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2023 - 2024 IMPACT REPORT REKINDLING UNITY AND SERVICE NGFOR

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Packed with care in observance of the September 11 National Day of Service and Remembrance.





Jay Winuk and David Paine

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A LETTER FROM OUR LEADERS

Like many of you, we still feel the pain and heartache caused by the horrific acts of violence and the losses that thousands of families and our nation suffered resulting from the terrorist attacks of 9/11. But we remember, too, the extraordinary sense of unity, kindness and service that people exhibited everywhere in the aftermath of those attacks. It is this spirit of unity and service that inspired the creation of 9/11 Day more than 20 years ago, and which continues to guide the work we do today.

The 9/11 Day movement continues to grow and thrive in extraordinary ways, making a real impact in communities throughout the United States. Indeed, we are proud to note that this observance is now the largest annual day of charitable engagement in U.S. history. Last year, as in years past, tens of millions of Americans marked the 9/11 anniversary by doing good deeds in countless ways. And that is truly gratifying.

In this report, we are pleased to share a snapshot of what participants in and supporters of 9/11 Day accomplished together, including about our signature "Meal Pack for 9/11 Day" program, our education programming, and our increased efforts to amplify our mission and movement through exciting and productive partnerships and initiatives.

As we look toward the future, we're confident that our work will be vital in helping to unify our country and continue to inspire service. This year we plan to increase the size, scope and impact of our meal packs; will expand our education-based programming, including our on-campus college initiative; and will broaden our advocacy and outreach to even more people through our wonderful 9/11 Day Ambassadors and other means. And we'll continue our longer-range planning for the historic milestone 25th anniversary of 9/11 in 2026.

We are so grateful for your support and dedication to our mission. 9/11 Day's work is made possible thanks to our generous donors, partners, volunteers, and our friends throughout the 9/11 community. Together we will bring our programs to even greater scale and firmly establish the annual 9/11 Day observance as a ubiquitous time of reflection, unity and service in America in the coming years. And, together, we will help to keep our nation's promise to "Never Forget."

Thank you,

David and Jay

David Paine President & Co-Founder 9/11 Day

Jay Winuk Co-Founder & Executive VP 9/11 Day



TURNING A DAY OF TRAGEDY INTO A DAY OF DOING GOOD

Following the September 11, 2001, tragedy, a group of 9/11 families and leaders, headed by our Co-Founders David Paine and Jay Winuk, joined together to create 9/11 Day, the nonprofit that started and annually organizes the **September 11 National Day of Service and Remembrance.**

Jay's brother, Glenn J. Winuk, an attorney, volunteer firefighter and EMT, was killed in the line of duty at the World Trade Center. Glenn's devotion to community service and his courageous actions were Jay's inspiration to join David in creating 9/11 Day. Together, they worked to transform the anniversary of 9/11 into a ubiquitous day of doing good as a tribute to those killed and injured on 9/11, as well as to honor the many brave rescue and recovery workers, volunteers, and members of our military who rose in service in response to the attacks.

"More than anything else, we wanted something positive and good to come from the tragedy, to help give meaning to the loss of so many innocent people in such a terrible way," David explains.

In 2009, as a result of 9/11 Day's efforts, President Barack Obama joined with the U.S. Congress on a bipartisan basis to formally designate September 11 as an annually observed National Day of Service and Remembrance under federal law. Today, this observance, known widely as "9/11 Day," is the largest day of service in the United States, with tens of millions of people participating annually.

NATIONAL MEAL PACK **FOR 9/11 DAY**

In 2016, in collaboration with AmeriCorps, 9/11 Day launched our very first Meal Pack for 9/11 Day in New York City.

Our vision was to establish a scalable, high-impact volunteer experience that would allow us to bring "9/11 Day" to cities across the nation. With September being Hunger Action Month, we saw this as an opportunity to use the day of doing good to make a significant difference for some of the millions of American families facing hunger.

In 2023 we hosted meal packs in 18 cities across the country, working with hundreds of the nation's leading corporations, veterans, first responders, nonprofits, sports leagues, and faith groups, who volunteer to pack millions of healthy, non-perishable meals each year.

We work with local Feeding America-affiliated food banks in each city to distribute meals directly to families in need in those communities.

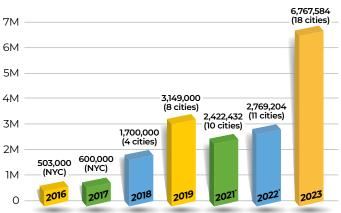


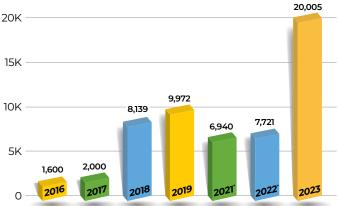
WATCH OUR HIGHLIGHT REEL

C We are honored and humbled to be a part of it... these meals that are being packed are crucial for us to help meet the increased need that our community is facing

- Anne Laskey, Second Harvest Heartland, Food Bank, Minneapolis

MEALS PACKED SINCE 2016 (START OF PROGRAM)





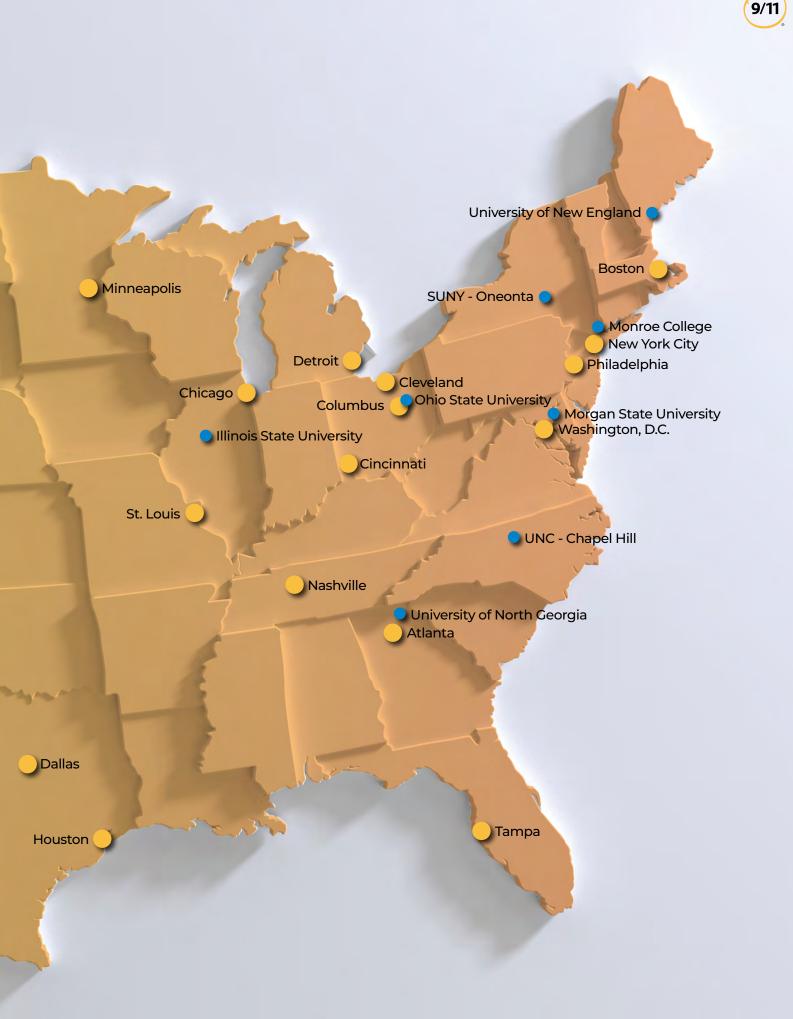
MOBILIZING TENS OF THOUSANDS OF VOLUNTEERS

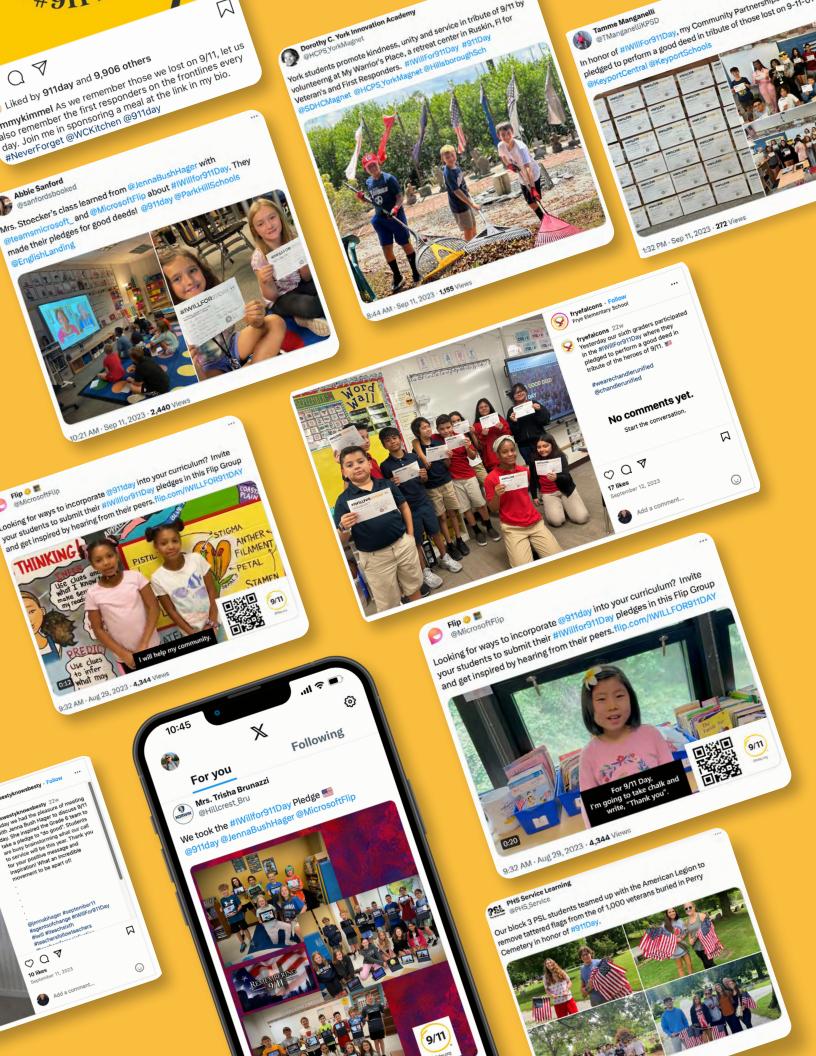


MEAL PACK FOR 9/11 DAY PROJECT LOCATIONS

We have distributed more than 17 million meals since we started the program in 2016.







LEAVING A LEGACY OF DOING GOOD

A critical aspect of our mission is to **teach future generations about the 9/11 National Day of Service and Remembrance**. We provide free resources to help teachers and parents educate young students about the nature and mission 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 anniversary through service activities and good deeds.

Over 35% of the US population is under the age of

25 - these young Americans didn't live through or they have little memory of the September 11, 2001, tragedy. Because of this, we have an urgent need to help educate them.

OUR IMPACT

In 2023, 9/11 Day partnered with Microsoft Flip (formerly FlipGrid) to produce a livestream event for students featuring Jenna Bush Hager, of NBC's "Today Show." The event - which educated students avbout the history of the 9/11 National Day of Service and Remembrance, and guided them through the process of making their own good deed pledges reached 2,500 classrooms, and more than 70,000 students. More than 400 students shared their "IWillfor911Day" pledges via our 9/11 Day Flip, with many more sharing their pledges on social media. The event was also featured on Microsoft's digital billboards in Times Square, reaching thousands more.



JENNA BUSH HAGER LIVESTREAM

9/11 Day Lesson Plans were updated and revamped in 2023, based on feedback from educators and with the help of a professional curriculum development team. Our educator resource page (911day.org/teachers) now features five separate lessons: Good Deeds, Gratitude, Learning about 9/11 Day, Planning a Class Service Project and Planning a Personal Service Project. Each lesson is categorized by grade level, with tailored versions for PreK-2nd grade, grades 3-5, grades 6-8 and grades 9-12. And all are designed to support the CASEL socialemotional learning framework, Common Core literacy standards and C3 framework standards for social studies. All lessons are free and available for immediate download.

To me, without reminding our students who weren't born when 9/11 occurred, this historic day will soon be forgotten. I vowed to enrich my students every year about the importance, significance, and sacrifice of that day until I no longer was teaching.

- Elementary school teacher, about the importance of 9/11

COLLEGE MEAL PACK FOR 9/11 DAY

In 2023, we piloted our College Meal Pack for 9/11 Day, providing the tools, resources, and grant funding to 11 colleges to host their own meal packing events. Throughout the month of September, over 3,300 students packed 820,000 meals for those who are at risk of hunger, both on campus and in grantee colleges' local communities, while helping build awareness of the 9/11 National Day of Service. In 2024, we are partnering with AmeriCorps to expand this program with the goal of packing more than 1.5 million meals.

C My colleagues and I would like to thank you all for giving the small but mighty University of New England the amazing opportunity of hosting a Feed the Funnel event! The grant enabled us to bring together our university and greater Portland community in service. recognition of 9/11 and collaboration to address food insecurity in our state. We are humbled, honored, and grateful for your trust in us by awarding UNE the grant and opportunity... 🤊

> - Trisha Mason, Director, Office of Student Learning at University of New England

bio to is 9/11 Day to. A roughfitco and oth 0 0 Liked by bre 0 Add a comment. 000 work together ering meals to con Lima and Marion, C o Ohio 911day love this! 9/11 3 likes Reply stuck 20% rez.usg keyept VIGOR all 1 ret skshack 20w 007 3,715 likes d in coni September ice and County. OQA 146 likes 7, 2023 ohiostathletics 🤗 - Follow Add a comment. niostatmetics ZUW Auckeye athletes and our very own ohiostathletics 20w Buckeye athletes and our very own @thebrutusbuckeye did a great job 1 neprutuspuckeye ola a great lop leiping out the community last night Thanks to @thepackshack for putting at Fill the Funnel on a great event 🤝 #GoBucks

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Add a comment.



KEEPING THE PROMISE TO NEVER FORGET

9/11 DAY AMBASSADORS

We are so grateful for the 9/11 family members, survivors, and other individuals who were directly impacted by the tragedy who now serve as our Ambassadors. This incredible group shares their stories to inspire others to engage in acts of service and good deeds in honor and remembrance of those lost and injured from the 9/11 attacks.



WATCH OUR AMBASSADORS' VIDEOS

FORGING STRONG PARTNERSHIPS TO AMPLIFY OUR MISSION

We are continuing to build and leverage influential sports leagues and media partnerships to promote and support 9/11 Day, including: National Football League, National Hockey League, Major League Soccer, Major League Baseball, Audacy Media, iHeartRadio and MTV/Paramount.

CELEBRITY CHAMPIONS

9/11 Day continues to expand and activate our powerful influencer network of prominent individuals, officials, and celebrities who have joined together to help promote the mission of and participation in 9/11 Day.

"I WILL FOR 9/11 DAY"

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Love's

Each year, millions of Americans participate in the 9/11 National Day of Service by completing their own self-directed good deeds and acts of service. From donating to their favorite nonprofits to helping a neighbor, this campaign encompasses all good deeds large and small. These acts of kindness are then shared with us on social media through "I Will for 9/11 Day" pledges.



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in need of love today. @911day performance: bit.ly/2X82012

4:30 PM - 9/12/21 - Twitter for iPhone

168 Retweets 40 Quote Tweets 770 Likes

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In honor of #91000, WCK restaurant partner El Merkury delivered these meals to he Meterene Multi comine Contor or wall partner El Merkury delivered these meals tr partner El Merkury delivered these meals tr de VAVEN Women-on enderization that

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as HAVEN Women—an organization specially supports female veterans.

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18.3K views

ns ago. 📢 To find out how you who have fallen, visit @911day

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For you Way to honor them. And just like Jay Way to Invite Literit. All use like Jay Winuk, we can honor their memories through service, 911day.org © The Obama Foundati... ♥.9/11/20 Jay Winuk remembers his brother Jay willuk terteritiveta tia vioriter Glenn as someone who always went

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Today we remember the lives we lost on locay we remember the lives we lost on 9/11. Even the smallest act of service is a

10:45 Barack Obama 🔮 @BarackO.... 9/11/20

Following X

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URINI as sumeune wire arrays we'n the extra mile to help others. On Sept.

the extra mile to help others. On pepti 11, 2001, Glenn first helped evacuate 11, 2001, Genin 1151 neipeu evacuate his co-workers from their building,

then ran towards the work the second Center where his life and the share center where he spent the inters. moments of his life saving others.

Show this thread

94 Retweets 4 Quote Tweets 767 Likes I'm supporting the mission of @911day to make the world a better place. This year on Sentember 11th Lencourade others to see the 9/11 Memoris I'm supporting the mission of @911day to make the world a better place. This year on September 11th, Lencourage others to see the 9/11 Memorial & Museum. When L went to visit the museum: seeing un close, the fire 0 This year on September 11th, I encourage others to see the 9/11 Memoria & Museum, When I went to visit the museum, seeing up close, the fire truck and the melted steel took me back to the tradic day. Every time

4:02 PM . 9/11/21 . TweetDeck

Let 5 never lorget what we re capi together. #911Day #ShineALight

#DayOfRemembrance Let's never forget what we're capable of doing @ 9111 Day @ @911day . 9110/21

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Morgan Freeman 🥹 Today we still remember those that @morgan_freeman lost their lives, those that survived, and those that carry on.

So this year, as we remember those who lost their lives, and gave their lives, on September 11th, I ask that you look for ways to help someone in need. #911Day @911day @ESPNCitizenship New York City and beyond.

MLSWORKS and 9/11 Day 5/16 PM - Sep 12, 2023 - 5,882 Views As part of @911day, #TeamESPN and the @NFL gathered together to helo pack over 1.6 million nutritious meals for families in need arms As part of @911day, #TeamESPN and the @NFL gathered together to help pack over 1.5 million nutritious meals for families in need across New York City and heyond The event was featured in ESPN's coverage of Monday Night Football.

It was a great honor to participate in the 9/11 Day of Service with MLS It was a great honor to participate in the 9/11 Day of Service with MLS soft today in NYC. Thanks to Jay Winuk and his terrific organization. @911day. It missions hanks to Our Many Friends sto our Many Friel

204,553 views

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ROGER GOODELL

TEAM

518 AM . Sep 12, 2023 . 1,448 Views

& Museum. When I went to visit the museum, seeing up close, the tire i truck and the melted steel took me back to the tragic day. Every time i vieth New York City. I try and so to the waterfalls out side of the museur truck and the melted steel took me back to the tragic day. Every time I visit New York City, I try and go to the waterfalls out side of the much erief to pay my respects. I look at all the names and wonder how much erief visit New York City, I try and §0 to the waterfalls out side of the museum to pay my respects. I look at all the names and wonder how much grief those families have some through losing a loved one in the attacks.

to pay my respects. Hook at all the names and wonder how much g those families have gone through losing a loved one in the attacks. Henor the churade and eachfine for three who reenanded on that t those families have gone through losing a loved one in the attacks. Honor the courage and sacrifice for those who responded on that tragic day.

#911memorial #IWIIIFor911Day #911Day

gay.

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.

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MARKING MILESTONE ANNIVERSARIES

20-Year Remembrance of 9/11

September 11, 2021, marked the 20-year remembrance of the 9/11 tragedy. In recognition, 9/11 Day planned and executed its most ambitious program to date - 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 developed and co-produced the hourlong television special "Shine A Light," which aired internationally on September 11, 2021, on several CNN outlets. The "Shine A Light" program was viewed by 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.



WATCH SHINE A LIGHT

Looking Ahead – 25th Anniversary of 9/11

As we look toward another big milestone, the **25th anniversary of 9/11 in 2026**, we have ambitious goals to continue to scale our programs to ensure that the anniversary of 9/11 is truly transformed into a ubiquitous annual day of doing good:

- Expand the Meal Pack for 9/11 Day projects to more cities across the nation.
- Mobilize **30,000 volunteers** to pack meals across the country.
- Distribute **15 million meals** to Americans facing food insecurity.
- Expand our reach by engaging with a **broader** range of colleges and universities to host College Meal Packs for 9/11 Day.
- Develop **new and innovative ways** for individuals to participate in 9/11 Day virtually.
- Make the 9/11 National Day of Service and Remembrance truly universal by engaging even more Americans in acts of service and doing good deeds.
- Engage tens of thousands of teachers and students in schools across the country in service projects in honor of the 25th anniversary.
- Continue to expand and build more partnerships with companies and other nonprofit and faithbased organizations to support the continued growth of the September 11 National Day of Service and Remembrance.
- Inspire young people to serve, and to share our message of unity, through partnerships, social campaigns, and other new channels.

OUR HISTORY AND KEY MILESTONES

2002

Co-Founders David Paine and Jay Winuk launch a grassroots initiative to make the anniversary of the 9/11 attacks a national day of doing good deeds in tribute to those killed and injured, and those who rose in service in response to the tragedy.

One Day's Pay

2004

Congress passes a Concurrent Resolution urging support for establishing the anniversary of 9/11 as a federally recognized Day of Service.

The U.S.



Co-founders Paine and Winuk receive the "President's Call to Service Award" for their work encouraging Americans to remember and pay tribute through service each September 11th.



2011

In observance of the 10-year anniversary of the attacks, MyGoodDeed partners with AmeriCorps, Points of Light, HandsOn Network and Youth Service America to organize the largest day of charitable engagement in U.S. history, mobilizing millions of Americans in acts of good deeds.

On July 14, at the U.S. Capitol and cohosted by the New York Says Thank You Foundation, MyGoodDeed brings together numerous Congressional leaders, 9/11 family members, first responders and others to help re-stich the National 9/11 Flag.

On September 9, in collaboration with The Broadway League, MyGoodDeed stages a massive tribute event in Times Square that attracts thousands to witness a performance of "New York, New York" by dozens of Broadway stars.







2003

At a press conference at the National Press Club in Washington, DC, the nonprofit David and Jay formed, then called, "One Day's Pay," together with 9/11 families and service leaders, announces its nationwide campaign to make the 9/11 anniversary an annual Day of Service and Remembrance.



Sept. 11 Volunteerism Sought

2006



Senator Hillary Clinton and Congressman Peter King join together at a press conference in NYC to support the nonprofit's work and goal of bi-partisan legislation to establish September 11 as a federal Day of Service.



The organization formally changes its name to MyGoodDeed to better reflect its evolving work and mission

2008

Jay Winuk is invited by Senator Clinton to attend President George W. Bush's State of the Union Address in honor of MyGoodDeed's work and Jay's late brother, attorney and volunteer firefighter/ EMT Glenn J. Winuk, who died in the line of duty on 9/11.

In his annual Patriot Day Proclamation, President Bush calls on Americans to engage in volunteerism and other acts of service in observance of the anniversary of the 9/11 attacks, furthering momentum for MyGoodDeed's mission.

2009

The U.S. Congress and President Barack Obama pass the "Edward M. Kennedy Serve America Act, a broad national service bill that for the first time establishes September 11 as a "National Day of Service and Remembrance" under federal law.



MyGoodDeed co-hosts with Service Nation a concert event at The Beacon Theater in New York City to commemorate the 9/11 anniversary and passage of the federal service bill.







2014

President Obama and First Lady Michelle Obama join David Paine and others to participate in the September 11 National Day of Service by volunteering at a Washington, DC, playground build in collaboration with KABOOM!

2018

9/11 Day receives a \$250,000 capacitybuilding grant from Citi Foundation to support expansion of the Meal Pack for 9/11 Day program to additional U.S. cities.

Citi Foundation



2020

In response to the COVID-19 pandemic, 9/11 Day launches the "9/11 Day at Home" virtual service initiative, attracting the participation of millions of Americans in safe but impactful ways, including providing meals to first responders in collaboration with World Central Kitchen.

MyGoodDeed changes its name to 9/11 Day.



2023

9/11 Day expands its meal packs to 18 U.S. cities, mobilizing more than 20,000 volunteers who packed more than 6.7 million meals for Americans at risk of hunger. The program attracts the financial support and volunteer participation of more than 400 companies, professional sports leagues and other partners.

9/11



2012

The New York Stock Exchange invites MyGoodDeed and its guests to ring the Opening Bell to kick off the 9/11 Day of Service observance, a tradition that continued for many years.





2016



MyGoodDeed begins a tradition of staging annual large-scale volunteer service projects, hosting its first-ever meal pack on September 11 in NYC, mobilizing 1,600 volunteers who packed 503,000 meals.

2019

9/11 Day is awarded a federal grant from the Corporation for National & Community Service, supporting the expansion of its meal pack program to eight cities.



2021

9/11 Day partners with Discovery Education to produce a virtual field trip for students about 9/11 and service. Hosted by NBC's Jenna Bush Hager, the program is viewed by more than 300,000 students.

For the 20th anniversary of 9/11, 9/11 Day co-produces "Shine A Light," a global TV and live-streamed program aired by CNN that is viewed by millions and features touching commentary by 9/11 community members and stunning musical performances by several top artists.



IN GRATITUDE

Our work is made possible by our generous donors, sponsors, and partners.

9/11 Memorial & Museum 9/11 Tribute Museum 9/11 Victim Compensation Fund AAA Mid-Atlantic Access ACME Markets Adams Street Partners AEA Investors AEG Aetna AIG Aimbridge Hospitality Akamai Aledade Alight All Flex Solutions Alphabroder AmCap Mortgage Amentum American Airlines American Autowire American Modern American National Americold Logistics AmeriCorps Anew Anheuser-Busch Aptive Archrock Aristech Surfaces Arizona Coyotes Arizona Lottery Arrow Electronics Arthur M. Blank Ascena Ascendum AspenTech AT&T Atlanta Falcons Atlanticus Axonius Bala Consulting Engineeers Banyan Technology Barasch & McGarry Barclays Belkin International Bendix Benjamin F. Edwards Big Lots BJ Energy Solutions Blue Apron Blue Cross Blue Shield of Arizona Blue Cross Blue Shield of Massachusetts Blueprint Medicines BNSF Railway Bob's Discount Furniture Boeing BOK Financial Breakthru Beverage Group Brighthouse Financial Brighton Tru-Edge Brookfield Cares Brunswick BXP Campbell's CAPIS CareFirst BlueCross BlueShield CFC CFGI

Platinum Transparency 2024 Candid.

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Friends of Flight 93 National Memorial FMC Formerra Fox Corporation Franchini Family Foundation Freddie Mac Freedom Mortaage Friendship Village Senior Services Frontier Fry's Food Stores G-Star RAW Gates GBT GE Aerospace General Électric Credit Union Genuine Parts Company Global Atlantic Financial Group Global Payments GoldOller Real Estate Grainger Grange Insurance Great Southern Bank Greif Greycroft GUÉSS Guidehouse Guidepost Solutions Harris Health System HBH Holdings HDI Global Healthcare Distribution Alliance **Highwoods Properties** HEART 9/11 Hines Hitachi Hoffman's Exterminating Holland & Knight Hollingsworth Honeywell Aerospace Horizon Media Houston Texans Howard Hughes Hoya Vision Care HP Industrial Print Husch Blackwell Hyundai i3 Verticals ICEE ID.me iHeartRadio Imperial Dade Imprivata Independence Blue Cross Independence Contract Drilling Industrial Service Solutions Insurance Office of America Intel Intercontinental Exchange International SOS Intra-Cellular Therapies **ITF GROUP** Jenzabar JetBlue John Jay College of Criminal Justice Johns Manville Johnson, Kendall & Johnson Jordan's Furniture

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For more information about 9/11 Day and our programs, please contact us at info@911day.org.

