THANK YOU FOR YOUR SUPPORT OF THE GEORGE W. BUSH PRESIDENTIAL CENTER. WE ARE GRATEFUL THAT YOUR GENEROSITY HAS HELPED BRING THIS INSTITUTION TO LIFE – AND THAT TOGETHER WE CAN MAKE A DIFFERENCE FOR GENERATIONS TO COME.

Bush
Laura Bush
The George W. Bush Presidential Center experienced tremendous growth in 2012. One of the most visible signs was the construction of our beautiful, new, state-of-the-art facility on the campus of Southern Methodist University. We are pleased to report that the building and surrounding grounds were completed on budget and on time. In the fall, the National Archives and Records Administration began moving the extensive collection of documents and artifacts representing President Bush’s two terms in office into their permanent home at the Bush Center.

At the Bush Institute, our programs in economic growth, education reform, global health and human freedom grew significantly in both number and influence. The Bush Institute published its first book—The 4% Solution—which became an Amazon bestseller, and also inaugurated an annual high school Economic Debate weekend that encourages young people to think critically about economic issues. The Alliance to Reform Education Leadership expanded its nationwide network from 19 to 28 programs. Each of these programs is working to better prepare and support school principals to improve student achievement. The Military Service Initiative began a focused effort to help nonprofit organizations better assist our brave military men and women and their families.

Many of our programs have a global reach. We launched the Freedom Collection, an online archive of stories from freedom advocates to inspire those who still struggle for freedom and to encourage others to support the spread of human freedom around the world. The Pink Ribbon Red Ribbon® partnership delivered life-saving screenings and treatment for breast and cervical cancer to thousands of women in sub-Saharan Africa. We welcomed 13 women from Egypt as the first group of the Women’s Initiative Fellowship.

In this report, you will see what has been achieved with your support. We are grateful to the many donors and friends whose generous contributions have made this growth possible. Each of these activities builds momentum for the future of the Bush Center and contributes to the promise that America’s best days lie ahead.

Donald L. Evans
Chair, George W. Bush Foundation Board of Directors
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OUR PROGRAMS ARE DESIGNED WITH CLEAR GOALS IN MIND, AND WE TEND TO HOLD PEOPLE TO ACCOUNT. WE WANT PEOPLE WHO CAN CONTRIBUTE TO OUR INSTITUTE TO KNOW THAT WE’RE GOING TO ACHIEVE CONCRETE RESULTS THAT HAVE AN EFFECT ON OUR COUNTRY AND ON THE WORLD.*

— President George W. Bush, New York, New York, April 10, 2012
THE BUSH CENTER WAS CREATED THROUGH THE GENEROSITY OF DONORS FROM ALL 50 STATES.

THE GEORGE W. BUSH PRESIDENTIAL CENTER IS HOME TO THE GEORGE W. BUSH PRESIDENTIAL LIBRARY AND MUSEUM AND THE GEORGE W. BUSH INSTITUTE.

Designed by Robert A.M. Stern Architects, the Bush Center’s brick and limestone construction complements the Collegiate Georgian character of the SMU campus. To achieve LEED Platinum certification, the building incorporates environmental features, including highly-reflective roofs, solar panel energy generation and a 252,000-gallon cistern to store runoff and rainwater for irrigation. The building also features components sourced within a 500-mile radius of the Bush Center, including pecan wood and Texas limestone.

The landscape design reflects President and Mrs. Bush’s long-standing commitment to environmental conservation and restoration and is inspired by their ranch in Crawford, Texas. Landscape architects from Michael Van Valkenburgh Associates worked to recreate the Texas native prairie, including a 15-acre park with more than 40 species of trees, shrubs, prairie and meadow wildflowers and grasses.

The Bush Center was built through the generosity of donors from all 50 states. It is funded by contributions from individuals, corporations and foundations that support the work of President and Mrs. Bush. Events held across the country in 2012 advanced awareness and support for the Bush Center and helped build the work of the Bush Institute.

The George W. Bush Presidential Library and Museum is America’s 13th presidential library, overseen by the National Archives and Records Administration (NARA). It is the permanent home to the official records of the two-term Bush Presidency and provides artifacts, photographs and millions of paper records and electronic data for historians, scholars and the public to study.

Working with NARA, exhibit designers from the PRD Group began the installation of interactive exhibits in the museum galleries in 2012. The 14,000-square-foot permanent exhibit space explores education reform, 9/11, the war on terror, the spread of human freedom, the financial crisis, Hurricane Katrina and other significant moments of the Bush Presidency.

The Bush Institute, founded by President and Mrs. Bush in 2009, is a public policy center with the mission of advancing freedom by expanding opportunities for individuals at home and abroad. The work of the Bush Institute is inspired by the principles that guided the Bushes in public life: freedom is a universal human desire; free enterprise is the engine of economic prosperity; education is the foundation of a successful life; and every human life is precious.
A YEAR OF MILESTONES

GEORGE W. BUSH PRESIDENTIAL CENTER: 2012 MILESTONES

A YEAR OF MILESTONES

SPARKING A NATIONAL CONVERSATION ON ECONOMIC GROWTH
The Bush Institute hosted the Tax Policies for 4% Growth conference in New York City, featuring President Bush, Governor Chris Christie and Congressman Paul Ryan. The 4% Growth Project also held its first high school Economic Debate, featuring nearly 100 students from schools and communities across the country, to encourage a key group of future leaders to think critically about economic issues.

APP点TINGTON PROVEN LEADERS
Dr. Doyin Oluwole was appointed Executive Director of Pink Ribbon Red Ribbon, bringing to the Bush Institute her expertise as an international health expert and World Health Organization leader in Africa. Dr. Kerry Ann Moll joined the Bush Institute as Program Director of the Alliance to Reform Education Leadership. She previously served as a Partner for the New Teacher Project, overseeing their Texas Initiative. Sally McDonough joined as Vice President of Marketing, Communications and Events. At the White House, she served as special assistant to President George W. Bush and director of communications and press secretary to First Lady Laura Bush.

HONORING THE BRAVERY OF OUR NATION’S HEROES
President Bush joined 19 servicemen and servicewomen wounded in Iraq and Afghanistan for the second annual Warrior 100K bike ride in April. Twenty-two wounded warriors competed in the second annual Warrior Open, a two-day, 36-hole golf tournament, in September. The Bush Institute began planning the launch of the Circles of Excellence program, with a pilot focused on the employment and economic security of veterans who defended America’s freedom in the global war on terror.

PROMOTING THE ADVANCEMENT OF DEMOCRACY
The Freedom Collection launched online as a groundbreaking effort to document the struggle for human freedom and democracy through video interviews, artifacts, collected papers and other materials. President and Mrs. Bush hosted a Celebration of Human Freedom in Washington, D.C., where they were joined by freedom advocates who shared powerful stories from around the world.

ENHANCING THE LEADERSHIP SKILLS OF WOMEN AROUND THE WORLD
In March, the Bush Institute welcomed the inaugural class of the Women’s Initiative Fellowship, which brought 13 Egyptian women to the U.S. for four weeks to learn the leadership skills to become advocates for social stability and to build a strong global women’s network.

GEORGE W. BUSH PRESIDENTIAL CENTER: 2012 MILESTONES

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A YEAR OF MILESTONES

ENCOURAGING HIGHER ACHIEVEMENT IN SCHOOLS
The Bush Institute launched Global Report Card 2.0, which includes new demographic information for every school district in the U.S., allowing parents and educators to compare their local schools’ scores with global competitors. The Bush Institute helped train more than 700 aspiring principals through the Alliance to Reform Education Leadership.

CONTINUING OUR COMMITMENT TO SAVING LIVES IN AFRICA
President and Mrs. Bush announced Botswana as the second site for Pink Ribbon Red Ribbon® engagement during a trip to Zambia and Botswana in July. They helped refurbish the Ngungu Health Center in Zambia, where 1,500 women were screened for cancer by the end of 2012.

PUBLISHING THE BUSH INSTITUTE’S INAUGURAL BOOK
The Bush Institute released its inaugural book, *The 4% Solution: Unleashing the Economic Growth America Needs*. With a focus on removing government constraints, *The 4% Solution* defines the policies that will allow Americans to save, invest and create jobs.

INCREASING ONLINE ENGAGEMENT
The Bush Center grew its social media audience by 127 percent at the end of 2012, engaging more than 33,000 new followers on Facebook and close to 6,000 new followers on Twitter from around the world.

COMPLETING THE BUSH CENTER ON TIME AND ON BUDGET
The National Archives and Records Administration began moving the extensive collection of documents and artifacts representing President Bush’s two terms in office into their permanent home at the Bush Center. The archives include more than 70 million pages of paper records, 43,000 artifacts, 200 million emails and 4 million digital photographs. Staff began moving into the new George W. Bush Presidential Center facilities in December.

A YEAR OF MILESTONES

INCREASING ONLINE ENGAGEMENT
The Bush Center grew its social media audience by 127 percent at the end of 2012, engaging more than 33,000 new followers on Facebook and close to 6,000 new followers on Twitter from around the world.
"WE BELIEVE IN FREE ENTERPRISE AT THE BUSH INSTITUTE. WE BELIEVE OUR ECONOMY CAN BE MORE ROBUST AND THEREFORE PROVIDE BETTER OPPORTUNITIES FOR OUR CITIZENS. WE BELIEVE THAT ONE OF THE CLEarest EXPRESSIONS OF FREEDOM IS THAT THE AGGREGATE DEMAND OF OUR CITIZENS DETERMINES THAT WHICH IS PRODUCED."

— President George W. Bush, New York, New York, April 10, 2012
THE 4% GROWTH PROJECT

The 4% Growth Project of the Bush Institute seeks ways for the U.S. to achieve a sustained GDP growth of four percent annually – growth at this level will ensure Americans better jobs, lower debt and increased prosperity – and to communicate that means of growth to policy makers and the public.

In 2012, the Bush Institute released its first book, The 4% Solution: Unleashing the Economic Growth America Needs. It offers clear ideas on how to revive America’s economy, sets a positive economic goal and asks some of the top economic minds how to achieve it. Following the book’s release in July, the Bush Institute’s economic experts frequented talk radio and television to discuss the ideas it presents.

The Bush Institute hosted the Tax Policies for 4% Growth conference in April at the New York Historical Society in New York City. President Bush was joined by Governor Chris Christie and Congressman Paul Ryan. The conference received extensive media coverage and sparked a national discussion on state tax policy that dominated headlines in 2012.

The 4% Growth Project held its first high school Economic Debate in October. The goal of the program is to encourage a key group of future leaders to think critically about economic issues during their formative years. The weekend event featured nearly 100 students from schools and communities across the country, culminating with a dinner hosted by President Bush. In 2013, the Bush Institute plans to expand the program by hosting five regional debates, through which students will qualify to participate in an inaugural national championship debate in the fall.

The conference Immigration and 4% Growth, held in December in partnership with the Federal Reserve Bank of Dallas, spotlighted the positive economic impact of immigration. President Bush opened the conference, Bush Institute Founding Executive Director James K. Glassman gave the keynote address, and two expert panels discussed and debated how immigration reform is necessary to achieve four percent growth. A book titled, Growth and Immigration: A Handbook of Vital Immigration and Economic Growth Statistics was published by the Bush Institute.

“OUR PEOPLE ARE INDUSTRIOUS AND CREATIVE, OUR UNIVERSITIES ARE THE BEST IN THE WORLD, AND OUR MARKETS ARE CAPABLE OF SUPPORTING A RESURGENT ECONOMY. WE’VE SEEN THE RESILIENCE OF THIS COUNTRY BEFORE, AND WE WILL SEE IT AGAIN.”

— President George W. Bush, Foreword, The 4% Solution: Unleashing the Economic Growth America Needs
“IN ORDER TO HAVE A PROSPEROUS AND MORE FREE AMERICA, WE’VE GOT TO HAVE AN EDUCATION SYSTEM THAT WORKS, AND SO THE BUSH CENTER IS A PART OF A REFORM MOVEMENT THAT INSISTS UPON ACCOUNTABILITY AS A KEY TO EDUCATIONAL EXCELLENCE.”

— President George W. Bush, New York, New York, April 10, 2012
For schools to prepare students for success, principals must be strong campus leaders. Through AREL, The Bush Institute partnered with 28 programs in 15 states and the District of Columbia that prepared more than 700 aspiring principals in 2012. The Bush Institute highlighted through the program best practices and policies in principal development. President and Mrs. Bush visited schools throughout the year to engage firsthand with school leaders and discuss the importance of recruiting and training first-rate principals.

Middle School Matters

Enhancing the effectiveness of how the middle grades prepare students for high school presents an important opportunity to raise America’s poor high school graduation rates. Middle School Matters encourages improvements in reading, writing and math instruction, provides social and behavioral supports, and uses data systems to identify students who are at risk of dropping out of school.

“The Educational Challenges We Face Today Are Great, But Greater Still Is the Love We Have for Our Children.”

— Mrs. Laura Bush, Charleston, West Virginia, November 9, 2011
“IT IS HEART-WRENCHING TO SAVE A WOMAN FROM AIDS ONLY TO WATCH HER DIE FROM CERVICAL CANCER, WHICH IS MORE PREVALENT IN WOMEN WITH HIV.”

GLOBAL HEALTH

The Bush Institute’s Global Health program provides and spotlights sustainable solutions that improve the health and well-being of communities in developing countries. Building on the success of the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR) launched by President Bush in 2003, the Bush Institute has developed a public-private partnership that fosters efficiency and makes quality health care accessible, acceptable and affordable.

PINK RIBBON RED RIBBON®

Pink Ribbon Red Ribbon® has evolved from an ambitious vision to address women’s cancers in developing countries to a robust, multi-partner initiative focused on advancing prevention, screening and treatment for breast and cervical cancer in sub-Saharan Africa and beyond. In 2012, more than 22,000 women were screened for cervical pre-cancer and cancer in Pink Ribbon Red Ribbon-affiliated programs in Zambia with support from PEPFAR.

During a visit to Zambia and Botswana in July 2012, President and Mrs. Bush announced Botswana as the second site for Pink Ribbon Red Ribbon engagement. In Zambia, the Bushes helped launch an African Center of Excellence for Women’s Cancer Control and led a volunteer project to refurbish the Ngungu Health Center for breast and cervical screening and pre-cancer treatment in Kabwe.

LEADERS

Dr. Eric G. Bing
Senior Fellow & Director,
Global Health

Dr. Doyin Oluwole
Executive Director,
Pink Ribbon Red Ribbon

The Honorable Mark R. Dybul
Fellow

SUPPORTERS

Bill & Melinda Gates Foundation
National Breast Cancer Foundation, Inc.
Starkey Hearing Foundation

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SPOTLIGHTING SOLUTIONS

The Bush Institute’s inaugural book in Global Health, Pharmacy on a Bicycle: Innovative Solutions for Global Health and Poverty, highlights more than 100 innovative health programs in 35 countries in Asia, Africa and South America, including Pink Ribbon Red Ribbon®. Coauthored by Eric G. Bing, a medical doctor and Director of Global Health at the Bush Institute, and Marc J. Epstein, an internationally renowned business professor from Rice University, the book was completed in December 2012.

GLOBAL HEALTH IN ACTION: SAVING LIVES IN AFRICA

The Global Health program marked a new milestone in 2012 through its Pink Ribbon Red Ribbon® initiative. By leveraging the PEPFAR platform, the program is now saving women living with HIV from preventable and treatable cancers.

In July, President and Mrs. Bush traveled to Zambia’s Kabwe District to refurbish the Ngungu Health Center. Within six weeks, more than 500 women were screened for breast and cervical cancer, 60 women were treated for precancerous lesions and 100 women were referred to hospitals for more advanced lesions. The clinic is now one of the most active in Zambia, screening 1,500 women by the end of 2012. Word is spreading about the new cancer services, and the demand for breast and cervical cancer screening is rising.

Source: Pink Ribbon Red Ribbon® 2012 Annual Report
WE BELIEVE THAT FREEDOM YIELDS PEACE AND THEREFORE WE BELIEVE IT’S IN OUR NATION’S INTEREST TO STAND SIDE BY SIDE WITH DISSIDENTS, POLITICAL PRISONERS, COURAGEOUS FOLKS WHO DEMAND THEIR GOD-GIVEN RIGHT.”

— President George W. Bush, Dallas, Texas, March 28, 2012
The Bush Institute supports freedom advocates and promotes the expansion of democracy as a path toward peace in the world. The signature component of this initiative is the Freedom Collection, a physical and online archive that features artifacts, documentaries and discussions with democratic dissidents who have been instrumental in advancing human freedom. Launched online in March 2012, the Freedom Collection is intended to inspire and help those who struggle for their own freedom and encourage those who live in the United States and other free countries to support those still seeking liberty.

The Freedom Collection has 60 in-depth interviews featuring a diverse group of present-day heroes such as Zimbabwe’s Jestina Mukoko and Burma’s Charm Tong, as well as pro-democracy leaders, including Liberian President Ellen Johnson Sirleaf and the late Czech President Vaclav Havel. Recently acquired artifacts include an original copy of Charter 77, a manifesto drafted by Czechoslovak dissidents that called on the communist government to respect human rights, and Cuban dissident Dr. Oscar Elias Biscet’s Medal of Freedom, presented to him in absentia by President Bush in 2007 while he was a political prisoner.

**SUPPORTING FREEDOM ADVOCATES**

In May, President and Mrs. Bush hosted a Celebration of Human Freedom in Washington, D.C., where they were joined by freedom advocates from China, Cuba, Egypt, Iran, Syria, Ukraine and Venezuela. Special guest Aung San Suu Kyi, Nobel Peace Prize Laureate and leader of Burma’s democratic opposition, joined via video conference from her homeland.

Mrs. Bush also delivered remarks in the Capitol Rotunda during the Congressional Gold Medal Ceremony in September honoring Aung San Suu Kyi for her work and sacrifice for freedom. She spent nearly two decades under house arrest after leading a democratic opposition party against the ruling military junta. Today, she is a member of Burma’s parliament, a leading voice for democratic reform in her country, and a beacon of hope for freedom worldwide.

Mohsen Sazegara, an exiled Iranian citizen currently living in the United States and an important figure in Iran’s opposition Green Movement, remained a Bush Institute Visiting Fellow in 2012. As a Visiting Fellow, he shared his story and offered his unique perspective on freedom movements.

“THERE IS A PART OF EVERY SOUL THAT LONGS FOR FREEDOM. AND ANY GOVERNMENT BUILT ON OPPRESSION IS BUILT ON SAND.”

— Mrs. Laura Bush, Washington, D.C., September 19, 2012
“IT’S AN OPPORTUNITY FOR ME TO SAY TO OUR VETS,
‘I CARE FOR YOU, I THANK YOU, I HONOR YOU.’”

— President George W. Bush, Palo Duro Canyon State Park, Texas, April 26, 2012
Military Service Initiative

The Bush Institute’s Military Service Initiative serves members of the U.S. Armed Forces and their families, with a special focus on those wounded in the global war on terror. It unites the efforts of individuals, businesses, nonprofits and universities to find solutions to improve the well-being of veterans.

Warrior 100K Bike Ride

In April, President Bush joined 19 servicemen and servicewomen wounded in Iraq and Afghanistan for the second annual annual Warrior 100K (W100K). The 100-kilometer mountain bike ride took place in Pala Duro Canyon State Park, just outside of Amarillo, Texas. The W100K ride demonstrated the dedication and physical strength of wounded warriors who are taking their rehabilitation to the next level. The three-day event also provided an opportunity to highlight the inspiring work of many military support organizations.

Warrior Open Golf Tournament

The second annual Warrior Open took place in September at Las Colinas Country Club in the Dallas area. Twenty-two wounded warriors played in the two-day, 36-hole event. For the second year in a row, Corporal Chad Pfeifer won the tournament. Despite losing a leg after an IED explosion during his deployment to Iraq, Corporal Pfeifer carded a hole-in-one on the par-3 fourth hole in the second round as President Bush looked on. Through the Warrior Open, the Military Service Initiative highlighted the tremendous work of military service organizations, while honoring the bravery and sacrifice of wounded warriors.

Circles of Excellence

The Circles of Excellence program supports organizations finding solutions to the obstacles facing veterans. The program spotlights best practices and success stories from individuals, corporations and other nonprofit organizations that fulfill the needs of veterans of Operation Enduring Freedom and Operation Iraqi Freedom. The first Circle of Excellence is focused on jobs and is chaired by former Joint Chiefs of Staff Chairman General Peter Pace.
"The practice of democracy is essential, which is why the work of these Egyptian women and the work they represent is important to the future success of their country. Together they are working to build a brighter future for their country and for our world."

— Mrs. Laura Bush, Dallas, Texas, March 8, 2012
WOMEN’S INITIATIVE

The Women’s Initiative improves access to education, health care, and economic opportunity for women and children through its programming and projects.

WOMEN’S INITIATIVE FELLOWSHIP

The Women’s Initiative Fellowship is designed to empower and equip women to become effective leaders, with an initial focus on women in the Middle East and North Africa. The inaugural class of Fellows, convened in 2012, includes 13 Egyptian women from six influential sectors of society: business, education, health, law, media, and politics. The year-long program began with four weeks in the United States, including a week of leadership courses specializing in negotiation and effective communication at Southern Methodist University. The Fellows traveled to New York, Washington, D.C., and Silicon Valley to visit Fortune 100 companies. Each Fellow was paired with a prominent American woman in a similar field as a mentor. Using a combination of course work and practical application of teachings and best practices, the Fellows are prepared to create significant and lasting change in their home country.

AFGHAN WOMEN’S PROJECT

Building upon the leadership and resolve of President and Mrs. Bush in support of Afghan women, the Afghan Women’s Project advocates for their empowerment, shares information on their advancement and setbacks, and raises the profile of projects that benefit them. The hard-won progress of the last decade must be maintained, especially for women and girls, if Afghanistan is to succeed.

WOMEN’S INITIATIVE POLICY ADVISORY COUNCIL

The Board of Directors meets in Washington, D.C., and in the Middle East and North Africa. The Board is comprised of leaders from government, business, media, and nonprofit sectors.

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## 2012 Financial Information

### Statement of Financial Position

**As of December 31**

**Dollars in Thousands**

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<tr>
<th></th>
<th>2010</th>
<th>2011</th>
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<td>Liabilities</td>
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<tr>
<td>Total Liabilities and Net Assets</td>
<td>$316,522</td>
<td>$378,954</td>
<td>$423,540</td>
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### Statement of Activities

**Years Ended December 31**

**Dollars in Thousands**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<td>Total Support and Revenue</td>
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<td>Change in Net Assets</td>
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<td>Net Assets at the Beginning of the Year</td>
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<tr>
<td>Net Assets at the End of the Year</td>
<td>$311,741</td>
<td>$358,576</td>
<td>$406,167</td>
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</tbody>
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To review our audited financial statements and IRS Form 990, please visit www.bushcenter.org.
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