



GEORGIA

PUBLIC POLICY FOUNDATION

ANNUAL
REPORT

20
25





**The Georgia Public
Policy Foundation
promotes and defends
economic liberty and
opportunity so Georgia's
people and communities
can grow stronger, freer
and more prosperous.**

ANNUAL | 20 REPORT | 25

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Kyle Wingfield
President and CEO



Dear Friends,

This past spring break, my older son and I had a rare opportunity to be completely disconnected from everyday life. We spent a few days “off the grid” on a primitive barrier island in the Florida Keys, where we fished, snorkeled, kayaked and explored. So removed were we from the world beyond our nearby waters – including any cell towers – that I not only turned off my phone while there; I went three whole days without even knowing the time.

Doing so felt almost luxurious, and I highly recommend it if you have the chance. But for the rest of 2025, I’ve known exactly what time it was: a time to build.

Our world of policy is only adjacent to that of politics, but we remain constantly aware of the latter’s calendar and rhythms. Georgia’s political world is entering a time – not unlike flipping the calendar from December to January – of both winding down the current administration and looking ahead to the next one. Already, that world was navigating a time of transition into a new competitiveness not seen in our state in a quarter-century. It is a time of uncertainty, but also possibility.

Standing just outside that world, GPPF has taken note of the need to build – and we have taken action.

Our 2025 began with strategic planning by our board and staff, both to set our policy objectives through 2028 and to evaluate what new capacities we would need to accomplish those objectives. That process led us to create two exciting new initiatives.

The first is the new Georgia Policy School, which you can read about on pages 9-10. That effort reflects the need we saw to invest in newly elected legislators so that they can be strong partners for liberty in Georgia.

The second is the new Keep Georgia Working Dashboard, which you can read about on pages 11-12. That’s our public-facing effort to set a “north star” for our state and then inform Georgians about whether we’re moving in the right or wrong direction. It builds on our successful Keep Georgia Working campaign, through which we have educated more than 200,000 newcomers to Georgia about the public policies, rooted in free enterprise and limited government, that have made Georgia a beacon of opportunity for them and many others.

Of course, building for the future hasn’t kept us from working in the present. We published articles and videos explaining the real-world impact of abusive lawsuits and the need for tort reform, which lawmakers ultimately passed. We assisted in the implementation of the new Georgia Promise Scholarship (pages 13-14), helping nearly 8,000 students gain access to the education that best fits their needs. We helped ensure that lawmakers continued chipping away at Georgia’s income tax, and we explained how to lower it further, faster.

Building is not a solo project, and we are grateful to you and our many other supporters for coming alongside us in this work. We could not do it without you. This work is vital for Georgia’s future – and there’s no time like the present to pursue it.

2025 Highlights

January

- 2025 legislative session begins
- GPPF hosts high school intern for a week
- GPPF publishes landscape analysis of regulatory reforms in other states
- J. Gordon Beckham Jr. is named the new chairman of the GPPF Board of Trustees

March

- GPPF board holds first strategic planning meeting
- Georgia House and Senate give final passage to tort reform omnibus bill, supported by GPPF
- Georgia House and Senate give final passage to legislation lowering Georgia's income tax, supported by GPPF

May

- GPPF board and staff hold strategic planning retreat

August

- GPPF publishes "Four Decades of QBE: Georgia's Education Funding Formula and Its Challenges"

November

- GPPF presents housing research at House ATL legislative conference in Atlanta
- GPPF presents tax research to Senate study committee
- GPPF publishes "Institutional Investors and Housing Affordability in Metro Atlanta"
- GPPF publishes "Four Decades of QBE: How Georgia's Funding Formula Addresses Poverty"

February

- GPPF conducts multiple media interviews about Georgia Promise Scholarship, including with the Savannah Morning News, WMAZ in Macon, and Fox5's "Good Day Atlanta"
- GPPF hosts second annual Georgia Day event to thank donors from the previous year
- GPPF publicizes list of eligible attendance zones for Georgia Promise Scholarship to more than 250,000 Georgia families
- Georgia Senate passes Red Tape Rollback Act, supported by GPPF
- GPPF presents housing research during Georgia REALTORS Day at the Capitol

April

- GPPF board holds second strategic planning meeting

July

- GPPF publishes "Short Supply: How Many More Homes Does Georgia Need?"

October

- GPPF presents healthcare research to House study committee

December

- GPPF presents housing research at housing conference in Atlanta hosted by First Horizon Bank
- New VP of Development Lori McCleese joins GPPF
- GPPF hosts first pilot program of new Georgia Policy School
- Longtime GPPF president and board chairman, T. Rogers Wade, passes away at age 84

By the Numbers

6 Million+

VIEWS ACROSS ALL DIGITAL CHANNELS

\$5.4 Million

IN EARNED MEDIA

1.5 Million

EMAILS OPENED

1,213

MEDIA MENTIONS

103,000

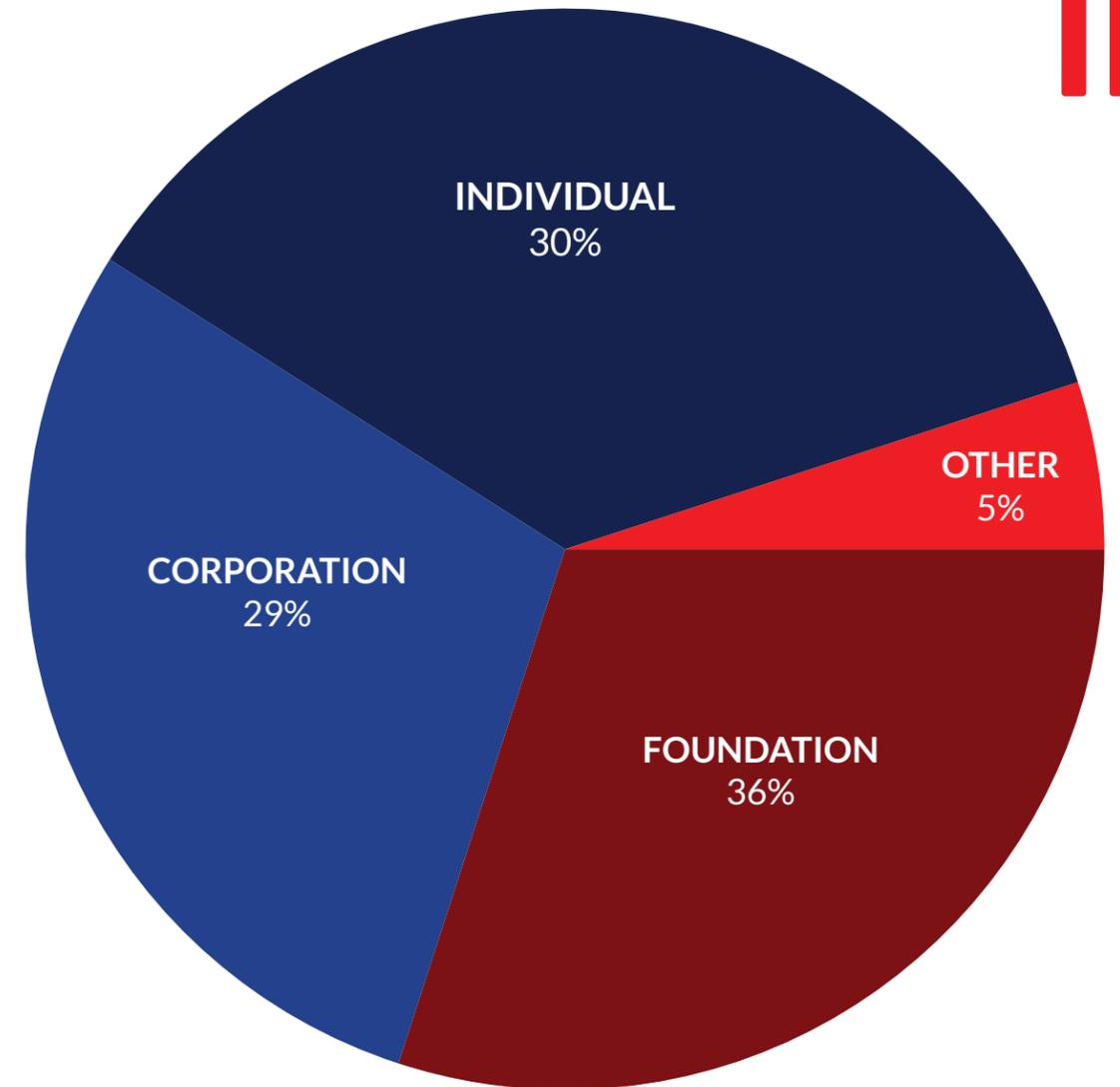
FRIDAY FACTS SUBSCRIBERS

100+

PUBLICATIONS PUBLISHED

250,000+

ELIGIBLE FAMILIES REACHED WITH INFORMATION ABOUT PROMISE SCHOLARSHIP



REVENUE \$1,262,000

Individuals 30%

Corporations 29%

Foundations 36%

Other 5%

Georgia Policy School

FORMING PRINCIPLED LEADERS

It's no secret that Georgia is one of the best states in the nation for businesses and families to thrive.

People from across the country are leaving stifling regulations, high taxes, and radical policies to make Georgia their new home. Georgia's pro-growth, pro-business, and pro-opportunity policies are why Georgia is one of the fastest-growing states in the nation.

But this freedom and prosperity can't be taken for granted.

To protect the free-market wins we've achieved, and to advance more pro-growth, pro-business, and pro-opportunity policies, our state needs principled and well-informed leaders. Such leaders can be hard to find.

Georgia's state legislators are part-time lawmakers. They have very little staff and face many demands from many voices—on a range of issues broader than any one person's expertise. They are daily bombarded with ways to spend more money while curtailing our freedoms.

Lawmakers need accurate facts to make decisions that promote free enterprise and individual liberty. They need to understand the time-tested beliefs and principles that support solid free-market reform.

To respond to this need, the Georgia Public Policy Foundation launched the Georgia Policy School—a forum to connect and educate leaders who embrace free enterprise and individual leadership. This new program will ensure that leaders uphold core principles and policies that strengthen Georgia through prosperity and individual freedom.

We started this Policy School because we saw an opportunity for broad and immediate outreach by starting with a "basics of legislating" program that helps lawmakers, regardless of party, learn about the nuts and bolts of legislating. We have seen this knowledge gap grow in recent years, as almost one-third of the members of the Georgia General Assembly have taken office since January 2023.

The School will help shape lawmakers' understanding of subjects such as educational freedom and fiscal policy. It will also serve as a forum to build relationships with Georgia's lawmakers while helping them sharpen their leadership skills.

Thanks to the generosity of our donors, the Georgia Public Policy Foundation successfully piloted this new program in 2025 with several current lawmakers, with great success. We were proud to partner on this initial effort with the Leadership Institute, a national organization that has been training conservative leaders since 1979.

And this is only the beginning.

In 2026, GPPF plans to hire a program director to build out the Georgia Policy School. This will give us an increased capacity to serve lawmakers by educating them about the principles of personal liberty, economic freedom, and creating opportunity for Georgians.

In the coming year, we plan to grow the Georgia Policy School to reach more of Georgia's leaders. Armed with the information and training they receive, lawmakers will be clear in their direction, committed to their free-market solutions, and able to break with a status quo that does not serve Georgians.

The Policy School would not be possible without our generous supporters. We thank them for helping to ensure our state has leaders who will fight for economic opportunity and freedom for all Georgians.

We are excited to help lawmakers understand the principles of good policy — and we're confident the Georgia Policy School will have an impact that lasts for years to come.

- Kyle Wingfield

Keep Georgia Working Dashboard:

A NORTH STAR FOR GEORGIA'S FUTURE

Over the past several years, Georgia has made meaningful progress toward becoming one of the freest, most pro-growth states in the nation. But the work of securing Georgia's future is far from finished. The free-market gains already achieved—and those still ahead—remain vulnerable to media attacks and legislative backsliding.

If Georgians and their elected officials are to make sound decisions, they must understand not only today's challenges, but the long-term direction of our state. They need a clear "north star"—a consistent guide pointing toward a stronger, freer, and more prosperous Georgia 10, 15, and 20 years into the future.

That vision is at the heart of **Keep Georgia Working**, a long-term initiative launched by the Georgia Public Policy Foundation in 2024. The initiative is designed to connect public policy to real-world outcomes that affect where Georgians live, work, and raise their families. Through research, data, and compelling storytelling, Keep Georgia Working will help Georgians better understand what policies drive opportunity—and which ones hold it back.

As the newest and most ambitious element of this broader initiative, GPPF will publish the first edition of the **Keep Georgia Working Dashboard** in 2026. The Dashboard will be an online platform and will feature

real-time and historical data tied to the building blocks of a state that is strong, free, and prosperous. The Dashboard will be used to demonstrate the practical impact of public policy on Georgians' lives and livelihoods—and to help determine whether Georgia is moving in the right direction.

The Dashboard will be a cornerstone as the Keep Georgia Working initiative delivers engaging, data-driven content across popular digital platforms, reaching individuals and families with clear, persuasive messaging about the value of lower taxes, lighter regulation, educational freedom, worker freedom, respect for private property, and individual liberty. The initiative will show how policy decisions shape the living and working environment that continues to draw people to the Peach State.

The Dashboard will ultimately track Georgia's performance over time and compare it with other states, providing accessible, credible data for media, media watchdogs, and engaged citizens. This information will support a growing range of policy efforts and empower Georgians to hold elected officials accountable—while advancing a unifying vision grounded in free enterprise, limited government, personal responsibility, and the rule of law.

The dashboard will initially track key metrics related to education and fiscal policy. With the support of our donor community, it will be expanded to include metrics on:



Healthcare

Make all care transparent, accessible, and patient-focused.



Workforce Freedom

Repeal onerous licensing and protect Georgia's "right to work" status.



Housing Affordability

End costly restrictions and build more homes for Georgia families.



Regulations

Prevent the government from choking the private sector.



Courts

Ensure frivolous lawsuits do not harm businesses or consumers.

New Georgians chose to leave the cities and states that gave them broken policies, over-regulation, and big government. Thanks to generous donors, The Keep Georgia Working Dashboard is establishing a clear set of common goals for Georgia's future, ensuring voters discover and support the policies and principles that continue to make our state great.

ESA Case Study



BACKGROUND

The taste of victory is sweet – all the more so when that victory has been a long time coming.

As a policy organization that is mindful of, but not dependent on, short political cycles, the Georgia Public Policy Foundation takes the long view and pursues ideas that may require years to take root. There's no better example of this than our work to advance a Georgia Education Savings Account, or ESA.

Rather than a traditional voucher, which is just a coupon that can be used for private-school tuition, an ESA allows parents to use funds in multiple ways – for tuition, yes, but also for other costs associated with private schools; for expenses related to homeschooling; for certain therapies; and more. In some cases, parents can save ESA funds to use for college.

GEORGIA'S FIRST ESA

GPPF has been working to create an ESA in Georgia since at least 2015, when the first such bill was introduced in the General Assembly.

Over the years, GPPF championed ESAs, researching their benefits for families, taxpayers, and communities. We published half a dozen studies on this research, presented our findings at events, toured rural Georgia to point out how choice can work in their communities, and met with scores of lawmakers to explain why Georgia needed an ESA.

A breakthrough came in 2023, when the Georgia Senate approved a bill creating an ESA dubbed the Georgia Promise Scholarship. The House came close to following suit that year but fell just short. After months of working with leadership and reluctant members, we were thrilled when the House passed the bill in 2024, and Gov. Brian Kemp signed it.

EDUCATING FAMILIES ABOUT ESAs

At first, few families were aware of the Promise Scholarship. That's why GPPF embarked on an ambitious marketing campaign to promote the Scholarship.

Knowing that only students zoned for Georgia's bottom 25% of public schools would qualify for the Scholarship, we identified key ZIP codes near perennially low-performing schools. We contacted more than 250,000 families with school-age children in those ZIP codes by email and text message, reaching out to them multiple times over a period of months. We also used social media to reach about 465,000 residents in those ZIP codes. We continue to contact these Georgians each time the Promise Scholarship application window re-opens.

But passing the bill didn't guarantee families more options.

OUTCOMES

Years of hard work have finally paid off. After the final enrollment window of 2025, more than 20,000 students applied for the Promise Scholarship. About 7,700 of them were deemed eligible – changing the lives of thousands of students and their communities. But we still have work to do, to ensure the rest of those 20,000 students get the opportunity they deserve. A “universal” Georgia Promise Scholarship, with opportunity open to all students, is the next step. That's because through this program, everyone wins: Local public schools have more money to spend per pupil when a student leaves and uses an ESA. Students are more successful, both academically and economically, and parents are more satisfied. That's a true school choice victory!

20,000
students **APPLIED**

7,700
students **RECEIVED**

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Meet Our New Vice President of Development!

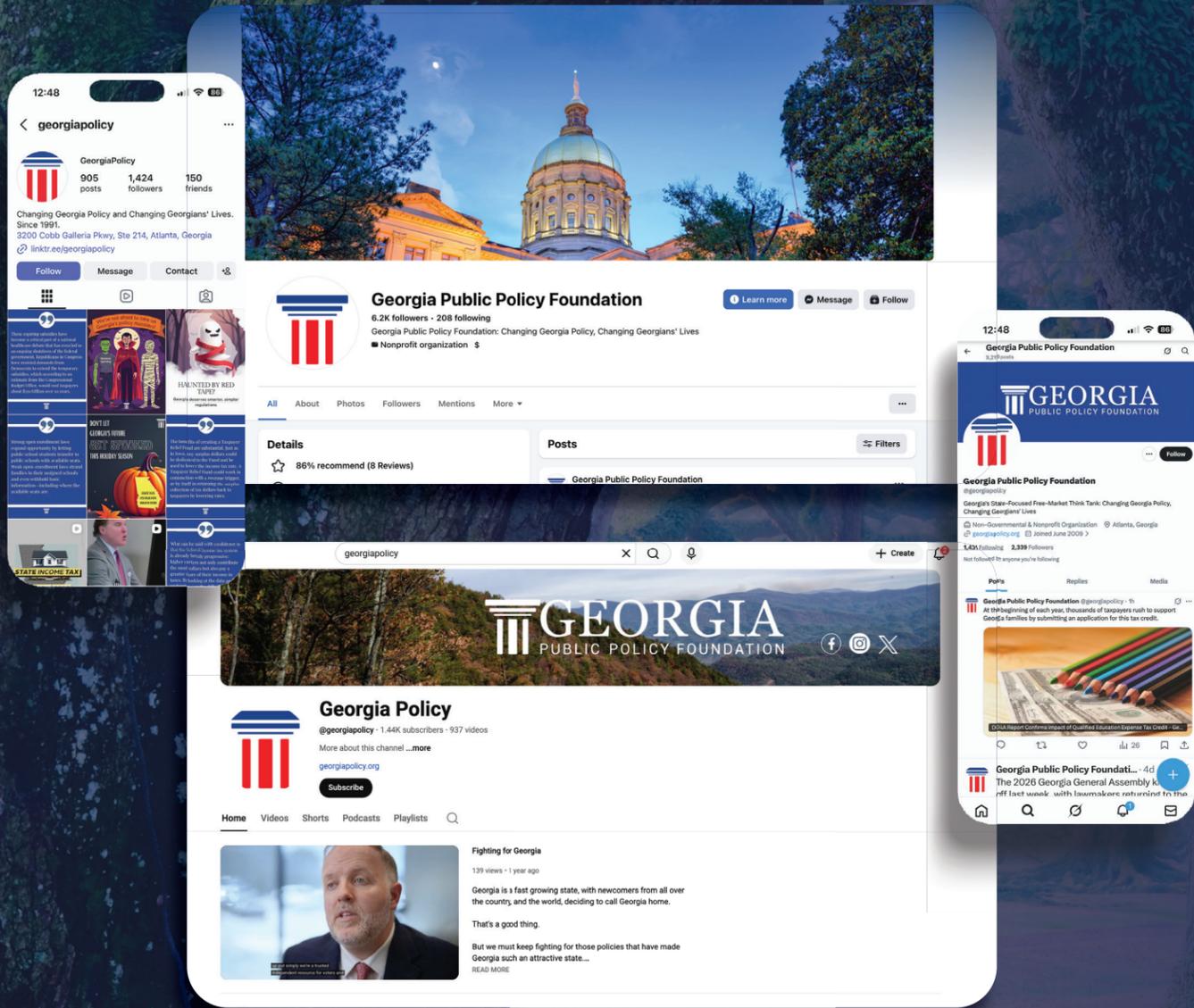
Lori McCleese joined the Georgia Public Policy Foundation as Vice President of Development on December 1, 2025, after relocating to Georgia in September 2024. She brings more than 15 years of nonprofit leadership experience, including the past six years as President of Junior Achievement of North Central Ohio and prior service as president of a community foundation. Lori holds her CFRE certification, a distinction earned by a select group of fundraising professionals, and is deeply committed to advancing the mission of the Georgia Public Policy Foundation. She lives in Roswell and is the proud parent of two adult children, one in Northeast Ohio and one in upstate New York.



Lori welcomes the opportunity to connect and can be reached at

lorim@georgiapolicy.org or
404.779.0192 (voice & text).

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