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SUMMER 2016 A campaign publication for our leadership donors

INSPIRING IMPACT



ABOVE FROM LEFT: Bill Levine, Pete Fredlake, of the Levine Institute for Holocaust Education, and Pinar Dost-Niyego, an educator from Turkey, at the Museum's first Conference for International Holocaust Education. Convened in 2015 with UNESCO, educators from ten countries as diverse as Chile, Hungary, and India, worked in teams to develop projects to address country-specific challenges. All are on the front lines fighting rampant misinformation or, in the worst-case scenarios, Holocaust denial or state-supported antisemitic propaganda.

A MESSAGE FROM NATIONAL CAMPAIGN CO-CHAIR WILLIAM S. LEVINE

Investing in Global Holocaust Education

Dear friends, have you ever asked yourself how Hitler got so many people involved in murdering Europe's Jews? Lawyers, artists, professors, teachers, ordinary people—all assisted in the genocide. How this was possible has haunted me my entire life. That is why I'm so concerned with how little young people today know about this history and its lessons.

Our job is to help the Museum realize the full potential of Holocaust education to help open young people's eyes to the roots

of hatred and what it means to be a responsible citizen.

Last fall, I had the privilege of spending time at the Museum with teachers from around the world. They came from as far away as Korea and Morocco to learn more about how to teach this history to the young people in their countries. It was clear that they did.

Listening to these professionals on the last day present their plans, the enthusiasm and commitment to pass on what they learned was fantastic.

This is just one example of why this incredible institution is in a class by itself. And that's why I hope, in addition to your annual support, you will also consider helping fund a stronger endowment.

When we have friends and partners abroad who care as much as we do about Holocaust education, we need to make sure we can support them now—and in the future.

Bill Levine
Bill Levine

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INVESTING IN INNOVATION AND RELEVANCE

Christine and Todd Fisher

New York, New York

Todd Fisher's personal quest to understand how and why the Holocaust happened has been a defining part of his life.

While his maternal grandparents escaped Nazi Germany, many of their family did not. "There was not a day in my grandparents' lives that the Holocaust did not influence them—that they did not talk about it. Their deeply felt emotion about the Holocaust and the many that looked the other way had a massive impact on me and formed the core of my world view."

"All that I had been talking to my grandfather about for so many years I saw firsthand on a visit to Dachau during college. How could such hatred and evil happen in this so-called peaceful place?" Trying to understand the deadly combination of ignorance, hate, and indifference would lead him beyond the many Holocaust sites he would visit, to Srebrenica, Rwanda, Cambodia, and Goree Island.

Taking their children on many of these bearing witness trips, Christine Fisher explained, "is a way to make them understand that these things continue to happen around the world, and they can act."

"There are very few institutions in the world on any topic that have a platform to actually change people's opinions and to influence people to do something," continued Todd. "The Holocaust Museum is one of them."

As a member of the Museum's Executive Committee, Todd has been instrumental in guiding the Museum's evolution into a more responsive platform to address contemporary issues like extremism, genocide, and antisemitism. "Todd and Christine's recent gift will enable us to create a new position for the Museum—a Museum Experience Curator who will develop innovative experiences about contemporary events," said Sarah Ogilvie, the Museum's Chief Program Officer. "By immersing visitors in a deeper understanding of the continuing relevance of Holocaust history, we have the opportunity to challenge them in fundamentally different ways to reflect on their own choices and responsibilities."

"I am constantly impressed with the leadership's creative and disruptive thinking about how to make the Museum impactful today and to continually evolve it," said Todd. "Being involved with the Museum is an opportunity to do something that I care passionately about, with an organization that I think has an ever greater potential given the world we live in."



ABOVE: During the run of the State of Deception: The Power of Nazi Propaganda exhibit in Cleveland, in addition to the Museum's WHAT YOU DO MATTERS youth leadership summit held with Case Western University student leaders, the Maltz Museum offered 19 related programs from a "free speech versus hate speech" panel to an exploration of propaganda in pop culture. Eighty-five tour groups (mostly student) experienced the powerful exhibit and its messages so relevant for today.



TELLING THE STORY

Tamar and Milton Maltz

Cleveland, Ohio

"A number of years ago, as we began our Seder service, one of the children said, 'When do we eat?'"

It meant that the storyline of the Jewish people fleeing persecution in Egypt was not hitting home at all," reminisced Milt Maltz. "I began to think of the importance of conveying the lessons of history from one generation to the next. Reading these stories and hearing them at a table is one thing, but visualizing them helps you understand what's most important."

"It was a matter of gestation, but as I was involved in building museums and being a great fan of the Holocaust Museum for doing just what it's doing, it all began to come together."

"Since the Maltz Museum of Jewish Heritage opened in Cleveland in 2005, it has been our valued partner,"

explained Museum director Sara Bloomfield. "It has hosted and created extensive outreach around three of our exhibitions on topics relevant to young people—such as racial science, the Olympics, and propaganda."

"Our world is changing in terms of communication. Although I was in television and radio all my life, I have never seen anything quite like this," explained Milt. "What we're seeing now is a distortion of news—it's opinions, attitudes, and not the facts. And this is a serious issue."

"There are those individuals who really question the Holocaust. In essence, they're denying it. What's the best response? Simple facts—in other words, the truth. That's why authentic evidence of the Holocaust is so important. The Museum's wonderful presentations lay out the facts in a way that reaches into the very heartbeat of the public. We invest in various entities but to me, the Holocaust Museum is unique."

In addition to unrestricted annual support, the Maltz Foundation recently made a \$3 million commitment to name the Exhibition Design and Production Suite in the David and Fela Shapell Family Collections and Conservation Center, currently under construction.

Reflecting on the impact he hopes to achieve through his support, Maltz says, "Museums each have a story of yesterday. But do we want to just talk about yesterday? I think we want to morph that into how young people think and react today. If we care about the issues facing our young people, it's imperative to use our philanthropy as a bridge to reach them."

"If we care about the issues facing our young people, it's imperative to use our philanthropy as a bridge to reach them."

—Milt Maltz

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"I am constantly impressed with the leadership's creative and disruptive thinking about how to make the Museum impactful today and to continually evolve it."

—Todd Fisher



FROM LEFT: Todd and Christine Fisher piece together his grandparents' life before the war and their escape from Nazi Germany. Selma and Ludwig Berger were able to secure visas to the United States and were scheduled to depart in summer 1936. The day before setting sail, Todd's grandfather was arrested without explanation. Released six months later, Ludwig sent this telegram to Selma to let her know he had secured a new visa for America; they were reunited in early 1937.

Building the Architecture to Secure Holocaust Memory Throughout Europe



Europe is beset by a range of unprecedented challenges not seen since the 1930s. These challenges are evident at all ends of the political spectrum and all across the continent. They are political, cultural, and economic—a corrosive combination that can lead to serious threats to Holocaust memory and education as well as to Jewish communities. Given these alarming developments in the lands where the Holocaust took place, the Museum has created a new Office of International Affairs with a special focus on Europe.

“In this new world, the Museum cannot fulfill its core mission without a robust international reach,” explained Paul Shapiro, Director of International Affairs. “But it first requires securing the future of Holocaust memory, scholarship, and education in Europe, and no institution can lead this effort as effectively as the Museum. Our unique federal status and multiple partnerships give us access to leaders and institutions no other organization has. We must use them to keep Holocaust issues on the agenda as Europe addresses its present challenges and defines its future.”

Ukraine, where 1.5 million Jews were killed, has been beset by enormous challenges in recent years. With Holocaust issues at great risk during the ongoing political turmoil, Michael Polsky of Chicago established The Piotr and Basheva Polsky Memorial Initiative for the Study of Ukrainian Jewry in 2013. It is one component of the Museum’s effort to build the architecture necessary to secure the permanence of Holocaust memory and enhance its relevance for a global audience.

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“Young people must understand that this is not just theoretical ‘stone age’ history. This happened, and it can happen again unless and until people stand up and really fight it.”

—Michael Polsky



ABOVE: Michael Polsky served as the 2015 Corporate Chair of the Museum’s flagship national fundraising event, Chicago’s Risa K. Lambert Luncheon.

Preserving Truth A Conversation with Michael Polsky

What is your personal connection to this history?

MP: I was born in the former Soviet Union five years after the end of the Second World War. As a little boy, I remember seeing the destroyed buildings and devastated families that I knew. Later, when I went to school, people talked about the devastation on the Soviet population but didn’t talk specifically about Jews, even though we knew that Jews were the prime targets of Nazis. I grew up in a neighborhood where there were not a lot of Jews and remember being bullied as a Jewish boy—a firsthand experience of antisemitism in Ukraine.

Your personal story explains your motivation in wanting the world to know this story, but why did you turn to the Museum?

MP: A few years ago, I heard that someone had endowed a center for Romanian Jews based on his background, and I started thinking how important it was to apply that same intensity and focus on Ukrainian Jews. A significant number of American Jews have ancestors from what is now Ukraine, and I saw how little they knew about what happened to Ukrainian Jews during the Holocaust. The Museum’s resources and reputation set it apart from other organizations. So I called the Museum, introduced myself, and that’s how it started.

Why is it so crucial to increase efforts in this part of the world?

MP: Ukraine is going through very difficult times right now. It’s very important that the Museum pursue and document this history now. A lot of historical material is disappearing and disappearing very quickly. Unless something is done, this part of Jewish history might be lost forever. And I myself have been a witness to the distortion of this history to satisfy particular desires of the moment.

What impact do you hope to achieve through this Initiative?

MP: In addition to preserving truth, my hope is deepening understanding for Jews and non-Jews. In particular, young people must understand that this is not just theoretical “stone age” history. This happened, and it can happen again unless and until people stand up and really fight it.

RIGHT: Bullets recovered at a killing pit in Belarus. More than 2 million Jews in the former USSR—men, women, and children—were murdered one by one in the Holocaust by bullets. Some 1.5 million of the victims were Ukrainian Jews.



Focus: Ukraine

Once home to one of the largest, most diverse, and culturally rich Jewish communities of Europe, Ukraine’s experience

during the Holocaust remained essentially buried until the fall of the Soviet Union. But even then, efforts to uncover the truth have been incremental.

That is why the Museum’s Jack, Joseph and Morton Mandel Center for Advanced Holocaust Studies has made Ukraine and other parts of the former Soviet Union a major focus for archival collection, new research, and education.

The Polsky Memorial Initiative has resulted in a significant uptick in research activity in the Museum’s rich archival holdings from and about Ukraine, has brought graduate students from Ukraine to the Museum, and has led to new archival-acquisition agreements that enrich the historical documentation about this little understood topic. Issues of antisemitism, collaboration, survival, and displacement are all being addressed through these activities.

And after years laying the groundwork, the Museum achieved a quantum leap forward with the planned opening of a university center for Holocaust studies in Ukraine in fall 2016. “Through a partnership with the Taras Shevchenko University in Kyiv, the Initiative is bringing serious teaching about the Holocaust to Ukraine’s national university for the very first time,” explained Shapiro. “Having partners like Michael Polsky is what makes this type of impact possible.”

Photo by Nicholas Flachbalk

DAVID AND FELA SHAPELL FAMILY

Collections and Conservation Center Progress

“When it was first envisioned, many of us on the Council did not appreciate the complexity of this project. Very quickly, we realized that the sophisticated systems required to preserve and protect the evidence were unique. This state-of-the-art facility is being built to stand the test of time.”
Sandy Gottesman, Co-chair of the Collections and Conservation Center Committee



“This is our generation’s responsibility. We’re in the home stretch, and I hope everyone will join us in this historic project.”
—Tom Bernstein



Time Capsule National Tour Launches February 22, 2016



ABOVE, FIRST ROW FROM LEFT: **CONSTRUCTION** is on schedule for completion in December 2016. ■ **SITE TOURS** Donors get a behind-the-scenes tour of the unique characteristics of the world-class Center. ■ **COLLECTIONS DISPLAY** The permanent Collections Center display in the Museum, featuring collection stories and donor recognition, was dedicated on May 4, 2016—1.6 million visitors a year will experience the digital display. Pictured from left: Kathy and Irv Shapell, Tom Bernstein, Sara Bloomfield, and Allan Holt.

SECOND ROW FROM LEFT: Student volunteers at the South Florida Luncheon in Boca Raton and survivor-collections donor Helen Jonas launch the national tour of a time capsule with survivor messages to the future. The capsule will be on display in the Shapell Center and opened on the Museum’s 50th anniversary in 2043. From Boca Raton, the capsule has traveled to Miami, Los Angeles, New York, Washington DC, Cleveland, and at right, to Chicago for a Teen Committee-hosted ceremony, co-chaired by Samantha Lask, pictured here with survivor-collections donor Vera Burstyn.

Recent Gifts

The Museum is grateful to our supporters who have made outright gifts of \$250,000 or more between September 22, 2015, and May 24, 2016.

Gifts of \$1,000,000 and Above

Estate of Elizabeth and Lee Pearl
Seattle, WA
\$2.3 million bequest to the Annual Fund

Conference on Jewish Material Claims Against Germany
New York, NY
\$810,000 gift to the Archival Acquisitions and Reproductions Project; \$227,040 gift to the Oral History Cataloging Project; \$200,000 to the Archival Indexing Project

Estate of Rita Stern
Chestnut Hill, MA
\$1.2 million bequest to the Annual Fund

Estate of Eugenie Fromer
New York, NY
\$1 million bequest to the Annual Fund

Gifts of \$500,000 and Above

Linda and Schuyler Sylvers
Ventura, CA
\$750,000 gift to the Endowment

The Herr Foundation
Chicago, IL
\$650,000 gift to the Perpetrators, Collaborators and Witnesses: The Jeff and Toby Herr Testimony Initiative

Linda and Richard Price and Family
Highland Park, IL
\$250,000 gift to the Annual Fund; \$250,000 gift to the Collections and Conservation Center

SNCF
Paris, France
\$500,000 gift to the Digital Learning Center

Paul and Susan Sugarman and Family
Boston, MA
\$500,000 gift to the Collections and Conservation Center

Gifts of \$250,000 and Above

Christine and Todd Fisher
New York, NY
\$450,000 gift to the Visitor Engagement Project

Irving Herschel Malitson Trust
Chevy Chase, MD
\$395,124 bequest to the Annual Fund

Humanity United
San Francisco, CA
\$270,600 gift to the Simon-Skjodt Center for the Prevention of Genocide

Joyce and Irving Goldman Family Foundation
New York, NY
\$250,000 gift to the Americans and the Holocaust Initiative

Marcia and Alan Lazowski
Hartford, CT
\$250,000 gift to the Collections and Conservation Center

The Hillside Foundation—Allan and Shelley Holt
Potomac, MD
\$250,000 gift to the Collections and Conservation Center

Steven and Suzanne Hilton
Scottsdale, AZ
\$250,000 gift to the Collections and Conservation Center

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BEHIND THE SCENES

While the Museum collection will not be relocated to its permanent home until next year, preparations are well underway to ensure the safety and security of the irreplaceable collection during the move.

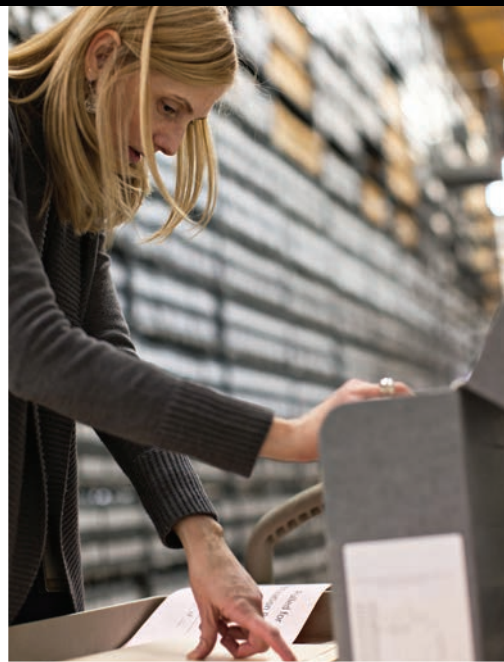
Learn more about ways to support the Campaign for the United States Holocaust Memorial Museum:

Visit ushmm.org/campaign

Call 202.488.0435

E-mail campaign@ushmm.org

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CLOCKWISE FROM LEFT: At the current storage facility, specialized collections staff verify all contents and locations before a meticulous barcoding process to create a unique identifier for every item in the massive collection. Staff from across the institution volunteered to help barcode the 15,000 archival collections. These vary greatly in size and type—from restitution case files to personal papers.



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