



BARBARA BUSH
FOUNDATION *for*
FAMILY LITERACY

Impact Report:

30 YEARS OF CHANGING LIVES
THROUGH LITERACY

“If more people could read, write, and comprehend, we would be that much closer to solving so many of the problems plaguing our society.” —Barbara Bush

Dear Friends,

We're thrilled to share with you this overview of our accomplishments during the Barbara Bush Foundation's 30th anniversary year. Thanks to supporters like you, our "Pearl" anniversary year was everything we hoped it would be: an opportunity to honor all that we've achieved together since the Foundation's launch in 1989, while looking ahead to our next three decades of life-changing work.



Barbara Bush left us with an incredible legacy of literacy. Of the countless causes she could have championed as first lady, she chose literacy because she believed that it was the key to a brighter future for our entire nation. She knew that literacy is about much more than deciphering words on a page. It's about ending cycles of poverty that are passed from generation to generation. It's about empowering entire families and communities to reach their fullest potential. It's about giving every American the ability to navigate the world and its opportunities with dignity.



Now, it's our turn to carry on the work that she began. Despite all that she accomplished, there are still 36 million American adults who lack basic literacy skills. It's an enormous challenge—but one that we believe with all of our hearts to be solvable.

We are ready to pioneer new solutions that will truly move the needle on family literacy. That means raising awareness of the low-literacy problem—and the very real solutions that exist. It means plugging the research gaps on adult literacy, so we can better measure our success. It means bringing industry leaders, local-level stakeholders, and nonprofits together to collaborate beyond their silos. And it means making use of technology and innovation to scale our efforts as effectively as possible.

This is a bold agenda, which we cannot accomplish alone. Your continued support is invaluable to us as we work to fulfill Barbara Bush's legacy. We look forward to partnering with you in the years ahead to transform many more lives through literacy, making an impact that will last for generations to come.

With gratitude,

Doro Bush Koch

Doro Bush Koch
Honorary Chair

British A. Robinson

British A. Robinson
President and CEO

Writing Our Next Chapter



To truly move the needle on adult and family literacy, we must combine our three decades of expertise and our strong commitment to evidence-based programs with innovative technology for a fresh approach. Recognizing that low literacy is a multigenerational epidemic, we must vastly expand resources for adults—parents and caregivers—to break the cycle and help families thrive.

As we embark on our next 30 years, our work is guided by a new strategy that honors our founder's legacy while leading the literacy field into the future. Grounded in Barbara Bush's belief that adult literacy is family literacy, we are harnessing the power of technology to accelerate and scale solutions to reach the millions of adults and families in need—ensuring that everyone has the opportunity to read, write, and comprehend in order to navigate the world with dignity.

Literacy experts and practitioners convened at the Barbara Bush Foundation's National Summit on Adult Literacy

OUR STRATEGIC FRAMEWORK



INNOVATE & INCUBATE

Foster innovation and incubate technological advances in adult literacy to accelerate learning

We work to drive innovation in the field, identifying, supporting, and scaling high quality, technology-based tools in order to serve more learners, more quickly.



REACH & ACCESS

Scale high-quality practices and resources in adult and family literacy

We continually evolve our programs using the latest in age-appropriate learning theory, reaching people where they live, work, play, and pray.



EDUCATE

Promote awareness and engage the public to participate in efforts to solve our nation's literacy crisis

We work to tell the story of low literacy's impact on America's families—and our nation as a whole—building a national movement to erase stigma and galvanize action.



IMPACT

Identify evidence-based practices to achieve better outcomes for low literate adults and parents

We invest in much-needed research about low literacy and its impact on learners to support service providers and decision makers nationwide.

Celebrating Our Impact



March 6, 2019, marked the Barbara Bush Foundation’s 30th anniversary, as well as the launch of a year-long celebration of its three decades of life-changing work. Throughout the year, we honored the extraordinary legacy and impact of our founder, Barbara Bush, while focusing on efforts that will continue to change lives through literacy for the next three decades and beyond.

To mark our “Pearl” anniversary year—as well as the Foundation’s return to its original home, Washington, D.C.—we gathered with friends and supporters in our nation’s capital for two days of very special events that celebrated and reaffirmed our shared commitment to creating a more literate America.

President and CEO British A. Robinson, Honorary Chair Doro Bush Koch, and 30th Anniversary Chairs Anita and Tim McBride

NATIONAL CELEBRATION OF READING

The National Celebration of Reading brought together members of the Bush family, bestselling authors and entertainers, and literacy trailblazers to advance the work of the Barbara Bush Foundation.



Former First Lady Laura Bush

This memorable evening at the John F. Kennedy Center for the Performing Arts, which featured an appearance by former **First Lady Laura Bush**, a special video tribute message from former **First Lady Michelle Obama**, and a spectacular closing performance by **Jon Meacham** and **Tim McGraw**, raised support for nationwide literacy programs and increased awareness of our country's literacy crisis.



Pulitzer Prize-winning author Jon Meacham and Grammy award winner Tim McGraw

NATIONAL SUMMIT ON ADULT LITERACY

The following day, the National Summit on Adult Literacy convened more than 200 literacy experts and practitioners, education researchers, edtech innovators, philanthropic leaders, and industry partners for an in-depth, **collaborative action planning session on America's adult literacy crisis**.



Dr. Carla Hayden, 14th Librarian of Congress and Anita McBride, Executive in Residence at American University and Barbara Bush Foundation 30th Anniversary Chair

We were joined by special guests including **MSNBC anchor Ali Velshi**, who served as our emcee, and **Dr. Carla Hayden, 14th Librarian of Congress**. The day-long event, held at the REACH at the Kennedy Center, launched an ongoing, collective movement focused on innovation and investment in the field of adult and family literacy.



Ali Velshi, MSNBC Anchor and Business Correspondent, serving as emcee

Providing Hope and Help



Founder Barbara Bush and Honorary Chair Doro Bush Koch

Barbara Bush chose literacy as her cause over three decades ago because she knew that it is essential to a life of equal opportunity, prosperity, and dignity for Americans of all ages. Over the past 30 years, the Barbara Bush Foundation has provided more than \$110 million in support for literacy programs in all 50 states and the District of Columbia, changing countless lives in the process.

We are enormously proud of all that we have accomplished over the past three decades. Yet, with 36 million American adults and their families still in need, we know that there is much more work left to be done. As we embark on our next 30 years of work, we remain committed to Barbara Bush's vision, and to finding new and innovative ways to ensure that everyone has the opportunity to read, write, and comprehend in order to navigate the world with dignity.

WHY LITERACY MATTERS

Literacy has a direct impact on the physical, economic, and civic wellbeing of communities across America. Simply put, **literacy is the key to unlocking the doors of equity and opportunity** for millions of Americans in need, as well as their families, communities, and our entire nation.



OUR ECONOMY

The U.S. could be losing up to **\$2.2 trillion—or 10% of GDP**—in economic growth due to low adult literacy rates.

53% of adults 25 and over who did not graduate high school are not participating in the workforce.

By 2024, **nearly 80%** of all job openings will require more than a high school degree.

Federal, state, and local governments stand to **gain an additional \$2.5 billion in tax revenue and reduced expenses** for every 400,000 adults who earn a high school diploma.



OUR HEALTH

Limited health literacy is estimated to result in **excess costs between \$50 billion and \$73 billion** per year for the U.S. healthcare system.

Low-literate adults are **four times more** likely than others to report low levels of health, requiring **hospitalization and using emergency services at significantly higher rates**.

Over **66 million** people cannot read or understand most of the health materials that are distributed about **COVID-19**.



OUR FAMILIES & OUR FUTURE

A **mother's education level** is the single **greatest determinant of her children's future academic success**, outweighing other factors such as neighborhood and family income.

More than **61% of women** aged 20-64 who did not complete high school **live in low-income families**.

88% of children under age 6 whose parents do not have a high school degree **live in low-income families**.

71% of the nearly **58 million adults** who did not complete high school **have children**.

OUR SOLUTIONS

Adult learners face unique challenges, often juggling family and childcare responsibilities, multiple jobs, and transportation issues that prevent them from taking advantage of available resources. We believe that **technology can help us meet families where they are**. We are committed to developing and scaling solutions that can reach learners **where they live, work, play, and pray**, expanding opportunities for learning beyond the traditional classroom.

INVESTING IN INNOVATION

In 2015, the Barbara Bush Foundation **made history** by incentivizing the development of mobile apps to **help adults learn to read anytime, anywhere**.

Now, we continue to leverage our investment through our work with Cell-Ed, a Silicon Valley-based app developer, to expand access and enrich our knowledge about how adult learners interact with technology.

EXPANDING REACH AND ACCESS

We have embedded the Cell-Ed app in our family literacy programs, and we are proud to serve alongside organizations including Stanford University, AT&T, the Dollar General Literacy Foundation, and the State of New York as a **founding partner in the Cell-Ed One Million Learner Challenge**.

This initiative aims to **distribute the app to one million adults** by the end of 2020, helping learners nationwide build vital literacy skills.

LEVERAGING NATIONAL EXPERTISE

To guide and accelerate our technology-focused efforts, we have enlisted the expertise of our **Technology Advisory Council**. This group—comprised of Silicon Valley leaders, venture capitalists, industry trailblazers, and some of the nation's top philanthropies—provides critical input that will shape not only our work, but the **trajectory of the entire adult literacy field** in the years to come.

PROGRAM SPOTLIGHT:

TEEN TRENDSETTERS® READING MENTORING

Teen Trendsetters® is among the Barbara Bush Foundation's **longest-running programs**. The program pairs teen mentors with elementary schoolers who are reading six months or more below grade level, using evidence-based strategies and activities to build literacy skills and confidence.



A Teen Trendsetters mentoring session in action

Since its launch in 2002, Teen Trendsetters has **evolved to serve struggling elementary school readers and their families**, leveraging an innovative combination of high quality curriculum, research-proven mentoring techniques, and parental engagement to improve literacy skills across multiple generations.

Guided by our new strategy, we have **enhanced the program to serve entire families**, incorporating resources and new technology that equip parents to fulfill their essential role as—in the words of Barbara Bush—their child's "first and best teacher." Each book that children read with their teen mentor is added to their home libraries, accompanied by a **parent guide** that engages caregivers by providing literacy activities for home. And, recognizing that many parents and caregivers may struggle with reading themselves, we offer resources for them as well. Each parent guide provides **free access to the Cell-Ed adult literacy app** for parents who wish to improve their own literacy skills without attending classes.



IMPACT SINCE 2002

The Barbara Bush Foundation has supported **more than 1,600** Teen Trendsetters programs in **18 states**, providing more than **513,000 books** to nearly **35,000 struggling readers**.

Over **37,000 mentors** have volunteered more than **675,000 hours** to help their mentees improve their reading, with outstanding results.

The cost per participant over the life of the program is **\$118**—approximately **\$12.68/hour of mentoring delivered**.

PROGRAM SPOTLIGHT:

TEEN TRENDSETTERS® READING MENTORING

The Barbara Bush Foundation is committed to **measurement and accountability** for all of its programs, and Teen Trendsetters is no exception. We're proud of this program and its outstanding achievements.



RESULTS

Overall, mentees progress **one grade level or more** in reading after seven months in the Teen Trendsetters program.

One grade level increase in reading is **quite substantial**, given that mentees began well below grade level.

Mentees showed **50% more growth** than expected for an on-grade or above-grade reader during this time.

A five-year meta-analysis of the results of the Teen Trendsetters program in Florida concluded that, in conjunction with their participation in Teen Trendsetters, these students began to close the gap with their peers. Specifically, mentees showed **between 18% and 31% more growth in their reading skills than one would expect for the average student.**



A LOOK AHEAD

Continuing to enhance the program's resources to **foster parent engagement** and adult literacy skill development

Implementing an online version of the program to **reach learners outside of traditional schools**

Extending the program beyond the academic year to help students keep progressing year-round

Expanding the pool of mentors to vetted, trained volunteers of all ages

Launching an online version of the program for adult learners

Translating all program materials into Spanish as well as English

Incorporating virtual meeting tools for mentoring lessons to enable remote learning

Building a Movement



The debut of the Literacy Gap Map at the National Summit on Adult Literacy

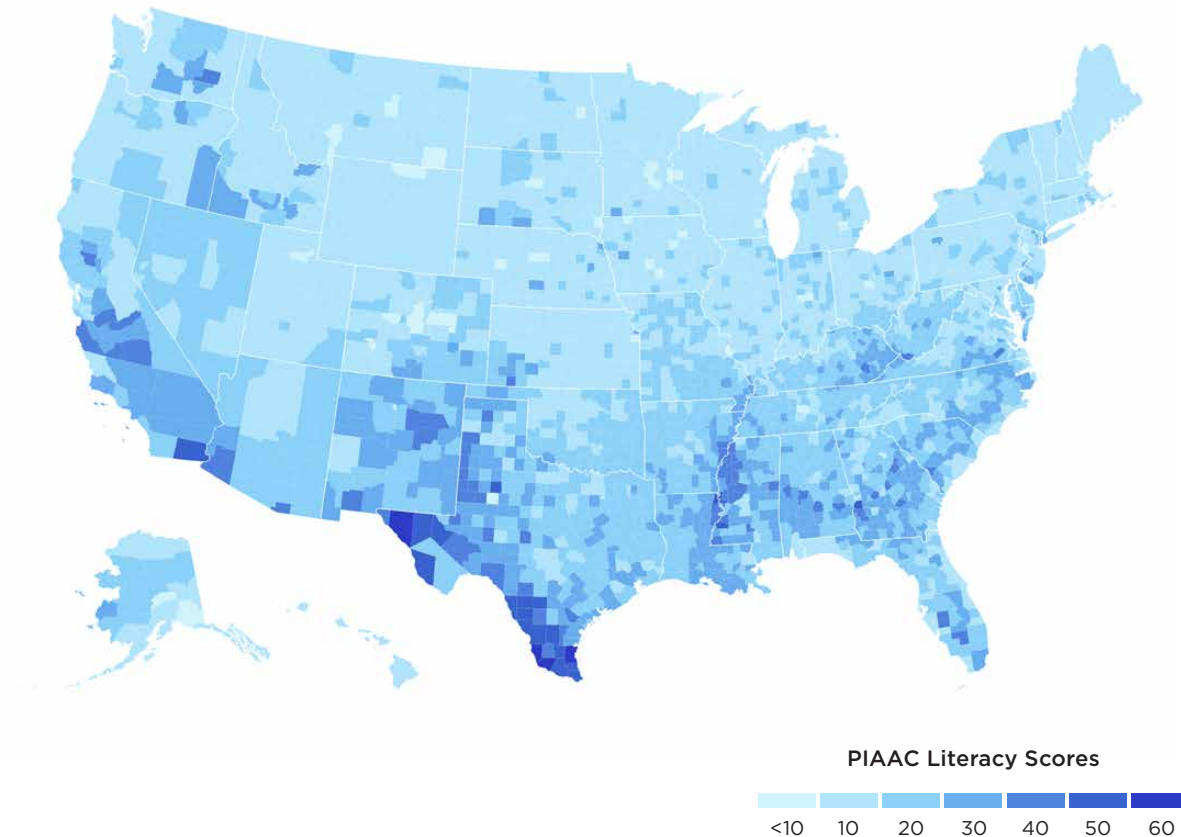
Low literacy is a silent and enduring crisis in our country, preventing 36 million Americans—roughly 20% of adults—from fully engaging in our society as parents, workers, and citizens. It lies at the core of the multigenerational cycles of poverty, poor health, and low educational attainment that impact our families, communities, and our nation as a whole.

At its heart, low literacy is an issue of equity. It impacts everyone, everywhere. Low-literate adults across the country struggle to earn a living wage, participate in the democratic process, and manage their family's health and finances simply because they lack equal access to educational opportunities.

MAPPING THE CRISIS

With **1 in 5 adults** unable to read and write at a basic level, we know that **millions of parents and caregivers** are simply unequipped to support their children's learning. This unfortunate reality perpetuates the cycle of low literacy, with **multigenerational consequences**. This issue is largely ignored, historically underfunded, and woefully under-researched, despite being one of the **great solvable problems of our time**.

ADULT LITERACY GAP MAP



We are committed to creating the **knowledge and evidence** bases that we need to move the needle on low literacy: **“putting a face” on the problem** by pinpointing the people and places that it impacts directly, as well as the ripple effects that it sends throughout our society.

ADULT LITERACY GAP MAP

Our Adult Literacy Gap Map (map.barbarabush.org) visually represents the relationship of literacy to health, income, and education nationwide—literally **putting low literacy and its devastating effects on the map** at a county-by-county level to inform resource development and decision making.

ECONOMIC STUDY

A **first-of-its-kind economic study** commissioned by the Barbara Bush Foundation recently assessed the issue at a macroeconomic level. This analysis of our Gap Map data, conducted by Gallup economists, found that the U.S. could be losing a staggering **\$2.2 trillion in gross domestic product (GDP)** due to low adult literacy rates.

FELLOWS PROGRAM

Our Barbara Bush Fellows program fuels **critical literacy research**. These two-year grants support academic research that will help increase learning, accelerate innovation, and incubate the most effective initiatives, as well as explore the most pressing questions faced by literacy practitioners today.

CURRICULUM AND PROGRAM DEVELOPMENT

Using our **30+ years of expertise** in adult and family literacy, we work with a variety of organizations including corporations and nonprofits on **curriculum and program development**, providing them with evidence-based tools to help meet the literacy needs of their workforces and the communities that they serve.

CREATING A NATIONAL ACTION PLAN

Low literacy is a national crisis—one that is too large for any one organization to tackle alone. To solve it, we must **break down silos**, engaging leaders from both inside and outside the literacy field, to galvanize collective action. In our role as a **thought leader and convener**, we are working to build a **national movement** focused on **innovation and investment** in the field of adult and family literacy.



Collaborative action planning at the Barbara Bush Foundation's National Summit on Adult Literacy

COLLABORATIVE ACTION PLANNING

Our National Summit on Adult Literacy marked the launch of a cross-sector, collaborative effort to develop the **first National Action Plan for Adult Literacy**. Based on input from Summit participants, we convened **five expert working groups** to focus on the priority areas for action:

Reach and Access

Data

Professional Development

Criminal Justice

Research

Together, these groups will craft a practical guide of **transformative improvements** for the field of adult literacy over the next five years. The plan will provide a roadmap for nationwide action to **strengthen programs and expand access** to improve literacy levels for the millions of adults in the United States who struggle to read, write, and comprehend.

The National Action Plan will be presented at the 2021 National Summit on Adult Literacy, setting a bold agenda aimed to strengthen, scale, and improve access to literacy programs for adult learners—**vastly increasing our collective impact** on the millions of adults in need.

Telling Our Story



Our Teen Trendsetters program at the LeBron James Family Foundation's I PROMISE School

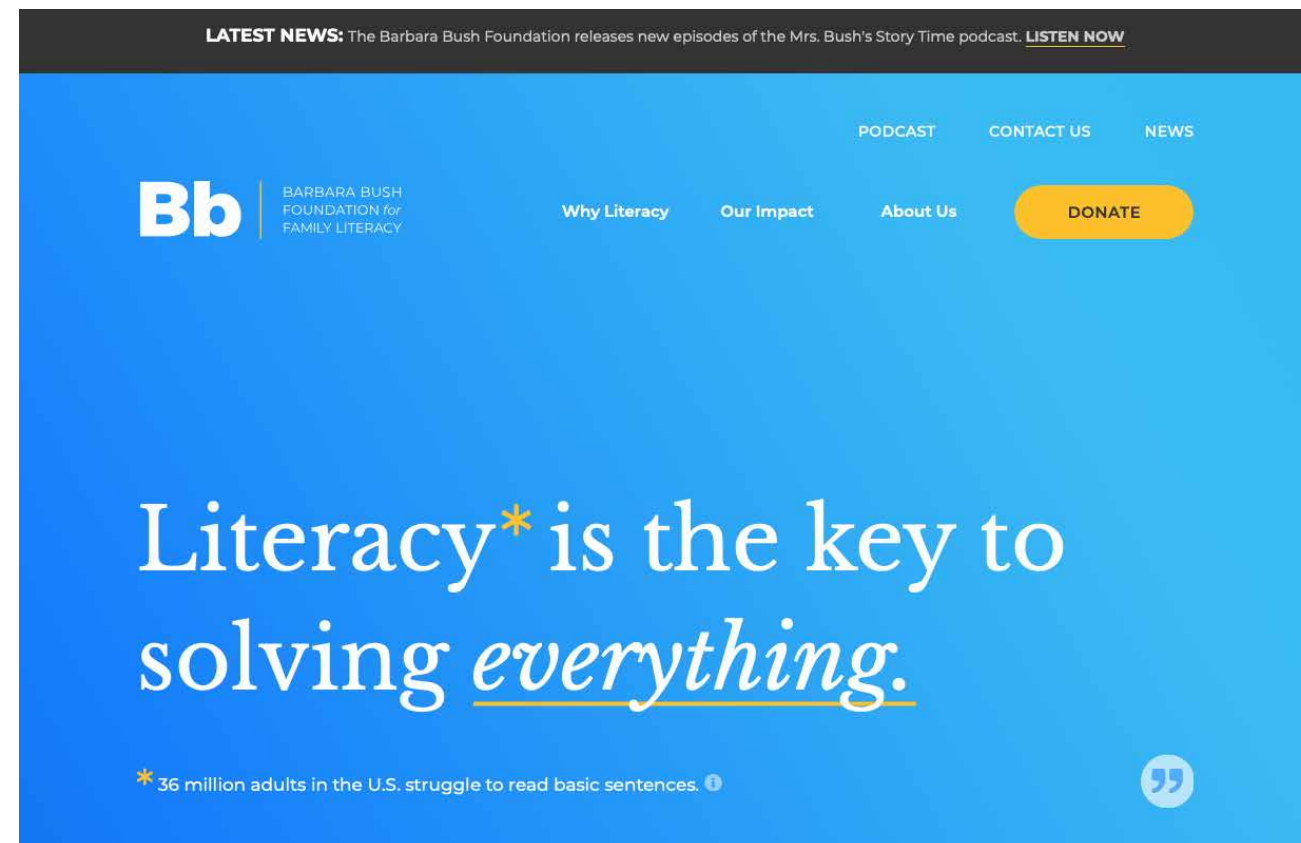
As Barbara Bush once said, “Literacy is everyone’s business. Period.” The problem affects everyone, everywhere—people of every age, of every race, and in every location across our country. Yet, low literacy remains a silent crisis, with the 1 in 5 adults who desperately need our help hiding in plain sight while the general public remains largely unaware of low literacy’s impact on their fellow Americans.

Education—amplifying and reframing the conversation around literacy—is a key pillar of our work. To build momentum, we must raise public awareness about this silent crisis and its impact on our entire society. We must erase the shame and stigma associated with low literacy, giving a voice to the population in need.

We are committed to making literacy everyone’s business by taking every opportunity to speak out about the critical role it plays in strengthening families, communities, and our entire nation. With all of our outreach activities, from our online platforms to our earned media efforts, we aim to put literacy in its rightful place: on the hearts and minds of every American.

SPREADING THE WORD

Throughout our 30th anniversary year, we redoubled our efforts to spread the word about America’s literacy crisis. Our new website, regular news updates, educational resources, and media outreach work in concert to engage public interest and action in literacy issues.



Our new website at www.barbarabush.org

BARBARABUSH.ORG

In November, we unveiled a **brand new version of our website**, www.barbarabush.org, to provide online audiences with clear, relevant information about literacy issues and our work to address this silent crisis.

LITERACY NEWS

We kicked off our anniversary year with the **launch of an electronic newsletter**. Delivered monthly, the newsletter shares the latest updates on literacy issues and Foundation activities with a wide array of stakeholders.

MRS. BUSH’S STORY TIME PODCAST

We wrapped up our “Pearl” anniversary celebration with the launch of *Mrs. Bush’s Story Time*—a **new podcast for families** featuring archival recordings of Barbara Bush reading beloved children’s stories with special guests including Winnie the Pooh, Daffy Duck, Elmo, and Oprah Winfrey. The new podcast, hosted by honorary chair Doro Bush Koch, also includes literacy tips from former First Lady Laura Bush and memories about childhood reading experiences shared by bestselling authors Delia Owens, Jesse J. Holland, Susan Orlean, and Eric Motley.

ALL THE BEST PODCAST

President and CEO British A. Robinson was featured on the George and Barbara Bush Foundation’s *All the Best* podcast, where she reflected on Mrs. Bush’s vision for the Foundation and our ongoing work to make that vision—a **more literate America**—a reality.

MEDIA COVERAGE HIGHLIGHTS

Media outreach is an important part of our work to raise awareness about literacy issues, as well as our efforts to address America's silent crisis, among a wide variety of audiences.

The Washington Times
Reliable Reporting. The Right Opinion.

Advancing American Literacy

POLITICOPRO

Economic Costs of Illiteracy
Probed in New Analysis

The New York Times

Hurdle to Kids' Reading
Letter to the Editor

THRIVE  GLOBAL

Leadership is as much about inspiration
as it is about management

FORTUNE

Don't get cut off by the coronavirus.
Here are (mostly) free tech tools for work,
education, and fun

Forbes

Coronavirus Champions:
A Running List of Brands Getting it Right

Linked

How Low Adult Literacy Disadvantages
American Children

People

New Podcast Features Archived Audio
of Barbara Bush Reading Children's Stories

Linked

America is facing a silent crisis.
It's time to address low literacy.

Tampa Bay Times

Pairing older and younger readers could be
a piece in Hillsborough's reading puzzle

Southern Living

Mrs. Bush's Story Time: A New Podcast
Featuring Old Audio of Barbara Bush
Reading Children's Stories

SOCIAL MEDIA HIGHLIGHTS

We are grateful to our wonderful network of partners, authors, and influencers, who use their platforms to help us spread the word about our programs and initiatives.



Mrs. Bush's Story Time Podcast



laurawbush • Follow

laurawbush I'm thrilled that the @barbarabushfoundation released Mrs. Bush's Story Time podcast today. Originally recorded in the 1990s, the podcast is a collection of children's stories read by my mother-in-law, Barbara Bush. This is the perfect time to sit with your child and listen to stories together, so tune in now at barbarabushfoundation.org/podcast.

10w



9,447 likes

MAY 11



ipromiseschool • Follow

ipromiseschool These 23 high school students define what it means to be a Teen Trendsetter! This semester, students from @stvmirish and @jfamfoundation #IPROMISE Network participated in the @bushfdn reading mentoring program that supported our struggling 3rd grade readers. We're so proud of our 3rd graders and their perseverance when the reading got tough and our high school students when the teaching got challenging. #WeAreFamily

10w

dadasweet_sfm

10w Reply

Liked by yvetterjohnson and others

MAY 4

Add a comment...

Post

PBS KIDS
May 26

New podcast alert! Barbara Bush Foundation just released the Mrs. Bush's Story Time Podcast, a collection of 20 episodes featuring original recordings from Barbara Bush plus appearances by Elmo and others! Listen now at barbarabush.org/podcast



Mrs. Bush's Story Time Podcast



barbarabushfoundation

Adult literacy is *family* literacy.

141 likes

barbarabushfoundation We believe in the transformative power of literacy for families. We work to expand literacy services for adults nationwide who are courageous enough to return to education — often, while also caring for their families. Help us continue to improve adult and family literacy at the link in bio.

thetimmcgraw
@TheTimMcGraw

Excited to join my #SongsOfAmericaBook co-author @jmeacham at the @BarbaraBushFdn's National Celebration of Reading! Learn more about their mission to solve America's #adultliteracy crisis at bit.ly/NCOR30th #BBF30



30 YEARS Bb
TIM MCGRAW & JON MEACHAM
Co-authors of "Songs of America"

Carla Hayden
@LibOfCongress

It was an honor to join @anitamcbride, former Chief of Staff to First Lady Laura Bush, and @AliVelshi at the @BarbaraBushFdn's #BBF30 Summit to discuss the legacies of First Ladies and their role in advocating for adult literacy.



2:01 PM · Nov 14, 2019 · Twitter for iPhone

COVID-19: A Mission-Critical Moment



The COVID-19 crisis has underscored the critical importance of our mission, as our country's low-literate families are among the hardest hit. Low literacy has compounded the impact of this crisis for parents and caregivers who already struggle to earn a living wage, navigate the healthcare system, and educate their children, further marginalizing these families. Of particular concern is the fact that limited health literacy prevents more than 66 million Americans from reading or understanding information about the crisis—slowing efforts to stop the spread of COVID-19 and ultimately putting all of us at increased risk.

In response, we have channeled our 30+ years of expertise in family literacy into supporting America's low-literate families. We were pleased to be recognized by both *Forbes* and *Fortune* for the at-home online learning toolkits we created to help students of all ages navigate these challenging times. Looking ahead, we plan to play an important role in our nation's educational recovery plan by providing new resources to support parents and educators.

Photo Credit: U.S. Air Force Photo by Staff Sgt. Christopher S. Muncy

Literacy is the Key



Tasha grew up in a low-income family and moved around a lot, which left gaps in her education, even though she tried hard to keep up with her peers. Years later, as a mom of four children, Tasha's career options were limited by her eighth grade education.

She shared, "I knew it was up to me to break the cycle. I wanted my children to go to college and be successful." To create a better life for her family, she found a literacy program and completed her high school education—and she didn't stop there. She went on to earn her master's degree and pass her nurse practitioner board. Now, she is grateful for her ability to hand down the value of education to her four children, and uses her knowledge and skills to save lives in her community.

Stories like Tasha's bear out what Barbara Bush knew more than three decades ago: Literacy is the key to a life of equity, opportunity, and prosperity. With your continued support, we look forward to unlocking the doors of opportunity for millions more Americans in the decades to come.

Lifelong learner Tasha celebrating her graduation with Ann Marie Barter, the Barbara Bush Foundation's Senior Director of Curriculum and Training

Thank you.

On behalf of families across the nation, thank you for helping us change countless lives through literacy over the past 30 years.

We invite you to continue your vital role in advancing our vision of an America in which everyone has the opportunity to read, write, and comprehend in order to navigate the world with dignity.



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P.O. Box 14380
Washington, DC 20044

barbarabush.org



@BarbaraBushFdn



@barbarabushfoundation



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