

***** A *****
CHARGE
TO KEEP

Thank You

*for your investment
in our work*

CAMPAIGN REPORT

June 30, 2021





THANK YOU



From the bottom of our hearts, thank you for your generosity during the *A Charge to Keep* campaign. To whom much is given, much is required, and this is the spirit that guides us.

We appreciate your support, which ensures that the Bush Center will always serve as a place that celebrates the goodness of our Nation and pursues the values of freedom, opportunity, accountability, and compassion.

At the Bush Center, we look toward the future with optimism. We are committed to advancing policies and programs that create opportunity, advance free society, and affirm democratic values. Your investment in this important work enables us to carry it out in perpetuity.

We extend our gratitude and very best wishes.

Warmly,

George Laura Bush

IT'S A CHARGE KEPT

BY THE NUMBERS

FINAL CAMPAIGN FUNDRAISING TOTAL

\$335,022,546*

*Does not include Direct Mail Campaigns

CAMPAIGN GOAL

\$300,000,000

5,958 TOTAL DONORS 13,182 GIFTS RECEIVED

Average Endowment Gift

\$566,542

Average Annual Operating Gift

\$13,246

BUSH CENTER ENDOWMENT

Ensures our work for decades to come

\$71,899,549

Campaign Start
October 2016

\$300,571,926

Campaign Close
As of June 30, 2021

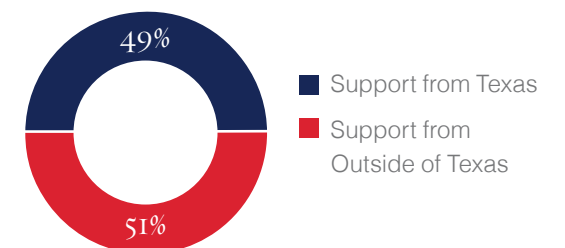


BROADENING THE BASE

NEW CAMPAIGN MAJOR DONORS
(\$5,000+ During Campaign)



SUPPORT BY LOCATION



IT'S A CHARGE ACCEPTED

Guided by the principles of President and Mrs. George W. Bush, the Bush Center celebrates the goodness of our Nation and pursues with optimism its values: freedom, opportunity, accountability, and compassion.

A Charge to Keep – the name and purpose of the campaign – embodies the Bush Center’s mission and drive to preserve and further the timeless principles that have guided President and Mrs. Bush’s lives of service. Your support of *A Charge to Keep* guarantees that the Bush Center’s work will continue for generations to come.

Through our three Impact Centers – Domestic Excellence, Global Leadership, and our Engagement Agenda – we are enhancing our measurable, strategically designed programming that develops leaders, advances policy, and takes action to solve today’s most pressing challenges. A campaign total of \$335 million (\$156 million endowment and \$179 million for operations) allows us to achieve long-term financial sustainability in support of these initiatives and ensures the continued vibrancy and impact of the Bush Center’s work.

Your support secures future programming that promotes policies that are essential for a strong America. We believe that if the United States does not lead the cause of freedom, which lives in the hearts of every soul, it will not be led. Because we know the measure of a free society is how well we treat the most vulnerable among us, we believe that each of us deserves equal access to quality education, a chance to build a better living, and to live a healthy life without becoming more dependent on the government. We are grounded in our conservative heritage, appreciating that a foundation of responsibility, character, and commitment is the cornerstone to any great society.

WE ARE GRATEFUL TO THOSE WHO WERE INSPIRED BY THIS WORK TO ENDOW THE FOLLOWING POSITIONS:

The Susie and Don Evans
Managing Director of Domestic Policy

The Bradford M. Freeman Director
of the Human Freedom Initiative

The Ann Kimball Johnson Director
of the Education Reform Initiative

The April and Jay Graham Fellow

The Kelly and David Pfeil Fellow

The David Rubenstein Fellow

The Sammons Enterprises Fellow



MY CHARGE TO KEEP
OIL ON CANVAS, 2017
PRESIDENT GEORGE W. BUSH

As President Bush once wrote, referencing the hymn that inspired the campaign name,

“*A Charge to Keep calls us to our highest and best.
It speaks of purpose and direction.*”

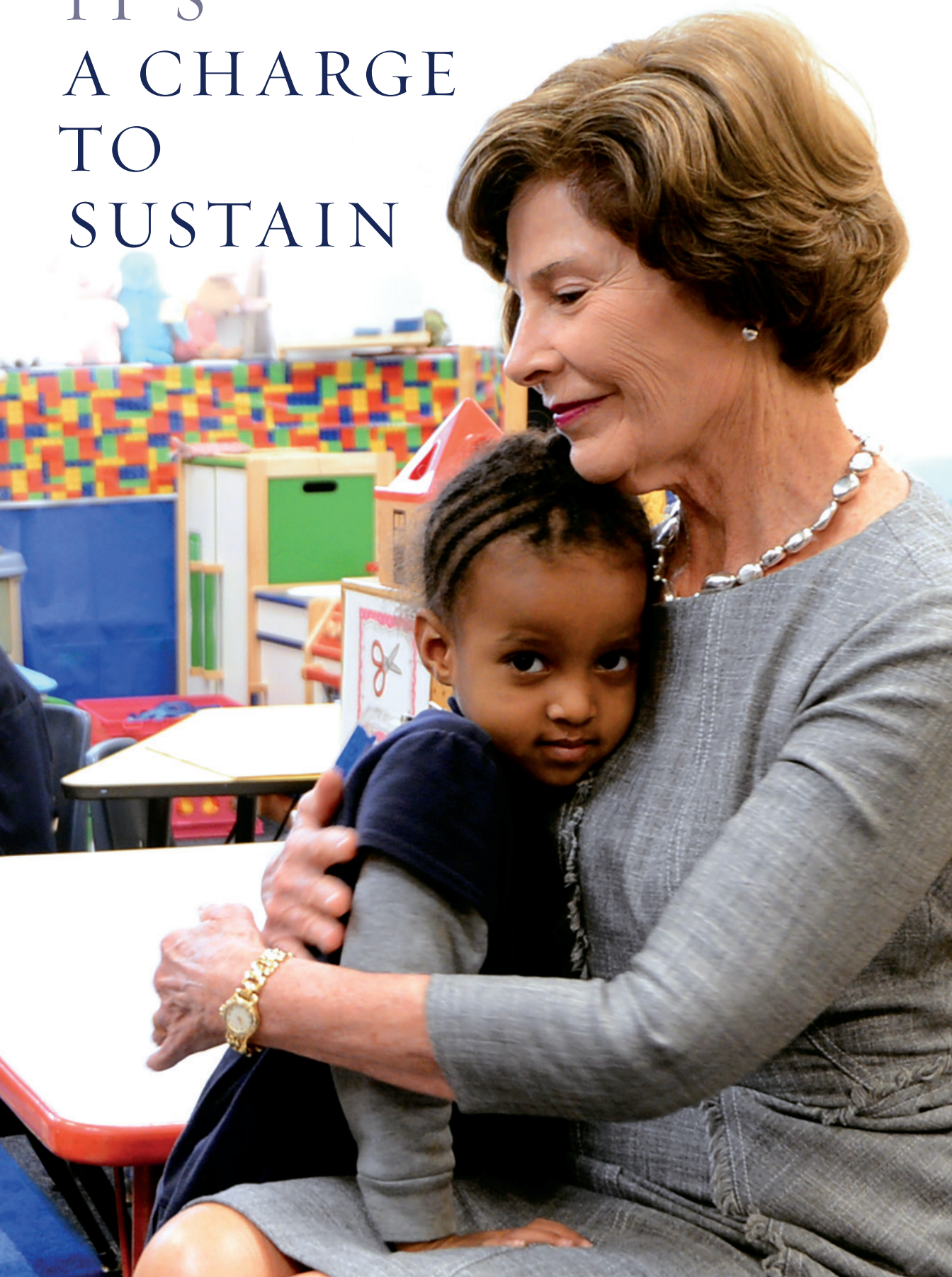
PRESIDENT GEORGE W. BUSH

We believe that compassion is the calling of every citizen, and that civil society demands goodwill, tolerance, humility, generosity, and respect. The strength of our Nation has always come from the kindness, courage, and self-sacrifice of the American people.

A goal of the campaign has been to broaden the Bush Center’s reach and engagement with our audiences and community. We are humbled with gratitude that our country has supported the Bush Center throughout this campaign by investing in our work. We are proud that our slate of diverse programming, including the annual Forum on Leadership and the lecture series, *Engage, Presented by Highland Capital Management*, has brought thought leaders and luminaries to North Texas and the Bush Center stage. Our publications, including *The Catalyst: A Journal of Thought*, put forth perspective on the most pressing issues of the day, from immigration to the state of the American dream.

Hundreds of thousands of visitors have visited the George W. Bush Presidential Library and Museum to experience our exhibits, including President Bush’s art collections, *Art of Leadership: A President’s Personal Diplomacy*, *Portraits of Courage: A Commander in Chief’s Tribute to America’s Warriors*, and *Out of Many, One: Portraits of America’s Immigrants*. These works now comprise the Ambassador and Mrs. George L. Argyros Collection of Presidential Art at the Bush Center, thanks to the generosity of Julia and George Argyros and the Argyros Family Foundation.

IT'S A CHARGE TO SUSTAIN



*“We look at this as our contribution to society...
And we are very proud that we had the opportunity
in this country.”*

UTE AND ROLF HABERECHT

Ute and Rolf Haberecht have been married for 60 years and happily reminisce on the wonderful life they have created together. They are proud to be Bush Center supporters and believe the work is important and changing lives.

When Rolf moved to the United States, he was separated from his family, and while he didn't know it at the time, he wouldn't see them for almost 30 years. He owes his utmost thanks and gratitude to President George H. W. Bush for the reunification of Germany, which allowed him to see his family again.

Rolf first met President George W. Bush in 1995, when he was then Governor of Texas. Over the years, Ute and Rolf have had the opportunity to get to know President and Mrs. Bush. They have nothing but respect for them both and appreciate all the work they are doing through the Bush Center.

“[The Bush Center] appreciates people. I never appreciated only monetary things. I appreciated that we got this great opportunity in life. When [President Bush] said ‘I want to give back to the people,’ I thought, my God, I can relate. I want to support exactly what he does.”

IT'S A CHARGE TO EDUCATE

An Interview with HEATHER KREAGER
CEO, Sammons Enterprises

Bush Center: Please tell us a little about yourself.

Heather Kreager: I am a native Texan and CEO of Sammons Enterprises here in Dallas. Sammons is a donor to the Bush Institute.

How would someone describe Sammons?

47,000 of the most amazing people you would want to meet. A privately held and diversified company.

Tell us how you/Sammons first got involved with the Bush Center. What was your first impression? Biggest surprise?

Before the Center even opened, President Bush had his temporary office across from our office and I had a preliminary meeting with him and some of the people from the Bush Institute. After that first meeting, we didn't become donors right away. We participated with the Warrior Open and it was interesting. I don't think I realized how many veterans we had in our organization. And seeing how they connected with the things the Bush Institute was working on, we participated in that initiative for several years.

I think once we got involved, we knew that there would be follow-through. You hear President Bush talk about all his accountability so I am sure that he and the leadership at the Bush Institute hold everybody very accountable.



How would you describe the Bush Center's mission?

I see the Bush Center as looking for long-term workable solutions to make lives better here as well as around the world. But looking at it the same as a business CEO toward creating long-term value. There is unfortunately not a quick fix for any of these undertakings, but the goal setting and perpetual progress toward this is something that is very relatable.

Why do you think that the Bush Center's work is important?

Today especially, discussions are held in soundbites and tweets. The Bush Institute provides a forum where there can be open and balanced discussion as well as debate. Seems like there are fewer and fewer outlets or opportunities to have the space to really explore issues and then face the challenges.

Why did you/Sammons want to make a gift to the Bush Center?

We think that the Bush Center can make a difference. We look for partners that are good stewards. Part of that is supporting a program that we believe can succeed.

What word would you use to describe the Bush Center?

Inspiring. The world is not perfect. Some days it feels like there are more challenges than answers. But any time I visit the Bush Center, I feel recharged. There are a lot of good things going on. So I found that inspiring.

IT'S A CHARGE TO LEAD



An Interview with **CECIL O'BRATE**
Chairman and CEO, American Warrior, Inc.; Co-Founder, O'Brate Foundation

What are some of your proudest accomplishments related to your philanthropy?

The O'Brate Foundation is by far my biggest achievement, and I look forward to seeing it continue to help children for years to come. Nothing compares to the joy it brings me when I receive a thank you note from someone that the Foundation has supported. Being able to help young adults who suffer from extreme hardship, as well as foster children who have nowhere to go once they turn 18, has had a very special place in my heart. Through the O'Brate Foundation, over 500 students have graduated. I've enjoyed watching the impact the Foundation has made on these kids and the great and successful young adults they have become.

How did growing up during the Great Depression affect the way you do business today?

The Great Depression taught me many valuable life lessons. One of these lessons was that at times life can be very hard and very difficult. However, during these difficult times, you cannot give up. Instead, you need to keep on working hard.

How did you become involved with the Bush Center?

I have a great passion for the work of the Bush Center's Military Service Initiative. Without the brave men and women who serve our country, we would not be the great free nation we are today. Living through WWII has made me very compassionate and greatly appreciative of those

who serve our country, some of whom lost their lives keeping our country free. I will always be honored to help give back to these heroes in any way I can. I believe the Bush Center has done a tremendous job helping these veterans and I have personally seen some of the good they have done for our service members.

You've been so generous to include the Bush Center in your estate plans. What is it about the Bush Center that made you want to ensure the future and longevity of the work being done here?

The biggest individual influence on my decision to support the Bush Center would have to be the man who the center is named after, George W. Bush. Having been good friends with President Bush over the years, I know that my investment will be put to great use. I know the Bush Center is doing tremendous work and great things because of the legacy of President and Mrs. Bush.

Why do you think that the organization's work is important?

The Bush Center's work is important not only to our country but also to the entire world. However, the work that I view as the most important would be the Bush Center's work with veterans. I have been able to attend the Warrior Open and see firsthand how the organization supports the injured servicemen and women who made a great sacrifice for our great country. I am proud to support an organization that helps our veterans.

And it's all

THANKS TO YOU

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Under the leadership of Chairman Donald L. Evans, the Board of Directors provided imperative guidance throughout the *A Charge to Keep* campaign, and we are grateful for their support. In addition, thank you to our Development Committee members and to Ambassador Jeanne Phillips for her leadership of that committee. They provided instrumental assistance throughout the campaign.

Through *A Charge to Keep*, we are safeguarding and advancing the values of freedom, opportunity, accountability, and compassion. Thanks to our Board, the Bush Center will always serve as a place where timeless principles are celebrated, protected, and promoted.

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⁺Development Committee Member

*As of June 30, 2021



Thank you to
OUR CAMPAIGN
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With your support and partnership, *A Charge to Keep* was a success. We could not have completed this campaign successfully without you. Thank you for your generosity in advancing the values President and Mrs. Bush hold dear. We are cultivating compassionate leaders, better serving those who have served our country, respecting the dignity and rights of all, and supporting freedom at home and across the world. You helped us leave a lasting impact on future generations.

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*As of June 30, 2021		STEVE SOLOMON	Dallas, Texas



KENNETH A. HERSH
President and CEO

Our goals for this campaign were not only to lift our endowment to levels needed for long-term sustainability, but also to enhance our base of support and participation. I am humbled by the success of our entire team and the many supporters who stepped up to invest in our work. We are blessed to have achieved our goals.

We now have the awesome responsibility of stewarding this investment to support the values that have made our Nation the envy of the world. We will be a haven supporting economic and political freedom, less government dependency, and being a strong and compassionate country.

We appreciate the trust so many have placed in us and we won't let you down.

Thank you to SOUTHERN METHODIST UNIVERSITY

Thank you to SMU and its President, Dr. R. Gerald Turner; Vice President of Development and External Affairs, Brad Cheves; Provost Elizabeth Loba; and former Provost Steven Currall for your support, which helped make *A Charge to Keep* a huge success.

SMU is a strong partner and serves as the physical home of the Bush Center and we are proud that the Bush Center lives on the campus of Mrs. Bush's alma mater. SMU provides access to the thought leaders and interesting voices from among its students and faculty. Our policy programs at the Bush Center benefit from the minds and interests of those at the university.

This campaign helped to create the George W. Bush Institute-SMU Economic Growth Initiative, which combines the Bush Institute's action-oriented approach to policy and its extraordinary convening ability with SMU's research and

academic excellence, particularly in economics. The Initiative promotes policies to support domestic economic growth and strengthen our competitiveness in the global economy.

We are immensely grateful for SMU's partnership and for the impact we are making together not only on Dallas, but also the United States and the rest of the world.



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