

THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.

QUARTERLY REPORT – 1ST QUARTER 2016

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Distribution of this report:

Original to the Director, National Park Service

Copies to: Regional Director, National Park Service

Superintendent, Statue of Liberty National Monument

BBB- Wise Giving Alliance- National Office

Attorney General- New York State

THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.

STATISTICAL REPORT

2nd QUARTER 2016

	April	May	June	Q2 Total	Q2 2015
<u>American Family Immigration History Center @ at Ellis Island</u>					
Sessions	4,176	4,196	6,360	14,732	7,004
Searches	12,528	12,588	19,080	44,196	21,012
Total number of visitors	16,704	16,784	25,440	58,928	28,016
Volunteer Hours at Liberty Island	246	238	234	718	472
<u>Ellisland.org / LibertyEllisFoundation.org</u>					
Page Views	1,675,974	1,783,168	1,490,196	4,949,338	5,375,520
Visits	317,527	346,400	293,595	957,522	891,067
Unique Visitors	242,786	266,764	229,234	738,784	662,882
<u>Electronic Contacts Received:</u>					
	520	356	413	1,289	1,081
<u>Mail Received:</u>					
	469	538	927	1,934	1,350
<u>Visitors:</u>					
Liberty Island	305,037	381,873	464,652	1,151,562	733,400
Ellis Island	215,571	239,668	296,494	751,733	453,867
Audio Tours	143,922	145,940	325,783	615,645	1,295,012

THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.

REPORT OF PUBLIC AWARENESS

2nd Quarter 2016

(April, May, June)

We partnered with two theatrical shows which will increase the Foundation's profile and potentially contribute funds. Firstly, we are cross-promoting on social media and at the Islands the off-Broadway show about the Statue of Liberty, "Liberty: A Monumental New Musical." Secondly, we arranged for cast members of Broadway's "Fiddler on the Roof" to search for their ancestors in the American Family Immigration History Center and video their visit to Ellis Island, which was cross-promoted on social media. The Broadway show has arranged to donate 10% of full-priced tickets to the Foundation and is promoting our website and the Family History Center on the ticket offer flyer.

We expedited a shoot of an immigration documentary by David Ono, co-anchor at KABC-TV, both at Liberty and Ellis Islands and arranged an interview with Foundation President and CEO Stephen Briganti.

We continued to develop the slate of honorees and event plans for this year's Ellis Island Family Heritage Awards, scheduled for October 18. Additionally, we worked on the upcoming announcement regarding the plans for The Statue of Liberty Museum. This included a preview article about the Museum in a June edition of The Wall Street Journal.

Other media coverage for the 2nd quarter included 115 internet clips, 578 blogs, 4 broadcast clips and 4 print clips.

Social media activity continued to grow. The Foundation Facebook page gained 12,591 new likes, had a total reach of 1,277,031 and, as of June 30, had 70,683 page likes. This equals an increase of 19% in Facebook page likes since the 1st quarter of 2016.

Twitter had 1,628 followers as of June 30. The Foundation YouTube channel had 983 views. The Foundation Pinterest page had 275 followers, and its Instagram page had 429 followers as of June 30.



The Statue of Liberty-
Ellis Island Foundation, Inc.

2016 MEMBER ENROLLMENT

P.O. Box 5202
New York, NY 10274-5202

Maria A. Giangolano
416 Jefferson St
Hoboken, NJ 07030



Dear Friend,

Later this year, we will be in touch with an exciting announcement about a major new project on Liberty Island – in this Lady Liberty's 130th year!

Your continued membership will be absolutely essential to carrying out this historic endeavor – and as a member, you'll get exclusive news and advance notice of our most exciting developments.

That's why it is so urgent that you renew your 2016 membership right away! If you have already renewed your member support, thank you. But if you haven't yet, please send back your 2016 membership contribution of \$500, \$750, or \$1,000 today.

On behalf of all of us at The Statue of Liberty-Ellis Island Foundation, I'd like to thank you for your past support and being a valuable partner in all the great work we've accomplished together.

At the same time, I'm delighted to share with you that Foundation membership now comes with new exclusive and expanded benefits! Along with joining other dedicated individuals interested in supporting these two iconic national monuments, you will receive great deals at hotels, restaurants, museums, and sightseeing destinations. You can find full details about these special offers by visiting LibertyEllisFoundation.org/benefits.

With your full membership, you can also take advantage of your chance to upload a family photo on the popular and interactive American Flag of Faces™ – yours FREE – and featured online and at this exhibit on Ellis Island. In addition, you'll receive a 10% discount on our website and the gift shops and food courts when visiting Liberty and Ellis Islands. Won't you make your Membership contribution today?

We are thankful for any donation you choose to make, but full membership begins with a gift of \$50 or more. So I hope you will continue showing your generous support of our work with a gift of \$500, \$750, or more in order to expand and preserve these beloved

Dedicated to the Restoration and Preservation of the Statue of Liberty and Ellis Island
www.LibertyEllisFoundation.org



Maria A. Giangolano
416 Jefferson St
Hoboken, NJ 07030



The Statue of Liberty-
Ellis Island Foundation

I want to keep the spirit of liberty alive and support the continuing work of the Statue of Liberty – Ellis Island Foundation in restoration, preservation, and education projects at America's two greatest monuments to freedom and opportunity. I am making my 2016 membership contribution in the amount checked below:

\$500 \$750 \$1,000 Other \$ _____

Check enclosed (please make check payable to:
Statue of Liberty-Ellis Island Foundation or SOLEIF).

If you are paying by credit card, please check one:

American Express Discover Card Visa MasterCard

Card Number

Exp. Date: _____ CVV Code: _____ Gift Amount: _____

Signature (required): _____

Join online at LibertyEllisFoundation.org/donate

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"I LIFT MY LAMP BESIDE THE GOLDEN DOOR."

-EMMA LAZARUS, NOVEMBER 2, 1883

When you make a planned gift to The Statue of Liberty-Ellis Island Foundation, Inc., we will honor you with membership in our Golden Door Society. The purpose of our Golden Door Society is to recognize those individuals and families that have made a very special contribution to our Foundation.

To make a bequest, the following language will be helpful:

I give, devise, and bequeath to The Statue of Liberty-Ellis Island Foundation, Inc. the sum of (x) (or otherwise describe the gift or specify a percentage of the estate).

If you would like to further discuss a bequest, please provide the following information:

Your Name _____ Phone _____
Email _____



The Statue of Liberty-
Ellis Island Foundation, Inc.
Attn: Planned Giving Department
17 Battery Place
New York, NY 10004-3507
Phone: 212-561-4500
www.LibertyEllisFoundation.org

monuments and the inspiring story they tell for future generations. Start your 2016 membership today by joining online, filling out the form below, or calling us directly at (212) 561-4500.

Your loyalty to our mission is greatly valued. Thanks again for being a part of history.

Sincerely,

Lee A. Iacocca
Founding Chairman

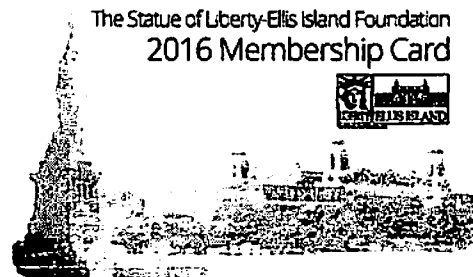
P.S. Your membership gift is fully tax-deductible, and because we have never taken a dime of government funding, it means so much more to us!

WE ARE PLEASED TO ANNOUNCE THAT WE'VE EXPANDED OUR STATUE OF LIBERTY - ELLIS ISLAND FOUNDATION MEMBERSHIP BENEFITS

Recently the Foundation has partnered with local businesses in downtown Manhattan for our Membership Benefits Program to offer new and exclusive deals for you, our dedicated members. These benefits include discounts on hotels, sightseeing tours, deals on admission to local museums and more. As a member you can now visit Lady Liberty and Ellis Island while enjoying a great deal from a participating hotel close by.

MEMBERSHIP BENEFITS INCLUDE...

- Discounts on local restaurants, local hotels, museums, tours, and more!
- 10% discount on all purchases at the gift shops and food courts on the islands and on our website
- Save numerous searches from our extensive Ellis Island immigrant database in your personal file
- One free upload of a family photo on the popular and interactive American Flag of Faces™, both online and at the featured exhibit at Ellis Island
- One free Single-Name Inscription on the American Immigrant Wall of Honor® included in Annual Patron Level Membership of \$150+



For a full list of participating businesses and their special offers please visit LibertyEllisFoundation.org/benefits.



[instagram.com/LibertyEllisFoundation](https://www.instagram.com/LibertyEllisFoundation)



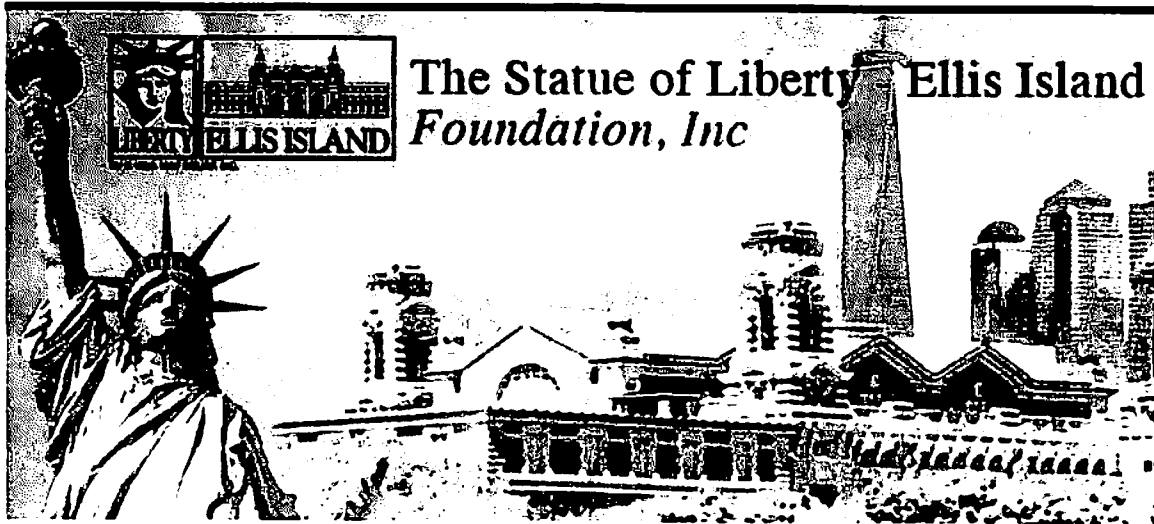
[facebook.com/LibertyEllisFoundation](https://www.facebook.com/LibertyEllisFoundation)



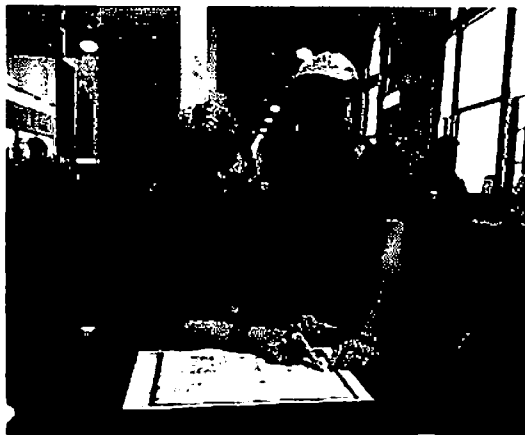
twitter.com/ellisland

Nadia Lee

From: Statue of Liberty-Ellis Island Foundation <ellisland@email.ellisland.org>
Sent: Thursday, July 14, 2016 2:58 PM
To: Nadia Lee
Subject: (TEST-HTML) Your Summer Newsletter is Here!



The American Family Immigration History CenterSM continues to be a "must see" at Ellis Island. People from around the world stop in to search our records that cover arrivals through the Port of New York from 1892-1957 to learn when their family members came to the USA. And now visitors can have their ancestor's arrival records printed out while in the Center and carry their family roots home with them! You can also [search online](#).

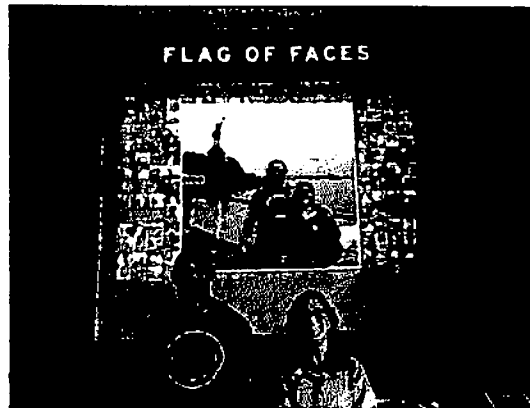


All of Broadway is toasting the new *Fiddler on the Roof*! Rich with musical hits you know and love, including "To Life (L'Chaim!)," "Sunrise, Sunset," "If I Were A Rich Man," "Matchmaker, Matchmaker" and "Tradition," this is the heartwarming story of fathers and daughters, husbands and wives, and life, love and laughter. Bring your family and help the Foundation! * FOR TICKETS use code **FRELLIS** at the box office or purchase online at Telechargeoffers.com and 10% of your ticket price will go directly to The Statue of Liberty-Ellis Island Foundation, Inc.

*Valid on full-priced tickets only. Promotion expires 9/5/16.



When visitors walk into the Ellis Island National Museum of Immigration, one of their first stops is the American Flag of Faces™. The Flag is filled with the photos of people throughout the generations submitted by their families. Did you know you can now submit a photo to the Flag of Faces while at Ellis Island? Whether it's a vintage photo saved to your smartphone during your



museum visit, you can upload it and see your image fly up the Flag of Faces exhibit in the Baggage Room. Be sure to check it out on your next visit, or [upload a photo today online](#).

*This year marks both the Statue's 130th anniversary and 30 years since her centennial restoration, so in celebration we are offering each of our Statue of Liberty collectibles at one **special price: \$25.95!** This series of popular, patriotic ornaments was launched in 2003 and is proudly handcrafted and manufactured in Rhode Island by American artisans.*



*And don't miss our newest arrival -- **American Welcome 2016** is our Fourteenth Annual Limited Edition Statue of Liberty Collectible. This three-dimensional ornament is solid brass and captures the essence of the iconic Lady Liberty and pays homage to historic Ellis Island, the Gateway to America.*

*So don't delay - expand your collection or introduce a friend to these popular collectibles and enjoy **BIG SAVINGS!** [View the entire collection today!](#)*

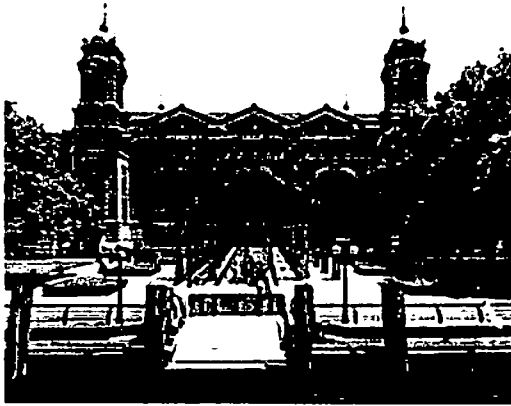
Thank you to all who participated in our 600 Member Challenge! We exceeded our goal and over 900 new members joined. 2016 promises exciting challenges and a big announcement about a new major project on Liberty Island! You've come aboard at a perfect time.

Recently the Foundation has partnered with local businesses in downtown Manhattan for our Membership Benefits Program to offer new and exclusive deals for you, our dedicated members. These benefits include discounts on hotels, sightseeing tours, deals on admission to local museums and more. As a member you can now visit Lady Liberty and Ellis Island while enjoying a great deal from a participating hotel close by. For more information on benefits, please [visit our website](#).

Our mission to restore and preserve these iconic national treasures is supported by your generous donations. And since the Foundation does not receive any government funding, your continued support is essential to our success. Thank you again and have a great Fourth of July weekend!



**Did you
forget
something?**



**We've saved the items in
your cart for you! Click
here to complete your
purchase.**

Dear ,

Your shopping cart has been saved at LibertyEllisFoundation.org! We saw you didn't have a chance to complete your order and hope there weren't any problems. If you'd like to complete your order today, please click here. Please click here to take a quick survey for the chance to win a \$10 gift certificate to our shop! If you have any questions, please feel free to give us a call at 212-561-4588 or email us at contactus@ellisland.org.

Complete Your Order Today!

Thank you for visiting LibertyEllisFoundation.org!

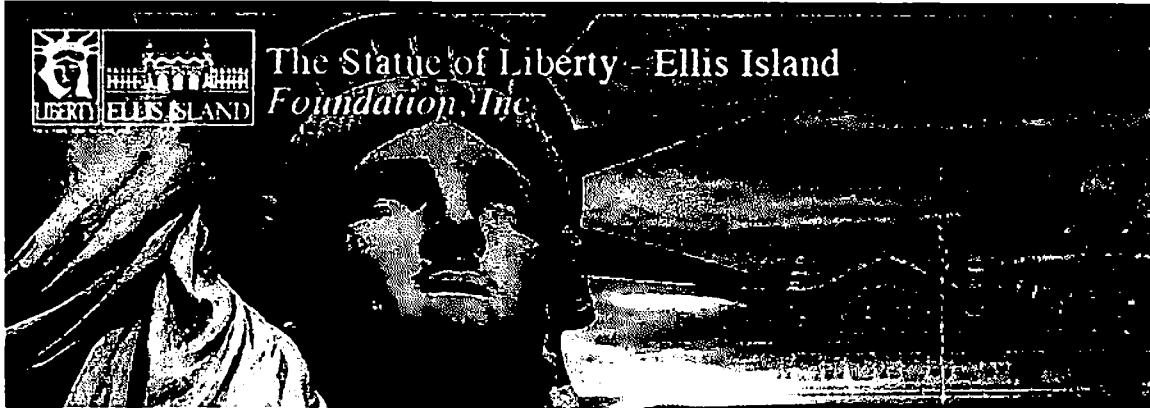
Best,

The Statue of Liberty - Ellis Island Foundation, Inc.

P.S. - Your purchase helps support our nonprofit mission at the Statue of Liberty and Ellis Island.

Nadia Lee

From: Statue of Liberty-Ellis Island Foundation <ellisland@email.ellisland.org>
Sent: Thursday, May 19, 2016 1:01 PM
To: Nadia Lee
Subject: I hope you'll be a member



Dear ,

It's almost summer - which means thousands of people are now planning vacations and weekend trips to the Statue of Liberty and Ellis Island! They can soon discover what you already have...

The wonder of seeing Lady Liberty standing tall over New York Harbor...

The joy of discovering a photograph of a ship that brought a grandparent to America...

The reverence of standing in the Great Hall at Ellis Island, and imagining the millions of immigrants who first set foot on American soil there...

The Statue of Liberty-Ellis Island Foundation is committed to ensuring that each visitor has the best experience possible, by providing online tools to help you get the most out of your trip, and onsite tools to help you discover our American history. To do so, we depend on generous friends like you: people who agree that the history of the Statue of Liberty and Ellis Island is worth preserving - and sharing - with all!

Will you help? With your membership gift of \$25 or more, you can give every visitor the experience of a lifetime! Plus, your gift will help us reach our critical goal of 600 new or renewed members by May 31.

As a member, you will help visitors discover the history of our nation and even their own family histories; plan their trips through our online resources; discover their ancestry at the American Family Immigration History Center and help continue to restore, protect, and preserve the Statue of Liberty and Ellis Island for generations of visitors to come.

Will you help us keep these experiences available to all visitors?

Today is a perfect time to join or renew your membership, because we are planning a major announcement right now that you won't want to miss. As a member, you will be the first to hear about a major new project on Liberty Island!

Plus, with a membership of \$50 or more you can:

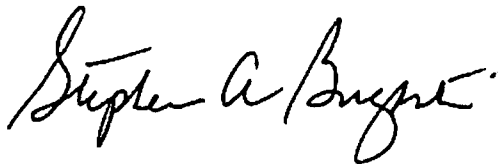
- *Become a part of the experience of Ellis Island by uploading a photo of yourself or a family member to be displayed on our American Flag of Faces™*
- *Enjoy expanded document storage in the Ellis Island Immigrant Database, allowing you to save more specialized searches to your profile.*
- *Annotate Passenger Records to help others in their search.*

You'll also receive exclusive offers and discounts at local hotels, restaurants and museums, as well as on purchases at the Family History Center, the Ellis Island Cafe, and the Crown Cafe at Liberty Island and on our website.

Will you stand with Lady Liberty and join or renew by 5/31?

Thank you for your support during this critical time.

Sincerely,



Stephen A. Briganti
President & Chief Executive Officer
Statue of Liberty - Ellis Island Foundation

The Statue of Liberty-Ellis Island Foundation, Inc.
17 Battery Place, Ste. 210, New York, NY 10004-3507
212-561-4500





Surprise your Mom this Mother's Day by honoring her family at Ellis Island! You can place a photo of her family—or even your Mom—on the American Flag of Faces[™] or inscribe her family name on The American Immigrant Wall of Honor[®] at this popular national monument.

If you inscribe a name on the Wall of Honor by April 27, you will receive the Official Wall of Honor certificate in our FREE document holder in time for Mother's Day. To get this special Mother's Day gift offer, please use Promo 10061873 at checkout. Names will be inscribed at Ellis Island by Summer 2017.

The Flag of Faces is a mosaic of portraits throughout the generations submitted by the public animating a red, white and blue flag. An interactive digital exhibit in the Ellis Island National Museum of Immigration, the Flag of Faces can also be viewed by you and your mother online on Mother's Day. What a great way to honor your mother!

Inscribe Your Family Name on the Wall of Honor!

Place Your Family Photo on the Flag of Faces!