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NEVER
AGAIN
WHAT YOU DO MATTERS

THE CAMPAIGN
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FALL 2017 A campaign publication for our leadership donors

INSPIRING IMPACT



ABOVE: Museum Chairman Howard Lorber with his sons in Greece tracing their family's story. His maternal grandparents came to the US around the time of World War I from Salonika. Greece's Jewish community, one of the oldest in Europe, was decimated during the Holocaust. Before the war, Salonika had 50,000 Jews—only 2,000 survived. His grandparents never got over the loss of all their family and friends.

A MESSAGE FROM MUSEUM CHAIRMAN HOWARD M. LORBER

Pivoting to the Future

Dear friends, everyone comes to this history with a different story. When my sons and I visited Salonika last year, we found the old train station where the Jews had been loaded onto railroad cars and sent to their deaths at Auschwitz-Birkenau. Standing there, I struggled to comprehend the incomprehensible.

The Holocaust was a total assault on Europe's Jews. It was also a total affront to our values and our common humanity, at every level. The world cannot afford to forget. Things that people forget tend to happen again—never exactly the same, and certainly not at the same scale as the

Holocaust. But there are always going to be haters. Atrocities—like what is happening in Syria while the world literally watches—are still incomprehensible.

Assuming my new role as we begin to celebrate our 25th anniversary is humbling and inspiring. The boldness of the idea to put a Holocaust Museum on the National Mall and its transformation into a global institution are astounding. We all owe a huge debt of gratitude to our founders. Now the task to steward this sacred memory is ours.

At a time of rising antisemitism, hate, and extremism, the Museum's mission is more

relevant than ever. It exists as a bulwark to make sure the world does not forget. It exists to educate young people about the truth this history teaches—that the choices they make matter.

We hope you will join us in Washington, DC on April 8-10 to mark the 25th anniversary. Together, we will honor the survivors and reaffirm our commitment to teaching their lessons to all new generations.

Howard M. Lorber

IN THIS ISSUE **GIVING MATTERS** Michel Adler: Advancing Understanding ■ Deborah Simon: Educating New Generations **BEHIND THE SCENES** A Groundbreaking Exhibition Five Years in the Making: Americans and the Holocaust **SPOTLIGHT** A Conversation with Dan Och ■ Securing the Future: The 25th Anniversary Mendelson Legacy Challenge

ADVANCING UNDERSTANDING Michel Adler

Lexington, Massachusetts

Michel's father, Camillo Adler, was born in Austria, grew up in Poland and Vienna, and immigrated to France in 1930 to escape antisemitism.

It would eventually catch up with him there. At the start of World War II, after two months in internment camps, Camillo joined the French Foreign Legion to fight the Nazis, only to find himself back in France after its surrender to Germany in 1940. To escape the Holocaust two years later, when his son Michel was 16 months old, the family fled again, this time to Switzerland. They would live there until 1951, when they resettled in New York. Even then, Camillo remained watchful and wary.

By the time the Museum opened in 1993, Camillo Adler had passed away, but for his son Michel the commitment to keep the lessons of his family's story alive intensified. Michel made his first of what would become an annual membership gift to the Museum that year.

"My parents talked frequently about the Holocaust, wondering what had happened to my mother's parents," explained Adler. "To this day, I regret that I didn't ask them more questions." Going through his father's papers, Michel discovered three book manuscripts written in German, which he painstakingly translated and edited for publication. Among them was Camillo's memoir "I Am a Refugee." It recounts the family's harrowing escape to Switzerland and life in Swiss refugee and labor camps. In 2011, Michel donated his father's papers, including the manuscripts, to the Museum collection.

Michel recently made a Founders Society leadership gift directed to the William Levine Family Institute for Holocaust Education Impact Fund, which allows Museum leadership to apply the funds where most needed. "By itself, the Museum can't reeducate the world, but it's a strong arm in that endeavor," he said. "There are still people all over the world who believe it didn't happen, or that it wasn't as bad as it was. And that's the role of education." Through his gift to the collection and generous support of the Museum's educational outreach, Adler is on the frontlines in the battle to secure truth and advance understanding.

There are still people all over the world who believe it didn't happen, or that it wasn't as bad as it was. And that's the role of education."

—Michel Adler



LEFT: Michel with his parents and older brother in Geneva in 1943.



EDUCATING NEW GENERATIONS

Deborah Simon

Carmel, Indiana

I remember watching documentaries in the 1960s about the Holocaust. As a young girl, I could not understand how people could do this to other people. I still can't understand it."

Deborah Simon shared something else that she remembers from that initial confrontation with the inhumanity of the Holocaust: a feeling of pride that the Jewish people survived with their faith intact and an immense sense of belonging.

"The Holocaust was a formative part of my Jewish identity." Coupled with the example Mel Simon—her late father—set of giving back, it informed her worldview and sense of responsibility for making the future different from the past.

"The danger of xenophobia and the rising hatred we're seeing around the world and in this country is very troubling to me," explained Simon.

"The Holocaust teaches us a great deal about the need to defend our freedoms and defend against blaming others for our problems. We must keep teaching this to our children. But for me the question is, how do we teach children to focus on the critical analysis that is so necessary for them to navigate the issues that are dividing our communities today?"



Many inputs combine to make us empathetic human beings, and the Holocaust Museum is a really good input for our children and the world."

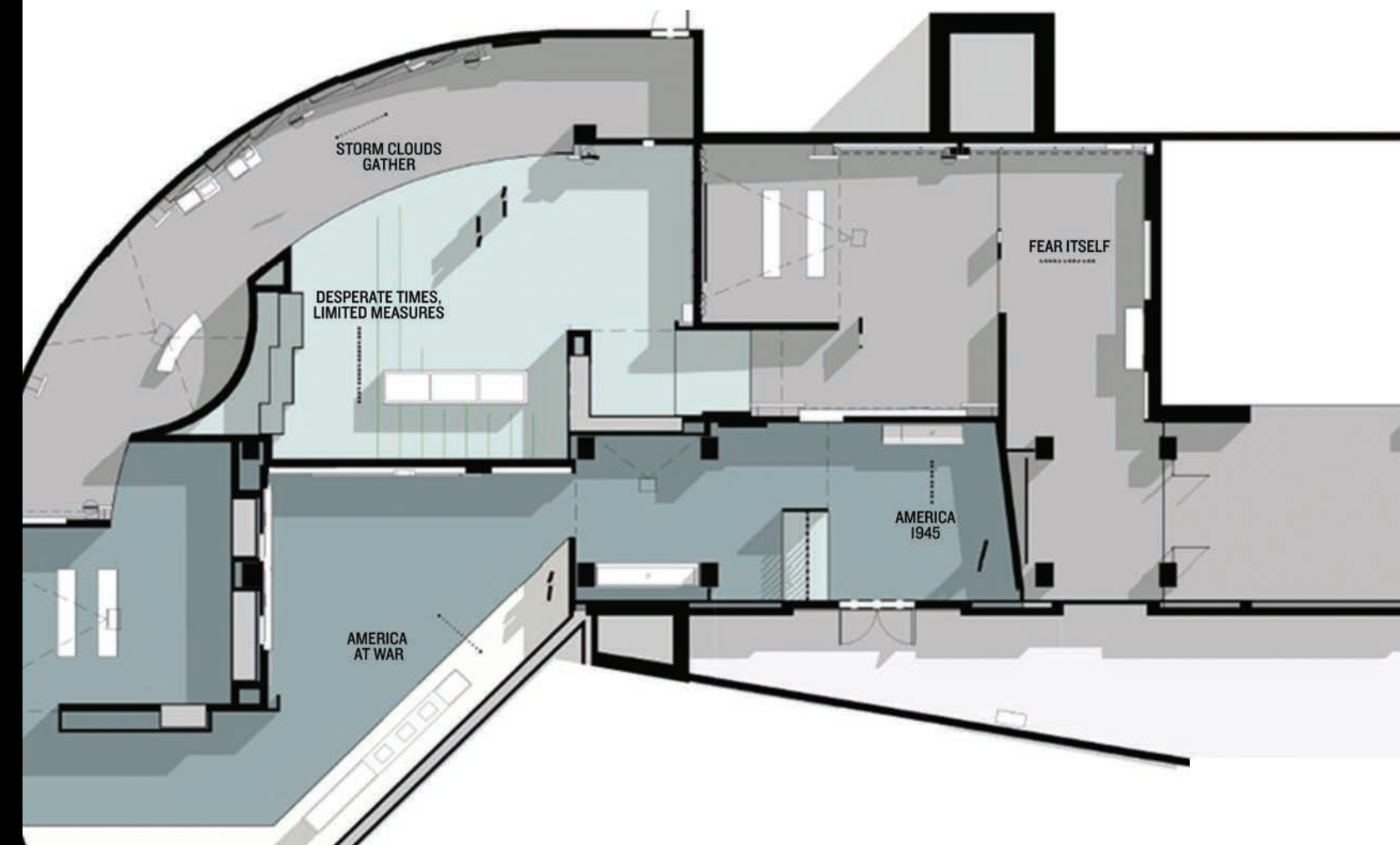
—Deborah Simon

ABOVE FROM LEFT: Deborah Simon has been a long-time investor in educational initiatives around the world and advocate for innovative approaches to education. ■ On a trip to visit a school she supports in Cambodia, Simon helps teach a young girl to read English.

NEVER AGAIN
WHAT YOU DO MATTERS

THE CAMPAIGN

A Groundbreaking Exhibition Five Years in the Making AMERICANS AND THE HOLOCAUST



What did Americans know about the unfolding Nazi threat, when, and what did they do about it? As the latest example of the Museum's 25-year legacy of bringing forward the important questions this history raises, *Americans and the Holocaust* examines this era in a way that's never been done before. Grounded in our founding charter that calls for a special emphasis on the American responses, this exhibit examines American society in the 1920s, '30s, and '40s, including government, media, popular culture, civil society, and individual actions.

The exhibit is part of a multi-year thematic initiative designed to reach a broad public audience, with a special emphasis on encouraging students to think critically about their own role and responsibilities in society. "This history teaches us a lot about the power of individuals," explained Exhibition Curator Daniel Greene. Over the course of the initiative, we expect to reach millions of people including the 1.7 million who visit the Museum annually—as well as the millions more who will see the traveling exhibition and access the content through digital outreach, educational publications, a documentary for broadcast and classroom use, and public programming.

▶ WATCH Video trailer at ushmm.org/support/americans



“This is the biggest research project on this topic that’s ever been undertaken.”
—Daniel Greene, Exhibition Curator

ABOVE FROM LEFT: Floor plan of the 5,400-square-foot exhibition. ■ Greene reviewing storyboards with a colleague. “Exhibitions tell stories with objects and visuals as people are moving through space. Part of the daunting challenge is the reality of a fixed amount of space,” he explains. “We refine and refine, and then we refine again.”

108

Public archives, universities, and other research facilities visited or accessed in seven countries and 27 states, including Washington, DC, during more than two years of primary research.

12,910 AND COUNTING

Newspaper articles published in the 1930s and '40s submitted by citizen historians in all 50 states through *History Unfolded*, a digital research project to crowdsource what Americans knew and when. One of the myths the exhibition challenges is that Americans did not know—they did.



Research. Deeper research. Concept. Outline. More research. Design, then fabrication. A process that started with some hypotheses and the exhibition curator's immersion into the topic to surface the big ideas and gaps, moved into a collaborative, two-year research project resulting in the synthesis of the existing body of scholarship.

"This is a story-based exhibition, rather than a collection-based exhibition," explained Ted Phillips, director of exhibitions. "We knew that a key part of the story would be the many obstacles America put in place that those seeking refuge struggled to overcome. The research team did deep dives into our collections and those of other institutions to determine what artifacts can best communicate this story to a diverse public."

“What are the best ways of visualizing in three dimensions what we have captured in two? What stories are best told through an object? Or through multimedia? The design process takes at least 18 months.”

—Ted Phillips, Director of Exhibitions



4,500

Assets that have been considered for the exhibition. Fewer than 20% of them will make it into the exhibition, but many of the stories they tell will be accessible to a global public through digital and other media.

SPOTLIGHT

“Never Again doesn’t mean we’ve accomplished it; it means we all need to be committed to work towards preventing this from happening to any religious or demographic group.”

— Dan Och



Why I Support the Museum A Conversation with Dan Och

New York, New York

What was the catalyst for your involvement with the Museum?

OCH: From my first visit to the Museum, I was impressed with many things, but especially how they introduce the history. It wasn’t only about the Jews. Rather, it also showed you how in a country like Germany—in a civilized society—Nazis could systematically put in place this plan of genocide. The propaganda, the incrementalism of the stages. I think helping people see that is how you get people on board to understand that we’re all soldiers of Never Again.

Most recently you directed a major gift to the new Americans and the Holocaust Initiative that explores a different part of the history. Why?

OCH: It starts with the fact that I believe in the Museum and its approach to helping people understand how the Holocaust was possible. More than an investment in this particular subject matter, my support is a statement of the tremendous confidence I have in the Museum’s leadership and planning.

They are looking at the long term starting with their most important audience—in this case, youth. The Museum presented this as a priority and I was extremely confident that they would put my dollars to good use for great outcomes.

What impact do you hope to achieve through your support of the United States Holocaust Memorial Museum?

OCH: I think the Museum has the potential to make every American, really every global citizen, a defender against hatred. Young people must understand that hatred and intolerance can allow bad people to walk otherwise good people down a path to genocide. You have to be vigilant against it all the time and you have to be vigilant against it early. Never Again doesn’t mean we’ve accomplished it; it means we all need to be committed to working towards preventing this from happening to any religious or demographic group. I think the Museum continues to become more and more effective as it drives itself harder and harder. When I look at the results of my philanthropic investment, I could not be more pleased.

BE PART OF THE MUSEUM’S FUTURE

Take the 25th Anniversary Mendelson Legacy Challenge



ABOVE FROM LEFT: Eliana, Dan, Jen, Claire, and Dora Mendelson

“The Museum has had enduring impact on our family, and we wanted to make sure that we made an impact on the Museum.”

— Jen Mendelson

“My first connection to the Museum happened in high school, at the kitchen table with my dad, when we heard on the news that a Holocaust museum was going to be built in Washington. I knew I had to work there. I joined after college, and for nine years was privileged to be surrounded by the people whose intellect and passion built this Museum. My father, William Loew, is one of five to survive from a large Jewish family from Lvov, Poland. In October, he turned 92. Our family is always inspired by his resilience and his ability to remember his past while always looking toward the future.

My husband Danny and I have participated in the Museum’s DC Next Generation Board, we co-chaired the Tribute Dinner honoring Elie Wiesel, and our three daughters have all graduated from the *Bringing the Lessons Home* program. The Museum has had enduring impact on our family, and we wanted to make sure that we made an impact on the Museum; when someone tells the story of who we are, the Museum is a central part of our family story.

With the Museum’s upcoming 25th Anniversary, Dan and I were ready to make our second gift. We liked the idea of doing an endowment match, so we have created the 25th Anniversary Mendelson Legacy Challenge. The Museum is now part of our family’s legacy, and we encourage you to consider it too.”

Excerpted from Jen Mendelson’s remarks during a recent Museum mission.



Through the establishment of their bequest of up to \$1 million, the Mendelsons will match 10 percent of each new outright or planned gift to the Museum’s endowment, with a maximum of \$25,000 per gift. **Take the challenge today.** Let us recognize your enduring commitment in the 25th Anniversary edition of the *Legacy of Light Guardians Commemorative Publication*.

DEADLINE APPROACHING: All qualifying gifts established or newly identified before February 15, 2018 are eligible.

TO LEARN MORE CONTACT George E. Hellman, JD 202.488.6591 or ghellman@ushmm.org



THE CAMPAIGN

Campaign Update

The Museum is grateful to our supporters who have made outright gifts of \$250,000 or more between May 1, 2017 and October 31, 2017.

Gifts of \$1,000,000 and Above

Polsky Foundation

Chicago, IL
\$3,000,000 gift to the Piotr and Basheva Polsky Memorial Initiative for the Study of Ukrainian Jewry

Estate of Eugenie Fromer

New York, NY
\$2,430,198 bequest to Educational Programs

Howard M. Lorber and Family

New York, NY
\$1,080,750 gift to the David and Fela Shapell Family Collections, Conservation and Research Center

The Jane and Daniel Och Family Foundation

New York, NY
\$1,000,000 gift to the Americans and the Holocaust Initiative

Gifts of \$500,000 and Above

Susan and William S. Levine and Family

Phoenix, AZ
\$942,050 gift to the Annual Fund

The Gerald Rosenbluth Family Foundation—GNR & MJR

Tempe, AZ
\$809,100 gift to the David and Fela Shapell Family Collections, Conservation and Research Center

Samuel Brandt Fund

New York, NY
\$573,000 bequest to the Annual Fund

Frank Liebermann

Bethesda, MD
\$500,000 gift to the David and Fela Shapell Family Collections, Conservation and Research Center

Gifts of \$250,000 and Above

Planethood Foundation
Delray Beach, FL
\$494,920 gift to the Ben Ferencz International Justice Initiative

The Hillside Foundation—Allan and Shelley Holt

Washington, DC
\$330,000 gift to the Annual Fund

David and Betty-Jean Bavar

Baltimore, MD
\$325,000 gift to the Simon-Skjodt Center for the Prevention of Genocide

The Crown Family

Chicago, IL
\$250,000 gift; \$150,000 to the National Institute for Holocaust Documentation; \$100,000 to the Annual Fund

Gary and Cathy Jacob

New York, NY
\$250,000 gift to the Americans and the Holocaust Initiative

FOR 25 YEARS WE'VE BEEN ASKING **WHY**

FOR THEM AND FOR US,
WE'LL NEVER STOP

JOIN US

April 8–10, 2018

MARK THE MUSEUM'S 25TH ANNIVERSARY
at National Days of Remembrance as we honor
Holocaust survivors for their resilience, courage,
and for challenging us to never stop asking why.

Be the First to See Our New Exhibition
AMERICANS AND THE HOLOCAUST

April 8, 5:30 p.m. / April 10, 9:30 a.m.
Presenting a holistic portrait of America in the
1920s, '30s, and '40s and the latest example of our
25-year legacy of examining how and why the
Holocaust happened.

▶ WATCH LIVE ushmm.org/watch

**NATIONAL DAYS OF REMEMBRANCE
CEREMONY IN THE US CAPITOL**

April 9, 11 a.m. ET

Remembering the victims of the Holocaust
and honoring the survivors.

Never Stop Asking Why
**GLOBAL ISSUES FORUM: THE HOLOCAUST
AND HUMAN NATURE**

April 9, 1 p.m. ET

Engaging thought leaders in an exploration
of the difficult questions Holocaust history
raises about human nature, particularly our
susceptibility to hatred and extremism.

NATIONAL TRIBUTE DINNER

April 9, 7 p.m. ET

Honoring all Holocaust survivors
with the 2018 Elie Wiesel Award.

For information on the events above, contact
Maureen Merluzzi at mmerluzzi@ushmm.org.

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

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

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