CELEBRATING
a decade of success

2022 Annual Report

George W. Bush Presidential Center
We have laid the foundation for the Bush Center to be a long-lasting institution by building thought leadership through our experts, establishing strategic programming, engaging deeply across all constituencies, and ensuring our financial model is sustainable.

Our experts are trusted thought leaders on topics central to the national debate. They have appeared across leading media platforms; counseled presidents and their staffs; testified before Congress; and advised influencers at the federal, state, and local levels. Distinguished fellows such as Dr. Deborah L. Birx; Alex Gorsky, former Chairman and CEO of Johnson & Johnson; former Tennessee Governor Bill Haslam; and former Secretary of Veterans Affairs Bob McDonald have joined the Bush Center.

We launched The Catalyst: A Journal of Ideas From the Bush Institute in 2016, with the vision that ideas matter in shaping public policies and spurring action. The quarterly publication is a two-time winner of the prestigious EPPY award from Editor & Publisher magazine for best magazine website under 1 million views.

At our signature Forum on Leadership each year, we demonstrate our unmatched convening power by showcasing changemakers to help us highlight and celebrate leadership. We’ve hosted influencers including Bono, former Secretaries of State James Baker and Condoleezza Rice, and General James Mattis.

Our leadership programs, including the Presidential Leadership Scholars and the Stand-To Veteran Leadership Program, together have more than 950 alumni working across disciplines to steer us all to a brighter future.

We’ve welcomed almost 2 million visitors to the George W. Bush Presidential Museum and have had an immense economic impact on the North Texas area – around $2 billion, according to a recent study. We’ve also worked closely with our partners at SMU to bring prominent leaders to Dallas, like Amazon founder Jeff Bezos.

The Bush Museum promotes a greater understanding of American democracy. More than 10 special exhibits, including President Bush’s portraits of our veterans and immigrants, have been on display. This year, our Freedom Matters exhibit showcases the evolution of freedom.

We want young people and veterans to have the tools they need to succeed. We advance the blessings of democracy and free societies by advocating for marginalized populations.

Thanks to your generosity, we will advance these timeless principles far into the future. We’ve taken giant leaps forward to ensure opportunity for everyone, strengthen our democracy, and advance free societies.

Obviously, none of this happens without our great team and the foundation set by two fantastic predecessors, Ambassador Mark Langdale and Secretary Margaret Spellings. Plus, our indefatigable board chair, Secretary Don Evans, who continues to lead as few can.

It’s been an exciting decade of helping people here at home and around the world. We thank you for your support.

From the President and CEO

Ken Hersh
President and CEO,
George W. Bush Presidential Center

As we celebrate our 10th anniversary, it’s gratifying to reflect on how the George W. Bush Presidential Center has positioned itself as a beacon for the timeless principles of freedom, accountability, compassion, and opportunity. These values underlie the work and legacy of President and Mrs. George W. Bush.
We've hosted events and written on a range of issues from immigration and elections to educational assessments and the war in Ukraine. In a deeply polarized time, we stay focused on ensuring opportunity for all, strengthening our democracy, and advancing free societies. We offer recommendations for policymakers in Washington, D.C. and at state and local levels.

We've developed a reputation as a place for reasoned discourse.

I'm proud of the milestones we've reached. We spent five years working with four school districts to determine how to retain good principals. In a series of in-depth reports, we've made specific recommendations for school districts to evaluate their principal talent management policies and practices. Our findings from this work have been shared at a national level, including a complete toolkit and resources that are available on our website, and our education experts are called upon to speak to these regularly.

As the Bush Institute has grown, so has our work on veteran transition. Team 43 became a community of veterans who lean on each other after participating in the Warrior Open golf tournament and Warrior 100K bike ride. Check-In – a tool for veterans and their families to easily connect to no-cost, high-quality mental and brain health care – recently surpassed 1,000 connections. The Bush Institute’s Veteran Wellness Alliance released a first-of-its-kind standards report for clinicians in 2020 on how to deliver high-quality mental and brain health care. The U.S. Department of Veterans Affairs shared the report with its networks and encouraged its clinicians to consider the findings.

Our experts remain a trusted voice on the impact and success of the President’s Emergency Plan for AIDS Relief (PEPFAR). To date, PEPFAR's work has saved more than 25 million lives. Go Further, the innovative public-private partnership among PEPFAR, the Bush Institute, UNAIDS, Merck, and Roche also continues to see great success in screening women living with HIV for cervical cancer in sub-Saharan Africa.

The Bush Institute began to lay the groundwork in 2011 for what is now known as our Ensuring Opportunity portfolio, in which we explore economic development policies that help cities and towns reinvent themselves as engines of mobility. We also promote reading and literacy to ensure all young Americans have access to gainful employment and to examine students’ readiness for their next move in life.

The Bush Institute remains committed to strengthening our Nation’s democracy while shining a light on disinformation and reasserting the value of civic participation and civility.

In 2022, we hosted Elections: A More Perfect Union, an event highlighting the integrity of our elections and acknowledging the vital work carried out by election workers.

We also support democratic values around the world by elevating institutions that serve their people and promote universal human rights. Our Freedom Collection, started in 2009, documents the stories of those who led or participated in freedom movements around the world, such as the Czech Republic’s Vaclav Havel and Liberia’s Ellen Johnson Sirleaf. We’re staying the course in highlighting the critical work of activists and the need to push back against authoritarian threats through a conference in November 2022 and with a new series called The Struggle for Freedom.

We know communities thrive when women are equal participants. To this end, we call out autocrats who strategically leverage the oppression of women and girls in Afghanistan and the Middle East and North Africa (MENA) region, and we advocate for their freedoms. Our experts are also tackling the threat of corruption and kleptocracy to democratic societies.

We stand firmly with Ukraine in its valiant effort to preserve its freedom and independence against Russia’s unprovoked and unjustified invasion.

None of these milestones would have been possible without a trusted team and my predecessors Holly Kuzmich and James K. Glassman. And thanks to your generous support, we remain committed to finding ways to help Americans and people around the world find a path that upholds democracy and promotes civility.
George W. Bush Presidential Museum

The Bush Museum’s permanent exhibit promotes a greater understanding of the American presidency and examines the consequential time during which President and Mrs. Bush served.

Since opening 10 years ago, we are proud to have welcomed over 1.9 million visitors through our doors. The museum offers a moving exhibit on September 11, 2001, a replica Oval Office, and an interactive experience in presidential decision-making. The museum is also host to a variety of temporary exhibits that delve deeply into unique topics and provide insights that only a presidential center can offer.

The Bradford M. Freeman Gallery

The Bradford M. Freeman Gallery complements the permanent exhibit by offering special exhibits that give insight into American government and history and important cultural aspects of American society.

Past exhibits have included President Bush’s original paintings that tell the stories of veterans and immigrants; humor in the White House; presidential retreats; the role and influence of America’s first ladies; the history of U.S. campaigns and landmark elections; and baseball’s relationship with America’s presidents and its personification of America’s social struggles.

The 2023 special exhibit, Freedom Matters, uses rare artifacts, historical documents, interactive activities, and personal perspectives to examine the concept of freedom. Artifacts include a 14th century copy of the Magna Carta and rare versions of the Declaration of Independence, Constitution of the United States, and Bill of Rights. Through these significant historical documents and the stories of those who have fought for freedom, the exhibit explores the importance of building peaceful, stable democratic societies and reinforces the civic responsibility of the individual in advancing freedom and liberty.

Laura W. Bush Native Texas Park

The 15-acre Laura W. Bush Native Texas Park reflects President and Mrs. Bush’s love of the native Texas landscape, their long-standing commitment to environmental conservation and restoration, and their belief that the Bush Center should contribute to the everyday life of nearby communities while enhancing the experience of visitors.

The landscape, designed by Michael Van Valkenburgh Associates, contributes to the Bush Center’s ambitious sustainability objectives by increasing biodiversity, restoring native habitats, reducing the need for irrigation, and employing an organic maintenance program. These significant landscape achievements helped the Bush Center building, designed by Robert A.M. Stern and Associates, earn Platinum-LEED certification.

By using native plants and a careful stormwater management plan, almost all on-site water is reused, and irrigation demands are reduced by more than 50%. A 252,000-gallon cistern collects rainwater to irrigate more than 900 trees, 400 of which were transplanted from the Bushes’ Prairie Chapel Ranch in Crawford, Texas. The native lawns are a blend of five drought-tolerant grasses, while the prairie and savannah areas are planted with different native grasses and wildflowers.

The Bush Center grounds are open to all. Visitors can enjoy a 1 mile network of paths punctuated by benches and bridges that provide places to stop and observe the landscape through the seasons. The Carolyn and David Miller Amphitheater offers a place to sit and convene, and partially shaded lawns create inviting public spaces for relaxing, picnicking, and playing. In the spring, the Rory Meyers Meditation Garden is a great place to take in the rich palette of wildflowers, including Texas bluebonnets, the state flower. In the fall, visitors experience the annual monarch butterfly migration through North Texas. The Native Texas Park’s many milkweed plants, an endangered plant species, attract the butterflies, which use them as a food source and breeding location to lay eggs.
10 years of Bush Center highlights
Telling a Story With President Bush’s Paintbrush

President Bush painted Kim Mitchell’s portrait in his latest book, A Nation Built by Faith. Mitchell, a refugee from the Sudan, shared her story of perseverance, and the President painted her portrait to raise awareness for refugee issues.

Developing Leaders That Change the World

The Bush Institute's Presidential Leadership Scholars program is designed to develop strong leaders who can work across political divides and lead lasting, positive change in communities across America and the world. The program brings together leaders from all walks of life to learn from each other and work towards a common goal.

Economist

Economist and author Steven Levitt has been a leading voice in the field of economics for many years. He is known for his work on the economics of crime, the effects of sports on society, and the relationship between immigration and wages. His latest book, Freakonomics, has been a bestseller and has been translated into over 30 languages.

PEPFAR

PEPFAR (President’s Emergency Plan for AIDS Relief) is an anti-AIDS program launched in 2003 by President George W. Bush. It has been successful in providing life-saving treatments to millions of people living with HIV/AIDS in sub-Saharan Africa. As of 2022, PEPFAR has saved millions of lives and is continuing to make a difference.

Accountability

President George W. Bush and President Bill Clinton launched the Presidential Leadership Scholars program in 2014. The program provides former presidents with a unique opportunity to learn from each other and share their experiences with current leaders. The program includes a series of courses and seminars that focus on leadership development and public service.

Opportunity

President George W. Bush launched the Bush Foundation in 2000 with the goal of improving the lives of people by helping them to play a more active role in their own development. The foundation focuses on education, health, and economic empowerment. In 2013, the foundation announced its 2020 Vision, a plan to improve education for all children by 2020.

Compassion

President George W. Bush dedicated his presidency to improving the lives of people around the world. He launched the Bush Center in 2012 to continue his work in this area. The center focuses on leadership, education, health, and economic development. It also hosts the Bush Presidential Library and Museum.

Expanding Global Impact

President George W. Bush launched the Bush Institute in 2007 to continue his work in improving the lives of people around the world. The institute focuses on leadership, education, health, and economic development. It also hosts the Bush Presidential Library and Museum.
The Bush Center strives to operate in a financially sustainable and responsible manner to ensure that our work will continue long into the future.

While successfully managing its expenses, the Bush Center continues to receive tremendous support from individual, corporate, and foundation donors and entered 2023 in a healthy financial condition.

### 2022 Sources (dollars in millions)

- Gifts from Bush Center Supporters, Net of Expenses*
- Bush Center Endowment Contribution to Operations
- Bush Center Operations, Net of Expenses**

*Includes expenses relating to direct mail campaigns.

**Includes revenues from Bush Museum and facility rental operations, less associated direct expenses, and those administrative expenses allocated to these operations. Bush Center operations realized a net loss in 2022 due to slower than expected post-pandemic museum attendance, inflation, third-party services for public programming, and a partial closure of the Bush Museum early in the year.

### 2022 Uses* (dollars in millions)

- Program Services
- Fundraising
- Foundation Administration
- Support Operations

*Includes expenses relating to direct mail campaigns, other non-cash charges, provisions for uncollectable contributions receivable, and distributions to Laura Bush Foundation for America’s Libraries grants. Also includes all direct expenses and those administrative expenses allocated to the Bush Museum and facility rental operations and expenses relating to direct mail campaigns.
Your support helps us celebrate the goodness of our Nation while pursuing the timeless values of freedom, opportunity, accountability, and compassion.
Located on the SMU campus in Dallas, Texas, the George W. Bush Presidential Center is a nonpartisan institution advancing the timeless values of freedom, opportunity, accountability, and compassion. The Bush Center comprises the George W. Bush Presidential Museum and the George W. Bush Institute, a solution-oriented policy organization focused on ensuring opportunity for all, strengthening democracy, and advancing free societies through policy solutions and public engagement. The Bush Center also houses the George W. Bush Presidential Library, operated by the National Archives and Records Administration, which provides access to official documents and artifacts from the George W. Bush Administration.

Learn more about the Bush Center at

BUSHCENTER.ORG