

THE NATIONAL  
WWI MUSEUM  
AND MEMORIAL

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2015 ANNUAL REPORT





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Front Cover: Carved by famed sculptor Robert Aitken, *Courage* is one of four 40-foot tall Guardian Spirits located at the top of the Liberty Memorial Tower (photo by Jonathan Tasler). Back Cover: Limestone supports overlooking a field of 9,000 poppies accentuate the Museum’s Egyptian Revival architectural style.



# 2015

## *Most Successful Year in Museum History*

### **FRIENDS,**

A sea of 9,000 red poppies greets everyone entering the National World War I Museum and Memorial.

The symbolism and meaning of the vibrantly red flowers trace their roots to the famous poem, "In Flanders Fields," written by Lt. Col. John McCrae at the battlefield in Belgium on May 3, 1915. The poem and the poppies it references stand as remarkable reminders of life, death and rebirth – all incredibly critical components when examining the enduring impact of the Great War.

As the centennial commemoration of the world's first truly global conflict continues, we cannot help but use pivotal moments such as McCrae authoring his timeless prose to reflect on why it's as important as ever to examine how World War I changed everything.

In recognition of that inarguable fact, the Museum continued its commemoration of the Great War in 2015 by seeking to recount the events that transpired 100 years prior through a wide array of exhibitions, collections, programs, partnerships and online platforms.

We are pleased to report that, for the second consecutive year, the Museum shattered numerous records on the strength of these efforts. In 2015, the Museum achieved the following:

- *Record for attendance* (282,588)
- *Record for exhibitions curated/hosted in one year* (13)
- *Record for education events attendance* (46,445)
- *Record for Museum Store sales* (\$551,108)
- *Record for website traffic* (1,134,460 pageviews)
- *Record for media impressions* (1.34 billion)

This list represents a small fraction of the Museum's achievements in 2015. Without question, our accomplishments resulted from collaborations with a large number of partnering organizations and from the support of our donors and members.

Keeping the legacy of the Great War alive for visitors from around the world is at the very heart of our work at the Museum. If you supported us in 2015, we graciously thank you for propelling us to an unprecedented year.

If you haven't interacted with the Museum, we invite you to take the opportunity to join us as the international spotlight continues to shine on Kansas City and the National World War I Museum and Memorial during the Great War centennial introduction.

**SINCERELY,**

Matthew Naylor, Ph.D. | *President & CEO*  
National World War I Museum and Memorial

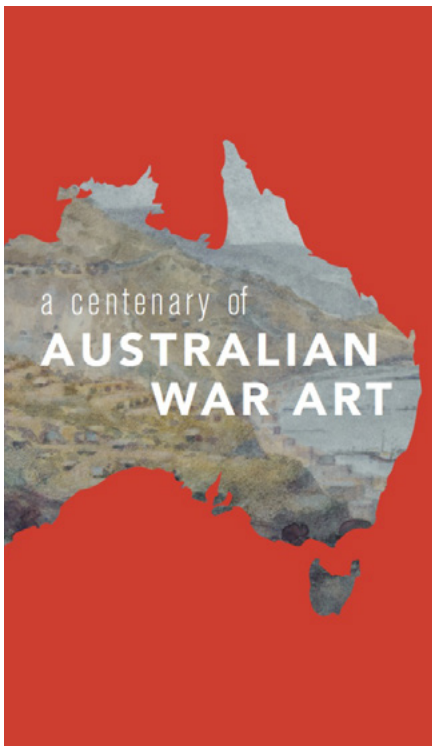
Thomas Butch | *Board of Trustees Chairman*  
National World War I Museum and Memorial

# SHOWCASING THE GREAT WAR

## *Museum Exhibitions*

The Museum curated or hosted 13 special exhibitions in 2015, which were seen by patrons from across the world.

### EXHIBIT HALL + MEMORY HALL



#### A CENTENARY OF AUSTRALIAN WAR ART

The Memory Hall exhibition featured the most comprehensive collection of Australian war art ever seen outside of Australia. The exhibition was made possible by the Embassy of Australia, Washington D.C., and the Australian War Memorial with Lockheed Martin serving as the presenting sponsor. Additional support was provided by the Australian Consulate General-Chicago, the Blue Scope Foundation, Creata and the Francis Family Foundation.



#### SAND TO SNOW

*Global War 1915*

Curated by the Museum, this Exhibit Hall exhibition examined the global aspect of the Great War from Europe to Africa to Asia and the Near East. Featuring objects and documents from more than 20 countries, *Sand to Snow* was the most encompassing special exhibition in the Museum's history.



#### REARRANGING HISTORY

*Daniel MacMorris and the Panthéon de la Guerre*

What happened to the world's largest painting? The Memory Hall exhibition curated by the Museum explored Kansas City artist Daniel MacMorris' efforts to acquire the *Panthéon de la Guerre*, the steps he took to reshape the famous work of art and the vast fragments he left behind – the majority having never been seen in public since the *Panthéon's* last showing in its entirety in 1940.

### CONTINUED EXHIBITS

#### OVER BY CHRISTMAS

*August-December 1914*

War was romantic. War was colorful flags, spiked helmets and flashing sabers. War was an adventure. Curated by the Museum, this exhibition in Exhibit Hall examined the romantic notions held by many of the participating combatants colliding with the harsh realities of war.

#### WAR & ART

*Destruction and Protection of Italian Cultural Heritage During World War I*

Seen for the first time outside of Italy, the exhibition depicting Italian military efforts to preserve precious works of art through a series of photographs was organized by the Istituto Per La Storia Del Risorgimento Italiano, Roma; the Embassy of Italy, Washington D.C.; and the Italian Cultural Institute of Chicago.

## RESEARCH LEVEL GALLERY

### THE SECOND BATTLEFIELD

*Nurses in the First World War*

This exhibition of predominantly French WWI artwork from the Spencer Museum of Art aligned with the quasi-myths of wartime nursing as described by author Christine Hallett: the courageous voluntary aid detachment, the romantic nurse and the “nurse-as-heroine.”



### LETTERS & ARTWORKS FROM WAR

*Renfer: 1914-18*

This bilingual exhibition showcasing the work of writer and artist Renfer was organized by the Association Renfer, the Cultural Service at the Consulate General of France in Chicago and the Department of French at DePaul University with the support of the Institut Français and the Mission Centenaire 14-18.



### DRAWN TO WAR

*The Political Cartoons of Louis Raemaekers*

Dutch artist Louis Raemaekers, described as the “supreme cartoonist of the war,” used his pencils as a weapon to create powerful impressions characterizing and criticizing the nature and legacy of war. This Museum-curated exhibition examined Raemaekers’ most poignant works, collectively described by Theodore Roosevelt as, “a record which will last for many centuries.”

### THOMAS HART BENTON

In celebration of the 125th birthday of Thomas Hart Benton, this display described the impact of Benton’s U.S. Naval experience in 1918 as a camoufler and draftsman and how these experiences influenced his artistic development.

### THE WORLD REMEMBERS

The Museum is the sole American participant in this international education project whose purpose is to remember and honor the combatants who perished during each year of the war by displaying their names in more than 100 locations throughout Europe and North America.



## ONLINE EXHIBITIONS

### WAR FARE

*From the Homefront to the Frontlines*

It unites us, divides us and is one of the most effective weapons in war: the control — and cooking — of food. The online exhibition includes photographs, music, posters and even delicious vintage recipes updated for the modern era.

### THE CHRISTMAS TRUCE

*Winter 1914*

On Christmas Eve of 1914, along parts of the Western and Eastern fronts in Europe, a spontaneous truce was observed among weary, entrenched combatants of World War I. Was this a miracle? Was it a myth? These questions and more are explored in this online exhibition.

### HOME BEFORE THE LEAVES FALL

Presented in collaboration with the Google Cultural Institute, this online exhibition chronicling the assassination of Archduke Franz Ferdinand, the July Crisis and the opening months of the Great War allows visitors to engage with the material as a curated story or choose individual pieces to examine further with high resolution imagery and zoom capability.

# RAISING AWARENESS

## *Educational Activities*

The Museum provided education about the Great War to people in dozens of countries across the world in 2015.



### OPERATION SERIES

The popular series highlights connections between WWI and the modern era. In 2015, programs engaged organizations and patrons throughout the community and focused on cider (Operation: Hard Core), tattoos (Operation: Ink), food (Operation: War Fare) and whiskey/chocolate (Operation: Indulgence).



### 2015 SYMPOSIUM

*Global War, 1915 | Empires at War, Churchill's Gallipoli and an America Divided*

Nearly 200 attendees participated in the two-day event addressing the global nature of World War I featuring scholars and authors from across the world, including Mustafa Aksakal, Frederick Dickinson and Candice Millard.

### IN THE KNOW

The monthly series featuring subject matter experts engaged Museum visitors on a wide variety of topics, including H.G. Wells, modern record digitization, the role of research in fiction and nonfiction books, curatorial photography and much more.

### LESSONS OF LIBERTY

The Museum's Lessons of Liberty series is comprised of free lesson plans targeted to specific grade levels and aligned with state and national standards. In 2015, lesson plans were used to teach a Museum record 61,126 students from dozens of states and countries.

**IN 2015, A RECORD 46,445 PEOPLE ATTENDED MUSEUM EDUCATION EVENTS, AN INCREASE OF 77% COMPARED TO 2014.**



**FAMILY FRIENDLY EVENTS**

People of all ages enjoyed the variety of Museum programs in 2015. Through the Day in the Life series with the Living History Volunteer Corps, more than 2,300 individuals experienced a taste of life from the World War I era. Via the interactive Hands-on History program, more than 3,100 participants learned about the Great War by handling WWI non-accessioned items.



**MRS. WILSON'S KNITTING CIRCLE**

With nearly 300 participations, the Museum created a knitting community of individuals who brought needles and yarn, while sharing stories on Saturday mornings throughout the year. Hand-crafted hats and lap blankets from the group were donated to local veterans.

**WW1USA AMATEUR RADIO**

In partnership with amateur radio clubs, WW1USA operated on three dates in 2015 and has cumulatively logged contacts with over 8,500 amateurs in all 50 united states and in 95 countries worldwide.



**16,209 STUDENTS VISITED THE MUSEUM ON SCHOOL FIELD TRIPS IN 2015.**

# KANSAS CITY'S FRONT PORCH

## *Community Activities*

Tens of thousands of individuals gathered at the Museum for special events in 2015.



### MEMORIAL DAY WEEKEND

The Museum welcomed more than 36,000 people to its grounds throughout the weekend, including a record of nearly 15,000 on Memorial Day alone. Activities included the AVTT Traveling Vietnam Wall with ceremonies featuring the 2nd Armored Brigade Combat Team of the 1st Infantry Division, a donation drive for veterans with Disabled American Veterans/Red Racks Thrift Stores, a vehicle display from the Military Vehicle Preservation Association and the Vietnam Veterans of America Chapter #243 and a Wounded Warriors Family Support vehicle display.



### TAPS AT THE TOWER

Area organizations partnered with the Museum for the second annual event featuring a series of moving ceremonies at dusk each evening from June 21-27 at which more than 2,100 people gathered to hear Taps played at the base of the Liberty Memorial Tower.



### VETERANS DAY

Dignitaries including Congressman Emanuel Cleaver II, Mayor Sly James, Missouri Secretary of State Jason Kander, Jackson County Executive Mike Sanders and French Deputy General Consul Jean-Christophe Paris participated in a special ceremony featuring a bestowment of French and American medals to three World War II veterans.

### ANZAC DAY REMEMBRANCE

In conjunction with ANZAC military personnel stationed in the region, the Museum hosted an ANZAC Day event commemorating the centennial of the Allied landing at Gallipoli.

### ROYALS CELEBRATION

An estimated crowd of more than 200,000 people celebrated the Kansas City Royals' 2015 World Series title on the grounds of the Museum — the largest gathering in Museum history.



# CONNECTING WITH COMMUNITIES

## *Partnerships*

The Museum teamed with more than 130 organizations worldwide in 2015, spearheading awareness for the enduring impact of World War I.



### EMBASSY OF AUSTRALIA

Australian Ambassador to the U.S. Kim Beazley spoke to Museum supporters during programs in February and July and led the effort to bring *A Centenary of Australian War Art* to the Museum,



KANSAS CITY  
SYMPHONY

### KANSAS CITY SYMPHONY

In addition to the Museum collaborating on the annual Celebration at the Station, the Kansas City Symphony performed Stravinsky's *Soldier's Tale* prior to a panel discussion with Symphony Music Director Michael Stern, Museum President and CEO Dr. Matthew Naylor and University of Missouri Professor Ilyana Karthas.

### KC ARTS: REMEMBERING THE GREAT WAR

The Museum collaborated with a number of arts-related organizations in the greater Kansas City area in 2015, including Friends of Chamber Music, KC FilmFest, the Lyric Opera of Kansas City, the Nelson-Atkins Museum of Art, Restoration ARTS, Tivoli Cinemas, the UMKC Conservatory of Music and Dance Restoration Arts and more.



**SPORTING KC/THE SOCCER LOT**

Sporting KC and The Soccer Lot partnered with the Museum for the third annual Truce Tournament and watch party on Dec. 26 with more than 300 people from the region participating.

**The Nelson-Atkins Museum of Art**

**THE NELSON-ATKINS MUSEUM OF ART**

The organizations partnered on a variety of programs in 2015, including lectures about WWI political cartoons, DADA and a lecture featuring noted historian Michael Neiberg.



**KCPT**

The Museum partnered with PBS affiliate KCPT for highly anticipated screenings of *The Crimson Field* and *Downton Abbey*, as well as a program featuring *Downton Abbey* historical advisor Alastair Bruce. The organizations also collaborated to bring *The Telling Project* to Kansas City, a program providing veterans and military family members with the opportunity to share their experiences through performance.



**KANSAS CITY STAR QUILT SHOW**

A partnership with the *Kansas City Star* and authors Denniele Bohannon and Janice Britz resulted in a WWI pattern quilt show featuring more than 20 pieces from across the country.



**MIDWEST CENTER FOR HOLOCAUST EDUCATION & NATIONAL ARCHIVES**

The Iraqi Jewish Archive Speaker Series about the preservation of Iraqi Jewish heritage featured distinguished speakers from across the country.



**MUZZY LANE SOFTWARE**

Renowned educational software maker Muzzy Lane launched its latest award-winning strategy game, *Making History: The Great War*, from the Museum. The Museum received a portion of proceeds from sales of the game.



**LYRIC OPERA OF KANSAS CITY**

As part of its At Ease with Opera series, the Lyric Opera partnered with the Museum to host several events preceding performances of the award-winning *Silent Night* as well as a program featuring a panel discussion including composer Kevin Puts, librettist Mark Campbell and author Stanley Weintraub.

# SURGING MOMENTUM

## 2015 Museum Highlights

For the second consecutive year, the Museum broke several records and received unprecedented exposure.

### The New York Times

GIVING | SPECIAL SECTION

#### A World War I Memorial in Kansas City Is a Tribute to Giving

By JOHN HANEY NOV. 3, 2015

#### MEDIA PLACEMENTS

During the course of the year, media outlets from 12 different countries and 45 different states filed 1,680 stories about the Museum accounting for a record-setting 1.34 billion media impressions. Highlights included stories in the *New York Times*, *USA Today*, the *Wall Street Journal* and the *Washington Post* and appearances on national networks CBS, NBC and the NFL Network.



U.S. Secretary of Veterans Affairs Robert McDonald met with Museum volunteers and staff members in October.

#### AWARDS & RECOGNITION

Among more than 35,000 museums in the U.S., both Yelp (No. 5) and TripAdvisor (No. 21) ranked the Museum among the top 25 in the nation. Additionally, for the ninth consecutive year, TripAdvisor rated the Museum as the No. 1 attraction in Kansas City. Other honors included: 50 Museums We Love (*Midwest Living* magazine); Jacques Littlefield Award for Preservation and Education Excellence (Military Vehicle Preservation Association); Citation Award (Missouri Parks and Recreation Association); Favorite Museum & Favorite Landmark (KC Visitors' Choice Awards); Best View and Best Landmark (*The Pitch*).



General Peter Pace addressed Museum supporters at the annual Business Roundtable luncheon.

#### ATTENDANCE

Guests from across the world contributed to the Museum breaking its attendance record for the second consecutive year. Attendance increased 20 percent to 282,588 compared to 2014 with an additional 431,180 individuals participating in activities held on the Museum's exterior campus grounds.

#### EDWARD JONES RESEARCH CENTER

In 2015, 2,061 patrons visited the Edward Jones Research Center, an 11 percent increase from 2014.

#### COMMEMORATIVE OPPORTUNITIES

Individuals supported the Museum in a variety of ways, including contributing \$59,055 toward the Walk of Honor, Bench Sponsorship and Centennial Flag Program Presented by Edward Jones – an increase of 15 percent from 2014.

#### INTERNATIONAL AMBASSADOR VISITS

Australian Ambassador to the U.S. Kim Beazley, Czech Republic Ambassador to the U.S. Petr Gandalovič, The Philippines Ambassador to the U.S. Jose Cuisia, Jr., Slovak Republic Ambassador to the U.S. Peter Kmec and Slovenian Ambassador to the U.S. Bozo Cerar all visited the Museum in 2015.

**RANKED AMONG THE TOP 25 MUSEUMS IN THE NATION BY YELP (NO. 5) AND TRIPADVISOR (NO. 21)**



**ACQUISITIONS**

In 2015, the Museum had 165 accessions, which can contain a single object or thousands of individual items. Highlights include a collection of objects and documents from Women Telephone Operators of the U.S. Signal Corps, including the first uniform in the Museum's history; an Austrian pilot's uniform and Austrian helmets; domed portraits of four African-American soldiers; and an airplane canvas with more than 200 names written on it of servicemen stationed at Carruthers Air Field in Texas.

**Carruthers Field fabric**

**PATRONS FROM 73 COUNTRIES VISITED THE MUSEUM IN 2015**

**NIGHT AT THE TOWER**

More than 300 people attended the inaugural Night at the Tower fundraising event, raising more than \$190,000 in support for the Museum.



**WEBSITE**

The Museum set records for pageviews (1,134,460), visits (438,081) and unique visitors (336,980) in 2015 with the latter marks increases of more than 30 percent compared to previous records set in 2014. The Museum also recorded the highest traffic day (May 25 – 4,152 visits) and month (May – 51,332 visits) in its history.

**SOCIAL MEDIA**

In 2015, the Museum increased its Facebook audience by 70 percent to 45,806, while registering improvements of more than 125 percent in yearly totals for engagements (583,015), total reach (9,275,422) and impressions (17,657,787). Followers on Twitter grew 85 percent from 2014 to 14,886, while numbers for clicks, engagements and impressions all grew by more than 35 percent.

**EVENT RENTALS**

In 2015, the Museum welcomed 37,292 guests in conjunction with space rentals at the Museum – an increase of 84 percent from 2014.

**STORE SALES**

In 2015, the Museum sold \$551,108 in merchandise from its store – an all-time record.

**COLLECTIONS DATABASE**

In 2015, 3,054 records were added to the Museum's online database, raising the total to more than 24,000 searchable object records. During the year, more than 20,000 individuals from 117 countries viewed nearly 170,000 pages within the online database.

# DONATING SERVICE

## 2015 Museum Volunteers

321 volunteers contributed 47,329 hours in 2015 – the equivalent to \$1.092 million in services and 23 full-time staff members.



**AL LUDWIG**

### 2015 VOLUNTEERS WITH OVER 500 Hours of Service

Al Ludwig .....	823.42
Jerry Schmidt .....	766.17
Rick Roth .....	718.08
Charlie Wells .....	716.00
Terry Noland .....	712.75
Dave Damico .....	692.17
Ron Magee .....	582.67
Bob McSweeney .....	580.07
Jane Tierney .....	576.58
Kelton Smith .....	561.25
Dennis Cross .....	539.83
Carl Manning .....	501.67
Dennis Murphy .....	500.08



**CHARLIE WELLS**



**KELTON SMITH**

# DONATING SERVICE

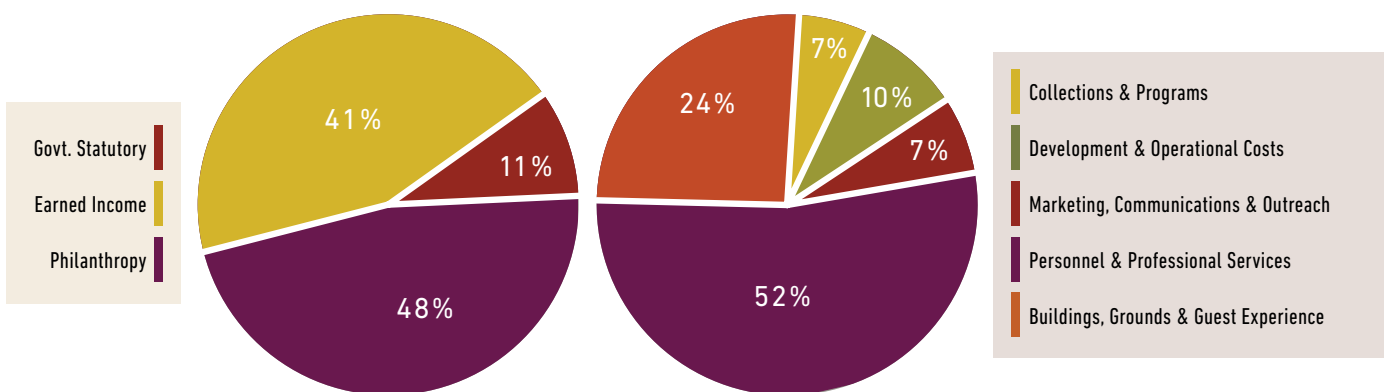
## 2015 Museum Volunteers

Dan Acuff	Charlie Daniells	Mary Claire Gustafson	Phil Mall	Dick Reynolds	Clarience Taylor
Megan Albertson	Don Davis	Harold Hall *	Louie Mallot	Tim Reed	Dick Terp
Todd Albertson	Katherine Delk-Calkins	Madison Ham	Carl Manning	John Reichley	Claudine Thomas
Jim Algie	Martha DePasco	Bernard Harris	Tom Marchioro	Gary Reinbold	Frank Thompson
Margaret Allen	Ron Derks	Bill Harris	Bob Marshall	Bob Reinhardt	Randall Thompson
Steve Allen	John DeSoto	Elizabeth Hartzler	Katie May	Katie Reynolds	Ronnie Thompson
Sue Allen	Steve Dietz	Bev Harvey	Bob McCarty	Deb Rinehart	Jane Tierney
Danni Altman-Newell	Dick Dillow	Carol Herndon	Kelby McCaughey	Ken Rogel	Ernie Torok
David Babson	Mark Dold	Mike Hicks	Rick McClellan	Daryl Roller	Bob Toth
Phil Baker	Jim Donley	Robert Hill	Don McFarland	Drake Ronan	Tracy Truitt
Paul Barboza	Jim Donovan	Betsy Holliday	Ken McKee	Bob Ross	Jim Turner
Jennifer Beckley	Trenton Dorf	David Holmquist	Laura McNutt	Alex Rosser	Don Turrentine
David Bedwell	Collins Drake	Angela Holtkamp	Bob McSweeney	Rick Roth	Tomoe Urano
Frank Belluardo	Bob Dudley	Josh Howard	Gary Meyer	Shel Roufa	Sandra Vader
Duncan Bjerke	Diane Dunford	Jim Howk	Ellen Miller	John Saper	Charlie Van Way III
Pete Blair	Randy Dunford	Ron Huerter	Doug Millison	Joe Saviano	Walt Vernon
Jeff Block	Brad Dunkin	Roger Hurwitz	Drew Mills	Amber Marie Sawtelle	Joe Viviano
Mike Boothe	Tom Dyer	Jim Hutcheson	Chris Mills	Thom Schlosser	Ron Waggoner
Philip Brain	Sue Edwards	Ted Iliff	Wayne Mizer	Dan Schlozman	Don Wakefield
Lorie Braud	Ron Einbender	Jerry Jackson	Kathy Monaghan	Jerry Schmidt	Ed Wallace
Bob Buchanan	Jon Elsea	Emily Johnson	Heather Morrow	Bill Schmidt	Karin Walz
Erik Buck	Bruce Enlow	George Jolly, Jr.	Tom Morrow	Jack Schrimsher	Merrill Walz
Bill Buckner	Carol Fair	Paul Keithley	Sherry Muirhead	Brad Schwartz	Stuart Washington
Bill Buechele	Joe Farris	Hal Kemrite	Dennis Murphy	Fred Shields	Herb Waxman
Bill Burger	Shawn Faulkner	Ellen King	Jim Murphy	Marty Shields	Sedrick Weaver
Mike Burke	Larry Favrow	Bruce Kinzer	Mark Murphy	Kyle Shipp	Christl Webster
Mary Ann Burns	Joerg Finger	Lloyd Kirk	Avery Murray	Dennis Shoemaker	Bob Weiss
Gene Burt	Hal Fisher	Julia Koncak	Virginia Murray	Tim Short	Charlie Wells
Jessica Cannon	Bob Ford	Mary Ann Krattli	Bob Myers *	David Simmons	Dean Weltmer
Leo Carrillo	Paul Frank	John Ladas	Dave Napoli	Patrick Sirridge	Jim Whalen
Jim Chaar	Mary Frey	Ed Ladegaard	John Neal	Nathan Smart	Karen Whitlow
Eric Cierpiot	Jan Frick	Jerry Lakey	Beth Niblo	Darrell Smith	Mark Widebrook
Serena Clark	Tom Friedmann	Amber Landers	Terry Noland	Kelton Smith	Austin Williams
Dan Clevenger	Monica Frost	David Landes	Rocky Osborn	Mel Snyder	Chris Williams
Ben Coats	Al Fry	Bob Lang	Stan Parsons	Mike Somodi	Clay Wilson *
Steve Cohn	Fred Gahr	Jayne Langham	Dave Paulsell	Mike Sparks	Gene Winslow
Terry Collins	Meredith Galentine	Mark Lees	Charles Pautler	Pam Stafford	Steve Womack
Jim Conkright	Greg Galvin	Wayne Leidwanger	David Pendleton	Susan Stanton	Sheldon Wood
Jim Courtney	Alex Gerges	Pat Leive	Susan Pennington	Mike Stephenson	Meghan Woolbright
Wayne Cowan	Tim Gerstner	Jeff Leser	Bob Peterson	Kerry Steuart	Charles Yaw
Nancy Cramer	John Girando	Dennis Linton	Jim Phelps	Jackson Stewart	Bernie Young
Pat Croker	Rick Goheen	Jim Long	Tim Phillips	Jim Stewart	Shirley Zentmire
Dennis Cross	Barry Gordon	Jeff Lopez	Steve Pierce	Bob Studer	Gregory Zilm
Fionna Cruz	Candy Green	Christopher Luck	Terry Purdie	Carrie Super	LeAnn Zimmerman
Kit Culver	John Griesel	Al Ludwig	George Raach	John Sutton	Steve Zvacek
Dave Damico	Joe Guerra	Ron Magee	Fran Rainey	Jim Tate	<i>*Deceased</i>

# YOUR SUPPORT MADE THE DIFFERENCE

## *Financials*

The National World War I Museum and Memorial is a large campus of beautiful parklands, world-class buildings and the world's most comprehensive World War I collection. Without question, it's an icon of Kansas City. Serving more than 700,000 people directly in 2015 plus hundreds of thousands more through the organization's digital initiatives, the Museum's reach is incredibly broad. In 2015, the Museum ended the year in the black. This is a result of stronger giving from donors, increased attendance and managing expenses.



### WHERE DID THE MONEY COME FROM?

During 2015, 41 percent of income came from admissions, sales at the Museum store, Over There Café, events, space rental and other earned income such as investment earnings. Another 48 percent was given by generous donors – individuals, businesses and foundations who have a passion for missions that matter and chose to support the Museum. Through a partnership, Kansas City Parks and Recreation contributed 11 percent of the Museum's income to manage the Museum, Memorial and grounds.

### HOW YOUR SUPPORT IS USED

Much of the Museum's income is used for delivering exceptional experiences to visitors. This includes: care of the grounds, upkeep of the facilities and guest amenities (24 percent); personnel and professional services (52 percent); expanding/caring for the collection and providing exceptional programming and events (7 percent); educating and informing the public about the Museum's mission and events (7 percent); and development of new partnerships and operational costs (10 percent).

### OUR PLEDGE TO YOU

Gifts of all sizes are needed to support the work of the Museum. With no federal funding, the Museum relies on members, supporters and corporate and foundation partners to invest in this mission to make a difference. The Museum promises to use your gift as intended to further advance its mission as America's leading Museum and Memorial dedicated to interpreting, understanding and remembering the Great War and its enduring impact.



# ADVANCING OUR MISSION

## 2015 Museum Supporters

### DONORS

#### FREEDOM

**\$1,000,000 +**

David T. Beals, III Charitable Trust, Bank of America, N.A., Trustee  
Hall Family Foundation  
The Kemper Family/  
Enid & Crosby Kemper Foundation,  
UMB Bank, N.A., Trustee

#### FLANDERS FIELDS

**\$500,000 - \$999,999**

The Sunderland Foundation  
Marion and Henry Bloch Family Foundation  
The Illig Family Foundation

#### ARMISTICE

**\$100,000 - \$499,000**

C. Richard Belger and Evelyn Craft Belger  
Capitol Federal Foundation  
City of Kansas City, Missouri Parks and Recreation  
Arvin Gottlieb Charitable Foundation  
Ewing Marion Kauffman Foundation  
Miller Nichols Charitable Foundation  
People of Missouri through the Driver's License Check-off Program Administered by the Missouri Veterans Commission  
Polsinelli  
The Sosland Foundation

#### COMMANDERS

**\$50,000 - \$99,999**

Terry and Peggy Dunn  
James C. Dyer, IV  
The Florence Gould Foundation  
J.B. and Anne Hodgdon  
Estelle S. and Robert A. Long Ellis Foundation  
Waddell & Reed Financial, Inc. and Ivy Funds

#### EXPEDITIONERS

**\$25,000 - \$49,999**

Ancestry.com  
JE Dunn Construction Company  
Ford Motor Company  
Sporting Kansas City

### MOBILIZERS

**\$10,000 - \$24,999**

Bank of America  
Brad and Libby Bergman  
Abe & Anna Bograd Memorial Trust  
Thomas and Mary Beth Butch  
Cerner Corporation  
Combat Veterans Motorcycle Association  
John and Nancy Dillingham  
DST Systems, Inc.  
EDZ Systems  
Embassy of Australia, Washington, D.C.  
Francis Family Foundation  
Jackson County Executive  
J.B. Reynolds Foundation  
Kansas City Neighborhood Tourist Development Fund  
William T. Kemper 2nd Charitable Trust  
John and Carol Kornitzer  
Legendary Entertainment  
Lockheed Martin  
Lockton Companies, LLC  
Edward G. and Kathryn E. Mader Foundation  
The McGee Foundation  
Landon and Sarah Rowland  
UMB Bank

#### MARINERS

**\$5,000 - \$9,999**

Assurant Employee Benefits  
Blue Cross Blue Shield of Kansas City  
BlueScope Foundation  
The Breidenthal-Snyder Foundation  
C2FO Pollen, Inc.  
Deluxe Corporation Foundation  
Larry and Maureen Gamble  
Peter and Barbara Gattermeier  
Henderson Engineers, Inc.  
KCP&L  
Frank and Diane Koranda  
Deborah and Richard Lindsay  
Martin and Elizabeth Nevshemal  
Padgett Family Foundation, Inc.  
Park University  
Raphael Hotel Group  
Bob and Ann Regnier and Bank of Blue Valley  
Phil and Toni Sanders  
Society of the First Infantry Division  
U.S. Bank Foundation  
Union Pacific Railroad Foundation

### FLIERS

**\$2,500 - \$4,999**

Sandra Aust and Dick Mellinger  
Country Club Bank  
Creata  
Peter and Michelle deSilva  
ECCO Select  
FCI Advisors  
William and Laura Frick  
Gregory and Sandra Galvin  
R.E. Gunter Family  
Barnett and Shirley Helzberg  
Augie and Laura Huber  
Hulston Family Foundation  
Jorgenson Family Foundation  
Kansas City Royals  
KPMG, LLP  
LMG Construction Services, LLC  
Bryan Lynch Family Foundation  
Barbara Nelson  
Pipe Fitters Local Union 533  
The Salvation Army  
The Wilson Sexton Foundation  
Robert and Louise Tritt  
Charles and Gail Van Way, III  
VML

#### DOUGHBOYS

**\$1,000 - \$2,499**

Agspring, LLC  
Aon Risk Services  
Armed Forces Insurance  
Robert F. Auwaerter  
Neil and Debbie Bass  
James and Stacy Bernard, Jr.  
Sherry Blain  
Jay and Darlene Blair  
Pete and Joan Blair  
BNIM Architects  
Bryan Cave, LLP  
William G. Buckner  
John and Kay Callison  
Joel and Judy Cerwick  
Commerce Bank  
Nancy Cramer  
Perry and Kathryn Culver  
Elsberry Family Foundation  
Nelson Emery and Barbara Howell  
Enterprise Holdings Foundation  
Sandra Eveloff  
Buford and Diane Farrington

Listings as of Dec. 31, 2015. Multi-year gifts are listed in the year pledge is received. Please contact us at [give@theworldwar.org](mailto:give@theworldwar.org) or 816.888.8100 with any questions.

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