

# THE TUN LEGACY FOUNDATION 5-YEAR STRATEGIC PLAN



2026-2031

# THE TUN LEGACY FOUNDATION

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# THE TUN LEGACY FOUNDATION



## OUR MISSION

Reimagine the spirit of **The Tun**, the historic 17th-century American maritime tavern, rebuilding this national landmark to honor its founding institutions, promote civic engagement, and foster education.

## OUR VISION

Create a **living history experience and community hub** that serves as an enduring example of American philanthropy and leadership for all generations.



Image courtesy of the Library Company of Philadelphia



# THE TUN LEGACY FOUNDATION



## THE FOUR STRATEGIC PILLARS

### I

#### Rebuild The Tun®

Philadelphia's newest iconic landmark in Old City Philadelphia will be the preeminent location to visit, dine, and entertain.

### II

#### Recreate the Spirit

Reimagining the 17th-century maritime tavern will cultivate appreciation for the role of colonial taverns through social interaction and historic interpretation and education.

### III

#### Honor American Legacy

Recognizing the six institutions with a heritage at The Tun and their role in the development of American culture and democracy.

### IV

#### Establish Enduring Philanthropy

Establish an enduring mission by directing 100% of net proceeds to fund educational programs, scholarships, and legacy institution initiatives that advance powerful traditions of community giving.

# THE TUN LEGACY FOUNDATION



## PILLAR I: REBUILD THE TUN®

The Tun® will be THE iconic Old City Philadelphia establishment to visit, dine, and be entertained. A national landmark, this dynamic, 170-seat, multi-functional tavern and dining venue will host private and public gatherings, events and conferences in a celebratory environment.

- The tavern and main dining room will offer a quality environment and service in colonial style.
- Private dining rooms and a chef kitchen will add a variety of customer experiences and options.
- An abundance of seasonal outdoor dining will be provided along Second Street's restaurant row.
- Expansion: A rooftop deck will overlook the Philadelphia Center City skyline.
- Grand Opening: Become a participant in The Tun® rebuild and enjoy the excitement in 2028.



# THE TUN LEGACY FOUNDATION



## PILLAR II: RECREATE THE SPIRIT

### The Living History Experience

The spirit of The Tun will be boldly presented through the recreation of the historic 17th-century maritime tavern, offering colonial-inspired fare, interpretive and educational programs, period costumes, and illuminating entertainment.

- Engaging customer programs for all ages will include reconstructed settings, interpretive presentations and hands-on learning.
- Curated artifacts and reproductions will enhance the Living History Experience.
- Expanded partnerships with like-minded institutions will collaboratively advance knowledge and civic engagement in Philadelphia's "Historic Square Mile."
- The history of the six legacy institutions' formative relationships to the historic tavern will be honored and institutionalized in the rebuilt Tun.



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## PILLAR III: HONOR AMERICAN LEGACY

The Tun served as the **founding or early meeting location** for several important American organizations:

- **Society of St. George**
- **Pennsylvania Freemasons**
- **St. Andrew's Society**
- **The Friendly Sons and Daughters of St. Patrick**
- **United States Marine Corps**
- **United States Navy**



Society of  
St. George  
1772

Pennsylvania  
Freemasons  
1731

St. Andrew's  
Society  
1747

The Friendly Sons &  
Daughters of St. Patrick  
1771

United States  
Marine Corps  
1775

United States  
Navy  
1775

# THE TUN LEGACY FOUNDATION



## PILLAR IV: ESTABLISH ENDURING PHILANTHROPY

### Self-Sustaining Impact

The Tun Legacy Foundation is a 501(c)(3) designed as a social enterprise engine. Once The Tun® is rebuilt, all net proceeds will support causes such as:

- Educational Programs and Scholarships
- Community and Heritage Initiatives
- Veteran Services
- Masonic Charities

# 100%

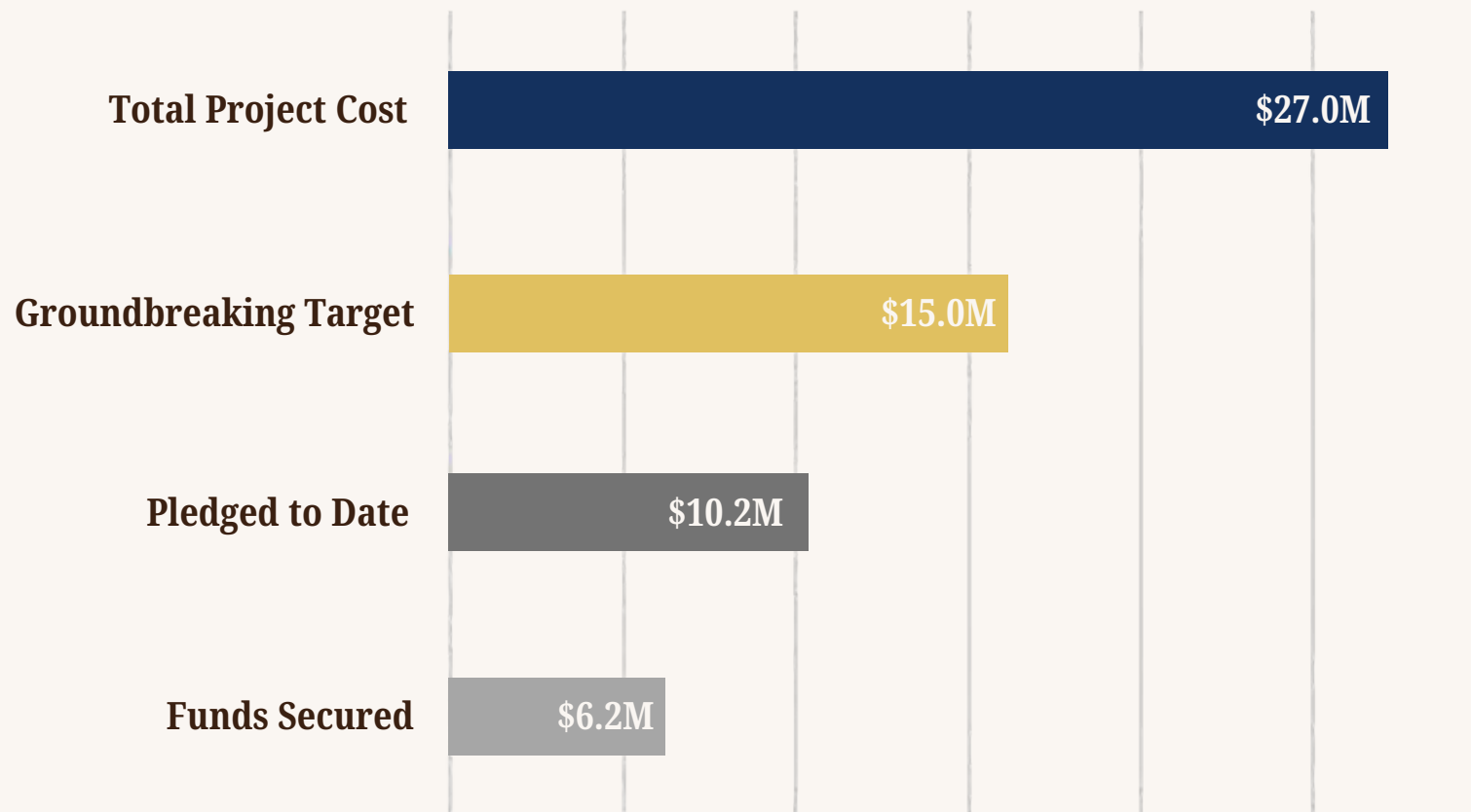
## Net Proceeds to Charity



# THE TUN LEGACY FOUNDATION



## CAPITAL CAMPAIGN: FINANCIAL REALITIES



The Tun Legacy Foundation's goal for 2026-2027 is to reach \$15M.

# THE TUN LEGACY FOUNDATION



## EXECUTION ROADMAP: TIMELINE

### **2024-2025: PRE-DEVELOPMENT**

Design complete;  
Building permits received;  
Construction contract signed;  
Active trades engaged.

### **2027-2028: CONSTRUCT**

Building completion;  
Internal exhibits and design.

### **2031-ONWARD: SUSTAIN**

Full endowment maturity;  
Charitable partnership  
developments; 100%  
net proceeds disbursement.

### **2026-2027: FUNDRAISE**

Capital Campaign;  
Groundbreaking ceremony.

### **2029-2030: START UP**

Grand opening; Continue  
implementation of four  
strategic pillars.

# THE TUN LEGACY FOUNDATION





**The Tun Legacy Foundation, Inc.**

P.O. Box 52649

Philadelphia, PA 19115

[www.thetun.org](http://www.thetun.org) | [mwindle@thetun.org](mailto:mwindle@thetun.org)

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**The Tun Legacy Foundation, Inc. is a registered 501(c)(3) nonprofit organization formed by members of organizations with origins at the historic Tun that are still in existence. Tax ID: 86-2185994.**

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