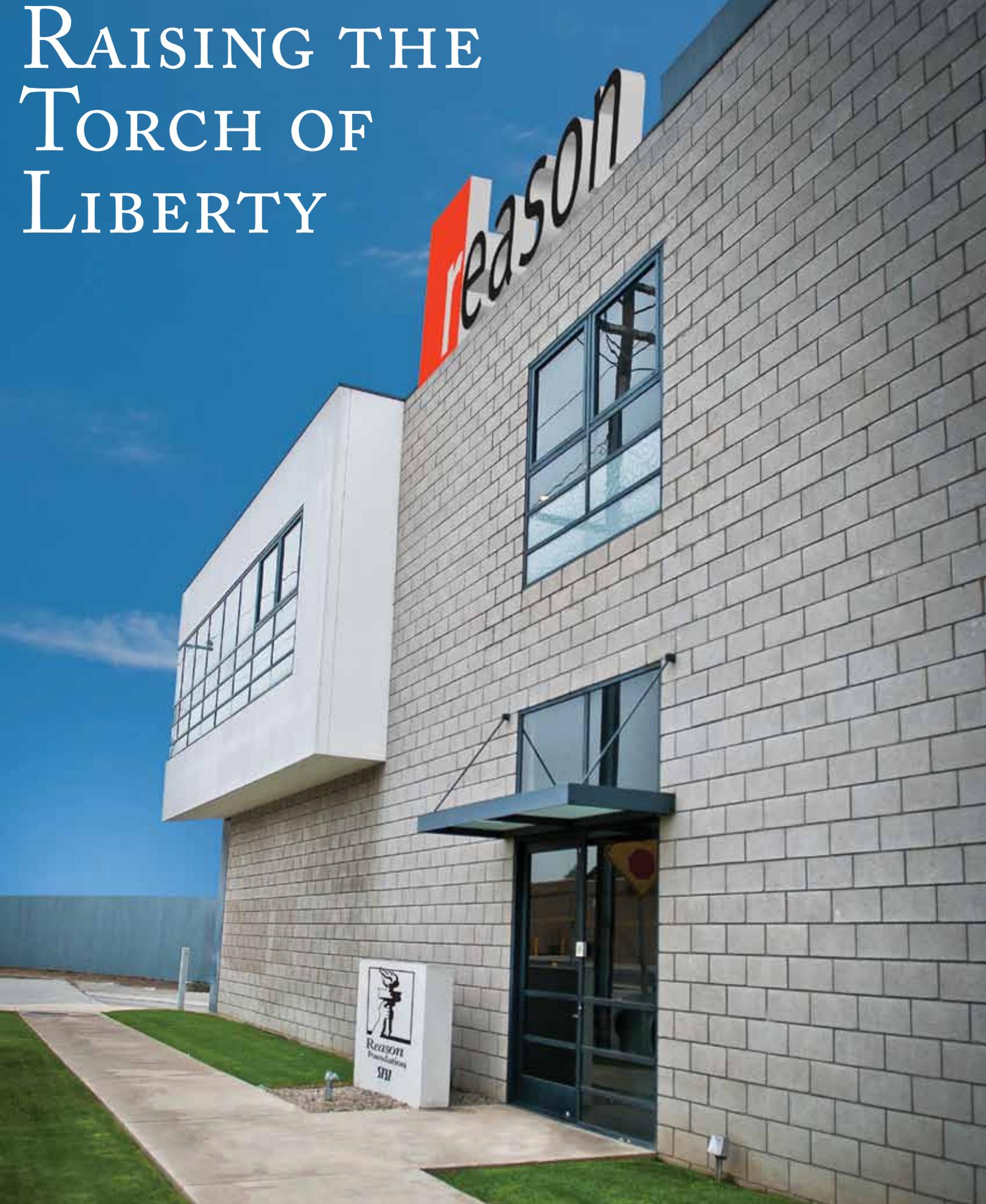


RAISING THE TORCH OF LIBERTY



REASON FOUNDATION BUILDING CAMPAIGN

REASON'S NEW HEADQUARTERS: CHANGING THE CULTURE



Reason Foundation's new headquarters puts us at the nexus of technical innovation and creativity, giving us the opportunity to use these two powerful levers to change the culture to one in favor of free minds and free markets.

Reason's new headquarters is in the center of the world we want to influence. Surrounded by dozens of media and production companies such as Sony Pictures Entertainment, Facebook, and YouTube, Reason's new headquarters is situated in Los Angeles' hotbed of media and information technology.

Reason's new home sits on the eastern edge of the former Howard Hughes Airport and a few blocks from where a young actor named Ronald Reagan shot wartime training films. Movie classics such as *The Wizard of Oz* and *Gone with the Wind* were filmed nearby on RKO's famed Forty Acres lot, which is best remembered as the fictional town of Mayberry on the beloved television series *The Andy Griffith Show*.

Today, media companies from all over the world are relocating to this prime location, and Hollywood insiders know the area as a hub for state-of-the-art motion picture facilities. This is where Reason needs to be.

Reason Foundation Headquarters

5737 Mesmer Avenue, Los Angeles, California 90230

MESSAGE FROM REASON'S PRESIDENT



OVER FORTY YEARS AGO, Reason co-founders Bob Poole, Manny Klausner, and Tibor Machan stood in Bob's living room in Santa Barbara, surrounded by piles of the latest issue of *Reason* magazine, and wondered if the next issue of *Reason* would be the last. They had no real start-up funds (and no previous publishing experience), and yet they knew that they were embarking on something that had the potential to change the world.

Over the past four decades, you have helped make *Reason* the most widely read libertarian magazine in the world. You have helped create an enormous community of people who are passionately dedicated to the ideas of liberty. And, you have helped us change minds and change public policy.

Today, we invite you to support the *Raising the Torch of Liberty* campaign to help us establish a permanent home for Reason. With its sharp, angular shape, the headquarters building we have chosen represents where Reason resides in our culture—on the edge.

With the Reason logo proudly emblazoned on the roof and façade, the headquarters building features an architecturally iconic, yet highly functional floor plan. Space is allocated with a number of considerations in mind—efficiency, affordability, and dynamism required of an “ideas” institution.

Reason's new headquarters provides much needed work space for our California-based journalists as well as visiting Reason policy analysts and staff who are based across the country. And for the first time, the award-winning team at *Reason.tv* has a dedicated studio with production facilities that give us both greater flexibility and improved quality.

Our goal is to secure \$3 million to pay for our new headquarters. Please consider making a special gift to help us reach this goal and breathe life into Reason's new headquarters. Join us by creating a permanent legacy to our shared values and inscribing your name on Reason's home, where we will work to ensure that the ideas of individual liberty, free markets, and the rule of law guide future generations.

In liberty,

A handwritten signature in blue ink, appearing to read 'David Nott'. The signature is stylized and fluid, with several loops and a long tail.

DAVID NOTT
PRESIDENT

Click [here](#) to make an online donation to the Raising the Torch of Liberty Campaign!

THREATS TO LIBERTY

“ In times of crisis, the government traditionally gives itself more power, and these days no one is monitoring the surge of federal power more closely than Reason.”

”

THE VILLAGE VOICE

THESE ARE CHALLENGING TIMES FOR THOSE WHO LOVE LIBERTY.

GOVERNMENT AT EVERY LEVEL IS RACKING UP UNPRECEDENTED AMOUNTS OF DEBT. In past years, the Obama administration has borrowed 42 cents of every dollar spent. The big three budget drivers of health care, Social Security, and military spending have increased the deficit to unsustainable levels. And partisan squabbling means that there is no end in sight to this broken budgetary landscape.

EXCESSIVE REGULATION IS HURTING THE ECONOMY. Green energy fantasies, CO₂ regulations, and EPA overreach threaten to cripple free enterprise, while unnecessary regulations like Dodd-Frank hurt small businesses and destroy confidence in markets. Americans suffer while bureaucrats, politicians, and special interests collude to draft legislation that benefits those who practice crony capitalism.

THE GOVERNMENT EDUCATION MONOPOLY IS FAILING OUR CHILDREN AND UNDERMINING OUR ABILITY TO COMPETE IN THE WORLD ECONOMY. Per pupil spending has almost tripled since the 1970s, yet standardized test scores have been stagnant. Parents and children are forced into programs that are not responsive to their needs and do not prepare them for a global workforce.

OUR CIVIL LIBERTIES ARE UNDER ATTACK. The increased militarization of our police, the erosion of due process for American citizens, and unauthorized drone strikes abroad are the result of the failed policies of runaway executive power.

EXPERIENCE SHOWS THAT GOVERNMENT CONTROL OF OUR LIVES ALWAYS FAILS. Instead of government mandates, we must pursue free minds and free markets and create a culture of liberty.



REASON'S RESPONSE

Reason Foundation advances a free society by developing, applying, and promoting the libertarian ideas of individual liberty, free markets, and the rule of law. We use journalism and public policy research to influence the frameworks and actions of journalists, policymakers, and opinion leaders.

REASON POLICY RESEARCH develops groundbreaking policy ideas and implementation strategies that help cash-strapped governments balance budgets and make them more accountable to citizens.

REASON MAGAZINE celebrates free minds and free markets and re-frames political and cultural debates in terms of control vs. choice rather than left vs. right. Our investigative journalists expose the danger of government debt and deficits, the impact of regulation on the economy, the ongoing battles in the culture wars, and much more.

REASON.TV'S videos reach young, tech-savvy viewers with investigative documentaries, live events, comedic shorts, newsmaker interviews, and media appearances by Reason staff. *Reason.tv* journalists have chronicled the drug war, exposed eminent domain abuse, shown the effects of police militarization, and held the TSA accountable.

REASON 24/7 offers up-to-the-minute, provocative news on politics, culture, money, and science that is hand-picked and presented with a libertarian sensibility. Every single day, around the clock, *Reason 24/7* provides a real-time libertarian filter on the news.

REASON-RUPE PUBLIC OPINION SURVEY conducts national polls that bring new information to light regarding public attitudes about government and policy. A recent poll reveals that 96 percent of Americans say it is important to reduce the national debt, and another poll shows that only 23 percent of Americans trust the government to address their healthcare needs, and—in a related question, 87 percent of Americans believe that Congress does not have the power to require the purchase of broccoli.

“Of all the nation’s conservative or free-market policy groups, it may be the most libertarian among them, the Reason Foundation in Southern California, that ends up having the most direct impact on the actual functioning of government.”

”

THE WALL STREET JOURNAL



Vice President of Policy Adrian Moore testifying before Congress in March 2011

CREATING A PERMANENT HOME FOR *REASON.TV* STUDIOS

By creating extraordinary visuals that complement our hard-hitting investigative news stories, *Reason.tv* is fulfilling Drew Carey's vision of journalism with "sizzle."

For the first time, *Reason.tv* has a dedicated production studio with state-of-the-art lighting and acoustics. The new *Reason.tv* studios features high-quality cameras, audio equipment, a professional sound-booth, and cutting edge edit bays. Upgraded equipment and dedicated space enables the *Reason.tv* crew to produce even higher-quality videos more efficiently.

"It's about freedom."

DREW CAREY



Vice President of Policy Adrian Moore (left) interviews former San Diego Councilman Carl DeMaio in the new *Reason.tv* studios

WORKSPACE FOR A GROWING REASON

Reason's new headquarters provides much needed space for our staff of 60 to work and collaborate. Easily accessible from Interstate 405 and Los Angeles International Airport, the building offers offices, studio space, workstations, and conference rooms for Los Angeles-based staff and the Reason team from around the country.

The new building is Reason's intellectual hub, where staff gather to develop policy implementation and outreach strategies, discuss research projects, pitch ideas for stories in *Reason* magazine and *Reason.tv*, and consider new content and markets for *Reason* 24/7.

“[Reason] ... maintains the most comprehensive research program on state environmental innovations of any think tank in the country.”

CONGRESSMAN PAUL RYAN, (R-WI)



A GATHERING PLACE FOR FRIENDS OF LIBERTY

“ Reason Foundation’s tolerance, civility, and consistency in defending individual liberty make it a haven for believers in a free society of all shades of opinion. ”

MILTON FRIEDMAN

Reason’s new building is more than just a real estate investment. It is an investment in the ideas of free minds and free markets.

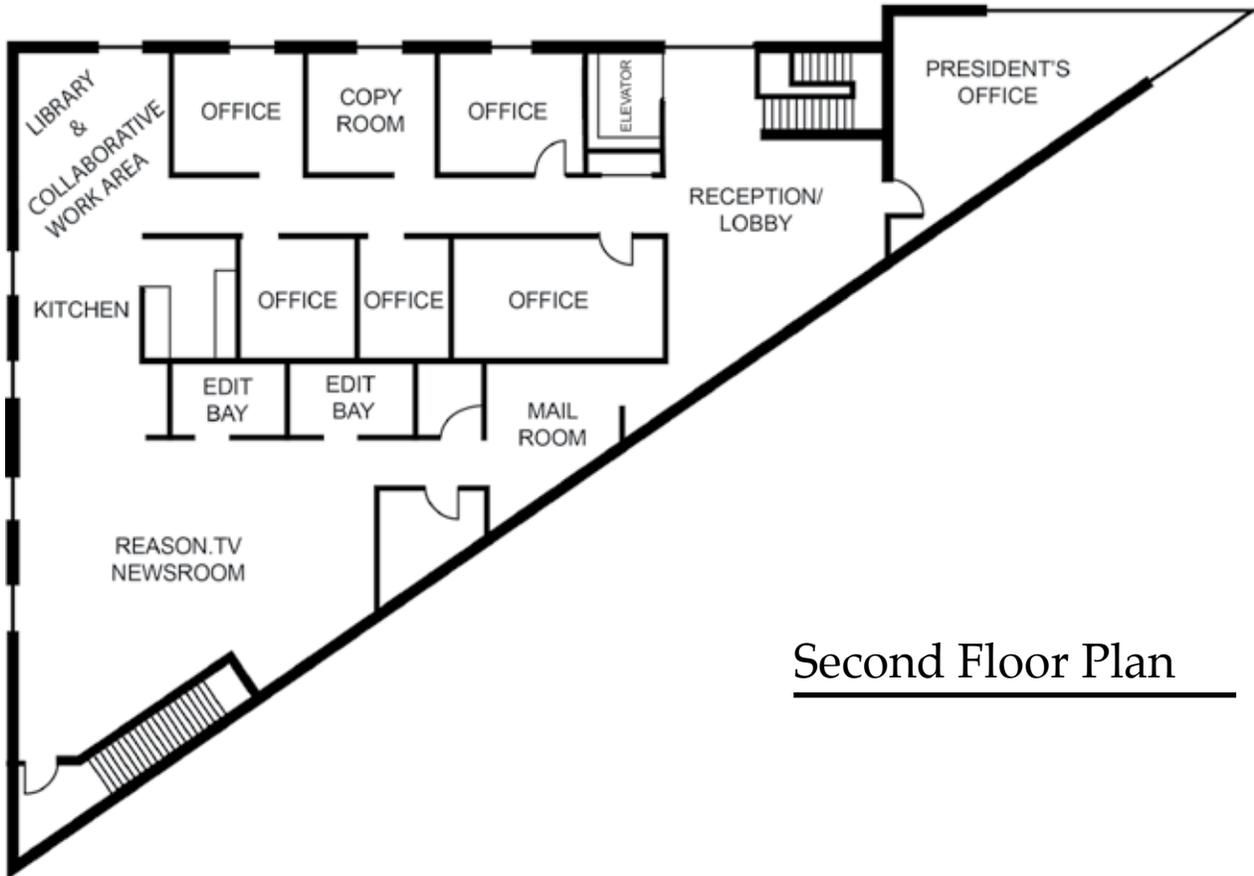
With a large and lighted “Reason” sign on the roof visible from Interstate 405, Reason’s new headquarters offers a high-profile gathering place for the liberty movement in the Los Angeles area. Longtime friends of liberty and new friends from nearby film studios and media companies now find a congenial place to discuss books, view films, listen to interesting speakers, learn about innovative ideas that advance liberty, and enjoy the company of like-minded people.

With commercial real estate prices low and rents high, this is an excellent time to invest in a property that meets Reason’s growing needs. And as good financial stewards of your investment in liberty, owning our own building outright enables Reason to allocate resources directly into our public policy research and journalism programs.

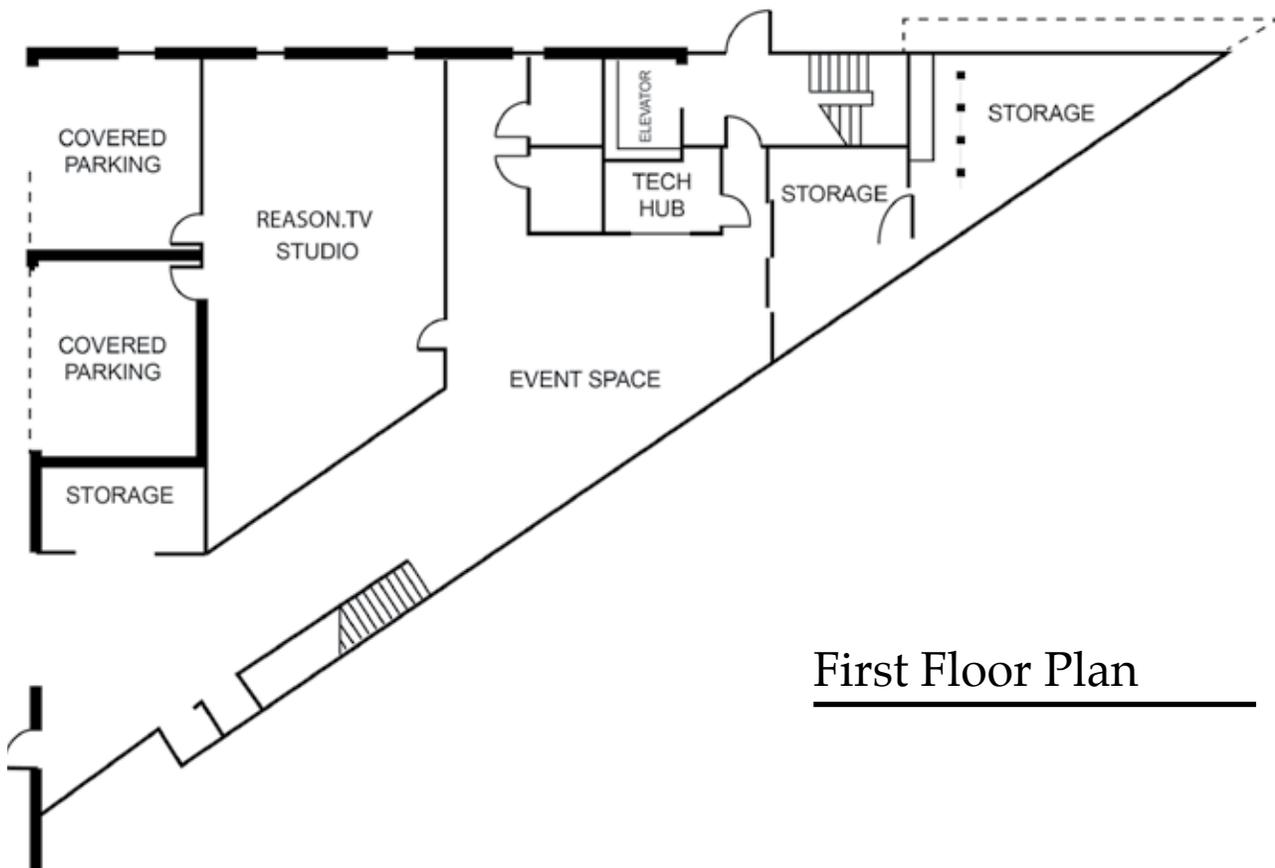


Over 200 friends of liberty gathered at Reason’s open house in December 2012

FLOOR PLANS

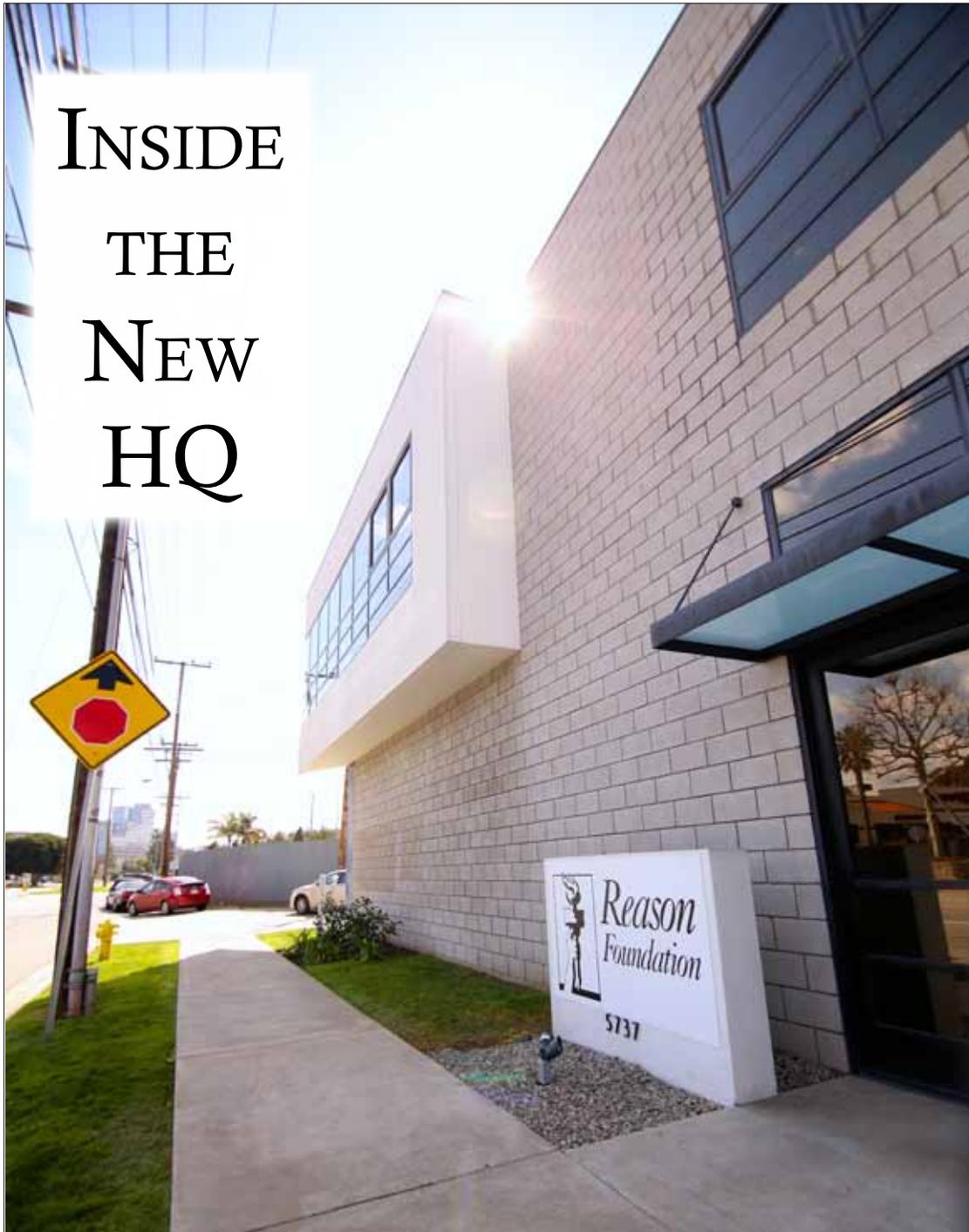


Second Floor Plan



First Floor Plan

INSIDE THE NEW HQ



President's Office



Kitchen



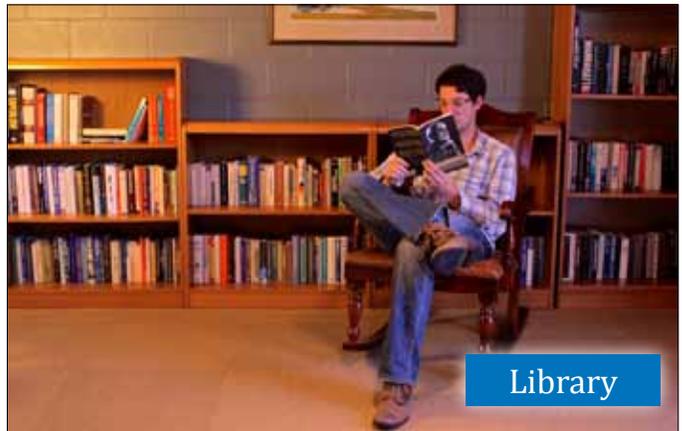
Reason.tv Workstation



Lobby



Event Space



Library



Office



Reason.tv Newsroom



Office



Reason.tv Studio

LEGACY GIVING OPPORTUNITIES

YOUR LEGACY

Gifts to the Reason's *Raising the Torch of Liberty* Building Campaign will create a legacy ensuring that the principles that you hold dear will guide future generations. The Reason Headquarters Building and function rooms will bear the names of our most generous donors, their families, and the champions of liberty they wish to honor.

BUILDING

HEADQUARTERS BUILDING <i>A permanent home for Reason, named in your honor, that embodies our commitment to creating a culture of liberty</i>	\$1,500,000
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FIRST FLOOR

TORCH SCULPTURE <i>Prominently situated in our headquarters and symbolizing Reason's commitment to free minds and free markets</i>	\$750,000
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REASON.TV STUDIO <i>Producing hard-hitting videos that challenge viewers to think differently about the role of government in their lives</i>	\$500,000
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EVENT SPACE <i>A gathering place for friends of liberty to attend programs, listen to speakers, and discuss ideas.</i>	\$250,000
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TECHNOLOGY HUB <i>Using the power of technology to educate new audiences about liberty</i>	\$40,000
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Reason Foundation is classified as a 501(c)(3) organization, a public charity, by the Internal Revenue Service. Contributions are tax deductible to the full extent of the law. Checks should be payable to Reason Foundation and mailed to the attention of Jennifer Kambara, Director of Supporter Relations, at 5737 Mesmer Avenue, Los Angeles, CA 90230. For your records, Reason's federal tax I.D. is #95-3298239.

For more information about how you can help, please contact Victoria Hughes, Vice President for Development at (310) 391-2245 or victoria.hughes@reason.org.

ADDITIONAL GIVING OPPORTUNITIES

SECOND FLOOR

PRESIDENT'S OFFICE	\$250,000
<i>Offering the vision and leadership that makes Reason's success possible</i>	
LIBRARY	\$150,000
<i>Providing a growing resource of seminal books on liberty, readily available for all staff</i>	
LOBBY	\$100,000
<i>Welcoming all to join us in advancing liberty</i>	
REASON.TV NEWSROOM	\$75,000
<i>Creating and story boarding videos that have impact</i>	
KITCHEN/BREAK ROOM	\$50,000
<i>Sharing ideas and building friendships that make Reason strong</i>	
COLLABORATIVE WORK AREA	\$50,000
<i>Pooling our knowledge and developing Reason's strategies for success</i>	
INDIVIDUAL OFFICES (5)	\$50,000 EACH
<i>Establishing quiet places for essential work</i>	
EDIT BAYS (2)	\$25,000 EACH
<i>Producing Reason.tv videos with sizzle and impact</i>	
VIRTUAL WORK STATIONS (3)	\$15,000 EACH
<i>Offering work space to Reason team members visiting from around the country</i>	

OTHER OPPORTUNITIES

MAIN STAIRWAY	\$20,000
<i>Taking one step at a time to reach our goal of a free society</i>	
ELEVATOR	\$15,000
<i>Making Reason accessible for all</i>	
WINDOWS	\$5,000 EACH
<i>Looking out for innovative solutions to the problems we face including privatization, criminal justice reform, educational choice, financial deregulation, freedom in healthcare, market-based environmental solutions</i>	
SUPPLY AND STORAGE CLOSETS	\$2,500 EACH
<i>Secure places for essential equipment</i>	
RAISING THE TORCH OF LIBERTY PLAQUE	\$1,000 EACH
<i>Recognizing our benefactors who make Reason's work possible on the "Reason Wall of Appreciation"</i>	

WHY SUPPORT REASON?

In an era of runaway budget deficits, out-of-control government regulation, and corrupt and unprincipled government, Reason's message of individual liberty, free markets, and the rule of law has never been more necessary.

Your support today will help Reason:

- **REACH NEW AUDIENCES** – Targeting outreach to young people, independents, policymakers, journalists, and others seeking innovative solutions to current policy problems.
- **LEVERAGE RELATIONSHIPS** – Increasing our efforts to engage journalists, entertainment industry professionals, and policymakers with the ideas of liberty.
- **DEVELOP POLICY IDEAS AND IMPLEMENTATION STRATEGIES** – Expanding our efforts to downsize government, promote privatization, and allow free enterprise to flourish.

SINCE 1968, REASON HAS STRENGTHENED AMERICA'S UNDERSTANDING OF A FREE SOCIETY. Establishing a permanent home for Reason will provide a base for increased growth and future impact.



Reason Foundation Founder Robert W. Poole, Jr.



Director of Education Lisa Snell



Vice President of Research Julian Morris

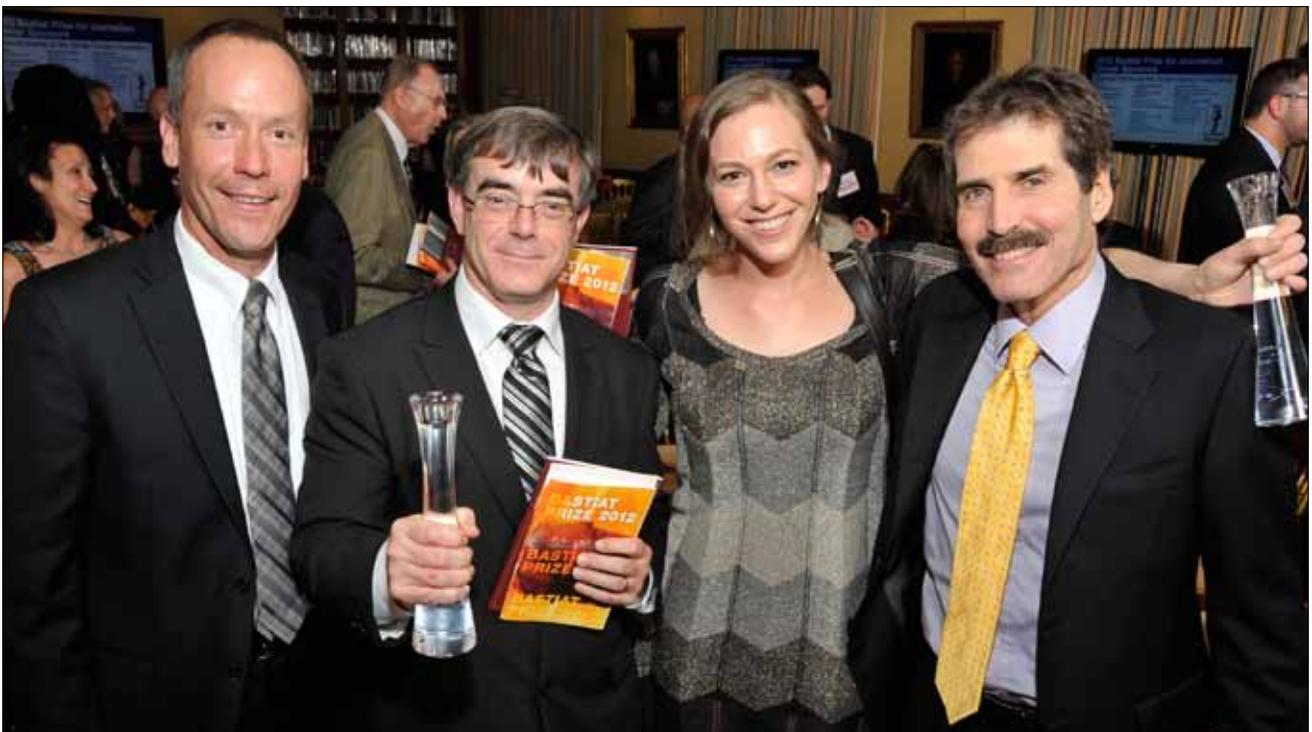
LIBERTY'S MOMENT IS NOW

AMERICA IS AT A TIPPING POINT WHERE SIGNIFICANT CHANGE CAN HAPPEN. Today, we have a unique opportunity to create a culture based on free markets, individual liberty, and the rule of law. Together, we can fight against the onslaught of statism that threatens our liberty.

As the saying goes, “Eternal vigilance is the price of liberty.” It is our responsibility as Americans to ensure that our liberties are upheld. We need persuasive champions who fight for smaller, more accountable government. We need critical analyses of the government’s record on individual liberties. We need non-partisan advocates who celebrate the power of the free market and who stand up for our right to make choices.

AMERICA NEEDS REASON.

We ask you to join us at this critical moment and support Reason’s *Raising the Torch of Liberty* Building Campaign. Your gift will enable Reason to pay for our new headquarters building and continue to make a principled case for liberty and individual choice in all areas of human activity.



David Nott and John Stossel at the 2012 Bastiat Prize for Journalism Award dinner with winners John Robson and Anne Jolis

Click [here](#) to make an online donation to the Raising the Torch of Liberty Campaign!



Reason

5737 MESMER AVENUE
LOS ANGELES, CALIFORNIA 90230

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CONTACT INFORMATION

For more information about how you can become part of Reason's *Raising the Torch of Liberty* campaign, please contact Vice President for Development Victoria Hughes at victoria.hughes@reason.org or (310) 391-2245.