

2023 ANNUAL REPORT



WHO ARE WE

Established in 2009, Friends of Flight 93 National Memorial are the official 501(c)3 non-profit organization supporting the Flight 93 National Memorial.

Friends focus on raising awareness, facilitating education, providing volunteer support, and preserving and maintaining the memorial's landscape.

These efforts ensure that Flight 93 National Memorial remains accessible, relevant, and inspiring to current and future generations.



MISSION

AS FRIENDS OF FLIGHT 93, WE WELCOME WORLDWIDE ALL WHO WOULD JOIN US IN HONORING THE SACRIFICE AND COURAGE OF THE PASSENGERS AND CREW OF FLIGHT 93 BY SUPPORTING THE MISSION OF THE FLIGHT 93 NATIONAL MEMORIAL WITH VOLUNTEERS, RESOURCES, AND CIVIC ENGAGEMENT, SO AS TO INSPIRE ALL WHO VISIT WITH THE FLIGHT 93 STORY.

155,000+
DONORS

377,000+
VISITATION

1,300+
MEMBERS

LEADERSHIP

OCTOBER 1, 2022 TO SEPTEMBER 30, 2023

BOARD OFFICERS

Fred Lukachinsky
PRESIDENT

Emily Root Schenkel
VICE PRESIDENT
*FLIGHT 93 FAMILY MEMBER**

Tom Rooney
SECRETARY

Dave Finui
TREASURER

STAFF

Donna Gibson
EXECUTIVE DIRECTOR

Courtney Olczak
**COMMUNICATION & SPECIAL
EVENTS COORDINATOR**

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Christopher Whelan
*FLIGHT 93 FAMILY MEMBER**

David Finui

Edward Sheehan, Jr.

Frances Deblasio

Jody Greene
*FLIGHT 93 FAMILY MEMBER**

Matthew Wilson

Salene Mazur Kraemer

Soren Fanning

Stacey Heitzenrater

Stacy Schmitt



MESSAGE FROM THE PRESIDENT

Greetings Friends, the Friends had another successful year supporting the National Park Service here at Flight 93 National Memorial. I believe this year can be summed up as one of refreshing and enhancing old ideas and bringing new innovative ideas to life.

Refreshing old ideas included a celebration during National Park Week, Volunteer Week and Earth Day. Friends invited 10-year reforestation partners to share in a day of service followed by a lunch reception. Volunteers shared stories of their involvement over the years. Reforestation will be refreshed and in 2024 will become a volunteer "Day of Caring" for the environment.

On-site educational learning was enhanced with the creation of an Educational Scholarship. This scholarship replaces the transportation grant and offers more opportunities for tier one schools with students in grades 4-12 to visit the memorial. Scholarships are funded through EITC donations, the Grable Foundation and donors who chose to support education. In 2023, over 10,000 students took part in an on-site learning experience.

Walk 93 transitioned to Heroes Walk in 2022 and continues to be a success with the enhanced feature of family members walking with participants and sharing stories of their loved ones. Family members supporting this year's walk were Debby Borza, Gordie Felt, Patrick White and Barbara Williams. We are grateful to these family members for sharing their stories. The funds raised in 2023 will go toward the care and maintenance of Memorial Groves.

The completion of the Western Overlook enhancements was one more way in which Friends partnered with the National Park Service and the Army National Guard from the 333 Battalion in Reading, Pa. The enhancements provide an area where visitors can learn about the historical significance of this part of the Memorial. During the fall months Park Rangers offered walking tours entitled "13 days". This program was well received.

Refreshing our tourism strategy to include advertising in the metro areas of Washington DC and Virginia was one more way Friends promoted visitation. This and advertisements in the Garrett County Parks Guide continue to increase awareness of the Memorial and its features. While adding these new marketing sources, Friends continue to use billboards and partnerships with surrounding tourism agencies.

New partnerships emerged as Friends and family members worked with organizations like the Gary Sinise Foundation and Project 957. This collaboration resulted in the development of a youth leadership program focused on the lessons learned from the Flight 93 story. Family members David Beamer, Gordie Felt and Ken Nacke spent three days with this youth group talking about the events of 9/11 and the impact these events had on our country. The leadership program was an excellent way for Friends to expand their reach to new students. Debby Borza also partnered with Project 957 as a facilitator for a three-day leadership camp. The camp concluded with Debby taking participants on a tour of the Memorial. Thank you, family members, for helping us reach a new generation.

The National Day of Learning "Teach to Remember" was a new idea brought to life in 2023. With a goal of reaching students globally and offering educators resources to teach about the events of 9/11, Friends and National Park Service collaborated to make this program available to the public. Virtual tours of the Memorial features, interviews with family members, a pre-recorded moment of remembrance as well as live stream observance ceremony were just a few of the elements offered via a Zoom events platform. When registering for the event, educators received links to resources that would enhance their students' learning experience. Park rangers were available during the afternoon of 9/11 to answer questions from students.



Board President
Fred Lukachinsky

With over 22,000 students from 40 states and Canada, this first-year program exceeded expectations. We are looking forward to an even greater response in 2024.

I have highlighted some Friend's accomplishments in 2023. In the next few pages, you can read more about our year. I hope you are as proud of our organization as I am. Our goal to keep the Memorial and story of the forty passenger and crew members of Flight 93 meaningful and relevant for current and future generations is what drives us every day. I am honored to be your President and to have the opportunity to lead this organization with your support.

WHAT WE DO

Increase Public Awareness of Flight 93 National Memorial

Sponsor Educational Programs and Events on 9/11 Issues and the Flight 93 Story

Secure Funding and Volunteers for Special Projects

Care for the Memorial Landscape through Environmental Projects

Support Commemorative Events





MEMBERSHIP BENEFITS

Invitations to Friends-only Activities

Receive Annual Electronic Newsletter, *Connections*

Advance Notice of Upcoming Special Programs and Events

15% off in the Visitor Center Book Store

Opportunities to Work with others Committed to Supporting the Mission of Flight 93 National Memorial

JOIN TODAY!

www.flight93friends.org/membership



EDUCATION



2023

GIVING TUESDAY

Friends raised almost \$70,000 to support on-site education field trips.

Field trip season for students in grades 4-12 began in April and ran through the end of October.

Friends and National Park Service hosted over 10,000 students annually.

A PIVOT FOR 9/11

The National Park Service and the Friends of Flight 93 National Memorial announced 'Teach to Remember,' a virtual education program as part of the evolving 9/11 ceremony at Flight 93 National Memorial. Educators registered for the virtual event starting in August 2023. On Monday, September 11, 2023, the park virtually welcomed schools and students from across the United States to join the reading of names and moment of silence.

"Every year the memorial recognizes September 11 as a day of remembrance and a time to pay respect," said Flight 93 National Memorial Superintendent Stephen M. Clark. "It also provides an opportunity for teaching younger generations about the events of that day."

"I am grateful to the National Park Service and Friends of Flight 93 for adapting the annual September 11 Observance to reach classrooms while still remembering our loved ones.

Teach to Remember welcomes students to connect with 9/11 in their own way," said Emily Schenkel, niece of Flight Attendant Lorraine G. Bay and Board of School Director for the Bethlehem Area School District.

The virtual learning event kicked off early on the morning of September 11 and featured several classroom sessions throughout the day for grades 6-12.

WRITE TO REMEMBER 9/11

During the late summer months Friends collaborated with the National Park Service and the National Writing Project to launch Write to Remember 9/11. This project inspired students to participate in the National Day of Learning and then write about lessons learned that could assist them in solving some of the problems they face today.

This site was launched in September and to date there are 85 stories published and counting. Explore some of the stories written by students: <https://writingourfuture.nwp.org/write-to-remember-9-11/responses>.

\$70,000

RAISED TO SUPPORT
EDUCATION

THE LAUNCH OF NATIONAL DAY OF LEARNING (NDL)

The day finally arrived to launch the National Day of Learning - Teach to Remember 9/11.

The morning started with a press conference where Adam Shaffer, chief of interpretive and visitor services and Donna Gibson, Friends Executive Director spoke to the press about the new initiative and why it is so important for educators to have the resources to instruct their students on the events of 9/11.

The program was held virtually and had over 500 schools from 40 states and over 22,000 students participate in part or all the available programming.

Sponsors were provided with the opportunity to advertise on the zoom platform during the launch of the National Day of Learning.

22,000+

STUDENTS PARTICIPATED

500+

SCHOOLS

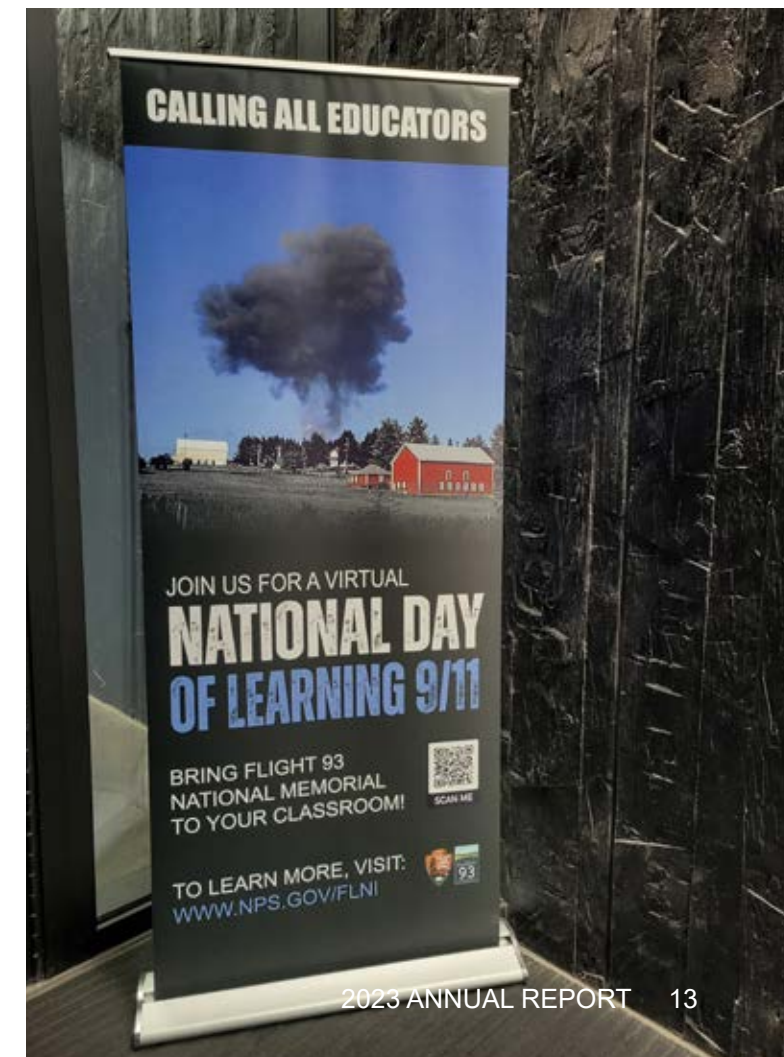
40

STATES

NDL SPONSORS

AMERISERV

FIRST ENERGY FOUNDATION
FRANK QUATTRONE & DENISE FODERARO
FRED & SANDRA LUKACHINSKY
HOLLERN INSURANCE
PATRIOT PARK FOUNDATION
THE GARY SINISE FOUNDATION



ENVIRONMENTAL

EARTH DAY

During National Park Week, National Volunteer Week and Earth Day, Friends collaborated with the National Park Service, OSMRE and the Department of Environmental Services-Division of Forestry to host a day of volunteerism and fellowship.

This one-day event was by invitation only as a way of thanking those partner who helped in the success of our 10-year reforestation project. Volunteers planted trees and fields of wildflowers.

Over 100 partners assisted as team leaders or volunteer planters. Following the event, volunteers were invited to a luncheon reception at Forbes Trail Brewery.



FEDEX DAY OF CARING

Friends Board President Fred Lukachinsky recruited a team of FedEx volunteers for a Day of Caring for the environment and Memorial Groves at Flight 93.



PINTS FOR PARKS

Friends partnered with Forbes Trail Brewery on National Public Lands Day raising \$4,000.00 and awareness for the Memorial Groves. Sales of a special "Giving Back" Pale Ale, event merchandise, and donations will support the care and maintenance of the Memorial Groves.

EARTH DAY SPONSORS

EMMA MUNSON FOUNDATION
GLOBAL SFC VALVE
HOLLERN INSURANCE
LEONARDO DRS
LOWE'S
NEGLEY'S WATER
TODD JONES



HEROES' WALK

On Saturday September 9, Friends joined family members in welcoming participants to the 2023 Heroes' Walk. With the threat of severe weather, family members spoke to participants at the plaza. Thanks to Debby Borza, Gordie Felt, Patrick White, and Barbara Williams for sharing their heartfelt stories of their loved ones.

Funds raised in the 2023 walk will benefit care and maintenance of Memorial Groves.

HEROES' WALK SPONSORS

CTC
FIRST FLIGHT FOUNDATION
GLOBAL SFC VALVE
HOLLERN INSURANCE
TERRI LESIEUTRE
TERRY BUTLER
THE SALVATION ARMY -
EMERGENCY DISASTER SERVICES



ENVIRONMENTAL

WESTERN OVERLOOK DEDICATION CEREMONY

At the end of the 2023 Heroes' Walk, Friends of Flight 93 National Memorial hosted a dedication and ribbon cutting ceremony for the newly enhanced Western Overlook at Flight 93 National Memorial.

Through various fundraising efforts in 2022, Friends and family members raised funds to support this project.

Army National Guard from the 333 Battalion from Reading, PA offered engineering and construction services to help support the project completion.

We are grateful for the dedication of our families, donors, sponsors and the Flight 93 National Memorial maintenance for helping us complete this project.

The Western Overlook is the space where families had their first view of the crash site in September 2001, first responders offered aid to family members and the crime scene investigation of Flight 93 would unfold.

Park rangers have developed a new interpretive program, '13 Days in September'. This is a walking tour offered to interpret the historical significance of this site.

Representatives from Families, National Park Service and Friends cut the ribbon and spoke during the dedication, while walk participants were the "First View" of the enhanced space. Pennsylvania Mountain Service Corps AmeriCorps volunteers provided flowers to walkers to leave behind in honor and memory of the 40 passenger and crew members.

**"13 DAYS IN
SEPTEMBER"**
A NEW WALKING TOUR AT
FLIGHT 93 NATIONAL MEMORIAL



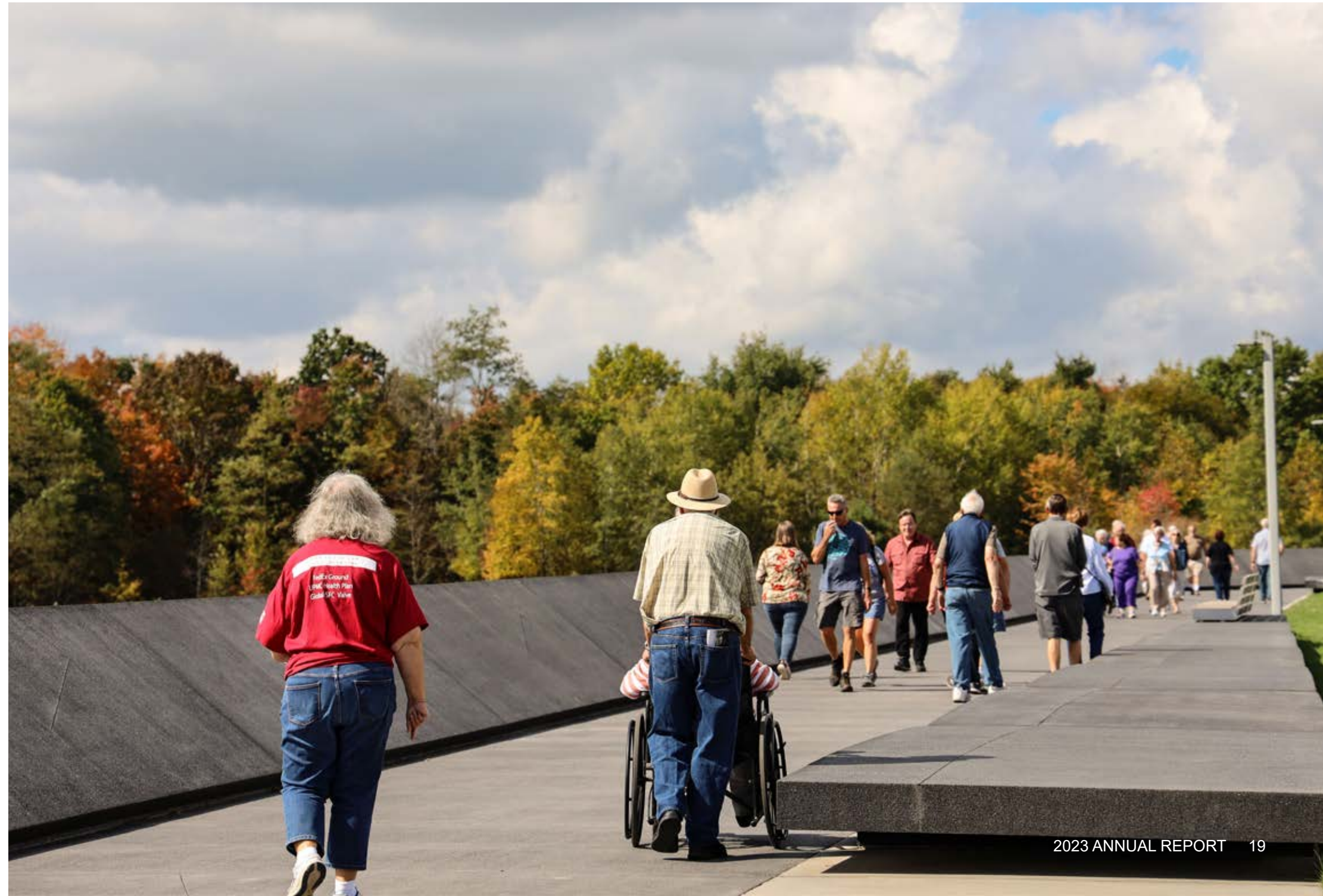
TOURISM

In December 2022, Friends were awarded a \$17,446.50 tourism grant. The grant was used to promote visitation to Flight 93 National Memorial. Friends purchased:

- Turnpike Billboards
- Tourism Ads in Go Laurel Highlands Visitor Guide
- Promotions of Special Events on GOLH's Website
- Tourism Ads in Cambria County Visitor Guide
- Tourism Ads in Bedford County Visitor Guides
- Tourism Ads in Frederick News Post from May - September
- Ad in the Garrett County State Parks Guide
- Distributing Newly Designed Rack Cards

\$17,446.50

TOURISM GRANT REWARDED





FINANCIALS

FINANCIAL STEWARDSHIP

Friends of Flight 93 National Memorial (Friends of Flight 93) is a nonprofit organization engaged in raising funds through donations, grants and merchandise sales in order to support the Flight 93 National Memorial with volunteers, resources and to support education, environmental initiatives and tourism.

Friends of Flight 93 is a vital partner with the National Park Service as stewards of the final resting place of the heroes of Flight 93 and the surrounding lands.

Through the work of Friends, the Memorial will remain accessible, relevant and inspirational to current and future generations.



VISITOR SPENDING IN 2022

In 2022, 347 thousand park visitors spent an estimated \$22.9 million in local gateway communities while visiting Flight 93 National Memorial.

These expenditures supported a total of 328 jobs, \$12.2 million in labor income, \$19.0 million in value added, and \$33.6 million in economic output in local gateway economies surrounding Flight 93 National Memorial.

347K

PARK VISITORS
SPENT

\$22.9M

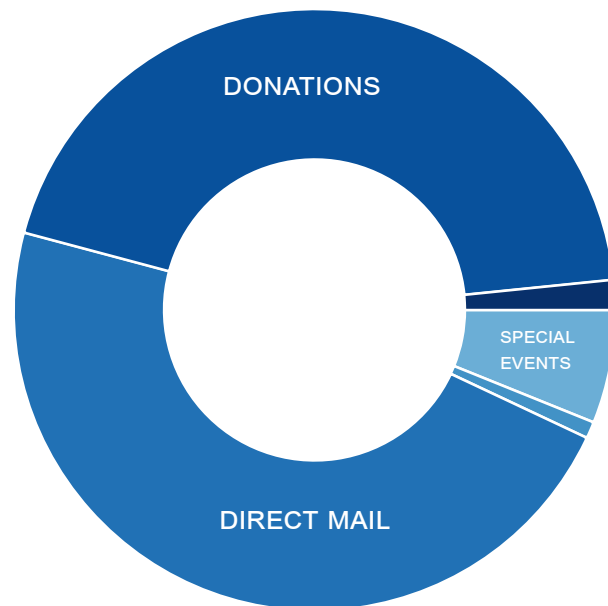
IN LOCAL GATEWAY COMMUNITIES
WHILE VISITING THE
MEMORIAL, SUPPORTING...

328

JOBS & CONTRIBUTING...

\$33.6M

TO LOCAL GATEWAY
ECONOMIES



- GRANTS
- DONATIONS
- DIRECT MAILING DONATIONS
- MEMBERSHIP DUES
- SPECIAL EVENTS

FINANCIALS

FRIENDS OF FLIGHT 93 NATIONAL MEMORIAL FINANCIAL STATEMENT OF ACTIVITIES FOR THE YEAR ENDED SEPTEMBER 30, 2022

	Without Donor Restrictions	With Donor Restrictions	Total
Support and Revenues			
Grants	\$ -	\$ 13,996	\$ 13,996
Donations	339,696	42,852	382,548
Direct Mailing Donations	407,849	-	407,849
Membership Dues	7,405	-	7,405
Special Events	52,484	-	52,484
Merchandise	8,203	-	8,203
Interest Income	1,300	-	1,300
Release from Restrictions	269,040	(269,040)	-
Total Support and Revenues	1,086,004	(212,192)	873,812
Expenses			
Program	402,891	-	402,891
General and Administrative	80,621	-	80,621
Fundraising	170,973	-	170,973
Total Expenses	654,485	-	654,485
Change in Net Assets	431,519	(212,192)	219,327
Net Assets - Beginning of Year	1,086,933	668,456	1,755,389
Net Assets - End of Year	\$ 1,518,452	\$ 456,264	\$ 1,974,716

FRIENDS OF FLIGHT 93 NATIONAL MEMORIAL STATEMENTS OF FINANCIAL POSITION SEPTEMBER 30, 2022 AND 2021

	ASSETS	
	2022	2021
Cash and Cash Equivalents	\$ 1,745,421	\$ 1,790,598
Accounts Receivable	2,610	4,480
Investments	253,605	253,605
Total Assets	\$ 2,001,636	\$ 2,048,683
	LIABILITIES AND NET ASSETS	
Accounts Payable	\$ 16,748	\$ 258,940
Accrued Expenses	10,172	9,469
PPP Loan	-	24,885
Total Liabilities	26,920	293,294
	NET ASSETS	
Without Donor Restriction	1,518,452	1,086,933
With Donor Restriction	456,264	668,456
Total Net Assets	1,974,716	1,755,389
Total Liabilities and Net Assets	\$ 2,001,636	\$ 2,048,683

*2022 Audited Financials are Available at
www.flight93friends.org/financials.



WAYS TO GIVE

GIVING

Tax ID/EIN 27-0505853

An Unrestricted Gift will Help Us in Supporting Flight 93 National Memorial with Volunteers, Resources, educational programming and environmental programs.

MATCHING GIFTS

Many organizations will match their employees' contributions which can double the impact of an individual donation. If your company offers matching gift donations, you can increase your support and assist us with the resources needed.

EITC PROGRAM

Friends of Flight 93 is an official Educational Improvement Organization through the Pennsylvania Educational Improvement Tax Credit Program (EITC). If you work for a qualified EITC company, your employer can take business state tax dollars and invest them in Pennsylvania's youth's education. We encourage you to ask your employer about EITC and support Friends of Flight 93.

BECOME A MEMBER

Join today to become a Friends Member!

Individual Dues: \$25

Couples Dues: \$40

DONATE TODAY!

www.flight93friends.org/donate



THANK YOU

TO OUR DONORS AND SPONSORS WHO HAVE CONTRIBUTED TO OUR ORGANIZATION.

*The following donors/sponsors listed below have provided donations exceeding \$1,000 during the period from October 1, 2022, to September 30, 2023.

1ST SUMMIT BANK
 AMERISERV FINANCIAL BANK
 BOB MILLER
 CASSANDRA MILBURY
 COMMUNITY FOUNDATION FOR THE ALLEGHENIES (CFA)
 CONCURRENT TECHNOLOGIES CORPORATION (CTC)
 DAWN SNYDER-SEELIG
 DONNA GIBSON
 DOROTHY GARCIA BACHLER
 ERICH A. BAY
 FEDEX GROUND
 FIRST FLIGHT FOUNDATION
 FIRST NATIONAL BANK OF PENNSYLVANIA
 FORBES TRAIL BREWING LLC
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