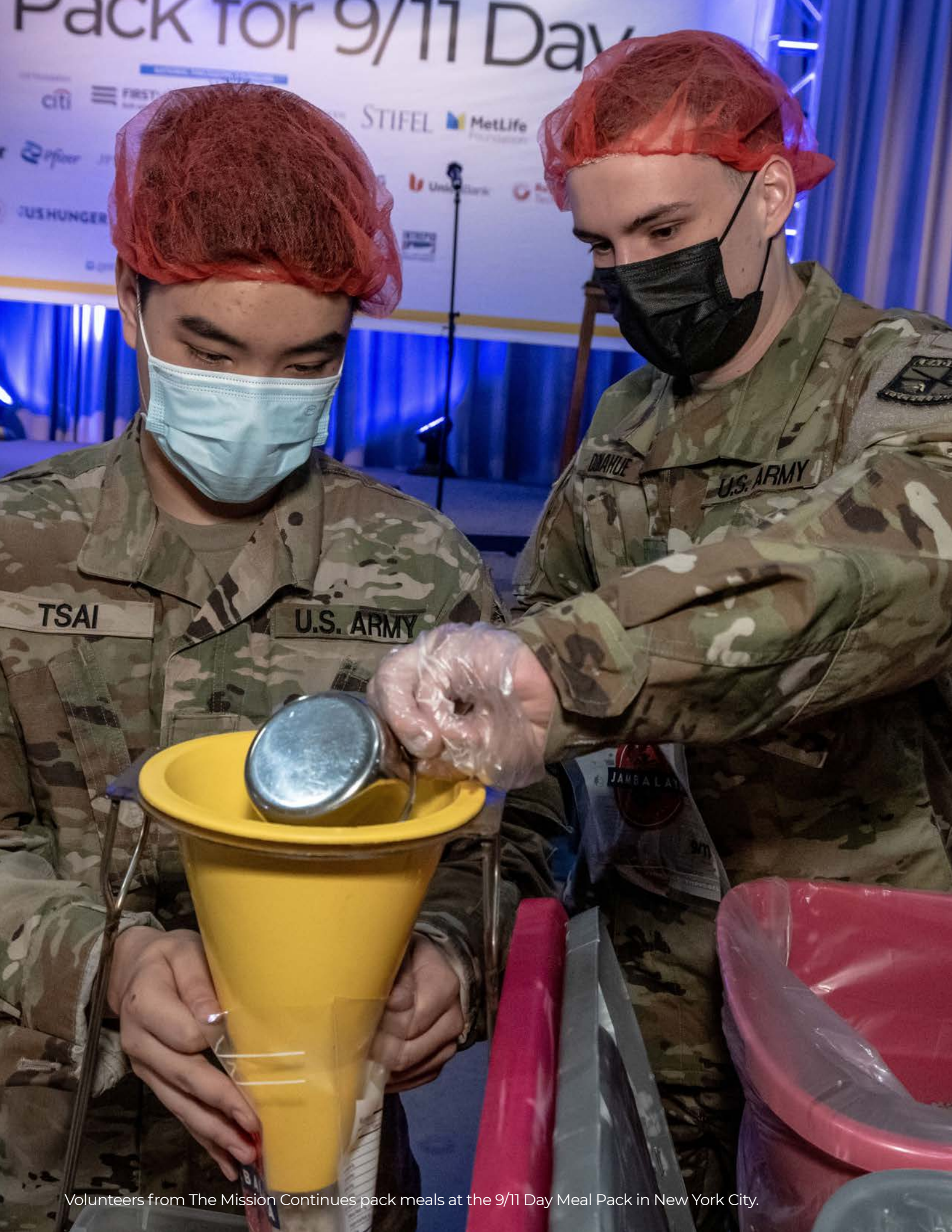




Rekindling the Spirit of Unity and Service
for the Anniversary of 9/11

Impact Report 2021





Rekindling the Spirit of Unity and Service for the Anniversary of 9/11

Six months after the September 11, 2001, terrorist attacks, a group of 9/11 leaders, led by our co-founders David Paine and Jay Winuk, joined together to form our nonprofit, 9/11 Day. Our goal was to transform the anniversary of the attacks into a national day of service and unity in tribute to those killed and injured on 9/11, and to honor the many individuals who bravely rose in service in response to the attacks.

Today, in great measure because of our efforts over the past 20 years, the anniversary of 9/11 has grown to become the largest annual day of charitable service in the nation. Known widely as “9/11 Day,” tens of millions of people and countless organizations participate in the observance each September 11 in a spirit of togetherness.

9/11 Day is now also a federally-recognized National Day of Service and Remembrance, established under legislation passed by the United States Congress in 2009, and signed into law by President Barack Obama. The only other Day of Service established under federal law in the history of the nation is Martin Luther King, Jr.’s birthday.

This past September 11, 2021, was a historic milestone for our organization and the nation, marking the 20-year remembrance of the 9/11 attacks. We were very proud to organize the largest day of service in the history of our country – with 38 million participants – thanks to the support of so many wonderful partners and sponsors, along with the successful co-production of our first television special, “Shine A Light,” broadcast worldwide on CNN, CNN International, and CNN Español.

In many cities across the nation, in partnership with the federal agency AmeriCorps, we staged large-scale volunteer service projects, focused on hunger relief, which generated millions of meals for Americans in need. We also delivered thousands of freshly-prepared meals from local restaurants to first responders in collaboration with World Central Kitchen, and provided free lesson plans and videos to hundreds of thousands of elementary and middle school students across the nation, with the help of NBC’s *Today Show* host Jenna Bush Hager and Discovery Education.

(continued)

In 2022, and over the next five years, we will be focusing on three key initiatives:

- **Expand the 9/11 Day Meal Pack Program.** We will be increasing the number and size of our signature 9/11 Day Meal Packs in 2022 and beyond, with the goal of establishing projects in as many as 40 cities by 2026;
- **Teach 9/11 Day to New Generations of Americans.** We will be broadening the scope and reach of our programs that educate younger Americans about 9/11 Day and the importance of civic engagement in general;
- **Launch Innovative Pilot Programs.** We are exploring pilot programs to accelerate the growth of 9/11 Day projects around the nation, develop turn-key “projects in a box,” and find impactful ways to engage 9/11 Day volunteers in year-round efforts to support hunger relief programs in local communities.

To support our plans over the next five years, from 2022 - 2026, and to begin to establish a longer-term endowment, our Board of Directors is initiating a capacity-building campaign.

We invite you to learn more about these and our other impactful programs, and we encourage you to continue to support us as we embark on an ambitious five-year plan to bring our programs to scale and firmly establish the annual “9/11 Day” observance as a ubiquitous moment of reflection, unity and service in America.

Sincerely,



Joseph Spalluto
Chairman
MyGoodDeed, 9/11 Day

Our Impact

- Established September 11 as an annually observed “Day of Service and Remembrance,” recognized under federal law and Presidential Proclamation;
- Built the 9/11 National Day of Service (now widely called “9/11 Day”) into the largest annual day of service in the United States. Each year for 9/11, we successfully engage more than 30 million Americans in volunteerism, charitable service, and good deeds;
- Generated more than 150 million acts of service through our 9/11 Day programs over the past two decades;
- Created “signature” volunteer projects held every 9/11 in cities across the nation, where we’ve engaged tens of thousands of volunteers and generated more than 8 million non-perishable meals for people in need;
- Built an extraordinary coalition of hundreds of influential partners, including major employers, professional sports leagues, national and local nonprofits, youth groups, schools and colleges, government entities, and faith-based organizations that support our programs each year;
- Established a prominent network of more than 100 prominent celebrity supporters, dignitaries, and other well-known individuals;
- Since 2002, mobilized more than 20 million students in service on September 11 through our free 9/11-related civic engagement resources, videos and lesson plans;
- Grew our program revenues from just \$658,000 in 2016 to more than \$5,000,000 in 2021.



9/11 Day co-founder Jay Winuk, who lost his brother Glenn Winuk on 9/11, speaks to the media at our 9/11 Day Meal Pack project in New York City.



Grammy Award- and Academy Award-winning musical artist H.E.R., performs at “Shine A Light,” co-produced by 9/11 Day with CNN for the 20-year remembrance of 9/11, September 11, 2021.

20-Year Remembrance of 9/11

September 11, 2021, marked the 20-year remembrance of the 9/11 terrorist attacks. In recognition, 9/11 Day planned and executed one of its most ambitious programs in its history – inspiring a record 38 million Americans, and countless others around the world, to engage in service and good deeds in tribute to those impacted by the attacks and those who rose in service in response.

“SHINE A LIGHT” WORLDWIDE TELEVISION SPECIAL WITH CNN

- 9/11 Day conceived and co-produced the **worldwide hour-long television special “Shine A Light,”** which aired on the evening of September 11, 2021, on CNN, CNN International and CNN en Español, and across the entire CNN digital network. The “Shine A Light” program reached 3.8 million people, and featured stunning performances by **H.E.R., Brad Paisley, Common, and Maroon 5;** appearances by **Eli Manning, Leonardo DiCaprio** and **Robert DeNiro;** and inspiring stories from 9/11 family members, survivors and first responders to help encourage Americans and others to pay tribute through expressions of unity and good deeds.
- Convened leading 9/11-related and first responder organizations as co-hosts to help support the program and ensure its authenticity and alignment with the interests of the 9/11 community.

“Shine A Light,’
co-produced
by 9/11 Day and
CNN, aired on
the evening of
September 11,
2021, drawing
an international
audience of 3.8
million people.”

“STATE OF UNITEDNESS” NATIONAL AWARENESS CAMPAIGN

To build awareness of the 20-year remembrance of 9/11 and inspire Americans to engage in unity and service in tribute, we partnered with the national branding firm Wunderman Thompson to create and distribute a nationwide public service advertising campaign, entitled “State of Unitedness.” This remarkable campaign featured 23 9/11 community members and first responders, urging the nation to join together in unity and engage in good deeds for the 20-year remembrance of 9/11. The PSAs reached millions of Americans, thanks to the assistance of our partners Extreme Reach, Nielsen Company, iHeartRadio and the National Association of Broadcasters, which distributed these TV and radio spots nationwide.

- Secured the assistance of Bruce Springsteen, who granted 9/11 Day the rights to use his music for the PSA soundtrack, and Academy Award-winning actor Morgan Freeman, who provided the voiceover for the radio version.
- Our television PSAs aired nationwide more than 3,472 times during the week of 9/11, at a donated value of more than \$825,000.
- iHeartRadio aired our radio PSAs across all of its 850+ market-leading stations around the country, generating more than 12,625,600 impressions, at a donated value of \$170,822.63.

- Generated more than 2.7 million visitors to our website, 911day.org, over just seven days during the week of 9/11.
- Generated more than 100 million media impressions through national and local broadcast, print and social media. 9/11 Day was featured nationwide by Associated Press and NBC’s Today Show with co-host Jenna Bush Hager broadcasting live from our volunteer event aboard the Intrepid Sea, Air & Space Museum in NYC. 9/11 Day also was covered by several international media, including from Italy, Finland and Sweden.

“9/11 proved that we’re not really divided. Not when it truly matters.”



Daniel Nigro, New York City Fire Commissioner and 9/11 survivor, appears in “State of Unitedness,” 9/11 Day’s national PSA calling upon Americans to join together again in unity.

SIGNATURE MEAL PACKS FOR 9/11 DAY

After a one-year hiatus due to the COVID-19 pandemic, 9/11 Day was again able to host its signature “9/11 Day Meal Packs” in major cities across America.

In collaboration with the federal agency AmeriCorps, 9/11 Day successfully mobilized thousands of volunteers – individuals, veterans, first responders, and others from area corporations, nonprofits, and faith groups – who joined together in unity on 9/11 to help assemble millions of non-perishable meals for those in need. These meals were donated to and distributed by local Feeding America-affiliated food banks that serve these communities.

Project locations included New York City, Washington D.C., Boston, Atlanta, Dallas, Chicago, St. Louis, Phoenix, Los Angeles and San Francisco. More than 100 of the nation’s leading employers participated in supporting these events both financially and through the participation of their employee volunteers, including Citi, American Express, AT&T, MetLife, Pfizer, Target, CDW, Motorola, Stifel/KBW, and JPMorgan Chase, among many others.

New Pilot Programs: Beginning in 2022, we will launch two important new pilot programs. This year, we will be testing our ability to deliver 9/11 Day Meal Pack “projects in a box,” enabling local organizations to stage their own 9/11 Day meal packs without requiring 9/11 Day’s on-site support teams. As an initial test, we are exploring an opportunity to deliver these “projects in a box” to college campuses. The goal is to mobilize

as many as 10,000 students in packing five million non-perishable meals for use by campus and off-campus pantries.

Our second pilot project will test ways to connect volunteers who participate in our annual 9/11 Day projects with local pantries that need ongoing volunteer assistance. Especially as COVID continues to put older individuals at risk, many pantries that depend on seniors who serve as volunteers are struggling to find the volunteers they need.

“Since 2016, 9/11 Day Meal Packs have mobilized 28,000 volunteers who helped pack more than 8,000,000 meals to help feed Americans at risk of hunger.”



2022-2025 MEAL PACK EXPANSION CITIES

Over the next five years, we plan to bring to full national scale our highly successful 9/11 Day Meal Pack program toward our goal of establishing as many as 40 projects around the country by 2026.

In 2022, in addition to continuing and growing our 10 current 9/11 Meal Pack projects, we plan to launch new projects in Minneapolis, Charlotte, Salt Lake City, Columbus, Tampa, and other cities to be announced.



TEACHING AMERICA'S NEXT GENERATION ABOUT 9/11 DAY

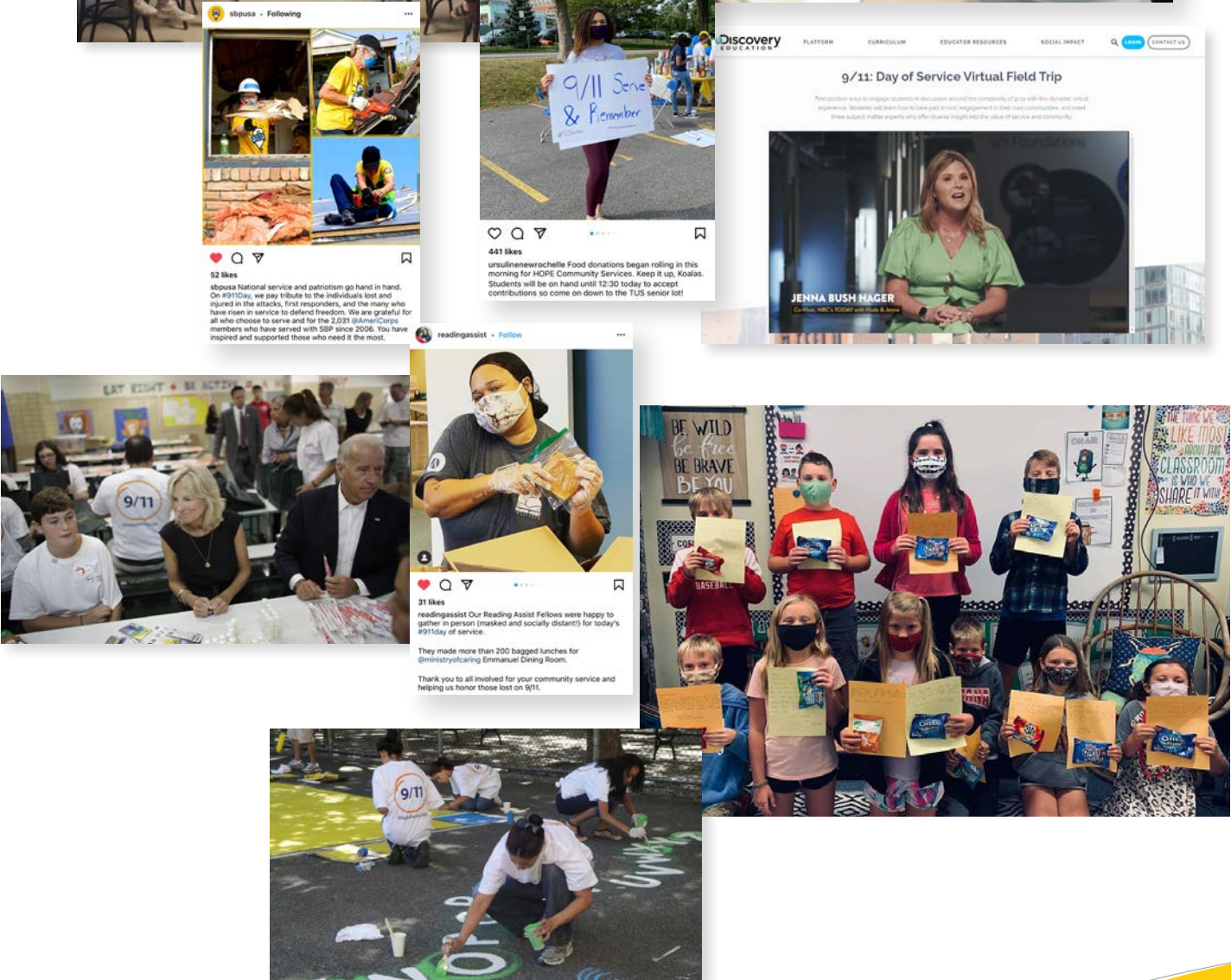
9/11 Day is a leader in providing free resources to help teachers and parents educate young students about the nature and purpose of 9/11 Day, promote the importance of building a more empathetic and civic-engaged nation, and inspire future generations of Americans to observe each 9/11 through service activities.

In 2021, we distributed **free lesson plans, resources and videos about 9/11 Day** to more than one million students in partnership with AmeriCorps, Discovery Education, and other leading youth education and service organizations. This program included the production of a “Virtual Field Trip” (VFT) video, shot in NYC and featuring high school students asking

questions of 9/11 community members about service and 9/11. Moderated by NBC *Today Show* co-host Jenna Bush Hager, during the first month of accessibility the VFT reached more than 306,000 students.

In 2022 and beyond, we plan to invest heavily in our youth education and service program, adding resources, partners and access to new technology, with the goal of engaging as many as five million students, along with their teachers and parents, in observance of 9/11 Day each year, then continue to work to keep them engaged in service for the long-term.

“Today Show co-host Jenna Bush Hager moderated a special Virtual Field Trip co-produced by 9/11 Day and Discovery Education.”





Firefighters the City of Tampa Fire Department were among thousands of first responders who were delivered free meals by 9/11 Day and Word Central Kitchen on 9/11 in appreciation for their service.

OUR RESPONSE TO COVID

“9/11 Day At Home”

As with many nonprofits and other organizations, 9/11 Day faced significant programmatic challenges caused by the COVID-19 pandemic.

Recognizing that we would not be able to stage our in-person volunteer projects for 9/11 in 2020, we pivoted to two highly successful alternative programs.

We launched “9/11 Day At Home,” a new web-based program that provided easy ways for people to make a difference virtually and safely during the pandemic. We provided online, high impact opportunities for people to support local restaurants; donate plasma to help fight COVID-19; and sponsor freshly prepared meals for healthcare workers and first responders, along with offering more than 50 other virtual service activities in partnership with a wide range of remarkable charitable organizations throughout the nation.

To promote “9/11 Day At Home,” we recruited the assistance of more than 100 prominent celebrities, athletes and public figures to encourage Americans to visit “9/11 Day At Home” and take action to help those in need. Those who joined to support our campaign included former President **Barack Obama**, former First Lady **Laura Bush**, **Chelsea Clinton**, **Trevor Noah**, **Jennifer Lopez**, **Justin Timberlake**, **Jennifer Aniston**, and many others.

Supporting Healthcare Workers, First Responders and Local Restaurants

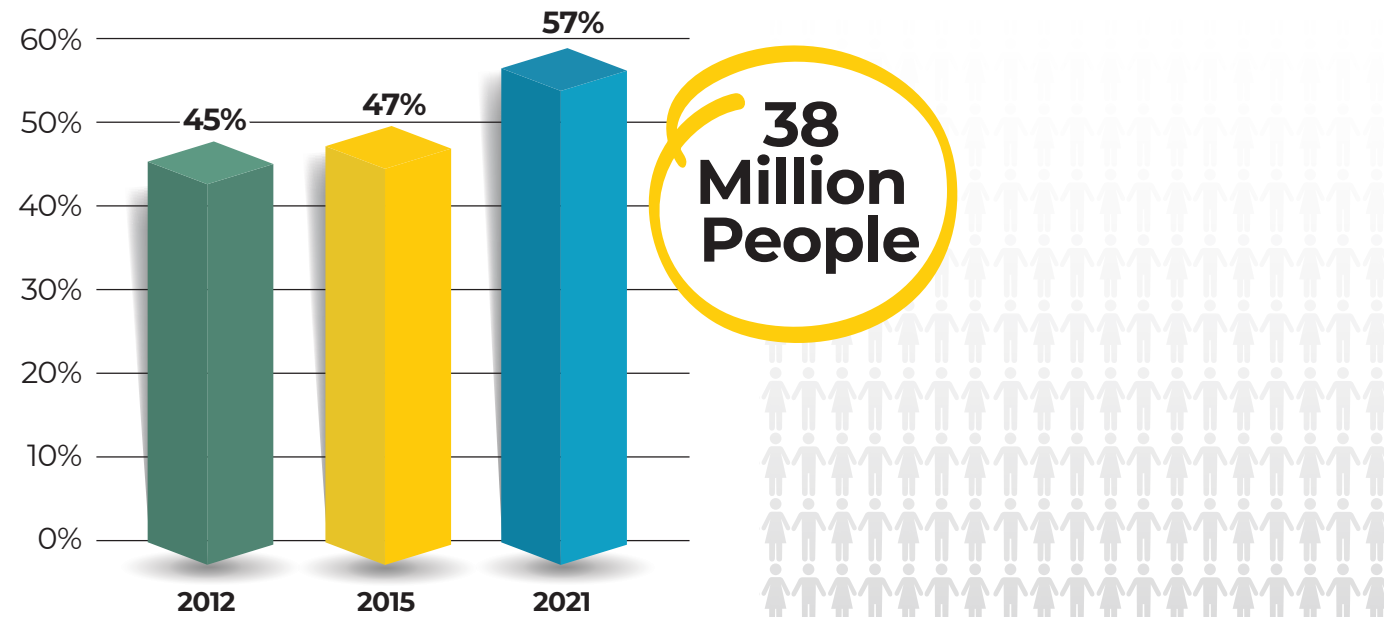
In lieu of staging our own in-person volunteer projects due to COVID-19, in 2020 and in 2021 we partnered with Chef José Andrés and World Central Kitchen to deliver on 9/11 more than 60,000 freshly prepared meals to hospital and healthcare workers, along with EMS and other first responders. All of these meals were purchased from local restaurants in more than 40 cities to help support their recovery during the pandemic.

“Partnering with World Central Kitchen, we delivered 60,000 meals in 2020-2021 to say ‘thank you’ to our nation’s first responders and healthcare workers.”

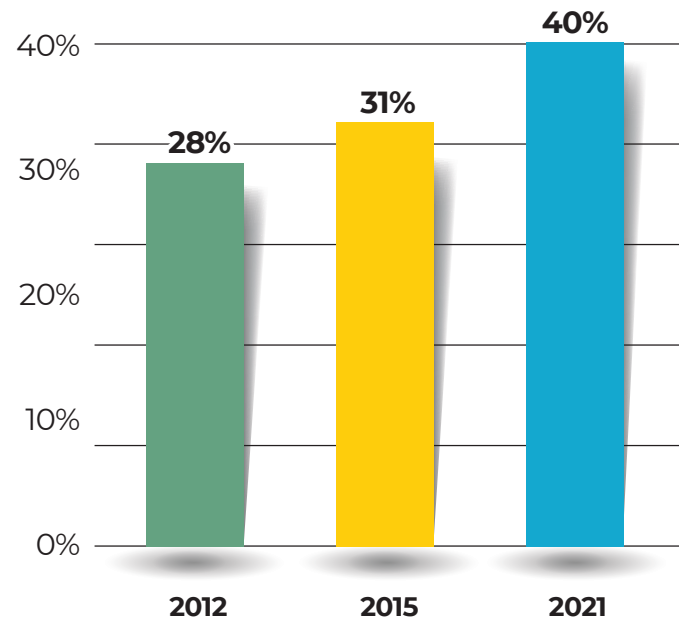
Measurable Impact

TRANSFORMING SEPTEMBER 11 INTO A DAY OF SERVICE

More people are engaging in service on 9/11 Day...



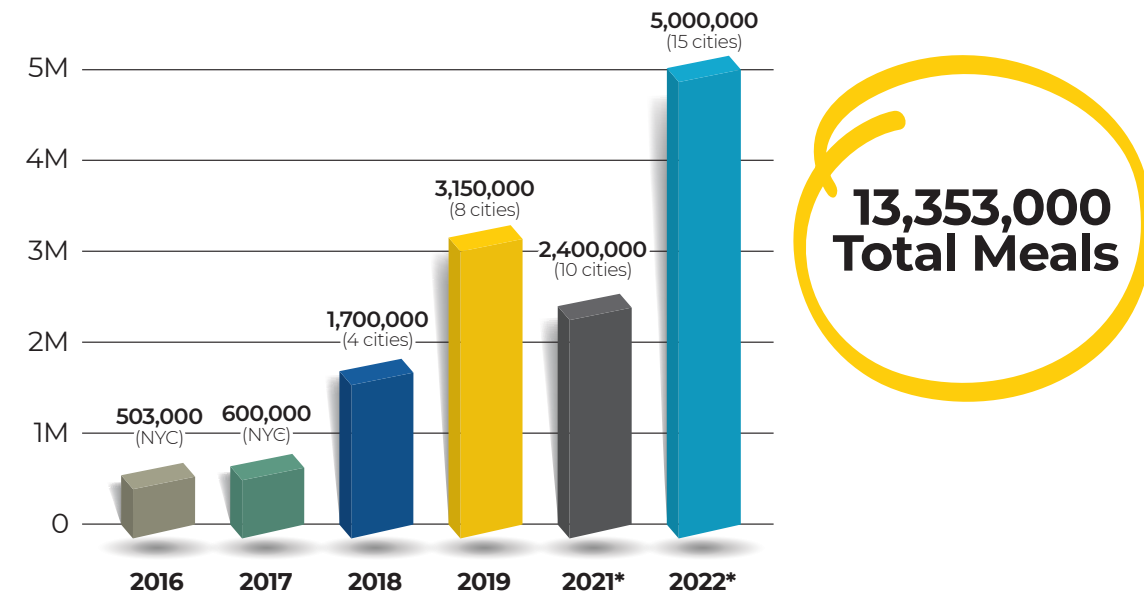
As awareness of 9/11 Day continues to grow...



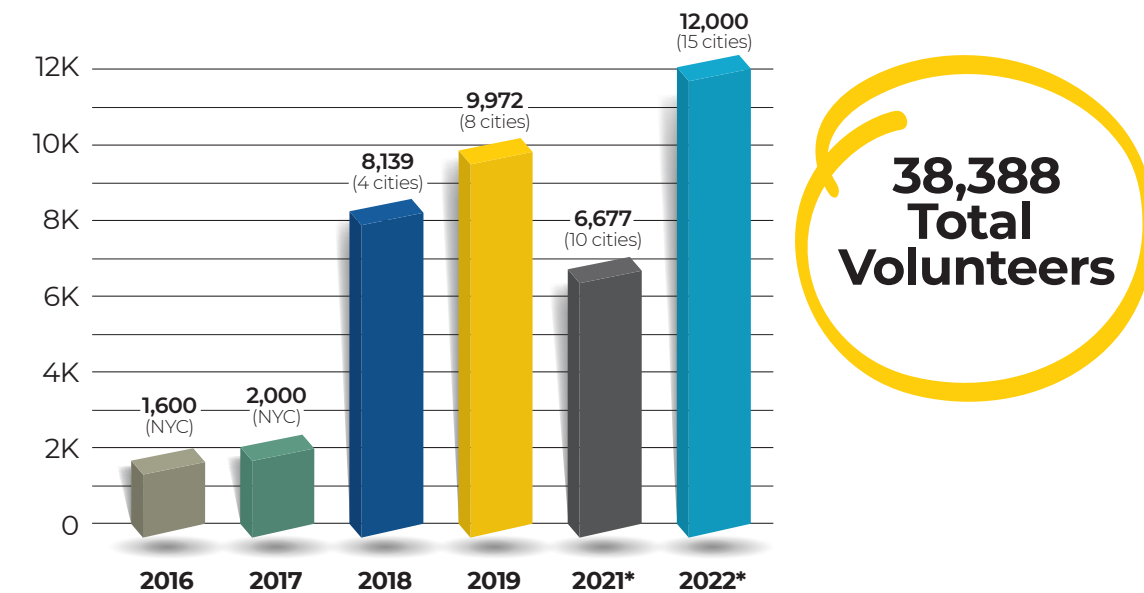
“94% of all 9/11 Day Meal Pack volunteers express interest in continuing to volunteer to support hunger relief locally.”

GENERATING MILLIONS OF MEALS FOR THOSE IN NEED

Meals packed since 2016 (start of program)...



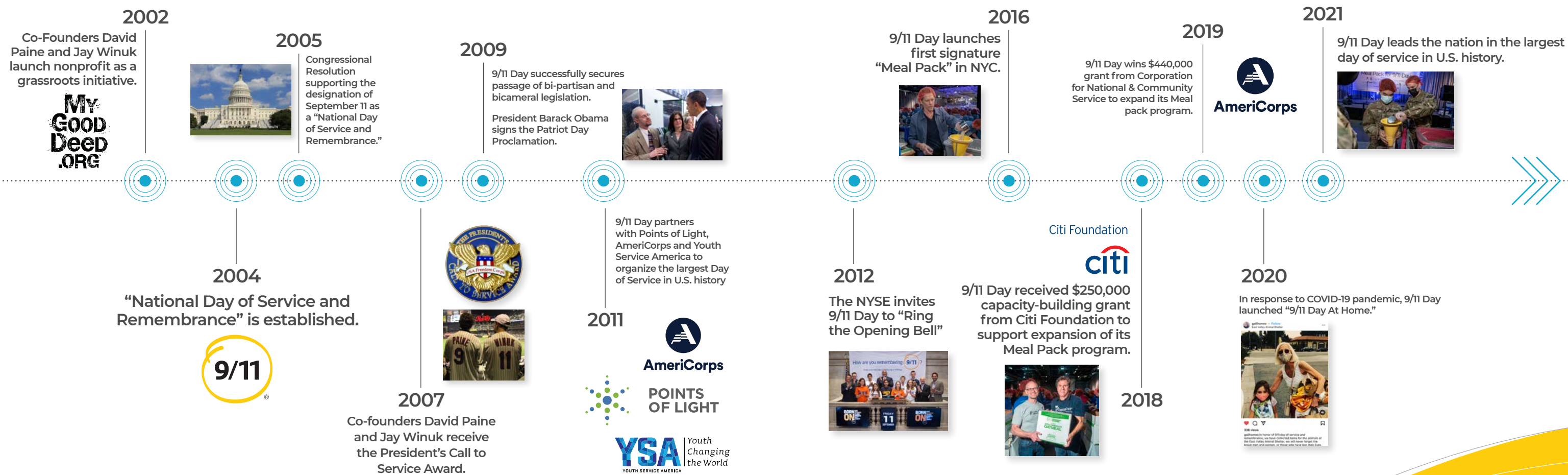
Mobilizing Tens of Thousands of Volunteers



*2020 Suspended due to COVID, 2021 COVID restricted, 2022 forecast.

ABOUT 9/11 DAY – KEY MILESTONES

- **2002** – Co-Founders David Paine and Jay Winuk launch the nonprofit now named 9/11 Day as a grassroots initiative, with the goal of transforming the anniversary of 9/11 into a “National Day of Service and Remembrance” in tribute to those lost, injured and sickened from the attacks, and to those who rose in service in response.
- **2004** – 9/11 Day, with 9/11 family members, Points of Light, Youth Service America, and other national service organizations, join together at the National Press Club in Washington, D.C. to announce its campaign to establish September 11 as a “National Day of Service and Remembrance” under federal law.
- **2005** – 9/11 Day secures Congressional Resolution supporting the designation of September 11 as a “National Day of Service and Remembrance.”
- **2007** – Co-founders David Paine and Jay Winuk receive the President’s Call to Service Award, conveyed by USA Freedom Corps and President George W. Bush for their work encouraging Americans to remember and pay tribute through service on 9/11.
- **2008** – 9/11 Day joins with ServiceNation to co-host a CNN Town Hall at Columbia University in New York City on September 11, 2008 with presidential candidates U.S. Senators John McCain and Barack Obama, discussing the importance of national service.
- **2009** – 9/11 Day successfully secures passage of bipartisan and bicameral legislation (included within the Edward M. Kennedy ServeAmerica Act) that authorized the establishment of September 11 as a “National Day of Service and Remembrance” under federal law.
- **2009** – President Barack Obama signs the Patriot Day Proclamation, officially designating September 11 as a “National Day of Service and Remembrance.”
- **2011** – 9/11 Day partners with AmeriCorps, Points of Light, HandsOn Network and Youth Service America to organize the largest Day of Service in U.S. history in observance of the 10-year anniversary of the 9/11 attacks, mobilizing 30 million Americans in service and good deeds.
- **2012** – The NYSE invites 9/11 Day to “Ring the Opening Bell” to kick off the 9/11 Day observance, a tradition that has continued for many years.
- **2016** – 9/11 Day launched its first signature “Meal Pack” in NYC, mobilizing 1,600 volunteers who packed 503,000 non-perishable meals that were donated by 9/11 Day to City Harvest and Food Bank of New York.
- **2018** – 9/11 Day receives \$250,000 capacity-building grant from Citi Foundation to support expansion of its Meal Pack program to additional cities. 9/11 Day launches additional Meal Packs in Phoenix, San Francisco and Los Angeles.
- **2019** – 9/11 Day wins \$440,000 grant from the Corporation for National & Community Service to expand its Meal pack program to eight cities. 9/11 Day adds new projects in Dallas, Atlanta, Chicago, and St. Louis.
- **2020** – In response to the COVID-19 pandemic, 9/11 Day launched “9/11 Day At Home,” in lieu of in-person volunteer projects, to provide ways for millions of Americans to participate in 9/11 Day “virtually.”
- **2021** – 9/11 Day leads the nation in the largest day of service in U.S. history in observance of the 20-year remembrance of the September 11, 2001, terrorist attacks that killed 2,997 innocent people in New York City, at the Pentagon in Arlington, VA, and in Shanksville, Pennsylvania. Expands its Meal Pack program to 10 cities, adding Washington, D.C., and Boston.



THANK YOU TO OUR DONORS 2020 – 2021

We're grateful to members of the 9/11 community and numerous 9/11-related organizations for their ongoing support, especially Tuesday's Children, 9/11 Memorial & Museum, 9/11 Tribute Museum, Pentagon Memorial Fund, Friends of Flight 93 National Memorial, and the FealGood Foundation.

We also wish to thank our extraordinary donors that have supported our programs.

American Eagle Outfitters	Dot Foods	MetLife Foundation	San Francisco Giants
American Express	Dun & Bradstreet	Minnesota Vikings	SAP
AmeriCorps	Estée Lauder	Motorola Solutions	Signature Bank
Applied Materials Foundation	evGo	MUFG Union Bank	Sony
Arizona Cardinals	Fidelity	National Basketball Association	SouthStar Energy
Ascena	Fieldpoint Private	National Football League	Southwire
AT&T	Frier Levitt	Newell Brands	Stifel/KBW
Atlanta Falcons	Fry's Food Stores	Nossaman	Sunrise Logistics
Atlanta United FC	Globe Corporation	Novelis	Sunshine Sachs
Audacy	Grainger	NYSE	Take-Two Interactive
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Cardinals Care	ironSource	Panduit	UKG
CarMax	Islamic Relief USA	People's United Bank	UL
Catholic Charities	Itochu	Pfizer	United Airlines
CDW	JetBlue	Pharmavite	Unum
Chicago Bulls	JPMorgan Chase	Phoenix Suns	Veritex Bank
Chicago White Sox	Keysight	Piper Sandler	Verizon
Citi	KPMG	PPG	ViacomCBS
Citizens Bank	Los Angeles Chargers	Premium Retail Services	Vodafone
City National Bank	Los Angeles Dodgers	Prologis	Washington Capitals
Clarion	Los Angeles Galaxy	Raytheon	Washington Football Team
Coca-Cola	Los Angeles Lakers	RBC	Washington Wizards
Conagra Brands	Los Angeles Rams	Reliance Steel & Aluminum	Wells Fargo
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Dallas Cowboys	Major League Baseball	San Francisco 49ers	With Honor
Dallas Mavericks	Major League Soccer		World Wrestling Entertainment
Dallas Stars	Matson		Wunderman Thompson
Deloitte	McKinsey		

We are grateful for our generous benefactors, especially to this year's Honorary Founders:

- John Duffy
- Ellen and Joe Spalluto
- Emily and Tom Michaud
- The Ron Conway Family
- Laney and David Paine
- Carolyn and Jay Winuk
- Jillian and Richard Wald
- The Jim Fassel Foundation

*20th Anniversary Presenting Sponsors





911day.org

For more information about 9/11 Day and our programs,
please contact Ryan Walls, Executive Director,
at ryan.walls@911day.org.

