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THE CAMPAIGN
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FALL 2019 A campaign publication for our leadership donors

INSPIRING IMPACT



ABOVE: Strategic Advancement Committee Member and Annual Fund National Chair Amy Cohn with husband, Andrew Cohn, in the Andrew, Amy, Alexa and Matthew Cohn Archival Stack in The David and Fela Shapell Family Collections, Conservation and Research Center archives. "The evidence is at the heart of everything," explains Amy. "Without these archives it would be difficult to relay the reality of what happened."

A MESSAGE FROM STRATEGIC ADVANCEMENT COMMITTEE MEMBER AND ANNUAL FUND NATIONAL CHAIR AMY COHN

This is a moment that calls us to action

Dear friends, I am sure you share my concern about the rise in extremist views and rhetoric that is amplifying intolerance, antisemitism, and hatred. Yet at a time of societal shifts here and globally, when we need the lessons of the Holocaust more than ever, this history is under threat.

On numerous trips with the Museum to the lands where the Holocaust happened, I've gained a deeper understanding of the dangerous trend of whitewashing history, the disturbing increase in those who brazenly challenge the facts, and the move to distort Holocaust history.

Last year, I took our 28-year-old daughter Alexa on a Museum trip to Poland and Ukraine. At first, I was reluctant to take her, but it was one of the most important experiences we have ever shared together.

These trips have been an opportunity to see the Museum's unique influence and reach, which is why I believe it is best positioned to have the impact needed for the future—impact that relies on your annual support.

Recently, Andrew and I designated a portion of our annual gift to advance the Museum's archival work. Everything starts with the evidence, from securing the truth to education.

We've seen the impact of the Museum's evidence-based education in our own community. The ethics training of law enforcement and the judiciary throughout Arizona is one example of an incredible Museum initiative that arms professionals with the lessons of this history (see more on page 4).

We're in a moment that calls all of us to action. Through our annual support of the Museum's mission, we each can make a profound difference. Thank you for your continued support,

Amy
Amy Cohn

IN THIS ISSUE **GIVING MATTERS** A Family Legacy of Advancing Holocaust Education: The Leslie and Susan Gonda (Goldschmied) Foundation ■ Our Turn to Repair the World: Heather Dunhill and Ted Meekma **SPOTLIGHT** The William Levine Family Institute for Holocaust Education: Staying Relevant in an Evolving World: Educating Protectors of Life and Liberty **CAMPAIGN UPDATE** Next 25 Missions ■ Momentum Continues to Build Toward Historic \$1 Billion Goal

A FAMILY LEGACY OF ADVANCING HOLOCAUST EDUCATION

The Leslie and Susan Gonda (Goldschmied) Foundation

Los Angeles, California

As Holocaust survivors, when Susan and Leslie Gonda contemplated what a memorial to the victims of the Holocaust on our National Mall would mean for the country, education was of paramount importance to them.

Both Susan and Leslie were members of the Hungarian Jewish community, the last of Europe's major Jewish communities still intact before deportations began in spring 1944.

Susan was deported to Auschwitz-Birkenau and Leslie to Komarom labor camp in Hungary. After escaping from the camp using false papers, Leslie took the Christian name Gonda in order to avoid further persecution, managing to survive in Budapest.

After the war, he met Susan the day she returned to Budapest after being liberated. They would later marry, immigrate to Venezuela, and then to Los Angeles, where they rebuilt their lives around family, growing an aircraft leasing business, and their charitable foundation.

Susan and Leslie, who passed away in 2009 and 2018, respectively, were passionate about their shared desire "for a world where what humans have in common is

more important than what drives them apart." This belief is embodied in their founding gift to the Museum.

The gift established The Gonda Education Center, a meeting and exhibition space that provides a dynamic environment for students, leaders, professionals, and the general public to delve deeper into the history and its lessons for today.

Today, their children carry on Susan and Leslie's philanthropic vision through the family foundation. Earlier this year, Louis Gonda, Lucy Gonda, and Lorena Gonda Kiralla honored their parents through a \$1 million gift to create the Museum's Leslie and Susan Gonda (Goldschmied) Foundation Fellowship, an endowment for Holocaust education.

In a statement, Louis, Lucy, and Lorena said their motivation was to honor their parents and "reinforce the Gonda family's continuing commitment to support the Museum's ongoing outreach activities using the latest technology tools available." They added, "We feel that Holocaust education is as relevant and necessary now as it was when the Museum opened and will continue to be relevant for all time." The siblings hope the new fellowship will engage "younger generations worldwide in creative new ways, using the Museum's internet-based programs."

Thanks to the continuing commitment of the next generation, the Gonda legacy is very much alive.



ABOVE [from left]: Lorena Gonda Kiralla, Lucy Gonda, and Louis Gonda. RIGHT: Leslie Gonda (third from left) and Susan Gonda (center) attended the Museum dedication and opening with their family.



LEFT: The Museum's Permanent Exhibition brings the personal stories of the Holocaust to life for thousands of visitors each day—most of whom, like Heather Dunhill and Ted Meekma, are not Jewish and have no direct connection to the Holocaust. Coming face-to-face with shoes of the victims—the power of the real thing—creates an indelible impact. BELOW: Heather Dunhill and Ted Meekma



OUR TURN TO REPAIR THE WORLD

Heather Dunhill and Ted Meekma

Sarasota, Florida

When Heather Dunhill moved to Sarasota, Florida, more than 23 years ago, she didn't know a soul until she met her first friend, Jaymie Barrie Klauber.

It was through Jaymie that the city started to feel like home. Although not Jewish herself, Heather was taken in by the Jewish community. "They included me in every aspect of their lives from events to holiday dinner tables," said Heather. "Patient with my questions and generous with literature, I learned about Jewish traditions and history from these friends who have long been family."

Heather's growing understanding of Jewish culture and involvement in the community became even more meaningful when she and her husband, Ted Meekma, visited the Museum on a trip to Washington, DC. "Our profound experience within the Museum walls influenced us to look beyond ourselves to contribute to a bigger mission," said Ted.

Although the non-Jewish couple has no personal connection to the Holocaust, they were inspired to act. "One does not need to be of the faith to properly understand and support

the Museum's mission," explained Ted. "Just as those who are reading this now have been called to support what's good and just, we are with you, and we are stronger together."

"A Jewish friend, Myrna Band, taught me the term *tikkun olam*," added Heather. "It's our turn and the right time to help repair the world through this massively important institution."

Earlier this year, Heather and Ted became Legacy of Light Guardian Founders—the Museum's society recognizing gifts over \$1 million to the Museum's endowment. They chose to create a deferred and unrestricted gift to support the Museum's capacity to educate current and future generations.

"For us, the highest potential is to educate all generations because we are the stewards of these lessons," Heather explained. "Our words and actions must align for future generations to see us all as living examples of humanity. If we were to face and learn from the lessons of the Holocaust as a society, we would be prepared to address injustices collectively and fiercely declare: Never Again, with deep-rooted certainty that it cannot, will not, happen again to any segment of our global society."

A Jewish friend, Myrna Band, taught me the term *tikkun olam*. It's our turn and the right time to help repair the world through this massively important institution."

—Heather Dunhill

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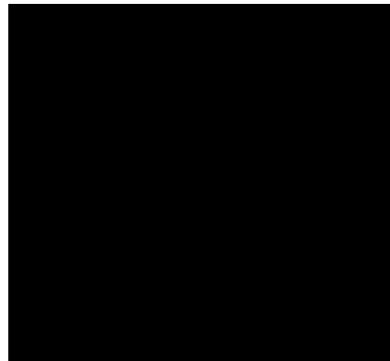
THE CAMPAIGN

The William Levine Family Institute for Holocaust Education Staying Relevant in an Evolving World: Educating Protectors of Life and Liberty



“The question I can’t get out of my head is what would I have done? It’s our duty as humans to understand what happened.”

West Point Cadet Freddy Luna



LEFT: David Frey brings West Point cadets to the Museum every year as part of the Academy’s Genocide and Holocaust Studies program. The Museum is partnering with all four service academies: Air Force, Coast Guard, Army, and Navy. RIGHT: Sheila Polk teaches the “Lessons from the Holocaust” to officers in the greater Phoenix area as part of what has become a statewide training initiative led by community members trained by the Museum. The Museum has trained law enforcement professionals from all 50 states and internationally.



“When I look at this coin it says ‘Guardians of Freedom—Lessons from the Holocaust.’ I think the title says it all.”

Tempe Arizona Police Commander
Mike Pooley



“My students, my graduates, are going to be the first who are on that front line who are asked to deal with an atrocity if it occurs. The

cooperative work with the Museum is designed to get cadets prepared for what they need to do ten, twenty years down the line in their military service,” explained David Frey, director of the Genocide and Holocaust Studies Center at the US Military Academy at West Point. “I’ve had a number of students who have told me that they weren’t really sure why it was they were becoming officers, and then they took these classes and did these studies and now they know.”

The Museum is the global leader in fostering greater understanding of the Holocaust and its lessons for a complex, rapidly changing world by focusing on why the Holocaust happened—and why it was allowed to happen. Through exhibitions, educational resources, digital outreach, and programs for students, teachers, and leaders, the goal of the William Levine Family Institute for Holocaust Education is to develop new approaches to Holocaust education that deepen understanding of personal responsibility, develop critical thinking, and lead to changes in attitudes and ultimately behavior.

Through its leadership programs for professionals—those charged with protecting life and liberty—law enforcement, military, judges, and select government officials participate in ethical leadership training designed so that they will “see themselves in the history,” explains Jennifer Ciardelli, director of the Initiative on the Holocaust and Professional Leadership. “When professionals see the role of their historical counterpart progressing along a path that may violate human dignity or abuse their

authority over life and liberty, they are prompted to reflect on and think critically about the role, responsibility, and vulnerabilities of institutions and individuals as well as the safeguards and structures needed to minimize potential future atrocities.” The impact of this unique approach has had a transformative impact on individual participants, in some cases catalyzing new models to extend the reach of the program.

Sheila Polk, the Yavapai County Attorney in Prescott, Arizona, is one such example. She traveled to the Museum in 2006 with a group from her community. “My day at the Museum was transformational for me,” shared Sheila. “I left with this burning feeling that this history is so relevant to our profession and this desire to bring this course to all our criminal justice professionals.” The demand for what started with Museum-facilitated training for every prosecutor in Sheila’s office quickly escalated, and a “train the trainer” model was developed, equipping Sheila and other leaders in the community to conduct the training for criminal justice professionals across the state and now the region. “We take an oath of office to defend and protect our constitution. How we do our job every single day really defines how healthy and vibrant our democracy is.”

The Museum continues to seek new opportunities to expand the reach and impact of this vitally important initiative including broadening its reach internationally to bring teaching tools created in the United States to criminal justice professionals from countries at risk for large-scale violence.

LEARN MORE: HEAR [DAVID FREY](#) AND [SHEILA POLK](#) SHARE THEIR STORIES.

The Museum has trained more than
230,000 professionals including:

150,000

Law enforcement officers

57,000

Members of the military

21,500

Members of the court

5,000

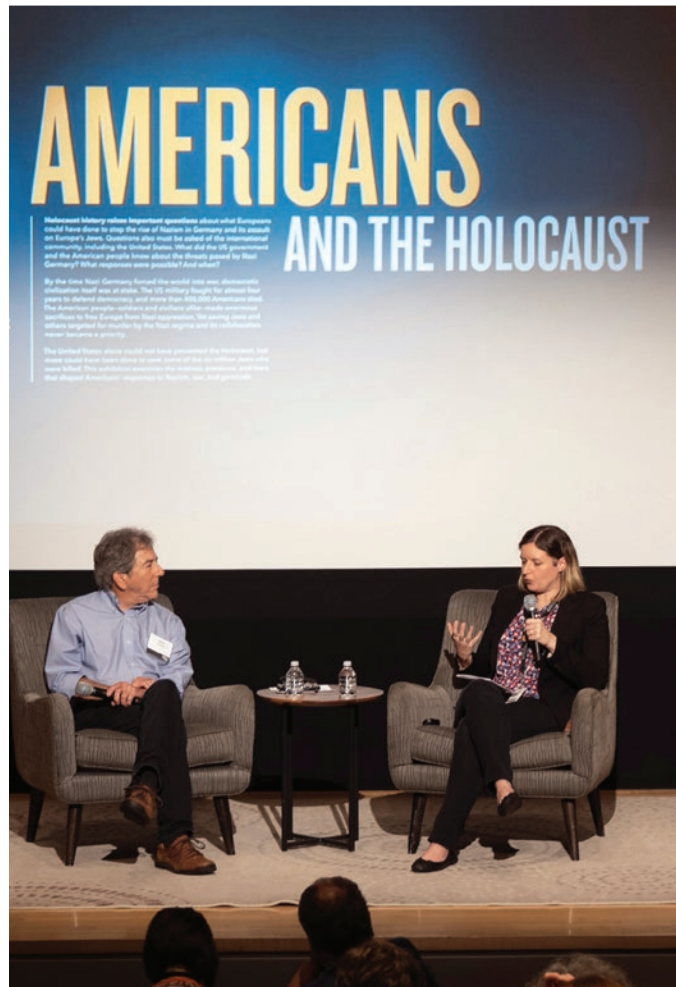
Government officials

CAMPAIGN UPDATE

Next 25 Missions

Museum supporters from the Midwest and Southeast traveled to Washington, DC, to learn how they can be part of realizing the Museum's vision for the next 25 years.

STARTING FAR RIGHT: Participants had behind-the-scenes tours of the state-of-the-art David and Fela Shapell Family Collections, Conservation and Research Center; the Museum's special exhibition *Americans and the Holocaust*; and heard from Museum experts including [at right] Museum historian Dr. Rebecca Erbelding in conversation with Steven Pressman, director and producer of the Emmy-nominated documentary *50 Children: The Rescue Mission of Mr. and Mrs. Kraus*.



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Recent Gifts

The Museum is grateful to our supporters who have made outright gifts of \$100,000 or more between February 1, 2019, and September 30, 2019.

Gifts of \$5,000,000 and Above

Estate of Helen M. Clawson
Tiburon, CA
\$9,000,000 bequest to the Endowment

Estate of Marcia Mark
New York, NY
\$8,525,688 bequest to the Endowment

Susan and William S. Levine and Family
Phoenix, AZ
\$6,963,167 gift to the William Levine Family Institute for Holocaust Education Endowment

William & Sheila Konar Foundation
West Henrietta, NY
\$6,200,000 grant to the Initiative on Holocaust Denial and Antisemitism

Gifts of \$1,000,000 and Above

Estate of Carl L. Glassberg
Clearwater Beach, FL
\$1,709,971 bequest to the Endowment

Estate of Bernard Gotfryd
Brooklyn, NY
\$1,303,234 bequest to the Annual Fund

Estate of Charles S. Ackerman
Atlanta, GA
\$1,200,150 bequest to the Annual Fund

Leslie and Susan Gonda (Goldschmied) Foundation
Beverly Hills, CA
\$1,000,000 grant to the Leslie and Susan Gonda (Goldschmied) Foundation Fellow

Gifts of \$500,000 and Above

Anonymous
\$900,000 grant to the Simon-Skjodt Center for the Prevention of Genocide Impact Fund

Estate of Bernard Aptaker
Houston, TX
\$875,000 bequest to the Endowment

Estate of Vera E. Loewy
Washington, DC
\$758,884 bequest to the Annual Fund

Gifts of \$500,000 and Above (continued)

The Crown and Goodman Families
Chicago, IL
\$625,000 gift to the Annual Fund

Jeremy and Abbi Halpern
Livingston, NJ
\$500,000 gift to the David and Fela Shapell Family Collections, Conservation and Research Center

Stacey and Marc Saiontz
Chappaqua, NY
\$250,000 gift to the National Institute for Holocaust Documentation Impact Fund; \$250,000 gift to the Simon-Skjodt Center for the Prevention of Genocide Impact Fund

Gifts of \$250,000 and Above

Ruth M. Bernstein
Ramsey, NJ
\$250,000 gift to the Initiative on Holocaust Denial and Antisemitism

The Hillside Foundation—Allan and Shelley Holt
Washington, DC
\$250,000 grant to the Annual Fund

Carol and Edward Kaplan
Highland Park, IL
\$250,000 gift to the Annual Fund

David Marchick and Pamela Kurland
Washington, DC
\$250,000 gift to the Bearing Witness Program

Arno Motulsky Family
Los Angeles, CA
\$125,000 gift to the David and Fela Shapell Family Collections, Conservation and Research Center; \$125,000 gift to the Rare Book Digitization Project

Nussdorf Family Foundation
Bethesda, MD
\$250,000 grant to the Annual Fund

Ira and Diana Riklis
New York, NY
\$250,000 gift to the Initiative on Holocaust Denial and Antisemitism

Momentum Continues to Build Toward Historic \$1 Billion Goal

Donors nationwide are committing critical resources to address pressing issues of our times. During the final phase of the campaign, your support will enable the institution to:

- Create greater Holocaust awareness globally
- Build the fully accessible Collection of Record
- Secure the permanence and vitality of Holocaust studies
- Reimagine Holocaust education for emerging adults and leaders
- Build a global architecture aimed at confronting Holocaust denial and state-sponsored antisemitism and preventing and responding to genocide and other mass atrocities

Gifts of \$100,000 and Above

- | | | |
|---|--|--|
| Anonymous | Howard L. and Judie Ganek
New York, NY | Sandra and Michael Perlow
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SAVE THE DATE
**DAYS OF
REMEMBRANCE**
April 21-22, 2020
Washington, DC



Legacy of Light Guardians

Make safeguarding truth your personal legacy through a [deferred or outright gift to the Museum's endowment](#), and let us recognize your enduring commitment through prominent signage at regional and national events and inclusion in the next commemorative publication to be produced on the occasion of the Museum's 30th anniversary.

LEARN MORE Contact George E. Hellman, JD, Associate Deputy Chief Development Officer, Planned Giving and Endowments, at 202.488.6591 or e-mail ghellman@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

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You can help keep Holocaust memory alive.
VISIT ushmm.org/campaign to learn more.