



CAMPBELL VETERANS MEMORIAL FOUNDATION, INC

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## REMEMBRANCE

"Remembering and Honoring those who have served our country, have given their lives, their well-being, their fortunes and those who continue to serve with only one request: "That we not forget their sacrifices on behalf of this great nation".

## THE VISION

"TO HONOR AND SUPPORT ALL VETERANS, TO RAISE AWARENESS OF THEIR CONTRIBUTIONS AND TO PROVIDE SUPPORT FOR THEIR FAMILIES."

## THE MISSION

The Campbell Veterans Memorial Foundation, Inc., in order to fulfill its Vision Statement shall:

- Build and maintain a Veterans Memorial to honor all veterans in the West Valley and
- Provide a community education program that highlights the contributions and value to our veterans and
- Provide support and scholarships to veterans and their families through the foundation.

## THE MEMORIAL LOGO

The logo displays the wreath of victory which encircles the golden bald eagle, the symbol of our country's strength and wisdom, the six silver stars representing the six services (ARMY, NAVY, AIR FORCE, MARINES, COAST GUARD, MERCHANT MARINE) that the memorial commemorates and the National Defense Ribbon worn by all those who have served in the defense of our country both near and far.

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The ELEVENTH HOUR of the ELEVENTH DAY of the ELEVENTH MONTH was the time of the signing of the Armistice of 1918 to end World War I, the war to end all wars! The Board of Directors of the Campbell Veterans Memorial Foundation, Inc. has chosen the Veteran's Day November 11th, 11 a.m., 2011 to dedicate the completion of the Campbell Veterans Memorial.



## **The MEMORIAL**

The Campbell Veteran's Memorial is like no other memorial. Specifically created by the firm of Bill Gould Design Art & Architecture Design, it displays the six services that represent our country during war and peacetime. They are: the ARMY, NAVY, AIR FORCE, MARINES, COAST GUARD and MERCHANT MARINE.

## **The TIMELINE WALL**

Many memorials have a wall – but none have one like the Campbell Veterans Memorial. The Timeline Wall reflects our country's times of trial and conflict from 1776 to present. The wall is cracked and broken at each point in our history that Americans have been called to defend our country. Water trickles out of the cracks in that wall to remind us of the lives that ebbed away during these tragic times but the memorial does not let us forget them.

## **The MEMORIAL POOL & FLAGS OF SERVICE**

Designed to relate to the viewer the source of all life – water, the shallow reflection pool protects the "Oath of Allegiance" which is etched in stone to which all military men and women pledge their livelihood in service to our country. The water's surface reflects the six flags of our nation's military services that surround the northern perimeter of the pool, the waters of which flow onto the Timeline Wall.

## **The MEMORIAL WALL & THE TREE OF PEACE**

Standing seven feet tall at its highest, the curved Memorial Wall defends the entrance to the plaza and proceeds from the Timeline Wall. It circles the Tree of Peace, a beautiful Olive Tree, a place of rest and meditation which is ringed by an 18 foot diameter cast concrete ring inscribed in cast bronze letters spelling out the scriptural passage from Isaiah 2:4 and Micah 4:3: "The Prayer for Peace". This will be a reminder that Campbell was an agricultural city whose citizens came home from war, took up the tools of their orchards and returned to a life of community service.

## **THE SCULPTURE FOR THOSE WHO GAVE ALL**

This is a symbolic sculpture of those who have been lost to combat. The boots with the inverted rifle capped by a helmet, will be set under the olive tree saying to all: "His work is done" to which the memorial is indebted.

## **THE PLAZA OF NAMES**

The Plaza of Names, with its approach walks, connecting the Olive Tree to the South, the Reflection Pool to the North, the Timeline Wall to the West and the Orchard City Green to the East, memorializes in brick over 8,000 warriors from all wars, past and present, those who have given their lives and those still present and accounted for, by name, rank and service.

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### **TREE OF PEACE**

**\$41,000.00**

A large Olive Tree, The Tree of Peace, is encircled by an 18 foot diameter cast concrete ring with cast bronze letters spelling out Isaiah and Micah's Prayer for Peace. It is surrounded by open planking to a diameter of 30 foot to allow the roots to be watered and to breathe.

### **THE SCULPTURE**

**\$47,000.00\***

This, the symbolic sculpture recognizing those who gave all, flanks the olive tree. Cast in bronze, the boots with inverted rifle and helmet will rest against The Tree of Peace.

\*Pledged

### **The MEMORIAL WALL**

**\$114,000.00**

The cast concrete C-shaped wall with the words "CAMPBELL VETERANS MEMORIAL" in 12" high offset cast bronze lettering, rises from 30" to 84" high. On the high side are multiple plaques, two of which designate the founding Board of Directors and City Council and the other major project donors. The remaining number will designate major independent donors that can include photo etched portraits. The interior wall will include a settee and possible additional donor opportunities.

### **MEMORIAL PLAZA**

**\$190,000.00**

The Memorial Plaza contains over 4,000 standard 4" x 8" brick pavers along with additional pavers in the two approach ways. Larger size pavers are planned into select areas of the plaza and walkways.

### **THE MEMORIAL FOUNTAIN AND TIMELINE WALL**

**\$195,000.00**

The Memorial Fountain, at 10 feet in diameter, 30 inches high and one inch deep at center, is cast in concrete with bronze letters set in the bowl that spells out the Oath of Service. A water source in the center will be triggered by proximity sensors which will fill the depression. In the center an 18 inch bronze disc will display "July 4, 1776". The water will spill out in a one inch deep channel along the top of the Timeline Wall which is marked as a timeline for all armed conflicts of our country beginning with the Revolutionary War. Each conflict will be defined by a break in the wall that allows a small trickle of water to flow from the channel onto the number of soldiers lost in battle.

### **FLAGS OF SERVICE**

**\$38,000.00**

Six 25 foot flag poles, each flying a Flag of Service; ARMY, NAVY, AIR FORCE, MARINES, COAST GUARD and MERCHANT MARINE are reflected in the Timeline Pool.

### **SITE PREPARATION AND ENTRY PATHWAYS**

**\$105,000.00**

This phase includes tree removal, pruning, clearing, grading, excavation, irrigation, concrete and paver walkways that provide access to the memorial and utility extensions.



## HELP US BUILD A DREAM

For too long, members of military service who served, were lost or injured in combat or just returned from their duty and reentered civilian life received little or no recognition for the work they have done. This is your opportunity to honor those who gave so much so that you and I can pursue our livelihoods openly in a free and democratic country.

There are many ways to help the Campbell Veterans Memorial Foundation, Inc. complete the job of building a memorial that will provide a perpetual tribute to the veterans of Santa Clara Valley who have served their country.

The fundraising for this memorial is not just to build a tribute to our military heroes but to develop a means to maintain it and help their families. The estimated cost to build the memorial is \$750,000. To reach this goal we need to receive *Direct Grants, Matching Grants, In Kind Donations* and *cash donations* of significant levels to complete the memorial by the target date of November 11, 2011 at 11:00 a.m. Estimates for each of the project elements are posted on the prior page of this presentation. We need your help today to make this happen. You, your business or your family can become a part of Campbell's history while being remembered for your efforts in making this dream become a reality. Suitable recognition is part of the "giving" program.

The traditional means for veterans memorial fundraising has always been the "Buy A Brick" program that is used to recognize those members of our armed forces and related services and to provide a resource to maintain the memorial. The Board of Directors will direct fundraising campaigns as necessary to support the year to year maintenance schedule which will provide the City of Campbell with a most unique and beautiful memorial site adjacent to the Orchard City Green, the City Hall Complex and the Library.

Beyond building the memorial, the Foundation was established to provide ongoing endowments for those who wish to maintain Estate, Memorial, Family Gift or Trust giving which will provide the basis for durable scholarships and financial aid for children and families of veterans in need, both deceased and living. Please remember that the Campbell Veterans Memorial Foundation is an IRS 501(c)(3) Tax Exempt Corporation.



## CAMPBELL VETERANS MEMORIAL FOUNDATION, INC.

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### 2007 FOUNDING

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#### IN HONOR POSTUMOUSLY

Larry Pedersen, 2008\*  
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Sgt. Adam Estep, US ARMY, KIA Iraq, 2004



**CAMPBELL VETERANS MEMORIAL FOUNDATION, INC**

An IRS 501(c)(3) Tax Exempt Foundation

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[www.campbellveteransmemorial.org](http://www.campbellveteransmemorial.org)