



P.O. Box 911, Shanksville, PA 15560

FRIENDS OF FLIGHT 93
NATIONAL MEMORIAL



ANNUAL REPORT **2012**

814.893.6322

www.nps.gov/flni

FRIENDS OF FLIGHT 93

NATIONAL MEMORIAL

November 3, 2012

Dear Friends,

Let's imagine our future together . . .

Please take a minute to fast-forward four, short years. It's now November 2016. Our nation has just gone through another presidential election. And in our corner of the world, we observed the fifteenth anniversary of the events of September 11th by completing the construction phase of Flight 93 National Memorial. Visitors to the site now are greeted by the sound of forty wind chimes, travel a contemplative journey from the Route 30 entrance to the Visitor Center, experience compelling and informative exhibits at the Visitor and Learning Centers, walk through forty memorial groves, flowering meadows and still waters and arrive at the Memorial Plaza. More than a quarter of a million visitors make this pilgrimage every year, coming to remember, reflect and leave renewed. That year, we will also observe the 100th anniversary of the National Park Service.

For this dream to become a reality, we have a lot of work to do in the next four years. We will continue to work with the National Park Service, the Families of Flight 93, the National Park Foundation and the Flight 93 Federal Advisory Commission to reach this milestone. As part of the centennial observance of the National Park Service, we have adopted the four themes from the Director's "Call to Action" in the Second Century Report: (1) to connect people with the parks; (2) to advance our education mission; (3) to preserve America's Special Places; and (4) to enhance professional and organizational excellence.

Over the next few years, we will develop specific projects in each of these four areas that have a direct effect on Flight 93 National Memorial. Some of these projects may be suggested by the National Park Service, but many others will come from our membership working in collaboration and cooperation with our other partners. Work in environmental renewal, developing educational programs for visitors and students, enhancing our resources and research materials, developing networks—both live and virtual—these are all potential opportunities for us.

We are certainly proud of our achievements. But achievements are not made to be rested on; they must be built upon. We thank you for your past contributions of time, talent and treasure and look forward to all that we will accomplish next year and in the future.

Jerry L. Spangler, President of the Board of Directors

Our Mission

As Friends, 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.

Our Vision

Friends of Flight 93 National Memorial is a vital partner with the National Park Service (NPS) as stewards of the final resting place of the heroes of Flight 93, and the surrounding lands. We champion the highest standards of resource management and a visitor experience which is both powerful and positive. Through the work of the Friends, Flight 93 National Memorial will remain accessible, relevant, and inspirational to present and future generations.

Goal: *Enhance Organizational Excellence*

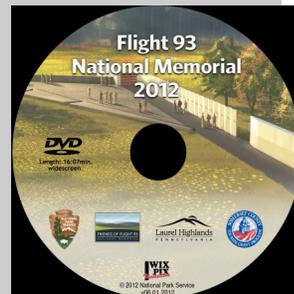
The Friends strive to create an organization that is adaptable to change, works collaboratively, and creates an environment in which members and partners are valued. We will encourage innovation and utilize technologies that allow us to be most effective. We want to develop our capacity and organizational abilities to provide lasting support to the National Park Service as a means for people to make deeper connections to Flight 93 National Memorial. This goal will be met, in part, with assistance from the Park Partners Program of the National Park Foundation, a 12-month mentoring initiative designed to assist Friends groups in reaching new levels of support for their parks.

Goal: Connecting People to the Park

The Friends help the Memorial be relevant and valued as a place of respect, inspiration, and deepened understanding of individual and national identity. We use the power of volunteers and programs to better connect with communities beyond the Memorial and to invite new publics to the park. We develop and nurture life-long connections between the public and the Memorial through varied and continuing educational, volunteer, and work experiences.

In 2012

- The Friends produced and distributed 30,000 rack cards inviting the public to visit Flight 93 National Memorial, and hand-delivered 100 information packets to area businesses and travel promotion agencies in Western Pennsylvania. The packets included maps, construction updates, and Frequently Asked Questions for travelers.
- A sixteen-minute orientation video produced this year by the Friends provides a narrative of the Flight 93 story, and a preview of a visit to Flight 93 National Memorial. The video is posted at the NPS website (nps.gov/flni), and hard copies are distributed by the Friends.
- *Field Notes*, the quarterly electronic newsletter of the Friends now reaches hundreds of households and businesses with updates on new initiatives at the Memorial.



- A Friends membership brochure is a convenient way to invite the public to join in support of Flight 93 National Memorial. The brochure is available at the NPS website, and was distributed this year at the Friends booths at Somerset's Fire & Ice Festival, the Somerset County Mega Show, the Westmoreland Croquet Tournament, the Thunder in the Valley Motorcycle Rally, and at Combined Federal Campaign events in Central and Western Pennsylvania.
- Information booths staffed by the Friends helped the public access special programming at the Memorial during the anniversary weekend, September 8-11.

Connecting People to the Park



- The Friends recruited volunteers to serve as Plaza Greeters, welcoming the public to the Memorial during the busiest hours of the season and providing basic orientation to the site.
- Friends members were invited to a mid-year briefing from the Superintendent and a twilight tour of the Memorial.
- Visitors on Public Lands Day, 2012, received a commemorative bookmark from the Friends, reminding them of their experience at Flight 93 National Memorial.
- A volunteer from the Friends handled reservation requests from 534 groups planning visits to Flight 93 National Memorial in 2012.



- The Friends helped recruit and register the 500 volunteers who planted trees at the Memorial in the April Reforestation weekends.
- The Friends are members of the Somerset County Chamber of Commerce and their Travel and Tourism Committee. The Friends invited members of that committee to a memorial tour and briefing from the Superintendent.

- The Friends sponsored a reception and briefing for the Families of Flight 93 on September 10.
- At dusk on September 10 the Friends organized a procession of forty volunteers to carry candle lanterns to the Wall of Names, placing them in memorium before



the names of the passengers and crew.



Goal: *Advancing Education and Understanding*

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.

In 2012

- The Friends were awarded a \$275,000 grant from The Heinz Endowments to support continuation of the Flight 93 Oral History and Documentation Project for the next three years. Through this project, more than 750 oral history interviews with those most closely connected with the Flight 93 story will be available to the public and academic researchers. This year's work included recording twenty-two stories of those who were at work in the U.S. Capitol on September 11, 2001, travel to North Carolina, New York and New Jersey to collect stories from Flight 93 family members and others, research at the National Archives, and selecting material from oral history interviews to use in wayside exhibit panels.



- *The Learning Center Without Walls*, a new initiative of the Friends of Flight 93, brought together twelve panelists in four subject areas to relate their September 11 stories to those who visited the Memorial on September 8



and 9. The sessions were videotaped for future training



Advancing Education and Understanding

- The Friends traveled with National Park Service volunteers and staff to Arlington, Virginia to join docents from the 9/11 Tribute Center in New York City in visiting the Pentagon Memorial. Docents from the three 9/11 sites were able to share experiences, and hear from the President of the Pentagon Memorial Fund and the Navy historian. The group toured the chapel inside the Pentagon, as well as the outdoor memorial. A trip to the 9/11 Memorial in New York City is planned for next year.



- The Friends were awarded a \$2000 grant from the National Environmental Education Foundation to support development of a Children's Touch Table interpretive exhibit in 2013.
- A sixteen-minute orientation video produced by the Friends with support from the Somerset County Tourism Grant program is available for viewing at the Flight 93 National Memorial website, providing a graphic depiction of the Flight 93 story to visitors before they arrive at the Memorial.

Goal: *Preserving America's Special Places*

The Friends will assist the National Park Service and our partners to complete the Memorial and protect it as one of America's special places. We will cultivate excellence in the stewardship of the Memorial as well as in scholarship as a foundation for telling and understanding the story of Flight 93 and September 11.

In 2012

- In May and again in August Friends gathered in the early morning hours to carefully wash the marble Wall of Names.
- Friends flew 1,875 U.S. flags over Flight 93 National Memorial this year as part of a fund-raising initiative of the National Park Foundation's capital campaign to complete the memorial.



- The Friends successfully competed for grants from the Somerset County Tourism Grant Program, The Heinz Endowments, and the National Environmental Education Foundation.



- The Friends have been designated an approved recipient of contributions from federal employees in the Combined Federal Campaign (Account #49208).

- The Friends raised money to support projects at Flight 93 National Memorial by participating in the 2012 Charity Raffle Program of the Pittsburgh Penguins Foundation.
- Friends spread awareness about the Memorial and received contributions at the Westmoreland Croquet Club Tournament.



Preserving America's Special Places



- Friends were among the 500 volunteers who planted 13,000 seedlings on twenty acres of reclaimed strip mine areas of the Memorial this spring. Chestnut seedlings were among the many native species that were planted.



With Thanks to our Donors

The Board of the Friends of Flight 93 National Memorial gratefully acknowledges the assistance of many groups and individuals who have contributed to our growth in 2012. In particular, we thank:

- The National Park Service
- The Families of Flight 93
- The National Park Foundation
- The Heinz Endowments
- The Somerset County Commissioners (Tourism Grant Program)
- Pittsburgh Penguins Foundation
- The Pittsburgh Foundation
- C & C Bowen Charities
- PPG Industries (for Lance Sturni)
- Helene Fried
- Jennerstown Area Community Bible School
- Hank Kinzey
- Erich Bay
- Drs. Peggie Ann Findley & Steven E. Bush
- Porter ,Wright, Morris & Arthur LLP
- Wessel & Company
- Indian Lake Resort
- Wix Pix Productions
- Atlas Printing
- James Ferris, Videographer

Financial Report

PROFIT & LOSS

October 1, 2011 through September 30, 2012

Income		Expenses	
Business Donations	100.00	Accounting Fees	1,600.00
Corporate Donations	1,000.00	Legal Fees	310.00
Individual Donations	4,422.29	Contract Services	84,894.49
Matching Grant	242.00	Sp Event Merchandise	395.00
Churches	832.50	Transportation	435.00
Foundations	18,329.00	Landscape	2,500.00
Grants	80,313.64	Special Events	50.00
Misc. Income	435.00	Catering	394.20
Merchandise Sales	1,935.00	Facility Rental	50.00
Membership Dues	<u>5,505.00</u>	Food & Beverages	435.30
Total Ordinary Income:	113,114.43	Postage, Mailing Service	363.89
		Printing & Copying	4,136.29
		Supplies	853.96
		Misc.	85.00
		PA Business Tax	213.94
		Insurance	250.00
		Administrative Costs	340.00
		Travel (contractors)	<u>2,877.40</u>
		Total Expenses:	100,174.47
Net Ordinary Income	\$12,939.96		
Other Income, Refund	100.00		
Other Expense, Donation	3,041.63		
Net Other Income	-2,941.63		
Net Income	9,998.33		

Balance Sheet as of September 30, 2012 (unaudited)

Assets	
Somerset Trust Checking	<u>40,294.12</u>
Total Checking/Savings	<u>40,294.12</u>
Total Current Assets	40,294.12
Other Assets	<u>-835.80</u>
TOTAL ASSETS	<u>39,458.32</u>
LIABILITIES & EQUITY	
Deferred Grant	<u>19,986.36</u>
Total Liabilities	<u>19,986.36</u>
Unrestricted Net Assets	9,473.63
Net Income	<u>9,998.33</u>
Total Equity	<u>19,471.96</u>
TOTAL LIABILITIES & EQUITY	<u>\$39,458.32</u>

The Board of Directors



Jerry Spangler,
President



Deborah Borza,
Vice President



Donna Glessner,
Secretary



Mary Jane Snyder,
Treasurer



Mal Fuller



Lladel Lichty



Linda Meyer



Lance Sturni



Mike Watson



Page Wetterberg



Patrick White

The Board gratefully acknowledges the service of Page Wetterberg who resigned from the Board in January, 2012 for family reasons.

The Friends of Flight 93 National Memorial is registered with the Pennsylvania Department of State pursuant to the provisions of "The Solicitation of Funds for Charitable Purposes Act." We are 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.

Audited financial statements, meeting minutes, and previous annual reports are available for inspection during regular business hours at Park Headquarters at Flight 93 National Memorial. These documents are also posted at the NPS website: www.nps.gov/flni under the "Support York Park" tab.

Benefits of membership in the Friends include: a subscription to the quarterly electronic newsletter *Field Notes*, invitations to Friends-only events and opportunities to volunteer; and the knowledge that your annual membership fee of \$25 per individual or \$40 per couple is helping to support the mission of Flight 93 National Memorial.