



THE  
COURAGE  
OF  
CONVICTION

GEORGE W. BUSH  
PRESIDENTIAL CENTER  
ANNUAL REPORT  
2014







GEORGE W. BUSH  
PRESIDENTIAL CENTER

THANK YOU FOR YOUR  
COMMITMENT TO THE  
GEORGE W. BUSH  
PRESIDENTIAL CENTER.  
WITH YOUR SUPPORT, WE  
ARE DEVELOPING LEADERS,  
FOSTERING POLICY, AND  
TAKING ACTION TO SAVE  
AND CHANGE LIVES.

*George W. Bush*      *Laura Bush*



**T**HANKS TO THE PRINCIPLED LEADERSHIP AND VISION of President and Mrs. Bush, the involvement and generosity of our supporters, and the dedication of our staff, 2014 was another exciting and productive year at the George W. Bush Presidential Center. The Bush Institute, which marked its fifth anniversary this year, is a place where results matter, and where programs continue to advance the values we believe in. Most importantly, we continue to make a significant difference in the lives of people around the world. We're proud to share their stories with you – stories made possible through your generosity.



WE'RE FOCUSED ON **developing leaders** to take on our most pressing challenges – from school principals and transitioning veterans to Burmese activists and women Fellows in the Middle East. We selected our inaugural class of 60 Presidential Leadership Scholars – a program in partnership with three other Presidential Centers that inspires and equips leaders from all sectors with the skills they need to improve their communities, country, and the world.

We're **fostering important policy**. In Education Reform, we're advancing accountability and shining a spotlight on the impact of effective principals on student achievement and school improvement. In our Military Service Initiative, we've completed one of the most comprehensive studies ever conducted of post-9/11 veterans to help our military servicemen and women through their transitions. We kicked off a new North America initiative which focuses on integrating economic policies between Canada, Mexico, and the United States. In Human Freedom, we've provided dissidents from all over the world with a platform to tell their stories, and we've brought the right groups to the table to develop new recommendations on how to improve human rights in North Korea.

And we're **taking action to save and change lives**. We expanded our Pink Ribbon Red Ribbon program, which prevents and treats women's cancers in sub-Saharan Africa and Latin America, to Ethiopia and

Namibia in 2014. And President Bush continues his close connection to our veterans through the Team 43 mountain bike ride and golf tournament, which raise awareness for the service and sacrifice of the members of our armed forces and their families.

We're also having a lot of fun at the Bush Center. We have welcomed nearly 800,000 visitors through the doors of the George W. Bush Presidential Library and Museum, located on the campus of Southern Methodist University. They visited to explore the special exhibits we featured, including a celebration of beloved fashion icon Oscar de la Renta and a look at world leaders and international diplomacy through the paintings of, until then, a little-known artist who signs his works, "43." We engaged the public and hosted thought-provoking speakers this year such as Congressman Paul Ryan, former Second Lady Lynne Cheney, and former Secretary of the Treasury Henry Paulson in our beautiful facility.

We are proud of all that we have accomplished and we look forward to all the work that is yet to come. Thank you for your support and partnership. We could not do this important work without your continued commitment.

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DONALD L. EVANS  
*Chair, George W. Bush Presidential Center Board of Directors*

MARGARET SPELLINGS  
*President, George W. Bush Presidential Center*





“...WE’RE  
FOCUSED ON  
DEVELOPING  
LEADERS”

Ted Smith

Janelle



# FROM ACTIVE DUTY TO PROACTIVE INITIATIVE

P. 04



DAVE SMITH ENLISTED IN THE MARINE CORPS in 2003. He deployed twice in support of Operation Iraqi Freedom and was engaged in some of the war's heaviest fighting. He was honorably discharged in 2007 but experienced severe post-traumatic stress (PTS). "When you go to war, something in you changes," he said.

He was angry, and worried about the stigma of PTS. "We don't admit weakness. That's not part of our warrior culture," he explained. But things got worse — at one point, he even contemplated suicide. Then a fellow warrior gave him the wake-up call he needed. "He had the courage," Dave recalled, "to tell me, 'I'm getting help. I'm working on this, and you should

too.'" So Dave took ownership of his transition.

He first associated with the Bush Center in 2012, joining President Bush on the W100K ride. "Being able to see his heart and passion for helping veterans has given me inspiration to never stop serving," Dave said. By sharing his story and encouraging others to make a difference, Dave has become one of the most active members of Team 43, a group of 121 veterans who serve as ambassadors for the work of the Bush Institute's [Military Service Initiative](#). He explained, "The program reminds us we are not forgotten, our sacrifices were not in vain, and that helping us towards a successful transition is a major priority."











# INSPIRING EGYPTIAN YOUTH TO LEAD

P. 07



AT 22, HADEER MAHER WAS ALREADY making a significant difference as a social entrepreneur in Egypt. She was passionate about creating a culture of reading in her country, but recognized that girls and boys in rural Egypt often have no access to school or a public library. So Hadeer created a mobile library to bring the books directly to the children. She invested in herself, too, by applying for the [Women's Initiative Fellowship](#) at the Bush Institute.

A flight to Dallas for the start of the program marked her first trip out of Egypt and her next step in becoming further equipped and empowered to lead. After she returned home, she traveled to India, putting her new skills

into action and learning more about how development work can succeed in a developing country. She fostered economic opportunities for women survivors of sex-trafficking from Nepal, Bangladesh, and India. "I wanted to be the voice of the voiceless," she explained.

Hadeer's ardent belief that Egyptian youth hold the promise of a bright future in her country inspired Abbar, an education startup she founded that uses modern curriculum to work with Egyptian teens. At every step, Hadeer says she "integrated what I learned as a Bush Institute Women's Initiative Fellow." Hadeer believes that together, the Fellows will "create something big."



# BETTERING EDUCATION FOR A BETTER SOCIETY

p. 08



ANSON JACKSON COMMITTED TO TEACHING middle school math in the Rio Grande Valley for two years after college because he was inspired to do something admirable. But he quickly realized that education didn't just change lives, it had the ability "to change society for the better."

In 2014, 10 years later, Anson is the principal of Uplift Mighty Preparatory, a tuition-free middle school in the Uplift Education public charter network of North Texas whose mission is to ensure 100 percent of its students become college-ready. Seventy-five percent of Uplift students are Hispanic, 25 percent are African American, and 90 percent are low-income. "All children deserve a great education," Anson said. "I want every child to be provided with the opportunity to gain the skills and knowledge necessary to be successful in college and the

world, regardless of the zip code that they live in, their background, or ethnicity."

When Anson and his staff wanted to increase student achievement, they turned to [Middle School Matters](#), a Bush Institute education program focused on working with middle school teachers to implement research-based practices. Through the support of the program, the school is starting to see gains in student achievement, with scores increasing across all grades in reading and writing over last year.

Anson and Uplift Mighty Preparatory are an example of what's possible when research and best practices combine with school leadership who expect their students to succeed and work hard to make it happen. As Anson explained, "Students will shoot for the stars, if they know someone believes in them."









# TAKING CANCER AWARENESS BEYOND THE CLINIC

P. 11



WHEN MWAMBA KATEMA WAS 9 YEARS OLD, she lost her father to disease. A strong little girl made a big decision. When she grew up she would become a doctor, so that she could help prevent people from going through the pain and loss she had.

Dr. Mwamba now oversees the Ngungu Health Center in Kabwe, Zambia, a cervical cancer screening and treatment clinic renovated by President and Mrs. Bush and [Pink Ribbon Red Ribbon](#) partners. “Pink Ribbon Red Ribbon has put Ngungu on the map,” Dr. Mwamba explained. More than 7,000 women from across the province have traveled there to be screened since it reopened, and hundreds of women with pre-

cancerous lesions have been treated. Those women are advocates for screening in their communities, encouraging others to seek the same services. And by maximizing resources, Dr. Mwamba and her staff have been an example throughout the region, working with neighboring clinics, bringing services to remote areas, and spreading awareness about women’s health.

“Saving these women will prevent their children from becoming orphans,” Dr. Mwamba said, pointing out Pink Ribbon Red Ribbon’s impact beyond the clinic renovation. “They will contribute to the development of the country once their health is restored. It’s not just the paint, it’s adding life.”





APR. 5

ART OF LEADERSHIP:  
A PRESIDENT'S PERSONAL DIPLOMACY  
SPECIAL EXHIBIT OPENS



President Bush's original portraits of world leaders are displayed.

FEB.

18

EMPOWERING OUR POST-9/11 VETERANS  
AND MILITARY FAMILIES SUMMIT

Leaders from across the private, public, and nonprofit sectors examine how Americans can effectively support transitioning warriors and their families.

MAY

I

WARRIOR  
100K BIKE RIDE

# YEAR IN



JUL.

19

OSCAR DE LA RENTA:  
FIVE DECADES OF STYLE  
EXHIBIT OPENS

AUG.

6

PINK RIBBON RED RIBBON  
LAUNCH IN ETHIOPIA AND  
NAMIBIA



AUG.

6

AFRICAN FIRST LADIES SUMMIT  
WITH THE WHITE HOUSE

Mrs. Bush and Mrs. Obama host African First Spouses from more than 30 countries at the Investing in Our Future at the U.S.-Africa Leaders Summit in Washington, D.C.



MAY 19

MONETARY POLICY AND THE ECONOMY CONFERENCE

Former White House Chief of Staff Josh Bolten moderates a conversation with former Chairman of the Federal Reserve Ben Bernanke during the Bush Institute's Monetary Policy and the Economy: A Conference Examining Central Banking's Impact on Prosperity.



JUN.

26

LIBERTY & LEADERSHIP PROGRAM LAUNCH

The Bush Institute welcomes the first class from Burma, aiming to equip young leaders with the knowledge and skills needed to lead in countries where transitions to democracy are occurring.

# REVIEW

SEPT.

8

PRESIDENTIAL LEADERSHIP SCHOLARS LAUNCH

President Bush and President Clinton launch the Presidential Leadership Scholars program. In conjunction with the George H.W. Bush and Lyndon B. Johnson Presidential Centers, the program helps participants develop the skills needed to become highly effective leaders.



OCT.

2

WARRIOR OPEN GOLF TOURNAMENT



OCT.

30

NORTH KOREA ROUNDTABLE

Refugees and policy experts convene to advance the cause of human rights in North Korea.

NOV.

22

*ALL CREATURES GREAT AND SMALL: CHRISTMAS AT THE WHITE HOUSE 2002 EXHIBIT OPENS*

OCT.

21

LAURA BUSH FOUNDATION LAUNCH

Mrs. Laura Bush visits Wilkinson Middle School in Mesquite, Texas to announce the transition of the Laura Bush Foundation for America's Libraries to the Bush Institute.



# FINANCIALS

## STATEMENTS OF FINANCIAL POSITION

*As of December 31 · Dollars in thousands*

### CHANGES IN FINANCIAL POSITION – HIGHLIGHTS

The comparison of the 2013 and 2014 Financials reflects the broad shift in focus of the George W. Bush Presidential Center from a building and construction phase to a fully active operating entity. Activation costs in 2013 included the establishment of an Endowment for the benefit of the National Archives & Records Administration established to support the operations of the Presidential Center Museum and Library; funding of the Southern Methodist University Endowment that promotes joint programming conducted by the Bush Center and the University, and the dedication expenses relating to the formal opening of the Bush Center in April 2013.

When adjusting for these one-time startup costs, 2014 revenues and expenses are more representative of the Bush Center's ongoing daily operations and designated advancement of the programs associated with the Bush Institute and public programming.

ASSETS	2013	2014
	.....	.....
CASH AND INVESTMENTS	\$ 62,852	\$ 102,167
CONTRIBUTIONS RECEIVABLE	62,708	52,302
PROPERTY AND EQUIPMENT, NET	230,759	219,090
OTHER ASSETS	34,411	33,677
	.....	.....
TOTAL ASSETS	\$ 390,730	\$ 407,236

### LIABILITIES AND NET ASSETS

ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$ 5,730	\$ 4,881
	.....	.....
TOTAL LIABILITIES	5,730	4,881
TOTAL NET ASSETS	385,000	402,355
	.....	.....
TOTAL LIABILITIES AND NET ASSETS	\$ 390,730	\$ 407,236



## STATEMENTS OF ACTIVITIES

Years ended December 31 · Dollars in thousands

## SUPPORT AND REVENUE

	2013	2014
	.....	.....
CONTRIBUTIONS	\$ 35,854	\$ 64,542
PRESIDENTIAL CENTER OPERATIONS INCOME	2,381	2,806
OTHER SUPPORT AND REVENUE	1,398	735
	.....	.....
TOTAL SUPPORT AND REVENUE	\$ 39,633	\$ 68,083

## EXPENSES

PROGRAM SERVICES	\$ 49,995	\$ 36,799
FUNDRAISING	6,779	8,557
MANAGEMENT AND GENERAL	4,026	5,372
	.....	.....
TOTAL EXPENSES	\$ 60,800	\$ 50,728
CHANGE IN NET ASSETS	(21,167)	17,355
NET ASSETS AT THE BEGINNING OF THE YEAR	406,167	385,000
	.....	.....
NET ASSETS AT THE END OF THE YEAR	\$ 385,000	\$ 402,355

*To review our audited financial statements and IRS forms 990, please visit [bushcenter.org](http://bushcenter.org).*

## CONTRIBUTIONS

During 2014, the Bush Center accepted the transfer and investment management of the Laura Bush Foundation for America's Libraries donor-advised fund from the Community Foundation for the National Capital Region. The \$23 million fund is governed by the George W. Bush Foundation in keeping with the fund's mandate to support school libraries.

CONTRIBUTIONS /  
OTHER SUPPORT AND REVENUE

In 2014, in-kind contributions were re-classified from Other Support and Revenue to the Contributions total to better reflect the Bush Center contributed support.

## EXPENSES

2014 Expenses decreased approximately \$10M overall from 2013 due in part to one-time costs for the establishment of the NARA operational endowment; a reduction in funds required to subsidize the Foundation's endowment with SMU; and building dedication costs. These decreases were offset by an increase in 2014 depreciation for Property and Equipment representing a full year of building service.

Certain reclassifications have been made to 2013 financial statements to conform with the 2014 presentation. In 2014, depreciation expense was functionally allocated between programming and supporting services to more accurately reflect space occupancy. In 2013, depreciation was allocated only in program services.



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MANY THANKS TO THESE INDIVIDUALS AND  
ORGANIZATIONS THAT SUPPORT OUR WORK SAVING  
AND CHANGING LIVES AROUND THE WORLD.

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