

MOUNT
RUSHMORE
SOCIETY



2025 Impact Report



Standing Strong, Together.

Dear Friends,

Mount Rushmore is a symbol of permanence—but the work behind it is anything but static.

In 2025, Mount Rushmore National Memorial faced **one of the most challenging years in recent memory**. Staffing levels declined significantly across the National Park Service, including here at the Memorial. A hiring freeze limited the ability to rebuild, even as the needs of the park and its visitors remained unchanged. At the same time, new park leadership arrived during a period of uncertainty, including a federal government shutdown.

And yet—the mountain remained open. Visitors still came. Stories were still shared.

Because partnership filled the gaps.

Through the support of donors and partners, the Mount Rushmore Society provided more than \$1 million in direct support to the park—funding critical needs, enhancing the visitor experience, and helping bring new stories to life through the renovation of the theaters and the debut of a new film in the Visitor Center.

This spirit of generosity extended across every part of our work. Supporters gathered, gave, and engaged in meaningful ways, resulting in one of the most successful fundraising years in recent history.

Throughout it all, Mount Rushmore remained what it has always been—a place of connection, reflection, and shared purpose. New citizens took their oaths here. Visitors from across the country and around the world stood before the sculpture. And despite challenges, the work of stewardship continued.

This is what resilience looks like.

Not the absence of challenge—but the presence of commitment.

As we look ahead to the commemoration of America's 250th anniversary, we do so with momentum and optimism. Mount Rushmore stands not only as a reflection of our past, but as a place where each generation can engage with the meaning of our nation.

None of this work happens alone.

It is made possible through partnership—between the National Park Service, the Mount Rushmore Society, and supporters like you.

Together, we ensure that this enduring symbol continues to inspire for generations to come.

With gratitude,

Diana Nielsen
Chief Executive Officer

Eileen Rossow
President of the Board of Directors

2025 Impact at a Glance

\$1.15 Million

Invested directly in Mount Rushmore

Filling critical gaps in a year when park resources were significantly constrained

Equivalent to more than **10%** of the park's annual operating budget—delivered in a year when park staffing was reduced by **40%**.

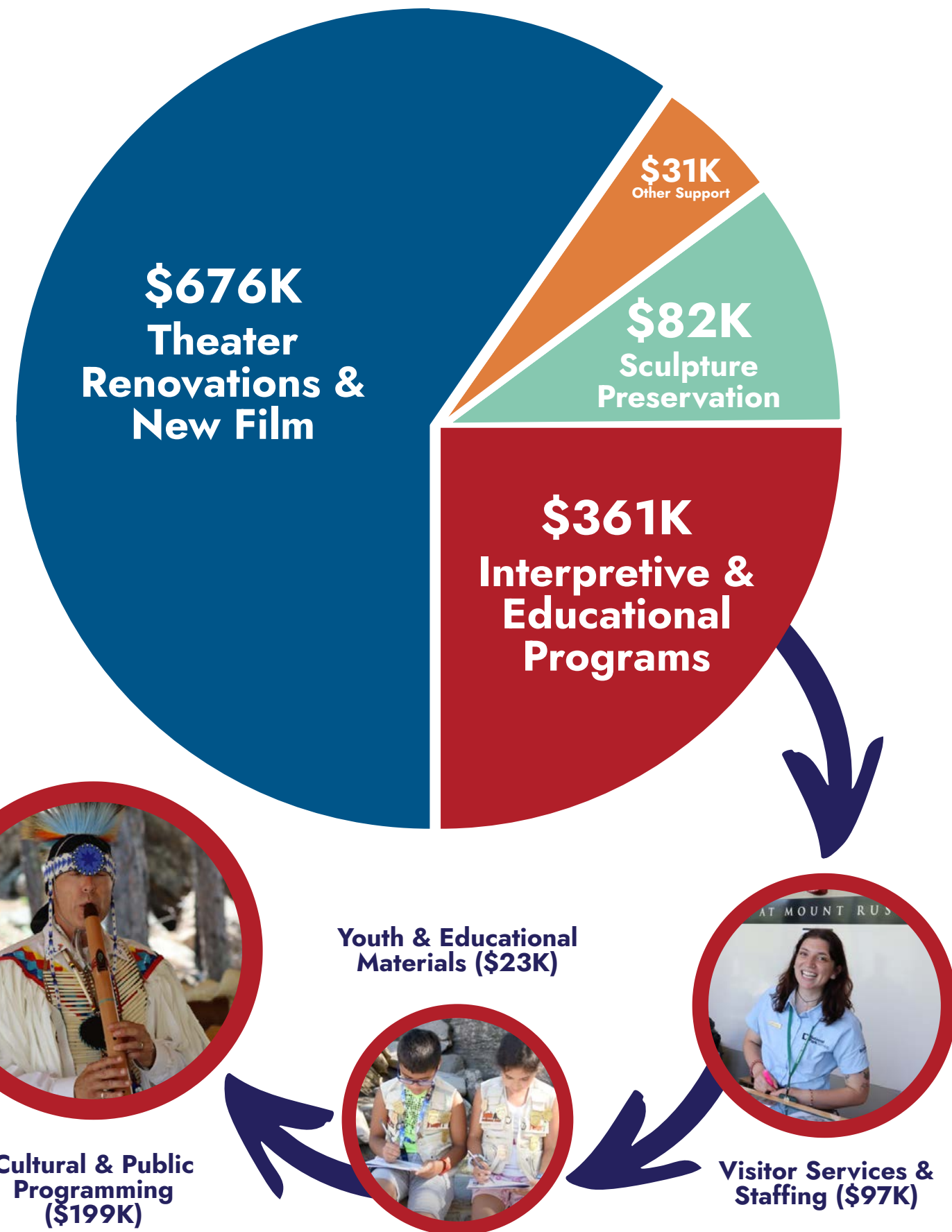
WHO WAS IMPACTED?



Over 1.8 Million visitors
(a 2.3% increase in visitation)
86,000+ Visitors engaged
through retail experiences
225,000+ Items purchased
extending the visitor experience
beyond the Memorial

HOW WAS IT MADE POSSIBLE? Powered by Supporters Like You

\$1M+
Raised through philanthropy
\$950K+
Generated through retail sales to support the mission
\$150K
Raised at the Spirit of America Gala





Preserving Mount Rushmore forever requires more than care—it requires constant vigilance.

Mount Rushmore is one of the most recognizable works of art in the world—and one of the most complex to care for.

Unlike a museum piece, the sculpture exists fully exposed to the elements. Sun, wind, rain, snow, and dramatic temperature shifts all place constant stress on the granite. Preserving it requires a combination of science, skilled hands, and ongoing vigilance.

Park staff and partners rely on advanced monitoring systems to track even the smallest changes in the rock. Through a long-standing partnership with RESPEC Engineering, a detailed three-dimensional map allows experts to identify movement, anticipate potential issues, and respond before damage occurs.

That work is only possible because of highly trained teams who physically access the sculpture—rappelling across its surface to inspect, maintain, and protect it.

In 2025, support from the Mount Rushmore Society helped fund critical elements of this effort, including equipment and training for the park's rope access team, as well as continued investment in scientific monitoring and preservation systems.

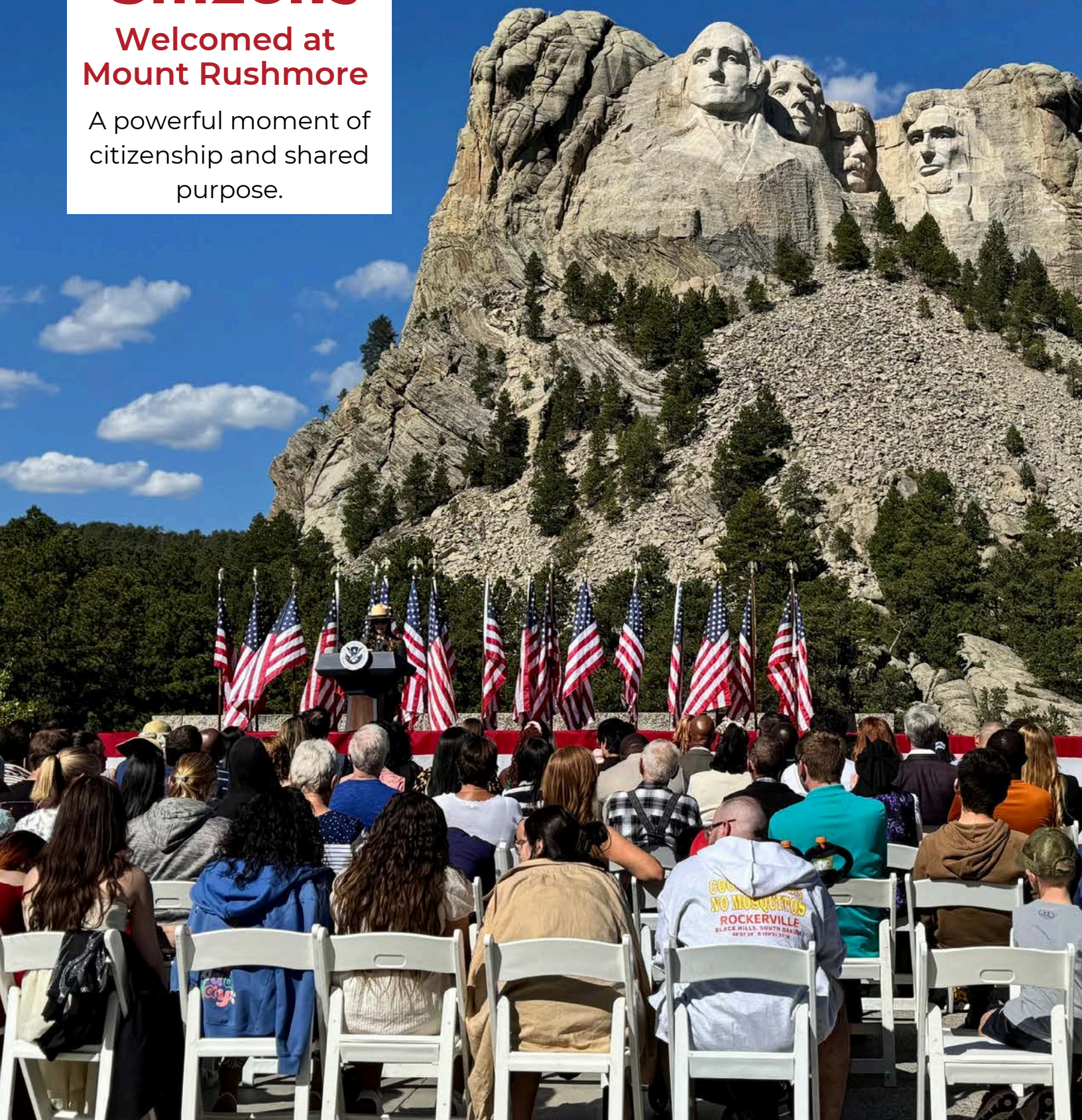
This work ensures Mount Rushmore is preserved forever—both in its physical form and in the meaning it carries.

PRESERVE.

271 New Citizens

Welcomed at Mount Rushmore

A powerful moment of citizenship and shared purpose.



Bringing Mount Rushmore to life requires more than a visit—it requires programs with purpose.

Through education, interpretation, and interactive cultural programming, visitors are invited to engage not only with the history of the Memorial, but with the ideals it represents. These experiences create moments of connection, reflection, and shared understanding for people from across the country and around the world.

In 2025, support from the Mount Rushmore Society brought this to life every day throughout the visitor season. Cultural performers and interpreters shared diverse perspectives on the nation's story. Rangers and seasonal staff connected with visitors through programs and conversation, while young visitors engaged through hands-on learning as part of the Junior Ranger program.

Civic and cultural moments—like naturalization ceremonies and Independence Day programming—brought people together in meaningful ways, reinforcing Mount Rushmore's role as a place of shared identity and purpose.

Together, these programs ensure that Mount Rushmore is not only seen—but experienced.



Hands-on cultural programs throughout the summer create opportunities for connection, learning, and shared experience.

PROMOTE.

Programs with Purpose in Action

Bringing Mount Rushmore's stories, ideals, and experiences to life each day.

INDEPENDENCE DAY SUPPORT



KAY JORGENSEN INTERPRETIVE INTERNSHIP PROGRAM



CULTURE BEARERS & NATIVE AMERICAN ARTS



VISITOR SERVICES SUPPORT

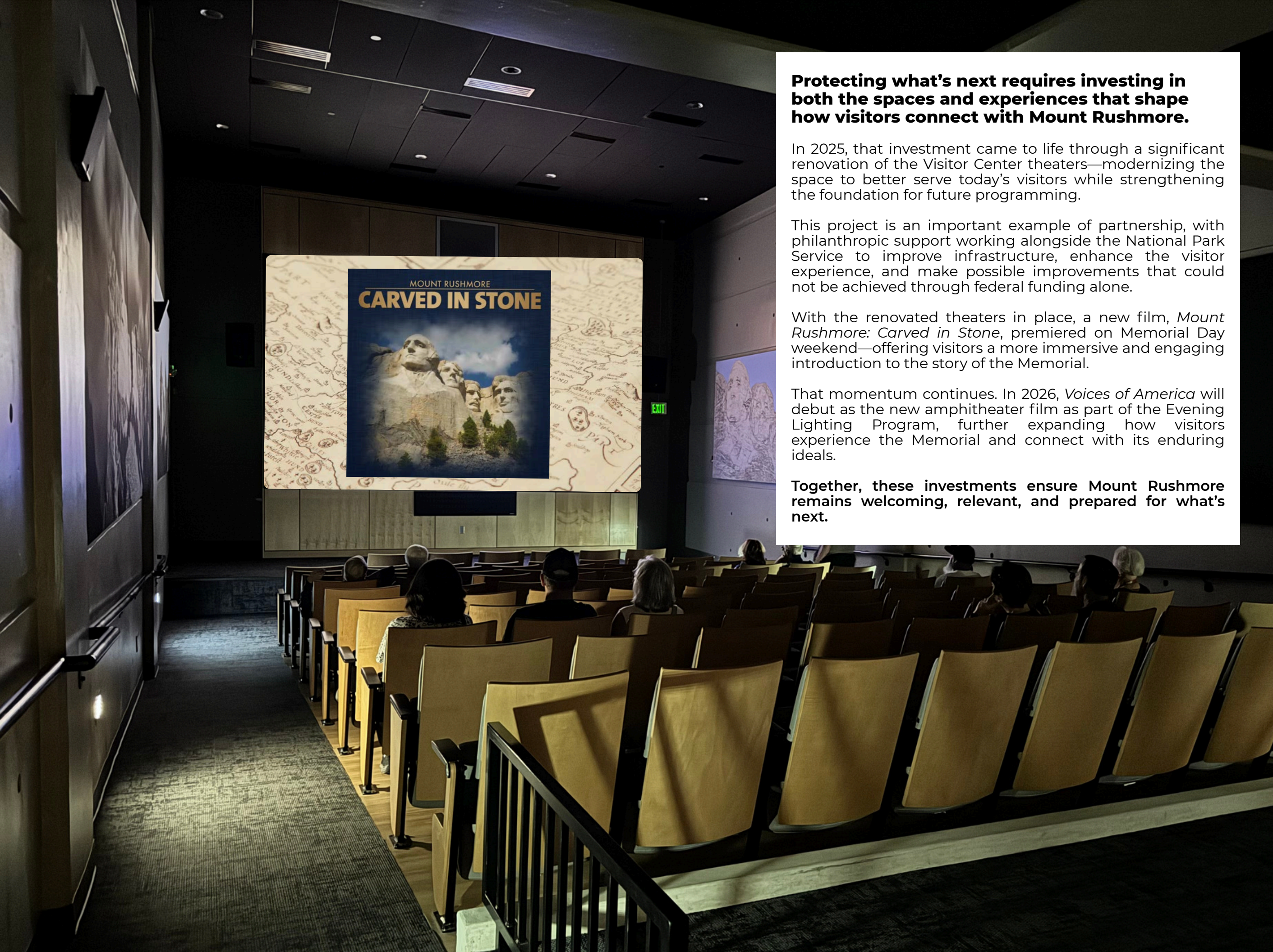


PRESIDENTIAL REINACTORS



JUNIOR RANGER PROGRAM





Protecting what's next requires investing in both the spaces and experiences that shape how visitors connect with Mount Rushmore.

In 2025, that investment came to life through a significant renovation of the Visitor Center theaters—modernizing the space to better serve today's visitors while strengthening the foundation for future programming.

This project is an important example of partnership, with philanthropic support working alongside the National Park Service to improve infrastructure, enhance the visitor experience, and make possible improvements that could not be achieved through federal funding alone.

With the renovated theaters in place, a new film, *Mount Rushmore: Carved in Stone*, premiered on Memorial Day weekend—offering visitors a more immersive and engaging introduction to the story of the Memorial.

That momentum continues. In 2026, *Voices of America* will debut as the new amphitheater film as part of the Evening Lighting Program, further expanding how visitors experience the Memorial and connect with its enduring ideals.

Together, these investments ensure Mount Rushmore remains welcoming, relevant, and prepared for what's next.

PROJECT



Powered by Supporters Like You

\$ 1 Million+
in Contributions

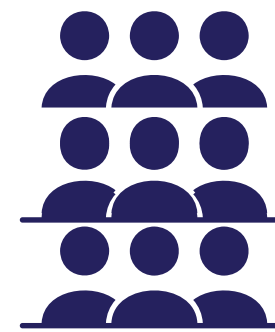
In 2025, more than \$1 million in philanthropic support helped make this work possible.

That support took many forms. Major gifts advanced significant projects at the Memorial, while legacy commitments reflected a long-term investment in its future. Monthly Granite Givers provided steady, reliable support, and one-time contributions—of all sizes—came together to move the mission forward.

Events like the Spirit of America Gala brought supporters together in celebration of Mount Rushmore's enduring meaning, strengthening relationships and inspiring new investment in the work ahead.

Together, these acts of generosity—large and small—continue to preserve, promote, and protect Mount Rushmore for generations to come.

Every purchase supports the mission of the Mount Rushmore Society—helping fund interpretive and educational programs while allowing visitors to carry the story of the Memorial with them long after they leave.



86,000+
guests

served in our bookstores and online

Enhancing the visitor experience through meaningful connections to the Memorial



225,000
items sold

connecting visitors to Mount Rushmore

Extending the experience beyond the visit and into homes across the country



\$ 1.5 Million
in Retail Sales



In September, seven new names—representing \$430,000 in support—were added to the Donor Wall on the Grand View Terrace at Mount Rushmore National Memorial.

Audited financial statements, IRS Form 990s, and past impact reports are available at:
mountrushmoresociety.com/about/financials.



Mount Rushmore Society
830 Main Street | Rapid City, SD 57701
Address Service Requested

2026 SHIRT

Available in Memories on Main
Street Store and at
mountrushmoresociety.com

Available to ship starting June 15th!

