



The Statue of Responsibility Monument Project

Past, Present, and Future

Last update: 24 September 2009

I. Start-Up Phase (2004 through 2008 - completed)

- Artist commissioned in 1997, organizational work initiated in 2004
- 2004 - IRS awarded 501(c)(3) Non-Profit Foundation, incorporated in Delaware
- Over \$500,000.00 donated in product and services via 19 partner companies
- 195 active Foundation volunteers in 19 states and 17 foreign countries
- 98 Foundation members sitting on various committees, advisory councils and Generation 1 Board of Trustees
- Website and introductory DVD release 1.0 completed
- 3-D computer animation of monument viewable on website
- Sculpture design approved and 13 foot clay prototype finished
- Marketing and presentation materials developed and distributed
- Limited press coverage obtained (some national, most regional)
- Architectural Renderings completed
- Four potential West Coast port city locations researched (San Diego, Los Angeles/Long Beach, San Francisco, Seattle)
- Foundation book project, *Responsibility 911*, approved and research started
- Fundraising strategies researched and planned
- Public relations strategies researched and planned
- Operational cash-flow projections completed for monument and Visitors' Center by Randall Bell of BellConsulting.com.
- Honorary Advisory Council members: Heinz Fischer (Pres. of Austria), Mrs. Viktor E. Frankl, Jack Canfield (Chicken Soup for the Soul author),

Senator Orrin G. Hatch, Senator (ret.) George S. McGovern, Paul Rusesabagina (Hotel Rwanda), Dr. Claudio Pintos (Catholic University, Buenos Aires, Argentina), Dr. Nabyl Eddahar (Senior Fulbright Scholar, Morocco), Dr. Paul Wong, others.

- Preliminary work started on ‘Pennies for Freedom’ program
- U.S. Trademarks applied for and secured
- U.S. Copyright secured

II. Pre-Launch Phase **(start date – January 2009)**

- Goal: \$5.7 million in 18 months
- Replace Generation 1 Board of Trustees with Generation 2 Board of Trustees
- Confirm which city will host monument and secure monument location
- Commission an ‘Archetype Study on Responsibility’ (Dr. Clotaire Rapaille)
- Appoint a VP of Development and fill Development Council
- Appoint a VP of Public Relations
- Implement Phase I - Educational Awareness Campaign ‘Freedom Tour’ - 50 states in 50 days.
- Complete 30 foot tall version of monument
- Retain construction company and foundry
- Complete detailed architectural, engineering and landscaping plans
- Build a scale model of monument including Visitors’ Center and International Monument Pathway
- Confirm actual cost of monument
- Print, promote and distribute Foundation book , *Responsibility 911*
- Expand staff of Foundation and open office in host city
- Complete release 2.0 of DVD
- Enhance 3-D computer animation of monument
- Begin to engage appropriate fundraising strategies (see section III)
- Promote “Pennies for Freedom” school-based fundraising program
- Begin “Social Media” initiative

III. Capital Campaign Phase **(start date – TBD)**

- Appoint National Spokesperson(s) and Project Ambassadors
- Fully engage all *fundraising strategies* including:
 1. Phase II - Educational Awareness Campaign ‘Freedom Tour’ (target audience is school children via school districts nationwide)
 2. Presentations to Jewish bankers
 3. Grants from philanthropic foundations
 4. Corporate sponsorship donations (cause-related marketing approach)

5. Individual donations
6. International Monument Pathway (20 countries at \$9 million each)
7. Millionaire Next Door (2 people from each state to be a Patriot level donor)
8. On-line internet campaign (project awareness and fundraising)

IV. Construction Phase (start date – TBD)

- Build the monument
- Film crew documents the process for later production of documentary film to be shown in the Visitors' Center and sold by the Foundation
- Foundation photographer captures images for his commissioned book, a pictorial history of the monument project

V. Operational Phase (start date – TBD)

- Monument is unveiled and dedicated
- Foundation creates and funds an educational endowment fund to sponsor its ongoing educational scholarship program
- Foundation contracts with a private company to manage the operation of the monument
- Research, plan and market corporate educational/motivational retreat seminars to be held in the Visitors' Center and in top floor of monument
- Operational expenses to manage the monument property will be funded through ticket sales, concessions, bookstore sales, sales of monument replicas, corporate leasing of top floor, restaurant leasing, participation of countries in the International Monument Pathway, etc. Details of these projected expenses and income are provided exclusively by Randall Bell of BellConsulting.com.
- Three (3) to four (4) million visitors per year are projected to visit the Statue of Responsibility. These numbers are based on in-depth research of ten major monuments in the country as provided by BellConsulting.com.
- Foundation will maintain private ownership of the monument property for several years. Eventually the property may be offered to the National Park Service.

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