

PROVIDING EQUAL OPPORTUNITY FOR EVERY MAN, WOMAN, AND CHILD

An incredible 36 million American adults lack basic English literacy skills. That means that one in six adults is unable to complete a job application, read a medicine label, or help their children succeed in school. Improving literacy rates can boost labor productivity, cut billions of dollars in healthcare costs, and break the cycle of poverty for families in need.

Research shows that the single greatest indicator of a child’s future success is the literacy of his or her parents. Recognizing that the parent

is the child’s first teacher, the Barbara Bush Foundation for Family Literacy has focused in on adult literacy, because adult literacy is family literacy.

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

LITERACY: LAYING THE FOUNDATION FOR EVERYTHING WE DO

The ability to read and write is an essential part of our everyday lives. With that ability, we discover and engage in our world, establish meaningful connections with family and friends, and grow in our learning and understanding. Without it, we cannot enjoy all that life has to offer.

Truly, literacy is foundational to who we are as individuals and fundamental to our ability to succeed as a society.

In Barbara Bush’s wisdom and love for her family and country, she understood

that if individuals cannot read and write, they are unable to reach their full potential. Her life’s mission was to strengthen this critical component of learning—and living—in order to improve our world as a whole.

Barbara Bush’s passion for literacy has impacted millions of families and will continue to do so for generations to come. With the help of dedicated advocates and partners, the Barbara Bush Foundation is committed to carrying on her legacy of literacy.

EXPANDING ACCESS FOR LOW-LITERATE ADULTS

Over the past 29 years, the Foundation has raised and provided more than \$110 million in support to create or expand family literacy programs in all 50 states and the District of Columbia. But more must be done to help low-literate adults by developing scalable solutions to support their learning.

Low-literate adults—from parents juggling multiple jobs to provide for their families to new Americans working to obtain the skills they need to succeed in our country—need and deserve the opportunity to get an education. Yet traditional, place-based programs are currently serving less than six percent of these learners.

For many adult learners, place-based programs are not an option due to transportation challenges, childcare, and other limitations. They may not even know these programs exist, or they might be too embarrassed to enroll. While these challenges—the lack of programs and the barriers faced by adult learners—are large, we believe that we can help.

Our largest investment to date is the Barbara Bush Foundation Adult Literacy XPRIZE, a global competition challenging teams to develop mobile applications for existing smart devices that result in the greatest increase in literacy skills among participating adult learners in just 12 months.

Through the pilot phase of the Barbara Bush Foundation’s XPRIZE, the Foundation is now the single largest provider of literacy services to adults in the United States who read below a third-grade level, **providing nearly 12,000 learners with free access to mobile learning apps.**

We currently have five finalist teams whose mobile apps are helping low-literate adults improve their basic literacy skills, and we’re eager to reveal the winning team in spring 2019!

THE FOUNDATION'S PRIORITIES

The following initiatives are our top priorities in 2019 to expand access to education for all Americans.

FAMILY LITERACY PROGRAMS

Family literacy programs have been the core of the Foundation’s work for nearly three decades. This year, we will launch 150 family literacy programs in 10 states.

BARBARA BUSH FOUNDATION XPRIZE COMMUNITIES COMPETITION

Three years ago, we launched the Barbara Bush Foundation Adult Literacy XPRIZE: a first-of-its-kind competition to transform the way we reach adult learners, allowing them to learn anytime, anywhere. The next phase of the initiative is the Communities Competition—a \$1 million challenge to businesses, local governments, non-profits, educational institutions, and individuals throughout the United States to get these tools into the hands of learners who need them most.

STORY MENTORS

Story Mentors is a digital classroom focused on early elementary school-aged children who are struggling readers. The initial phase of the program targets first-grade educators, reading specialists, principals, and counselors, and features free resources including an online early literacy curriculum offering 25 weekly lessons. Each lesson is designed to utilize early reading strategies to improve learning outcomes for struggling readers with the goal of helping students achieve grade-level reading. Mentor guides provide a weekly instructional component for a successful 40-minute session. Parent guides are designed to foster more connections and further learning between parent and child with activities.

LITERACY^x

Transforming the way that we reach adult learners, allowing them to learn anytime, anywhere, is critical. Our solution is Literacy^x, Literacy Exponential. Simply put, it will be a curated, one-stop shop for adult learners, their supporters, and adult literacy providers. It will:

- Connect adult learners—at any time from any location—with the best and newest tools available
- Create a community of support for adult literacy providers with resources, education, and sharing of best practices
- Launch an awareness and recruitment campaign with the goal to reach five million adult learners within the next five years

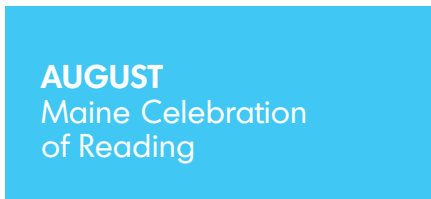
ADVANCING LITERACY ACROSS AMERICA

We’ve launched groundbreaking programs and invested in technology in 2018 to improve literacy in every home. Our plans for 2019 will continue to strengthen and advance literacy in the United States.

2018



JULY
XPRIZE Competition Team Recruitment Begins



AUGUST
Maine Celebration of Reading



SEPTEMBER
Launched 150 family literacy programs



OCTOBER
Story Mentors Launch

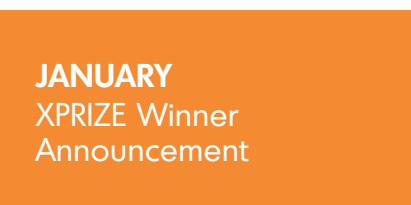


NOVEMBER
Dallas Celebration of Reading

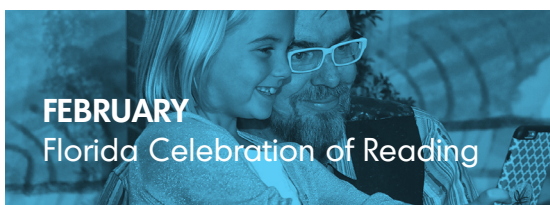


DECEMBER
Annual Giving Opportunity

2019



JANUARY
XPRIZE Winner Announcement



FEBRUARY
Florida Celebration of Reading



MARCH
Barbara Bush Foundation 30th Anniversary



APRIL
XPRIZE Communities Competition Launches



MAY
Houston Celebration of Reading



JUNE
Celebrating Barbara Bush’s Legacy of Literacy



"THE PARENT IS THE CHILD'S FIRST TEACHER."

BARBARA BUSH (1925–2018)

Three decades ago, Barbara Bush became a pioneer in family literacy, understanding that parents are their children's first teachers and that the literacy level of a parent has everything to do with forging a better life for the family.

The legacy of Barbara Bush touches every corner of the United States today. It's felt when moms and dads read a bedtime story to their children. It's noticed when our nation's youth graduate from high school. It's evident at our yearly Celebration of Reading events across the country.

The foundation of literacy she laid through the organization that bears her name remains strong—and invites us to keep building.

We are committed to providing effective and proven literacy resources for parents and children in the upcoming year. We will continue to invest in innovative solutions that make learning accessible for those who need our help.

On behalf of the Barbara Bush Foundation for Family Literacy, thank you for your generosity and kindness this year. Together, we can honor her legacy by advancing a fundamental civil right—the ability to read and write—and by celebrating the joy we all find through reading.

THE VISION OF THE BARBARA BUSH FOUNDATION IS TO FOSTER THE OPPORTUNITY FOR EVERY MAN, WOMAN, AND CHILD IN AMERICA TO SECURE A BETTER LIFE THROUGH LITERACY.

AaBbCc™

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