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# FOCUS ON THE FUTURE

A Year In Review

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2015

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Friedman  
Foundation

*For  
Educational  
Choice*



# LETTER FROM THE PRESIDENT

*Robert Enlow*

This year, we celebrate the 20 years since Milton and Rose D. Friedman established their legacy foundation and dedicated it to promoting educational choice. With the momentous events of 2015, we may have finally seen the breakthrough that will help all American families access schools of choice for their children.

Milton Friedman once said of vouchers, “The major objective of educational vouchers is much more ambitious. It is to drag education out of the 19th century—here it has been mired for far too long—and into the 21st century, by introducing competition on a broad scale.”

With the groundbreaking educational savings account (ESA) program enacted in Nevada in 2015 (with major help from the Friedman Foundation), the movement made a huge leap toward an innovative kind of system that just might succeed in creating a new way to educate all of America’s children. With ESAs, parents can directly control the tax dollars that are set aside for their children’s education by choosing customized learning opportunities that best match their children’s needs.

The Friedman Foundation played a major role in the enactment of Nevada’s ESA program by providing research, communications and direct advocacy services to the effort. In fact, after several years of work, we saw a major policy return on our financial investment in the Silver State.

“Nothing works better than competition,” said Nevada Sen. Scott Hammond, the chief sponsor of the legislation that changed education in the state, and perhaps even the entire country, forever. In 2014, Sen. Hammond attended a Friedman Foundation training event in Salt Lake City, where our presenters heavily discussed the pros and cons of ESAs. He now acts as an ambassador for educational choice, speaking at Friedman Foundation training events all over the United States.

The Foundation hosted 11 of those training events in 2015: three legislator conferences, two fact-finding trips, three media trainings, one parent organizer training and two state-based training events. Over the years, we have found these in-person training events help us promote the Friedman vision of school choice in a very powerful way.

“ Quite honestly, I believe the recent fact-finding trip to Phoenix, Arizona that your organization sponsored was quite successful, made an impact on our legislators that attended and gave a living-color example of school choice solutions that could work in Texas because they are currently working in other states. In short, please pass my appreciation along to all in the Friedman Foundation who helped make the recent fact-finding trip productive and successful. ”

— TEXAS FACT-FINDING PARTICIPANT

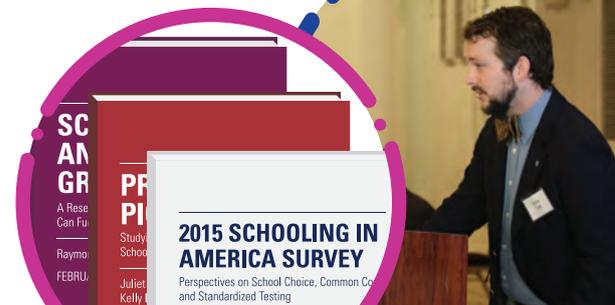
Of course, these events are all informed by the incredible work of our research team. Once again, 2015 saw them dominate the field when it comes to developing high-quality work that has a major effect on the educational choice debate. Our team produced 15 pieces of original research and assisted in producing dozens of policy briefs and support documents for our partners in the school choice movement. True to our founders, we believe we must win the intellectual war for educational freedom as well as the public policy battle fought in statehouses all across the country.

These and many other success stories made 2015 another strong year for the Friedman Foundation. With your support and the work of our great partners all across the country, we are moving closer and closer to the day when educational choice is the norm, not the exception.

We have had a great run over these last 20 years. Though we have made much progress on behalf of educational choice in the last few years, we believe we are just getting started. A new day is coming for this Foundation and for the educational choice movement—a system of free choice for all American children that would, in Milton’s words, create “a system of competition and innovation, which would change the character of education.”



Robert C. Enlow  
President and CEO





# OF SUCCESS

*The Friedman Foundation*

## 1996

Milton & Rose D. Friedman establish their legacy foundation



## 2001

Friedman Foundation plays major role in landmark Supreme Court Case

## 2003

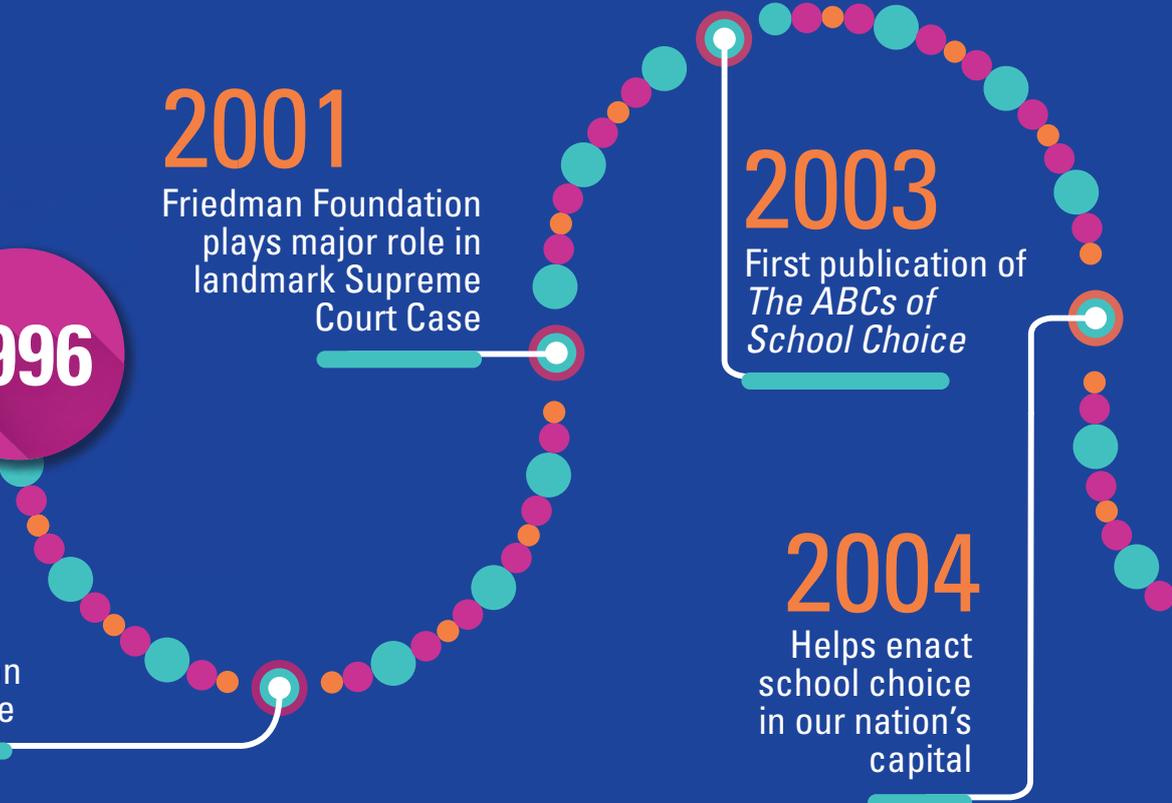
First publication of *The ABCs of School Choice*

## 1998

Hosts first Friedman Friends Conference

## 2004

Helps enact school choice in our nation's capital



2012

Hosts first legislative conference

2015

Nevada passes nearly universal ESA program

2007

First Friedman Legacy Day

2011

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

2016

...AND  
WE'RE  
**JUST**  
**GETTING**  
**STARTED.**



# MOMENTUM FOR SCHOOL CHOICE

## Fast Facts

School choice is not a new idea, but it is an idea whose time has definitely come. From the early days of town tuitioning in Maine and Vermont in the 1800s to Milton Friedman’s articulation of the “voucher idea” in 1955 to the launch of the modern school choice movement in the early 1990s—giving parents the freedom to exercise control over their children’s education has gone from theory to fact.

### VOUCHER

**1990** Vouchers gain national prominence with the creation of the Milwaukee Parental Choice Program.

**2002** The Supreme Court declares vouchers—specifically Ohio’s Cleveland Scholarship Program—constitutional in *Zelman v. Simmons-Harris*.

**2011** Douglas County, Colorado becomes home to the only voucher program created by a public school district. Currently, it is not operating as litigation continues.

**2015** Indiana’s Choice Scholarship Program is the nation’s largest voucher program in terms of participation with 32,686 enrollees.

### EDUCATION SAVINGS ACCOUNT

**2011** ESAs gain national prominence when Arizona creates the nation’s first such program. Florida follows suit in 2014. In 2015, Mississippi, Nevada and Tennessee all create their own ESA programs.

**2014** The Arizona Supreme Court declares ESAs constitutional when it deems those challenging the program unable to show harm.

**2015** Nevada has the broadest eligibility of any program with 96 percent of all students in the state eligible.

**2015** Florida has the largest ESA program in terms of participation with 4,080 enrollees.

### TAX CREDIT SCHOLARSHIP

**1997** Tax-credit scholarships gain national prominence when Arizona creates the nation’s first such program.

**2011** The U.S. Supreme Court declares tax-credit scholarships constitutional when it dismisses *Arizona Christian School Tuition Organization v. Winn* because the plaintiffs do not have standing to challenge the program.

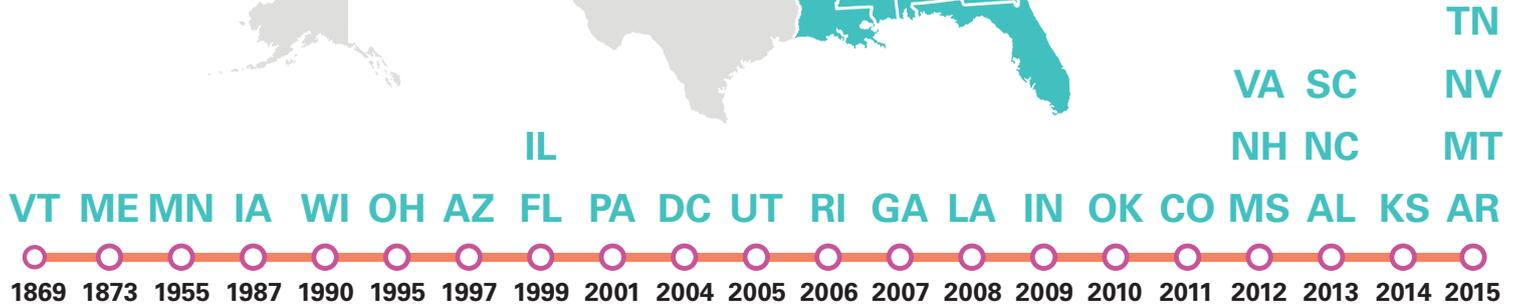
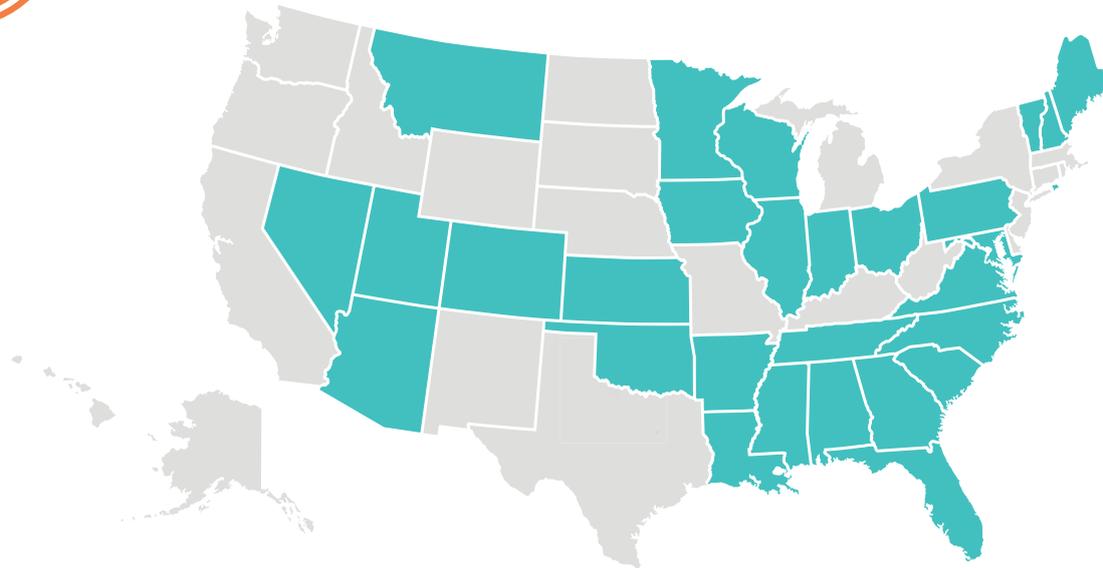
**2015** Montana enacts the Tax Credits for Contributions to Student Scholarship Organizations program, which is the largest tax-credit scholarship program in terms of eligibility (100 percent of students).

**2015** Florida has the largest tax-credit scholarship program in terms of participation with 78,142 enrollees.

**28**  
STATES

# SCHOOL CHOICE ACROSS THE COUNTRY

*State Growth of School Choice*



States Get Their First School Choice Programs



# ESA SPOTLIGHT

## *The Future of School Choice*

**E**ducation savings accounts (ESAs) are the future of school choice. Finally, we have a public policy solution that truly gives parents control over their children's education with no government institution acting as the middle man.

The Friedman Foundation for Educational Choice has been leading the charge to promote ESAs. We published our first paper on them in 2012 and continue to analyze and promote them to policy leaders all across the country.

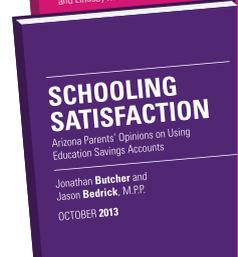
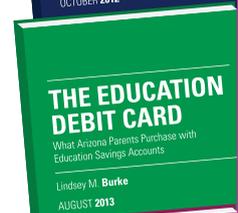
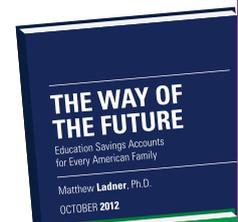
## WHAT ARE ESAs?

Education savings accounts allow parents to withdraw their children from public district or charter schools and receive a deposit of public funds into government-authorized savings accounts. Those funds can cover private school tuition and fees, online learning programs, private tutoring, educational therapies, college course costs and other higher education expenses.

ESAs gained national prominence in 2011, when Arizona created the nation's first such program for children with special needs. Florida followed suit in 2014, and more than 4,000 children now use an ESA to access a learning environment of choice. In 2015, Mississippi and Tennessee created their own ESA programs for children with special needs. However, Nevada opened the flood gates to full and unencumbered educational choice by making its ESA program open to nearly every student in the state.

## ESAs MAKE THE FRIEDMAN VISION BECOME REALITY

ESAs were not around at the time, but it is almost as if he saw the future when Milton Friedman suggested years ago, "For the first time, tax money dedicated to educating children would go to the intended beneficiary—the student—to be controlled by the people most interested in the student's welfare—the parents—and not to an intermediary institution, such as a school or school district. Instead of schools choosing students, as they do now for the 90 percent of students who go to government schools, students and their parents would choose the school."





## NEVADA SPOTLIGHT

*Your Support Making an Impact*

Milton Friedman always believed a major objective of school choice would be “to drag education out of the 19th century... and into the 21st century, by introducing competition on a broad scale.” After the steady growth in school choice programs over the last few years, Nevada’s Education Savings Accounts could be the change agent that finally helps us reach that goal.

Our many years of investment in the state paid off in 2015, when, with major support from the Friedman Foundation, Nevada enacted an ESA program that will empower 96 percent of the students in the state to take control over their own education. The lead legislative sponsor, Sen. Scott Hammond, previously attended one of the Foundation’s legislator conferences, where

he learned about ESAs. Additionally, the Foundation provided advocates in the state with our research, education and advocacy services, all of which played an important role in the ultimate passage of the program.

The Friedman Foundation has been promoting and studying ESAs since their inception in Arizona in 2011. We believe that this kind of program could be the catalyst to a whole new paradigm in K–12 education—an education delivery mechanism that is customized to each individual child, rather than a system that puts children in learning environments based on their ZIP Code.

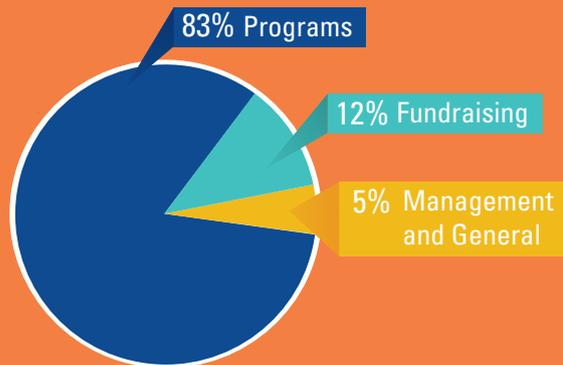
Thanks to your support of our work, we believe the passage of the nation’s first nearly universal school choice program means we are on the cusp of something historic in the long struggle for educational freedom for all families.



## SEN. SCOTT HAMMOND

“And I’ve been hearing about individualizing education and, you know, I got into public education. Since I got into it we’ve been talking about IEPs, and it dawned on me years ago that eventually every single child will have an IEP. This is it. You know every child should have one; every child should have a plan that works for them; and this is how you can achieve it.”

**TOTAL FOUNDATION EXPENSES: \$6,018,245**



★★★★  
**FOUR STAR RATING**  
**CHARITY NAVIGATOR**

**EXCEPTIONAL**

The Friedman Foundation exceeded industry standards and outperforms most charities in its cause.

**GROWTH OF PRIVATE SCHOOL CHOICE**

*\*Includes Students using Vouchers, Tax-Credit Scholarships, and ESAs.*

Year	School Choice Expenditures	Students in Choice Programs
2011	\$898,548.11	236,381
2012	\$1,065,583.03	264,086
2013	\$1,325,452.66	330,476
2014	\$1,613,487.47	373,879
2015	\$1,894,543.78	416,711

## 2015 HIGHLIGHTS

- 1 Led the charge in promoting education savings accounts, the future of school choice.
- 2 Assisted four states (AR, MT, NV and TN) as they joined the school choice family by enacting new programs. In total, **14** states enacted **23** different school choice laws.
- 3 The Foundation continued to dominate the school choice research space by releasing **5** publications, **12** pieces of original research, **4** state-specific reports, **2** state surveys and **2** national surveys.
- 4 The Foundation provided **1,109** direct services to our partners in nearly every state in America, including **3** legislator conferences, **2** fact-finding trips, **3** media trainings, **1** parent organizer training and **2** state-based training events.



# THE ULTIMATE IMPACT OF SCHOOL CHOICE

*Who Is Using It*



## THE ITO FAMILY FROM INDIANA

“We are very thankful for the last 14 years of the public and private schooling of all four of our children. Without reservation, we can state that all four of our children are thriving today due, in part, to our partnering with the many schools we have had the privilege of being a part of. With the opportunity of school choice and a plethora of options, we have had the liberty to choose contextual learning communities for each of our different children to meet their educational needs at the appropriate time.

If truly ‘it is about the child/student’ in education, then parents having the choice to partner with their children’s schools is of primary importance. One size cannot fit all. And now with the movement toward school choice manifested, many more parents may take the opportunity to find a school that is ‘the fit’ for each of their children’s educational needs (and wants).

Our four children have matriculated at Carmel-Clay, Oaks Academy, Park Tudor, International School of Indiana and Highland Latin Schools. Each of these learning communities have met specific challenges for each of our children’s diverse needs. We have also experienced the guaranteed quality teaching of a faculty that has worked with us as parents to further the learning of our children. ”



## THE ROBBINS FAMILY FROM NEVADA

Liz Robbins, mother of seven children in Nevada, is looking forward to the new educational reality that the state’s new education savings accounts (ESAs) will offer her family.

Like two of his older sisters, her son Dallin has Ehler-Danlos syndrome, a rare genetic condition that affects the skin and connective tissues. Due to his degenerative condition, it is likely that Dallin will miss a lot of school as he gets older. Liz plans on using the Nevada ESA program to hire tutors and customize Dallin’s education around his unique physical and educational needs.

Another of the Robbins children, Rebecca, will use the ESA program in a different way. Rebecca currently attends a public school. Her school has gone through lots of turmoil recently, and her mom does not like the emphasis the school places on standardized testing. She plans to use the ESA program to enroll Rebecca in a new faith-based private school that will use more project-based and group-learning methods, which Liz thinks will be better suited for Rebecca’s learning needs.

Unfortunately, the ESA program is being challenged in court, so neither Rebecca nor Dallin can access the education their mother believes will best serve their educational needs. Once the court rules and the program may be reinstated, that will change.

# Friedman Foundation

*For Educational  
Choice*

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Nobel Laureate

**Dr. Rose D. Friedman**, Founder  
Noted Economist

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