

*Improving Lives Through
the Power Of Literacy*



BARBARA BUSH
HOUSTON LITERACY FOUNDATION



2016 & 2017 Performance Report

Dear Friends and Neighbors,

Barbara Bush encouraged all of us to get involved in something bigger than ourselves...in the big ideas of our time and live a life of purpose and meaning. One of her big ideas which we have embraced at the Foundation is universal literacy – ensuring everyone has an equal chance to succeed in school, work, and life through the power of reading.

Since 2013 when the Barbara Bush Houston Literacy Foundation was formed, we have invested resources to advance Barbara Bush's legacy in her hometown and strived to make Houston a model city for the rest of the nation. We have a literacy crisis in Houston, and we are committed to raising awareness of the importance of literacy, mobilizing volunteers, and investing in vital programs proven to help people learn how to read.

We are pleased to share that, through your generosity and support, we are making great progress. Much has been accomplished through programs initiated and collaborations and coalitions formed, which you will find evidenced in this report. Yet, more work needs to be done to mobilize our community to solve this pervasive problem that affects us all.

We invite you to continue to partner with us to empower more people through the gift of reading.

Sincerely,

Julie Baker Finck, Ph.D.
President

Neil & Maria Bush
Co-Chairs



Honoring the Literacy Legacy of Barbara Bush

Former First Lady Barbara Bush was driven by a passion for ensuring everyone had an equal opportunity to succeed and reach their fullest, God-given potential in life. To her, that path began with learning how to read. With this in mind, she set out to raise awareness about the value and importance of reading, and expand family literacy programs across America. She was a tireless advocate of volunteerism and for literacy as a fundamental human right. While in the White House, she played an integral role in the passage of the National Literacy Act of 1991 and was relentless in her pursuit of literacy for all. She truly earned the title “First Lady of Literacy.”

Barbara Bush exemplified the true meaning of a “point of light” through her countless acts of kindness and her cause of literacy. It is awe-inspiring to grasp the reach this one very special woman had in the world. She will forever be our inspiration for helping more people learn how to read and making Houston a model city for rest of the country. The Barbara Bush Houston Literacy Foundation’s mission is rooted in her vision, and dedicated to honoring her literacy legacy in her hometown.

Donor Recognition

We would like to recognize our wonderful donors, without whom our literacy mission would not be possible. The following are cumulative gifts from 2016 and 2017.

\$1,000,000+



\$250,000 – 499,000

Dollar General Literacy Foundation
Lester & Sue Smith Foundation
Quanex Foundation

\$100,000 – 249,000

The Hon. & Mrs. Hushang Ansary
ConocoPhillips
Deloitte LLP*
Houston Livestock Show and Rodeo
Marathon Oil
Kathrine McGovern/McGovern Foundation
The Robert and Janice McNair Foundation
OneStar Foundation*
Stewart and Stevenson
Shell Oil
Super Bowl 51 Host Committee

\$50,000 – 99,000

CenterPoint Energy
Citgo Petroleum Corporation
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Gail & Greg Garland
H-E-B
Hess
LyondellBasell
Elizabeth & Drayton McLane
PwC
Susan and Fayez Sarofim
Stephanie and Frank Tsuru

\$20,000 – 49,999

Margaret Alkek Williams
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Charlene Carroll
CenterPoint Energy
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Paula and Steve Letbetter
Keating Family Foundation
Mary Margolis
Mizuho Americas
Perry Homes Foundation
Robert & Kay Onstead Foundation
Nancy and Clive Runnells
Scurlock Foundation
Silver Eagle Distributors
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The Strake Foundation

We have been proud to partners with OneStar Foundation and Corporation for National and Community Service for the past four years. Through their financial support, we have been blessed to have a team of incredible AmeriCorps Volunteers in Service to America ("VISTA") members assigned to the Barbara Bush Houston Literacy Foundation every year to help us fight low literacy and poverty in our city. VISTA members have given a year of their time and talent to implement strategic initiatives aligned with the Blueprint for Community Action, and we will be forever indebted to them for their capacity-building efforts and contributions.



*Indicates at least part of the gift came in the form of an in-kind donation.

About the Foundation

A vision transforms an organization and provides a vivid description of the future state for all stakeholders involved. Houston is approaching an inflection point in its history and there is no better time than now to make an impact – a real, generation-shaping impact – on the future of our community and the children who will write the next chapter in our community’s story.

OUR VISION

By 2030, every child in Houston will be able to read at or above grade level by the third grade.

How will we get there? Certainly the Barbara Bush Houston Literacy Foundation cannot single-handedly address the pervasive issue of low literacy rates that plagues our city. But what we can do is considerably grow and build on the great work we have been pursuing for the past 5 years: establishing coalitions of community partners, raising awareness and financial resources, and investing in evidenced-based literacy programs, practices, and services that yield results. To do this, we will focus on two strategic imperatives that we believe will help us achieve this grand vision.



Barbara Bush and Event Chairs Neil & Maria Bush at the 2016 Celebration of Reading. Photo credit: David Shutts.

STRATEGIC IMPERATIVE ONE

EVERY CHILD IN HOUSTON WILL
HAVE ACCESS TO BOOKS OF THEIR
CHOICE IN THEIR HOME.

STRATEGIC IMPERATIVE TWO

CHILDREN WILL HAVE ACCESS TO AN
EXPANSIVE NETWORK OF MENTORS
FOR READING ADVANCEMENT.

Each of these imperatives is an enormous effort on their own and will require a significant amount of resources as well as a commitment from key partnerships over several years. But the payoff will be transformative, ultimately working toward our goal of every Houston child reading at or above grade level by the time they reach third grade. We thank you for your ongoing commitment to this bold vision and working with us to ensure success for our children, prosperity of our families, and the vitality of our city.

2016 & 2017 BOARD MEMBERS

Neil and Maria Bush

Co-Chairs

Stephen Maislin

Treasurer

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Greg Garland

Terri Lacy

LEADERSHIP TEAM

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José Paulo Calvillo

Director of Operations

Kristen Oesch Stubbs

Chief Development Officer

Kime Smith

Director of Strategic Partnerships

Alexa Bode

Development Coordinator

Connie Rose

Program Coordinator

Financials

2016

REVENUE
\$3.1M

EXPENSES
\$2.1M

GRANTS TO LITERACY ORGANIZATIONS
\$528,000

2017

REVENUE
\$4.4M

EXPENSES
\$3.4M

GRANTS TO LITERACY ORGANIZATIONS
\$1.17M

EXPENSES BY FUNCTIONAL CATEGORY:

Management	\$332,000
Fundraising	\$679,000
Program	\$1,105,000

EXPENSES BY FUNCTIONAL CATEGORY:

Management	\$309,000
Fundraising	\$738,000
Program	\$2,372,000

Grant Recipients

Adult Reading Center	Early Matters Houston	iWRITE
Barbara Bush Foundation for Family Literacy	First Book	IEA - Inspire, Encourage, Achieve
Books Between Kids	Harris County Public Library	Legacy Community Health Services, Inc.
Children at Risk	Higher Impact Ministries (HIM)	Literacy Advance of Houston
Children's Learning Institute	Houston Area Urban League, Inc.	Making It Better
Children's Museum of Houston	Houston Independent School District Foundation	TEACH - To Educate All Children
Citizen Schools	Houston Public Library Foundation	University of Houston
Community Family Centers	HYPE Freedom School	Volunteer Houston
		The Wade Smith Foundation

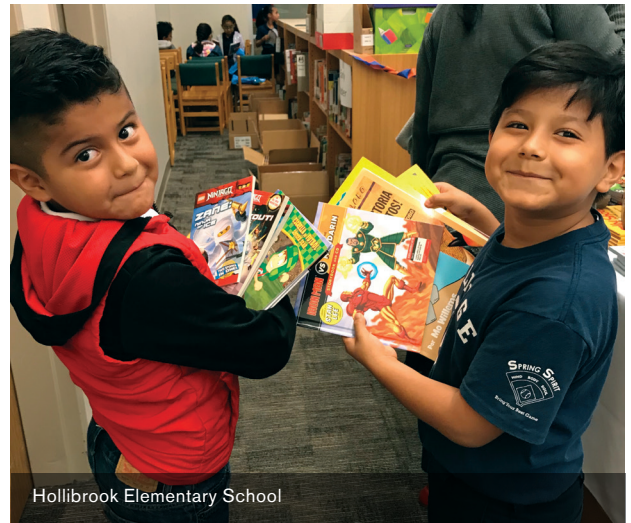
2016 & 2017 Key Initiatives

My Home Library

When children have access to books in their homes and have a choice in selecting the books, they read more frequently and achieve at higher academic levels. Unfortunately, 61% of low-income families have no books at all in their home. To address the book gap, the Foundation launched the My Home Library program in 2017, which aims to equip economically disadvantaged children with brand new books of their choice. A custom-built website enables children to create a wishlist of books for which a donor may sponsor. Donors may sponsor a home library for an individual child, a classroom, a grade level, a school, or make a general donation in support of the My Home Library initiative. Special discounted pricing on books through partnership with the publishers makes placing books in the hands of children affordable. Since the launch of the My Home Library program in early 2017, nearly 11,000 Houston children have received home libraries. Phillips 66 and Dollar General Literacy Foundation are signature sponsors of the My Home Library program, and several other companies, including Air Liquide, Hess Corporation, LyondellBasell, Marathon Oil Corporation, and Perry Homes, have sponsored home libraries for every child in a high-need school. We are eager to grow the program to serve more than 25,000 children in 2018.



Franklin Elementary School



Hollibrook Elementary School

The Barbara Bush Houston Literacy Foundation has been a strategic partner of our Literacy By 3 initiative for the past five years. Through Read Houston Read and My Home Library, more children have access to a reading mentor at school and books in their homes. These are two powerful strategies to increase literacy rates and place children on the path for a brighter future and better life.

~Grenita Lathan, Ph.D.; Interim Superintendent of HISD

11,509



home libraries were distributed in 2017 to children in low-income neighborhoods through elementary schools and licensed childcare centers.

Total number of students served:

Spring 2017	Fall 2017
2,804	8,705

2016 & 2017 Key Initiatives

Curiosity Cruiser

The Curiosity Cruiser is no ordinary book mobile. Rather, it is a 30-foot, state-of-the-art, custom-built library on wheels that hit the streets of Houston in late 2017 thanks to our Ladies for Literacy Guild and a partnership with the Harris County Public Library system. Outfitted with the latest technology, and of course, lots of books, the Curiosity Cruiser will enrich the lives of disadvantaged children and provide them with amazing learning opportunities where they live, learn, and play. The Curiosity Cruiser will not only assist children in building their very own home library by giving away books, but children will also have opportunities to participate in weekly programs that will help them to improve their literacy skills, gain social skills through team-based activities and reading clubs, and express themselves through art and music. They will also learn visual arts like photography and digital media, inspire their creativity using LEGO sets, 3D printers, and robotics, and solve problems and promote critical thinking.

As if all of these incredible learning opportunities weren't enough, the Curiosity Cruiser is even equipped with its very own heroes – Owlbotron and Northtale. They were created to connect with children in a special way, bringing them joy and helping them understand the transformative power of reading.

The Curiosity Cruiser was made possible through creative partnerships with Love Advertising, General Truck Body, and Morgan Olson. Sponsors Citgo, Lester & Sue Smith Foundation, Phillips 66, and proceeds from the inaugural Power of Literacy Luncheon in 2016 provided the initial investment of \$375,000.



Harris County is incredibly fortunate to have been the beneficiary of such a generous gift as the Curiosity Cruiser. Many of our residents – especially children – are limited in their ability to get to a library, but their imaginations and curiosity remain limitless. The Curiosity Cruiser brings every part of our world directly to the doorsteps of these children, who deserve the absolute best. And, thanks to the Barbara Bush Houston Literacy Foundation, they are getting the best.

~Harris County Judge Ed Emmett



With Owlbotron & Northtale are Stephanie Tsuru, Guild VP of Community Projects, Betty Hrnjir, Guild President, and Trish Morille, Guild VP of Community Projects. Photo Credit: Jenny Antill Photography



A student at Kolter Elementary School selects a book from Curiosity Cruiser.

Photo Credit: Hung Tran Photography

2016 & 2017 Key Initiatives

Harvey Relief

In the aftermath of Hurricane Harvey, the Foundation designed a plan to provide long-term relief to our educational system that involved a three-pronged approach: rebuilding school libraries, provide needed resources to classroom teachers, and support students to success. Helping to restore and strengthen our education system in the aftermath of Hurricane Harvey was important to help families regain a sense of normalcy in their lives and access resources to support the academic and socio-emotional needs of children. In 2017 the Barbara Bush Houston Literacy Foundation accomplished the following:

- United with the Laura Bush Foundation for Americas Libraries to **provide more than \$1 million in aid to public school libraries.**
- Partnered with Dollar General Literacy Foundation and Kids In Need Foundation to **provide 100,000 backpacks with school supplies** to schools impacted in the Texas Gulf Coast Region.
- Joined First Book, American Federation of Teachers and Houston Federation of Teachers to **distribute more than 50,000 new books to help rebuild teachers' classroom libraries lost in the storm**; in addition we provided teachers vouchers of up to \$200 to the First Book Marketplace to help them restore their classroom materials and supplies.
- **Provided more than 10,000 children in Harvey-impacted neighborhoods 6 new books each** through our My Home Library program.

We are committed to continuing support of long-term hurricane recovery through 2019. Funding has been set-aside for relief to our public library systems and additional aid to children served by licensed childcare providers and public schools who were affected by Hurricane Harvey.



These photos were taken at Isaacs Elementary School in HISD. Children received backpacks of school supplies and new books for their home library. Photo Credit: Dave Rossman

Thank you so very much for a gift of 6 books! It means so much to me because my house flooded and yes we are grateful that we could save our stuff, but they are packed away in our storage unit. I carefully selected 6 mystery/adventure novels. I was so happy to see you had the Kingdom Keepers series. I am so grateful for this amazing act of kindness. Like me, you have helped all of Frostwood Elementary recover from Hurricane Harvey. Thank you for helping all of us!

~5th Grader, Frostwood Elementary

Read Houston Read

Read Houston Read is an innovative program in HISD to help struggling first- and second-graders improve their reading skills with the help of adult volunteer mentors and using Focused Literacy Involvement Program ("FLIP") Kits developed by the Children's Museum of Houston. Launched during the 2014-2015 school year, Read Houston Read has expanded from 40 schools to 52 HISD elementary schools over the past four years. Through the Read Houston Read program, volunteers can share the magic of books by reading to a child, engaging in fun activities that directly relate to the reading, building upon vocabulary and comprehension, and listening to a child read as they share their own book with a volunteer. A report produced by HISD in 2017 showed that children who had a Read Houston Read mentor performed better on reading assessments than their peers who did not participate in the program.



During 2016 and 2017, more than 450 volunteers committed at least 30 minutes each week as a Read Houston Read Mentor to more than 900 students.

Read Houston Read is financially supported through a partnership among the Barbara Bush Houston Literacy Foundation, the Wayne Duddleston Foundation, Phillips 66, and PricewaterhouseCoopers.

2016 & 2017 Key Initiatives

Camp Adventure!

Camp Adventure! is a summer learning program offered free to mitigate summer learning loss and give elementary children S.T.E.A.M. (science, technology, engineering, arts, and math) and reading education going into a new school year. During the two-week camps, more than 1,000 volunteers and staff engaged children in hands-on learning activities, such as building mini rollercoasters, dissecting owl pellets, making elephant toothpaste, creating music, going on a shopping spree at a Target® Pop-Up Store, and much more! Houston Area Urban League, The Houston Symphony, the Children’s Museum of Houston, and the Houston Grand Opera brought their talents and tools to the table to make this a summer-must for more than 400 children each year. Camp Adventure! was funded in partnership with Phillips 66 and Target Corporation and through corporate partners who committed volunteer teams – Bank of Texas, Cheniere Energy, EOG Resources, Entercom, JP Morgan Chase, KPMG, NRG, PwC, Marathon Oil, Phillips 66, Schlumberger, and Target.



Groomed for Literacy

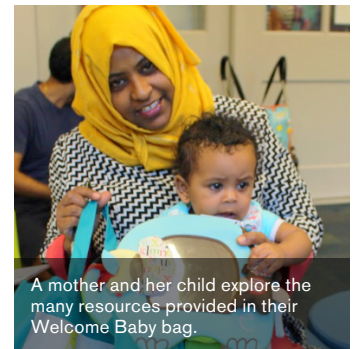
Groomed for Literacy is a partnership among the Houston Public Library, Put It In A Book Foundation, and My Brother’s Keeper. Groomed for Literacy aims to address the literacy gap for underserved youth and to promote a love for reading by placing Little Free Libraries stocked with books in barbershops and supporting barbers as mentors. The Barbara Bush Houston Literacy Foundation supported the provision of 30 Little Free Libraries with hundreds of books for children to read and keep. This program was launched in 2016.



Welcome Baby

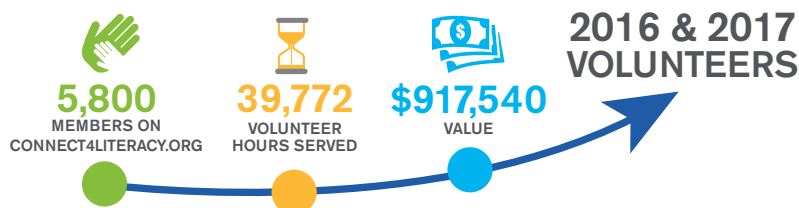
In 2017, we partnered with the Herman H. Fleishman Foundation to provide funding for the Children’s Museum of Houston to launch a pilot program called Welcome Baby. Welcome Baby helps new parents support their infant’s development and early literacy skills. The program engages low-income parents of infants ages two to nine months by providing them with resources that will equip them to facilitate the development of oral language and other pre-literacy skills.

Evaluation results show that the Welcome Baby resources are positively impacting families. One month after receiving a Welcome Baby bag, the percent of parents who indicated that they read often to their baby increased from 55% to 77%.



Connect4Literacy.org

Connect4Literacy.org is Houston’s “go-to” website for members of the community to sign up and serve as volunteers in the literacy cause. We host the website for free to nearly 100 literacy organizations—public libraries, schools and nonprofits—across Houston so that they can post volunteer opportunities and manage volunteer experiences.



Third Ward Initiative

The Third Ward Initiative, a partnership with the University of Houston and community, aims to change educational and economic outcomes in Houston’s historic Third Ward through strong community partnerships. Our commitment helps to ensure that every child has a home library and a reading mentor, and provides for two graduate research assistants in the UH College of Education to support the implementation and progress-monitoring of literacy initiatives.

Auxiliary Groups



Betty Hrcir, 2016-2017 Guild president reads aloud to children during National Read Aloud Month volunteer event.
Photo credit: Michelle Watson, CatchLight Group.



Members of the 2016 & 2017 Ladies for Literacy Guild executive committee in front of Curiosity Cruiser.
Photo credit: Jenny Antill Photography.

Ladies for Literacy

The mission of the Ladies for Literacy Guild is to mobilize resources to foster a love of reading through the power of literacy by **R**allying members and supporters for the advancement of literacy, **E**nriching the lives of those in the Houston community through literacy, **A**dvocating the importance of literacy, and **D**evoting time, talent, and resources to ensure success of the mission. Since the auxiliary group was founded in 2015 by

97 women, membership has grown to nearly 300 members.

This dynamic group of women has been a force for change in the community through their signature initiatives, which includes the \$350,000 Curiosity Cruiser mobile library initiative launched in 2017. The Power of Literacy luncheon hosted by the Ladies for Literacy Guild has been a sell-out each of the past two years, and its inaugural Community Book Drive in 2017 garnered more than 10,000 books. Other activities include promoting National Read Aloud Month on Dr. Seuss' birthday, supporting teachers whose classrooms were impacted by Hurricane Harvey, and teaming up with the Houston Rockets Women's Organization to make an even greater impact.



Members of the YPG executive leadership team participating in the Tacky Sweater Book Wrapping Party.

Young Professionals Group

The Young Professionals Group (YPG) was formed in 2014 to engage the next generation of Houston's leaders in the literacy cause. The YPG is comprised of nearly 200 members who are service-minded and eager to make an impact in our city. Members are able to participate in networking and social events, serve in leadership roles, and volunteer in meaningful service activities that help make a difference in the lives of disadvantaged children and their families.

Their signature initiatives include small-group, reading mentorship programs at Treasure Forest Elementary School in Spring Branch ISD, a Tacky Sweater Party through which they've distributed more than 1,200 home libraries to pre-school aged children, the annual Jungle Book Gala, and bi-monthly networking events.

A Celebration of Reading

For nearly 25 years, A Celebration of Reading has increased awareness for the important cause of literacy and served as the signature charity event to advance Barbara Bush's legacy and help more people realize their fullest potential in life through the power of literacy. This spectacular event, featuring national bestselling authors and notable entertainers, is held annually at the Hobby Center for the Performing Arts. Funds garnered through this incredible event support literacy programs and services in Houston through the Barbara Bush Houston Literacy Foundation and across our country through the Barbara Bush Foundation for Family Literacy.

Literacy is so fundamental to the success of every life we can touch, and that's the most important reason why I look forward to A Celebration of Reading every year. This incredible event reminds me of the progress we have made on our journey to empower people with an equal opportunity to succeed in school, work, and life, which is only achievable through the ability to read, write, and understand. This event is also an opportunity to celebrate the joy reading can provide and to shine a light on the year to come.

~Barbara Bush



From left to right: David Eagleman, Jon Meacham, Brad Meltzer, Kelly Corrigan, Maria & Neil Bush with Barbara Bush. Photo credit: David Shutts

2016
22ND ANNUAL EVENT

RAISED
\$2,180,633



Photo from 2017 from left to right: Bill Browder, Barbara Bush, George W. Bush, Sue Grafton, David Brooks, Maria & Neil Bush. Photo credit: David Shutts

2017
23RD ANNUAL EVENT

RAISED
\$2,281,871



“If you help a person to read, then their opportunities in life will be endless.”

-FIRST LADY BARBARA BUSH



BARBARA BUSH
HOUSTON LITERACY FOUNDATION

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