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# **2011 ANNUAL REPORT**



# **OUR MISSION**

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

# **ACHIEVING HIGH CHARITY RATINGS**

VVMF has been recently distinguished with honors from:

- Great NonProfits, a nonprofit consumer review organization, gave VVMF a 5/5 rating, judged on unanimous assessments by its volunteers and
- VVMF's financials, transparency, and program impacts earned 4/4 stars from Charity Navigator, and the GuideStar Exchange Seal of Approval;
- The Better Business Bureau's Wise Giving Alliance awarded VVMF with its coveted Accredited Charity Seal of Approval based on a 20-point review of its effectiveness in doing business in a fair manner.









# **DEAR FRIENDS:**

When engaged in the mission of the Vietnam Veterans Memorial Fund, there is a word that I'm particularly fond of. That word is: momentum. For those connected with VVMF, 2011 was all about building momentum. In the course of this one year, the programs we dedicated ourselves to have gathered more and more steam, and resulted in forward motion that is carrying us closer to the goals contained in our mission statement.

It is this momentum that will take us into our 30th Anniversary year, and far beyond. The energy and drive created in 2011 will propel us as we go about the challenge of making the dream of the Education Center at The Wall a reality. In it, we will honor those who fell in Vietnam, those who fought and returned, as well as the friends and families of all who served.

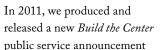
Since 1982, The Wall has stood as a solemn tribute to those who did not return from war in Southeast Asia. Under our care in 2011, it has remained among America's most valued treasures—the place where the promise of "Never Forget" is kept. It is our continuing duty to honor, to remember the names, faces and lives of those we lost. As important as it is to remember the fallen, VVMF's mission is also to help visitors better understand the profound impact the Vietnam War had on their friends and family members, their hometowns and the nation

The cornerstone of our efforts in 2011 was the campaign to build the Education Center at The Wall, where we will feature the faces and stories of the 58,272 men and women on The Wall. The Build the Center campaign not only took shape in 2011... it gained momentum throughout the year. The challenge called for an almost staggering amount of effort by all departments of VVMF, and culminated in November with memorable Veterans Day activities and a gala fundraising event that beat all expectations.

2011 saw expanded outreach efforts for the National Call for Photos. Over 23,000 photos have been collected.

- During the year, the Call for Photos has received coverage from over 75 different news outlets.
- Partnering with HISTORY®, VVMF hosted four press events around the country helping raise awareness of the Education Center.

The Call for Photos is a primary focus at each of The Wall that Heals tour stops. VVMF's 2011 tour season hit over 30 cities, maximizing awareness and fundraising for the Education Center.





released a new Build the Center public service announcement

campaign. The beautifully filmed PSAs included notable Americans sending the powerful message of, "Get involved and help them build it."

To highlight the grassroots activities and fundraising efforts, we dramatically increased and improved VVMF's online presence. The all new www.buildthecenter.org website communicated our mission to more than 230,000 unique visitors driving over 4.3 million page views. Social media efforts focused on Facebook and active blogging resulted in an ever-growing online community of supporters.

Education programs continued in 2011. Since its launch in FY10, the Hometown Heroes Service Learning Project has had nearly 5,000 viewers.

We've done all this while significantly reducing administrative costs, maintaining sound business practices and exercising wise stewardship of our resources. This year we are very proud that VVMF has been acknowledged with the highest marks by leading charity rating services.

Once again, I am proud of VVMF's momentum in 2011. We will continue to gain energy as we move into our 30th year and beyond. Thank you for your support that made these programs possible in the past year. I know that we will be able to count on you in the years ahead.

Sincerely,

Jan C. Scruggs, Esq. Founder and President

# THE FDUCATION CENTER AT THE WALL

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Since its inception in 1979, the Vietnam Veterans Memorial Fund (VVMF) has pursued its mission to preserve the legacy of The Wall, promote healing, educate the public about the legacy of service in America's military and encourage positive involvement in America's communities. The Wall immortalizes the names of the more than 58,000 brave men and women who gave their lives in service to our great country during the Vietnam War. It is a memorial built by the American people, not to memorialize the war, but to ensure that those who served during that era would be remembered.

For many, the Vietnam War occurred in America's distant past, and is afforded little more than a brief mention in middle or high school history books. In fact, nearly half of the 4 million people who visit The Wall annually were born after the memorial was constructed in 1982. To them, the seemingly endless rows of names etched in the smooth black granite represent faceless patriots, without historical context, and without a connection to the present. These younger visitors understand that each name recalls a person who lost their life, but without the proper resources, their knowledge is too often limited to fictionalized accounts, or flashy sensationalism.

The millions of people who will visit each year will learn about the values of courage, loyalty, service and honor that are not unique to the Vietnam warriors, but permeate the lives of those who have served in America's conflicts before and since the Vietnam War.

The Education Center at The Wall will be a place where service to our nation and our communities will be elevated and celebrated. Direct community involvement will be solicited from the visitors. The dramatic vehicle through which this will be accomplished will be the digital display of the photographs of the fallen on large screens and powerful displays of some of the 300,000 remembrances left at The Wall.

There are four main exhibit areas of the Education Center at The Wall and one temporary exhibit space.

- The first area a visitor enters is the America's Legacy of Service. This exhibit places the Vietnam War in the context of all other wars our nation has fought, from the Revolutionary War to the conflicts in Iraq and Afghanistan.
- The visitor then moves into the second exhibit that contains objects left at the Vietnam Veterans Memorial during its 30 year existence. The objects are remembrances of soldiers and those who fought in the war or lived through the tumultuous Vietnam Era. There will also be objects from fellow veterans who served in past or current conflicts and from family members and relatives.
- The third component of the exhibits is a multimedia timeline that will explore the history of the Vietnam War.
- Finally the visitors will experience the Wall of Faces. The wall will be a two story multimedia wall that will make the names on The Vietnam Veterans Memorial visible.

#### THE CAMPAIGN TO BUILD THE EDUCATION CENTER AT THE WALL

VVMF has developed a focused, yet opportunistic strategy for completing our fundraising efforts.

By law, VVMF is required to have 75% of the construction's cost in hand by November 2014 in order to get an automatic three year extension to finish the job. Since fundraising efforts are easily expected to reach this goal well before the deadline, it has become a foregone conclusion that The Center will be built, it is only a question now of when it will be completed.

In 2011, with passage of the appropriations bills for fiscal year 2012, the door was opened for VVMF to compete for federal grants to support the Education Center. In working with the Congress, there is active consideration of a competitive federal grant within the FY2013 budget now before the Congress. With the receipt of receipt of a \$3.3 million donation from the Government of Australia, America's other wartime allies are being asked to consider donating to The Center.

Beyond that, VVMF has targeted and are carefully cultivating a number of high net worth prospects who are already in our donor pool. VVMF has more than 250,000 active annual donors and another 1.2 million donors in our database.

On the grassroots side as word of this campaign has spread, our active, opt-in email list for the campaign has grown in twelve months from 7,500 to nearly 300,000 names. VVMF hosts a series of fundraising events including a National Gala with numerous celebrities participating including Tom Selleck, our National Campaign Spokesperson, and General Colin Powell, our National Honorary Campaign Chairman.

#### **CONSTRUCTION UPDATE**

The project team, which consists of Ennead Architects, Tishman Construction, AECOM, RAA, as well as other sub-contractors and consultants, has made significant process regarding the development of the Education Center.

Tishman Construction has been essential with the development and maintenance of the overall project schedule, and has worked closely with the VVMF to solicit estimates from multiple union contractors, as well as veteran participation. VVMF estimates that as many as 820 new jobs will be created during the project, some of which will include full-time positions after the completion of the Education Center. No less than 70 percent of these new positions will be available to veterans.

In April, VVMF began geotechnical and soil testing on the future site of the Education Center at The Wall. This was an important first step in planning for the actual construction of the underground learning facility.





Bill Petros

# THE EDUCATION CENTER AT THE WALL

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### CAMPAIGN TO BUILD THE CENTER



November is always a big month for VVMF, and November 2011 was even busier than usual, with special programs and events designed to raise funds and build awareness for the Campaign to Build the Center. The centerpiece was the second annual Build the Center Benefit on November 11, held in the Presidential Ballroom at the Capital Hilton in Washington, DC.

The evening's host was VVMF's National Spokesperson Tom Selleck, who generously donated his time, energy, and star-power to make the evening a success. He was joined by VVMF's National Radio Spokesperson, Rusty Humphries whose father, Gary D. Humphries, was killed in action in Vietnam in January, 1969.

- Former Senator Chuck Hagel of Nebraska was presented with the Charles "Mac" Mathias Award for his outstanding commitment to the Vietnam Veterans Memorial Fund and the United States as a veteran and statesman.
- Award-winning and nationally-respected war correspondent Joseph L. Galloway received the Legacy of Service Award.
- Lisa Lark, Dearborn, Michigan teacher and long-time contributor to VVMF, was presented the Hometown Heroes Award for her efforts to gather photos of all 2,664 Michigan veterans whose names are inscribed on The Wall

Sponsors for the Benefit were the TriWest Healthcare Alliance, the Heisley Family Foundation, Alan and Christine Buckelew, BAE Systems, William Murdy, Tishman, The Cone Group, and HISTORY®.

#### **PUBLIC SERVICE ANNOUNCEMENTS**



As a valuable part of the campaign to build the Education Center, VVMF released new Public Service Announcements to television and radio audiences around the country in December. These exciting and powerful PSAs include messages from actors

Gary Sinise and Tom Selleck, Band of Brothers star Captain Dale Dye, and former Secretary of State, General Colin Powell.

The messages urge the support of audiences to get involved in VVMF's ongoing efforts to construct the Education Center at The Wall and promote the legacies and stories of our military heroes.

The PSAs began airing in late December, showcasing emotionally-powerful and evocative statements from some of America's most respected public and entertainment figures.

# PRESERVING AN AMERICAN ICON

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# **VVMF STEWARDSHIP ON THE MALL**

Since its dedication in 1982, the Vietnam Veterans Memorial has been viewed by nearly one hundred million people, making it one of the most visited memorials on the National Mall. VVMF has made stewardship of the memorial and its grounds a critical part of its mission. From the beginning, VVMF has taken an active role with the National Park Service (NPS) to care for its physical needs. Thanks to generous private donations, the Memorial remains a loving tribute of hope and remembrance, which will continue for years to come.

As an organization, we have already committed ourselves to renovating our memorial site. We believe it is our duty to make sure it remains a fitting tribute to the men and women who served in the Vietnam War. In 2011, renovations to the lawns, flagpole and base, and directory stands were completed or well under way.

# On an annual basis:

 VVMF adds names to The Wall and changes the symbols denoting status on The Wall of those listed as Missing in Action as remains are recovered from Vietnam.

- VVMF manages the updates and production of new editions of the name directories and provides copies to the National Park Service (NPS) for use at The Wall.
- VVMF also provides other assistance as needed, ranging from Wall cleaning and light bulbs to supplies and recognition for the volunteer guides.
- VVMF also provides insurance to repair any catastrophic damage to the memorial, working with highly qualified engineers and architects to monitor the short and long-term needs of the memorial.
- VVMF coordinates and co-sponsors Memorial Day and Veterans Day ceremonies at The Wall with NPS.

In 2011, VVMF partnered with the National Park Service on the restoration and improvement of the *In Memory* plaque located in the *Three Servicemen* statue plaza.

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.





Jan Arant

# **VVMF PROGRAMS**

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### AT THE WALL

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.

#### **APRIL**

In Memory Day was created to pay tribute to the men and women who died prematurely from noncombat injuries and emotional suffering caused directly by their service in the Vietnam War, but who are not eligible to have their names inscribed on the Vietnam Veterans Memorial. The 13th annual In Memory Day Ceremony recognized 93 American heroes. The Non Commissioned Officers Association of the USA (NCOA) has sponsored the event since 2004.

#### MAY

The month of May always brings a great deal of activity at The Wall. Early in the month, five names were added:

SPC Charles J. Sabatier, U.S. Army SPC Charles Robert Vest, U.S. Army Sgt. Henry L. Aderholt, U.S. Army ETR2 Richard Lewis Daniels, U.S. Navy BT3 Peter Otto Holcomb, U.S. Navy

In addition to the five names added this year, eight designation changes were made as well.

Mothers who lost children in Vietnam, Iraq and Afghanistan were honored during the Annual Mother's Day Ceremony at The Wall.

The annual Memorial Day ceremony, hosted by VVMF and the National Park Service, pays tribute to members of America's armed forces who have made the ultimate sacrifice in Vietnam and in all conflicts. This year, thousands of veterans, families and friends from around the country came to Washington, D.C. for the annual observance. Juan M. Garcia III, Assistant Secretary of the Navy (Manpower and Reserve Affairs), was the keynote speaker.



#### IUNE

One of the most touching ceremonies each year, Father's Day at the Wall features beautiful symbolism, emotional tributes, and elegant reverence in recognition of sons, fathers, brothers, and friends who perished in Vietnam. This year, nearly 2,000 roses were placed at The Wall for the Father's Day Rose Remembrance.

#### **NOVEMBER**

The Vietnam Veterans Memorial Fund (VVMF) and the National Park Service welcomed thousands to the Vietnam Veterans Memorial for the annual Veterans Day Observance at The Wall on Friday, November 11. The keynote speaker for the Veterans Day ceremony was Joseph L. Galloway—an award-winning and nationally-respected correspondent and journalist during the Vietnam War. In conjunction with these events, VVMF and TV Worldwide hosted a twelve-hour Telethon benefitting the Education Center at the Wall, featuring a live webcast of the Veterans Day ceremony.

#### **DECEMBER**

VVMF honored veterans and active-duty military personnel during its 15th Annual Christmas Tree Ceremony at The Wall, on December 19, 2011. During the ceremony, representatives of the VVMF placed a Christmas tree at the apex of the Vietnam Veterans Memorial. Volunteers then decorated the tree with holiday greeting cards sent to the VVMF by Americans of all ages. The tree will also be adorned with cards and ornaments hand-made by schoolchildren from around the country.

# **EDUCATION**

In 2011, VVMF expanded its educational outreach to teachers, helping communities to educate their youngest citizens about the Vietnam War era, while also helping those who lived through the war to reflect, to remember and to heal.

#### THE HOMETOWN HEROES SERVICE LEARNING PROJECT

Into its second year, 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 HISTORY® to promote it to teachers around the country.

#### **ECHOES FROM THE WALL**

The Memorial Fund's secondary school curriculum about the Vietnam War era, *Echoes From The Wall*, is the most ambitious undertaking by the non-profit organization since the raising of The Wall in 1982. This program is designed not only to educate students about the Vietnam War, but also to use the lessons of that chaotic period to imbue future leaders, sitting in classrooms today, with a heightened sense of responsibility, citizenship and service.

*Echoes From The Wall* has been distributed free of charge to all 40,000 public and private middle and high schools in the country. The package features a teachers' guide, two posters, two books, a video and a war chronology provided by the Veterans of Foreign Wars.

#### THE VIETNAM TEACHERS NETWORK

Launching *Echoes From The Wall* curriculum placed VVMF in the center of America's middle and high school classrooms. Introduced in 2002, the Teach Vietnam Teachers Network helps broaden The Wall's reach in America's classrooms and continues the Memorial Fund's important work of educating students about the impact of the Vietnam War.

Nearly 300 members of the Teachers Network fill many roles. They serve as a point of contact for other educators in their state and answer questions from other teachers about effective

teaching of the Vietnam War. They also provide teachers with access to Memorial Fund materials and help educators map the *Echoes From The Wall* curriculum to their state's social studies standards. In addition, Teachers Network members provide feedback about Memorial Fund programs and materials, and help in developing new resources for educators.

#### THE LEGACY OF THE WALL

In October 2000, VVMF unveiled *The Legacy of The Wall*. In keeping with the Memorial Fund's mission, this traveling storyboard exhibit is designed to educate viewers—primarily students—about the impact of the Vietnam War.

A new lightweight version of *The Legacy of The Wall* consists of several two-sided panels, each with vivid images, timelines and simple text to tell the story of the Vietnam War, The Wall and their lasting legacies. The panels address a range of topics, from the American involvement in Vietnam, life on the home front and the soldiers' experience, to the history of The Wall, Memorial statistics and the different ways we honor our fallen heroes.

## **HOMETOWN HEROES AWARD**

Lisa Lark, a Michigan schoolteacher and long-time VVMF volunteer, received the inaugural "Hometown Heroes" Award at VVMF's Build The Center Benefit on November 11.

The Hometown Heroes Award recognizes an individual who has demonstrated exceptional dedication to gathering information, remembrances and photographs. The award is a foundational part of the Hometown Heroes Project, created as a partnership between VVMF and HISTORY.

Lark, a native of Dearborn, Michigan, originally set out to collect photographs of the 23 fallen service-members from Edsel Ford High School, where she teaches. What began as a class project turned into an effort to collect the all the photographs from her hometown, and eventually seek to compile all 2,663 photographs from the state of Michigan.

# **VVMF PROGRAMS**

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# A YEAR OF PARTNERSHIPS

#### **AUSTRALIA**

On March 7, 2011 Australian Prime Minister Julia Gillard joined General Barry McCaffrey, USA (Ret.); Admiral Michael Mullen, USN; former Chairman of the Joint Chiefs of Staff; and Jan Scruggs on the steps of the Lincoln Memorial to announce the Australian government's \$3 million gift to build the Education Center at The Wall. This was the first government institution to donate to the Education Center, and the first foreign gift the Center has received.

Australia and the United States have a history of friendship and mutual support that goes back to the last century.

During the Vietnam War, Australia sent its Army, Navy and Air Force to assist in the war effort, including nearly 42,000 Army, just under 13,000 Royal Australian Navy (RAN), and over 4,700 Royal Australian Air Force (RAAF) personnel. In all, 521 Australian service members died as a result of the war, and more than 3,000 were wounded.



#### **NEW ZEALAND**

On October 20th, the Embassy of New Zealand hosted an Embassy Gala to benefit the Vietnam Veterans Memorial Fund and USO's Wounded Warrior Program. World renowned tenor Anthony Kearns, the founding member of the popular touring group, The Irish Tenors, was the evening's featured entertainer.

#### STATE DIRECTORS OF VETERANS AFFAIRS

Also in March, VVMF President Jan C. Scruggs addressed the membership of the National Association of State Directors of Veterans Affairs (NASDVA) about the campaign to build the Education Center at The Wall during the group's midwinter meeting in Alexandria, Va.

NASDVA's membership includes the top veterans affairs officers in all 50 states. Scruggs briefed them on VVMF's plans for the Education Center at The Wall and asking for their help in gathering photos for every one of the more than 58,000 individuals whose names are on the Vietnam Veterans Memorial.

#### **CHICAGO CUBS**

On July 14, VVMF joined with the Chicago Cubs baseball team to honor Vietnam Veterans with a pre-game, on-field ceremony featuring Vietnam Veterans and Community Leaders. From July 14-17, two panels of The Wall That Heals, were on display outside of Wrigley Field along Clark Street. These two panels included 36 names of Chicagoans who served and fell in Vietnam. Also on display weas the Mobile Education Center showcasing artifacts left at The Wall, educational displays and timelines regarding the era, touch screens to search for names on The Wall, and a digital Virtual Wall to leave messages and stories.

#### TRIWEST HEALTHCARE ALLIANCE

On September 27, David J. McIntyre, Jr., President and CEO of TriWest Healthcare Alliance offered to match every dollar contributed by VVMF supporters before Veterans Day, November 11, 2011. The funds raised through this campaign will go toward the remaining funding needed to build the Education Center at The Wall.

## **HISTORY®**

HISTORY® partnered with the VVMF to launch a nationwide Call for Photos effort supporting the Education Center at The Wall. The partnership tied to HISTORY's six hour television special, Vietnam in HD.

HISTORY® and VVMF kicked off this combined campaign with a ceremony in New York City at Military Island in Time Square, on Tuesday, October 11th. During the ceremony, New Yorkers were asked to participate in this national initiative to gather photographs and stories of the 58,272 men and women listed on the Vietnam Veterans Memorial. Special guests for the event included Mayor Michael Bloomberg, Police Commissioner Raymond Kelly, Fire Commissioner Salvatore Cassano and Medal of Honor recipient Paul Bucha.

Times Square was only the beginning. October 13th a ceremony in Philadelphia featured Mayor Michael Nutter and Pennsylvania Chief Justice Ronald Castille. On October 25th in Atlanta, VVMF and HISTORY® welcomed Senator Johnny Isakson and General Barry McCaffrey. The tour moved to Chicago on November 3rd and culminated at the national ceremony at The Wall on Veterans Day.

In New York, Philadelphia and Atlanta the effort included a visit by The Wall That Heals. Friends and families were invited to bring photos of their loved ones whose names are memorialized on The Wall to be scanned onsite and eventually featured in a permanent exhibit at the Education Center at The Wall.

In each market, VVMF and HISTORY® worked with local constituents to locate and welcome Vietnam veterans and their family members who have not yet visited the Memorial in D.C.





# **OUR VOLUNTEERS**

As it is with most organizations like ours, VVMF volunteers make up our backbone. We are grateful that some of them have been donating their time and expertise for more than 20 years.

More than 80 volunteers regularly dedicate their time at the Vietnam Veterans Memorial. Some volunteers come every week or weekend, while others help out during special occasions, showing up in force to assist with the many ceremonies hosted at the memorial each year.

The familiar "Yellow Hats" are experts at assisting the more than four million annual visitors and selflessly provide answers to commonly asked questions about The Wall and the names. They stand ready to help visitors locate names and assist in making name rubbings, and often provide comfort to visitors, especially Vietnam veterans, who are overcome with emotion upon seeing The Wall for the first time.

Almost 1,100 others volunteer across the country fulfill a similar role at VVMF's traveling replica, The Wall That Heals. Each time the traveling memorial and exhibit rolls into a new town, it is met by eager hosts and numerous volunteers.

Countless others work in their communities to raise support and gather photos for the Education Center at The Wall.

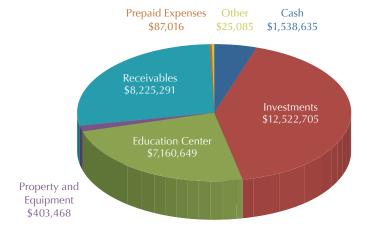
VVMF is deeply grateful for the dedication and support of all our volunteers who help us achieve our mission every day.

# FINANCIAIS

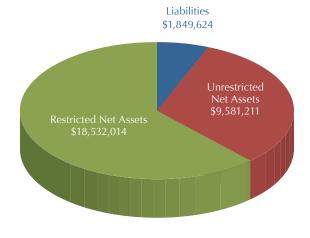
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# FINANCIAL REPORT FOR FISCAL YEAR 2011

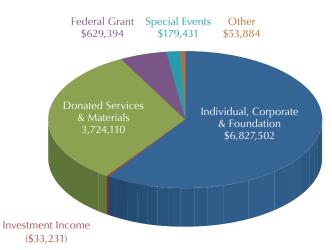
VVMF's revenues were \$11,381,090 for the year ending December 31, 2011. VVMF incurred maintenance expenses, including name additions and status changes, special events and other program-related expenses of \$9,966,885 and fundraising expenses of \$2,079,132; resulting in an excess of revenue over expenses of \$664,927. VVMF had assets of \$29,962,849. The net asset balance as of December 31, 2011 was \$28,113,225 and consisted of unrestricted funds of \$9,581,211, temporarily restricted funds of \$16,632,014 and permanently restricted funds of \$1,900,000.



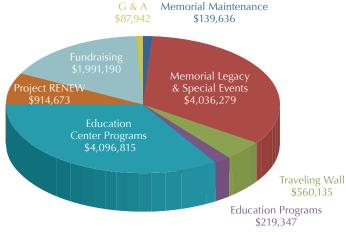
Total Assets \$29,962,849



Liabilities and Net Assets \$29,962,849



Total Income \$11,381,090



Total Expenses \$12,046,017

# 2011 SPONSORS

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# **ORGANIZATIONS** These organizations made contributions over \$1,000 to VVMF in 2011

A&E Television Network AON Austin Precision Products B-C Equipment Sales Inc. Structural CEG Comfort Systems USA ConocoPhillips Disabled American Veterans Boilermakers Ennead Architects FedEx Corporation Glico Philanthropic Foundation Teamsters General Electric Government of Australia Greenwood Hall of Heroes H&S Construction Constructors Harley Davidson Motor Company The Heisley Family Foundation HISTORY Joe H. Sheard Home Box Office (HBO) Laborers International Union of N.A.

ICA Languages Services Lockheed Martin Illinois Tool Works Marathon Oil Corporation Independence Motorcycles McCormick Foundation International Assoc. of Bridge Mixon Private Foundation NCOA National Defense International Association of Foundation Machinist and Aerospace Workers Operative Plasters & Cement International Brotherhood of Masons Intl. Association Parker Drilling Company International Brotherhood of Robert R. McCormick Foundation Electrical Workers Rock Resources International Brotherhood of Rolling Thunder Inc. Rolling Thunder Motorcycle Rally International Union of Bricklayers & Allied Craftworkers SAM Kane Beef International Union of Elevator Sheet Metal Workers International Assoc. International Union of Painters Tawani Foundation Isaac I. Foundation Inc. Tawani Foundation

Tee It Up for the Troops Terrence & Margaret O'Donnell

The Coweta Community Foundation Inc. The Denver Foundation The Grafton Jhung Revocable Trust The Ladies Auxiliary to the Veterans of Foreign Wars Time Warner Tishman Construction United Assoc. of Journeymen & Apprentices United Brotherhood of Carpenters United Union of Roofers Waterproofers Veteran's Band of Corpus Christi Veterans of Foreign Wars VFW - Garsonville MD

Vietnam Veterans of America -

Alamo Chapter

# IN KIND These organizations and individuals provided goods and services to VVMF in 2011

Base Technologies Bresnan Communications Finnegan Law Firm

Inc.

National Association of Broadcasters New Century Transportation Inc. Peter M. & Julianna Hawn Holt

The McGraw-Hill Companies, Inc. Time Warner TV Worldwide

# INDIVIDUALS These individuals donated \$350 or more in 2011

James F. Adams Patricia R. Ainsworth Bruce S. Aitchison Lorraine Allen-Smith Gilbert 1 com Robert E. Alspaugh Leah Smith Angers Anonymonous Murphy Appling Linda Arbogast Robert D. Arden Al Arguedas Terry Aschenbrenner Edward E. Ayres Maria Bachman Joan S. Baker David Bancroft John M. Bangert Thomas M. Banholzer

Missouri Poster Banner & Sign Co., Thomas E. Barker Raymond F. Barrett SSgt. Gary W. Betty Baxter Oscar Bayer Robert J. Beggio Pete Bennett Michael D. Berendt M. F. Bergquist Cristina Bergren William D. Betz Rodger Billotte Loren F. Blass Charles Bleiberg Samuel Blue Dan J. Boccolucci

Jim Bohannon David & Judy Bonior Robert P. Borchert Nan Borg Earl L. Bottomley Geraldine Bourgeois Wayne Bowers Charles E. Boyd William Charles Branstrup Alvin L. Brass Daniel J. Brestle Betty T. Briscoe Gary Brotherton Erika Brown Kristina Brummels Sheila R. & Robert J. Brundno Charles Bryan Charles Bucek

Gerald Busch William M. Calder Samuel Calomo Joseph Cammarano Edward L. Campbell Dennis F. Carroll Gary T. Carter Zedekiah Cassell Arthur Catullo Guy R. Caviness Tom Caywood Charles W. Cecil Marion Chandler Terry Chapman Scott M. Christiansen Laura Cochran Tom Cochrane John Cogbill Julian Collins

William P. Collins Michael T. Crowley James A. Comalli Jerald Crum The Coweta Kerstin S. Crum Toombs Foundation Inc. James Cuddy William Cone F. Cunningham Sam Conner Edmund K. Daley Douglas Coon Pamela Dalsasso New Madrid County Carlton R. Damonte Memorial Ross Danielson Warren Covert Melanie D'Anna John Cox Robert Daroff Hilda Crabtree Philip Dato Philip Craig Steve Davenport Walter S. Cramer Susan A. Davis Mark Crassweller Virginia Deane Rodney L. Creel Ingrid Deane C. E. Creswell L. C. Delzer Gene Crochier

Robert Crosby

Donald F. Depascal

Ron Dickensheets

<sup>\*</sup>Administrative expenses account for only 2% of total expenses.

Thomas Diebold Charles Dietrich James Dipisa Robert J. Dole Eugene Dolfi Judith A. Domenico Nancy Donahue Daniel P. Donovan Gary L. Droessler James Duffy G. Richard Duffy Rex Duhn Harold R. Dunlap John W. Eder Maurice Edmonds Benny E. Edney Thomas Edwards Lerov Elfmann Warren V. Elliott Raymond W. Enstine Frederick G. Ernst Barbara Evans Donald F. Falk Lawrence C. Farnell Cathleen H. Farr E. Q. & Patricia B David A. Fenoglio Dennis Fenstermaker Michael B. Ferguson John Ferreira William J. Finke John P. Finn Bob Foley William S. Follis Anne Forbes The Paturick Foundation, Inc. John Franklin James Fredrickson Don Frein Richard E. Friend George S. Frilingos Michael G. Fritz Mary L. Fuller Steven G. Gabel Tony Galardi John L. Garcia Cyrus Garnsey Thomas Garvey Wayne M. Gatewood Fred Geisler

Arthur E. Geuss

Nancy Gibbs

Lambert Giessinger Robert E. Gilbert Cdr. Warren S. Gilbert Terry Gilger Theodore Gill David Gorby Katherine B. Graham Robert E. Graham Bernard Graney Michael J. L. Greene John Dewitt Gregory Paul Griffiths Cindy Gurney Grace Haas Norman Hacker Roland Hagen Anthony Halas John Haldeman Leland A. Hale Michael Hamilton James P. Hamilton U. S. A. F. Curtis Hammerle Nancy Harding Donna C. Harris Iris Harris Francis J. Harrod Rodney & Gloria Gary P. Hauser Thomas D. Hawk Ray M. Hawkins Robert T. Hayes June Hedstrom Marlin Hefti Robert A. Henderson B. General James A. Herbert USA Ret. Richard D. Herges George Hernandez James Hicks Robert Hicks Charles D. Hill Richard H. Hillman Lawrence Hills Scott Hojenson Gordon Holtzer Armand Lauzon Toles Funeral Homes, Huong Le

Joe B. Hood

Peter Houben

Bonnie House

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"When I started volunteering at The Wall in the 1980s, the Vietnam War was still an open wound. Veterans were coming in droves. Now we have the children of the vets and school-age children coming. I once saw a student point to a name on The Wall and say, 'He might have found a cure for cancer.' Millions visit The Wall every year, and it is a privilege to educate them."

-Annmarie Emmet, VVMF Volunteer

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\* \* \*

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

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 FY2011 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.



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# John V. Cogbill, III

Partner, McGuireWoods LLP

# Major General Neil Creighton, USA (Ret.)

Former CEO, McCormick Foundation

#### Paul Critchlow

Vice Chairman, Public Markets, Bank of America Merrill Lynch

#### David James Elliott

Actor

#### Billie Gabriel

Principal, Gabriel MMI, LLC Hawaii Grassroots

## The Honorable John Garcia

Deputy Assistant Secretary, Intergovernmental Affairs, United States Department of Veterans Affairs

# Brigadier General David Grange, USA (Ret.)

President and CEO, Pharmacuetical Product Development, Inc.

#### Mike Gregoire

First Gentleman, State of Washington

# The Honorable Chuck Hagel

Former Senator, Nebraska

## Michael E. Heisley

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#### Peter Holt

Owner, San Antonio Spurs CEO, Holt Cat

#### James M. Irving

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## Tom N.P. Johnson

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#### W. Thomas Johnson

Former President, Chairman and CEO, CNN

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# Jay Kimbrough

Former Chief of Staff, Governor Rick Perry

#### Ambassador Robert M. Kimmitt

Senior International Counsel, WilmerHale

#### Lisa M. Lanz

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#### Rick Lieb

Independent Director, SEIC Investments Company

#### Phil Marineau

Partner, LNK Partners

#### Jerry Martin

Veteran, Retired Educator

## David McIntyre

CEO, TriWest Healthcare Alliance

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## William F. Murdy

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Vice President of Development, Vietnam Veterans Memorial Fund

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Patton Boggs LLP

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## Terry O'Donnell

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#### Robert W. Patrick

Director, Veterans History Project

## Dr. Steven Phillips

Associate Director, Specialized Information Services Division, National Institutes of Health

#### Colonel Jeff Quirk, CSC

Chief of Staff Assistant Defense Attaché

#### The Honorable Tom Ridge

Former Secretary of Homeland Security Former Governor of Pennsylvania

# The Honorable Charles Robb

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#### Frederick W. Smith

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# Colonel Lawrence Wilkerson, USA (Ret.)

Former Chief of Staff for Colin Powell Professor, College of William and Mary

# Ann Wolcott

Gold Star Mother

#### James Wright

President Emeritus, Dartmouth College



# 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.

# **GIVE AT WORK**

#### 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.

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

#### **AMERICA'S CHARITIES**

Many workplaces also collect donations through an organization called America's Charities or through the United Way. Look for VVMF by name (or by ID #52-1149668) through these organizations. Or, simply designate Vietnam Veterans Memorial Fund in the space on the form provided by your company. Many companies allow you to pledge online, too.

#### **MATCHING GIFTS**

Many companies encourage their employees to make charitable contributions by matching their philanthropic support. Check with your human resource department to find out if you work for a company who matches charitable contributions. If so, fill out a matching gift form with our tax ID#, which is 52-1149668, and mail along with your donation to:

Vietnam Veterans Memorial Fund Attn: Danielle Schira 2600 Virginia Ave, NW Ste 104 Washington, DC 20037

# **ONLINE DONATIONS**

Visit www.vvmf.org to make a secure, one-time donation with your credit card.

# **MONTHLY GIVING**

We invite supporters to join a special group of donors who support the Memorial Fund all year long with a monthly gift. As an Honor Guard member, you will make a special commitment to honoring those who served in the Vietnam War, preserving the legacy of the Vietnam Veterans Memorial, and educating generations about the impact of the Vietnam War. www.vvmf.org/MonthlyGiving.

## **GIFT PLANNING**

#### WALL SOCIETY

The Vietnam Veterans Memorial has become a national symbol of recognition for the service and sacrifice of Vietnam veterans, a place of healing for veterans, and as a place of remembrance for those we lost.

Members of The Wall Society have made a pledged to ensure The Wall will continue to be hallowed ground, not only today but for future generations, by making a part of their legacy a donation to VVMF.

Gifts of all sizes help to share the stories and legacies of Vietnam veterans with younger generations. We welcome your current and deferred gifts as follows:

- Beneficiary in your will
- Beneficiary of a trust
- Charitable Trust naming Vietnam Veterans Memorial Fund as a beneficiary
- Designee of a life insurance policy
- Gifts of highly appreciated securities

# **OTHER GIFTS**

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

# MAKE A GIFT IN MEMORY

Donating to the Vietnam Veterans Memorial Fund (VVMF) in memory of a family member or friend that has passed away is a meaningful way to honor them. You can make a significant in memory contribution to the Memorial Fund in the following ways:

- Next of kin, family and friends can request donations in memory at a funeral service
- Create an online memorial or tribute page to share memories about their loved one
- Make a regular or one-off memorial gift to the Vietnam Veterans Memorial Fund themselves

We will send a tax deductible receipt to every person who makes a donation in memory at the funeral service, and we will send the nominated next of kin a summary of everyone that has made a donation in memory.

# 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.

To support this important initiative with a gift of any size, visit www.buildthecenter.org.

# SIGN UP FOR OUR MAILING LIST

Signing up for our mailing list allows you to keep up with VVMF's many activities throughout the year. Visit our website, www.vvmf.org to sign up online.

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.

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.

# **ACHIEVING HIGH CHARITY RATINGS**

VVMF has been recently distinguished with honors from:

- Great NonProfits, a nonprofit consumer review organization, gave VVMF a 5/5 rating, judged on unanimous assessments by its volunteers and contributors
- VVMF's financials, transparency, and program impacts earned 4/4 stars from Charity Navigator, and the GuideStar Exchange Seal of Approval;
- The Better Business Bureau's Wise Giving Alliance awarded VVMF with its coveted Accredited Charity Seal of Approval based on a 20-point review of its effectiveness in doing business in a fair manner.







# **BOARD AND STAFF**

\* \* \*

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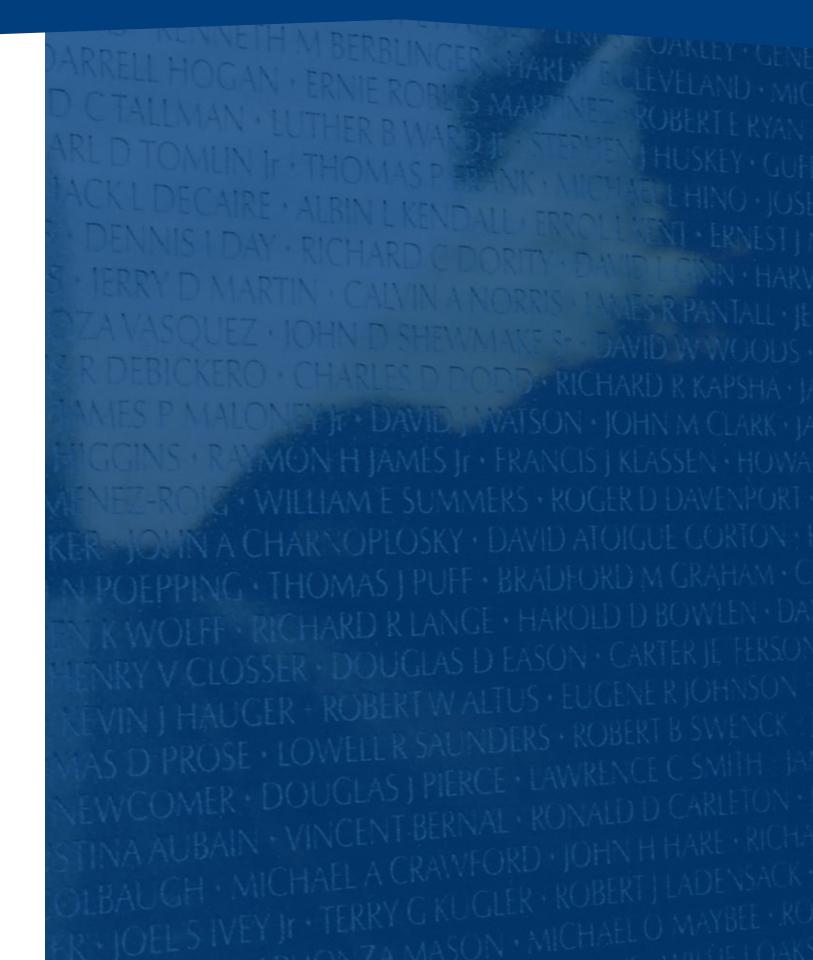
Program Marketing Associate

Geoffrey Wiles

Director of National Education Programs

Bob and Brenda Dobek

Site Managers, The Wall That Heals





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