

ANNUAL REPORT

FRIENDS OF FLIGHT 93 NATIONAL MEMORIAL

2018



www.Flight93Friends.org

WELCOME



A MESSAGE FROM DONNA GIBSON, PRESIDENT OF THE BOARD OF DIRECTORS

Dear Friends,

The first year as your President has been quite exciting for me as this was a year of transition. The completion of the Tower of Voices means that the National Park Foundation will transition its fundraising efforts to the Friends. As of the end of this year, we will have primary responsibility for donor development and the direct mail campaign, which will support ongoing projects, programs and personnel. Although the National Park Foundation will no longer drive these activities, it will continue as a strategic partner and assist us in achieving our strategic priorities. Your elected board leadership team started the year off with a strategic planning session in partnership with National Park Service leaders. Together, we identified priority goals and objectives, as well as how to continue to enhance and build partnerships for continued success. The five priority goals identified were as follows: (1) increase attendance and enhance the visitor experience; (2) maintain the relevance of the Flight 93 story to a new generation; (3) assure continuing resources for sustainability of operations, projects, programs and personnel; (4) identify and prioritize fundable projects; (5) and identify partnerships and partnering opportunities to achieve the vision.

We successfully secured a five year funding source and hired a Learning Center Coordinator to assist with reaching audiences that we were unable to do with current resources. This position will not only assist in telling the story of Flight 93 to new generations, but will be integral in helping us raise funds to increase resources available for special educational projects. We have been awarded a capacity building matching grant from the National Park Foundation that will help us hire an Americorps VISTA volunteer. This resource will be significant in helping with the transition of the direct mail program from the National Park Foundation to the Friends. In the spring, the Friends assisted the National Park Service with executing the first Alternative Break Program for college students and have raised funds that will enable the National Park Service to offer two programs in 2019. Earlier this year, we transitioned our volunteer program from separate Friends and National Park Service volunteers to a collective Volunteers-in-Park Ambassador Program. This unifies the team of volunteers who work tirelessly to greet our visitors and enhance their experience through the interpretive stories of the lives of the 40 heroes we honor. As you review this annual report you will see examples of many other successes achieved through your membership and participation. My heart cannot express enough the gratitude I feel for each of our volunteers. Your unending commitment is beyond words, especially if you visit the memorial on a cold day and see the men and women in their winter coats greeting visitors with welcoming smiles. The undeniable commitment was most evident during the Tower of Voices Dedication when the monsoon rains were enough to dampen even the strongest spirit – but not our Ambassadors. They showed up and greeted guests with their own kind of sunshine. It truly takes a community to maintain the relevance of the Flight 93 story. Your membership and commitment support the daily actions of our rangers, park service leadership, Ambassadors, and our board leadership while programs, projects and personnel are positively impacted by your generosity. I speak for our entire community when I say *thank you* for your continued support of our mission and vision. I invite you to continue your membership because in my mind the best is yet to come. Thank you for entrusting me with the leadership of this organization. It is my greatest honor to serve you and the 40.

Best Personal Regards, *Donna F. Gibson* 2018 Friends of Flight 93 Annual Report

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To learn about more ways in which the Friends are supporting Flight 93 National Memorial, become a Friends member, learn about programs and events, or donate to the memorial, visit www.Flight93Friends.org or follow us on social media at facebook.com/flight93friends | twitter.com/friendsflight93

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MEMBERSHIP & VOLUNTEERS



Volunteers took a river cruise on the Gateway Clipper in Pittsburgh during the joint Friends/NPS volunteer recognition event

Who are the Friends?

Total Donors: 355

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.

Volunteer Support

Annual Visitation: 358,389

Members volunteer for annual event support including Plant a Tree, Walk 93, and the September 11 Observance. Unique to the Friends membership is *flag flying*. Our members help fly hundreds of United States flags at the memorial, generating funds for the National Park Foundation's Capital Campaign to complete all elements of the memorial design and revenue for the Friends organization.

The Friends contributed to **817 hours of service** this year. Approximately **25 volunteers**, including Friends members, scout groups, and ROTC organizations flew **945** U.S. flags over the memorial in 2018.

Benefits of Membership

Members to Date: 435

- Access to our quarterly electronic newsletter, *Field Notes*
- 15% discount in the Eastern National Book Store
- Advance notice of upcoming special events like the Speaker Series and temporary exhibits
- Invitations to Friends-only activities like the Dark Sky Program
- Annual events support, membership meetings, and a joint volunteer recognition event with the National Park Service
- Opportunities to work with others committed to supporting the mission of Flight 93 National Memorial

ANNUAL EVENTS



PLANT A TREE AT FLIGHT 93 – For the seventh year in a row, over 400 volunteers helped plant 14,960 native tree seedlings across 22 acres of memorial landscape. Thanks to this year's efforts, we have successfully planted 116,358 seedlings and raised nearly \$17,000 to support the planting initiatives to take us one step closer to the goal of planting 150,000 seedlings.



WALK 93 – For the fourth consecutive year, the Friends of Flight 93, the National Park Service and Leadership Somerset County hosted Walk 93 to honor and remember the 40 passengers and crew members of Flight 93. This year's walk raised over \$20,000 to support a new picnic pavilion area to be constructed next year.



SEVENTEENTH OBSERVANCE – This year marked the end of the construction phase of the memorial with the final feature, the Tower of Voices, dedicated on September 9. The monumental tower stands 93 feet tall and will hold 40 wind chimes, symbolically representing the voices of the passengers and crew members. Nearly \$22,000 was raised to support the event which had 13,028 visitors over the four day weekend.

STEWARDSHIP



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 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 experiences.

In 2018, the Friends:

Registered over 400 volunteers to plant 14,960 tree seedlings during the seventh annual reforestation initiative and fiscally supported the first-ever Alternative Break Program. To date, a total of 116,358 trees have been planted, nearing the goal of 150,000 newly planted seedlings over 10 years. With the success of the Alternative Break Program, Flight 93 is now an official host site and member of Break Away, the national nonprofit that facilitates partnerships between universities and community partners.

Partnered for the fourth year with Leadership Somerset County to register over 160 participants for Walk 93, raising funds to support the construction of a picnic pavilion area at the memorial next year.

Raised \$1.2 million for the Tower of Voices construction in partnership with the National Park Foundation; hosted a reception for over 100 Family members after the Tower of Voices Dedication; organized 61 hospitality tent volunteers who contributed 35 hours of support from September 9-11 during the Seventeenth Observance of September 11, 2001.

Printed and distributed 60,000 rack cards on behalf of Flight 93 National Memorial.

Encouraged visitation among the nearly 400,000 public visitors through print and digital advertisements with the Laurel Highlands Visitors Bureau, Visit Pittsburgh, Pittsburgh Magazine, Allegheny Trail Alliance, and Leisure Group Travel Magazine.

Updated the Friends of Flight 93 website with homepage video integration, implemented a members' page and created a Founding Sponsor online registry to recognize over 150,000 individual donors who have supported the construction phase of Flight 93 National Memorial since 2005.

Produced a new orientation film with Wild Excellence Films that updated the outdated 2012 video for Flight 93 visitors, motor coach operators and school groups.

Invited Friends members for an exclusive hard-hat tour of the Tower of Voices for the mid-year meeting, and recognized volunteers during a joint Friends/NPS volunteer recognition event.

Worked with the National Park Foundation to support a direct mail campaign on behalf of Flight 93 National Memorial and supplied nearly 400 flags as gifts to donors.

Connected thousands through Facebook: 24,549 followers and Twitter: 1,283 followers

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.

In 2018, the Friends:

Assisted NPS with educational programming support through transportation grants to connect the story of Flight 93 to the next generation. Grants from Pirates Charities and the Pittsburgh Penguins Foundation supported transportation funding for over 5,227 students in regional school districts to take part in the National Park Service's curriculum-based educational programming developed for grade levels 4-12.

Continued to support the Junior Ranger Program in partnership with the joint Friends/NPS Education Committee by funding a re-design of the Junior Ranger Booklet to include Visitor Center activities which educated 1,805 families.

Supported the Children's Discovery Table which was presented 16 times throughout the year, connecting 4,726 children at the park with interactive learning opportunities.

Supported two special exhibitions at the memorial in partnership with Washington & Jefferson College and the Forbes Road Chapter of the Daughters of the American Revolution.

Promoted Learning Center programming in partnership with the National Park Service that included an FBI day with interactive children's activities, and promoted special ranger programming including a new walking tour, Latino Conservation Week, Veterans Day, and Memory to Memorials.

Implemented a Volunteer Spotlight to highlight the dedication and lives of the memorial's volunteers, and encourage stewardship and volunteerism among our followers.

Promoted bringing the PA Hardwood Council's Woodmobile to the memorial to emphasize the importance of trees and the living memorial landscape at Flight 93.

Took part in a volunteer trip to the Pentagon Memorial to foster partnerships among the three 9/11 sites, and exchange ideas and practices among the memorials' volunteer groups.

SPECIAL PROGRAMMING



Family member Lorne Lyles greets visitors during the Speaker Series

Speaker Series

The second annual Speaker Series took place once a month from May to August and featured first responders, family members, local media and air traffic controllers.

The special programming **connected 1,692 visitors** to the stories of the aftermath of September 11, 2001, and the memorial's growth over the past 17 years. The summer-long series was presented by Somerset Trust Company, and all programs were free of charge to the general public.

The archived footage is available on the Friends website at Flight93Friends.org/programs-events/overview.



Superintendent Clark with W&J College students

Learning Center Exhibits and Programming

Down but not Out, a special exhibition presented in partnership with Washington & Jefferson College examined the longstanding relationship between baseball and the nation during times of national crisis, with a focus on baseball's role in recovery following the terrorist attacks of September 11, 2001. This exhibit **connected 4,093 visitors** this summer.

NPS held a special weekend program with the FBI Investigation Response Team in the Learning Center, **educating 349 visitors**.

Ranger Programs at the Memorial Plaza offered **over 530 formal interpretive programs** that **connected over 43,000 visitors** to the lives of the passenger and crew members, and the story of Flight 93.

Additional interpretive programming was developed including a guided walk along the Allée, a special program highlighting Latino Conservation Week, special programs in the Learning Center on the US military's air response to the September 11 attacks, a new program Memory to Memorial's offering visitors in-depth learning on why we memorialize traumatic events, and a special design program facilitated by Ambassador Ron Reinbold provided additional interpretation to visitors.

Community Outreach

The Friends participated in programming in local communities, including presentations at Global Links, and group tour showcases at Heartland Travel Showcase and the Pennsylvania Bus Association, and partnered with NPS to bring the Children's Discovery Table to the Ligonier Country Market. The Friends would like to thank stewards Mal Fuller and Tom McMillan, who **educated over 2,000 public attendees** at various honorarium presentations throughout the year.

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 2018, the Friends:

Sustained two full-time staff members and hired a third staff member to work in partnership with the National Park Service to support Flight 93 National Memorial's educational programming and enhance the visitor experience. The new Learning Center Coordinator will be responsible for delivery of educational programming which achieves the mission of the Friends and is approved by the National Park Service, marketing the educational programs and the Learning Center, and preparing education related promotional materials.

Organized the second annual Speaker Series which featured first-person accounts from family members, first responders, local media and air traffic controllers connecting 1,692 visitors to the individuals connected to Flight 93.

Participated in a webinar with Interpretation Ranger Adam Shaffer for the Penn State Community Forestry Division for an educational session on Planting a National Memorial to further reforestation and community outreach. The program was presented again at the Appalachian Regional Reforestation Initiative at Indiana University.

Assisted NPS with educating the public on the Tower of Voices construction through social media, a live webcam which has received over 500,000 views to date, and a live stream of the tower dedication and September 11 Observance.

Participated in two group tour showcases with other Laurel Highlands partners at Heartland Travel Showcase and the Pennsylvania Bus Association to educate group tour operators and leaders on features of the memorial.

Extended community outreach by bringing the park to local communities through the Discovery Table, community outreach programs through the Friends Speaker's Bureau and NPS off-site programs that connected 1,064 people to the story of Flight 93.

Supported the installation of honey bee homes and bluebird boxes in partnership with Powdermill Nature Reserve and Honey Smiles Summer thanks to a grant from the Nimick Forbesway Foundation; supported various environmental initiatives, including wetlands plantings and bird studies.

IMPACT



Field of Honor: Guided walk on the Allée

2



FBI Investigation Response Team programming

0



Photo: Dave Sutor
Innaugural first-ride of the 1,300 mile
September 11 National Memorial Trail

1



Volunteers place flags with the Chamber for
September 11

8



A student completes part of the curriculum-based
lesson plans offered at Flight 93



Creating the Next Generation of Stewards

GRANTS SUPPORT

The Friends of Flight 93 is honored to highlight the foundations who have generously gifted grants to our organization this past year. Your commitment to preserving the story of Flight 93 to all generations ensures the legacy of this national memorial into purpituity.

Thank You to the following organizations:

Allegheny Foundation
FedEx Ground
Hillman Family Foundation
International Paper Company Foundation
Katherine Mabis McKenna Foundation
MetLife Foundation
National Park Foundation
Nimick Forbesway Foundation
Pirates Charities
Pittsburgh Penguins Foundation
Richard King Mellon Foundation
Somerset County Tourism Grant Program
UPMC Health Plan

The Friends of Flight 93 would like to recognize Pirates Charities and the Pittsburgh Penguins Foundation for supporting the memorial's *educational programming* for the next generation. By granting the Friends a combined \$35,000 in 2017 and \$32,500 in 2018, we are able to provide transportation

funding to regional school districts so they may participate in a curriculum-based education program at the memorial. The Friends would like to recognize the Hillman Family Foundation, National Park Foundation and the Richard King Mellon Foundation for grants to support the *Friends operations* over the past year. The Friends would also like to highlight Nimick Forbesway Foundation for granting \$25,000 to support *environmetal initiatives*, including a pollinator project that cultivates wildflower meadows with newly installed honey bee homes at two locations at Flight 93 National Memorial. Lastly, we would like to thank Allegheny Foundation, FedEx Ground, the Katherine Mabis McKenna Foundation and the Richard King Mellon Foundation for supporting the *Tower of Voices* construction and/or funding the *Learning Center Coordinator* position for the next five years.



Photo: Powdermill Nature Reserve

WITH THANKS TO OUR DONORS

The Friends gratefully acknowledge the assistance of many individuals, corporations and groups who have contributed to our organization over the past 12 months. Thank you for generously supporting the work of the Friends, and your passion for Flight 93 National Memorial.

AK Steel Corporation
Allegheny Foundation
American Red Cross
Erich A. Bay
James Beach, Jr.
Paul Bell
John C. Bickford
Concurrent Technologies Corporation
The Hon. Robert J. Dole
Eden Hall Foundation
FedEx Ground
FT Cares Foundation
Mahlon & Christine Fuller
Donna Gibson
Global/SFC Valve Corporation
Haine Middle School
Patricia Hierl
Hillman Family Foundation
International Paper Company Foundation
Katherine Mabis McKenna Foundation
Leonard S. Fiore, Inc.
Elisabeth B. McCullough
Tom McMillan
Richard A. Mellon

Mr. & Mrs. S. Prosser Mellon
MetLife Foundation
Mercer Estates Winery
National Park Foundation
Nimick Forbesway Foundation
North American Hoganas
The Hon. John D. Ong
Pirates Charities
Pittsburgh Penguins Foundation
Ravenox
Richard King Mellon Foundation
Rotary Club of Somerset
John Seiter
Securitas Electronic Security
Seven Springs Mountain Resort
Simpson & McCrady
Somerset Med Services
Somerset Trust Company
Starbucks Johnstown & Somerset
S&T Bank
Trib Total Media
UPMC Health Plan
Walmart
James M. Walton

A special thank you to the Friends of Flight 93 membership
and the National Park service Volunteers-in-Parks.

FINANCIAL REPORT

Profit & Loss

October 1, 2017 through September 30, 2018 (unaudited)

(2017 audited financials are available on the [Friends website](#))

Income

Donations	123,964.71
Grants	1,042,858.25
Membership Dues	6,095.00
Special Events	74,657.08
Merchandise	18,574.08
Interest	<u>776.55</u>
TOTAL INCOME	1,266,925.67

Expenses

Cost of Goods Sold	9,352.58
Grant Expenses	976,712.98
Restricted Donations	11,120.98
General & Admin	251,903.83
Special Events	<u>24,653.30</u>
TOTAL EXPENSES	1,264,391.09
NET INCOME	-6,818.00

Balance Sheet as of September 30, 2018 (unaudited)

ASSETS

Checking/Savings	456,748.83
Accounts Receivable	<u>14,792.29</u>
TOTAL ASSETS	471,541.12

LIABILITIES & EQUITY

Accounts Payable	1,005.14
Other Current Liabilities	<u>130,375.95</u>
TOTAL CURRENT LIABILITIES	131,381.09
Unrestricted Net Assets (Unces.)	119,639.99
Unrestricted Net Assets (Des g.)	148,009.44
Temporary Restricted Net Assets	79,328.60
Net Income	<u>-6,818.00</u>
TOTAL EQUITY	340,160.03

TOTAL LIABILITIES & EQUITY 471,541.12

MEET THE TEAM



Flight 93 Partners: Friends of Flight 93, National Park Service, and National Park Foundation at Plant a Tree

S. Brooke Neel

DEVELOPMENT ASSISTANT

S. Brooke Neel joined 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 fourth generation business owner, Ms. Neel also acts as marketing coordinator for Jefferson Memorial Cemetery and Funeral Home.



Sarah Vannatta

LEARNING CENTER COORDINATOR

Sarah Vannatta joined the Friends of Flight 93 this year and brings 17 years of educational experience to the position. She previously has prepared curriculum development and writing that aligned with both state and national standards for use in grade levels pre-kindergarten through twelfth.



Photo: Daily American

FRIENDS OF FLIGHT 93 BOARD OF DIRECTORS

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.

- Donna Gibson, President (First National Bank)
- Deborah Borza, Vice President
- Sheena Baker, Secretary
- Tom Rooney, Asst. Secretary (The Rooney Sports & Entertainment Group)
- Don Alexander, Treasurer
- Dave Finui, Asst. Treasurer (Ameriserv Financial)
- Tom McMillan (Pittsburgh Penguins)
- Jill Latuch (Pennsylvania Mountain Service Corps)
- Fred Lukachinsky (FedEx Ground)
- Mary Margaret Kerr (University of Pittsburgh)
- Jody Greene (Moak Group)
- Ed Sheehan (Concurrent Technologies Corporation)



HOW TO GIVE

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

DONATE

Online at Flight93Friends.org/donate
By mail to PO Box 911, Shanksville, PA 15560

BECOME A MEMBER

Individual - \$25/year | Couples - \$40/year

When you become a Friend of Flight 93, your membership supports Flight 93 National Memorial through volunteers, resources and education. Interested in passing on a membership? Give the gift of membership membership to your loved ones at Flight93Friends.org/gift-memberships.

MATCHING GIFTS

Many organizations will match their employees' contributions to the Friends of Flight 93 which can double the impact of an individual donation.
If your company offers matching gift donations, contact us today!

ESTATE GIFTS

Ensure that the story of Flight 93 continues to be told to future generations through your estate plans such as a will, trust, life income arrangement, or as a beneficiary of a retirement of life insurance plan. These are just a few of the creative ways to support Flight 93 National Memorial with no cost to you now.

Whether you are interested in a simple gift through retirement plans, or a gift that pays you back like a charitable gift annuity, there are many ways to make a legacy gift.

Tax ID #/EIN: 27-0505853

The Friends of Flight 93 are a 501(c)3 nonprofit, donations to which are fully tax-deductible.

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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814.893.6550

www.Flight93Friends.org

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