

2008 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 Friend:

In 1982, the Vietnam Veterans Memorial was built to remember those who served and sacrificed in the Vietnam War. More than a quarter of a century later, the mission of the Vietnam Veterans Memorial Fund stands as an outgrowth of that original goal: to remember, heal and educate.

Our mission rings clearly through all of our programs. Six times each year, we gather at The Wall to pay tribute to those who served and remember those we lost. Decades after it was built, The Wall continues to be a place that offers comfort and inspires pride in family, veterans and friends.

We realize that, some day, there won't be anyone left who remembers the people who served and died in Vietnam. To make sure they are not forgotten to future generations, the Memorial Fund is dedicated to helping educate our youth about this long and divisive war and the people who served in it.

Our most ambitious project to that end is the Education Center at The Wall, an underground learning facility that will be built near the Vietnam and Lincoln Memorials on the National Mall. In 2008, we added many supporters to our leadership list, including former President George H.W. Bush, and gratefully accepted several million dollars in pledges. Our architect and exhibit designer remained busy in 2008 refining their plans and working with the federal commissions to make our dream of the Education Center a reality.

As the Education Center plans progressed, our other education programs continued to bear fruit in 2008 as well. We held both regional and national teachers conferences to help educators create imaginative and effective lesson plans about the Vietnam War and era. Moving forward, we are rethinking our strategies and teaming up with other educational groups to make our teacher training convenient, affordable and available to as many educators as possible.

Our traveling replica of The Wall, called "The Wall That Heals," continues to serve as our ambassador for healing and education around the country. In 2008, it visited 21 communities from coast to coast, allowing school and community groups, as well as individuals, to experience The Wall first hand.

Our work is also ongoing in Vietnam, where the Memorial Fund has partnered with the Quang Tri Province People's Committee to operate a humanitarian program, Project RENEW. In 2008, we were especially pleased to launch a mobile unit that brings prosthetic care to small villages that are too remote to make it possible for land mine victims to obtain adequate care. And, two of our delegation participants, Marsh Carter and Jimmy Mosconis, underwrote the cost to build a cultural and community center in Ha Bac Village.

What started out as a memorial in 1982 has turned into the inspiration for a wide array of programs that help us pay tribute to our heroes, educate our young people and help our fellow man through hardships of every type. I am proud of the work we have done and continue to do at the Vietnam Veterans Memorial Fund, and I am grateful for your help in achieving our many goals. I hope we can count on your support in the crucial years ahead as we continue our important work.

Sincerely,



Jan C. Scruggs
Founder and President



Photo by Dave Scavone

The Education Center at The Wall

2008 was a year for building alliances, gathering pledges of support and refining design plans for the Education Center at The Wall.

Early in the year, the campaign to build the Center received an enormous boost when former President George H.W. Bush publicly supported the effort. A WWII veteran himself, Bush said: “It is important to remember and pay tribute to those who answered their country’s call to duty, and this Center will remind all Americans that we owe these soldiers a debt of gratitude.”

In March, the AFL-CIO Executive Council offered its support of the Education Center, passing a resolution recognizing its “unique contribution...to the memory of our nation’s veterans and their families” and pledging the American labor movement’s support. In April, the Memorial Fund energized its leadership group with the addition of several dynamic leaders from business and government, including:

- Tom Ridge, the first secretary of the Department of Homeland Security and two-term governor of Pennsylvania;
- Brent Scowcroft, former National Security Adviser to President Gerald Ford and President George H.W. Bush;
- Kenneth G. Langone, co-founder of Home Depot;
- Sen. Chuck Hagel (R-Neb.);
- Investment expert Fred Malek;
- Robert S. Morrison, retired vice chair of PepsiCo and retired president and CEO of Quaker Oats Co.;
- Former Army Secretary Thomas White;
- Gerry Byrne, senior vice president of Nielsen Business Media; and
- George Lisicki, Commander-in-Chief of the Veterans of Foreign Wars (VFW).



Rendering by Ralph Appelbaum Associates

And, on Veterans Day 2008, Texas Gov. Rick Perry announced he would support the Education Center by joining the leadership team and organizing grassroots efforts in his state.

Several important monetary pledges came in 2008 as well, including \$1 million from Lockheed Martin; \$500,000 from Marathon Oil and a second pledge from Boeing to bring its total support to \$1 million. The Veterans of Foreign Wars (VFW), a group that also contributed when The Wall was built in 1982, pledged \$1 million to be raised through its posts. And, Sons and Daughters in Touch (SDIT), an organization of the children whose fathers are on The Wall, began a radiothon to raise money for the Center. By the end of the year, nearly \$18 million had been raised in all to build the Education Center, including the lead gift of \$10 million from Time Warner.



Rendering by Polshek Partnership Architects

Every structure built on the National Mall in Washington, D.C. must be approved by several federal commissions. In 2007, these commissions reviewed the plans for the Education Center and offered design guidelines of changes they felt were needed. The Memorial Fund spent much of 2008 working with the Center’s architect, Polshek Partnership Architects, translating these guidelines into appropriate changes in the Center design. Exhibit designer Ralph Appelbaum met with the Advisory Committee in 2008 as well, to discuss progress on the Center and its exhibitry. By the end of 2008, the Memorial Fund had completed the work necessary to make headway in the coming year in fundraising, public awareness and federal commission approval.

Programs

CEREMONIES

Six times each year, the Memorial Fund holds ceremonies at the Vietnam Veterans Memorial that honor and remember those who served and sacrificed in Vietnam. These ceremonies give friends, family members and veterans a special way to feel close to their loved ones on The Wall.

In Memory Day

The *In Memory* program was created to honor those who died as a result of their service in Vietnam, but whose names are not eligible by Department of Defense guidelines to be included on The Wall.

In 2008, 75 names were added to the *In Memory* Honor Roll. Among those who took part in the ceremony were Oscar Perales and Lt. Cmdr. Mary Susan Farace, USN, brother and niece of 2004 Honoree Armando Perales; and Judy Moon, wife of 2007 Honoree Leslie William Moon. In addition, family members were on hand to read the names of their loved ones being honored. Richard C. Schneider of the Non Commissioned Officers Association gave the keynote address. *NCOA sponsored the program for the fifth year in a row. The Capital Hilton provided discounted rooms.*

Mother's Day

Ann Sherman Wolcott spoke about her son, Rex Sherman, who died during the Vietnam War and her experiences as a Gold Star Mother during the Mother's Day ceremony. Vietnam veteran James F. Combs also spoke about the sacrifices families make during war time. His nephew, Paul Stephen Goggin, is remembered on The Wall. Afterward, Girl Scouts of the Nations Capital presented roses and handmade cards from 12 schools throughout the country to representatives of the American Gold Star Mothers, Inc. and the American War Mothers.

Memorial Day

Thousands gathered at The Wall on Memorial Day to remember those who had made the ultimate sacrifice. The keynote speaker for the day was Gen. George Casey Jr., Army Chief of Staff, whose father, Gen. George William Casey, is remembered on the Vietnam Veterans Memorial.

Capt. David Moses, USA, one of the "Lost Boys of Sudan," gave a moving speech about his two tours of duty in Iraq and his daunting childhood. Maj. Gen. Carla G. Hawley-Bowland, USA, also made remarks.

Four names had been added to The Wall earlier that month and were announced on Memorial Day: Lance Cpl. Richard M. Goossens, USMC, (Panel 68E, Line 4); Spc. Fourth Class Dennis O. Hargrove, USA (Panel 12W, Line 114); Lance Cpl. Raymond C. Mason, USMC (Panel 41E, Line 64); and Spc. Fourth Class Darrell J. Naylor, USA (Panel 18E, Line 53).

Providing monetary or in-kind support for the ceremony were: Verizon Corporation; the Capital Hilton; Xerox Corporation; Base Technologies, Inc.; Lenco Corporation; Hardigg Corporation; and TV Worldwide.



Photo by Bill Petros

Father's Day

The *Father's Day Rose Remembrance* Ceremony gives the children of those whose names are on The Wall, as well as other family members and friends, the chance to remember their loved ones on a day set aside for families across America to honor fathers.

Early in the morning, volunteers affixed messages from around the country to 1,500 red, white and yellow roses to be left at The Wall later on. During the ceremony, Colleen Shine spoke about the father and uncle she lost in the Vietnam War. (Lt. Col. Anthony Cameron Shine, USAF, and Army 1st Lt. Jonathan Cameron Shine, respectively). Gen. Anthony Zinni, USA (Ret.), also took part in the ceremony.

Veterans Day

Thousands of visitors came to The Wall on November 11 to honor all who serve in our nation's military on Veterans Day. The 2008 observance marked the 15th anniversary of the dedication of the Vietnam Women's Memorial. Appropriately, the keynote speaker was Vietnam Women's Memorial founder Diane Carlson Evans, who talked about her experiences in Vietnam and with the memorial. Other speakers included Brig. Gen. Evelyn "Pat" Foote, USA (Ret.); Command Sgt. Maj. Cynthia A. Pritchett, USA; Edith McCoy Meeks, board member, Vietnam Women's Memorial Foundation; Paul W. Critchlow, counselor to the chairman and vice chairman, public markets, Merrill Lynch & Co.; and Francis Whitebird, a member of the Rosebud Sioux tribe.

The Veterans Day Ceremony at The Wall was sponsored in part by Chrysler, Xerox, TV Worldwide and Base Technologies.

Christmas Tree Ceremony

Every year, the Memorial Fund brings a Christmas tree to The Wall and decorates it with thousands of holiday messages for veterans and service members sent from individuals around the country. During the holiday season, visitors are encouraged to take messages from a box left by the tree and continue the decorating.

For the 2008 ceremony, students from 24 schools around the country made and sent in handmade ornaments and greetings for the tree. The ceremony featured a blessing from Rev. William E. Calbert of Shiloh Baptist Church, in Washington, D.C.

Project RENEW™

Project RENEW is the Memorial Fund's international humanitarian program in Vietnam, whose mission is Restoring the Environment and Neutralizing the Effects of War. Project RENEW works cooperatively with the local government and staffs its operations with local citizens, allowing the Vietnamese people to help themselves.

Since it was launched in late 2000, Project RENEW has accomplished a great deal to help the people of Quang Tri Province. It has developed programs that identify and remove unexploded ordnance (UXO); educates local citizens about UXO risks; provides medical care and offers income generation opportunities in mushroom growing and animal husbandry.

Project RENEW supported two Quick Response Teams for Ordnance Removal in Cam Lo District in 2008, thanks to a grant from the U.S. State Department's (DOS) Office of Weapons Removal and Abatement in the Bureau of Political-Military Affairs.

It also continued its good work at Quang Tri Hospital's Prosthetic and Orthotic (P&O) Workshop, and went one step further by launching a mobile P&O unit, with funding from DOS, to reach UXO victims in areas that are too remote for the citizens to receive proper medical assistance.

Project RENEW expanded its income-generation program in 2008 by making a micro-credit assistance program available to women in Cam Lo District, thanks to the fundraising efforts of John Sorensen.

The Memorial Fund brings delegations of interested individuals to Vietnam regularly to observe Project RENEW's operations, identify ways they can help and spread the word about the good works the program is achieving. In 2008, two members of past delegations—Florida businessman Jimmy Mosconis and New York Stock Exchange Chairman Marshall Carter—teamed up to fund the building of a cultural and community center in Ha Bac Village. Ground was broken in March, and the completed center was dedicated in August.

Fifteen individuals traveled to Vietnam with the Memorial Fund delegation on Aug. 1-10. As a result of that trip, pledges were received to build a school in Quang Tri Province the next year.



All photos by VVMF

Education

TEACH VIETNAM TEACHERS NETWORK

The Teach Vietnam Teachers Network was created to provide resources and inspiration to educators who have the Vietnam War in their lesson plans. Members receive educational materials about the war, The Wall and the era and are given the opportunity to attend the national conference in Washington, D.C. Network members serve as an information resource to other teachers in their school systems.

The “Class of 2008” of the Teach Vietnam Teachers Network included 30 new members, bringing the total membership in the Network to over 300.

CONFERENCES

The Teach Vietnam Teachers Network National Conference took place on July 16–20 at American University in Washington, D.C. The conference featured a Capitol Hill breakfast where teachers could meet their members of Congress; a special panel discussion at the Newseum featuring war correspondents Stanley Karnow, Don Oberdorfer and Joe Galloway talking about their experiences during the Vietnam War; a free concert by country music singer Keni Thomas; and a remembrance ceremony at The Wall. In addition, teachers heard from their peers and other experts about various aspects of the Vietnam War, networked with each other and compared notes on lesson plans and creative ways to excite students about studying the Vietnam War era.

The Memorial Fund augmented the national conference with a regional conference in San Diego on May 2–3. More than 20 local educators attended, and speakers included family members, teachers and veterans. The two-day event was planned to give West Coast educators an opportunity to reap some of the knowledge sharing and networking benefits of the national conference without having to travel across the country.

RESOURCE REQUESTS

The Memorial Fund received approximately 500 requests for the “Echoes from The Wall” curriculum guide in 2008.



Photo by VVMF

NEVER FORGET: THE STORY BEHIND THE VIETNAM VETERANS MEMORIAL

In 2008, the Memorial Fund published the next in its series of educational paperback books. *Never Forget: The Story Behind the Vietnam Veterans Memorial* was condensed from last year's popular anniversary book, *The Wall: 25 Years of Healing and Educating*.

Never Forget tells the story of how The Wall came to be built, how it has achieved a place of honor in our national conscience, and how it has inspired the Memorial Fund's ongoing mission of healing, education and remembrance. The book was sent free of charge to nearly 40,000 schools around the United States.

THE WALL THAT HEALS

The traveling replica of The Wall, with its built-in museum and information center, stopped at 21 sites around the country in 2008, attracting over 243,000 visitors. Sponsors of *The Wall That Heals* in 2008 included Disabled American Veterans Charitable Trust, FedEx Corporation, Fujitsu Transaction Solutions, GEICO, Harley-Davidson Foundation and Target Corporation. To replace a rapidly aging semi cab, Rush Enterprises gave the Memorial Fund a free one-year lease on a new semi cab.

WWW.VVMF.ORG

The Memorial Fund's Web site, www.vvmf.org, continues to be the place to visit for information about the Memorial Fund, ceremonies and educational opportunities. The site is also home to The Virtual Wall, where visitors can look up names and leave remembrances for people whose names are on The Wall. In 2008, around 7,500 remembrances were left, including over 750 new images.

MEMORIAL PRESERVATION

The Memorial Fund is vigilant in our efforts to preserve the Memorial and its two-acre site, working with contractors, corporations, volunteers and the National Park Service. The Memorial Fund pays for catastrophic insurance for the Memorial, as well as for annual name additions and status changes. In 2008, four names were added, and the status was changed for 14 others on The Wall.



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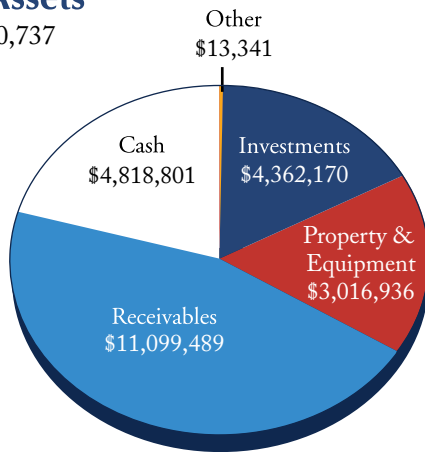
Photo by VVMF

Financial Report for Fiscal Year 2008

The Memorial Fund's revenues were \$6,844,569 for the year ending December 31, 2008. The Memorial Fund incurred maintenance expenses, including name additions and status changes, special events and other program-related expenses of \$3,477,479, fundraising expenses of \$2,127,986, and management and general expenses of \$758,531; resulting in an excess of revenue over expenses of \$480,573. The Memorial Fund had assets of \$23,310,737. The net asset balance as of December 31, 2008, was \$22,265,244, and consisted of unrestricted funds of \$4,198,272, temporarily restricted funds of \$16,166,972 and permanently restricted funds of \$1,900,000.

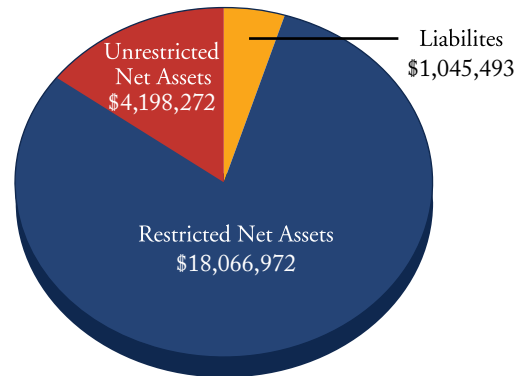
Total Assets

\$23,310,737



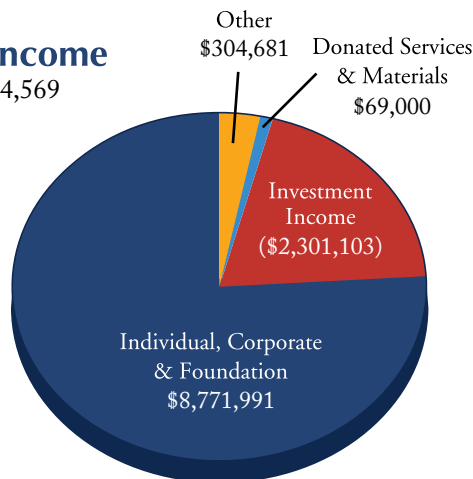
Liabilities and Net Assets

\$23,310,737



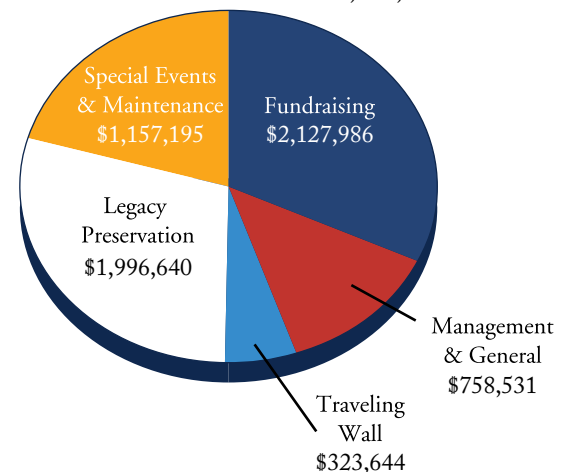
Total Income

\$6,844,569



Total Expenses

\$6,363,996



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VIETNAM VETERANS MEMORIAL FUND

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

Phone: 202.393.0090 Fax: 202.393.0029

E-mail: vvmf@vvmf.org Web site: www.vvmf.org