

2020 - NOW



USS YORKTOWN FOUNDATION

The USS Yorktown Foundation partners with Patriots Point Naval and Maritime Museum to inspire our children, visitors, community and the world by promoting America's proud longstanding traditions of service, leadership, duty, and sacrifice through education exhibits, programming and community outreach.

Thank you for sharing our passion and commitment with your generous support!



PATRIOTS POINT
NAVAL & MARITIME
MUSEUM

PROJECTS

PBR Restoration

Aircraft Tire Replacement

Aircraft Repairs

Pri Fly Restoration

USS Laffey Flag Restorations

Rise Above Redtails Traveling Exhibit

PBR RESTORATION PROJECT \$21,150 RAISED

in 1 month with more than 100 donors from all over the country



**PATRIOTS POINT
NAVAL & MARITIME
MUSEUM**

HELP BRING THE PBR TO LIFE

**USS YORKTOWN
FOUNDATION**



VIETNAM EXPERIENCE



\$9,505

Raised through
Facebook Fundraiser

\$11,645

Donated directly
through the Foundation



AIRCRAFT TIRES PROJECT

\$65,000

22

Aircraft on board the USS Yorktown received new tires. Custom stands were created as well to improve the lifespan of our new aircraft tires!



AIRCRAFT REPAIRS

\$35,000

E-1B TRACER

Port aircraft main landing gear repairs

A fabricated collet for the point main landing gear

All exfoliated metal was analyzed, arrested, treated, and painted.

F-8K CRUSADER

New port side landing gear

S-2E TRACKER

Repair of exfoliated metal



PRI FLY RESTORATION \$25,000+ NEW EXHIBIT



**OPENING
SUMMER
2021**



BATTLE OF OKINAWA FLAG RESTORATION AND CUSTOM CASING

\$8,000+



**RESTORATION OF
USS LAFFEY PENNANT**

RISE ABOVE REDTAILS: TRIBUTE TO THE CAF REDTAIL SQUADRON TUSKEGEE AIRMEN

\$8,500

Partnered with the American Legion, VFW, and Lowcountry Aviation for traveling exhibit at Patriots Point celebrating Black History Month.

TOTAL EARNED MEDIA: \$19,265



PROGRAMS

Volunteer Program

Educational Programs

Marketing

Patriots Point Staff Program Support

Other Projects

VOLUNTEER SUPPORT

FUND VOLUNTEER COORDINATOR POSITION
FUND ALL COSTS INVOLVED IN RUNNING THE PROGRAM
SUPPORT VOLUNTEER FUND STEERING COMMITTEE

Volunteer led fundraising for PP projects identified by Volunteer Team

SPONSORED VOLUNTEER/STAFF GOLF TOURNAMENT



Thom Ford
Volunteer Coordinator

EDUCATIONAL PROGRAMS



\$21,500

JROTC SCHOLARSHIP ENDOWMENT

\$25,000

IN SCHOLARSHIPS JANUARY - MARCH 2020

\$75,000

IN SCHOLARSHIPS FUNDED IN 2019

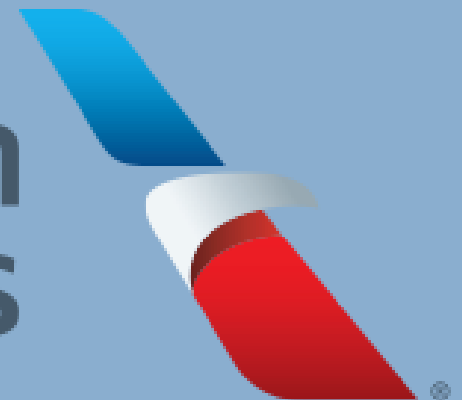
\$65,000

IN FLIGHT ACADEMY UPGRADES LAST YEAR



PATRIOTS POINT
FLIGHT ACADEMY 

American
Airlines



MARKETING PROGRAMS

\$97,036 IN FOUNDATION SUPPORT

2020 WINTER/HOLIDAY CAMPAIGN

BILLBOARD

FRIENDS OF THE FLEET ANNUAL PASS BRANDING AND PRINTED MATERIALS

CONCIERGE PROGRAM SUPPORT

STAFFING SUPPORT FOR PP SOCIAL MEDIA AND OTHER MARKETING TASKS



STAFF SUPPORT

C.A.R.E. TEAM
(Caring, Attentive, Responsive, Empowered)
Events and Activities



EMPLOYEE OF THE QUARTER / EMPLOYEE OF THE YEAR
RETIREMENT GIFTS
THANKSGIVING/CHRISTMAS LUNCHEONS
MEETING LUNCHEONS
SPECIAL PROJECTS

83.6%

**of income is devoted to programs
(recommend 75%)**

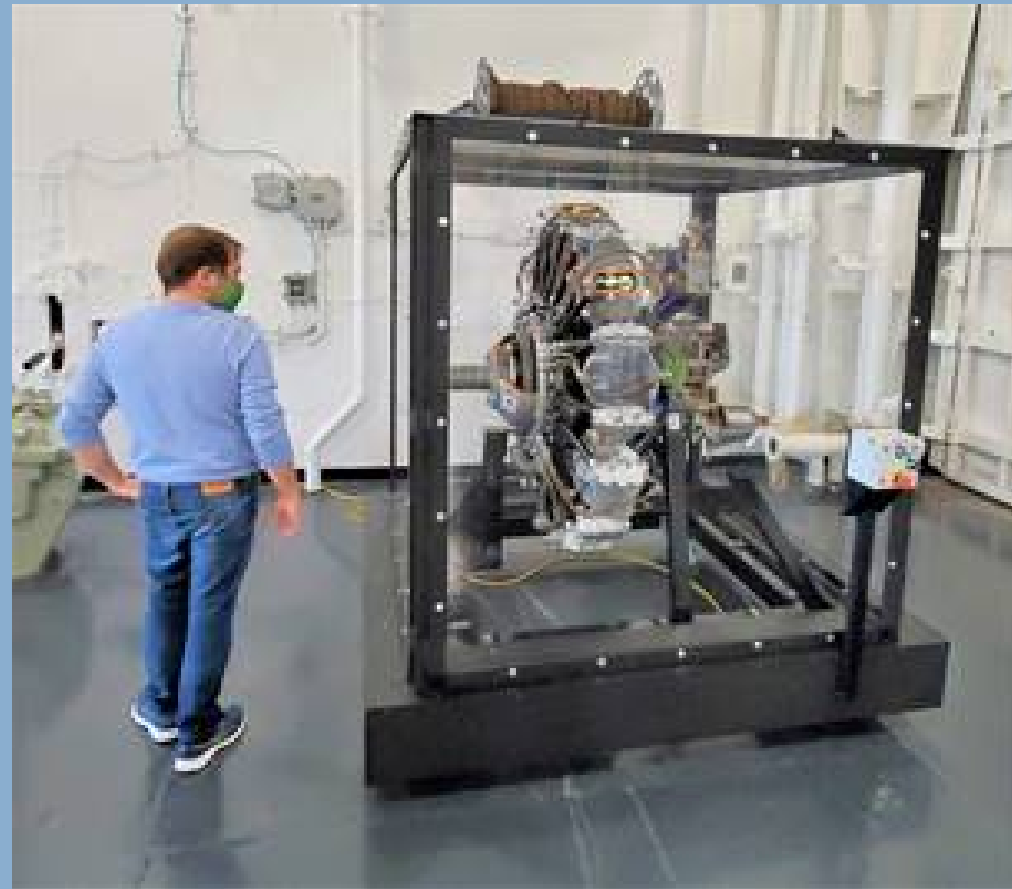
UP AGAIN THIS YEAR

SC Secretary of State Charities report 2020

OTHER PROJECTS



Radial Engine



FUNDRAISING

Individual Donors

Grants

Corporate/Business Support

Military Organization Support

Donors

80%

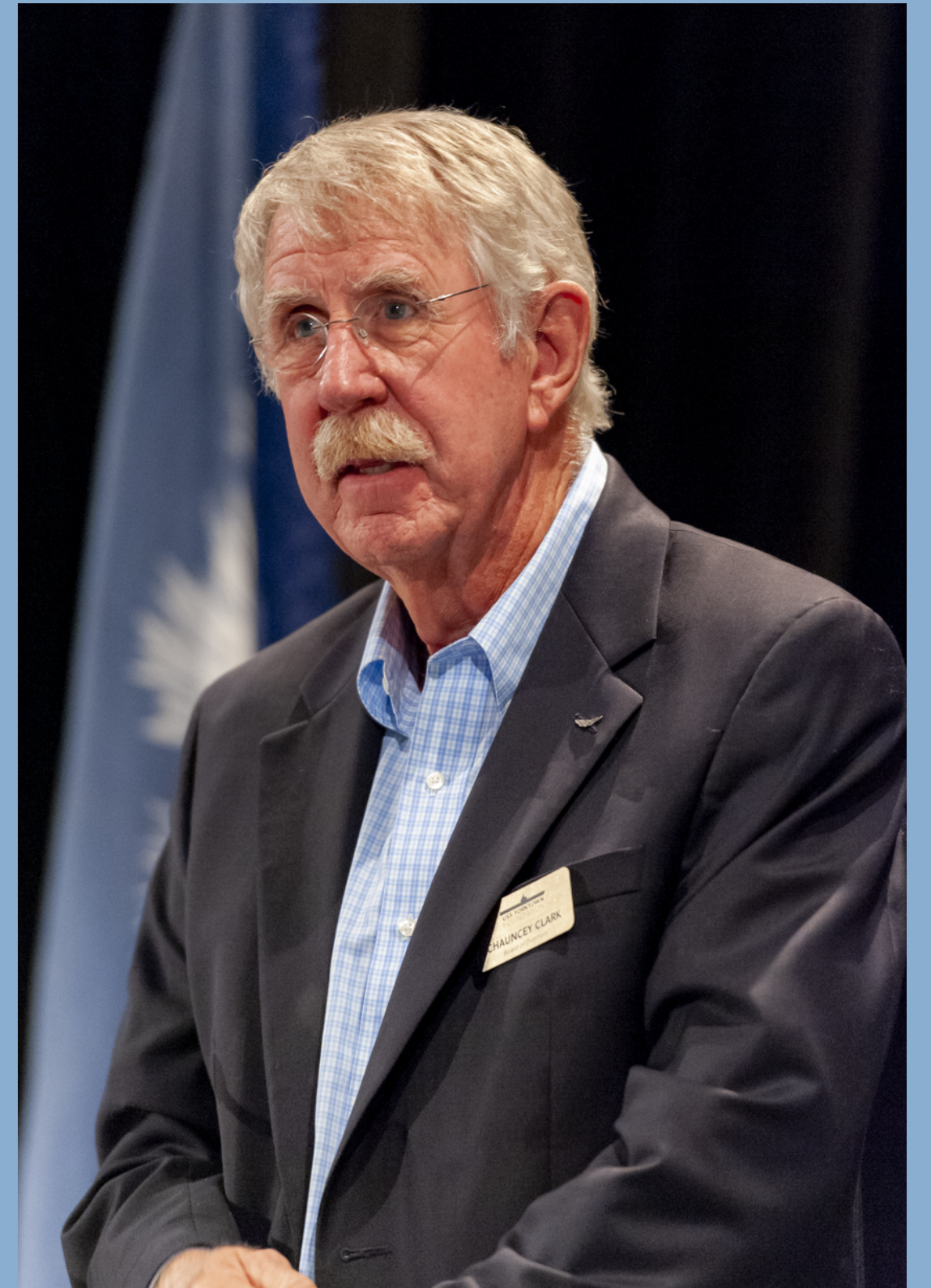
increase in individual donations

DOUBLED number of donors

100%

of Board and Staff are donors

Legacy Giving
Planned Giving
Qualified Charitable Giving



Grants

American Airlines

Blackbaud Fund

Town of Mt. Pleasant ATAX

Roper St. Francis

Mark Elliott Motley Foundation

Charles E. Erb Foundation

Hootie and the Blowfish Foundation

Exchange Club of Charleston

Kinder Morgan Foundation

AT&T Foundation

SunTrust Foundation

Coastal Community Foundation

Henry and Sylvia Yaschik Foundation

Bank of America Foundation

SC Ports Authority

Daniel Island Community Fund

Tin Can Sailors

Boeing Employee Community Fund

South State Bank

Ilsababy Foundation

SC Dept. of Parks, Recreation and Tourism

SC Council on the Holocaust

Blue Cross Blue Shield Foundation

Bakker Family Fund

SC Dept. of Archives and History

Lynch Family Foundation

Charleston County ATAX

National Park Service Maritime Heritage Program

2020 CARES Act funding for Non-Profits

Corporate/Business Support

Navy Federal Credit Union

Blackbaud, Hall Hospitality Group

BB&T

Zinnia

Scana Corp

Charleston County Sheriff's Office

CMMC

Charleston Branch Pilots Association

Rapid Ocean Response Corp.

Lowcountry Aviation

SCE&G

Motley Rice

Baird

Blue Cross Blue Shield

A.O. Smith

J. M Smith Co.

SC Federal Credit Union

Blackbaud Corporate Philanthropy

Adams Group

Wells Fargo

Charleston County Aviation Authority

Macdonald Tax and Financial Group

PDA Lighting and Sound

South State Bank

Wayback Burgers

Salmons Marine Contracting

Intenerate Literate

Benefit Focus

Charleston Sail and Powerboat Squadron

Charleston Area Convention and Visitors Bureau

Military Organization/Other Support

USS Yorktown Association

USS Laffey Association

Seawolf Association

USS Hank Association

Special Forces Association

Roll of Honor

Gamewardens of Vietnam

Tin Can Sailors of Goose Creek

Gen. Marion's Brigade

Pythagorean Lodge No. 21

Sun City Hilton Head Forum Club

USS Charles S. Sperry Association

USS Perry Reunion Association

USS Compton Association

USS Robert A. Owens Shipmates Association

USS Soley Reunion Association

River Boat Patrol Force

VFW Post 10624

American Legion Post 136

USS Yorktown Foundation 2021 Communications Plan

3 FOCUSED GIVING CAMPAIGNS

Vietnam Veterans Day (March)

4th of July (June-July)

End of Year Giving (November-December)

BOARD NOTES / PHONE CALLS

10 contacts/month all year to donor base

QUARTERLY DIRECT MAIL / FACEBOOK FUNDRAISERS

Vietnam Veterans Day (March)

4th of July (June)

Veterans Day/End of Year warm up (November)

End of Year Giving (December)

MONTHLY DONOR / PERSPECTIVE DONOR EMAIL BLASTS

SENT TO OVER 1,000 CONSTITUENTS

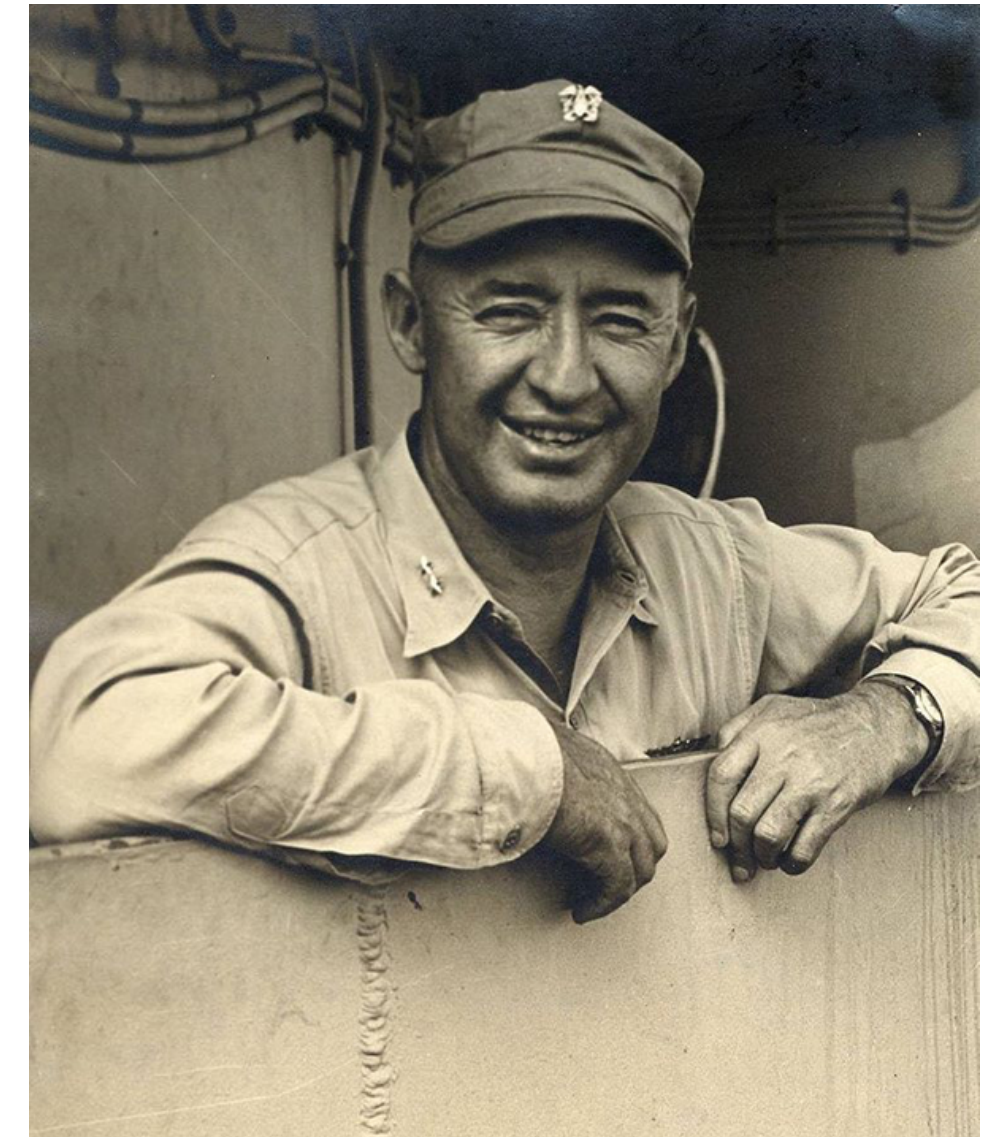
January/February- Annual Report

March- Vietnam Veterans Day

April- USS Yorktown CV-10 Birthday

May- Military Appreciation Day

Continuing monthly through 2021



FOUNDATION 3 YEAR BUSINESS PLAN (2018-2021)

1. DONOR DEVELOPMENT- CULTURE OF PHILANTHROPY

Build a productive working relationship between Foundation and PPDA Board to develop a culture of philanthropy among leadership, resulting in introductions and leveraging of PPDA Board's political and social networks to identify and engage potential donors.

Action Steps:

- Foundation Board member attend all Symposiums, special events, use these as networking opportunities with donors, PPDA Board, Staff
- Make a formal presentation to the PPDA Board at regularly scheduled meeting twice a year
- Have PPDA/Foundation Board liaison give monthly update in PPDA Development committee meeting
- Host a PPDA/Foundation Board reception
- Conduct a series of Fundraiser House Parties at YF Board member homes- Board members from Daniel Island (Mike, Gray, Joe, Kevin), SI/IOP (Chauncey, Rebecca), and Mt. Pleasant (Pat, Jim) partner
- Identify potential Foundation Board members that can enhance donor connections

2. DONOR DEVELOPMENT- FUNDRAISING

Develop fundraising programs. Explore the viability of one or more major fundraising events annually.

Action Steps:

- Create and implement onsite donation program
- Fundraiser House Parties
- Wine, Women and Wisdom "Fly Girls" event
- Look for low hanging fruit: 4th of July VIP tables, tie-in with events on the ship
- Ask other organizations about their successful events
- Look for targets of opportunity for events
- Seek partnerships for events

3. DONOR DEVELOPMENT- MILITARY ORGANIZATION OUTREACH

Identify local, regional and statewide organizations with affiliation with the military in the nature of their mission, such as American Legion, Navy League, Vietnam Veterans Association, etc. Create outreach effort to establish relationships between military groups and Foundation fundraising efforts. Identify a funding project, such as JROTC Scholarship program, for these organizations to support. By 2021, have 5 organizations committed to annual fundraising for Patriots Point programming.

Action Steps:

- Create a list of every military organization in the lowcountry
- Kent Hutchinson to contact military organizations and arrange speaking opportunities for Allison and Board members aligned with each organization
- Include military organizations in Foundation and Patriots Point mailing lists
- Work with Patriots Point on a reduced rate for military groups

4. DONOR DEVELOPMENT- LEGACY GIVING

Expand outreach effort with Patriots Point Volunteers as the center of the Yorktown Foundation Legacy Giving and Qualified Charitable Giving programs. By 2021, create and establish both programs, expand outreach beyond PP Volunteers, and secure commitments from 50 donors.

Action Steps:

- Continue to develop awareness of the Foundation and cultivate relationship with Volunteers
- Continue Yorktown Foundation column in Scuttlebutt
- Collect information from other organization on Legacy Giving programs
- Engage Volunteers to help with special events, such as golf tournament; run/walk event

FOUNDATION 3 YEAR BUSINESS PLAN (2018-2021)

5. CORPORATE SPONSORSHIP

Support symposia and special events with a goal of \$ 50,000 a year by 2021.

Action Steps:

- Identify opportunities to for event sponsorship by businesses/corporations
- Work with donor base to identify business/corporate sponsors

6. EDUCATIONAL SCHOLARSHIPS

Develop and grow JROTC initiative and additional fundraising programs to support statewide need-based educational scholarships to Patriots Point. By 2021, establish a fund with a minimum of \$50,000 to be maintained.

Action Steps:

- Designate Fundraiser House Parties specifically for JROTC scholarships
- Promote scholarship fund at Military Outreach events
- Create a quality marketing piece to share with potential donors
- Look for targets of opportunity (special events, presentations) to raise awareness of educational programs and scholarship program

7. CAPITAL CAMPAIGN (EXHIBITS)

Conduct a six figure capital campaign for a significant Patriots Point Naval and Maritime Museum exhibit or upgrade identified by PPDA leadership. Simultaneously, conduct smaller scale fundraising efforts for Museum exhibits as targets of opportunity arise.

Action Steps:

- Maintain close connection with PP leadership to identify major projects

8. MEMBERSHIP

Partner with PPDA Marketing staff to develop and implement a substantial Membership program with a goal of 500 members by 2021.

Action Steps:

- ED continue to work with Marketing staff on Membership program development

9. CORPORATE MEMBERSHIP

Partner with PPDA Marketing staff to develop and implement a Corporate Membership program with 20 corporate partners by 2021.

Action Steps:

- ED continue to work with Marketing staff on Corporate Membership program development

10. ORGANIZATIONAL SUSTAINABILITY

Develop funding sources and programs for long-range operating and programmatic support.

Action Steps:

- Identify new vendor for unrestricted and sustainable funding support
- Establish Endowment Fund for long term investments
- Establish Investment Account for strategic financial management

**Thank you for making all of
this possible!**

**We could not do any of this
without your support and
partnership!**