



WAR MEMORIAL CENTER

2021 ANNUAL REPORT

HONOR THE DEAD - SERVE THE LIVING



THANKS TO COMMUNITY SUPPORT, THE WAR MEMORIAL CENTER
REMAINS THE PLACE WHERE OUR HEROES ARE HONORED,
HISTORY IS TAUGHT, AND WARRIORS ARE HEALED.



ANNUAL LETTER



Dan Buttery



M Grebe

Dear Friends,

For 65 years, the War Memorial Center's mission has been to Honor the Dead — Serve the Living. As a memorial built to honor the lives lost in World War II, we will always honor the dead. But in 2021, we focused our work on really looking at the second part of that mission. What does it mean to Serve the Living?

We believe the War Memorial Center is an oasis for veterans in need of support. To that end, we joined with the Medical College of Wisconsin as the primary community partner in a two-year program looking at the effect of mass communication on preventing veteran suicide. Through this program, WMC designed and launched a statewide mass media and social media public health messaging campaign designed to increase help-seeking behavior and decrease the incidence of firearm suicides among Wisconsin veterans.

We also joined forces with the Southeastern Wisconsin Mental Health Taskforce as the lead organization for the BeThereWis.com public awareness campaign. We host quarterly veteran suicide prevention training programs and cosponsored, along with Verlo, a program focusing on the impact of sleep on mental health.

While the full effects of the Covid-19 pandemic may not be known for several years, the immediate impact on our finances is clear with earned revenue losses of \$430,000 in 2020 and \$280,000 in 2021. Community support is critical to enable our programs to be provided free of charge to veterans in partnership with local veteran organizations. Other 2021 milestones include:

- Celebrating and supporting the veterans who served our nation over the past 30 years since Desert Storm, while also marking the 20th anniversary of the attacks on September 11, 2001, through our **Operation 30:20 campaign**.
- Honoring the dead by educating the living through **educational programs** about the experiences of the men and women who bravely serve our country and their sacrifices for our freedom.
- Providing hope, inspiration, and critical insight on the challenges we face today through sharing inspirational stories of sacrifice and courage of local veterans through our unique **Veterans Story Project**.

We serve as the distinctive voice for veterans, honoring their service and sacrifice and building partnerships throughout the community to meet the needs of veterans and their families. As a community, we need the War Memorial Center to continue to serve our veterans and to preserve the memory of those who made the ultimate sacrifice to help us keep in mind the true cost of freedom.

With much gratitude,
Daniel Buttery, President & CEO
Michael W. Grebe, Board Chairman





FIELD OF FLAGS

MAY 2021

THE ANNUAL FIELD OF FLAGS HELD OVER MEMORIAL DAY WEEKEND IS A STUNNING DISPLAY OF THOUSANDS OF AMERICAN FLAGS PLACED BY COMMUNITY VOLUNTEERS. IN HONOR OF THE 20TH ANNIVERSARY OF 9/11, THE 7,056 FLAGS EACH REPRESENTED A U.S. SERVICE MEMBER WHO HAVE MADE THE ULTIMATE SACRIFICE SINCE SEPTEMBER 11, 2001.

SPONSORED BY LORRAINE O'MALLEY



I AM NOT INVISIBLE: HONORING WOMEN VETERANS



"I WAS ABSOLUTELY BLOWN AWAY BY THE EXHIBIT. I CANNOT STRESS ENOUGH HOW INSPIRING IT WAS TO MEET SO MANY INCREDIBLE WOMEN IN ONE PLACE. AS A TEENAGE GIRL, IT WAS BOTH HUMBLING AND EMPOWERING TO READ THEIR STORIES, AND I THINK I'VE GAINED A GREATER APPRECIATION FOR THE LITERAL AND METAPHORICAL BATTLES THAT THEY HAVE FOUGHT FOR AMERICA AND FOR WOMEN. I JUST WANTED TO SAY THANK YOU FOR MAKING SUCH AN EVENT POSSIBLE, AND I HOPE MORE YOUNG WOMEN ARE INSPIRED IN THE SAME WAY I WAS."



WOMAN'S CLUB
OF WISCONSIN
FOUNDATION
Est. 1967





THIS IS HOW WE SERVED THE LIVING IN 2021



OPERATION 30:20

This year-long initiative recognized the service of our nation's younger veterans commemorating the 30th anniversary of Operation Desert Storm and the 20th anniversary of the terror attacks of 9/11. Not only did thousands of Wisconsin residents answer the call to serve during these decades, but tens of thousands of loved ones stood strong as they watched their families and friends gear up and deploy.

RUN-WALK-ROLL

Annual event on Milwaukee's lakefront to raise awareness of WMC programs and services.



VETERAN SUICIDE PREVENTION TRAINING PROGRAM

Quarterly S.A.V.E. training in conjunction with the Milwaukee VA.

CONVERSATION ON SLEEP & PTSD

Doctors talk to veterans about the impact of sleep on mental health and PTSD.

AVENUE OF HEROES

Moving display featuring banners of local veterans (see cover).



NEVER FORGET 9/11 EXHIBIT

Wisconsin's role in the events of 9/11 on the 20th anniversary of the terror attacks.



MILWAUKEE COUNTY REMEMBERS 9/11 CEREMONY

Annual program brings together veterans, first responders and community leaders.

MOTORCYCLE RIDE TO WISCONSIN 9/11 MEMORIAL

Medal of Honor recipient Gary G. Wetzel leads ride from WMC to the new 9/11 Memorial in Kewaskum.

SUMMERFEST MILITARY APPRECIATION DAY

WMC partnership to celebrate veterans and service members with free admission to Summerfest on 9/11.

VIRTUAL CHAT SERIES

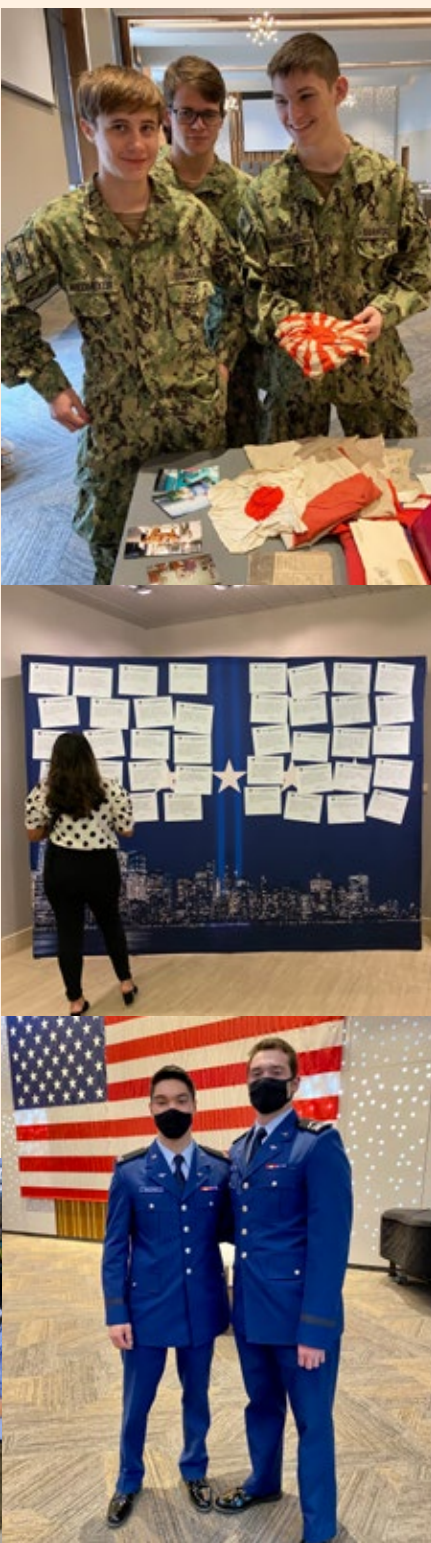
WMC hosts virtual events to bring veterans into classrooms.

AFGHANISTAN CONVERSATIONS

WMC brings together Vietnam and Global War on Terror (GWOT) veterans to navigate the complex issues surrounding the withdrawal from Afghanistan.

LEADERSHIP LESSONS LECTURE

Retired Army Colonel and national news commentator talks about Afghanistan.





VETERANS STORY PROJECT

War Memorial Center President/CEO Dan Buttery interviews Medal of Honor recipient Gary G. Wetzel. Gary's story may be well known to many Wisconsin veterans, but in this interview he talks about his work with young people and how he hopes his story can inspire the youngest generation.



DIGITAL LEARNING

Over 50 standards-based digital lesson plans were launched and have been accessed by hundreds of students throughout the United States.

FORGING YOUR OWN PATH: ONE WOMAN'S STORY OF LIFELONG GROWTH
Students will learn about the life choices that led Yolanda Medina to decline a full college scholarship.
Duration: 2-3 Class Periods
Grades: 9-12, college, community
[LEARN MORE AND DOWNLOAD](#)

PROFILE OF CONSCIENCE AND COURAGE: CARL ZEIDLER
This lesson explores the notions of conscience and courage through the story of Carl Zeidler, who is...
Duration: 2-3 Class Periods
Grades: 9-12, college, community
[LEARN MORE AND DOWNLOAD](#)

LETTERS HOME: PFC. WALLOCK WRITES HIS MOTHER (WWII)
This lesson explores the daily life of an ordinary serviceman during World War II. Learners will read...
Duration: 30-45, 45-60, or 75-90 minutes
Grades: Community
[LEARN MORE AND DOWNLOAD](#)

MISSING IN ACTION: THE STORY OF MATTHEW ROSENBLUM
This lesson explores the concept of missing in action (MIA) - and the implications for family member...
Duration: 2 Class Periods
Grades: 9-12, college
[LEARN MORE AND DOWNLOAD](#)

MOTHERHOOD AND WAR: A STORY OF HOPE, LOSS, AND MOURNING
This lesson explores war from a mother's perspective. Anna Rosenblum's son Captain Matthew Rosenblum...
Duration: 60-90 minutes
Grades: College and community
[LEARN MORE AND DOWNLOAD](#)

PROFILE OF CONSCIENCE AND COURAGE: GEORGE WILLIAM "BILL" FOX
This lesson explores the notions of service and sacrifice through the story of George Fox, a World War II...
Duration: 1-3 Class Periods
Grades: 6-8, 9-12, college, community
[LEARN MORE AND DOWNLOAD](#)



HONOR ROLL

Dozens of volunteers dedicate thousands of hours to help us research and create a searchable database for the 3,481 names of Milwaukee County fallen service members on our Honor Roll. Learn the stories of these heroes on our website.



KEGEL'S INN BEER GARDEN & OKTOBERFEST

The renovation of our parking lot led to exciting community engagement with the addition of a summer beer garden culminating in a three-day Oktoberfest utilizing the north lot.



BUBLR BIKES

The War Memorial Center is now home to the bike sharing service Bublr Bike with the installation of this new bike rack connecting us to other Bublr locations in downtown Milwaukee.



GREEN PARKING LOT

The renovation of our parking lot is a huge win for Lake Michigan. Green infrastructure strategies will capture and treat over 252,000 gallons of water every time it rains. The space has been transformed into a park-like setting providing more green space for the community while improving water quality and lakefront habitats. Thank you to Milwaukee County, Fund for Lake Michigan, MMSD, and the National Fish and Wildlife Foundation for funding this important upgrade.

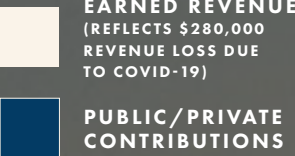




CONDENSED STATEMENT OF ACTIVITIES

REVENUE:

\$2,031,327



EXPENSES:

\$2,224,304



CONDENSED STATEMENT OF FINANCIAL POSITION

TOTAL ASSETS

\$13,376,717

TOTAL LIABILITIES

\$271,342

TOTAL NET ASSETS

\$13,105,375

The condensed statement of activities and condensed statement of financial position are derived from the War Memorial Center's financial statements as of December 31, 2021. A complete copy is available upon request.

IN MEMORIAM JOE CAMPBELL

JUNE 5, 1947 - MARCH 3, 2022

Vietnam veteran Joe Campbell received our Patriot Award in 2018 for a lifetime of extraordinary contributions to the War Memorial Center. Joe drove to New York City to pick up the steel beam from the World Trade Center that is now our 9/11 Memorial. He was also a driving force behind the Vietnam Veterans Memorial and LZ War Memorial Center. Joe's dedication to his fellow veterans was truly unmatched.

Photo Credit: Lee Matz

2021 BOARD OF TRUSTEES

- Michael W. Grebe, *Chairman* ★
Retired
- Charles Gordon, *Vice-Chairman* ★
Godfrey & Kahn, S.C.
- Mary B. Read, *Secretary*
Clement Finance & Leasing, Inc.
- Michael C. Gibson, *Treasurer* ★
JH Findorff & Son
- Candee Arndt
Community Member
- George Banda ★
Retired
- Berdie Cowser, *Ph.D.* ★
Center for Veterans Issues, Ltd.
- Bert Garvin ★
We Energies Corporation
- George Gaspar ★
Retired
- Michael Koszuta ★
Retired
- Jeffrey Marks ★
Johnson Controls, Inc.
- Co Nguyen ★
Rockwell Automation
- John Weishan, Jr. ★
Milwaukee County Board of Supervisors
- Christine Westrich ★
Community Member

RETIRED DURING 2021

- Joe Dean
Dean Family Charitable Fund
- Creamheld Pepito
Tuft & Needle

★ U.S. ARMED FORCES VETERAN

THANK YOU!

So many individuals and businesses support the War Memorial Center. While there are too many to list, we appreciate each and every one. Our mission depends on you!

ORNAMENT DONATION AT VA

Thanks to a generous anonymous donor, our collectible War Memorial Center ornament was added to 300 gift bags for veterans at the Milwaukee Zablocki Veterans Affairs (VA) Hospital for the 34th annual Christmas with the Vets. The 2021 ornament design featured the Eternal Flame and the mosaic panels designed by Edmund Lewandowski.



The War Memorial Center served as the staging area for the victory parade for the 2021 NBA World Champions Milwaukee Bucks!



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@WarMemorialCntr



War Memorial Center