

“The Inspiration of Great Principles”

2023 Impact Report of the George C. Marshall International Center

“Discouraged people are in sore need of the inspiration of great principles. Such leadership can be the rallying point against intolerance, against distrust, against that fatal insecurity that leads to war.” — George C. Marshall, in his Nobel Peace Prize Address



THE GEORGE C. MARSHALL
INTERNATIONAL CENTER
Inspiring Leadership



*“The work of the George C. Marshall International Center is invaluable. I encourage you all to continue to preserve his legacy and promote his brand of leadership to young people and professionals in our nation and around the world.”
— Dr. Robert M. Gates, Recipient of the 2023 Marshall Award in Ethical Leadership*

The George C. Marshall International Center brings to life the timeless values of selfless service and unwavering integrity to develop visionary leaders worldwide.

2023: A YEAR IN REVIEW

The History

We preserve historic Dodona Manor, the home of George and Katherine Marshall, and ensure the house and gardens remain open for tours and individual visits.

“After Katherine Marshall had gotten the property in tip-top shape, she showed it to her husband, home from an arduous wartime meeting with Prime Minister Winston Churchill. Surveying its sweeping lawns, he said teary-eyed, ‘A home, a real home after 41 years of wandering.’” – Rachel Thompson, Marshall Historian

- **DODONA RESTORATION CONTINUED**, with new roof installed, crack in the north wall repaired, and windows and shutters replaced – supported by 5 volunteers.
- **VOLUNTEERS PROVIDED SELFLESS SERVICE**, including 60 docents and greeters conducting 540 tours and 7 gardeners growing 748 lbs. of vegetables for the local food bank (up 166 lbs. from 2022!).
- **VISITORS CONTINUED TO TOUR DODONA**, with 2,119 registered visitors experiencing the home and gardens in 2023.
- **ANNOUNCED PLAN TO BUILD NEW MUSEUM AND VISITOR CENTER** to preserve and share the Marshall story with future generations.
- **ADVANCED NATIONAL PARK AFFILIATE STATUS** for Dodona Manor, with legislative support from Rep. Jennifer Wexton and Senators Mark Warner and Tim Kaine.



Ready to Volunteer? Visit georgecmarshall.org/volunteer to sign up today!

The Legacy

We tell the story of George C. Marshall – an American icon of the 20th century – to ensure his unmatched record of public service and historic contributions are remembered.

“Preserving Marshall’s legacy of selfless service, unwavering integrity and visionary leadership is our greatest task as an organization and taking the time to reflect on the prescient wisdom this man possessed brings that mission into even sharper focus.” – Tom Greenspon, Chairman of the Board of Directors

- **MEMBERSHIP GROWTH REMAINED STRONG:** 198 total paying members, with 38 new members joining in 2023 and dues income increasing by 25%.
- **CELEBRATED 70th ANNIVERSARY OF MARSHALL RECEIVING NOBEL PEACE PRIZE** using all communications channels and inviting a Norwegian Embassy representative to speak at the Marshall Plan Tree Walk lighting ceremony.
- **HOSTED NUMEROUS PUBLIC EVENTS FREE OF CHARGE,** including Veterans Day, Off Duty speaker series, Foreign Policy events, Book Club meetings and Marshall Plan Tree Walk.
- **EXPANDED OUR SOCIAL MEDIA REACH:** to preserve and share the Marshall story with future generations.
 - 401 total social media posts in 2023
 - 3,116 total engagements
 - 538 new followers (a 13% increase from 2022)
 - 1,920 followers on LinkedIn
 - 1,693 followers on Facebook
 - 510 followers on Twitter
 - 475 followers on Instagram



Ready to Become a Member? Visit georgecmarshall.org/membership today!

The Promise

Based on the framework of Selfless Service, Unwavering Integrity and Visionary Leadership, we educate and inspire leaders of today and tomorrow to live up to General Marshall's example.

"While the photographs that you see of General Marshall and his contemporaries were taken in black and white, our future is in vibrant color: young leaders taking ethical leadership into our society to make a difference, as General Marshall so ably did." — Steve Chapin, Past Chair of the Board of Directors

- **HELD 2nd ANNUAL MARSHALL AWARD GALA**, generating \$179,550 in support of our Ethical Leadership Program and other programming initiatives.
- **PRESENTED GEORGE C. MARSHALL AWARD IN ETHICAL LEADERSHIP** to Former Secretary of Defense Dr. Robert M. Gates.
- **CONDUCTED 4 FIVE-STAR CHARACTER ETHICAL LEADERSHIP CONFERENCES** (free high school program), continuing to build this one-of-a-kind offering.
- **RELAUNCHED MIDDLE SCHOOL OUTREACH PROGRAM** for the first time since before COVID, with Marshall Center volunteers bringing the Marshall story into Loudoun County schools (reaching 750 total students).

"Each day I have the privilege to share General Marshall's story, here at Dodona Manor and also with people across our country and our world. It is an honor to play a role in making our motto — 'Inspiring Leadership' — a reality." — Valérie Beaudoin, Executive Director

