

Improving Lives Through  
the Power Of Literacy



BARBARA BUSH  
HOUSTON LITERACY FOUNDATION



————— 2019 —————  
**Performance Report**

# About the Foundation

Dear Friends and Neighbors,

Since 2013, the Foundation has made tremendous strides to implement and support evidence-based literacy programs across our community. Our generous donors, auxiliary groups, volunteers, partners and staff have unequivocally been the bedrock to our success in serving tens of thousands of underserved children and their families year over year and advancing our mission to improve lives through the power of learning how to read.

Our success has always been dependent on the support of the Houston community, and over the past seven years, we have been awed by the selfless dedication of our growing, diverse coalition. We are reminded again and again of Barbara's Bush fierce advocacy of literacy as a fundamental human right and her incontrovertible vision of literacy for all. As we marked the first anniversary of her passing last year, we reflected on and were, as always, humbled by the sheer force of her spirit—her generosity, her tirelessness, and her commitment to aiding others. Her indelible legacy lives on through the Barbara Bush Houston Literacy Foundation.

As we continue a year characterized by unexpected and unfamiliar challenges, we are continually inspired by the passion, drive, and resourcefulness of our literacy partners, corporate supporters, auxiliary group members, and volunteers. Together, we have made tremendous progress not only in providing children and families with the literacy-building resources and supports needed for success, but in paving the way for an educated, vibrant and thriving Houston. As we respond to meet the city's dynamic education needs and continue to progress in our mission to improve lives through literacy, we are, as always, thankful for your partnership and unwavering support.

Sincerely,



**Julie Baker Finck, Ph.D.**  
President



**Maria & Neil Bush**  
Co-Chairs



Julie Finck with Neil and Maria Bush.



## Honoring the Living Legacy of Barbara Bush

Barbara Bush will forever serve as our inspiration for helping people reach their fullest potential in life through the power of literacy. Decades ago, 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. Recognized fondly as the "First Lady of Literacy," Barbara Bush championed the literacy cause while in the White House and played an integral role in advocating for the passage of the National Literacy Act of 1991. Her fervent passion and unwavering commitment persisted throughout her life.

The Barbara Bush Houston Literacy Foundation's mission is rooted in her belief, "If you help a person to read, then their opportunities in life will be endless." We are committed to carrying forth her vision of literacy for all and making her hometown of Houston a model city for others to follow. We invite you to make literacy your legacy.



# Our Strategy

Improving literacy across one of the largest and most diverse cities in the country is a massive undertaking, but with a focus on executing these four imperatives, we will make a demonstrable impact in helping more people learn to read.

Our aspiration is for Houston to become a model for other cities and to ignite a literacy movement across our nation.

<b>1</b> imperative	Parents will be empowered to be their child's first and most important teachers.	<b>3</b> imperative	Every child in Houston will have access to an expansive network of reading volunteers.
<b>2</b> imperative	Every child in Houston will have access to books of his or her choice in the home.	<b>4</b> imperative	Every child in Houston will have access to high-quality summer learning programs.

## 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? It is impossible for the Barbara Bush Houston Literacy Foundation to single-handedly address the pervasive issue of low literacy rates that plagues our city. Rather, what we can do is considerably grow and build on the great work we have been pursuing for the past six years: establishing coalitions of community partners, raising awareness and financial resources, and investing in evidenced-based literacy programs, materials and services that yield results.*

## Board of Directors and Staff

### BOARD OF DIRECTORS

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# 2019 Key Initiatives

## My Home Library

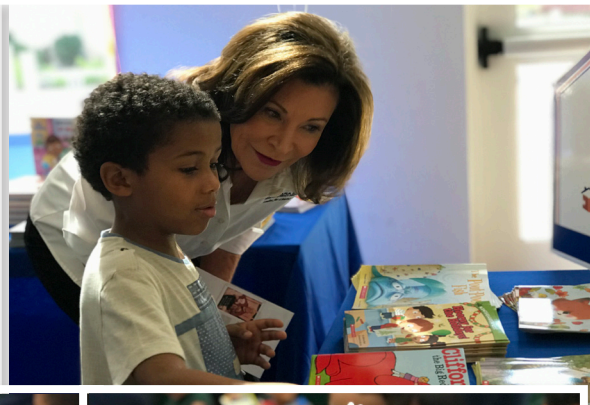
When children have access to books in their homes and have a choice in selecting the books, they read more frequently and achieve at higher academic levels. Unfortunately, 61% of low-income families have no books at all in their home. To address the book gap, the Foundation launched the My Home Library 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 wish list 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.

Nearly 28,000 Houston children received home libraries in 2019. Cheniere Energy, Dollar General Literacy Foundation and Phillips 66 served as presenting sponsors of the My Home Library program. Several other companies, including AT&T, Air Liquide, Hess Corporation, LyondellBasell, and Marathon Oil Corporation sponsored home libraries for every child in a high-need school.

Through My Home Library and other special book distribution events, a total of 238,000 books were placed in the hands and homes of families across our city.

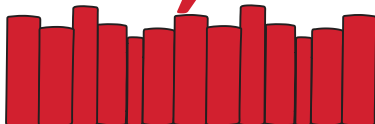


My Home Library



2019

238,300



My Home Library Books Distributed

82

Organizations Served

44

Elementary Schools

6

Pre-Schools

13

Childcare Centers

19

Special Programs



# 2019 Key Initiatives

## Curiosity Cruiser

In 2019 a second Curiosity Cruiser mobile library hit the streets of Houston with literacy superhero mascots Owlbotron and Northtale. Thanks to the Guild and a partnership with Harris County Public Library, this super library on wheels is outfitted with new books to help economically disadvantaged children build their own home libraries. In addition, HCPL staff provide children with innovative and engaging weekly programming focused on science, technology, engineering and math, with team-based activities and reading clubs to foster literacy skills and social development. In addition, children learn self-expression through music and visual art programs including photography and digital media, while critical thinking and problem-solving skills are fostered through the creative exploration of LEGO® sets, 3D printers, robotics and more!



The first Curiosity Cruiser was made possible through the vision of the Ladies for Literacy Guild and our generous sponsors Citgo, The Lester & Sue Smith Foundation and Phillips 66. In 2019, Houston Children’s Charity joined Citgo and the Ladies for Literacy Guild to launch a second Curiosity Cruiser. By the end of 2019, the Cruisers have traveled 6,650 miles throughout Houston, distributing over 25,000 books and engaging nearly 9,000 children.



## CURIOSITY CRUISER DATA

## 12 Locations for regular programs in 2019

### Spring 2019

- Reed Parque
- Mabee WholeLife Community Center
- Missionary Village
- Northpointe Apartments

### Summer 2019

- Haverstock Hill
- Finnigan Park
- Lincoln Park
- Hester House
- Lincoln Park
- New Hope Housing

### Fall 2019

- Missionary Village
- Green Pines Apartments
- Mabee WholeLife Community Center
- Riley Chambers Community Center

<b>9,429</b>	<b>8,970</b>	<b>3,716</b>	<b>10,914</b>	<b>191</b>	<b>6,650</b>
Books	Children Served	Children presented with STEM program/story-time	People Served	Outreaches/stops/visits	Miles Traveled

# 2019 Key Initiatives



## Reading Roundup

In Fall 2019, the Foundation saddled up with Region 4 Education Service Center to kick off Reading Roundup, a new volunteer-led classroom reading program made possible through generous support from the Houston Livestock Show and Rodeo™. The program was launched at 10 schools across Spring Branch,

Houston, and Katy independent school districts.

Reading Roundup aims to inspire young minds and promote early literacy skills by engaging students in high-quality read alouds designed specifically for first through third grade classrooms. Dozens of Reading Roundup volunteer mentors used carefully selected books and custom lesson guides designed by the Foundation to build students' vocabulary, promote critical thinking, and motivate students to read on their own.



## Read Houston Read

Read Houston Read is a mentorship program in HISD supported by the Foundation which is designed to help struggling students improve their reading skills. Since its inception in 2014, thousands of dedicated volunteers from across Houston have served as reading mentors to first and second graders through the Read Houston Read program. Using resources developed by Children's Museum of Houston, mentors dedicate 30 minutes each week to reading aloud with a child, in-person or virtually, helping students to build their vocabulary and reading comprehension.

In 2019, over 150 community volunteers committed 30 or more minutes each week and a combined 1,828 hours to improving Houston children's literacy skills and sharing the joys of reading through Read Houston Read. In addition, through a partnership with the University of Houston's Advancing Community Engagement Service (ACES) Institute, more than 52 Cougar Literacy Corps members used Read Houston Read resources to mentor nearly 700 first and second graders in schools as part of the Third Ward Schools Initiative. An analysis conducted by UH ACES Institute showed that during the 2018-2019 school year, 36% (223) of students served grew at least five alpha levels of reading, 41% of students (265) students grew at least three levels.

HISD's Read Houston Read program is supported through a partnership between the Barbara Bush Houston Literacy Foundation, Children's Museum of Houston, HISD, Phillips 66, and PricewaterhouseCoopers. To learn more about the program, visit [ReadHoustonRead.com](http://ReadHoustonRead.com).

## 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 free of charge to over 100 literacy organizations—public libraries, schools and nonprofits—across Houston so that they can post volunteer opportunities and manage volunteer experiences.





# 2019 Key Initiatives

## Camp Adventure!

Established five years ago, Camp Adventure! is a summer learning program to mitigate the ‘summer slide’ by engaging elementary children in S.T.E.A.M. (science, technology, engineering, arts, and math) and reading activities. The program is a partnership among Children’s Museum of Houston, HISD, Houston Area Urban League, and the Foundation. During the two-week camps hosted at elementary schools in Third and Fifth Wards and Sunnyside, more than 600 volunteers and educators engaged 630 elementary children in hands-on learning activities, such as science experiments from the Children’s Museum of Houston, cooking classes and demos with the Houston Food Bank, drama experiences with Theatre Under the Stars, music classes and performances from the Houston Symphony, and recreational activities from the Astros Foundation.

Camp Adventure! was funded in partnership with Phillips 66, Target Corporation, EOG Resources, HISD, JP Morgan, Marathon Oil, and volunteer support from civic-minded companies, including Cheniere Energy, KPMG, CBS Radio, Schlumberger, Bank of Texas, EOG Resources, JP Morgan Chase, Marathon Oil, Phillips 66, PwC, Target and other generous donors.



### THE ADVENTURES OF 2019



# Auxiliary Groups

## Ladies for Literacy Guild

The Ladies for Literacy Guild is a dynamic group of women dedicated to advancing the literacy cause in Houston. The Guild works to foster a love of literacy through **READ: R**allying members and supporters, **E**nriching lives in Houston through literacy, **A**dvocating for the importance of literacy, and **D**evoting time, talent, and resources to ensure the success of their mission. Since its founding five years ago, the Guild has grown to nearly 400 members strong and increased its impact on the Houston community.

The signature initiative of the Ladies for Literacy Guild is the Curiosity Cruiser mobile libraries, for which two have been built and launched in partnership with Harris County Public Library. The Curiosity Cruisers provide educational programs and books to thousands of children each year who live in affordable housing communities and government-subsidized apartment complexes, students attending Title I schools, and underserved children participating in programs offered at nonprofit centers.



During 2019, the Guild partnered with Reliant and the Houston Rockets Women's Organization on its Annual Community Book Drive, which resulted in the collection of more than 30,000 books to stock the two Curiosity Cruiser mobile libraries and support literacy programs offered by nearly 20 local community organizations.

The Ladies for Literacy Guild also hosted its fourth annual Power of Literacy Luncheon in October. The event, featuring Oscar-winning actress Julie Andrews and her daughter and co-author, Emma Walton Hamilton, gathered more than 800 guests. Guild Founding Members Lilly Andress and Vicki West chaired the spectacular luncheon, raising nearly \$600,000 for Houston-area literacy efforts.

The Guild invested a portion of proceeds from the Power of Literacy Luncheon in local community nonprofits who serve our most vulnerable children and their families. Specifically, the Guild created and dedicated children's libraries in honor of Barbara Bush in New Hope Housing at Reed and Mission of Yahweh. In addition, families served by Santa Maria Hostel were able to participate in Read and Rise™, a family literacy program, and receive books to support their child's early development.





# Auxiliary Groups

## Young Professionals Group



## Young Professionals Group

Formed in 2014 to engage Houston's next generation of leaders in the literacy cause, the Young Professionals Group is a network of more than 150 passionate, service-minded professionals committed to combating Houston's literacy crisis. The YPG made a big difference in 2019 through its signature programs and events.

### Jefferson Elementary School Partnership

During its second year of a three-year partnership, the YPG served as reading mentors to second graders at Jefferson Elementary School in HISD. In addition, the YPG invested in a \$20,000 renovation of the school's library, involving new furniture, décor and hundreds of new books. In addition, every student chose six new books to keep through the Foundation's My Home Library program.

### Camp Adventure!

The YPG underwrote the cost of 250 kids to attend Camp Adventure! at Atherton Elementary School in Houston's Fifth Ward. In addition to providing funding, the YPG provided each camper with 'Keep it Kits' chock-full of fun, educational activities to complete at home.

### Crawfish for a Cause

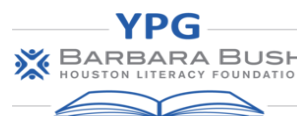
The YPG hosted its inaugural membership drive, Crawfish for a Cause, in the summer of 2019. The event was a smashing success, with a sellout crowd of over 120 braving the heat to attend and over 30 young professionals signing up to join the YPG's noble cause.

### Jungle Book Gala

2019 marked the fifth anniversary of the Jungle Book Gala, co-chaired by Amy & Kyle McCully and Morgan Stautzenberger & Cameron Stubbs which raised \$250,000 to support the auxiliary group's signature initiatives and programs focused on underserved preschool and elementary children.

### Tacky Sweater Party

The YPG closed out the year with one of its tackiest and most delightful events, the annual Tacky Sweater and Book Wrapping Party. The sixth annual event provided over 630 students attending Burnet, Cage, and Lantrip Elementary Schools, located in Houston's East End, with their own home libraries of six books each.



# Donor Recognition

“We are deeply grateful to our generous donors, all of whom make our literacy mission possible.”

-Neil Bush

**\$500,000+**

The Honorable President George H.W. and Barbara Bush



**\$100,000 – 499,000**

The Honorable Hushang and Shahla Ansary  
ConocoPhillips  
Hess  
Houston Livestock Show and Rodeo  
Kathrine McGovern/McGovern Foundation  
Quanex Foundation

**\$50,000 – 99,000**

Andrew Delaney Foundation  
CITGO  
Deliotte  
Enbridge  
Estate of Sue K. Aylor  
Gail and Greg Garland  
Marathon Oil  
Elizabeth and Drayton McLane, Jr.  
Palmetto Partners, Ltd.  
PNC Foundation  
Fayez and Susan Sarofim  
Shell Oil Company  
The Carnrite Group  
Stephanie and Frank Tsuru

Coneway Family Foundation  
Crestwood Operations LLC  
EOG Resources, Inc.  
Farish Fund  
Cherie and Jim Flores  
Halliburton Charitable Foundation  
ION Geophysical Corporation  
Light Charitable Trust  
LyondellBasell  
Memorial Hermann Health System  
P2 Energy  
Patterson UTI  
Scurlock Foundation  
Stavis & Cohen

Patricia and Sig Cornelius  
Ebel Family Foundation  
Ernst & Young U.S. LLP  
ExxonMobil Corporation  
Sidney and Don Faust  
Good Reason Houston  
H-E-B Tournament of Champions  
Charitable Trust  
Sheri Henriksen  
Holthouse Foundation for Kids  
Betty and John Hrcir  
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Sally and Charles Neblett  
Robert G. McCormick  
Rob and Ann McKee Family Foundation  
Jaleh Sallee  
Save the Children Federation, Inc.  
Scholastic, Inc.  
Schwab Charitable  
The Loyd Charitable Foundation  
The P. and C. Carroll Foundation

**\$25,000 – 49,999**

Air Liquide  
AT&T  
CenterPoint Energy  
Cathy and Joe Cleary

**\$15,000 – 24,999**

Gil and Sue Baumgarten  
Cheniere Cares, Inc.  
Chevron Phillips Chemical Company, LP  
Travis Cocke  
Comcast



# Signature Events

## A Celebration of Reading

As our signature fundraiser, *A Celebration of Reading* has grown over the past 26 years to become one of Houston's most beloved charitable events, as well as a tribute to Barbara Bush and her efforts to advance the literacy cause across the country. Hosted each year by the Bush family at the Hobby Center for the Performing Arts, this lively occasion brings guests together with a stellar lineup of bestselling authors and noteworthy entertainers to celebrate our love of reading and shine light on the importance of literacy. Proceeds from the event benefit local literacy programs through Barbara Bush Houston Literacy Foundation as well as national efforts to promote literacy through the Barbara Bush Foundation for Family Literacy.



*A Celebration of Reading* 2019 authors James Patterson, David Eagleman, Ellie LeBlond Sosa, Gary Sinise and Susan Page with event co-chairs Neil & Maria Bush.

2019  
A CELEBRATION  
OF READING

RAISED  
**\$2.25 MILLION**

2019  
POWER OF LITERACY  
LUNCHEON

RAISED  
**\$608,000**

2019  
JUNGLE BOOK  
GALA

RAISED  
**\$245,000**

## Financials

**\$5.76** MILLION  
IN REVENUE

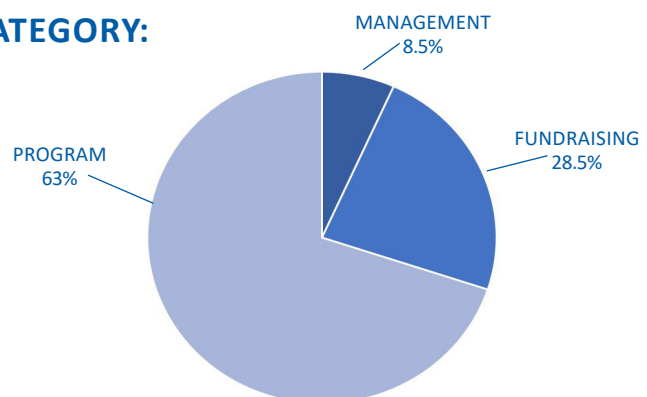
**\$835** THOUSAND  
GRANTS TO LITERACY  
ORGANIZATIONS

**\$3.97** MILLION  
IN EXPENSES

2019

### EXPENSES BY FUNCTIONAL CATEGORY:

MANAGEMENT	\$336,724
FUNDRAISING	\$1,129,997
PROGRAM	\$2,502,793





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

-FIRST LADY BARBARA BUSH



**BARBARA BUSH**  
HOUSTON LITERACY FOUNDATION

7887 San Felipe, Suite 250  
Houston, TX 77063  
346-212-2310

[BushHoustonLiteracy.org](http://BushHoustonLiteracy.org)  
[info@bushhoustonliteracy.org](mailto:info@bushhoustonliteracy.org)