

Improving Lives Through the
Power of Literacy



BARBARA BUSH
HOUSTON LITERACY FOUNDATION



**2022
Performance Report**

Dear Friends and Supporters,

We continue to be blessed and grateful for the many companies, organizations, and individuals who generously invested time, talent, and treasure in helping us advance our vital mission of empowering children and adults across our city with the literacy skills they need to thrive in school, the workplace, in society and in their families. Thanks to our partners, donors, and volunteers, we expanded access to high-quality literacy programs and resources for more adults and children during 2022 than ever before. We are pleased to share this annual performance report which details our financial well-being, the investments we have made in literacy programs and services, and our ongoing progress and achievements.

As we look to celebrating our 10th anniversary in 2023, the 30th anniversary of *A Celebration of Reading* in 2024, the centennial birthday of Barbara Bush in 2025, and beyond, we remain committed to stellar and transparent financial stewardship, implementation of research-based literacy strategies, strong cross-sector partnerships, and a focus on results. The importance of making literacy a top priority for our city and creating a sense of urgency to act simply cannot be underscored. Literacy rates are inextricably linked to nearly every community metric including income, education, crime, health, economic vitality, civic engagement, generational poverty, and more. Yet, our city suffers from a pervasive and systemic literacy crisis that only worsened as a result of the pandemic.

We invite you to learn more about the Barbara Bush Houston Literacy Foundation's efforts in the community by reading this report and visiting our website at BarbaraBushHouston.org. Working together, we can assure a brighter future and better life for everyone who calls Houston 'home' and a more vibrant and prosperous city.

All the best,



Neil Bush
Foundation Chairman



Julie Baker Finck, Ph.D.
President & CEO



Maria Bush, Neil Bush, and Julie Baker Finck, Ph.D.



“The American Dream Is about equal opportunity for everyone who works hard. If we don’t give everyone the ability to read and write, then we aren’t giving everyone an equal chance to succeed.”

— Barbara Bush

Donor Recognition

\$500,000+



\$100,000 – 499,000

ConocoPhillips
Hess Corporation

Marathon Oil Corporation
Kathrine McGovern / McGovern Foundation

Oxy
Quanex Foundation

\$50,000 - 99,000

Andrew Delaney Foundation
CenterPoint Energy
Enbridge

Sidney Faust
Greg & Gail Garland

Houston Livestock Show and Rodeo
Stavis & Cohen Private Wealth
Tsuru Family Foundation

\$25,000 – 49,999

Air Liquide
The Carnrite Group, LLC
Castro's Kids
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Coterra Energy
Crestwood
Crown Castle
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Perry Homes Foundation
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P2 Energy Solutions

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Reliant

Susan Sarofim

Strake Foundation

Sue A. Smith

\$15,000 – 24,999

Charlene Carroll
Chevron Phillips Chemical
Citgo
Comcast
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HCA Houston Healthcare West

Jack H. and William M. Light
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Scholastic Education

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\$10,000 – 14,999

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Tego Jewelers

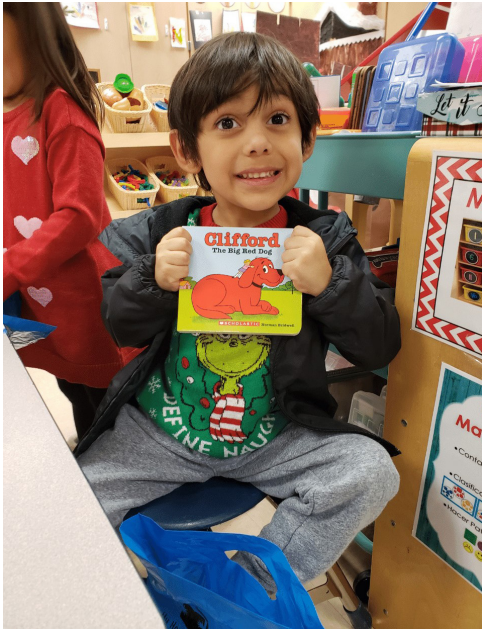
Texas Annual Conference of the
United Methodist Church

University of Houston -
College of Education

Scott Ulrich & Ernest Trevino

Danny Ward & Nancy Ames

About the Foundation



Student is excited to share a book from his My Home Library book bundle.

OUR VISION

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 eight years: establishing coalitions of community partners, raising awareness and financial resources, and investing in evidenced-based literacy programs, materials, and services that yield results. To do this, we focus on five strategic imperatives that we believe will help us achieve Barbara Bush's grand vision of literacy for all.

Barbara Bush had a grand vision of literacy for all.

KEY IMPERATIVES

1
Imperative

Parents will be empowered to be their child's first and most important teachers.

2
Imperative

Every child in Houston will have access to books of his or her choice in the home.

3
Imperative

Every child in Houston will have access to an expansive network of reading volunteers.

4
Imperative

Every child in Houston will have access to high-quality out-of-school time learning programs.

5
Imperative

Raise awareness of and galvanize communities to address and solve the systemic crisis of adult literacy.

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 five 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. 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.

Foundation Board of Directors and Staff

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Financials

2022

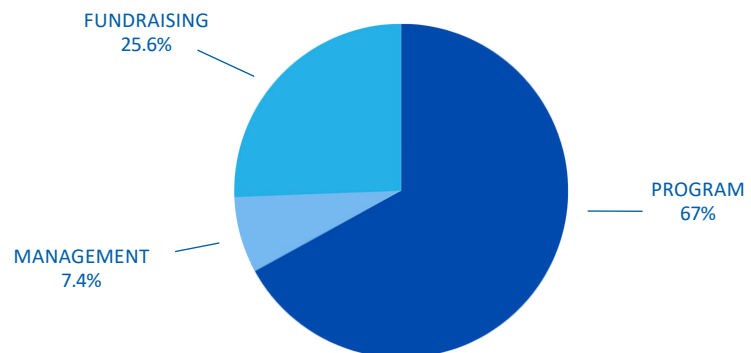
\$4.16 MILLION
REVENUE IN CONTRIBUTIONS & GIFTS*

\$875 THOUSAND
GRANTS TO LITERACY ORGANIZATIONS

\$4.39 MILLION
IN EXPENSES

EXPENSES BY FUNCTIONAL CATEGORY:

MANAGEMENT	\$325,189
FUNDRAISING	\$1,128,004
PROGRAM	\$2,944,530



*This figure does not include investment gains or losses in reported year. For a full detail of our financials, we invite you to view our Form 990 on our website.

Platinum Transparency 2022

Candid.

In 2022, the Foundation earned the Platinum Seal of Transparency with Candid. You can support our work with trust and confidence by viewing our non-profit profile on www.GuideStar.org.

2022 Key Initiatives

Adult Literacy

Houston's Adult Literacy Blueprint ("Blueprint"), released in 2021 in partnership with the Mayor's Office for Adult Literacy, provides a rationale and framework for increasing adult literacy rates in our city. Our goal is to give more adults a second chance to gain the literacy skills they need to fully engage in the workforce, participate in society, and support their families.

In 2022 we created the **Success Through Adult Literacy (STAR)** program in which we are partnering with five community-based nonprofit adult service providers – Adult Education Center, Neuhaus Education Center, The Alliance, Tejano Center for Community Concerns, and West Houston Assistance Ministries. The STAR program increases each organization's capacity to provide courses, as well as resources to teach more adults English, earn a GED, acquire digital literacy skills, and gain foundational reading and writing skills. Results from these investments will be available in 2023 following the program's first year of implementation. The pilot of STAR was made possible, in part, through support from Phillips 66 and EOG Resources.

In addition to expanding adult literacy program access through STAR, the Foundation invested in the creation of the **Bridge Digital Academy**, a partnership among the Mayor's Office for Adult Literacy, Literacy Minnesota, and the Corporation for National and Community Service's AmeriCorps Volunteers in Service to America program. Through this partnership, we are providing resources to aid in the design of a national digital literacy curriculum and supporting local organizations as they implement coursework that will provide low-income adults with digital literacy certification, workforce training, and skills that will meet the needs of employers and families, with potential increases in employment opportunities. During 2022, 243 low-income adults completed the Bridge Digital Academy program.

"I am taking classes to improve my communication. My dream is to become a teacher."

— Reyna Caal Che, Adult Literacy Student at Tejano Center for Community Concerns

Third Ward Schools Initiative/UH Cougar Tutor Program

The UH Third Ward Schools Initiative (TWSI) is a partnership among the **University of Houston's Advancing Community Engagement and Service (ACES) Institute** and the five HISD elementary schools located in Third Ward -- Blackshear, Hartsfield, Foster, Lockhart, and Thompson.

The Barbara Bush Houston Literacy Foundation has been a partner and funder of TWSI since the program's inception six years ago, providing program funding to support UH Cougar Literacy Tutors, program operations, instructional materials, and program evaluation.

Through the UH Cougar Tutor Program, UH students are hired, trained, and placed in elementary classrooms within high-need schools to support literacy instruction. Tutors lead sessions in small groups or individually to build student vocabulary, comprehension, fluency, and other reading skills. During 2021-2022 school year, the Foundation provided funding for over 30 UH Cougar Tutors who provided more than 10,000 hours of tutoring to students in designated classrooms.



UH Cougar Tutor guides Blackshear Elementary first-grader as he reads.

Based on the program evaluation, 4 out of 5 participating schools increased its rating by the Texas Education Agency from 2018-2019 academic year to 2021-2022 academic year.



2022 Key Initiatives

Family Place Libraries

Pre-literacy skills are imperative for children entering kindergarten. When it comes to learning how to read, many parents are unsure of where to start and lack the resources necessary to prepare their child for success in school. One key strategy we have enacted to help parents be their child's first and most important teacher and increase kindergarten readiness levels is to equip each branch of the **Houston Public Library (HPL)** and **Harris County Public Library (HCPL)** with a **George & Barbara Bush Family Place Library** by the end of 2025.

George & Barbara Bush Family Place Libraries are modeled after **Family Place Libraries™**, a national, evidence-based model in which library staff receive specialized training and become equipped to expand programs specifically for toddlers and their parents. In addition, the specially designed spaces feature a multitude of interactive materials, early literacy kits, games, toys, music, multimedia resources, learning stations, and of course, books.

During 2022, seven new George and Barbara Bush Family Places opened and are providing programming for parents – Houston Public Central Library, Collier Regional Library, Evelyn Meador Branch Library, Galena Park Branch Library, Lone Star College Cy-Fair Library, North Channel Branch Library, and Park Place Regional Library. Since the initiative's launch in 2018, 19 Family Places have been installed in area library branches, with six more due to open by the end of 2023.

The George & Barbara Bush Family Place Libraries have been made possible, in part, through the generosity of Phillips 66, PNC Foundation and the Ladies for Literacy Guild.



Mother and daughter play together with toys in the new George & Barbara Bush Family Place at Collier Branch Library.

My Home Library

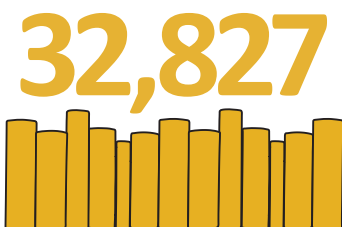
Access to books in the home is linked to improved academic performance, better writing skills, reduced dropout rates, increased income levels, and time spent reading for enjoyment. We are making strides to close the gap in book access for our youngest, most vulnerable children and their families through My Home Library.

In collaboration with school districts and community-based organizations and through the generous support of our donors, we provided nearly **33,000 Houston children** enrolled in more than 80 schools and early childhood centers a home library of six books each. Since the program's creation in 2017, the Foundation has distributed more than **150,000 home libraries**, and we are on track to distribute our one millionth book by the end of 2023.



Gregory-Lincoln Education Center student enjoys new book from My Home Library book bundle.

Our sincere thanks to the following sponsors: Air Liquide, Audacy, Carnrite Group, CenterPoint, Cotton Foundation, Crestwood, Cyvia & Melvyn Wolff Foundation, Hess, Ladies for Literacy Guild, Marathon Oil, Oxy, Perry Homes, Reliant, and our Young Professionals Group.



children served through My Home Library in 2022

In 2022, children in 81 organizations were served

70
Elementary Schools

8
Pre-Schools

3
Special Programs

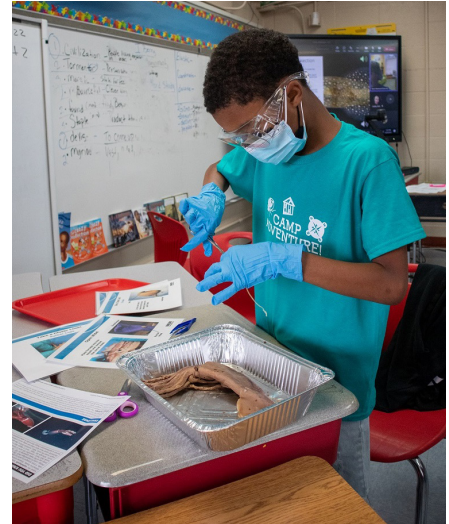
2022 Key Initiatives



Atherton Elementary School student builds molecule models with marshmallows during Camp Adventure.



Atherton Elementary School student enjoys a book during Camp Adventure reading time.



Blackshear Elementary School student discovers the anatomy of a squid during dissection week of Camp Adventure.

Camp Adventure

The Barbara Bush Houston Literacy Foundation, in partnership with HISD and Children's Museum Houston, hosted our Camp Adventure summer learning program held at Atherton Elementary School in Fifth Ward and Blackshear Elementary School in Third Ward. By integrating high-quality programs like Camp Adventure into the regular summer school curriculum, we addressed the need for additional academic and socioemotional support, bridging the achievement gap and offering unique learning opportunities.

Camp Adventure provided nearly 300 students with immersive, hands-on learning projects in various disciplines such as science, technology, engineering, math, art, and reading. Activities included circuit assembly, dissection of squid and cow eyes, meteorite creation, and DNA extraction. Over 100 volunteers committed their time to engaging with students and collectively served 327 volunteer hours.

Contributions from organizations including Phillips 66, Children's Museum of Houston, HISD, JP Morgan Chase, KPMG, State Farm, Kinder Morgan, Marathon Oil, Crestwood, Amazon, Reliant, Target, Houston Astros Foundation, the Ladies for Literacy Guild and our Young Professionals Group played a crucial role in creating a transformative summer learning experience for Houston's children.

“My favorite part of Camp Adventure! was the experiments, but mostly the slime!”

— Kendrick, 2nd-grade Camp Adventure Student



Students at Atherton Elementary School engage in a chemistry experiment with their teacher during Camp Adventure.

Auxiliary Groups

Ladies for Literacy

The Ladies for Literacy Guild is a dynamic group of more than 325 women who care deeply about our city. Since its formation in 2015, the Guild has served as a force for good by creating children's libraries in community centers, championing the Curiosity Cruiser mobile library initiative, boosting capacity and access to literacy programs for children and families, serving as reading role models in elementary schools, and more.

During 2022, the Ladies for Literacy Guild sponsored home libraries for over 2,800 economically disadvantaged HISD students through the Foundation's My Home Library program and provided funding in support of the Camp Adventure summer learning program. Guild members also volunteered regularly in first- and second-grade classrooms at three HISD elementary schools as part of our Reading Roundup initiative. Not only did the Guild invest their time and talent in expanding the Foundation's program impact and mission, but it also provided grants to community-based nonprofits, including Spring Branch Boys & Girls Club and Christian Community Service Center.



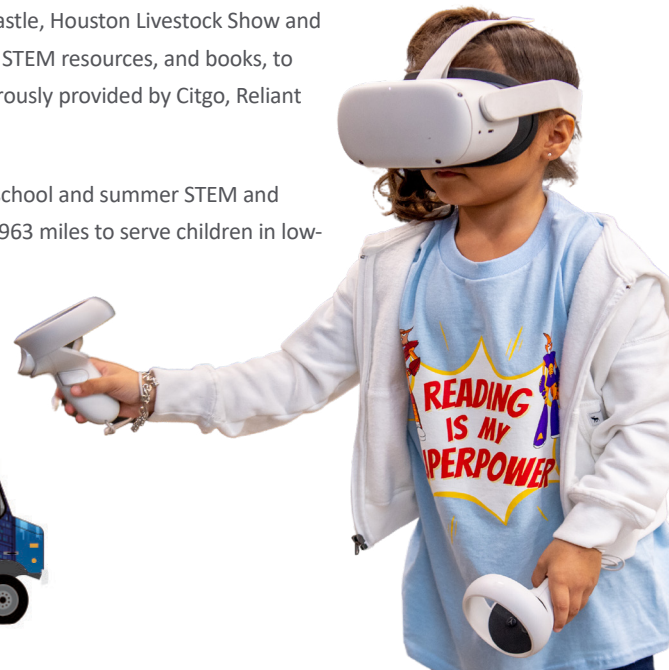
The Ladies for Literacy Guild join Houston Public Library and Houston Public Library Foundation leaders in dedicating five bronze book benches in the Barbara Bush Literacy Plaza made possible by the Guild.

Curiosity Cruiser

One of the signature initiatives of the Ladies for Literacy Guild is the Curiosity Cruiser mobile library initiative, a partnership with **Harris County Public Library (HCPL)**. In 2022, thanks to support from Oxy, Crown Castle, Houston Livestock Show and Rodeo, and PwC, the Guild donated a fourth Curiosity Cruiser outfitted with technology, STEM resources, and books, to HCPL. Additional investments in the Curiosity Cruiser mobile library initiative were generously provided by Citgo, Reliant and the many sponsors and donors of the Power of Literacy Luncheon.

During the year, more than 13,000 children received books and/or participated in after school and summer STEM and reading programming. Collectively, the fleet hosted 318 outreach events and traveled 8,963 miles to serve children in low-income neighborhoods across Harris County.

2022 IMPACT BY THE NUMBERS



13,233

Children Served

8,963

Miles Traveled

16,561

Books Distributed

Auxiliary Groups

Young Professionals Group

The Young Professionals Group (YPG) is a purpose-driven organization of over 150 individuals developing new ways of leading literacy through service and dedication in Houston. The YPG has provided financial support for several initiatives, including My Home Library at Lantrip Elementary, supplies for Camp Adventure, and backpacks filled with books and supplies for Nativity Academy of Houston, House of Tiny Treasures, and Small Steps Nurturing Center campuses.



The Young Professionals Group gathered for their annual Crawfish for a Cause benefiting their signature initiative, Barbara's Book Boxes and various literacy projects for 2022.



Thanks to the Storybook Gala proceeds, the Young Professionals Group renovated, organized, and replenished the Nativity Academy of Houston library and celebrated with a ribbon cutting.

Nativity Academy of Houston Library

Proceeds from the 2021 Storybook Gala were used to revitalize the school library at Nativity Academy of Houston. The library was furnished with new books, furniture, technology, décor, and cataloging software. Dedicated YPG volunteers assisted in the transformation of this space, working to create an inviting and inspiring environment for all library visitors. The refreshed space provides opportunities for students and teachers to read, learn, and engage with a variety of literacy resources to support classroom learning.

Barbara's Book Boxes

Barbara's Book Boxes are community embedded resources strategically deployed in high-foot traffic, high-need neighborhoods to improve book access among residents. Book boxes employ a "take a book, leave a book" policy, encouraging communities to share their stories. The Barbara Bush Houston Literacy Foundation, YPG, Precinct 1, and Fifth Ward GO Neighborhood Community installed 14 new Barbara's Book Boxes in Fifth Ward. This initiative, led by the Foundation's Young Professionals Group, aims to provide underserved children and their families with increased access to books, fostering a love for reading and sharing. Thanks, in part, to the generous support of MD Anderson and Oxy, a total of 23 little libraries are stocked and accessible to families in high need neighborhoods across the city of Houston.



Students in the Fifth Ward explore a selection of books from the Barbara's Book Box installed at the Julia C. Hester House.

Special Events

2022
28TH ANNUAL EVENT
.....
RAISED
\$1.73 MILLION



Authors Barbara Pierce Bush and Jenna Bush Hager have a fireside chat with KPRC's Daniella Guzman to discuss their children's book, "The Superpower Sisterhood."

A Celebration of Reading

Our signature event, *A Celebration of Reading* was attended by 700 guests at The Post Oak Hotel. Through our partnership with KPRC 2, a one-hour commercial-free broadcast of the event was televised two weeks later with the broadcast seeing a 30% viewership increase from the 2021 event broadcast.

The annual signature event, hosted by Neil and Maria Bush, featured an impressive lineup featuring bestselling authors, which included Brad Meltzer, Jenna Bush Hager, Barbara Pierce Bush, Alafair Burke, and Dr. Rick Rigsby.

Thanks to Title Sponsor Phillips 66, Presenting Sponsor Quanex Foundation, along with many other generous sponsors and donors, more than \$1.7 million was raised to support literacy programs through the Barbara Bush Houston Literacy Foundation.

Power of Literacy Luncheon

Nearly 600 guests gathered at the Post Oak Hotel for the seventh annual **Power of Literacy Luncheon: Blooming with Books** hosted by the Ladies for Literacy Guild and co-chaired by mother-daughter duo, Gina Saour and Carolyn Mohsenzadeh. KPRC 2's Lisa Hernandez moderated a discussion with featured guest, actress, producer, writer, philanthropist, mother of five, *New York Times* bestseller "When Life Gives You Pears," and all-around comedic force, Jeannie Gaffigan.

The luncheon raised more than \$500,000 for the Guild's literacy signature programs, including the Curiosity Cruiser mobile library initiative. Phillips 66 served as Title Sponsor, and Stavix & Cohen Private Wealth, Cathy Cleary and Rhonda Graff, and Sidney Faust served as Literacy Champion Sponsors. The event's Presenting Sponsors were Stephanie Tsuru and her company SheSpace and Susan Sarofim.



Power of Literacy guest speaker Jeannie Gaffigan poses alongside luncheon co-chairs Gina Saour and Carolyn Mohsenzadeh.



Storybook Gala 2022 Co-Chairs Nick and Kasey Carnrite and Joselyn and Jeff Carnrite pose alongside Wizard of Oz characters The Tin Man, The Scarecrow, The Cowardly Lion, and Dorothy. Photo by Daniel Ortiz.

Storybook Gala

More than 350 guests were off to see the wizard and followed the yellow brick road, "Somewhere Over the Rainbow," to the 7th annual Storybook Gala. Hosted by the Barbara Bush Houston Literacy Foundation's Young Professionals Group, this year's "party with a purpose" was held at Hotel ZaZa Museum District and chaired by Joselyn & Jeff Carnrite and Kasey & Nick Carnrite. Nearly \$330,000 was raised for the YPG's literacy initiatives, including building a library at Nativity Academy of Houston and supporting Camp Adventure. Deloitte was bestowed with the Childhood Literacy Impact Award for their commitment in advancing the mission of the Foundation. Carnrite Group, Deloitte, and P2 Energy Solutions served as Gold Sponsors of the 2022 Storybook Gala.



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

-FIRST LADY BARBARA BUSH



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