2016-2017
Annual Report
A Year of Accomplishments.

National D-Day Memorial
www.DDAY.org
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Our Mission

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 under-girding 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.
Dear Friends,

For over 17 years I have watched the National D-Day Memorial become a vibrant, living monument to our World War II veterans, a beautiful teaching tool to our younger generations and a place of healing for our veterans of all eras. For almost two decades, 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, present outreach activities and develop innovative programming. We could not have achieved these things without you.

As you know, our educational programming is the heart of our mission. This programming is not just about ceremonies of remembrance but also about serving our veteran visitors and guests and educating thousands of schoolchildren throughout the year. We are only able to achieve our mission thanks to your contributions and your support at many of our events and activities.

Last year the Memorial hosted over 52,500 visitors, a quarter of which were students receiving educational programming. Nearly 200 inscribed bricks were dedicated at the Memorial in honor of veterans and over 100 Honor Flight veterans visited the Memorial. The Memorial conducted over 30 events, veteran’s recognition ceremonies, outreach activities, teacher institutes and student seminars, as well as over 70 field trips. In 2018, we expect these numbers to grow as we continue to expand our educational offerings both locally and across the nation.

In 2017, the Memorial experienced several capital improvement projects. On Memorial Day 2017, the Memorial dedicated the Gold Star Families Memorial Monument, Virginia’s first Gold Star monument, in tribute to the families of those who gave their lives in service to our country. On D-Day, June 6, 2017 an enthusiastic crowd gathered as we dedicated a period style Quonset hut to house on-site offices, the Memorial gift shop and public restrooms. Both additions allow us to continue to tell the story of D-Day and highlight how important it is that our nation never forget the sacrifices made for freedom.

I am proud of all we have accomplished in the past year and am thankful for our supporters who made it possible. Our vision at the Memorial is clear and our mission continues with a renewed purpose. Our D-Day and World War II veterans are leaving us at a rapid pace. Of the 16 million who served in World War II, just over 500,000 remain with us. As we look to the future, we are embracing a bold vision for long term growth. We have developed a Master Plan which includes a new Education Complex and Visitor Center, along with many other site improvements. I look forward to sharing this vision with you in the months and years to come.

Thank you for continuing to join us on our journey to remember the “Valor, Fidelity and Sacrifice” of those who have served.

Sincerely,

April Cheek-Messier, President
Total Contributions
$1.2 million

- Individuals: 80%
- Organizations: 16%
- Foundations: 4%
Veteran Brick Gardens

Our brick gardens contain inscribed bricks as a permanent tribute to the men and women who have served our country.

Gold Star Families Memorial Monument

Hershel "Woody" Williams, the last living recipient of the Congressional Medal of Honor for action taken during the battle of Iwo Jima joined us as our keynote speaker for Memorial Day 2017. On this day we also dedicated Virginia's first Gold Star Families Memorial Monument.
73RD ANNIVERSARY OF D-DAY
The Commemoration of the 73rd Anniversary of D-Day included a moving keynote address by CPT Jerry Yellin. Cpt Yellin flew the final combat mission of WWII and witnessed his wingman and friend, 2LT Philip Schlamber, become the last fatality of the war.

Bobbie and Peggy Johnson Gift Shop Q-Hut
Named in honor of longtime supporter and volunteer, Bobbie Johnson, the first installation in our Quonset Hut project is a new visitor’s center and gift shop.

Quonset Huts were utilized throughout the war in both theaters and on the home front.
Memorial Visitation

Total visitation: 52,549

- **Students**: 24%
- **Adults**: 52%
- **Veterans**: 15%
- **Group Tours**: 10%
PROGRAMMING REACH

INTERNATIONALLY:
France
Montenegro

Each dot represents participation in a National D-Day Memorial Program. Whether those students traveled to the Memorial, received a traveling trunk in their classroom, participated in a one-on-one live virtual program, or a viewed streaming broadcast.

51% increase in programming attendance

2016 - 3,297
2017 - 6,769
Memorial Volunteers

Our Volunteers served 11,157 hours which is the equivalent of 5.36 full-time staff members.
**FINANCIAL OVERVIEW**

**Total Support (Revenue and Contributions)**

The National D-Day Memorial Foundation's fiscal year was strong with a 21% increase in total support from the previous year. This strong position made it possible to grow our programming, provide moving commemoration ceremonies, and complete the Gift Shop Q-Hut and Gold Star Families Memorial Monument.

**Total Expenses**

The National D-Day Memorial Foundation works diligently to keep expenses low and focused on our mission of Education. The Foundation only experienced a 2% increase in expenses from the previous year, allocating over 60% to Education and Memorial Support activities.
The following individuals and organizations are being recognized as members of the National D-Day Memorial Milestone Society. This designation means these donors have given for 5 consecutive years or more and shown year after year that they understand the significance and the need to preserve the lessons and legacy of D-Day and the World War II generation. Because of their investment in the Memorial, together we are able to educate thousands of students, capture oral histories, collect priceless artifacts, and provide innovative programming. Thank you all, you are truly making an impact on The Memorial’s mission.

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Mrs. Barbara R. Branch
Ms. Judy L. Brannen
Mr. John Brew*
Mrs. Kathleen Brew
Mrs. Harriet S. Brockenbrough

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Mr. Darrell Bush
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Mr. and Mrs. Oscar S. Chaplain Jr.
Mr. and Mrs. S. W. Chapman Jr.
Mrs. April C. Cheek-Messier
Major and Mrs. Creed Childress
Mr. and Mrs. Charles C. Chippero
Ms. Gail V. Clark

*Denotes a deceased individual
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