

THE NATIONAL
WWI MUSEUM
AND MEMORIAL

2017 ANNUAL REPORT



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Front Cover: A flyover from the Patrouille de France began “In Sacrifice for Liberty and Peace,” the April 6 event commemorating the centennial of U.S. entry into World War I (photo by Earl Richardson) Back Cover: The field of 9,000 poppies underneath the Paul Sunderland Glass Bridge was replaced in 2017 and now appears as vibrant and poignant as ever (photo by Dan Videtich).

Setting Records in 2017

DEAR FRIENDS,

Please consider this question: at what age would you offer to give your life for your country?

The U.S. Selective Service Act passed in the spring of 1917 required men between the ages of 21 and 31 to register for the draft. The youngest age was later adjusted to 18 years old. Henry Monroe of Youngstown, Ohio, felt such a strong desire to enlist in 1917 that he lied about his age. He was 12 years old.

A silent grave marker at Arlington National Cemetery marks the resting place of Col. Ernest L. Wrentmore (aka Henry Monroe), who not only served in World War I, but also World War II and the Korean War. His decades-long military career included action in the Meuse-Argonne in October 1917 as a bugler/courier where he was wounded when the 1st Battalion endured machine gun fire, as well as a heavy concentration of German gas.

The story of Henry Monroe is featured in *Fields of Battle, Lands of Peace: The Doughboys 1917-1918*, the phenomenal exhibition co-curated with Michael St Maur Sheil that toured both the U.S. and the U.K. in 2017 and has been seen by more than 3 million people to date.

We share stories like these because they're important. They help contextualize life during World War I and how the most significant event of the 20th century and beyond continues to affect the global community to this very day.

As the centennial commemoration of the Great War continues, examining these aspects of the war and arriving at an understanding of the conflict's monumental effect on human history is paramount to our mission.

We are pleased to report that, for the fourth-consecutive year, the Museum and Memorial broke several records on the strength of these efforts. In 2017, the Museum and Memorial achieved the following:

- *Construction* of the new \$5+ million Wylie Gallery
- *Record* for visitors served (591,466)
- *Record* for website pageviews (2,211,646)
- *Record* for social media impressions (33,856,103)
- *Record* for media impressions (3.28 billion)
- *Listed* by CNN as one of "12 Museums Every Military Enthusiast Should Visit"

This is but a small sampling of our work. These achievements resulted from collaborative efforts with other organizations and were made possible by the support from our donors and members.

If you've supported the Museum and Memorial in the past, we graciously thank you for propelling us to another unprecedented year. If you haven't engaged with us, we invite you to take the opportunity to join us as the global spotlight continues to shine on the National WWI Museum and Memorial and Kansas City during the Great War centennial commemoration.

SINCERELY,



Matthew Naylor, Ph.D. | *President & CEO*
National WWI Museum and Memorial



Mark Jorgenson | *Board of Trustees Chairman*
National WWI Museum and Memorial

IN SACRIFICE FOR LIBERTY AND PEACE

April 6 Centennial Commemoration

Representatives from 28 nations gathered at the Museum and Memorial on April 6 for “In Sacrifice for Liberty and Peace: Centennial Commemoration of the U.S. Entry into World War I.” The national commemorative ceremony from the U.S. World War I Centennial Commission told the compelling story of the U.S. decision to enter into the Great War through a unique multi-media program. The event included significant and representative American writings of a century ago and featured flyovers from the French Air Force Patrouille de France and a B-2 Spirit stealth bomber as well as narration from Academy Award winner Kevin Costner.





KANSAS CITY'S FRONT PORCH

Community Activities

Thousands of individuals gathered at the Museum and Memorial for special events in 2017.



MEMORIAL DAY WEEKEND

The Museum and Memorial offered free admission all weekend to veterans and active duty military personnel and half-price admission to the public. The Memorial Day ceremony featured remarks from Congressman Emanuel Cleaver II and Mayor Sly James, a keynote address from renowned photographer Michael St Maur Sheil, performances from the Heartland Men's Chorus and the 1st Infantry Division Woodwind Quintet and an honor guard presentation from Fort Leavenworth.



CELEBRATION AT THE STATION

Tens of thousands of spectators gathered on the lawn of the Museum and Memorial for the Kansas City Symphony's 15th annual Celebration at the Station – the largest free Memorial Day weekend festival in the Midwest. With Union Station as a backdrop, the event featured a moving Symphony concert, the city's grandest fireworks display and much more.

VETERANS DAY

Admission was free for veterans and active duty military personnel, as well as half-price for the public throughout the weekend. The Veterans Day ceremony featured remarks from Congressman Emanuel Cleaver II and Mayor Sly James, a keynote address from Major General Maria R. Gervais, musical performances from The American Legion Band of Greater Kansas City Wind Ensemble and the Regency Place Elementary School Special Chorus and an honor guard presentation from Whiteman Air Force Base.



KC GAMES FOR GOOD

The Kansas City Plaza Rotary Club held KC Games for Good on the grounds of the Museum and Memorial for the third-consecutive year. The free family festival featured a host of activities, including a kids' scavenger hunt, team competitions and much more!



FEAST OF FOUNTAINS

The Museum and Memorial partnered with the Kansas City Parks Department to host a free public event benefitting the City of Fountains Foundation featuring live entertainment, activities and some of the city's most popular food trucks.



TAPS AT THE TOWER

In its fourth year, more than 2,600 people attended the deeply moving event from June 18-24 to hear Taps played at the base of the Liberty Memorial Tower.



WWI DOUBLE RACE

More than 300 runners participated in the second WWI 8K Double Road Race with proceeds benefiting the Museum and Memorial. The race featured a 5K followed by a recovery period and then a 3K followed by a Kids Cup race.

CONNECTING WITH COMMUNITIES

Partnerships

The Museum and Memorial teamed with dozens of organizations worldwide in 2017, highlighting the enduring impact of the Great War.



KANSAS CITY AUTO MUSEUM

The Great Car Show collaboration with the Kansas City Auto Museum on July 30 featured more than 400 vehicles of all makes and models. Thousands of attendees from across the region descended on the Museum and Memorial for the event.

AMERICAN EXPERIENCE

In April of 2017, *American Experience* and KCPT partnered on an exclusive conversation and special sneak peek of the new miniseries *The Great War*, a documentary which featured the Museum and Memorial's archival material.

ANITA B. GORMAN DISCOVERY CENTER

As the American war effort began, civilians were encouraged to take part in voluntary conservation. In 2017, the Museum and Memorial partnered with the Anita B. Gorman Discovery Center of the Missouri Department of Conservation for a conversation (and tasting) on the modern battle for healthy bodies and environments.

FRENCH CENTENNIAL COMMISSION

The Museum and Memorial hosted French scholar Andre Loez to discuss the French Mutinies, in partnership with the Mission du Centenaire 14-18. The partnership continues online as educators contribute content for the English edition of the French Centennial Portal.

AMERICAN PUBLIC SQUARE

On Oct. 16, American Public Square brought panelists Howard Dean, Danny Diaz, Greg Orman, Jacqueline Salit, Beth Miller Vonnahme and Ambassador Allan Katz to the Museum and Memorial to consider the fate of the United States' two-party system. Live and streaming audiences, both through the Museum and Memorial and the *Kansas City Star*, joined the discussion hosted by Nick Haines of KCPT.





THE MODERNISTS

In its second full year, the young friends group of the Museum and Memorial continued its success by expanding its membership and collaborating with a host of partners for a series of engaging programs and experiences.



MAIN STREET HISTORY CRAWL

With the Kansas City Public Library and Kansas City Museum, the Museum and Memorial offered a unique glimpse into our city's past, hosting a "history crawl" walking tour along Main Street from the Central Library, ending with sunset views at the Liberty Memorial Tower.

GOOGLE ARTS & CULTURE

The partnership with Google Cultural Institute on its Arts & Culture platform expanded in 2017. Among the additions were digital experiences that allow online visitors to learn about the contributions of African Americans in WWI and to explore the history, architecture and collection of the Museum and Memorial through 360 degree views.

NEGRO LEAGUES BASEBALL MUSEUM

In the heart of baseball season, the Museum and Memorial partnered with the Negro Leagues Baseball Museum to see how WWI affected America's pastime and changed the sport forever during an event with author Jim Leeke.



SPORTING KC/THE SOCCER LOT

In its fifth year, the Museum and Memorial partnered with Sporting KC and The Soccer Lot to host the Truce Tournament and watch party on Dec. 26 with nearly 300 people participating.

SHOWCASING THE GREAT WAR

Museum and Memorial Exhibitions

The Museum and Memorial curated or hosted nine special exhibitions in 2017 featuring objects and documents from countries throughout the world.

Fields of Battle Lands of Peace



FIELDS OF BATTLE, LANDS OF PEACE: THE DOUGHBOYS

1917-1918

Michael St Maur Sheil's portraits of WWI battlefields are featured in an outdoor photographic exhibition co-curated by the Museum and Memorial which tells of the healed scars of the First World War through our only remaining living witness: the fields of battle themselves. The exhibition was opened by the Lord Mayor of London and has already been viewed by more than 3 million people.



THE VOLUNTEERS: AMERICANS JOIN WORLD WAR 1

1914-1919

Produced in cooperation with the American Field Service, the traveling exhibition shares inspirational stories of American volunteer organizations contributing to the well-being and welfare of not only American military personnel, but also to peoples in the war-torn countries around the globe.



REVOLUTIONS!

1917

The exhibition featured the incredible events that occurred worldwide from America's official entry into the war and Russia's upheavals from an Imperial state to Bolshevik rule. The stalemated battles on the Western Front and in other theaters and troubles on the home fronts also led to societal changes, mutinies and revolts.



POSTERS AS MUNITIONS

1917

Soon after the outset of WWI, the poster, previously the successful medium of commercial advertising, was recognized as a means of spreading national propaganda with unlimited possibilities. The exhibition showcased the depth and breadth of the collection through a series of works on exhibition for the first time at the Museum and Memorial.



VIVE L'AMÉRIQUE!
FRENCH CHILDREN welcome THEIR AMERICAN ALLY

VIVE L'AMÉRIQUE!

French Children Welcome Their American Ally

When the U.S. entered WWI in April 1917, a school teacher in the Montmartre district of Paris asked his students to write essays and express in drawings how this would affect their lives. A century later, the Le Vieux Montmartre Historical Society loaned 30 of these drawings and two essays on this subject for a special exhibition.

**IMAGES
OF THE
GREAT
WAR**

*America Crosses
the Atlantic*

IMAGES OF THE GREAT WAR

America Crosses the Atlantic

Focusing on the final two years of the Great War with the emphasis on American involvement, this exhibition featured works by French, British, German and American artists who attempted to capture the harsh realities of the incredibly brutal war.



WACHT IM OSTEN

German Encounters with the East in World War I

Wacht im Osten [English translation: "Watch in the East"] explored encounters between the German soldier and the land and people he found himself trying to understand in the western territory of the Russian Empire (Poland, Lithuania, Belarus) in the spring and summer of 1915.

THE WORLD REMEMBERS

The Museum and Memorial was 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.

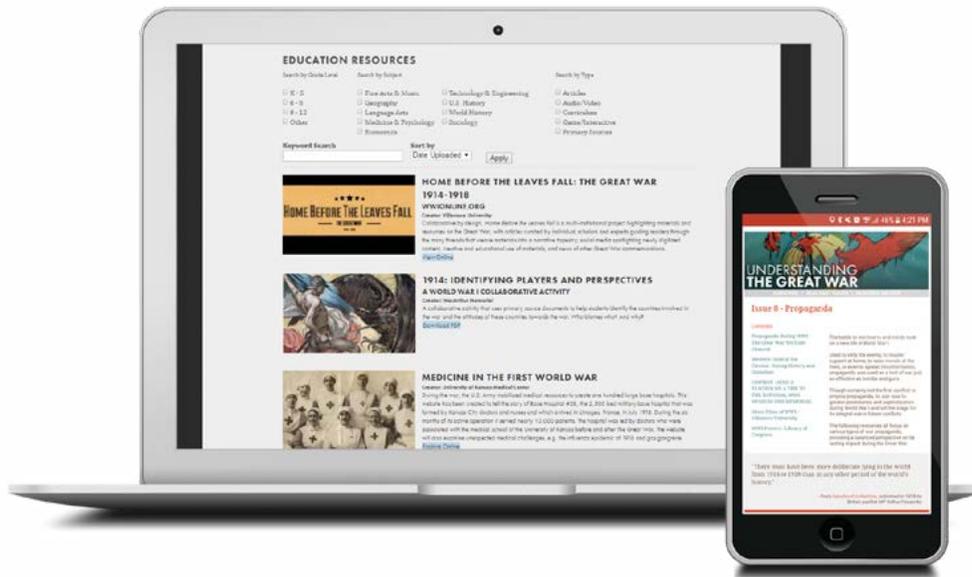
EXHIBITION LOANS

In 2017, the Museum and Memorial loaned 84 objects to 15 institutions across the country, including the Dwight D. Eisenhower Presidential Library, Museum and Boyhood Home, the Jewish Historical Society of New Jersey, the Minnesota Historical Society, the National Postal Museum, the National Veterans Memorial and Museum and the Woodrow Wilson Presidential Library and Museum.

LEARNING ACROSS THE WORLD

Digital Museum and Memorial

Individuals from 195 countries and territories across the world accessed the Museum and Memorial's digital content in 2017 with more than five million learner participations.



UNDERSTANDING THE GREAT WAR NEWSLETTER

In partnership with the U.S. World War One Centennial Commission, the Museum and Memorial provides a bimonthly educator newsletter addressing critical topics related to WWI, including U.S. Entry into WWI, Americans All! and Political Consequences and Revolutions. In its second year, the newsletter increased its usage by more than 200 percent.

COLLECTIONS DATABASE

The Museum and Memorial added 3,075 records to its searchable database in 2017, raising the total to 32,114 records. During the year, nearly 22,000 individuals from 103 countries viewed more than 280,000 pages within the online database.

ONLINE EDITORIAL CONTENT

In 2017, the Museum and Memorial expanded its online articles, videos and other informative digital content to coincide with the centennial of the United States entered WWI. This new content, which guides users through the U.S.'s decision to enter the war, the creation of the American Expeditionary Forces and on the experiences of U.S. soldiers, includes previously-unreleased oral histories recorded with WWI veterans in the 1970s and 80s.

BROADCASTING TO YOU

With 271 videos and 4,336,817 minutes watched in 2017, the Museum and Memorial's YouTube channel provided unique video content including original footage, recorded lectures and livestreamed programs for learners around the world with 40 percent of viewership outside of the United States.

TEACHING RESOURCE DATABASE

Uniting partners from around the globe, the Museum and Memorial generates the leading searchable database for diverse, primary-source driven resources for classroom use addressing the varied lenses and enduring lessons of the war. Located at theworldwar.org/education, this invaluable tool features more than 200 published and partner resources that reached more than one million students in 2017.

ONLINE EXHIBITIONS

The Museum and Memorial's online exhibitions saw 197,168 users in 2017. A new exhibition, *Introduction to the National WWI Museum and Memorial*, joined *WarFare: A Culinary Exploration of World War I*, *The Christmas Truce, Winter 1914*, *Home Before the Leaves Fall* and *Make Way for Democracy*.

RAISING AWARENESS

Educational Programs

Museum and Memorial programs advanced the organization's mission to educate the public about the Great War's enduring impact.



TEACHER CONTEST

Nominations flooded in from all 50 states for the "Send a Deserving Teacher on an Adventure!" contest with 1,017 outstanding teacher nominees. The winner, Bettina Pope, is in her 23rd year of teaching high school English in North Carolina and visited the Museum and Memorial in the spring of 2018.

1 2017 SYMPOSIA

The Museum and Memorial addressed both aspects of the U.S. entry to war in 2017 with two symposia *Remembering Muted Voices: Conscientious Objection from WWI to Today* and *1917: America Joins the War* with more than 400 total participants.

2 LIVING HISTORY

Throughout the year, the Living History Volunteer Corps provided a taste of life from the World War I era. In 2017, more than 2,000 individuals participated in the monthly Day in the Life series and the annual Living the Great War weekend, which included a children's obstacle course.



STORY TIME

Every month the Museum and Memorial hosts an interactive Story Time for families that includes a brief storytelling and craft creation. A celebration of the real-life WWI story of the fictional bear on Winnie the Pooh Day featured 124 participants.

PERSHING LECTURE SERIES

In partnership with the Command and General Staff College Foundation, the Museum and Memorial introduced the *John J. Pershing Great War Centennial Lectures Series* featuring distinguished CGSC Department of Military History professors addressing the world-changing conflict and its continued impact.



3 BATTLEFIELD TOUR — THE DOUGHBOYS

Travelers experienced an inspiring journey at the centennial of U.S. entry into the war as they followed the footsteps of soldiers along the battlefields of France on the Museum and Memorial's sixth battlefield tour.

SCHOOL FIELD TRIPS

In 2017, the Museum and Memorial hosted 382 school visits with 21,511 learners onsite. Of responding teachers, 100 percent would recommend a field trip to the Museum and Memorial.

TEACHER FELLOWSHIP & WORKSHOPS

In 2017, the Museum and Memorial hosted a Teacher Fellowship and collaborated with 13 teacher workshops around the nation, bringing together representatives from 24 states and Washington D.C. Partners included HistoryPin, the Minnesota Historical Society and the William J. Clinton Presidential Library and Museum.

"This has been the most rewarding and intellectually stimulating series of events that I have participated in during my two decades as a public school teacher."

RANDY GRIFFIS, 2016-17 Teacher Fellow, Newberry (Mich.) High School

SURGING MOMENTUM

2017 Museum and Memorial Highlights

Records fell by the wayside for the fourth-consecutive year as the Museum and Memorial enjoyed national and international exposure.



FACILITY IMPROVEMENTS

The Museum and Memorial enhanced its facilities in a number of ways in 2017. A Steel Beam Signing Ceremony marked the beginning of construction on the new \$5 million Wylie Gallery. In February, all 9,000 poppies below the Paul Sunderland Glass Bridge were retired and replaced with vibrant, red poppies. On Veterans Day, a new stone façade reflecting the organization's Congressional designation was revealed. Additional improvements included upgrades in exterior lighting, power access on the exterior grounds and much more.



Alexander Sharp of the King's Own Scottish Borders

PATRONS FROM 78 COUNTRIES AND SIX CONTINENTS VISITED THE MUSEUM IN 2017

CNN travel

Photos of museums military enthusiasts should see



AWARDS AND RECOGNITION

Among the thousands of museums across the world, CNN listed the Museum and Memorial among the 12 “museums that every military enthusiast should visit.” For the 11th-straight year, TripAdvisor rated the organization as the No. 1 attraction in Kansas City. The Museum and Memorial was honored by local organizations Visit KC, *Ingram’s* magazine, and *KC Parent* as a favorite museum in the area.

RANKED BY CNN AS ONE OF THE 12 BEST MILITARY MUSEUMS IN THE WORLD

MEDIA PLACEMENTS

During the course of the year, media outlets from 14 countries and 47 different states filed 2,168 stories about the Museum and Memorial accounting for 3.28 billion media impressions. Highlights included appearances in outlets such as BBC News, CBS Evening News, the *London Daily Mail*, National Public Radio, *Travel + Leisure* magazine and *USA Today*.

ACQUISITIONS

In 2017, the Museum and Memorial had 228 accessions, which can contain a single object or thousands of individual items. Highlights include an Imperial Russian cavalry sword and scabbard made for dragoons (heavy cavalry); a Distinguished Service Cross, citations and other objects from the service of 1st Lieutenant Henry James Dick, 131st Infantry Regiment, 33rd Division, AEF; the outdoor uniform from the service of Ella May Minert, American Red Cross, Camp and Recreation Corps; a U.S. pilot’s French Roold Type flying helmet painted with the U.S. air service wings and the U.S. roundel of red, blue and white circles; a tobacco souvenir flannels quilt and several items from the service of Alexander Sharp of the King’s Own Scottish Borderers, including a journal, soldier’s pay book and hand-drawn trench map.

NIGHT AT THE TOWER

More than 500 people attended the third annual Night at the Tower fundraising event, raising more than \$410,000 in support for the Museum and Memorial – an increase of 20 percent compared to 2016. The honorary chairmen and Presenting Sponsor were the Hall Family with Jeanette and Kevin Prenger serving as event chairmen.



ATTENDANCE

Visitors from across the world propelled the Museum and Memorial to breaking its attendance record for the fourth-consecutive year. Attendance increased seven percent to 330,870 compared to 2016 with an additional 260,596 individuals participating in activities held on the Museum and Memorial’s exterior campus grounds.

EDWARD JONES RESEARCH CENTER

In 2017, 4,217 guests visited the Edward Jones Research Center, a 27 percent increase from 2016.

WEBSITE

The Museum and Memorial enjoyed its highest traffic year ever with 2,211,646 pageviews, 871,759 visits and 665,325 unique visitors – all improvements of more than 60 percent compared to 2016. Additionally, the Museum and Memorial set its record for the highest traffic day in history with 29,007 pageviews on April 6.

MUSEUM STORE

The Museum and Memorial set its all-time record with nearly \$850,000 in sales during the year – an increase of nearly 30 percent over 2016.

SOCIAL MEDIA

In 2017, the Museum and Memorial increased its Facebook audience by 31 percent to 81,304, while increasing impressions by 66 percent to 30,514,491. This includes a video about the 2017 Eclipse, which was viewed more than 1.3 million times. Twitter followers increased 44 percent to 33,120, while the 3,341,612 impressions recorded were a 17 percent increase from 2016. On Instagram, followers increased by 100 percent to 3,130.

EVENT RENTALS

The Museum welcomed 46,162 guests in conjunction with space rentals in 2017.

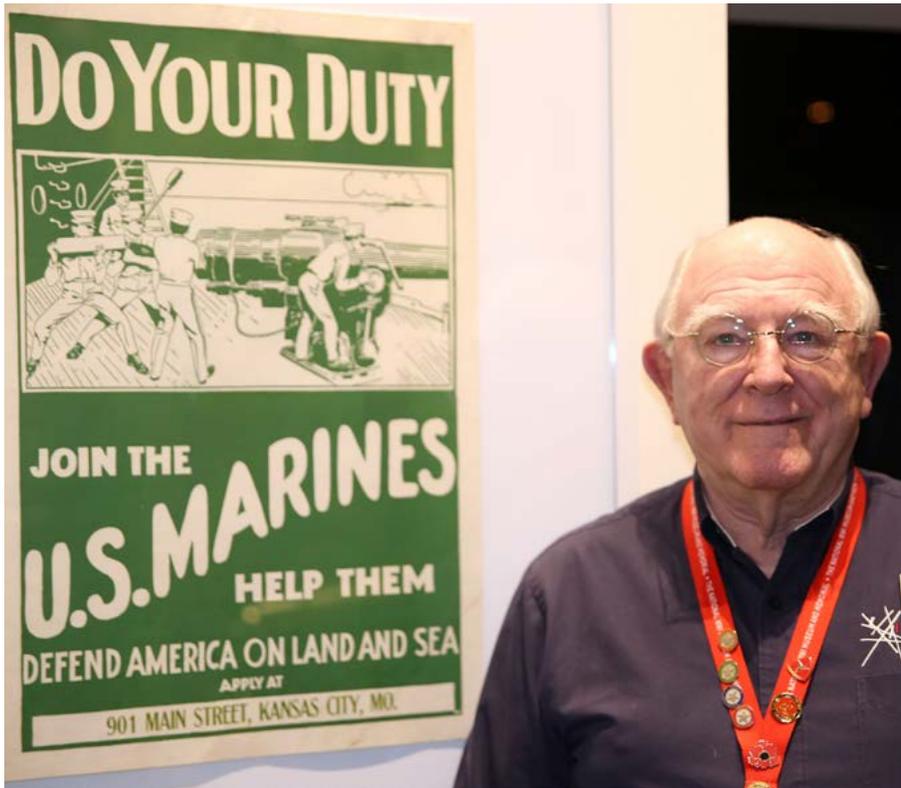
COMMEMORATIVE OPPORTUNITIES

Individuals supported the Museum and Memorial in a variety of ways, including contributing \$61,730 toward the Walk of Honor and Centennial Flag Program Presented by Edward Jones, an increase of 21 percent over 2016.

DONATING SERVICE

Museum and Memorial Volunteers

441 volunteers contributed 58,729 hours of service in 2017 – the equivalent to \$1.4 million in services and more than 30 full-time staff members.



BOB McSWEENEY

2017 VOLUNTEERS WITH OVER 500 Hours of Service

Bob McSweeney	1,093
Jane Tierney	898
Jerry Schmidt	829
Dave Damico	769
Al Ludwig	761
Charlie Wells	753
Gene Winslow	734
Paul Frank	732
Dennis Cross	709
Jim Tate	699
Le Denniston	677
Terry Noland	670
Rick Roth	646
Tom Marchioro	639
Jim Phelps	584
Dennis Murphy	574
Darrell Smith	557
David Babson	530
Ron Derks	523
Ken Starkey	518
Carl Manning	513
Kelton Smith	511



GENE WINSLOW *In Memory*



LE DENNISTON

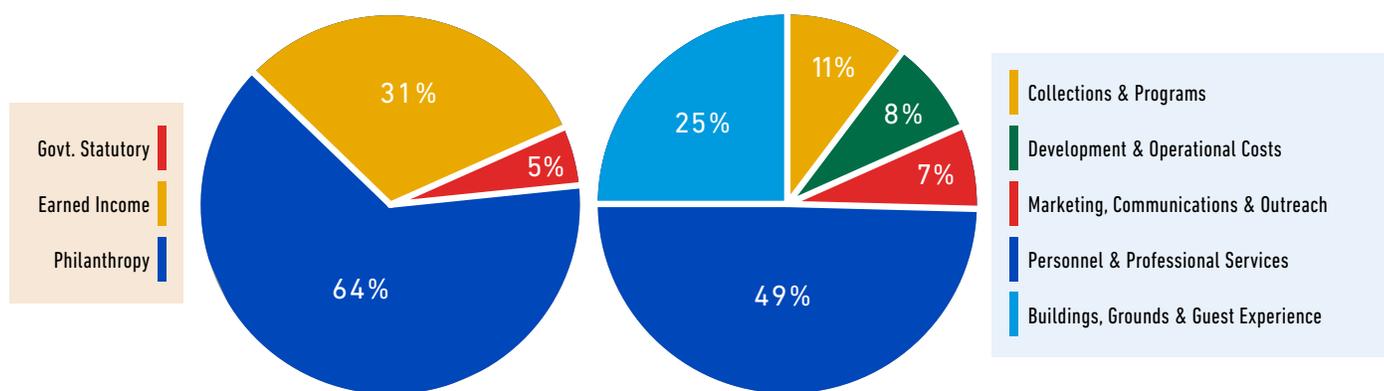
2017 Volunteers

Frank Albani	Dick Dillow	Ted Iliff	Jim Murphy	Diann Spencer
Megan Albertson	Mark Dold	Jerry Jackson	Mark Murphy	Pam Stafford
Todd Albertson	Jim Donovan	Frank Jardon	Avery Murray	Susan Stanton
Jim Algie	Collins Drake	Emily Johnson	Virginia Murray	Ken Starkey
Jacob Allen	Bob Dudley	Ryan Jones	Dave Napoli	Jason Stephens
Amanda Allenbrand	Diane Dunford	Jim Kary	John Neal	Mike Stephenson
Danni Altman-Newell	Randy Dunford	Paul Keithley	Beth Niblo	Jackson Stewart
Jonathan Amthor	Tom Dyer	Kwynn Kelly	Terry Noland	Jim Stewart
David Babson	Ron Einbender	Bruce Kinzer	Buzz O'Brien	Bob Studer
Phil Baker	Jon Elsea	Lloyd Kirk	Lolly Ockerstrom-Snyder	Carrie Super
Brittani Ball	Bruce Enlow	Alan Klein	Doug Orbin	John Sutton
James Balsamo	Gus Erdman	Julia Koncak	Rocky Osborn	Jim Tate
Paul Barboza	Derek Etheridge	Casey Kotowicz	Bart Parish	Clarence Taylor
Keith Baum	Carol Fair	Ed Ladegaard	Nancy Parks	Dan Terrill
David Bedwell	Joe Farris	Jerry Lakey	Stan Parsons	Claudine Thomas
Frank Belluardo	Shawn Faulkner	Amber Landers	Dave Paulsell	Frank Thompson
Pete Blair	Larry Favrow	Bob Lang	David Pendleton	Ronnie Thompson
Jessie Blom	John Ferry	Jayne Langham	Bob Peterson	Jane Tierney
Al Bolte	Jon Fields	Julie Lederer	Jim Phelps	Amy Tonyes
Mike Boothe	Joerg Finger	Laura Lehman-Hawes	Tim Phillips	Ernie Torok
Lorie Braud	Hal Fisher	Kirk Lehmann	Steve Pierce	Bob Toth
Bob Buchanan	John Flick	Wayne Leidwanger	Terry Purdie	Tracy Truitt
Erik Buck	Margie Foley	Pat Leive	Mark Quinlin	Jim Tucker
Bill Buckner	Bob Ford	Linda Leone	George Raach	Charlie Van Way III
CJ Budy	Paul Frank	Jeff Leser	Tim Reed	Walt Vernon
Bill Buechele	Mary Frey	Joe Letcavage	John Reichley	Don Vochatzer
Henry Bullock	Jan Frick	Elisabeth Letts	Gary Reinbold	John Wade
Burgess Burch	Tom Friedmann	Dennis Linton	Bob Reinhardt	Ron Waggoner
Bill Burger	Al Fry	Jim Long	Katie Reynolds	Don Wakefield
Mike Burke	Fred Gahr	Jeff Lopez	Deb Rinehart	Ed Wallace
Mary Ann Burns	Greg Galvin	Al Ludwig	Ken Rogel	Karin Walz
Gene Burt	Alex Gerges	Ron Magee	Daryl Roller	Merrill Walz
Leo Carrillo	David Gerson	Cameron Makuch	Bob Ross	Dayton Ward
Jim Chaar	Tim Gerstner	Phil Mall	Alex Rosser	Shane Ward
Darin Challacombe	John Girando	Louie Mallot	Rick Roth	Stuart Washington
Eric Cierpiot	Jessica Gitteimeier	Carl Manning	Shel Roufa	Jeff Waters
Serena Clark	Spencer Goddard	Tom Marchioro	John Saper	Grant Watkins Davis
Dan Clevenger	Avery Goetz	Jeff May	Joe Saviano	Herb Waxman
April Cochran	Rick Goheen	Rick McClellan	Thom Schlosser	Christl Webster
Steve Cohn	Barry Gordon	Dian McClymond	Dan Schlozman	Charlie Wells
Terry Collins	Candy Green	Don McFarland	Jerry Schmidt	Dean Weltmer
Jim Conkright	Stockton Grunewald	Dave McGraw	Bill Schmidt	Jim Whalen
Lindsey Cook	Thad Guardado	Brendan McNeal	Jack Schrimsher	Karen Whitlow
Jim Courtney	Joe Guerra	Kyle McRoberts	Brian Seago	Mark Widebrook
Wayne Cowan	Mary Claire Gustafson	Bob McSweeney	Randy Seiner	Karen Wiederaenders
Madelyn Cox-Guerra	Anthony Hapgood	Nancy McSweeney	Fred Shields	Lynn Wild
Jeb Coy	Patrick Harkins	John Meiers	Marty Shields	Chris Williams
Nancy Cramer	Bernard Harris	Gary Meyer	Dennis Shoemaker	Kaitlyn Wilson
Thomas Creach	Bill Harris	John Michaels	Tim Short	Gene Winslow*
Pat Croker	Bev Harvey	Doug Millison	David Simmons	Sandy Woodside
Dennis Cross	Carol Herndon	Brandon Mills	Patrick Sirridge	Meghan Woolbright
Kit Culver	Mike Hicks	Chuck Mills	Kurt Skinner	Charles Yaw
John Cunningham	Rob Hill	Drew Mills	Nathan Smart	Bernie Young
Dave Damico	Brad Hoffman	Wayne Mizer	Darrell Smith	Shirley Zentmire
Charlie Daniells	Betsy Holliday	John Moenius	Kelton Smith	LeAnn Zimmerman
Don Davis	David Holmquist	Nic Mohr	Rachel Smith	Steve Zvacek
Nancy Day	Natalie Hotary	Karen Moore	Reid Smith	
Le Denniston	Jim Howk	Heather Morrow	Bill Snider	<i>*Deceased</i>
Martha DePasco	Ron Huerter	Tom Morrow	Mel Snyder	
Ron Derks	Roger Hurwitz	Sherry Muirhead	Mike Somodi	
Steve Dietz	Jim Hutcheson	Dennis Murphy	Mike Sparks	

YOUR SUPPORT MADE THE DIFFERENCE

Financials

The National WWI 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 500,000 people directly in 2017, plus hundreds of thousands more through the organization's digital initiatives, the Museum and Memorial's reach is incredibly broad. In 2017, the organization experienced stronger giving from donors and increased attendance.



WHERE DID THE MONEY COME FROM?

During 2017, 64 percent of income was given by generous donors – individuals, businesses and foundations who have a passion for missions that matter and chose to support the Museum and Memorial. Another 31 percent of income came from admissions, sales at the Museum Store, the Over There Café, events, space rental and other earned income such as investment earnings. Through a partnership, Kansas City Parks and Recreation contributed five percent of the organization's income to manage the Museum, the Memorial and the grounds.

HOW YOUR SUPPORT IS USED

Much of the Museum and Memorial's income is used for delivering exceptional experiences to visitors. This includes: care of the grounds, upkeep of the facilities and guest amenities (25 percent); personnel and professional services (49 percent); expanding/ caring for the collection and providing exceptional programming and events (11 percent); educating and informing the public about the Museum and Memorial's mission and events (seven percent); and development of new partnerships and operational costs (eight percent).

OUR PLEDGE TO YOU

Gifts of all sizes are needed to support the work of the organization. With no federal funding, the Museum and Memorial relies on members, supporters and corporate and foundation partners to invest in our mission to make a difference. The organization 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.

For a copy of the audited financial statement or IRS Form 990, visit theworldwar.org/financials or contact us at accounting@theworldwar.org or 816.888.8100.

ADVANCING OUR MISSION

2017 Museum and Memorial Supporters

DONORS

FLANDERS FIELDS

\$500,000 - \$999,999

Bank of America Foundation

ARMISTICE

\$100,000 - \$499,999

Aon Foundation

Ash Grove Cement Company/
The Sunderland Foundation

Marion and Henry Bloch Family Foundation

City of Kansas City, Missouri

Dixon Family Foundation

JE Dunn Construction Company

William T. Kemper Foundation

People of Missouri through the Driver's
License Check-off Program Administered
by the Missouri Veterans Commission

Miller Nichols Charitable Foundation

Oppenstein Brothers Foundation

COMMANDERS

\$50,000 - \$99,999

H&R Block Foundation

John and Carol Kornitzer / Buffalo Funds

Lockton Companies

EXPEDITIONERS

\$25,000 - \$49,999

Thomas and Mary Beth Butch

Constance M. Cooper Charitable Foundation

Edward Jones

Jack Goldstein Charitable Trust

Donald J. Hall

JB and Anne Hodgdon

Kansas City Neighborhood Tourist
Development Fund

Kansas City Southern Charitable Fund

Estelle S. & Robert A. Long Ellis Foundation

PNC Financial Services Group

Pritzker Military Foundation

Joe and Sandra Ratterman

John Sherman and Marny Donnelly Sherman

MOBILIZERS

\$10,000 - \$24,999

Bank of America Merrill Lynch

C. Richard Belger and Evelyn Craft-Belger

Burns & McDonnell

Cerner

Commerce Bank

Robert and Deborah Dellinger

DST Systems

ECCO Select

Francis Family Foundation

David and Laura Hall

Hallmark Cards

The Illig Family Foundation

Mark and Mary Jorgenson

Kansas City Automotive Museum

Frank and Diane Koranda

The Latino Coalition

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Service during 2017

The National WWI Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community.



The Museum and Memorial gives special appreciation to the City of Kansas City Board of Parks and Recreation.

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Commissioner, Board of Parks and Recreation



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INTERSECTIONS

New Organization Logo

Years in development, the Museum and Memorial officially adopted a new logo in February 2017. Called “Intersections,” the adaptive logo is meant to encourage questions and stimulate debate about World War I, its meaning, and its ongoing impact.



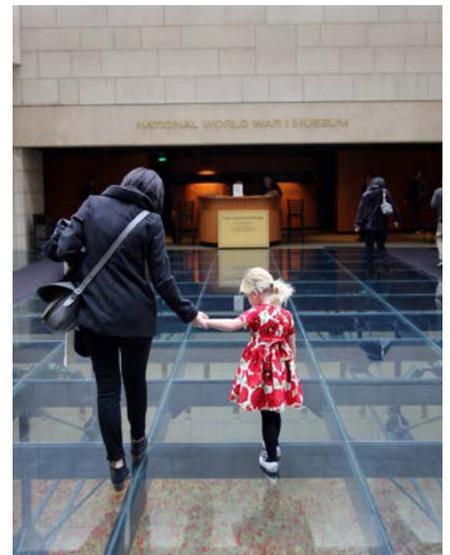
This single image expresses the constructive as well as destructive energies released by the war, and the impact it continues to have on our lives today.

A touch of red recalls the poppies of Flanders Fields. The tangle of intersecting lines can be the stakes upon which barbed wire was hung; the railroad tracks that fed men and munitions to the fronts; the factories where new technologies were discovered and exploited; the chaos of bombarded streets and the fallen beams of broken homes.

Beyond those specific images lie broader themes: the intersection of individual lives and entire nations, the clash of old cultures and new ideas and, finally, a glimpse of the startling art forms launched in the aftermath of the conflict.

For more information and to see animation of the logo, visit theworldwar.org/intersections. The logo was made possible by the generosity of Rodgers Townsend, an award-winning, full-service advertising agency based in St. Louis.

THE YEAR IN PHOTOS





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