



BARBARA BUSH
FOUNDATION *for*
FAMILY LITERACY

2022
ANNUAL
REPORT

TABLE OF CONTENTS

Opening Letter	3
The Great Solvable Problem of Our Time	4
Convene	6
Catalyze	9
Educate	13
Celebrating Our Impact	15
Looking Ahead	16
Financial Impact	17
2022 Financials	18
Our Supporters	19
About the Barbara Bush Foundation	23

OPENING LETTER

DEAR FRIENDS,

We are pleased to share the Barbara Bush Foundation's annual report for 2022—a year of exciting progress toward our vision of an America in which *everyone* has the ability to read, write, and comprehend in order to navigate the world with dignity.

When Barbara Bush chose her cause more than three decades ago, she intentionally chose *family literacy* because she knew that literacy is a continuum, with every part interconnected. Today, we're proud to carry on the work that she began, taking a holistic, inclusive approach that breaks down silos to solve our nation's literacy challenge once and for all.

Thanks to your generous support, we continue to provide programming and solutions that address the full continuum of literacy needs in families and communities nationwide. Our accomplishments over the past year included:

- Establishing the new Adult Literacy and Learning Impact Network (ALL IN) to implement the National Action Plan for Adult Literacy
- Expanding our program offerings and footprint to serve more learners across the nation
- Celebrating the 20th anniversary and continued impact of our reading mentorship program, ReadSquad (formerly Teen Trendsetters)
- Officially launching Book Explorers, our newest reading mentorship program, to help students recover from COVID-related learning disruptions
- Developing a new Digital Literacy Resource Guide and accompanying training materials to bridge the growing digital literacy equity gap
- Creating a brand new, fully digital, bilingual reading collection for adult learners and families—ReadLife Bookshelf
- Relaunching our Corporate Advisory Council with representation from *Fortune* 100 and 500 companies to foster business sector engagement
- Working with our Technology Advisory Council to develop and refine an intentional, systematic investment process for our portfolio of technology solutions

We're so thankful for your partnership. By supporting our work, you are helping to improve the quality of life for learners of *all* ages—an investment that will pay dividends for generations to come.

With gratitude,



Doro Bush Koch

Doro Bush Koch
Honorary Chair



British A. Robinson

British A. Robinson
President and CEO

THE GREAT SOLVABLE PROBLEM OF OUR TIME

“Literacy is the great solvable problem of our time.”—Barbara Bush

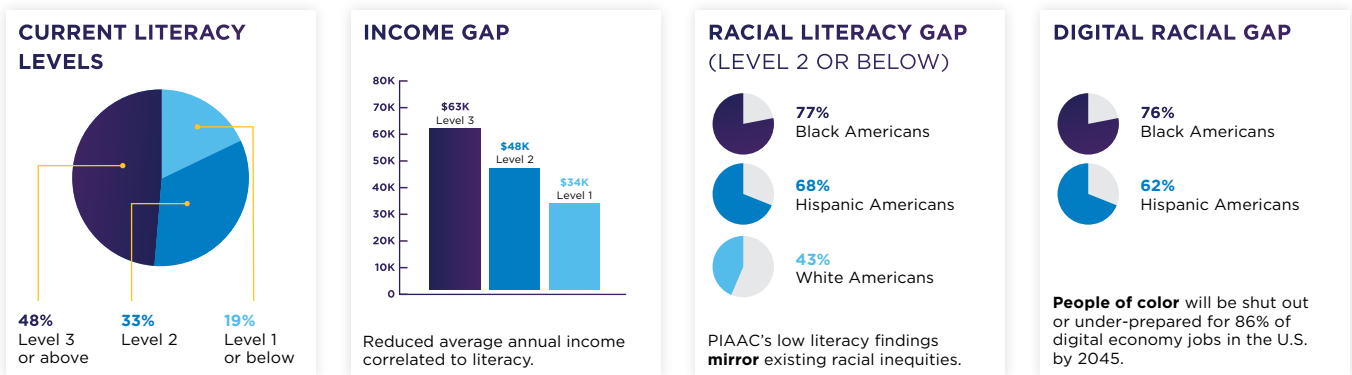
THE SILENT EQUITY CRISIS

Today, 130 million Americans—54% of adults between the ages of 16 and 74 years old—lack proficiency in literacy. About 43 million adults in the U.S.—nearly one in five—read below a third-grade level. Low literacy lies at the core of multigenerational cycles of poverty, poor health, and low educational attainment, preventing

millions of adults from fully engaging in society as parents, workers, and community members.

Nationwide, low-literate adults struggle to earn family-sustaining wages, manage their family’s health, and participate in the democratic process simply because they lack the ability to read, write, and comprehend.

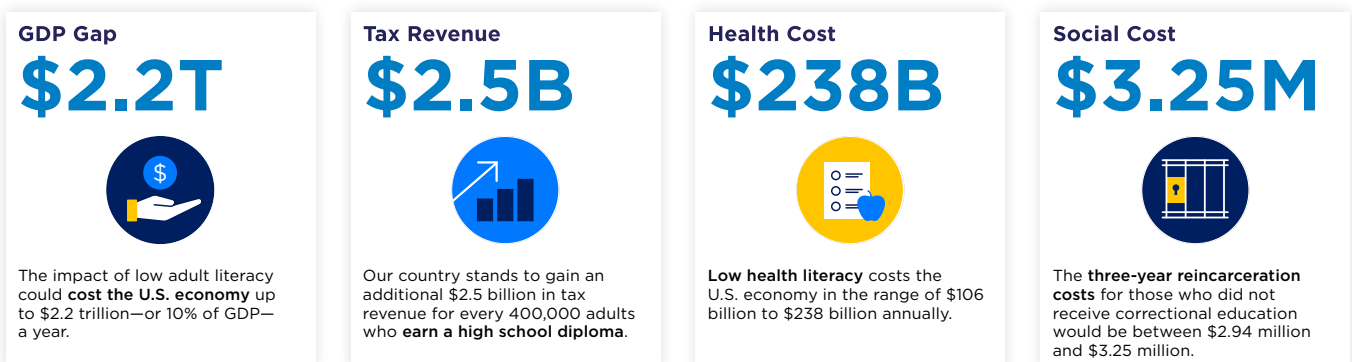
STATE OF ADULT LITERACY



THE KEY TO EVERYTHING

Adult literacy is an intersectional issue that is linked to some of today’s most pressing concerns, including economic growth, public health, civic engagement, global competitiveness, and national security. Investing in adult literacy is absolutely critical to disrupt the

multigenerational cycles of poverty and its impacts. Adult literacy is crucial to improving lives, families, and communities, while strengthening our nation—now and for generations to come—to build a stronger and more equitable America.



OUR APPROACH

Recognizing that this multigenerational issue has been historically under-resourced and under-researched, we believe that investing in adult literacy will positively impact economic, health, and social outcomes, transforming families, historically marginalized communities, and our nation as a whole.

We leverage our national platform to mobilize the field and public to create literacy impact for adult learners—especially in under-resourced communities and communities of color—serving grassroots organizations and leading the field by focusing on our unique role:

- **CONVENE** key adult literacy stakeholders to collaborate radically for systems change
- **CATALYZE** innovative literacy solutions to build capacity to reach more adult learners
- **EDUCATE** the general public to build awareness around this silent equity crisis and create solutions together

We envision that one million adults will achieve proficiency in literacy in the next five years, spurring positive economic, health, and social outcomes in the U.S. Read on to learn more about how we are working—with your support—to make this vision a reality.



CONVENE

We leverage thought leadership efforts, develop diverse partnerships, and scale best practices and resources for collective national impact.

NATIONAL ACTION PLAN FOR ADULT LITERACY AND ALL IN

Implementation of the first-ever [National Action Plan for Adult Literacy](#) gained significant momentum in 2022. Conceived and convened by the Barbara Bush Foundation in 2019, the National Action Plan was developed in collaboration with more than 100 expert stakeholders including representatives from corporations and foundations; community organizations and associations; federal, state, and local governments; academic experts; and edtech leaders.

This multisector, multiyear initiative aims to transform adult and family literacy for millions of Americans by driving inclusive, collective action to address systemic challenges over the next five years.

After officially launching implementation alongside Dr. Jill Biden, First Lady of the United States, the Barbara Bush Foundation founded a new collective impact initiative—the [Adult Literacy and Learning Impact Network \(ALL IN\)](#)—that is charged with carrying out the plan and its recommendations. ALL IN is housed at the Barbara Bush Foundation, under the leadership of a newly hired Director, thanks to the generous support of the Dollar General Literacy Foundation.

ALL IN is comprised of national literacy organizations, with a Coordinating Council serving as its governing body. Coordinating Council members organizations are:



American Library Association



BARBARA BUSH FOUNDATION for FAMILY LITERACY

Barbara Bush Foundation for Family Literacy



COALITION ON ADULT BASIC EDUCATION

Coalition on Adult Basic Education



CURE National



Dollar General Literacy Foundation



Houston Mayor's Office for Adult Literacy



National Association of State Directors of Adult Education



National Center for Families Learning



National Coalition for Literacy



ProLiteracy



TESOL International Association



VALUE USA



World Education, Inc.



Together, ALL IN's members are working to realize a shared vision of an America in which every adult can easily access high-quality, effective support to improve their reading, writing, digital, and numeracy skills—regardless of who or where they are.

Since launching ALL IN, the Barbara Bush Foundation has held and led two convenings for Coordinating Council members and National Action Plan stakeholders:

- **ALL IN Corporate Workshop:** This workshop in Nashville, Tennessee, focused on catalyzing investment and engagement by the corporate sector in solving America's literacy crisis. Members of the Barbara Bush Foundation's Corporate Advisory Council, including representatives from **AT&T, Bessemer Trust, ConocoPhillips, Dollar General, Humana, Intel,** and **Vertical Bridge**, attended and provided

valuable input that continues to inform ALL IN's strategy.

- **Summit on Adult Literacy at Sunnylands:** The Barbara Bush Foundation partnered with the Annenberg Foundation Trust at Sunnylands to convene a Summit on Adult Literacy in November. This event brought together a diverse set of partners from the public, private, and philanthropic sectors for an intensive retreat designed to galvanize collective, systemic change. Attendees—which included keynote speakers **Dr. Amy Loyd, Assistant Secretary for the U.S. Department of Education's Office of Career, Technical, and Adult Education,** and **Bill McBride, Executive Director for the National Governors Association**—identified the following priorities for immediate action: raising awareness about adult literacy needs, improving technology-enabled research and development, and expanding access to high quality programs and services.

Working in concert with the Barbara Bush Foundation, this newly founded entity is currently focused on the following initiatives:

PRIORITY

INITIATIVES

Increase awareness of adult literacy needs and advocate for change

- National awareness campaign about the individual and collective benefits of investing in adult literacy
- Release of a white paper to explore multiple literacy skills
- Launch of the first U.S. Senate Caucus on Adult Literacy

Improve quality of adult literacy programs through data-driven, technology-enabled research and development

- Small grants program to promote innovative research and development in adult literacy
- Longitudinal analysis to improve understanding of adult literacy impact in collaboration with key partners in nonprofit, government, and corporate sectors

Expand access to literacy programs and services in a community

- Measure the potential economic impact of adult literacy investment in a designated region of the U.S. through quantitative and qualitative research



CORPORATE ADVISORY COUNCIL

First lady Barbara Bush established the Foundation’s original Corporate Advisory Council more than 30 years ago, calling on the nation’s top business leaders to contribute their expertise to the cause of literacy. In 2022, the Foundation relaunched the council with new members representing the finance, energy, health, retail, and telecommunications sectors.

The Corporate Advisory Council convenes corporate leaders from across the U.S., leveraging their business expertise and networks to expand corporate engagement in literacy issues and serve as key advisors. Member organizations currently include **AT&T, Bessemer Trust, Boeing,**

Business Roundtable, Colgate-Palmolive, ConocoPhillips, Dollar General, Humana, Intel, Novartis, Vertical Bridge, and Walgreens. In 2022, Council members provided critical insights to shape the implementation of the National Action Plan by participating in ALL IN’s corporate workshop in Nashville and the Summit on Adult Literacy at Sunnylands, and engaged with the Foundation in programmatic partnerships and activations. Over the past year, the Barbara Bush Foundation co-designed programs and activations with three member organizations—Bessemer Trust, Colgate-Palmolive, and Intel—to serve our target population.



CATALYZE

We invest in edtech solutions, programs, and literacy resources tailored to meet learners where they are.

THE ROBERT AND DOROTHY KING TECHNOLOGY INNOVATION FUND

While wonderful work is being done through in-person literacy programs around the country, a substantial portion of our nation's low-literate adults are unable to participate in traditional, brick and mortar programs. Through our Robert and Dorothy King Technology Innovation Fund, we work to build capacity for adult learners, building, developing, incubating, and scaling technology-based literacy solutions that show the promise of delivering impact.

In 2022, we worked closely with our Technology Advisory Council (see details below) to clarify the Foundation's role and develop a more intentional and systematic investment process that spans from solution identification to investment and reporting. To this end, our technology portfolio is focused on the following outcomes:

- **Access**—Removing barriers to literacy education
- **Achievement**—Improving literacy skills
- **Analysis**—Sharing what works and what doesn't to improve future projects

TECHNOLOGY ADVISORY COUNCIL

We continue to leverage the expertise of our Technology Advisory Council, a diverse group of innovators that includes Silicon Valley leaders, venture capitalists, industry trailblazers, and some of the nation's top philanthropies and non-profits. The council:

- Provides support and counsel on strategic investments in technology and digital tools to serve adult learners
- Focuses on balancing access and achievement goals, seeking solutions that lower barriers to entry, and tools that optimize for effective, evidence-based learning methods

- Provides critical input that will help shape the trajectory of not just our work, but the entire literacy field in the years to come

CURRENT TECHNOLOGY INVESTMENTS

Developed with strategic counsel from the Technology Advisory Council, current investments in our technology portfolio include:

- **Mixed Reality IRB Study**—The Microsoft HoloLens headset device is a self-contained computer with Wi-Fi connectivity that projects interactive holograms (mixed reality technology) into the user's field of view. We are exploring the potential use of the device, in concert with SphereGen's VeyeZER™ Graph eye tracking technology, as an assessment tool to help educators and providers in a variety of settings identify literacy issues and craft personalized, effective learning plans to improve learner outcomes. In 2022, we partnered with local literacy providers for an initial pilot test in Charleston, South Carolina. Our Dollar General Barbara Bush Fellow, Dr. Stephanie Moore, is currently collecting data at four adult learning sites in New Mexico to test the effectiveness of the device on reading assessments.
- **Enigma**—This engaging, game-based app was developed by Southern Methodist University in partnership with the Barbara Bush Foundation and the Dollar General Literacy Foundation. In 2022, the game was enhanced to serve a broader range of learners, and was piloted at three sites in Texas and Washington, D.C. The Barbara Bush Foundation continues to provide technical assistance as the game is further refined, and as accompanying instructional materials are developed to support the app. Enigma is currently available on both iOS and Android operating systems.
- **Cell-Ed**—Cell-Ed's literacy program is delivered in short, three-minute increments, works on any device, and does not even require a smartphone—expanding reach to an entire subset of adult learners who are often left behind. We

continue to support the implementation of Cell-Ed through “pay as you go” participation across the U.S. and via our mentoring programs. Also, through a partnership with Community in Schools NOVA (Virginia), the application is being used in adult and family literacy programming, including use of the BBF/Cell-Ed co-designed course, *Building Future Readers*, to foster parent engagement.

Both Enigma and Cell-Ed were developed through the Barbara Bush Foundation Adult Literacy XPRIZE competition. We continue to leverage our investment in the competition through our ongoing work to refine and put these apps in the hands of adult learners.

READING MENTORSHIP PROGRAMS

We support foundational literacy skills in young readers in grades 1–3 through mentorship programs—a research-proven strategy—that are grounded in the science of reading to maximize growth.

ReadSquad, our longest-running reading mentorship program, marked its 20th anniversary in 2022. Previously called Teen Trendsetters, this school-based program pairs teen mentors with students in first, second, and third grades who are, on average, four months behind in reading. Teens receive training as reading mentors, and meet regularly with their mentees for one-on-one mentoring sessions, using targeted strategies and activities to build literacy skills and confidence. ReadSquad continues to achieve outstanding results. The most recent third-party evaluation showed:

- Mentees achieved an average gain of **1.3 grade levels** over the seven-month program (especially substantial given that mentees begin reading well below grade level).
- A control study showed that mentees achieved nearly **three times the growth** achieved by similar students in the same schools who did not participate in the program.
- Teen mentors benefit as well, reporting improved self-esteem and confidence, as well as **improved reading skills and grades**.

Notably, results from the mid-year evaluation of programs in Florida suggested that nearly three-quarters of Florida mentees began at least one year below grade level, and 38.3% began two or more years below grade level. This reflected a more at-risk, lower performing group of mentees than has been seen in most previous years—aligning with our refined focus on serving marginalized populations.

In recent years, **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. 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.

During the 2021–2022 school year, the Barbara Bush Foundation operated ReadSquad programs in Florida, Maine, Maryland, and Texas. In 2022, the program expanded into two new states: Connecticut and Oklahoma. We currently support ReadSquad programs in Connecticut, Florida, Maine, Oklahoma, and Texas.

We look forward to expanding ReadSquad’s reach to serve even more learners and families in the years ahead.

Book Explorers, our newest reading mentorship program, builds on the success of ReadSquad to help target “summer slide” and COVID-19-related learning gaps by allowing students to keep progressing year-round. Like ReadSquad, Book Explorers pairs students in grades 1–3 with a reading mentor and uses targeted strategies and activities to build literacy skills and confidence. The program is designed for flexible implementation, suitable for use in a variety of settings such as libraries, community centers, or afterschool programs. It also offers volunteer opportunities for both teens and adults—including corporate volunteers—to serve as mentors.

All Book Explorers program resources are fully online, and are designed to engage and foster a

love of reading in young learners. Materials include nonfiction and narrative digital books. Each book is accompanied by a mentor guide that helps mentors make the most of their sessions, and a parent guide full of fun, enriching activities. All 56 Book Explorers parent guides and a collection of select book titles are available in Spanish.

After an initial pilot in Florida, Maine, and Texas in 2021, the Foundation officially launched Book Explorers nationwide in 2022, and the program has grown threefold year over year. We currently support Book Explorers programs in Florida, Oklahoma, and Connecticut. Program partners include municipal aftercare at parks and recreation departments, community-based organizations supporting aftercare services for students, and school-based models both during the academic day and in aftercare settings. We look forward to the continued growth of this new program, and ultimately aim to implement it in all 50 states.

ADULT AND FAMILY LITERACY RESOURCES

As a leader in the adult literacy field in service of grassroots organizations, we work to equip local literacy organizations with resources, programs, and materials that help them achieve optimal impact in their community. While literacy resources are plentiful, many are outdated or not built upon current learning practices and evidence-based strategies. We are committed to collaborating with partners to address needs in the adult literacy field, rather than duplicate or replicate existing resources.

We vet, endorse, and promote high quality adult and family literacy resources where they exist, or partner with other organizations to create and combine new quality resources and programs where there are gaps. We distribute these resources and programs nationally to grassroots organizations and provide training and support to ensure that they deliver the desired impact.

DIGITAL LITERACY RESOURCES

In addition to foundational literacy skills, digital literacy skills—the skills needed to live, learn, and work in today’s increasingly information and

technology-driven society—are critically important. As jobs become more automated and require greater technological skills, it is essential that workers have the basic skills and foundational knowledge needed to tackle any new technology. Digital skills are also increasingly necessary to complete everyday tasks such as navigating a telehealth visit, finding and applying for jobs, or helping children with remote learning. Yet, the digital literacy gap is a growing equity issue.

- Current research shows that 92 percent of jobs across industries in the U.S. labor market require digital skills. However, one-third of American workers currently struggle to perform their job effectively due to limited digital problem-solving skills, especially among people of color from both immigrant and non-immigrant backgrounds. (*National Skills Coalition*)
- A growing digital racial gap could cause 76% of Black Americans and 62% of Hispanic Americans to be shut out or be under-prepared for 86% of jobs in the U.S. by 2045. (*Deutsche Bank*)

To bridge this gap the Barbara Bush Foundation partnered with Digital Promise to develop a new resource guide, [Promoting Digital Literacy for Adult Learners](#), and an accompanying suite of training materials to support educators, tutors, and mentors who are working with adult learners on building digital literacy skills. The guide, which was peer-reviewed by adult literacy experts and corporate partners, is grounded in adult learning theory and includes practical approaches for working with adult learners.

We are currently working with adult literacy providers, community organizations, and corporate partners to provide support and train-the-trainer materials to optimize use of the guide. As part of a usability study, we are providing technical assistance and resources to improve the quality, effectiveness, and comprehension of digital skills training. We have engaged with programs and states to deliver training and technical support to those working directly with adult learners. In 2022, the Foundation conducted training on use of the guide and accompanying resources at sites in Kentucky, Michigan, New Mexico, New York, South Carolina,

and Washington, D.C. We look forward to training additional sites to expand and optimize use of this resource with learners nationwide.

READLIFE BOOKSHELF

Finding high-quality, engaging, easily accessible reading material can be challenging for adult learners and their families. In 2022, we partnered with Worldreader to release [ReadLife Bookshelf](#), a new multigenerational reading collection for adults, children, and educators. ReadLife Bookshelf aims to promote literacy skill development in adult learners, children, and families, using online resources to broaden reach and access. ReadLife Bookshelf offers:

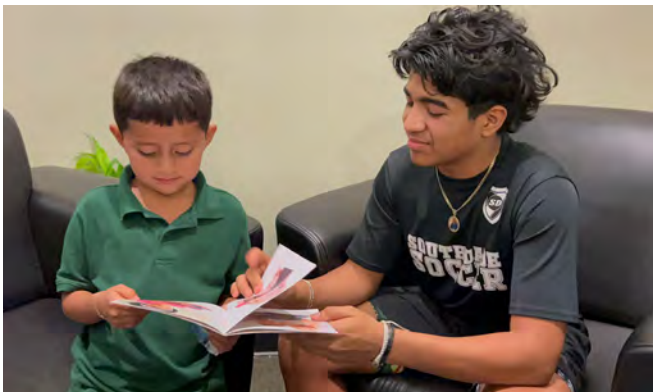
- A curated collection of digital books for adults and children, including titles tailored to the reading levels and interests of adult learners
- Guided activities to encourage adult learners and their families to deepen and enhance the learning experience
- Resource guides to help instructors promote literacy skill development

- Bilingual (English and Spanish) books and resources
- Anytime, anywhere access to online materials across all platforms (Computers, tablets, and smartphones)
- New books and materials each month, with timely, seasonal themes

The ReadLife Bookshelf collection will grow over the next three years to include guided activities, compelling adult learning-focused stories, and over 200 children’s books in English and Spanish. All resources are available for use by learners and educators at no cost.

READING RESOURCE LIBRARY

Our [Reading Resource Library](#) provides curated text sets of topically relevant, educational, and captivating books at a variety of reading levels—geared for adult learners and their families. During 2022, we continued to update the library with new content including instructor resources to promote civic, digital, financial, and health literacy.



EDUCATE

In our role as thought leaders, we conduct and participate in research and awareness initiatives to foster multisector engagement in literacy issues.

EDUCATION AND OUTREACH

Solving our nation's silent literacy equity challenge begins with raising awareness—a key focus of our thought leadership work. We continue to share our message with a variety of audiences, with notable appearances in 2022 including:

- **Literacy: The Key to Equity and Economic Recovery**—Panel discussion on the economic impact of adult literacy at SXSW EDU with leadership from the American Library Association, Bessemer Trust, and Dollar General Literacy Foundation
- **Envisioning the Future of Adult Literacy**—Panel discussion on the HoloLens 2/VeyeZER™ Graph mixed reality technology at SXSW EDU with leadership from Microsoft, Sketchy, and Sphere-Gen Technologies
- **Inspiring the Next Generation of Changemakers Through Reading**—Virtual conversation about the importance of inclusion and diversity in children's literature featuring bestselling authors Brad Meltzer and Eva Chen, moderated by Ellie LeBlond Sosa
- **Literacy Education Beyond the Classroom**—Webinar highlighting ReadSquad as a Library of Congress Literacy Award honoree
- **Breaking Barriers: Solutions for America's Literacy Crisis**—Virtual panel on edtech solutions for adult learners, hosted by *The Wall Street Journal* with leadership from the Dollar General Literacy Foundation and Southern Methodist University
- **Empowering Readers, Empowering Citizens: Prioritizing Literacy Development**—Panel discussion with leadership from the Center for Dyslexia, Diverse Learners, and Social Justice at UCLA; the School of Medicine and Public Health at University of Wisconsin-Madison; and Read Charlotte, hosted by the Institute of Museum and Library Services
- **Move the Needle: Literacy**—Virtual discussion on the wide-ranging impacts of low literacy with leadership from the George W. Bush

Institute and Brink Literacy Project, hosted by the Policy Circle

- **Leading With Empathy**—Panel discussion on leadership at *Fortune's* Most Powerful Women Summit with leadership from Ancestry, Autodesk, PwC, and Workday
- **Trident Literacy Association 50th Anniversary Gala**—Keynote address in Charleston, South Carolina
- **ALL IN for Families: Addressing Adult Literacy to Reach Equity in Communities**—Panel discussion on the National Action Plan for Adult Literacy with leadership from the American Library Association, the National Center for Families Learning, and ProLiteracy at the National Center for Families Learning annual conference
- **Literacy: The Key to Economic Recovery**—Education event hosted by Bessemer Trust focused on the economic impacts of literacy, including the Barbara Bush Foundation/Gallup study, featuring a discussion between British A. Robinson and Holly MacDonald, Chief Investment Officer for Bessemer Trust, moderated by Ruth Umoh, Editor for *Fortune*
- **Investing in Our Futures**—Virtual conversation featuring author, investor, and philanthropist David M. Rubenstein in conversation about his book, *How to Invest: Masters on the Craft*, with Barbara Bush Foundation Investment Committee member Carrie Schwab-Pomerantz

BARBARA BUSH FELLOWS PROGRAM

We continue working to fill critical research gaps through our Barbara Bush Fellows program, which provides two-year grants for assistant professors, associate professors, and graduate students conducting academic work in the field of adult literacy in the United States. The fellows' efforts focus on identifying issues and opportunities to help the field increase learning, accelerate innovation, and incubate the most effective initiatives, as well as exploring the most pressing questions faced by literacy practitioners today.

Dr. Stephanie Moore, Assistant Professor for the Organization, Information, and Learning Sciences program at the University of New Mexico, currently serves as the Dollar General Barbara Bush Fellow. Dr. Moore continues to help push forward a research agenda focused on edtech in adult learners, identifying variations in strategies, competencies, and other variables that account for efficacy and inform recommendations for practice to help us deepen our impact.

| FUTURE OF WORK AWARD

The Social Innovation Summit’s mission is to elevate groundbreaking ideas and shine a spotlight on the most innovative leaders addressing the most urgent social issues. We were thrilled to be honored with the Summit’s 2022 Future of Work Award for our leadership in convening the National Action Plan for Adult Literacy.



| ANN NORTON SCULPTURE GARDENS LITERACY DAY

In November, the Barbara Bush Foundation partnered with the Ann Norton Sculpture Gardens in Palm Beach, Florida, to cohost the gardens’ 15th annual Literacy Day. The gathering immersed more than 200 K-3 students from local Title I schools in a fun, engaging day of reading-focused programming. Students had the opportunity to interact with artists, entertainers, storytellers, and popular children’s authors. The Foundation secured two nationally renowned children’s authors—Kat Zhang and Naaz Khan—to attend, and all students received books to take home. We were also joined by representatives from Colgate-Palmolive, a member of our Corporate Advisory Council, who provided educational activities, books, and dental hygiene kits for all participating students.

| MAKING THE CASE FOR LITERACY—THE HILL OP-ED

“The possibilities are endless if we all commit to investing in adult literacy—both a preventative and a responsive accelerant for our economic recovery.”

— *British A. Robinson and the Honorable Mike Rogers*

President and CEO British A. Robinson partnered with the Honorable Mike Rogers, founder of Leadership to Ensure the American Dream and former U.S. representative from Michigan, to coauthor an op-ed linking literacy to economic growth. The op-ed—“Literacy is an economic growth engine—will we seize it?”—was published by *The Hill* in August 2022.

CELEBRATING OUR IMPACT

We were grateful for the opportunity to celebrate our impact with friends and supporters across the country in 2022.



LOOKING AHEAD

We are grateful for your ongoing support, which makes all of our life-changing work possible. Together, we have the opportunity to fulfill Barbara Bush’s vision of an America in which everyone has an equal chance to succeed. In the coming year, we look forward to:

- Continuing to invest in edtech tools that show promise to meet learners where they are, focusing on access, achievement, and analysis
- Expanding our resources and programs for adult learners nationwide—especially in key areas such as digital, health, and financial literacy
- Broadening the reach and scale of our reading mentoring programs—ReadSquad and Book Explorers—and integrating additional parent engagement components to deepen their impact
- Working with our partners in the Adult Literacy and Learning Impact Network to implement the recommendations of the National Action Plan for Adult Literacy
- Increasing public awareness about our nation’s literacy equity crisis through education and outreach initiatives



2023 NATIONAL CELEBRATION OF READING—SAVE THE DATE!

We look forward to gathering with friends and supporters like you at the National Celebration of Reading on October 11, 2023. Our signature event, held at the John F. Kennedy Center for the Performing Arts in Washington, D.C., will once again bring together members of the Bush family, best-selling authors and entertainers, and special guests to raise support for our nationwide literacy programs and increase awareness of our country’s literacy crisis.

We hope you will mark your calendars and plan to join us in Washington, D.C. this fall!



FINANCIAL IMPACT

DEAR FRIENDS,

I am pleased to report that the Barbara Bush Foundation for Family Literacy maintains a strong and healthy financial position. Along with my colleagues on the Board of Directors, I am proud of the Foundation's continued impact on lives nationwide—particularly amidst a challenging few years for both the population in need *and* the nonprofit sector.

The accomplishments detailed in this annual report are true testaments to the generosity of our partners and supporters, who contributed more than \$2.6 million to our work in 2022, as well as the vital importance of the Foundation's mission.

Thanks to your ongoing support, we continue to work at the national, grass-tops level in support of grassroots organizations across the country. Our efforts in 2022 included the establishment of a new collective impact initiative to implement the National Action Plan for Adult Literacy, the launch of innovative new literacy resources to serve learners of all ages, and expansion of our programs to broaden our impact. Our 2022 expenditures totaled \$6,738,503.

Our vision—that one million adults will achieve proficiency in literacy in the next five years—is bold, but achievable with your continued support. Thank you for your shared commitment to building a stronger, more equitable America through literacy.

Sincerely,

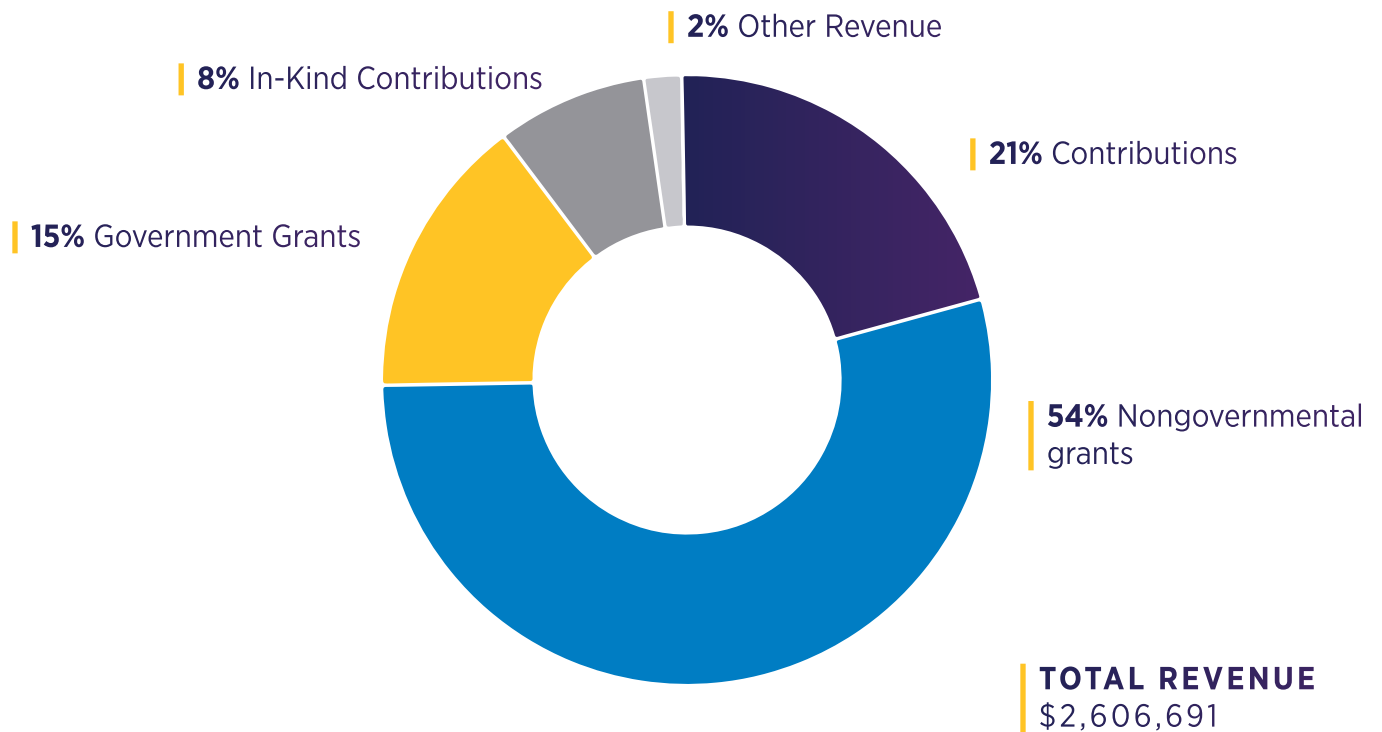
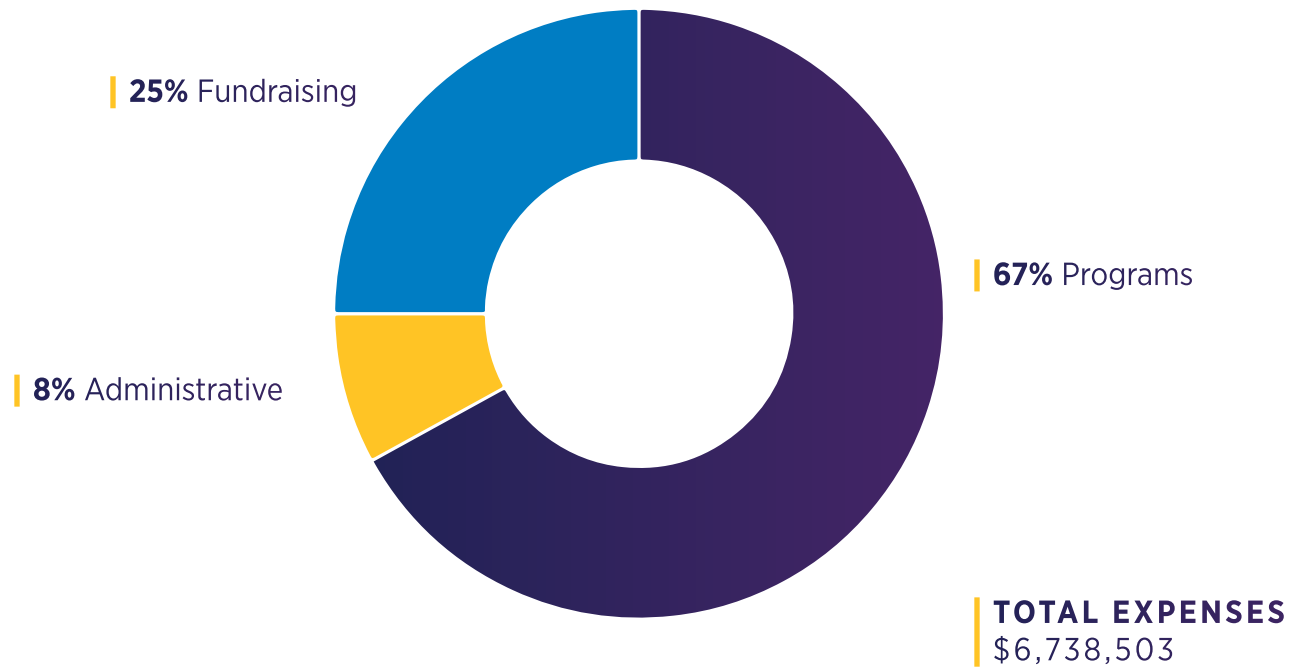
A handwritten signature in black ink that reads "LaMar Bunts". The signature is written in a cursive, flowing style.

LaMar Bunts

Chief Transformation Officer, Dartmouth College

Treasurer, Barbara Bush Foundation for Family Literacy

2022 FINANCIALS



OUR SUPPORTERS

We are grateful to the corporations, foundations, and individuals whose financial support helped us improve lives through literacy in 2022.

- Charlotte Abbott
- Carol Adams
- Adecco Group US Foundation
- Patty and M. L. Agnew, Jr.
- Jason Alba
- Nicholas Albano
- Jeremy and Ashley Allen
- ALTA Good Deeds Foundation
- American Property Casualty Insurance Association
- America's Charities
- Anonymous
- Gerald and Karen Arel
- Brenda Armbrrecht
- Sarah Armstrong
- William Ashley
- Lori Aston
- AT&T
- David and Barbara Balderston
- Linda Baliman
- Barbara Bush Houston Literacy Foundation
- Paul and Karen Barnes
- Andrew P. Barowsky
- Dorothy B. Beckwith
- Barbara and Mike Belfield
- Christine Berg
- Paul G. Bernhard
- Bessemer Trust
- Susan Biddle
- Rita Bierman
- David Bingham
- Byron Birtman
- Dora Sue Black
- Gary and Marsha Blum
- Kay Boemer
- Brenda G. Bolser
- Michael and Clare Bonsignore
- Katherine Borst
- Anita Botti
- Linda Bowman
- Alexina Brooks
- Betty A. Brown
- Anna Brudzinski
- Susan L. Bryant
- LaMar Bunts
- David W. Burge
- Elizabeth Burgess
- Bill Burke
- Sandra and Jeb Bush, Jr.
- Jonathan J. Bush, Jr.
- Josephine Bush
- Marvin and Margaret Bush
- Business Roundtable
- Wendy Cain
- Tucker Calkin
- Janice Campbell
- Guy P. Caputo
- Richard Carruth
- Christine Chamberlain
- Charities Aid Foundation of America
- Peter and Kirsten Cheney
- Mary Chigos
- Gail Chimenti
- Donna Christy
- Virginia Cibenko
- The Clam Shack
- Robert and Kathy Clark
- Cobb Family Foundation
- Sandra Cochran
- Miles and Nicole Cohen
- The Ron & Kathy Colby Family Foundation
- Paula Cole
- Colgate-Palmolive
- Michael Conant
- ConocoPhillips, Inc.
- Michael Convey
- Susan Corbitt
- Steven Cowart
- Nancy Crandall
- Beth Crane
- Stephen Craver
- Senator Susan M. Collins and Thomas A. Daffron
- Vicki Davison
- Decision Analyst
- Katie Dell
- Jason Denby and Joe Figini
- Robert and Marjorie Dennis
- Thomas G. Deyoung
- Nicole Diaz-Rodriguez
- Frank and Kay DiBianca
- Jacqueline DiGiovanni
- Sharon Dinges
- Anthony and Ruth Doina
- Dollar General Corporation
- Dollar General Literacy Foundation
- Michael and Victoria Donaghy
- Elizabeth Dubin
- John Duckett

- Duke Energy Foundation
- Deborah Dwyer
- Jenna Eastman
- Cheryl A. Ellefson
- Ellen Fagan
- Michael Farnell
- Michael and Ruth Fedotin
- Keith and Vangie Fields
- Jeffrey and Frances Fisher
- State of Florida Department of Education
- Richard P. Floyd
- Daniel and Donna Fox
- Christopher Frangione
- Aaron Frazee
- Walter and Stephanie Frick
- Mary A. Fronce
- Nanine Gallo
- Jean Garcia
- Rosemarie Gardner
- Jill Garrett
- Garrett Pillsbury Plumbing & Heating
- Sandy and Bert Getz
- Gibson, Dunn & Crutcher
- Anne Gifford
- Edwin and Aimee Gilroy
- Give Lively Foundation Inc.
- Globe Foundation
- Ilene Goldstein
- Christine Goodendorf
- Kristen E. K. Goss
- James and Michele Grace
- Maximilian and Margaret Grant
- Ashley Grant
- Laura K. Gregory
- Maria Gregory
- Dennis and Judith Groth
- Jill Grove
- Donna Guerrero
- The Robert & Mary Haft Foundation, Inc.
- Joanne M. Haines
- HalfMyDAF
- Donald J. Hall, Sr.
- Kathleen Ham
- Debra Hanley, M.D.
- Elaine H. Harrison
- Julie A. Harston
- Kristin Hartness
- Margaret Havens
- Paul and Alexandra Heerdt
- Clara Heinsohn
- Elizabeth R. Heminway
- John and Laurie Hendricks
- Sarah Hicks
- Betty J. Hill
- Lyda Hill
- Roxanne Hinkle
- Lynn Hirshfield
- Hap and Winton Holladay
- Shigeko Honda
- Barbara Horwath
- Kenneth and Joyce Howard
- Sharon Howett
- Humana
- Huntington Ingalls Industries, Inc
- Intel Corporation
- ISCS Hydraulics Inc.
- Susan Jackson
- Jansing-Cook Foundation
- The Jim Moran Foundation
- John's Crazy Socks
- Ann M. Johnson
- Barbara J. Johnson
- Tyler Johnson
- Johnson & Johnson
- Lawrence Jones
- Todd Jones
- Betty B. Jordan
- Just Give
- Debbie Kaminski
- Kay Kammel
- Mark and Sherry Kaplan
- Marvin and Joan Kaplan
- Mary Karpal
- Patricia Kassab
- Margaret A. Keck
- Richard and Ginna Kelly
- Larry and Mary Kent
- Taylor Kiland
- Adam King
- Robert and Dorothy King
- Steve and Jennifer Kingston
- Kate Klimow
- Doro Bush Koch and Robert P. Koch
- Liz Kohler
- Christine Kostek
- Lauren Kosten
- Bradley D. Kremensek
- Timothy and Bette Krenzke
- Richard and Roberta Kristinik
- Kropid Family Foundation
- Carolyn Kuhn
- Ronald LaClair
- Karen C. Ladd
- Karyn Lamb
- Kenneth Lane
- Laura Lane
- Sandra Langdon
- Viet Le
- William H. LeBlond
- Thomas Lee
- Abigail and Hunter Leland
- Patrick A. Leoni
- Michael Levine
- Stanley Light
- Lysandra and Brian Lincoln
- Stewart and Judy Linder

- Joanne Lindsey
- James Link
- Tim and Kathleen Litinas
- Little Brown and Company
- Bernie Lucansky
- Chris Lucey
- Dolores Lukomski
- Beryl Lusen
- Marilyn Lynch
- Wayne and Debbie Macomber
- Katja Makynen
- Marlene A. Malek
- Tim Malone
- Tina Manatos
- Christine Mara
- Susan Margolis
- Steve Matre
- Anita and Timothy McBride
- Sara McCann
- Joan C. McCown
- Bonnie McElveen-Hunter
- James S. McManis
- Joseph E. Medveczky
- Meta
- Carol J. Metcalf
- DeWolfe and Ellen Miller
- Mission Independent School District
- Nancy Moriearty
- Carol and William Moss
- Maureen D. Murphy
- Rachel Mushahwar
- Beth Myers
- Christine Nadeau
- Susan Neely
- Network for Good
- Novartis
- Stephen and Linda Nunnery
- Oklahoma State Department of Education
- Elizabeth Oliver
- Sydney Olson
- Timothy and Linda O'Neill
- Donna Orner
- Maureen Orth
- Louise Palermo
- Sam and Missy Palmisano
- Shelley Patterson
- PBC
- Alice Pena
- Denise Pepin
- Jean Perkins
- Pfund Polakoff Charitable Fund
- Anne Pifer
- Christine Pina
- Susan Pinion
- Judy Potter
- Power Corporation of Canada
- William J. Powers
- Jamie and Katie Pressly
- Embassy of Qatar
- Ed Rachal Foundation
- Catherine Rashid
- Janice Rathman
- Joyce Ravnikar-Kulyk
- Thomas Reale
- D. P. Regan
- Suzanne Rhea
- Harry E. Rhoads
- Robert and Sandra Ricketts
- David and Jennifer Risher
- Sarah Ritchie
- The Rival, 2003 Family Trust
- British A. Robinson
- Chris and Andi Robinson
- Gracyn Robinson
- Raquel A. Rodriguez
- Mary Rogalski
- Helen N. Root
- Ronald and Rozilla Routh
- Ruvo Family Foundation
- William and Diane Ryan
- Nolan and Ruth Ryan
- Joseph Ryan
- Jeanine Rynne
- Gurinder Saini
- Savannah Area Republican Women Association
- Carl L. Scherrieb
- Edward Scheuermann
- Allyson Schmeiser
- Robert P. Schmidt
- Jane Schnitzer
- Carole Schork
- Gary Pomerantz and Carrie Schwab-Pomerantz
- Amy Schwartz
- Sara Schwister
- Audrey Scott
- Maribeth Scott-Zinn
- Melvin and Betty Sembler
- Douglas Sheer
- Shell Oil Company
- Pamela Shriver
- Sharon U. Shumaker
- Mary Shupack
- Grace Siler
- Raymond Siller
- Judith Simenson
- Simon & Schuster
- Sichan and Martha Siv
- Sam and Honey Skinner
- Elissa Smith
- Leigh B. Smith
- Margaret L. Smith
- Society of the Transfiguration
- Southwest Airlines
- Linda Sparks
- Elvira K. Spartz

- Suzanne Spence
- Mary Beth Spitz
- Stapleton Charitable Trust
- State Farm
- Sandra Steele
- Charles and Leslie Steller
- Mark Stoeckle
- Kara Stuhr
- Lynne Styles
- John and Cathleen Sullivan
- Sullivan Family Foundation
- Target Corporation
- Dick and Nancy Thigpen
- Elizabeth Tippee
- T-Mobile US Inc.
- N.M. Tobler
- Sean and Denine Torr

- R.L. Trinkner
- William Trivette
- Hin Tse
- Susan Tsiatis
- Uncle Nearest
- Sydnee Urick
- Maria Vargas
- Carol Verovich
- Vertical Bridge Holdings, LLC
- Fay and Christina Vincent
- Stephanie and Marc Vun-Kannon
- Lori Wachs
- Ann Waggoner
- Walgreens
- Jan Walter
- Alexa Ward

- Patricia Warner
- Bob and Vikki Watkins
- Teresa Wayne
- Bette Wells
- Ellen R. Wenth
- Katharine B. Weymouth
- Jim and Jane Wheeler
- Brian and Peggy White
- Daisy and John D. White
- Elizabeth A. White
- Kathleen Y. Wilson
- Tami R. Wilson
- Susan Winstanley
- Elizabeth Wise
- Camille Woodruff
- Judith Woods



ABOUT THE BARBARA BUSH FOUNDATION

The Barbara Bush Foundation has been the nation's leading advocate in breaking the multigenerational cycle of low literacy and improving the quality of life for families for more than three decades. Since our establishment in 1989 by first lady Barbara Bush, we have supported evidence-based family literacy programs in all 50 states and the District of Columbia. Today, we are a national public charity based in Washington, D.C., dedicated to building a stronger, more equitable America in which everyone can read, write, and comprehend in order to navigate the world with dignity.

BOARD OF DIRECTORS

- LaMar Bunts, Dartmouth College (Treasurer)
- Jeb Bush, Jr., Jeb Bush and Associates
- Chris Frangione, Frangione + Associates Innovation Advisors
- Lynn Hirshfield, Participant Media
- Doro Bush Koch, BB&R Wellness Consulting (Honorary Chair)
- Michael Levine, Nickelodeon/Paramount
- Rachel Mushahwar, Amazon Web Services
- Christine Pina, Miss Porter's School (Vice Chair)
- David Risher, Worldreader
- British A. Robinson, Barbara Bush Foundation for Family Literacy (President and CEO)
- Honey Skinner, Sidley Austin (Retired)
- Denine Torr, Dollar General (Secretary)
- Gwynn Virostek, Capital City Youth Services
- Lori Wachs, Springboard Growth Capital (Chair)

CORPORATE ADVISORY COUNCIL

- AT&T—Rick Welday, President, AT&T Business-Enterprise Markets
- Bessemer Trust—Walter Montaigne, Principal & Senior Client Advisor
- Boeing—Cheri Carter, Vice President, Boeing Global Engagement
- Business Roundtable—Dane Linn, Senior Vice President, Corporate Initiatives, Immigration

- Colgate-Palmolive—Gillian Barclay, Vice President, Global Public Health and Scientific Affairs
- ConocoPhillips—Andrew D. Lundquist, Senior Vice President, Government Affairs
- Dollar General—Denine Torr, Vice President, Corporate Social Responsibility and Philanthropy and Executive Director, Dollar General Literacy Foundation
- Humana—Dr. Nwando Olayiwola, Chief Health Equity Officer and Senior Vice President
- Intel—Daniel Gutwein, Senior Director, Education Vertical, Network and Edge Solutions Group
- Novartis—Kileken ole-MoiYoi, Executive Director, Novartis Corporate Strategy
- Vertical Bridge—Daniel Marinberg, Esq., Senior Vice President and General Counsel
- Walgreens—Alethia Jackson, Senior Vice President ESG & Chief DEI Officer

TECHNOLOGY ADVISORY COUNCIL

- Chuck Dages, Executive Vice President of Emerging Technology, Warner Bros. (Retired)
- Christopher Frangione, Managing Director, Frangione + Associates Innovation Advisors
- Orion French, Studio Content and Strategy, Apple
- Nia King-Rubie, Managing Partner, Immersive Strategies
- Kristen Lawson, Chief of Staff, Carelon Digital Platforms
- Shannon Lucas, Co-Founder and Co-CEO, Catalyst Constellations
- Erin Mote, Executive Director, Innovate EDU
- Rachel Mushahwar, Managing Director/General Manager—Americas Channel and Partner Chief, Amazon Web Services
- Shelley Peterson, Director—Principal Program Manager, Microsoft
- Kirby Salerno, Founding Partner, Broad Reach Edtech
- Andrew Sugerman, President, Centr



BARBARA BUSH
FOUNDATION *for*
FAMILY LITERACY



@BarbaraBushFdn



@barbarabushfoundation



@BarbaraBushFoundation

1307 New York Avenue NW, Suite 701
Washington, DC 20005

barbarabush.org