



2018 IMPACT REPORT

educate



WW1 CENTENNIAL NEWS PODCAST

1.12M downloads (lifetime)
▲250% from 2017

INVESTED
\$2.5M

SCHOLASTIC PARTNERSHIP
4M students reached

NATL HISTORY DAY WEBINAR
91,261 students reached
75% public **46%** underserved

CAMP DOUGHBOY GOVERNORS ISLAND, NYC
1 weekend **10K** visitors

commemorate



BELLS OF PEACE

- ★ Bells tolled across the nation
- ★ All military services issued orders to toll bells
- ★ 48 state proclamations
- ★ 116 city/county/town proclamations
- ★ Registrations: 1,295 individuals, 865 organizations
- ★ 22.7K app downloads

WORLD WAR I CENTENNIAL SILVER DOLLAR

150K units sold
estimated surcharge payment
\$1,501,770



NATIONAL CONVERSATION

TV/RADIO/ONLINE

▲2,417% LAST 12 MONTHS

Media impact from
more than 700

Armistice Centennial Events
223,918,250 impressions



honor



AMERICA'S WWI MEMORIAL
\$13.8 MILLION
MONEY RAISED FOR MEMORIAL



100
CITIES
MEMORIALS

\$6.3M

Memorial restorations & new memorials across the nation

\$3.9M

ROUND 2 (▲ 62.5%)

\$2.4M

ROUND 1

\$200K

GRANT POOL

FEATURED IN

Associated Press · CNN · Fox News · New York Times · Washington Post · Wall Street Journal
Chicago Tribune · Los Angeles Times · U.S. News & World Report · MSN · CBS News
CBS Sunday Morning · ABC News Radio · NBC Nightly News · Reuters · BBC · Guardian UK · Agence France Presse
SkyNews · France24 · Newsweek · Military.com · Military Times · New York Daily News · Newsday · Business Insider
Daily Mail · The Seattle Times · The Plain Dealer · Arizona Republic · AARP Magazine · American Legion Magazine
VFW Magazine · Army News Service · Connecting Vets · Parade Magazine · Arkansas Daily Gazette · Task & Purpose



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2018 QUARTER FOUR IMPACT REPORT

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GILDER LEHRMAN TEACHER TRAININGS

305 TEACHERS

Boston·New York·Dallas·Portland·Washington
Milwaukee·New Orleans·Pittsburgh·Tampa·Atlanta
Columbus·Hartford·Orlando·Jackson·Chicago

WW1 TEACHER AMBASSADORS NATIONAL HISTORY DAY PROGRAM

334 applications received

18 chosen

SCHOLASTIC PARTNERSHIP

4 MILLION students reached

NATIONAL HISTORY DAY WEBINAR

91,261 students reached

75% public **46%** underserved

commemorate



BELLS OF PEACE

- ★ Bells tolled across the nation 11/11 at 11 a.m.
- ★ All military services issued orders to toll bells
- ★ 48 state proclamations
- ★ 116 city/county/town proclamations
- ★ Registrations: 1,295 individuals, 865 organizations
- ★ 22K+ app downloads



WORLD WAR I CENTENNIAL SILVER DOLLAR

150K units sold
▲10% from Q3

estimated surcharge payment **\$1,501,770**

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WWI Centennial
recognized at

8 GAMES



- ★ The goal is to work with our partners in Congress to recognize America's first female soldiers, the "Hello Girls," and veterans overlooked for the Medal of Honor.
- ★ Endorsed by American Legion, VFW, and three flag officers
- ★ Assembled veteran-led academic team
- ★ Organized supporting 501(C)(3) organization
- ★ Identified 96 cases for MOH review and 223 Hello Girls

NATIONAL CONVERSATION TV/RADIO/ONLINE

▲2,417% LAST 12 MONTHS

Media impact from Armistice Centennial Events

223,918,250 impressions

AMERICA'S WWI MEMORIAL

\$13.8 MILLION

MONEY RAISED FOR MEMORIAL

Q4 \$2M REQUIRED **32.8%**

FEATURED IN

Associated Press • Fox News (National) • Wall Street Journal • BBC • Reuters
CBS News • U.S. News & World Report • ABC News Radio • MSN • Newsday
SkyNews • Agence France Presse • France24 • Newsweek • Military.com • Military Times • Business Insider
New York Daily News • Chicago Tribune • Daily Mail • The Seattle Times • The Plain Dealer • Arizona Republic



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2018 QUARTER THREE IMPACT REPORT

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Fields of Battle
Lands of Peace

1 million people
viewed outdoor exhibit in NYC

CAMP DOUGHBOY

Governors Island, NYC

ONE weekend
10,000 visitors

TEACHER TRAININGS

scheduled for
Washington, Boston,
Pittsburgh, New
Orleans, Dallas/
Frisco, Tampa,
Atlanta, Portland,
New York, and
Milwaukee



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BELLS OF PEACE

- ★ App now available for Apple/Android
- ★ State proclamations - 13 signed, 13 pending
- ★ 500+ registrations from 45 states
- ★ ww1cc.org/Bells



WORLD WAR I CENTENNIAL SILVER DOLLAR

137K units sold
▲13% from Q2

NATIONAL CONVERSATION

TV/RADIO/ONLINE

▲905% LAST 12 MONTHS



SALUTE TO SERVICE

MILITARY APPRECIATION

Incorporating WW1 commemorations:

Washington Redskins ★ Philadelphia Eagles
Chicago Bears ★ NY Giants ★ Kansas City Chiefs

honor



JAN 2016

Design
Competition

NOV 2017

Ceremonial
Groundbreaking

JULY 2018

Revised
Commission
of Fine Arts
Concept
Approval

NOV 2018

First Look at
National WWI
Memorial

2019

Construction
Planned

NOV 2021 Dedication Planned



FEATURED IN

Wall Street Journal · Fox News/National · Associated Press · The Washington Post · CBS News
Radio · BBC · Reuters · Agence France Presse · France24 · France7 News · New York Daily News ·
Fox 5 NYC · Washington Times · Arkansas Democrat Gazette · Detroit Times · Task and Purpose · Military.com · Military Times
· Adam Savage "Tested" · CBS Radio/ConnectingVets · Legion Magazine · VFW Magazine · DoD.gov · Epoch Times · SkyNews



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MILITARY
MUSEUM & LIBRARY
THE STARR FOUNDATION

ww1cc.org/memorial



2018 QUARTER TWO IMPACT REPORT

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FORGING NEW
PARTNERSHIPS

GILDER LEHRMAN
INSTITUTE
NATIONAL
HISTORY DAY
NATIONAL WWI
MUSEUM & MEMORIAL

EDUCATION
PROGRAM
WORTH
\$1.8M

EDUCATE
MORE THAN

20
MILLION

commemorate



BELLS OF PEACE

On Nov. 11, 2018, at 11 a.m. local time...

Americans across the nation will toll bells
in remembrance of those who served and
sacrificed in the war that changed the world.

- ★ Initiated, named and branded
- ★ Created website landing page
- ★ Approved/funded mobile app
- ★ State proclamations - 3 signed, 2 pending

WORLD WAR I CENTENNIAL SILVER DOLLAR

123K units sold



NATIONAL CONVERSATION TV/RADIO/ONLINE

▲172% FROM Q1

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AMERICA'S WWI MEMORIAL

11.7 MILLION

MONEY RAISED FOR MEMORIAL

Q1 \$800K Q2 \$1M



100

CITIES
MEMORIALS

\$5.9M

Memorial restorations & new
memorials across the nation

\$3.4M

ROUND 2 (▲42%)

\$2.4M

ROUND 1

\$200K

GRANT POOL

FEATURED IN

POLITICO

Washington
Examiner

THE WALL STREET JOURNAL.

The Washington Post

DAILY NEWS

CBS RADIO

US NEWS

AP

FOX
NEWS
channel



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2018 QUARTER ONE IMPACT REPORT

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1.2 million minutes
co-branded content viewed on YouTube

30 airings
co-branded symposia on C-SPAN

TEACHER TRAINING *San Diego, Detroit*
160 teachers
WORKSHOPS **33,600** student reach over 3 years (est.)



UNDERSTANDING THE GREAT WAR

EDUCATION NEWSLETTER

ARCHIVES
4,522 pageviews
4,960 click-thrus

FEBRUARY ISSUE
6,489 sent
28% open
13.1% click thru

ww1cc.org/edu **700** users **3,200** views

commemorate

97%

Percentage of U.S. represented by state commissions or committees

▲ 6%
IN Q1

SOCIAL MEDIA FOLLOWERS

TWITTER
5,900

FACEBOOK
21,000

WW1 CENTENNIAL SILVER DOLLAR

70K units sold in first 48 hours

120K units sold first month

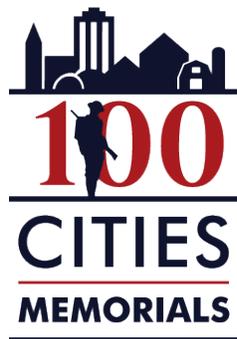


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AMERICA'S WWI MEMORIAL

10.7 MILLION

MONEY RAISED FOR MEMORIAL
2018 Q1 **\$800K**



\$4.8M Memorial restorations & new memorials across the nation

\$2.4M ROUND 2

\$2.4M ROUND 1

\$200K GRANT POOL

FEATURED IN CBS RADIO STARS AND STRIPES THE NEW YORKER FOX & friends FOX 5 NEW YORK
POLITICO WASHINGTONIAN MilitaryTimes Newsday

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2017 IMPACT REPORT

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SOCIAL MEDIA FOLLOWERS

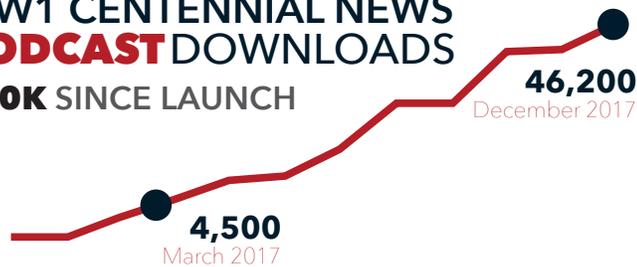
FACEBOOK ▲61%

TWITTER ▲90%

#WW1Stories
25M impressions

#CountdownToVeteransDay
18M impressions

WW1 CENTENNIAL NEWS
PODCAST DOWNLOADS
250K SINCE LAUNCH



commemorate

91%

Percentage of U.S. represented by state commissions or committees

▲25%
IN 2017



STAMP

The Postal Service pays tribute to the sacrifice of American soldiers and millions of supporters on the home front.

Availability subject to issuance dates in 2018

WW1 CENTENNIAL SILVER DOLLAR

289 news stories across the U.S.

Available Jan. 17 - Dec. 28, 2018



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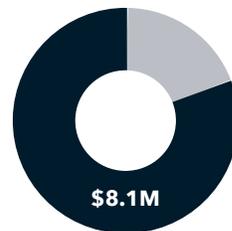
100 CITIES / 100 MEMORIALS

100 CITIES MEMORIALS

SUBMISSIONS FROM ALL **50** STATES

\$100K GRANT AWARDED TO CITIES IN **28** STATES

AMERICA'S WORLD WAR I MEMORIAL



\$9.9 MILLION

MONEY RAISED FOR MEMORIAL
2013-2016 **\$1.8M** 2017 **\$8.1M**

800 news stories about new memorial

FEATURED IN
THE WALL STREET JOURNAL.



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