

DEPOT DISPATCH



The Official Magazine of the
MCRD Museum Foundation



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LETTER FROM THE EXECUTIVE DIRECTOR

Happy Summer members and friends of the Marine Corps Recruit Depot Museum Foundation. We are entering our 4th and final quarter of Fiscal year 2024. Your Foundation is poised to be financially healthy to close out the year...what does this mean?

Currently, we are on course to close the Fiscal Year with positive income. This is welcomed news for many, I am sure. One of the responsibilities of the Executive Director is to give a financial “health” assessment to our members and the public. In preparing this report, I wanted to educate myself on just what is a non-profit and define terms such as “revenue” and “income.”

Bear with me if you already know this, but for those who don't, I provide the following definitions:

Non-Profit Organization: A legal entity that is organized to operate for a collective, public or social benefit. Definition from the US Chamber of Commerce article on non-profits, hyperlinked below for additional info.

<https://www.uschamber.com/co/start/strategy/nonprofit-vs-not-for-profit-vs-for-profit>

Form 990: IRS form that provides the public with the financial information of a non-profit organization.

Revenue: Revenue refers to money that is earned from all sources which include retail sales, donations, membership fees, restricted and unrestricted gifts, and investment fund gains. This definition is derived from our own Form 990 submitted earlier this year. Similar non-profits use this definition when they provide their annual financial reports. These reports are available to the public at: projects.propublica.org (below is the financial report for Marine Corps Heritage Foundation FY23):

<https://projects.propublica.org/nonprofits/organizations/260803466>

We have thus far had a good year with revenue generation. We recorded over \$700,000 in generated revenue based on the last report to the Executive Committee (18 June 2024).

Income: Income is simply any money left over after we pay our bills...which includes all operating costs and investment fund losses. Definition derived from our own Form 990. Last report to the Executive Committee we had an income of over \$100,000...revenue minus costs. In short, the Foundation has a positive net income for the year as of 18 June 2024.

Operational revenue: Revenue that is generated through the operations of the Foundation. Operationally generated revenue is revenue that we generate through our four pillars: volunteers, memberships, donations, and retail sales (vide infra). The Board has directed me to generate enough operational revenue to cover operational costs. Currently, our operational revenue does not cover our operational costs.

Revenue Generation and Staff build

When I became the Executive Director in the beginning of this Fiscal Year, the President of the Board gave me two directives: Build the staff and generate revenue. I want to use this report to provide an update on both of those directives and to provide more information on our current efforts/strategy. I am proud to announce that the staff has grown and we now have a Marketing Director, Ashley Petters; and a Products and Services Director, Barbara Torres. Angela Kuhn is our Deputy Executive Director and of course yours truly. Staff is right sized, right now. As we grow and develop I anticipate this to change.

As to revenue generation, first we must ask the question, how do we become a more successful non-profit organization? Almost all similarly situated non-profits I have researched/visited in my time with the Foundation, has put "strategy for generating revenue" as their number one priority. Whether it is "silos of excellence," "paths to prosperity" or "pillars/columns," most of the non-profits I have visited stress the need for a cogent and executable revenue generating strategy.

To this end, your Foundation has been operating over the last two quarters with the "four pillars" strategy. The four pillars are: volunteers, donations, memberships, and retail sales. These four pillars either directly or indirectly help generate revenue. This strategy is beginning to show promise and unless directed otherwise by the Board, I intend to continue with this strategy in FY25. Below is a breakdown of what each pillar means, current assessment, and future potential.

Volunteers: Volunteers are important for revenue generation because they provide the staff with time and capacity. Without a solid volunteer force, the staff will use their time to do things that may not be conducive to revenue generation. Currently our volunteer force is made up of DOCENTs and the occasional single volunteer on Family Day or at one of our events (golf tournament, Globe and Anchor). The DOCENTs are extremely important to this Foundation and to the Museum.

We currently have a healthy DOCENT program because of the work of Gregg Stoner. I believe we can build on his success and increase the size and diversity of the DOCENT program. Imagine if we had a DOCENT volunteer at the Museum during all open hours. It is not uncommon for visitors to go into the Foundation's office spaces and ask one of my directors or myself for help touring through the Museum. I have personally provided tours to visitors when Museum staff or DOCENTs are not available.

Our DOCENTs do a magnificent job and they put in many hours...we just need more of them. I want our DOCENTs to also be part of an online presence to help educate the public and our veterans on what the Museum provides. The goal is to have DOCENTs provide historical/educational sessions through a podcast or prerecorded videos that we can link on our social media platforms and websites. This would not only raise awareness for the museum but also for our Foundation which would have a positive impact on our other three pillars discussed next.

Donations: The Foundation currently enjoys an upward trend in donations for this Fiscal Year (after three quarters). We want to capitalize on this positive movement and generate even more interest in donations. Donations come to us in many ways. We get donations through corporate sponsorships; in-kind donations for our event raffles and giveaways; event sponsorships; large donor solicitation; and our contribution boxes in the gift store. All these areas have improved from last year and we now have a template for success that we need to build on.

Sponsorships are key to increasing our donations. Our Marketing Director, Ashley Petters is really throwing herself into the mix. She is attending Carlsbad Chamber of Commerce meetings; Sporting events; and even got us a table at the Miramar Air Show this year! We are all about building our contact list. We are participating in these events to ensure we get contact info for potential donors and sponsors. There is huge potential in this area if you consider the number of veteran friendly business are local and national. We offer full year sponsorships, and we have specific event sponsorships...plenty of ways for altruistic organizations to contribute.

Memberships: The Foundation started the year with 247 active memberships. We are currently closing in on over 400 active memberships. That is growth! At our highest active membership point (some years ago) the Foundation boasted close to a thousand active members...we are going to beat that.

I have directed the staff to aggressively pursue memberships. We started after the Holidays promoting our 20 for 20 campaign on our Recruit Family Network. We also started the 20 for 20 Family Day membership drive. Both campaigns have generated modest increases in memberships. We are currently rolling out a "free to active duty" membership campaign starting 23 July 2024...Tun Tavern Tuesday. Our Products and Services Director, Barbara Torres, has aggressively pursued new ways to generate memberships and the future is bright with her at the helm. I personally attend the Recruiter's School welcome aboard put on by MCCS and offer all incoming students free memberships. We will continue to do this and add Drill Instructor School to the mix.

Why the focus on memberships? This is an incredibly underutilized revenue stream. Think about our alumni. With over 15,000 new Marines made at MCRD San Diego annually, multiplied by the last 40 years, we boast over half a million alumni! Obviously, we can go further back than 40 years but for ease of math I chose 40. Point being, we have a huge untapped population out there that can bring our Foundation to the next level! We are at less than 500 members currently; we should be over 5,000...that is why the focus.

If you are following us closely you will see, we are trying to improve membership value. We are increasing our members only events and special sales in our store and online. Our events are becoming bigger and more memorable...stand by for this years Globe and Anchor! Our Deputy Executive Director Angela Kuhn is spearheading these changes and making our events better and better. Be on the lookout for new events.

Retail: I want to start this assessment by saying that we cannot continue to rely on retail sales for our operating costs. With our current staffing and costs, we do not generate enough in sales...we need the other pillars to produce. I went back over the last several years and even at the height of the retail store's success, we generally operated at an operational loss (operational revenue did not cover operational costs). Looking at similar non-profits this is not uncommon. However, the Board has given me direction and we are executing.

Our Products and Services Director, Barbara Torres is hard at work bringing our retail pillar into the 21st century. She has just hit her 90-day mark on staff and is already making a huge difference. Online sales are up 20 percent from last year and our actual retail sales are up. In addition, she is bringing our Costs of Goods (COG) down. All good trends that we intend to carry into the next Fiscal Year. She will concentrate future efforts on our online presence and bringing our sales online to all-time highs. We operate at the Museum at the pleasure of the Commanding General. We need to be prepared if that ever changes. One of the ways we buttress against that outcome is to increase our online sales. She is currently working to make our online presence more user friendly and appealing to our members and would-be customers. This is developing fast so be on the lookout for these changes.

I would like to thank my staff who are young but enthusiastic and fully committed. I appreciate their energy and their passion for the mission. They make this job worthwhile for me. I also want to thank the President of the Board and the other Board members for supporting the staff over the last nine months and giving us time to grow as a functional team. Thank you to our members for your continued participation and support. Thank you to the Commanding General of MCRD and his whole staff for allowing us to operate on post. Finally, thank you to all our families and friends for making all of this worthwhile as we support our veterans, community and the rich history of the United States Marine Corps!

With much respect and Semper Fidelis,
D.J. Erickson, Col USMC (ret)
Executive Director





TUN TAVERN TUESDAY, APRIL 2, 2024

The MCRD Museum Foundation hosted its Tun Tavern Tuesday on April 2, 2024. The sun shined bright on a beautiful MCRD San Diego day. Attendees enjoyed the street tacos, yard games, and camaraderie. Coronado Brewing Company generously supported us with their popular craft beer.

In addition, the MCRD Command Museum hosted an open house which allowed Tun Tavern Tuesday guests an opportunity to explore their Museum. The open house had a selection of materials from the Archives and Reference Center which included recruiting posters, comic books, and photos; displayed artifacts relating to a WWII POW, Louis Duncan; a BAR from the weapons room available for visitors to handle. Guests also participated in a Museum scavenger hunt complete with prizes!

Tun Tavern Tuesday is a recurring social event, with a Marine Corps historical or cultural theme, that connects veterans with active-duty Marines and their families to decrease isolation and increase social support. These gatherings help combat depression, PTSD, as well as reduces suicidal ideation and behavior. Tun Tavern Tuesdays are kid friendly events that include free food, live music, and family games. Hosting the event at the Command Museum facilitates a focus on shared culture and traditions, military history, and esprit de corps. Moreover, everyone has an opportunity to tour the Command Museum. The next Tun Tavern Tuesday is July 23, 2024.



**JOIN US FOR OUR NEXT TUN TAVERN
TUESDAY ON JULY 23, 2024!**

Craft beer generously donated by Coronado Brewing Company



Marines enjoy an intense game of Connect Four while more entertain themselves with cornhole



Cornhole boards are always a popular activity during Tun Tavern Tuesday

MCRD MUSEUM FOUNDATION QUARTERLY BREAKFAST



Board President and Executive Director with the three Colonel Nate Smith Scholarship recipients

On March 5, 2024, The MCRD Museum Foundation Executive Director and Board President presented the Colonel Nate Smith Scholarship award to three recipients. They each received \$1000 to use towards their higher education.

The Colonel Nate Smith Scholarship is awarded every year and open to eligible recipients: enlisted Marines, Sailors, and their dependents, assigned to MCRD San Diego and WRR. This year, the award recipients were Sgt Maj David Washington, Recruiting Station Riverside, 12th Marine Corps District; LCpl Yusuf Osman, Hq&Svc Bn, IPAC, MCRD San Diego; and Makayla Saeturn, dependent, Recruiting Satation Sacramento, 12th Marine Corps District.



**THE MCRD MUSEUM FOUNDATION QUARTERLY BREAKFAST
IS A FREE MEMBERS ONLY EVENT**



On June 18, 2024, the MCRD Museum Foundation hosted its Quarterly Breakfast at the MCRD San Diego Command Museum. The speakers were Albert Wang the Marine Corps Recruit Depot San Diego and Western Recruiting Region Deputy Assistant Chief of Staff G3, Operations and Training AND Mr. Jose Tablada the U.S. Marine Forces Pacific Deputy Assistant Chief of Staff, G3 Operations.

Mr. Albert Wang briefed our guests on the MCRD San Diego / Western Recruiting Region's current recruiting state. Then the recruit's training and how MCRD San Diego now has gender integrated training. Mr. Albert Wang then finished with the MCRD San Diego's Military Construction plans and deadlines.

Mr. Joe Tablada presented an unclassified brief on Marines in the Pacific and specifically discussed our close relationships with allies and partners such as the Philippines; Australia, Japan, and South Korea. He discussed China as our pacing threat and China's current activities in the region. He concluded by assuring all of Commander US INDOPACOM's commitment to ensuring the Joint force is prepared and that the Marines are a vital part of the Joint force.



After the Quarterly Breakfast, the MCRD Museum Foundation worked with the Command Museum staff to host a themed WWI Members Only Weapons Display.

Browning Automatic Rifle [BAR]
Springfield 1903 Rifle
M1905 Bayonet
Colt M1911 Pistol
Luger P08 Pistol

Our members had the exclusive chance to experience these weapons outside of their cased displays. As they put on gloves our members experienced the full functionality of these weapons.

6TH ANNUAL MCRD MUSEUM FOUNDATION SGT LUCAS T. PYEATT MEMORIAL GOLF TOURNAMENT



OUR FOUNDATION GOLF TOURNAMENT NOT ONLY SERVED TO REMEMBER THE FALLEN, BUT HELPED RAISE FUNDS FOR THE MCRD SAN DIEGO COMMAND MUSEUM MISSION AND PROGRAMS

Oaks North Golf Course hosted the 6th Annual Sgt Lucas T. Pyeatt Memorial Golf Tournament on May 4, 2024. Over 100 people participated in this fundraising event to help raise funds to support the legacy of the Marine Corps.

The day started bright and early with registration, silent auction and raffle item opportunities, and a putting contest sponsored by the USS Midway Foundation. It ended with lunch and prizes for best dressed, best team name, best overall score, and more. Congratulations to the best score overall, Team Semper Fi!

USS Midway Foundation docent celebrating his amazing putt. The USS Midway Foundation also sponsored the putting contest which provided a \$500 cash award to the winner





Participants took advantage of the raffle items, silent auction opportunities, and premium swag in their swag bags



NIGHT AT THE MUSEUM

 PRESENTED BY
MCRD MUSEUM FOUNDATION



GLOBE & ANCHOR SALUTE GALA 2024

AT THE MCRD SAN DIEGO COMMAND MUSEUM

SATURDAY

14

SEPTEMBER



MCRD Museum Foundation

2024 COLONEL NATE SMITH SCHOLARSHIP

Colonel Nate Smith received a Bronze Star for heroic service on Iwo Jima in 1945 and a Silver Star for heroism in Korea in 1951



We're Looking For:

Awarded in honor of Colonel Nate Smith, this annual scholarship is available to enlisted Marines, Sailors, and Dependents of MCRD San Diego/Western Recruiting Region. Applicants must be high school graduates and enrolled in an undergraduate or graduate program. Two scholarship recipients will be selected by a committee based on academic performance, extracurricular activities, and future potential. One scholarship recipient will receive \$2,000, and one recipient will receive \$1,000 towards their future academic endeavors.

Apply Today:

Additional information about the application can be found on our website. Scholarship applications are due NLT 31 August 2024. Please submit completed applications via email to achristensen@mcrdmhs.org. Applicants will receive an email confirmation once their application is received.

www.mcrdmuseumfoundation.org/programs/depot-wrr

Please direct all questions to achristensen@mcrdmhs.org

THANK YOU TO OUR SPONSORS



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AROUND THE FOUNDATION



The Foundation assisted in providing an ASL interpreter during Deaf Community Services of San Diego tour of the Museum



Armed Services Arts Partnership (ASAP) generously partnered with our Family Forever program and provided a flower pressing workshop just in time for Mother's Day

Bruno with MCRD San Diego Marines posed in front of the Foundation tent at the San Diego Legion Military Appreciation rugby game



Allan Rappoport presiding over the Ronald Simas plaque ceremony at the Foundation Donor Wall in the Museum

SUPPORT THE MCRD MUSEUM FOUNDATION


Already an MCRD Museum Foundation member? Thank you for your support! Foundation memberships are a great gift to your newly graduated recruit, favorite Marine alumni, or just because. If you are already a member, consider leveling up to a LIFETIME membership.

MEMBERSHIP PACKAGES




15% Online and In-store discount for a full year & MCRD Museum foundation Coin

Leatherneck
\$35



20% Online and In-store discount for a full year & All lower tier items

Teufel Hunden
\$75



25% Online and In-store discount for a full year & All lower tier items

Chosin Few
\$150

Visit our website for a full list of benefits at all levels and how you as a member help our Marine community

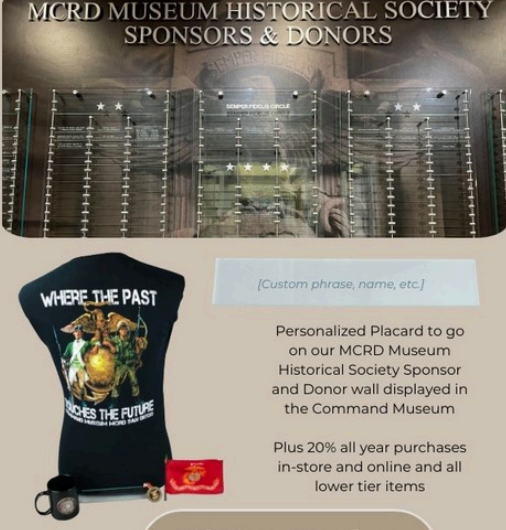
www.mcrdmuseumfoundation.org

MEMBERSHIP PACKAGES



30% Online and In-store discount for a full year & All lower tier items

Flag Raisers
\$500



MCRD MUSEUM HISTORICAL SOCIETY SPONSORS & DONORS

[Custom phrase, name, etc.]

Personalized Placard to go on our MCRD Museum Historical Society Sponsor and Donor wall displayed in the Command Museum

Plus 20% all year purchases in-store and online and all lower tier items

Lifetime Member
\$1,000

Visit our website for a full list of benefits at all levels and how you as a member help our Marine community

www.mcrdmuseumfoundation.org

MCRD MUSEUM FOUNDATION GIFT SHOP EDUCATION CENTER

The MCRD Museum Foundation Gift Shop Education Center is your place for all things military. Show off your Marine Corps pride while supporting the Foundation!

As the official retailer of the MCRD Command Museum, we strive to provide Marines, veterans, and Marine families with the BEST in Marine Corps apparel, gear, and gifts. Our collection of high quality items are sourced exclusively from USMC licensed vendors and a handful of veteran business owners. Additionally, money spent in the MRD Museum Gift Shop goes directly back to the Museum to help fund programs that serve your Marine and all our veterans.

Thank you for shopping with us!



SHOP.MCRDMHS.ORG

- Shop 24/7
- Members receive exclusive discounts
- All proceeds support the Command Museum and its programs

VISIT US ONLINE

- www.mcrdmuseumfoundation.org
- shop.mcrdmhs.org

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Photo by Cpl Elliott Flood-Johnson, Marine Corps
Recruit Depot San Diego

