating voters about economic issues and the importance of defending free enterprise principles.

Expanding Partnerships

Sutherland continues to expand and leverage partnerships with key institutions both in Utah and throughout the nation. Whether co-hosting events with the Kem C. Gardner Institute at the University of Utah, partnering with the Alliance Defending Freedom to protect religious liberty in the courts, elevating the importance of poverty policy reforms with the Alliance for Opportunity in Washington, D.C., or collaborating on an ongoing basis with AEI to promote the importance of the success sequence – Sutherland's profile as a premier public policy organization continues to grow.

What's Next?

In 2024, Sutherland will build upon successes in education policy, religious freedom and family policy. We'll expand efforts to address poverty by identifying barriers to upward mobility, explore the debates around voting and elections with sound scholarship, and strengthen the connection between public policy and attitudes of likely voters through ongoing original survey research.

> ***"While an increasing chorus of voices questions or critiques America's foundational ideals, we recognize the importance of remaining true to the principles that have made us free. Sutherland Institute will remain committed to defending the principles of the American founding and strengthening the institutions of civil society essential for those principles to endure. We hope you'll join us in 2024 to promote the transcendent values of faith, family and freedom."***
>
> ***– Rick Larsen***
> ***President & CEO, Sutherland Institute***

Founded in 1995, Sutherland Institute is a nonpartisan policy and educational institution – a think tank. Our mission is to advance principled public policy that promotes the values of faith, family and free markets. Our research informs the public and policymakers alike – true to the belief that this and every generation must recommit to the principles that make us free. Sutherland Institute does not seek or accept government funding.

For more information, visit SutherlandInstitute.org

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