# HONORING THE LEGACY 2018 ANNUAL REPORT OF THE MARINES' MEMORIAL

SERVING ALL BRANCHES
OF THE US ARMED FORCES

It's a great institution,
the only one of
its kind in the United
States, and it's wonderful
to be a part of it.

- Don Reid, Benefactor Member since 1974



Marines' Memorial Association is a 501(c)19 non-profit veterans organization.

Marines' Memorial Foundation is a 501(c)3 non-profit organization.

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#### THE MARINES' MEMORIAL

ASSOCIATION honors the legacy of military service through a Living

Memorial and programs that

Commemorate, Educate and Serve veterans of all eras, currently serving members of the Armed Forces and their families.

#### THE MARINES' MEMORIAL

FOUNDATION honors the legacy of military service through its programs and by its support of the Marines' Memorial Association. The Foundation will commemorate the contributions of veterans of all United States military services and educate the larger community of their sacrifice.

## WAYS TO GIVE One-time cash gifts are just one way to support Marines' Memorial.

#### PLANNED AND **LEGACY GIVING**

The decisions you make for the future profoundly impact the services we provide, ensuring the sacrifices of our country's bravest are not forgotten. No gift is too small; each gift makes a difference.

#### CORPORATE AND **SMALL BUSINESS SPONSORSHIPS**

Corporate partners of all sizes enjoy a unique opportunity to support our mission. We tailor giving programs that achieve your philanthropic goals, promote a positive corporate image. build employee morale, and engage consumers in a cause they care about.

#### RECURRING **DONATIONS**

Making a monthly commitment, no matter the size, is about carrying on a legacy of honor and courage.

#### STOCKS AND **SECURITIES**

Stocks, bonds, and other securities are a great alternative to traditional charitable contributions. Call or email to learn more.

#### QUALIFIED **CHARITABLE** DISTRIBUTIONS

This tax-savvy strategy allows you to transfer up to \$100,000 per year from your IRA to a qualified charity like Marines' Memorial.

#### **WORKPLACE GIVING**

Many employers sponsor matching gift programs and will match charitable contributions made by their employees to Marines' Memorial Foundation. To find out if your company has a matching gift policy, contact your Human Resources Department today.

#### DONOR ADVISED **FUNDS**

A donor-advised fund lets you blend very favorable tax benefits with the flexibility to support your favorite causes. Ask your financial advisor about granting funds from your DAF to the Marines' Memorial over time.

#### Dear Members and Supporters,

We want to thank you for making 2018 a remarkable year for the Marines' Memorial Association and Foundation, and we are looking forward to an even better year in 2019. The accomplishments you'll read about in this report are all thanks to YOUR support. As a Living Memorial, we are a unique organization that offers camaraderie, world-class hospitality and service to active duty personnel and veterans of all eras and branches of service and to their families.

We are very proud of our mission to "Commemorate, Educate and Serve" as we pay tribute to the men and women who have given their lives and livelihood in service to our country. This important part of our Club would not exist without the support of our valued members, donors and patriot supporters. With your help, our programs will continue to grow our outreach in honoring the legacy of military service.

In order to ensure the Marines' Memorial is able to continue to welcome all who visit, we are currently addressing significant maintenance and modernization improvements to our nearly 100-year-old building. Our largest project is the replacement of our original elevators installed in 1926. They have not been modernized in quite some time and they are showing their age! Additionally, we are remodeling our lobby, making it more up-to-date and user-friendly to those with mobility challenges. We know you will appreciate the changes.

On behalf of the Boards of Directors of the Marines' Memorial Association and the Marines' Memorial Foundation and the entire staff, we thank you again for your steadfast support, and we look forward to seeing you at our Living Memorial in 2019!

Rick Hartnáck

Chairman

Marines' Memorial Association

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Chairman

Marines' Memorial Foundation

LtGen Jan Huly USMC (Ret.)

President & CEO

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## OUR **STORY**

Early in 1946, General A. A. Vandegrift, the Commandant of the US Marine Corps, sent a letter to Lieutenant General Henry L. Larsen, USMC, Commanding General, Department of the Pacific.

General Vandegrift sought Lieutenant General Larsen's "...recommendations for construction of Recreation and Athletic Facilities in the San Francisco Area... dedicated to combat units of the Marine Corps' participation in World War II..."

General Vandegrift's idea was to create a memorial that was more than just a statue.

General Larsen recommended that the Marine Corps purchase the Western

Women's Club in San Francisco, a facility

used during the War to house women in the Navy.

And so, as veterans began the transition to civilian life after World War II, they would have a Living Memorial, dedicated in honor of their fallen brothers. The Marines' Memorial Club was to provide "facilities, funds, forums, and meeting places for the rehabilitation, training, and readjustment of its members," as well as "a museum, education lectures, and a library."





On November 10, 1946, the 171st birthday of the US Marine Corps, the Marines' Memorial Club opened its doors at 609 Sutter Street in San Francisco. Around 5,000 members with their guests visited the Club's facilities throughout the day.

Today, the Marines' Memorial Association's mission is sustained by 20,000 members and supporters around the world, representing all branches of the US military.

We are a forward-looking organization that meets the interests and needs of the contemporary military and our members, providing venues for all veterans and currently serving personnel to celebrate and honor our heritage and their sacrifice.

Wherever our members live, and wherever they go, Marines' Memorial membership is a point of pride and a touchstone of our shared heritage.

This exemplary and unique Living Memorial continues to honor the sacrifices of those who gave all in service to our country. Our educational programs contribute to our community's understanding of military service, along with current National and Security issues. And, every day, we honor our commitment to Active Duty service members, veterans and their families.

I really understand the Living Memorial mission. It is so much more than a granite wall with names etched on it.

- Kent Eff, Benefactor Member since 2007

The Marines' Memorial Association's tax status as a *veterans* organization requires us to rely on the dues and donations of our veteran members to sustain our mission. In recent years, as we expanded our programs, outreach and service to veterans, currently serving service members and their families, we discovered a larger community of patriots eager to contribute. So, in 2015, we formed the Marines' Memorial Foundation.

The Marines' Memorial Foundation is a 501(c)(3) charitable organization that enables every friend of the Marines' Memorial to contribute. This includes veterans and patriot supporters, foundations, and corporations.

Many companies have matching gift programs and generous individuals have formed their own *Donor Advised Funds* at financial institutions such as Charles Schwab, Fidelity Financial, and local community foundations. These contributions must be directed toward a 501(c)(3) and are now able to support Marines' Memorial through the Foundation.

The Foundation promotes our programs, works to increase financial support, and provides oversight and advice to Lieutenant General Jan Huly, who serves

as President and CEO of both the Association and the Foundation. The Foundation Board of Directors is comprised of community leaders, half of whom also serve on the Marines' Memorial Association Board of Directors.

Donations to the Foundation are fully tax deductible and help fulfill our sacred obligation to those who have sacrificed so much and to those who serve our great country today.

We are grateful for the support of many patriotic individuals, as well as the following generous companies and charitable foundations: Bank of the West, Oakland Raiders, Land of the Free Foundation, The Georges and Germaine Fusenot Foundation, and MAXIMUS Foundation.

## OUR **PROGRAMS**

#### COMMEMORATE

Living Memorial
Displays throughout
Marines' Memorial
Club

Commemorative
Events honoring
veterans of military
campaigns from
WWII to the present

Memorial Day and Veterans Day Programs

#### **EDUCATE**

George P. Shultz Lecture Series

Meet the Author

Leadership Lessons Learned

Speaker Events covering topics of current, historical, military, and national security interest

#### **SERVE**

Annual Gold Star Parents Honor and Remembrance Event

College Scholarship Program

Free Membership and Subsidized Room Rates for Active Duty

Care Packages









Marines' Memorial is a significant part of our Corps' history and tradition. We need to preserve this rare and valued treasure that now honors all of nation's services and veterans. All those who have served are welcome to share and support this unique legacy of our service.

— General Anthony C. Zinni





## COMMEMORATE.

Hundreds of thousands of visitors walk the halls of the Marines' Memorial Club each year, taking in displays that include photos, medals, and interactive exhibits. Nowhere is the historical and emotional impact of US military service more present than in the Tribute Memorial Wall and the Memorial Hall.

The 10th Floor Mezzanine of the Marines' Memorial Club contains the Tribute Memorial Wall. The wall honors the fallen men and women of the US Armed Forces who have given their lives in Afghanistan and Iraq since September 11, 2001. Each black marble brick holds one name. Each name, among the thousands to be contemplated here, contains a story of devotion and sacrifice.

The Memorial Hall is located on the 7th floor of the Marines' Memorial Club. This corridor displays 8"x10" memorial plaques that our members and visitors have commissioned to honor living and departed loved ones, who either served in the military or were a part of military life. If you have a loved one who is honored on the wall and would like to find the exact location of his or her plaque, please visit mmamemorialplaques.com.





In 2018, we added

new Living Memorial displays





#### Living Memorial volunteer Carl Taylor has given countless hours to maintaining the Marines' Memorial Club's commemorative displays. Here is why, in his own words:

I became associated with the Marines' Memorial Association in 1997 as a member. I love the Club.

In 2010, I began donating my time as a volunteer and also decided to become a Benefactor Member, which means I'm part of this organization and its mission for life!

As a volunteer, I help take care of all the displays throughout the building — from the lobby all the way up to the 10th floor. The Tribute Memorial Wall is a very special, and highly emotional, place of honor. The Wall consists of about 6,600 individual marble bricks with the names of each of the men and women who have given their lives in Overseas Contingency Operations since 9/11.

One of the services that the Association provides that I also love to help with is the care packages. Getting a care package while serving gives you a little taste of home during those times of the year when it's even harder to be away from family.

Without our donors, I wouldn't be able to help put those care packages together ... our service members wouldn't be able to visit and remember their fallen comrades ... our beautiful Hotel wouldn't be able to have Active Duty service members stay at discounted rates ... and our Tribute Memorial Wall would become just another wall in the building.





The displays almost fall onto me while walking the halls. I'm moved by the sense of dignity, vigil, and remembrance that the Club's existence provides to fallen military and their families.

— Adam Ballard, Active Duty Member since 2016

As we sat and had drinks, we listened to stories. It was like nothing I have ever witnessed. It made my passion for being in this environment, helping in any way that I can, even stronger.

— Crystal Lynn, Visitor





Retired US Navy Senior Chief Petty Officer Robert Hansen has been a member of the Association for more than a decade, attending events and donating on a regular basis. While describing our events as impactful, Hansen vividly remembers an event that he walked away from with a very valuable life lesson.

At a book signing hosted by the Marines' Memorial Association, the author spoke about a Marine killed in action during a deployment to Iraq. After a bullet had gone through his head, his comrades were able to temporarily revive him, just long enough to witness his positive attitude, despite his fatal condition. Serving his Country cost that Marine his life, yet his positive outlook was so contagious, he left an everlasting mark on his fellow Marines.

Hansen attended the event over five years ago, but the story shared that day reinvigorates his appreciation of camaraderie every time he reflects on his 42 years of dedicated service to our great Country.

"People are putting their lives on the line every day," says Hansen. "That is why I donate and attend the events."

In 2018, we presented



Special Speaker Events In 2018, we hosted



Meet the Author Events

## EDUCATE.

Over nearly two decades, our George P. Shultz Lecture Series and other speaker events have established the Marines' Memorial as a leading venue for discussion of military and world affairs. For our attendees, 2018 was a great year to learn something new.

#### Raising the Flag on Mount Suribachi

At February's observance of the 73rd anniversary of the Battle for Iwo Jima, Lieutenant General Jan Huly, President and CEO of the Marines' Memorial Association, revealed a surprising rewrite of the historical record. In 2016, General Huly was asked by Marine Corps Commandant General Robert Neller to convene a team to investigate whether one of the Mount Suribachi flag raisers in Joe Rosenthal's iconic photograph had been misidentified. It was a controversial suggestion — for nearly 70 years, the identities of the men in the photo had been taken as historical fact.

Painstaking research of the events of the day, poring through photographs, film footage and recollections of men who were there, led the team to conclude that, in fact, Corpsman John Bradley (whose son wrote Flags of Our Fathers) was not there. Doc Bradley had helped to raise a smaller flag that same day, just not the one in the famous photo. He was nearby attending Mass as the second flag raisers gathered on the ridge. In closing, General Huly said, "I think everybody who fought on Iwo Jima had something to do with raising those flags."

#### Leadership Lessons Learned

Transitioning veterans who come to work and live in the Bay Area have left behind the intensive camaraderie of military life for a culture where being "connected" means something entirely different. We want every young Bay Area veteran to discover that there is a vibrant center for networking and learning right here, at the Marines' Memorial, in the heart of San Francisco.





In 2017, we asked ourselves: what if we invited young veterans into the Club to attend intimate talks by leaders in business and technology. The speakers would be veterans themselves who have blazed trails to success as civilians. From this conversation, the Leadership Lessons Learned series was launched. We see the series as a means of using mentorship and history as "a catapult into the future."

Navy veteran Chris Michel, founder of Military.com, kicked off the Leadership Lessons Learned series in the fall of 2017.

Marines' Memorial Association Board member Tim Hsia says it reminded him of the finest lecture class at Stanford. In 2018, our speakers included Army veteran Chip Bergh, President and CEO of Levi Strauss, Army veteran and Palo Alto Networks CEO Mark McLaughlin, and Navy veteran Randy Hetrick, founder of TRX.

#### ANZAC Day

In April, the Marines' Memorial held its first observance of ANZAC Day, led by Australian Consul General Chris Oldfield. ANZAC stands for the Australian and New Zealand Army Corps. It was originally devised after World War I to honor members of the Australian and New Zealand Army Corps who fought at Gallipoli; today it commemorates all Australians and New Zealanders who served and died in all wars, conflicts, and peace-keeping operations. Among other details, we learned that Australian Commander Sir John Monash was the first non-American to command US troops, in the Battle of Hamel Spur.

As our alliance with Australia and New Zealand enters its second century, we were called to acknowledge their determination, tenacity, and sacrifices in pursuit of the values we hold in common.





In 2018, we shipped

265

Care Packages to our troops





#### Good Evening Ma'am,

Yes! I have received the Marines' Memorial Association and Foundation Care Packages. They were well received by the Marines and Sailors of SPMAGTF CR CC 17.2, especially the sweat-jackets embroidered with "Marines' Memorial Association". What a nice thought and gracious gift. Sometimes it's the small things that bring a smile to a deployed Service-member's face, and the Care Packages truly hit the mark.

I thank you for taking time to do an act of kindness for America's most selfless individuals. Again, thank you for all your association and foundation continue to do.

Respectfully Submitted, T. C. Whitcomb Sergeant Major, USMC

## SERVE.

Every day, we honor our commitment to assist active duty service members, veterans and their families. Contributions from our members and supporters allow us to continue these vital programs.

#### Gold Star Parents Honor and Remembrance

It can be hard for Gold Star families to find a community that understands their loss. Now in its 14th year, this event provides a safe environment where parents who have lost a child in the line of duty can share their grief, receive support and counseling, and build a lasting bond with one another.

#### Aid and Assist

The Marines' Memorial offers free membership to active duty service members and reservists, as well as subsidized rooms for active duty service members as they transition to a new duty station or attend training in the area.

We send Care Packages to deployed troops overseas every summer and holiday season.

In the Marines' Memorial Club, we provide a forum for veterans to network and engage as they begin their transition to civilian life, with events and resources just for them.

#### Scholarships

Marines' Memorial Scholarships help veterans and their families take a step closer to their higher education goals. A variety of scholarships are awarded based on merit, activities, and financial need. The Marines' Memorial Scholarship Program is completely funded by donors.

The 2018 scholarship award was a tremendous help. I am a disabled veteran who at times doubts whether I can succeed in school. Your support will continue to be a source of inspiration until my college journey is complete. Thank you.

- Braulio Rodas, USMC, OIF Combat Veteran 2005-13

In 2018, we provided



memberships to active duty service members In 2018, we hosted



Gold Star Parents at our annual Honor and Remembrance Event

In 2018, we awarded



scholarships to veterans and their family members In 2018, we offered



subsidized rooms to active duty and transitioning service members

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#### THREE STAR CONTRIBUTORS (\$25,000+)

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Our men and women deserve nothing less. I feel like trying to make up for the way we were treated when returning from Vietnam.

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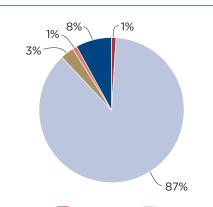
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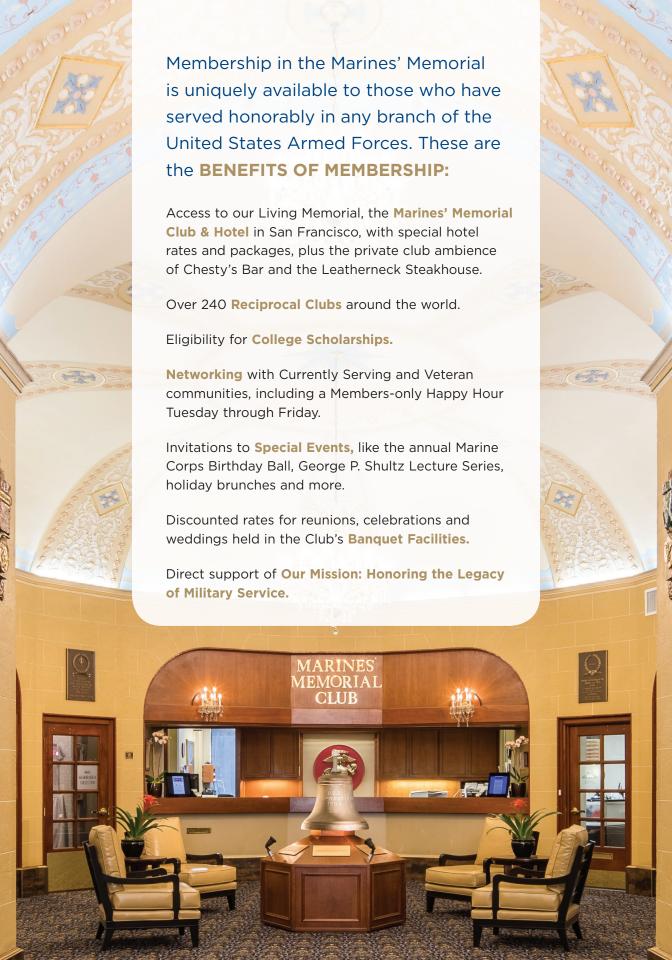
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#### ~2% 6% 6% 1% 1% 84%

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General Fund Gold Star Parents Living Memorial Scholarships Aid & Assist Educational Programs



It's geography, community,
and history. Here, we have a
community with a physical heart,
an actual place to meet fellow
veterans, where someone you
haven't seen for a while can come
and stay when they visit you.
Veterans belong here. There's no
other place off base where a veteran
walks in and...that's your place.

- Tim Hsia, MMA Board Member



609 Sutter Street San Francisco, CA 94102 tel (415) 673-6672 fax (415) 563-5820 Development@MarinesMemorial.org MarinesMemorial.org