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@Flight93Friends



@FriendsFlight93

Photographs by Brenda T. Schwartz, Linda Seanor and Henry Scully

FRIENDS OF FLIGHT 93

NATIONAL MEMORIAL

## ANNUAL REPORT 2016



FRIENDS MISSION:

AS FRIENDS, WE WELCOME ALL WHO WOULD JOIN US IN HONORING THE SACRIFICE AND COURAGE OF THE PASSENGERS AND CREW OF FLIGHT 93 BY SUPPORTING THE MISSION OF FLIGHT 93 NATIONAL MEMORIAL WITH VOLUNTEERS, RESOURCES, AND CIVIC ENGAGEMENT SO AS TO INSPIRE ALL WHO VISIT WITH THE FLIGHT 93 STORY.

# A MESSAGE FROM THE FRIENDS' BOARD PRESIDENT AND EXECUTIVE DIRECTOR

Dear Friends,

This first year as your President has been transformative. We brought on new directors who have contributed tremendously to support the National Park Service, grow our membership and diversify our organization professionally. The Visitor Center and Learning Center have increased the quality and depth of the visitor experience, while key leadership roles at the National Park Service have been strengthened as we work together in sharing the story of our Forty Heroes. With continuing support from each of you, the visitor experiences have been as informational and emotionally positive as humanly possible.

The 15th observance events in September were a major success, and true testament to the commitment of our many volunteers and members. No words can ever express fully the thankfulness in my heart for those in leadership positions with the Friends, including Henry Scully and Brooke Neel. Our success is now much more evident to the community beyond, the shining example being that this year the Friends are the Somerset County Chamber of Commerce's recipient of the Harold W. Wheeler, Jr. Memorial Humanitarian Award.

Lastly, it is with great sadness I announce our past President and longtime leader, Lladel L. Lichty, will conclude her service to our Board of Directors at the end of this year. Under her direction, we have grown from crawling infancy and now are set to run. Lladel, I express for each of us our gratitude for all the time and passion you have committed to the Friends and the Memorial. You will always be – Friends forever ...



Patrick White, President



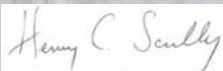
Dear Friends,

This has been an extraordinary year with close to 500,000 visitors to our National Memorial in honor of the Forty Heroes of Flight 93. The Learning Center was busy with educational programming for students and adults, hundreds of red maples were planted along the Allée, and close to 175 family members gathered on September 10th to reconnect and tell stories of their loved ones at the Friends-Families hosted reception. It was a special year commemorating the 15th remembrance of September 11, 2001 and the 100th anniversary of our partner, the National Park Service.

Thank you to our Board for your leadership, NPS/Friends committees for their valued input and long hours, NPS staff for your treasured partnership, the National Park Foundation for your guidance and development efforts, and especially to our Friends members and volunteers. Without all of your efforts and true passion for the mission of Flight 93, none of this would be possible.

The Friends want to thank two outstanding park service staff who have or will be retiring this year: Barbara Black and Keith Newlin. Since the beginning, you have been leaders in developing our powerful and truly significant Memorial, and through your contributions, many generations will learn so much about the Flight 93 story of honor, teamwork and leadership. Thank you both.

I look forward to your continued support through membership, volunteering and spreading the Flight 93 story.



Henry Scully, Executive Director



The Friends help the Memorial remain accessible, relevant and inspirational to present and future generations. We use the power of volunteers and educational programming to better connect with communities beyond the Memorial and to invite new visitors to the park. It is our aim to develop life-long connections between the public and the Memorial through varied educational and volunteer work experiences.



Walk93





## In 2016, the Friends:

Recruited and registered 500 volunteers to plant 15,638 tree seedlings during the annual reforestation “Plant a Tree at Flight 93” initiative in May. To date, a total of 89,796 trees have been planted throughout Flight 93 National Memorial.

Partnered for the second year with Leadership Somerset County to recruit over 130 participants for Walk 93, raising funds for the planting of new trees and replacement of damaged trees around the Memorial.

Distributed 50,000 invitational rack cards in Pennsylvania Welcome Centers, Turnpike rest areas, and regional brochure racks increasing our reach by an additional 8 new locations.

Assisted the NPS with a pilot program for school children involving pre-visit lesson plans, on-site activities in the Learning Center and facilitated dialogue to help connect the story of Flight 93 to the next generation.

Encouraged visitation through digital and print advertising with the Somerset County Chamber of Commerce, Laurel Highlands Visitors Bureau, VisitPittsburgh, and VisitPA, Pittsburgh Magazine and the Allegheny Trail Alliance.

Implemented a donor software system and launched an e-commerce store through the Friends’ website: [www.Flight93Friends.org](http://www.Flight93Friends.org).

Hosted a private reception for the Families of Flight 93 with 175 Family members in attendance, and organized volunteers to carry 40 lanterns in a beautiful tribute procession to the Wall of Names at dusk on September 10; organized hospitality tent volunteers to assist the NPS with ceremonies over the September 10-11 weekend, where over 21,000 visitors journeyed for the 15th Observance of September 11, 2001.

Invited Friends’ members to an exclusive tour of the Learning Center/Visitor Center and “Centennial Talk” for the mid-year meeting.

Connected with thousands through  
Facebook > @Flight93Friends and  
Twitter > @FriendsFlight93

**The Friends assist the National Park Service by embracing a larger role in education. We are striving to establish the Memorial as a place of learning by engaging partners and education institutions, and effectively communicating with and capturing the interest of the public. We support educational opportunities for the staff and volunteers at Flight 93 National Memorial which enhance their effectiveness.**



**To learn more about the way in which the Friends are supporting Flight 93 National Memorial, become a Friends' member, read our electronic newsletter, *Field Notes*, and donate to the Memorial visit our website [www.Flight93Friends.org](http://www.Flight93Friends.org).**

## In 2016, the Friends:

Worked with the National Park Foundation to install the Founder's Registry inside the Visitor Center.

Supported the NPS and Families of Flight 93 for an Inaugural Distance Learning program on September 9, 2016, an educational event that reached over 10,000 interactive students with live stream segments throughout the day, and over 200,000 participants from all regions of the United States, Canada and Germany.

Continued support of the Junior Ranger program and Children's Discovery Table which connected over 13,000 children at the park with interactive learning opportunities.

Supported new NPS programming at the park, including an Pennsylvania State Police Aviation Patrol Unit program with presentations from the PSP first responders and a new pilot program for school districts generously sponsored by NPF and UPMC.

Continue to develop programming for the Learning Center including book signings, speaker series and teacher accreditation classes.

*Volunteers assisted with planting 15, 638 tree seedlings during Plant a Tree at Flight 93 2016*





The Friends assist the National Park Service to protect and preserve this National Memorial. We cultivate excellence in the stewardship of the Memorial, as well as in scholarship as a foundation for telling the story of Flight 93 and September 11, 2001.



## In 2016, the Friends:

Sustained two professional staff to work in partnership with the National Park Service and the National Park Foundation to ensure that all elements of the Memorial will always be maintained, and that the highest level of visitor experiences and opportunities for learning will be provided.

Generated funds for the National Park Foundation's Capital Campaign to complete all elements of the memorial design by flying U.S. flags over the Memorial as donor gifts; raised money for sustainable bee home installation and tree planting initiatives throughout the Memorial.

Assisted the park service with invasive species removal and educational programming in the Learning Center, including a new pilot program developed by NPS Interpretive staff.

Held a summer book signing series with local authors and Ambassadors Chuck Wagner and Tom McMillan.

Partnered with Wild Excellence Films to produce a new orientation DVD for motor coach operators and school groups with an expected completion date of spring 2017.

# WITH THANKS TO OUR DONORS

**The Friends gratefully acknowledge the assistance of many groups and individuals who have contributed to our organization in 2016.**

**In particular, we thank:**

AK Steel Corporation	Legion Riders Post 506
AmeriCorps	Thomas McMillan
American Red Cross Johnstown	Mercer Estate Winery
Christine Asplundh	Mellon Family Foundation
Erich Bay	Mr. Richard A. Mellon
Melissa Benedict	MetLife Foundation Volunteer Project Fund
Courtney Borntraeger	Mr. E. Van R. and Cassandra Milbury
Mr. and Mrs. James Broadhurst	National Park Foundation
Nancy Casey	National Park Service
Chevron	Gordon and Kenny Nelson
Alfred O. Clark and Janet A. Clark	Octoraro
Community Foundation for the Alleghenies	Old Joe Club Charities, Inc.
Covington Investments Advisors, Inc.	Pittsburgh Penguins Foundation
CTC Foundation	Pittsburgh Pirates Charities
Diebold, Inc.	Riggs Family Foundation
Elizabethtown College	S&T Bank
Exchange Club of Hanover	Seven Springs Mountain Resort
Families of Flight 93	Simpson & McCrady
FedEx Ground	Snyder of Berlin
Mr. Robert Fried	Starbucks Coffee Company
Mahlon and Christine Fuller	Somerset County Tourism Grant Program
Global/SFC Valve Corporation	Somerset Trust Company
The Heinz Endowments	Somerset Walmart
Hillman Family Foundation	Trib Total Media
Mr. Andrew Hunt	Mr. & Mrs. James Walton
ICF Foundation	Wessel & Company
Mr. Steve Ingraham	William Burkland Foundation
Katherine Mabis McKenna Foundation	UPMC Health Plan
Susan M. Keller	

Friends of Flight 93 National Memorial Membership

## THE BOARD OF DIRECTORS

Patrick White, President	Sheena Baker
Tom McMillan, Vice President	Mal Fuller
Lladel Lichty, Secretary	Donna Gibson
Deborah Borza, Asst. Secretary	Kathy Keiser
Don Alexander, Treasurer	Dr. Mary Margaret Kerr
Ed Shoemaker, Asst. Treasurer	Jill Latuch

**\*The Board gratefully acknowledges the services of Lladel Lichty and Mahlon Fuller, two members of the Board of Directors who retire from the Board in 2016.**



# FINANCIAL REPORT

## PROFIT & LOSS

October 1, 2015 through September 30, 2016 (unaudited)

### Income/Revenue

Special Event Revenues	46,086.91
Website Revenues	21,333.31
Corporate Donations	12,184.07
Individual Donations	23,225.03
Visitor Center Donation Box	30,638.47
Envelope Donations	2,670.00
Restricted Projects Donations	- - -
Honorariums	4,906.00
Grants*	266,047.70
Investment Income	1,333.06
Other Income (DVD's, etc.)	15,988.00
Program Income (Dues, etc.)	<u>6,596.00</u>
<b>Total Ordinary Income:</b>	<b>431,008.55</b>
<b>Less: Total Expenses</b>	<b>(343,020.17)</b>
<b>Net Ordinary Income</b>	<b>87,137.22</b>
<b>NET INCOME</b>	<b>87,137.22</b>

### Expenses

Cost of Goods Sold	5,280.01
Special Event Expense	21,873.02
Website Expense	794.65
Special Project Expense	- - -
Accounting Fees	7,350.00
Office Equipment /Software	4,036.37
Misc. Expenses	5,640.36
Postage & Shipping	976.91
Printing & Copying	2,975.02
Insurance	2,002.00
Grants	117,631.73
Administrative Expenses	167,018.04
Travel, Training, & Meetings	<u>7,333.65</u>
Fundraising	<u>108.41</u>
<b>Total Expenses:</b>	<b>343,020.17</b>

## Balance Sheet as of September 30, 2016 (unaudited)

### ASSETS

Checking	20,913.30
Advantage Savings	187,885.12
Savings	<u>1,651.46</u>
<b>TOTAL ASSETS</b>	<b>228,113.69</b>

### LIABILITIES & EQUITY

*National Park Foundation,	Unearned/Deferred Revenue	24,290.17
The Heinz Endowments,	Payroll Taxes Due	4,055.55
Hillman Foundation,	Board Designated Def. Funds	41,121.86
McKenna Foundation,	Deferred Grants	<u>(46,664.08)</u>
Somerset County Tourism	<b>Total Liabilities</b>	<b>22,823.50</b>
Grant Program,	Unrestricted Net Assets	117,301.81
Penguins Foundation,	Net Income	87,988.38
Pirates Charities,	<b>Total Equity</b>	<b>205,290.19</b>
Community Foundation	<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>228,113.69</b>
for the Alleghenies		
UPMC		

The Friends of Flight 93 National Memorial is the official nonprofit supporting partner of Flight 93 National Memorial. The Friends of Flight 93 National Memorial is registered with the Pennsylvania Dept. of State pursuant to the provisions of "The Solicitation of Funds for Charitable Purposes Act." The Friends of Flight 93 is also designated by the IRS as a 501(c)3 charitable organization. Donations to the Friends are tax deductible for federal income tax purposes. A formal agreement with the National Park Service establishes the Friends as the official support group of Flight 93 National Memorial.