

Corporate Advisory Council

The Barbara Bush Foundation's Corporate Advisory Council convenes innovative business leaders from across the United States, engaging the private sector in the vital work of building a more literate America.

Today, 130 million Americans—more than 54% of adults—read below the equivalent of a sixth-grade level, impacting families, communities, and businesses nationwide. This intersectional issue is linked to some of today's most pressing concerns, including economic growth, public health, civic engagement, global competitiveness, and national security.

A Gallup study found that the impact of low adult literacy could cost the U.S. economy up to **\$2.2T—or 10% of GDP—annually.**¹

Corporate Advisory Council membership offers the nation's leading businesses the exciting opportunity to collaborate with a cross-sector network of high-profile peers to help solve this challenge.

Membership Overview

Council members contribute invaluable business expertise and leverage their professional networks in support of the Foundation's corporate engagement, education and outreach, and fundraising initiatives, through activities including:

- Advising the Foundation on philanthropic and business development strategies
- Engaging with their own professional networks to build and enhance relationships between the Foundation and the private sector
- Serving as ambassadors for the Foundation, identifying and cultivating new corporate partnerships and relationships to support its mission
- Providing technical assistance and/or human capital from their corporation to the Foundation
- Providing counsel on strategic direction and trends in corporate social responsibility and employee engagement initiatives

Member Benefits

Member organizations enjoy benefits including:

- Opportunities to co-design pilot programs and educational initiatives in alignment with corporate social responsibility strategies and public relations goals
- Employee volunteer engagement opportunities
- Opportunities to accelerate the Foundation's programs, learning solutions, and fundraising activities
- Invitations to participate in corporate-focused events hosted by the Foundation or its literacy partners
- Invitations to attend exclusive curated events with major Foundation donors and Bush family members, including two invitations to the Foundation's biennial signature event, the National Celebration of Reading
- Recognition and promotion on key Foundation communications platforms and materials, including website, social media channels, and press releases as applicable

Current Membership

Council members represent the nation's leading businesses across a diverse range of sectors, including energy, finance, health, retail, technology, and telecommunications. Members currently include:



Featured Corporate Advisory Council Initiatives

Advancing Digital Literacy with AT&T and Intel

Member organizations **AT&T** and **Intel** understand that literacy and digital literacy skills are key factors in closing the digital divide and equipping individuals for success. The Barbara Bush Foundation has joined AT&T and the Public Library Association (PLA) to support adult learners at pilot sites in Arkansas, Georgia, Kentucky, Michigan, New Mexico, and South Carolina in digital literacy skill-building for personal and career goals, while collecting data about program efficacy. The pilot pairs the Foundation's resource guide, [Promoting Digital Literacy for Adult Learners](#), providing research-based strategies for working with adult learners, with [DigitalLearn.org](#) materials.

In collaboration with Intel, the Foundation developed a usability study around digital literacy skill-building at the Lone Pine Paiute Reservation in the Eastern Sierra region, a remote, historically disadvantaged area in the state of California. The Foundation trained Intel corporate volunteers to work with residents as digital skills mentors and provided technical assistance and resources to support the effectiveness of the ongoing digital skills mentoring, including session planning and sourcing resources to support residents.

Reaching Underserved Children and Families with Colgate-Palmolive

Colgate-Palmolive believes that literacy is an essential component of health and wellbeing for families around the world. As part of its efforts to reach underserved children and families, Colgate-Palmolive partners with the Barbara Bush Foundation to participate in Literacy Day at the Ann Norton Sculpture Gardens in Palm Beach, Florida, providing educational activities, books, and dental hygiene kits for young readers from Title I schools.

Promoting Literacy's Link to Economic Recovery with Bessemer Trust

Bessemer Trust recognizes that literacy is a key driver of economic development and success. To underscore the importance of equipping adults with critical workforce and financial literacy skills, Bessemer Trust's team of finance industry experts have partnered with the Barbara Bush Foundation on multiple education and outreach opportunities, including a session at the SXSW EDU Conference & Festival on how improving literacy rates can lift families out of poverty and fuel economic recovery.

Philanthropic and Time Commitments

A term of Council membership is two years, after which terms may be renewed with the concurrence of Foundation leadership. Member organizations are asked to donate or to raise a minimum of \$50,000 for the Barbara Bush Foundation per two-year term. The Corporate Advisory Council meets three times per year, with some meetings held virtually.

"At AT&T, we're passionate about literacy, digital inclusion, and providing solutions that give people the skills, resources, and opportunities for success. Our collaboration with the Barbara Bush Foundation reflects our ongoing commitment to bridge the digital divide and make a meaningful impact in the communities we serve."



—Rick Weldon, Executive Vice President & GM of AT&T Business Enterprise Markets