



GLOBAL WAR ON TERRORISM
MEMORIAL FOUNDATION.

★ HONOR ★ HEAL ★ EMPOWER ★ UNITE ★

2020 AND 2021
ANNUAL REPORT





Dear Friends of the GWOT Memorial Foundation,

Thank you for supporting our mission to plan, fund, and build the National Global War on Terrorism (GWOT) Memorial on the National Mall in Washington, D.C., on a site befitting the historical significance of the war and the heroism of all who have served and continue to serve. I am writing to share with you the accomplishments we achieved in 2020 and 2021 to advance this historic effort.

Like any other organization, the Foundation navigated our own challenges throughout 2020. Fewer in-person events complicated certain fundraising efforts, and Congress rightfully trained its focus on COVID-related legislation. But we nevertheless continued to build and strengthen relationships with legislators, veterans service organizations (VSOs), and other partners – relationships which would later serve as a force multiplier for our mission.

For over two decades, service members, civilians, their families, and supporters have courageously waged a global war on terrorism which currently has no end in sight. In 2020 and 2021, the GWOT Memorial Foundation made great strides in our efforts to build a Memorial to give our all-volunteer U.S. armed forces, and the civilians who work alongside and support them, the recognition they deserve.

Our principal focus, which began in 2019 and extended throughout 2020 and 2021, was securing passage of the Global War on Terrorism Memorial Location Act, the legislation authorizing the construction of a Memorial in the Reserve on the National Mall. Thanks to the co-sponsorship of Representatives Jason Crow (D-CO) and Mike Gallagher (R-WI), as well as the intense focus and strong advocacy of the For Country Caucus, the bill passed the House as an amendment to the FY 2022 National Defense Authorization Act (NDAA) on September 23, 2021. On December 15, 2021, with great help from Sen. Joni Ernst (R-IA) and Sen. Maggie Hassan (D-NH), the Senate passed the FY 2022 NDAA, thus securing congressional approval for a Memorial on the National Mall. On December 27, 2021, President Joe Biden signed the legislation. The passage of this bill means that after three years of advocacy and countless meetings and engagements, we have accomplished one of the most important missions the Foundation will ever undertake.

Finally, after a deployment overseas and a brief leave of absence as President and CEO, the Foundation Board of Directors reappointed me to that role at the end of 2021. I am incredibly humbled to lead the Foundation once again — it is truly an undeserved honor. The building of a National GWOT Memorial is a passion project that has become my life’s mission over the past six years, and I will continue to strive alongside all our allies to maintain the reverence and respect this mission deserves. Together, we will give a voice to our Hermanos and Hermanas who never came home. We fight for them. Together, we will succeed.

America is the most diverse nation to have ever existed, yet at our core we have always shared one thing: a profound love and gratitude for the service and sacrifice of those who have fought — and continue to fight — in defense of our liberty and security. I want to express a heartfelt thanks to our legislative sponsors, partners, and generous financial supporters who have made our progress possible.

Gracias and Godspeed,



MICHAEL “ROD” RODRIGUEZ

President and Chief Executive Officer
GWOT Memorial Foundation



★ OUR VISION ★

The Global War on Terrorism Memorial will be an inclusive, lasting tribute to the courage and sacrifice of all who have served and continue to serve, and especially those who have made the ultimate sacrifice, in all operations to counter terrorism since September 11, 2001. The Memorial will also be a place of healing and empowerment, and will inspire all Americans to stand united behind those who continue to serve.

★ OUR MISSION ★

The sole mission of the Global War on Terrorism (GWOT) Memorial Foundation is to lead the effort to plan, fund, and build the National GWOT Memorial on the National Mall in Washington, D.C., on a site befitting the historical significance of the war and the heroism of all who have served in it.



**GLOBAL WAR
ON TERRORISM**
MEMORIAL FOUNDATION®

“It’s my hope...for all Gold Star parents to see their children honored on the Mall...This should happen in their lifetime. It should happen in my lifetime.”

– Seana Arrechaga, Gold Star Wife of Army SFC Ofren Arrechaga

“Building the GWOT Memorial is important to me because it will forever show my three daughters that their country has not forgotten all that their Daddy gave for our freedom. My hope is that it will be a place of healing for our family, those who served, and the families and friends who watched loved ones deploy during the 20 years of the Global War on Terror. “

– Shannon Slutman, Gold Star Wife of USMC SSG Christopher Slutman

“This memorial will be a place of remembrance and healing for 20 years’ worth of surviving families like mine.”

– Jennie Taylor, Gold Star Wife of Utah Army National Guard Major Brent Taylor

“Americans who were too young to remember 9/11 – and even those that can – must be reminded of the valiant sacrifices made for freedom in the worst attacks ever to take place on American soil. They must remember heroes like my dad.”

– Kylie Owen Willis, Gold Star Daughter of Army SSG Kirk Owen

★ OUR PROGRESS ★

On December 27, 2021, the Foundation received final authorization to construct a Memorial in the Reserve area of the National Mall. As we progress through a multi-step process for building a Memorial there, we continue to engage with authorities such as the National Park Service, the Commission of Fine Arts, and the National Capital Memorial Advisory Commission to determine the most fitting site.

Our fundraising and communications teams also continue to support our objectives by generating funds necessary to the Memorial's construction and promoting our mission in the social media, print, and broadcast media spaces, including featured segments on NBC News, FOX News, CNN, CBS News, and in *The Wall Street Journal*, *Politico*, *The Washington Post*, *USA Today*, and more.

★ HONORING SERVICE AND SACRIFICE ★

The Global War on Terrorism Memorial will be a lasting tribute to all who have served in the nation's longest war: not only members of the military but also the countless civilians, family members, and others in the fight to keep our country safe and secure.

"It is a testament to the service members and their families who have given so much to their country, and continued to advocate for this memorial's rightful place on our National Mall."

– Sen. Maggie Hassan (D-NH)

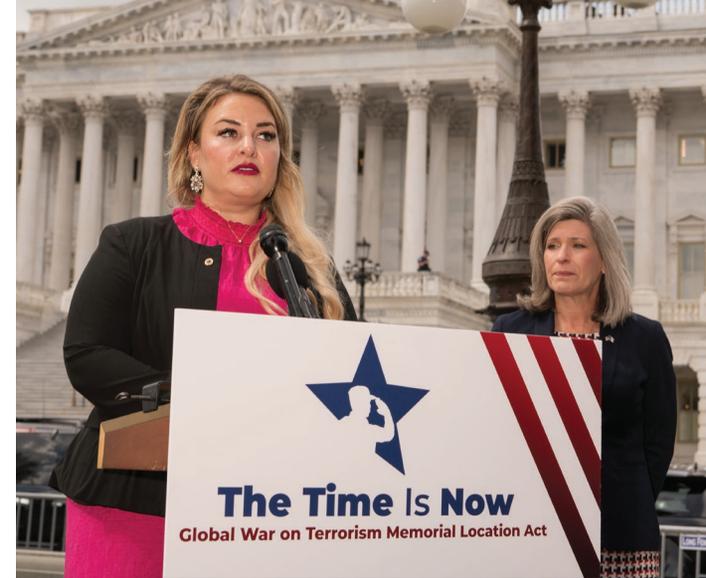
SINCE SEPTEMBER 11, 2001:

- According to the U.S. Census Bureau, from 9/11 to 2018 approximately 3.7 million veterans served in the U.S. military.¹
- As of December 20, 2021, approximately 7,054 U.S. servicemembers have been killed and 53,323 have been wounded in overseas contingency operations as part of America's Global War on Terrorism since 9/11.²
- According to the U.S. Department of Labor, from 9/11 to April 2019, about 3,413 civilian government contractors were killed in Afghanistan and Iraq, and 38,953 sustained work-related injuries.³

¹ Source: Vespa, Jonathan, "Those Who Served: America's Veterans from World War II to the War on Terror," *American Community Survey Report* issued June 2020. <https://www.census.gov/content/dam/Census/library/publications/2020/demolacs-43.pdf>

² Source: U.S. Dept. of Defense, *Defense Casualty Analysis System*. December 20, 2021. https://dcas.dmdc.osd.mil/dcas/pages/casualties_gwt_combined.xhtml

³ Source: Congressional Research Service, "U.S. War Costs, Casualties, and Personnel Levels Since 9/11," April 18, 2019. <https://crsreports.congress.gov/product/pdf/IF/IF11182/1>



HONOR THE FALLEN AND SALUTE ALL WHO FIGHT ON AND STAND FOR AMERICA

"This will be a place of remembrance on our National Mall for those families that...lost a loved one in the war and also for those that served."

– Sen. Joni Ernst (R-IA)

SHARE YOUR STORY

Tell us what the Global War on Terrorism Memorial means to you.





★ A LASTING TRIBUTE ★

On Memorial Day 2021, the GWOT Memorial Foundation had the distinct honor of joining active duty service members, veterans, Gold Star family members, and others to honor GWOT heroes in the 2021 National Memorial Day Parade. It's just one way we celebrate the lives and legacies of those who made the ultimate sacrifice in service to our country.

But there is much more work to be done to remind Americans about the costs borne in battle.

That's why in November 2021, we unveiled a *[national survey](#)* on the American public's knowledge levels of the Global War on Terrorism, done in partnership with the nationally-recognized polling firm Ipsos. The survey found that only around one in three respondents (35%) could correctly identify the length of the Global War on Terrorism, which continues more than 20 years after the terrorist attacks of September 11, 2001.

Additionally, 42% of respondents – including 55% of those 18-24 years old – said they didn't know anyone who had served in the Global War on Terrorism.

Today's Global War on Terrorism is fought by a smaller percentage of Americans than those that fought in any war before. And total deployment times per service member are equal to or greater than those of previous generations.

With this data in mind, a Memorial to honor those who have served in the Global War on Terrorism is more necessary than ever to help younger generations understand and honor the service and sacrifices of all who have participated in America's longest war.

★ FINANCIAL REVIEW ★

We are dedicated to transparency and effectiveness. Visit <https://www.gwotmemorialfoundation.org/financials/> to review our financial statements and IRS Form 990.

“Those of us who have served know the transformative power of a sacred place where the American people can come to reflect, remember, and heal... Building this monument on the National Mall will go a long way in honoring the service and sacrifice of our troops during the Global War on Terror.”

– Rep. Jason Crow (D-CO)

★ THE MISSION CONTINUES ★

SITE SELECTION AND DESIGN

Constructing a Memorial in the nation's capital is a 24-step process. In December 2021, the Foundation obtained authorization to construct a Memorial on the National Mall, our most important objective to date. **As of January 2022, the Global War on Terrorism Memorial Foundation is currently working on the completion of steps 9-12, which include coordinating with various authorities on site selection and design plans for a Memorial.** While no specific site has yet been determined, it will be in the Reserve on the National Mall, and we hope to have the site selected by 2023.

Similarly, no design plan has yet been determined, and the Foundation is carefully considering how the design of the Memorial will be decided upon.

“The National Mall tells the story of our nation's history and our heroes. There is no place more fitting to honor the service of the more than three million Americans who fought in the Global War on Terror.”

– Rep. Mike Gallagher, R-WI

RAISE AN INITIAL \$50 MILLION TO PLAN AND BUILD THE MEMORIAL

The Foundation is laser focused on raising funds and preparing for the memorial's operation, maintenance, and preservation. At every step, we will continue to engage with all stakeholders to one day complete a Memorial all Americans can be proud of. The final cost of the Memorial will depend on its location as well as its final design. However, based on the costs of similar Memorials, the GWOT Memorial Foundation conservatively estimates that we must raise an initial \$50 million before groundbreaking begins. The Memorial will be funded through private donations — from not only major foundations and corporate donors, but also thousands of individual donors who support our cause. **No federal government funding will be sought.** All donations to the Foundation are 100% tax deductible.



★ OUR LEADERSHIP ★

PRESIDENT GEORGE W. BUSH

Honorary Chairman

43rd President of the United States of America

MICHAEL “ROD” RODRIGUEZ

President and CEO

Former U.S. Army Green Beret, Somalia and GWOT Veteran

THEODORE “TED” SKOKOS

Chairman

U.S. Army (Ret.), Desert Storm Veteran, Dallas business leader

KENNETH A. HERSH

Vice-Chairman

President and CEO, George W. Bush Presidential Center

RYE BARCOTT

Secretary

U.S. Marine Corps GWOT Veteran, Co-Founder and CEO, WithHonor.org

CECILIA DEYO

Treasurer

U.S. Navy GWOT Veteran, CEO, D-DEY Response Group

EDWIN “SPIKE” WAHLEN

Board Member

Founder and Managing Partner, Toxaway Capital Partners

BILL KRAUS

Board Member

Co-Founder, MISSION BBQ

★ TOP DONORS ★

The GWOT Memorial Foundation is proud to have the support of a broad cross-section of organizations. For more information, visit <https://www.gwotmemorialfoundation.org/donors/>.



★ OUR SUPPORTERS ★

For more information, visit <https://www.gwotmemorialfoundation.org/allies/>.



★ GET INVOLVED ★

THERE ARE MANY WAYS YOU CAN GET INVOLVED AND SUPPORT OUR MISSION!

BECOME A VOLUNTEER

We are always looking to grow our team of dedicated volunteers from across the country. If you are interested in more information, contact us at info@gwotmf.org.

SPREAD THE WORD

Follow the GWOT Memorial Foundation on Facebook, Twitter, Instagram, and LinkedIn, and use *#GWOTMemorial* to help us spread the word.

STAY INFORMED

Sign up for our mailing list for updates on the GWOT Memorial Foundation's activities and progress and details on how you can rally support.



DONATE

The Global War on Terrorism Memorial will be entirely funded through private donations. No federal government funding will be sought. All donations are 100% tax deductible.

Visit the donation page on our website gwotmemorialfoundation.org/donate to contribute and secure your legacy as a founding donor.

If you have suggestions on how you or your organization can raise funds on behalf of the Foundation, please contact DiAnne Graham, Director of Development, at dg@gwotmf.org or 202-538-3454.

The Foundation may accept gifts in the form of: Cash; Tangible Personal Property; Securities; Deferred Gifts; Designating the Foundation as a Beneficiary; Bequests; Real Estate; Life Insurance; Retirement Plan Beneficiary Designations; Split Interest Agreements; Charitable Gift Annuities; Charitable Remainder Trusts; Charitable Lead Trusts; Pooled Income Funds; Perpetual Trusts; Oil, Gas, Mineral Interests and other Real Assets.





GLOBAL WAR ON TERRORISM

MEMORIAL FOUNDATION

LEVELS OF SUPPORT AND DESCRIPTION OF BENEFITS



SERVANT LEADERSHIP COUNCIL

\$1,000,000 and Above (tax-deductible in full)

- Donor recognition at Memorial for up to 10 years based on level of giving
- Exclusive invitation to Servant Leadership Council Member opportunities (contact the Foundation for full description and benefits)
- Prominent name and logo recognition in GWOTMF Materials including:
 - Social Media
 - Website
 - Annual Report
 - Groundbreaking and Dedication Ceremonies Materials
- Signed memorabilia from Senior Leadership
- Photo Opportunity with Senior Leadership at Groundbreaking and Dedication Ceremonies
- Opportunity to have a U.S. flag flown at Memorial
- VIP seating and Special Event invitations at Groundbreaking and Dedication Ceremonies
- Quarterly calls with GWOTMF Senior Leadership
- Advance invitations to GWOTMF Events, at donor level
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

FLAG GIFT

\$250,000 - \$999,999 (tax-deductible in full)

- Name and logo recognition in GWOTMF Materials including:
 - Social Media
 - Website
 - Annual Report
 - Groundbreaking and Dedication Ceremonies Materials
- Photo Opportunity with Senior Leadership at Groundbreaking and Dedication Ceremonies
- Opportunity to have a U.S. flag flown at Memorial
- Preferred seating and Special Event invitations at Groundbreaking and Dedication Ceremonies
- Semi-Annual calls with GWOTMF Senior Leadership
- Advance invitations to GWOTMF Events, at donor level
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

VALOR GIFT

\$100,000 - \$249,999 (tax-deductible in full)

- Name and logo recognition on GWOTMF Materials including:
 - Social Media
 - Website
 - Annual Report
 - Groundbreaking and Dedication Ceremonies Materials
- Invitation to Groundbreaking and Reserved seating at Dedication Ceremony
- Annual call with GWOTMF Senior Leadership
- Advance invitations to GWOTMF Events, at donor level
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

LIBERTY GIFT

\$25,000 - \$99,999 (tax-deductible in full)

- Name and logo recognition on GWOTMF Website, in Annual Report and in Dedication Ceremony Materials
- Reserved seating at Dedication Ceremony
- Annual call with GWOTMF Senior Leadership
- Invitations to GWOTMF Events, at donor level
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

STAR GIFT

\$10,000 - \$24,999 (tax-deductible in full)

- Name recognition on GWOTMF Website
- Invitations to GWOTMF Events, at donor level
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

SHIELD GIFT

\$5,000 - \$9,999 (tax-deductible in full)

- Name recognition on GWOTMF Website
- Invitation to GWOTMF Monthly Townhall with Foundation leadership
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

ARROW GIFT

\$1,000 - \$4,999 (tax-deductible in full)

- Name recognition on GWOTMF Roll of Honor
- Invitation to GWOTMF Monthly Townhall with Foundation leadership
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

EAGLE GIFT

\$100 - \$999 (tax-deductible in full)

- Invitation to GWOTMF Monthly Townhall with Foundation leadership
- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate, Artist Rendering of Memorial, and Official Memorial Lapel Pin

FOUNDING MEMBER

\$60 - \$99 (tax-deductible in full)

- Subscription to GWOTMF newsletters and emails
- Founding Member Certificate and Official Memorial Lapel Pin



GLOBAL WAR ON TERRORISM

MEMORIAL FOUNDATION.

RONALD REAGAN BUILDING

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Washington, DC 20004

Tax EIN: 47-3700489

gwotmemorialfoundation.org

The Global War on Terrorism Memorial Foundation is a
registered, tax-exempt 501(c)(3) organization.



@gwotmf