

BENEFITS OF SUPPORTING THE ATLAS ECONOMIC RESEARCH FOUNDATION

Public policy ideas are often most valuable when they are championed by organizations that are not perceived to reflect narrow, parochial interests. Donations made to Atlas, and then given to think tanks at Atlas's discretion, inject an added measure of independence and credibility into the studies. And yet, because Atlas-supported organizations share a commitment to free markets, sensible government, and individual freedom and responsibility, their conclusions are generally consistent with sound business and free enterprise principles.

Neither Atlas nor the independent institutes it supports engage in lobbying or accept any government funds. They address issues that represent major challenges for business, government and society. They analyze not just whether a proffered policy or solution makes good economic or scientific sense, but also whether it is ethical and in the broader, longer term public interest.

Atlas's international focus ensures that analyses and recommendations by one think tank are made available to opinion leaders, policy makers and other scholars all over the world. It reduces the likelihood that poorly conceived American laws and policies will be adopted elsewhere – and makes it less likely that America will adopt ill-considered ideas from other countries.

Other important benefits for corporations and business leaders include:

- ❖ Renewed emphasis on free trade, consumer choice, economics, technology, innovation, intellectual property rights, risk management and fact-based decisions – during debates over litigation, regulation, legislation and public policy.
- ❖ An improved ability to carry corporate messages and present strong moral and social arguments for business, technology and markets beyond Washington and the United States.
- ❖ A distant early warning system on emerging issues – and timely, in-depth reports on them.
- ❖ Entrées to government officials, business leaders and politicians in many countries.
- ❖ Access to local and national TV and radio programs, and newspaper and magazine editors. (In Argentina, Mexico and other countries, think tank directors edit newspapers, host radio and television shows, and publish journals, magazines and other periodicals.)
- ❖ Connection points to local grassroots groups, and avenues for developing new contacts in Latin American, Asian and European countries.
- ❖ Opportunities to provide continuing input on issues that your company or industry thinks Atlas-supported think tanks should track more closely.
- ❖ Rapid, broad-based dissemination of information to key institutes and individuals worldwide, via e-mail, Web sites, publications and other media.
- ❖ Background and advice on public policy think tanks around the world, enabling businesses to target their philanthropy to well-run institutes that share a company's philosophies and are active on issues of importance to the company.