

# STEPHEN SILLER TUNNEL TO TOWERS 5K RUN & WALK SOUTH CAROLINA

2017

## ANNUAL REPORT



*Save the Date!*  
*Friday, September 14, 2018*





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**Boy Scouts and Veterans from the Dorn VA Medical Center who were honored at the T2T SC event.**

## 1. MESSAGE FROM THE T2T SC RUN & WALK CHAIRMAN

**“We Will Never Forget”** our First Responders and our Military Service Members across South Carolina and our nation.

I want to thank each volunteer, supporter and sponsor for caring and giving from their heart so much to make a positive difference in our Heroes’ lives! The Stephen Siller Tunnel to Towers 5K Run & Walk in South Carolina is blessed to have over 300 volunteers who sacrifice their time to make sure they successfully deliver on every task that is asked of them 24 hours a day, 7 days a week.

**Without all our volunteers and major supporters like:**

- Lexington Medical Center (LMC)
- SYSCO Foods of Columbia
- Sun Solutions
- Gregory Electric
- Columbia Hampton Inn
- Columbia Hilton
- Love GMC and Buick
- Blue and Gold Star Mothers
- Dorn Veterans Hospital, Columbia, SC
- University of South Carolina (USC)
- Pine Press Printing
- Fort Jackson
- Marriott Courtyard
- OPTEC Digital Displays
- Liberty Tap Room Restaurant
- Schroeder’s Towing
- Columbia Metropolitan Convention Center
- Fort Jackson
- South Carolina National Guard

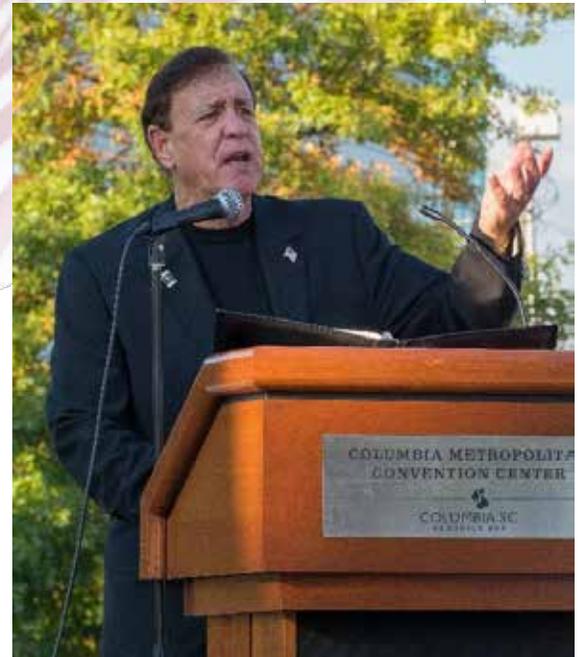
**We would not have been so successful to date.**

**Other key factors for our success are:**

- our commitment to strategic planning,
- recruiting community leaders that have the passion for the cause,
- getting our military and first responder community involved,
- persistence,
- respect for one another in ensuring that each committee member has a voice in the process,
- the team believes that **listening is the “Breakfast of Champions!”**

**Friday, September 14, 2018, will be our sixth T2T SC Run & Walk.** Every year, we spend a lot of time improving and growing the event from the previous year. Each year, we have more children, Moms, and Dads, who just want to run, walk, or stand with our Military Service Members and First Responders.

It is because of each T2T SC committee member, volunteer, and sponsor that we were able to exceed our 2017 goals and objectives. Our run & walk, only in its sixth year continues to be ranked in the top 20 runs in South Carolina. This is a testament to the team’s commitment, hard work, and dedicated service to the cause of honoring our fallen and catastrophically injured Military Service Members and First Responders. To date, the Stephen Siller Foundation has built, or is in the process of building, 58 Smart Homes for our catastrophically wounded heroes and supported numerous First Responders and their families in their times of need.



**9/11 Memorial and T2T SC Chairman & U.S. Army Retired, Dan Hennigan, Speaking to Attendees**



**In the coming 2018 year, our organization has many goals to move this event forward. Our goals include:**

- Increasing our military service members' participation (Active, Reserve, SCNG, and Veterans).
- Increasing our South Carolina First Responders participation.
- Increasing South Carolina Colleges, Reserve Officer Training Corps (ROTC), participation and support.
- Increasing University of South Carolina Athletic, Sorority, Fraternity and Alumni participation.
- Establishing a scholarship program for our SC First Responders and Military Service Members and their families.
- Continuing to support and raise funds to honor and provide for our "America's Bravest."
- Significantly increasing our fundraising in 2018, while reducing event costs.
- Continuing to grow the 2018 participation of the Gold and Blue Star Mothers
- Continuing to grow the 2018 participation of our military veterans from the Dorn VA Hospital.
- Increasing Elementary and High School student participation

**My personal thanks to each T2T SC committee member, sponsor and volunteer for your "service above self," and commitment, and generosity in your effort to improve the quality of life to those who are less fortunate than you and I.**

God Bless,



Daniel C. Hennigan, U.S. Army Retired  
Chairman



**Local firefighters holding photos of those who lost their lives during 9/11**



**We will never forget you or your family**



## 2. FOUNDATION SUMMARY

- a. **Mission Statement:** The mission of our foundation is to honor the sacrifice of Firefighter Stephen Siller who laid down his life to save others on September 11, 2001. We also honor our Military and First Responders who continue to make the supreme sacrifice of life and limb for our country.
- b. **Vision:** Our vision for this 5K run & walk is to create a statewide tradition of honoring all of our first responders and all Military service members with a 5K Run & Walk over the Blossom Street Bridge, the Gervais Street Bridge, and finish in front of the 9/11 First Responders & Military Service Members Historic Remembrance Memorial.
- c. **Stephen Siller's Story:** On September 11, 2001, New York City firefighter and father of five, Stephen Siller, was off-duty and on his way to play golf. When he heard what was happening at the World Trade Center, he called his wife to tell her that he had to help those in need. He strapped on 60 pounds of gear and ran from the Brooklyn Battery Tunnel to the World Trade Center to meet up with his company. **Stephen was last seen saving lives with his brothers of Squad 1.** The Stephen Siller Tunnel to Towers 5K Run & Walk takes place in cities around the country and honors local first responders and military service members. Lexington Medical Center is proud to support the only Tunnel to Towers 5K Run & Walk in South Carolina. **The Tunnel to Towers Foundation supports military members who have been catastrophically injured in the line of duty through the Building for America's Bravest program.** Proceeds from each Tunnel to Towers event go to building smart homes for quadruple and triple amputees who were injured in the Iraq and Afghanistan wars. In fact, \$0.88 of every \$1 donated to the Tunnel to Towers Foundation supports this program. **Our Building for America's Bravest program has completed smart homes, started construction on, or is in the design stage of 58 smart homes. We are committed to build, at a minimum, 200 smart homes for our nation's most catastrophically injured service members.** This foundation was started in 2002. **The Tunnel to Towers 5K Run & Walk series serves as a living memorial to honor the life and legacy of Stephen Siller and to champion the heroism of all first responders and military service members who serve, save and sacrifice every day.**

- d. **History of SC's Run & Walk:** On March 7, 2013 while Dan Hennigan, U.S. Army retired was in NYC receiving his NYC Honorary FDNY Battalion Chief credentials from the Commissioner and FDNY Chief of the Department, Dan was asked by Battalion Chief Jack Oehm if he wanted to be the Chairman and begin the work of the Stephen Siller Tunnel to Towers 5K Run & Walk in South Carolina. Dan wholeheartedly agreed and that was the origin of this event. Dan approached Lexington Medical Center for their support and sponsorship, who agreed to partner with the foundation as a title South Carolina Sponsor. Dan quickly started to build the SC Statewide team and today hundreds of volunteers, community leaders, and advisors support this event. **Below is a summary of our 2013 – 2017 run & walks:**



**T2T SC Coin Monument  
embedded in the ground in  
front of our Columbia 9/11  
Memorial**



- **2013:** The first Tunnel to Towers 5K Run & Walk was held on Friday, September 6, 2013 at 7:30 PM and included over 2,100 runners in first year! **900 Military Service Members from Fort Jackson Command & Drill Sergeant Academy participated and were led by the Fort Jackson Commanding General & Command Sergeant Major.**
- **2014:** Our second Tunnel to Towers 5K Run & Walk, which was held on Friday, September 19, 2014, was mirrored after the main run & walk held in New York City, which boasts over 35,000 participants each year. **Our 2014 event included for the first time an After Celebration with food and entertainment, which included four-time Grammy Nominee and 2014 People's Choice Award winner Hunter Hayes.**

- **2015:** Our third Tunnel to Towers 5K Run & Walk was held on September 18, 2015. For entertainment this year, we chose to go “local” and focus on a band with a significant fan base in South Carolina. **We selected The Root Doctors, National Recording Artists, as our entertainment** and they delivered an energizing performance. New this year, we included a large number of local merchant booths, a “live” ice carving demonstration, as well as youth friendly activities brought together by a local chapter of Team RWB. These events included: face painting, photo booths, and games. Additionally, two drawings were added to the After Celebration, both brought together by the Columbia Area Sports Council. Our Tunnel to Towers 5K Run & Walk, in only its third year, ranked in the top 20 runs in South Carolina.



“We Will Never Forget”

- **2016:** Our fourth Tunnel to Towers 5K Run & Walk, was held on September 16, 2016. For entertainment, we chose to **invite back the Root Doctors** and they again delivered an exceptionally uplifting performance. **Additionally, through our organization’s partnership with the Stephen Siller T2T Foundation in New York, Jax of American Idol fame provided a moving rendition of the National Anthem at the opening ceremony and entertained the runners and their guests at the after celebration.** In 2016, the after celebration moved indoors at the Columbia Convention Center where we continued to provide food, refreshments and an energetic atmosphere to celebrate our military and first responder heroes. We continued the “live” ice carving demonstration, as well as youth friendly activities, including: face painting, photo booths, a moon bounce and games. We expanded the raffles and received many donations from local South Carolina companies and small merchants.

- **2017:** This, our fifth Tunnel to Towers 5k Run & Walk was held on September 15, 2017. This year’s run built on all the prior years and was a resounding success. **Due to poor weather early in the week, the annual 9/11 Evening of Remembrance had to be postponed.** This event honors the fallen military and first responder heroes within our State. This challenge became an opportunity for our team. **We decided to hold the 9/11 Night of Remembrance and wreath laying ceremony just prior to the start of the 5K.** The merging of these two events brought a somber reminder to all why we were there.



Ret. Marine 1SGT David Pelley,  
White Knoll High School JROTC



First Responder and Military vehicles served as a backdrop to the memorial and the opening ceremonies. We received a great deal of positive feedback from participants about merging these two events and will reevaluate this for 2018. This year the after celebration moved outdoors to Lincoln Street directly in front of the Convention Center. We continued to provide free food and beverages and an energetic street festival atmosphere for all. We enlisted a high-energy performance by the “Blue Pickups Band” to round out the evening.

- f. **The certified Tunnel to Towers 5K Run & Walk:** This year’s race started in front of the 9/11 First Responders & Military Service Members Historic Remembrance Memorial located at the northwestern end of the Columbia Convention Center located at 1101 Lincoln Street and ended at the Southeast end of the Columbia Convention Center. The Run & Walk turned left on to Gervais Street and proceeded across the Gervais Street Bridge entering into the City of West Columbia, then moved through a West Columbia suburb into the City of Cayce where it turned to cross the Blossom Street Bridge back into the City of Columbia, passing the University of South Carolina Fraternity Houses, and turning back towards the Columbia Convention Center, passing the Colonial Life Arena and ending near the Southeastern end of the Convention Center. All throughout the route there were representatives from many civic and veteran groups, including the Patriot Riders, waving American flags and cheering on the race participants.



Runners crossing the Gervais Street Bridge

- g. **Moving and Patriotic Event:** The Tunnel to Towers 5K Run & Walk participants included world class runners, adults and children. Many moms and dads ran or walked pushing children in baby carriages. There were hundreds of First Responders, including: Fire, EMS, Police and 911 dispatcher personnel, who participated in the event. Many Firefighters ran in 60 - 70 pound bunker gear. Several of the runners ran carrying the American Flag. Many military service members and Reserve Officer Training Corps (ROTC) units ran in small formations, some singing cadence throughout our community. The Patriot Riders lined the Blossom Street Bridge with American Flags in salute to our honored guests.

- h. **Medals:** The first, second & third place runners in each age group were given medals. In 2015, our organization introduced The Stephen G. Siller Steel Award. This stately award displays a piece of the Twin Towers steel and can be won by the fire department which has a team of 5 participants who run in turnout gear jacket (no liner), pants, helmet, and running shoes. No tank or boots are required. The four fastest times of their team members are combined for the team’s total. The team with the fastest combined time wins the award and will have the trophy to display in their station until the next year’s run & walk, at which time the award will be transferred to the next winning team. Win it again, and the team keeps it for another year! **The winner of the Stephen Siller Steel Award from 2015 through 2017 was the Bluffton Fire Department from South Carolina!**



**Dan Hennigan, FDNY Honorary Battalion Chief and T2T SC Chairman (Center) and Captain Antoine Kelly, Lexington County Fire, Service present the Siller Steel Award to Bluffton, SC Fire Department.**



- i. **Volunteers:** Volunteers came from all over the Midlands of South Carolina to support this event. Many came from Lexington Medical Center whose support was led by the LMC Marketing Group; University of South Carolina led by the University's athletic and the USC Army ROTC programs. This year we had over 300 volunteers who came from Lexington High School JROTC, Indian Waters Council Boy Scouts and Cub Scouts, Lexington County Community Emergency Response Team, Spring Valley High School Clubs, Lexington County School District One, Little Miss South Carolina Beauty Pageants, Fort Jackson Victory Spouses Club, Sysco, South Carolina National Guard, Gamecocks sports and athletic programs, and multiple fraternity and sorority organizations.
  
- j. **Event Management:** In 2015, Eggplant Events Production became a part of the Tunnels to Towers South Carolina Team. For more than 15 years Eggplant Events has proudly worked with numerous Community Events, both large and small. What started off as a smaller role of logistics for planning the Start and Finish line management blossomed into a leadership role for 2016. Eggplant Events has supported the Tunnels to Towers Planning Team in many areas with the goal of enhancing planning procedures while streamlining the Team's efforts for 2017 and beyond. With their knowledge of working on large Community Events we will increase the events overall impact on our Community.

## NATIONAL RUN, WALK & CLIMB SERIES

Our signature event, the Annual Tunnel to Towers 5K Run & Walk NYC, was held in September 2017 and retraces Stephen's final footsteps from the foot of the Hugh Carey Tunnel to the Twin Towers, paying homage to the 343 FDNY members, 71 law enforcement officers and thousands of civilians who lost their lives on September 11, 2001. This year, 47 Tunnel to Towers Run, Walk and Climb events were held throughout the country with more than 40,000 supporters participating. We were especially grateful to CBS and numerous CBS-owned affiliates throughout the country who provided a full hour of coverage of the Tunnel to Towers 5K Run & Walk NYC.





## 2017 RUN & CLIMB EVENT SERIES

ALBANY, NY	FORT LAUDERDALE, FL	NORTHERN KENTUCKY
ALPENA, MI	FORT MYERS, FL	NORTHERN WISCONSIN
ASHEVILLE, NC	GREATER AUGUSTA, GA	ORLANDO, FL
ATLANTA, GA	HOUSTON, TX	PHILADELPHIA AREA
BERKLEY, MI	JACKSON, MI	PHOENIX, AZ
BILOXI, MS	JACKSONVILLE, FL	PIKE COUNTY, PA
BRISTOL, RI	JEFFERSON CITY, MO	ROCHESTER, NY
BUFFALO, NY	KABUL, AFGHANISTAN	SAN GABRIEL VALLEY, CA
CAPE GIRARDEAU, MO	LAKE ZURICH, IL	SAVANNAH, GA
CARBON COUNTY, PA	MEDINA, OH	SIOUX CITY, IA
CHARLOTTE, NC	MIAMI, FL	TAMPA, FL
CLEARWATER, FL	MOBILE, AL	TRIANGLE, NC
COLUMBIA, SC	NASHVILLE, TN	VERD BEACH, FL
DAVIDSON COUNTY, NC	NEW YORK, NY	WEST SALEM, WI
DES MOINES, IA	NEWPORT BEACH, CA	WILLIAMETTE, OR



### 3. ORGANIZATIONAL GOALS AND OBJECTIVES (2017)

**Goal 1: Honor the Fallen**

- Objective #1:** Honor the 416 First Responders lost in NYC during 9/11/2001.
- Objective #2:** Honor Local (SC) Heroes lost in the line of duty (FR/LE/Military).
- Objective #3:** Raise awareness of the 9/11 First Responders & Military Service Members Historic Remembrance Memorial.

**Goal 2: Raise Awareness of the SC Run & Walk in order to grow participation to honor and support our first responders and military personnel in our state.**

- Objective #1:** Contact all Running Groups and other organized run & walks across SC and in neighboring communities.
- Objective #2:** Analyze and contact businesses and potential sponsors in order to raise awareness of the Foundation and provide opportunities for support.
- Objective #3:** Promote community, first responder, and military interaction to build strong and cohesive community.
- Objective # 4:** Use established Educational Organizations, Associations and Events to promote T2T Run & Walk.

**Goal 3: Raise money to support the programs of the Stephen Siller Tunnel to Towers Foundation and support of SC First Responders and Military Service Members.**

- Objective #1:** Increase corporate sponsorship by 25% over prior year.
- Objective #2:** Increase race participant registrations by 25%.
- Objective #3:** Reduce operating costs and expenses and maintain in-kind donations

**Goal 4: Build strong, positive, community relationships**

- Objective #1:** Increase Military support and participation in the event.
- Objective #2:** Unite the Midlands and our State together.
- Objective #3:** Maintain and grow our positive relationship with FDNY and New York City, which was established in 1864.



Runners approach the finish line in the 2017 T2T SC Run & Walk Event.



OPTEC Digital Signs Representative, Dan Hansen, Messaged the Event and the 9/11 Remembrance Corvette was displayed for the 2017 T2T SC Run & Walk Event.



## 4. OUR 2017 ACHIEVEMENTS

	2013	2014	2015	2016	2017
Participation – Registered (Total)	900	2,087	1,730	1,598	1712
Participation - First Responder	Uncounted	430	306	366	426
Participation - Youth	Uncounted	251	126	131	140
Participation - Military	900	1,217	1,500	Uncounted	10
Sponsors – Monetary (#)		10	10	14	12
Sponsors – In-kind (#)		14	13	26	
Financial - Monetary Donation	\$29,876.66	\$35,531.00	\$40,970.88	\$46,500	\$33,008
Financial - In-kind Donation	NA	\$112,500	\$59,751.00	\$73,300	\$83,300
Volunteers	NA	Approx. 424	Approx. 500	Approx. 400	Approx. 300
Social Media - Followers	0	1,187	1,895	2,185	2,340
Media Coverage (# of Spots)	NA	5	135+	200+	182

- a. **After Celebration:** This was the fifth year of the After Celebration. This year we chose to move the After Celebration back to the “Great Out Doors”. The party was set up at the intersection of Park and Lincoln Streets and this year race participants exited the finish line directly into the After Celebration. We enlisted the “Blue Pickups Band, who donated their time to provide an uplifting and energetic show. Sysco, our major contributor to the After Party Celebration, surpassed last year’s efforts with employee volunteer support, organization, and food for our race participants, **while the Liberty Tap Room provided beer and wine at a nominal cost of which they donated 100% of the proceeds back to the foundation.** This year’s After Celebration gave the race participants, volunteers, and organizers an opportunity to come together and honor first responders, race winners, sponsors and guests in a safe family friendly environment.



USC’s Mascot “Cocky” 2017

- b. **University of South Carolina (USC) Support:** The support received from USC was invaluable to the success of this year’s event. **Many sports programs and student organizations volunteered a great deal of time to support the run & walk and the after celebration.** This year, the support from the USC ROTC program was critical to expanding awareness and participation in the event, through their relationships with other ROTC programs at other universities throughout the State.



USC Students with “Cocky” 2017



- c. **First Responder Support:** This year we continued to realize a great deal of support from our First Responder community. This was evident in run & walk participation and event support as in previous years. This area remains a significant strength for this event due to the significant outreach to First Responder Groups and professional associations throughout the State. These groups included SC Firefighter's, SC Law Enforcement Organizations, Emergency Medical Services Associations, the Association of Public Safety Communications just to name a few. The SC Law Enforcement Network (LEN) played an integral part in getting the message of the event out to Law Enforcement Statewide. As a result of the LEN and committee outreach to individual departments, many supported this year's race. **A key goal of our organization is to continue expanding this outreach and partnership with First Responders in 2017.**



**Member of the SC Army National Guard Firefighting Unit - Hooah!**

- d. **T2T SC 5K Run & Walk Management Committee:** This year's Executive Committee, staffs and advisors were comprised of a very diverse group of dedicated professionals and volunteers from around the Midlands. This group combined to put in over 300 hours of selfless work to make the 2017 Stephen Siller Tunnel to Towers 5K Run & Walk South Carolina a resounding success!

e. **Testimonials:**

*"The last day of June 2017, I woke up with a start in a cold sweat. I had just had the worst nightmare of my life and it was about my health- or lack thereof. July 1st, I started walking around my neighborhood every morning. My very active 17-year-old daughter actually joined me and we were encouraging each other, but mostly, she was my accountability partner. A few days in, a lady came out of her house and invited us to workout with her and some of her friends in a group called FiA (Females in Action) that met every morning at 5am. In my head, I was thinking, those ladies are cRaZy to get up that early! But, after a couple days, I decided to go and see what it was about. My daughter even agreed to go with me."*

*"When we started, the run/walk group (called Stadium Steppers) had just started a program called Couch to 5K. I laughed and told them that there was no way I would be running a 5K, but I wanted to do the program because I did want to start running instead of just walking and it seemed like a good way to get started."*

*"However, after three weeks of running with them, I actually got excited to do the 5K at the end of the program, which happened to be the Tunnels to Towers run. My daughter wanted to do it with me, too, so I was excited to do something with her and my new friends at FiA. I had a goal, and it felt good! From mid-July to end of August, I did great with the program, but I had also started my student teaching (back to college mom) and I got a little overwhelmed with trying to keep up with college, student teaching, and mom duties. At this time, I slacked a little on my running every week and was only running 1-2 times a week instead of 3-4. Still, I was eating better and very focused on getting my health back."*



*“Fast forward to the day of the run. My daughter and I rode with some FiA friends and we were really excited. She played soccer, so running was no stranger to her, but she had never done a 5K before, so we were both really eager to see what it was like and the T2T run did not disappoint! The energy was amazing and it rippled throughout the crowd. As I took off from the start line, my Fitbit vibrated to tell me that I had just hit my 10K steps for the day, adding to my energy. The feeling of running with all of those people around you was just thrilling. And then, seeing the traffic stopped, having people honking at you and waving, hearing the whirl of the helicopters overhead, it was all so exhilarating. At the end of the race, my legs felt like jelly, but I knew that I had just accomplished something that was for ME. Something to make myself a better me and a better mom. I wasn't the fastest, but the point was that I did something that I never thought I would ever do- I RAN. For this, I will never forget the T2T 5K and I hope to participate with my daughter every year. And I'm still running. :)”*

*“Side note, my daughter is leaving for college (she's a senior this year)- destination still undecided. I hope that she will be able to be close enough to still run with me this year at T2T, but regardless, this run was special for us both for various reasons. That Sunday, she was playing in her first club soccer game of the season and collided with a player from the opposite team. She went down and did not get back up. We had to rush her to the ER and a few days later we found out she tore her ACL and meniscus. This has been a hard year for her (and us) with surgery and recovery and missing her senior year and last club season of soccer. However, she is excited to get to run again. And she wants to do another 5K. :) I think the experience she had with the T2T and FiA has given her something to look forward to, even when she lost so much.”*

**- Lisa J. Langley -**



**One Happy Team of T2T SC Great Americans**



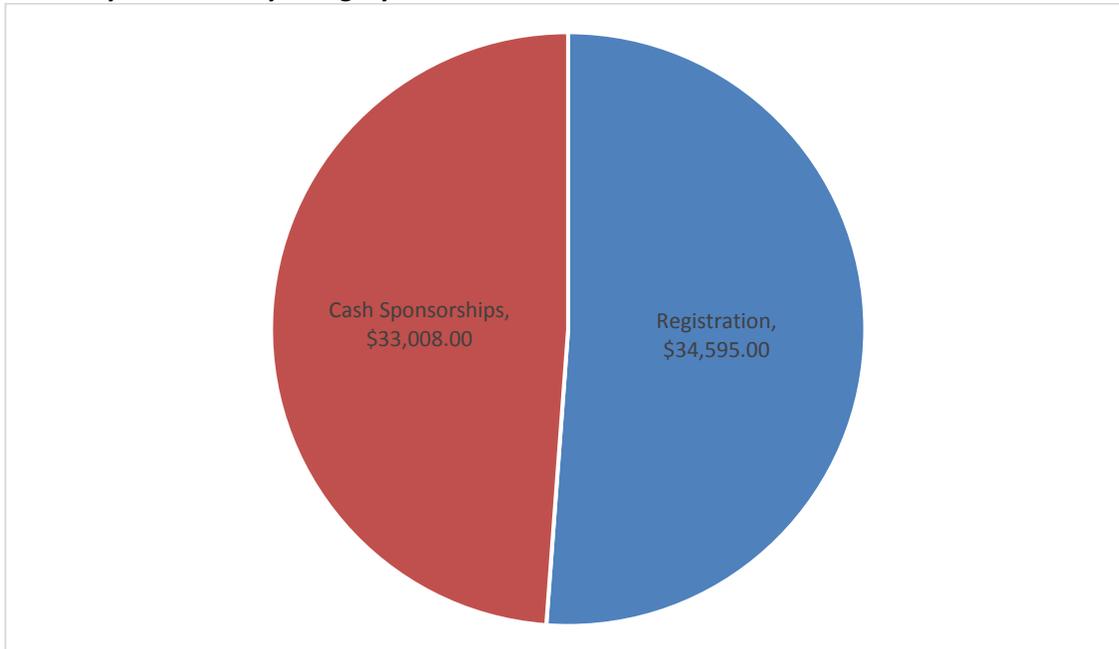
**SC Army National Guard Band**



## 5. FINANCIAL SUMMARY

### INCOME

#### Summary of Income by Category



**Grand Total Income** **\$67,603.00**

#### Registration Income:

Eventbrite	\$32,020.00
Misc. Day-Of Checks	\$2,090.00
Crowdrise Fundraising	\$485.00
<b>Total</b>	<b>\$34,595.00</b>

#### Cash Sponsorship Income

Lexington Medical Center	\$20,000
Wheeler Real Estate	\$5,000
Blue Cross Blue Shield of SC	\$2,500
SC National Safety Council	\$1,000
Blanchard Machinery	\$1,000
Terror Falls (LTC Adventures)	\$1,000
Liberty Tap Room	\$758
Colonial Life	\$750
Livingston Insurance Agency	\$500
Elliot Davis	\$500
<b>Total</b>	<b>\$33,008.00</b>



**EXPENSES Summary of Expenses by Category**

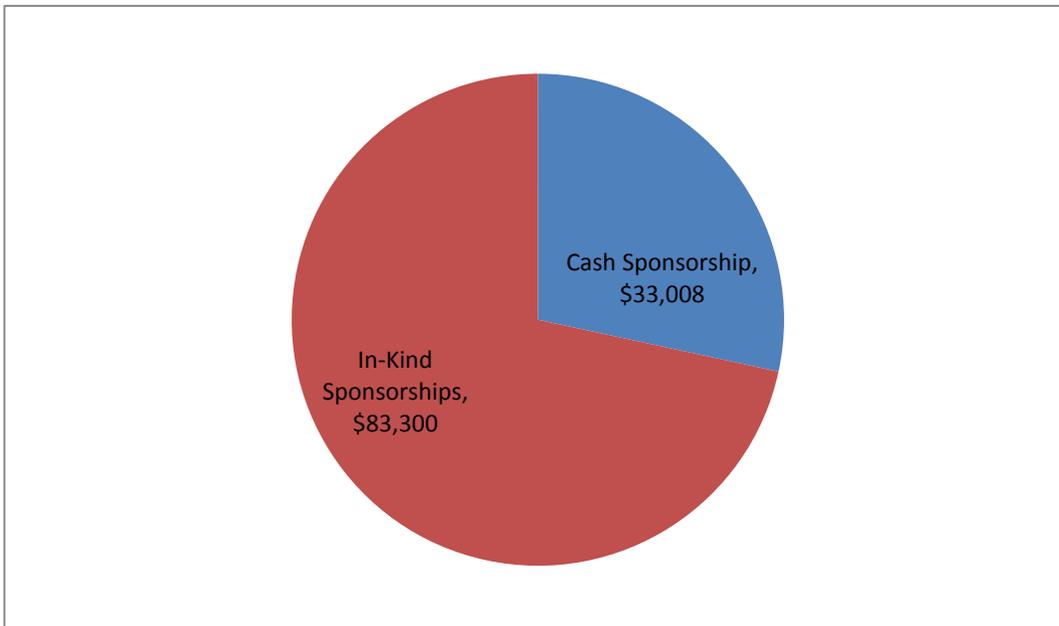
**Itemized Expenses**

City of Columbia	\$5.00
Individuals Checks for Columbia Police Officers	\$4,760.00
City of West Columbia (Police Officers)	\$960.00
Melron Kelly (Columbia Police Officer)	\$140.00
Green Earth Services, Inc.	\$240.00
Kris Scott/Fire Marshall	\$140.00
Blue Pickups Band	\$500.00
Lucas Sept Tank & Utilities	\$720.00
City of Cayce (Police Officers)	\$765.00
UPS Store	\$131.49
UPS Store	\$11.27
Eggplant Events	\$14,276.00
T-shirts (vendor secured by T2T NY)	\$5,806.00
Eventbrite (registration website)	\$3,239.00
Printing Expenses for 343 Posters	\$2,655.00
<b>Grand Total</b>	<b>\$34,348.76</b>

**NET PROCEEDS FROM EVENT**

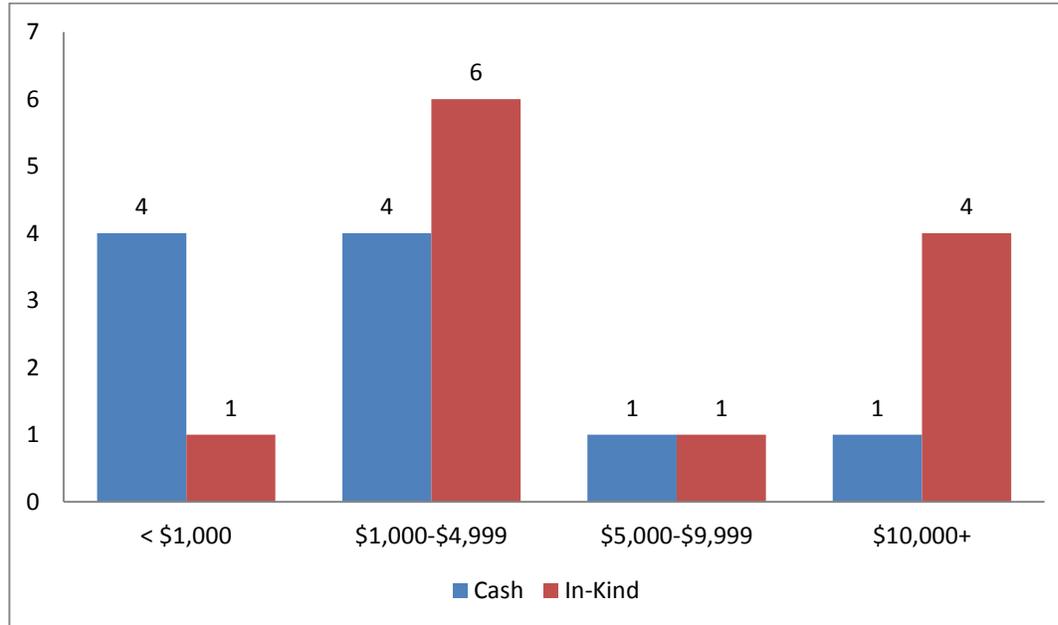
Income	\$66,845.00
Expenses	<u>\$34,348.76</u>
Net	\$32,496.24

**TOTAL SPONSORSHIPS & DONATIONS RECEIVED**





**Number of Sponsorships Received**



**List of Cash Sponsorships**

Lexington Medical Center	\$ 20,000.00
Wheeler Real Estate	\$5,000.00
Blue Cross Blue Shield of SC	\$2,500.00
SC National Safety Council	\$1,000.00
Blanchard Machinery	\$1,000.00
Terror Falls (LTC Adventures)	\$1,000.00
Liberty Tap Room	\$758.00
Colonial Life	\$750.00
Livingston Insurance Agency	\$500.00
Elliot Davis	\$500.00

**List of In-Kind Sponsorships**

Septic Co. Porta Jon's	\$800
Courtyard by Marriott	\$1,000
Hilton Hotel	\$2,000
The State	\$2,500
Pine Press Printing	\$3,000
Hampton Inn	\$4,000
Sun Solutions	\$4,000
Optec	\$6,000
WIS	\$10,000
iHeartRadio/WCOS	\$10,000
Sysco	\$15,000
Lexington Medical Center	\$25,000



## 6. MARKETING SUMMARY

a. **Lexington Medical Center Partner:** The Title Sponsor for this year's Tunnel to Towers South Carolina was Lexington Medical Center. **This exceptional partnership has been instrumental in the success of this run & walk each and every year.** This year, not only did Lexington Medical Center support the run & walk with a significant cash contribution, but their marketing department, also provided a very large portion of the marketing support for this event on an in-kind basis. This included all design work and printing of signs, race literature and flyers, sponsorship packets, and banners. Additionally, the marketing department coordinated with local media outlets to provide event coverage and promotional spots throughout the weeks leading up to the September 15 event.



b. **Sponsor Tracking:** Since our Foundation was collaborating with Lexington Medical Center for the fifth straight year, we had a firm foundation to build upon. A small team worked closely together to build a targeted list of potential sponsors. Internally we maintained a spreadsheet accounting of all sponsors so that we could keep track of information such as payment and logo receipt all in one place.

c. **Radio & Television:** Lexington Medical Center also used their existing contracts with newspapers, magazines and WIS News Station to promote the Tunnel to Towers event. **WIS News ran 135 spots television advertising spots for this year's event with a calculated TV schedule value of more than \$21,000.** In addition, WIS ran an online campaign valued at more than \$8,000. We also were very excited to partner with iHeartMedia as our exclusive Radio Sponsor. Coverage across all their stations was valued at more than \$10,000 in-kind marketing. The State Newspaper was also an in-kind Media Sponsor with \$9,000 in donated print space. LMC also donated more \$28,000 in Outdoor Media coverage. In addition to the planned TV and Radio spots ahead of the event, many media outlets provided extensive coverage on the day of the event, to include interviews of organizers and race participants.

d. **Website:** The main Stephen Siller Tunnel to Towers Foundation website was constantly updated as new event details became available. **A local event website was created in 2015 to streamline information for participants as well as provide a more user friendly experience.** The database of race registrants was used to send updated information to everyone who registered for the race.



e. **Billboards and Print Media:** Through our partnership with Lexington Medical Center Marketing, we were able to advertise our event for months on several billboards around Columbia, Richland and Lexington County leading up to the run & walk. Additionally, with our organizations relationship with many newspaper and other print media companies our event was included in periodicals such as The State Paper, Lexington Chronicle, Columbia Living and Editorial, just to name a few.



- f. **Social Media:** The social media team updated all social media channels constantly during the event and the opening and closing ceremonies. This form of communication will continue to increase in 2018, with a focus and emphasis on reposts on more well-known sponsor and partner sites.



### Social Media Statistics

Social Media Medium	Number of Likes/Followers	Number of Posts Made during Campaign
Twitter	245	60 posts
Facebook	1929	100 posts
Instagram	267	60 posts

- g. In addition to our extensive marketing efforts, the Public Relations efforts from Lexington Medical Center facilitated six WIS-TV news stories, an editorial with Lexington Life, a cover story in the Lexington Chronicle, a Radio interview with a local station and a Spotlight Interview with WLTX.

## 7. VOLUNTEERS

- a. The purpose of our race is to raise funds to build smart homes for catastrophically injured veterans, and we could not do it without our volunteers! Our race runs on volunteers. Everything from registration and packet pick up and staffing water stations, to assisting in the after party area. The needs are many and our volunteers make the race in South Carolina a success every year.
- b. A few of the areas where we utilized volunteers included:
- **Race Registration Volunteers:** At an estimate of 5-8 per shift this counted for approximately 24 volunteers.
  - **Packet Pick-Up Volunteers:** At an estimate of 5-8 per shift this counted for approximately 24 volunteers.
  - **T-shirt volunteers:** At an estimate of 5-8 per shift this counted for approximately 24 volunteers.
  - **Water Stations:** There are three water stations on the course. Each one requires at least 15 volunteers, at an estimate of 15 per shift this counted for approximately 45 volunteers.
  - **After party volunteers:** Responsibilities included bag check, food service, children’s activity area, and more. Primarily a mid-afternoon and PM shift. Some volunteers were needed up to after party closing at approximately midnight. This accounted for approximately 150 volunteers.
  - **The 343:** On 9/11/2001, we lost 343 first responders when the Twin Towers fell. At our race, we have poster size photographs of each of those heroes. This year we had approximately 65 of those spaces filled by members of the University Of South Carolina Greek Life organizations. The FDNY Fire Boat is named “343” and the front and sides of the boat were built using steel from the World Trade Center Towers.



c. Our returning volunteers came from University Of South Carolina Athletics, University Of South Carolina Capstone Scholars, Sysco Foods, Boy Scouts of America, Ft. Jackson Drill Sergeants Academy, Lexington County CERT team, Lexington High School Air Force JROTC, Lexington Medical Center and the LMC Marketing group, and USC Army ROTC programs.



**Veterans from Dorn Veteran's Hospital in Columbia, SC Attended the Opening Ceremony**

d. This year our volunteer corps was joined by some new volunteers. They came from University of South Carolina Greek Life, River Bluff High School students, Lexington High School students, Spring Valley High School HOSA club, and the University Of South Carolina Veterans Alumni Council., Lexington County School District 1, South Carolina National Guard, and the Little Miss South Carolina Beauty Pageant organization.

e. Our total volunteer count was approximately 275-300. If you consider 300 volunteers at 8 hours each (many of whom worked far more than that) at the Federal minimum wage of \$7.25 (many of whom would make far more than that in their professional lives), that equates to 2,400 hours at a total cost savings of over \$17,400.

## 8. SUMMARY

a. **Event Tracking/Management:** This year we continued to build on the successes of past years with regard to event management and resource tracking. **This event was managed through a very large cooperative group of professionals who volunteer their time to make the event a success each year. The event is managed through a central Vice-Chairman of Operations ensuring that the many different pieces are brought together and executed on schedule on the day of the event.** The overall event process was managed through the use of monthly committee meetings through July 2016 and then biweekly meetings in the month of August and weekly meetings in September. These committee meetings provided for the coordination and oversight of the event and identified critical tasks that needed to be accomplished. Most importantly, these meetings assigned responsibility and deadlines for the accomplishment of each task associated with the successful execution of the event. However, each Committee group also held meetings within their own area of responsibility outside of the regular scheduled meetings.

b. **Event Management:** In 2015, Eggplant Events Production became a part of the Tunnels to Towers South Carolina Team. For more than 15 years, Eggplant Events has proudly worked with numerous Community Events, both large and small. Eggplant Events supports the Tunnels to Towers Planning Team in many areas with a goal to enhance the planning procedures while streamlining the Team's efforts. With their knowledge of working on large Community Events we will increase the events overall impact on our Community.



- c. **Execution Matrix:** A project timeline and event diagrams were published to ensure that all tasks were tracked and completion of the tasks were documented. **With the inclusion of the After Celebration, this timeline/tracker is critically important during the week leading up to the race and served as the execution matrix for the entire event.**

- d. **City of Columbia Support:** Prior coordination with the City of Columbia Police and Fire Departments was critical to the safe execution of this event and could not have been successful without the untiring support of Chief Holbrook of Columbia Police Department and Chief Jenkins of the Columbia Fire Department and their dedicated public servants. Both Departments had a staff member assigned to the committee who were authorized to participate and make recommendations and decisions for their Departments' support. These decisions included, but were not limited to: Route reversal planning, road closings, resource requests, display vehicles, security procedures and impacts of the run & walk on local businesses. Also critical to the event's success were the South Carolina Department of Public Safety and State Law Enforcement Division under the leadership of Leroy Smith and Mark Keel respectively.



City of Columbia Bike and Motorcycle Patrols prepare for the start of the 2017 T2T SC Run & Walk Event.

These decisions included, but were not limited to: Route reversal planning, road closings, resource requests, display vehicles, security procedures and impacts of the run & walk on local businesses. Also critical to the event's success were the South Carolina Department of Public Safety and State Law Enforcement Division under the leadership of Leroy Smith and Mark Keel respectively.

## 9. STEPHEN SILLER TUNNEL TO TOWERS, NYC, SUPPORT

New York assigned a single point of contact for coordination of South Carolina's requirements. Their support included many varied tasks and support functions. **Some of these tasks included: coordination and reporting of registration, acquiring volunteer and race T-shirts, processing of donations, and invoice payments.** This team member was located at the Siller Foundation in New York City. She was able to attend our South Carolina event planning meetings via conference call. This support was critical to ensuring that all the proper insurance for the event was available and addressed any legal or Foundation by-law questions or concerns with the parent foundation. Our relationship with this representative is critically important to continued success of our event.

## 10. LONG TERM STRATEGIES/INITIATIVES

- a. **Sponsor Outreach:** With the assistance of Egg Plant Events, our committee has already begun engaging our sponsors from last year and will continue to grow our sponsorship base. This year our Foundation sent out over 300 holiday cards to everyone that had a piece in planning, executing or sponsoring the 2017 event. This card thanked them for their support



of our efforts and announced the date of next year's event. Our committee's Chairman, Dan Hennigan, continues to meet with and reach out to potential sponsors for 2018. **Additionally, this 2017 annual report will also be used to tell the story of our event, while showing transparency and helping potential future sponsors see the value in supporting this worthwhile cause.**

- b. **Participant Engagement:** Using the race participant database the committee will begin sending out e-blast announcements to 2017 race participants to promote and increase early registration and word of mouth interest. **We also continue to work to improve our Social Media exposure across the State.** One tool that the committee will continue to build upon is the positive partnership and processes established by the main Foundation in New York. Lastly, we continue to engage the First Responder and Military communities to increase interest and participation in the 2018 event.
- c. **State Run Ranking:** In 2014, the run made the Top 20 Races in South Carolina in only its second year! This accomplishment has continued subsequent years! This again is without registering our Military. By growing our overall participant base we can meet our goal of someday being the number one largest race in South Carolina!
- d. **After Celebration Strategy:** The Committee continues to assess the After Celebration event and are looking at keeping it outside once again in 2018. The 2017 event was highly successful and the committee received a great deal of positive feedback from race participants and volunteers. This move outside did shorten the After Celebration, but kept the whole event together in the same area taking on more of a street festival feel. We will continue to grow and improve the After Celebration event by recognizing participants and honoring our First Responders, Military Service members, and their families who are at the heart of this patriotic and moving event.



Dan Hennigan, NYC Fire Commissioner (Ret.)  
Salvatore "Sal" Cassano, Cyndi Hennigan  
and Brian Hennigan



Vincent D'Amico, Donor  
Liason of Services,  
Stephen Siller  
Foundation, NYC



West Point Cadets lead  
the way in T2T 2017  
run/walk, NYC

PARTNER

# GMC

FALL 2017

THE MAGAZINE

## "IT'S SUCH A BIG THING"

**BUILDING FOR AMERICA'S BRAVEST  
HELPS A VETERAN LIVE ON HIS OWN TERMS**

*"Mind-blowing" is the word* Corporal Tim Donley keeps coming back to when describing the new home he received this past June through Building for America's Bravest (BFAB), a vital program of GMC's national charity partner, the Stephen Siller Tunnel to Towers Foundation. The BFAB program helps provide a better quality of life for seriously injured veterans by raising funds for the construction of new smart homes in which they can reside.



BUILDING FOR AMERICA'S BRAVEST  
AMERICANVET.ORG

A PROUD PROGRAM OF



Stephen Siller Tunnel to Towers Foundation  
TUNNELTOWERSFOUNDATION.ORG

To learn more and donate, visit [ourbravest.org/enlistme](http://ourbravest.org/enlistme)



**HOMECOMING:**  
(Clockwise from top) Tim Donley and wife Kelly (with dog Sandy) arrive at the dedication of the couple's new home, received through the Building for America's Bravest program. It features an open floor plan, helpful amenities such as pull-down shelving, and a user-friendly kitchen that allows Donley to cook on a regular basis.

"You just don't think about people giving you a house," says Donley, who was injured in Afghanistan in 2012. "It's such a big thing and a change to our lifestyle."

The 3,000-square-foot home, which sits in a rural setting just outside Bethel Township, Pennsylvania, provides Donley with the space and amenities to perform day-to-day activities while pursuing his interests.

Donley has found many valuable features in his new home, including the following:

**Wraparound Porch**

Asked for by Donley during the design of the home, the porch — which is 12 feet wide in some sections — allows him entryway to any point on the outside of the house. "I'm very self-sufficient, and it would [drive me crazy] if I couldn't get around easily to, say, clean an outside window."

**Accessible Guest Bedroom**

Donley's brother-in-law, Mark, also an injured veteran, lives nearby and often visits. With a guest bedroom complete with wide pathways and a roll-in shower, Donley says Mark now has the option of staying over without any hassles.

**User-Friendly Kitchen**

In the crowded apartment he lived in before, Donley never attempted to cook — despite enjoying the process. Now, with a kitchen featuring an open floor plan, a stovetop that lowers with the push of a button, and pull-down cupboards, Donley prepares food for his wife, Kelly, and his guests.

**Remote Control**

From his smartphone, Donley can control the home's air conditioning, heating, blinds, fans and lights. A separate remote also gives Kelly the opportunity to adjust these settings. Donley also enjoys easy access to the security panel that controls the home's cameras, microphone and motion sensors.

**Barns**

Two separate utility barns assist Donley with his various interests. They store his beekeeping equipment, house his wood and metal shops, and will provide a soon-to-be rehearsal space for him and other members of the MusiCorps Wounded Warrior Band. ■

**HONORING HEROES**  
November 11 marks Veterans Day, when we celebrate those who have served honorably in our nation's military. Recognizing these brave men and women is at the heart of Building for America's Bravest program, which raises funds for the construction of smart homes for severely injured veterans.

Visit [ourbravest.org/enlistme](http://ourbravest.org/enlistme) to learn more about the program, including how to donate to BFAB.

# STEPHEN SILLER TUNNEL TO TOWERS 5K RUN & WALK SOUTH CAROLINA

## APPENDIX

2017









Remembering the 100th Anniversary of Fort Jackson  
**Monday, September 11, 2017**  
*"An Evening of Remembrance"*

**Sequence of Events**

*Our ceremony will begin promptly at 5:00 p.m. We encourage everyone to arrive early, gathering in silence and listening to the music of the prelude, which begins at 4:30 p.m.*



4:30 **First Responders and Military Service Members' Families convene in the Columbia Convention Center Lobby, Musical Prelude** – 208th Army Band, Palmetto Pipes & Drums

5:00 **Introduction** – Mr. Tyler Ryan, EMCEE  
Dreher High School Concert Choir under the direction of Director Mr. Walter Graham

5:04 **Welcome** – Mr. Daniel C. Hennigan, Memorial Founder and Chairman, U.S. Army Retired

5:06 **Pledge of Allegiance** – Led by children in attendance

5:07 **Presentation of Colors** – Marine First Sergeant David Pelley (Retired)

5:09 **National Anthem** – Dr. Richard Conant  
**Flyover** – SLED

5:11 **Invocation** – Kevin Shwedo, U.S. Army Retired, Executive Director SC DMV

5:12 **Sponsor Recognition** – Mr. Tyler Ryan, EMCEE

5:13 **9/11/2001 Family Member** – Mrs. Dawn Yamashiro

5:15 **Military, First Responders, and Gold Star Family Members:**

- Mrs. Diane Rawl, Gold Star Mother of First Lieutenant Ryan D. Rawl, South Carolina Army National Guard (SCANG)
- Others Families

5:22 **Family Members Gift Presentations**, Laurie Stokes

5:24 **Keynote Speaker Introductions:**

**First Responder Law Enforcement Keynote Speaker:**

- Chief Mark Keel, SLED

**First Responder Firefighter Keynote Speaker:**

- Jonathan Jones, SC State Fire Marshal

**First Responder Military Service Member Keynote Speaker:**

- James E. Smith, Jr., Major SCANG & SC House of Representatives

5:33 **Roll Call of South Carolina Midlands Fallen Heroes:**

- Command Sergeant Major Marty Wells (U.S. Army Retired)
- Honor Guard Members consist of 60 or more Military Service Members, First Responders, and other Volunteers
- Bell Ringer, Dr. Debbie W. Herman, Lieutenant Colonel (Retired), Army Nurse Corps

5:36 **Memorial Wreath Presentation:**

- Mrs. Dawn Yamashiro, Mrs. Diane Rawl
- SLED Chief Mark Keel, SC State Fire Marshal Jonathan Jones, and Major James E. Smith, Jr., SCANG, SC House of Representatives
- Gold Star Families of all First Responders, Military Service Members
- Palmetto Pipes and Drums

5:38 **Benediction** – Colonel Craig Currey, U.S. Army Retired, Deputy Commander Fort Jackson, Transitions CEO

5:40 **"TAPS"** – 208th Army Band

5:42 **Closing Remarks** – Mr. Tyler Ryan, EMCEE

**All First Responders, Military Service Members, their Families, South Carolinians, and the public are invited to attend our 9/11 Evening of Remembrance.**  
1101 Lincoln Street, Columbia, South Carolina 29201 | [www.scremembers911.com](http://www.scremembers911.com)  
Points of Contact: Laurie Stokes(803) 446-6478, Diane Rawl (803) 206-1896, and Memorial Chairman/Founder Daniel C. Hennigan, (803) 834-1331.

*Please save the date for the 2017 SC Tunnel to Towers Run/Walk on Friday, September 15, 2017.*  
<https://tunnel2towers.org/event/2017-tunnel-towers-5k-run-walk-south-carolina/>



In Memoriam and Honor of the  
**South Carolina Midlands  
First Responders and  
Military Service Members**

**Monday, September 11, 2017 at 5:00 p.m.**  
Prelude begins at 4:30 p.m.

**We Remember...**






**...and We Will Never Forget**



# Tunnel to Towers SC Consolidated Annual Report | 2017



**SPONSORSHIP OPPORTUNITIES**

**Stephen Siller**  
**Tunnel to Towers**  
**5K RUN & WALK**  
SOUTH CAROLINA

PRESENTED BY  
**LEXINGTON MEDICAL CENTER**

FRIDAY ★ SEPTEMBER 15, 2017 ★ 7:00 P.M.  
COLUMBIA, SC

**In 2015 Tunnel to Towers Foundation donated \$25,000 to South Carolina Flood Relief, \$20,000 for SC National Guardsman and \$5,000 for SC First Responders.**

**DEPARTMENT OF PUBLIC SAFETY**  
HIGHWAY PATROL · STATE TRANSPORT POLICE  
BUREAU OF PROTECTIVE SERVICES  
OFFICE OF HIGHWAY SAFETY · OFFICE OF JUSTICE PROGRAMS  
THE SOUTH CAROLINA LAW ENFORCEMENT OFFICERS HALL OF FAME

The underlined names were the recipients of the donations for TEAM SCDPS. Pictured from left to right:  
Chief Kenneth Phelps (SCDPS), Chief Zachary Wise (Bureau of Protective Services (BPS)),  
Officer Aaron Kelly Smith (BPS), Paulyn J Shaw (Administrative Assistant- BPS), Dan Hennigan, Chairman T2T SC Run & Walk,  
Margaret Diane Theriot (Administrative Assistant- SCDP), Chief Mike Sonfield (Imo Fire Department),  
Director Larry Smith (SCDPS), Sergeant Bob Beres (CHP)



**Title Sponsor – \$20,000**

- Recognition as a title sponsor
- Logo/mention in all event advertising including, but not limited to: press releases, radio, print, TV, digital (including references on event-specific Facebook page with link to your website)
- Company name mention in Twitter posts
- Logo and link on local Tunnel to Towers registration website
- Logo on all printed and digital collateral, including event-specific postcards and posters
- Logo on all course signage, including start/finish line and post-event block party and awards ceremony
- Logo on race T-shirts
- Option for one 10x10 booth space at pre- and post-event block party and awards ceremony
- Opportunity to insert materials and/or giveaways in runner packets
- Recognition during start/finish line ceremonies
- Logo and link on event-specific registration page

**Executive Opportunities**

- Speaking opportunity for an executive at Start/Finish Line ceremonies
- Check presentation opportunity
- Award distribution and photo opportunities with winners

**VIP opportunities**

- 100 event registrations for key clients and/or employee engagement opportunities
- 100 race T-shirts

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**Hero Sponsor – \$10,000**

- Logo/mention on event-specific Facebook page with link to your website
- Company name mention in Twitter posts
- Logo and link on local Tunnel to Towers registration website
- Logo on all printed and digital collateral, including event-specific postcards and posters
- Logo on race T-shirts
- Option for one 10x10 booth space at pre- and post-event block party and awards ceremony
- Recognition during start/finish line ceremonies

**Executive opportunities**

- Check presentation opportunity
- Award distribution and photo opportunities with winners

**VIP opportunities**

- 50 event registrations for key clients and/or employee engagement opportunities
- 50 race T-shirts

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**Patriot Sponsor – \$5,000**

- Logo/mention on event-specific Facebook page with link to your website
- Company name mention in Twitter posts
- Logo and link on local Tunnel to Towers registration website
- Logo on race T-shirts
- Option for one 10x10 booth space at pre- and post-event block party and awards ceremony
- Logo on all printed collateral, including event-specific postcards and posters

**Executive opportunities**

- 20 event registrations for key clients and/or employee engagement opportunities
- 20 race T-shirts

**Freedom Sponsor – \$2,500**

- Logo/mention on event-specific Facebook page with link to your website
- Company name mention in Twitter posts
- Logo and link on local Tunnel to Towers registration website
- Logo on race T-shirts
- 10 event registrations for key clients and/or employee engagement opportunities
- 10 race T-shirts

**Independence Sponsor – \$1,000**

- Logo/mention on event-specific Facebook page with link to your website
- Company name mention in Twitter posts
- Logo and link on local Tunnel to Towers registration website
- Logo on race T-shirts
- 5 event registrations for key clients and/or employee engagement opportunities
- 5 race T-shirts

**Local Hero Sponsor – \$500**

- Logo/Name listing on event-specific Facebook page
- Logo/Name listing on local Tunnel to Towers registration website

**Yes, I would like to show my support by choosing the following sponsorship level.**  
Your organization will receive the benefits associated with the selected sponsorship level.

Title Sponsor - \$20k     Hero Sponsor     Patriot Sponsor  
 Freedom Sponsor     Independence Sponsor     Local Hero Sponsor

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Sponsor name and logo will be included if received by Monday, July 3. Please send your company logo in a vector .eps or .pdf format to [info@t2tsc.org](mailto:info@t2tsc.org). The highest state tax rate to Tunnel to Towers Foundation is recognized as a tax-exempt (501)(c)(3) non-profit organization. Your contributions may be tax deductible and can be made payable to Stephen Siller Tunnel to Towers Foundation.



## Our Memorial Seal Story

### **SC Midlands First Responder and Service Member Remembrance Memorial Unveiled on September 11, 2001**

Symbolism represents something larger, deeper than itself. It encourages introspection and interpretation, forging a bond between the idea and the individual.

**The foundation of the First Responders seal is a circle, the universally recognized symbol of eternity and continuity. The flag and eagle wing on the seal momentarily break the circle as the eagle wing overlaps the circle as it descends to lift the fallen from the carnage. The beams transcend into upward turned, crossed swords which represent readiness for battle or conflict and military mightiness.**

**The eagle was a symbol born from men of action.** It was given to those of lofty spirit, ingenuity, speed in comprehension and discrimination in matters of ambiguity. The eagle's wings are spread ("displayed") to symbolize the bearer's protector role as the gripping talons symbolize ruin to evildoers. An eagle leg borne on a seal signifies the "preyer upon others has been preyed upon."

**The eagle and crossed swords on the First Responders Memorial Seal honor our nation's military.**

**The thin blue line on Tower 2 represents law enforcement officers and the courage they find deep inside when facing insurmountable odds. The black background around the line was designed as a constant reminder of their fallen brother and sister officers.**

"The Line" is what law enforcement officers protect, the barrier between anomie and a civilized society, order and chaos, respect for decency and lawlessness. Together they symbolize the camaraderie law enforcement officers share.

**The "343" found on Tower One serves as a reminder of the 343 firefighters who gave their lives on 9/11. On September 11, 2010, Fireboat 343 went into service and was proudly named in honor of those 343 NYC firefighters who sacrificed their lives in service to their fellow citizens on September 11, 2001. Since then, firefighters and fire departments across the country and around the world proudly display "343" on their uniforms and equipment. It serves to affirm that their sacrifice will never be forgotten by fellow firefighters. It also symbolically challenges others to remember that firefighters knowingly risk their lives every day to protect their fellow citizens.**

**The blue "Star of Life" on the bottom of Tower One internationally represents all Emergency Medical Services (EMS) units and personnel.**

The six branches of the star are symbols of the six main tasks executed by rescuers throughout the emergency chain: detection, reporting, response, on-scene care, care in transit and transfer to definitive care.

The area behind the towers is recessed with an American flag blowing in the breeze to represent that America is still the envy of the world and that our future remains strong, even after attack, on all that we stand for. **By placing the flag at the back of the seal, we symbolically predict that the greatness of America continues to be in the future beyond 9/11.**

The symbolism of the two broken pieces of the towers lying beneath the swords represents the wounds inflicted by our enemies on 9/11. The towers remain standing on the seal to represent that while wounded, America still stands tall, proud and strong, and will rise again.

**The fallen portion of Tower 2 is the shape of the State of Pennsylvania with a dot marking the location where the people on Flight 93 thwarted the hijackers' plans on 9/11.**

**The fallen portion of Tower 1 is a pentagon shape inscribed with a '41 to honor the victims from the Pentagon. On the northeast corner of the Pentagon is the building's cornerstone. It was laid on September 11, 1941.**

**On the bottom left hand corner of Tower 2 is the number '66. The World Trade Center cornerstone was laid on September 11, 1966.**

Many other symbols can be found within the Seal of the First Responders Memorial, but there is much more to be found within the memorial itself. **As you honor the men and women of this memorial by visiting this new historic site, search for the hidden symbolism and messages that are there "in plain sight."**



**Merry Christmas  
and Happy New Year!**

from  
your South Carolina Midlands First Responders &  
Military Service Members Historic Remembrance Memorial and  
the Stephen Siller Tunnel To Towers South Carolina  
5K Run/Walk Committee and Board Members

*Thank you for your time and generosity in support of our First Responders  
and Military Service Members. We hope you will continue to support us  
for many years to come. If you would like to become a committee  
member, please contact us at your earliest convenience.*

**Please save the dates for our events in 2018!**

- **September 11, 2018:** Our 9/11 Annual Evening of Remembrance planned for 5:00 p.m. at the 9/11 Remembrance Memorial.
- **September 14, 2018:** Our Stephen Siller Tunnel To Towers South Carolina 5K Run/Walk planned for 7:00 p.m.

 <b>Mike Sonefeld</b> Irmo Fire Chief Vice Chairman 17thCav@irmofire.org (803) 513-8148	 <b>Daniel C. Hennigan</b> U.S. Army Retired Memorial Founder and T2T SC Chairman danielchennigan@gmail.com (803) 834-1331	 <b>David Kerr</b> Lexington County Public Safety Director Vice Chairman kerrt2tscrun@gmail.com (803) 479-5095
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**Please view our September 9/11 website, video, and our Stephen Siller  
Tunnel To Towers South Carolina 5K Run/Walk website.**

www.scremembers911.com  
www.T2TRunSC.org



## THE HISTORY OF THE SC 9/11 HISTORIC MEMORIAL

- The two towers represent **RESOLVE**.
- The top of the two towers on the ground between the two Historic World Trade Center Steel Beams remind us to **NEVER FORGET THE FALLEN**.
- The two crossed Historic World Trade Center (9/11/2001) Beams remind us that we are a **UNITED NATION OF ONE**.





***We Will Never Forget!***

**First Responders & Military Service Members**

*See You  
Next Year!*

**Friday, September 14, 2018  
at 7:00 p.m.**