



WAR MEMORIAL CENTER 2020 ANNUAL REPORT

HONOR THE DEAD – SERVE THE LIVING



FIELD OF FLAGS

AUGUST 2020

**“ THAT HIT
ME HARD.”**

—ANDREW SABIN

**“BEAUTIFUL. EMOTIONAL. 2,972 AMERICAN FLAGS EACH
REPRESENTING A HERO OF THE GREATEST GENERATION WHO
GAVE THEIR ALL FOR FREEDOM. NEVER FORGET!”**

—RANDY ZEMEL

ANNUAL LETTER



Dan Buttery



M Grebe

Dear Friends,

2020 is a year that will be written about for decades. At the War Memorial Center, our year started with momentous change as January brought new leadership for just the fourth time in our history since the War Memorial Center was dedicated on Veterans Day of 1957. What a year to start, right?

2020 was a big year for us with plans to mark the 75th commemoration of the end of World War II with a year-long series of events. Little did we realize, we would need to draw on the lessons of sacrifice and resilience learned by the Greatest Generation to get through this very difficult and challenging year.

When the pandemic hit, our team responded. While we were forced to close our building to the public from March 18 to July 6, we found ways to keep our focus on honoring veterans, educating the public and forming a sense of community between the two.

Like every American, we learned to pivot and got creative. We held virtual events, outdoor socially-distanced events, pre-recorded ceremonies for Veterans Day and Purple Heart Day and live streams of the 9/11 Remembrance for people to watch in the safety of their homes. Our education team worked to move our education program online with a series of 52 comprehensive top-quality lesson plans for all ages.

Despite the COVID shutdown, our Greenprint Project Phase One stayed on track. This total renovation of our north parking lot now features pedestrian-friendly porous pathways, bio-retention cells and native plants to manage storm water pollutants.

We brought new exhibits to the War Memorial Center in 2020 from the permanent addition of an African American Veterans Memorial to the traveling World War II Memorial and the now annual Field of Flags Memorial.

Our goal was to keep staff, tenants, and the community safe, while still providing access for families to visit the War Memorial Center to honor a fallen loved one or take time to reflect on the service of our nation's heroes.

We are proud to say, "Mission Accomplished."

Sincerely,

Daniel Buttery, President/CEO

Michael W. Grebe, Board Chairman



RESILIENT

VIRTUAL



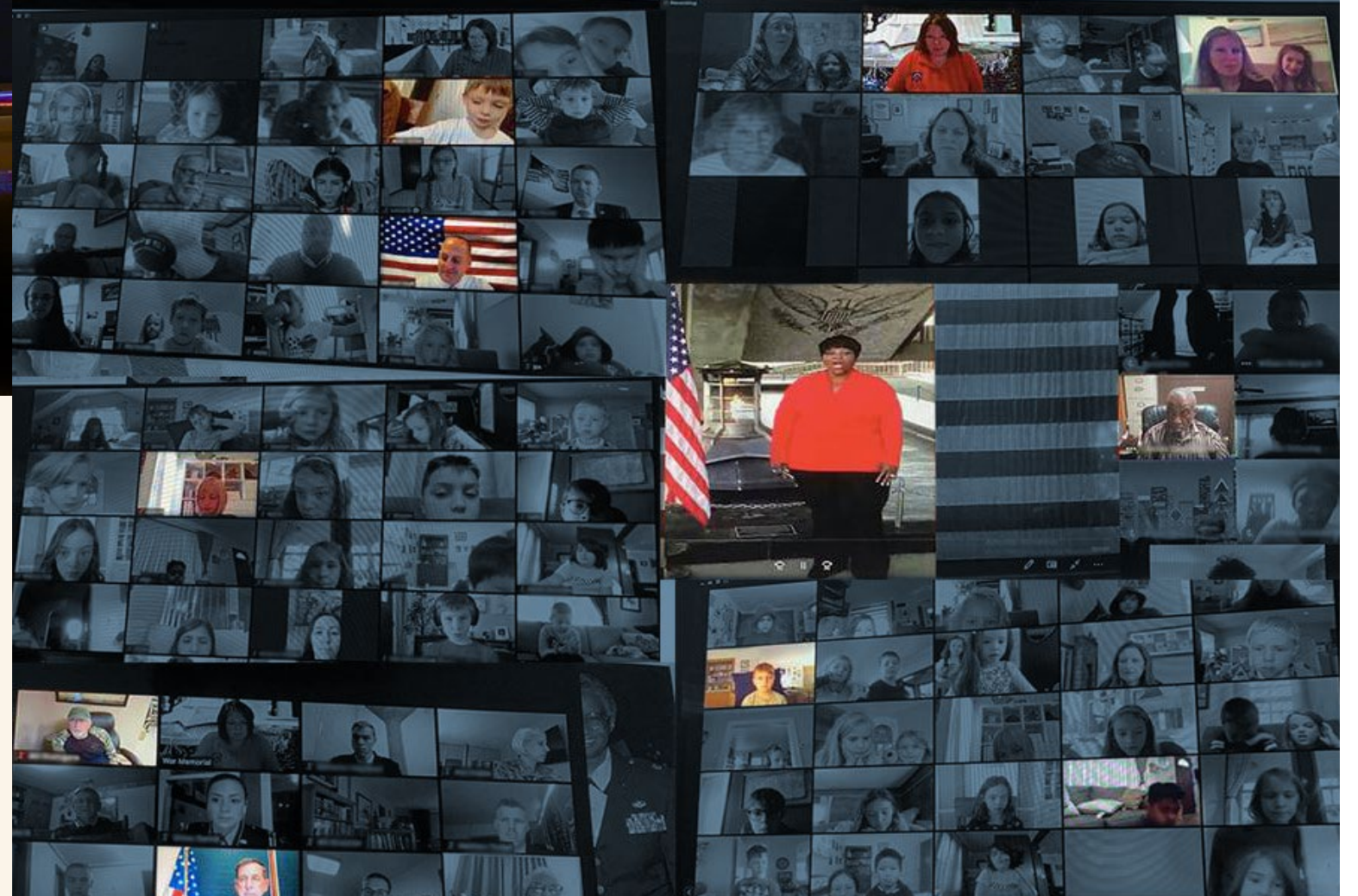
(PHOTO BY DAVE GILO/SON OF WWII VETERAN)



The War Memorial Center joined downtown Milwaukee in lighting our building red, white and blue as a tribute to the **resiliency of this nation**. The global pandemic forced us to pivot and find new ways to carry on our mission to honor our nation's heroes. But just as our building was born out of a resilient America after World War II, 2020 reminded us that we have been through tough times before and we will persevere.

During 2020, our pivot to virtual programming maintained a vital link connecting veterans, students and the community.

- Critical veteran programming went virtual like SAVE training for veteran suicide awareness
- Virtual ceremonies were held for Veterans Day, Purple Heart Day, etc. to keep veterans connected and honored
- 52 new digital learning programs were developed to launch in 2021





HONORING THE GREATEST GENERATION

2020 MARKED 75 YEARS SINCE THE END OF THE MOST SIGNIFICANT EVENT OF THE 20TH CENTURY — WORLD WAR II. THE WAR MEMORIAL CENTER HELD YEAR-LONG COMMEMORATION EVENTS, ADAPTED FOR COVID-SAFE PROTOCOLS.



AVENUE OF HERO STORIES

"My grandmother was very moved to see her husband honored in the Avenue of Heroes. Howard R. Schuppert served in the 82nd Army Division during WWII. What a great honor to those who served and sacrificed so much for our country and the world."

—U.S. Army Veteran Tiffany Koehler

"My siblings and I had the opportunity to pay tribute and honor my dad and many other war heroes who have served our country when we visited the Avenue of Heroes. It was such special day. I will always remember my dad, Thomas J. Barrett, as a hero for the time he served as a navigator in the U.S. Air Force during WWII."

—Milwaukee Mayor Tom Barrett



VE DAY VIRTUAL BELL RINGING

On the 75th anniversary of Victory in Europe, we invited the public to post their bell ringing video clips on social media while Milwaukee-area cathedrals and even City Hall joined in online.

ON THE HOMEFRONT

Temporary museum exhibit showcasing Wisconsin's role in the war effort during WWII. A companion book "When Milwaukee Went to War" was released based on this five-month long exhibit.



AVENUE OF HEROES

Leading up to the traveling WWII Memorial, the Avenue of Heroes featured banners of local World War II veterans.



FIELD OF FLAGS

Volunteers planted 2,972 American flags, one for each Milwaukee County service member who died during WWII. **MICHELS**

TRAVELING WWII MEMORIAL

A replica of the National World War II Memorial was set up on Fitch Plaza for the 75th anniversary of Victory in Japan Day.



VJ DAY CEREMONY

On the morning of September 2, a VJ Day Ceremony marked the exact moment 75 years ago when General Douglas MacArthur oversaw the signing of the surrender documents by Japan aboard the USS Missouri.



IMPACT

“Great job recognizing our Purple Heart veterans.”

—Fernando Rodriguez,
Vietnam Veteran

“What a way to celebrate, remember and pay tribute to those who gave their all for freedom.”

—Heidi Westfall

“Thank you for arranging a most informative tour for us. I think we forget what a jewel we have in Milwaukee with the War Memorial Center. I was happy for the reminder.”

—Connie Pire

“Thank you for being an important partner in the ‘BeThereWis’ initiative. Being there for a veteran is about making a connection. That’s what the War Memorial Center does.”

—Dr. Bertrand Berger,
Mental Health Division Manager,
Milwaukee VA Medical Center



THANK YOU

So many individuals and businesses support the War Memorial Center. While there are too many to list, we appreciate each and every one. Our mission depends on you!

“This is almost as beautiful as a video as it was in person. You had an amazing presentation at our New Years celebration.”

—Johnson Controls

“Thank you for what you and your team is doing to honor our WWII veterans and keep their legacy alive.”

—Cargill

“We are honored to partner with you. We hope everyone can visit the War Memorial Center. We are the land of the free because of the brave.”

—WaterStone Bank

“Nearly 3,000 flags is a breathtaking sight. We are honored to sponsor the Field of Flags to remember the brave service members who gave his or her life defending our country.”

—Michels Corporation

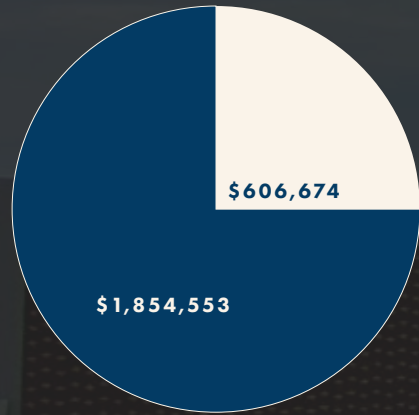


Photos taken pre-pandemic, January 2020.



CONDENSED STATEMENT OF ACTIVITIES

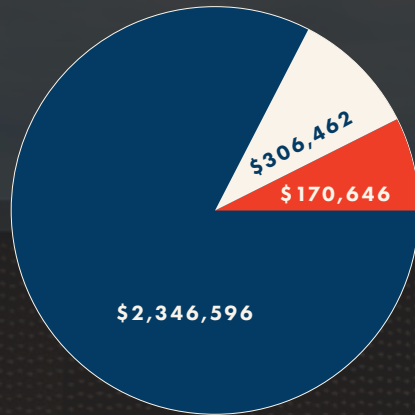
REVENUE:
\$2,461,227



EARNED REVENUE

PUBLIC/PRIVATE CONTRIBUTIONS

EXPENSES:
\$2,823,704



PROGRAM

MANAGEMENT AND GENERAL

FUNDRAISING

CONDENSED STATEMENT OF FINANCIAL POSITION

TOTAL ASSETS
\$14,315,972

TOTAL LIABILITIES
\$1,017,620

TOTAL NET ASSETS
\$13,298,352

The condensed statement of activities and condensed statement of financial position are derived from the War Memorial Center's financial statements as of December 31, 2020. A complete copy is available upon request.

2020 BOARD OF TRUSTEES

Michael W. Grebe, *Chairman* ★

Charles A. Gordon, *Vice-Chairman* ★
Godfrey & Kahn, S.C.

Creamheld Pepito, *Secretary*
Northwestern Mutual

Michael C. Gibson, *Treasurer* ★
JH Findorff & Son

Candee S. Arndt
Community Member

George Banda ★
Retired

Berdie Cowser, *Ph.D.* ★
Center for Veterans Issues, Ltd.

Joe Dean
Dean Family Charitable Fund

Bert Garvin ★
WEC Energy Group

George J. Gaspar ★
Retired

Michael B. Koszuta ★
CSM., USA, Retired

Jeffrey Marks ★
Johnson Controls, Inc.

Mary B. Read
Clement Finance & Leasing, Inc

John Weishan, Jr. ★
Milwaukee County Board of Supervisors

Christine Westrich ★
Community Member

Daniel Buttery, *President/CEO* ★
War Memorial Center

RETIRED DURING 2020:

Robert Bolz ★
Retired

Peter P. Pochowski ★
Col., USA, Retired

★ U.S ARMED FORCES VETERAN







War Memorial Center
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ATLANTIC


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@wmcweddings

 @mke_warmemorial
@wmc_weddings

 @WarMemorialCntr

 War Memorial Center

Traveling WWII Memorial at Sunrise on Fitch Plaza September 2020