



Fallen Heroes Memorial

May, 2021

Patrice Olds
City Clerk

Fallen Heroes Memorial

- Design approved by Council in November 2020
- Recognition for San Mateans who gave their life performing their duty in the Military, Police and Fire.
- Memorial is Designed by Branch of Service – not by conflict
- Design allows for additional names in the future

Memorial



Fallen Heroes Memorial Recognition Policy

- Using Military resources to gather names for past conflicts
- Criteria policy needed for less clear situations
- Proposed policy makes distinction between military and safety personnel
- Provides definitions for “line of duty”
- Outlines a process and criteria that can be used for reviewing requests for name placement on the Memorial
- Requires submittal of an application that also gives guidance

Fundraising – Kick Off June 1, 2021

- Park and Recreation Foundation – 501(c)3
- Logo created for branding the Fundraising effort



Fundraising – Kick Off June 1, 2021

- Website built and ready to go live June 1, 2021
- Donations can be accepted via website

The screenshot shows the City of San Mateo website with a navigation bar and a search box. The main content area features a large banner for the Fallen Heroes Memorial with a red poppy logo. Below the banner, there are sections for 'About the Memorial', 'Donate to the Memorial', 'Memorial Design', and 'Recognize a Fallen Hero'. A 'DONATE' button is prominently displayed. The page is designed with a clean, professional layout and a color scheme of red, white, and blue.

Remembrance Poppy Symbolism

Inspired by the World War I poem "In Flanders Fields," in which the opening lines refer to poppies that were the first flowers to grow in the soil from soldiers' graves in the Flanders region of Belgium, these small red flowers were adopted by the National American Legion as their official symbol of remembrance in 1920.

*In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place, and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.*

*We are the Dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie,
In Flanders fields.*

*Take up our quarrel with the foe:
To you from falling hands we throw
The torch; be yours to hold it high;
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders fields.*

The image shows a field of vibrant red poppies in full bloom, set against a backdrop of green grass and trees under a cloudy sky. The poppies are the central focus, symbolizing remembrance and sacrifice.

Bronze	Silver	Gold	Platinum
			
\$5,000			
Standard Sponsor incentives, plus:			
<ul style="list-style-type: none">• Your name or your company's name will be featured on the Memorial for Fallen Heroes page on the City of San Mateo's Memorial website.• Your name or your company's name will be included in all advertisements, articles and promotional materials generated by the City of San Mateo that relate to the Memorial for Fallen Heroes.• You or your company will receive two tickets for the Fallen Heroes Pre-Groundbreaking and Pre-Ribbon cutting receptions.			
Bronze	Silver	Gold	Platinum
			
\$10,000			
Standard Sponsor incentives, plus:			
<ul style="list-style-type: none">• Your name or your company's name and logo will be featured on the Memorial for Fallen Heroes page on the City of San Mateo's Memorial website.• Your name or your company's name and logo will be included in all advertisements, articles and promotional materials generated by the City of San Mateo related to the Memorial for Fallen Heroes.• You or your company will receive up to four tickets to the Pre-Groundbreaking and Pre-Ribbon cutting receptions.			
Bronze	Silver	Gold	Platinum
			
\$15,000			
Standard Sponsor incentives, plus:			
<ul style="list-style-type: none">• Your name or your company's name and logo will be featured on the Memorial for Fallen Heroes page on the City of San Mateo's Memorial website.			

Council Action Requested

- Approve the Fallen Heroes Memorial Recognition Policy
- Consider kicking off the fundraising campaign with:
 - Initial Donation
 - Provide a matching grant to help incentivize additional donations

Thank You

Patrice Olds

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