



IN 2004, MEMORIAL TEAM IS STEPPING UP FUNDRAISING ACTIVITY

The Pentagon Memorial Fund, Inc. is taking major strides forward in organizing a national, public fundraising campaign for the Pentagon Memorial Project. The project continues to collect donations through private contributions and the Combined Federal Campaign. To help spearhead the focused, national fundraising effort, the Memorial Family Steering Committee recently announced a partnership with the Webster Group, a local fundraising consultant who will work with the Memorial Fund to raise the \$11.5 million needed to complete construction on the project.

Over 800 DoD employees in the National Capital Region have selected the Pentagon Memorial as the recipient of their CFC payroll contributions.

The Memorial Fund has also continued to collect donations from local business and private citizens. The first donation of 2004 came in the form of a \$5,000 check from Fort America, the Pentagon's souvenir and gift shop. This was the third donation made by Fort America. "There are more checks to come!" announced Tom O'Rourke, representing Fort America, at the January Memorial Family Steering Committee meeting.

The Webster Group has already been working behind the scenes with the Memorial Fund to help establish a logo, web site and donor call center for the Memorial. "A fundraising effort like this one usually takes years," says Lynda Webster, CEO of the Webster Group. "We don't have years. We need to raise these funds quickly, in a very public way." The Webster Group will be working with Edelman, one of the area's top PR firms, to raise awareness about the Memorial and the fundraising effort.

Currently, the Pentagon Memorial Project has received about \$622,000 in donations. For more information on the Pentagon Memorial Project, visit the web site at: <http://memorial.pentagon.mil>



Tom O'Rourke, of Fort America (left) presents a \$5,000 check to Jim Laychak, presi-