



BARBARA BUSH CENTENNIAL

Celebrating the First Lady of Literacy at 100

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BARBARA BUSH
FOUNDATION *for*
FAMILY LITERACY

BARBARABUSH.ORG/CENTENNIAL

A man gave me some peonies once, and he said, “If you plant them just as we say—you dig a deep hole, fertilize it, spread the roots, and put the dirt back on—then they may not bloom the first year, but they will bloom for the next 100 years.”

That’s the way I think about literacy. You teach a parent and child to read, and that family will read for a hundred years to come.

— BARBARA BUSH




| DEAR FRIENDS,

My mother, Barbara Bush, believed that everyone deserves the opportunity to read, write, and comprehend, and she spent decades working tirelessly to help American families build brighter futures through literacy. While Mom is no longer with us, I know she would be proud that the Barbara Bush Foundation for Family Literacy, which she established in 1989, continues to serve families and communities nationwide.

To celebrate the 100th anniversary of Mom's birth (June 8, 2025), I can't think of a better way to honor her than raising support for her beloved cause of literacy. I'm thrilled to share the Foundation's plans for the **Barbara Bush Centennial** – a yearlong celebration featuring special events across the country and the launch of an exciting new national family literacy initiative.

Mom's passion for literacy has changed so many lives over the years. Now, it's our turn. Together, we can sow seeds of literacy that will bloom for generations to come. Through your support of the Barbara Bush Centennial, you will help countless more parents and children build the literacy skills they need to meet the challenges of today's world so that *all* of us are prepared for the opportunities of tomorrow.

All the best,

A handwritten signature in black ink that reads "Doro Bush Koch". The script is cursive and fluid, with the first letters of each word being capitalized and slightly larger than the others.

Doro Bush Koch
Honorary Chair



BARBARA BUSH CENTENNIAL

Barbara Bush's extraordinary life was defined by her dedication to service – to her family as a mother and grandmother, to her nation as First Lady, and to the countless Americans who have had the opportunity to build brighter futures because of her passion for literacy.

Born Barbara Pierce in New York City on June 8, 1925, she was raised in nearby Rye, New York. She met her future husband, George Herbert Walker Bush, at a holiday dance in December 1941, and they became engaged shortly before he departed to serve in World War II as a U.S. Navy pilot in the Pacific.

The two were married on January 6, 1945, and in the ensuing years, their family grew to include six children—George Walker Bush, Pauline “Robin” Robinson Bush (who passed away at the age of three due to leukemia), John Ellis “Jeb” Bush, Neil Mallon Bush, Marvin Pierce Bush, and Dorothy “Doro” Bush Koch—as well as numerous grandchildren and great-grandchildren. Before her husband entered his first presidential race, Barbara Bush began

thinking about how she might serve her country as First Lady. Seeking a cause that would make a meaningful, lasting impact on as many people as possible, she chose literacy, based on her belief that all our nation's most pressing problems would improve if more people could read, write, and comprehend.

Shortly after President George H.W. Bush entered the White House in 1989, she established the Barbara Bush Foundation for Family Literacy, which provided more than \$110 million in support for family literacy programs in all 50 states during her lifetime. Barbara Bush remained actively involved in the Foundation's mission until her passing on April 17, 2018, at the age of 92.

As we prepare to celebrate our founder's 100th birthday in 2025, we are more committed than ever to carrying on the life-changing work that she began. **By supporting the Barbara Bush Centennial initiative, you will play a critical role in providing programs and resources that help families nationwide not only build literacy skills today, but also pass them from generation to generation - creating a lasting impact.**



SPECIAL EVENTS

CELEBRATING THE FIRST LADY OF LITERACY

For more than three decades, the Barbara Bush Foundation's *Celebration of Reading* events have brought together bestselling authors, entertainers, and special guests to raise support for nationwide literacy programs and increase awareness of our country's literacy challenge.

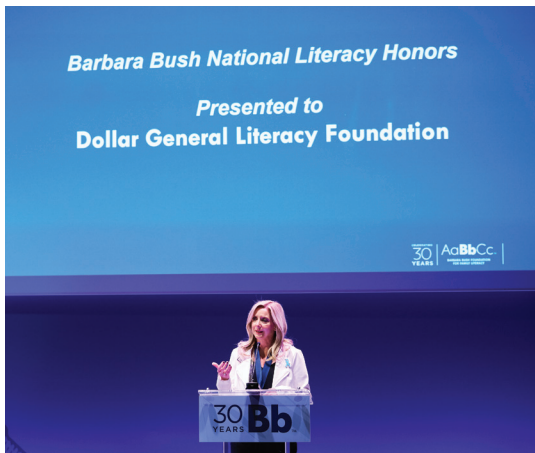
In honor of our founder's 100th birthday, we look forward to gathering with friends and supporters in five cities to celebrate Barbara Bush's extraordinary legacy of literacy and reaffirm our shared commitment to carrying on the work that she began.

We hope you will make plans to join us for one or more of these memorable *Celebration of Reading* events.

CENTENNIAL CELEBRATION OF READING EVENTS

November 20, 2024	New York, New York
Winter 2025	Miami, Florida
Summer 2025	Kennebunkport, Maine
Fall 2025	Dallas, Texas
Fall 2025	Washington, D.C.









SOWING THE SEEDS OF LITERACY

THE BARBARA BUSH FOUNDATION NATIONAL FAMILY LITERACY NETWORK

OUR CENTENNIAL VISION: Honor the 100th anniversary of our founder's birth with the establishment of 100 exemplary family literacy programs nationwide through the Barbara Bush Foundation National Family Literacy Network – ultimately serving millions of parents and children across the country.

We share our founder's belief in the lasting impact of family literacy and the power of parents and children learning together. Through the launch of the Barbara Bush Foundation National Family Literacy Network, we will expand access to high-quality family literacy programming for millions of Americans in need by:

- Leveraging and amplifying the expertise of exemplary family literacy programs across the country
- Actively fostering the growth and sustainability of promising family literacy programs across the country
- Strengthening the family literacy field by expanding practitioner knowledge and supporting evidence-based practices
- Expanding the collection of data on program participants and impact to inform program improvement across the field of family literacy



This network will cultivate growth and impact in the field of family literacy through close collaboration with two tiers of participants, based on a set of established criteria:

BARBARA BUSH FOUNDATION EXCELLENCE IN FAMILY LITERACY AWARD

Promoting best-in-class family literacy programs

This award will amplify the work of exemplary family literacy programs that meet all criteria, leveraging them as national models to promote best practices across the field. Awardees will commit to sharing their successful practices in areas including programming, learner engagement, development/fundraising, and more with other programs through presentations and program-to-program coaching. Selected programs will also provide crucial data to inform family literacy practices nationwide.

BARBARA BUSH FOUNDATION PROGRAM OF PROMISE AWARD

Capacity sharing to expand impact

This award will provide funding and resources to support the growth, quality, and sustainability of promising programs. Awardees will participate in technical support and coaching—both from Barbara Bush Foundation Excellence in Literacy Award-winning programs and from the Barbara Bush Foundation’s team of family literacy experts—as they work toward future eligibility for the Excellence in Family Literacy Award.



PHILANTHROPIC OPPORTUNITIES

Your investment in the Barbara Bush Foundation through a gift to the Centennial Fund honors our founder's vision and helps ensure that the work she began will continue for generations to come. Your support will allow us to sow seeds of literacy across the country by establishing a first-of-its kind national family literacy network, as well as expanding our proven programs to reach more families, equipping parents and educators with free, high-quality literacy resources, boosting awareness of this critical issue, and so much more. We cannot do this without your help.

We are delighted to offer the following philanthropic opportunities and associated benefits.

| PRESENTING PARTNER | \$5,000,000

- Curated partnership offering with personalized publicity and recognition plan
- Recognition as Presenting national partner for the Barbara Bush Foundation National Family Literacy Network
- Opportunity to launch the Barbara Bush Foundation National Family Literacy Network and present five (5) named Excellence in Family Literacy Awards at dedicated kick-off event
- Recognition as Presenting partner for BBF's free digital library for families for one (1) year
- Recognition as Presenting national partner for videos and digital materials to highlight the issue of low literacy and the work of BBF
- Recognition as Presenting national partner for all BBF Centennial celebrations nationwide
- Recognition as Presenting national partner on digital BBF Centennial Bookshelf
- Invitation to all Centennial events and corresponding private events with Bush family, authors, and/or special guests

DIAMOND CENTENNIAL PARTNER | \$1,000,000

- Curated partnership offering with personalized publicity and recognition plan
- Recognition as Presenting national partner for Excellence in Family Literacy Award
- Opportunity to present one (1) named Excellence in Family Literacy Award at dedicated event
- Recognition as Presenting partner for BBF's free digital library for families for one (1) year
- Premier recognition at all BBF Centennial celebrations nationwide
- Premier recognition on digital BBF Centennial Bookshelf
- Invitation to all Centennial events and corresponding private events with Bush family, authors, and/or special guests

SAPPHIRE CENTENNIAL PARTNER | \$500,000

- Curated, personalized publicity and recognition plan
- Recognition as Presenting national partner for Program of Promise Award
- Opportunity to present one (1) named Program of Promise Award at dedicated event
- Recognition as Presenting partner for BBF's free digital library for families for one (1) year
- Premier recognition at all BBF Centennial celebrations nationwide
- Premier recognition on digital BBF Centennial Bookshelf
- Invitation to all Centennial events and corresponding private events with Bush family, authors, and/or special guests

PEARL CENTENNIAL PARTNER | \$250,000

- Recognition as Presenting partner for five (5) collections on BBF's free digital library for families
- Premier recognition at all BBF Centennial celebrations nationwide
- Premier recognition on digital BBF Centennial Bookshelf
- Invitation to all Centennial events and corresponding private events with Bush family, authors, and/or special guests

| PLATINUM CENTENNIAL PARTNER | \$100,000

- Recognition as Presenting partner for two (2) local Barbara Bush Centennial Family Literacy Day events at mutually agreed-upon sites
- Recognition as Presenting partner for two (2) collections on BBF's free digital library for families
- Recognition at all BBF Centennial celebrations nationwide
- Premier recognition on digital BBF Centennial Bookshelf
- Invitation to all Centennial events and corresponding private events with Bush family, authors, and/or special guests

| GOLD CENTENNIAL PARTNER | \$50,000

- Recognition as Presenting partner for one (1) local Barbara Bush Centennial Family Literacy Day event at a mutually agreed-upon site
- Recognition as Presenting partner for one (1) collection on BBF's free digital library for families
- Recognition on digital BBF Centennial Bookshelf
- Invitation to two (2) Centennial events and corresponding private events with Bush family, authors, and/or special guests

| SILVER CENTENNIAL PARTNER | \$25,000

- Recognition on digital BBF Centennial Bookshelf
- Invitation to one (1) Centennial event and corresponding private event with Bush family, authors, and/or special guests

| BRONZE CENTENNIAL PARTNER | \$10,000

- Recognition on digital BBF Centennial Bookshelf
- Invitation to one (1) Centennial event

There are many ways to support our mission. To learn more about the benefits of each philanthropic level, discuss a custom partnership package, or pledge a gift, please contact Charlotte Abbott at charlotte@barbarabush.org or 302.593.9663. Centennial gifts may be made as single-time donations or as pledges payable in up to five years.

ABOUT THE BARBARA BUSH FOUNDATION

The Barbara Bush Foundation for Family Literacy has been the nation's leading advocate for family literacy for more than three decades. Established by former First Lady Barbara Bush in 1989, today the Foundation is a public charity providing high-quality programs, resources, education initiatives, and research to help families and communities nationwide build brighter futures through literacy.



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