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MUSEUM

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THE CAMPAIGN
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FALL 2014 A campaign publication for our leadership donors

INSPIRING IMPACT



From left: On a Museum trip, Paul Shapiro, director of the Mandel Center for Advanced Holocaust Studies, Jay Stein, and his wife, Deanie, at the site of the Drancy camp located in a Paris suburb. Fewer than 2,000 of the almost 65,000 Jews deported from Drancy survived.

A MESSAGE FROM NATIONAL CAMPAIGN CO-CHAIR JAY STEIN

Who do we want to tell this story?

Dear friends, Each of us has our own reasons for supporting this great institution. For me and my wife, Deanie, our reason is simple—we cannot imagine the future without this Museum.

When we look around the world today and see the antisemitism and extremism, we worry that the 21st century is starting to look too much like the 20th. We worry about the kind of world our grandchildren and their children will inherit.

That is why we've assumed a leadership role in this national campaign to secure the Museum's future by building a larger annual fund and a stronger endowment.

There are many voices distorting the truth of the Holocaust, exploiting it for political ends, and challenging its authenticity. That speaks to the significance of the Holocaust but also to the urgent need to safeguard its truth—*now and for the future.*

I want to make sure that the Museum is always able to tell this story with power and authenticity to audiences worldwide. That's why Deanie and I made another gift as part of the campaign's Leonard and Sophie Davis Fund Challenge for a new staff position to build the Museum's international

presence and ensure its ability to work on a global scale. The world faces enormous challenges. Thankfully, our Museum helps shape responsible leaders and engaged citizens who can respond to those challenges.

The lasting difference in the impact of the Museum with or without our support will be significant. Please join us in what I consider our mandatory effort.

Jay Stein

To learn more about the Davis Fund Challenge, please call Jordan E. Tannenbaum, Chief Development Officer, at 202.488.6181 or e-mail jtannenbaum@ushmm.org.

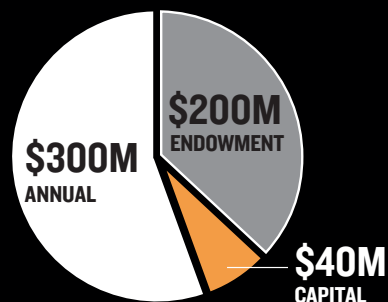
IN THIS ISSUE **GIVING MATTERS** The Anne and Isidore Falk Charitable Foundation: Teaching New Generations ■ Toby and Jeff Herr: Searching for Truth ■ EMC Isilon Corporation: Making Truth Accessible **SPOTLIGHT** The Jack, Joseph and Morton Mandel Foundation: Ensuring the Growth and Vitality of Holocaust Studies ■ **AROUND THE NATION** Next Gen Events Build Momentum ■ **CAMPAIGN NEWS** Groundbreaking Ceremony: Shapell Family Collections and Conservation Center ■ Friedkin Legacy Challenge: April 30, 2015, Deadline Approaches

GIVING MATTERS

Thanks to the generous support of donors across the country, we have raised \$363 million toward our \$540 million goal. Every gift matters.

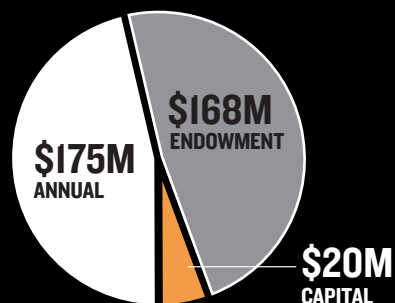
COMPREHENSIVE CAMPAIGN GOAL
By Museum's 25th Anniversary in 2018

\$540 million



CAMPAIGN PROGRESS
Gifts from October 1, 2009—October 7, 2014

\$363 million



TEACHING NEW GENERATIONS

The Anne and Isidore Falk Charitable Foundation

“The challenge of our generation is to keep the memories of Holocaust victims alive and inspire people to stand up to intolerance of any kind.

And it starts with children. Young people have to be aware of what hate and indifference can become,” explained Rebecca Steindecker, when reflecting on her family’s gift to the campaign.

Through their generous cumulative commitment of \$5 million, the Falk Charitable Foundation has ensured that the Museum’s award-winning exhibition, *Remember the Children: Daniel’s Story*, with its lessons about the fragility of freedom and individual responsibility, will remain a transformative experience for millions of young people.

For siblings Rebecca, Maurice, and Serafina, those powerful lessons are reflected in their father’s story. “In a sense, Daniel’s story echoes our father’s early experiences—a young boy who had a comfortable existence until persecution and inhumanity took everything away,” said Rebecca.

Isidore Falk came from a little town in what was then Austria-Hungary and now is Ukraine. When he was a young boy, his life was upended when his family had to flee from the Russian pogroms in World War I. “Although it was a holocaust by a different name, the results were basically the same,” explained Rebecca. “When children walk through *Daniel’s Story* and see a child’s book and suitcase, they think, “That could be me.” For the family, naming the gallery that houses *Daniel’s Story* in honor of their parents is a fitting tribute.

“The Museum is exceptionally effective in telling Holocaust history so that it can be understood by everyone. We hope that our gift will enable the Museum to continue to help young people think critically about their role in society in the years to come.”



ABOVE [from left]: John and Rebecca Steindecker, Judi and Maurice Falk, Melvin and Serafina Weiner.

630,000

Number of young people each year who learn about the Holocaust through a personal encounter with Daniel’s story.





ABOVE LEFT: Museum contractor Nathan Beyek in Mostove, Ukraine, films as an eyewitness points out the spot where Jews were murdered. ABOVE RIGHT [from left]: Jeff Herr, Museum partner Father Patrick Desbois, Toby Herr, and Paul Shapiro, director of the Mandel Center for Advanced Holocaust Studies.

SEARCHING FOR TRUTH

Toby and Jeff Herr

Longtime Museum donor Jeff Herr grew up in DeKalb, Illinois, where his father was a leader of the small Jewish community.

“While there was really no antisemitism there, I think my father felt that being a Jew was something different, and he was always sensitive to Jewish matters,” Jeff said recently, explaining his decision to support the Museum.

While Jeff first donated to the Museum in the 1990s, his wife, Toby, said, “I was not particularly interested,” during those early years. That changed after a visit to Washington, DC, during which the couple met with the Museum staff to discuss the oral history collection. Toby discovered that the Museum’s use of its unparalleled collections dovetailed with her own interest in education and that she and Jeff might be able to help fill a critical gap.

Explaining their motivation to fund the collection of testimony from witnesses and perpetrators, the Herrs said recently that they were interested in it as a balance and complement to the large volume of survivor testimony being collected. “We needed to know what was in perpetrators’ heads and hearts in order to prevent it from happening again,” Toby said.

To date, a painstaking process supported by the Herrs across 21 European countries has resulted in the collection of interviews from more than 1,600 perpetrators, collaborators, and non-Jewish witnesses—*the only collection of its kind in the world*.

Toby said she is struck by subjects’ “matter of fact” tone in describing such disturbing events, as if they were part of ordinary life. A shooter explains his methodical approach to the “one-bullet-one-Jew” slaughter of Belarusian Jews in pits. Witnesses tend to be candid—almost as if they had been waiting for someone to ask about these searing memories.

The interviews are a centerpiece of the Museum’s latest special exhibition, *Some Were Neighbors: Collaboration & Complicity in the Holocaust*, about the role of ordinary people in the Holocaust. The Museum’s National Institute for Holocaust Education is developing a curriculum to bring to the classroom the themes of the exhibition, which is designed to prompt people to think critically and evaluate their own choices.

Toby sees the relevance for the children she works with who live in high-crime neighborhoods. “It’s so important for them to have a framework for defining good and evil—and to understand the continuum between witness, collaborator, and perpetrator.”

With the Herrs’ recent campaign gift of \$1.5 million, the Museum is recording an additional 400 interviews of those who witnessed or were complicit in the horrors that took place seven decades ago. “I’m glad the project lives on and there is a lot of interest in it,” Jeff said.

MAKING TRUTH ACCESSIBLE

EMC Isilon Corporation

The future of Holocaust education and scholarship will depend on the Museum’s ability to preserve our vast collections in digital format and make them widely accessible to anyone—*anywhere, anytime*.

With the Internet fueling the spread of Holocaust denial across the world, putting the truth online is more urgent than ever. According to Michael Grunberger, Director of Collections, “Digitization is our method of making our collection—*the collection of record on the Holocaust*—available beyond the walls of the Museum.”

In late 2012, EMC Isilon Storage Division generously donated a **\$1.3 million next-generation digital storage system** that provides the secure infrastructure to accommodate the Museum’s rapidly growing digital collection—a major milestone in digitally housing the collections. “It’s an honor working with such a respected institution,” said Wayne Cox, Regional Territory Manager of EMC Isilon. “We all know the story, but having the ability to go online and see this material really personalizes the genocide that happened.”

With the generous increased annual support of our donors, the Museum has now digitized more than 25 percent of our collection and created a new online discovery tool (collections.ushmm.org/search) that allows a user to search across collections by topic. **In the past 12 months, more than 500,000 people from 150 countries used this tool to search the Museum’s collection online.**

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THE CAMPAIGN

The Jack, Joseph and Morton Mandel Foundation: Ensuring the Growth and Vitality of Holocaust Studies

A Conversation with Foundation Chairman and CEO Mort Mandel



The Mandel brothers [from left]: Joseph, Morton, and the late Jack Mandel

What was the greatest influence in your life in terms of your philanthropy?

MM: Trying to identify the biggest influence in my life in any subject is difficult, but I'm very clear about this one. It was the home I grew up in—a home whose values were the best of Western civilization. My parents had no money, certainly no extra money, but they managed to be charitable. In my neighborhood, my mother was the go-to person when someone needed to borrow a few dollars. How she was able to be, relatively speaking, very generous came down to values. It's what she believed in. My brothers and I were really a reflection of that.

The Mandel Foundation is one of the country's leading philanthropies. What was its genesis?

MM: After I finished my first year at Case Western Reserve University, I started a small business with my two brothers—my best friends. We were modestly successful when we started out. About 10 years later, we formed a foundation. At first, we made gifts without any cohesive set of goals until we were in our early 40s and decided to be more thoughtful about our giving. Our personal relationship in business and then philanthropy is maybe the 10th wonder of the world—even we were surprised.

What is the philosophy of your philanthropy?

MM: What we learned in our business life was how important it was to have people who are exceptional. It's an easy thing to say, but not an easy thing to do. Investing in people was central to our thinking. The hallmark of our philanthropy is to invest in people who have the vision, the passion, and the desire to change the world.

What motivated you to support the Museum?

MM: My brothers and I participated in the founding of the US Holocaust Memorial Museum. When I think about that, I think it reflects the way I was impacted by the Holocaust. In August 1942, we lost 27 relatives in Poland, including my grandparents. I never knew any of them, but that was a searing experience for me. My brothers and I have become fighters for a better world, and genocide is as ugly as anything can ever get. By supporting the Museum, we are not just "standing there." We are doing something, and, frankly, I feel good about that.

The focus of this exceptional \$10 million gift is on advancing scholarship. Why?

MM: I like the fact that this Museum is working to create a deeper understanding of genocide and why genocide needs to be dealt with like a plague—like cancer—because it is a disease. That understanding begins with scholarship. The path to our future is an educated population. So this investment in the US Holocaust Memorial Museum is one way to get more sanity in the world, get more understanding. That's probably our principal way of making the world a better place, of trying to improve the world. Invest in people and scholarship to get more light in a very dark world.

What do you hope is the impact of this gift?

MM: There are some specifics I want to happen: better archives, better research, better teaching, better spreading the word, a strong, more vigorous fight against genocide. But what the Museum gives us is a feeling that we're fighting in a very thoughtful way, that our endowment will enable them to significantly increase the investment in scholarship. What I hope my brothers and I will accomplish with this gift to the Museum, it's really a blow for a better world.

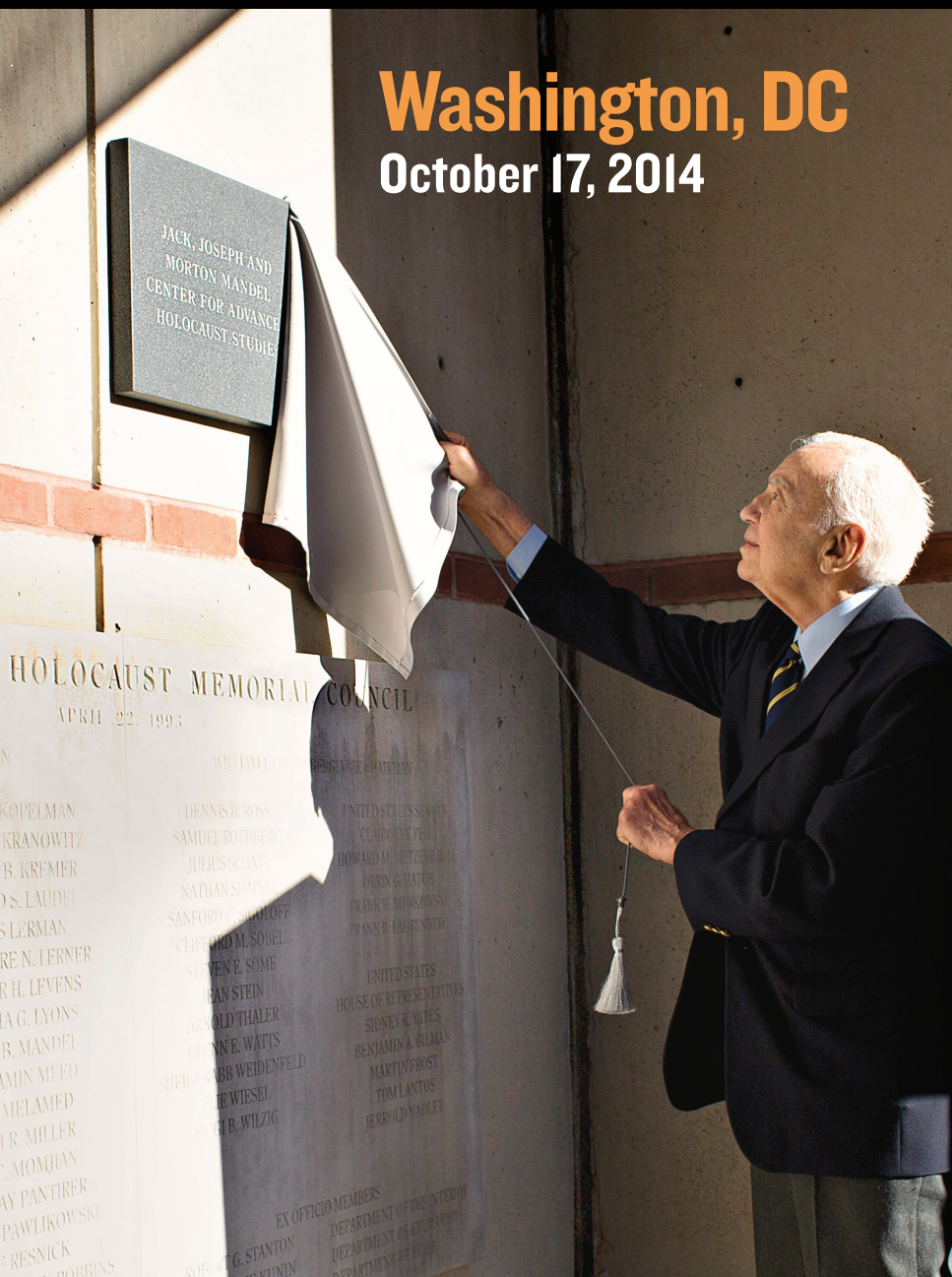
In the decades ahead, what role do you see the Museum playing?

MM: The assignment that the Museum has undertaken to research what happened, to do research on why genocide continues, and to preach it, to teach it, to teach others to teach it—that's a mission that should last forever. The Museum must remain an active, visible force that reminds people all the time, in as many ways as possible, that silence is a sin.

“... just as the Museum is young, so is Holocaust studies. We are really just at the very beginning of taking this young field and ensuring its future. Our vision for the Mandel Center is bold and ambitious, as it should be. We will need many partners, but we could not do this without the leadership from the Mandel Foundation.”

Tom A. Bernstein, Museum Council Chairman

Washington, DC October 17, 2014



“We are pleased to place the Mandel name on the Museum’s Center for Advanced Holocaust Studies, the world’s principal venue for Holocaust scholarship.”

—Morton Mandel, Foundation Chairman and CEO



ABOVE LEFT: Mort Mandel unveils the Jack, Joseph and Morton Mandel Center for Advanced Holocaust Studies plaque at the Museum’s 14th Street entrance, the first part of a ceremony that included the unveiling of the Mandel engraving on the Chairman’s Circle wall and a ribbon-cutting ceremony at the entrance to the Mandel Center. **ABOVE [from left]:** Paul Shapiro, director of the Mandel Center; Josh Bolten, Museum Council vice-chairman; Barbara Mandel, Foundation vice-chair; Mort Mandel; Jehuda Reinharz, Foundation president; Sara Bloomfield, Museum director; Tom Bernstein, Museum Council chairman; and Sarah Ogilvie, Museum director of programs. **ABOVE RIGHT:** Mort Mandel addresses Museum staff members and Mandel Center fellows.

Watch videos about the Mandel Center and the dedication at ushmm.org/support.



THE CAMPAIGN

AROUND
THE NATION

Next Gen Events Build Momentum

The Museum's Next Generation Board is a nationwide community of emerging philanthropists and leaders in their 20s, 30s, and 40s who are building a network of support for the Museum through events, missions, and programming. Since its inception in New York, Next Generation chapters are now active in Chicago and Washington, DC, with more cities in the works.

Find out more at ushmm.org/support/next-generation.

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THE CAMPAIGN

Washington, DC

November 7, 2013

Four hundred people attended a special screening of *The Book Thief* and discussion with the movie's author and actors, hosted by the Museum's Next Generation Board. **FROM TOP:** Washington, DC, Next Generation Board Co-Chairs Martin and Lori Weinstein (right) and their sons, Max and Ethan, with Markus Zusak, author of *The Book Thief*. ■ Speakers engage in a lively conversation with the audience. ■ Actor Geoffrey Rush speaking with Steven Luckert, Permanent Exhibition Curator. ■ Actress Sophie Nélisse touring the Museum's special exhibition *Some Were Neighbors: Collaboration & Complicity in the Holocaust*.



“We support the Museum because we were struck by its utter necessity the first time we went. We attended the Family Day several years ago with our older boys and left feeling deeply emotional, but also more connected as a family, as Jews, and as part of a global community. Supporting the Museum provides others the opportunities to feel that same connectedness and hopefully be moved to action.”

Lori and Martin Weinstein, Washington DC
Next Generation Board Co-Chairs



CAMPAIGN UPDATE

Recent Gifts

The Museum is grateful to our supporters who have made outright gifts of \$100,000 or more between April 19, 2014, and October 7, 2014.

Gifts of \$500,000 and Above

Dennis Schuman Living Trust

Laguna Beach, CA
\$3 million gift to the Museum's
unrestricted endowment

Howard Unger and Family

Briarcliff Manor, NY
\$1 million to name a conference
room in the Shapell Collections
and Conservation Center

Diller-von Furstenberg Family Foundation

New York, NY
\$750,000 gift to the Center for
the Prevention of Genocide

Samberg Family Foundation

Arlington, VA
\$525,000 gift to the National
Institute for Holocaust Education

The Leonard and Sophie Davis Fund

San Francisco, CA
\$500,000 matching grant
for Davis Challenge gift from
Deanie and Jay Stein

Philip and Cheryl Milstein Family

New York, NY
\$500,000 gift for the Americans
and the Holocaust Initiative

New York

May 13, 2014



At New York's Next Generation event, *Justice and Accountability after the Holocaust*, 250 attendees were riveted by an interview with Benjamin Ferencz, Chief Prosecutor for the United States at Nuremberg for the Einsatzgruppen trial. **FROM TOP:** 2011-14 New York Next Generation Chair Deborah Edell (center) with husband Eric Edell (right), and New York Next Generation Board Member Stacey Saiontz (left). ■ Benjamin Ferencz (right) being interviewed by Dan Abrams, Co-Anchor of *Nightline* and Chief Legal Affairs Anchor, ABC News. ■ Event Co-Chairs (from left) Jonathan and Danielle Auerbach and Nicole and Avi Lieberman.



“With fewer and fewer survivors and eyewitnesses, it is our responsibility to ensure that their stories will continue to be told for generations to come. As the next generation of Museum leaders, it is important for us to continue to spread the message of Never Again.”

Danielle Auerbach and Nicole Pines Lieberman, New York Next Generation Board Co-Chairs



Chicago

June 24, 2014

Chicago's Next Generation event, *Bringing Perpetrators to Justice: Chicago Case Files*, featured Eli Rosenbaum, Director of Human Rights Enforcement, Department of Justice. **FROM TOP:** Chicago Next Generation Board Co-Chair Melissa Grund, event Co-Chair Alisa Bergstein, Next Generation Board Member Faylyn Kaufman, and Next Generation Board Member and 2015 Mission Co-Chair Blake Breslow. ■ Event Co-Chairs Karla and Roland Livney ■ Eli Rosenbaum captivated 250 attendees with stories about prosecuting Nazis living in the Chicago area using the Museum's collections.



“There are so many worthwhile causes to support. But for us, the United States Holocaust Memorial Museum is the one that speaks directly to our very existence.”

Karla and Roland Livney, Chicago 2014 Next Generation Event Co-Chairs



Benjamin and Seema Pulier Charitable Foundation
Palm Beach Gardens, FL
\$500,000 gift for the Americans and the Holocaust Special Exhibition

Gifts of \$100,000 and Above

The Hillside Foundation—Allan and Shelley Holt
Washington, DC
\$350,000 unrestricted gift to the annual fund

Ellen G. Kaufman Living Trust
North Bergen, NJ
\$300,000 gift to the Museum's unrestricted endowment

Sandra and Michael Perlow
Chicago, IL
\$282,140 unrestricted gift to the annual fund

Crown Family Philanthropies
Chicago, IL
\$150,000 for collections; \$100,000 unrestricted gift to the annual fund

Conference on Jewish Material Claims
New York, NY
\$136,894 for digital collections; \$64,700 for the Visiting Scholars Program

Liquid Telecommunications
London, England
\$200,000 unrestricted gift to the annual fund

Steinfeld Foundation
Chicago, IL
\$150,000 unrestricted gift to the annual fund

Mee and Christopher Cole
Scottsdale, AZ
\$100,000 unrestricted gift to the annual fund

Bonnie and Lee Feinberg
New York, NY
\$75,000 to name an art rack in the Shapell Center; \$25,000 unrestricted gift to the annual fund

Selwyn Philip Haas
St. Helier, Jersey, Channel Islands
\$100,000 gift to the Latvia Fund

Ira and Ingeborg Rennert
New York, NY
\$100,000 unrestricted gift to the annual fund

Carole and Marcus Weinstein
Richmond, VA
\$100,000 unrestricted gift to the annual fund

CAMPAIGN
NEWS

The date has been set for the groundbreaking ceremony for the new Collections and Conservation Center. The state-of-the-art center will permanently house the Museum's vast collection of evidence of the Holocaust. This is the most important building the Museum will ever build, but **we cannot do it without your support.** Be part of this historic effort and let us recognize your generosity on April 15, 2015.

For more information, visit ushmm.org/shapellcenter.

Learn more about ways to support the Campaign for the United States Holocaust Memorial Museum:

Visit ushmm.org/campaign

Call 202.488.0435

E-mail campaign@ushmm.org

All photos US Holocaust Memorial Museum unless otherwise indicated.

The David and Fela Shapell Family Collections and Conservation Center

Groundbreaking Ceremony April 15, 2015



Be part of the Museum's future

The Friedkin Legacy Challenge

IN HONOR of the 70th anniversary of the liberation of Nazi concentration camps, Amy and Mort Friedkin have stepped forward to challenge each of us to make securing the Museum's future our personal legacy. Through the establishment of their gift of up to \$1 million, **the Friedkins will match up to 10 percent of each new outright or planned gift to the Museum's endowment, with a maximum of \$25,000 per gift.**

LEARN MORE about how to make safeguarding truth for future generations your personal legacy. Please contact George E. Hellman, JD, Director of Planned Giving and Endowments, at 202.488.6591 or e-mail ghellman@ushmm.org.

DEADLINE APPROACHING: *All qualifying gifts established or newly identified before April 30, 2015, are eligible.*

100 Raoul Wallenberg Place, SW Washington, DC 20024-2126

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You can help keep Holocaust memory alive.
VISIT ushmm.org/campaign to learn more.

