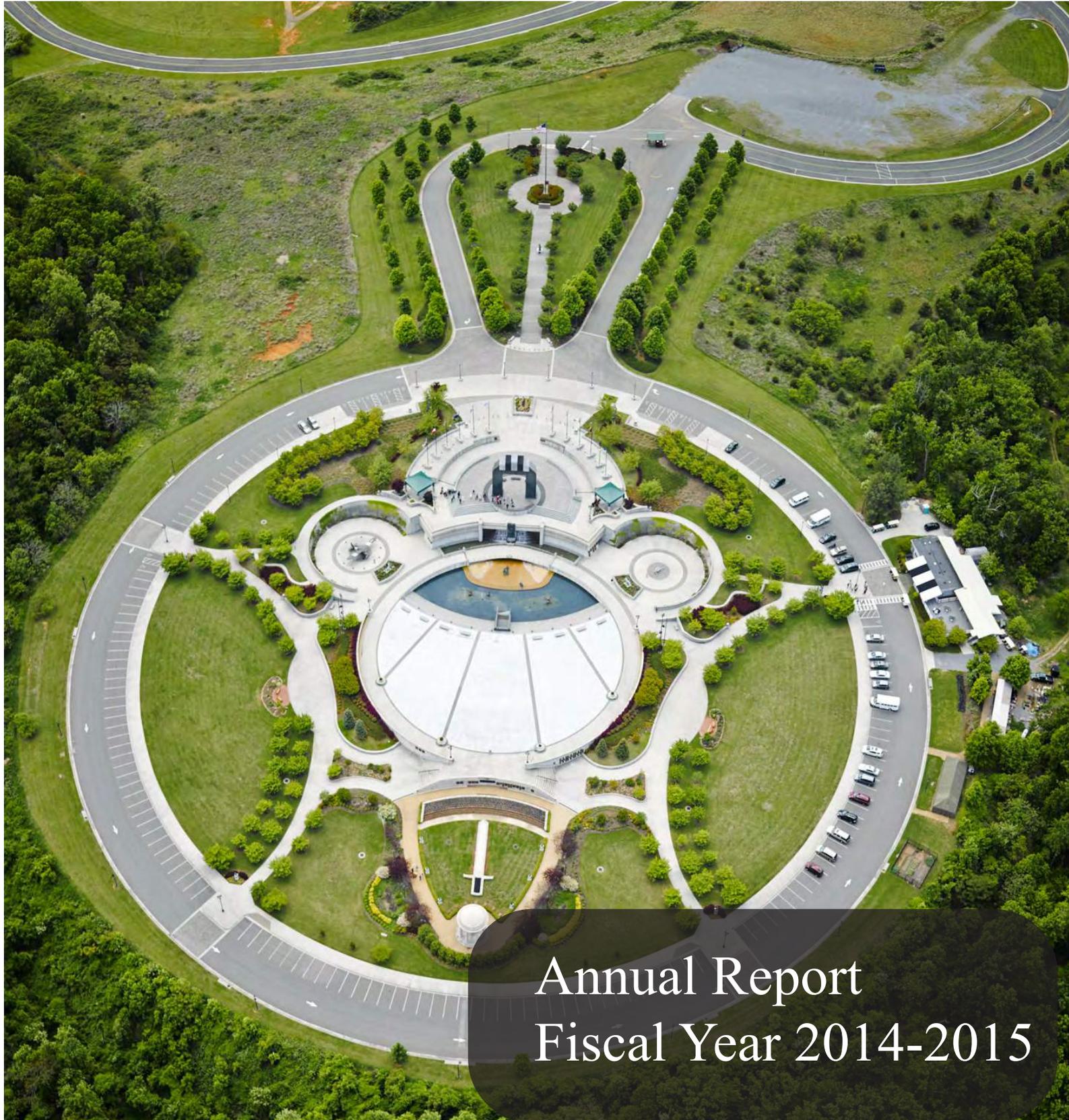


# NATIONAL D-DAY MEMORIAL FOUNDATION



Annual Report  
Fiscal Year 2014-2015



## NATIONAL D-DAY MEMORIAL FOUNDATION'S MISSION STATEMENT

The National D-Day Memorial Foundation's mission is to preserve the lessons and legacy of D-Day. The Foundation maintains and operates the National D-Day Memorial in direct support of that educational mission. In so doing, the Foundation (1) ensures the integrity and security of our nation's memorial to the valor, fidelity, and sacrifice of the Allied Forces on D-Day, 6 June 1944; (2) promotes recognition of the character traits undergirding the Allied effort on D-Day; and (3) sponsors commemorations, programs, projects, and exhibitions that foster appreciation of D-Day's historical and residual significance.

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## 2014-2015 BOARD OF DIRECTORS

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# A LETTER FROM THE PRESIDENT

Dear Friends,

In 2015, the National D-Day Memorial was dedicated to honoring our veterans and remembering our fallen. Our mission continues thanks to the generous support and sustained commitment of our donors to the Memorial.

For over 15 years I have watched the National D-Day Memorial become a vibrant, living monument to our WWII veterans, a beautiful teaching tool to our younger generations and a place of healing for our veterans of all eras. For over a decade now, you have helped the Memorial educate thousands of students, capture hundreds of oral histories, collect countless priceless artifacts, research the names of the fallen, provide educational lectures, outreach, and innovative programming. We could not have achieved these things without you.

As you know, our educational programming is not just about gestures of remembrance but about providing for our veteran visitors and guests throughout the year while also educating thousands of schoolchildren annually. The memorial serves our veterans and when they are gone, it serves their legacy. We are only able to do this thanks to your contributions throughout the year and for your support at many of our events and activities.

Last year the Memorial hosted nearly 54,000 thousand visitors to the monument and provided educational programming to over 6,000 students. The Memorial dedicated over 150 bricks in honor of veterans and provided dozens of outreach programs for the public. The Foundation mailed and delivered hundreds of cards to veterans and welcomed Honor Flight buses to the monument in tribute to veterans of all eras. In 2014, the Memorial hosted the Vietnam traveling wall as part of its programming and last year conducted 33 events including living history programs, veteran's recognition ceremonies, teacher institutes, and student seminars while collecting hundreds of artifacts for the future education center. In 2016, we expect to increase our educational offerings while reaching out to students and teachers throughout the country with a new and improved virtual program.

I am proud of all that we have achieved within the past year and am grateful for supporters like you who made it possible. Our vision at the Memorial is clear. We will strive to ensure our men and women who have served and sacrificed are appropriately honored each and every day. Beyond that, we will work to educate our young people about the importance of our nation's history and what we can learn from those who served so that we might be free. Our D-Day and World War II veterans are rapidly leaving us. Of the 16 million who served in World War II, just over 800,000 remain with us. Time is running out to thank them while we can. Please continue with us on our journey to ensure our veterans know how much their service means to us all and how we are committed to passing on their legacy.

Thank you for continuing to join us in our journey.

Sincerely,



April Cheek-Messier  
President



# EVENTS AT A GLANCE

|  |           |          |  |
|--|-----------|----------|--|
| FAMILY DAY<br>650 VISITORS   | JULY      | AUGUST   | KEEP THE SPIRIT<br>OF '45 ALIVE CONCERT<br>107 ATTENDEES                   |
| POW/MIA<br>750 VISITORS  | SEPTEMBER | OCTOBER  | EISENHOWER'S BIRTHDAY<br>CELEBRATION<br>85 ATTENDEES                       |
| VETERANS DAY<br>813 VISITORS   | NOVEMBER  | DECEMBER | LUMINARY PROGRAM<br>1,292 VISITORS   |
| LUNCHBOX LECTURE:<br>FORECAST FOR D-DAY<br>58 PARTICIPANTS                 | JANUARY   | FEBRUARY | GI JIVE 40's<br>DINNER & DANCE<br>113 ATTENDEES                            |
| LUNCHBOX LECTURE:<br>BLACK SWALLOW<br>OF DEATH<br>25 PARTICIPANTS          | MARCH     | APRIL    | PRELUDE TO INVASION<br>363 VISITORS  |
| MEMORIAL DAY<br>1,407 VISITORS<br>WE HONOR VETERANS 5K<br>206 PARTICIPANTS | MAY       | JUNE     | HOMESCHOOL EVENT DAY<br>118 PARTICIPANTS<br><br>JUNE 6TH<br>1,919 VISITORS |

ANNUAL ATTENDANCE 53,686

# EDUCATION VISITATION

In 2014 and 2015, the National D-Day Memorial conducted educational programming including tours, victory garden, and traveling trunks that reached over 3,000 students from 40 different schools.



Students from Big Island Elementary participate in Victory Garden.



Rising 4th-6th graders participate in *Growing up in WWII Day Camp*

Field trips give students the unique opportunity to have a hands on experience in history.

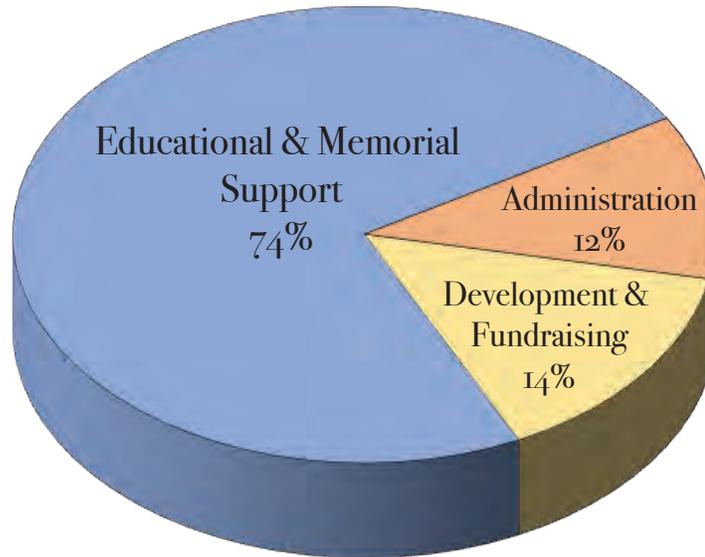


Each year the Memorial also hosts cadets from both Virginia Military Institute and the Virginia Tech Corps of Cadets.



# BY THE NUMBERS

The National D-Day Memorial Foundation is proud to report that 74% of operating expenses are dedicated to education and Memorial support. During the upcoming fiscal year, the Foundation will embark on several campaigns that will continue to generate additional revenue while adding new educational components to the Memorial.



## Volunteer Statistics

There were over 90 active volunteers who contributed 10,766 hours of service. Those service hours are equivalent to 5.38 full-time staff members. Their volunteered time saves the Memorial over \$248,000. Volunteer hours are rated currently at a value of \$23.07 per hour nationally.

Some of the Memorial volunteers have accumulated over 500 service hours in just ONE year.



Volunteers provide support as tour guides, working in the gift shop, in the archives, at our administrative office, and during special events.

# A YEAR IN PHOTOS



This year the Memorial saw the first dedication of bricks in the Annie J. Bronson Veterans Memorial Walk in Stettinius Parade, a visit from the U.S. Coast Guard Silent Drill Team, guest speaker Dame Mary Sigillo Barracco, a display from the Vietnam traveling wall, and many Honor Flight visits from veterans of all service eras and branches.



# FOLLOW US

## About Certificate of Excellence

Travelers visit TripAdvisor.com to plan the perfect trip, Certificate of Excellence celebrates the accommodations, attractions, and eateries that make these perfect trips possible. The Certificate of Excellence accounts for the quality, quantity and timeliness of reviews submitted by travelers on TripAdvisor over a 12 month period. To qualify, a business must maintain an overall TripAdvisor rating of at least four out of five, have a minimum number of reviews, and must have been listed on TripAdvisor for at least 12 months. "This recognition helps travelers identify and visit properties that regularly deliver great service," says Vice President of Industry Marketing, Heather Leisman. The Memorial has received hundreds of reviews; a sampling is included below:

"Everyone Should Visit This Site if You Can" (Visitor from Indiana)

We were headed home to Indiana from Roanoke and debated whether to make the side trip to the memorial. We certainly are glad we did. Take the free guided tour. The memorial will come alive and you will not soon forget it or the sacrifice that was made to keep us free! It has such symbolism, as the interpreter will share, and it will be a day you will not soon forget. So glad the people of Bedford made this happen and what a wonderful tribute to the lives that were lost. Do Not Miss This.

"Poignant Remembrance" (Visitor from Florida)

One of the most well done Memorials ever, we need this type of thing to remind us of the high cost of our freedom. An afternoon spent here left me with emotions mixed of great sadness and pride for the foresight, tenacity, brilliance and honor of so many of our grandfathers. My generation has never experienced a world war, especially one fought on two fronts. I don't think we can imagine what it's like to have so many of our fathers, brothers, husbands or sons away with no way to know what's happening to them or whether they will return. This memorial brought it home to me like no other one I've seen. If you are in the area, DO NOT miss it. I wish every American student could visit this memorial. We need to understand the kind of sacrifice it takes to build a free country. It is a reminder that we must be ever diligent to the forces of evil that hate a free society.

## Social Media Statistics



@NationalDDAYMemorial



@DDayMemorial

As of July 1, 2015, the Memorial had approximately 17,000 followers on Facebook and 1,500 Twitter followers.

## Notable Media Mention

The Memorial was featured as the cover story in the Los Angeles Daily News on Saturday, June 6, 2015 (online and print editions.) *Honoring Sacrifice at the National D-Day Memorial* by Dennis McCarthy

Readership: 441,000 daily

Online viewership: 8.9 million monthly page views