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SPRING 2017 A campaign publication for our leadership donors

INSPIRING IMPACT



ABOVE: At the dedication of the new David and Fela Shapell Family Collections, Conservation and Research Center on April 24, Allan Holt led an unforgettable moment of collective remembrance. Starting with the names of his grandparents, whom he never knew, he invited survivors and their families to stand and call out the names of family members who perished, concluding with a moment of silence for each of the six million.

A MESSAGE FROM MUSEUM VICE CHAIRMAN ALLAN HOLT

Ensuring Permanent Relevance

Dear friends, being the son of two Holocaust survivors came with certain responsibilities: living up to all that my parents' survival meant, representing the rebirth of a family that had been mostly wiped out, and giving optimism and hope to my parents' future. It also came with the responsibility of memory.

How do we, as the next generation, ensure that memory continues to serve as a transformative force in the 21st century? This will be the central question for the Museum as it looks past its 25th anniversary next year.

Our greatest responsibility is to keep this singular event relevant for the future. With the opening of this remarkable new Center, we have taken a critically important and historic step. What is personal for my family is now institutional for all of humanity. But our work is really only beginning.

While the Museum collection belongs to the people of this great nation, our role is to ensure that this body of proof—these stories—will be made accessible to a global audience and be used to challenge young people everywhere to think about the lessons of the Holocaust.

And more importantly, to act on those lessons in a world of continuing genocide and mass atrocities. Young people need the context of this history as the basis for understanding the fragility of freedom, the nature of hate, and the consequences of indifference.

Elie Wiesel said that no one's future should be like his past. Documenting the past in order to shape a better future is precisely our mandate for the second 25 years.

Allan Holt

IN THIS ISSUE **SPOTLIGHT** The David and Fela Shapell Family Collections, Conservation and Research Center Dedication **GIVING MATTERS** Thanking Our Donors for Their Generous Support of the Shapell Center ■ Campaign Update **ON THE ROAD TO THE 25TH** 25th Anniversary National Patrons ■ 25th Anniversary Mendelson Legacy Challenge

**NEVER
AGAIN**
WHAT YOU DO MATTERS

THE CAMPAIGN
ushmm.org/campaign

The David and Fela Shapell Family Collections, Conservation and Research Center

Dedication Ceremony ■ April 24, 2017



The new home of the Museum's National Institute for Holocaust Documentation, the 103,000 square foot state-of-the-art

Shapell Center, reflects the highest standards for preservation, featuring specialized laboratories and vaults, and is designed to accommodate the growing collection. "We are building the Collection of Record on the Holocaust," says Michael Grunberger, director of the National Institute for Holocaust Documentation. "We must be able to tell this story from every perspective, and there is so much material still to be collected." As the window of opportunity to rescue rapidly deteriorating materials closes, the Museum has intensified its efforts, collecting in 50 countries on six continents. Already the world's most comprehensive collection, it is expected to double in size over the next decade. The Shapell Center will not only support continued acquisitions but will also serve as a dynamic hub for research and scholarship.



ABOVE FROM LEFT: Irv Shapell (far left) looks on as his mother Fela, a Holocaust survivor, and sister Rochelle seal a time capsule containing survivors' messages to the future. The capsule will be opened on the Museum's 50th anniversary in 2043. ■ Four generations of the Shapell family officially mark the opening of the world-class center.

“Today, as we mark the start of the work of this facility, I urge you to remember and never forget—in the words of my father, ‘zachor v’ lo tishkach’—that this place does more than merely preserve evidence, however important that task is—and it is absolutely vital. I urge you—and I believe the victims of the Holocaust beg you—to remember that what you do here is touch people. My family will always be deeply honored to be part of this work.” —Irv Shapell



Watch highlights of the opening and Irv Shapell's full remarks at ushmm.org/shapellcenter.

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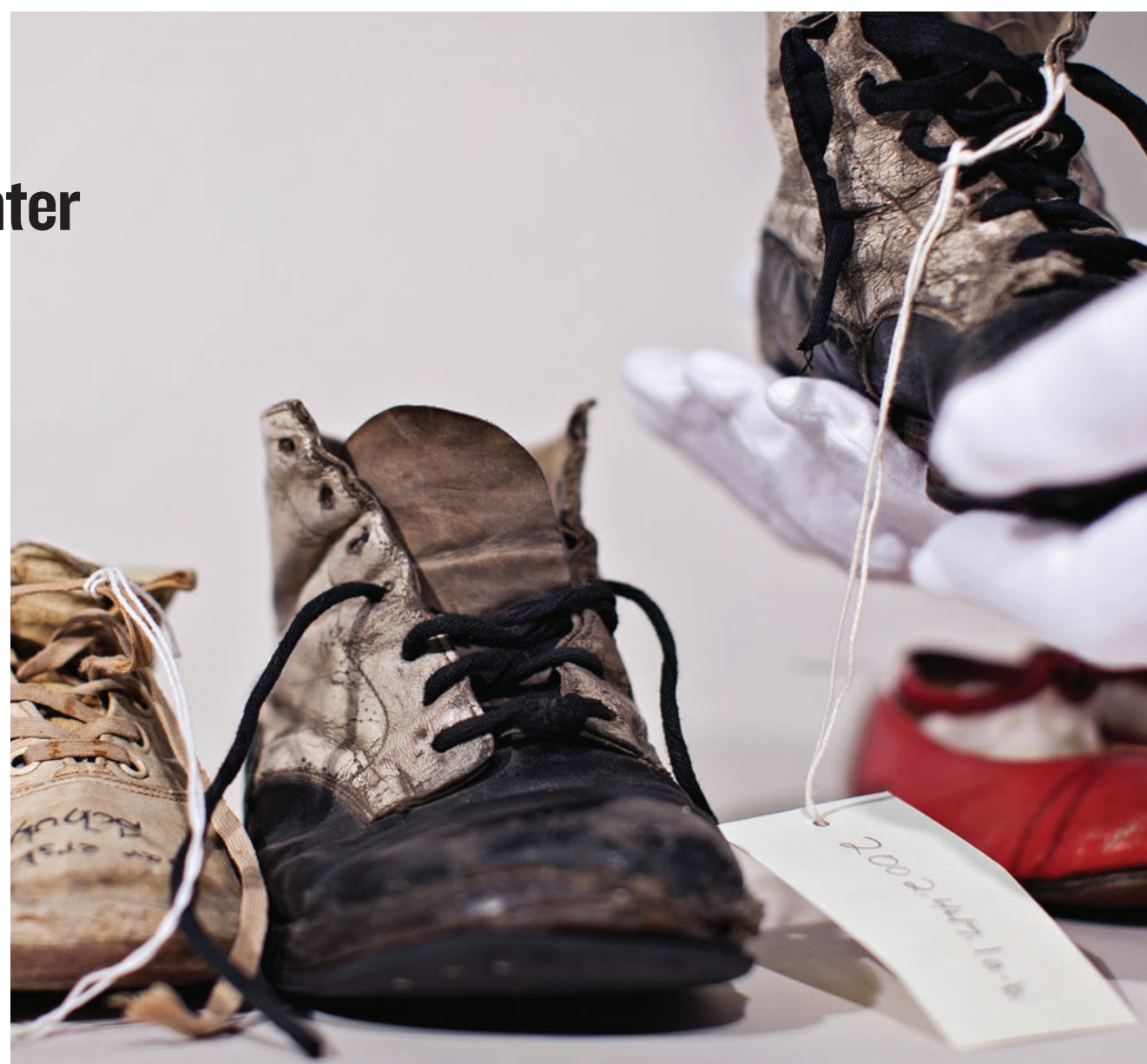
THE CAMPAIGN

SPOTLIGHT

The David and Fela Shapell Family Collections, Conservation and Research Center



ABOVE: Director of Curatorial Affairs Scott Miller reviews unique artifacts from the Museum collection that were on display during the dedication.



“The Shapell Center sits at the core of our mission, is part of our memorial function, and serves as the foundation that makes all our educational work possible. As the Holocaust recedes in time and living memory gets perilously closer to the distant past and various forms of Holocaust denial are on the rise, the role of the collection has taken on even greater significance and urgency.”

—Tom A. Bernstein, Museum chairman

“I want future generations to know that it is possible for people to stand up and do the right thing even when they are surrounded by evil.”

—Alfred Munzer, Holocaust survivor



Thanking Our Donors

The Museum is deeply grateful to the following for their generous support of the David and Fela Shapell Family Collections, Conservation and Research Center and their commitment to safeguarding truth for future generations.

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OUTSTANDING NAMING OPPORTUNITIES ARE AVAILABLE. For more information on how you can join this historic effort, please contact Campaign Director Allison Lurey at 202.488.0435 or alurey@ushmm.org or visit ushmm.org/shapellcenter.

*Deceased

As of May 1, 2017

Campaign Update

The Museum is grateful to our supporters who have made outright gifts of \$250,000 or more between October 1, 2016, and May 1, 2017.

Gifts of \$2,000,000 and Above

The Alexander Grass Foundation
Harrisburg, PA
\$2,000,000 grant; \$1,500,000 to Experiencing History; \$500,000 to the Alexander Grass Memorial Fellowship

Deborah Simon

Carmel, IN
\$2,000,000 gift; \$500,000 to Digital Transformation; \$500,000 to Teacher Education; \$500,000 to the Americans and the Holocaust Initiative; \$500,000 to the Initiative on Holocaust Denial and Antisemitism

Gifts of \$1,000,000 and Above

The David and Fela Shapell Family Foundation
Beverly Hills, CA
\$1,500,000 grant; \$1,000,000 to Teacher Education; \$500,000 to the Americans and the Holocaust Initiative

Gifts of \$500,000 and Above

Caryn Clayman
Boca Raton, FL
\$750,000 gift to the Collections, Conservation and Research Center

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

John and Janet Swanson
The Villages, FL
\$597,243 gift to the Archival Paper Digitization Project

Lankler Family Foundation, Inc.
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\$500,000 grant to the Annual Fund

Gifts of \$250,000 and Above

The Klarman Family Foundation
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\$450,000 grant to the Annual Fund

Conference on Jewish Material Claims Against Germany
New York, NY
\$405,000 grant to the Archival Acquisitions and Reproduction Project

Ruth Mirjam Bernstein

Ramsey, NJ
\$312,000 gift to the Americans and the Holocaust Initiative

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\$300,260 gift to the Simon-Skjodt Center for the Prevention of Genocide

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\$250,000 gift to the Collections, Conservation and Research Center

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Bethesda, MD
\$250,000 gift to the Collections, Conservation and Research Center

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A Special Opportunity to Shape the Future

25th Anniversary National Patrons

As our 25th anniversary approaches in 2018, the Museum is charting the course for its next quarter century. The Museum must seize opportunities to bring Holocaust education to larger audiences—especially young people—in the US and globally through innovative approaches and new technologies.

We invite you to support our vital work by making a new outright gift or pledge of \$125,000 or more through December 31, 2018. Donors who participate at this level will be nationally recognized as **25th Anniversary National Patrons**.

25th Anniversary National Patrons may choose to direct their philanthropic commitment to one of the Museum's annual fund impact areas, the Shapell Center, or the Museum's endowment (see special legacy challenge below).

FOR MORE INFORMATION about 25th Anniversary National Patrons, please contact Eran Gasko, Deputy Chief Development Officer, at 202.314.7827 or egasko@ushmm.org.

25th Anniversary Mendelson Legacy Challenge

In honor of the Museum's 25th anniversary, Jen and Dan Mendelson have stepped forward to challenge each of us to make securing the Museum's future—and safeguarding truth for generations to come—our personal legacy. Through the establishment of their bequest of up to \$1 million, the Mendelsons 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 February 15, 2018, are eligible.*

FOR MORE INFORMATION about the [Mendelson Legacy Challenge](#), please contact George E. Hellman, JD, Associate Deputy Chief Development Officer, Planned Giving and Endowments, at 202.488.6591 or ghellman@ushmm.org.

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VISIT ushmm.org/campaign to learn more.

