

U. S. Navy Memorial Foundation

To Honor,
Preserve,
and Celebrate
America's Enduring
Naval Heritage



The U. S. Navy Memorial Foundation: History and Mission

The United States Navy Memorial Foundation, a charitable non-profit organization, was founded in 1977 by naval, civic and national leaders to perpetuate and honor the best of what the sea services represent -- their heritage, values and traditions, and to demonstrate these items' relevance today.

Although Pierre L'Enfant had included a Navy Memorial in his plans for the capital city of the United States nearly 200 years before, no action had been taken. Under the leadership of World War II hero and three-time Chief of Naval Operations Admiral Arleigh A. Burke, USN (Ret.) a committee of founders began the arduous 15-year process that culminated in the magnificent national treasure that exists in Washington today.

Though building the Navy Memorial and Naval Heritage Center was the first priority, from its inception the Foundation was intended to do more. Broad public outreach and values-based education were always key post-construction considerations for the Foundation. With construction complete in 1992, the Foundation's Board adopted a five-year plan for this new phase of the Foundation's existence. The Foundation's Mission Statement (see box) is incorporated into and provides overarching guidance for that Plan.

The Memorial and Heritage Center serve as the central focal point for the fulfillment of the mission. Visitors, stepping into a nautical world, pass a bronze compass rose, and go through an entranceway flanked by fountains and waterfalls onto a 100-foot diameter circular plaza bearing the world's largest map of the world. The Memorial Plaza serves as an amphitheater for weekly wreath-laying ceremonies that commemorate naval dates and anniversaries. It is frequently the venue for concerts by the U.S. Navy Band, as well as public events in which well-known Navy, Marine Corps, Coast Guard, Merchant Marine and civilian dignitaries, as well as visiting leaders from foreign countries, participate.

The high-tech Naval Heritage Center contains a 240-seat wide screen motion picture theater, interactive video kiosks, and complete conference/seminar facilities. It also houses the Navy Memorial Log, a computerized registry memorializing 220,000 naval veterans. Though not configured as a museum, rotating exhibits are displayed in the main area of the Heritage Center, the Gallery Deck. The etched glass reliefs in the Heritage Center's Wave Wall highlight representative ships from the founding of the Continental Navy in 1775 to today, and enhance the aesthetic appeal and visual interest of the facility.

USNMF is entirely responsible for the funding and operation of these facilities. No governmental funding is, or has been, received by the Foundation.

The mission of the USNMF is:

- * To educate the public about the rich global heritage of the United States as a maritime nation;
- * To recognize and honor the service and sacrifice of the men and women of the Navy; other sea services, and their families; and
- * To perpetuate their values of dedication, leadership, service to country, and teamwork in future generations of Americans.

Annual Blessing of the Fleet



Naval Heritage Center
U. S. Navy Memorial Foundation
VISION

We believe that we are looking at a near future that is full of change and uncertainty, in general and for the USNMF. There will be major changes in the very concept of national security and the roles of the military, as the country responds to revolutions in science, technology, social values, and geopolitics. More domestic issues are likely to become security concerns and the naval services will serve the country in many new ways. Potential wildcard events could produce dramatically different futures. The competition for non-profit dollars will become more competitive at the same time that the country experiences a major transfer of wealth to a new generation.

In this context there will be significant opportunities for an organization that looks to the horizon and plays a role in helping others **transition between the past and the future**. Therefore, we will be a lighthouse for the past and a beacon for the future.

We will always *honor the past*. The plaza will always be used for commemorations and events that allow former service members to recall the invaluable contributions they made to this country.

But, we will also focus on *charting courses to the future*. Our programs will look forward — attempting to convert early indicators of change into useful direction for those we serve.

At the same time, our Educational Center will leverage the Navy's unusual strengths and be *a conduit for transferring social knowledge* from the Navy to the rest of society. We will share the best knowledge and successes that the Navy has to offer with the country at large.

Therefore we will become **America's naval embassy in the nation's capital**, extending hospitality, and multiple learning and entertaining experiences to those visiting or living in the Washington area as well as throughout the world.

Visitors will experience the Center's link to history and heritage both in person and through the global information network. Tourists will sample its naval films and attractions and see us as the *port of entry to the mall*. Researchers will access its many databases. Our partners, the maritime services, will use our resources on a daily basis and call on our services. Business and political leaders will know us for our educational and informative programs which reach far out of the local area. Veterans and active service members will be able to access cherished moments and symbols of their careers. Our programs will inspire our youth, providing role models beyond self-interest, and elicit support from the widest range of possible donors.

We will do this by building an attractive interface with the Navy. We will be a service to our community, a "must see" attraction, and an outreach to others through our educational programs. To support this we will become fully endowed.

In the past U. S. Navy contributions and values have been a rudder in stormy social seas. We believe that the core of traditional Navy heritage, principles, and values will be a good guide for navigating the rocks and shoals on the horizon. Therefore, the essence of our message will always be about honor, courage and commitment.

Representatives from all 5 Armed Forces celebrate the 50th Anniversary of V-J Day.



U.S. Navy Memorial and Naval Heritage Center

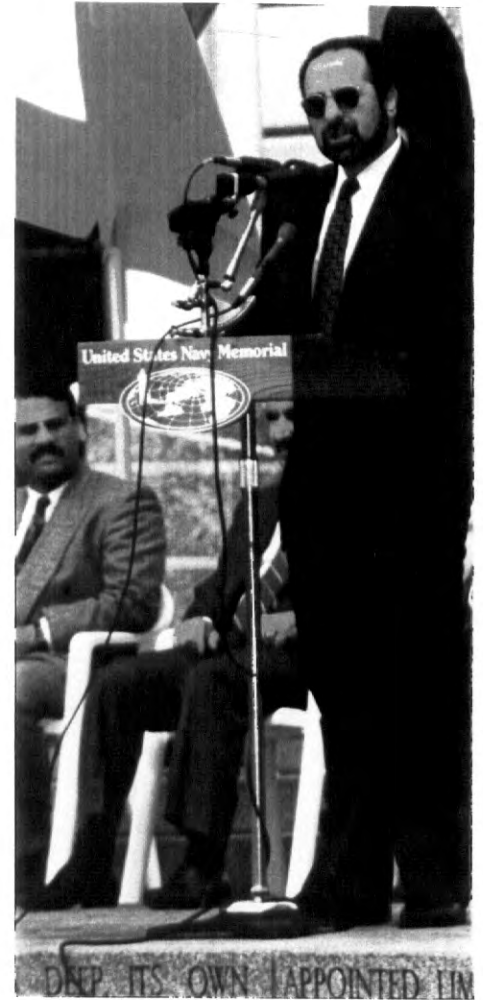
Summary of Events 1995

o Reenlistments	716
o Retirement Ceremonies	48
o Special Flag Raising Ceremonies	96
o Wreathlaying Ceremonies *	54
o Service Band "Concerts on the Avenue"	16
o High Schooler Daytime Concerts	87
o Festival Events	2
• Family Day	
• Blessing of the Fleets	
o Reunion Groups	40
(approx. 2,250 people)	
o Navy Staff Groups	25
(approx. 1,225 people)	
o Adult Tour Groups	37
(approx. 1,301 people)	
o School Groups	252
(approx. 14,400 students)	
o Persons Viewing "AT SEA"	54,000
(Award-winning "experiential" film depicting life at sea in a modern carrier battle group.)	

* Wreathlaying Ceremonies included these tributes:

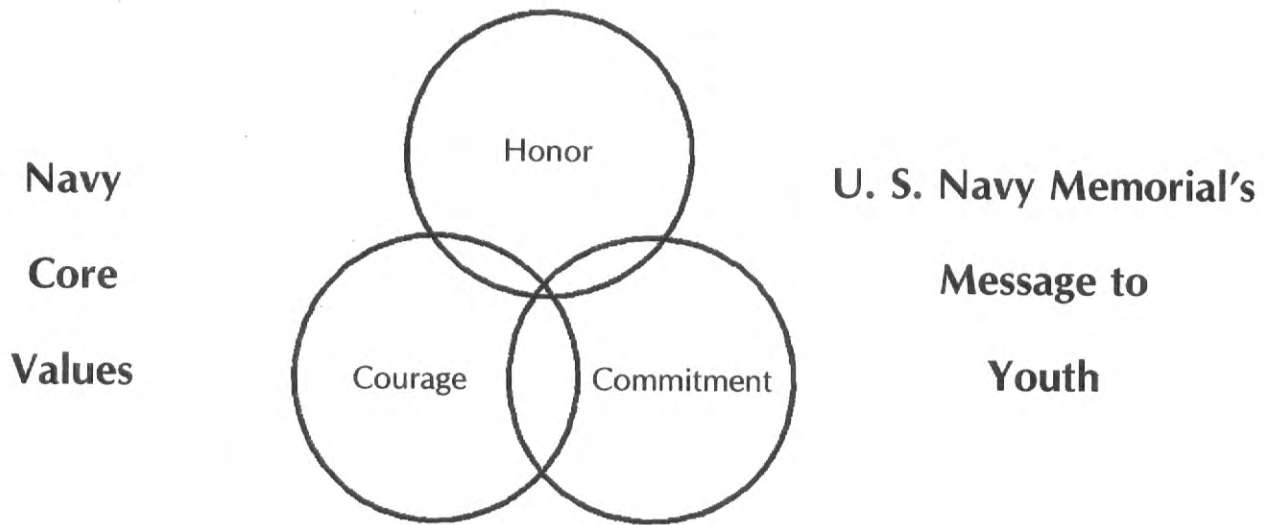
Submarine Warfare	Desert Storm
V-E Day	Memorial Day
Navy Medical	V-J Day
POW/MIA	Navy Birthday
Veterans Day	WAVES
Mobile Riverine Forces (Vietnam)	Pearl Harbor
Frozen Chosen (Korea)	Black Heritage
Hispanic Heritage	Surface Warfare
Air Warfare	Invasion of Okinawa
Korean War	

All six Gulf Cooperation Council Nations pay tribute to U. S. naval forces in Operation Desert Storm.





◀ HMCM Jay Hood, USN (Ret.), shows the Memorial to elementary school children from Greensboro, North Carolina.



Setting a Proper Course for Life



◀ Participants in the 1994 Navy Memorial - Navy Jr. ROTC Science and Technology Forum.

U.S. Navy Memorial and Naval Heritage Center Education Program Summary

The mission of the Memorial in education is a compelling one: We seek to champion and pass on those American values and traits - patriotism, dedication, service, courage, loyalty, integrity, ingenuity, resilience, and tenacity - which our sea services have helped engender and develop. At a time when so many of our future citizens are in dire need of positive role models incorporating these values, we accept the challenge of meeting as much of that need as we possibly can.

We are, by virtue of location and a well-planned facility, ideally postured to influence future generations of Americans. Last year, thousands of students from across America visited the Memorial and Naval Heritage Center as participants in group tours to our nation's capital. We also had nearly 100 high school musical groups link their performances to the Navy Memorial, see our film, learn more about our nation's naval heritage, and perhaps adopt some new role models..

Last year was the inaugural year of the Foundation's Navy Junior ROTC (NJROTC) Science and Technology Forum. Funding for the inaugural Forum was provided by the Ford Motor Company Fund. During this week-long seminar, the Foundation and its naval partners introduced 30 future leaders of the sea services and our society to the frontiers of science and technology. We also fostered the Navy's core values of **Honor, Courage, and Commitment**. In 1995, we plan to hold three such seminars in the eastern U.S., and are seeking financial support to initiate one on the West coast.

Realizing that in these challenging times no organization should attempt to "go it alone", the Foundation has always valued strategic partnerships in education. To this end, we have formed partnerships with East Carolina University (The only university that awards a graduate degree in Naval History), the Navy Kids tutoring/mentoring program, the Smithsonian Institution's education and lecture series, and the Archives of the United States. Thanks to our ECU partnership, we have initiated a graduate internship program and a manuscript donation plan through ECU's Special Collections Division.

Beginning in 1995, the Foundation will hold quarterly roundtable breakfasts bringing together leaders in the business community and speakers drawn from politics, the military, academia, and government to explore issues related to the future of our nation's sea services. We will also begin a semi-annual symposia schedule in July, 1995 with a high-level one-day conference on Truman's decision to use the atomic bomb. In Fall, 1995 we plan a symposium on "social transfer," focussing on how the Navy's successful drug abuse prevention program can be translated into society at large.

Preparing and distributing materials to schools is another key component of our educational mission. Scores of schools have received the Foundation's video presentation on American history as seen through the eyes of naval men and women, *The Spirit of the Navy - Voices of Courage*. The Foundation has this year co-produced a PBS documentary, *Proudly We Served - The Men of the USS Mason*, which tells the story of the Navy's first all black crewed warship in World War II. This stirring story of courage and perseverance provides wonderful role models for minority youth, and the Foundation intends to distribute it on video cassettes to educational institutions nationwide.

We are building a "partnership for citizenship" with the Navy, the other sea services, business, entertainment, and community leaders, national and international figures. We have an opportunity to make a difference both to our veterans and to our future citizens and leaders. Through our programs and outreach, we will make our contribution to the preservation of the heritage of America.

Education Institute

Mission

The Education Institute's (EI) duty is to assist the U.S. Navy Memorial Foundation (USNMF) in carrying out its tripartite mission:

- *To educate the public about the rich global heritage of the United States as a maritime nation;*
- *To recognize and honor the service and sacrifice of the men and women of the Navy, and other sea services, and their families; and*
- *To perpetuate their values of dedication, leadership, service to country, and teamwork in future generations of Americans.*

The Foundation's leadership, recognizing the importance of this mission, created the Education Institute to assist the Foundation in carrying out its stated duty. The Education Institute is assigned the responsibility of developing, administering, and promoting programs designed to highlight the stories, histories, and values of our sea service veterans and of our maritime nation. In fulfilling its mission and that of the Foundation, EI must coordinate closely with the Foundation's other departments and related institutions in program development and implementation.

Education Institute: Program Summaries

Operational Programs:

1. **Exhibits.** Education Institute, on its own or in partnership, periodically creates special displays in the Heritage Center highlighting aspects of naval history and lives of sea service veterans. These exhibits serve to educate the public about the Navy's role in world history and to attract return visitors to the Memorial. Recent exhibits include: The end of World War II, the Battle of Mobile Bay, Veterans of Underage Military Service, the John H. Irvin Collection, and a description of the Memorial Foundation's Naval Heritage Programs.
2. **Events.** EI assists USNMF in hosting special events, ranging from commemoration ceremonies to living history. Recent educational events include: Civil War Re-enactors and Maritime Days at the Navy Memorial.
3. **Seminar Series.** USNMF has begun to hold periodic seminars designed to inform the public on aspects of history and contemporary social issues. The first successful seminar of this series, "Was Truman Right in Dropping the Bomb," was held on 25 July 1995.
4. **"Voices of the Navy Memorial."** This program solicits, catalogs, displays, and publishes the poetry, songs, prayers, and drawings/paintings of our sea services veterans. More than a historical program, this program helps veterans to share their triumphs and losses with the greater public.
5. **Personal Histories.** USNMF periodically receives or solicits personal stories/sea stories of sea service veterans. Currently, these stories are submitted in writing only (no oral histories); they stories describe veterans' roles in and memories of important historical events, ships' stories, and/or their civilian triumphs and successes. These manuscripts are catalogued and maintained at the Naval Heritage Center.
6. **Internships in Naval History.** USNMF employs an intern from ECU's Program in Maritime History and Nautical Archaeology each summer for work on special projects related to naval history. Often, these projects take the form of a special exhibit in the Heritage Center. USNMF is also working to develop a volunteer internship program.
7. **Maritime Careers Information Center.** EI maintains a collection of brochures describing futures in maritime careers and education. Current brochures displayed include those of the U.S. Navy, U.S. Naval Academy, U.S. Coast Guard Academy, U.S. Marine Corps, U.S. Merchant Marine Academy, and ECU's Program in Maritime History.
8. **U.S. Navy Memorial Foundation [Manuscript] Collection.** This manuscript collection, organized and operated jointly by the EI and East Carolina University's

(ECU) Special Collections Department, is an extremely effective and important method of preserving the unique, individual histories of our sea services veterans. These collections are available to all interested researchers.

9. **U.S. Navy Memorial/Joyner Library Collection.** In instances of large donations or books unsuitable for the staff research library, EI coordinates with ECU's Joyner Library, which often accepts naval-history-oriented books.
10. **U.S. Navy Memorial Material History Collection.** EI maintains a memorandum of agreement with the Curator for the Navy (Director of Naval History) to donate selected material culture collections of USNMF supporters for display in the Navy Museum and at other sites.
11. **U.S. Navy Memorial Staff Research Library.** The EI maintains a small research library for staff and volunteers. Interested individuals not associated with the library may also consult its resources on a case-by-case basis.
12. **U.S. Navy Memorial Photographic Collection.** The Navy Memorial maintains an extensive, indexed photo collection. These collections are occasionally used in special displays, for direct marketing, and for the annual USNMF calendar. Significant photographs obtained via donation may be added to this collection.
13. **Special Historical Research/Arabian Gulf Project.** EI conducts periodic research focusing on naval history. A special project currently being conducted by the EI is the development of a video documentary on the heritage and contributions to western seafaring of maritime Arabia.
14. **Program Planning and Development.** EI is responsible for developing future heritage and partnership programs at the Memorial. Programs under consideration include:
 - Naval Heritage Trail
 - Speakers' Bureau
 - Essay/Project/Photo Contest
 - Navy Memorial Online
 - Other

Other Heritage/Education Programs:

1. **U.S. Navy Memorial Log.** The Log is a massive computer database of the names, service records, and pictures of sea service veterans. Once an individual's name is entered into the Log, the public may freely access his or her record.
2. **Ceremonies and Special Events.** Each year, the Memorial hosts a number of wreath-layings and historically-oriented ceremonies that highlight important aspects of our naval past. The Memorial Foundation is considering expanding these ceremonies to include wreath-layings for deceased individual service members.

3. **Navy Ritual.** Every Tuesday at 13:00, the Navy Drill Team performs on the Granite Sea for approximately one half-hour. This regular ritual represents an increased presence for the Memorial on Pennsylvania Avenue.
4. **Ships and Aircraft Database.** This electronic database currently boasts the pictures and service records of over 6,000 naval ships and aircraft. It is accessible to the public by means of touch-screen kiosks located in the Heritage Center.
5. **Navy Junior ROTC.** Each year, the Memorial Foundation hosts an NJROTC program that exposes a number of NJROTC students to current frontiers in naval science and technology.
6. **Commemorative Tours.** The Navy Memorial Foundation sponsors tours around the globe to celebrate and remember the anniversaries of important naval events.
7. **Motion Pictures and Video Documentary.** The Navy Memorial Foundation has produced one motion picture, *At Sea*, that depicts the contemporary Navy. USNMF has also produced one historical video entitled *Voices of Courage*, and co-produced a documentary known as *Proudly We Served: The Men of the USS Mason*.
8. **Reunion Database.** Currently under development; this program will enable the Foundation to serve as a clearinghouse of information for veterans' reunion groups.
9. **Fantail Club.** A quarterly breakfast program featuring speakers on important contemporary topics targeting Washington representatives and CEO's of defense and non-defense companies.

The United States Navy Memorial...



▲ Senior enlisted representatives of the Navy, Coast Guard and Marines laying a wreath at the U. S. Navy Memorial commemorating the securing of Iwo Jima.



Author, retired Navy officer, and Lone Sailor Award Recipient, James Michener conducting a reenlistment at the Lone Sailor. ►



◀ Representatives from the Army, Air Force, Navy, Coast Guard, and Marines join a representative from the Philippines to commemorate the 50th anniversary of the Battle of Leyte Gulf.

...The Navy's Embassy on Pennsylvania Avenue



Past and present Navy ▲
Chief Petty Officers place a
time capsule on the 100th
anniversary of the rating.



◀ Navy veteran and TV
personality, Willard Scott
poses with MCPON John
Hagan and friends.

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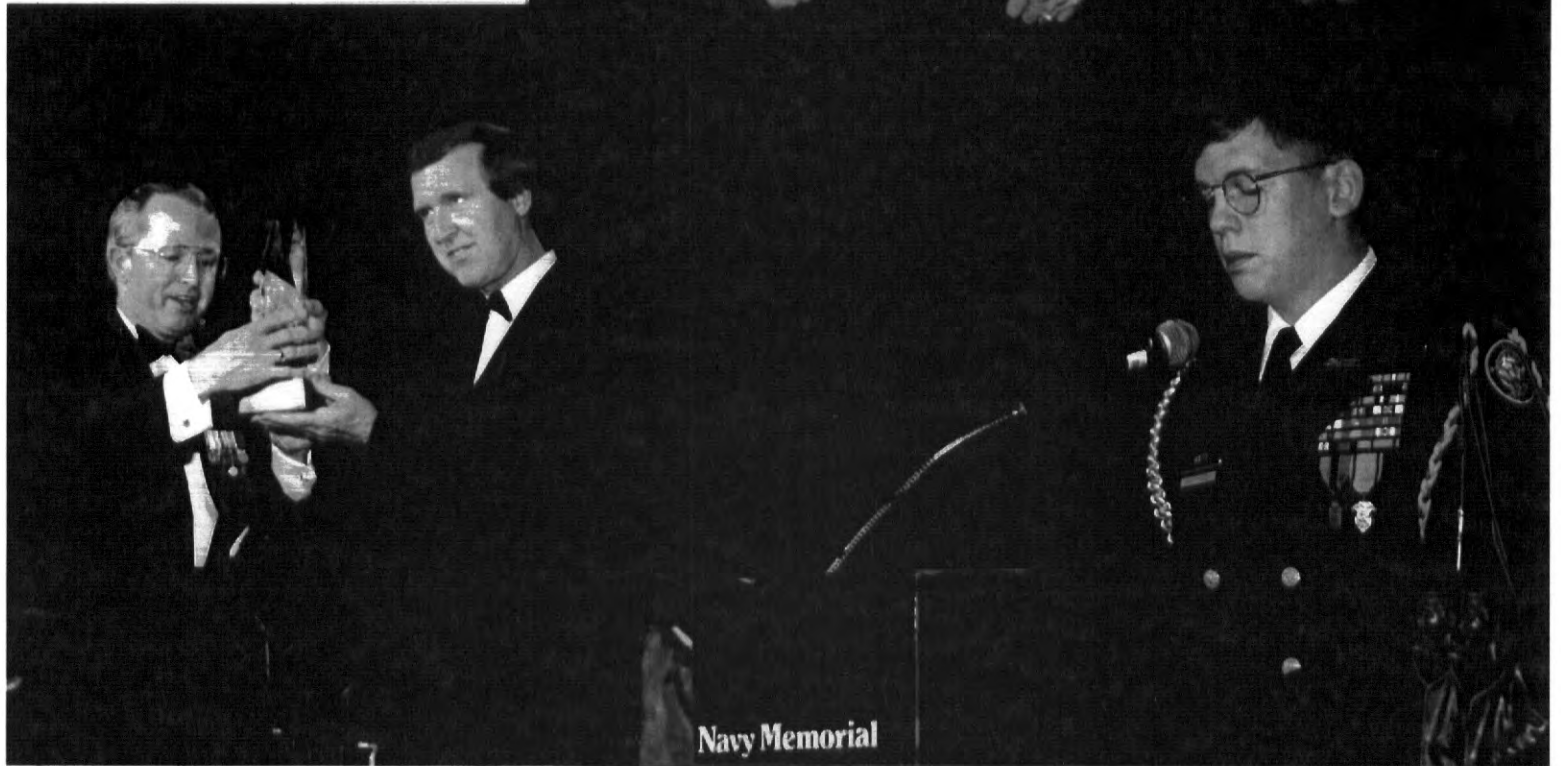
The 1994 Lone Sailor Awards Dinner: A Renewal of Spirit

Award Recipients ▶

Daniel Patrick Moynihan,
the senior Senator from
New York

Admiral Elmo Zumwalt,
former Chief of Naval Operations

Tony Curtis,
Actor, Artist, and
WWII submarine veteran



▲ Senator Margaret Chase Smith is honored with the first Naval Heritage Award. The Honorable Charles Cragin, Chairman of the Board of Veterans Appeals, presents to Senator William Cohen from Maine on Senator Smith's behalf.

center: Opening remarks from Mike Goetz, selected as top participant at the 1994 USNMF Navy Junior ROTC Science & Technology Forum.



United States Navy Memorial Fleet of Major Contributors

Fleet Commanders in Chief (over \$500,000)

Mobil Corporation - more than Two Million Dollars
Fleet Reserve Association - more than One Million Dollars
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Fleet Commanders (\$250,000 to \$499,999)

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