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INSPIRING IMPACT



April 15, 2015: Museum Chairman Tom A. Bernstein speaks at the groundbreaking ceremony of the David and Fela Shapell Family Collections and Conservation Center, the new permanent home for the Museum's most precious asset, its collection.

A MESSAGE FROM NATIONAL CAMPAIGN CO-CHAIR TOM A. BERNSTEIN

Writing the Museum's Next Chapter

Dear friends, we have just celebrated the Museum's 22nd anniversary. It's been so successful that we often forget that it is still a very young institution and we must never take its success or growth for granted.

The "founding fathers" of our Museum faced a daunting task. But in these very complicated times, the task our generation faces is no less challenging. First, we must secure all that they built. Then, we must build a global institution that ensures the permanent relevance of the Holocaust for every new generation—from all walks of life, wherever young people live.

We have taken a giant step toward that bold aspiration through William Levine's magnificent \$25 million gift to name our Institute for Holocaust Education.

Education is the heart of this institution. As a proud dad, I'd like to share a personal testament to its significance. A visit to the Museum in high school made a huge impact on my daughter Lee. Her intense curiosity would continue at Brown University, where she took a transformative Holocaust course with a gifted professor. Lee decided to write her senior honors thesis on the Holocaust and, guided by the staff at the Museum, based it on documents in the Museum's

collection about Alice Goldberger, who directed a British orphanage for child survivors. Lee recently won an award for her thesis from the Brown University History Department, and is more committed and enthusiastic than ever!

This is just one personal story. Our job is to create thousands upon thousands of stories like hers. Thanks to many partners like you, the Museum can do this. Together, we are writing the next chapter in the Museum's history.

Tom A. Bernstein
Tom A. Bernstein

IN THIS ISSUE **GIVING MATTERS** Oliver Stanton: Fighting Antisemitism ■ Robert K. Kraft: Engaging America's College Youth ■ **SPOTLIGHT** Dedicating the William Levine Family Institute for Holocaust Education ■ Breaking Ground for the David and Fela Shapell Family Collections and Conservation Center ■ **CAMPAIGN NEWS** Museum Receives \$20 Million Gift to Name the Simon-Skjodt Center for the Prevention of Genocide ■ The Friedkin Legacy Challenge: A Resounding Success

Seventy years after the world pledged Never Again, antisemitism is rising at an alarming rate in the very lands of the Holocaust, as well as in the Middle East. The Museum's new Antisemitism Initiative aims to address this alarming phenomenon from our unique position as a federal Holocaust Museum and through our extensive network of partners. "The need to expand this effort is urgent," explained Mike Abramowitz, director of the Levine Institute for Holocaust Education. "It will require a massive investment, which is why the continuing support of Oliver Stanton and others is so vitally important."

FIGHTING ANTISEMITISM

Oliver Stanton

"What we are witnessing around the world is terribly upsetting. But unless we're prepared to do something, what's the point of complaining about it?"

When Oliver Stanton speaks about his ongoing support of the Museum's Antisemitism Initiative, he does so with passion. Stanton's involvement with the Museum began with a gift to honor his late grandmother, who fled Nazi Germany. "My parents were both born in Germany and were children when they came here. While they didn't experience the horror of the camps, the memories of that time were always painful for them."

When he made his first gift to underwrite the Museum's podcast series titled *Voices on Antisemitism*, it was an innovative but untested digital approach to raise awareness of the dangers of contemporary antisemitism and hatred. Seven years later, the acclaimed multilingual series is a vital part of a global effort to reach diverse, nontraditional audiences, especially where the problem is rising, such as in Iran, Turkey, Egypt, and other countries in the Middle East and North Africa, and even in Europe.

"A lot of the antisemitism in the Middle East is politically motivated. Where do the people go if they want to educate themselves?" asked Stanton. "The podcast series is just one of the tools and resources the Museum provides to counter all of the false information."

To create the most effective outreach, the Museum works with experts from these countries and with local partners on the ground in Turkey. "Research has shown that Holocaust education impacts antisemitism when it is made relevant to the country or audiences being reached," explained Mike Abramowitz, director of the Levine Institute for Holocaust Education. "We must continue developing resources that offer new 'entry points' to this history and new audiences."

With recent campaign commitments of \$500,000, Stanton has invested more than \$2 million to help fight what he calls a "battle." "I don't think for a moment we're going to eradicate antisemitism. It's frustrating, but it's there. I believe we have to be there, too—to educate, to bring understanding, to bring forward public discussion. By fighting antisemitism, you're fighting prejudice in the world: One day it's the Jews; the next day it's someone else. You have to be part of the engine to create the change. That's what I'm trying to do in my small way."



ABOVE [from top]: *Voices on Antisemitism* podcasts are accessible through iTunes or ushmm.org. The podcast series is currently available in eight languages, including Arabic, Turkish, and Farsi.

LEFT: Oliver Stanton at the 2014 New York Dinner introduces the evening's keynote speaker, Professor Deborah E. Lipstadt, a leading expert on Holocaust denial who chairs the Museum's Committee on Holocaust Denial and State-Sponsored Antisemitism.



ABOVE [from left]: Grounded in its traveling exhibition on Nazi propaganda, the Museum's What You Do Matters leadership summits on campuses across the country engage participants in thought-provoking discussions on how to create campus environments where hate cannot flourish. RIGHT: Robert Kraft.



ENGAGING AMERICA'S COLLEGE YOUTH

Robert K. Kraft and Family

For Robert K. Kraft and his family, the focus of their philanthropy is on “building bridges” to create greater mutual understanding.

In Kraft's opinion, those bridges are sorely needed on today's increasingly complex campuses. “By and large, young people are really idealistic and are trying to do the right thing, but they are forming positions from a lack of knowledge. The future belongs to these young people, and we have to make sure they're fully educated as to what the truth is,” he said.

The goal of the Museum is to address the lack of knowledge and the abundance of misinformation among young people. Most do not fully understand why the Holocaust happened or that, for the most part, the world refused Jews who were desperately trying to flee Nazism; had there been a Jewish state, it would not have happened.

“College students are in a particularly formative time in their lives, and the Internet and globalization dramatically amplify the impact of ideas that can turn group against group,” explained Paul Shapiro, director of the Jack, Joseph and Morton Mandel Center for Advanced Holocaust Studies. “In such a challenging environment, the Holocaust teaches timely lessons about the dangers of antisemitism and consequences of unchecked hatred.”

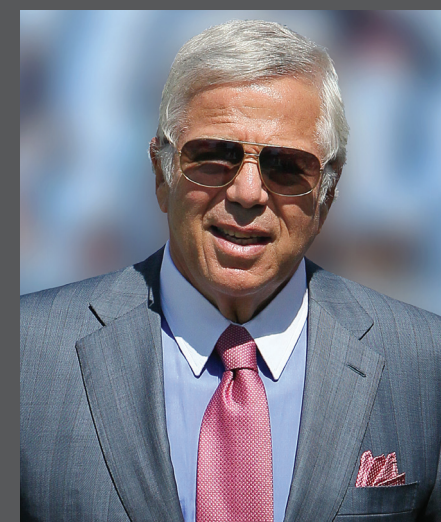
Through their recent \$1 million campaign gift to the Museum's American College Youth Initiative, the Kraft family is helping to prepare young people in a world of accelerating change and uncertainty. The Museum helps them understand the fragility of societies—even democratic ones—as well as their responsibility to build and maintain tolerant societies, beginning within their own campus communities.

“In our business, I get to deal with people of all cultures. People think of us as a sports business, but we have businesses in over 90 countries. I think that people-to-people,

things are great, but we have fundamentalists on all sides who try to create impressions based on stereotypical inaccuracies,” noted Kraft. “I think the great niche, the brilliance of the Holocaust Museum, is how it educates people—and education is key to everything.”

Through a powerful combination of campus outreach programs, exhibitions, summits for student leaders, and digital outreach, the College Youth Initiative is designed to foster conversations about the big issues emanating from Holocaust history, such as ethics, propaganda, hate speech, civic engagement, and decision making.

“The Museum's education mission goes way beyond antisemitism and the Holocaust,” Kraft summarized. “If we want young people to have greater mutual understanding and tolerance, to be more open- and fair-minded, we need to give them the foundation and knowledge. I hope that our family's gift helps the Museum implement this in a way that brings this message to life for young people.”



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SPOTLIGHT

Dedicating the William Levine Family Institute for Holocaust Education: Ensuring the Museum's Vital Educational Mission



Washington, DC
April 16 & 17, 2015

A Conversation with William S. Levine

How did you first get involved with the Museum?

WL: I owe the late Miles Lerman, a Holocaust survivor and one of the Museum's founders—really an incredible guy—a great deal of thanks for getting me involved. We traveled to Europe with him and his wife; he showed us where he fought as a partisan. He often spoke about the Museum serving a vital dual purpose: to remember and honor the victims by educating new generations and to uncover the full truth of this terrible history.

The Holocaust is beyond my comprehension. How it was possible is something that has haunted me my whole life: How did Hitler do it? How did he manage to get doctors and lawyers, professors, teachers, artists,

and so many others to help in the murder of Europe's Jews? I'm not sure we can answer that question but we can't stop trying.

You often say that the Museum is in a class by itself. What do you mean?

WL: What makes this institution so unique is that it's not static—in fact, it is the opposite of static. It is engaging scholars from all over the world; its educational outreach and international leadership in tackling growing antisemitism and refuting denial is extraordinary. But I'll tell you something else. It's the dedicated, exceptional staff members. It's a privilege working with them. What they accomplish is remarkable, and it keeps getting better and better.

Your involvement over the years has had an extraordinary impact. Why this transformative gift? Why now?

WL: Sometimes you hear people say “enough is enough” about the Holocaust—it's never enough. Time goes by and people forget. We must never let that happen. This history needs to be kept alive, taught, and always preserved. That is the mission of this great institution, and we need to be sure it has the funds to go on in perpetuity, which is why the Museum's campaign is so critical. I hope everyone will participate in this effort because it will take all of us to ensure this history is never forgotten. It is everyone's obligation to pass this on.

“The Holocaust is receding in time, and yet its lessons have never been more relevant and urgent than they are today, as we witness rising antisemitism, hatred, and extremism. Complacency is not an option, and thanks to William Levine’s leadership and generosity, we can tackle the future with a very ambitious vision of reaching a global audience. This is not only a gift to the Museum; it is a gift to the future and the new generations that will benefit from the timeless lessons the Levine Institute will teach.” —Museum Director Sara J. Bloomfield



“I want to thank Sara Bloomfield for the mitzvah of asking me for the gift. It’s an honor to support the Museum in this way. I’ve said it many times: This institution is in a class by itself.”
—William S. Levine



FACING PAGE [clockwise from left]: Family members tour the Levine Institute offices to meet staff and learn more about strategic initiatives underway. Sara Bloomfield, center, introduces William Levine to Curator Susan Bachrach. ■ William Levine, with Levine Institute Director Mike Abramowitz, attends a presentation on the development of a major thematic exhibition on Americans and the Holocaust.

ABOVE [from left]: Susan and William Levine attend the 2015 National Tribute Dinner, where the Levine family gift was announced. ■ Members of the Levine family from across the country celebrate the dedication. Pictured from left [starting at top row]: Brad Schoen, Debra Levine, Michael Orenstein, Karen Orenstein, Polly Levine, Jonathan Levine, Michael Smith, Michele Smith, Lise Klein, Julie Levine Schoen, Susan Levine, William Levine. ■ William Levine delivers remarks at the dedication ceremony that included the unveilings of the Levine family engraving on the Guardians of Memory wall and the William Levine Family Institute for Holocaust Education plaque at the Museum’s 14th Street entrance.



SPOTLIGHT

David and Fela Shapell Family Collections and Conservation Center

Groundbreaking Ceremony ■ April 15, 2015

“By preserving and displaying the physical evidence of the Holocaust, we enable the millions silenced by evil to bear witness forever to the truth of what happened to the Jewish people.”

David (z”l) and Fela Shapell

Watch the highlights video at ushmm.org/campaign-groundbreaking



LEFT: Museum survivor volunteers stand with a time capsule created to mark the groundbreaking milestone. The time capsule will be opened on the Museum’s 50th anniversary in 2043. **FRONT ROW FROM LEFT:** Marcel Drimer, Henry Kahn, Halina Peabody, Ruth Cohen, Margit Meissner, Albert Garih, Ania Drimer, Susan Warsinger, Michael Margosis. **BACK ROW FROM LEFT:** Kurt Pauly, Jill Pauly, Louise Lawrence-Israëls, Nat Shaffir, Ellen Zweig, Manny Mandel, Al Munzer, Sylvia Rozines, Anna Grosz. ■ **BELOW FROM LEFT:** Louise Lawrence-Israëls stands next to the display showing the artifact she donated to the Museum’s collection—a chair her parents gave her for her second birthday while they were in hiding in Amsterdam ■ Irv Shapell speaks on behalf of his family. ■ Museum Director Sara Bloomfield.



CAMPAIGN UPDATE

Recent Gifts

The Museum is grateful to our supporters who have made outright gifts of \$500,000 or more between October 8, 2014, and April 20, 2015.

Gifts of \$5,000,000 and Above

Susan and William S. Levine and Family
Phoenix, AZ

\$25 million gift to endow the Levine Institute for Holocaust Education

Samerian Foundation

Carmel, IN
\$20 million gift to endow the Simon-Skjodt Center for the Prevention of Genocide

William Konar and Family

West Henrietta, NY
\$5 million gift to the Shapell Collections and Conservation Center

Joan and Robert Rechnitz and Family

Red Bank, NJ
\$5 million gift to the Shapell Collections and Conservation Center

Gifts of \$1,000,000 and Above

Linda and Schuyler Sylvers

Ventura, CA
\$2 million gift to the Shapell Collections and Conservation Center

Estate of Peter H. Lowenthal

North Wales, PA
\$1.8 million unrestricted gift to the Annual Fund

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ABOVE: Donors who have made exceptional gifts join Museum Director Sara Bloomfield and Chairman Tom Bernstein in breaking ground on the Center. [From left]: William Levine, Sara Bloomfield, Irv Shapell, Fela Shapell, Tom Bernstein, Howard Konar, Howard Unger. ■ **LEFT:** Holocaust survivors put their messages to the future into the time capsule [At far left]: Al Munzer, Halina Peabody. ■ Joseph and Anna Shapell with their grandmother, Fela Shapell.



For more information on how you can join this historic effort, please call Allison Lurey, campaign director, at 202.488.0435, e-mail alurey@ushmm.org, or visit ushmm.org/shapellcenter.

Conference on Jewish Material Claims Against Germany
New York, NY
\$1 million gift to the Archival Acquisitions and Reproduction Project; \$500,000 gift to the Archival Cataloging Project

Louis Feil Charitable Trust
New York, NY
\$1 million unrestricted gift to the Annual Fund

Robert K. Kraft and Family
Foxboro, MA
\$1 million gift to the American College Youth Initiative

Arthur and Toni Rock
San Francisco, CA
\$1 million unrestricted gift to the Annual Fund

Gifts of \$500,000 and Above
John and Janet Swanson
The Villages, FL
\$532,838 gift to the Archival Papers Digitization Project

Anonymous
\$500,000 gift to the Rescue the Evidence Initiative

Estate of Irene B. Glassberg
Clearwater Beach, FL
\$500,000 unrestricted gift to the Annual Fund

Estate of Magda Margolis
New York, NY
\$500,000 unrestricted gift to the Annual Fund

CAMPAIGN NEWS

Coming soon in fall issue of **MEMORY&ACTION**: Feature article on the impact of the Simon-Skjodt Center for the Prevention of Genocide

Museum Receives \$20 Million Endowment Gift to Name the Simon-Skjodt Center for the Prevention of Genocide

“Our motivation in making this gift is to inspire other people to become involved in preventing genocide.”

—Cindy Simon Skjodt

Museum Founding Chairman Elie Wiesel’s vision was for a living memorial that would address what he called “the most perplexing and urgent issue” of preventing future genocides. “It remains a bold aspiration and tragically more relevant than ever,” said Museum Director Sara Bloomfield. “Thanks to this transformative gift from the Samerian Foundation of Carmel, Indiana, the Museum can ensure its continued capacity to tackle this most intractable problem.” The gift will allow the Simon-Skjodt Center to sustain and expand innovative approaches to genocide prevention. Such initiatives include the creation of a groundbreaking early-warning system and a dangerous-speech initiative to expand understanding of the warning signs and causes of genocide and to get this vital information to decision makers and the public before atrocities begin. *To learn more about the work of the Center, visit ushmm.org/confront-genocide.*



ABOVE: Samerian Foundation founders, Paul Skjodt and Cindy Simon Skjodt, pictured with their children [from left]: Erik, Ian, and Samantha Skjodt.

The Friedkin Legacy Challenge: A Resounding Success

The Museum’s second legacy challenge successfully concluded on April 30, 2015, with 106 outright and planned gifts directed to the Museum’s endowment qualifying for the full \$1 million in matching funds. “We are thrilled that our challenge allowed the Museum to raise increased monies—both in deferred and outright gifts—for the benefit of the Museum’s endowment,” said Amy and Mort Friedkin, the Challenge Donors from San Francisco. “The most powerful way to help secure the Museum’s global impact into the future is through building a strong endowment. We are so happy we were able to contribute to such an important undertaking, both with our Challenge and through our own outright endowment gift.”

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

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