



NATIONAL MEDAL OF HONOR
LEADERSHIP & EDUCATION CENTER

INSPIRING AMERICAN LEADERSHIP



SYNOPSIS

An extraordinary \$75 million private-public fundraising initiative to establish the National Medal of Honor Leadership & Education Center at Patriots Point (Mt. Pleasant, SC) is underway. The Center will prepare citizens with the leadership knowledge, skills, and examples from our Medal of Honor recipients, empowering them to overcome adversity and realize greater opportunities.

With a nationwide digital educational platform and audience-curated visitor experiences, Americans of all ages, backgrounds, and locations will learn leadership virtues of **Courage, Integrity, Commitment, Sacrifice, Citizenship, and Patriotism** to inspire them to transform lives, shape the future, and carry forward the best traditions of what it means to be American. We invite you to learn about our exciting mission. Please join us in this historic campaign to Inspire, Educate, Honor, and Unite America.

VISION

A Nation united and empowered by the values of the Medal of Honor.

MISSION

To inspire, develop, empower, and challenge leaders through the values embodied by our country's Medal of Honor recipients.

LEADERS ARE MADE, NOT BORN

Some people truly rise to meet a moment of need, and demonstrate selfless leadership in its purest form. Today more than ever, Americans need models of leadership to bring them together and prepare them for the future. We believe there's no better source of inspiration than the bravery, selflessness, and commitment demonstrated by those rare heroes bestowed the National Medal of Honor.



People wish to be accepted, respected, invited, and influential. They want to matter. Yet their not knowing how to connect with others often leads to isolation, depression, superficial value systems, or destructive anti-social tendencies. How can we help prepare them to succeed individually and as generationally to:

- Overcome personal adversity and recognize life enhancing opportunities they will encounter?
- Exemplify the best and most inspiring qualities of what it means to be American?
- Unite to carry the torch of freedom forward for all people?

People make challenging decisions every day that can have a powerful and lasting impact. Whether at work or home, many adults feel overwhelmed and under-prepared to handle difficult or decisive situations. Their responses to adversity and opportunity influence organizational and family outcomes by creating a culture of values that influence how people interpret and respond to critical moments.

Our businesses, government, and nonprofit organizations have tremendous capacity as environments to learn and apply values-based leadership. They not only shape our communities, they also convey institutional values and influence those who work within them.

THE EXPERIENCE WE'RE BUILDING

Our Center will be the home of a leadership movement, our base for experiences to bring to life the values of courage, integrity, commitment, sacrifice, citizenship, and resiliency – **to unite and inspire both adults and a younger generation poised to shape our future.** It will serve as both an immersive learning experience and a hub for educational collaboration. Programming that highlights the stories of these extraordinary Medal recipients will inspire guests to overcome hurdles and achieve greater success in their lives, organizations, communities, and society.

THE MEDAL OF HONOR

From Antietam to Afghanistan, from the Pacific War to the Global War on Terrorism, our Armed Forces have defended American interests and allies valiantly and vigorously. In every major theater of combat around the world, there are stories of extraordinary heroism. Since 1863, more than 3,500 Americans from each branch of service have received the Medal of Honor for distinguished acts of valor. Their selfless and courageous actions deserve our profound respect, gratitude, and continued reflection.

For our country to continue to honor the sacrifices of these recipients, we must continue to live out their values and instill them into every new generation of leaders. The National Medal of Honor Leadership and Education Center will be a critical tool to achieve this mission.



EDUCATING TO HONOR... HONOR BY EDUCATING

We believe the best way to honor the sacrifice of these recipients is by telling and re-telling their stories. We believe the best way to inspire our fellow citizens is to remember these heroes by teaching from their values of courage, integrity, commitment, sacrifice, citizenship, and patriotism.

To meet this need and moment, we will develop a dynamic educational portfolio. With interactive educational programs and immersive experiences, we will inspire and educate our citizens using proven teaching methods, interactive discovery, and the latest digital strategy.

At the heart will be audience-tailored experiences developed in partnership with national educational programs, universities, colleges, veterans organizations, and business leadership programs.

We believe the best way to empower our citizens is to inspire them with stories of some of our greatest heroes.



WE ARE SEEKING PUBLIC/ PRIVATE PHILANTHROPIC INVESTMENT IN SUPPORT OF OUR VISION.

Our National Medal of Honor Leadership & Education Center and programs will:

- Tell the dramatic, inspirational stories of ordinary people thrust into extraordinary moments. How they responded reflects how they were prepared and why their values mattered then (and matter still).
- Provide a broader understanding of citizenship over self, overcoming adversity, and making crucial decisions in critical moments.
- Incorporate character development programming, including leadership certification programs, special events, curated exhibits, online classes, and more.
- Encourage timeless explorations of ethical decision making and applying Medal of Honor experiences into our present contexts of business, healthcare, education, and more.

The challenges and opportunities that await us will determine what kind of life, communities, institutions, and global role—what kind of America—we will build for the future.

A STRONG FOUNDATION UPON WHICH TO BUILD

We're not starting from zero. The Congressional Medal of Honor Society (CMOHS) is already actively committed to education and outreach - addressing resiliency, educating America's youth, and reaching our military, veteran, and business communities. They sponsor character development programs, the Medal of Honor Museum, and Citizen Honors Awards. Lessons and activities focus on wide ranging subjects to show how ordinary people can make a difference. To date, more than 20,000 teachers have been trained to administer these vital programs nationwide.

These continued efforts are critically important, but the challenge before us exceeds the Society's current resources. The solution must be thoughtful and proportionate.



A NATIONAL EDUCATION PLATFORM

We need a more dynamic, updated, and expanded platform as the epicenter of this national movement to enhance education programs through collaboration with schools, universities, and leadership organizations.

“
We're doing this for our country. It's about education and honoring our Medal of Honor recipients by telling their stories and inspiring people of all ages and organizations through their examples of Leadership.”

Major General James E. Livingston
USMC Retired, Medal of Honor recipient

SACRIFICE

“We’re already doing a good job with our education programs. The good to great opportunity here is to build a larger and updated platform to serve as the epicenter for truly national programming.”

John Falkenbury, Executive Vice President
Congressional Medal of Honor Society

These programs are being developed with natural strategic partners ▼ to ensure they connect with core constituencies of American life.

COLLABORATIVE EDUCATIONAL VENTURES

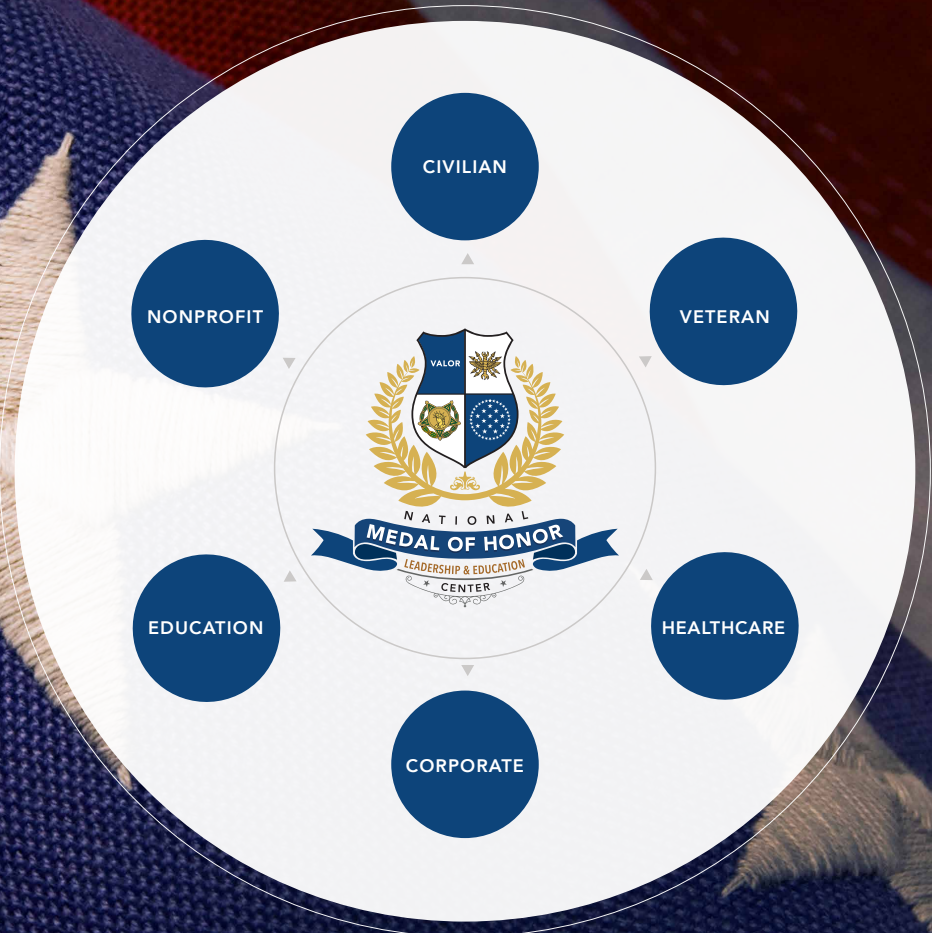
We seek to complement the work of the CMOHS by collaborating with key faculty and organizations to offer various types of educational programs and experiences.

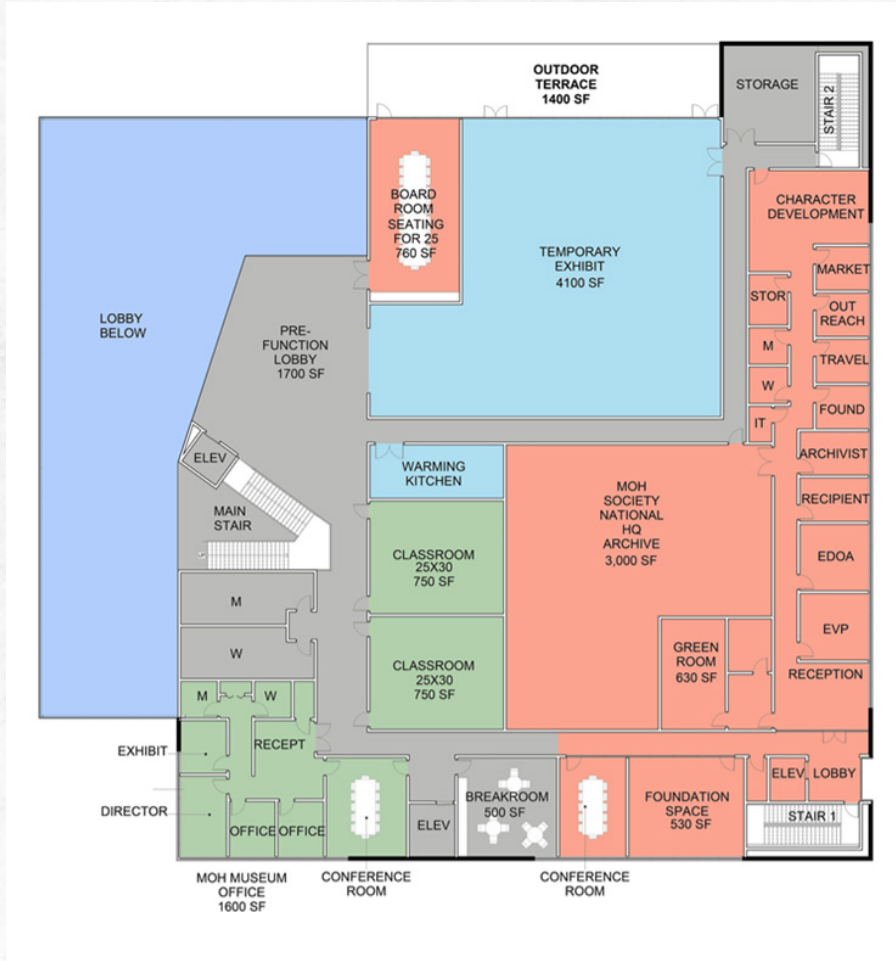


By passing along this knowledge and inspiration, we pay homage to the extraordinary contributions of our Medal of Honor recipients.

Strategy -

Develop Medal of Honor values-based leadership collaborations in high impact areas with existing institutions.





Second floor educational spaces, green room, archives, and administrative offices for both the Congressional Medal of Honor Society and National Medal of Honor Leadership & Education Center

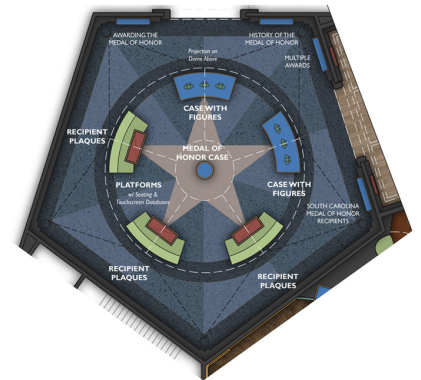


IMMERSIVE EXHIBITS

A curated visitor experience has been designed with immersive, multimedia exhibits to emphasize what unites us as Americans; to promote Medal of Honor values; to provide context to understand the recipient's stories; and to inspire visitors to positively shape their futures.



First floor overview of the Museum exhibits and visitor flow path



The Medal of Honor conceptual exhibit layout



Immersive sensory concept for the Medal of Honor Exhibit

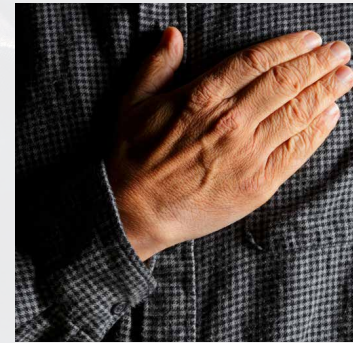
INTEGRITY

The National Medal of Honor Leadership & Education Center is much more than a facility. It will be positioned as the facilitator for the best of American values for the coming generations.”

Tommy McQueeney

Chair, National Medal of Honor Leadership & Education Center

TO INSPIRE, EDUCATE, HONOR AND UNITE



We're off to a promising start:

- Our future location is ideally situated at Patriots Point on waterfront property. It's close to collaborative assets such as the USS Yorktown, Fort Sumter and the city of Charleston.
- The National Medal of Honor Society will have expanded archival and office space to enhance educational programs, veterans' resources, and research.
- A world-class Congressional National Medal of Honor Museum will become the heart of the new Center to attract and inspire visitors from across America.
- Discussions are already underway with potential partners in higher education and industry to partner in collaborative classes, symposia, programs, and events.
- In a powerful endorsement of our vision and potential, we've already received preliminary 'seed' funding pledges from municipal, county, state entities, and individuals.

Building a National Medal of Honor Leadership & Education Center is a thrilling endeavor. The \$75 million in public and private philanthropic support will fund construction, exhibits, the Congressional Medal of Honor Society headquarters and archives, and the National Medal of Honor Leadership and Education Center. Our fundraising efforts will also provide seed funding for the first five years of operations.

CITIZENSHIP

HOW DONOR FUNDING WILL BE ALLOCATED:

Public and private investment funding will be allocated in three critical areas of importance:

1. Education
2. Construction and Exhibits
3. Operational Seed Funding

The collaborative nature of our digital strategy expands our reach, and minimizes our expenses. The waterfront property overlooking Charleston is provided by the Patriots Point Development Authority under a long-term lease.

\$75 MILLION CAMPAIGN	
Construction and Site Development	\$40,000,000
Construction Contingency	\$6,000,000
Exhibit Design and Production	\$13,500,000
5 Years Operational Seed Funding	\$9,000,000
Reserve Fund	\$4,000,000
Education Programming Seed Funding	\$2,500,000
Campaign Total Goal:	\$75,000,000

COMMITMENT

“

I tell people all the time, be proud of your heritage. You are American. You are America.”

Army Sergeant Joseph Rodriguez
Medal of Honor Recipient

WHAT DOES SUCCESS LOOK LIKE?

Our success will be measured in the people we reach, the lives we improve, and how well-prepared future generations are to carry forth the best and most true expressions of who we are as Americans. From our different backgrounds, we can all embrace common leadership values to positively shape our future.



- By engaging the many, we can inspire and prepare individuals to become influential leaders in times of need. It would be hard to imagine a more fitting way to honor a timeless and enduring legacy for our Medal of Honor recipients than to leverage their collective example to improve the lives of young people and our Nation for generations to come.

The benefits on a personal level will be tremendous. Accessing leadership skills can change the trajectory of a person's life, and can positively influence those around them. When viewed collectively, the scale of impact could be transformative.
- Hundreds of thousands of visitors will physically visit the dynamic, new, freestanding Medal of Honor Museum at Patriots Point in a setting overlooking historic Charleston Harbor.
 - Thousands of teachers and students will be engaged in every state in America through dynamic classroom and online programs led by the Society.
 - Organizational programming will inspire the best examples of ethical and effective leadership for corporate, healthcare, education, and nonprofit professionals.
 - Collaborative initiatives with other leadership programs offered by universities, nonprofit organizations, and corporations to expand our synergy, impact, and reach across America.
- Expanded resources will help our veterans successfully transition into active, healthy, and productive roles in our communities.

The challenges and opportunities we will face individually and as Americans will determine what kind of communities, institutions, and global role we will have. No matter how much the world changes, the timeless values of courage, integrity, commitment, sacrifice, citizenship, and patriotism represent the best and most enduring qualities of what it means to be American.



HELP US MEET THIS MOMENT

To make this vision a reality will require each of us to do our utmost. Like selfless visionary leaders before us, our efforts can shape the lives of many to ensure the best of our American tradition carries on for generations to come.

**We invite you to join this movement to Inspire
American Leadership.**

“Everyone in their life is faced with a leadership moment.
We want to prepare our citizens to meet their moment.”

HELP US MEET THIS MOMENT.



INSPIRING AMERICAN LEADERSHIP



PATRIOTISM



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