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# INSPIRING IMPACT



From left: Jordan Goodman, Chicago Next Gen co-chair, joins his cousin Lester Crown in launching the campaign at Chicago's flagship luncheon.

## A MESSAGE FROM NATIONAL CAMPAIGN CO-CHAIR LESTER CROWN

# Passing the Torch to New Generations

**Dear friends,** Like many of you who have been involved from the beginning, I marvel at how the Museum assumed such an important role in American society and has growing influence globally.

But our job is not done, hence this present campaign.

Look around the world to understand the timeless relevance of this history and that everyone is susceptible to hate propaganda, especially through social media.

This campaign is just as important as the one that built the Museum. The

difference is it is more than a campaign of the eyewitness generation—it must fully engage the next generation.

We worry that new generations will not share our deep commitment. Yet, as I look to my younger cousin Jordan, I *know* the future of the Holocaust lessons is in good hands.

He and so many of his generation are passionate about keeping the lessons of the Holocaust alive and preventing future atrocities in today's world.

Now, the task is ensuring that Museum leaders of today and tomorrow have the resources so that the meaning of

the words “Never Again” is understood by every new generation.

That is why, in addition to our increased annual support, our family made a major unrestricted gift to the endowment to enable the Museum to respond to whatever challenges may lie ahead. We trust that it will send a message to those who follow us.

I hope each of you will consider joining us in this important endeavor.

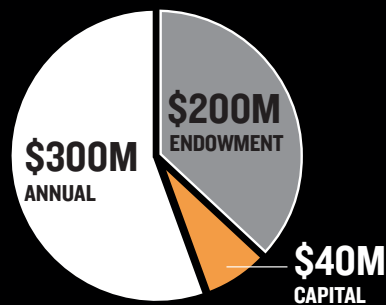
Lester Crown

**IN THIS ISSUE** **GIVING MATTERS** Susan and William Levine: Teaching New Generations ■ The Leonard and Sophie Davis Fund: Investing in People ■ **SPOTLIGHT** The David and Fela Shapell Family Collections and Conservation Center ■ **AROUND THE NATION** Coast-to-Coast Campaign Launch Events ■ **CAMPAIGN NEWS** Museum Receives \$10 Million Gift from the Jack, Joseph and Morton Mandel Foundation for Center for Advanced Holocaust Studies ■ Announcing the Friedkin Legacy Challenge

## GIVING MATTERS

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

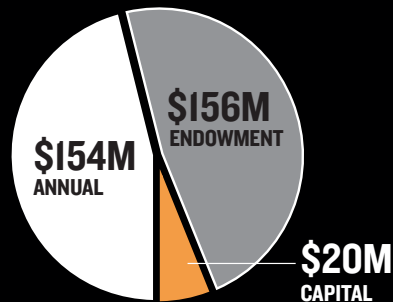
**\$540 million**



**CAMPAIGN PROGRESS**

Gifts from October 1, 2009—April 18, 2014

**\$330 million**



## TEACHING NEW GENERATIONS Susan and William Levine

### Bill Levine remembers the reason for his lifelong interest in understanding the Holocaust and why it happened.

“The Holocaust made an impact on my childhood when rabbis visited the yeshiva where I was a student and spoke tearfully of what was happening in Germany,” explained Bill Levine. Only ten at the time, he wrote a letter to President Roosevelt pleading for him to intervene and to save Jews. “Although I took some action, I felt helpless. Little did I know that decades later, I would finally be able to truly make a difference through this Museum.”

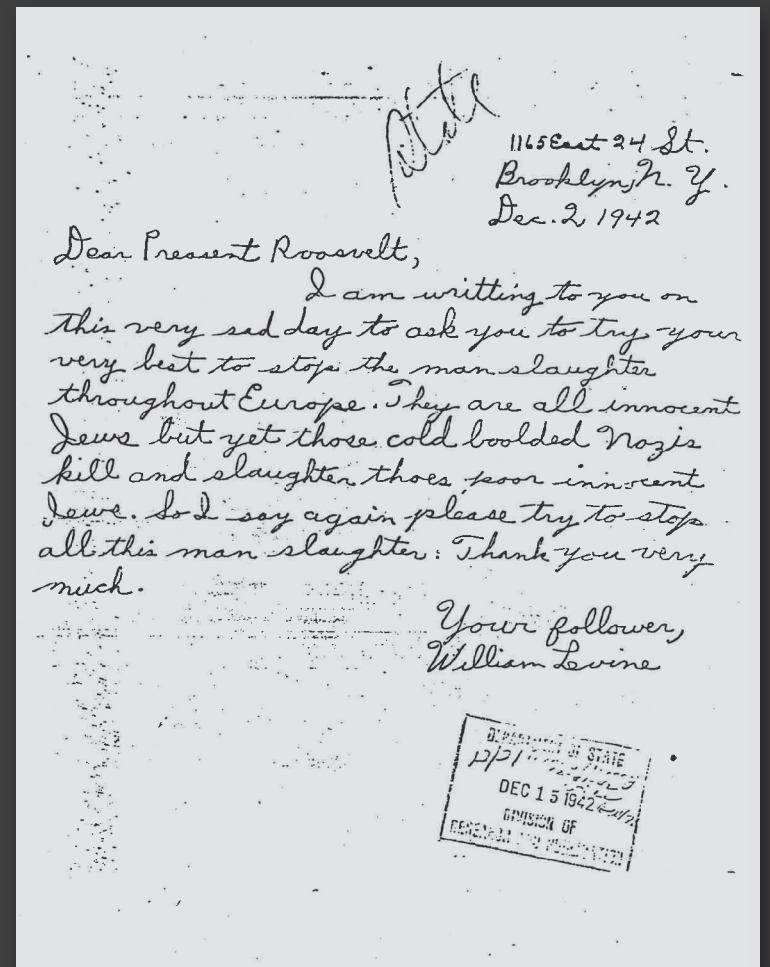
Today, that letter is in the archives of the State Department and the Museum. “It’s not only that this Museum holds records ranging from a young American boy to those created by the Nazis, to the final heartbreaking words of the victims. It’s what the Museum does with these treasures.”

Over a decade ago, Levine created the Ina Levine Scholar program in memory of his first wife. His goal was to ensure that researchers would take advantage of the Museum archives to produce new scholarship and teach new generations. The Levine scholars, noted academics coming from the United States and other countries, study wide-ranging topics on the Holocaust. “My family and I are proud of the research and the many books and papers that have been published by the scholars.”

Levine and his wife, Susan, are supporting every campaign priority. In addition to their generous support of the annual fund and a \$2 million legacy commitment to the endowment, they recently made a \$2 million gift to help build the new Collections and Conservation Center.

For the Levines, securing the evidence is a natural extension of their commitment to foster greater understanding of how the Holocaust was possible.

“Each piece of evidence in the hands of a scholar brings us one step closer to understanding why ordinary people actively participated in the horror of the Holocaust. Why is perhaps unanswerable, but we must never stop trying to understand.”



Above: The letter a 10-year-old Bill Levine wrote to President Roosevelt in 1942 asking him to “try your very best to stop the manslaughter...” ■ Museum Director Sara Bloomfield shows Bill Levine and his daughter, Julie Levine Schoen, the rare Vilma Grunwald letter—the only known artifact that gives us a sense of someone’s state of mind before being sent to the gas chambers.





From right: Alan Davis, president of the Leonard and Sophie Davis Fund, and his wife, Mary Lou, meet with staff at the Jack, Joseph and Morton Mandel Center for Advanced Holocaust Studies.

## INVESTING IN PEOPLE

# The Leonard and Sophie Davis Fund

**Alan Davis credits his parents for instilling in him a sense of justice and the understanding that privilege comes with responsibility.**

He established the Leonard and Sophie Davis Fund to put those values into action. His parents were active supporters of the Museum from its inception. The recent gift of their namesake Fund in excess of \$1 million sets in motion a series of challenge grants to incentivize an additional \$4 million in matching endowment gifts with \$1.5 million conditional Davis Fund contributions to follow. When fully realized, a total of \$6.5 million will establish positions to direct the International Relations and Campus

Outreach programs and two Genocide Prevention Fellowships in perpetuity. “People, not organizations, are what make things happen,” explained Davis, “and the Museum assembles outstanding teams.” The new positions will enable the Museum to expand its international presence and engagement on campuses, advancing new scholarship to deepen the understanding of why the Holocaust happened.

The Center for the Prevention of Genocide fellowship program, the first of its kind, serves as an incubator for new genocide prevention initiatives. “These fellowships are a two-fer,” said Davis. “First, you get highly qualified people to bring fresh perspectives to the Museum. Second, you create an opportunity for mostly early-career people to pursue their passion working in this field.”

The motivation in creating this innovative challenge was sparked by what Davis characterized as “a

transformative visit” that he and wife, Mary Lou, made through central and eastern Europe. What they witnessed led them to add tolerance as a major program area of the Davis Fund.

“We felt a new sense of urgency to act and turned to the one organization in this arena that has the wherewithal to do the greatest good. I believe the greatest enemy of good is the ignorance that leads to antisemitism, intolerance, and genocide. The Museum has programs in place and in development—along with the clout to create relationships and break down barriers—that can begin to whittle away at that ignorance.”

With this gift the Leonard and Sophie Davis Fund joins the Museum’s prestigious Pillars of Memory Society, which recognizes cumulative gifts of \$2 million or more.

## CAMPAIGN UPDATE

### Recent Gifts

The United States Holocaust Memorial Museum is grateful to the following individuals who have made outright gifts of \$1 million or more between April 29, 2013, and April 18, 2014.

**The David and Fela Shapell Family Foundation**  
Beverly Hills, CA  
\$15 million gift to name the Collections and Conservation Center

**The Jack, Joseph and Morton Mandel Foundation**  
Cleveland, OH  
\$10 million gift to name the Center for Advanced Holocaust Studies

**Rafael Feferman\***  
Forest Hills, NY  
\$5.3 million from charitable gift annuities to the endowment

**Anne and Isidore Falk Charitable Foundation**  
New York, NY  
\$4 million gift to name the exhibition gallery for Remember the Children: Daniel’s Story

**The Leonard and Sophie Davis Fund**  
San Francisco, CA  
\$2.6 million challenge grant to establish positions to direct the International Relations and Campus Outreach programs and two Genocide Prevention Fellowships

*Recent Gifts continued on page 7*

*\*Deceased*

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# The David and Fela Shapell Family Collections and Conservation Center



Fela and David Shapell view rare collections with Scott Miller, director of Curatorial Affairs.



**“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.”**

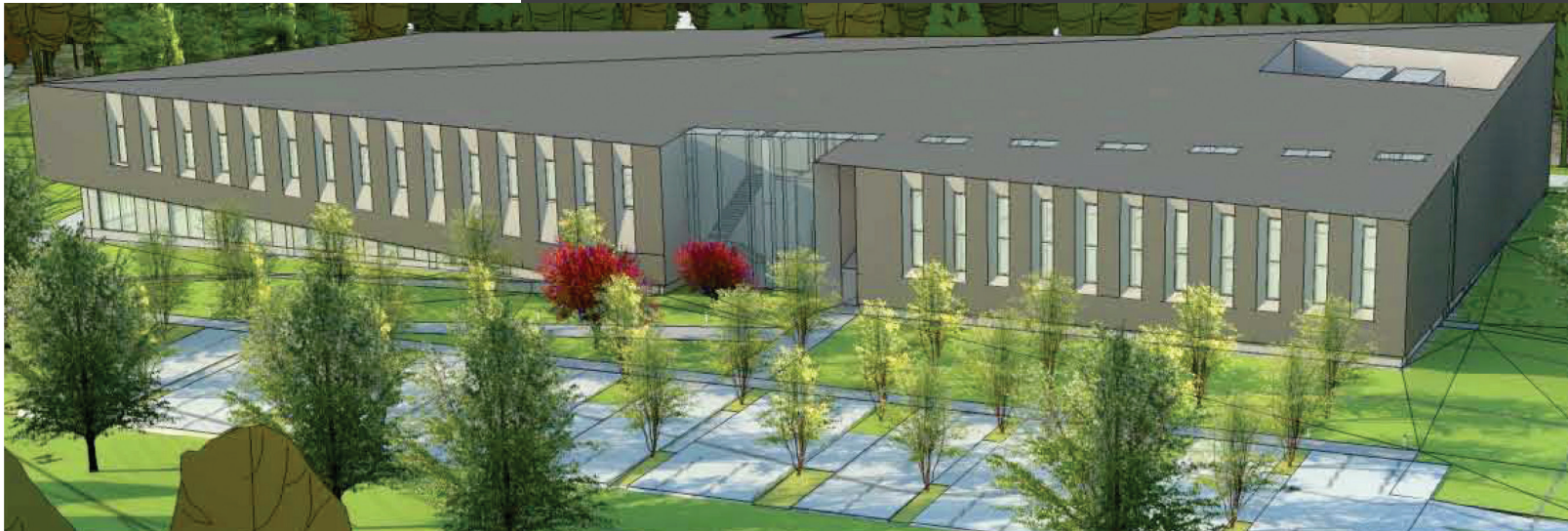
—David and Fela Shapell

With their exceptional \$15 million gift, Holocaust survivors David and Fela Shapell and their family are leading the effort to secure the collection of record on the Holocaust.

For this family, actively preserving the evidence of the Holocaust goes straight to the heart of David Shapell’s admonition to his children, grandchildren, and future generations to *“Zachor v’lo tishkach”*—to remember and not forget. The Shapells’ son Irv explained, “Without evidence—tangible, empirical, undeniable evidence—memory withers. And without a facility to properly preserve the thousands of fragile artifacts, photographs, and documents in the Museum’s vast collection, there will one day be no more evidence.”

With this generous lead gift, the Museum is underway with efforts to raise \$40 million to build a Collections and Conservation Center. This center will permanently house and preserve the world’s most comprehensive collection of Holocaust evidence in terms of the diversity of the artifacts and of the victims’ experiences.





Survivors from Poland, David and Fela married in 1949 and immigrated to America so that their children would be born in a land of freedom and hope. Ultimately, they made their home in Los Angeles where David, along with his brother Nathan Shapell and brother-in-law Max Webb, built one of the most successful real estate development companies in California.

In 1979, they made the first of many difficult trips back to Poland to visit the mass grave in David's hometown of Wolbrom where his family was murdered, and to Auschwitz where most of Fela's family was murdered. Almost every year since, a Shapell family member has gone to Wolbrom and to Auschwitz to say Kaddish and light memorial candles.

The Shapells have been generous supporters of Holocaust education for decades, but as Irv explained, **"They recognize that new generations will increasingly learn about the Holocaust not from the survivors themselves, but from their stories and the artifacts that tell those stories.** That is why we are so proud to help make

possible this new Collections and Conservation Center that will make sure those stories can be told with power and authenticity forever."

According to Michael Grunberger, director of Collections, building a state-of-the-art center like this is a major milestone. "It will support and shape Holocaust education and scholarship in perpetuity."

"The David and Fela Shapell Family Collections and Conservation Center is the most important building project the Museum will ever undertake," explained Museum Director Sara J. Bloomfield. "We are deeply grateful to the Shapell family for this outstanding leadership commitment."

- The Museum collection will double in size over the next decade. With at least 80,000 square feet, the Shapell Center incorporates planned expansion for the collection's growth.
- The Center is being designed with highly specialized laboratories, equipment, and climate-controlled environments required to preserve the wide variety of media and artifacts in the Museum's vast collection.
- The Center will serve as a vital hub of activity supporting global awareness and Holocaust education, including acquisition, preservation, and educational use of the collection.

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](mailto:alurey@ushmm.org), or visit [ushmm.org/shapellcenter](http://ushmm.org/shapellcenter).

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## AROUND THE NATION

Over the past 12 months, the coast-to-coast campaign launch events engaged thousands of Museum supporters in the call to keep Holocaust memory alive.

### BY THE NUMBERS

# 8,500

Number of Museum supporters who attended a campaign launch event

# \$11.7 million

Amount raised for launch events to support the Museum's annual fund, including 105 Leadership Circle gifts of \$25,000 and more

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**TOP ROW: 20th Anniversary Tribute Dinner** Honorary Campaign Chair Elie Wiesel addresses 3,500 supporters at the launch of the Museum's campaign to keep Holocaust memory alive for a constantly changing world. ■ Campaign National Co-chair Jay Stein **SECOND ROW: Cleveland** Luncheon Chair Ron Ratner ■ Father Patrick Desbois with Norma Lerner ■ **Chicago** National Leadership Award recipients Ann and Paul Krouse with their family ■ Luncheon chairs Joseph and Sheila Gutman

## Washington DC April 28, 2013



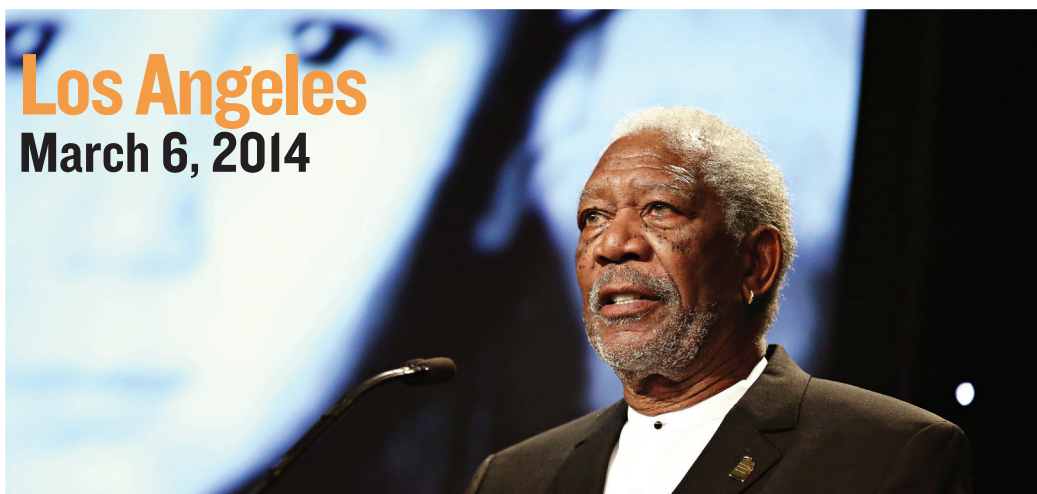
## Cleveland May 20, 2013



## New York October 30, 2013



## Los Angeles March 6, 2014





“The task is never over. With great imagination, with passion, and with fervor, we must begin again.” —Elie Wiesel



## CAMPAIGN UPDATE

### Recent Gifts

*Continued from page 3*

**The Klarman Family Foundation**  
Boston, MA

\$2 million gift to name the paper conservation lab in the Shapell Collections and Conservation Center and a gift of \$300,000 to the annual fund

**Susan and William S. Levine**  
Phoenix, AZ

\$2 million gift to name a conservation lab in the Shapell Collections and Conservation Center and \$100,000 to support the annual fund

**The William and Sheila Konar Fund**  
Rochester, NY

\$1.5 million gift to the annual fund

**Deanie and Jay Stein**  
Jacksonville, FL

\$1.5 million gift to endow the Director of International Relations position

**The Conference on Jewish Material Claims Against Germany**  
New York, NY

\$1.3 million gift to support archival acquisition and the Encyclopedia of Camps and Ghettos project

**Shelley and Allan Holt**  
Washington, DC

\$1 million gift to the Center for the Prevention of Genocide to support digital engagement

**The Larch Foundation**  
Portland, ME

\$1 million gift to help build the David and Fela Shapell Family Collections and Conservation Center

## Chicago October 7, 2013



## Boca Raton January 27, 2014



**THIRD ROW:** **New York** Museum Chairman Tom Bernstein presents National Leadership Award to Peter and Jill Kraus ■ Campaign National Co-chair Howard Unger ■ **Boca Raton** Next Gen Co-chairs (from left) Shelly Pechter Himmelrich and Julie Peyton Stein with her son Jesse ■ **FOURTH ROW:** **Los Angeles** Morgan Freeman narrates candlelighting ceremony honoring six survivor families, including (from left) Sara Lumer, Marilyn Ziering, and Mark Rubin. ■ National Leadership Award recipient Sir Ben Kingsley (middle) with event co-chairs (from left) Todd Morgan, Rosanna Arquette, and Janet and Lenny Rosenblatt



**COMING SOON: NEW ONLINE ANNUAL REPORT RECOGNIZING ALL 2013 CAMPAIGN GIFTS**



## CAMPAIGN NEWS

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

Visit [ushmm.org/campaign](http://ushmm.org/campaign)

Call 202.488.0435

Email [campaign@ushmm.org](mailto:campaign@ushmm.org)

All photos US Holocaust Memorial Museum  
unless otherwise indicated

# The Jack, Joseph and Morton Mandel Foundation Gives \$10 Million to Ensure the Growth and Vitality of Holocaust Studies

Cleveland's Jack, Joseph and Morton Mandel Foundation, one of the country's leading philanthropies, has awarded the Museum \$10 million to ensure the growth, vitality, and impact of Holocaust studies in the United States and abroad.

"The Mandel family generously helped establish the Museum in its early years, and now through this campaign gift they are helping us lay the foundation for the institution's future, ensuring the permanence of Holocaust memory, relevance, and understanding," said Museum Director Sara J. Bloomfield.

As the Holocaust recedes in time, keeping Holocaust memory alive will depend upon a dynamic field of study. The Jack, Joseph

and Morton Mandel Center for Advanced Holocaust Studies will be at the forefront of advancing new knowledge.

"We still have much to learn about the Holocaust, and the opportunities for scholars to enhance our understanding and enrich teaching about this critical subject are unparalleled. This gift will allow us to intensify our work with the next generation of scholars and pursue a number of strategic initiatives on understudied topics," said Paul Shapiro, director of the Mandel Center.

The Museum and the field of Holocaust studies owe the Jack, Joseph and Morton Mandel Foundation an immense debt of gratitude for their support.



"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."

—Foundation Chairman and CEO Morton Mandel (center) with brothers, from left, Joseph Mandel and the late Jack Mandel



Mort and Amy Friedkin, San Francisco

## ANNOUNCING The Friedkin Legacy Challenge

Through the establishment of their gift of up to \$1 million, Amy and Mort Friedkin 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. All qualifying gifts established or newly identified before April 30, 2015, are eligible. To 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](mailto:ghellman@ushmm.org).

Did you miss the last legacy challenge?  
**DON'T MISS THIS ONE.**

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You can help keep Holocaust memory alive.  
VISIT [ushmm.org/campaign](http://ushmm.org/campaign) to learn more.

