Taking Action Speaking Out Standing Up

Actions speak louder than words—except when it came to Pearl S. Buck—a woman who equally used her words to influence and actions for impact. Ms. Buck’s life as an author, activist, and humanitarian helped shape global and social policies and changed the lives of many (vulnerable children, people who faced discrimination, those whose voices were not respected or recognized, and groups not understood due to their different cultural backgrounds). She taught us much about the value of being bold, and her example inspires all of us to continue to take action, speak out, and stand up to press steadily for human equality.

With Pearl S. Buck as our inspiration, we continue in her footsteps to take action and provide encouragement and resources for others to do the same. We endeavor to create understanding of other cultures, nurture appreciation for the uniqueness of every soul, provide support to those most vulnerable, and—in the process—bridge cultures and change lives to make this “good earth” ever greater.

In Her Footsteps We Continue

Bridging Cultures | Changing Lives

Pearl S. Buck had multiple dimensions; she was a woman of action; she was a woman ahead of her time (and our time). Inspired by her actions, we are continuing in her footsteps and paving the way for others to do the same. Highlights this year included the completion and launch of a new tour and the rebranding of Pearl S. Buck International.

With generous support from The Barra Foundation and the guidance of The International Coalition for Sites of Conscience, the new Pearl S. Buck: Taking Action tour highlights Ms. Buck’s efforts and impact on social justice issues. The tour is unique in the way it invites visitors into the conversation, uses technology to enhance the experience, and inspires all to take action.

The new brand represents the important work of our mission through a logo depicting global focus and a tagline that communicates our impact, “Bridging Cultures | Changing Lives”. The new visual elements are represented in all marketing materials, signage, and a redesigned website. All have received favorable responses and increased constituent engagement.

Many other activities throughout the year created understanding and appreciation for multiple cultures and provided life-changing support to create hope for over 115,000 children and families. Welcome Workplace continued making inroads; Global Leadership developed a diverse group of students; a Global Conference and Korean Delegation provided rich cultural immersion opportunities for ALL people.

We are so grateful Pearl S. Buck’s actions continue through each one of us, as together:

• We expand access to education for children facing discrimination so they can overcome societal stigmas and accomplish their dreams.
• We provide opportunities for international exchange, cultural awareness, and diversity appreciation.
• We inspire visitors across the country to visit the Pearl S. Buck House and learn about issues Ms. Buck faced during her lifetime that are still important today.

Please enjoy deep satisfaction in the way that YOU are continuing this important work of Bridging Cultures and Changing Lives!

With sincere appreciation,

Janet L. Mintzer Frederick E. Schea
President & CEO Board Chair

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For a staffing list and contact information visit pearl sbuck.org/board-and-staff
Rebranding
Envisioning Possibilities
Sharing the Mission

A rebranding effort complete with new logo was developed and launched as a fresh way of communicating new and exciting offerings while preserving important historic richness. The positioning statement, “Bridging Cultures | Changing Lives” was adopted to invite action and engagement for advancing the mission. The global design was also incorporated in Pearl S. Buck International’s overseas offices and represented in all signage and collateral material. A redesigned website was built, a Google grant was secured to improve search engine optimization (seo) and social media was strategically revamped. All the efforts were well-received and elevated brand visibility.
In the kitchen, often called the "heart of the home", a photo of Carol (Ms. Buck's only biological child) is set at the table. Carol had developmental disabilities. The topic of children with different abilities is introduced through Pearl S. Buck's book, *The Child That Never Grew*, that was inspired by Carol. The book gives way to dialogue about Ms. Buck's beliefs that all people, no matter their differences, deserve love, care, and respect.

In addition to providing healthy meals, education and psycho-social support, child sponsors and generous donors have supported targeted humanitarian projects, which benefit sponsored children and families in our programs. Past projects have included providing disaster recovery supplies after a hurricane, gardening supplies for supplemental food and income, a reading room complete with books, shelves, tables, chairs, and computers to enrich and widen knowledge.

Children with HIV, living in a Hanoi orphanage, walk 2 to 10 miles round trip to attend school every day—regardless of harsh weather. The gift of bicycles has changed the lives of these children by enabling them to cycle to school and arrive with energy ready to learn.

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Intercultural Programs
Stepping Beyond our Own Borders
Creating Cultural Understanding

Pearl S. Buck believed that in order to truly understand people, we need to step beyond our own borders. Pearl S. Buck International honors our founder’s belief through its intercultural exchanges and exhibits. This year has been particularly eventful.

China Cultural Tour
President and CEO Janet L. Mintzer was appointed Honorary Director of Jiangsu University’s International Literature Center and accepted the honor in person during a Cultural Tour she led for a group of 24 people. The Literature Center holds an extensive collection of the literary works of Pearl S. Buck and an online Pearl S. Buck portal to promote study and research about her work and influence in China and around the world. In addition to visiting four of Ms. Buck’s historic homes and other tourist attractions, the group also attended the opening ceremonies for the new Pearl S. Buck Museum and Pearl S. Buck Park in Zhenjiang, Jiangsu province. Another highlight of the trip was visiting the Chongshi Girls School, where Ms. Mintzer serves as the Honorary Principal of the school which Pearl Buck attended as a child and later served as a teacher. And, always special, child sponsors in the group met the children they support and created lifetime memories.

Global Leadership
More than 37 students representing 16 schools participated in Pearl S. Buck International’s Global Leadership Program for students in grades 9–11. Students learned vital skills such as team communication, cultural awareness, creativity, community service, leadership, goal-setting, and decision-making. They applied their new skills by exploring the needs of marginalized children in all Pearl S. Buck International programs and worked collaboratively to organize a service project that raised $2,000 for hygiene kits and $1,370 to help improve living conditions for children in Vietnamese orphanages.

Global Conference
Pearl S. Buck International hosted staff and leadership from our overseas offices for a Global Conference full of information exchange, workshops, and celebrations. In addition to attending the opening reception for our exhibit “The Forgotten Americans”, overseas staff attended the Legacy Breakfast and witnessed the impact of the mission through testimonials and stories from those affected.

The Forgotten Americans
In honor of Pearl S. Buck’s work as an advocate for experiencing different cultures, Pearl S. Buck International featured Enrico Dungca’s photographic portraits of Amerasian children born in the Philippines to United States servicemen and Filipino mothers. An opening reception was held for the exhibit where Enrico Dungca spoke about his latest works. Attendees included entrepreneur, philanthropist, and activist Loida N. Lewis, and United States Congressman Brian Fitzpatrick.

Korean Delegation Visit
During March 2018 Pearl S. Buck International was honored by a visit from an official Korean delegation, which included the Deputy Mayor from Bucheon City, South Korea. A Memorandum of Understanding was signed to encourage collaboration and cultural exchange between Bucheon City and Pearl S. Buck International. As part of welcoming honored guests, a special Pearl S. Buck house tour with country dignitaries was arranged along with a personalized VIP tour of historical Bucks County icons, James A. Michener Art Museum and Mercer Museum.

Amerasian Photography Project: The Forgotten Americans

In the Exhibit Gallery through December 15

Welcome Workplace
Our intercultural competency program, Welcome Workplace, is designed to help schools and organizations establish an environment that embraces diversity and inclusion, as well as improve work performance. Certified professionals administer intercultural assessments, interpret the results, and facilitate interactive workshops to develop skills, attitudes, knowledge, and critical thinking to enhance cultural awareness.

Cultural communication topics such as difficult dialogue and conscious and implicit biases have helped clients to elevate respect and appreciation of differences as well as build competency to navigate diverse teams. Additionally, enhanced procedural practices and management tools are helping address issues fairly and promptly to improve compliance with legal regulations.

This past year 725 people participated in Welcome Workplace training. In addition, Pearl S. Buck International received continuing professional education certification for law enforcement, CPAs, and accountants.

Intercultural Programs
Reducing Fear and Misunderstanding
Developing Intercultural Competency

Welcome Workplace
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The need for Welcome Workplace continues to grow with today’s changing world and increasingly diverse mix of people both domestically and internationally.

Legal Rights
 enumerated in the Declaration of Human Rights. In the midst of a room full of books, visitors enjoy seeing the typewriter used to write The Good Earth, and photos of Ms. Buck at the Urban League and with Eleanor Roosevelt. Technology is used to share powerful quotes made by Pearl Buck decades ago to stimulate lively dialogue with visitors.
Small Library
This room demonstrates that Pearl S. Buck was empathetic and understood walking in the shoes of others. The display of lotus slippers epitomizes the dire need for women’s rights. Ms. Buck believed that racial and gender inequity had identical moral weight and used her words and actions to advocate for equal opportunities. She was truly a woman ahead of her time and influencer of our time.

Woman of Influence
Depth of Courage
Walking the Walk
The Pearl S. Buck International Woman of Influence Award honors women, who like Nobel and Pulitzer prize-winning author, activist and humanitarian Pearl S. Buck, have distinguished themselves through bold pursuit of positively changing lives. These are “big shoes to fill” and the 2018 honoree, Judge Renee Cardwell Hughes (Ret) was up to the challenge. Ms. Hughes is an award-winning, ground-breaking, and influential professional and leader.

She is the retired CEO of the American Red Cross of Eastern PA where she oversaw relief operations for multiple disasters, and founded the only Red Cross House in the nation to provide care and recovery for families displaced by fire, floods, and other disasters. As a former Trial Judge in the Court of Common Pleas, the First Judicial District of Pennsylvania (City of Philadelphia), she founded the mental health court and co-authored the first bench book on witness intimidation, and also co-founded the only disaster law clinic to address legal needs of disaster survivors.

Judge Hughes emulates Pearl S. Buck by walking the walk, standing for justice, and caring for those in need. We congratulate her for lifetime achievements and appreciate her concern for issues that matter so deeply.

The Woman of Influence event is one of many programs hosted by Pearl S. Buck International. We sincerely appreciate all those who have supported and sponsored these efforts; and in so doing, advanced the mission as well. For more information about Woman of Influence and other Pearl S. Buck International Signature Events, please visit www.pearlsbuck.org/signature-events.

National Historic Landmark
Pearl S. Buck: Taking Action Tour
Connecting the Past to the Present
Shaping the Future
After several months of research and preparation, and with the help of dedicated staff, volunteers, and supporters, the Pearl S. Buck: Taking Action Tour was completed. The new tour was made possible by a generous grant awarded by The Barra Foundation. The International Sites of Conscience, with their deep museum experience in more than 65 countries, guided a process to help preserve the past by relating it to the present. And, all was inspired by our founder, Pearl S. Buck’s ground-breaking work decades ago and yet still relevant, perhaps more so, today.

Ms. Buck shed light on the rights of marginalized communities including people of color, with disabilities, women, biracial children, and immigrants. Beyond using her writing to bring attention to these social justice issues, she took action to help those affected. A sampling of her advocacy is featured on each stop of this special new tour experience. The end result is a tour that engages visitors, challenges them to join the conversation, and inspires action as the next step.

At the conclusion of the tour, visitors are reminded of how Pearl S. Buck used her passion to fuel powerful words and strong actions that changed the lives of so many people around the world. Visitors are then invited to take a short quiz on an iPad to determine their personal style of activism and provided with take-away resources so that they, too, can take action to make positive change.

The process included:
• Incorporating focus group research for audience development
• Creating interactive elements to engage visitors
• Using technology as a key element to enhance audience engagement
• Testing through prototyping with additional and diverse focus groups
• Developing an Action Center with suggested ways for visitors to make a difference

All are invited, from near and far away, to experience this powerful new tour, join the conversation, and take action to help continue Pearl Buck’s work of Bridging Cultures | Changing Lives.
Vision
The legacy of Pearl S. Buck unites nations, societies, communities, and individuals with an appreciation for cultural differences and a commitment to service.

Mission
Pearl S. Buck International provides opportunities to explore and appreciate other cultures, builds better lives for children around the globe, and promotes the legacy of our founder by preserving and interpreting her National Historic Landmark home.

Our contribution to the solutions of the world’s problems will come only from the working of the American spirit.

Pearl S. Buck