



2022 ANNUAL REPORT



PRESIDENT'S LETTER



At EdChoice, we know victories don't come quickly. They aren't the result of a pithy tweet, an interview on cable news, or even a well-cited one-pager.

Truly transformative change for families is built upon years of what is often unseen and less glamorous work. Late nights scanning state statutes; months of going back and forth with pollsters to understand parent values; night after night in hotel rooms during legislative sessions; comparing thousands of lines of bill text to legal rulings and constitutional law; days spent training legislators; months of working alongside parents and state partners to educate them for the fight; and so much more.

You've already heard from me multiple times this year, celebrating the new universal educational choice programs states are enacting at record pace. But to truly appreciate what is happening now, we must reflect on the important achievements of 2022.

Flanked by 2021—the Year of Educational Choice—and 2023—the Year of Universal Choice—it would be easy to pass over 2022. But make no mistake, 2022 is why we are seeing Milton and Rose D. Friedman's vision for unencumbered and universal choice take flight.

Your investment in EdChoice equipped us to lay critical foundations with our state partners in 2022. EdChoice hosted 49 national events and state-based trainings, reaching over 1,800 policymakers and community leaders. We

trained over 665 state-based partners and advocates in 14 states. Our experts spoke at 206 events, reaching more than 10,000 community leaders, parents, and policymakers. We produced 11 major publications and provided fiscal note research in 13 states. Our Legal Defense and Education Center provided reviews of bills in 16 states and authored numerous amicus briefs. The EdChoice Public Opinion Tracker gained even more traction in the public and press. And we were quoted or cited 3,250 times by media, including *The Wall Street Journal*, *The Washington Post*, *Fox News*, *The New York Times*, *Forbes*, and *USA Today*.

But it wasn't just foundational work: 2022 had its share of policy victories for students. It was the year we finally achieved the Friedmans' vision of universal choice in one state, Arizona, and saw a near-universal choice program ruled constitutional in a second, West Virginia. We celebrated along with our allies in five other states, as together we expanded existing programs to give more families the freedom to educate their students in environments that they see best.

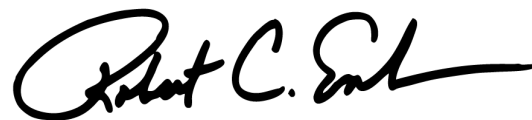
Policymakers showed that empowering families is feasible, politically popular, and constitutionally sound. Because of the education reforms achieved in 2022, and all the work that was done to tee up

the wins of 2023, millions more students have access to the future Milton and Rose envisioned when they founded EdChoice in 1996.

As you'll read in this report, EdChoice has been at the center of these educational efforts. We highlight some of the ways we're supporting and empowering our partners in the states, how we are working to create the vibrant marketplace of options the Friedmans envisioned, and how families across the country are benefitting from these reforms.

The past year has brought with it a Great Awakening in the American education system. More than ever before, parents are engaged in their children's academic careers and are recognizing that learning can happen anywhere. It wouldn't have been possible without people, like you and the Friedmans, who see the long game and invest to improve the lives of students they will never meet.

Let's keep working for the next generation of children.

A handwritten signature in black ink, reading "Robert C. Enlow". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Robert C. Enlow
President & CEO



YEAR IN REVIEW

LEGAL

EdChoice's Legal Defense & Education Center defended school choice programs in the courts and worked with allies to ensure new offerings are legally sound.

- We authored amicus briefs, provided legal reviews of federal bills and regulatory activity in 18 states and the Dominican Republic, and advised on key lawsuits in West Virginia, Maine, Vermont, and Tennessee.
- We produced our first issue of Legal Basics, summarizing key legal cases that establish the constitutionality of school choice, equipping advocates with the legal foundation for designing constitutionally defensible programs.
- We celebrated the landmark U.S. Supreme Court ruling in *Carson v. Makin*, for which EdChoice previously authored three amicus briefs. The Supreme Court ruled that, in school choice programs, states may not discriminate against religious schools chosen by parents because the schools may use program funds received from parents to teach and conduct school business in a manner consistent with their faith.

RESEARCH

We worked alongside state and national partners to inform policymakers, advocates, and the media. 97% of researchers, partners, and influencers we surveyed reported using our work in the past year. We published:

- 11 major research/thought leadership publications;
- 13 fiscal notes/memos/briefs;
- 20 national poll tracker reports;
- And 44 state polling briefs.

TRAINING & OUTREACH

To better equip and empower legislators, partners and influencers, EdChoice trained 1,819 people at 49 hosted trainings and events.

- EdChoice experts spoke at 206 events attended by 10,210 policymakers, advocates and community leaders.
- We led legislator trainings with attendee numbers back on par with pre-pandemic numbers.
- We trained over 665 state-based partners and advocates in 14 states.
- EdChoice's Mike McShane and Jason Bedrick presented the findings of their two new reports, *The Accountability Myth* and *Who's Afraid of School Choice?* to nearly 800 attendees at 10 virtual events.

POLICY & ADVOCACY

We worked with policymakers, advocates and community leaders in 15 states, helping to achieve policy reforms and build foundations for the future.

- Arizona passed a universal education savings account program, which withstood a challenge by opponents. The West Virginia Supreme Court ruled the Hope Scholarship constitutional, allowing the near-universal program to continue. We provided essential bill design advice, marketing and communications support and research analysis in both states.
- We supplied educational advice and support in five states—Georgia, Indiana, Alabama, Pennsylvania, and South Dakota—that expanded or fixed existing programs.

COMMUNICATIONS

We elevated the EdChoice brand and put our work in the hands of more people than ever before. We launched six new communications initiatives and achieved:

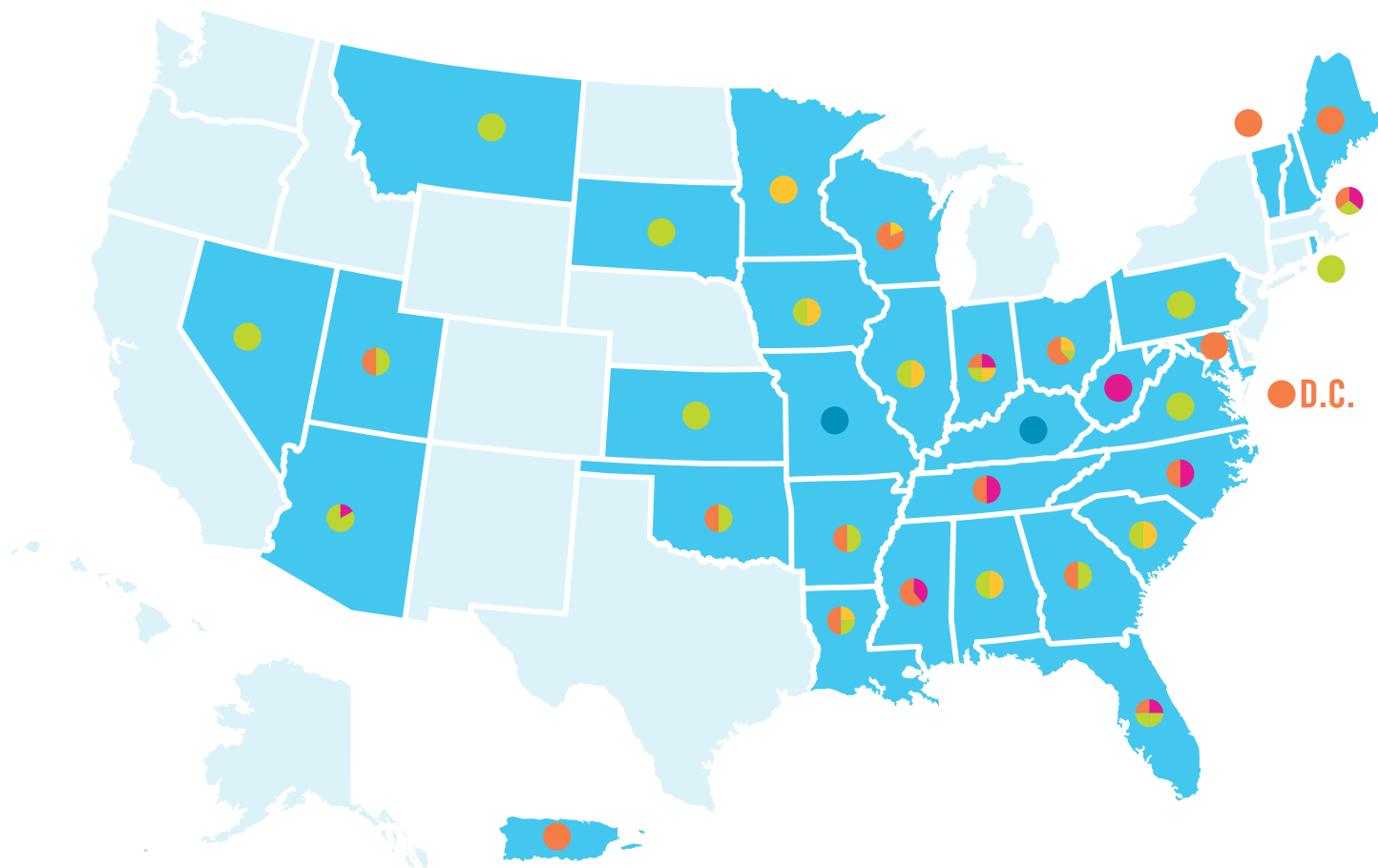
- A 62% traffic share compared to other leading groups in the education reform space;
- 3,250 media hits, including citations in The Wall Street Journal, The New York Times, The Washington Post, Fox News, Associated Press, Forbes, and USA Today;
- And an email engagement rate 10 times higher than industry standards.

EXTERNAL RELATIONS

We built new partnerships to keep the EdChoice brand and vision in front of key constituents and partners so we can deepen the quality and durability of the school choice coalition.

- We launched EdChoice Entrepreneurs, a program to create a robust marketplace of educational options, by giving education entrepreneurs and innovators the skills they need to make their ideas reality.
- We forged relationships with new partners, including:
 - Reach Higher Montana, a multi-organization collaboration that educates the public on how students can leverage education policies that already exist to enhance their educational experience. It also works with business and industry to create apprenticeships and internships for kids;
 - Innovate + Educate and Future Focused Education in New Mexico, which work with families, schools and industry to promote Work Based Learning and create more out of school credit opportunities for students;
 - Teach Empowered, which train public and private school teachers how to be entrepreneurial educators;
 - And The Policy Circle, a national network of women civic and business leaders who work to be informed and engaged citizens who take ownership of solving issues facing their communities.

SCHOOL CHOICE ACROSS THE COUNTRY THROUGH 2022



Education Savings Accounts

School Vouchers

Tax-Credit Scholarships

Tax-Credit Education Savings Accounts

Individual Tax Credit and Deductions

Gone are the days when homeschooling was limited to parents teaching their children at the kitchen table. Now, more than ever before, families are now turning to microschools and hybrid homeschool environments to supplement at-home instruction.

Dalena Wallace, a Wichita homeschooling mom of six, is one such parent. She runs a 35-student homeschooling co-op and operates AIM, a microschool for autonomous, innovative, and missional schools.

“We want to incorporate our values, our traditions, our faith into our school. And we infuse that in every element of our children’s education,” Wallace said during an episode of *What’s Up with Mike McShane*, part of the EdChoice Chats podcast series. “We want a community that’s going to support our values and that’s going to encourage the growth in these areas that we value as a family.”

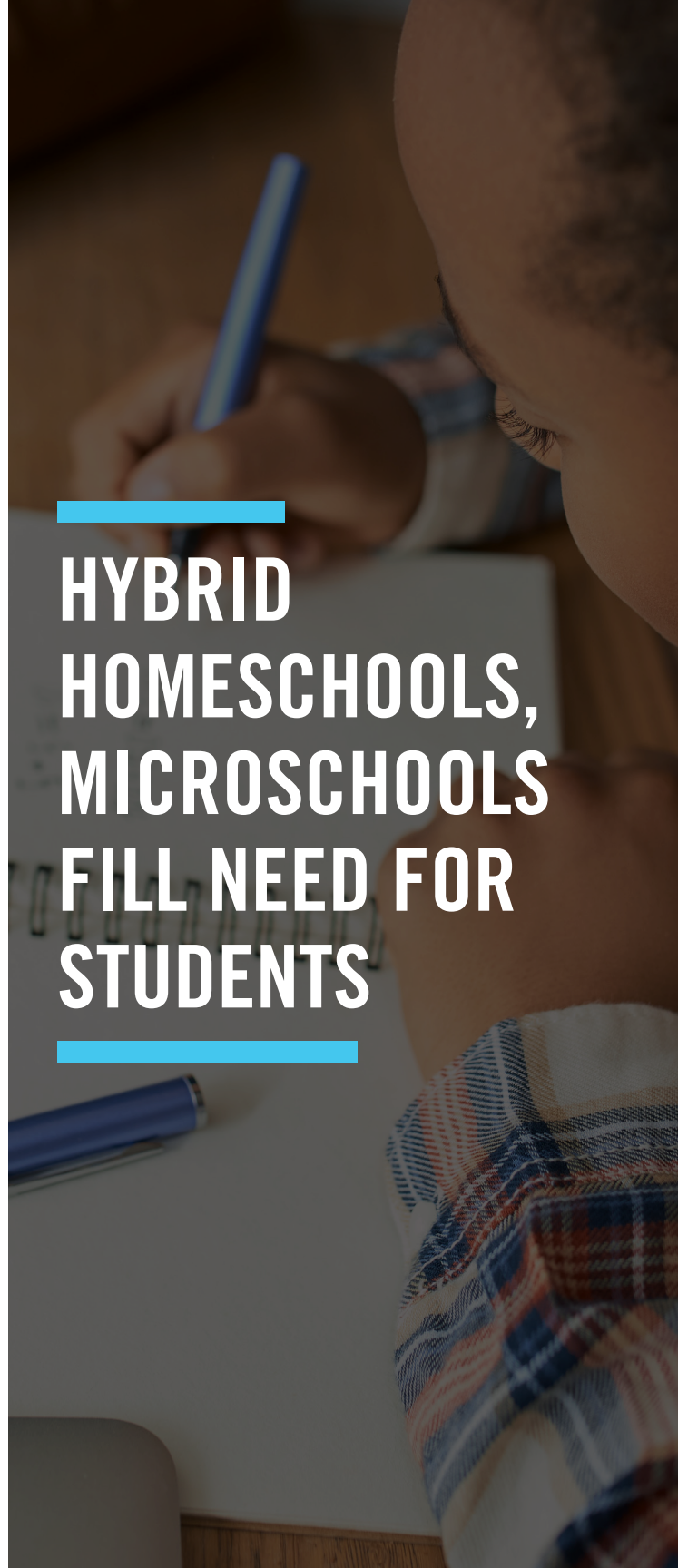
Wallace explained that emerging school models provide “intimate settings for learning” where students and teachers can form authentic connections and have thoughtful discussions. It’s why she’s focused on creating more high-quality microschools that cater to the varied needs of different children, rather than growing the size of her own co-op. If she could send one message to policymakers, it’s that emerging learning models are working.

“They need to know that it’s a viable option for a lot of families,” Wallace said. “They need to know that it meets the needs of some students in a far better way than what a large, huge school is going to do. It’s something that families are looking for. They need to have these options. ... And I think these policymakers need to also know that these opportunities are already there. ... There are educators out there who believe that they can better serve families and better serve students in a small setting, in a personalized environment. And it’s working.”



**TO LISTEN TO THE FULL PODCAST
INTERVIEW, OPEN YOUR PHONE CAMERA
TO SCAN THIS QR AND TAP THE LINK.**

HYBRID HOMESCHOOLS, MICROSCHOOLS FILL NEED FOR STUDENTS



ABOUT EDCHOICE

Mission Statement

The EdChoice mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society.

The EdChoice team works tirelessly with supporters of educational freedom to build support for state programs that expand educational opportunities for all American students.

Educational choice can only succeed as a grassroots effort. EdChoice strives to bring people together and equip them with the high quality research, data, analysis, policy expertise and messaging strategies they need to make educational freedom a reality.

“ Our goal is to have a system in which every family in the U.S. will be able to choose for itself the school to which its children go. ”

**MILTON &
ROSE FRIEDMAN**

EdChoice was founded in 1996 by Milton and Rose D. Friedman, who pioneered the idea of universal school choice as a mechanism to drive the lasting improvement of our education system.



RESEARCH AND THOUGHT LEADERSHIP

Our team conducts high-quality empirical research and national and state surveys. We review, synthesize, and author working papers and data dashboards.

POLICY & ADVOCACY

We offer on-the-ground support at the local level in key states—including state specific data, policy advice, legal support and more.

TRAINING & OUTREACH

We provide in-person trainings and webinars tailored for state legislators, parent organizers and educational freedom supporters seeking to learn more about choice policies and advocacy strategies.

LEGAL

We fight in the courts, file amicus briefs and offer policy and legal analysis in support of laws that uphold the freedom to choose the school that fits a child's needs.

COMMUNICATIONS

We elevate the work of EdChoice and our allies through media outreach, direct marketing, and social media campaigns. We support our state partners through design, messaging, and marketing and communications support services.

EXTERNAL RELATIONS

We work to deepen the quality and longevity of the school choice coalition by identifying and supporting new partners, and finding new avenues to advance educational reforms and make them successful for decades to come.

A photograph of the Supreme Court building, showing the iconic columns and the pediment with the inscription 'EQUAL JUSTICE UNDER LAW'. The text 'OUR WORK' is overlaid in large, white, sans-serif capital letters, framed by two horizontal blue bars.

OUR WORK



LEGAL SUMMARY

It is not enough to create educational opportunity. We must protect it, too.

Director of the EdChoice Legal Defense & Education Center, Leslie Hiner, doesn't just track the progress of school choice legal battles, she also provides vital resources to aid in the fight to win on behalf of students.

Here are the 2022 legal highlights and a peek at what the landscape looks like ahead.

U.S. SUPREME COURT MAKES CRUCIAL RULING FOR SCHOOL CHOICE IN CARSON V. MAKIN

EdChoice filed three amicus briefs in this monumental case. In June 2022, that hard work and the tireless efforts of our partners leading the charge paid off. The Supreme Court of the United States held that a provision of a state law prohibiting parents from using publicly funded tuition payments at religious schools that teach from a faith viewpoint is unconstitutional.

Hiner put it best when she said, “Thankfully, Carson will finally put an end to a long, tortured history of anti-immigrant, anti-religious action that has hindered private school choice.”

ARIZONA AND WEST VIRGINIA PROTECT THEIR UNIVERSAL ESAS

Arizona made its Empowerment Scholarship Accounts program universal last year, but that didn't stop opponents from trying to challenge it via a ballot initiative that failed to gather enough signatures to materialize

West Virginia created a universal ESA program in 2021, and it was no surprise opponents sued to try to stop it. Typically, it takes time for a case to work through the court system. However, the West Virginia Supreme Court acted swiftly. By October 2022, the court overturned an adverse ruling against the program from the lower court and also lifted the injunction so families could begin using the program.

WHAT STATES ARE IN PLAY RIGHT NOW IN 2023?

According to Hiner, “We do have some pending litigation in North Carolina, Tennessee, Ohio, New Hampshire and Alaska. But for those cases, the courts are not proceeding quickly for a variety of different reasons. ... But nonetheless, these cases are pending, and they're being vigorously defended. It just may take a few years before we have more to share with you about any real results out of those cases.”



Hover your phone's camera over this QR code and click the link to visit our LDEC Active Litigation Dashboard to stay up-to-date on educational choice lawsuits.

HOW DID WE GET HERE?



1996

Milton and Rose Friedman establish the Friedman Foundation (which became known as EdChoice in 2016)

1998

First Friedman Friends Conference



2001

Foundation plays major role in landmark Supreme Court case *Zelman v. Simmons-Harris*



2004

Foundation helps enact school choice in Washington, D.C.



2003

First publication of *The ABCs of School Choice*



2011

Year of School Choice: New programs in Oklahoma, Arizona, North Carolina, Colorado, and Indiana



2012

First legislator training conference

2021

Year of Educational Choice: Landmark legislation passed in West Virginia providing access to 96% of all families in the state

2020

Major Supreme Court victory in *Espinoza v. Montana Dept. of Revenue*



Legal Defense & Education Center

2018

EdChoice Legal Defense & Education Center founded



2022

Supreme Court issues major victory for private schools and parents in *Carson v. Makin*. EdChoice authored three Amicus Briefs in this case.



2022

Arizona makes its ESA program available to all students, making Milton and Rose Friedman's vision of universal choice a reality.

EDCHOICE POLLING RESEARCH SHINES LIGHT ON POPULARITY OF SCHOOL CHOICE

In 2022, EdChoice continued to be the national leader in education opinion research, publishing the monthly public opinion tracking it launched in 2020 in partnership with Morning Consult and conducting the 10th annual Schooling in America survey. The team produced 20 national polling reports and 44 state polling briefs, which were cited by media outlets and used by policymakers and state partners to prove the popularity of educational freedom.

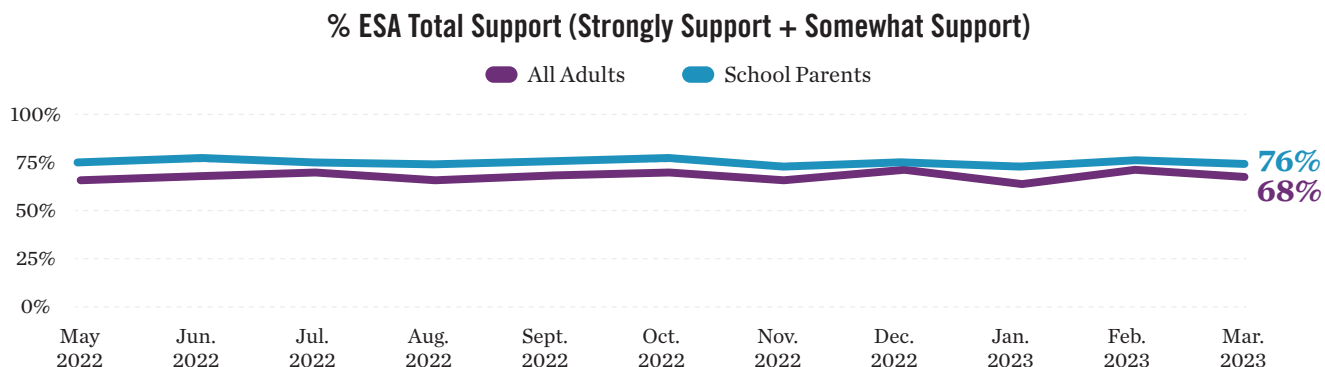
Consistently, the data show educational freedom—be it delivered through education savings accounts, vouchers, or access to charter schools—garners high support among core demographics. Roughly two-thirds of Americans support these policies, regardless of a person's parental status, race and ethnicity, income, or political party. The 2022 Schooling in America Survey

revealed parents were seven percentage points more likely to say they had heard of “school choice” and three points more likely to say they favored it prior to 2021. For policymakers tasked with creating choice programs, reporters covering a statehouse debate, or grassroots activists working to expand options in their regions, this information is not only informative, but powerful.

EdChoice polling was used by Bellwether Education Partners to create the Parent Perception Barometer; was presented at the American Legislative Exchange Council's Education Policy Academy; is being used in Georgetown University's Certificate in Education Finance training for school board members; and was the subject of a keynote at The Liberation of Education Virtual Conference.

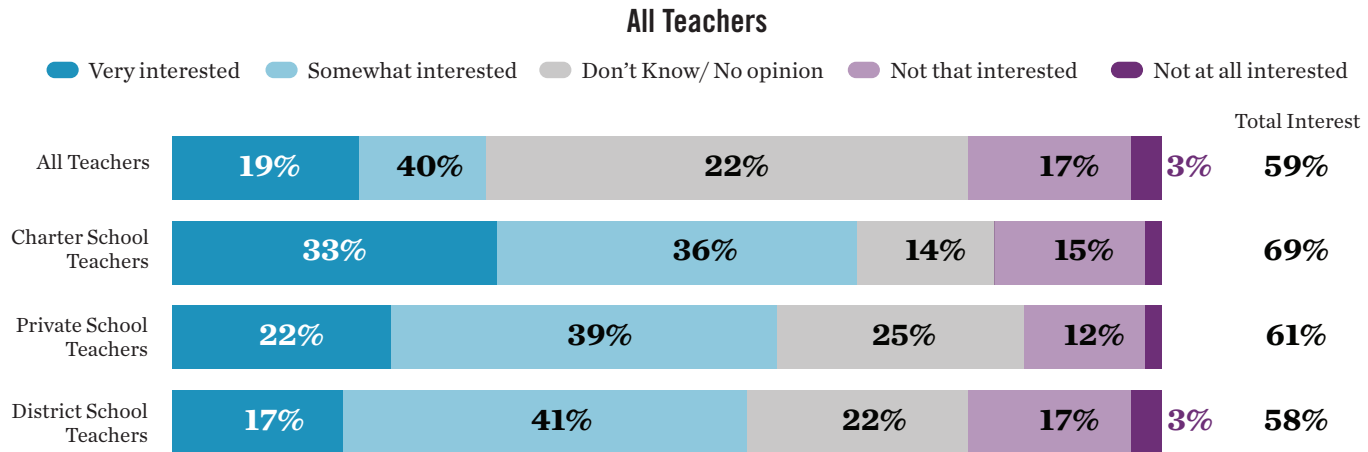
Do Americans Support School Choice Policies?

School choice policies, including education savings accounts, consistently generate support from about two-thirds of respondents, as seen in this overview of EdChoice's monthly tracker.



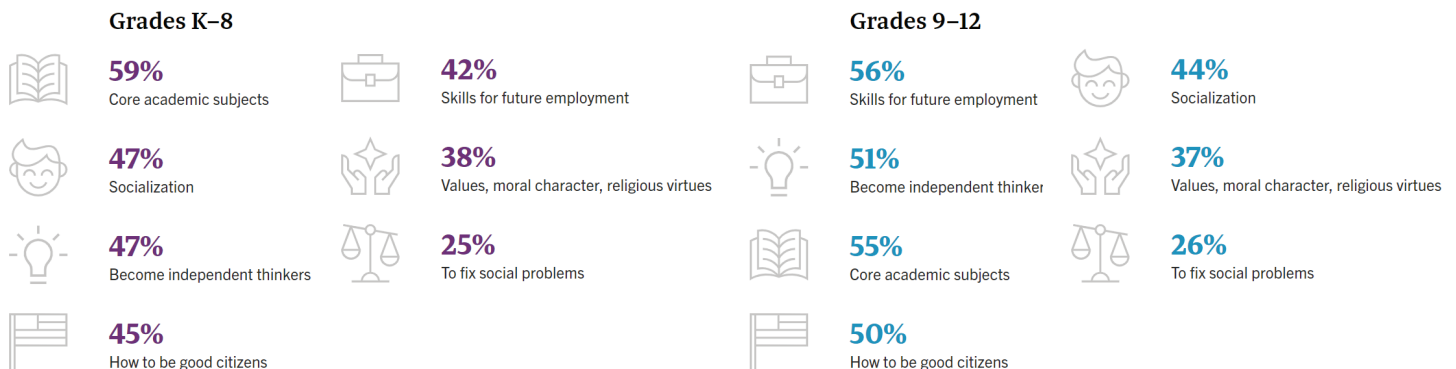
Are teachers interested in new models of learning delivery?

As this June snapshot from EdChoice's monthly opinion tracker shows, there's interest among educators in newer models of learning delivery like pods, especially among those teaching in private or charter schools.



The main purpose of education?

While it is clear parents want more freedom to educate their children in the environment that best meets their needs, for students through eighth grade, education in core academic subjects remains their top priority. In high school, respondents believe schools should prioritize teaching future employment skills and creating independent thinkers.



2022 FINANCIALS

Thank you to all our friends and supporters who made 2022 another great year for educational freedom. Your generous support and commitment to the cause of educational choice had a profound impact on thousands of students and families all around the country. EdChoice's accomplishments are only possible thanks to your loyal and generous support. We hope you will continue to stand with us as we strive to achieve universal educational choice for all.

EXPENSES (\$10,969,507)



Programs

Administrative & Operations

Fundraising

REVENUE (\$11,485,308)



Foundations and Donor Advised Funds

Individuals

Corporate and Businesses

“Between the papers, polls and podcasts, EdChoice has armed our Montana state team with the facts and figures we have needed to ensure policymakers there is a pathway to true school choice and to support parents and grassroots leaders in their communication while calling for that action. EdChoice has helped us frame the issue as an intellectual argument rather than as an emotional one.”

Trish Schreiber,
EdChoice donor and partner

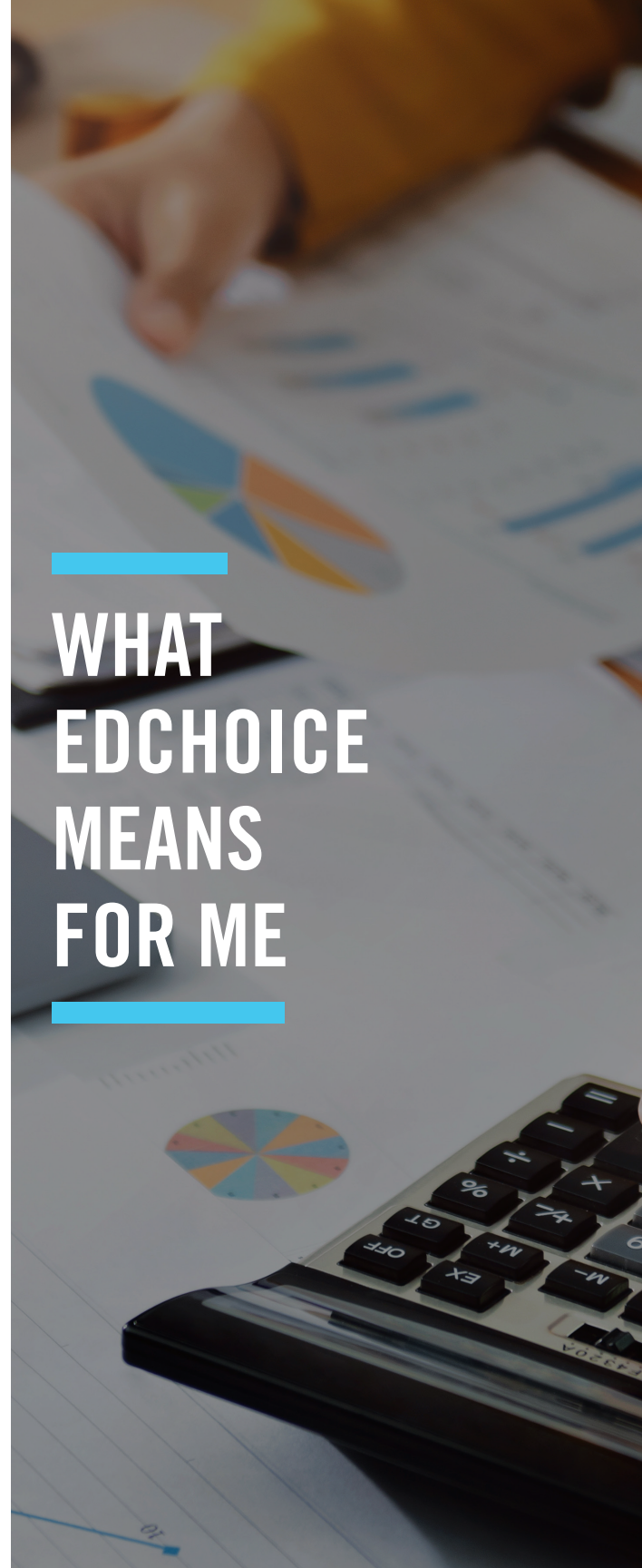
“EdChoice is the hardest working advocacy group in America. I attended two of their conferences before running an ESA program bill in my state I knew that they were a well-organized machine. This is the kind of help I need as a citizen legislator from a small state. I do not have staff, I rely on the help of outside experts. They have never hesitated to provide exactly what I needed to fight for education choice in Wyoming.”

Ocean Andrew,
Wyoming State Representative

“Arizona has now become the gold standard for education choice across the nation. With the recent expansion of the Empowerment Scholarship to every school aged child in the state, every Arizona family will now have the ability to choose the education environment that’s best for their child. Thank you to EdChoice for your incredible support of organizations like ours who get to lead in this important work!”

Jenny Clark,
*Founder and Executive Director,
Love Your School*

WHAT EDCHOICE MEANS FOR ME



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