



*Celebrating*

35

★ *Years* ★

TEXAS PUBLIC POLICY FOUNDATION

Annual Report 2024

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# A Message from Our CEO

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Dear Friends,

This year, the Texas Public Policy Foundation (TPPF) celebrated 35 years of advancing freedom, opportunity, and prosperity. What used to be an operation that existed in and around the halls of policy and legislation in Austin has grown to a significant presence in Texas, the nation, and internationally. In each sphere, TPPF shapes policy, protects liberty, and transforms lives.

As we look back on 2024, I am filled with both pride and determination. We have made great advances that have improved the lives of millions of Americans, but the fight for freedom is never truly finished. It is passed from generation to generation.

This year's annual report reflects the incredible strides we've made in advancing the cause of liberty. From championing election integrity during this consequential year to advancing education freedom to combatting government overreach at every level, TPPF has pursued bold, unapologetic reforms rooted in the principles that make Texas and America great.

Yet, our work isn't just about policy. It's about people. It's about the families who find hope through better schools, the entrepreneurs who thrive in a freer economy, and the communities that are safer and stronger because of our work on criminal justice reform and border security.

In 2024, we worked in Texas and beyond Texas, sharing our proven ideas and strategies with policymakers in 29 states, in Washington, D.C., and in both Latin America and Europe. The expansion of our national initiatives is a testament to the enduring power of the Texas Model: a commitment to limited government, personal responsibility, and boundless opportunity.

Our work is far from over. As you read through the pages of this report, I hope you see not just what we've accomplished but what lies ahead. This 35th anniversary reminds us that the foundation of freedom rests on our willingness to defend it and to lead. Your continued support and vision are essential to our efforts.

Thank you for standing with us. Here's to the next 35 years – and beyond.



With gratitude,

A handwritten signature in dark ink, appearing to read 'Greg Sindelar'.

Greg Sindelar  
CEO



# By The Numbers

As TPPF celebrates 35 years of making Texas and America the freest places on earth, our mission remains steadfast. Over the past three and a half decades, we have honed our strategies, expanded our influence, and built a dynamic toolkit to tackle pressing policy challenges.

In 2024, we secured many victories, set the foundation for a transformative 89th Texas Legislature, and exported our Texas model across the country – including Washington, D.C. – through our expanded national initiatives.

But the fight for freedom never ends. This 35th anniversary is a reminder: our fight is just getting started.

A photograph of the Texas State Capitol dome, showing the iconic statue of the Lady Justice on top. The image is slightly blurred and has a dark overlay.

# 40

## Bills Drafted:

Building on our research, we provide model legislation and secure leadership support to help turn ideas into law. Our parliamentary guidance fortifies model bills against opposition, ensuring they are effective, resilient, and ready for the legislative process.

A photograph of a man in a suit and glasses, identified as Mr. DeVore, speaking at a podium. He is holding a microphone and looking down at some papers.

# 83

## Legislative Briefings:

We connect with legislators through targeted briefings and strategic meetings, delivering actionable analysis. These engagements help foster collaboration by keeping leaders well-informed and ready to champion policies.

A photograph of the American flag waving in the wind. The image is slightly blurred and has a dark overlay.

# 55

## Research Papers Published:

Our data-driven reports pinpoint root causes of issues facing Texans and Americans, enabling us to present actionable, evidence-based policy solutions to policymakers.



# 218

Events:

Our events unite policymakers and the public around our reforms. Through our events, we amplify our agenda, galvanize support, and empower Texans to advance change.



# 50

LLC Events:

TPPF organized 50 Liberty Leadership Council events to engage young Texans ages 21 through 4 with our mission; events were held in Austin, Dallas, Fort Worth, Houston, Lubbock, Midland, San Antonio, and Tyler.



# 19

Active Litigation Cases:

We take critical issues to court, defending citizens' rights through litigation. Our litigation sets important legal precedents that strengthen Constitutional protections in state and federal courts.



# 7,378

Media Mentions

# 30

Million Video Views:

Our communications team makes our research and policy accessible and engaging. Through our communications products and media engagement, we inform the public and mobilize support.



# Our Most Ambitious Agenda for Texas Yet

## **Our Liberty Action Agenda lists critical reforms that must be passed for Texas to flourish.**

2024 marked the release of our most ambitious policy agenda yet. Our Liberty Action Agenda guides our research and engagement. Below are our top ten agenda items.

- **Empower Parents and Institute Education Savings Accounts:** Every Texas parent must be free to choose the best education for their child by expanding the range of options open to all children, including education savings accounts, charter school expansion, and career development programs.
- **Eliminate ISD M&O Property Taxes and Rein in Local Spending:** By continuing to buy down our school district maintenance and operating property tax rates, policymakers can put Texas on a pathway to eliminate property taxes. Policymakers should extend the same responsible spending policies required of the state to cities and counties.
- **Make the Energy Grid More Reliable:** Texas should require all electric generators, not just new ones, to guarantee a certain amount of power to the grid during periods of high demand.
- **End Taxpayer-Funded Lobbying:** The Texas Legislature should no longer allow local governments to hire unaccountable lobbyists with taxpayer dollars.
- **Secure the Texas Border:** Texas should protect its citizens and communities from the cartels and their drug- and human-smuggling operations by using whatever legal means necessary to gain operational control of and secure the border, including the creation of its own border force. Texas should not wait for the federal government

to act. Instead, Texas should use its constitutional authority to disrupt all cartel activity – including its coordination with the Mexican government and elites – and assert state sovereignty.

- **Protect the Public and Solve Crimes:** Texas must prioritize solving violent crimes to get dangerous offenders off the street and keep our communities safe.
- **Make Affordable Healthcare More Accessible to Patients:** Texas should ensure that nonprofit hospitals follow existing rules requiring them to use the tax savings they receive from the state to lower healthcare costs for certain patients.
- **Restore the Proper Mission of Higher Education:** Texas should ensure that public higher education institutions foster diversity of thought, encourage innovation, resist ideological conformity, and return to their proper role of widening the sphere of knowledge for students. Taxpayers should not fund programs that divide, exclude, and indoctrinate students, nor should the accreditation organizations be able to extort schools into promoting one ideological agenda.
- **Pass a Conservative Texas Budget:** The Texas budget should not grow beyond the average taxpayers' ability to pay. Texas should use traditional metrics like inflation and population growth to determine a responsible spending limit.
- **Promote Responsible Artificial Intelligence Reform:** Texas should adopt sector-specific AI regulatory frameworks that promote transparency and maximize human dignity, establishing Texas as the national model for balancing ethics and growth.

**Scan the QR code for the full list of policy priorities.**



# Expanding Our Fight for Liberty

## TPPF launched and expanded our national initiatives to bring the fight to other states and Washington, D.C.

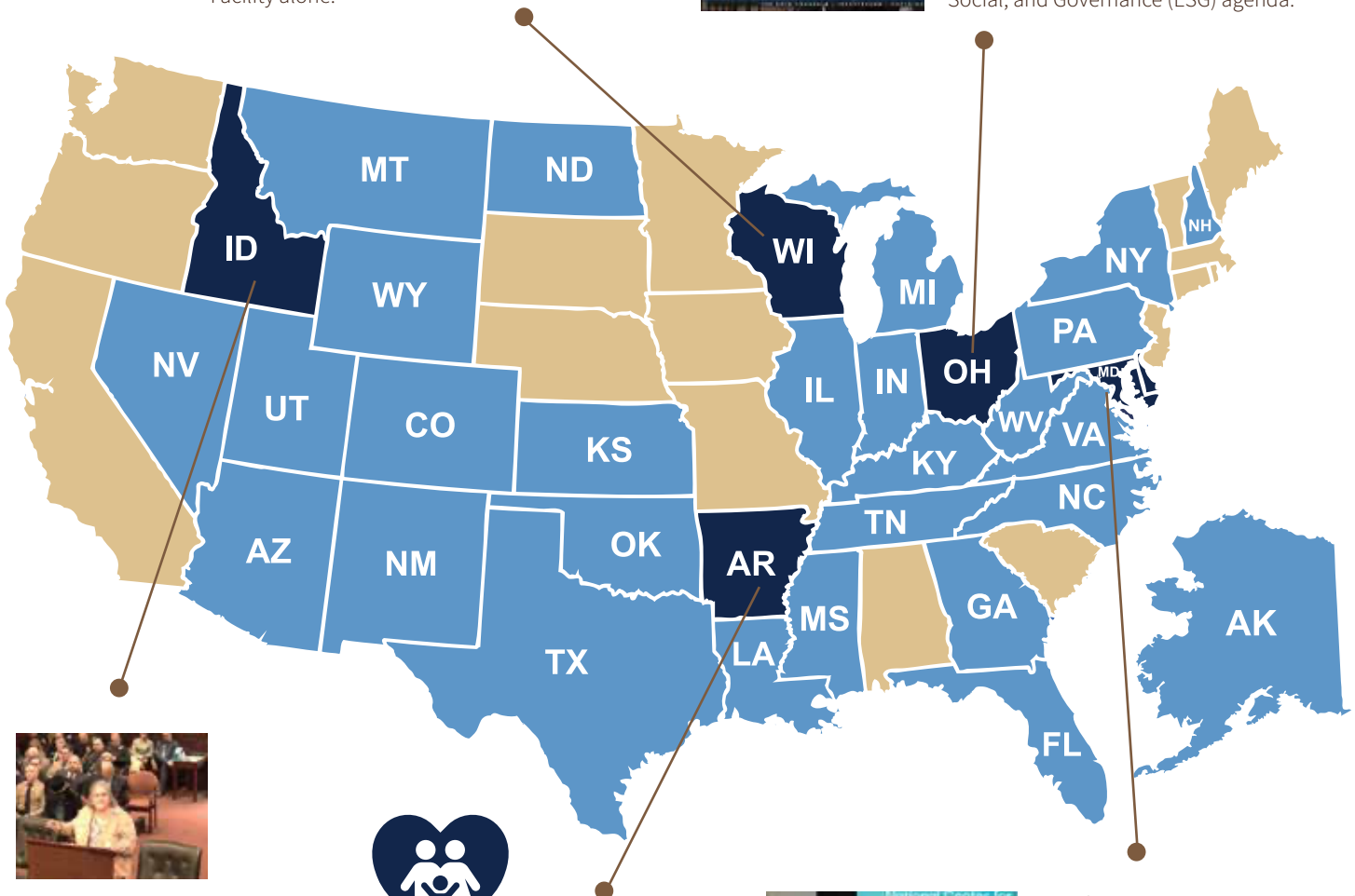
TPPF increased the reach and scope of our advocacy by exporting the best of what Texas offers to other states and at the federal level on several key issues, including election integrity, energy, criminal justice, and family policy. TPPF engaged with policymakers and coalition leaders in 29 other states and at the federal level in 2024. Highlighted below are some of our efforts in 2024.



**Wisconsin:** Because of TPPF's Election Protection Project, Wisconsin had the best volunteer and legal coverage of any battleground state. We recruited 174 poll watcher volunteers for observation at the Milwaukee Central Count Facility alone.



**Ohio:** TPPF's Life:Powered initiative works in multiple states to champion reliable, affordable energy. In June 2024, Dr. Brent Bennett testified before Ohio's House Financial Institutions Committee on an important bill to combat the Environmental, Social, and Governance (ESG) agenda.



**Idaho:** TPPF's Right On Crime initiative expanded into Idaho in 2024. We immediately worked to revise a mandatory minimum sentencing bill and provided testimony before the Idaho Senate and House Judiciary Committees.



**Arkansas:** TPPF worked with partner organization Opportunity Arkansas to champion pro-family policy reforms that reduce burdensome training requirements for foster families.



**Washington, D.C.:** TPPF's National Center for Energy Analytics hosted its first annual Energy Future Forum. This conference outlined an approach to energy technology and policy that prioritizes realism and human flourishing.

# Empowering Parents in Texas

## TPPF is prepared for our final push for education freedom during the 89th Texas Legislature.

Education freedom is a foundational goal for TPPF, and we are closer than ever to achieving it in Texas. During the November election, Texan voters sent a loud and clear message to legislators that they support education freedom. With the new composition of the Texas Legislature, Texas is closer than ever to passing universal education freedom. The monumental shift in appetite toward education freedom demonstrates that TPPF's strategy is working. While the landscape is much more favorable, the fight for education freedom will not be easy. Entrenched interests like teachers' unions will do everything possible to stop our efforts. However, TPPF has doubled down on and will continue its comprehensive education, coalition-building, and persuasion campaign. In addition to our fight for education freedom, TPPF led the charge to eliminate Diversity, Equality, and Inclusion (DEI) programs in our K-12 system and colleges.

## TPPF's College Report

In 2024, TPPF released our College Report. In it, we scrutinized 36 public universities across the state, offering a detailed analysis based on four pillars: free speech, academic quality, return on investment, and compliance with Texas' new law banning DEI programs. This report is an essential guide for parents, students, and citizens who refuse to watch higher education surrender to political trends.

Scan the QR code to read TPPF's "How Well Are Texas Public Universities Serving Their Students?" report.



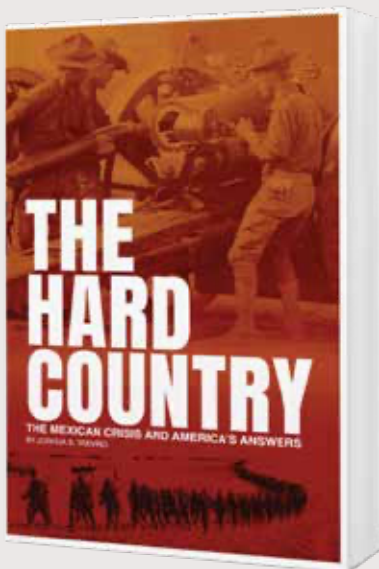
TPPF CEO Greg Sindelar alongside Texas Governor Greg Abbott and TPPF's Mandy Drogin and Rob Henneke at TPPF's Texas Policy Summit.



# Combating Crisis at the Border

## *The Hard Country*

In 2024, TPPF released a first-of-its-kind book that contextualizes the modern border crisis by examining the history of U.S.-Mexico relations. *The Hard Country: The Mexican Crisis and America's Answers*, written by TPPF's Joshua S. Treviño, offers policy solutions in light of the unfortunate reality that Mexico is no longer a reliable partner.



To read the first chapter, scan the QR code:



## **TPPF spearheads a new era of border security policy at the state, federal, and international levels.**

With federal inaction worsening the crisis at the border, TPPF pioneered Texas-focused solutions to safeguard our communities and sovereignty. TPPF is the go-to resource for solutions to fortify Texas' defenses, from establishing a dedicated border force to resourcing local courts overwhelmed by border-related cases.



TPPF's influence extends beyond Texas to Washington, where we've crafted critical amendments and testified before Congress. In addition, TPPF is reshaping U.S.-Mexico relations and enhancing cross-border security. TPPF hosted its Second Annual U.S.-Mexico Policy Summit and Carvalho Dialogue in Mexico City in 2024. The conference featured top-level decision-makers, both Mexican and American, to discuss the issues of trafficking, migration, security, and commerce.



**Left:** TPPF's Joshua Treviño and Alicia Galván López discussing TPPF's vision for United States-Mexico policy. **Right:** TPPF's Ammon Blair testifying before Congress.

# Protecting American Elections

**TPPF launched a proactive national initiative to protect the integrity of elections nationwide.**

TPPF expanded its work to protect the integrity of elections across Texas and the nation. Before election day, we worked behind the scenes to ensure that our priority states adopted best practices for election administration to combat poor election administration. On election day, we deployed more than 1,000 workers in eight battleground states to make this year's consequential election the most secure in history. Our efforts included cleaning voter rolls in Nevada, combating faulty machines in Arizona, championing legislative reforms in Wisconsin, and recruiting and training thousands of poll watchers.



TPPF CEO Greg Sindelar and policy experts, Chuck DeVore, Joshua Treviño, and Josh Findlay, offer a post-election analysis and detail TPPF's election integrity efforts.



TPPF used various communication mediums like our *Election Protection Project Podcast* and *Intro To* to highlight our efforts to keep elections safe and secure.

# Powering the American Dream

## Our National Center for Energy Analytics and Life:Powered initiatives inject realism into energy policy debates.

TPPF launched the National Center for Energy Analytics under the leadership of energy expert Mark P. Mills. The Center has brought together a world-class research and advisory team to push back against the well-funded forces driving anti-energy, anti-human energy policies. The Center has testified before Congress and published three whitepapers on energy policy that have been featured in major outlets like the *Wall Street Journal*.

The National Center for Energy Analytics works with our Life:Powered initiative, which continues to champion reliable, affordable energy in Texas and other states.

To read the National Center for Energy Analytics' research, scan the QR code:



Life:Powered's Carson Clayton on *Fast Facts* explaining the corruption of Environmental, Social, and Governance investment practices.



NCEA Director Mark P. Mills testifying before Congress.



# Fighting for Liberty in America's Courts

**TPPF's litigation arm, the Center for the American Future, put the Biden Administration and its radical agenda on defense.**

The Center for the American Future launched high-stakes litigation to defend conservative principles. In 2024, we appeared before the United States Fifth Circuit Court multiple times to challenge unconstitutional actions and set legal precedents.

One of the biggest victories of 2024 was *State of Texas v. United States Department of Justice et Al.*, where we successfully argued that a 1.7 trillion-dollar omnibus spending bill was unconstitutionally passed via proxy voting, resulting in the judge declaring the legislation unconstitutional.



Center for the American Future Director, Chance Weldon holding the Fifth Circuit's decision in favor of our case defending property rights.

## Making Texas the Best Place to Raise a Family

**TPPF outlined an ambitious pro-family agenda in 2024.**

TPPF believes that strong families are the foundation of a strong state. In 2024, TPPF advanced policy solutions that strengthen family structures and offer resources to support parents and children.

A key part of our effort was the release of groundbreaking new research that focuses on family dynamics in Texas, identifies barriers to marriage and family formation in the Lone Star State, and proposes a pro-family policy agenda for the state. In addition to our work in Texas, TPPF exported our Texas Model alongside coalition partners in several other states, including Arkansas, Tennessee, and West Virginia.



TPPF's Caroline Welton and Andrew Brown alongside sociology professor Dr. Brad Wilcox and Texas State Senator Mayes Middleton discuss TPPF's recent paper and rebuilding society by forging strong families.

# Building a Better Texas

## TPPF is crafting a new era in housing and taxation policy.

TPPF is making Texas the nation's best place to live and work by advancing key reforms in housing and tax policy. Our housing affordability and homelessness research and policy solutions have strong support in the Texas Legislature and will help address urgent needs in the state.



TPPF's James Quintero on *Fast Facts* discussing TPPF's reform for local government.

In addition, TPPF continues its fight for property tax relief for Texas by combating local governments' aggressive tax hikes. We are also tackling taxpayer-funded lobbying to ensure taxpayer dollars support the priorities that everyday Texans desire.

## Harnessing the Future

### TPPF leads the conservative response to issues ranging from data privacy to artificial intelligence.

TPPF's Better Tech for Tomorrow initiative leads the country in crafting a responsible technology policy. TPPF has become the most prominent voice on conservative artificial intelligence and data policy and advised Texas lawmakers on key technology committees.

With TPPF's leadership, Texas is poised to shape the national conversation around technology policy and lead the charge toward a future where technology serves humanity, not the other way around.



TPPF's Rebel Tech podcast is the most popular technology podcast on Apple. Rebel Tech hosts Zach Whiting and David Dunmoyer are joined by prominent guests to discuss technology policy and how to protect liberty on the digital frontier.

To listen, scan the QR code.



# Promoting Public Safety

## TPPF's Right On Crime initiative advanced public safety in 14 states.

TPPF's Right on Crime initiative advanced criminal justice reforms that balance accountability with protecting individual rights.

At the federal level, Right On Crime played a significant role in the passage of the Prison Oversight Act, which increases transparency and accountability within the Bureau of Prisons. At the state level, we played an integral role in the passage of Oklahoma's Senate Bill 11, which provides higher education opportunities to incarcerated citizens.

To learn more about Right On Crime's activities, scan the QR code here.



Right On Crime's Executive Director and former United States Attorney, Brett Tolman, alongside Texas State Representative Jeff Leach, Founder and CEO of Fourth Purpose Foundation Josh Smith, and Tarrant County Sherriff Bill Waybourn discussed how to create safer communities through conservative criminal justice solutions.



Right On Crime partners during one of our Employer Engagement Forums.



Right On Crime Director Brett Tolman on Fox News.



# Forging the Future

**TPPF invests in the next generation of Texas through our various education initiatives.**

TPPF is forging the future through initiatives like the Texas Scholars Program for high school students, our internship program, and the Liberty Leadership Council – our young professionals' program with eight active chapters and more than 150 members. These efforts equip young Texans with the knowledge and skills they need to champion liberty for decades to come.



TPPF Liberty Leadership Council members.



Fellows of the Texas Scholars program presenting their capstone work.



LLC members participating in a policy discussion at TPPF's Austin headquarters.

# Communications



Through media appearances, podcasts, commentaries, and direct outreach, TPPF elevated liberty's voice.

**7,378** Media Mentions

**218** Videos Published with 10.5 Million Views on Youtube alone

**330** Op-Eds Published

**16.5** Million Social Media Impressions

## TPPF speaks directly to Texans and Americans.

The exponential rise of individuals turning to podcasts, YouTube, and other social media platforms has allowed TPPF's communications team to influence policy debates with short-form video content and on-demand programming.

TPPF has seven regularly produced podcasts covering current events, technology, parent empowerment, policy and culture, border security, media, and Texas history. For example, TPPF CEO Greg Sindelar hosts *The Arena*, featuring leaders like Virginia Governor Glen Youngkin, Oklahoma Governor Kevin Stitt, and education activist and former Major League Baseball player Mark Teixeira. TPPF uses a variety of video series to promote our legislative priorities, such as *Intro To*, *Fast Facts*, and *News Here in Texas*. Our most popular show, *The Layout*, is a short interview with members of the Texas legislature discussing bills they have sponsored. These videos effectively draw attention to legislation ignored by the media, resulting in the passage of more than half of the bills featured on *The Layout*.



# Communications



## TPPF Launches the Associated News Service

American journalism is at a critical juncture. Once-respected media outlets have devolved, with objective reporting taking a backseat to ideological agenda-setting. In response to this crisis, TPPF launched the Associated News Service to lead ideologically aligned news outlets and journalists in an unprecedented effort to deliver truthful, high-quality content. In October 2024, TPPF led a coalition of aligned journalists on a trip to the border to expose the crisis.

## TPPF's Forging Texas Series

In 2024, TPPF's seventh episode of its *Forging Texas* series, "The Making of a Classic," won the Historical Film Award at the Dallas Independent Film Festival. *Forging Texas* showcases the remarkable stories of Texans who have shaped the state's identity, emphasizing principles such as liberty, individualism, and innovation. This award joins *Forging Texas*' 20 other accolades and acclaim for other episodes.



To watch our  
*Forging Texas*  
videos, scan the  
QR code here:





# Events and Engagement

In 2024, TPPF hosted a record number of events that brought together policymakers, thought leaders, and the public to engage in critical discussions. During our awards and engagement dinners, TPPF celebrated our victories and partners in the fight. In 2024, TPPF honored inspiring patriots, including Michael Rydin, Sally and Buddy Sipes, and Brooke Rollins.







# 35th Anniversary Ball

## Celebrating Brooke Rollins and 35 Years of Fighting for Freedom.

At our 35th Anniversary Ball, we honored former TPPF CEO Brooke Rollins for her leadership and dedication to liberty. It was a celebration of three and a half decades of victories and an inspiring launch into the next era of freedom in Texas. We had more than 400 attendees join us.



*"When I began my tenure at TPPF in 2003, there were many things we didn't know. Chief among them was just how great of an impact our little think tank would have on our great nation. We overturned the old model of the think tank. No one accuses TPPF of neglecting real change these days. Now, everyone talks about Texas. Everyone knows that the American future is built in Texas. That is the untold story of TPPF: in saving Texas, we saved America."*

*– Brooke Rollins, Former TPPF CEO*





# Texas Policy Summit

**Gathering Texas and America's most influential leaders to tackle the most pressing debates head-on.**

TPPF's 2024 Texas Policy Summit was our highest-attended annual conference to date, with a sold-out event of more than 1,000 in-person attendees and nearly 4,000 views of our panels via livestream or recorded sessions. The summit featured high-profile panelists like United States Senator Ted Cruz, Texas Governor Greg Abbott, Texas Lieutenant Governor Dan Patrick, Texas Border Czar Michael Banks, and multiple Texas state lawmakers.



***Join us at the next Texas Policy Summit!***  
*Mark your calendars for February 19-21, 2025 to attend.*

# Development

**TPPF owes its victories in 2024 and ongoing success to the generosity of our supporters.**

More than **5,593** supporters across Texas and the nation provided more than **\$27** million in funding to ensure our work is accomplished.

Nearly **92%** of our donors provide less than **\$1,000** per year. The Come and Take It Society of individuals who make sustaining monthly donations has **568** active members.

## Annual Victory Summit

**TPPF's exclusive Victory Summit brings together our Founders' Level supporters for high-level discussion and strategy sessions.**

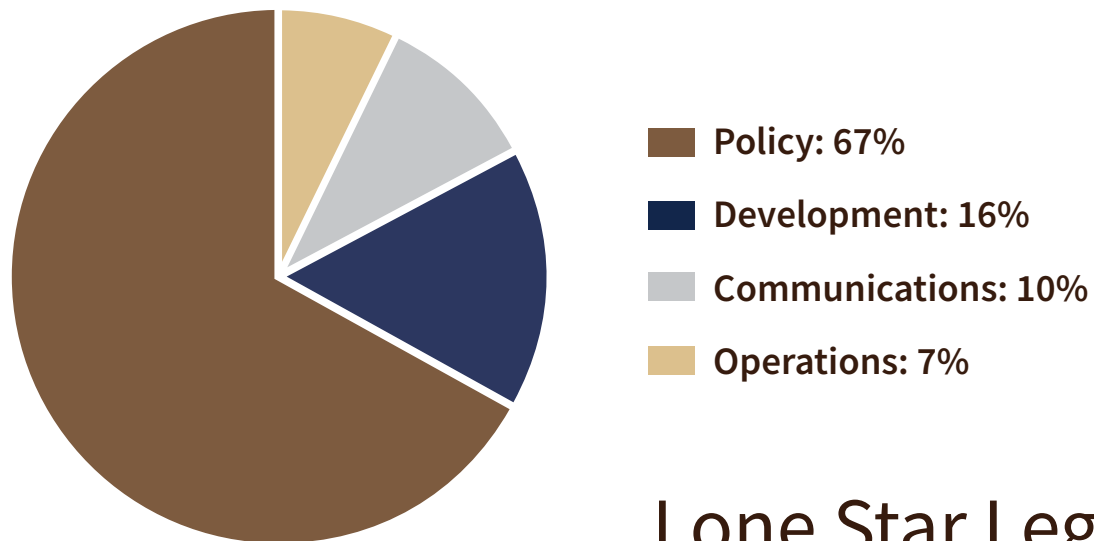
Top conservative leaders from around the country gathered at our annual major donor retreat, which featured distinguished speakers and panelists such as Texas Governor Greg Abbott, Texas Lieutenant Governor Dan Patrick, Former Administrator of the United States Small Business Administration Linda McMahon, Former Director of United States Office of Management and Budget Russell Vought, Heritage Foundation President Kevin Roberts, and America First Policy Institute President Brooke Rollins.

*Mark your calendars for **September 17-19, 2025**, to attend next year's Victory Summit in Fort Worth at the Bowie House!*



## 2024 Expenses

Policy makes up the majority of our work, while TPPF dedicates roughly a quarter of our total expenses to expanding capacity for the future.



## Lone Star Legacy

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### Provisioning for Freedom: A \$35 Million Legacy Campaign

To celebrate our 35th Anniversary and provision for 35 more years to defend freedom, TPPF is inviting you to join our Lone Star Legacy Society. We are eager to identify \$35 million in future funding so our work can continue uninterrupted and unaffected by future economies.

To learn more about this exciting campaign and how you can participate, please contact Shari Hanrahan, Director of the Lone Star Legacy Society, at (512) 627-9831 or [shanrahan@texaspolicy.com](mailto:shanrahan@texaspolicy.com).

Together, we can ensure that TPPF remains a strong and unwavering defender of Texas values for the next 35 years and beyond!

To learn more about TPPF's Lone Star Legacy Society, access a complimentary comprehensive estate planning kit, or learn more about our Lone Star Legacy Society members, scan the QR code here:







“Our fight for freedom never ends”

*Texas*  *Public*  
**POLICY FOUNDATION**