

National D-Day Memorial Foundation

Impact Statement—Fiscal Year 2019-2020



37,561

Onsite visitors



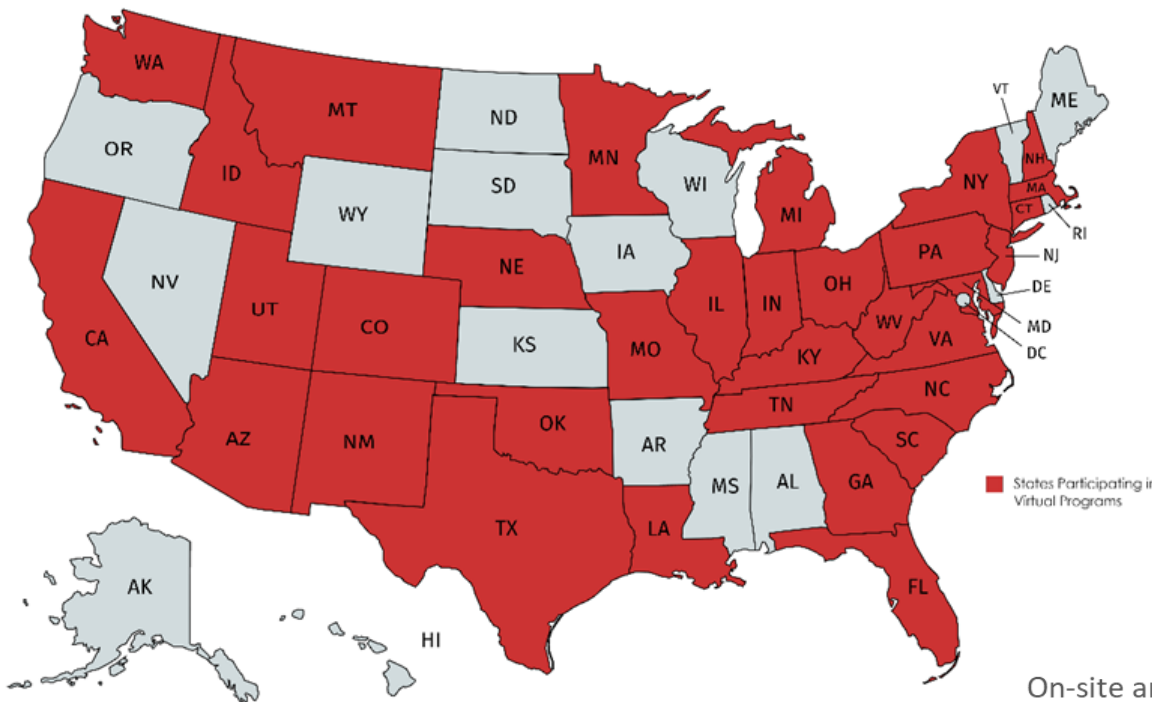
13,214

Onsite & Virtual Student Participants



52,088

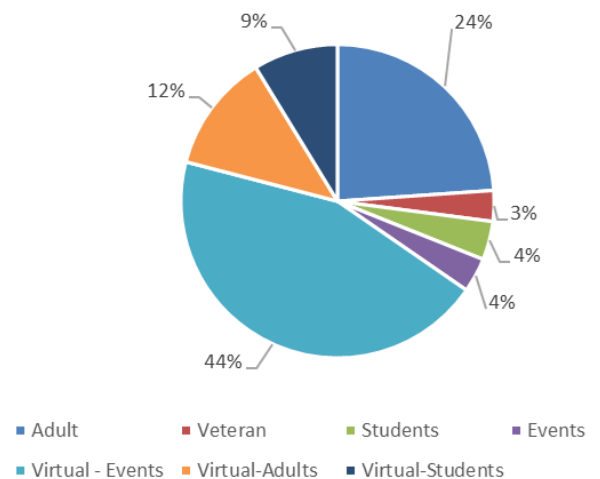
Onsite & Virtual Event Participants



Virtual Partnerships

- D-Day Story Museum Portsmouth, England
- Virginia War Memorial Richmond, VA
- George C. Marshall Museum, Lexington, VA
- Woodrow Wilson Presidential Library Staunton, VA
- Jamestown-Yorktown Foundation Williamsburg, VA
- WWI and WWII Commission, Richmond, VA

On-site and Virtual Reach FYE 2020



Virtual Studio located in the "Fleda" Hut.

From March—June 2020, the Memorial was closed to the public due to the pandemic. However, during this time, the Memorial produced over 24 virtual programs and had viewers from 33 U.S. states (colored in red on the map above), three Canadian provinces (BC, ON, NS), and two foreign countries (England and France).

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13,253

Virtual Program Adult
Participants



9,597

Volunteer Hours



13,200

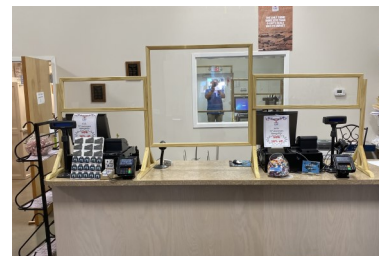
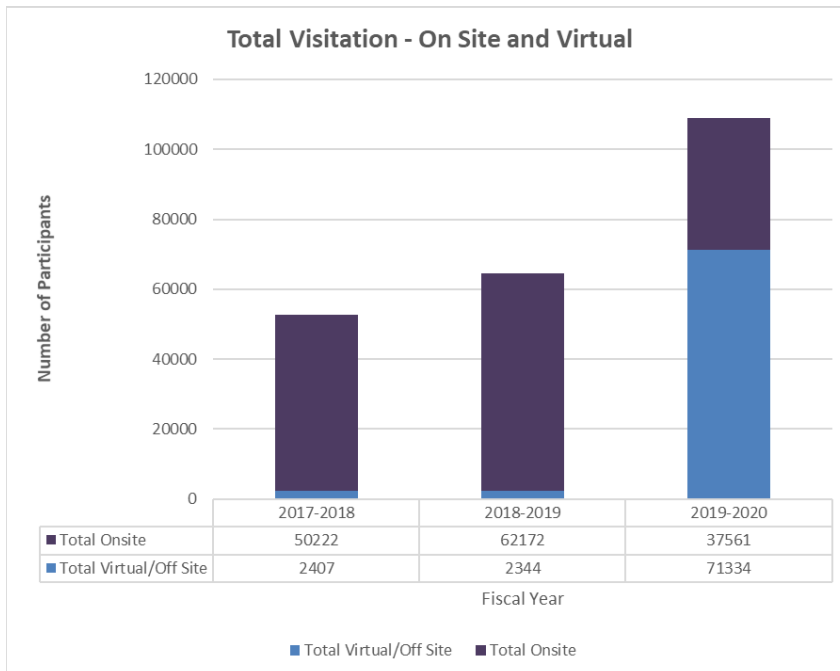
Artifacts

COVID19 Rapid Response

Due to the successful shift to virtual programming and events, the Memorial has been able to exceed the “reach” from previous years.

Memorial staff have developed several new virtual programs, including research workshops, live virtual tours, and virtual book clubs to enhance an already robust offering.

In addition, Memorial staff have been able to shift historically in-person events to a virtual format. This additional approach resulted in over 48,000 viewers for the Memorial Day and June 6 ceremonies.



New plexiglass dividers offer protection in the gift shop.



Ticketing at the Hospitality Booth on-site with plexiglass dividers in place.

On June 10, the Memorial site re-opened to the public with the safety of visitors and staff as the first priority. Cleaning and safety protocols have been implemented, as well as changes to many processes.



Socially distanced docent stations on-site provide tour information to visitors.

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803

NEW PLANTS



165

YARDS OF MULCH



1620

HOURS OF LANDSCAPING



Reynolds Garden



Teak Benches at Homage

During the site shut-down, Memorial staff completed a variety of projects on-site, including refinishing the entrance gate, adding concrete pathways, restoring Reynolds Garden, mulching the grounds, cleaning plaques, and updating various electrical and lighting systems.

These projects have been completed through the willingness of our staff to work where needed and with the help of a dedicated group of volunteers.



Entrance Gate

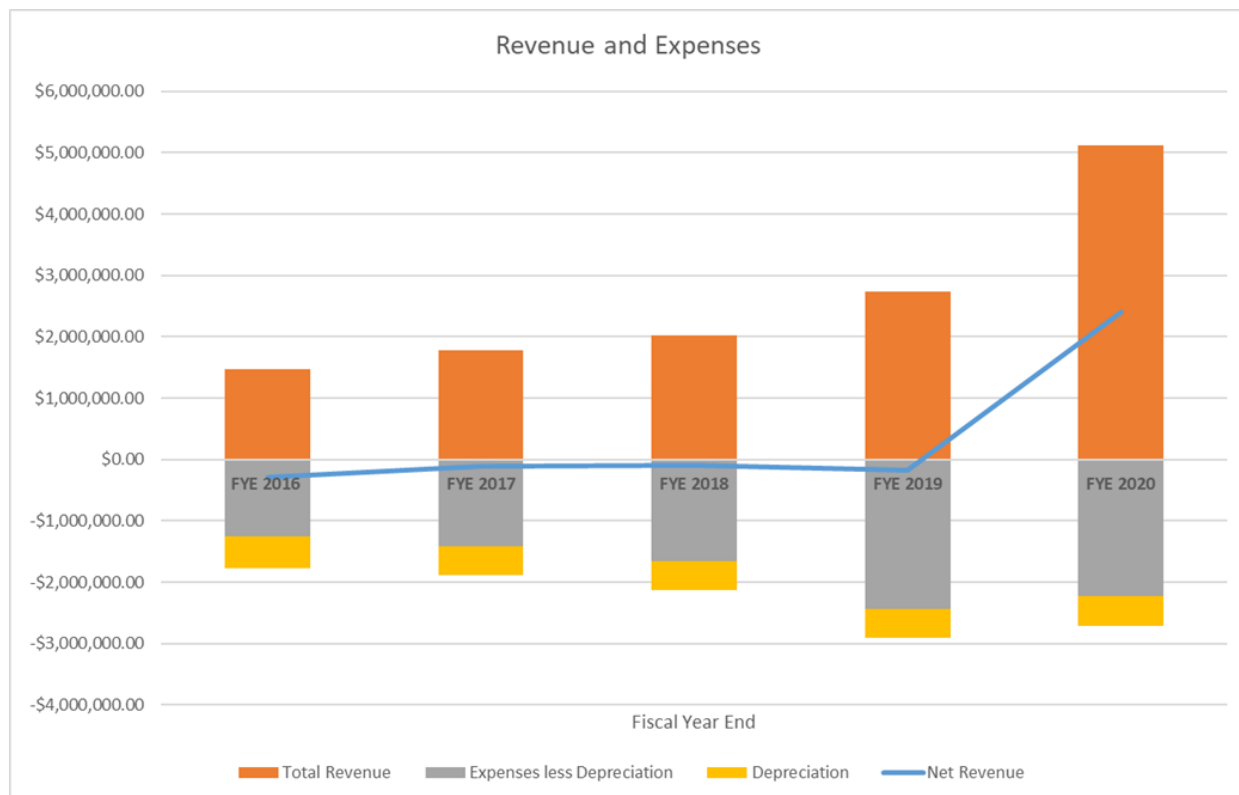


Walkways between Q-Huts

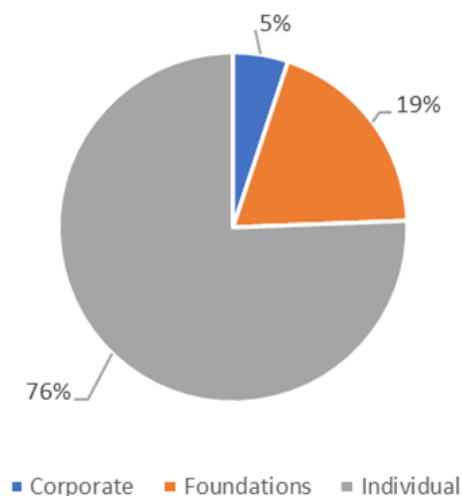
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The Foundation ended the 2019-2020 Fiscal Year with an operational surplus, doubling contributions from the 2018-2019 Fiscal Year. In March, the Foundation applied for and received the Paycheck Protection Program loan in the amount of \$162,000. In addition to the PPP Loan, Foundation staff applied for and/or received 17 grants totaling \$734,525. These funds allowed the Memorial to continue operations while revenues decreased due to 3-month site closure during the Coronavirus crisis. These operations included extensive virtual programming, continued fundraising, and critical site maintenance.



Campaign Breakdown - \$3.5 million



Donor cultivation and retention remains a top priority for the Memorial. From July 2019—March 2020, staff made over 150 donor visits and held several donor events. As restrictions on travel and large gatherings were put into place, the focus shifted to other forms of donor engagement. Several key donors began receiving regular weekly phone calls or emails to provide updates on Memorial activities and direction. In addition, regular mailings, emails and social media communications increased in volume. These efforts have been key components to ending the year with positive results.