



**All the Best Podcast**  
**Episode 11: “Service Through Social Enterprise”**  
*Featuring Granddaughter of George H. W. Bush, Lauren Bush Lauren*

Lauren: Dear Lauren, you are just a few days old. Already you have made your old grandparents very, very happy. We saw that picture of you in the "Daily News" and in the "New York Post." That's pretty good coverage for a 3-day-old. You are smiling right out there in front of all the world just like your wonderful dad has done all his life, even when it hurt. You are a lucky girl. You have a loving mother who is always thoughtful and nice. And you have a dad who his brothers and sister named Mr. Perfect. Even when he bet your uncle Jeb, that Jeb can survive 30 minutes in a steam bath, only to chicken out on payment when Jeb did. Even when Jeb was chasing him about to exact either payment or flesh, your dad was smiling, running fast but smiling.

Anyway, Lauren, we can't wait to see you. We want to see you smile, to hold you, to love you. It's a funny thing when you get older. Even if you have an exciting life surrounded by interesting people and having a chance to meet all the world's leaders, even with all that, what counts is family and love. We love you already more than tongue can tell.

Devotedly, Gampy.

President Bush: First place, I believe that character is a part of being present.

Barbara Bush: And life really must have joy.

Sam: This is "All the Best," the official podcast of the George and Barbara Bush Foundation. I'm your host, Sam LeBlond, one of their many grandchildren. Here, we celebrate the legacy of these two incredible Americans through friends, family, and the foundation. This is "All the Best."

President Bush: I remember something my dad said, he said, "Write your mother, serve your country." And he said, "Tell the truth." And I tried to do that in public life all through it.

Barbara Bush: You are a human being first and those human connections with children, with friends, are the most important investment you will ever make.

President Bush: We stand tonight before a new world of hope and possibilities for our children, a world we could not have contemplated a few years ago.

Sam: On behalf of our family and the George and Barbara Bush Foundation, this is "All the Best." Lauren, how are ya? Thanks for coming on "All the Best." We're very excited to have you. How are you today?

Lauren: Cousin Sam, thanks for inviting me back on.

Sam: We all grew up in an environment where you could argue the main example we had before us was public service. Not just our grandparents, our uncles, our aunts, our entire family. It's kind of the family business. What did you learn from Gampy and Ganny, especially when it comes to public service?

Lauren: They definitely weren't the kind of grandparents that said, "Here's what you need to do," and kind of gave instruction in that way, I think, the way other parents or grandparents might. I think just more so growing up feeling empowered that as an individual you can make an impact and obviously living with, like, a larger than life example of someone who has done exactly that was definitely something that directed the course of my life.

Sam: What does the idea of service mean to you personally?

Lauren: Really looking outside yourself and understanding, I think, what time and resources and tools you have at your disposal, and then going forth in the world and using those to do good for others. So, for me, personally, I knew politics wasn't for me and yet I really love fashion and I love design. So, I kind of had this crossroads moment, as I was in college, thinking through what I wanted to do after college. And I was very interested in traveling, and development work, and issues affecting those who are hungry, who are living in poverty, and just thinking through how I myself wanted to dedicate my time, resources, whatever talent I had to helping in that issue.

And that's really where I had the aha moment for FEED was how do I combine this kind of idea of social entrepreneurship and design, creating a brand around giving back and engaging people in the fight to end hunger and childhood hunger? Which is obviously massive, and extreme, and overwhelming. But when you break it down meal by meal and kid by kid, it can be very tangible and very meaningful.

Sam: How old were you when you had the idea for FEED?

Lauren: I was young. I was in college, I was probably about 19 or 20. And I actually had the aha moment when I was studying abroad in Australia. Because in Australia, they use reusable bags everywhere. No one uses plastic bags. So, I would say well ahead of the U.S. in that regard. Seeing all these reusable bags floating around, why not design something, attach a meal metric to that, sell that to then help raise money and raise awareness? I mean, essentially, by carrying a FEED bag, you're carrying this sort of billboard and you know exactly by buying this bag, I've helped give 10 meals, I've helped give 5 meals and it's all to help FEED kids who are affected abroad but also here in the U.S. in school.

Sam: Can you tell us about the impact of FEED, the business, and how you've impacted hungry people all over the world?

Lauren: When we turned 10, so about a year and a half ago, we crossed over our 100 million meal mark.

Sam: Did you ever think 100 million meals would come?

Lauren: No. I mean, I honestly set out to, like, sell the first 500 bags, which would have meant 500 kids would be fed. And it's just snowballed and kind of organically grown over the years. And I think it's such a testament to the partners we've worked with, the companies, but really our consumers, like, people being conscious consumers and wanting to put their consumer-dollars to giving back and not just buying another product for the sake of buying another product. So, really proud of that impact. And I think beyond just the meals raised and the money given, I would hope the amount of awareness raised and really taking an issue like hunger that is kind of massive and overwhelming abstract and making it very tangible and very actionable for people, was something that was important to me in starting FEED.

Sam: That's amazing. I always think about how do you eat an elephant? One bite at a time. And you're taking a pretty big bite out of a big elephant and I'm proud, so proud of you. But, you know, there are so many people worried about our country, especially the divisiveness. What are your thoughts about that right now?

Lauren: Yeah, I think it is kind of an unsettling moment. The positive that I do see happening in the world, but even just personally, is that citizens are more engaged. We're more tuned in. We don't take democracy for granted the way

we...or at least I did, and maybe have in the past. I think it's something to be earned and it's something to continue to work towards. I love the kind of civic engagement right now and the dialogue. I think, obviously, the hatred and sort of the negativity is not good. I do believe we will come to a middle ground and we will have those difficult conversations.

And, of course, we're all not gonna agree but I hope we'll get back to a time where truth matters and integrity matters. And I know the leadership qualities that you and I love and saw firsthand in Gampy will be so valued. And I found that in Gampy's passing, there was this outcry not just for his resume and his life, but more even, like, his character and the way he led. So, that gave me a lot of hope in a way that people are craving that and missing that. Still holding that as, like, the highest standard of what a leader should be.

Sam: I wanna talk about this event that you helped set up and put on at the Intrepid in New York City, The George H.W. Bush Points of Light Award ceremony. Tell me more? What else can you tell me about this great event?

Lauren: Ray Chambers was the founding chairman of the Points Light Foundation and really helped Gampy back in the day set up the organization that was based on his inaugural address that referenced the many diverse and brilliant Points of Light around the country who were doing great work. Meaning volunteers, civil servants, folks out there dedicating a good part of their lives on a day-to-day basis to service.

So, with Gampy's passing, the thought was, "Let's create a special award. Beyond those daily Points Light Awards, which are kind of like the cornerstone of what the foundation is about, let's shine an extra light on really bright Points of Light." So, we're excited to kind of establish this annual award that will help shine that extra light on these amazing people, you know, another way for people to engage with Points of Light and with what Gampy had started.

Sam: Can you tell us about one of the big honorees this year?

Lauren: Garth Brooks, super cool not only for his music, what I think is lesser known about him, he started this charity called Teammates for Kids and he's very heavily involved also in Habitat for Humanity. But via Teammates for Kids, they've been able to rally over \$100 million to kids' causes, which is huge. And he's someone who does it in a way that's very humble, very under the radar. So, in selecting him as one of our first big honorees, that was one thing we took into account as well.

Sam: What do you hope will be the long-lasting effect of these Points of Light George H.W. Bush Awards? How do you see this changing and growing over the years to come?

Lauren: My hope is that it helps continue the legacy of Points of Light and of what Gampy envisioned many moons ago when he gave that inaugural address, and just shed a light on folks, whether they're known or unknown, who are doing just amazing work in the service of others. Just a really feel-good concept, in general, the Points of Light, encouraging corporate engagement and civic engagement. But I think the Points of Light Award, specifically year after year, will be this great rally celebration moment not only celebrating really special individuals, but just the general concept of service and a lot of what Gampy believed and lived throughout his life.

Sam: Can you also touch on the venue? I mean, the Intrepid, what a place to do it.

Lauren: Yeah. And sort of searching different venues in New York, there's the standard beautiful restaurants and event halls, but it felt like the Intrepid was mentioned and everyone perked up. It just felt so right given Gampy's service. And, I mean, he has a battleship name for him, like, he would have loved it. Basically, I think, God willing, Gampy is looking up from above and would have approved and really enjoyed the evening.

Sam: We've talked about Gampy, let's move on to Ganny, Barbara Bush, our grandmother. What was her driving force?

Lauren: I mean, I think the main thing making her tick was her love of Gampy, and her steadfast support of him and his dreams, and all the while having a large, unruly family and keeping them in line as she would, which is a full-time job. Growing up, her directness was often scary in some ways. And yet that directness, especially from a woman, I now realize as, like, how rare that is and how amazing and how strong that is to have such strong conviction and be able to vocalize that and rally the troops when she needed to and set you straight when she felt like she needed to. I think she just had that amazing quality that I appreciate even more now that I'm a bit older.

Sam: Back in the day, some people said I might have really pushed the limits to see how far Ganny...

Lauren: We all did.

Sam: ...would go. I think we all did. And fo as far as we pushed it, she was direct but she could have been a lot worse. I mean, man, I was a hellion. I knew there were some other ones out there too that gave her a big run around. I remember a couple of cannonballs by her head when she was doing her daily laps in the pool that weren't the best received by her. But anyway, what's the most memorable moment you can remember with Gampy?

Lauren: I think the one that just sort of immediately popped into my head was relating to boats, which were obviously one of his favorite pastimes. I mean, he had tested us all, like, in order to be able to drive the boat he had to, like, make sure you could park and know the tides and the rules, etc. But there was one very stormy morning...you know in Maine, you can wake up and it's cloudy and big waves. And we had the Fidelity out on the morning as well as...I think it was the time the Maine Coaster, the littler boat that we would get to drive around. And he knew we, like, had to go park those boats in the river so it was safe. If the storm kept up, who knows? It would be bad for the boats. And I guess I was in the line of sight. I don't know how I got selected.

But essentially, he went out in the Fidelity and I was driving this little Maine Coaster and the waves were, like, the size of the boat if not bigger. So, like, definitely not whether I would have set out in alone, but just having his encouragement, and he literally followed me very slowly, kind of gave me guidance and was yelling to me and just helping me guide the boat back to the river. It seared into my memory because it was, like, a very challenging, somewhat scary experience. But also, he was so brave and so fearless, especially with the boats and then having his confidence in me to go out and deliver the boat to safety just meant a lot at that moment in time and something I'll never forget.

Sam: Well, I mean, that's such a great metaphor. I mean, Gampy steering you through stormy seas. I mean, that's what he did for all of us. I mean, and literally for you, literally for you.

Lauren: Yeah.

Sam: Well, Lauren, thank you so much for joining us on "All the Best." Congratulations on an amazing award ceremony honoring our amazing grandfather. See you soon.

Lauren: See you soon.

Sam: I'm Sam LeBlond, reminding you to listen, share, and subscribe to "All the Best" on Apple Podcast, Spotify, and everywhere great podcasts are found. Thank you for joining me as we celebrate "All the Best."

Barbara Bush: Both George and I believe that while the White House is important, the country's future is in your house, every house all over America.

President Bush: Preparedness, strength, decency and honor, courage, sacrifice, the willingness to fight, even die for one's country. America, the land of the free and the brave. And God bless the United States of America, the greatest country on the face of the earth.