

2024 ANNUAL REPORT



WHO WE ARE

Established in 2009, Friends of Flight 93 National Memorial are the official 501(c)3 non-profit organization supporting the Flight 93 National Memorial.

Friends focus on raising awareness, facilitating education, providing volunteer support, and preserving and maintaining the memorial's landscape.

These efforts ensure that Flight 93 National Memorial remains accessible, relevant, and inspiring to current and future generations.



MISSION

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

157,000+

DONORS

349,500+

VISITATION

1,370+

MEMBERS

LEADERSHIP

OCTOBER 1, 2023 TO SEPTEMBER 30, 2024

BOARD OFFICERS

Fred Lukachinsky
PRESIDENT

Emily Root Schenkel
VICE PRESIDENT
*FLIGHT 93 FAMILY MEMBER**

Tom Rooney
SECRETARY

David Finui
TREASURER

BOARD MEMBERS

Frances Deblasio

Soren Fanning

Jody Greene, *FLIGHT 93 FAMILY MEMBER**

Stacey Heitzenrater

Salene Mazur Kraemer

Amy Mattila

Adam Rogers

Edward Sheehan, Jr.

Christopher Whelan, *FLIGHT 93 FAMILY MEMBER**

STAFF

Donna Gibson
EXECUTIVE DIRECTOR

Courtney Olczak
**COMMUNICATION &
SPECIAL EVENTS COORDINATOR**

A common field one day. A field of honor forever.

MESSAGE FROM THE PRESIDENT

Dear Friends, on behalf of Friends team members and the Board of Directors, I am writing to express our gratitude for your continued support and dedication to our mission to support Flight 93 National Memorial. As you have been watching the news, I am sure you will agree with us when we say, the parks need our help now more than ever.

Keeping the Flight 93 story meaningful and relevant for current and future generations continues to be one of Friends' key strategic priorities. In 2024, over 10,000 students in grades 4-12 experienced the memorial and learned the Flight 93 story. The virtual National Day of Learning "Teach to Remember 911" continues to attract over 22,000 students from forty-one states, Canada and the USVI. This virtual program earned the Excellence in Education Award from the Northeast Region of the National Park Service. Partnerships with the Gary Sinise Foundation, Project 9:57 and families offer leadership lessons from the Flight 93 story. With the recruitment of board members with education backgrounds, Friends look to continue enhancing current resources to keep up with educators' needs.

Environmental stewardship supports the living landscape at Flight 93 National Memorial. An Arbor Day of Caring in the spring helped the cultural resources team focus on the work needed in the Memorial Groves. Participants pruned, mulched, and removed dead and or dying trees throughout the forty groves. In conjunction with Arbor Day of Caring, Friends launched the Resiliency Project. This project is aimed at supporting the rehabilitation of the forty Memorial Groves over a period that could span more than 10 years. Friends committed to providing one million dollars over a 10-year period.

A Day of Caring provided environmental stewards with the opportunity to plant and protect trees from the wildlife population.

Visitation to the Memorial supports economic development in gateway communities surrounding Flight 93. The Somerset County tourism grant facilitates Friends advertising visitation to the memorial with billboards, digital and print ads in and around the metro DC and MD areas. The tourism funding helped Friends upgrade their website to be more user friendly and to help potential visitors plan their visit. Funding also provided Friends with the opportunity to partner and advertise in the three regional tourism organizations, Go Laurel Highlands, Bedford Visitor Bureau, and Visit Johnstown. All three organizations promote visitation to our region.

A significant milestone in 2024 was the transfer of funds from the National Park Foundation to Friends of Flight 93 National Memorial. There was \$2 million remaining in the Flight 93 Capital Campaign Fund that now makes up an endowment fund to be used for projects at Flight 93 National Memorial.

We invite you to join us in our upcoming events and initiatives. Your participation and input are invaluable to us. Together, we can continue to keep the Flight 93 story meaningful and relevant for current and future generations.

Thank you once again for your dedication and support. We look forward to working with you in the coming year to achieve even greater success.

Warm regards,

David Finui
President, Friends Board



Board President
David Finui



**Increase Public Awareness of
Flight 93 National Memorial**

**Sponsor Educational Programs
and Events on 9/11 Issues and
the Flight 93 Story**

**Secure Funding and Volunteers
for Special Projects**

**Care for the Memorial
Landscape through
Environmental Projects**

**Provide Scholarships for
Students in Grades 4-12 to Visit
Flight 93 National Memorial for
an On-site Educational
Experience**





MEMBERSHIP BENEFITS

**Invitations to Friends-only
Activities**

**Receive Annual Electronic
Newsletter, *Connections***

**Advance Notice of Upcoming
Special Programs and Events**

**15% off in the Visitor Center
Book Store**

**Opportunities to Work
with others Committed to
Supporting the Mission of
Flight 93 National Memorial**

JOIN TODAY!

www.flight93friends.org/membership



EDUCATION

FRIENDS OF FLIGHT 93 AND THE NATIONAL PARK SERVICE RECEIVED THE 2023 EXCELLENCE IN EDUCATION AWARD FOR THE NATIONAL DAY OF LEARNING .

Donna Gibson and Adam Shaffer presented the award-winning program at the National Park Service Education Roundtable. discussing challenges, virtual platform development, marketing strategies, and impactful results from two years of the program.



NATIONAL DAY OF LEARNING

The National Park Service and Friends of Flight 93 National Memorial hosted our second year of National Day of Learning "Teach to Remember 9/11", a virtual education program as part of the evolving 9/11 ceremony at Flight 93 National Memorial. Beginning June 2024, educators could register for the event.

Friends promoted the National Day of Learning in the National Council for Social Studies (NCSS) E-newsletter & the Social Education Journal.

May 2, 2024: Launched a live teacher orientation for 2024.

June 13, 2024: Opened NDL registration for 2024.

July 30, 2024: Completed filming for new video segments on honor, courage, and teamwork for NDL.

September 11, 2024: Launched National Day of Learning, "Teach to Remember 9/11".

22,000+ STUDENTS

350+ SCHOOLS

41 STATES + CANADA & THE U.S. VIRGIN ISLANDS

The event fostered discussions on the significance of 9/11, and the Flight 93 story:

- Live Moment of Remembrance
- Live Stream of the Observance
- Q&A Sessions with Rangers
- An Educational Video Gallery
- Educator Resources

Email Marketing

- 31,620 educators in database
- 6 registrations e-mails sent to educators
- 3,200 educators clicked the link to Teach to Remember
- 3,500 educators clicked the link to Zoom registration

Zoom Event Overview

- 83% of educators who registered, attended the 2024 Zoom event.
- 61% - Part of Teaching
- 39% - Stand-alone

Social Media Overview

- A total of 61 NDL posts were shared across Facebook, LinkedIn, and Instagram.
- Our NDL posts reached 144,527 unique users.
- Engagement with our NDL posts included 16,695 users who reacted, commented, or shared.

Website - Teach to Remember Page

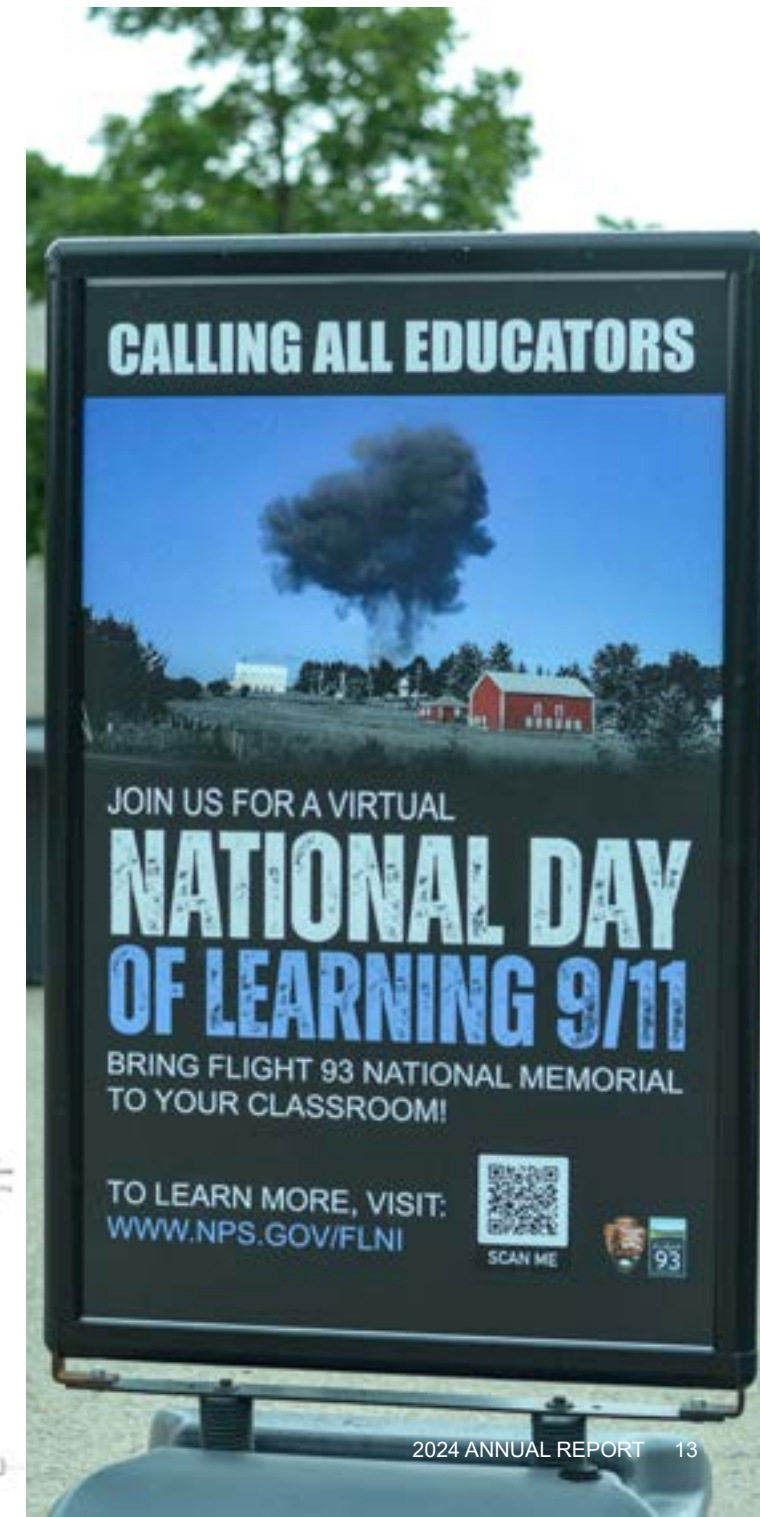
Source: Google Analytics

- TOTAL VIEWS: 6,038
- ACTIVE USERS: 4,383

39 MENTIONS IN REGIONAL & NATIONAL NEWS PUBLICATIONS

WRITE TO REMEMBER

Friends collaborated with the National Writing Project for the "Write to Remember" Project. "Write to Remember" provides educators with the opportunity to engage their students in a writing and publishing project.



EDUCATION

EDUCATION IMPROVEMENT TAX CREDIT PROGRAM (EITC)

Friends received \$53,000 in business EITC donations for Education Scholarships. Thank you to our EITC Partners in Education.

\$53,000

RECEIVED IN BUSINESS EITC DONATIONS

IN-PERSON EDUCATIONAL EXPERIENCES AT FLIGHT 93 NATIONAL MEMORIAL

March 28, 2024: Insights from Flight 93 family members Ken Nacke, brother of Louis “Joey” Nacke II and Gordon Felt, brother of Edward Porter Felt, post-9/11 veterans, author Tom McMillan, Ranger Adam Shaffer, and Friends Executive Director Donna Gibson were shared with high school students sponsored by the Gary Sinise Foundation.

July 25, 2024: Deborah Borza, mother of Deora Frances Bodley, met with students from The 9:57 Project’s leadership program.

August 6, 2024: Ken Nacke, brother of Louis “Joey” Nacke II, connected with Unity Reed High School students paired with veterans through The 9:57 Project’s leadership program.

March-October 2024: Over 10,000 students participated in the in-person educational experiences at Flight 93 National Memorial.



SEPTEMBER 11, 2024

Friends coordinated:

- Family and guest registration for the 9/11 Observance
- Provided lunch for family members
- Managed the Zoom event for NDL

Friends Executive Director and Board President Fred Lukachinsky participated in the 23rd Observance ceremony held at Flight 93 National Memorial. The two rang the Bells of Remembrance as each passenger and crew member's name was read.



ENVIRONMENTAL

ARBOR DAY

April 19, 2024: Friends collaborated with the cultural resources team at NPS to host an Arbor Day of Service. Special thanks to the volunteers who worked to remove, prune and mulch trees in the Memorial Groves. The organizations listed below donated in-kind resources, saving Friends and the National Park Service thousands of dollars to be used on other projects throughout the memorial

Shoutout to the following:

Heritage Lawn & Landscape Care, Ament Landscaping Co, Davey Tree, and Bartlett Tree Service.



FRIENDS DAY OF CARING

April 26, 2024: Friends hosted a Day of Caring in collaboration with NPS to celebrate Earth Day, National Volunteer Month, and National Park Month. Over 100 volunteers planted trees and installed fences.



FUNDRAISING

HEROES' WALK

September 14, 2024: A huge thank you to the 100+ participants who joined us for the 2024 Heroes' Walk at Flight 93 National Memorial! Participants joined Friends in honoring community first responders and the heroic actions of the 40 passengers and crew members of Flight 93.

Among those honored were Dawna Bates and Ginny Barnett, NPS ambassadors who were first responders to the site on 9/11.

Thank you to our guest speakers: Executive Director Donna Gibson, WEPA Superintendent Stephen Clark and US General Attorney (PA Western District) Eric Olshan.

Thanks to the Pennsylvania Mountain Service Corps AmeriCorps volunteers for their help with registration and the National Park Service for their assistance.

PINTS FOR PARKS

Thanks to Forbes Trail Brewery and Hollern Insurance for sponsoring talent, tents and space to host our 3rd annual Pints for Parks event in celebration of National Lands Day.

Forbes Trail Brewery released their once a year "Giving Back Pale Ale" with all proceeds benefitting the Friends.

Friends offered information to participants about Friends and our support to Flight 93 National Memorial. Proceeds from this event benefit the Resiliency Project.



THE LAUNCH OF THE RESILIENCY PROJECT

The Resiliency Project is a 10-year remediation plan for the 40 Memorial Groves. The National Park Service, the Olmsted Center for Landscape Preservation, Cornell University, Pennsylvania State University, State University of New York College of Environmental Science and Forestry (SUNY-ESF) have created a plan based on five years of scientific studies of soil, irrigation and tree species to restore the resiliency of the 40 Memorial Groves for future generations.

Friends of Flight 93 as the official non-profit partner to Flight 93 National Memorial have launched a campaign to restore this living tribute to the Flight 93 crew members and passengers. Visit <https://www.flight93friends.org/resiliencyproject> to learn more.



VISITATION

SOMERSET COUNTY TOURISM GRANT

December 6, 2023: Received a \$43,141 marketing grant, matched with 25% of donor funds, to promote visitation to the Memorial, with funding used for:

- Billboards, print ads, upgraded website and visitor guides from **Go Laurel Highlands, and Bedford and Somerset counties.**

UPGRADED WEBSITE

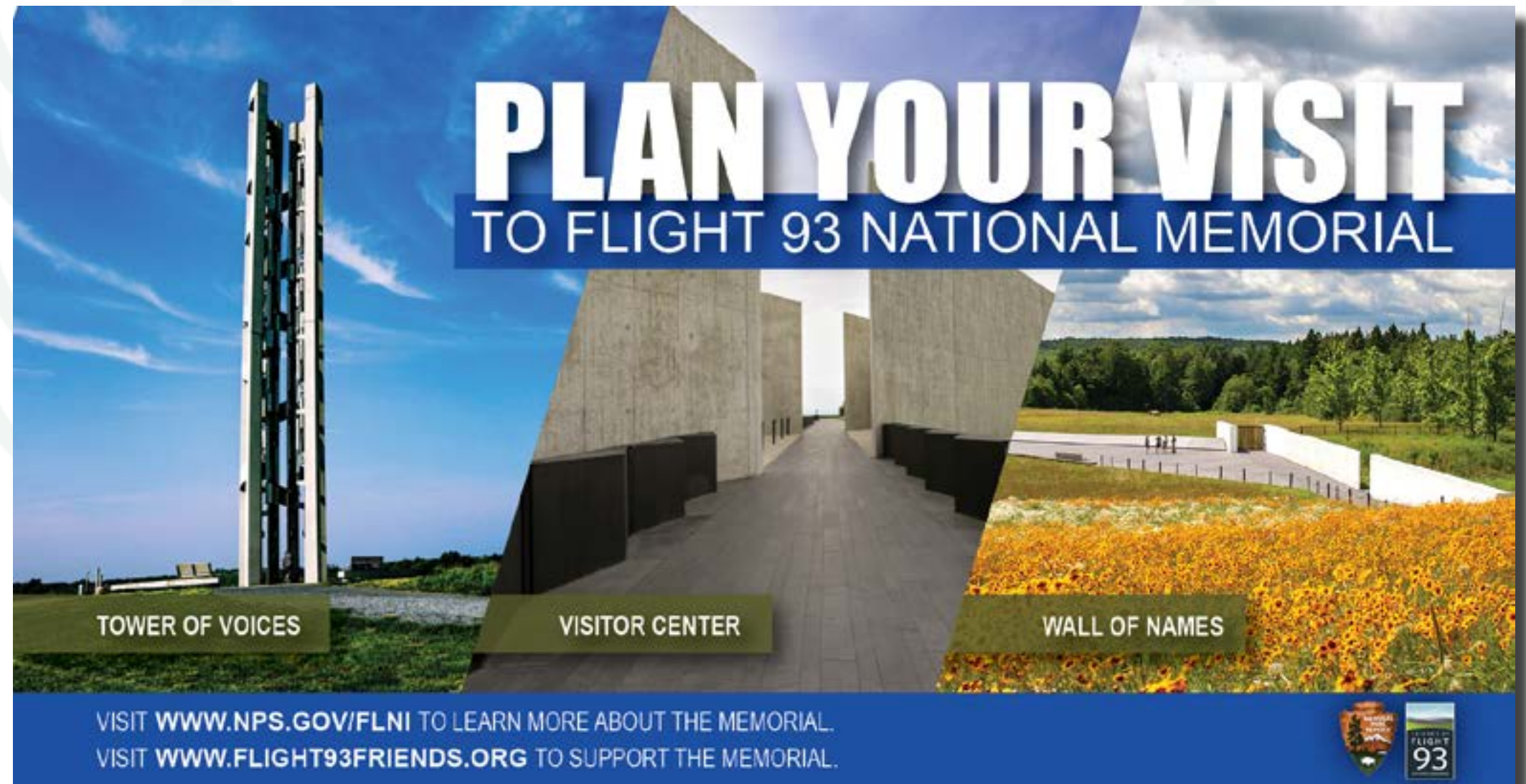
Thank you to the Somerset County Tourism Bureau for their support in upgrading Friends of Flight 93's website.

Visit www.flight93friends.org to see our new and improved website!



\$43,141.00

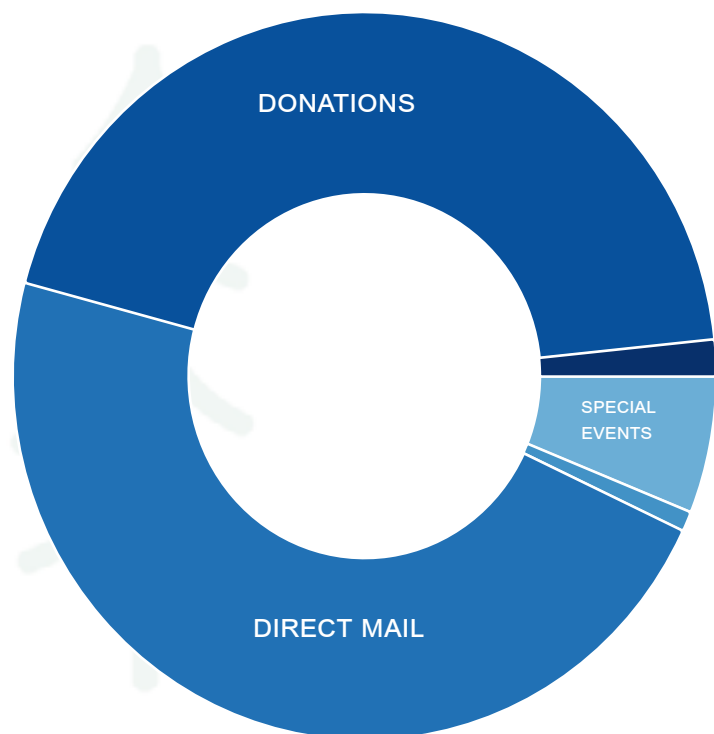
TOURISM GRANT REWARDED



FINANCIALS

FINANCIAL STEWARDSHIP

Friends of Flight 93 National Memorial is a nonprofit organization engaged in raising funds through donations, grants and merchandise sales in order to support Flight 93 National Memorial with volunteers, resources and to support education, environmental initiatives and tourism.



- GRANTS
- DONATIONS
- DIRECT MAILING DONATIONS
- MEMBERSHIP DUES
- SPECIAL EVENTS

VISITOR SPENDING IN 2023

In 2023, 378 thousand park visitors spent an estimated \$25.3 million in local gateway regions while visiting Flight 93 National Memorial. These expenditures supported a total of 360 jobs, \$13.5 million in labor income, \$21.0 million in value added, and \$37.2 million in economic output in local gateway economies surrounding Flight 93 National Memorial.

378K
PARK VISITORS
SPENT

\$25.3M
IN LOCAL GATEWAY COMMUNITIES
WHILE VISITING THE
MEMORIAL, SUPPORTING...

360
JOBS & CONTRIBUTING...

\$37.2M
TO LOCAL GATEWAY
ECONOMIES



FINANCIALS

FRIENDS OF FLIGHT 93 NATIONAL MEMORIAL FINANCIAL STATEMENT OF ACTIVITIES FOR THE YEAR ENDED SEPTEMBER 30, 2023

	Without Donor Restrictions	With Donor Restrictions	Total
Support and Revenues			
Grants	\$ -	\$ 17,446	\$ 17,446
Donations	173,228	239,851	413,079
Direct Mailing Donations	318,840	-	318,840
Membership Dues	9,773	-	9,773
Special Events	55,076	-	55,076
Interest Income	7,925	-	7,925
Release from Restrictions	239,885	(239,885)	-
Total Support and Revenues	804,727	17,412	822,139
Expenses			
Program	522,462	-	522,462
General and Administrative	65,702	-	65,702
Fundraising	182,112	-	182,112
Total Expenses	770,276	-	770,276
Change in Net Assets	34,451	17,412	51,863
Net Assets - Beginning of Year	1,518,452	456,264	1,974,716
Net Assets - End of Year	\$ 1,552,903	\$ 473,676	\$ 2,026,579

FRIENDS OF FLIGHT 93 NATIONAL MEMORIAL STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2023 AND 2022

	<u>ASSETS</u>	
	2023	2022
Cash and Cash Equivalents	\$ 1,814,174	\$ 1,745,421
Accounts Receivable	-	2,610
Investments	253,605	253,605
Total Assets	\$ 2,067,779	\$ 2,001,636
	<u>LIABILITIES AND NET ASSETS</u>	
Accounts Payable	\$ 31,464	\$ 16,748
Accrued Expenses	9,736	10,172
Total Liabilities	41,200	26,920
NET ASSETS		
Without Donor Restriction	1,552,903	1,518,452
With Donor Restriction	473,676	456,264
Total Net Assets	2,026,579	1,974,716
Total Liabilities and Net Assets	\$ 2,067,779	\$ 2,001,636

*2023 Audited Financials are Available at
www.flight93friends.org/financials.





WAYS TO GIVE

GIVING

Tax ID/EIN 27-0505853

An unrestricted gift will help us in supporting Flight 93 National Memorial with volunteers, resources, educational programming and environmental programs.

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 increase your support and assist us with the resources needed.

EITC PROGRAM

Friends of Flight 93 are an approved Education Improvement Organization through the Education Income Tax Credit program sponsored by the PA Department of Economic Development. If you are a qualified EITC business or individual in the state of PA. and receive tax credits for your donations to education improvement organizations, please consider supporting Friends of Flight 93 National Memorial.

BECOME A MEMBER

Join today to become a Friends Member!

Individual Dues: \$25

Couples Dues: \$40

DONATE TODAY!

www.flight93friends.org/donate



CORPORATE PARTNERS

EDUCATION PARTNERS

AMERISERV FINANCIAL BANK
FEDEX EXPRESS CORPORATION
FIRSTENERGY FOUNDATION
FRED & SANDRA LUKACHINSKY
GARY SINISE FOUNDATION
HOLLERN INSURANCE
RICHARD KING MELLON FOUNDATION
ROBERT S. MCCULLOCH III

EITC PARTNERS

AMERISERV FINANCIAL BANK
FIRST NATIONAL BANK OF PENNSYLVANIA
FRED BEANS AUTOMOTIVE GROUP
MID PENN BANK
SOMERSET TRUST COMPANY (STC)
WARDEN ASPHALT COMPANY

ENVIRONMENTAL PARTNERS

1ST SUMMIT BANK
ALLENGENY NATIONAL AIRPORT
CONCURRENT TECHNOLOGIES CORPORATION (CTC)
EMMA MUNSON FOUNDATION
FIRST FLIGHT FOUNDATION
FORBES TRAIL BREWING LLC
GLOBAL SFC VALVE
HOLLERN INSURANCE
SALVATION ARMY EMERGENCY DISASTER SERVICES-
OF WESTERN PENNSYLVANIA

*DONATION INCLUDES IN-KIND

Donations during the period from October 1, 2023,
to September 30, 2024.



DONORS

\$1,000 or More

RONALD ABELMANN
HOORAY AGENCY
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ERICH A. BAY
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PAUL W. BICKEL
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WILLIAM S MERRIKEN, JR.
MICHAEL MOOTY
KNIGHTS TEMPLAR PITTSBURGH- COMMANDERY No. 1
TEDDI JO OZMUN
KAREN PASQUALINI
DAWN SNYDER-SEELIG
MELVIN TEETZ
SECURITAS TECHNOLOGY
JEFFERY WANGLER

*DONATION INCLUDES IN-KIND

The following donors listed above have provided donations exceeding
\$1,000 during the period from October 1, 2023, to September 30, 2024.





WWW.FLIGHT93FRIENDS.ORG