

ANNUAL REPORT

FRIENDS OF FLIGHT 93 NATIONAL MEMORIAL

20



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www.Flight93Friends.org

WELCOME

A message from the Executive Director and
President of the Board of Directors



EXECUTIVE DIRECTOR HENRY C. SCULLY

Dear Friends,

The “Soundbreaking” of the Tower of Voices was a much anticipated historic moment for the hundreds of Flight 93 family members, donors, dignitaries, Friends members and National Park Service employees. So many people had been dreaming of this moment for years and put so much effort into making this wonderful day happen. Thank you!

We all look forward to the dedication in September 2018. I want to take an opportunity to specifically thank Steve Clark, who is now in his third year as Superintendent of the National Parks of Western Pennsylvania. Steve and his staff have been driving forces behind the Tower of Voices project and have offered continued and passionate support to the Friends of Flight 93. Steve has worked closely with Brooke Neel and myself to build a strong partnership foundation between our two organizations.

In 2018 we look forward to building a walking trail from the Allée to the Temporary Memorial site; a pavilion for visitors to enjoy a picnic lunch; and the addition of honey bee homes, wildflowers and landscaping around the Tower of Voices. The joint effort to bring thousands of school students to Flight 93 in 2017 for programming has been a wonderful success. Through the Pirate Charities, Penguins Foundation and Eastern National grants, schools continue to be able to apply for transportation funding to support their visit. As a result, the next generation is being educated about the historic events of September 11, 2001, the legacy of the heroes of Flight 93, and the power and meaning of the Flight 93 National Memorial.

I very much thank you for your continued passion and energy to volunteer as well as being a faithful member of the Friends of Flight 93 National Memorial.

Henry C. Scully

PRESIDENT PATRICK WHITE

Dear Friends,

This last year as your President has been focused on transition and completion. Our latest additions for new directors, as hoped, have contributed in meaningful ways to support Flight 93 National Memorial and continue to grow our membership. With three more new directors for 2018 we will continue to enhance our organization professionally while ensuring a smooth hand-off to next year’s officers.

With strong support and partnerships with other groups, we have increased the quality and depth of the visitor experience, especially for school-age children and tour groups. Your efforts helped make the Tower of Voices Soundbreaking and annual remembrance events

successful, and sets the stage for the Tower of Voices dedication – the final major element of the memorial – with a chime for the voice of each of our Forty Heroes.

With continuing support from each of you, our members, the inaugural Speaker Series was a powerful telling of the individual experiences of those intimately tied to the Forty and the memorial-making experiences we have shared. Our Walk 93 and Plant a Tree events continued their growth and reflect the Friends being a solid support for the Park Service as it faces challenging days ahead, but with your generous sharing of time, treasure, and talents, we will work together to provide an ever better place for America and the world to experience the amazing story of what a committed group of ordinary people, like you, can do! As my leadership service to you and the memorial winds down, I know in my heart that we will always be – Friends forever . . . thank you for making the time invested a “labor of love.”

Patrick White

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PHOTOGRAPHS BY BRENDA TORREY, CHUCK WAGNER,
DAWNA BATES AND WILD EXCELLENCE FILMS

MEMBERSHIP AND VOLUNTEERS

The Friends of Flight 93 members are stewards of Flight 93 National Memorial. Through both financial and volunteer support, members continue to provide support in the areas of fundraising, education, communications, and land and memorial stewardship. Members help us to support this National Memorial with volunteers and resources, as well as care for the memorial's facilities and surroundings. Through the work of the Friends, Flight 93 National Memorial will remain accessible, relevant and inspirational to present and future generations. We thank you for choosing to support this organization that is committed to remembering the courageous actions of the passengers and crew of Flight 93.

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MEMBERS TO DATE

Our Friends group began in 2009 and now has more than 400 members in 21 different states. Members include many who live near Flight 93 National Memorial and are able to support the park in a hands-on way, as well as family of the passengers and crew of Flight 93, staff of the National Park Service, and people from across the nation that wish to support the memorial with their time, talent, and treasured stewardship.



Members volunteer for annual event support including Plant a Tree, Walk 93, and the September 11 ceremonies. Unique to the Friends membership is *flag flying*. Our members help fly hundreds of United States flags at Flight 93 National Memorial. Each flag is unboxed, hoisted and raised to full staff to be flown for a short period of time in honor the passengers and crew of Flight 93, and all those who lost their lives in the September 11 attacks. After it is flown over Flight 93 Memorial, each flag is issued a Certificate of Authenticity by the Friends of Flight 93 and the National Park Service. Volunteers range from family members of Flight 93 passengers and crew, to veterans recently returned from overseas, to 10- year-olds and grandparents.

FRIENDS OF FLIGHT 93 MEMBERSHIP EVENTS

Washing of the Wall of Names & Flag Flying
Lantern Cleaning & Luminaria Prep
Earth Day & Tower of Voices Information Table
Dark Sky Program – members only exclusive event!



CONNECT WITH US

EXPLORE + LEARN · PASSENGERS & CREW · PLAN YOUR VISIT · PROGRAMS & EVENTS

HOME > EXPLORE + LEARN

EXPLORE + LEARN

PASSENGERS & CREW OF FLIGHT 93

SEPTEMBER 11, 2001 AMERICA ATTACKED

CRIME SCENE INVESTIGATION

A NATION REMEMBERS

Discover a story of courage, action, and honor. Learn more about the passengers and crew of Flight 93. Explore the stories behind the photos, study transcripts and investigative reports, listen to oral history interviews with those who were there. Delve deeper into the history-changing events of September 11, 2001.

PRESERVING FREEDOM
"Those who sacrificed their lives here on September 11, 2001 saved mine." - from a letter left at Flight 93 National Memorial

THE BLACK BOXES - KEY TO UNDERSTANDING THE FINAL MOMENTS OF FLIGHT 93
FBI Investigator Corvington said, "The value of the black box and

To learn more about the ways in which the Friends of Flight 93 are supporting Flight 93 National Memorial, become a member, access our annual reports, read our electronic newsletter, *Field Notes*, or donate to the memorial visit www.Flight93Friends.org.



Look Us Up Online
www.Flight93Friends.org



Stay In Touch
814.893.6550



Learn More and Engage
facebook.com/flight93friends
twitter.com/friendsflight93

Website:

ORGANIC TRAFFIC

↑ 240%

UNIQUE VISITS

↑ 124%

PAGEVIEWS

↑ 67%

Facebook:

LIKES

25,073

POST ENGAGEMENT

↑ 292%

PAGE FOLLOWERS

23,911

Twitter:

FOLLOWERS

1,160

LIKES

598

TWEETS

736

ADVANCING EDUCATION



The Friends assist the National Park Service by embracing a larger role in education. Flight 93 National Memorial is a classroom and a place of learning; an educational institution to capture the interest of the public, students, volunteers, educational institutions and supporting partners.



EDUCATING THE NEXT GENERATION



EDUCATIONAL PROGRAMMING

The National Park Service's educational programming is aimed at educating students on the events of Flight 93 and September 11, 2001. The memorial's Learning Center is a classroom where teachers, students, park rangers and volunteers identify and explore the story of Flight 93 and September 11, 2001. What began last year as a pilot program through the National Park Foundation's Every Kid in a Park initiative has now grown to encompass curriculum-based lesson plans for grade levels 4-12. The educational programs focus on the themes of action, honor and teamwork. The on-site educational component assigns students a passenger or crew member to connect with. The class is then guided through the Visitor Center where the students are given the opportunity to learn about their assigned passenger or crew member, while learning about the story of Flight 93 and the actions of the forty passengers and crew members.



EDUCATIONAL GRANTS

The Penguins Foundation and Pirates Charities have generously supported the educational programming at Flight 93 through two education grants.

Through the contributions from the Penguins and Pirates foundations, students from across Western Pennsylvania have the opportunity to visit Flight 93 through transportation funding.

Since January, Flight 93 has helped educate 2,202 students through grants from the Penguins Foundation and Pirates Charities, as well as an Eastern National grant supporting education to Flight 93 National Memorial.

To learn more about funding, please visit: flight93friends.org/plan-your-visit/apply-for-transportation-funding

IN 2017, THE FRIENDS:

- » Continued to support the Junior Ranger program by funding new pages to field test, educating 1,610 families
- » Supported the Children's Discovery Table which connected 13,483 children at the park with interactive learning opportunities
- » Supported transportation funding for over 1,000 students in regional school districts to take part in the park service's educational programming at the memorial's Learning Center



ANNUAL EVENTS



PLANT A TREE AT FLIGHT 93 REFORESTATION INITIATIVE

For the sixth year in a row, volunteers teamed together to plant thousands of native tree seedlings across Flight 93 National Memorial. Thanks to this year’s efforts, we have successfully planted 112,958 tree seedlings at Flight 93 National Memorial, with the goal of planting 150,000 seedlings that will grow to create a windbreak for the 40 Memorial Groves, improve wildlife habitats, and restore the land to its natural, pre-mining appearance. This year’s planting efforts raised just over \$11,000 to support future events and planting initiatives. We look forward to the next two year’s planting dates in the hopes of getting closer to our goal of successfully planting 150,000 new tree seedlings across Flight 93 National Memorial!



WALK 93 — ANNUAL MEMORIAL WALK

For the third consecutive year, the Friends of Flight 93, the National Park Service and Leadership Somerset County hosted Walk 93 to honor and remember the forty passengers and crew members of Flight 93. Family member Deborah Borza met with participants in the Learning Center before the ranger-guided walk began down the Allee, with designated stopping points for interpretation. This public walk helps raise awareness about Flight 93 National Memorial as a place to honor the passengers and crew. Individuals, families, friends and corporate teams are welcome to walk with us in remembrance.

This year’s walk raised nearly \$5,000 to support the Temporary Memorial Trail development and construction, slated to begin next year!



SEPTEMBER 11 OBSERVANCE

This year marked the 16th remembrance of the events of September 11, 2001. Total attendance over September 9-10 exceeded 15,000. On September 10 officials held a “soundbreaking” ceremony with numerous Flight 93 Family members in attendance. The tower is expected to be dedicated during the observance next year. The Friends held an annual Luminaria Ceremony with over 500 public visitors; 40 lanterns were carried and placed below each passenger and crew member name at the Wall of Names. On September 11 the observance events were held, including special remarks from Vice President Pence and Secretary of Interior Ryan Zinke, along with special musical guests Celtic Aire, reading of the names of the 40 passengers and crew, and ringing of the Bells of Remembrance.

SPECIAL PROGRAMMING

New events and special programs were developed this year in partnership with the National Park Service to enhance education and the visitor experience at Flight 93 serving visitors with special programming, interpretation and engaging activities.

AFTER THE CALL

Temporary Exhibit

A special exhibition on display in the Learning Center featured artifacts, images and oral histories from first responders on September 11, 2001. The first temporary exhibit of the year, "After the Call" was partnered with the Children's Discovery Table to educate over 1,000 visitors over the two-month long exhibition.

SPEAKER SERIES

May: Family members Ken Nacke & Ed Root
June: Somerset County Coroner Wally Miller
July: First Responders John Weir, Louis Veitz & Stacy Schmitt
August: Family members Calvin Wilson & Deborah Borza

The inaugural Flight 93 Speaker Series was a joint effort between the National Park Service and the Friends of Flight 93. The combined series connected 1,290 visitors to the stories of the aftermath of September 11, 2001, and the memorial's growth over the past sixteen years. The summer-long series was presented by Somerset Trust Company, with four events on weekends throughout the summer running May through August, all free of charge to the general public. New programming is being developed for 2018. The July and August events were filmed and the archived footage is available on the Friends website.



THEIR STORY LIVES HERE

#Honor93 #Living Memorial

Over the calendar year, passengers and crew members were recognized on their birthdays by the volunteers and rangers helping to keep their memory alive at Flight 93 National Memorial. Each tribute contained a quote or memory about a specific individual and featured a variety of locations within the landscape memorial designed to honor them.



PRESERVING AMERICA'S SPECIAL PLACES

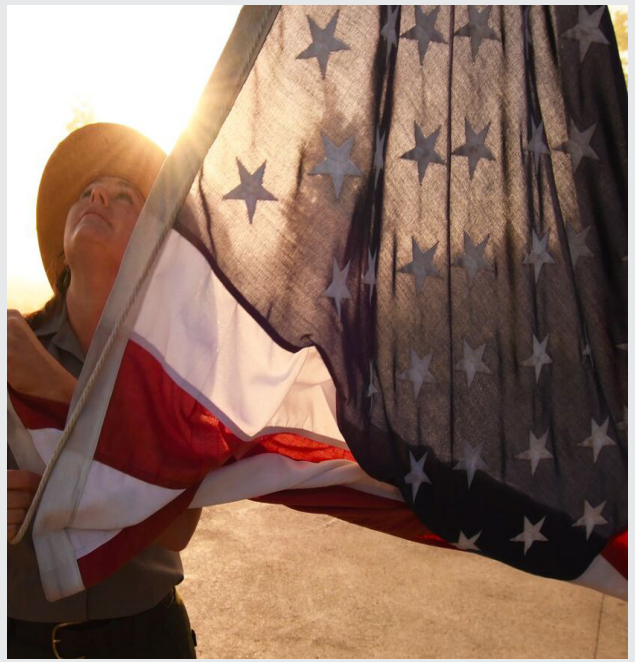
The Friends assist the National Park Service to protect and serve this National Memorial.

We strive to cultivate excellence in stewardship of the memorial, and as a foundation for telling the story of Flight 93 so that it may remain relevant, accessible and inspirational to all who visit.

In 2017, the Friends:

- » Sustained two full-time staff members to work in partnership with the National Park Service to support Flight 93 and enhance the visitor experience
- » Supported new NPS programming including a temporary exhibit focusing on First Responders efforts on September 11, 2001, a new Speaker Series program highlighting Family members, first responders' efforts and the county coroner's experiences at Flight 93 since 2001
- » Assisted NPS with educating the public on the future Tower of Voices with a volunteer information tent
- » Participated in two group tour showcases, and distributed over 25,000 rack cards
- » Extended community outreach by bringing the park to local communities through the Discovery Table and community outreach programs through the newly created Speaker's Bureau and NPS off-site programs connecting 1,185 people
- » Generated funds for the National Park Foundation's Capital Campaign by flying United States flags over the memorial as donor gifts
- » Supported the installation of honey bee homes and bluebird boxes
- » Continued partnering with Wild Excellence Films to produce a new orientation film for Flight 93 visitors, motor coach operators and school groups





GRANTS

FedEx Ground
Hillman Foundation
The Heinz Endowments
Katherine Mabis McKenna Foundation
MetLife Foundation
National Park Foundation
Old Joe Club Charities
Pirates Charities
Pittsburgh Penguins Foundation
Somerset County Tourism Grant Program
The Starr Foundation



The Friends of Flight 93 would like to recognize Pirates Charities for creating “Flight 93 Day” at PNC Park on September 18. The Pirates have supported the memorial’s educational programming with a transportation grant, and recognized the National Park Service, Families of Flight 93 and Friends of Flight 93 for efforts to educate the next generation on the events of September 11, 2001.

The park service, Families, Friends, park volunteers and over 500 students from regional school districts were in attendance for the Monday night game. Education Specialist Gregory Zaborowski was a “fan of the game” and helped change the bases during the 3rd inning, with Chief of Interpretation MaryJane Hartman, Family member and board president Patrick White, and Friends’ staff Henry Scully and Brooke Neel recognized on the field during a pregame ceremony. Thank you Pirates Charities for helping to raise awareness and stewardship for Flight 93 National Memorial, and supporting educational programming initiatives aimed at educating the next generation.





WITH THANKS TO OUR DONORS

The Friends gratefully acknowledge the assistance of many individuals, corporations and groups who have contributed to our organization in 2016 and 2017. Thank you for generously supporting the work of the Friends, and your passion for Flight 93 National Memorial.

American Red Cross Johnstown

AmeriCorps

The Ames Companies, Inc.

John C. Bickford

Terry Butler

Chevron

Janet A. Clark

Donald Miller

Donna Gibson

Elizabethtown College

Erich A. Bay

FT Cares Foundation

Mahlon & Christine Fuller

Friends of Flight 93 Board of Directors

Global/SFC Valve Corporation

Hillman Family Foundation

ICF Foundation

Mercer Estates Winery

MetLife Foundation

Michael Patterson

Old Joe Club Charities, Inc.

Penguins Foundation

Pirates Charities

Prosser & Sandy Mellon

Richard A. Mellon

Robert Geneczko

Rotary Club of Somerset

S&T Bank

Securitas Electronic Security

John Seiter

Simpson & McCrady

Snyder of Berlin

Somerset Community Hospital

Somerset County Drug & Alcohol

Somerset Trust Company

Starbucks Coffee Company

Trib Total Media

Tom McMillan

William & Bonne Gurzenda

A SPECIAL THANK YOU TO THE
FRIENDS OF FLIGHT 93 MEMBERSHIP

FRIENDS OF FLIGHT 93 SUSTAINABILITY

Balance Sheet as of September 30, 2017 (unaudited)



*2017 Calendar year
visitation data not yet finalized

Grants Awarded
\$295,425.96

412
Friends Members

Donor Retention
23%

ASSETS

Checking/Savings 320,529.04

Grants/Accounts Receivable 92,748.91

Other Current Assets 2,292.86

TOTAL ASSETS 415,570.81

LIABILITIES & EQUITY

Unearned/Deferred Revenue 53,487.97

Accrued Expenses 14,479.84

TOTAL LIABILITIES 67,967.81

Unrestricted Net Assets (Board
Designated & Unrestricted) 199,066.19

Temporary Restricted Net Assets 56,192.40

Net Income 92,344.41

TOTAL EQUITY 347,603.00

TOTAL LIABILITIES & EQUITY 415,570.81

FINANCIAL REPORT

Profit & Loss
October 1, 2016 through September 30, 2017 (unaudited)
(2016 audited financials available on the Friends website)

Revenue

Expenses

Special Events Revenue	40,541.27
Donations (online & checks)	69,332.90
Restricted Project Donations	60,483.31
Grants	295,425.96
Investment Income	8819.69
Other Income (Merch, DVDs)	19,235.91
Program Income (Dues ect.)	4,498.00
Total Ordinary Income	490,337.04
Less: Total Expenses	397,992.63
<u>NET INCOME</u>	92,344.41

Special Events Expense	16,060.43
Cost of Goods Sold	5,906.24
Restricted Donations	26,791.08
Grant Expenditures	128,037.87
Administrative Expenses	221,197.01
<u>TOTAL EXPENSES</u>	397,992.63



MEET THE TEAM



HENRY C. SCULLY

EXECUTIVE DIRECTOR

Henry Scully joined the Friends of Flight 93 National Memorial as Executive Director in 2014. Mr. Scully is an experienced senior executive, previously working with upper level management in corporations, communities and government.



S. BROOKE NEEL

DEVELOPMENT ASSISTANT

S. Brooke Neel is the second staff member, joining the Friends of Flight 93 in 2015. Ms. Neel spent a year working abroad in Sydney, Australia as a marketing coordinator for a boutique hotel. As a 4th generation business owner, Ms. Neel also acts as marketing coordinator for Jefferson Memorial Cemetery, Funeral Home, Crematory and Arboretum.

FRIENDS OF FLIGHT 93 BOARD OF DIRECTORS



THE BOARD GRATEFULLY ACKNOWLEDGES THE SERVICES OF PATRICK WHITE, ED SHOEMAKER, AND KATHY KEISER WHO RETIRE FROM THE BOARD THIS YEAR.

The Board of Directors serve three consecutive three-year terms each. The Board consists of local business professionals, Family members, volunteers and stewards to this memorial who serve both the Friends, community and National Park Service with pride.

Patrick White, President
 Donna Gibson (First National Bank), Vice President
 Deborah Borza, Secretary
 Kathy Keiser, Asst. Secretary (Twin Lakes Center)
 Don Alexander, Treasurer
 Sheena Baker
 Tom McMillan (Pittsburgh Penguins)
 Jill Latuch (Pennsylvania Mountain Service Corps)
 Fred Lukachinsky (FedEx Ground)
 Mary Margaret Kerr (University of Pittsburgh)
 Tom Rooney (The Rooney Sports & Entertainment Group)



LOOKING FORWARD TO 2018

This past year witnessed new volunteer growth, partnerships and event sponsorships, as well as memorial milestones like the Speaker Series and Tower of Voices Soundbreaking. Next year, we look to grow even more with our membership, supporters and partners.

With the Tower of Voices dedication in September 2018, the Friends and National Park Service are looking ahead at the future of Flight 93 including constructing the Temporary Memorial Trail, creating new and engaging special exhibitions and programming, expanding membership and benefits, as well as growing our reach through education including Explore + Learn online, and new opportunities for in-depth learning at the memorial. If you would like to become more involved with the Friends of Flight 93 and become a Friends member, visit flight93friends.org/join-us/friends-of-flight-93 to join us and get involved.

Our formal agreement with the National Park Service designates the Friends of Flight 93 National Memorial as 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.

2018 CALENDAR



National Park Service
U.S. Department of the Interior



Flight 93 National Memorial

APRIL 22	<p>Earth Day</p> <p>The Friends of Flight 93 and volunteers will help care for the memorial grounds and cultivate a #LivingMemorialLandscape at Flight 93.</p>
APRIL 27-28	<p>Plant a Tree</p> <p>Flight 93 National Memorial will continue its reforestation initiative for the seventh year with Plant a Tree at Flight 93.</p>
MAY - AUGUST	<p>Speaker Series</p> <p>The Flight 93 Speaker Series will continue for a second year in the Learning Center featuring more stories from Family members, and those closely connected to the story of Flight 93 and September 11, 2001.</p>
SEPTEMBER 11	<p>Seventeenth Observance</p> <p>The highly anticipated Tower of Voices dedication will take place during the annual remembrance ceremonies in September.</p>
SEPTEMBER 29	<p>Walk 93</p> <p>The fourth annual Walk 93 will take place on Public Lands Day and feature new activities, interpretation and special guests.</p>
NOVEMBER 3	<p>Annual Membership Meeting</p> <p>Every year the Friends annual meeting is held on the first Saturday in November. Please join us for more inside news on the Friends and Flight 93 National Memorial.</p>
DATES TBD	<p>Dark Sky Program</p> <p>The Friends will hold two Dark Sky Programs in 2018 in the spring and fall, free of charge to members and open for a fee to the general public.</p>

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.

FRIENDS OF FLIGHT 93
NATIONAL MEMORIAL

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www.Flight93Friends.org
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