

THE Marines' Memorial Comprehensive Campaign

SUMMER 2025

The Comprehensive Campaign is the revitalization of the Marines' Memorial Club & Hotel, to honor all US Military Services.

The Campaign's focus is a floor-by-floor improvement of our Living Memorial, with each floor representing a branch of service. With your help, this will enhance our mission to **Educate, Commemorate, and Serve.**

The goal of the Comprehensive Campaign is to raise **\$25 Million by 2035**, and we are on our way to that goal! We are extremely grateful to the many members who are leading the way with major contributions.

Donors of Distinction

These individuals have made significant contributions to the Comprehensive Campaign. They will receive special recognition on the floor of their Service.

EDWARD P. ROSKI, JR. Captain USMC (ret)

THOMAS CALLINAN Captain USMC (ret)

JOHN CLATWORTHY Lieutenant Colonel USMC (ret)

BARRIE AND JULIANNA GRAHAM

NINA AND ROB LESLIE San Francisco West Point Society

MAUREEN AND MARK LOGAN

PETER PACE General USMC (ret)

DAVID PETRAEUS General USA (ret)

Sgt DON REID, USMC

LLOYD STAMP Colonel USMC (ret)

JEFF AND ROSE TICE Lieutenant Colonel USAF (ret)

RANDY AND LINDA WIGHT Commander USN (ret)

Join our Donors of Distinction by making your contribution TODAY!

Email BrandonShepard@MMAF1946.org to learn more.

Dear Members and Supporters,

I invite you to envision with me the future of the Marines' Memorial, where future generations of US military service members, veterans, and their families find a true home away from home, where warriors of all ranks and eras continue to meet, connect, and learn from one another.

The Marines' Memorial Comprehensive Campaign is a general fund effort with a big goal that serves an even greater vision. Simply put, its purpose is to secure vital funding for ongoing and future initiatives, to enhance our facilities, and expand our programs and veteran outreach—all to ensure that we sustain our mission well into the future.

Starting on page 3, you can read about our plans to create immersive tributes to US military branches, campaigns, and heroes throughout the 12 floors of the Club building. In addition to these renovations, we will continue to expand the reach of our Gold Star Parents Event, ensure that membership and events remain affordable, and subsidize Club & Hotel use for active duty service members.

Our 10th Floor Mezzanine, housing the Tribute Memorial Wall, will remain unchanged, continuing to provide solace to all who visit.

The story of the Marines' Memorial, from post-WWII to the present, is truly extraordinary. Having survived unprecedented challenges these past few years, it's time for us now to look ahead and *thrive*. With your help, we will continue to be a beacon in San Francisco for our Armed Forces.

Gratefully,



LtGen Michael A. Rocco
USMC (Ret)
President & CEO

Past. Present. Future.

From the beginning, in tribute and in service.

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.

General A. A. Vandegrift, had proposed a "Living Memorial" to Marine casualties from the War in the Pacific. A group of Marines arranged to buy a building owned by a women's club at the corner of Sutter and Mason Streets, whose members they had met through their participation in the wartime WAVES program.

Marines' Memorial Club was to be used for the "convenience and relaxation of Leatherneck officers, enlisted men, veterans and the mothers, fathers and wives of men lost in the service."

Today, the Marines' Memorial is a robust organization that embraces and serves all branches of our armed forces. It is a nurturing space for Gold Star families, a venue for educational events, a provider of college scholarships, and an oasis of military pride and camaraderie in San Francisco's Union Square.

The Marines' Memorial is many things.

We are a museum, library, veterans' club, hotel, restaurant and event space, providing hospitality to our members and supporters. Our success since 1946 has allowed us the privilege of sustaining our unique Living Memorial in the heart of San Francisco.

Our Living Memorial, a gift from the Greatest Generation, is dedicated to the service and sacrifices of all branches of the US Armed Forces who protect our country. Most of all, it serves as a safe and welcoming environment for all to share their unique experience of serving their country.

It is our responsibility to provide the means to support future generations of service members at the revamped Marines' Memorial. Without you, our members and patriot supporters, we would not be able to sustain our programs that commemorate our history, serve our service members and veterans, and educate all on the legacy of those who have served.

2nd Floor Bar & Lounge

Adjacent to the Marines' Memorial Theatre, The Flying Leatherneck Lounge will be transformed into a Naval Ready Room, featuring:

- Wooden floors
- Ship-gray wall with a large "6" to honor the history of the USS Bonhomme Richard (LHD-6)
- Officer of the day Ready Room desk serving as the bar
- "Flight Schedule" Drink Menu and updated memorabilia display featuring Naval Aviation artifacts



These chairs came from the Ready Room of the USS Bonhomme Richard.





U.S. Navy AND Coast Guard



3rd Floor

As you exit the elevator, step onto the bridge of the USS San Francisco during the Battle of Guadalcanal. This floor honors Naval services members' experience with:

- Wooden ship-like flooring in the foyer
- Displays that tell the story of the Navy, from the historic Six Frigates to the present day, and capture the history of the Coast Guard from 1790 as the Revenue Cutter Service to today's multi-mission Coast Guard

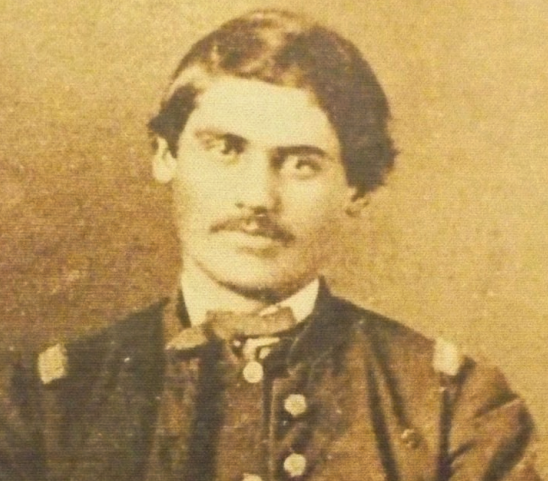


4th Floor

Marines stepping from the elevator into the 4th floor foyer will be transported back to MCRD Receiving and the day they left their civilian lives behind.

- Yellow footprints lead to the recruit's "phone home" box
- The history of the Corps is on view, from Tun Tavern to today's Marine Corps





THE Medal of Honor



5th Floor

The Medal of Honor (MoH) is our Nation's highest military decoration, awarded to recognize Soldiers, Sailors, Marines, Airmen, Guardians, and Coast Guardsmen who have distinguished themselves by acts of valor. Displays will include:

- Description and history of the MoH
- Civil War map to include the first MoH awardee, Jacob Parrott
- Spanish American War - WWI - WWII - Korea - Vietnam - OIF & OEF
- Recognition of all MoH recipients



6th Floor

Displays in commemoration and appreciation of the veterans of the Korean War and Vietnam War will fill the halls of the 6th floor.

7th Floor

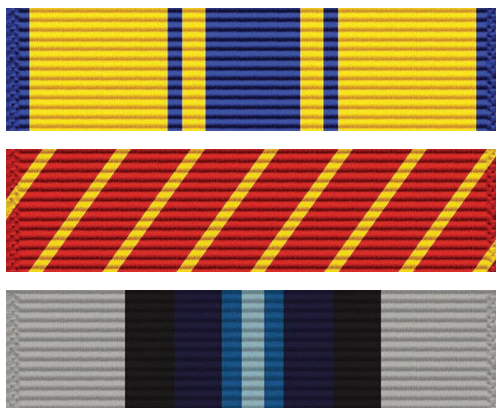
This testament to the Global War on Terror, including Operation Iraqi Freedom and Operation Enduring Freedom, will complement the Tribute Memorial Wall on floor 10M.





8th Floor

Here, we will celebrate the history and accomplishments of the branches of our Armed Forces dedicated to defending the skies and beyond.



9th Floor

The Army is America's first national institution, rooted in the Continental Army, which was formed on 14 June 1775 to fight for independence during the American Revolutionary War. The Army's rich history, told through our collection of images and artifacts, will be the focus of this floor.



We appreciate General David Petraeus' contribution to the Comprehensive Campaign.



TOP & BOTTOM

Chesty's

**Fitness Center
& Lap Pool**

12th Floor

Chesty's Bar & Grill offers outstanding views of San Francisco. To enhance the customer experience, we will move the bar section closer to the windows over the downtown skyline.

Lower Level

To commemorate the reopening of our Fitness Center and Pool, we will install a Donor Acknowledgement Wall. Naming opportunities are available for various areas of the Club, including the Pool Fitness Center.



A Service to Those Who Carry On

Each of our programs embodies the Marines' Memorial's founding motto: *A tribute to those who have gone before; and a service to those who carry on.*



Gold Star Parents Honor & Remembrance

It can be hard for Gold Star families to find a community that understands their loss. This is why the Marines' Memorial remains committed, year after year, to offering a haven in which to share their burdens and receive counseling. We also cover most of the cost of attending.

At the Honor & Remembrance event, Gold Star parents are able to build lasting bonds in a community of support that no other institution offers.

Your donor dollars will help expand the reach of this event, so that we can welcome more families from all across the country.



Marines' Memorial Scholarship Program

We are proud of the Marines' Memorial Scholarship program and the difference it makes in the lives of hardworking, talented, young people pursuing higher education.

We awarded more than \$125,000 for the 2024-25 academic year to active duty service members, veterans, members and their children and grandchildren, as well as nearly \$10,000 to Marines' Memorial employees and their children.

Please help us do even more to stoke the ambitions of our next generation of leaders!

Ways to Give

DOUBLE THE IMPACT OF
YOUR GIFT WITH OUR
\$1 MILLION PER YEAR
MATCHING CHALLENGE!
CONTACT US TO LEARN MORE.

DONOR ADVISED FUNDS

A donor-advised fund (DAF) allows you to combine the most favorable tax benefits with the flexibility to support the causes you care about. Ask your financial advisor about granting funds from your DAF to the Marines' Memorial Foundation over time.

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 the Marines' Memorial.

STOCKS & SECURITIES

We accept stocks, bonds, and other securities for your contribution to the Marines' Memorial Comprehensive Campaign.

PLANNED GIVING

Bequests, charitable gift annuities, and charitable remainder trusts are all great options for your gift to the Marines' Memorial.

WORKPLACE MATCH

Many employers match their employees' giving. Check with your employer today.

OTHER


Is there another way that you would like to donate, that is not listed here? Let's talk! We can help you **make the greatest possible impact** with your gifts to the Marines' Memorial!



SCAN FOR
**INSTANT
IMPACT!**

To donate, or to learn more

Contact Brandon Shepard, Director of Development
(415) 447-0188 BrandonShepard@MMAF1946.org



We found the name of a hometown hero on the Tribute Memorial Wall, who died early in the Afghanistan campaign. It was hard, but also a moment we knew the Marines' Memorial is there to serve and remember ALL service members.

*Mike Aha, Marine Veteran
Benefactor Member*



Thank you

for your support
and for helping
us to ensure that
Marines' Memorial
remains a vibrant
center of military
culture, camaraderie
and pride for many
years to come.

**Commemorate
Educate
Serve**



**MARINES'
MEMORIAL**



ASSOCIATION & FOUNDATION

**Marines' Memorial
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Foundation**

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