

The background of the slide is a composite image. On the left, a portion of the Washington Monument is visible. The central and right portions are dominated by the American flag, showing the stars and stripes. On the far right, a bronze statue of a Minuteman, holding a rifle and a drum, is partially visible.

# National Mall Liberty Fund DC

*Excerpted from Business Plan*



# EXCERPTED FROM BUSINESS PLAN

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# 1.0 Summary

**N**ational Mall Liberty Fund DC (Liberty Fund DC) is -

- ✓ Organized to produce a single object -- a universal memorial that speaks of the nation's principles
- ✓ To design a memorial with a distinct message without similarities to any existing memorial -- a unique future expression anticipated for the Mall
- ✓ A non-profit incorporated in the District of Columbia in 2005
- ✓ Exempt from taxation under Section 501(c)(3) of the Internal Revenue Code since 2007
- ✓ Authorized by Congress until September 2021 to construct The National Liberty Memorial in a prime location in Washington, DC
- ✓ The beneficiary of 30 years of change initiatives that promote national unity and enhance citizen understanding of forgotten history through activism, communication, education, media coverage, legislation and the establishment of lasting reminders
- ✓ Preparing to undertake a capital campaign to raise up to \$15 million





## 2.0 Mission and Purpose

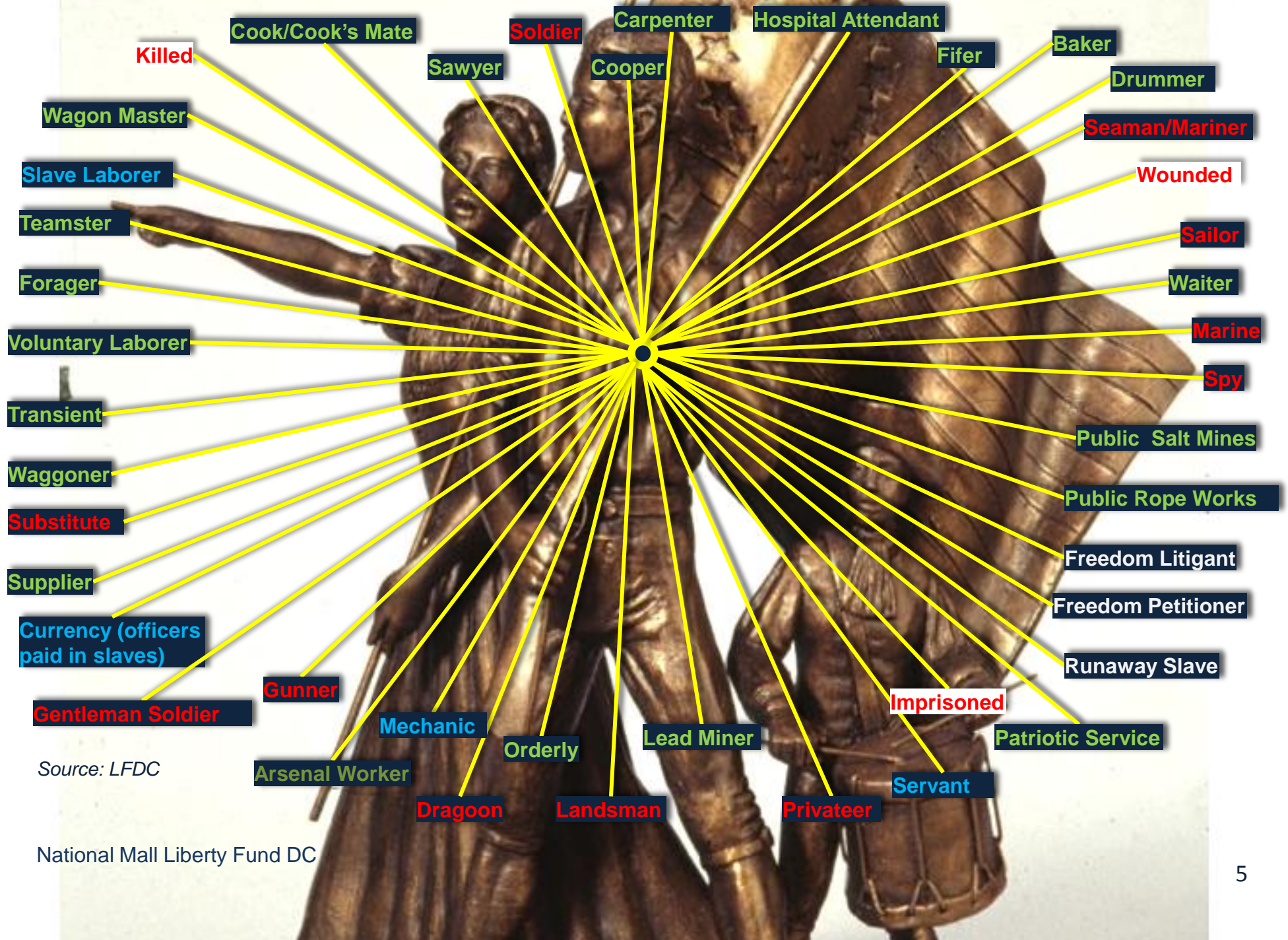
**O**ur mission is to construct a memorial in Washington, D.C. to thousands of enslaved and free persons who fought in the Revolutionary War to bind the destiny of future generations to the principles of the Declaration of Independence.

This includes tens of thousands of unnamed men, women and children who provided civilian assistance or acted as if the declaration were marching orders to run away from tyranny and petition courts and legislatures for liberty.

The National Liberty Memorial intends to fortify American history and reveal how persons without rights and in the most desperate of circumstances --

- ✓ Served honorably under General George Washington
- ✓ Struggled to win freedom and equality decades before the Emancipation Proclamation
- ✓ Aspired to make the ideals of the Declaration of Independence a reality for all citizens
- ✓ Passed on values to descendants who were willing to fight and die in all wars
- ✓ Prevailed in their vision of liberty for America

## 2.1 Patriotic and Military Service



Source: LFDC

National Mall Liberty Fund DC

# 3.0 Project Summary

## Assets

- ✓ Unanimous Congressional approval of location in Monumental Core (Area I) and eligible parts of the Mall outside of the Reserve
- ✓ Federal memorial panel's endorsement of a preferred site across from the Washington Monument ([Site Selection Report](#))
- ✓ Positive working relationships with Congress and multiple Federal agencies
- ✓ An efficient operation spending less than \$4,000 over 10 years to achieve what has cost others in the millions of dollars
- ✓ 30 years of public education, news coverage and removing of barriers to acceptance of forgotten heritage

## Challenges

- ✓ Must raise up to \$15 million within four years to achieve goals for design and construction
- ✓ To keep cost below \$10.5 million and adjust fundraising downward, if possible, when design is approved
- ✓ Ground-breaking by July 4, 2017, requires 75 percent to complete construction or about \$4.3 million
- ✓ Immediate needs require up to \$2 million by September 2015 --
  - Multiple site and design approvals
  - Supplemental or full environmental assessment
  - Preliminary and final designs
  - One-fifth scale model
  - National Capital Campaign plan
  - National education campaign
  - Staff, office, equipment and programs

## 3.1 Maximum Productivity - Minimal Resources

**L**iberty Fund DC met the highest of expectations working on a shoe string, soliciting no funds between 2005 and 2014 with one exception. Patience prevailed in spite of having Section 501(c)(3) exempt status by 2008 – five years before it was required in anticipation of the approval of the authorizing bills.

In 2007, the Fund did ask specific individuals familiar with the project to cover the cost of the IRS filing. One donor missed the deadline but the following year donated \$2,000. Miscellaneous contributions were received in 2010 and 2015 without solicitation. Before seeking donations, the Fund wanted to be sure the project possessed all of the elements for success which it does now.

Year	Amount
2007	\$ 725.00
2008	2,050.00
2009	0
2010	179.28
2011	0
2012	0
2014	740.00
	\$3,694.28



## 3.2 Accomplishments Over 30 Years

- ✓ Secured the discovery and publication of the names of over 5,000 African American soldiers and patriots
- ✓ Gave African Americans a tool to discover Revolutionary War heritage and a gateway to membership in descendant societies
- ✓ Demonstrated to heritage societies the positive benefits of all-inclusive membership
- ✓ Passage of multiple laws, from 1984 to 2014, that honor African American contributions and affect the mind-set of all Americans, particularly those of similar backgrounds
- ✓ Shared names of thousands of patriots with over 400 towns and counties in 7 states
- ✓ Proclamations of support approved by 70 towns, cities, legislatures and governors



## 3.3 Real Change and ID of Over 5,000 Patriots

Publication of “Forgotten Patriots” was a term of settlement agreement signed May 1984 to settle controversy over membership of African American woman in heritage society

### The Washington Post

U.S. 1984, The Washington Post Company

MONDAY, MARCH 12, 1984

Highest in Area Approximately 15 min.  
From 11:00 a.m. to 1:00 p.m. See box on A1

#### Sponsors Claim Race Is Stumbling Block

### Black Unable to Join Local DAR

By Ronald Kessler  
Washington Post Staff Writer

When the Daughters of the American Revolution accepted Lena S. Ferguson as an at-large member last spring, the group expressed the hope that “it will be possible for you to become an active member of a local chapter and participate in the excellent work of the organization.”

Nearly a year later, the Washington resident still is not a mem-

ber of a local chapter, and she and her two DAR sponsors say the reason is that Ferguson is black.

“It was made clear to me that she was not welcome because she is black,” said Margaret M. Johnston, a DAR member who tried to get Ferguson accepted as a member of the DAR’s Mary Washington Chapter here.

“One or two friends who are members said, ‘I don’t see how you can think of this [sponsoring a

black].” said Elizabeth E. Thompson, another DAR member who tried, as Ferguson’s second sponsor, to get her admitted. “One of them said, ‘Our chapter will probably fall apart. I said the fabric couldn’t have much strength,’ said Thompson, adding, “She came up against prejudices.”

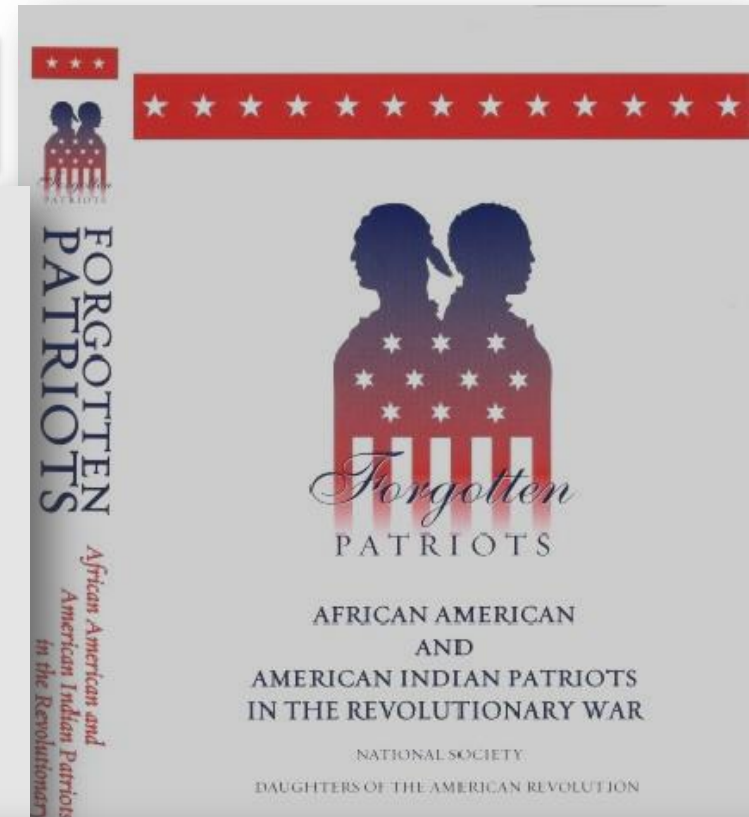
Ferguson, who was rejected by the local chapter before she became a member at large, said she See DAR, A16, Col. 1



LENA S. FERGUSON  
... trying to join local DAR chapter

### Black Woman Frustrated in Effort to Join Local DAR Chapter

“Lena (Santos Ferguson) and I always believed that black and white women would be more likely to find the DAR an appealing organization to join if it was honest about its past....” — Maurice Barboza, Hartford Courant, 2004



Website of Daughters of the American Revolution, 2014

## 4.0 Location

**N**ational Mall Liberty Fund DC is authorized by Congress to establish a memorial in Area I of Washington, DC, which includes one or more sites on the Mall outside of the reserve.

Our Committee on Site and Design examined 43 potential memorial sites located in the Monumental Core. Ten were deemed qualified by objective criteria. Five stood out as the best qualified based on proximity to the Washington Monument, symbols of the Revolutionary War and relevant military, social, political, and civil rights history.

In December 2013, the first of three federal agencies recommended the west side of the Jamie L. Whitten Building, headquarters of the U.S. Department of Agriculture, as the preferred site. Whitten is listed in the National Register of Historic Places. The location is on the Mall bordering “The SW Ecodistrict.” There are stunning views from 14<sup>th</sup> Street and Independence Avenue along the building to the Washington Monument and the site of the future African American History Museum.

The space is occupied by one of six parking lots consisting of 0.5 acres of asphalt and green camouflage. The perimeter of the parking lot on 14<sup>th</sup> Street is concealed by plantings of up to 6 feet or more in height. These barriers would have begun to obliterate the vista between Whitten and 14<sup>th</sup> Street sometime after 1936. A memorial on this site will thrive if it can coax the façade to fully reveal its beauty and offer voice to its surroundings.





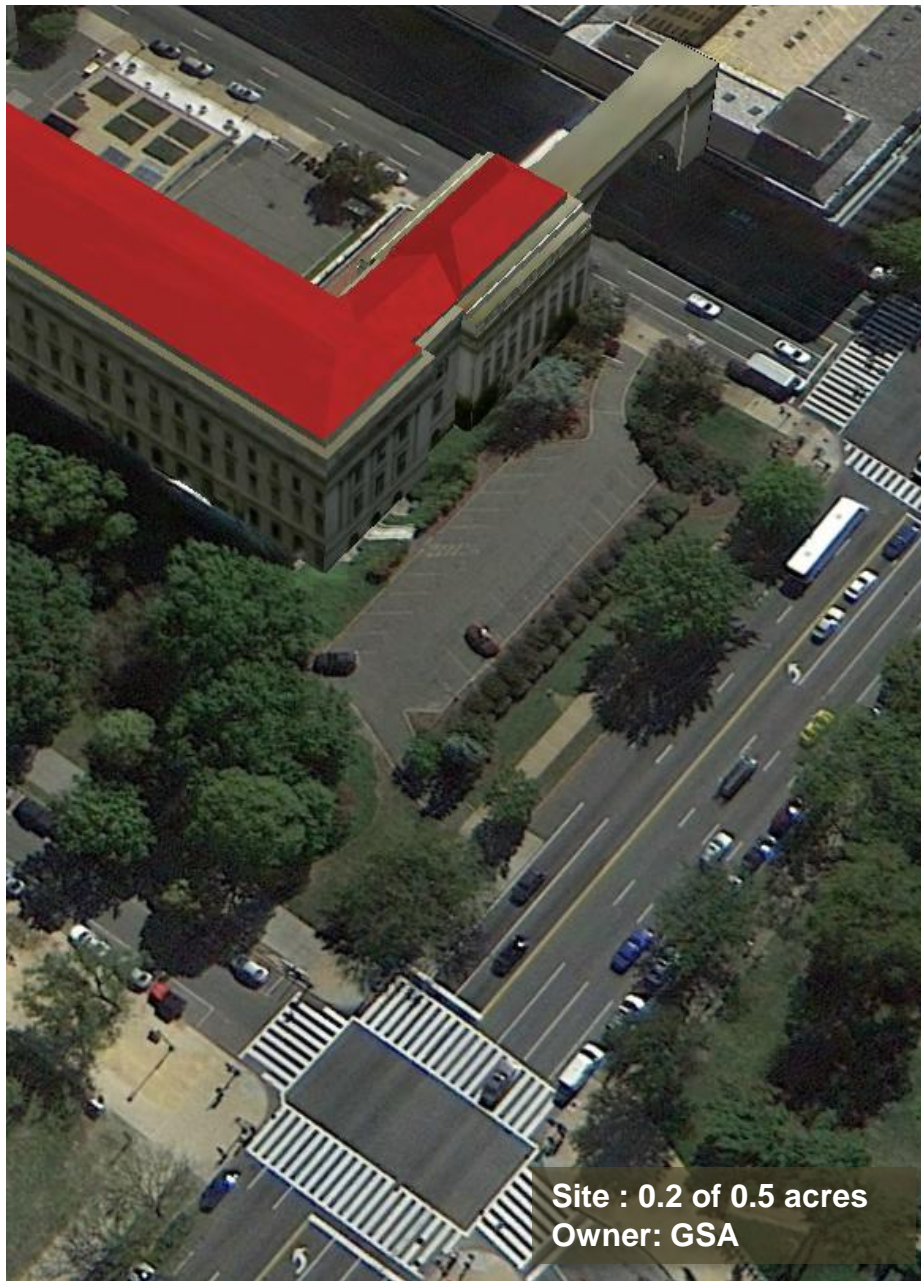
## 4.1 Connections



The national memorial commission recommended this preferred location on the Mall in December 2013. Two remaining agencies must approve the decision.



## 4.2 Jamie L. Whitten Building, 14th Street, NW



# 5.0 Design Elements and Goals

## Elements

- ✓ Free standing sculpture – likely multiple figures, including a man, woman and child
- ✓ A base upon which the central sculpture rests
- ✓ Surrounding architectural features, including a narrative portrayed in relief sculpture
- ✓ A central plaza or gathering place from which the memorial is viewed and visitors share a common experience
- ✓ Landscaping or a garden that surrounds and softens the structural elements and welcomes thought and introspection

## Goals

- ✓ Extend the memorial's reach in time and space so any age, at any time, could learn something new about their bonds to ancestors, sacrifice, community, nation and principles
- ✓ Open the preferred site to the Mall and view to the Washington Monument along 14th Street
- ✓ The mating of design cues in nearby structures and memorials that radiate information out from the site
- ✓ Make the memory of a visit as powerful as the visit itself – always reminding citizens that the “blessings of liberty,” and the struggle to achieve it, are all around us
- ✓ Create a gateway entrance to downtown Washington

## 6.0 Next Second Steps: Capital Campaign

- ✓ Obtain major donations for final site and design approval and launch capital campaign
- ✓ Recruit and empanel a National Capital Campaign Committee
- ✓ Engage a consultant to conduct a market assessment and a capital campaign development plan to include strategies, donor research and calendar of activities
- ✓ Actively recruit volunteers from among diverse organizations and Americans
- ✓ Develop specific materials to explain the memorial and history to everyone, including adults and school children
- ✓ Keep stakeholders informed and involved in the process