

9.11DAY

A HISTORIC MOMENT

SEPTEMBER 11, 2026

THE 25TH ANNIVERSARY OF 9/11

UNITE FOR GOOD.

Program Partner Information Guide

How companies, nonprofits, government and civic organizations can join the largest day of charitable service ever staged in America.

THE MOMENT.

In 2026, the nation will mark the 25th anniversary of the 9/11 attacks — a historic moment to honor those who were lost, recognize those who rose in service, and renew the unity and compassion that defined us in the days that followed.

Few events in American history were as terrifying as the 9/11 attacks. And yet, in the midst of that horror and grief, something extraordinary happened — people everywhere put aside their differences and began putting each other first.

That surge of compassion inspired us to create 9/11 Day, now the nation's largest annual day of charitable service. As we mark the 25th anniversary, we invite you to help rekindle that spirit — and redefine September 11 as America's Day of Doing Good.

OUR MISSION FOR THE 25TH ANNIVERSARY

NEVER FORGET

Pay tribute to those killed, injured and sickened on September 11, 2001 — and to the first responders and everyday citizens who rose in service that day.

UNITE

Rekindle and recreate the extraordinary spirit of unity and shared compassion that arose throughout America in response to the 9/11 tragedy.

DO GOOD

Inspire tens of millions of Americans to mark the anniversary through volunteering, giving, and everyday acts of good.



UNITE BY DOING GOOD.



Students join 9/11 Day at the Nasdaq in Times Square, New York City, wearing "Remember the Good" to mark the September 11 National Day of Service.

9/11 DAY ACROSS AMERICA.

On September 11, 2026, the movement will reach every corner of the country through five national programs — five pillars that partners can join in any combination.

01

9/11 DAY SIGNATURE MEAL PACKS

Large-scale signature projects in 50 of the nation's largest cities, mobilizing 50,000+ volunteers to assemble 20 million non-perishable meals for fellow Americans in need.

02

9/11 DAY COMMUNITY PROJECTS

Thousands of additional service activities led by our national network of nonprofit, faith, corporate, and civic partners — engaging millions nationwide.

03

YOUTH EDUCATION & ENGAGEMENT

Service-learning programming reaching students, teachers and parents across more than 100,000 K–12 schools and hundreds of colleges and universities.

04

AWARENESS & ACTIVATION

A nationwide communications campaign reaching tens of millions through public service announcements, social media, and partner channels.

05

MOMENTS TO REMEMBER

High-profile national moments of unity — a Nationwide Moment of Silence, ringing the NYSE Opening Bell, and more, led by cultural, sports, and media partners.

**20 MILLION
MEALS.
ONE NATION.**



Volunteers at 9/11 Day Meal Packs will pack 20 million non-perishable meals nationwide — all donated to local Feeding America affiliated food banks.

SIGNATURE MEAL PACKS.

In 50 of the nation's largest cities, 9/11 Day will stage large-scale Meal Pack volunteer projects — mobilizing more than 50,000 volunteers to pack 20 million non-perishable meals for Americans facing food insecurity.

50+ CITIES, COAST TO COAST	50K+ VOLUNTEERS MOBILIZED	20M NON-PERISHABLE MEALS
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HOSTED WITH PRO SPORTS & LOCAL PARTNERS

In many cities, NFL, MLB, NBA, NHL and MLS clubs host projects at their own facilities and lend their platforms to the movement. Every meal packed stays local — donated to local Feeding America affiliated food banks in the communities where volunteers gather.



THE 50 SIGNATURE MEAL PACK CITIES

- | | | | | |
|---------------------|------------------------|----------------|-----------------|-------------------|
| • New York City | • San Francisco | • San Antonio | • San Jose | • Birmingham |
| • Los Angeles | • Seattle | • Portland | • Nashville | • Bridgeport |
| • Chicago | • Minneapolis–St. Paul | • Pittsburgh | • Jacksonville | • Detroit |
| • Dallas–Fort Worth | • San Diego | • Las Vegas | • Milwaukee | • Fort Lauderdale |
| • Houston | • Tampa | • Austin | • Oklahoma City | • Miami |
| • Washington, D.C. | • Denver | • Cincinnati | • Raleigh | • Newark |
| • Philadelphia | • St. Louis | • Kansas City | • Memphis | • Omaha |
| • Atlanta | • Baltimore | • Columbus | • Louisville | • Orange County |
| • Boston | • Charlotte | • Indianapolis | • New Orleans | • Wichita |
| • Phoenix | • Orlando | • Cleveland | • Salt Lake | • Boise |

— ***It was a truly remarkable day and we were so honored to be part of it.***

KATIE BROWN • PROGRAM LEADER, COMMUNITY ENGAGEMENT, DELTA AIR LINES

ONE MILLION GOOD DEEDS.

Help us document one million good deeds for the 25th Anniversary — through volunteering, giving, or any act of kindness. Any good deed counts.

— 100% voluntary — Any good deed counts — No cost to participate

FOUR WAYS TO TAKE PART. ENGAGE THROUGH ONE — OR MORE

01 JOIN A MEAL PACK

Bring a team to one of the 50 large-scale Meal Pack events — turn-key, with volunteer shifts reserved for your people.

02 CREATE YOUR OWN PROJECT

Organize a service project in your community using free 9/11 Day toolkits. Register it at 911day.org/volunteer.

03 KICK OFF A FUNDRAISING DRIVE

Rally employees, members, or customers to raise funds for any cause that matters to you — or to fuel 9/11 Day's programs.

04 TAKE THE GOOD DEED CHALLENGE

Challenge everyone in your organization to each pledge a good deed and share it on social — toward our goal of one million good deeds for 9/11 Day.



COMMUNITY SERVICE, EVERYWHERE

Volunteers build alongside their neighbors at a 9/11 Day community service project — one of countless ways to do good for the 25th anniversary.

THE PARTNER NETWORK

A coalition of nonprofit, civic, corporate, sports, faith, education, and government partners — working together to bring 9/11 Day to every corner of America.

9/11 DAY PARTNERS AND SUPPORTERS · AS OF JUNE 2026

- 9/11 Day
- AARP Foundation
- America's Service Commissions
- America's VetDogs
- America250
- American Corporate Partners
- American Heart Association
- American Red Cross
- AmeriCorps
- Arbor Day Foundation
- Arizona Governor's Office of Youth, Faith and Family
- Blue Star Families
- Boys & Girls Clubs of America
- Campus Compact
- CityServe
- Creative Artists Agency
- Daughters of the American Revolution
- Delta Air Lines
- Disabled American Veterans
- Girl Scouts of the USA
- International Association of Chiefs of Police
- JustServe
- JPMorganChase
- Keep America Beautiful
- Liberty Coca-Cola Beverages
- Live Nation
- Love Has No Limits
- Major League Baseball
- Major League Soccer
- Nat. Assoc. of Elementary School Principals
- National Basketball Association
- National Football League
- National Governors Association
- National Hockey League
- New York Cares
- NYC Service | Office of the Mayor
- OneStar Foundation
- One Tree Planted
- Points of Light
- School Administrators Association of New York State (SAANYS)
- ServMO
- Starbucks Coffee Company
- Swire Coca-Cola, USA
- Team Rubicon
- The Arc of the United States
- The Conference Board
- Travis Manion Foundation
- Reliance, Inc.
- U.S. Conference of Mayors
- UJA Federation of NY
- United Way Worldwide
- UServeUtah
- USO
- Voices Center for Resilience
- Voices for National Service
- We the Veterans & Military Families
- With Honor Action
- Young Men's Service League (YMSL)
- Youth Service America

PLATFORM, TOOLKITS & AMERICA250.

Everything an organization needs to take part — a free volunteer platform, turn-key toolkits, and a national partnership advancing service across 2026.

IN PARTNERSHIP WITH EVENTBRITE

A FREE VOLUNTEER PLATFORM.

An entirely free registration platform to power the program and help document 25 million hours of service.

- Set up projects in minutes
- Promote to members and the public
- Handle volunteer registration
- Document volunteer hours
- Enable online donations

TURN-KEY TOOLKITS

Every organization receives free toolkits, resource guides, project planners, and sample proclamations — at no cost — to take part.

AMERICA250 PARTNERSHIP

As a founding partner of America250's "America Gives" initiative, 9/11 Day will help make 2026 the nation's largest year of service — honoring the 250th anniversary of the Declaration of Independence.

Out of the tragedy of September 11, volunteerism became a way for Americans to turn grief into purpose. America250 is proud to partner with 9/11 Day to carry forward the spirit of unity that defined our nation's recovery from September 11, 2001 and ensure it continues to shape the America we're building for tomorrow.

ROSIE RIOS · Chair, America250

TEACHING THE NEXT GENERATION.



ENGAGING THE NEXT GENERATION.

For the 2026 school year, we will invite every K–12 school in the country to join the Unite for Good tribute for the 25th anniversary of 9/11 — reaching students, teachers, and families nationwide with free, age-appropriate resources.

\$3M

YOUTH SERVICE GRANTS

\$3,000,000 in grants to schools, youth organizations, and colleges — helping young Americans organize thousands of service projects for the 25th anniversary.

100K+

CLASSROOMS REACHED

Free, age-appropriate resources help educators teach the spirit of unity and service that transformed America after the 9/11 attacks.

K-12

TOOLS FOR TEACHERS

Free lesson plans, teacher guides, and classroom activities — plus school and classroom recognition programs honoring participation in 9/11 Day.



Our students look forward to 9/11 Day every year! It's become a cornerstone of how we teach empathy and community. Through simple acts — from pledging good deeds to recognizing everyday heroes — students learn that everyone can make a difference.

HEATHER PELLICONE

· Principal, Middlebury Elementary School, Connecticut

NATIONWIDE AWARENESS & ACTIVATION.

A national communications campaign building across the spring and summer of 2026. The closer we get to September 11, the louder the call to serve.

PSAS & BROADCAST

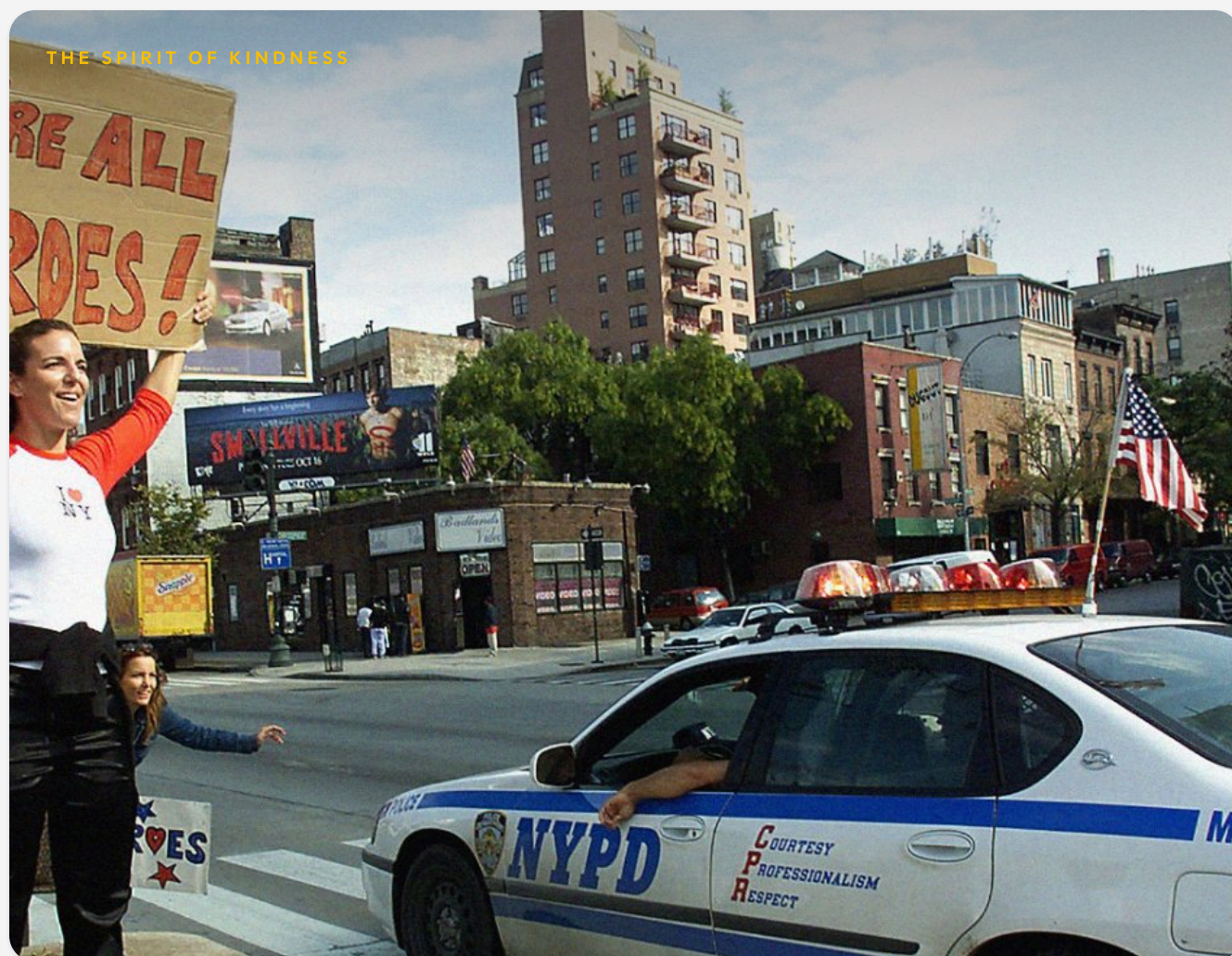
Public service announcements across major broadcast and streaming outlets, building national visibility for the 25th Anniversary.

SOCIAL & DIGITAL

Social and digital reaching tens of millions of Americans, amplified by cultural leaders, athletes, and public figures who support 9/11 Day.

PARTNER CHANNELS

Sponsor and partner co-promotion — employee networks, customer channels, league broadcasts, and school communications carrying the message everywhere.



MOMENTS TO REMEMBER.

Three national moments — created with our broadcast, entertainment, and civic partners — to focus the country's attention and inspire widespread participation in the 25th Anniversary.

01

BROADWAY UNITES TIMES SQUARE · NYC

With The Broadway League, the Times Square Alliance, and the City of New York: a large-scale outdoor performance in Duffy Square featuring leading Broadway stars, as billboards carry remembrance photos and a live tally of volunteer hours pledged.

02

RING THE NYSE OPENING BELL THE OPENING BELL

To open the anniversary, the New York Stock Exchange has invited 9/11 Day to ring the Opening Bell on Friday, September 11, 2026 — joined by 9/11 family members, veterans, service leaders, and national sponsors.

03

“AMERICA THE BEAUTIFUL” BROADCAST TRIBUTE

Nationally-prominent performers sing “America the Beautiful” across participating broadcasts and platforms — a unifying musical tribute produced and underwritten entirely by 9/11 Day.

04

NATIONAL MOMENT OF SILENCE 8:46 AM ET

Across America, millions join together to observe an extraordinary Moment of Silence at 8:46 AM — one shared breath of remembrance that anchors the nation's day of service.

TIMES SQUARE · NEW YORK CITY

MOMENTS TO REMEMBER · FEATURED

NATIONAL MOMENT OF SILENCE.

8:46 AM

SEPTEMBER 11 · EASTERN TIME

THE 8:46 TRIBUTE

At the moment the first hijacked aircraft struck the North Tower, broadcast and social media partners nationwide will pause in unison. Across many networks and platforms, at the same moment, Americans will join together to pay tribute — and remember what we have in common as human beings.

TO LEARN MORE OR GET INVOLVED

Erin O'Connor Jones · VP of Partnerships and Development

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UNITE FOR GOOD.

UNITE

FOR GOOD.

TO JOIN THE MOVEMENT

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