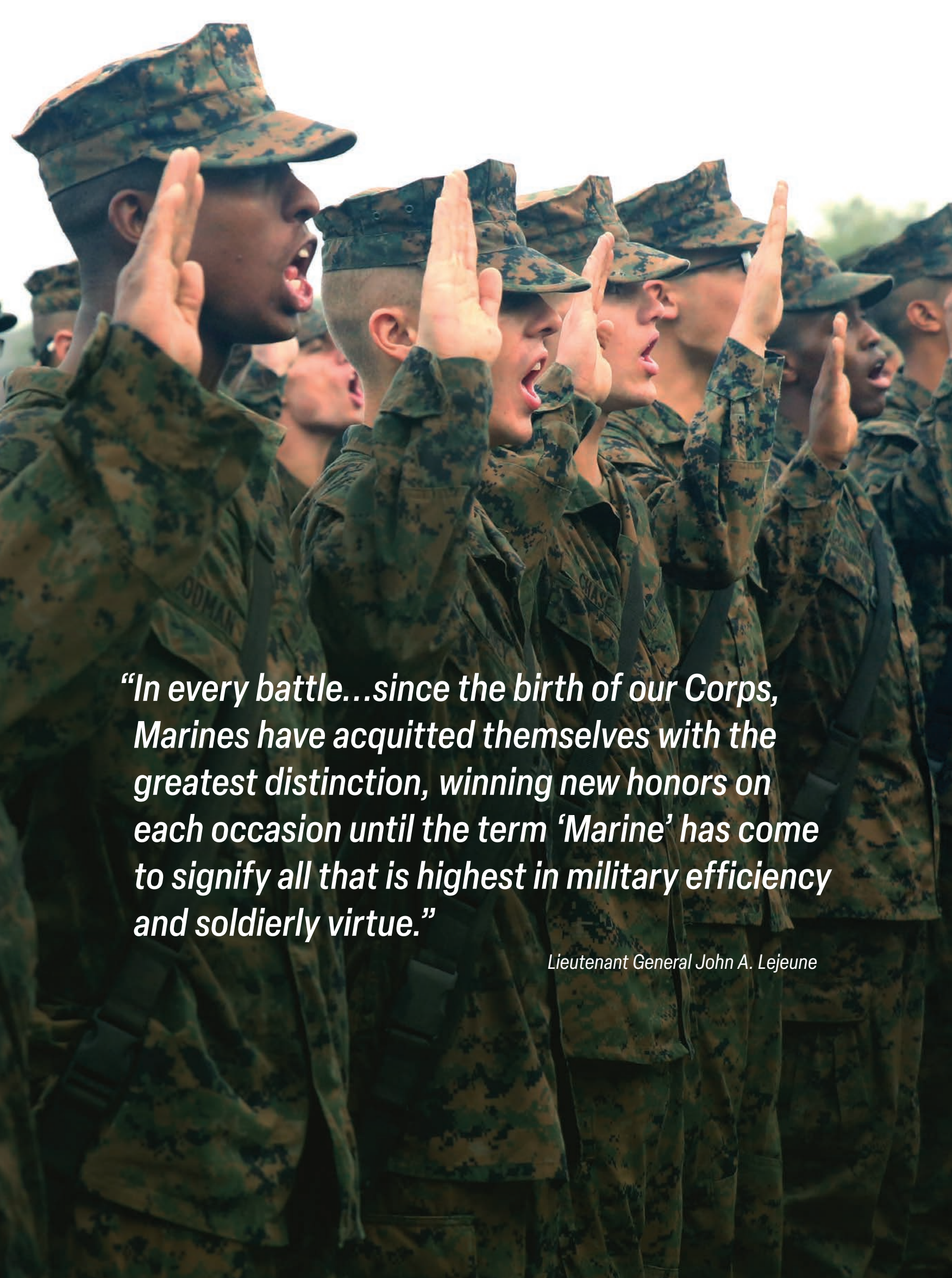


A close-up, low-angle shot of a Marine's face. The Marine is wearing a camouflage helmet with a chin strap. The face is covered in dirt and grime, and the eyes are looking directly at the camera with a serious expression. The background is dark and out of focus.

CAROLINA **MUSEUM OF THE MARINE**

**Meet the Marine.
Be Inspired.**

A group of Marines in dress uniform are shown in profile, saluting with their right hands raised. They are wearing camouflage uniforms and caps. The background is slightly blurred, showing more Marines in the distance.

“In every battle...since the birth of our Corps, Marines have acquitted themselves with the greatest distinction, winning new honors on each occasion until the term ‘Marine’ has come to signify all that is highest in military efficiency and soldierly virtue.”

Lieutenant General John A. Lejeune

CAROLINA MUSEUM OF THE MARINE

The Carolina Marines and Sailors are legendary. With honor, courage, and commitment, they have dedicated their lives to the service of our country. Now is the time for all of us to come together – active-duty Marines and Sailors, veterans, families, and community leaders – to build a tribute museum that honors, preserves, and teaches the legacy of Carolina Marines and Sailors. This museum will showcase the Marine example to inspire future generations.

There are legends in every generation. When we witness how profoundly our forefathers fought for our freedoms, we are awed by their bravery and service to America. When we witness the innovations of our current fighting force, we are confident in our future.

At the Carolina Museum of the Marine, you will meet the Marine and be inspired. The Museum will capture and present Carolina Marine and Sailor stories from 1941 to the present. Expect to encounter exciting interactive displays, recreated experiences, and space for reflection and reverence.

Marines and Sailors are your brother, your daughter, your father, your mother, and your friend. Do not let the stories of these men and women disappear over time. It is up to you to help build this Museum to preserve the history of the Carolina Marines and Sailors for future generations.

The target is in sight, but the Carolina Museum of the Marine needs all hands on deck to complete the mission. Years of research and planning have brought us to this point. It is time!

Attack the objective. Give today to preserve the heritage of the Carolina Marines and Sailors. Meet the Marine and be inspired!



Mark Faulkner, Chair of the Board of Directors
Lieutenant General, USMC (Ret)

CAROLINA MUSEUM OF THE MARINE

The Marine Corps' enduring legacy is built on a foundation of honor, courage, and commitment—values exemplified by every Marine who answers the call to serve. Among these, the principle of “Lead by Example” shines as a guiding light, shaping leaders who inspire through action and integrity. Nowhere is this spirit more vividly displayed than in the stories of the Marines who have served on the bases and stations throughout the Carolinas, whose dedication and sacrifices have left an indelible mark on our Nation's history.

Individuals committing themselves to the rigors of either a single tour or to a career in the Marine Corps encapsulates a virtue that all Marines are encouraged to live by: “Lead by Example.”

It is this virtue in particular that has been most powerfully personified by the accomplishments and revolutionary developments achieved by Marines who have served on the bases and stations throughout the Carolinas.

The Carolina Museum of the Marine aims to create a space that fosters a knowledge of and an appreciation for those Marines, their willingness to serve, and the sacrifices they and their families endured while leading by example.


Your financial support to The Carolina Museum of the Marine will ensure that these virtuosic stories of bravery and sacrifice march on in our Nation's history and in the hearts and minds of all who visit the museum.

And thank you for Leading by Example!



Semper Fidelis,

Joseph Shrader, President and CEO
Major General, USMC (Ret)



“This project deserves the support of every Marine. Camp Lejeune is the birthplace of the amphibious roots from which our predecessors distinguished themselves in World War II. Please join me in a commitment to help to bring this magnificent museum to fruition.”

*Colonel Adele Hodges, USMC (Ret),
First woman to command Camp Lejeune*



Mission Statement

Honor, preserve, and teach the legacy of Carolina Marines and Sailors.

Showcase the Marine example to inspire future generations.

Vision Statement

To provide a forward-thinking museum designed to ensure that the contributions of Carolina Marines and Sailors to our Nation's freedom are remembered.

To prepare our young people to lead, to follow, and to embrace future challenges.

Core Values

We are professional, patriotic, selfless servants who support and defend the Constitution and embrace the core values of the United States Marine Corps:

Honor, Courage, and Commitment



Meet the Marine. Be Inspired.

- Be inspired by the accomplishments of the Marines and Sailors who have given of themselves in the service of our nation.
- Uphold the principles that our Veterans fought for (freedom, justice, and democracy).
- Honor and remember the sacrifices of our Nation's defenders.
- Strive to make our Nation a better place for all.
- Serve our Nation to make a difference and give back to future generations.
- Serve others.
- Think critically.
- Live with Honor, Courage, and Commitment.

“The Carolina Museum of the Marine will be a tower of history and learning. It will be like home to many of us: the sooner the better!”

*Ambassador Theodore R. Britton, Jr.
Montford Point Marine Association
Recipient of the Congressional Gold Medal*

“Carolina Museum of the Marine will pay tribute to the many Marine ‘firsts’ that were initiated and innovated in the Carolinas. I have given my support and hope that others will do so, too.”

*General W.L. “Spider” Nyland, USMC (Ret)
Former Assistant Commandant of the United States Marine Corps*

“Carolina Museum of the Marine will allow future generations an opportunity to truly appreciate the rich culture of our Corps and the distinctive contributions of the Carolina Marines.”

*Lieutenant General Gary S. McKissock, USMC (Ret)
Former Deputy Commandant of the Marine Corps
for Installations and Logistics*



Introducing

CAROLINA MUSEUM OF THE MARINE

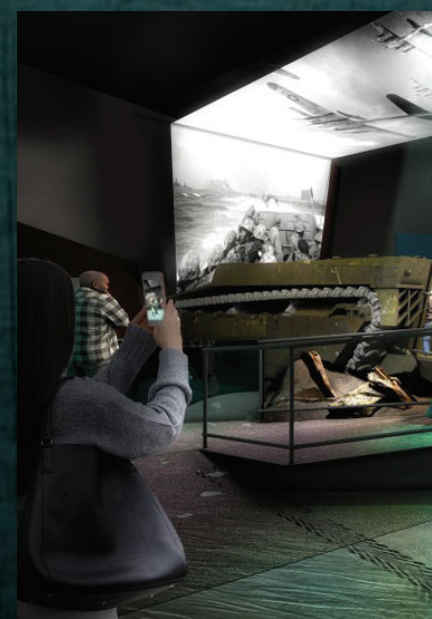
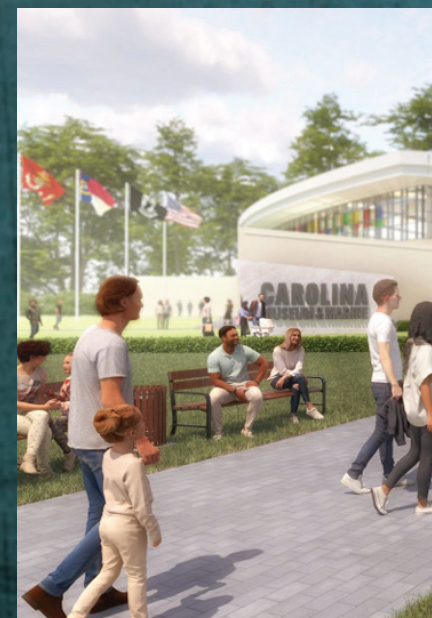
We are building a 25,000 square foot museum showcasing Marines and Sailors whose service to the Nation exemplifies honor, courage, and commitment. Further, the unique role of Camp Lejeune in preparation for World War II and amphibious operations was the foundation for our victory and the great Nation we have become. This outstanding legacy of service and community support continued after World War II and persevered through our Nation's every conflict. The story of the Carolina Marines and Sailors is compelling and worthy of being told.

The Carolina Museum of the Marine will also provide an exciting new multipurpose venue for public and private events including military balls, promotion and retirement ceremonies, weddings, and civic events.

How is the Museum Being Created?

An experienced team of architects, designers, construction managers, curators, and volunteers – all under the leadership of the museum's CEO and staff – are developing a building and exhibits that will embody the experiences and stories of Carolina Marines and how they have dedicated their lives to the service of their country.

Here we are telling a more personal story – one that explores how that dedication is formed and manifested in defending our country and engaging in humanitarian efforts, and how qualities such as innovation, adaptability, and connection to family and community are part of the fabric of what we can all aspire to be.





Phase I - \$8.5M (completed)

Reflection and Celebration Park

- World's largest Eagle, Globe, and Anchor statue
- Reflecting Pool
- Tribute benches
- Byrd Family Foundation Patriots Walkways
- In-ground infrastructure for Phase II
- Award-winning architectural and engineering drawing



Phase II (in-progress)

Carolina Museum of the Marine

The Museum will feature many of the firstsof Carolina Marines and Sailors, including:

- Expeditionary Warfare and Amphibious Operations
- Carolina MAGTF (Marine Air Ground Task Force)
- Development of Maneuver Warfare Philosophy
- Women Marines
- Montford Point Marines
- War Dogs/Military Working Dogs
- MARSOC (Marine Corps Special Operations Command)
- Parris Island — Making Marines



Construction Team

CJMW Architecture

HICAPS (construction management)

Ralph Appelbaum Associates (exhibits design)

Samet Corporation (general contractor)



Meet the Marine. Be Inspired.

The stories that unfold in the museum will show how Marines have become “America’s 911 Force” – always ready, always faithful. At Parris Island, the title of United States Marine is earned. In the Carolinas, Marines and Sailors are trained, not just physically, but mentally and emotionally, forming deep bonds and values that will continue throughout their lives.

“Meet the Marine. Be Inspired.” is a theme woven throughout the galleries of the museum, featuring outstanding Marines who came from every clime and place and served in every clime and place. Examples, to name a very few, are:

SgtMaj Edgar Huff was a trailblazing figure in Marine Corps history as the first Black Marine to be promoted to the rank of sergeant major. Enlisting in 1942 during World War II, Huff broke racial barriers in a segregated military, rising through the ranks due to his exceptional leadership and dedication. He served in both combat and administrative roles, influencing the Corps’ integration and advancing opportunities for African American Marines. Huff’s legacy stands as a testament to his perseverance and the progress he helped usher in for future generations of Marines.





Margaret Hammacher was a pioneering figure in the history of women in the Marine Corps. Enlisting during World War II, she became one of the first women to serve as a Marine, breaking barriers and paving the way for future generations of women in the military. Her dedication and service exemplified the courage and commitment that women brought to the Corps, helping to expand the role of women in the armed forces. Hammacher's legacy continues to inspire and empower women Marines today.

Jack Lucas was a United States Marine who, at just 17 years old, became the youngest Marine to receive the Medal of Honor for his extraordinary bravery during the Battle of Iwo Jima in World War II. Despite being severely wounded, he saved his fellow Marines by throwing himself on two grenades, absorbing the blasts to protect them. Lucas survived the ordeal, embodying the Marine Corps values of courage, sacrifice, and selflessness. His actions remain a powerful symbol of heroism in Marine Corps history.



Al Gray Marine Leadership Forum

Our Al Gray Marine Leadership Forum will engage visitors of all ages with dynamic educational programming designed to strengthen the museum experience and make it truly memorable. Currently we intend to:

- Host summer programs and camps.
- Create school programs that are in step with the North Carolina standards of learning.
- Provide online programming.
- Conduct events that inspire the community.
- Establish partnerships with important stakeholder groups (Veterans and Youth).

We will teach the core values, strategic thinking skills, and leadership traits and principles that are emblematic of our Marine Corps. We will focus on developing educational material and educational programs aligned with this philosophy. As we execute, we remain committed to General Gray's mission to use the Marine example to inspire future generations. General Gray is an ardent supporter and active member of our Board of Directors.



AL GRAY, MARINE

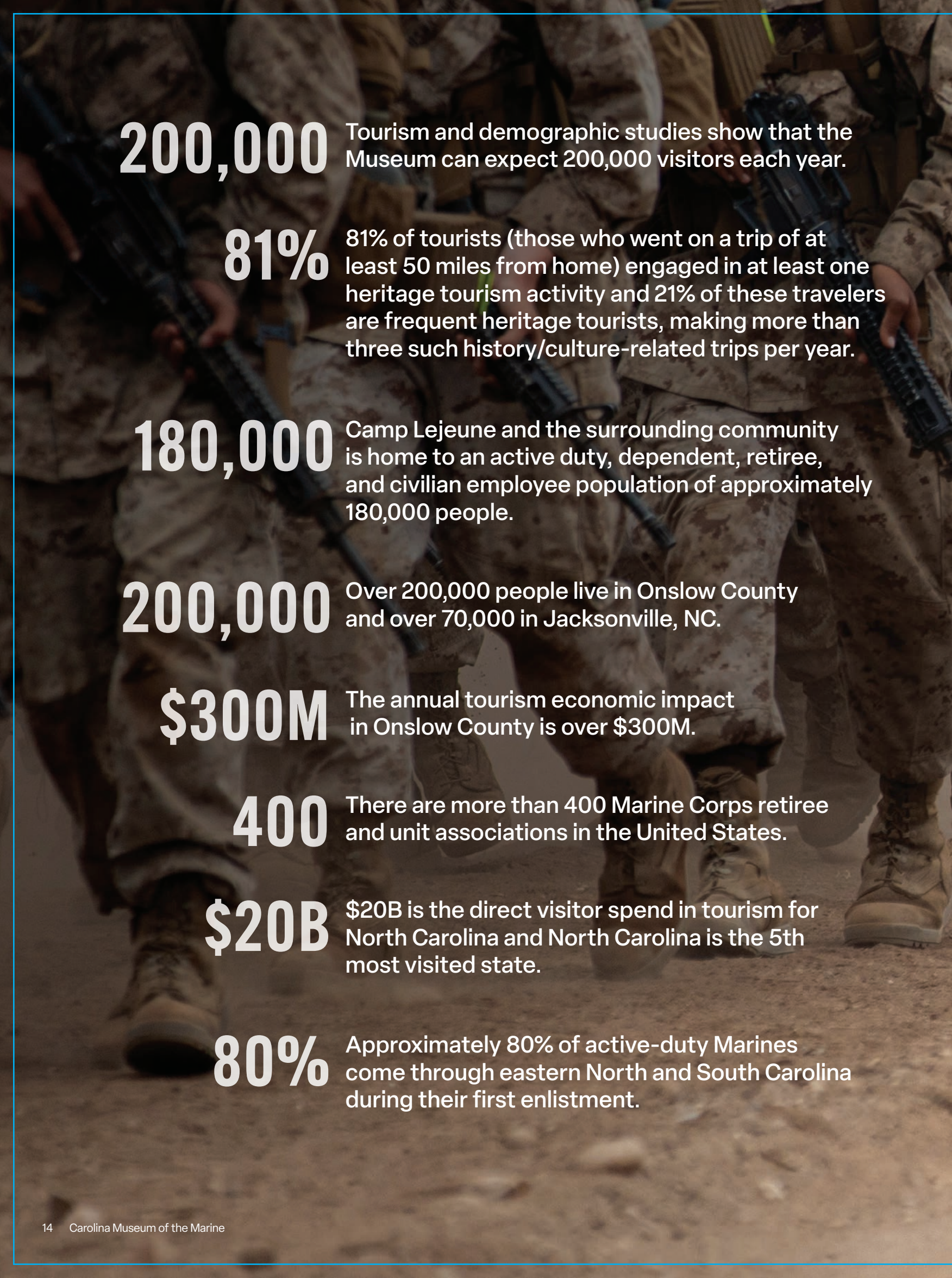
"The three most important things the Marine Corps does for the Nation are make Marines, win battles, and return quality citizens. CMOTM is dedicated to remembering and honoring the many achievements of Carolina Marines and Sailors, and to bringing those achievements to the American public. You will meet a Marine and be inspired."

General Al Gray, USMC (Ret)
29th Commandant
Executive Board Member
Founder, Al Gray Marine Leadership Forum

In Memoriam

General Al Gray, 29th Commandant of the United States Marine Corps, was a visionary leader whose impact on the Corps and the nation will resonate for generations. Renowned for his innovative leadership and deep commitment to the Marines he served, General Gray transformed the Corps' approach to warfare, emphasizing adaptability, decentralization, and the importance of the individual Marine. His legacy extends far beyond his time as Commandant, as he continued to inspire through his involvement with the Carolina Museum of the Marine and as the founder of the Al Gray Marine Leadership Forum. Dedicated to fostering leadership and preserving Marine Corps values, General Gray's contributions helped shape future generations of military leaders. His passing on March 30, 2024, marks the end of an era, but his spirit and influence will forever remain a cornerstone of Marine Corps heritage. General Gray's steadfast dedication to his country and his Marines has left an indelible mark on all who had the privilege to serve with or learn from him. We at Carolina Museum of the Marine count ourselves among them.





200,000

Tourism and demographic studies show that the Museum can expect 200,000 visitors each year.

81%

81% of tourists (those who went on a trip of at least 50 miles from home) engaged in at least one heritage tourism activity and 21% of these travelers are frequent heritage tourists, making more than three such history/culture-related trips per year.

180,000

Camp Lejeune and the surrounding community is home to an active duty, dependent, retiree, and civilian employee population of approximately 180,000 people.

200,000

Over 200,000 people live in Onslow County and over 70,000 in Jacksonville, NC.

\$300M

The annual tourism economic impact in Onslow County is over \$300M.

400

There are more than 400 Marine Corps retiree and unit associations in the United States.

\$20B

\$20B is the direct visitor spend in tourism for North Carolina and North Carolina is the 5th most visited state.

80%

Approximately 80% of active-duty Marines come through eastern North and South Carolina during their first enlistment.

A photograph of several Marines in desert combat uniforms and gear, holding rifles, walking on a dusty terrain. The text "Help Make these Numbers Count" is overlaid in large white font.

Help Make these Numbers Count

Keep the Flame Burning Brightly

From every walk of life to every clime and place, Marines and Sailors selflessly answer the call to support and defend our Constitution, to carry high the torch of freedom, and to preserve our way of life.

Now we ask you to answer the call to protect and preserve their legacy, to carry the torch to future generations.

Your meaningful gift to Carolina Museum of the Marine sets in place a firm foundation for future generations to meet the Marine and be inspired.


Help us preserve the legacy of Carolina Marines and Sailors and the communities in which they raise their families. Give generously with pride in our Marines and Sailors. Your gift is a tangible and permanent way to thank the most diverse group on earth united for one common cause – this great Nation, and our way of life.

Inside the back folder of this campaign book, you will see a list of naming opportunities. Does one call to you? Do you see your place among those who stand beside the legacy of our Marines?

Thank you for your support. Semper Fidelis!





A close-up, high-contrast photograph of a Marine's face. The Marine is wearing a camouflage helmet with goggles resting on the forehead. The focus is on the right side of the face, showing the eye, nose, and cheek. The lighting is dramatic, with deep shadows and bright highlights on the skin and gear.

“We have an overarching opportunity to provide a forward-thinking museum designed to ensure that the contributions of our Carolina Marines and Sailors to our Nation’s freedom are remembered, to teach young and old alike the virtue in understanding what made our great Nation a leader of the free world, and to help prepare our young people to lead, to follow, and to embrace future challenges.”

*General Al Gray, USMC (Ret),
29th Commandant of the United States Marine Corps*



CAROLINA MUSEUM OF THE **MARINE**

907 Lejeune Blvd
Jacksonville, NC 28540

www.MuseumoftheMarine.org