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Distribution of this report:
Original to the Acting 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
1st Quarter 2017

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>Q1 Total</th>
<th>Q1 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>American Family Immigration History Center® at Ellis Island</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td>1,373</td>
<td>1,722</td>
<td>2,936</td>
<td>6,031</td>
<td>7,484</td>
</tr>
<tr>
<td>Searches</td>
<td>4,119</td>
<td>5,166</td>
<td>8,808</td>
<td>18,093</td>
<td>22,392</td>
</tr>
<tr>
<td>Total number of visitors</td>
<td>5,492</td>
<td>6,888</td>
<td>11,744</td>
<td>24,124</td>
<td>29,856</td>
</tr>
<tr>
<td>Volunteer Hours at Liberty Island</td>
<td>157</td>
<td>162</td>
<td>177</td>
<td>495</td>
<td>438</td>
</tr>
</tbody>
</table>

| **EllisIsland.org / LibertyEllisFoundation.org** |         |          |        |          |         |
| Page Views                      | 2,183,466 | 1,978,781 | 1,983,325 | 6,145,572 | 5,594,887 |
| Visits                          | 427,975   | 376,433  | 363,287 | 1,167,895 | 999,958  |
| Unique Visitors                 | 332,473   | 285,971  | 270,937 | 889,381   | 754,453  |

| **Electronic Contacts Received:** |         |          |        |          |         |
| Mail Received                   | 3,458    | 2,085    | 1,160  | 6,703    | 5,832    |

| **Visitors:**                   |         |          |        |          |         |
| Liberty Island                  | 76,775   | 154,701  | 219,036| 450,512  | 559,602  |
| Ellis Island                    | 152,609  | 89,290   | 151,225| 393,124  | 332,835  |
| Audio Tours                     | 160,607  | 168,825  | 247,944| 577,376  | 615,645  |
We continue to plan the 14th annual Ellis Island Family Heritage Awards event, which will be held on October 24 at the Ellis Island National Museum of Immigration. This work involves researching and selecting potential honorees as well as the master of ceremonies and meeting with the special event firm.

The 1st quarter including the following stats documented by our media monitoring service: 149 internet clips, 569 blogs, and 10 print clips.

The social media team has expanded to increase the variety of content. The team meets periodically to discuss ideas and ways to improve traffic on the Foundation’s various social platforms.

The Foundation’s social media activity continued to grow in the 1st quarter. The Foundation Facebook page gained 6,229 new likes, had a total reach of 11,119,974 and, as of March 31, had 94,976 page likes.

The Foundation YouTube channel had 1,741 views in the 1st quarter. Twitter had 1,882 followers as of March 31. The Foundation Pinterest page had 310 followers, and our Instagram page had 833 followers as of March 31.
Dear Moira,

I know you care deeply about the Statue of Liberty and Ellis Island.

I know you agree that it is essential to preserve and restore these national monuments so they can stand for generations to come.

And I know you want to share our American story of immigration ... and our common values of freedom and opportunity for all ... with the millions of visitors who come to Liberty Island and Ellis Island every year.

That's why I'm confident that you will continue your membership in The Statue of Liberty-Ellis Island Foundation, Inc. this year. In fact, if you have already sent back your 2017 membership contribution, and it has crossed in the mail with this letter, thank you so much!

But if you have not yet renewed, I urge you to return your tax-deductible membership gift of $75 or more by March 31.

Your membership early this year is absolutely essential as we plan ahead for the busy spring and summer months to come. More than 4.5 million people visited in 2016, and we expect that number to increase this year. When you renew by March 31, you will ensure that we can enrich and improve the experience of every visitor, even as we continue our essential work to restore and preserve the Statue of Liberty and Ellis Island.

Plus, with your membership renewal now, you can get immediate access to your exclusive member benefits! With a full membership of $50 or more, you can enjoy benefits like:

- The chance to add your family photo to our interactive American Flag of Faces™, on display at Ellis Island and online

(over, please)

Renew now ➔ www.LibertyEllisFoundation.org/renew

(please detach here and return the slip below with your gift in the envelope provided)

☑ YES! I want to continue to restore and preserve the Statue of Liberty and Ellis Island. Enclosed is my 2017 membership contribution; please use my gift where it is needed most to protect our national monuments, and help millions of visitors experience these icons.

☐ $75 ☐ $115 ☐ $150 ☐ Other $_______

Moira, with your membership, you'll receive special member benefits and access! (see full benefits on the reverse)

Renew Faster ➔ www.LibertyEllisFoundation.org/renew

1Make your check payable to The Statue of Liberty-Ellis Island Foundation, Inc. (or SOLEIF). The Statue of Liberty-Ellis Island Foundation is a 501(c)3 organization; your support is tax-deductible. To give by credit card see the reverse. For questions, contact donor services at 212-561-4588 or ContactUs@LibertyEllisFoundation.org.

The Statue of Liberty-Ellis Island Foundation, Inc.
17 Battery Place, Suite 210 New York, NY 10004

Please reply by 3/31
10% off all your purchases at the gift shops and food courts on the islands, as well as at our online store
The ability to save more searches from our immigrant database in your personal file— even more important as we add ten million pre-Ellis Island immigration records to our American Family Immigration History Center’s database this year
Plus, discounts at local restaurants, local hotels, museums, and more!

Or, renew as a Patron member with a gift of $150 and you can even have your family name permanently engraved on our American Immigrant Wall of Honor at Ellis Island!

As you consider your gift, please remember that this is a thrilling time to be a member. Last fall, we broke ground on the new Statue of Liberty Museum, the biggest addition to Liberty Island since the statue herself! When complete, the new museum will provide the opportunity for all visitors to explore Liberty’s history and be inspired by her message of freedom and opportunity.

Today, construction crews are busy with site preparation, moving pipes and infrastructure and preparing the land so that footers can be installed over the coming months. We anticipate opening the new museum to the public in 2019—just a few short years away.

And at the same time, your membership will help us continue to preserve the Statue of Liberty and Ellis Island. You’ll also improve the experience of every visitor, by helping expand the number of immigration records in our immigrant database... installing Wi-Fi so visitors can share their experiences as they happen... and aiding people in discovering their own family stories at the American Family Immigration History Center.

As a generous member in the past, you’ve been essential to our most important work. That’s why I know I can count on you now!

With gratitude,

Stephen A. Briganti
President and Chief Executive Officer

P.S. We thank our members who are also supporting the new Statue of Liberty Museum. But as you consider your 2017 giving, please remember that your annual membership is essential to maintaining the visitor experience at the Statue of Liberty and Ellis Island for the millions who enjoy these national monuments each year. Thank you for your generous support of all our exciting work!

CREDIT CARD GIFT
Charge $ to my:
Visa MasterCard American Express Discover

Card Number
Signature
Expiration Date

MORE WAYS TO HELP
I am interested in supporting the Foundation at the leadership level.
I wish to learn more about planned giving or discuss a bequest.
My company matches charitable gifts; I have enclosed my company’s matching gift form.

*Please contact me at:_________________________
Email/Phone

YOUR MEMBER BENEFITS
With your gift of $50 or more, you can take advantage of expanded benefits, including:

- Discounts at local restaurants, local hotels, museums, and more!
- 10% off purchases at the gift shops and food courts on the islands and on our website
- Ability to save more searches from our Ellis Island immigrant database in your file
- One free upload of a family photo on the interactive American Flag of Faces**
- Patron members giving $150 or more will receive one free single-name inscription on The American Immigrant Wall of Honor®

**Please contact us for more information.

P.S. We thank our members who are also supporting the new Statue of Liberty Museum. But as you consider your 2017 giving, please remember that your annual membership is essential to maintaining the visitor experience at the Statue of Liberty and Ellis Island for the millions who enjoy these national monuments each year. Thank you for your generous support of all our exciting work!
Moira Kavanagh Crosby  
MKDM  
612 East Jefferson St, 2nd Floor  
Charlottesville, VA 22902-5184

Dear Moira,

I cannot thank you enough for becoming a Founder of the Statue of Liberty Museum. Your early contribution makes you one of the first supporters of the museum, and we are deeply grateful for your visionary support.

As a small token of my thanks, I have enclosed a limited-edition print for you, featuring one of my favorite design images of the new museum. Created by our team of architects FXFOWLE and museum designers ESI Design, this image highlights what will become the showpiece of the new museum: Liberty’s original torch from 1886, removed and replaced during the centennial restoration of the Statue. From inside the museum, visitors will intimately experience this powerful artifact, with views of the Statue of Liberty and New York Harbor as a stunning backdrop. From outside, visitors will see the torch shining through massive glass walls.

I hope you will find this image as inspiring as I do – and that you will proudly display it to express your pride in being a Founder of the Statue of Liberty Museum.

Because your support has been instrumental in providing a strong foundation for the future museum, I also wanted to share an update on construction, and the work that is ongoing now on Liberty Island. Please read on to learn more about the work that you are making possible.

As you read this update, I also ask you to think about your role in building the new museum – and to consider an additional, tax-deductible contribution of $18.86 or more. While we’ve been astounded by the level of support for this project, construction of this museum is an ambitious project. To complete it, we will depend on people like you, who want to share Liberty’s message of freedom and opportunity for all.

Your additional contribution now will help continue construction, and allow us to work toward opening the museum in 2019. Plus, if you give $35 or more, you’ll receive our limited-edition commemorative Founder’s medallion as a special thank you gift.

Already, your support of the new Statue of Liberty Museum has provided a strong foundation for preliminary construction efforts. As I write you today, crews are on Liberty Island, moving earth and relocating key underground utilities to make way for the museum.

(over, please)
As site preparation nears completion, crews will begin driving steel piles and pouring the concrete pile caps that will support an elevated slab upon which the museum will be constructed. This slab will lift the new building 10 feet above plaza level, and protect the museum from storms and flooding like that experienced during Hurricane Sandy.

At the same time, we are in the process of building a temporary pier to serve the construction site. One of the most significant challenges in building on Liberty Island is transporting truckloads of concrete, steel and other construction materials to the island, without interrupting normal visitation. This temporary pier — large enough to hold several concrete trucks at once — will allow for barges to deliver equipment and supplies from our construction staging area on the mainland to Liberty Island as needed.

Your support has been instrumental during this early planning and site preparation phase, and we look forward to keeping you up to date on all of our most exciting milestones. In fact, you can even check in on our progress whenever you want, through our construction site camera from EarthCam, available online at www.libertyellisfoundation.org/constructioncam.

I also wanted to let you know about one more exciting development. Alongside the museum, we will be creating a Reflection Pathway on Liberty Island. This walking trail will feature life-size sculptures of the Statue's tablet, crown and shackles, and give visitors a chance to explore these symbolic features up close. This feature will be possible because of the generous backing of our Statue of Liberty Museum Founders — friends like you who have taken on a leadership role that will inspire others to support this project.

Your support of the new Statue of Liberty Museum has had a tremendous impact already, and I am deeply grateful for your participation.

However, building this new museum is an ambitious and long-term project. To meet the challenges of building on Liberty Island ... and to create a museum that can serve millions of visitors each year, we will rely on your continued friendship and visionary support.

So please, consider an additional, tax-deductible gift now. As you do, please remember that your Founders recognition in the museum will reflect the total of all your contributions — until opening.

With gratitude,

Stephen A. Briganti, President and Chief Executive Officer

P.S. Many people are choosing to support the museum and to honor or memorialize a loved one at the same time. If you'd like to do so, consider making a Founders gift in honor or memory of someone special. The person you select will be honored in the museum as a Founder; plus, you can even receive an additional Founders medallion with a contribution of $35 or more to give to your honoree. See details on the reverse of the enclosed reply. Thank you!
I proudly accept my invitation to carry the torch!
Recognize me/my family as a Founder of the Statue of Liberty Museum. Use my tax-deductible gift to build this new museum:

- $18.86 Founder
- $50 Champion
- $250 Legacy Circle
- Other $____

*Receive our limited-edition Founders Medallion when you give $35 or more.

Please list this name for Founder's recognition

This gift honors □ me/my family or is a □ gift in memory □ gift in honor. 60 character text limit.

□ I wish to remain anonymous.
□ No gifts, please; use my full support for the Museum.

Make your check payable to The Statue of Liberty-Ellis Island Foundation, Inc. (or SOLEIF). To give by credit card, please complete the reverse.

INSTRUCTIONS: Affix this seal to your Founders Certificate (below) to authenticate. Your Certificate is valid upon receipt of your gift.

STATUE OF LIBERTY MUSEUM
FOUNDER
Moira Kavanagh Crosby

In recognition of founding support for the establishment of the Statue of Liberty Museum to preserve the Statue's history and tell the story of freedom in the United States.

Founder Number 1234567890123456

Stephen A. Brigati
President and Chief Executive Officer

Lee A. Iacocca
Founding Chairman
CREDIT CARD GIFT
Please charge $__________________ to my:
☑ Visa ☐ MasterCard ☐ American Express ☐ Discover

_________________________________________  __________________________
Card Number  Expiration Date

_________________________________________  __________________________
Signature  CVV

ABOUT FOUNDERS RECOGNITION
When you give $18.86 or more, your name (or the name you designate) will be listed in our Founders Registry in the Statue of Liberty Museum when it opens. Please list name on reverse as you wish for it to be listed; names must be no more than 60 characters. Acceptable formats include: John Smith; John and Mary Smith; The Smith Family; The Thompson-Smith Family. For more examples and information, see www.libertyellisfoundation.org/recognition.

When you give $35 or more, you will receive our limited-edition commemorative medallion. We can only send one medallion per Founders Contribution. Please allow 6 to 8 weeks for delivery of your medallion.

If you choose to make your gift In Honor of or In Memory of a loved one, your loved one will be recognized in our Founders Registry; please note that we are not able to list your name as well. If you make a memorial or honorary contribution of $35 or more, our Founders medallion will be shipped to you directly for you to gift as you wish.

HELP EVEN MORE
☒ I am interested in supporting the Foundation at the leadership level. Please contact me by ☐ phone or ☐ by email.

☒ I am interested in making a planned gift to the Foundation, and being recognized as a member of the Golden Door Society. I wish to learn more about planned giving or discuss a bequest. Please contact me by ☐ phone or ☐ by email.

CONTACT INFORMATION
Please provide your contact information:

Phone: ________________________________

Email: ________________________________
Dear Friend,

I know you care about the Statue of Liberty and Ellis Island.

I know you agree that it is essential to preserve and restore these national monuments so they can stand for generations to come.

And I know you want to share our American story of immigration ... and our common values of freedom and opportunity for all ... with the millions of visitors who come to Liberty Island and Ellis Island every year.

But all of this depends on you, Friend.

You see, active members of The Statue of Liberty-Ellis Island Foundation are the most important champions and protectors of this vision.

And so I ask you to stand for liberty in 2017 by standing with The Statue of Liberty-Ellis Island Foundation now:

Your Member Benefits
With a membership of $50 or more, you’ll enjoy

- Opportunity to add your family photo to American Flag of Faces™ at Ellis Island and online.
- 10% off purchases on the islands and at online store.
- Ability to save searches from immigrant database in your personal file.
- Discounts at local restaurants, local hotels, museums and more!

RENEW » JOIN »

JOIN  RENEW
As a member of The Statue of Liberty-Ellis Island Foundation, you will play an essential role in preserving the Statue of Liberty and Ellis Island year-round. Your membership support will also improve the experience of every visitor by helping expand the number of immigration records in our immigrant database ... installing Wi-Fi so visitors can share their experiences as they happen ... and aiding people in discovering their own family stories at the American Family Immigration History Center.

Plus, this year is an even more thrilling time to be a member, as work begins on the new Statue of Liberty Museum!

**In short, your membership matters.**

Whether you are renewing your membership or joining with us for the first time, I look forward to welcoming you as a proud 2017 Statue of Liberty-Ellis Island Foundation Member!

Thank you for being a friend of liberty, and of The Statue of Liberty-Ellis Island Foundation.

With appreciation,

Stephen A. Briganti
President and Chief Executive Officer
The Statue of Liberty-Ellis Island Foundation, Inc.

P.S. We thank our members who are also supporting the new Statue of Liberty Museum. Your 2017 membership is essential to maintaining the visitor experience at the Statue of Liberty and Ellis Island for the millions who enjoy these national monuments each year. Thank you for your generous support of all our exciting work!

P.P.S. If you have already joined or renewed your membership, and my email has crossed with your 2017 membership gift, please disregard this message and accept my thanks for your support!
Dear Friend,

We are excited to share the news with you... **construction of the new Statue of Liberty Museum is now underway on Liberty Island**! The crane has arrived, site preparation has begun, a new pier is being built—all to lay the groundwork for this once-in-a-generation project.

We’re making great progress, but there’s one person whose support will be essential as we continue our work—yours, Friend. That’s why I am writing today to offer you the opportunity to establish yourself as a Founder of this extraordinary new museum. Your support before March 31st will play a crucial role in maintaining our momentum throughout the spring as we build this museum to honor Liberty. With your help, her story will be shared with millions of visitors for generations to come.

**Will you make your mark on this historic project with a gift of $18.86, $35 or**
Your support will entitle you to recognition within the museum itself! To honor your generous participation in this venture, your name will join the ranks of other exceptional leaders and will be on permanent display within the museum.

Plus, if you are able to become a Founder at the $35 level or above, you’ll also receive our limited-edition Statue of Liberty Museum Founders medallion.

We have set an ambitious goal of opening the Statue of Liberty Museum in 2019. When it opens, it will offer interactive galleries that tell the story of freedom in the United States and of Liberty’s significance to our nation and the entire world. But, if we are to stay on track, meet our construction deadlines, and open the museum on time, there’s one person whose help we critically need—that’s you, Friend.

Construction of the Statue of Liberty Museum will continue with your help. Will you make your mark on history and become a Founder?

Please, become a part of this historic endeavor today with your most generous contribution.

Sincerely,

Stephen A. Briganti
President and Chief Executive Officer
The Statue of Liberty-Ellis Island Foundation, Inc.
NEW: LEADERSHIP MEDALLION

We are thrilled to announce a new way to honor Founders giving $250 or more to the Statue of Liberty Museum!

This sterling silver medallion was crafted and donated by ALEX AND ANI®, specifically for leadership supporters of the Statue of Liberty Museum, and is inlaid with Liberty Copper™.

Become a leadership supporter >

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

You received this message because you are registered at www.libertyellisfoundation.org
Having trouble viewing this e-mail? Improve your view Mobile | Browser
If you do not wish to receive future email correspondence, click here.