

ANNUAL REPORT

FRIENDS OF FLIGHT 93 NATIONAL MEMORIAL



2019



www.Flight93Friends.org

MESSAGE FROM THE PRESIDENT

Donna Gibson, President of the Board of Directors



Dear Friends,

Congratulations on the 10th year anniversary of the Friends of Flight 93. The past 10 years have been significant as our organization continues to grow. The completion of the Tower of Voices, the final construction project in the original memorial design, triggered two significant events in our partnership with the National Park Service. The first is the partnership with the National Park Foundation (NPF). During construction of the memorial the NPF raised the majority of funds to complete of the Wall of Names, Visitor Center Complex and the Tower of Voices. With the completion of the original design the NPF will no longer be soliciting funds for the memorial. The second event is the dissolving of the Families of Flight 93 organization. With the completion of the memorial design the Families' mission and purpose was achieved. The Families are in the process of creating an agreement to transfer any unused assets to the Friends to be used for the care and maintenance of the memorial. The Friends will provide an annual report outlining how any funds were spent. These two significant changes have created the opportunity for the Friends to become the primary philanthropic partner for the National Park Service at Flight 93 National Memorial. We will continue to partner with the NPF to identify new donor and development opportunities.

As of January, the management of a direct mail program has successfully transitioned to the Friends. We are currently mailing in the state of PA and so far we have netted \$233,548 in revenue with three mailings. Although we continue to focus on our strategic priorities this year was spent focused on hiring an Executive Director competent to help the Friends through the transition process of becoming the primary philanthropic partner to the National Park Service at Flight 93. We are pleased to announce that we were successful in recruiting Andy Ammerman who comes to us with over 13 years of service to the Pentagon Memorial Fund, and has the leadership and experience that will assist this organization with the achievement of our strategic priorities. During this transition we promoted Brooke Neel to Program Director. Brooke has been invaluable in the absence of an Executive Director, and assisted me in navigating through the day to day operational issues and was most engaged in the successful transition of the direct mail program. With the transition of staff in the Learning Center Coordinator position, the Friends have worked closely with

the National Park Service team to clarify roles and responsibilities in order to create seamless educational opportunities. We are also working in conjunction with the National Park Service to create a distance learning center that will expand our ability to provide educational opportunities to students and teachers worldwide.

The Friends received designation as an approved educational improvement tax credit organization (EITC) this year. This designation provides us with the opportunity to solicit funding from major organizations who participate in this tax credit program. To date, we have received over \$20,000 in donations that will be used to enhance and expand our educational programming to the next generation. We expanded the Alternative Break Program to include projects at each of the five Western PA National Parks. On the final day of the program, the Friends offered a leadership session along with a luncheon to the students. Friends programming continues to be successful. Plant a Tree registration was filled in one day. Our Speaker Series saw record audiences with standing room only in the Learning Center this summer. Walk 93 continues to gain momentum. We challenged business leaders to become team captains and incorporated jean day corporate sponsorships and raised over \$30,000. Over 400 individuals registered either to walk in person or to be virtual walkers - our goal of having over 500 registrants is within reach.

As you review this annual report you will see examples of many other accomplishments achieved through your membership and stewardship. Our partnership with the National Park Service has never been stronger and our 2020 work plan is work in progress. This will be our guiding strategy for projects to be supported by the Friends throughout the upcoming year. Our unified team of volunteers work tirelessly to greet our visitors and enhance their experience through the interpretive stories of the lives of the 40 heroes we honor. Your unending commitment is beyond words.

It truly takes a community to maintain the relevance of the Flight 93 story. 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 heroes we honor each and every day.

Best Personal Regards,
Donna Gibson



ANNUAL EVENTS



PLANT A TREE AT FLIGHT 93

For the eighth year in a row, close to 500 volunteers helped plant 13,600 native tree seedlings across 20 acres. Thanks to this year’s reforestation efforts we have successfully planted 129,918 seedlings over 167 acres, including 7,638 restoration American Chestnut trees, taking us one step closer to the goal of planting 150,000 seedlings over 10-years.

SPEAKER SERIES

Hosted by the Friends of Flight 93 and sponsored by Somerset Trust Company the annual speaker series took place from May to August. This special programming connected 1,165 visitors to the stories of the aftermath of September 11, 2001. This year’s speakers included family members, Ambassadors and a federal prosecutor.

SEPTEMBER 11 OBSERVANCE

The 18th observance of 9/11 and saw the ceremony move back down to the Wall of Names, the first time the event has been held in that location since 2014. Approximately 1,562 visitors attended the observance featuring River City Brass Band as the musical guest, and Vice President Mike Pence and author Mitch Zuckoff as the keynote speakers.

WALK 93

The annual memorial walk raised over \$30,000 and had a record level of participation, with over 400 pre-registered participants including 160 virtual supporters and 250 physical walkers.

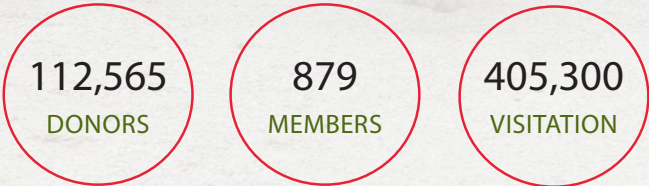


Photo credit: Brenda Torrey

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 resources in the areas of fundraising, education, communications, and land and memorial stewardship. Members help us to support this National Memorial annually 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.

BENEFITS OF MEMBERSHIP

- 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 for fellowship and to work with others committed to supporting the mission of Flight 93 National Memorial

VOLUNTEER SUPPORT

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 to complete all elements of the original memorial design and provide revenue for the Friends’ organization.

The Friends contributed to **581 hours of service** this year. Approximately **33 volunteers**, including Friends members, scout groups, and ROTC organizations flew **593 U.S. flags** over the memorial in 2019.

STEWARDSHIP



Raised approximately \$26,000 to support the Trail of Remembrance construction project this summer. The new trail leading to the site of one of the temporary memorials was dedicated on November 2 during a public ceremony with Family members, volunteers, National Park Service staff and Friends' members.

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 supported through marketing initiatives made possible thanks to the Somerset County Tourism Grant Program which included a new billboard advertisement to encourage visitation from the turnpike.

Continued to facilitate the Founding Sponsor's online registry to recognize over 150,000 individual donors who have supported the construction phase of Flight 93 National Memorial since 2005.

Sold approximately 266 copies of the story of Flight 93 film, an orientation video for Flight 93 visitors, motor coach operators and school groups in the Flight 93 Book Store.

Invited Friends' members together to an annual meeting to celebrate our 10-year milestone anniversary and to participate in the Trail of Remembrance dedication.

Recognized volunteers during a joint Friends/NPS volunteer recognition event. Flight 93 Ambassadors contributed 7,711 volunteer hours and Friends' members contributed 581 hours of service this year.

Connected thousands through our website and social media accounts including 25,313 followers on Facebook and 1,739 followers on Twitter.

PRESERVING AMERICA'S SPECIAL PLACES



Hired a new executive director who is responsible for major fundraising, a direct mail program and advancing the strategic priorities of the Friends.

Participated in a #ParkChat with Flight 93 interpretation staff during a community-based Twitter discussion on September 11 about national memorials.

Assisted NPS with funding to install a flag pole outside the Visitor Center Complex thanks to a generous donation from member and Ambassador Susan M. Keller.

Provided funding to the park for construction of a wastewater treatment building to aid in park's efforts to meet state and federal compliance requirements.

Extended community outreach by bringing the park to local communities through the Discovery Table that connected 3,579 people to the story of Flight 93.

Supported the maintenance of eight honey bee hives at two locations in partnership with Powdermill Nature Reserve and Summer Smiles Honey Farm thanks to a grant from the Nimick Forbesway Foundation. The hives produced enough honey to be bottled for sale in the shop at Summer Smiles this summer.

Supported various environmental initiatives, including a new one-acre wildflower garden which is part of an ongoing pollinator project.

Administered a partner-managed donation box to support education and ongoing care and maintenance of the memorial.

Continued to provide products for sale in the Flight 93 Book Store including wildflower seed packets, two educational DVDs, *Flight 93: The Story, the Aftermath, and the Legacy of American Courage on 9/11* book, flown flags and a Flight 93 knit hat.

ADVANCING EDUCATION



- Assisted NPS with educational programming support through transportation grants to connect the story of Flight 93 to the next generation of stewards. Grants from Pirates Charities and the Pittsburgh Penguins Foundation supported transportation funding for nearly 8,000 students in regional school districts to take part in curriculum-based programming available for grade levels 4-12.
- Continued to support the Junior Ranger Program in partnership with the joint Friends/NPS Education Committee that educated 1,753 children and their families.
- Supported a temporary exhibit on the temporary memorial evolution in the Learning Center this summer through digital promotion. *Memories from the Memorial – Looking Back 2001 – 2011* ran on weekends July through September and connected 12,846 visitors.
- Promoted special programming in partnership with the National Park Service that included Flag Day, Memorial Day, Veteran’s Day and 486 formal interpretive programs at the Memorial Plaza.
- 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 over a successful direct mail campaign on behalf of Flight 93 National Memorial from the National Park Foundation. To date, three mailings have a combined net revenue of \$233,548 with the highest return rate sitting at 13%. The Friends supplied over 300 flags as gifts to donors as part of this program.

HOW TO GIVE



Donate online at www.Flight93Friends.org/donate or by mail at PO Box 911, Shanksville, PA 15560

1

BECOME A MEMBER

Receive 15% off any purchase in the Flight 93 Book Store, our quarterly newsletter to stay up-to-date on memorial news and to receive advance notice of all the events, programs and projects at Flight 93 National memorial. Individuals dues \$25 and couples dues \$40. <https://www.flight93friends.org/join-us/join-today>

2

MATCHING GIFTS

Many organizations will match their employees’ contributions which can double the impact of an individual donation. If your company offers matching gift donations you can double your impact in supporting the resources needed to maintain the Flight 93 story.

3

ESTATE GIFTS

Ensure 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 plans. These are just a few of the creative ways to support Flight 93 National Memorial with no cost to you now.

4

UNRESTRICTED GIVING

Tax ID/EIN 27-0505853
The Friends of Flight 93 National Memorial are a 501(c)3 nonprofit, donations to which are fully tax deductible. An unrestricted gift will help us in supporting Flight 93 National Memorial with volunteers, resources and educational programming to ensure the events, projects and annual programs put on at Flight 93 remain relevant, inspirational, and accessible to future generations.

ECONOMIC OUTPUT



FLIGHT 93 NATIONAL MEMORIAL

In 2018, 381 thousand park visitors spent an estimated \$22.5 million in local gateway regions while visiting Flight 93 National Memorial. These expenditures supported a total of 355 jobs, \$11.2 million in labor income, \$18.2 million in value added, and \$31.6 million in economic output in local gateway economies surrounding Flight 93 National Memorial.

<https://www.nps.gov/subjects/socialscience/vse.htm>

FINANCIAL REPORT



Statement of Activities
October 1, 2017 through September 30, 2018 (audited)

2018 audited financials are available on the [Friends' website](#)

Support and Revenues		Expenses	
Donations	123,965	Program	1,198,956
Grants	1,042,858	General & Admin	45,353
Membership Dues	6,095	Fundraising	28,498
Special Events	74,657	TOTAL EXPENSES	1,272,807
Merchandise	10,222		
Interest	22,726		
TOTAL REVENUES	1,280,523		

Statement of Financial Position
October 1, 2017 through September 30, 2018 (audited)

ASSETS	
Cash and Cash Equivalents	456,749
Accounts Receivable	9,460
Grants Receivable	5,332
Investments	364,952
TOTAL ASSETS	836,493
LIABILITIES & NET ASSETS	
Deferred Revenue	461,559
Accounts Payable	8,749
Accrued Expenses	11,491
TOTAL LIABILITIES	481,799
Unrestricted Net Assets (Undesignated)	127,356
Unrestricted Net Assets (Board Designated)	148,009
Temporary Restricted Net Assets	79,329
TOTAL NET ASSETS	354,694
TOTAL LIABILITIES & NET ASSETS	836,493

WITH THANKS TO OUR DONORS



October 1, 2018 through September 30, 2019

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

1st Summit Bank
 Allegheny Foundation
 Apollo-Ridge Education Foundation
 ARD Operating, LLC.
 Chesapeake Operating, LLC.
 Chevron
 Columbia Gas of Pennsylvania
 Dale Wallace
 Donna Gibson
 Dr. Herbert Kramer
 Dr. Walter J. Mazzella, D.D.S.
 Elton and Christine Hyder Foundation
 Emma Munson Foundation
 Energy Transfer Partners
 Erich Bay
 FedEx Ground
 GIANT Food Stores, LLC
 Honorable John Joyce MD. PA-13
 Independent Order of Odd Fellows of Pennsylvania
 International Paper Foundation
 Jean M. Schubert
 Karen R. Borman
 Laurel Highlands Visitors Bureau
 Marcellus Shale Coalition
 MetLife Foundation Volunteer Project Fund
 Mr. and Mrs. Fred and Sandy Lukachinsky
 Mr. and Mrs. William Roemer
 Mr. Daniel J. Creston
 Mr. E. Van R. Milbury

WITH THANKS TO OUR DONORS CONT.



October 1, 2018 through September 30, 2019

Mr. James A. Danner
 Mr. James Beach, Jr.
 Mr. Johnny Awesome
 Mr. Karl F. Krieger
 Mr. Richard P. Mellon
 Mr. Tom McMillan
 Mrs. Mary E. Frame
 Mrs. Mary L. Reuscher
 Ms. Becky Rhinehart
 Ms. Nancy K. Cross
 National Park Foundation
 Opeka Auto Repair Company, Inc.
 Pickands Mather
 Pirates Charities
 Pittsburgh Penguins Foundation
 Range Resources Corporation and Subsidiaries
 Reserved Environmental Services, LLC
 Richard King Mellon Foundation
 Roy A. Hunt Foundation
 S&T Bank
 Seneca Resources Company, LLC
 Somerset Trust Company
 SteamFitters Local Union 449
 The Honorable Robert J. Dole
 The RMN Family Foundation
 Trustees of Connoquenessing Lodge 278
 UPMC Health Plan
 Walmart
 Wells Fargo Advisors Fin Network, LLC
 Williams

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

FRIENDS OF FLIGHT 93 BOARD OF DIRECTORS

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

Donna Gibson, President (First National Bank)

Sheena Baker, Secretary (Lake Erie College of Osteopathic Medicine)

Tom Rooney, Asst. Secretary (The Rooney Sports & Entertainment Group)

Don Alexander, Treasurer

Dave Finui, Asst. Treasurer (Ameriserv Financial)

Tom McMillan (Pittsburgh Penguins)

Fred Lukachinsky (FedEx Ground)

Mary Margaret Kerr (University of Pittsburgh)

Jody Greene (Moak Group)

Ed Sheehan (Concurrent Technologies Corporation)

Emily Root Schenkel (Account Manager for CSI)

FRIENDS OF FLIGHT 93 STAFF

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S. Brooke Neel
Director of Programs
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The Friends of Flight 93 National Memorial is an approved educational improvement tax credit organization (EITC). Donations received through the EITC program allow us to continue our mission and expand our programming. Businesses can take their state tax dollars and invest them in the education of students at the memorial so that we may continue our mission and expand programming to reach more next generation students.

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, visit www.Flight93Friends.org.

Follow us on social media at facebook.com/flight93friends and twitter.com/friendsflight93.

OUR MISSION

As Friends, we welcome all who would join us in honoring the sacrifice and courage of the passenger and crew members of Flight 93 by supporting 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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