

# 2010 Annual Report

VIETNAM VETERANS MEMORIAL FUND



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## OUR MISSION

To preserve the legacy of the Vietnam Veterans Memorial, to promote healing and to educate about the impact of the Vietnam War

# Dear Friends:

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Warren Kable

Picture the Vietnam Veterans Memorial with its row after row of names. Now imagine, instead of names, there are photos of the thousands of men and women who died or remain missing as a result of the Vietnam War. And think how moving it would be to be able to learn more about the lives of those individuals.

Soon, you won't have to imagine. When the Education Center at The Wall is completed, it will display pictures of the more than 58,000 who died during the Vietnam War. It will tell their stories and share remembrances from family and friends. It will, in short, help us remember those we lost—not just as names on The Wall, but as people full of hopes and dreams and promise, whose lives were cut tragically short.

In 2010, VVMF began looking at all we do with an eye toward telling the stories of the people whose names are on The Wall. In our events at The Wall, we recall the people who did not come home from the war and how they touched our lives. This was especially poignant on Father's Day, when we helped Sons and Daughters in Touch commemorate its 20th anniversary, and hundreds of SDIT members came to The Wall to remember the fathers they lost in Vietnam.

When *The Wall That Heals*, VVMF's traveling half-scale replica of The Wall, visits communities around the United States, we help them remember their local heroes. In 2010, we were amazed at the lengths to which host sites went to welcome The Wall and honor local veterans. And, of course, in our Information Tent, *The Wall That Heals* volunteers help veterans and friends find the names of loved ones on The Wall—even if the information they have is incomplete. In 2010, VVMF installed a scanner in the tent, helping us reach into communities to gather photos for the Education Center.

VVMF has developed new educational tools to personalize classroom lessons about the Vietnam War. We show schools how to reach out to local veterans to tell their stories, and we help teachers guide their students in a quest to gather the photos and stories of hometown heroes lost during the Vietnam War.

In 2010, VVMF strengthened our online outreach through our website and on Facebook to provide forums for family, friends and fellow veterans to honor and remember loved ones.

And, of course, we continue our efforts to raise awareness and support to build the Education Center at The Wall, the place where The Wall's visitors—especially tomorrow's future leaders—can learn about the Vietnam War and the unfulfilled promise of lives cut short.

As we tell the stories of the men and women on The Wall, we are fulfilling our mission of healing, education and remembrance in an exciting new way. As always, I am proud of VVMF's achievements in the past year, and look forward to a future in which we continue to ensure that those who served and sacrificed are not forgotten. Thank you for your continued support in helping to make all of VVMF's programs possible. I hope we can continue to count on you in the years ahead.

Sincerely,

A handwritten signature in black ink, reading "Jan C. Scruggs". The signature is fluid and cursive.

Jan C. Scruggs  
Founder and President



# The Education Center at The Wall

The Vietnam Veterans Memorial Fund built The Wall in 1982 and, since then, the Memorial has become a global icon, drawing more than 110 million visitors from countries around the world.

Its impact on our culture has been immense. The Vietnam Veterans Memorial transformed the way Americans care for returning veterans. It has become the repository of more than 150,000 powerful remembrances left in tribute to those we lost. And, it has defined a time in our history that affected 40 million Americans and millions more around the world.

An equally powerful addition to the National Mall, the Education Center at The Wall, was authorized unanimously by Congress in 2003 and will be a living, interactive learning facility with the unique ability to move both forward and backward through time.

Benefiting from the talents of award-winning and world-renowned exhibit designer Ralph Appelbaum, the Education Center will:

- *Teach the values and tell the stories* of those who served. These stories are being collected through our partnerships with the Library of Congress, the National Association of Counties, state government cabinet secretaries and education commissioners, numerous media partners and more than 300 educators in our Teach Vietnam Teachers Network.
- *Display photographs* of those who made the ultimate sacrifice in the Vietnam War. Photos are being

collected nationwide: by high school and middle school students across the country as part of VVMF's Hometown Heroes Service Learning Project; from visitors to VVMF's half-scale traveling Wall, *The Wall That Heals*; and through veteran's groups, Lions Clubs, Rotary Clubs and other community organizations.

- *Showcase the remembrances* and moving tributes left at The Wall. A program is underway, funded by VVMF, to work with the National Park Service to index, digitize and highlight some of the powerful remembrances that have been left at The Wall, using them to tell the story of the Vietnam War era and those who served.
- *Showcase the rich legacy of service* embodied by Americans, from Lexington and Concord through today's conflicts in Iraq and Afghanistan. This content is being collected through our partnerships with the History Channel, Time Warner and Getty Images.

- *Highlight the sacrifices and commitment of America's allies* and the growth of those bonds through time.

In 2010, VVMF made significant progress on all fronts as we work toward our goal of breaking ground for the Education Center at The Wall during the 30th anniversary of the Vietnam Veterans Memorial.

**Launching grassroots committees around the country.** In April, VVMF launched its first state grassroots committee in Texas, with an event at the Dallas-Fort Worth National Cemetery to honor Vietnam veterans buried there. By the end of the year, similar committees were being formed in Illinois, Maryland, Virginia and the Southwest, with more on the horizon for 2011.

**Initiating the first statewide challenge grant.** In July, San Antonio Spurs owner Peter M. Holt issued a challenge to his fellow Texans: he would match every dollar contributed to the Education



Ralph Appelbaum Associates



Center from Texas up to \$1 million. Texans responded immediately with thousands of donations of all sizes. The challenge is ongoing, but by the end of 2010, it had raised more than \$250,000 in donations for the Center.

**Growing the story and photo collection for the Center.** The Call for Photos gained momentum in 2010, both from the increased grassroots activity in the states and the photos and stories being gathered at every stop of *The Wall That Heals*. By the end of the year, VVMF estimated that 15,000 photos had been collected, with 1,000 coming in each month.

**Finding new fundraising opportunities.** In November, VVMF held its first-ever Benefit Gala for the Education Center at The Wall. Taking place the day after Veterans Day, the gala was attended by hundreds of dignitaries from across the nation and honored former Senators John Warner and Bob Kerrey. Warner was one of two senators, along with the late Sen. Charles “Mac” Mathias, responsible for winning congressional approval to have The Wall built on the National Mall in 1980. Kerrey is a veteran of the Vietnam War. VVMF is planning another gala event for 2011.

**Attracting large donations.** During the Veterans Day Ceremony at The Wall, Air Vice-Marshal Kym Osley of the Australian Embassy announced that his government would support the Education Center with a \$3 million gift. The formal announcement would be made in 2011 by the Australian Prime Minister Julia Gillard at the Lincoln Memorial.

## Construction Update

In late September, VVMF chose Tishman Construction Corporation of Washington, D.C., as the construction manager for the Education Center at The Wall. Tishman has a long history of working on projects in the nation’s capital, including the U.S. Department of Homeland Security, the American Pharmacists Headquarters and the Ronald Reagan Building. As construction manager, Tishman will oversee all aspects of design and construction.

To view a video narrated by Gen. Colin Powell and Gen. Barry McCaffrey, [click here](#).

*The photo and story to the right and on all of the “We Remember” pages are examples of what will be showcased in the Education Center at The Wall.*

## We Remember



**Francis G. Patton**

*Panel 25W, Row 108*

“When we lost Frank, the world probably lost one of its brightest lights, likely one of its brightest futures, and certainly one of its brightest smiles. We miss you, guy.”

– William Patton, brother

# Memorial Preservation

## Maintaining an Icon



VVMF

An important part of VVMF's mission is ensuring the physical upkeep of the Memorial and its grounds. Indeed, from the beginning, VVMF has worked with the National Park Service (NPS) to help care for the Vietnam Veterans Memorial.

VVMF launched a proactive restoration and beautification campaign for the entire Memorial site in 2009, and that work continued into 2010. In May, the International Association of Machinists and Aerospace Workers (IAMAW) pledged \$50,000 to continue the care and maintenance of 13.5 acres of lawn at and around the Memorial for the entire year.

In late May, VVMF also initiated a six-week restoration project for the *Three Servicemen* statue. The statue's patina was completely stripped and reapplied, to restore the original colors and repair oxidation damage. An enclosure was built around the statue while work was being done, but three seven-foot windows allowed visitors to watch the progress. The newly restored statue,

with a patina featuring the color palette originally chosen by the artist, was unveiled and rededicated in July.

When cracks in The Wall were detected in the fall of 2010, VVMF engaged the firm of Hager-Richter Geoscience to evaluate the new cracks, monitor existing ones and report back to VVMF with recommendations. Hager-Richter was first hired in 1986 to report on cracks in The Wall. Thankfully, the scientists confirmed that all of the cracks are hairline cracks that do not pose an immediate threat to The Wall, but VVMF will continue to monitor the situation.

All of the work that has been done on The Wall, the *Three Servicemen* statue, the lawn and the other components of the site over the last two years has been paid for with private donations secured by VVMF. We thank all of our donors for their generosity.



Dave Saravane



Bill Burke, Page One



# VVMF Programs

## Remembrance

Traditionally, VVMF invites veterans, family and friends to The Wall six times each year to honor and remember those who died or remain missing during the Vietnam War.

*In Memory Day*, held on the third Monday in April, paid tribute to 97 individuals who died because of the Vietnam War, but do not meet Department of Defense qualifications to have their names added to the Memorial.

Six names were added to The Wall in early May, and the designation symbols for 11 others were changed from the cross, which denotes missing in action, to the diamond, which symbolizes killed in action. Those whose names were added included:

- **Lance Cpl. John E. Granville**, USMC, Los Angeles, Calif., Panel 56W, Line 34;
- **Lance Cpl. Clayton K. Hough Jr.**, USMC, Holyoke, Mass., Panel 8W, Line 3;
- **Cpt. Edward F. Miles**, USA, Manhasset, N.Y., Panel 26W, Line 55;
- **Sgt. Michael J. Morehouse**, USA, Covington, Ky., Panel 26W, Line 1;
- **Lt. Col. William L. Taylor**, USA, Tampa, Fla., Panel 7W, Line 81; and
- **Cpl. Ronald M. Vivona**, USMC, Suffolk, N.Y., Panel 50E, Line 36.

VVMF also honored the nation's Gold Star and American War Mothers on **Mother's Day**. And thousands gathered at The Wall to honor all who have made the ultimate sacrifice on **Memorial Day** and hear Adm. Mike Mullen, USN, chairman of the Joint Chiefs of Staff, give the keynote address.



Dave Saravone

In June, VVMF partnered with Sons and Daughters In Touch to honor the fathers on The Wall and mark the group's 20th anniversary. Hundreds of SDIT members gathered that weekend for a variety of activities culminating in laying more than a thousand roses at the base of the Memorial during the **Father's Day Rose Remembrance**.

Thousands gathered for the annual **Veterans Day Observance at The Wall**, which was also broadcast live. Michael E. Heisley, majority owner of the Memphis Grizzlies, gave a moving keynote addressing remembering his childhood friend, Rocky Versace, who was taken as a prisoner of war and later killed during the Vietnam War.

In December, VVMF marked the holidays by placing a **Christmas tree at The Wall** and inviting visitors during the holiday week to decorate the tree with messages and ornaments sent from around the country.

## We Remember



**Nicholas Joseph Cutinha**

*Panel 42E, Row 30*

Nicholas Joseph Cutinha was posthumously awarded the Medal of Honor for his actions on Mar. 2, 1968. His company was pinned down by enemy fire near Gia Dinh, communication was cut off and the company commander was killed. Cutinha moved his machine gun to the front to fire on the advancing enemy. He took charge of the survivors and organized their withdrawal, in spite of serious leg wounds he sustained, and manned a machine gun to provide cover for their escape until he was mortally wounded. He saved the lives of at least nine members of his unit.

# VVMF Programs

## Education

Education is one of the key components to our mission, and VVMF has a vibrant and growing education program.

In 2009, VVMF teamed up with the Close Up Foundation to provide **teacher training** about the Vietnam War, The Wall and resources available to educators. The Close Up Foundation was established in 1971 to educate and inspire young people to become informed and engaged citizens. It has over 700,000 alumni from all walks of life.

In 2010, this partnership expanded to include five one-day seminars in Washington, D.C. Sessions include both classroom-style sessions and field trips to The Wall, where educators learn about the Memorial from seasoned Wall volunteers. Our Close Up partners report that these sessions have been overwhelmingly popular with participants.

The partnership with the Close Up Foundation has allowed VVMF to reach more educators more often than we had previously. The program continues to grow, with even more seminars planned in 2011.

In 2010, VVMF unveiled a new educational tool for teachers. **The Hometown Heroes Service Learning Project** encourages today's youth not only to learn about those who sacrificed their lives in Vietnam, but also to learn and preserve the stories of those who served in Vietnam. VVMF partnered with the Veterans History Project in creating this new learning tool and teamed up with the History Channel to promote it to teachers around the country.

VVMF makes a variety of resources available to teachers through the mail



and online, including: *Echoes from The Wall*, a secondary-school curriculum guide for teaching about the Vietnam War (which was made available for download from the VVMF website for the first time in 2010); *Echoes from The Wall*, a field trip guide for classes visiting Washington, D.C.; **posters** featuring a Vietnam War chronology and a history of The Wall; and several **books of essays** about the Vietnam War and remembrance. [To learn more, click here.](#)

## The 50th Anniversary Commission

VVMF was invited last year to be an advisor to the 50th Anniversary of the Vietnam War Commemoration Commission to honor the service and sacrifice of our nation's Vietnam veterans.

The Anniversary Commission was established by the Department of Defense to implement programs that recognize the contributions and sacrifices made on the home front, provide Americans with a clear understanding and history of the Vietnam War and recognize the contributions of civilian organizations in the war effort.

VVMF is pleased to add our expertise to this distinguished commission. Our participation is ongoing.



VVMF



## Healing Outreach



VVMF

Bringing The Wall home to communities throughout our country allows the souls enshrined on the Memorial to exist once more among family and friends in the comfort of familiar surroundings. VVMF's half-scale traveling replica, known as *The Wall That Heals*, allows the thousands of veterans who have been unable to cope with the prospect of facing The Wall to find the strength to do so within their own communities, thus allowing the healing process to begin.

*The Wall That Heals* visited 28 communities last year, with a tour schedule that spanned the country from California to Virginia, from South Dakota to Florida. In all, nearly 260,000 people visited *The Wall That Heals* in 2010.

In addition to the half-scale replica, *The Wall That Heals* exhibition includes a Traveling Museum and Information Center, providing a comprehensive educational component to enrich and complete visitors' experiences.

The Museum exhibits are based on the concepts being pursued in the Education Center at The Wall: putting faces to the more than 58,000 names on the Memorial and telling their stories. The Information Center serves as a venue for people to learn about friends and loved ones lost in the war.

In 2010, VVMF installed a scanner in the Information Center and appealed to the communities it visited to bring their photos to be scanned for the Education Center. By the end of the year, 400 photos had been gathered, and VVMF hopes to collect 1,000 more in 2011.

Everywhere it goes, *The Wall That Heals* receives enthusiastic support from the community. Site hosts organize motorcycle escorts, ceremonies, essay contests and a variety of other special events to give visitors many opportunities to interact with The Wall while it is in their town. VVMF launched *The Wall That Heals* in 1996 and looks forward to having it on the road for many more years to pursue its healing mission.

To view a video of our October 2010 visit to Blue Springs, Missouri - [click here](#).

## We Remember



**Michael Jonas Pynnonen**

*Panel 12W, Row 58*

"We discovered something neither of us had expected: the names on The Wall had faces. The faces became real people for us... our hearts have been touched. Our minds have been opened to the past."

– Shannon Keivit and  
McKenzie Mathewson  
Students from Pynnonen's  
hometown of Lewiston, Mich.

# VVMF Programs

## Online Outreach

VVMF has created a page on Facebook that has more than 12,000 followers. On this site, veterans and family members interact, sharing stories about loved ones and war experiences, expressing support for our troops, past and present, and discussing various issues of importance. VVMF uses this forum to alert our friends to upcoming events, to remember those we lost and to commemorate historical milestones both in the history of The Wall and the Vietnam War. Facebook gives VVMF a unique platform for our friends to interact with us, and we are always searching for new ways to use this medium to pursue our mission.



VVMF's website, [www.vvmf.org](http://www.vvmf.org), also pioneered new ways in 2010 to engage supporters. In the weeks leading up to Veterans Day, VVMF hosted a survey on our website asking people across the country to share their Veterans Day plans with us. The results were plugged in to a map of the United States, so visitors could click on their location and see what people around them would be doing to honor veterans. Similar activities are scheduled for holidays in 2011.

By far, the most visited part of VVMF's website is the Virtual Wall, which features a profile page for every person whose name is on The Wall. Friends and family can leave remembrances and post photos. And, as stories and photos are collected for the Education Center, they are posted on the Virtual Wall for immediate viewing. In the coming year, VVMF will be implementing even more innovative ideas to make our website truly interactive.

To view VVMF's Facebook page, [click here](#).

## Our Volunteers

More than 200 dedicated individuals from around the country serve as volunteers for VVMF. Some of them help visitors at the Vietnam Veterans Memorial. Others fulfill a similar role at VVMF's traveling replica, *The Wall That Heals*. Still others work in their communities to raise support and gather photos for the Education Center at The Wall.

Volunteers at the Vietnam Veterans Memorial and *The Wall That Heals* provide answers to commonly asked questions about The Wall and the names. They help visitors locate names and assist in making name rubbings. They also provide comfort to visitors, especially Vietnam veterans, who are overcome with emotion upon seeing The Wall for the first time.

At The Wall in Washington, D.C., some volunteers come every week or weekend, while others help out during special occasions. Some of these volunteers have been donating their time and expertise for more than 20 years.

VVMF is deeply grateful for the dedication and support of all our volunteers who help us achieve our mission every day.



Dan Arant

## International Assistance



Project RENEW

VVMF has spent nearly a decade in Vietnam helping citizens locate and remove land mines, provide prosthetic care to victims of unexploded ordnance (UXO) and furnish income-generating opportunities to victims and their families.

The year 2010 began with a delegation to Vietnam led by Gen. Barry McCaffrey, USA (Ret.) and VVMF President Jan Scruggs. The nearly 30-person contingent of veterans and their families toured the country, from Hanoi to Ho Chi Minh City, stopping for several days in Quang Tri Province to observe Project RENEW activities there. The delegation also made a stop in Trieu An Commune to dedicate a newly renovated and expanded primary school, which was made possible with funds raised by VVMF from six American veterans: Marshall Carter, Will Soza, William Murdy, Terrence O'Donnell, John Weber and Jimmy Mosconis.

As the delegation began its journey, VVMF also announced that it had received a \$1 million grant from the U.S. government to assist in demining activities in Vietnam. The grant came through the Department of Defense.

VVMF used the grant money to expand its demining operations into a new province: Quang Binh Province, which is second only to Quang Tri in the amount of its land that is affected by UXO. Quang Binh has 28 percent of its land mass designated as bomb/mine areas, and along with Quang Tri has the highest number of UXO-related accident victims.

VVMF launched the demining initiative into Quang Binh Province through a partnership with PeaceTrees Vietnam, a Seattle-based organization that has been involved in demining activities in Quang Tri Province for the past 15 years. When the partnership was announced, VVMF President Jan Scruggs also announced that setting up and funding the Quang Binh Emergency Ordnance Disposal (EOD) project would be VVMF's final task in Vietnam. He reflected that while VVMF is proud of the work it has done to improve the lives and overall safety of the people of Vietnam, the organization needed to focus on its mission back home. VVMF will complete its work in Vietnam in June 2011.

*Only funds donated to VVMF specifically for Project RENEW are used for programs in Vietnam.*

## We Remember



**Annie Ruth Graham**

*Panel 48W, Row 12*

"I know Ruth touched many lives during her career, as evidenced by the letters she sent home to her parents.

"Ruth began her Army career as a 2nd lieutenant in 1942 as a general duty nurse. She served in WWII, the Korean War and finally Viet Nam. Her numerous tours of duty included caring for polio victims in Ethiopia. Ruth spent her off-duty hours in Viet Nam caring for civilian land mine victims. Lt. Colonel Graham died in Viet Nam 8/14/68. Her last post was Chief Nurse at 91st Evac Hospital, 43rd Med Gp, 44th Med Bde, Tuy Hoa. She was never married, and had no children."

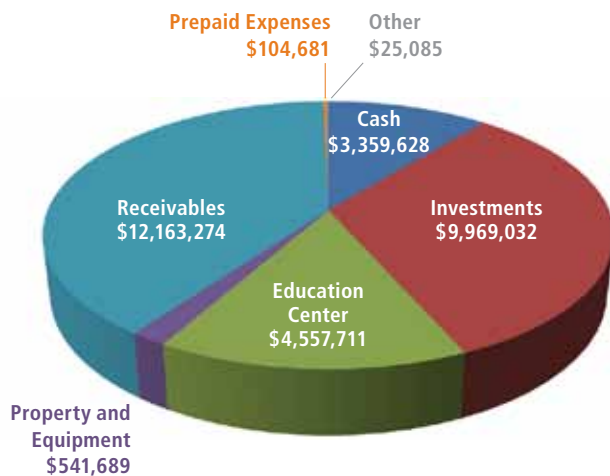
– Christine Kirby, great-niece



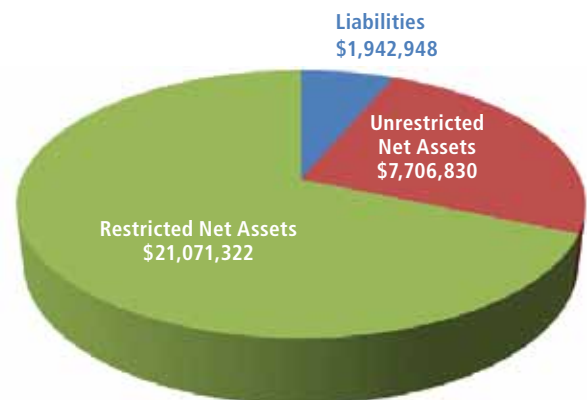
# Financials

## Financial Report for Fiscal Year 2010

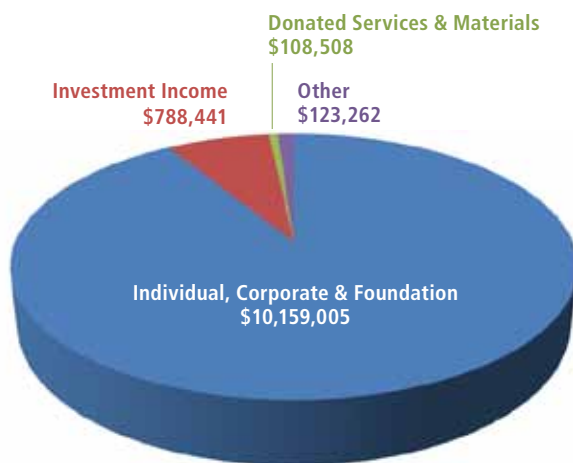
VVMF's revenues were \$11,179,216 for the year ending December 31, 2010. VVMF incurred maintenance expenses, including name additions and status changes, special events and other program-related expenses of \$5,242,480 and fundraising expenses of \$1,814,499; resulting in an excess of revenue over expenses of \$4,122,237. VVMF had assets of \$30,721,000. The net asset balance as of December 31, 2010 was \$28,788,152 and consisted of unrestricted funds of \$7,706,830, temporarily restricted funds of \$19,171,322 and permanently restricted funds of \$1,900,000.



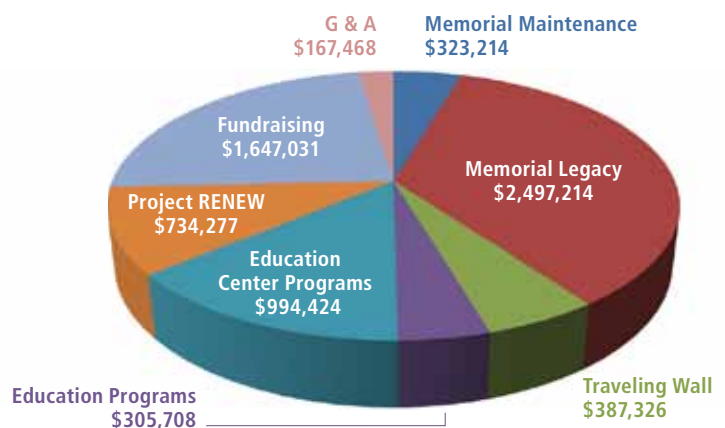
**Total Assets \$30,721,100**



**Liabilities and Net Assets \$30,721,100**



**Total Income \$11,179,216**



**Total Expenses \$7,056,979**

# 2010 Sponsors

## Organizations

*These organizations made contributions over \$1,000 to VVMF in 2010*

Anonymous	FedEx Corporation	The Ladies Auxiliary to the	Roy R. Charles Charitable
A&E Television Networks	GEICO Philanthropic	Veterans of Foreign Wars	Trust
Ada Charitable Foundation	Foundation	Ladies Auxiliary VFW	Sensient Technologies
Admiral Nimitz Foundation	General Electric	Post 2734	Foundation, Inc.
Balfour Beatty Construction	Harley-Davidson Motor	Legion Riders Post 96	Target Corporation
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Veterans Affairs	Illinois Tool Works	Foundation	VFW Post No 7591 Aux.
Cruise Industry Charitable	International Association	Paralyzed Veterans of	Vietnam Veterans of
Foundation, Inc.	of Machinists and	America	America Chapter 227
D.H. & L.B Hatch Fund	Aerospace Workers	Parker Drilling Company	Wise County Veterans Council
Disabled American Veterans	International Communications	The Peyton Anderson	Wise County Veterans Group
Elks Lodge #3 in San	Associates, Inc.	Foundation	Xerox Foundation
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Everhart Museum	Isabelle M. Phelan Trust	Rolling Thunder	
Francis Cannon VFW	John Lyon VFW Post 3150	Motorcycle Rally	
Post 7589			

## In Kind

*These organizations and individuals provided goods and services to VVMF in 2010*

American Pharmacists	Bresnan Communications	Paul Massey	The McGraw-Hill
Association	Crosswind Communications	Missouri Poster	Companies, Inc.
Base Technologies	FedEx Office	National Association of	Time Warner
BassPro Shop	Finnegan Law Firm	Broadcasters	TV Worldwide
Building & Construction	Peter M. and Julianna	Oswego Creative, Inc.	Washington Marriott
Trades Dept.	Hawn Holt	STS Graphics	

## Individuals

*These individuals donated \$500 or more in 2010*

Anonymous	Richard J. Caplin	Virginia Deane	Wayne M. Gatewood Jr.
Judge Richard Bender Abell	Marshall N. Carter	Robert Debaun	Paul B. Geddry Sr.
Ellsworth C. Alvord III	James A. Cassel	L. C. Delzer	Arthur E. Geuss
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Lt. Col. Richard Beahm,	Myrna Colon	Alden Doesburg Jr.	Donald E. Graham
USA (Ret.)	James A. Comalli	The Honorable Robert	Ralph S. Greco, M.D.
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Lt. Col. Michael D. Berendt	Col. Russell Conley	Nancy Donahue	John P. Grice
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Lynn Bolen	USA (Ret.)	W. Dyke, USA (Ret.)	Denison H. Hatch Jr.
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Gary Brooks	Lt. Col. Carlton Damonte,	Michael Fisher	June Hedstrom
Emily Brownlee	USAF (Ret.)	William S. Follis	Richard D. Herges
Thomas Buffenbarger	Ross Danielson	Joann Foskey	Lt. Col. Robert Hicks
Col. Donald Burke	Robert Daroff, M.D.	George S. Frilingos	Col. Charles D. Hill II
Marsha Burt	Sharon Davis	Michael R. Gardner	Travis Hill

## We Remember



**Joseph G. Wilson III**

*Panel 34W, Row 3*

"Joe was my favorite receiver at J.E.B. Stuart High School. I always could count on Joe to make the catch."

– Bob Robyak  
Quarterback, J.E.B. Stuart  
High School, 1959

# 2010 Sponsors

## Individuals *(continued)*

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Hawn Holt	Donald Lamboix	Craig Mellor	Tim Perkins	James Russell Jr.	Jim Truscott
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**Thomas Bright Jr.**

*Panel 29W, Row 17*

"I was with you when you gave your life. We met in Dec. 1968 and fought side by side. Even though it has been 38 years, I have never forgotten you. God be with you."

— Jim Bousquet

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# Governance

## Board of Directors

The Vietnam Veterans Memorial Fund is guided by a nine-person board of directors that meets at least three times a year to oversee all of the financial and programmatic decisions of the organization.

VVMF reorganized its board of directors in 2010:

- **John Dibble** was named the new chairman of the board.
- **John Woods** took over as treasurer.
- **Dan Reese**, who serves as the COO and CFO of VVMF, joined the board as secretary.

In addition, VVMF welcomed a new member to the board of directors: **Judy Heisley Bishop**, executive director of the Heisley Family Foundation. Bishop was active behind the scenes at VVMF throughout 2010, and she spearheaded the organization's first annual Gala Benefit for the Education Center.

Seven of the nine board members are voting members. VVMF President Jan Scruggs and board Secretary Dan Reese, both of whom are on the staff of VVMF, are nonvoting members. VVMF strives for diversity among its board members.

## Financial Transparency

VVMF takes the stewardship of donations entrusted to it seriously. The programs funded by these donations are designed to help VVMF achieve its

mission of preserving the legacy of the Vietnam Veterans Memorial, promoting healing and educating about the impact of the Vietnam War.

VVMF meets the Better Business Bureau's Wise Giving Alliance Standards for Charity Accountability. These standards were developed by BBB to assist donors in making sound giving decisions and to foster public confidence in charitable organizations. The standards seek to encourage fair and honest solicitation practices, to promote ethical conduct by charitable organizations and to advance support of philanthropy. VVMF meets all 20 Wise Giving Alliance Standards. Visit <http://www.bbb.org/charity-reviews/national> to look up the details of VVMF's Wise Giving report.

VVMF's Finance and Audit Committee meets regularly, and its members lend their financial expertise to the goal of using VVMF's funds wisely and ensuring that the organization's financial information is transparent and accessible to any interested parties. To that end, VVMF has posted financial information on its website, for FY2010 and past fiscal years, going back to 2008. This information includes the Annual Report, IRS Form 990, the Audited Financial Statement and a Breakdown of Administrative Expenses.

## New Cost-Saving Measures

In 2010, VVMF scrutinized its operations to find ways to save money and implemented significant cost-savings measures in these areas:

- **Donor outreach:** VVMF diversified its outreach to donors beyond the traditional direct mail to embrace electronic communications. While scaling back on direct mail printing expenses, we grew our e-mail list of donors and potential donors from 12,000 to over 110,000 and increased electronic contact with these groups. This strategy has allowed us to build our supporter base, institute regular contact about program activities and avoid high printing and postage expenses, with an overall cost savings of \$300,000.
- **Fundraising consulting:** VVMF tightened its fundraising expenditures, brought many functions in-house and saved \$600,000 in 2010 while increasing the amount of funds raised.
- **Accounting:** VVMF brought the accounting function in-house for the first time. The process involved streamlining and reorganizing our financial operations and simplifying our accounting practices. The results were not only cost savings, but also ease of operations.

In 2010, VVMF's operating expenses decreased from \$8.4 million to \$7 million.



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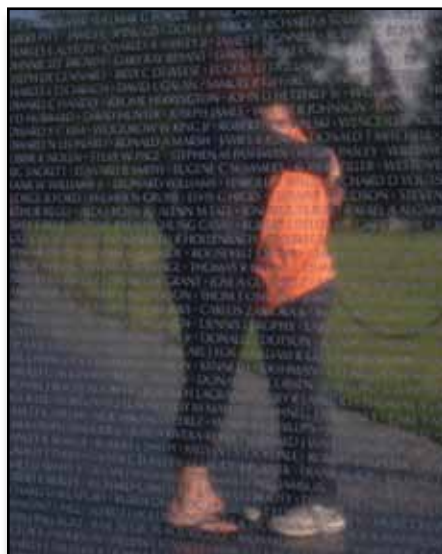
# Ways to Give

While VVMF honors veterans and their families, the organization uses the generous contributions of its donors to educate future generations and support the legacy of The Wall and those who served and sacrificed in the Vietnam War. We rely on your support to continue our programs that advance the education and healing that began with the creation of The Wall.

There are many ways to support VVMF and our important missions.

## Combined Federal Campaign/United Way

Federal, military and Postal Service employees can designate a payroll deduction gift to the Vietnam Veterans Memorial Fund by writing our **national code number 11070** on your Combined Federal Campaign pledge form.



VVMF

If you are participating in the United Way Campaign and wish to donate to the Vietnam Veterans Memorial Fund, the **identification code is 1184**.

## Online Donations

Visit [www.vvmf.org](http://www.vvmf.org) and click on “Support VVMF” to make a secure, one-time donation with your credit card.

## Monthly Giving

The Honor Guard is a specialized program designed for donors who want to support VVMF all year round. To join the Honor Guard of monthly supporters, visit [www.vvmf.org/MonthlyGiving](http://www.vvmf.org/MonthlyGiving).

## Gift planning

Looking for a way to honor the service of Vietnam veterans while planning for your future? A planned gift to VVMF is easy to do, and your meaningful contribution will help others remember the brave men and women who served in Vietnam for years to come. Visit [www.legacy.vg/vvmf/giving/1.html](http://www.legacy.vg/vvmf/giving/1.html) for more information.

## Other Gifts

VVMF accepts vehicle donations, as well as gifts of real property, stocks and bonds. Visit [www.vvmf.org/VehicleDonations](http://www.vvmf.org/VehicleDonations) to learn about all of these options.

*In addition to the web addresses listed, supporters may call VVMF at (202) 393-0090 with any questions or to support our programs through any of these giving options.*

## Corporate Gifts

Your organization or business can become a corporate sponsor of VVMF and our many activities. Your gift can be given for a specific program, such as our ceremonies or *The Wall That Heals* traveling replica, or it can be given to the annual fund to help support all of our work. Your organization may also choose to become a corporate donor for the Education Center at The Wall. To become a VVMF corporate sponsor, call Sarah Stewart at (202) 393-0090, ext. 118.

## Help Build the Education Center

Gifts for the Education Center at The Wall must be designated as such. These gifts will help VVMF create a permanent learning facility on the National Mall that will show the pictures and tell the stories of the more than 58,000 individuals we lost during the Vietnam War.

VVMF established the Founders Club in 2010 to recognize individuals who give \$100,000 or more of their personal funds to help build the Education Center.

To support this important initiative with a gift of any size, visit [www.buildthecenter.org/donate-now.html](http://www.buildthecenter.org/donate-now.html) or call 1-866-990-WALL.

*The Vietnam Veterans Memorial Fund is a nonprofit organization under Section 501(c)(3) of the Internal Revenue Code. All donations are tax deductible to the full extent permitted by law.*





# Testimonials

## What Our Supporters Have to Say about VVMF Programs

### Teacher's Programs

"The Vietnam Wall workshop was my favorite part of the week. The speaker was fantastic!"

— *Erin Peters, San Francisco, Calif.*

"Allen, the speaker at the Vietnam Memorial, was spellbinding."

— *Chris Govern, Iowa*

"I wanted to express once again how much the teachers get out of our partnership in exploring The Wall together! They all loved the packets and in general valued the experience!"

— *Rose Steller, Close Up Foundation, Washington, D.C.*

### The Wall That Heals

"It's understandable why they call it *The Wall That Heals*. It can bring finality to old memories. It can bring tears and release old, bottled-up emotions. It can say welcome home, soldier."

— *From The Examiner, Kansas City, Mo., Oct. 9, 2010*

"What a wonderful way to honor such courageous men and women. It makes me proud to have served my country. Thanks for doing this for them."

— *Anonymous, Lawton, Okla.*

"I found my Dad's cousin's name. I am so proud to come from a long line of military. God Bless all the soldiers of the past, present, and future. And thank you for bringing The Wall to us."

— *Herndon Family, Taylor, Texas*

### Researching a Name on The Wall

When former New Mexico Secretary of Veterans Affairs John Garcia wanted to identify someone he served with in Vietnam who was killed in action, he turned to VVMF.

"I have been searching for a young man who died from a sapper attack who served with me," Garcia wrote. "We were together on bunker line when he died. I never got his name. I only knew him as being from California and I have been searching for him ever since. He died in the early morning of August 7th, 1970. He was with the 4th Division and we were overrun by sappers in our AO at Camp Radcliff, Anhke."

Based on his first round of information, VVMF staff member Geoff Wiles narrowed the search to

Army Cpl. Theodore C. Kappmeyer as the possible individual. After conferring with Secretary Garcia and using new information, he was further able to discover a newsletter from the 4th Infantry Division Association in 2006 that had an eyewitness to the event, confirming that it was indeed Kappmeyer who was killed that day. Wiles also determined that Kappmeyer was in the finance corps and that he had a sister who posted a remembrance on VVMF's Virtual Wall.

Armed with the panel and row number on The Wall for Cpl. Kappmeyer, Garcia was able to go to the Memorial while visiting Washington, D.C. and find his name.



Bill Petros

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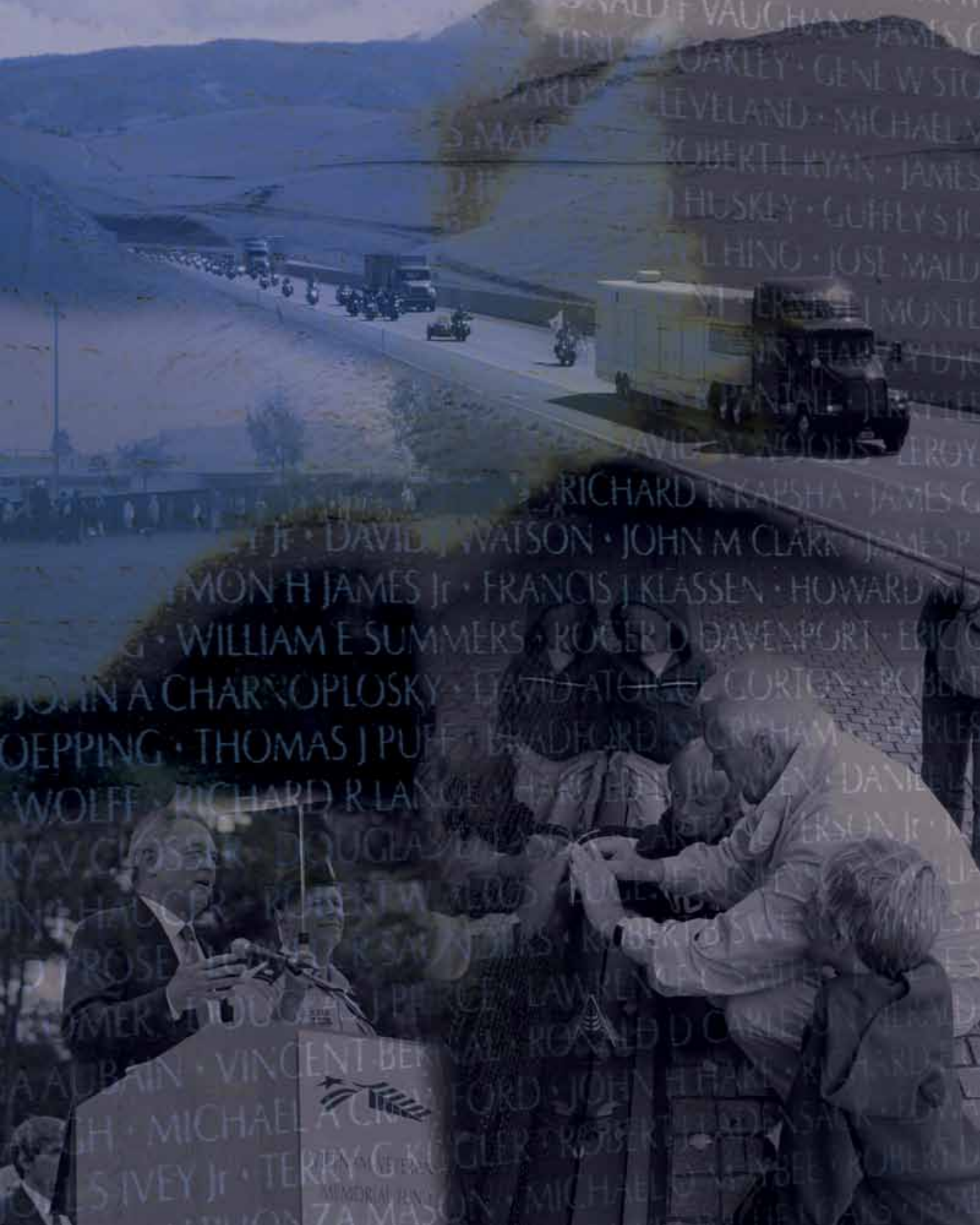
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2600 Virginia Ave., NW, Suite 104, Washington, DC 20037

Phone: 202.393.0090 Fax: 202.393.0029

E-mail: [vvmf@vvmf.org](mailto:vvmf@vvmf.org) Website: [www.vvmf.org](http://www.vvmf.org)