



MAXIMUM EFFORT

THE CAMPAIGN FOR THE
NATIONAL MUSEUM OF THE
MIGHTY EIGHTH AIR FORCE



THE NATIONAL MUSEUM OF THE MIGHTY EIGHTH AIR FORCE HAS A MIGHTY HISTORY...

For nearly twenty-five years, the museum has kept the stories of the Mighty Eighth Air Force alive. We have connected visitors to the heroes whose grit and courage—whose unwavering sense of honor, duty, and personal sacrifice—helped destroy the Luftwaffe and provide the Allied forces the critical advantage they needed on World War II's Western Front.

"No matter how long it may take us to overcome this premeditated invasion, the American people in their righteous might will win through to absolute victory."
Franklin D. Roosevelt, December 8, 1941



...AND IT HAS A *MIGHTY* FUTURE AHEAD OF IT.



Our collection is second to none. Together, more than 12,000 artifacts, 92,000 photographs, and 1,000 oral histories reveal how America achieved victory over tyranny.

With you as our partner, the museum will experience a transformation.



You can provide resources for a boldly reimagined visitor experience and state-of-the-art exhibitions that invite audiences to step into the shoes of real-life heroes;

You can help us safeguard our collection and make thousands of objects even more accessible to on-site and online audiences;

You can strengthen our very foundation—the endowment that ensures the museum will fulfill its mission and share the stories and lessons of the Mighty Eighth Air Force in perpetuity.

"The Mighty Eighth helped win the war. But we aren't a war museum. We are a museum devoted to telling the stories of people who answered the call to defend our freedom."

Scott Loehr, CEO, National Museum of the Mighty Eighth Air Force

THE YOUNG MEN WHO WOULD BECOME MASTERS IN THE AIR

As Europe faced the threat of Hitler and the Nazis—when the whole civilized world was at war—more than 350,000 Americans gathered on air bases across East Anglia, England. These heroic fighters—just teenagers and young adults—belonged to the Mighty Eighth Air Force.



They came to join their English allies and take the fight to the skies.



Their story began in January 1942 on the other side of the Atlantic Ocean in Savannah, Georgia. There, the United States Army Air Corps assigned seven men, without a single aircraft, to a newly formed Eighth Air Force.

By 1944 over 200,000 Americans served in the Eighth Air Force's ranks. *The Eighth had become the largest air armada in the world.*

They could send 2,000+ four-engine bombers and 1,000+ fighters against any single enemy target in Europe. **And they did.**



The Mighty Eighth's daylight bombing campaign crippled the Nazi's war-making capabilities and effectively destroyed the German Luftwaffe.

By May 1945, the Eighth had flown thousands of missions and dropped over 670,000 tons of bombs.



"For our air superiority, which by the end of 1944 was to become air supremacy, full tribute must be paid to the United States Eighth Air Force. Now we were masters in the air."

Winston Churchill, 1945

Their losses were staggering. Men from the Mighty Eighth comprised over half of the US Army Air Force's total casualties. Over 26,000 of them perished; another 28,000 became POWs.

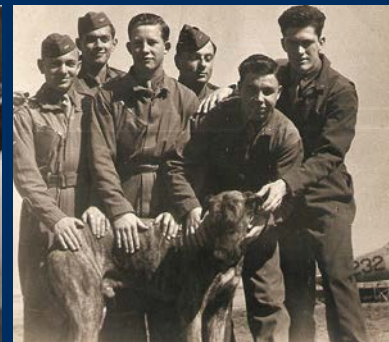


Their successes were equally as remarkable. As the Mighty Eighth crisscrossed Nazi-occupied Europe, their airmen earned **17 Medals of Honor, 220 Distinguished Flying Crosses, and over 420,000 Air Medals.**



"The stories of the Mighty Eighth remind me—and can teach us all—what commitment, honor, and dedication can do to deliver a collective win."

*Paul Grassey, 446th Bomb Group, Eighth Air Force,
Museum Emeritus Trustee and Docent*



THE MIGHTY EIGHTH REPRESENT AMERICA'S FINEST.
WITHOUT THEM, THE ALLIES MIGHT NOT HAVE WON THE WAR.

THE MUSEUM TODAY: ON A NEW MISSION

While the National Museum of the Mighty Eighth Air Force has dedicated itself to telling the stories of these remarkable men and women, the time has come for our transformation.

Our exhibits, built years before the first smartphone was introduced, show their age. Current exhibits focus on displaying the objects in our collection with limited historical context and interpretation.

Consequently, visitors walk away without fully comprehending the value of what they have seen, and thus we do a disservice to the airmen to whom we owe everything.



The B-17 combat gallery must make visitors feel like they are inside a flying fortress—20,000 feet in the air, with temperatures hovering at -50 degrees and flak flying. Visitors must grasp the crux of every airman's **experience**: there were no foxholes in the sky.



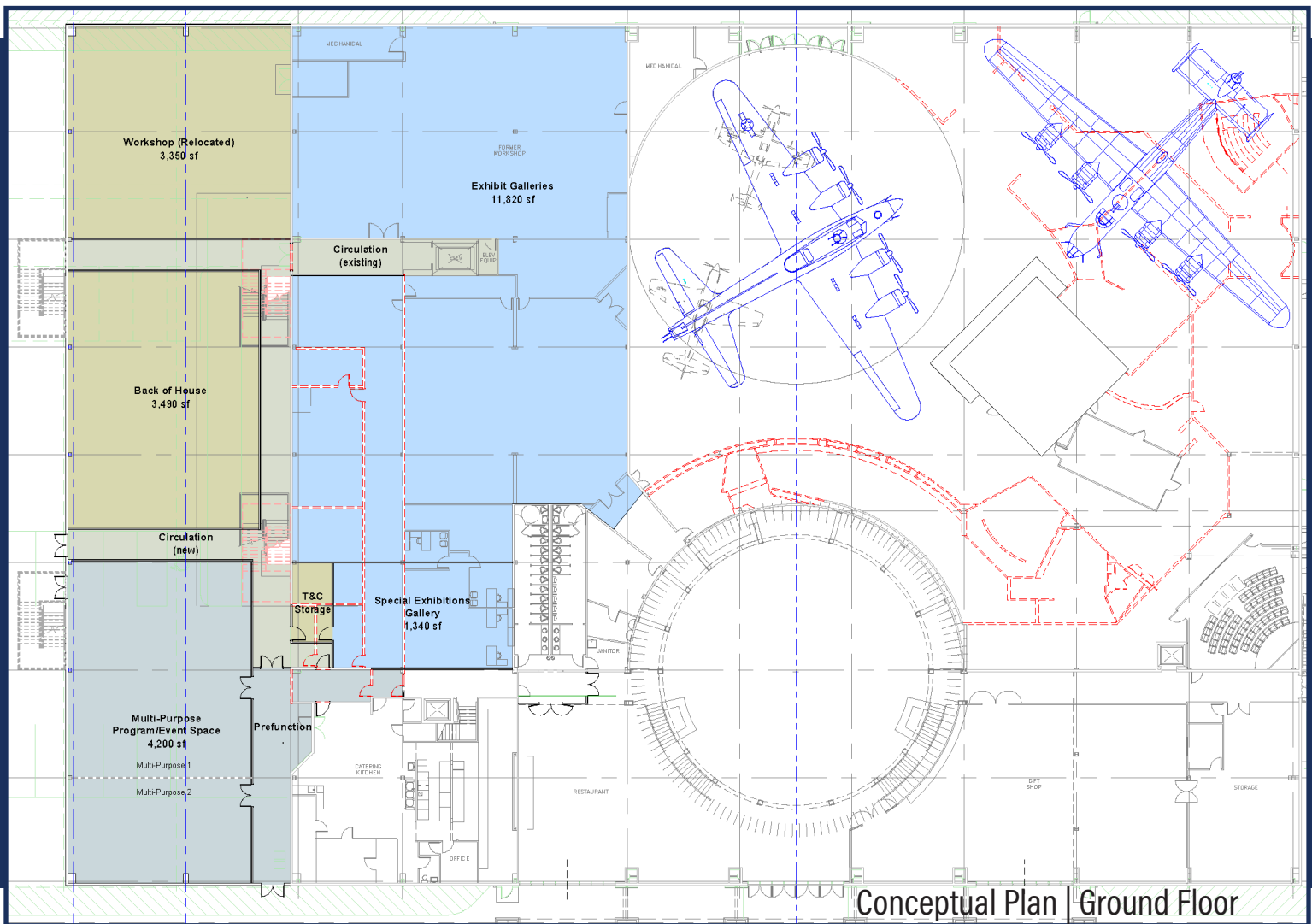
The collection needs to be more **accessible** and we need to enhance our ability to conserve it. More than 80% of the objects are in storage—where no visitor can see them. Recent advances in climate-control and security systems will allow the museum to better protect and conserve the permanent collection.



Visible Collection Spaces

The National Museum of the Mighty Eighth Air Force is missing opportunities to **engage** today's audiences. As a result, visitors do not fully appreciate why the Mighty Eighth matters today—and why their lessons of courage, commitment, duty, honor, service, and sacrifice will matter even more tomorrow.



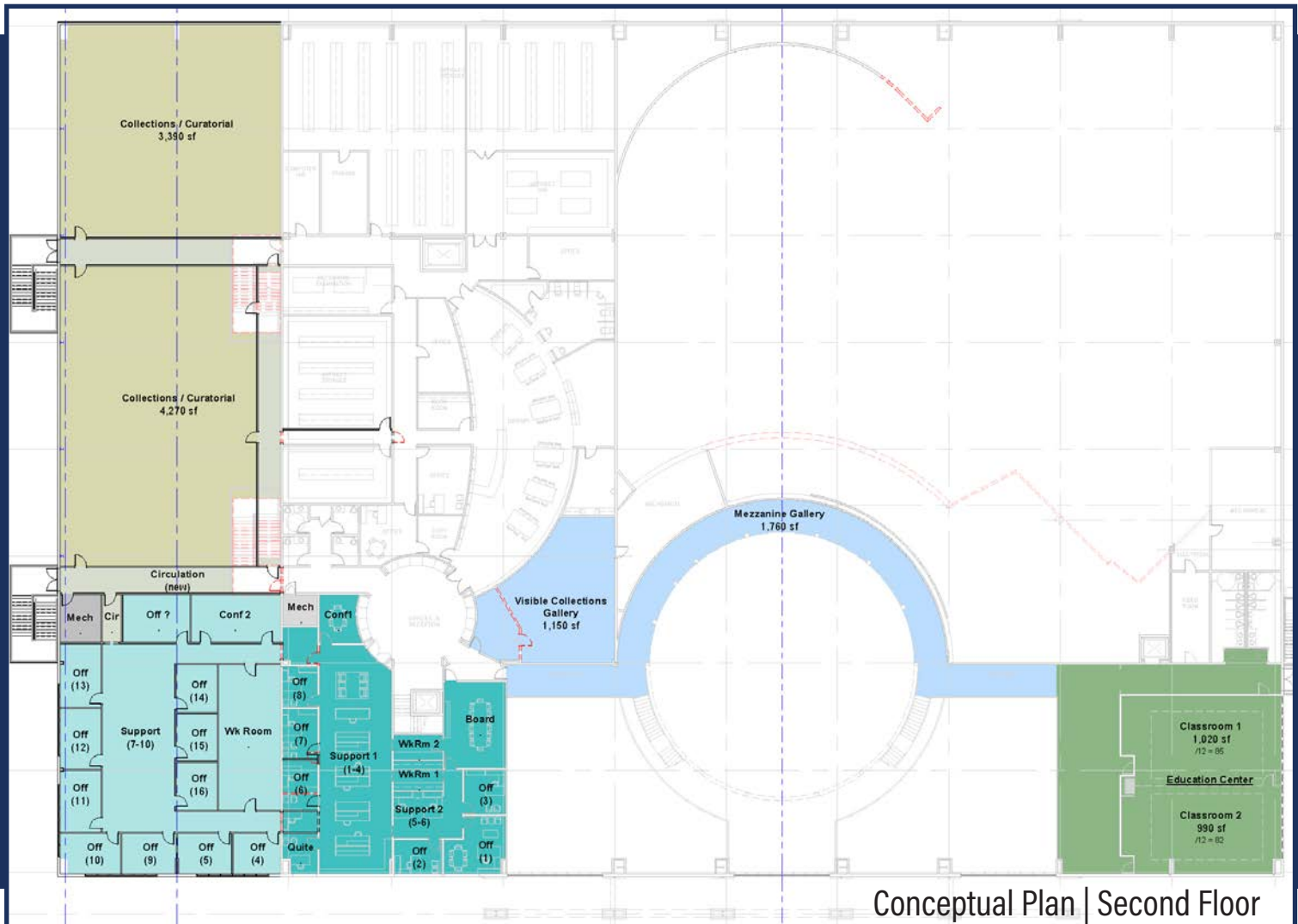


Ground Floor

- » Expanded gallery space for new and updated exhibitions
- » Special Exhibitions gallery
- » Purpose-built space for programs and events

Second Floor

- » History and STEM education center
- » Mezzanine and visible collections galleries
- » State of the art collections/curatorial space
- » Administration suite



TIME FOR TAKE OFF

It's time to renew our promise to preserve for all Americans the stories of courage, character, and patriotism displayed by the men and women of the Mighty Eighth Air Force. We are proud to launch *Maximum Effort: The Campaign for the National Museum of the Mighty Eighth Air Force*.

Through *Maximum Effort*, you'll do more than ensure the Mighty Eighth is never forgotten.

You will build the museum's capacity so that we can teach every single visitor—from the very youngest school children to their parents and grandparents—why the Mighty Eighth's sacrifices are worthy of our appreciation and gratitude and what we can do in our own lives to preserve and honor those sacrifices today.



John O'Neil grew up steeped in Eighth Air Force history. His father, John J. O'Neil, was a member of the Mighty Eighth's 95th and 482nd Bomb groups. A tail- and waist-gunner, Sgt. O'Neil served on the crew of the first B-17 to bomb Berlin on March 4, 1944.

"My father's plane kept going to Berlin even though everyone else turned around. They sent a message to the Nazis that Berlin could be reached. He was 21," explains John. After the war, "most of these men went home and didn't want to talk about it. Starting in the 1970s, they wanted to get back together," says John.

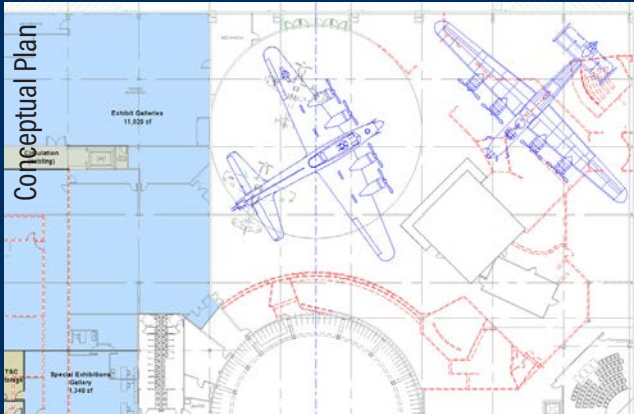
"The Museum became a place that unified them—a physical home for battles they fought five miles up in the air."

For years, John drove his father to the museum, along with Lt. Colonel Hap Chandler, a B-24 navigator who completed 35 missions, and Capt. Frank Murphy, a B-17 navigator who survived 19 months as a POW. It was Frank who nominated John to serve on the museum's board. Today, John serves as the museum's Board Chairman. He is excited about what the campaign will make possible. "There is so much more we can do. Technology has changed so much since the museum was built in 1996," John says. "*Maximum Effort* is an opportunity to provide the resources to take the museum to the next level, to make bold changes so we can become a national museum, in more than name."

Priority #1: **Improving the Visitor Experience** | \$5 million

Your gift will set the museum's transformation in motion.

To capture the minds and hearts of our visitors, this campaign will:



- Add new gallery space to accommodate a B-24 bomber and a new rotating exhibitions program.
- Make all exhibits more immersive, robust, and compelling by adding state-of-the-art applications.
- Make the museum fully ADA compliant so that everyone can experience the museum.
- Create two new classrooms to support the museum's Science, Technology, Engineering and Math (STEM) and history education curricula.
- Build a new multi-purpose space for public and private events.



We have the world's best Mighty Eighth Air Force historical collection. Your gift will allow the museum to showcase that collection in new ways. Completely reimagined exhibits will make visitors feel like they are stepping into the shoes of pilots, navigators, and bombardiers, along with those who supported their missions—from mechanics to nurses, flight surgeons, and cooks.

Technologies we take for granted today—bombsights and radar—were used extensively during WWII—and played a role in the Mighty Eighth's success. You can help us build classrooms designed for experiential learning so that students can explore WWII history and STEM fields at the same time.



Priority #2: **Developing and Managing Collections** | \$2 million

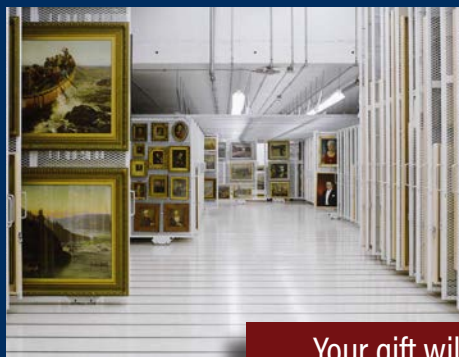
More than 80% of the museum's collection is in storage—storage that calls for improvements.

Your gift will enable us to:

- Create a visible collections gallery so visitors can engage with more of the museum's treasures.
- Improve collection management with a new security system.
- Install a modern climate-control system to safeguard the condition of all the objects in our collection.

"If no one takes their torch, their memories, their stories, their memorabilia will die with them."

John O'Neil, Board of Trustees



Your gift will allow everyone—museum visitors and those researching from afar—to dig deeper into our collections and access objects from across the permanent collection, whether in storage or on exhibit.

Your gift will allow us to install advanced systems that monitor and control temperature and humidity—two factors that impact artifacts and their condition.



Sue Fox Moyer gets “hands-on history.” She’s flown in a B-17. She’s felt the metal shaking around her, the air rushing by her. She took flight to connect with her father’s past. Edward Kenneth Fox was a gunner who earned a Distinguished Flying Cross and nearly lost his right leg after he was struck by flak during the Mighty Eighth’s infamous October 1943 Black Thursday raid. On that day alone, the Mighty Eighth lost 60 bombers. Over 20% of its aircrew were killed or taken prisoner.

Sue is a long-term museum supporter. What excites her today is “the new leadership.” The museum’s remarkable collection—from the B-17 to airmen’s individual letters—is her true passion and concern.

“We’ve got to protect the artifacts,” says Sue. “Paper, textiles, the uniforms these airmen wore—they can disintegrate.” Sue understands the collection is the heart of the museum, how visitors connect to the Mighty Eighth stories. “We’ve got to curate them properly to ensure they are here for generations to come,” she explains. Moreover, *Maximum Effort* presents the last opportunity to reach out to the Eighth’s remaining survivors. “We desperately need more storage so the museum can take in artifacts from these airmen. Otherwise, that history will disappear.”





Lt. Col. (Ret) Bill Getz was just 18 when he learned to fly a B-24 bomber. Before he was old enough to vote, he flew 31 missions on the *Phantom Renegade*, including two on D-Day. "I have a thousand stories about the Eighth," Lt. Col Getz says. But what stands out today is a mission he flew during his second tour because that mission fundamentally changed the Air Force's bombing campaign.

Lt. Col. Getz was one of four combat pilots selected to test using P-51s as scouts for the bombers. "The biggest threat to the bombing force was the weather," says Getz. "Pilots couldn't see in front of

them. We became their 'eyes.'" The experiment was a success, and scouting forces became part of all three of the Eighth's divisions. A longtime museum supporter, Lt. Col. Getz and his wife Vicki donated funds for the museum's 2018 Scouting Forces exhibit in memory of the WWII Eighth Air Force Scouting Forces.

What excites Lt. Col. Getz most about the *Maximum Effort* campaign is the opportunity to build the museum's endowment. "Making a gift to the endowment is more than donating to a noble purpose," he explains. "You are securing the Eighth's history forever."



Priority #3: **Securing the Future** | \$3 million

Growing our endowment now is essential. The capital investments necessary to improve the visitor experience, develop and manage our unique collection, and expand our physical space will come with increased expenses.

Annual investment income from the newly strengthened endowment will provide operating funds—in perpetuity—to support the more robust mission-related programming associated with the museum's improvements, while ensuring the museum can continue to innovate and advance its mission.

Moreover, because the revenue the museum can utilize from the endowment each year only represents a portion of the endowment's projected investment income, the endowment fund and the revenue stream will grow year after year.

Quite literally, your gift to the endowment is a gift that keeps on giving. Your support today will ensure the financial health and viability of the National Museum for the Mighty Eighth Air Force for years to come.



THE CALL TO ACTION IS NOW. JOIN *MAXIMUM EFFORT*.

From its humble beginnings in an armory in Savannah, Georgia, just seven men without a single aircraft grew to become the world's largest air armada. The Eighth Air Force set the standard for World War II aerial combat. Most of the 350,000 personnel who served in the Eighth Air Force had never been in an airplane when they joined the Army Air Force.



Since opening our doors in 1996, The National Museum for the Mighty Eighth Air Force has dedicated itself to sharing the stories of these brave Americans as they answered their country's call to fight tyranny in the skies above Nazi-occupied Europe.



WE INVITE YOU TO JOIN *MAXIMUM EFFORT: THE CAMPAIGN FOR THE NATIONAL MUSEUM OF THE MIGHTY EIGHTH AIR FORCE.*



Your gift to support the campaign will transform the museum from the ground up.

You will help expand our galleries, make every single exhibit more interactive and more engaging, and install climate and security systems to maintain and protect our second-to-none collection.

Your support will grow our endowment so that the museum can fulfill its mission in perpetuity.

By making a gift, you will breathe life into the Mighty Eighth's history for new generations and honor those who secured our freedom so many years ago.



Maximum Effort is your opportunity to recognize their sacrifices and make sure these heroes' stories are shared and valued long into the future.

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