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INSPIRING IMPACT



ABOVE: Museum Council Member Jonathan Lavine tours the Americans and the Holocaust exhibition with Joanna Wasserman, a staff member of the William Levine Family Institute for Holocaust Education. Jonathan and his wife, Jeannie, are the lead sponsors of the multiyear Americans and the Holocaust Initiative.

A MESSAGE FROM STRATEGIC ADVANCEMENT COMMITTEE MEMBER JONATHAN S. LAVINE

Facing Facts That Speak for Themselves

Dear friends, touring the Museum's new exhibition on the American response to the Holocaust, I was struck by the complexity of the twelve years it covers and the stark paradox between the events on the ground in Europe and the ability of Americans—if not willingness—to rationalize or ignore them.

People can rationalize any behavior. Kristallnacht happened in 1938, and there was no uprising among the German people. How is that possible? But then you look at Americans during this time. The fact is that our country could have saved

more refugees desperate to escape Hitler, but Americans did not want to let more Jews in. There are many reasons people turn the other way, without always consciously understanding that is what they are doing.

During the Holocaust, events quickly moved from bothersome and upsetting to abhorrent and inconceivable. It is that slippery slope that is so imperceptible that sometimes you do not even know you are on it.

That is why learning about the Holocaust is critical for young people today. You

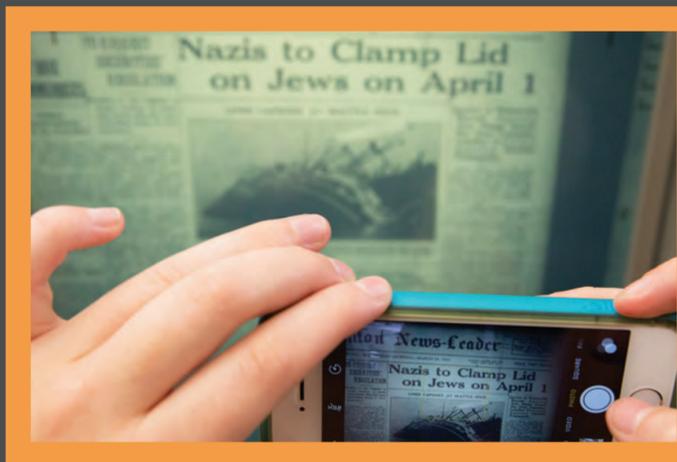
cannot fight injustice if you do not have an understanding of how bad it can be or an awareness of signs that we should be stepping up and doing something.

The Museum's most important responsibility is to keep this memory alive. As we get further away from those who experienced the Holocaust—and generations like mine who heard their stories firsthand—we cannot let this critical event in history be remembered as just another tragedy.

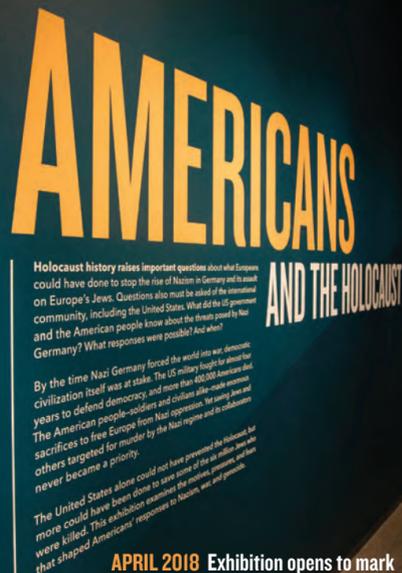
IN THIS ISSUE **SPOTLIGHT** Americans and the Holocaust Initiative: Moving History Beyond Our Walls ■ A Conversation with Sara J. Bloomfield: The Museum's Role in a Challenging World **GIVING MATTERS** Inspiring Commitment Across Generations: The Ann Wolk Krouse and Paul C. Krouse* Family ■ Momentum Continues to Build Toward Historic \$1 Billion Goal **CAMPAIGN NEWS** William & Sheila Konar Family Foundation Makes Major Commitment to Museum's Initiative on Holocaust Denial and Antisemitism

*Deceased

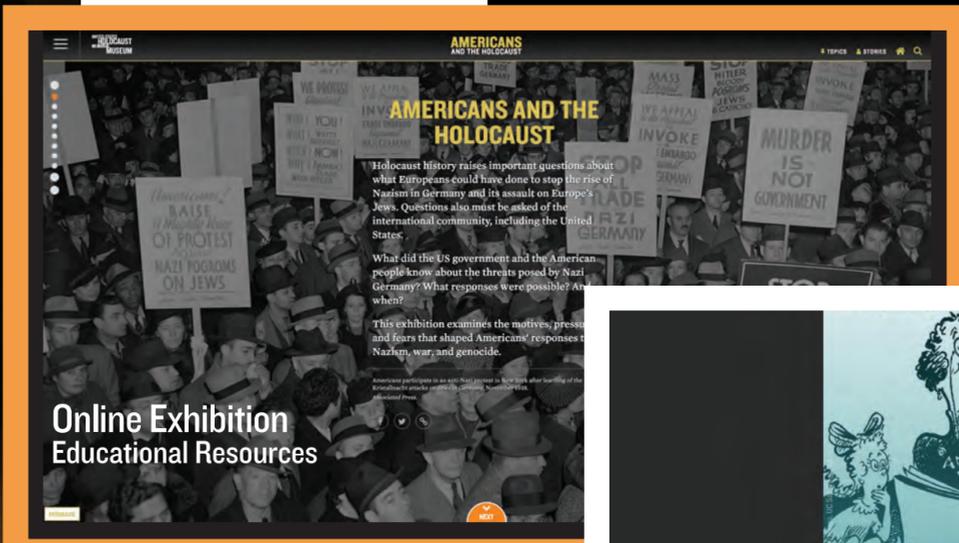
Americans and the Holocaust Initiative: MOVING HISTORY BEYOND OUR WALLS



2015 Three years before the opening of the exhibition, the Museum launches *History Unfolded: US Newspapers in the Holocaust*, an innovative citizen history project engaging students nationwide to do research in local archives to uncover what Americans knew and when.



APRIL 2018 Exhibition opens to mark the 25th anniversary of the Museum as part of a broad, multichannel public engagement initiative.



Online Exhibition Educational Resources

315,000 AND COUNTING

To date, the [online exhibition](#) has been viewed more than 315,000 times by 172,000 people. Planned educational resources include new modules of our primary source learning platform, Experiencing History.

“You choose to go to any museum because you’ve identified the topic as something that is of interest to you or of importance. Now, the Museum has to find new ways to meet new generations where they are, going beyond the Museum’s physical space.”

—Jonathan S. Lavine

257

Two weeks after publication and great reviews in the *Wall Street Journal* and other outlets, [The Unwanted](#) is ranked 257 out of Amazon’s 8 million titles. A digital version of Michael Dobbs’s book designed to engage emerging adults has a planned release in fall 2019.

Popular Book

The Unwanted: America, Auschwitz, and a Village Caught in Between



The Museum is grateful to the many supporters who have made the Americans and the Holocaust Initiative possible, with special thanks to:

LEAD SPONSOR
Jeannie & Jonathan Lavine

MAJOR SUPPORTERS
The Bildners—Joan & Allen z”l, Elisa Spungen & Rob, Nancy & Jim

Jane and Daniel Och

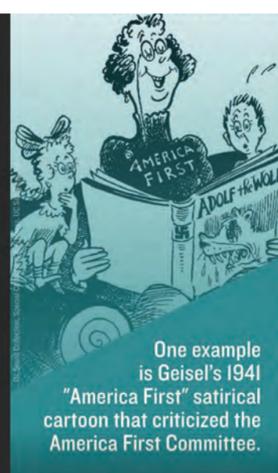
The Museum’s exhibitions are also supported by the Lester Robbins and Sheila Johnson Robbins Traveling and Special Exhibitions Fund, established in 1990.

The groundbreaking Americans and the Holocaust Initiative is taking the lessons of the Holocaust far beyond the Museum’s walls, delivering compelling content directly to educators, students, and individuals worldwide. The ten-year initiative designed to reach a broad public audience, anchored by the exhibition of the same name, examines American society in the 1930s and ’40s, including government, media, popular culture, civil society, and individual actions, in a way that’s never been done before. The Initiative provides a new platform for the Museum to advance its educational mission through expanded educational resources and key partnerships. “We have introduced this initiative now to thousands of educators both here in the Museum and through our digital resources. World War II is often taught with a few sidebar paragraphs on the Holocaust. Instead, the Museum is helping teachers integrate their teaching on the war and on Americans’ response to Nazism,” explains Gretchen Skidmore, the director of educational initiatives in the William Levine Family Institute for Holocaust Education. In addition to new collaboration efforts with Houghton Mifflin Harcourt, a leading educational publisher in the K–12 market, the Museum is partnering with the American Library Association on a traveling version of the exhibition launching in 2020 that will tour public and academic libraries throughout the United States. Also in the works is a new documentary film with a planned release in 2021. Filmmakers are working closely with Museum experts to explore the themes of the Initiative.

“By asking some of the enduring questions, we give teachers and students an opportunity to learn that history can inform the choices we are making in the face of similar questions today.”

—Gretchen Skidmore, director of educational initiatives

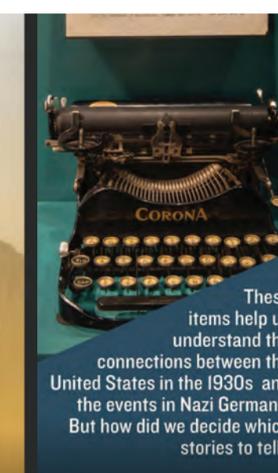
Social Media Instagram Stories



One example is Geisel’s 1941 “America First” satirical cartoon that criticized the America First Committee.



ANTHONY ACEVEDO was a Mexican American who served as a US Army medic during World War II.



These items help us understand the connections between the United States in the 1930s and the events in Nazi Germany. But how did we decide which stories to tell?

420,000 AND COUNTING

New [Facebook](#) and [Instagram](#) followers since social media campaign launch in 2018. This represents a 200% increase on Facebook and a 54% increase on Instagram.

A Conversation with Museum Director Sara J. Bloomfield:

The Museum's Role in a Challenging World

Every January, much of the world marks International Holocaust Remembrance Day (IHRD), a commemoration designated by the United Nations. The Museum holds its ceremony in our Hall of Remembrance with survivors and diplomats from many countries. This year the Museum was also asked to give the keynote address at the UN ceremony and was invited to open a traveling version of our exhibition [Some Were Neighbors: Collaboration and Complicity During the Holocaust](#) at the German Parliament.

We asked Director Sara J. Bloomfield about the Museum's growing role in a radically changing world that is experiencing the resurgence of antisemitism and assaults on Holocaust memory.

What is the Museum's unique role today?

SJB: We live in a moment of unprecedented change and new technologies that are creating significant levels of fear, resentment, and hate.

We know from the Holocaust that at times like these, people seek simple answers to complex questions. That often comes in the form of scapegoats. Right now the world needs trusted institutions, moral anchors, historical understanding, and critical thinking. That's exactly what we aspire to do through Holocaust education designed to reach diverse audiences, especially young audiences, with the history and lessons of the Holocaust. We need to show them not only how the Holocaust happened but why, and what made it possible. That includes educating them on critical topics such as antisemitism, the collapse of German democracy, the power of Nazi ideology and propaganda, and the role of ordinary people who were complicit in the Holocaust.

Our goal is that the people we educate will think deeply about the Holocaust and ask themselves not only, "What would I have done?" but go on to ask, "What will I do?"

The Museum is focused on confronting potentially existential threats to Holocaust memory in the lands of the Holocaust. What are the other trends driving this?

SJB: After the end of the war, over time Western Europe developed a consensus that included the promotion of democracy and human rights and increasing attention to the Holocaust. After the fall of the Soviet Union, Eastern Europe seemed to be joining this consensus. As new archives opened for the first time, and countries began to assume responsibility for Holocaust remembrance and education, it seemed that our cause was flourishing. That all seems to be under assault to various degrees as a result of globalization, economic issues, immigration, and new technologies—all leading to a rise in extremism, antisemitism, and nationalism.

In your address at the United Nations, you called for an end to the rampant distortion and politicization of the Holocaust and delegitimization of Israel. How are they connected?

SJB: Antisemitism is one of the oldest hatreds. It is a constellation of ideas that resonate with people from diverse religious, ethnic, political, and social backgrounds. Equally problematic, these ideas work together to form a toxic mix. The Nazis exploited these long-standing prejudices, as they developed a new version: racist antisemitism. In the aftermath of the Holocaust, rather than being thoroughly discredited, two new forms of antisemitism have arisen: Holocaust denial, distortion, and politicization; and the delegitimization of the State of Israel—both relate to age-old allegations of "Jewish power."

The Holocaust seems incomprehensible. And yet the Museum is peeling back the layers to reveal why and how it was possible. Why is that so critical?

SJB: It would be comforting to think that Nazism was a sudden aberration. It was not. It had deep roots in German and European history. Weimar Germany was an advanced, highly educated country with a democratic constitution, free speech, and a rule of law.

The Holocaust teaches us about the fragility of societies and the problems of human nature. It reveals our susceptibility to fear, resentment, and indifference. And we now know from scholarship, it reveals other powerful motives such as greed, peer approval, and career advancement that can make us complicit in the face of hate, antisemitism, and even genocide.

The Museum was invited to bring an exhibition to the German Parliament as part of its activities to commemorate IHRD. Why is that significant at this moment?

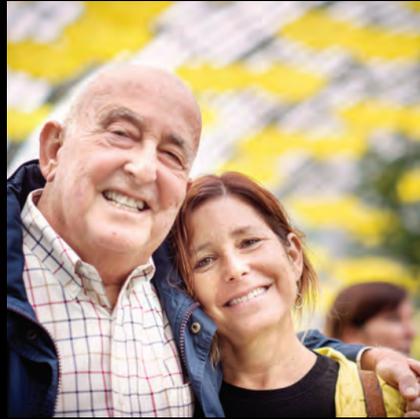
SJB: Germany is experiencing something unprecedented. For the first time since 1945, the major opposition party in Parliament is a far-right party, whose leaders have minimized the Holocaust and told Germans that it is time to move on and get over what they call their "culture of shame." Again, this is reflective of a dangerous trend that we are seeing across Europe.

What gives me hope is that I met officials from various parties in Germany who are united in their determination to combat this attack—who are united on the importance of their historic and moral obligation to Holocaust remembrance and education.



PHOTOS CLOCKWISE FROM ABOVE: WASHINGTON, DC Germany's US Ambassador Emily Haber escorts Holocaust survivor and Museum volunteer Louise Lawrence-Israels to light a memorial candle at the Museum IHRD ceremony on January 25. Active service members and law enforcement officers who have participated in Museum leadership programs conduct the names reading. ■ NEW YORK Sara J. Bloomfield's address at the United Nations on January 27. ■ BERLIN The Museum's traveling exhibition [Some Were Neighbors: Collaboration and Complicity During the Holocaust](#) opens at the German Parliament at the invitation of Parliament's President Dr. Wolfgang Schäuble. The panel exhibition, with multimedia elements and provocative signage, is designed to prompt critical thinking—especially for young people—asking "What made the Holocaust possible?"





ABOVE FROM LEFT: Paul Krouse* with his eldest daughter, Amy Krouse Rosenthal*, in 2017. ■ The Krouse family accepts the National Leadership Award at the 2013 Risa K. Lambert Chicago Luncheon on the occasion of the Museum's 20th Anniversary.

INSPIRING COMMITMENT ACROSS GENERATIONS

The Ann Wolk Krouse and Paul C. Krouse* Family

Chicago, Illinois

Ann Krouse fondly recalls when she and her late husband, Paul, made the trip to Washington with their then 11-year old grandson Justin.

"Justin is our oldest grandchild. When he heard us discussing our plan to bring each grandchild on similar trips he told us, 'Don't worry; if you are too old, I will bring the other cousins.'"

Although their families were not directly affected by the Holocaust, Ann and Paul's involvement with the Museum began more than three decades ago when Elie Wiesel's bold dream of putting a Holocaust Museum on the National Mall captured their imagination. They hosted one of the first fundraising meetings and immersed themselves in all aspects of the Museum, but their greatest gift is the gift of passion to Holocaust remembrance that they ignited in their children and grandchildren.

Embracing an ethos of active leadership, Ann and Paul led the first of what would become the highly successful Grandparents Mission to the Museum. "The challenge is really for the next generation and the one beyond the next generation to impart the same enthusiasm, concern, and responsibility, because this mission cannot die with one generation or two generations," explained Paul at the time. "Our job is to put the tools in their hands."

It was toward that objective that more than ten years ago, the couple helped launch another new Museum initiative. With their \$1 million endowment gift, the couple became inaugural

Guardian Founders of the Museum's Legacy of Light Society. As Ann explained, "Our legacy gift will help the Museum continue to teach and evolve. Holocaust education is broader than learning history; it's about learning how to be moral human beings."

Like all their children, Ann and Paul's late daughter Amy Krouse Rosenthal shared that passion. It was Amy's incredible knowledge and insight of the Museum through her years of involvement behind the scenes that led her to coin the term "a global classroom"—a phrase that has come to define the Museum's unique role. "Amy's ability to look at our issues and find new, creative ways to approach them was enormous," reminisces Jill Weinberg, the director of the Museum's Midwest Region. "Her imprint is indelible in so many ways."

In spring 2018 at the Museum's 25th anniversary events in Washington, DC, generations of the Krouse family dedicated the **Amy Krouse Rosenthal Classroom** in her memory. "Amy contributed so much to the Museum that naming a space there after her was incredibly important to us," Ann explains. It would be Paul's last trip to the Museum.

"Paul and I were so proud to be involved with the Museum. When we were honored with the Museum's National Leadership Award in 2013, he said it perfectly—"Our family's involvement is a classic example of getting far more than we have ever given."

Recent Gifts

The Museum is grateful to our supporters who have made outright gifts of \$100,000 or more between June 30, 2018, and January 31, 2019.

Gifts of \$1,000,000 and Above

Estate of Helen M. Clawson
Tiburon, CA
\$1,500,000 bequest to the Endowment

Howard M. Lorber and Family
New York, NY
\$1,000,000 gift to the Annual Fund

Gifts of \$500,000 and Above

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

Samuel Brandt Fund
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\$582,428 bequest to the Annual Fund

Amy and Andrew Cohn
Phoenix, AZ
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The Leonard and Sophie Davis Fund
San Francisco, CA
\$500,000 grant to the Campus Outreach Program Director

Iris Fisher
West Orange, NJ
\$500,000 gift to the Annual Fund

Gifts of \$250,000 and Above

Conference on Jewish Material Claims Against Germany
New York, NY

\$173,700 grant to the Encyclopedia of Camps and Ghettos, 1933-1945; \$150,000 grant to the Archival Access Project; and \$150,000 grant to the Archival Indexing and Holocaust Survivors and Victims Database Expansion Project

Anonymous
\$250,000 gift to the National Institute for Holocaust Documentation

Charitable Lead Annuity Trust of Louis Feil
New York, NY
\$250,000 gift to the Annual Fund

PTS Foundation—Pam and Tony Schneider
Plymouth Meeting, PA
\$250,000 grant to the Annual Fund

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

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THE CAMPAIGN

Founding Family Makes Major Gift to Support the Museum's Initiative on Holocaust Denial and Antisemitism

Strategic Advancement Committee member and former Museum Council member, Howard Konar, continues to follow in the footsteps of his late father William Konar—one of the Museum's earliest leaders and most generous supporters. With a \$6.2 million gift from the William & Sheila Konar Foundation, the Konar family is helping the Museum confront alarming trends of Holocaust denial and violent antisemitism where they are most prominent.

The Initiative will focus efforts on key areas: Western Europe, where there is a rise in deadly antisemitic violence and racist nationalism; Eastern Europe, where governments and political leaders of extremist parties are writing Nazi collaboration and complicity out of their national history; the Middle East and North Africa, where Holocaust distortion is prevalent in official, political, and intellectual circles; and Iran, where there are high levels of state-sponsored antisemitism and Holocaust denial.

The Initiative targets young adults (aged 17–30) and community leaders. By partnering with individuals and organizations in these regions, we are reaching new audiences and achieving unprecedented credibility as part of our efforts to inform people about the dangers of antisemitism, extremism, and Holocaust distortion.



As part of the Initiative's focus on the dangers of propaganda in the age of the internet, our exhibition [State of Deception: The Power of Nazi Propaganda](#) traveled to Tunisia, Brussels, Paris, and three other locations in France. ABOVE: Professor Habib Kazdaghli presents the exhibition in Arabic, French, and English at universities, private secondary schools, and libraries throughout Tunisia.

“None of us could have foreseen 10 or 15 years ago the disturbing rise of antisemitism globally. We don't believe any other institution is better poised—with both the credibility and resources—to combat this than the Museum.”

—Howard Konar

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

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Call 202.488.0435

E-mail campaign@ushmm.org

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