

# THE Marines' Memorial Comprehensive Campaign

SUMMER 2026

## 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: **Honoring the Heroes of the Past by Serving the Leaders of the Future.**

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)

**SANDY AND LINDA ALDERSON** Lieutenant Colonel USMC (ret)

**JUAN ANDRADE** CEO of USAA

**THOMAS CALLINAN** Captain USMC (ret)

**JOHN CLATWORTHY** Lieutenant Colonel USMC (ret)

**ROSEMARIE GRABLEWSKI** Lieutenant Colonel USAF (ret)

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**NINA AND ROB LESLIE** Colonel USA (ret)

**MAUREEN AND MARK LOGAN**

**PETER PACE** General USMC (ret)

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**Sgt DON REID**, USMC

**LLOYD STAMP** Colonel USMC (ret)

**JEFF AND ROSE TICE** Lieutenant Colonel USAF (ret)

**RANDY AND LINDA WIGHT** Commander USN (ret)

## 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 13, 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

Join our Donors of Distinction by making your contribution TODAY!  
Email [BrandonShepard@MMAF1946.org](mailto:BrandonShepard@MMAF1946.org) to learn more.



Marines' Memorial Association is a 501(c)19 non-profit veterans organization.  
Marines' Memorial Foundation is a 501(c)3 non-profit organization.

# 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.

## WE ARE THE Veteran Venue of Choice.



The Marines' Memorial Association is the premier venue for Veteran-led businesses, nonprofit organizations, and military-affiliated groups in the Bay Area.

What sets the Marines' Memorial apart is its unique combination of heritage, purpose, and modern capability. As a living tribute to those who have served, the Marines' Memorial provides an environment where military culture is deeply understood, genuinely respected, and proudly celebrated. Events hosted here carry a weight of meaning and authenticity, and a sense of honor that cannot be replicated elsewhere.



**Where veterans shape the future.**

The Marines' Memorial is a trusted convening hub for leading Veteran organizations driving innovation, leadership, and entrepreneurship.

Groups such as MilVet, Vets in Tech, and other Veteran-focused networks regularly host professional development events, networking receptions, and mission-driven programs. These gatherings bring together Veterans who are shaping industries, building companies, and strengthening the military community — reinforcing the Marines' Memorial's role as a catalyst for Veteran success.

Our commitment to Veterans is woven into our mission, guiding every experience we create and every event we serve. Some of the Veteran groups we've had the honor of working with include:

- MilVet**
- Vets in Tech**
- SFBA West Point Society**
- 12th MCD**
- 23rd Marines**
- Dreams for Veterans**

# Veteran Venue of Choice

The premier venue for the military and veterans communities.



Emmy-winning journalist Chuck Todd, former host of NBC's *Meet the Press*, speaks at Vets in Tech's 11th Annual Gala. The event, held at Marines' Memorial in November 2025, honored organizations and leaders setting new standards for military veteran support in the tech sector.



The Marines' Memorial supports the 23d Marine Regiment by making spaces within the Club building available for training.

The Marines' Memorial is not just an event space for Marines. We invite and encourage service members of all branches and all ranks to make our Club & Hotel their venue of choice.



It is a place for stories that matter.

The Marines' Memorial has also served as a backdrop for meaningful storytelling, including *American Sons*, a PBS documentary featuring Afghan War Veterans. This highlights the Memorial's role as a place where Veteran voices are honored, amplified, and preserved.

A place to observe and celebrate active duty milestones.

In addition to Veteran-focused events, the Marines' Memorial provides a fitting and dignified setting for those moments in a service member's life that deserve recognition. Promotion and commissioning ceremonies, unit gatherings and recognition events all take place in a venue created to honor service.



# Veteran Venue of Choice



More than a venue — a home.

The Marines' Memorial is more than an event venue. It is a home for the military community. Whether hosting Veteran organizations shaping tomorrow's leadership or honoring service members achieving career milestones, the Marines' Memorial is where service, community, and purpose come together. For Veterans, military organizations, and active-duty personnel alike, there is no more fitting place to celebrate service and build the future of the military community.



## 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 2025-26 academic year to active duty service members, veterans, members and their children and grandchildren, as well as \$19,500 to Marines' Memorial employees and their children.

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

"I was lost, my world shattered in an instant. Every morning, my first thought was devastation. How could I possibly live another day? That changed forever when I entered the Marines' Memorial Club for the Gold Star Reception.

For the first time since Eric's death, I slept through the night. I felt safe, seen, and at home. Surrounded by others who'd endured my nightmare, I could laugh without guilt, or cry, or shut down—and they understood. I felt welcomed into this club no one wants to join. The incredible Blue Star Mothers and Marines' Memorial staff rescued me and brought me peace. No expression of gratitude could ever suffice."

*Brenda Freeman*



**Gold Star parents find a safe haven at  
Marines' Memorial thanks to our generous  
donors. We can't do it without you!**



**Jonathan Antoño  
Vega Yelner**  
United States Air Force  
Age: 24  
Hometown:  
Lafayette, CA  
Gave his life on:  
April 29, 2008

"Not afraid of greatness"  
his Eagle Scout Award 2002  
from St. Perpetua School 1998  
LaSalle High School 2002.  
his family and school friends.  
his Puerto Rican heritage.  
own to his Air Force & Army  
ruly believed he was making  
in Afghanistan. No one was  
per after the initial "hello".

Lance Corporal  
Eric S. Freeman  
United States Marine Corps

Hometown:  
Thousand Oaks, CA

8/2/1984 - 1/3/2005

Lived with dignity  
Instilled integrity  
Remembered in felicity  
Rejoice in eternity

**Joseph A. Graves**  
U.S. Army  
Age: 21  
Hometown:  
Discovery Bay, California  
Gave his life on:  
July 25, 2006

Son + Grandson + Friend  
A True American Hero.  
A selfless caring man who led  
by example and made life better  
for all that knew him. He will be  
missed but not forgotten.  
All Good Souls... Forever Good Will

Each year, a diverse group of ambitious and talented students submits their applications to the Marines' Memorial Scholarship Program and Employee Scholarship Program. We select awardees based on financial need, scholastics, personal achievement, an essay, and a letter of recommendation.

There are ten named scholarships, endowed by individuals in honor or in memory of a loved one or friend, and two that are funded by directed donations from our members and supporters. Several of these have specific criteria for eligibility, such as a minimum GPA or a particular course of study.

#### Scholarships for Veterans

*Richard and Susan Braun Family Scholarship*, for those transitioning from military service

*Caesar Viglienze Memorial Scholarship*, for college sophomores, juniors, or seniors

*Tribute Scholarship*, for those leaving full time service for academia, who are MMA members, their children or grandchildren

*Dr. Nancy M. Schonher Scholarship*, for female students attending an advanced medical or accredited paramedic program

*Wesley Hammon Leach Scholarship*, for career-focused trade, vocational, or associate's degree students who are MMA members, their children or grandchildren

*Hammer Family Scholarship*, for STEM undergraduate students

**Scholarships for Active MMA Members or Their Children or Grandchildren**

*Cold War Veterans Scholarship*, for STEM undergraduate students

*Edmund K. Gross Education Scholarship*, for Education majors

*Colonel Richard Hallock Scholarship*

*Rita P. Maxwell Memorial Scholarship*, for veterans, with preference given to music and theatrical arts students

*Marines' Memorial Family Scholarship*

**Scholarships for Currently Serving or Veterans of the US Armed Forces, Their Spouse or Child**

*Ruark-Wight Family Scholarship*, for college sophomores, juniors, or seniors, or graduate students



First generation college graduate Leo Daniels, shown above with mother Gabby Canchola at Stanford University, was awarded two consecutive Employee Scholarships. He aspires to a career in medicine.

Dr. Joshua Nedelisky received the Marines' Memorial Tribute Scholarship as he transitioned from a decade of Army service into medical school.

Aid for these two scholars came along at very different stages of their lives, but made an impact for both that will reverberate through generations.

I want those who are serving to have access to a great place, a sanctuary. These people are giving up a lot and they deserve any boost they can get. I believe the Marines' Memorial gives them that.

*Dr. George Bensch, Navy Veteran Benefactor Member*

## 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

## THE Ready Room OF THE USS BONHOMME RICHARD



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





### 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



### U.S. Navy AND Coast Guard

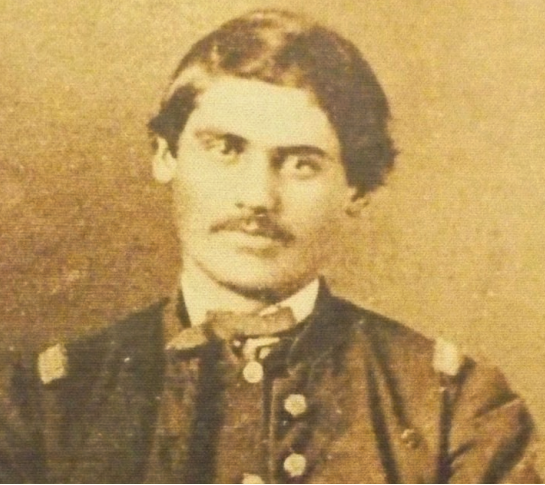


### 3rd Floor

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





## 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.

## 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





## 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.



## 8th Floor

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



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



# 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.

## 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.

## 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.

## 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!

## STOCKS & SECURITIES

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



SCAN FOR INSTANT IMPACT!

## To donate, or to learn more

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

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.



# 100 Years of 609 Sutter

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 the  
next 100 years.

Honoring  
the Heroes  
of the Past by  
Serving the  
Leaders of  
the Future



MARINES'  
MEMORIAL



ASSOCIATION & FOUNDATION

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