“The present state of the world is not proof of philosophy’s impotence, but the proof of philosophy’s power. It is philosophy that has brought men to this state—it is only philosophy that can lead them out.”

—Ayn Rand

“For the New Intellectual,”

For the New Intellectual

ARI fosters a growing awareness, understanding and acceptance of Ayn Rand’s philosophy, Objectivism, in order to create a culture whose guiding principles are reason, rational self-interest, individualism and laissez-faire capitalism—a culture in which individuals are free to pursue their own happiness.
Dear Friends,

It’s been a whirlwind year at the Ayn Rand Institute, and I’m eager to share the most exciting details with you. Last year, I described changes that would better align ARI’s capabilities with its mission—namely, gearing our organizational structure and operating practices to becoming a better educational and promotional organization. We set out to radically increase new educational content being produced and distributed, and to engage many more people in consuming it. Since last year, we grew consumption by 611 percent—from 1,206 to 7,365 hours monthly. This new engagement has led to a 50 percent increase in subscribers to our YouTube channel—from 30,000 this time last year to over 45,000 now.

In addition to YouTube, new consumption growth has largely occurred on a new platform, the development of which was a significant undertaking in 2019. In February, with the help of a major donor, we launched the Ayn Rand University mobile app. The iOS and Android apps have made it easy and cost-free to consume decades of invaluable Objectivist content, including talks by Ayn Rand and courses by leading Objectivist intellectuals such as Leonard Peikoff and Harry Binswanger.

When the Ayn Rand Institute was established in 1985, its founders understood they were playing the long game. ARI’s founding documents quote Rand herself: “The present state of the world is not the proof of philosophy’s impotence, but the proof of philosophy’s power. It is philosophy that has brought men to this state [of cultural bankruptcy]—it is only philosophy that can lead them out.” (For the New Intellectual, 1961)

ARI is the only institution fighting for freedom in the world today that understands this fundamental truth. To the extent the world has moved forward since the 18th century, it has done so by implementing, however imperfectly, the ideals of the Enlightenment: reason, science, individualism and a government limited by the principle of individual rights. To the extent the world has stagnated or retrogressed, it has done so because of the ascendency of opposite philosophic ideas: mysticism, collectivism/tribalism, and unlimited government given the power to sacrifice the property and lives of individuals, when doing so is said to be in the “public interest.”

Philosophy and much of the wider intellectual world turned against the Enlightenment in the 19th century, which is why the 20th century was not just a century of progress, but also one of widespread conflict, destruction and murder. Rand viewed her new philosophy, Objectivism, as putting the Enlightenment’s ideals for the first time on a fully rational, fully defensible foundation.

If you already have, thank you for your support. If you already have, thank you for your support. If you already have, thank you for your support.

Sincerely,

Tal Tsfany
President and CEO
The Ayn Rand Institute

ARI exists to inject that philosophy into the lifeblood of civilization. The Institute’s progress, accordingly, is not measured in days, but in decades. Perhaps the clearest sign of progress is that Rand’s ideas are following a trajectory similar to what J. B. S. Haldane outlined for the acceptance of radical ideas: first the idea is dismissed as worthless nonsense; then it is regarded as an interesting but perverse point of view; then it is regarded as true but unimportant; then it is said to have been everyone’s viewpoint all along. Arguably, we have moved into the second stage, as evidenced by the growing worldwide interest in Rand’s ideas, by how often her ideas are mentioned in the media and in ideological discussions, and by the growing difficulty of simply dismissing her ideas as nonsense. This change over the last thirty-plus years is in large part due to ARI’s activities: our essay contests, books to teachers program, educational talks, conferences and courses, media appearances, and published essays and books.

We are trying to change people’s fundamental convictions and to normalize discussion of Rand’s radical ideas. Our focus on the long-range dissemination of philosophic ideas does not mean there are no shorter-term successes. It does mean that these successes are created through the impact we have on other individuals and organizations. For instance, one of ARI’s long-standing, vital activities is educating individuals about Rand’s ideas and their application. Many of these individuals go on to do impactful work. We have helped train individuals who are now teaching and publishing at universities, are involved with legal think tanks like the Pacific Legal Foundation, the Institute for Justice, and the Center for the Protection of Intellectual Property, and have founded organizations like the Center for Industrial Progress and Higher Ground Education. We need thousands more individuals like these who are knowledgeable about Rand’s ideas and are working to apply them to forge a new culture.

It’s an exciting journey, in which I hope you join us. If you already have, thank you for your support.

Sincerely,

Onkar Ghate
Chief Philosophy Officer and Senior Fellow
The Ayn Rand Institute

New Ideal, we published a series of previously unpublished letters of Ayn Rand, edited by ARI’s founding executive director and editor of The Letters of Ayn Rand, Michael Berliner. Other 2019 highlights you’ll read about in this report include:

• An increase in the number of Ayn Rand Conferences, from one to four per year—nearly doubling 2018’s overall conference attendance, from 789 to 1,547.

• Through our Free Books to Teachers program, we estimate that more than 300,000 students now read Ayn Rand each year.

• A record 107 people participated in the Objectivist Academic Center (OAC) in 2019.

We are moving quickly, while recognizing that ours is a long-range mission. In The Romantic Manifesto, Ayn Rand wrote: “Anyone who fights for the future, lives in it today.” Fittingly, this year’s Objectivist summer conference (OCON)—which celebrated the 50th anniversary of The Romantic Manifesto—sought not only to give attendees the necessary intellectual fuel for that fight, but also the spiritual fuel to “[live] in it today.” (See pages 16–17.)

With a mission as broad and ambitious as altering the fundamental premises of a culture, it can be a challenge to know the best next step toward success, but with the progress we’ve made, we are much better equipped to measure outcomes and allocate resources efficiently.

If, after reading about the results of our work in 2019, you are as confident as I am about ARI’s future, then I hope you will continue or even grow your support for our vital mission. The current demand for our programs and the impact opportunities we have today far outweigh our resources. Your additional support will send more books to classrooms, sponsor new Ayn Rand Conferences, and fund new series of engaging and inspiring content. It will introduce Ayn Rand to more people around the world, every day, at a pace greater than we have been able to achieve in the past.

I appreciate your support and hope you will remain with us in our fight for the future.

Sincerely,

Tal Tsfany
President and CEO
The Ayn Rand Institute
FY 2019 HIGHLIGHTS

Two new books featuring the work of ARI-affiliated intellectuals:

Foundations of a Free Society: Reflections on Ayn Rand’s Political Philosophy (Gregory Salmieri and Robert Mayhew, eds.) and Keeping It Real: Bringing Ideas Down to Earth (Leonard Peikoff, and Barry Wood, ed.)

Launch of the New Ayn Rand University Mobile App (see p. 9)

300K+ VIEWS

64.4K+ FOLLOWERS

26,500+ DOWNLOADS

4,500+ HOURS CONSUMED PER MONTH

2,700+ LESSONS DOWNLOADED PER MONTH

1,100+ LESSONS COMPLETED PER MONTH

All Video Content Consumption FY 2018 vs. FY 2019

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AYN RAND INSTITUTE

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AYN RAND INSTITUTE

300K+ VIEWS OF THE OBJECTIVISM ON HAPPINESS INTERVIEW SERIES WITH DAVE RUBIN (SEE PP. 10-11)

1M+ USERS REACHED

73K+ VIEWS PER MONTH

45K+ 50% INCREASE SUBSCRIBERS

1M+ FOLLOWERS ACROSS ALL PAGES

NEW VIDEOS RELEASED

YouTube

Instagram

Facebook

Twitter

143
Today, Ayn Rand’s definition of a rational moral code has the power to unleash a Second Renaissance and a new Enlightenment. . . .

In the title essay of *For the New Intellectual*, Ayn Rand describes the way in which the Renaissance led to the Enlightenment, then to capitalism and the Industrial Revolution. The result was the unparalleled explosion of new wealth and human well-being that occurred in the 19th century.

The prelude to the Renaissance, she explained, was the return of Aristotle via the writings of Thomas Aquinas. The enormous intellectual development from the Renaissance onwards required the efforts of thinkers across many fields. Ultimately, the Aristotelian secular, rational worldview was expressed in the works of intellectual professionals, and then European culture more broadly. Many of the first scientists, artists and writers were supported by visionary patrons who stepped forward to fuel the Renaissance and thus helped pave the way for the Enlightenment and its crowning achievement: the United States of America.

But this line of achievement, Ayn Rand observed, was vulnerable. The Enlightenment’s philosophers were unable to defend reason or define a rational code of morality, which left vulnerable the ideal of individual rights and the system which protected it—and which fostered such a groundswell of productive achievement: capitalism. As a result, their movement eventually collapsed and their achievements have steadily eroded.

Today, Ayn Rand’s definition of a rational moral code has the power to unleash a second Renaissance and a new Enlightenment—and to spur the same outpouring of progress toward ever greater human flourishing.

While no single institution was responsible for the first Renaissance, we believe broad cultural change can follow from the efforts of a new school of intellectuals, supported in their work by the philosophic innovations of a genius and the resources of an organization backed by contributors like you. Thanks to you, ARI is working to shorten the time between the first and a second Renaissance.

In the pages that follow, we are pleased to present many of the results of our work in 2019—and the key pillars of our strategy moving forward.
One of the Ayn Rand Institute’s top priorities is leveraging digital technology to accelerate awareness and acceptance of Ayn Rand’s ideas.

Since 2018, we’ve been focused on growing Ayn Rand’s presence on YouTube—increasing the prominence of her ideas on that massive platform by adding new videos and attracting more subscribers to our channel. This year, ARI made another significant stride forward by introducing the Ayn Rand University mobile app, a new platform for consuming Objectivist courses on Apple and Android mobile devices.

For many years, in-depth courses on Objectivism could only be accessed in person or by purchasing costly mail-order cassettes or CDs. Now, anyone in the world can pursue a comprehensive selection of incisive lectures by Ayn Rand and leading Objectivist intellectuals and thinkers about how to think and live. By releasing hundreds of high-quality videos, the app offers the world’s most comprehensive collection of incisive lectures by Ayn Rand and leading Objectivist intellectuals that upend conventional ideas about how to think and live.

At this time last year, ARI announced a 52 percent year-over-year growth in subscribers to the Ayn Rand Institute YouTube channel, from the previous year’s 19,700 to over 30,000. This year, we are pleased to report a 50 percent growth to more than 45,000 subscribers.

Starting in early 2019, ARI has released a stream of new interviews featuring prominent Objectivist intellectuals and popular media personalities. ARI expects these interviews to keep new subscribers engaged while increasing their knowledge of Objectivism, and to attract more subscribers from our collaborators’ audiences.

THE 2019 INTERVIEW SERIES, OBJECTIVISM ON HAPPINESS, WITH DAVE RUBIN

In January 2019, ARI began tapping a video series titled Objectivism On Happiness in collaboration with popular YouTube host Dave Rubin of The Rubin Report. The series features Rubin’s interviews with seven Objectivists—four philosophers, an internationally known speaker, a psychologist and a notable businessman—offering insightful perspectives on what happiness is and how to achieve it. The series was released in twelve episodes between February 27 and April 24. The release plan for this series was designed to capture new viewers for ARI from Rubin’s audience and send them to ARI’s YouTube channel. The premiere episode played on The Rubin Report YouTube channel, and it referred viewers to the next episodes in the series—three of which were posted at the same time as the first—on ARI’s channel. As of late 2019, the premiere episode has been viewed over 58,000 times; other episodes have been viewed a combined 253,000 times. By far the most popular episode in the series, with over 88,000 views, has been Onkar Ghate’s “Do We Have Free Will?”—which appeared on ARI’s YouTube channel.

THE 2019–20 INTERVIEW SERIES, EXPLORING OBJECTIVISM WITH GLORIA ÁLVAREZ

Later in 2019, ARI began filming a new interview series with Gloria Álvarez, an author, TV-radio host and political commentator well known throughout Latin America for her pro-liberty views. Exploring Objectivism with Gloria Álvarez is being subtitled in Spanish for wide distribution in Latin America, where there’s growing interest in Ayn Rand’s ideas, fueled in part by the conferences offered there. The series premiered on the ARI YouTube channel on October 29 with an interview of Harry Binswanger. More episodes are planned for release in 2019 and 2020.

INTRODUCTION OF THE AYN RAND UNIVERSITY MOBILE APP

In February 2019, ARI announced the launch of a new mobile app, Ayn Rand University. The app expands on the ARI Campus experience, making that site’s full catalogue of educational courses—and a growing collection of new courses—free and easily accessible, online or offline, anywhere in the world. Since launch, the app has been downloaded in every country of the world, with the exceptions of the Vatican and North Korea—by more than 20,000 people.

Besides fifty-one courses with more than 500 hours of content, the app includes the full Ayn Rand Lexicon and dozens of Ayn Rand’s essays and audio recordings. More app features will be added over time. Cutting-edge software will allow ARI to monitor consumption patterns so that we can guide users to related course material and to conferences and events, increasing the likelihood of long-term engagement with Objectivism.
ARI’s Renewed Focus on Introductory Content

In 2018, ARI launched a strategic initiative designed to dramatically increase its production and distribution of free, high-quality, intellectual content and to “saturate the airwaves” with Ayn Rand’s ideas.

We are excited about the results! There has been a dramatic increase in content consumption, a large increase in new subscribers to ARI’s YouTube channel and growth across several other mass-audience distribution channels. (See the figures on pages 4–5.) In 2019, we brought Ayn Rand’s ideas to new audiences by developing a wealth of introductory content—engaging and philosophically deep, yet accessible to people without prior familiarity with Objectivism. The content is geared to showing new audiences how Ayn Rand’s ideas are relevant to their own concerns. It is important that this content is a fitting stand-alone starting point for exploring the philosophy.

This shift in focus inspired the creation of an interview series in partnership with The Rubin Report’s Dave Rubin (already released) and another with Latin American media personality Gloria Álvarez (partially released, with more episodes to come). Both of these collaborators attract large numbers of viewers who fit ARI’s target audience criteria, and whom we expect have had little prior exposure to Objectivist ideas. Likewise, ARI’s new weekly series of live webinar presentations, Philosophy for Living on Earth, was created to engage primarily newcomers in thoughtful exploration of topics that are of interest to most people—whether big philosophical questions like the existence of God, the nature of morality or the source of man’s rights—or more personal topics like romantic love and self-esteem. ARI’s emphasis on newcomers is also reflected in a significant expansion of live event offerings, tailored to showcase the power and relevance of Ayn Rand’s ideas to new audiences. In 2019, ARI hosted or provided support for three new weekend-long conferences: AynRandCon–Europe; AynRandCon–Latin America in Buenos Aires, Argentina; and AynRandCon–Brazil in Porto Alegre, Brazil. The conferences abroad were attended primarily by newcomers. In 2020, we will take AynRandCon on the road, with at least five one-day AynRandCons in U.S. cities. We expect these one-day conferences to attract many local attendees with varying degrees of familiarity with Ayn Rand, who might not travel to an AynRandCon but would be happy to attend one close to home.

This shift in focus has also affected our choices for ARI Campus, YouTube, the Ayn Rand University mobile app, our journal New Ideal and the Ayn Rand Institute Live! podcast. To varying degrees, we have sought to cater to entry-level newcomers more effectively on each channel.

Why Focus on Beginners?

The Objectivist movement has produced significantly more content and programming for those already familiar with Objectivism than it has for those who are new to Ayn Rand and the value of her ideas. In 2018, ARI prioritized making decades of this content, including advanced courses given by Leonard Peikoff, Harry Binswanger and other leading intellectuals, available to everyone. That effort culminated this year in the launch of the Ayn Rand University mobile app, which allows users to download and listen to courses any time, anywhere. During the same time, the Objectivist Academic Center opened its doors to auditors. It has never been easier for a motivated student of Objectivism to pursue advanced education. Given our successes in making advanced education more accessible, we are sharpening our focus on attracting new interest in Objectivism. For decades, Ayn Rand’s novels have been the primary force driving such new interest. We expect they will continue to be. However, if we can successfully develop more entry points into the philosophy—including content meant to stimulate readership of Ayn Rand’s novels—we can accelerate the spread of Objectivism.

ARI partnered with The Rubin Report’s Dave Rubin to produce Objectivism on Happiness, a series introducing Ayn Rand’s ideas to Rubin’s audience. This series, featuring Objectivist intellectuals interviewed by Gloria Álvarez, will introduce Ayn Rand to hundreds of thousands of people. Ayn Rand Conferences (AynRandCons) around the world have given hundreds of attendees their first in-depth encounters with Ayn Rand’s ideas. ARI will soon release a series of animated videos, illustrating Ayn Rand’s ideas, delivered in her own voice using archival recordings.
To date, more than 4.4 million books have been distributed through this program, and we estimate that over 300,000 students are reading Ayn Rand every year, because you have chosen to support ARI. If you would like to help ensure that Ayn Rand’s novels remain a staple in classrooms nationwide, please write to donorservices@aynrand.org about sponsoring books for a classroom, city, county or state.

**ESSAY CONTESTS**

For more than three decades, ARI’s essay contests have encouraged high school students to read Ayn Rand’s novels and think about the themes expressed in them. Over the years, more than 400,000 students have submitted essays, an encouraging sign that Ayn Rand’s works have become fixtures in high school curricula across the nation. Many teachers who participate in the Free Books to Teachers program use the contest’s essay questions as models for their own classroom assignments, and many whole classrooms participate in the contests. This year’s winners include students from Saint Cloud, Minnesota; Belmont, Massachusetts; and Seoul, South Korea. Sizeable cash prizes have been instrumental in keeping participation high.

**CLASSROOM WEBINARS**

Begun in 2019, ARI’s Classroom Webinars program connects high school students with Objectivist intellectuals for expert guidance in wrestling with some of the questions that arise when reading Rand’s novels. These sessions have been so well received by teachers and students that there are always more questions from students than there is time to answer them all.

If you want to make an ARI supporter smile, just ask him to talk about his reaction when he first read Ayn Rand.

The joy of that first encounter can spark a lifetime commitment to reason—which is why encouraging students to read Rand’s novels is a key part of ARI’s strategy to promote a culture of reason.

Through its flagship Free Books to Teachers program, its hugely popular essay contests, and its classroom webinars, ARI introduces Ayn Rand’s life-changing ideas to hundreds of thousands of students across the country every year.

**INTRODUCING AYN RAND TO STUDENTS NATIONWIDE**

To read Rand’s novels, students are not only inspired to think, but also to act. We are confident that your support will enable ARI to continue introducing students to Rand’s ideas for generations to come.

**FREE BOOKS TO TEACHERS**

Our Free Books to Teachers program provides hundreds of thousands of copies of Ayn Rand’s novels to high school classrooms in all fifty states and Canada.

In 2019 alone, the Free Books to Teachers program delivered more than 150,000 books. With your support, we hope to expand that number to more than 250,000 during the next school year. The interest from teachers is there but currently exceeds our resources.

**FREE BOOKS PROGRAM LAUNCHED**

in 2002–03 School Year

- **FREE BOOKS**
  - **600K+** books shipped in the last 3 school years
  - **150K+** free books shipped in the 2018–2019 school year

**ALL-TIME TOTAL:**

- **4.4M+ BOOKS DISTRIBUTED**

**TEACHERS IN ALL 50 STATES RECEIVE BOOKS**

**$5 AVERAGE COST TO SEND A BOOK TO A TEACHER**

ARI has shipped more than four million physical copies of Ayn Rand novels to teachers across the country. In 2020, ARI will distribute ebooks of Rand’s novels to students for the first time.

These three programs—Free Books to Teachers, Essay Contests and Classroom Webinars—are demonstrably effective ways of encouraging students to read Ayn Rand’s novels, an important first step toward developing a culture of reason. Because of donors like you, ARI’s presence in high school classrooms encourages students to take first steps toward thinking philosophically about their lives. We need to increase momentum and ensure we can have even more impact in 2020. Thank you for your continued support.
**AYN RAND INSTITUTE**

**ANNUAL REPORT 2019**

**AYN RAND ON THE ROAD**

**BRINGING THE LIVE CONFERENCE EXPERIENCE TO MORE PEOPLE AROUND THE WORLD**

While it’s easier than ever before to find recorded talks about Ayn Rand’s ideas online, there is no substitute for attending a conference in person. Particularly for newcomers to Objectivism, there is no experience quite like meeting fellow admirers of Ayn Rand for the first time and having the opportunity to interact with ARI speakers, staff and Objectivist intellectuals.

ARI’s conferences provide more than a learning experience for attendees. They offer a sense of community for individuals who rarely meet like-minded others and an opportunity to build a new community centered on shared rational values. They provide the inspiration and the emotional fuel to pursue a purposeful life.

In 2019, ARI began a significant expansion of its conference offerings with new weekend conferences in Europe and Latin America. In 2020, the number will continue to grow with additional one-day conferences in Europe and Latin America.

**AYN RAND CON ABROAD IN 2019**

This year, for the first time, three weekend conferences took place abroad, thanks to the efforts of Annie Vinther Sanz, Ayn Rand Center Latin America CEO Maria Marty, and Brazil’s Roberto Rachewsky, co-founder of the Atlas Society, and the Institute for Business Studies (IEE) — and many local activists.

**EUROPE**

In February 2019, ARI held its first conference abroad in Prague, Czech Republic. ARI had expected between 200 and 250, but actually drew 347. The conference theme was “Individualism vs. Collectivism” — drawing on current events and historical themes of particular concern to a Latin American audience. The highly successful conference provided ample evidence of the desire to gain a deeper understanding of the philosophy to promote it in their regions and career fields.

On September 13–14, AynRandCon—Brazil took place in Porto Alegre, organized by Roberto Rachewsky. Its theme was also “Individualism vs. Collectivism,” and it featured different panels and local speakers alongside ARI intellectuals. There were 290 in attendance.

The theme of the weekend conference was “Individualism in an Age of Tribalism,” and many talks dealt with examples of tribalism from the recent past of Eastern Europe — from Balkanization to current nationalist movements.

**LATIN AMERICA**

Maria Marty and the Ayn Rand Center Latin America organized a weekend AynRandCon event in Buenos Aires on September 6–7. An audience of 250 heard talks and panels on the conference theme: “Individualism vs. Collectivism” — drawing on current events and historical themes of particular concern to a Latin American audience. A mini-conference tour followed, with additional talks by ARI intellectuals in Buenos Aires as well as small events in Paraguay, Chile and Brazil. In Paraguay and Chile, people were doubly thrilled because it was the first time that Objectivist intellectuals had visited their countries.

On September 13–14, AynRandCon—Brazil took place in Porto Alegre, organized by Roberto Rachewsky. Its theme was also “Individualism vs. Collectivism,” and it featured different panels and local speakers alongside ARI intellectuals. There were 290 in attendance.

Since the conferences, enthusiastic attendees continue to contact ARI and inquire about working to spread awareness of Ayn Rand in their countries. Nine attendees of AynRandCon—Brazil enrolled as auditors or graded students in the Objectivist Academic Center (OAC). Most expressed the desire to gain a deeper understanding of the philosophy to promote it in their regions and career fields.

**AYN RAND CON IN 2020**

In 2020, a new AynRandCon format will be introduced in cities across the U.S. Events are currently planned for Orange County, California; San Francisco, Dallas; Philadelphia and Chicago. These one-day AynRandCons are expected to attract many people who are new to Ayn Rand’s ideas, and to inspire many to join us for OCON or AynRandCon–USA in 2020. ARI is interested in scheduling more one-day conferences. If you would like to help us bring an AynRandCon to your region, please write to events@aynrand.org.

Maria Marty plans to offer AynRandCon—Latin America in the fall of 2020, and ARI will host the second AynRandCon—Europe on February 14–16, 2020, in Warsaw, Poland. To both conferences, ARI expects many of last year’s attendees to return with friends, and we are asking activists to spread the word. Planning is underway for AynRandCon—USA 2020, which will again take place in Atlanta, Georgia.

To support the expansion of Ayn Rand Conferences, donors may contact donorservices@aynrand.org,

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AynRandCons

1 in 2018

9 in 2020

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OCON: LIVING OBJECTIVISM

Since 2003, ARI has welcomed anyone interested in exploring Objectivism and applying it in their own lives to attend our annual Objectivist summer conference (OCON).

The event features talks, panels and workshops by leading scholars on Ayn Rand’s philosophy. OCON attracts people from around the world who come to learn, to grow, to be scholars on Ayn Rand’s philosophy. OCON attracts people from around the world who come to learn, to grow, to be scholars on Ayn Rand’s philosophy. OCON attracts people from around the world who come to learn, to grow, to be scholars on Ayn Rand’s philosophy. OCON attracts people from around the world who come to learn, to grow, to be scholars on Ayn Rand’s philosophy. OCON attracts people from around the world who come to learn, to grow, to be scholars on Ayn Rand’s philosophy.

In 2020, ARI will seek to retain the spirit of OCON inspired and to connect with like-minded attendees.

Survey results in recent years have shown that OCON’s conferences in 2020 will spark new interest and contribute to the growth of attendance at OCON.

ARI anticipates that each of its newcomer-oriented events will spark new interest and contribute to the growth of attendance at OCON.

The theme for OCON 2020 is “Living a Life of Purpose.”

Join us at OCON 2020 in Austin, Texas!

OCON 2020 takes place June 17–21 in Austin, Texas, at the AT&T Executive Education and Conference Center. The conference theme and the subject of many of its talks and panels will be “Living a Life of Purpose.”

Here is what OCON 2019 attendees are saying about their experience:

“[T]his conference was awesome. My favorite aspect was probably getting to meet so many people who are mature, respectable, and interesting. I’ve had many deep, philosophical, and fun conversations throughout, and the social aspect is probably the constant icing on the cake when it comes to the event as a whole.”

—Ziemowit Gowin

“The talks were great and deep, attendees interesting, friendly, trustworthy. A lot of new friendships. A lot of great conversations.”

—Nick Rosado

“I had a very successful first OCON, I met or exceeded all of the goals I set for myself and left bursting with exuberance for the future. . . . Thanks to ARI for arranging this life-affirming conference and to the dazzling array of lecturers who devoted their time and effort to educate and inspire all of us. The lecturers were a treasure trove of excellent life advice and enrichment in the arts . . . Wherever I am in the world and however busy my life gets, I will always make this conference a priority.”

—Christopher Blakeslee

“Thanks to ARI for arranging this life-affirming conference and to the dazzling array of lecturers who devoted their time and effort to educate and inspire all of us. The lecturers were a treasure trove of excellent life advice and enrichment in the arts . . . Wherever I am in the world and however busy my life gets, I will always make this conference a priority.”

—Christopher Blakeslee

This was the greatest experience in my life. A lot of people thought I’m exaggerating—I was not, I am not. . . . The talks were great and deep, attendees interesting, friendly, trustworthy. A lot of new friendships. A lot of great conversations.”

—Ziemowit Gowin

“This conference was awesome. My favorite aspect was probably getting to meet so many people who are mature, respectable, and interesting. I’ve had many deep, philosophical, and fun conversations throughout, and the social aspect is probably the constant icing on the cake when it comes to the event as a whole.”

—Nick Rosado
The intellectual carries the application of philosophical principles to every field of human endeavor. He sets a society’s course by transmitting ideas from the “ivory tower” of the philosopher to the university professor—to the writer—to the artist—to the newspaperman—to the politician—to the movie maker—to the nightclub singer—to the man in the street.

—Ayn Rand, “For the New Intellectual,” For the New Intellectual

A society’s trend-setters are its intellectuals. For more than thirty years, ARI has been training professional intellectuals—educators, writers, lawyers and others who deal in ideas for a living—as well as “intellectual professionals” such as businessmen, financiers and doctors, whose work requires them to apply philosophical principles.

ARI sees this training as essential to fostering a more rational culture, and it’s simply not available anywhere else. We started quickly on this path and have never stopped improving our training program. Shortly after ARI was founded in 1985, philosopher Harry Binswanger began providing instruction to a small group of advanced students via telephone seminars. These seminars evolved into the Objectivist Graduate Center (OGC) in the early 1990s, providing advanced training in person. As the Institute’s first staff philosopher, OGC graduate Onkar Ghate went on to oversee that program’s transformation into the Objectivist Academic Center (OAC), beginning in 2000. The OAC began an expanded, four-year program of study, targeting undergraduates and offered by teleconference, which lead to a dramatic increase in enrollment. Telephone seminars eventually gave way to videoconferences, allowing students around the world to share a virtual classroom experience.

Every current OAC faculty member was a student in one of those predecessor programs, illustrating the compounding effect of OGC and OAC training over time. Not only Ghate but Ben Bayer, Elan Journo and Keith Lockitch were trained through the OGC. Gregory Salmieri received training through both the OGC and OAC, and Aaron Smith attended the OAC. The instruction they received was critical to their development, and now they are training the instructors of tomorrow. Similarly, many intellectuals outside of ARI who write and speak about Objectivism, and apply it in their professional fields, received training through the OGC or OAC. At Objectivist Summer Conference 2019, more than 80 percent of the speakers (excluding community-hour, lunch and social sessions) had connections to these programs. These included general session speakers Yaron Brook, Alex Epstein, Robert Mayhew, Tara Smith, Tal Tsfany and Lisa VanDamme, as well as OAC faculty speakers. Objectivism cannot influence the future without trained intellectuals who understand what the philosophy is and how to apply it. As Onkar Ghate says in his letter on page 3, ARI is “playing the long game.” Donors who are serious about spreading Objectivism, long term, have no better way than to support the OAC.

The OAC today

Students in today’s OAC benefit from a three-year course of study with a graded component for aspiring intellectuals and an auditing option open to all (see below for more details). The OAC has undergone modification and refinement in its nearly twenty years of existence, and not only because of technological advances. Keith Lockitch, one of the OAC’s longest-serving faculty members, described some of the past two decades’ changes. “The philosophy classes are always being updated and modified,” he said. “It’s a constant process of trying to identify not only what students need for a first-hand grasp of Objectivism, but also how to help them think philosophically about the world and the events in it. For instance, one fairly recent development is that the third-year philosophy classes focus on books and articles by non-Objectivist intellectuals, with the goal of analyzing and understanding their arguments. The idea is that in order to be an intellectual, you need to engage with viewpoints other than your own and to understand today’s issues as they are being discussed and debated in the culture by prominent intellectual figures.”

Another key part of ARI’s intellectual development strategy focuses on supplemental training for OAC students pursuing careers in academia. The OAC Advising Program pairs experienced professors with advanced graduate students and new academic professionals in the same field for ongoing career mentorship. Current mentor-professors include Edwin A. Locke, Shoshana Milgram, Gregory Salmieri, Tara Smith, Dale Stevens and Darryl Wright. In addition, the OAC’s Advanced Educational Program offers specialized courses to help students develop their ability to apply Objectivism in their field of expertise.

The OAC Curriculum

• Year 1 – Seminar in Objectivism, co-taught by Ben Bayer, Onkar Ghate, and Aaron Smith
• Year 2 – Philosophy: Fundamental Questions, co-taught by Ben Bayer, Onkar Ghate, Gregory Salmieri, and Aaron Smith
• Year 3 – Writing, taught by Keith Lockitch
• Year 4 – Philosophical Analysis and Communication, co-taught by Ben Bayer, Elan Journo, Keith Lockitch, Onkar Ghate, Gregory Salmieri, and Aaron Smith

Advanced Educational Program

Contemporary Normative Ethics Reading Group, led by Gregory Salmieri

It’s Not Too Late to Join the 2019–20 OAC Program!

The 2019–20 OAC began in late September, but it’s not too late to join in on the action! Auditors are welcome to join the OAC until January 5. New auditors can immediately begin participating in live classes and gain access to all content previously released.

Auditors are not graded or expected to complete writing assignments, but otherwise they receive the same educational experience as graded students. This includes the ability to participate in live class discussions and in the OAC’s online discussion forum, and to meet one-on-one with OAC faculty during their weekly office hours.

For details, visit bit.ly/auditOAC.

Training Future Objectivist Intellectuals

The intellectual carries the application of philosophical principles to every field of human endeavor. He sets a society’s course by transmitting ideas from the “ivory tower” of the philosopher to the university professor—to the writer—to the artist—to the newspaperman—to the politician—to the movie maker—to the nightclub singer—to the man in the street.

—Ayn Rand, “For the New Intellectual,” For the New Intellectual

A society’s trend-setters are its intellectuals. For more than thirty years, ARI has been training professional intellectuals—educators, writers, lawyers and others who deal in ideas for a living—as well as “intellectual professionals” such as businessmen, financiers and doctors, whose work requires them to apply philosophical principles.

ARI sees this training as essential to fostering a more rational culture, and it’s simply not available anywhere else. We started quickly on this path and have never stopped improving our training program. Shortly after ARI was founded in 1985, philosopher Harry Binswanger began providing instruction to a small group of advanced students via telephone seminars. These seminars evolved into the Objectivist Graduate Center (OGC) in the early 1990s, providing advanced training in person. As the Institute’s first staff philosopher, OGC graduate Onkar Ghate went on to oversee that program’s transformation into the Objectivist Academic Center (OAC), beginning in 2000. The OAC began an expanded, four-year program of study, targeting undergraduates and offered by teleconference, which lead to a dramatic increase in enrollment. Telephone seminars eventually gave way to videoconferences, allowing students around the world to share a virtual classroom experience.

Every current OAC faculty member was a student in one of those predecessor programs, illustrating the compounding effect of OGC and OAC training over time. Not only Ghate but Ben Bayer, Elan Journo and Keith Lockitch were trained through the OGC. Gregory Salmieri received training through both the OGC and OAC, and Aaron Smith attended the OAC. The instruction they received was critical to their development, and now they are training the instructors of tomorrow. Similarly, many intellectuals outside of ARI who write and speak about Objectivism, and apply it in their professional fields, received training through the OGC or OAC. At Objectivist Summer Conference 2019, more than 80 percent of the speakers (excluding community-hour, lunch and social sessions) had connections to these programs. These included general session speakers Yaron Brook, Alex Epstein, Robert Mayhew, Tara Smith, Tal Tsfany and Lisa VanDamme, as well as OAC faculty speakers. Objectivism cannot influence the future without trained intellectuals who understand what the philosophy is and how to apply it. As Onkar Ghate says in his letter on page 3, ARI is “playing the long game.” Donors who are serious about spreading Objectivism, long term, have no better way than to support the OAC.

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For details, visit bit.ly/auditOAC.
I would like to start by saying thank-you to Tal and to the board of directors of the Ayn Rand Institute for allowing me to speak on behalf of millions of students; it is a true honor to be here. I’d also like to thank each and every guest for attending this evening’s celebration of Ayn Rand’s philosophy. I was introduced to Ayn Rand in my senior year of high school by my English teacher, Mr. Robert Schimenz. Little did I know that what seemed like a simple reading assignment would lead to an epiphany.

Reading *Anthem* made me realize how obedient I was becoming in this society that was ultimately destroying my greatest virtue, my independent and rational mind. I, like Equality 7-2521, was born with an inquisitive mind and that was almost taken from me. In grade school, I was trained to sit quietly and pay attention until everyone else had caught up. I was told not to ask too many questions or make statements that were incomprehensible to my fellow classmates—I was protecting the value of man’s ego.

I still clearly remember the first time I opened the book and read: ‘It is a sin to write this. It is a sin to think words no others think and to put them down upon a paper no others are to see.’ I was instantly intrigued and quickly flipped through the pages where I discovered the repetitive use of the words ‘we’ and ‘our’ where ‘I’ and “mine” should’ve been placed. I was struck by Rand’s ability to capture this dystopian collective society with the corruption of language. In class, we discussed this striking feature and how the destruction of singular pronouns emphasizes the power of language. I understood then that language was more than just words used to communicate but a device we use in grasping the world and our thoughts—and, when manipulated, can be used to control one’s thoughts.

I will forever remember the joy I felt when Equality 7-2521 discovers the word ‘I,’ as in ‘I am. I think. I will (95).’ That is when I finally understood the importance of individualism. It’s not the ability to play an assigned role in a collective society but the ability to be concerned with one’s own interest; to pursue your own happiness as the highest moral aim; to trade value for value, not sacrifice yourself for a collective goal. It is having an independent, rational, and inquisitive mind.

Rand’s work encouraged me to pursue a career in advertising and marketing communication with a minor in American politics. I analyze exchange of value and the power language has on an individual in both the business sector and in American politics—and for that I am forever thankful. I would not be the person I am today without Ayn Rand’s philosophy, the Ayn Rand Institute, and of course, my former teacher and mentor, Mr. Robert Schimenz.

Thank you.

**“I would not be the person I am today without Ayn Rand’s philosophy, the Ayn Rand Institute, and of course, my former teacher and mentor, Mr. Robert Schimenz.”**

This central theme of individualism, which is celebrated throughout *Anthem*, is what truly changed me and has left a lifelong impression on me. It rekindled the burning desire I had for knowledge. It reshaped me into the independent, rational thinker, and lifelong learner that I was meant to be.

On September 25, the 11th Annual Ayn Rand Institute Gala in New York City welcomed an inspiring guest speaker. Victoria Guerrero is the former student of Robert Schimenz, an English teacher and participant in ARI’s Free Books to Teachers program. Guerrero studied Ayn Rand’s *Anthem* in Schimenz’s class, and she credits the novella with making a lifelong impression on her and with encouraging her in her choice of a career. Victoria’s prepared remarks are reprinted here. A video of the speech is available at youtu.be/Yq5RJGTU2cw.

**“Little did I know that what seemed like a simple reading assignment would lead to an epiphany.”**

Philosopher Andrew Bernstein introduces Victoria Guerrero and her former teacher Robert Schimenz, at the 11th Annual Ayn Rand Institute Gala.
THE 2020 VISION
How ARI Will Advance Your Values in the Year Ahead

In the preceding pages, you have read about our work and our results in 2019, as well as our plans and expectations for the future.

You have read about the ways ARI is working to become a better launching pad for those willing and capable of achieving a deep understanding of Objectivism and advancing its influence in the world.

So, what is the best way to leverage what we have learned and improve upon what we have built, to bring more new people to Ayn Rand’s ideas? Attempting to make Objectivism more of a cultural force has meant looking closely at today’s marketplace of ideas and at the technologies that distribute them. In the last two years, we have significantly improved our ability to use marketing tools to generate and then satisfy demand for education in Objectivism. We have solved the logistical challenges—the how—of dramatically increasing our output of quality content, its viewership, and the number of subscribers who will receive future content as it is released. As we developed our plans for 2020, we refined our answers to two related questions: who are our ideal target audiences? And what content and program offerings require a special focus in 2020?

WHO ARE WE TARGETING?

ARI will continue to target audiences it has always targeted—in particular, students and young adults. Yet technology now enables us to target more precisely, directing our resources to those most likely to be receptive. This year, we defined several vital attributes shared among the people we are most eager to reach.

We are primarily targeting the “value” mentality—the idealist who takes himself and his values seriously, and who acts on his intelligence. This person may be above average intelligence—but more important, he values his intelligence. He finds excitement and pleasure in integration, clarity and precision. He wants things to “add up” and “make sense.” He is independent in his thinking, suspicious of conventional wisdom, and he values knowing what is true above other considerations. He finds confrontations with new ideas intriguing, not scary, and he welcomes challenges to his basic premises.

From this abstract characterization, we began to make Objectivism more of a cultural force...
WHY I INVEST IN ARI

I think ARI's investment in intellectuals—through the OAC, the Anthem Foundation and other programs such as the Intellectuals Network—is really a key part of ARI's portfolio that I support and that I think should be expanded. I think concentrating on the top-tier intellectuals, allowing them to thrive, to publish and be part of the public discourse on so many issues in which Ayn Rand has an important voice, needs to be supported.

—DR. AMESH ADALJA

I think ARI's outreach to young people is what personally interests me. I've done a lot of speaking on university campuses over the years, trying to reach young people, because young people are more interested in ideas. When people get older, they tend to have already decided, and it's harder to get them interested. I think ARI's outreach to young people is very important, because the ideas that are prevalent in our universities today are very scary to me. There are strong movements against things that are fundamental to a free society, like freedom of speech, and I don't think anybody can defend these principles better than Ayn Rand.

—JOHN ALLISON

I support ARI primarily from the standpoint of justice—because of all of the values I derived from Ayn Rand's ideas and from the work of subsequent intellectuals like Dr. Leonard Peikoff and Dr. Harry Binswanger, whose content from the ARI eStore I downloaded and consumed. Those materials have helped me become more clear-headed in evaluating myself and other people, and allowed me to take actions (or not take actions) for the benefit of my life. So, after I sold my business, I decided, as an act of justice, that I wanted to pay back.

This, for me, is a valid use of the term 'pay back'—to give back to those from whom I benefited, to give back to Ayn Rand. Unfortunately, she's not around, but her legacy is. So, it made sense for me to support her legacy—again, from the standpoint of justice.

—BINH DANG

I believe life, liberty, and the pursuit of happiness is the most important thing for our country to stand for. I think America's success in leading the world—and I think we are leaders despite the myriad issues—is important. I want to keep supporting this philosophy and ARI, because the freedom it advocates truly leads to improving all of our lives—the great technological innovations, from science to application in business. I think Tal has done an amazing job of marketing this in a more business-like way, with measurable outcomes, and figuring out, How do we get to the most people, with the most penetration, and the most improvement? I think the other big thing ARI is doing is to go to college campuses and try to establish a foothold for this philosophy—to make sure it's an option on campuses.

—DR. MICHAEL KAUFFMAN

One word comes to mind: benevolence. I have seen over the years an enormous outreach to people who don't share our ideas, who are shackled by altruism, by selflessness. There is an alternative. When I hear talk about reaching students, having student conferences, I think that's phenomenal. I think reaching out globally is phenomenal, because you never know where the next Dr. Peikoff or Yaron Brook will come from. ARI has been my lifeline. If I didn't have ARI in my life, and all I saw as morality were churches and temples, which I dismissed as a really young kid, I mean, what is there? I would have to create my own mangled morality, which would probably be tortured by altruism.

—DR. ELLEN KENNER

I am interested in seeing the world made a better place. Why wouldn't I want to live in a better world? My view is that the more Objectivism influences the culture, the more rational, cheerful, full of art, and full of great people doing wonderful things it will be—and I'd like to help move that forward. My choice is either to go and become an intellectual myself, or to support those who have made that as their career.

—ANDREW LAYMAN
WAYS YOU CAN SUPPORT OUR MISSION

BECOME A MEMBER

ANTHEM
$10 / Monthly
Member Annual Impact
• 2 OAC Student Class Materials, or
• 24 Books for Teachers

WE THE LIVING
$50 / Monthly
Member Annual Impact
• 10 OAC Student Class Materials, or
• 1 Student Scholarship for Ayn Rand Conference, or
• 120 Books for Teachers

THE FOUNTAINHEAD
$100 / Monthly
Member Annual Impact
• 1 OAC Student Scholarship for OCON, or
• 2 Student Scholarships for Ayn Rand Student Conference, or
• 240 Books for Teachers

ATLAS SHRUGGED
$250 / Monthly
Member Annual Impact
• Semester OAC Student Tuition, or
• 5 Student Scholarships for Ayn Rand Student Conference, or
• 600 Books for Teachers

Learn more and sign up at aynrand.org/membership.

OTHER WAYS TO DONATE:
$ AmazonSmile $ Atlantis Legacy Planned Giving $ Bitcoin $ Cash $ Charitable IRA Rollover
$ Company Matching $ Non-Cash Gifts $ Referrals $ Stocks/Securities

Learn more and contribute at aynrand.org/donate.

Anyone who fights for the future, lives in it today.
—Ayn Rand
## Statement of Financial Position

**As of September 30, 2019**

<table>
<thead>
<tr>
<th><strong>ASSETS</strong></th>
<th><strong>LIABILITIES AND NET ASSETS</strong></th>
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<tbody>
<tr>
<td><strong>Current Assets</strong></td>
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<td><strong>Long-Term Assets</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
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## Statement of Activities

**Year Ended September 30, 2019**

<table>
<thead>
<tr>
<th><strong>REVENUES</strong></th>
<th><strong>EXPENSES</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Contributions</strong></td>
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<td><strong>Investment returns and other revenues</strong></td>
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<td><strong>Change in Net Assets</strong></td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
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</tbody>
</table>

*The financial statements reflected represent preliminary figures only. Full statements will be available in 2020 at aynrand.org/donate.*