



BRIDGING HER STORY INTO THE FUTURE

A SPECIAL CAMPAIGN TO CATALYZE GROWTH, ENSURE RESILIENCY, AND CREATE SUSTAINABILITY INTO THE FUTURE

Join us on this journey



Pearl S. Buck International

BRIDGING CULTURES | CHANGING LIVES



“All of us must learn to enjoy knowing as friends those whose race and ways may be different from ours. Knowledge must lead to understanding, in order that enjoyment may be a pleasant fruit, enriching life for us all.”

– Pearl S. Buck

A MESSAGE FROM THE CO-CHAIRS OF THE CAMPAIGN:

Bridging Her Story into the Future—Will You Stand with Us?

We are two years into a once-in-a-lifetime global pandemic. Covid-19 has shaken the foundation of the organization, affecting our humanitarian work, educational programs, and financial stability. Yet more than ever before, the cultural climate and the tinder-like nature of the divides that exist illuminate that Pearl S. Buck International is even more essential than ever before in bridging cultures and changing lives. Pearl S. Buck International is perfectly poised at this pivotal point in history to make this a year of transformation as we reimagine what the future looks like for Pearl S. Buck’s cross-cultural and humanitarian legacy.

And so, as we look forward into 2022, we are launching a special campaign—“Bridging Her Story into the Future”—to ensure the organization’s resiliency and create sustainability into the future.

As the conditions surrounding the coronavirus ease and we begin to plan for the future, we are faced with the stark reality of the impact of COVID-19 on the organization. While our unbelievably generous donors continue to support us as they can, the specialized COVID-19 funding obtained through the tenacity of staff and generosity of government and private foundations that has kept us afloat over the past two years no longer exists.

It appears several contradictory elements are true at the same time, reflecting resiliency and other truths. Critical financial matters stand side by side with the promising success of the newly developed Janet L. Mintzer Conference and Events Center. Amid the coronavirus pandemic we found ways to keep the legacy alive that permanently changed the organization, growing our online social media community, successfully transforming in-person activities and events to virtual or hybrid ones, and benefiting from the geographic expansion of our reach.

The resiliency of PSBI is highlighted by the accomplishments of our International Programs. During this period, International Programs grew to include two new countries, Cambodia and Kenya. The Child Sponsorship program steadily continued along with projects, appeals, and mini campaigns to ensure the well-being of the children and families we serve, who were severely impacted by the pandemic. Zoom calls with our affiliates throughout the world has strengthened the organization and fostered enhanced collaboration.

The Pearl S. Buck House National Historic Landmark museum received accreditation from the American Alliance of Museums (AAM). Recognized as the field’s gold standard for museum excellence for 50 years, AAM accreditation signifies a museum’s quality and credibility to the entire museum community, to governments and outside agencies, and to the museum-going public.

These are all positives indicating the organization is moving in the right direction. However, other truths include the reduced tour visits to the Pearl S. Buck House and gift shop, the inability to hold critical signature fundraising events, facility rentals for weddings and private events as well as our revenue-generating lectures, workshops, and consulting services were severely reduced leading to a significant decrease in public and earned income revenue streams. Given the unpredictable nature of the coronavirus, long-term strategic planning, needed to guide us to the future, was kept on hold and substituted with short-range goals. Over a three-year period, staff has been reduced by one-third of its capacity. While there was no way to anticipate or be prepared for a pandemic, the notion of an endowment or rainy-day fund for the organization has risen in its urgency.

This campaign, “Bridging Her Story into the Future,” addresses all the above truths and more but will only be possible through the generosity of those who know us best.

As one of Pearl S. Buck International’s most dedicated supporters, we are inviting you to walk beside us on this journey, to stand with us at this pivotal juncture as we bridge Pearl S. Buck’s story into the future.



Mateen Afzal
Chairman of the
Board of Directors



Anna Katz
President/CEO

PEARL S. BUCK INTERNATIONAL

Pearl S. Buck International, a 501(c)(3) charitable organization, carries on Pearl S. Buck's legacy of bridging cultures and changing lives through humanitarian aid, intercultural education, and historical tours of the Pearl S. Buck House, a National Historic Landmark.

Pearl S. Buck was a Nobel and Pulitzer Prize-winning writer, activist, and humanitarian. She used the spotlight on her to shine a light on the plight of marginalized people at home and abroad. She also founded Welcome House (the world's first international biracial adoption agency) and established The Pearl S. Buck Foundation (now Pearl S. Buck International) to provide international humanitarian aid.

Ms. Buck's groundbreaking words and work paved the way for greater international and intercultural understanding. They also provided life-changing aid for countless impoverished children.

THE MISSION OF PEARL S. BUCK INTERNATIONAL

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 VISION

The legacy of Pearl S. Buck unites nations, societies, communities, and individuals with an appreciation for cultural differences and a commitment to service.



AT PEARL S. BUCK INTERNATIONAL, WE BELIEVE:

- All children should receive education, nutrition, and preventive health care to become self-sufficient.
- All children should grow up with cultural competence to be successful in a global environment.
- All individuals can improve conditions and resolve problems if they understand and appreciate cultural differences, establish relationships with people from other cultures and build strong alliances with different cultural groups.
- The Pearl S. Buck House should inspire visitors to embrace and engage in continuing her legacy by making meaningful, lifelong contributions within the community.

"I enjoy life because I am endlessly interested in people and their growth. My interest leads me to widen my knowledge of people, and this in turn compels me to believe in the common goodness of mankind. I believe that the normal human heart is born good."

—Pearl S. Buck



INTERNATIONAL PROGRAMS: RESILIENCY

Pearl S. Buck believed that all human beings, regardless of the circumstances of their birth, were deserving of dignity, opportunity, and freedom. Her experience growing up in China and then spending the second half of her life in the United States, opened her eyes to the ugliness of discrimination in the world and how it led to marginalization and poverty. Almost 60 years later, Pearl S. Buck International continues to work with those most discriminated against due to the circumstances of their birth whether they be biracial, ethnic minorities, or those with physical or mental development differences by providing health, education, livelihood, and psycho-social support through a child sponsorship program and support for programs, projects, and activities in seven East and Southeastern Asian Countries and in Kenya.

The child sponsorship program continues to match children in need with sponsors who donate a dollar a day to support their sponsored child's health, education and well being until they become self-sufficient.



INTERNATIONAL PROGRAMS

BY THE NUMBERS

OVER TWO MILLION children and family members served since 1964... **58 YEARS**.

In the last fiscal year despite the impact of COVID-19, Pearl S. Buck International provided **OVER 85,000** children, family, and community members in need with access to basic education, life-saving nutrition, and other health programs:

however, this is a **26% DECREASE** from prior COVID-19 numbers.

1,755 child sponsors and champions made a difference in the life of a child in 2020-2021.

NINETY-NINE PERCENT of sponsored children progress to the next grade level surpassing the **90% GOAL** for the last two years.

Pearl S. Buck International serves children, families, and communities in 8 countries: Cambodia, China, Kenya, Philippines, South Korea, Taiwan, Thailand, and Vietnam.



GLOBAL LEADERSHIP

BY THE NUMBERS

The High School Global Leadership Program continues to shape social justice-minded, interculturally aware future leaders, as students in **GRADES 9-11** work together across racial, gender, and socio-economic lines on a project to benefit the work and mission of Pearl S. Buck International. **51 STUDENTS** participated from twenty-one different high schools in 2020-2021.

Staying steady with public support with an average of **FORTY-SEVEN** student per year for three years, Global Leadership participants, through their class projects and personal fundraising, raised **\$6,794** for global humanitarian efforts and intercultural programs.

While **COVID-19** forced Global Leadership to go virtual for its sessions, this opened the opportunity to expand the program to students outside the local vicinity, including students attending high school in Chicago, Northern New Jersey, Lehigh County, Philadelphia, and the Republic of Korea.



WELCOME WORKPLACE

BY THE NUMBERS

Welcome Workplace continues to highlight diversity as a strength and provide much-needed tools for increasing cultural awareness, knowledge, and skills at schools and organizations. Despite the continued complications of offering live, in-person trainings due to Covid-19 social distancing and capacity mandates, Welcome Workplace was able to convert to virtual trainings and even with the constraints, was able to offer **10** Welcome Workplace workshops and debriefs that included **324 PARTICIPANTS**.

372 Intercultural Competency Workshop Participants in 2020-2022, down by **65%** over a **THREE-YEAR** period due to COVID-19 and other circumstances.

Welcome Workplace services and programs were developed for law enforcement, victim services and advocacy groups, non-profits, collaboratives, and university boards.

INTERCULTURAL PROGRAMS: RESILIENCY AND OTHER TRUTHS

Pearl S. Buck believed there was strength in our differences and beauty in diversity of race, religion, gender, and creed. Pearl S. Buck International continues this legacy through intercultural thought leadership, education, public programs, and activities that inspire and inform others to continue working toward unity, inclusion, and freedom for all. COVID-19 forced the organization to get creative in reaching people in a quarantined, closed world where intercultural programs and education were still needed—leading to virtual trainings, classes, events, and exhibits.

VIRTUAL EXHIBITS:

As Pearl S. Buck International continued to adjust to COVID-19 restrictions, it followed up its first virtual exhibit on Civil Rights, bringing more educational and historical content to the virtual space with the launch of *I Speak as One Who Knows: The Child Who Never Grew and Pearl Buck on Women*.

PEARL S. BUCK HOUSE

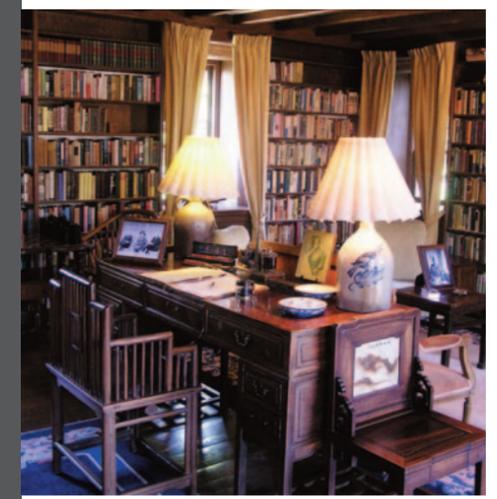
BY THE NUMBERS

- Total Visitation during 2021 is **32,815**
- Welcome Center **12,433 (38.89%)**
- Cultural Center **9,903 (30.18%)**
- Pearl S Buck House **2,099 (6.40%)**
- Exhibit Gallery **(15.63%)**
- Rental-Estate Pavilion **2,295 (6.99%)**
- Rental-JLM Center **(.34%)**

65.5 % DECREASE in House visitations over a three-year period **DUE TO COVID-19.**

PEARL S. BUCK HOUSE NATIONAL HISTORICAL LANDMARK MUSEUM: RESILIENCY AND OTHER TRUTHS

The Pearl S. Buck House National Historic Landmark continues to embody the life and legacy of Pearl Buck—as an author, as a humanitarian, and as an activist. The Pearl S. Buck House shares Pearl Buck’s story through preservation, interpretation, storytelling, and dialogue, linking the past to the present, to engage diverse audiences, while educating, inspiring, and empowering visitors to become active citizens and humanitarians. After a financially devastating five-month government mandated closure, the Pearl S. Buck House reopened to the public in August 2020. However, the visits to the Pearl S. Buck House and Gift Shop have suffered throughout with the fear of being infected with COVID-19. As COVID-19 restrictions and safety guidelines continued, Pearl S. Buck International introduced a virtual version of its award-winning Pearl S. Buck: Taking Action tour of the Pearl S. Buck House National Historic Landmark, allowing visitors to experience Pearl Buck’s cross-cultural and life-changing legacy from the comfort and safety of their own homes.



JANET L. MINTZER CONFERENCE AND EVENT CENTER: RESILIENCY

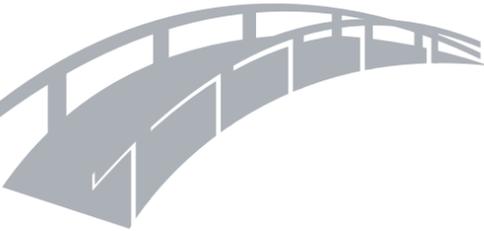
On Thursday, June 3, 2021, Pearl S. Buck International celebrated the grand opening of its new conference and event center and the woman it is named for, Emeritus President & CEO Janet L. Mintzer. The beautiful state-of-the-art event space was named in honor of Mintzer, who dedicated 20 years of leadership and love to Pearl S. Buck International before her retirement in May 2020.

The center has a dual purpose for the organization—first, it will increase the capacity of Pearl S. Buck International’s rental program, moving the organization closer to an optimum balance of earned income and donor support and providing a sustainable base for us to thrive and grow. And second, it will be a center for embracing cultural, social, and other relevant issues of our times—for sharing Pearl Buck’s humanitarian and social justice legacy with more people than ever before.

A resilient and promising future...with very little initial marketing, the Janet L. Mintzer Center continues to increase its numbers of inquiries and booked events.

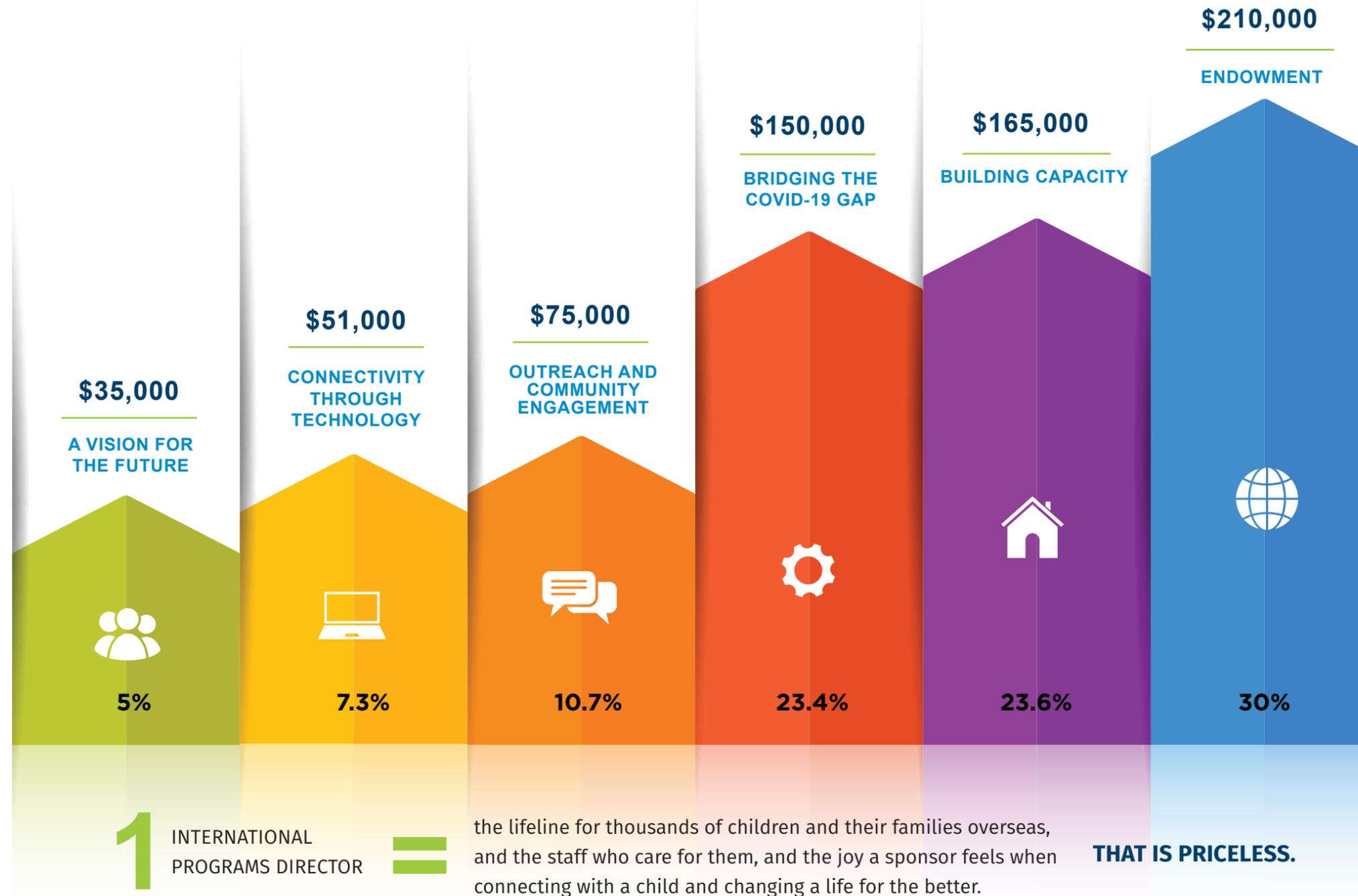
THE FINANCIAL IMPACT OF COVID-19 HAS SEEN AN OVER \$500,000 REDUCTION IN PUBLIC SUPPORT AND EARNED INCOME PROCESSES.

CAMPAIGN: BRIDGING HER STORY INTO THE FUTURE



Campaign Strategy to \$700,000 as a prelude to this year's Living the Legacy Breakfast

Despite this reduction in revenue, Pearl S. Buck International is perfectly poised at this pivotal point in history to reinvigorate our mission, reimagine the future, and remind our supporters that bridging her story into the future is not just Pearl's legacy—it is your legacy.



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INTERNATIONAL PROGRAMS DIRECTOR



the lifeline for thousands of children and their families overseas, and the staff who care for them, and the joy a sponsor feels when connecting with a child and changing a life for the better.

THAT IS PRICELESS.

CRITICAL ELEMENTS OF THE CAMPAIGN STRATEGY

\$35,000 TO FUND A STRATEGIC PLANNING PROCESS AND CREATE A VISION FOR THE FUTURE.

The next six months to a year will see PSBI develop a robust, community-engaged, strategic visioning and planning process, to design a way forward. It is more important than ever to bring hope, help, and care to children, whether here or abroad, to realize their dreams, improve their communities, and inspire others. The presence of a strong strategic planning process and document bodes well for an organization during a period of transformation and change.



5%

\$165,000 BUILDING CAPACITY

This may be the most important gift you ever give to PSBI. Though not a direct donation to a child, it is more than that. This is the gift that enables the Mission, and the Mission is carried out by people—the staff.



23.6%



\$150,000 BRIDGING THE COVID-19 GAP

The world events of the past two years have taught us that we need to plan for the unexpected. This is about setting PSBI up for growth and priming the pump to launch the next chapter. The pandemic forced the cancellation of key fundraising events and as a result there is a gaping hole in the budget. It is essential to bridge the gap into the future.



\$75,000 OUTREACH, COMMUNITY ENGAGEMENT, AND SOCIAL MEDIA

Marketing, community engagement, and fundraising are intertwined and inseparable for success. There has not been a budget before for marketing—imagine what could be done with \$25,000 annually for three years! It could extend our reach, build awareness of our organization and our mission, and engage more potential supporters.



\$210,000 TO ESTABLISH AN ENDOWMENT FUND

An endowment is a fund that is invested to produce annual income. It is designed to be permanent, with the principal untouched and a percentage of the annual earnings used to further the mission. Your gift—and all future earnings from your gift—ensures Pearl S. Buck's legacy is preserved for generations to come... And that her legacy becomes part of your legacy. A well-managed endowment will:

- Increase annual funding to respond to humanitarian and intercultural programs and services
- Provide a source of funding to respond to emergencies, emerging needs, or special opportunities
- Support operational costs
- Allow Pearl S. Buck International to not only sustain but expand international and local outreach



\$51,000 CONNECTIVITY THROUGH TECHNOLOGY

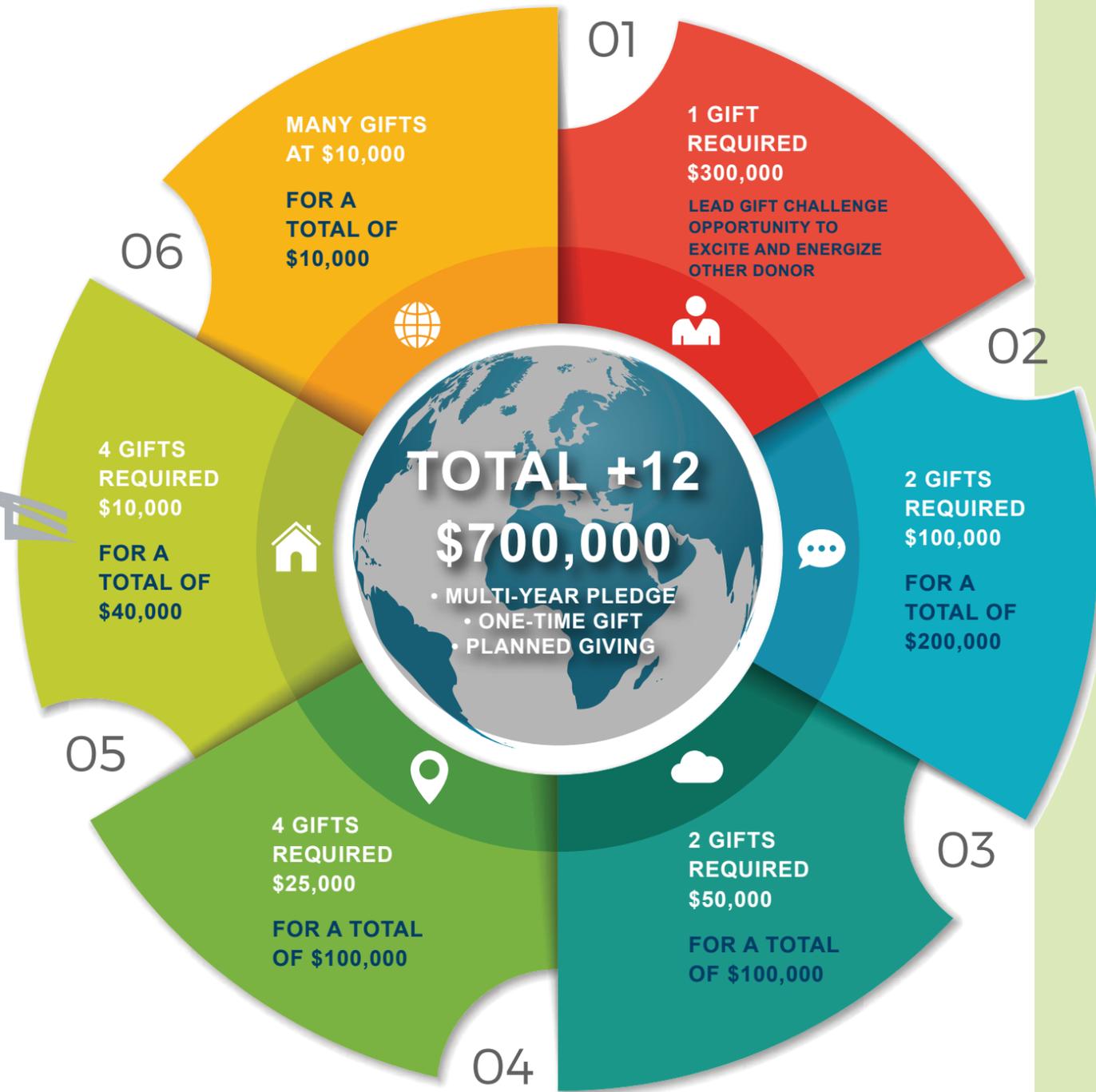
Improved technology will increase our effectiveness, streamline processes, simplify time-consuming work, and improve our productivity. This means: Consistent and meaningful communication with constituents. Timely funding of, communication with, and support to humanitarian and intercultural programs, projects, and services. The ability to track and adjust services according to need and impact. The pandemic has changed how we interact with constituents and how we offer public programming and events. This means: The capability to unite donors across the country and globe with more access to digital and virtual programming and content without needing to visit our campus. Effective and meaningful digital communication via website, e-mail, and social media. We imagine a future where our technology, training & tools match the demand of a 21st century leader, donor, and supporter.

If these elements are implemented and integrated thoughtfully and strategically, Pearl S. Buck International is perfectly positioned at this pivotal point in history to continue its transformation to a relationship-focused culture and true engagement and emotional connection with constituents.



WAYS TO HELP BRIDGE HER STORY INTO THE FUTURE

*The time is **NOW** to meet the challenges of the extraordinary conditions created by Covid-19 and secure Pearl S. Buck International into the 21st Century.*



How will you live out your legacy through action and help bridge Pearl Buck's story into the future?

PEARL S. BUCK INTERNATIONAL LEADERSHIP TEAM

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Pearl S. Buck International



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GIVE WITH CONFIDENCE



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