



ANNUAL REPORT 2022-2023

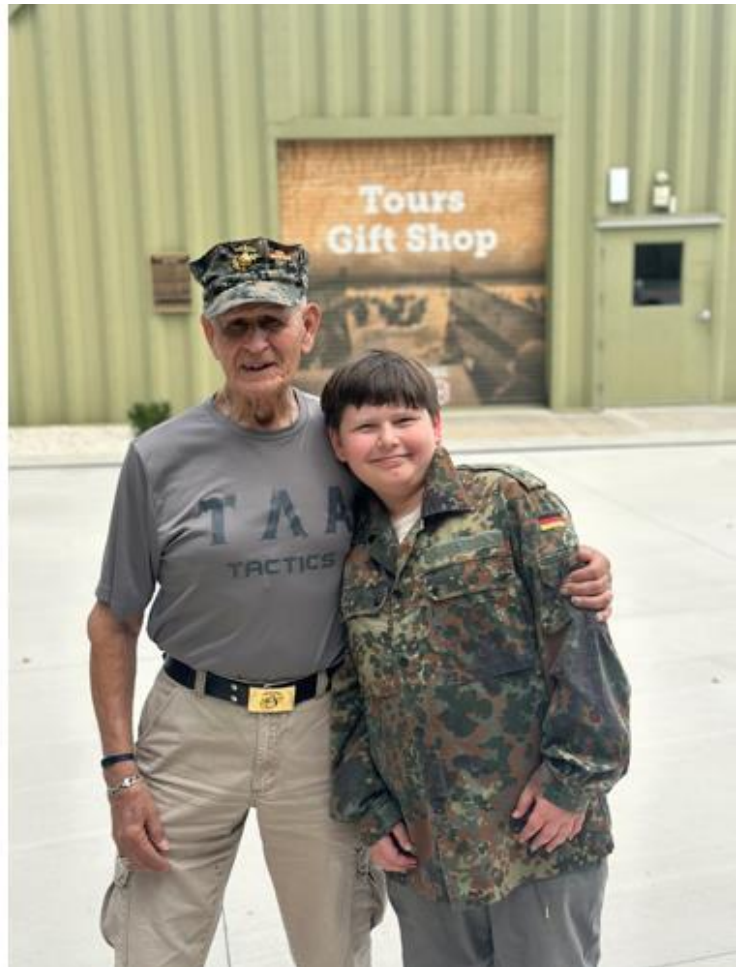
National D-Day Memorial
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(800) 351-DDAY



National D-Day Memorial
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TABLE OF CONTENTS

Board of Directors _____	1
Message from the President _____	2
Year at a Glance _____	3
Calendar of events _____	5
Spotlight on Events _____	6
80 th Anniversary Commemoration _____	7
Big News: <i>Someone Talked!</i> is a global success! _____	8
Global Support _____	9
Financial Standing _____	10
Vision to Build _____	12
D-Day Society _____	13



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Energy (Retired)



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MESSAGE FROM THE PRESIDENT

April Cheek-Messier

In the 22 years since its dedication, the National D-Day Memorial has welcomed more than two million visitors to honor the valor, fidelity, and sacrifice of the Allied Forces on 6 June 1944.

It is only through your generosity that we are able to continue sharing this valuable history with future generations. Thank you!

2023 was truly a year of milestones. A portion of the Ridgway-Deming Walking Trail was dedicated, a new website and app were launched, and a number of special programs took place to recognize our veterans and to highlight historical events. The Memorial also hosted 63 field trips; one of our busiest school seasons yet!

This year's success is only possible because of the generosity of our donors and the tireless efforts of our volunteers, staff, and Board of Directors. We are so grateful for a community diligently working together to ensure our veterans' stories are heard.

As Winston Churchill once remarked, "We make a living by what we get, but we make a life by what we give." The WWII generation embodied this mantra, and now concurrent generations are carrying the torch. At the Memorial, we see those efforts each and every day in the spirit of selfless service and we could not be more thankful.

Please know how grateful I am for your partnership. With your help, I hope this next season will be the most impactful yet. **Thank you for all you do!**

Wishing you all the best,

A handwritten signature in blue ink that reads "April Cheek-Messier". The signature is fluid and cursive, with the first name "April" being the most prominent.

April Cheek-Messier
President & CEO, National D-Day Memorial Foundation

YEAR AT A GLANCE

Summary

Thanks to the tireless work of volunteers and staff, as well as financial supporters worldwide, the National D-Day Memorial has continued to flourish. New milestones were reached, including a record number of field trips, new highs in attendance, and a global achievement for our podcast. The Memorial also continued daily work toward achieving our mission of preserving the stories of D-Day and World War II for future generations.

We acquired important artifacts, cultivated relationships with members and donors, prioritized high-quality educational offerings, and continued to share this vital history with tens of thousands of people every year.



44,515 Onsite Visitors



31,147 Reached Through Virtual Programming



93 Volunteers Serving 11,350 Hours



15,000 Artifacts in Our Collections Database



CALENDAR OF EVENTS

The Memorial hosts numerous events throughout the year, including:

September 2-13, 2022: **Poppy Peace Garden**

Commemorating the 78th anniversary of the end of World War II, volunteers placed 4,415 red poppies—one for each Allied fatality on D-Day— alongside our *Le Monument Aux Morts* sculpture as a visual tribute to the victims of the September 11, 2001 attacks, as well as all veterans who sacrificed their lives for the freedoms we enjoy today.

November 11, 2022: **Veterans Day Ceremony**

Despite a tropical storm, we gathered in the Bedford Moose Lodge #1897 to honor those who have served our country. Major General Antonio Munera, Commanding General, U.S. Army Command, was present to address the assembled crowd.

December 2-4, 2022: **Flames of Memory**

Arranged throughout the Memorial's grounds, thousands of luminarias shone in recognition of Overlord's fallen. This moving visual display, hosted annually, pays tribute to the ultimate sacrifice each serviceman made to relight the lamp of freedom.

April 22, 2023: **Family Day**

This joyous family-friendly event focused on exploring life at home and on the front lines during World War II. Family Day featured artifact displays, demonstrations, children's activities, living historians, musical performances, and special tours.

May 26, 2023: **Stars and Stripes Forever Patriotic Concert**

This annual tradition featured the Jefferson Choral Society and The Let's Dance Band. The stirring concert had guests on their feet celebrating freedom and honoring those who gave all to secure it.

May 29, 2023: **Memorial Day Commemoration**

Due to inclement weather, the Memorial Day Commemoration was held inside the Bobbie G. Johnson Pavilion and live streamed to visitors from around the world. We were honored to hear from Rear Admiral Michael J. Steffen and Lt. Governor Winsome Earle-Sears during this moving ceremony to honor those who paid the ultimate price for our freedom.

June 6, 2023: **79th Anniversary of D-Day Commemoration**

Our 2023 commemoration featured remarks from Governor Glenn Youngkin, Maj. General Timothy Williams, Dr. John C. McManus, Kevin Hymel, and George Patton "Pat" Waters. We were also honored to host eight World War II veterans for the ceremony.

Spotlight ON EVENTS

A Fitting Tribute to D-Day:



More than 6,600 people visited the Memorial or watched virtually June 6, 2023 in honor of the 79th anniversary of the Normandy landings. We were joined by Virginia Governor Glenn Youngkin; authors Kevin Hymel and Dr. John C. McManus; and George Patton "Pat" Waters, grandson of General Patton. Most importantly, we were honored to be joined by eight World War II veterans, all well into their 90s. Their presence was an inspiring reminder of the dwindling generation who won a war, vanquished tyranny in Europe, and then returned home to build modern America.



After much anticipation, the Foundation dedicated a portion of the Ridgway-Deming Walking Trail, with eager supporters strolling the wooded footpath following the ribbon cutting. Finally, a live recording of the *Someone Talked!* podcast was held, along with book signings and our annual "You Shall Never Be Forgotten" ceremony.



It was in every way a fitting tribute, leaving those in attendance eagerly anticipating the major commemoration of the 80th Anniversary in June 2024!



UPCOMING EVENT:

The National D-Day Memorial Foundation presents: THE 80TH ANNIVERSARY OF D-DAY COMMEMORATION

June 6

- **Every Story Lives On - The 80th Anniversary of D-Day Commemoration** ceremony will be held at the Memorial at 11AM. Program highlights include a recognition of veterans, guest speakers, dignitaries, music, flyovers, and more. Surviving D-Day and World War II veterans will take part along with representatives from each of the Allied nations and military personnel. The commemoration begins with a morning ceremony featuring the laying of wreaths by D-Day units. Other features include:

- Living historians
- An authentic Higgins Boat on display
- Portraits of Heroes and Faces of the Fallen photo exhibits
- Book signings by guest authors



June 7

- **The West Point Alumni Glee Club** will perform a special **Patriotic Remembrance concert** beginning at 7:30PM.
- **At 9PM**, immerse yourself while D-Day unfolds around you. Join us for **When We Went In: The D-Day Experience in Light and Sound**.



June 8

- A **1940s themed concert** will precede a second showing of **When We Went In**.

June 9

- Our 80th Anniversary observance will close with a WWII field chapel service at 11AM entitled **Soldiers and Sailors** at **Worship**



BIG NEWS:

SOMEONE TALKED! IS A GLOBAL SUCCESS!

11,529 downloads

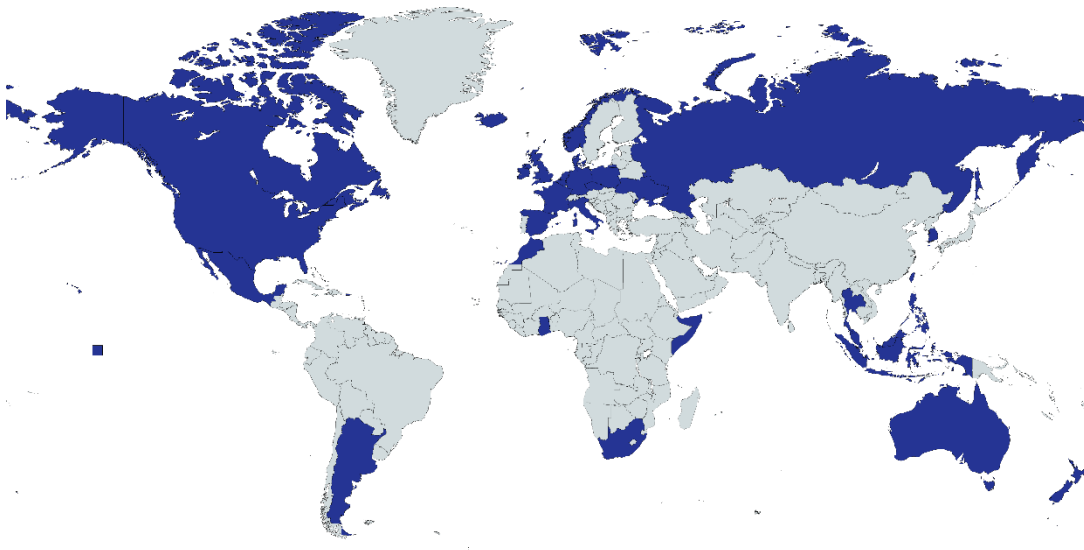
Top 10% of global podcasts



The Memorial's official podcast recently hit the top 10% of most popular shows globally, out of more than 3 million podcasts.

The ranking is from Listen Notes, the most comprehensive online podcast database. As of June 2023, listeners in more than 25 countries have heard our discussions with leading WWII scholars.

With more than 34 episodes and 12,500+ unique downloads, the podcast has reached listeners all over the world!



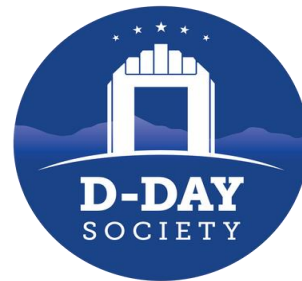
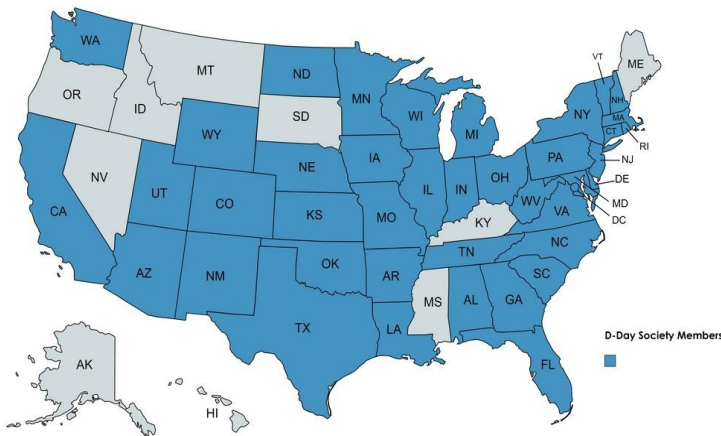
Countries shaded in blue have had podcast listeners!

GLOBAL SUPPORT

- Annual operating budget of \$3 million
- Supporters from all 50 states, Guam, & the U.S. Virgin Islands

D- DAY SOCIETY MEMBERS FROM 40 STATES & FRANCE

DONORS WITH \$1,000+ ANNUAL CUMULATIVE GIVING



INTERNATIONAL SUPPORTERS IN

Argentina

Australia

Canada

China

Croatia

Denmark

France

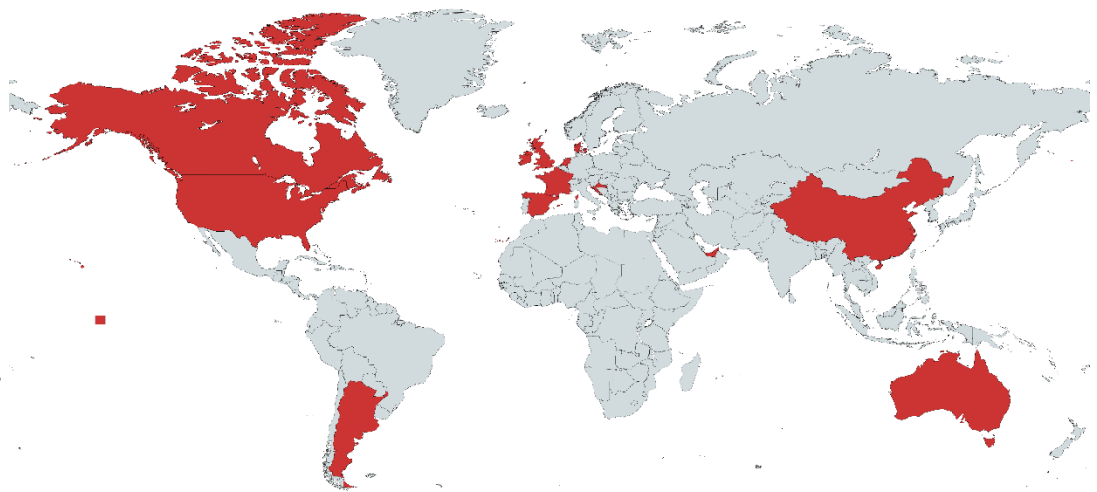
Ireland

The Netherlands

Ireland

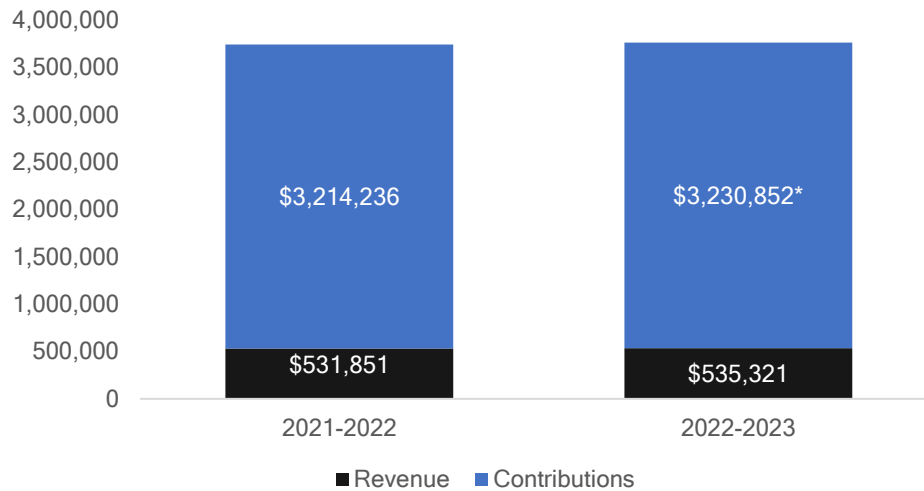
Spain

United Arab Emirates



FINANCIAL STANDING

Revenue and Contributions



*Includes grants receivable

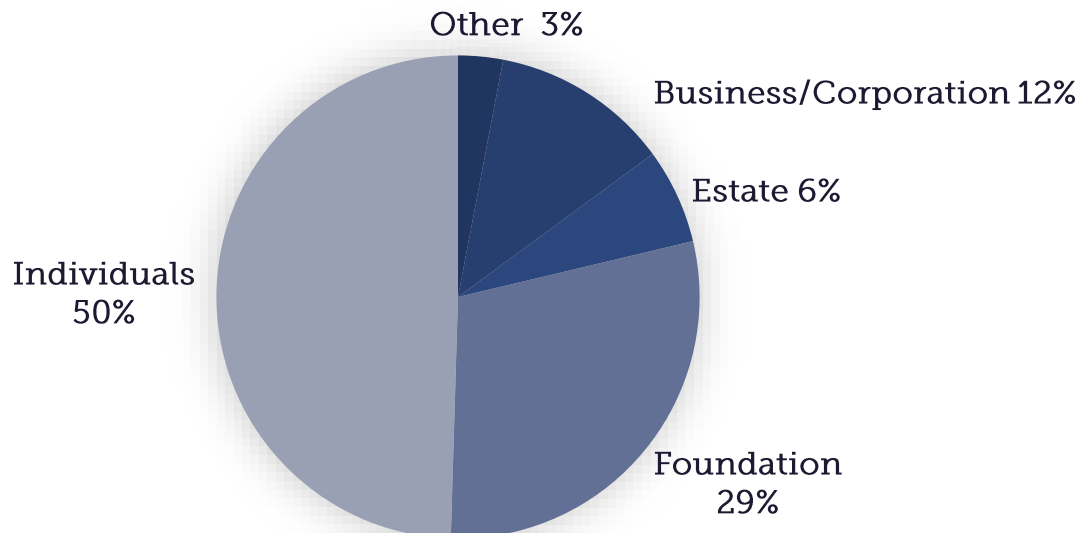
	2021-2022	2022-2023
Total Support**	\$3,185,608	\$4,043,891*

**Revenue + Contributions+ Investment Gains/Losses = Total Support

Assets

	Beginning of Fiscal Year	End of Fiscal Year
Net Assets	\$18,936,414	\$19,621,819

Support given by:





What's Next?

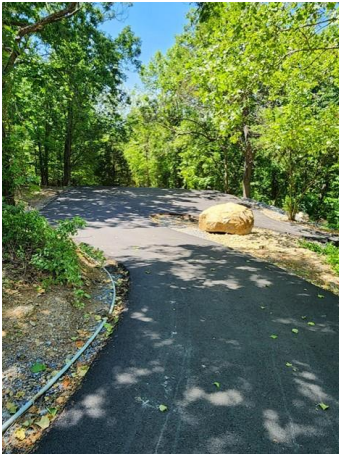
In the coming years, we look forward to beginning new projects in fulfillment of our Capital Campaign.

VISION TO BUILD

The 2022-2023 Fiscal Year brought us even closer to embarking on new stages of our Capital Campaign. The coming years will see additions that will enhance visitor experience, promote sustainability, and provide greater opportunities to educate and engage the public.

Key Projects on the Horizon Include:

RIDGWAY-DEMING WALKING TRAIL



While half of the trail was dedicated June 6, 2023, we still have half the project to complete! This pet-friendly, wheelchair-accessible, one-mile walking trail will educate guests on the importance and use of Virginia's natural resources during World War II. It will also increase visitor time on site and serve as an added membership benefit.

ROBINS PERFORMANCE AMPHITHEATER



The Amphitheater's primary role is to provide an alternative venue to holding events on the main plaza. This will allow the Memorial to retain an added sense of repose and solemnity while reducing wear and tear. The Amphitheater will be outfitted for lectures, concerts, and performances, filling a need for a large outdoor venue in Bedford.

DORIS AND JOHN FOWLER FAMILY

MOTOR POOL



The Motor Pool, equipped with an event deck overlooking the Amphitheater, will serve as additional exhibit, event, and temporary office space for the growing National D-Day Memorial Foundation. It will also function as the future home of the Lee Holland Collection, a series of immaculately restored World War II vehicles.



What is the D-Day Society?

The D-Day Society is an extraordinary group of dedicated individuals and businesses who contribute \$1,000 or more per year to the Memorial and serve as our most trusted advisors and friends.

Members of the D-Day Society represent 34 states, with the greatest number of members coming from Virginia, Florida, California, Texas, and Tennessee.

Founder's Circle \$50,000+

Mrs. Doris M. Fowler
Virginia Tobacco Region Revitalization
Commission
The Al Stroobants Foundation
Juanita M Cromer Estate
Mr. and Mrs. Rex D. Geveden
Mr. and Mrs. E. Claiborne Robins Jr.
Anonymous
Ms. Katharine T. Gray
BWX Technologies, Inc.
Dr. John G. Kennedy
Estate of Nancy K. Newman
Richard S. Reynolds Foundation
Lt. Col. Marvin L. Hale

Chairman's Circle \$25,000-\$49,999

Framatome
J. Leonard Hartman Estate
Mr. George P. Waters
The Merryman Family
County of Bedford
Centra
Ambassador Rozanne Ridgway
Virginia Tourism Corporation
Bison Printing, Inc.
Dominion Foundation
The Easley Foundation
Mr. & Mrs. Daniel G. Stoddard
American Electric Power Foundation

President's Circle \$10,000- \$24,999

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Greater Lynchburg Community Foundation

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Edgar B. Rouse Foundation
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Ms. Sheila Balderson
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Lt. Col. Jay Jacobsmeyer
Mr. Vincent C. Stone
Destination Bedford
Fostek Corporation
Inve\$tCo. Foundation
The Boardman Family Foundation
The Titmus Foundation Inc.

Commanders \$5,000- \$9,999

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Virginia Foundation for Humanities
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 Southside Electric Cooperative
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 The Estate of Clifford S. Bonney
 The George And Sarah Buchanan Foundation

Ambassadors \$2,500- \$4,999

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Patriots \$1,000 -\$2,499

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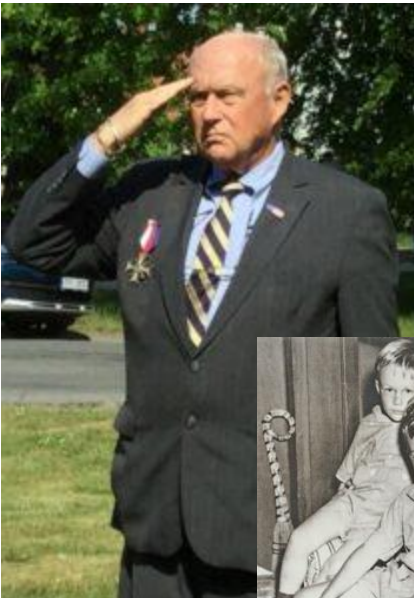
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 Genworth Financial
 Lynchburg Office of Economic Development & Tourism
 New River Electric Corp.
 The Nick and Kelly Testoni Charitable Fund
 Virginia Moose Assoc District 6
 Watt Foster Family Foundation
 Woods Rogers Vandeventer Black
 Wytheville Post 2719 VFW
 Ms. Susan Tillman
 John R. Cook Endowment
 MonuMedic

Chair of the D-Day Society, George Patton "Pat" Waters



George Patton "Pat" Waters was born in New York City on January 18, 1941 to General John K. Waters and Beatrice Patton Waters, the first-born daughter of General and Mrs. George S. Patton Jr. He graduated from Pfeiffer College in North Carolina in 1965 and enlisted in the U.S. Navy Reserve that same year, attending Officer Candidate's School. He served aboard the destroyer USS Braine as Combat Information Officer for a three-year tour of the Western Pacific and as an instructor in Anti-Submarine Warfare at Glynco (GA) Naval Air Station. Following his naval service, he worked as an executive in a Coca-Cola bottling plant in Louisiana before starting Waters Investments, LLC. He has served as a board member of the Congressional Medal of Honor Foundation, Patriots' Point Development Authority, the USS Yorktown Foundation and now serves as Chair of the D-Day Society for the National D-Day Memorial.