

# 2009 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:

VVMF's mission statement charges us to remember, heal and educate. Everything we do goes back to these three simple directives.

Throughout our history, VVMF has searched for new ways to promote our mission and more effective ways to produce and expand the programs and activities we offer. In 2009, we did both. It was a year of exceptional progress for the organization.

Most notable were the strides we made with the Education Center at The Wall. In September 2009, we went public, kicking off a huge national campaign to gather the photos of every person whose name is on The Wall. This ongoing national effort is being followed up by grassroots activities around the country.

Five governors pledged their support to the campaign in 2009 and were joined by several prominent individuals, including San Antonio Spurs owner Peter M. Holt and actor Tom Selleck, who joined the campaign as its spokesman.

We filmed public service announcements that aired nationwide in 2009 and even won an award for them. And, thanks to the Heisley Family Foundation, VVMF received its largest individual gift ever.

We realized that our traveling Wall replica, *The Wall That Heals*, would be the perfect venue to reach into communities with information about the Education Center. During the off season, we renovated the trailer and redesigned the traveling museum to reflect what we will offer in the Center. We even used the same exhibit designer: Ralph Appelbaum Associates. Tom Selleck helped us unveil this new traveling museum in a ceremony in Washington, D.C. in March 2009. Now it is indeed a traveling ambassador for the Center.

Our work in Vietnam with Project RENEW enjoyed a boost in 2009 when some of our generous donors contributed the funds to build a school in Trieu An Commune. We broke ground for the school in February 2009 and had a formal dedication in January 2010, during our delegation's visit to Vietnam.

In addition to our six traditional ceremonies at The Wall, we added one more in 2009: On July 8, we commemorated the 50th anniversary of the casualty date for the first two names on the Vietnam Veterans Memorial. Among the speakers at that ceremony was Stanley Karnow, the journalist who reported on the attack for *TIME* magazine.



Dave Scovone

In the fall, VVMF embarked on a new mission. Expanding on our role as a joint caretaker of the Memorial, we pledged to help the National Park Service maintain the beauty of the Vietnam Veterans Memorial site by taking over responsibility for lawn maintenance and raising funds to refurbish some of the elements of the Memorial. This work has been ongoing and has greatly improved the Memorial experience for visitors.

Remembrance. Healing. Education. These three words are at the core of all we do at VVMF. I am proud of our achievements, and as you read through this report, you will see that the examples I give here are only the beginning. I am grateful to all of our generous donors for making these programs possible. Thank you for your continued support through tough economic times, and I hope we can continue to count on you in the years ahead.

Sincerely,

A handwritten signature in black ink that reads "Jan C. Scruggs". The signature is written in a cursive, flowing style.

Jan C. Scruggs  
Founder and President

# The Education Center at The Wall

In 2009, VVMF took the campaign to build the Education Center public and received the largest individual contribution to date.

When VVMF conceived of the idea for an Education Center at The Wall, it was to further the organization's mission of remembrance and healing. VVMF knew that when its plans were made known and it appealed to the general public for support and help, the idea would be well received.

Early in the year, VVMF decided that 2009 would be the year the Education Center entered the public phase of the fundraising campaign. In addition to the national launch, VVMF began working on ways to get the word out about the Center.

## Award-winning public service announcements

In February, VVMF filmed six public service announcements introducing the Education Center to the American public. They featured Gen. Colin L. Powell, USA (Ret.), spokesman Tom Selleck, Gen. Barry McCaffrey, USA (Ret.), VVMF President Jan Scruggs and Gold Star Mother Ann Wolcott. VVMF created the PSAs in conjunction with TV Worldwide, the Chantilly, Virginia-based company that is VVMF's partner in filming Wall events.

The six 30-second spots were launched at the National Association of Broadcasters (NAB) show in late April and subsequently made available to all NAB members. Additionally, Bresnan Communications supported the spots for airing on cable television in the Rocky Mountain states. The PSAs have also appeared on such widely-viewed networks as CNN.

In August, the PSA campaign won a bronze Telly Award in the commercial category for a not-for-profit campaign. The Tellys are given for the best local, regional and cable television programs.

## New website and toll-free number

To make it easier for the public to learn about the Education Center, a toll-free hotline was established early in the year: 1-866-990-WALL. In September, before the Call for Photos launch, a new website dedicated to the Center went live: [www.buildthecenter.org](http://www.buildthecenter.org). The site provides the latest information, videos and ways to contribute photos, remembrances and donations.

The new website also contains a short "fly-through" video created by TV Worldwide and VVMF to simulate what a visitor might experience in the completed Education Center.



Doree Saravone

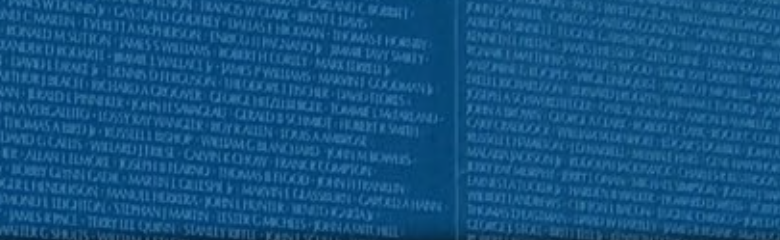
## The National Call for Photos

VVMF recognized that a National Call for Photos would be an excellent public relations opportunity to garner attention and support for the Center, as well as collect the more than 58,000 photos needed.

VVMF teamed up with FedEx Office for the photo collection effort, giving individuals the option of visiting any of FedEx Office's 1,600 locations to have their photos scanned and uploaded free of charge. Contributors may also upload photos from their home computers to the website.



Doree Saravone



Dave Scarvone

On Sept. 17, the Memorial Fund and FedEx Office held a press event at the Newseum to launch the National Call for Photos. Speakers (some of whom brought their own photos to contribute) included:

- Former Nebraska Senator Chuck Hagel
- Colleen Shine, Sons and Daughters in Touch (SDIT)
- Peter M. Holt, Vietnam veteran and owner, San Antonio Spurs
- Brian Philips, president, FedEx Office
- Bob Wallace, executive director, Veterans of Foreign Wars (VFW)

Afterward, scanning stations were opened in the room for guests to have their photos scanned. One week after the launch, VVMF had collected more than 700 photos.

### Support for the Center

By the end of 2009, nearly \$25 million had been raised for the Education Center, which will cost an estimated \$85 million to build. The lead gift for the Center was \$10 million from Time Warner.

In late September, the Memorial Fund announced the largest individual gift it has received for the Center—and, indeed, the largest individual gift it has ever received in the history of the organization: the Heisley Family Foundation donated \$2.5 million to build the Education Center.

“My family was deeply touched by the Vietnam War,” said Judy Heisley Bishop, president of the Heisley Family Foundation, who noted that her uncle, Joseph Heisley, served in Vietnam and her father’s best friend, Medal of Honor recipient Rocky Versace, was killed while he was a prisoner of war.

“My family hopes to ensure that all future generations hear these stories,” she said. “We believe the Education Center will have a profound impact on the millions of people visiting the National Mall every year, and we are proud to support it.”

### Expanded leadership

In 2009, five governors joined the leadership team: Virginia Gov. Tim Kaine, Pennsylvania Gov. Ed Rendell, Louisiana Gov. Bobby Jindal, Florida Gov. Bill Crist, New Mexico Gov. Bill Richardson and Georgia Gov. Sonny Perdue. All of these individuals will help the Education Center gather photos and support by leading the grassroots efforts in their states. (*More governors have joined since 2009. For a complete list, go to page 11.*)

In addition, Maj. Gen. John Batiste, USA (Ret.), president of Klein Steel Service in Rochester, N.Y., and Peter M. Holt, owner of the San Antonio Spurs, joined the leadership team in 2009. Both bring a vast array of experience, energy and business knowledge to the campaign.

## THE WALL THAT HEALS

2009 was also a year of change and growth for *The Wall That Heals*, the Memorial Fund’s traveling replica of The Wall.

In early March, New Century Transportation of Westhampton, N.J., donated the use of a high-end semi cab to VVMF for transporting the replica.

In addition to the new semi cab, *The Wall That Heals* also got a refurbished trailer in 2009. The 53-foot aluminum trailer, which houses a traveling museum, was taken to Cresco, Iowa, after the tour season ended in December 2008, so it could be overhauled and refitted at the Featherlite facilities there. Featherlite is the company that built the original trailer in 1996. The company’s goal was to provide a refurbished and improved trailer that would safely house the traveling replica and provide an aesthetically friendly environment for the exhibits.

All of the museum exhibits were redesigned by Ralph Appelbaum Associates, the company that is designing the displays for the Education Center, drawing on the same concepts that will be used in the Center. This makes *The Wall That Heals* a traveling ambassador for the Education Center.

The overhaul and new museum exhibits were completed by late March, and *The Wall That Heals* journeyed to Washington, D.C., where the new trailer and museum were unveiled with great fanfare on the National Mall, on the future site of the Education Center, by the Center’s national spokesman Tom Selleck.

From there, *The Wall That Heals* embarked on its 2009 tour season, visiting 20 locations around the country, attracting well over 117,000 visitors. In addition, the museum trailer made a stop in Sturgis, S.D. in August for the annual Motorcycle Rally, so Bike Week participants could see the new traveling museum. It is encouraging to note that, in spite of the economy’s downturn in 2009, donations to *The Wall That Heals* increased.

VVMF was pleased that five of our national sponsors renewed their commitment to *The Wall That Heals* for the 2009 tour season: the Disabled American Veterans (DAV) Charitable Service Trust, FedEx, GEICO, Harley-Davidson Foundation and Target Corporation.

# Memorial Maintenance



From the beginning, VVMF has worked with the National Park Service (NPS) to help care for the Vietnam Veterans Memorial. In August 2009, prompted by an Associated Press article documenting the poor condition of the grass on the National Mall, VVMF decided to step up to the challenge. VVMF assessed the needs at the Memorial site, identified needed repairs and maintenance and agreed to pay for the necessary work. This increased focus on maintenance helped VVMF expand its mission from “preserving the legacy of the Vietnam Veterans Memorial” to helping preserve the actual Memorial site itself.

Beginning in September 2009, VVMF accomplished these much-needed improvements:

- **Repairing the irrigation system:** The underground sprinkler system installed on top of The Wall and on the lawn in front of The Wall has been neglected and was in disrepair. VVMF hired a company to assess and repair the system.
- **Maintaining and improving the lawn:** VVMF pledged to maintain the lawn at the Memorial, on the East Knoll near the Memorial, around the NPS ranger kiosk and on the future site of the Education Center: 13.5 acres in all. This includes aerating, seeding, weed control and, in a few select areas, laying new sod. The Memorial Fund also contracted to water the areas not reached by the sprinkler system as needed.



- **Refinishing the flagpole and directory stands:** The metal finish on the flagpole, the flagpole base and the five directory stands was in desperate need of restoration. The flagpole had only been worked on once in the more than two decades that it has stood at the Memorial site; the directory stands had never been refinished. This work was completed in October 2009.
- **Providing new directories:** The directory of names that is housed in each stand does not weather the elements well and must be replaced about every two months. VVMF ordered new, laminated directories that will withstand the weather.



At the end of 2009, VVMF began raising funds for its most ambitious maintenance and repair project: restoring the *Three Servicemen* statue. Age and the elements had caused the colors in the statue’s patina to fade or wear away, and patches of green had begun to show up on the men’s noses, faces, hands and weapons. The six-week restoration commenced in 2010, and the newly restored statue was unveiled in July 2010.

Other projects the Memorial Fund would like to pursue in the future include *In Memory* plaque restoration; flagpole plaza lighting redesign; and engineering studies to assess the hairline cracks that have appeared on parts of The Wall. The Memorial Fund would also like to acquire enough additional black granite from the quarry in India to be able to replace the entire Memorial if needed. All of these projects will be costly, and the Memorial Fund continues to seek donations for the ongoing work it is currently doing, as well as for these longer-term projects.

# Ceremonies

The unveiling of the new *Wall That Heals* trailer and museum in March kicked off a year filled with unforgettable ceremonies at the Vietnam Veterans Memorial. These programs preserve the legacy of those who served in Vietnam and promote healing, both for veterans and the larger community.

## April

The 11<sup>th</sup> annual **In Memory Day** ceremony, held on the third Monday in April, honored 123 American heroes who died prematurely from noncombat injuries and emotions suffering caused directly by the Vietnam War, but who are not eligible to have their names inscribed on the Vietnam Veterans Memorial. *The Non Commissioned Officers Association (NCOA) sponsored the ceremony for the sixth year in a row.*

## May

The month of May brought a great deal of activity at The Wall. Early in the month, one name was added: Marine Corps Gunnery Sgt. Enrique Valdez. Mothers who lost children in Vietnam, Iraq and Afghanistan were honored during the Annual **Mother's Day Ceremony** at The Wall. And on **Memorial Day**, thousands of visitors gathered to hear Vietnam veteran and San Antonio Spurs owner Peter M. Holt talk about the friends he lost in Vietnam. Award-winning musician Sam Moore also performed. *The Memorial Day ceremony was sponsored by The Embassy of Australia, TV Worldwide and Base Technologies Inc.*

## June

Nearly 2,000 roses were placed at The Wall for the **Father's Day Rose Remembrance**, which featured remarks by Maj. Gen. Robert M. Worley II, USAF, whose father, Air Force Maj. Gen. Robert Franklin Worley, was killed on July 23, 1968 while serving in South Vietnam. *Sponsors for the Father's Day ceremony included Rear Adm. Patrick Moneymaker, USN (Ret.) and Tysons Corner Center.*



Dan Avram

## July

VVMF held a ceremony and wreath laying on July 8 to mark the 50th anniversary of the first two American combat casualties of the Vietnam War: U.S. Army Master Sgt. Chester Ovnand and Maj. Dale Buis, who died on July 8, 1959, when their compound was attacked by the North Vietnamese.

## November

Thousands gathered for **Veterans Day at The Wall**, which featured remarks from Mark Ayers, president, Building and Construction Trades Department, AFL-CIO, and James Wright, president emeritus of Dartmouth College. *Sponsors include TV Worldwide, Base Technologies and the Washington Marriott.*

## December

The annual **Christmas Tree at The Wall** ceremony took place on Dec. 21, in spite of nearly two feet of snow that had fallen two days before. VVMF staff and volunteers shoveled a path for the Christmas tree, and the ceremony was held as scheduled. VVMF worked with the Pentagon Channel to film greetings to the troops overseas, and those greetings aired the week between Christmas and New Year's.



Bill Petros

# Education Conferences and Resources



2009 was a planning and rebuilding year for VVMF's **teacher training programs**. As part of its core mission to "educate about the impact of the Vietnam War," VVMF has offered training and materials to the nation's educators for well over a decade. In 2009, it reassessed how some of these resources were offered, to improve efficiency and set the stage for expansion of teacher training programs.

The result is the VVMF partnership with the Close-Up Foundation of Washington, D.C. to provide Vietnam War lesson planning as part of Close-Up's teacher training programs. The first training seminar with Close-Up was held in early November and featured retired teacher and Vietnam veteran Jerry Martin sharing tips for creative lesson plans with 15 teachers from around the country. The Close-Up Foundation holds seminars in the spring and fall each year, and VVMF went on to participate in several more in 2010.

## PROJECT RENEW™

Since VVMF took its first trip to Vietnam in 2000, helping the citizens of that country recover from the war has been a VVMF goal. Project RENEW, which was established the next year, provides mine awareness and removal, medical assistance and income generation programs in cooperation with the Quang Tri Province People's Committee.

In 2009, Project RENEW continued to support two Quick Response Teams for Ordnance Removal in Cam Lo District. Since June 2008, these teams have conducted over 500 ordnance removal tasks and destroyed 1,450 items of unexploded ordnance.

Project RENEW upgraded the equipment in the Prosthetic and Orthotic Workshop in Quang Tri Hospital and has organized training courses for community volunteers to help recipients better use their new devices.

In early 2009, VVMF completed work on a new ***Legacy of The Wall*** storyboard display. The new, two-sided, four-panel exhibit is lighter weight, easier to assemble and easier to ship. The front four panels examine various aspects of the Vietnam War, and the back panels cover the history of The Wall and the Vietnam Veterans Memorial Fund.

In September, VVMF unveiled a new teacher resource: The **Hometime Heroes Service Learning Project**. Developed by a Michigan teacher in conjunction with VVMF's National Call for Photos, the project helps teachers pursue meaningful activities with students as they learn about the Vietnam War.

The Memorial Fund also offers a curriculum guide called ***Echoes From The Wall***. In 2009, this was sent to several hundred educators throughout the country who requested materials.



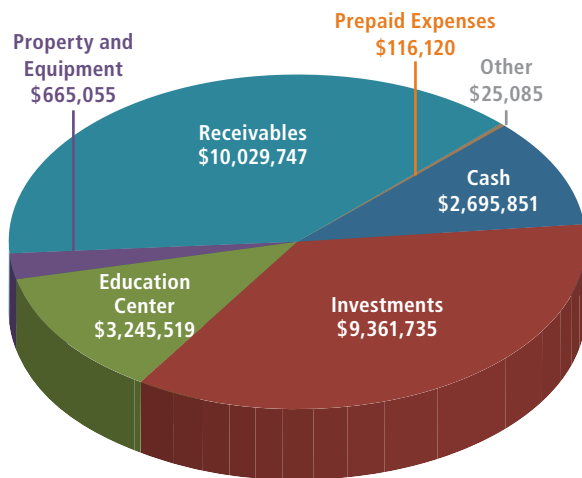
The P&O Mobile Outreach Unit, started in 2008 with a grant from the U.S. State Department, continues its good work in areas that are too remote for the citizens to receive proper medical assistance. Beginning in October 2009, the Mobile unit expanded its outreach to the Dakrong District.

VVMF uses its delegations to Vietnam to identify local needs, then matches up donors to fund the projects. In 2008, Corporate Council members Marshall Carter, Bill Murdy and Will Soza, as well as past delegation member Jimmy Mosconis and VVMF supporters Terrence O'Donnell and John Weber, teamed up to pay for a new school in Trieu An Commune. Ground was broken for the school in mid-February, and a dedication ceremony took place the following January as part of VVMF's 2010 delegation to Vietnam.

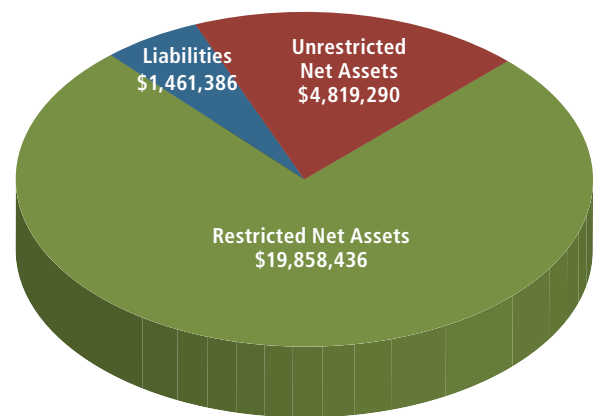
# Financials

## FINANCIAL REPORT FOR FISCAL YEAR 2009

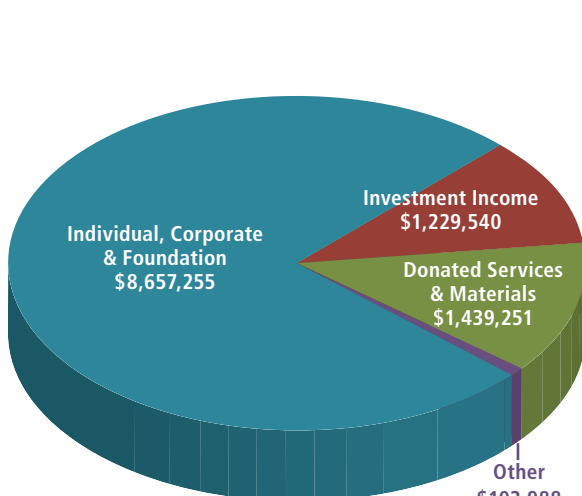
The Memorial Fund's revenues were \$11,429,034 for the year ending December 31, 2009. The Memorial Fund incurred maintenance expenses, including name additions and status changes, special events and other program-related expenses of \$6,253,668, and fundraising expenses of \$2,229,884; resulting in an excess of revenue over expenses of \$2,945,482. The Memorial Fund had assets of \$26,139,112. The net asset balance as of December 31, 2009 was \$24,677,726, and consisted of unrestricted funds of \$4,819,290, temporarily restricted funds of \$17,958,436 and permanently restricted funds of \$1,900,000.



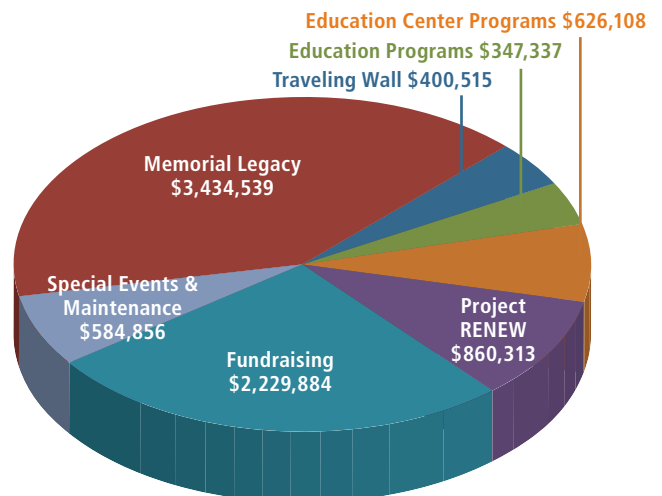
**Total Assets \$26,139,112**



**Liabilities and Net Assets \$26,139,112**



**Total Income \$11,429,034**



**Total Expenses \$8,483,552**

*NOTE: Groups and individuals who rate charities often look at the assets in reserve when making judgments about a nonprofit organization. It should be noted that VVMF is currently conducting a capital campaign to build the Education Center at The Wall. Funds raised for the Education Center must be put in a separate account to be used only for that purpose; hence, VVMF's larger-than-normal asset reserves.*

# 2009 Sponsors

## VVMF IS EXTREMELY GRATEFUL FOR THE CONTRIBUTIONS PROVIDED BY THESE ORGANIZATIONS:

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# Vietnam Veterans Memorial Corporate Council

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*Georgetown University School of Foreign Service*

James V. Kimsey  
*The Kimsey Foundation*

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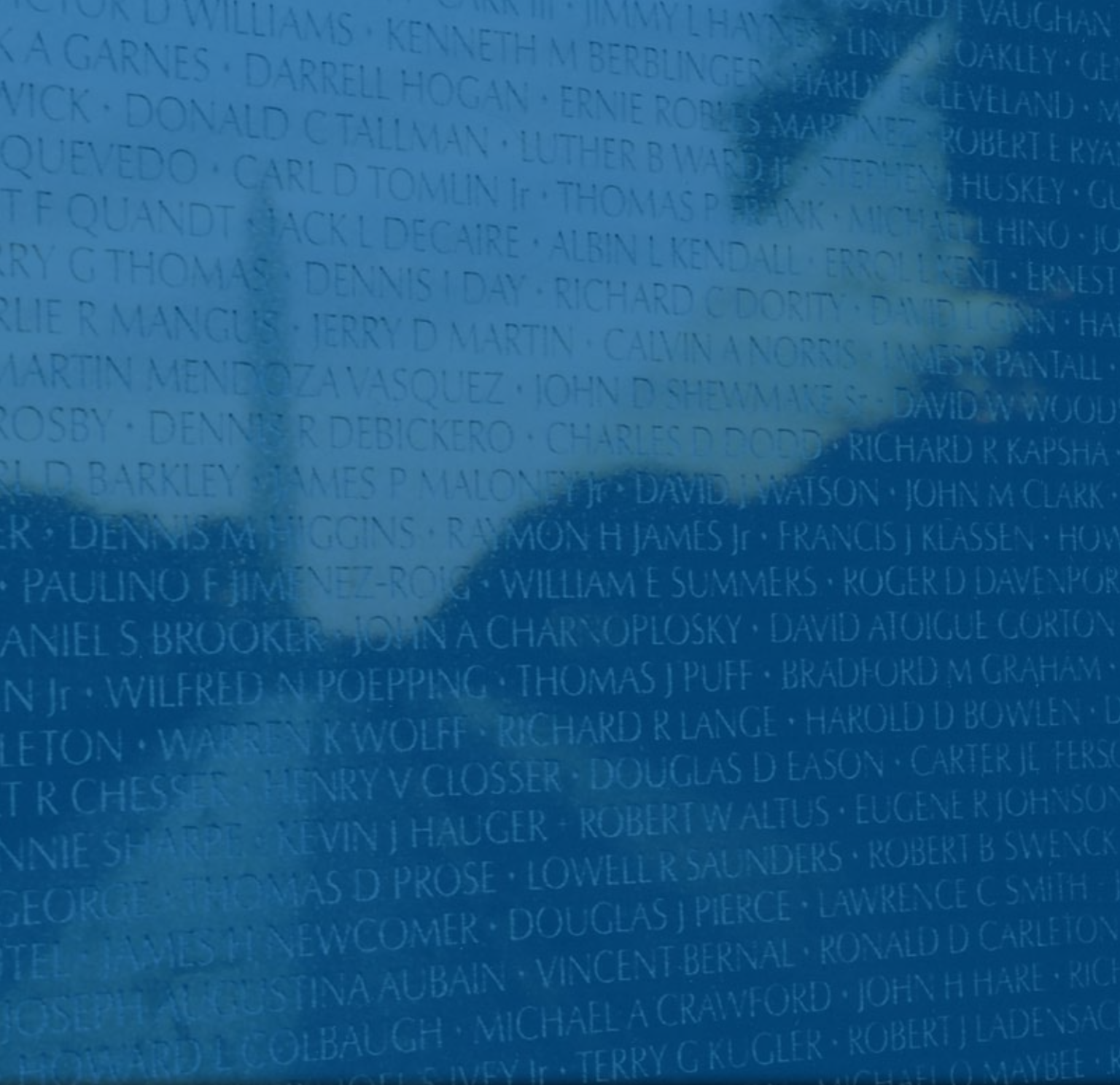
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