

USC Shoah Foundation

The Institute for Visual History and Education



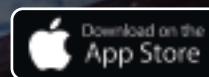
**THOUGHTFUL
ACTIVE
HOPEFUL**
2019 ANNUAL REPORT
January – December 2019

Table of Contents

Executive Message	1
Upholding the Story	2
Spheres of Influence	6
Financials	7
Keeping the Story	8
Knowing the Story	16
Telling the Story	22
Annual Fund	28

This year's Annual Report features opportunities to engage with USC Shoah Foundation testimonies, website and educational resources and other special features.

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Above: Staff using the IWalk App on location in Prague, Czech Republic.
Front cover image: Mona Golabek at a performance of her one-woman musical Children of Willesden Lane based on her book about her mother, Holocaust survivor Lisa Jura. Read more about the Institute's partnership with her non-profit Hold On To Your Music Foundation on page 2.



Thank you for supporting USC Shoah Foundation this past year, helping kick off our 25th Anniversary. As this report reflects, you make the impact of testimony possible, and we have reached more educators, researchers, organizations and communities than ever before. Please view our video message to learn more about how you empower the Institute—and the witnesses—to make positive change.

—Board of Councilors Chair Lee Liberman and Finci-Viterbi Executive Director Stephen Smith



UPHOLDING THE STORY

Hold On To Your Music

Thanks to an extraordinary gift from the Koret Foundation, USC Shoah Foundation is partnering with the Hold On to Your Music Foundation to develop an educational program centered around *The Children of Willesden Lane*, a novel and musical that highlight the story of Jewish children rescued from central Europe and sent unaccompanied to Great Britain by the *Kindertransport* at the start of World War II.

The \$10 million gift from the Koret Foundation will support a vast educational initiative that aims to use the power of music and story to reach young people across the globe and contribute to their development as empathetic, knowledgeable and resilient individuals. “USC Shoah Foundation is a global leader in Holocaust education with proven impact throughout the world. Hold On To Your Music and *The Children of Willesden Lane* offer resilience and hope, something we can all learn. We are proud to help fund this interdisciplinary, multi-dimensional program that will greatly contribute to global Holocaust education, something even more critical today as identity-based hate continues to rise,” said Anita Friedman, Koret Foundation Board President. These newly developed and innovative assets—including virtual reality experiences, IWalks based on the geography of the story, and the Institute’s first Dimensions in Testimony interactive biography featuring a second-generation survivor—will scale and sustain the impact of a powerful narrative, and captivate and engage audiences now and well into the future with the message that we hold within ourselves the power to overcome hatred.





David Kassan, USC Shoah Foundation Artist in Residence, with his painting *Bearing Witness, Survivors of Auschwitz*, featuring 11 Los Angeles-area Holocaust survivors. This painting was one of dozens featured in *Facing Survival: David Kassan*, a joint exhibition organized by USC Shoah Foundation and USC Fisher Museum of Art, made possible through generous support from The Kenneth T. and Eileen L. Norris Foundation.

Facing Survival

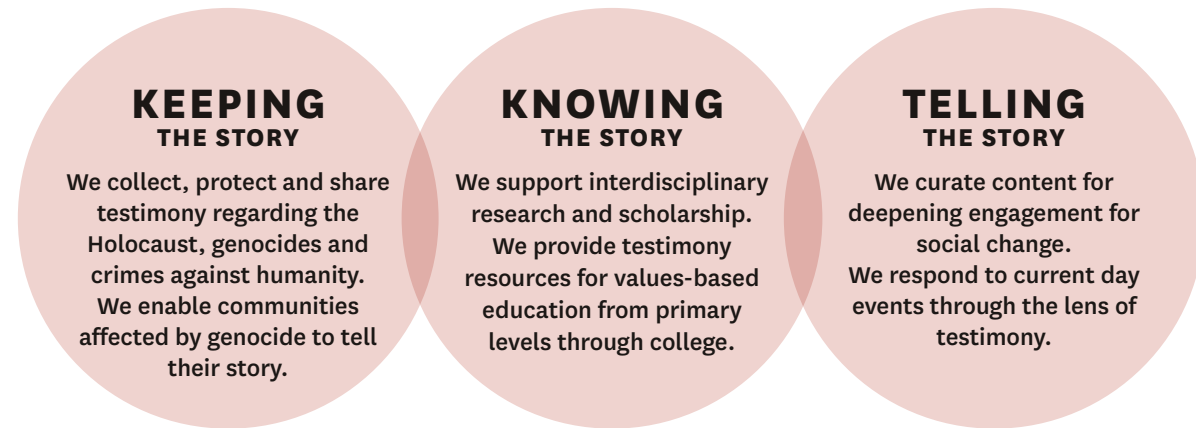
Alive through oil and acrylic, the eleven survivors of Auschwitz look forward resolutely, facing the world together, bound by their shared history. The survivors are subjects depicted in an 18-foot wide portrait that served as the centerpiece of artist David Kassan's recent exhibition *Facing Survival: David Kassan* at USC Fisher Museum of Art. Kassan's 14 paintings of Holocaust survivors, the exhibition of which served as the culmination of Kassan's two years as USC Shoah Foundation's Artist-in-Residence, document the spirit, pain and dignity of the survivors while preserving their memories for future generations.

The exhibition was generously sponsored by The Kenneth T. and Eileen L. Norris Foundation, which became involved after Board of Trustees member Brad Norris took a master class taught by Kassan. "I felt great passion and urgency to engage our foundation in supporting *Facing Survival* because of David's ability to capture the essence of each of his subjects, and this exhibition is about more than art. *Facing Survival* is a fully immersive experience that provides an enduring testimony so the world will never forget what happened," said Brad Norris. Thanks to support from The Kenneth T. and Eileen L. Norris Foundation, Kassan's work as the first USC Shoah Foundation Artist-in-Residence has had a transformative impact on viewers' understanding of Holocaust survivors, allowing the Artist-in-Residence program to flourish, bringing other notable artists to the Institute to create engaging, provocative work.



SPHERES OF INFLUENCE

Our goal is to build and sustain a community who see themselves as caretakers of the mission, work to ensure the archive's voices are heard in the world, and remain committed to the eternal protection of the legacy of the Shoah. As such, we have established three spheres of influence to help us focus, organize and communicate about our work through the lens of testimony.



In order to secure the protection of the archive and ensure the existence of the mission of USC Shoah Foundation in perpetuity, the Institute's long-term goal is to raise a total of \$250M in endowment. The 10-year-initiative sets out to raise \$125M within the first five years and the additional \$125M the following five years.

“We respond with urgency to incidents of contemporary violence to ensure that the inheritors of the archive can continue the work, because countering identity-based hate is a generational effort.”

Lee Liberman,
Chair, Board of Councilors

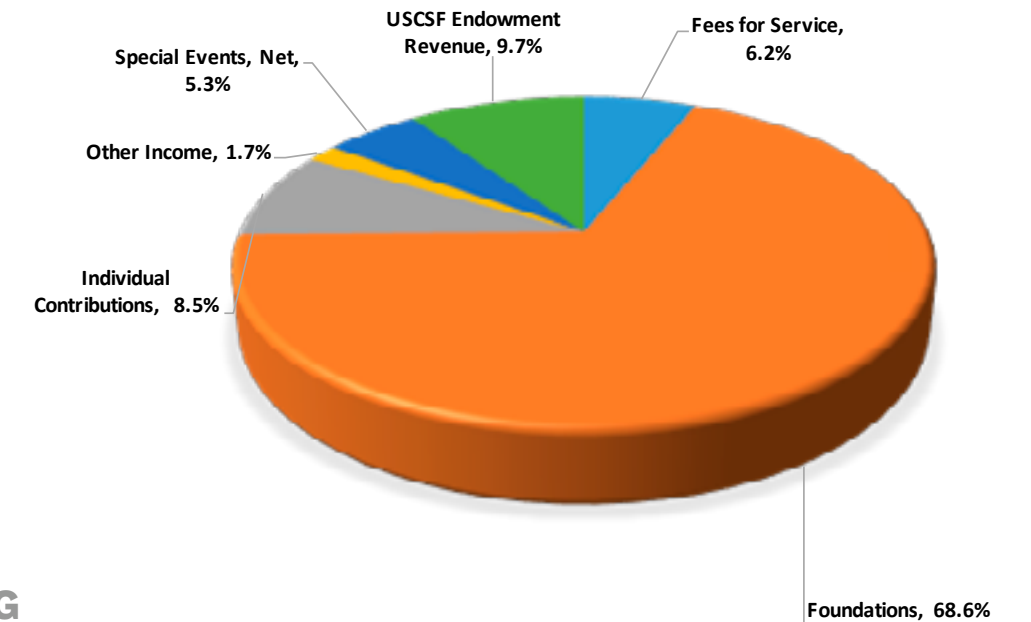
USC SHOAH FOUNDATION OPERATIONAL INFORMATION

(For calendar year January 1, 2019 to December 31, 2019)

Net Assets: \$41,085,629

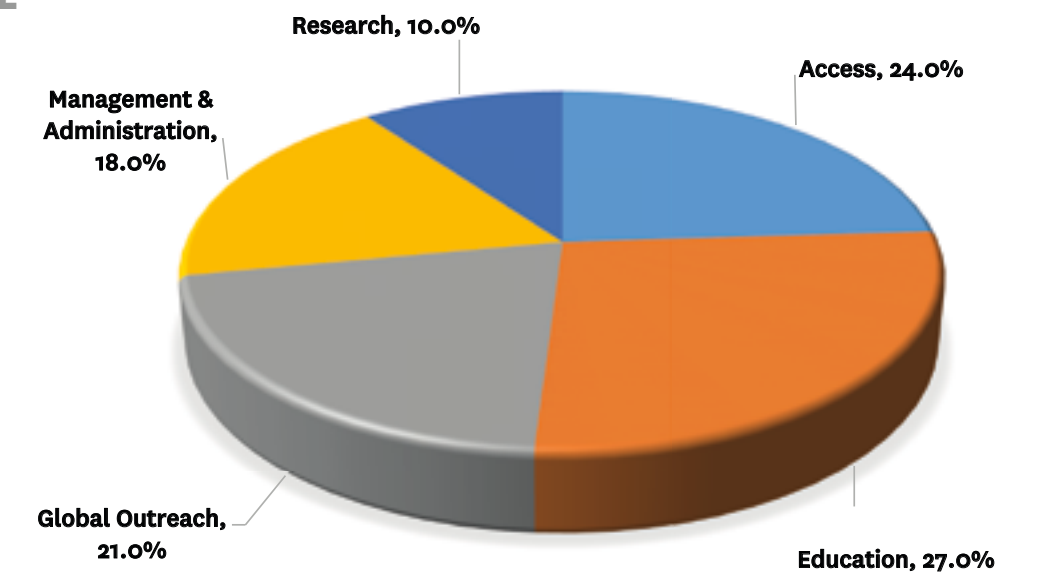
ANNUAL OPERATING REVENUE TOTAL

TOTAL REVENUE = \$13,578,119



ANNUAL OPERATING EXPENDITURES TOTAL

TOTAL EXPENSES = \$14,233,551



Note: USC Shoah Foundation reports its financials on a fiscal year basis, from July 1 to June 30 of the following year. These financial snapshots capture USC Shoah Foundation's financial activities for the calendar year 2019 (January through December 2019) in order to align financials with the programs and/or services highlighted in this annual report. The net loss indicated by the total revenue minus total expenses denotes the 4th floor expansion lien carried over into the 2020 fiscal year.

KEEPING THE STORY



A New Digital Home: One Portal

Holocaust survivor Gabriella Karin is pictured here in the newly conceived website main landing page, which will give all of our audiences—scholars, educators, organizations and members of our community—a single point of entry online. Our new online platforms are being built thanks to transformative gifts from the Lee Liberman Foundation and the Koret Foundation.



Measure for Growth: Baseline Assessment

The Institute completed analysis of a baseline assessment that gathered significant data about our audiences' firsthand experiences with the Visual History Archive®. Key findings provide a foundational understanding upon which the Institute will develop an ongoing monitoring system, as well as strategies and activities to further deepen audience engagement with testimony. Thank you to Lisa Hofheimer, Vice-Chair of the Next Generation Council, for championing and guiding our community efforts.

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Last Chance Testimony Fund



Throughout the nearly 150 interviews she conducted of Holocaust survivors for USC Shoah Foundation, Nancy Fisher honed her interviewing skills and her understanding of the subject matter through constant self-education—watching other Institute

interviews to pick up tips, seeking book recommendations to further her understanding of the Holocaust, even

auditing a college course to continue learning: “The experience was a gift, an opportunity that was awarded to me,” said Nancy.

Fisher recently gave the Institute a gift of her own in the form of a contribution to USC Shoah Foundation’s Last Chance Testimony Fund, which supports the Institute’s capacity to collect the remaining testimonies of Holocaust witnesses before it is too late. With well over 300 individuals waiting to be interviewed, most of them in their 90s, it is vital that the Institute moves as quickly as possible to secure the testimony of those whose stories may otherwise be lost. In supporting the Last Chance Fund, Fisher has helped further the Institute’s mission of education—not just for what those who view the testimonies can learn about the Holocaust, but for what survivors can learn about themselves.



Spotlight: Sam Pond

Sam Pond, a member of USC Shoah Foundation's Next Generation Council, has been a firm advocate for the Institute since being introduced to its work almost 15 years ago by Board of Concilors Chair Steve Cozen. "USC Shoah Foundation serves as a bulwark, a stopgap, protecting against the erosion caused by genocide and antisemitism," Pond said, discussing his draw to the Institute's work. "People don't really understand how insidious antisemitism is. It's growing worldwide, especially in the West."

Pond shared his passion for the Institute's work at a June fundraising event in Philadelphia for the Countering

Antisemitism Through Testimony program. Because of a recent surge of antisemitism, the message and mission of the Countering Antisemitism Through Testimony initiative are more vital than ever, as targeted outreach and the use of testimony from those who have suffered from contemporary acts of antisemitism can help audiences learn the impact of hatred and develop methods to fight this threat. As Pond explained, "We are finding out how to do more than just react to these events after they happen, and instead prevent them from happening in the first place."



New Worldwide Community Examining Antisemitism and Sports Through Testimony

FC Bayern Munich, Chelsea FC, New England Revolution and other sports teams are working to better understand and address institutionalized discrimination within the communities reached by professional sports. Testimony on the subject is personalizing these histories in a promising new facet of engagement: the Institute participated in the "Global Symposium on Sports and

Society: Antisemitism and Sports" at Fordham University and supported the exhibition *Victims of Nazism at FC Bayern Munich* at Los Angeles Museum of the Holocaust, pictured below.



Saving a Legacy of Voices



Dr. Richard Hovannisian, world-renowned Armenian historian, has entrusted the Institute with the world's largest collection of Armenian Genocide survivor testimony. These 1,000+ life stories are being digitally preserved to serve as a powerful force to counter denial, educate and inspire action in classrooms and communities around the world.

"Dr. Hovannisian's Armenian Genocide Oral History Collection is a vital addition to the educational mission of USC Shoah Foundation in the way it both humanizes and contextualizes the scope of the Armenian Genocide. There is no stronger tool than eyewitness testimony to create empathy and counter the dangers of silence and denial."

Melanie Dadourian, Member, Next Generation Council



"Dr. Richard Hovannisian and his vision of the work that needed to be done inspired me as a student and still does. Reliance on these primary sources is an invaluable way - in the early years, indeed the only way - to understand history, share history, even make history."



Salpi Ghazarian, Executive Director, USC Institute for Armenian Studies, former student of Dr. Hovannisian



Spotlight: The Snider Foundation

As a longtime donor to USC Shoah Foundation, Pennsylvania-based The Snider Foundation has supported a variety of Institute programs. According to Jay Snider, President of The Snider Foundation, “Our Dad [founder Ed Snider] grew up in the shadow of the Holocaust, and the survival of the Jewish people was of utmost importance to him. He asked our family to work together to combat antisemitism through The Snider Foundation.” The Snider family has put Ed’s values into practice through continued generosity towards the Institute, led by Lindy Snider, a longtime member of the Institute’s Next Generation Council.

After a recent visit to the Institute’s new headquarters, members of the Snider family were moved to expand

their generosity to support the Immersive and Interactive Testimony Experiences Fund, which supports the Institute’s pursuit of technological advancements in order to find new and exciting ways to engage audiences with testimony. According to Foundation Vice President Tina Snider, “The Institute has been a leader in identifying ways to reach and engage people of various learning styles, ages, backgrounds and preferences, and that is one reason its work has been so influential.” With continued support of The Snider Foundation, the Institute will further push technological boundaries to find new ways to create engaging and moving programs that increase empathy using survivor testimony.



International March of the Living

Thanks to the generous support of the Sherman Foundations and International March of the Living, in May 2019 USC Shoah Foundation recorded four Holocaust survivors using cutting-edge, 360-degree filming techniques at the physical locations of their pre-war and wartime experiences in Europe. The project arose from a partnership between the Institute and the International March of the Living, an educational program that coordinates an annual week-long trip in Poland, culminating in a march with thousands of participants who walk from the Nazi death camp Auschwitz to Birkenau, to commemorate the victims of the Holocaust on Yom HaShoah. Over the years, some 300 Holocaust survivors have been among those who make the nearly two-mile march from the main camp at Auschwitz to Birkenau.

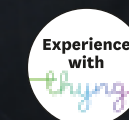
With the aid of new technology, USC Shoah Foundation will soon provide immersive testimony experiences from those who lived in and survived the historic sites visited by March of the Living participants. Among these survivors are Max Glaben, who was 13 when his family’s apartment was destroyed in the historic battle of the Warsaw Ghetto Uprising, and Eva Kuper, who was two when her mother’s cousin rescued her from a train in the frantic moments before it headed to the Treblinka death camp.

The 360 video records the survivor and the surrounding location, giving the viewer the sensation of being at that place with the survivor. These new immersive 360-degree testimonies on location represent the first testimony collection of its kind and will forever preserve survivor’s memories attached to places of emotional and historical significance.

For future March of the Living participants, as well as millions of individuals who will never meet a survivor or travel to Europe to explore this history in person, 360-degree testimonies on location offer a rare and critical opportunity to share survivors’ stories.

“ Viewing Holocaust survivors in full 360° at the locations that changed their lives forever is a transformative experience that humanizes history. The Sherman Foundations is honored to support the collection of 360-degree survivor testimony on location so that their memories will continue to inspire and guide future generations.”

Alex Sherman, President, Sherman Foundations



Preservation and Access: Visual History Archive Expansion

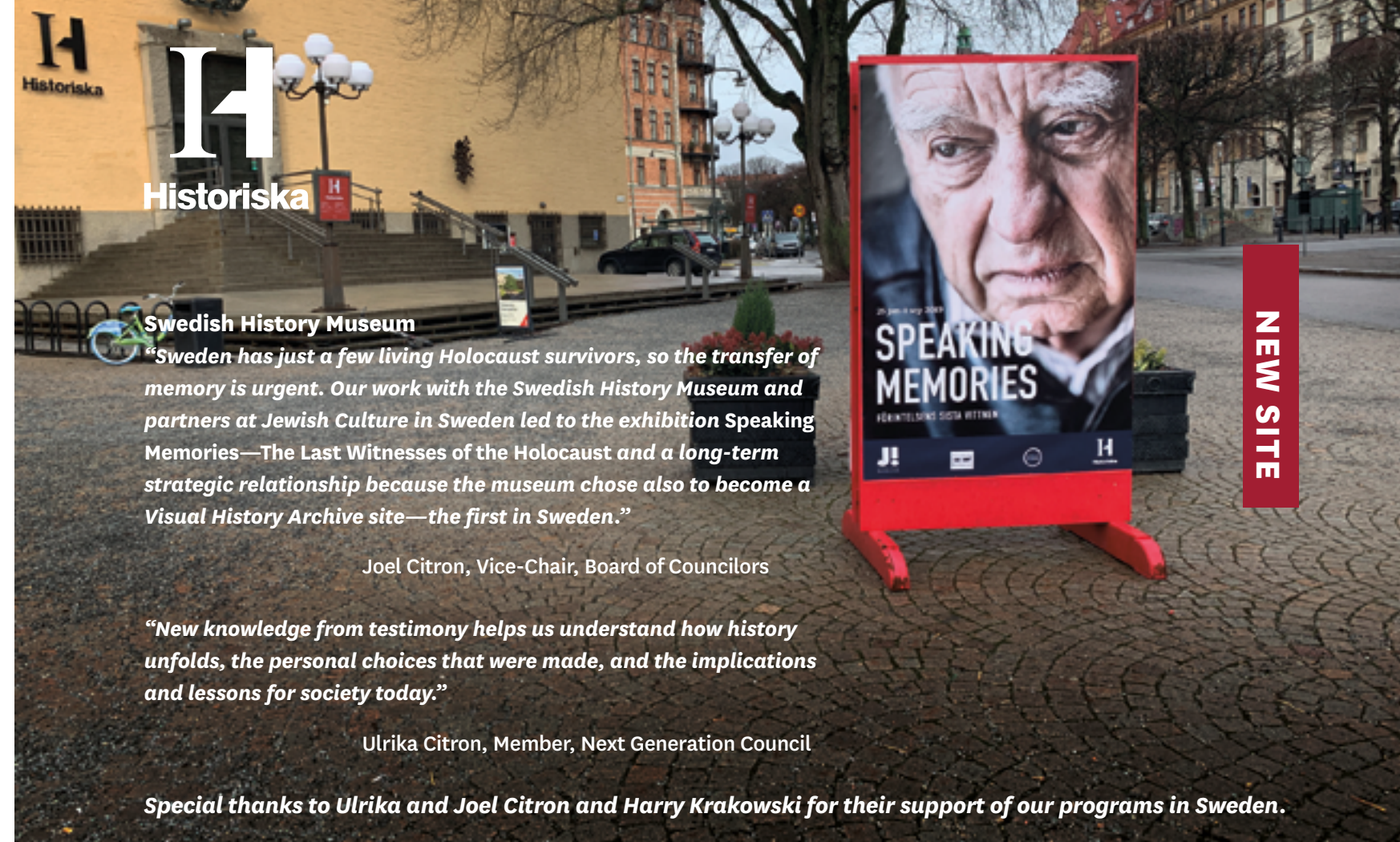
As home to 55,000 survivor and witness testimonies, the Visual History Archive is the engine that powers USC Shoah Foundation's mission to develop empathy, understanding and respect through testimony. Through the Institute's partnership with ProQuest, we've established new Visual History Archive access sites at universities, museums and libraries across the globe, each new site enriching the connections between people, between cultures and between a shared history of humanity's struggle against evil.

Institute staff are especially proud of the Visual History Archive's expansion in Hungary where, in a time of rising tension and political turmoil, the support of the Schaeffer family has enabled the Institute to advance important work to teach empathy as well as resistance to

hatred and intolerance. This year, a consortium of more than 40 Hungarian academic institutions - universities, museums and public libraries - subscribed to the Visual History Archive, amounting to the largest-ever quarterly jump of access sites to the world's largest repository of video testimonies of witnesses to genocide.

“USC Shoah Foundation’s commitment to using testimony to fight antisemitism and historical revisionism in Hungary is vital. Irina and I strongly believe in this work, and are proud to play a part in fostering awareness, compassion and action.”

George Schaeffer, The George & Irina Schaeffer Hall for Genocide Study



Historiska
Swedish History Museum

NEW SITE

“Sweden has just a few living Holocaust survivors, so the transfer of memory is urgent. Our work with the Swedish History Museum and partners at Jewish Culture in Sweden led to the exhibition Speaking Memories—The Last Witnesses of the Holocaust and a long-term strategic relationship because the museum chose also to become a Visual History Archive site—the first in Sweden.”

Joel Citron, Vice-Chair, Board of Councilors

“New knowledge from testimony helps us understand how history unfolds, the personal choices that were made, and the implications and lessons for society today.”

Ulrika Citron, Member, Next Generation Council

Special thanks to Ulrika and Joel Citron and Harry Krakowski for their support of our programs in Sweden.

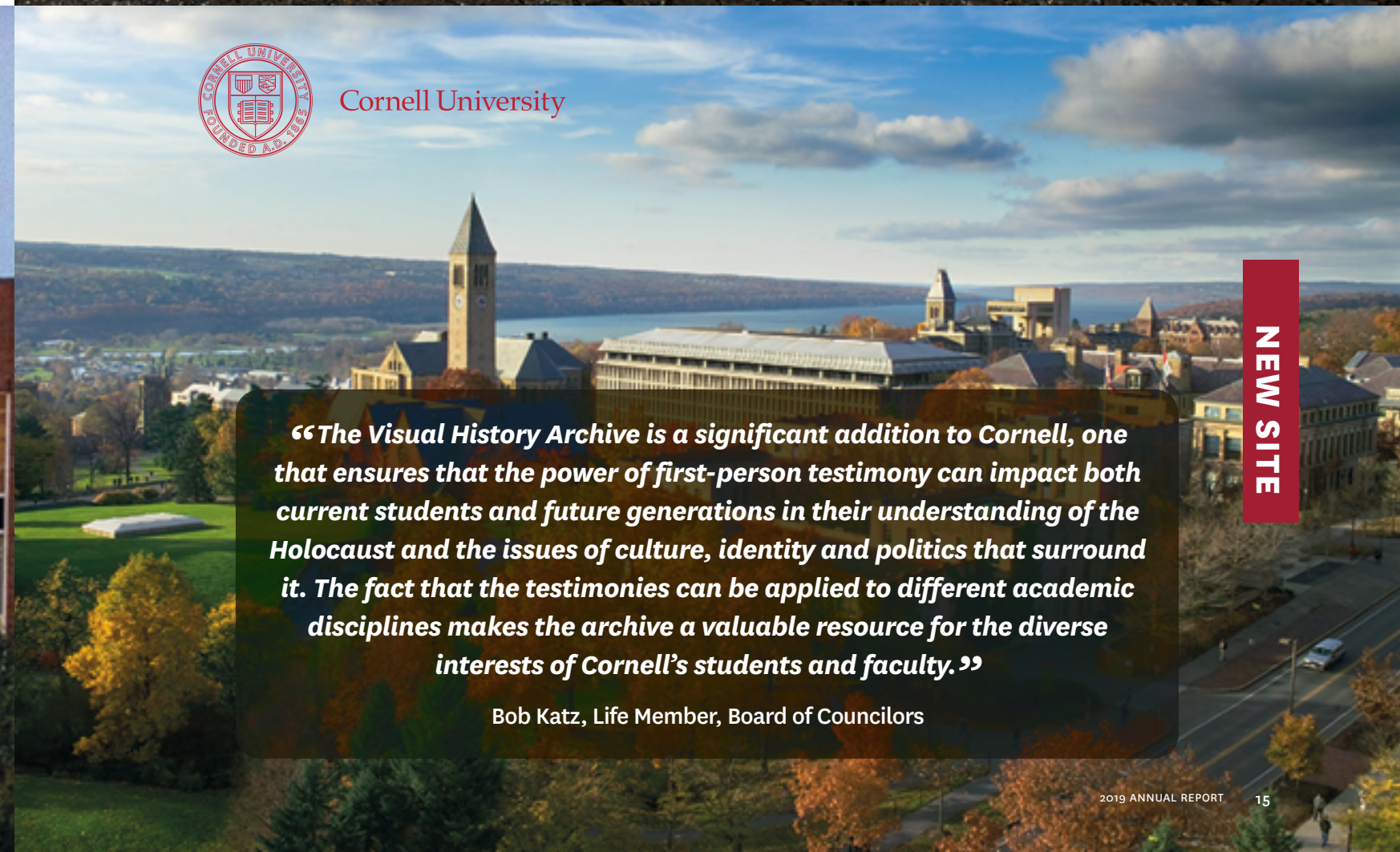


HARVARD Kennedy School
SHORENSTEIN CENTER
on Media, Politics and Public Policy

NEW SITE

“The installations of USC Shoah Foundation’s Visual History Archive at Harvard, NYU and Oxford will unleash the power of testimony at some of the world’s most esteemed institutions. The rapid rise of racism, hatred and violence is unacceptable. We need to increase our support to combat antisemitism and other acts of violence against humanity. We are all morally responsible to better the world in our communities and around the world.”

Ceci Chan, Executive Committee Member, Board of Councilors



Cornell University

NEW SITE

“The Visual History Archive is a significant addition to Cornell, one that ensures that the power of first-person testimony can impact both current students and future generations in their understanding of the Holocaust and the issues of culture, identity and politics that surround it. The fact that the testimonies can be applied to different academic disciplines makes the archive a valuable resource for the diverse interests of Cornell’s students and faculty.”

Bob Katz, Life Member, Board of Councilors

KNOWING THE STORY



5 Years
200 Participants

William P. Lauder Junior Internship Program

The recent rise in identity-based hate requires a broad and immediate response. Thanks to Board of Councilors member William P. Lauder, the Institute can proactively provide education as a means to prepare younger generations to not only combat these scourges as they arise, but prevent them from happening in the first place. The William P. Lauder Junior Internship Program allows a new generation of leaders from a variety of backgrounds to be exposed to the transformative nature of testimony in order to develop agency to speak up for what they believe is right.

“The most important thing I learned is probably to realize how little acts of hatred can build up into much bigger, more threatening acts, and our job is to stop them while they are still controllable because we have seen what acts of hatred can do to people when they are more powerful.”

Participant, William P. Lauder Junior Internship Program



Testimony-based Education

IWitness

IWitness, USC Shoah Foundation’s award-winning educational platform, continues to grow in size and scope. Its global approach has allowed teachers and students to engage in multimedia-learning activities in multiple languages, covering topics such as genocide studies, identity, social-emotional learning, civics and character education.

188,000+ IWitness registered users

89 countries

29 languages represented in

3,000+ testimonies

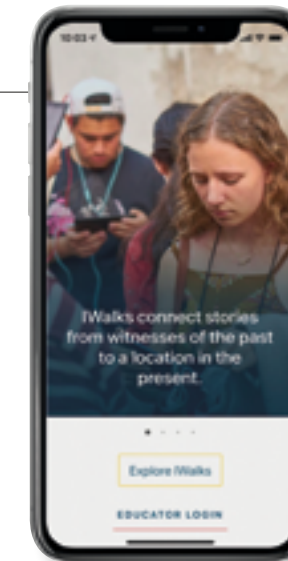
350+ activities in **11** languages

Virtual Field Trip



“Testimony helps us see that hate doesn’t have to be countered with hate.”

Karen Wells, Educator



IWalk App

Unlocking a new window into the important events of the past, the new IWalk app contextualizes and humanizes history at sites of memory by using testimony, photographs and maps. These tours connect specific locations with testimonies from survivors and witnesses of genocide, violence and mass atrocity. The result is a unique multimedia experience that provides personalized learning in multiple languages as visitors tour sites of memory throughout the world.

29 IWalks available on the app

7 countries

8 languages

5,100 downloads

USC Shoah Foundation’s partnership with Discovery Education continues to reach ever-growing audiences. The partnership’s first virtual field trip “Our Stories are Stronger Than Hate,” launched November 5, 2019. It transported students beyond the classroom to experience the stories of survivors, artists and fellow students, bringing the power of testimony to life as it conveyed how the past can inspire action for a better future. The 30-minute program included pre-and post-student activities, directly engaging an audience of students and educators in a unique, unforgettable learning experience.

- Reached more than **100,000** students
- Educators registered from **48** states and over **30** countries
- Press coverage in **180** education trade outlets, resulting in **+50** million impressions

49,000
TEACHERS
TRAINED
cumulative



Echoes & Reflections

Echoes & Reflections is a multimedia Holocaust education program of which USC Shoah Foundation is a founding partner. Since 2005, Echoes & Reflections has provided educational materials and professional development as a means of empowering teachers to educate students about the Holocaust so that they develop critical thinking, empathy and social justice skills. Provided at no cost to educators, the materials from Echoes & Reflections – such as those relating to the Institute’s initiative tied to the 25th-anniversary rerelease of *Schindler’s List* – offer a variety of classroom-ready resources, including digital lesson plans, primary source materials such as testimony from the Visual History Archive and a searchable blog with archived key topics. This partnership between Echoes & Reflections and USC Shoah Foundation helps introduce students to the complex themes of the Holocaust and understand its lasting effect on the world.

“The Seed the Dream Foundation seeks to advance meaningful education about the Holocaust and about modern manifestations of antisemitism by supporting USC Shoah Foundation’s partnership with Echoes & Reflections.”

Marcy Gringlas
Member, Board of Councilors
President and Co-Founder, Seed The Dream Foundation

First Podcast: We Share the Same Sky

“I firmly believe education is the best way to prevent the next Holocaust.”
Yossie Hollander, Executive Committee Member, Board of Councilors
Founder, Echoes & Reflections



Released in fall 2019, the first USC Shoah Foundation podcast, “We Share the Same Sky,” is an intimate portrait of family history that tells the stories of two young women—Hana, a Holocaust refugee who remains one step ahead of the Nazis at every turn, and Rachael, her granddaughter, on a search to retrace her grandmother’s history. To explore how the retelling of family stories becomes history itself and how acts of kindness during war can echo across generations, this seven-part narrative series features testimony from the Visual History Archive, with supporting classroom resources from IWitness and Echoes & Reflections, which was founded by Board of Councilors Executive Committee member Yossie Hollander.

Advancing Innovative Research

The Center for Advanced Genocide Research advances innovative interdisciplinary research on the Holocaust, genocide and mass violence and promotes use of the Visual History Archive testimonies in academic research and teaching. The Center organizes a rich academic program consisting of international fellowships and annual conferences, lecture series and unique research opportunities. Supported by several key donors, this year the Center co-organized four academic conferences, and also launched The Frank Fudem Research Fellowship to support advanced-level PhD candidates.

Social Networks Key to Survival

Endowed Research Fellowship

Robert J. Katz Research Fellowship in Genocide Studies

Bieke Van Camp (University Paul-Valéry, Montpellier, France)
April 23, 2019



Bieke Van Camp analyzed and mapped the 298 social bonds discussed in 28 testimonies of Italian deportees to Auschwitz. She found that stronger social bonds enabled survivors to keep their pre-war social identities and thereby retain their sense of humanity, critical to survival.

Endowed Research Fellowship

Sara and Asa Shapiro Scholar in Residence

New York University
April 11, 2019

World-renowned scholar of German-Jewish history Marion Kaplan gave the first Shapiro Scholar lecture at our new global headquarters. She worked with testimony and traced the last three decades of scholarly research about gender and the Holocaust, pointing to remaining gaps, existing tensions and new promising work for future study.



“Professor Kaplan’s provocative look at the role of gender during the Holocaust fills a gap in our knowledge and opens a new road for future scholars. Inspiring others: that is what I hoped for when naming this lecture for my parents.”

Mickey Shapiro
Executive Committee Member, Board of Councilors





Spotlight: Nancy and Jonathan Fudem

When Nancy Fudem and her son Jonathan were contemplating ways to honor the memory of Nancy's husband Frank, a prominent San Francisco commercial real estate broker who passed away in 2012, they decided that a fitting tribute would be to create a legacy of scholarship in Frank's name, allowing others to use education to better themselves and the world at large. Working with USC Shoah Foundation, they established the Frank Fudem Research Fellowship at the Center for Advanced Genocide Research. The Fudem Fellowship allows advanced-standing PhD candidates from any academic

discipline to spend a month in residency at the Center utilizing testimony within the Visual History Archive to further their understanding of genocide's causes as well as ways to combat it. The fact that this research will help create a more just society, Nancy explained, is a legacy Frank would be proud of.

“Supporting academic research is an honor for all of us. If one scholar impacts one student on the basis of research facilitated by the Frank Fudem Fellowship, we will all have accomplished something important.”

Nancy Fudem

Fellowships in Action

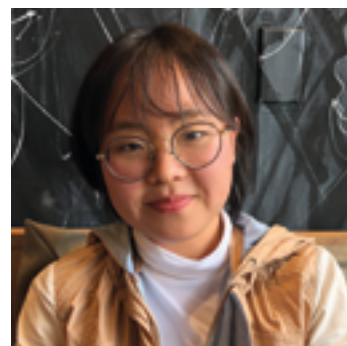


“I can't express in words how enriching this experience has been. Having the ability to conduct independent research with the help and encouragement of such an incredible foundation has made me into a more confident and joyful individual. USC Shoah Foundation is a truly unique, exciting and inspiring place to work.”

Virginia Bullington, 2018 Beth and Arthur Lev Student Research Fellow

“Receiving the Beth and Arthur Lev Student Fellowship at USC Shoah Foundation has been the most demanding, yet transformative experience I've had at USC. Through the testimonies of the survivors, I've learned the profound potency of empathy and its power to inflict good amidst immeasurable sadness.”

Anna Lee, 2018 Beth and Arthur Lev Student Research Fellow



Spotlight: Richard Hall

For producer Richard Hall, supporting USC Shoah Foundation's efforts to collect testimony related to the 1994 Genocide of the Tutsi in Rwanda is a natural extension of his work as a documentary filmmaker. Hall, whose wife is a survivor of the Genocide Against the Tutsi in 1994, has helped fund the integration of testimonies from survivors of the Genocide into the Visual History Archive. Beyond supporting USC Shoah Foundation's efforts in Rwanda, Hall has committed his own time and money to furthering awareness of the Genocide. In July, Hall premiered *The 600*, a documentary he wrote and produced about the little-known story of 600 Rwanda Patriotic Army soldiers trapped behind enemy lines at the outset of violence in 1994 and their efforts to rescue civilians from the slaughter.

In his quest to use authentic voices to share the truth of the Genocide Against the Tutsi in 1994, Hall sees parallels to his work and that of USC Shoah Foundation.



“We must be vigilant stewards of testimony, challenging lies, restating truth and honoring those who died. We need dozens of USC Shoah Foundations, but we have the one, so it's important to support it.”

Richard Hall



TELLING THE STORY

A Week to Remember: April 2019

Sunday in Poway: A Synagogue in the Aftermath (April 28, 2019)

A mass shooting at Chabad of Poway outside of San Diego was motivated by anti-Jewish hate, as witnessed in the immediate aftermath by Finci-Viterbi Executive Director Stephen Smith, who visited Poway immediately after the incident. Our education team is working with district leaders in San Diego to bring testimony to these communities.

Monday in Sacramento: Yom HaShoah at the California State Capitol (April 29, 2019)

With elected officials and leaders on the day after the antisemitic attack in Poway, an Institute delegation including Next Generation Council members Jodi Harris Schwartz and Lisa Hofheimer participated in Yom HaShoah commemoration activities and exhibited Dimensions in Testimony within the State Capitol building, where the Institute also received an honorary resolution.



“I was struck when I stood in front of the Chabad synagogue today in Poway, to see parents and children from the neighborhood posting hearts on the lamppost. When hate shows how violent it can be, we need to ensure all of our children are learning lessons of love.”

Stephen Smith,
Finci-Viterbi Executive Director



Spotlight: Jodi Harris Schwartz



When Executive Director Stephen Smith invited Next Generation Council member Jodi Harris Schwartz on a trip to the California State Capitol in April to take part in activities surrounding Yom HaShoah, a day of remembrance for the six million Jews killed during the Holocaust, she eagerly accepted. At the Capitol, Harris Schwartz watched as state legislators interacted with a Dimensions in Testimony exhibition featuring survivor Pinchas Gutter, asking questions that Gutter answered in pre-recorded segments. “No one could believe the conversations they could have with Pinchas,” Harris Schwartz said. “They were amazed.”

One of the primary purposes of the trip was to spread knowledge to lawmakers and community members about the Institute’s work. Harris Schwartz believed that allowing lawmakers to see the educational potential of the Institute’s work, such as through the Dimensions in Testimony display, provided them with a sense of the potential that testimony has to change hearts and minds, and that making people more aware of the Institute’s educational purpose will be beneficial for all society: “If you look at genocide as a whole, it follows a pattern that can be recreated at any time. Genocides follow the same trajectory, and that’s what people need to learn about.”

“Genocides follow the same trajectory, and that’s what people need to learn about.”

Jodi Harris Schwartz
Member, Next Generation Council



Spotlight: Alan Moskin

Holocaust liberators and liberation witnesses make up about 400 of the Institute's 55,000 testimonies of genocide survivors and witnesses. Alan Moskin, who fought in World War II as a member of the 66th Infantry under General George Patton, shared his story as part of USC Shoah Foundation's Dimensions in Testimony (DiT) program, which was the first DiT exhibit featuring a concentration camp liberator. As with other DiT exhibits, viewers interacted with Moskin, asking him questions that prompted real-time responses from pre-recorded interviews.

The production of Moskin's DiT interview was sponsored by the Snider Foundation, whose transformative gifts have supported the Institute across a variety of programs. "USC Shoah Foundation's survivor testimonies are critically important because they allow viewers to interact with the video and feel close to the subject, building understanding and compassion," said Sarena Snider, a Trustee of The Snider Foundation. The Snider Foundation is proud to support and amplify those efforts, allowing Moskin's story to live on for generations to come.



A MESSAGE TO THE FUTURE

Liberation Heroes: The Last Eyewitnesses documentary premiered on Discovery Channel on May 1, 2019, Holocaust Remembrance Day, as part of the Institute's Stronger Than Hate initiative. Utilizing testimonies of liberators and liberation witnesses from the Visual History Archive, the film's cautionary tale is a stark reminder of what can happen when insidious hatred remains unchecked. The documentary was made possible with leadership from Board of Councilors Executive Committee members Mickey Shapiro, Ceci Chan, David Zaslav and Board of Councilors member Andy Friendly. Mickey Shapiro and Ceci Chan provided vital generous support and served as executive producers along with Stephen Smith and Andi Gitow. Ford Motor Company provided additional funding. The film, directed by Vanessa Roth, is presented by June Beallor Productions and Andy Friendly Productions in association with USC Shoah Foundation for Discovery Channel.



A USC Shoah Foundation team led by Stephen Smith traveled to Northern Syria in October to assess the growing threat of genocidal violence against the local Kurdish population. As with the Rohingya in Bangladesh, Institute staff wanted to document firsthand accounts of the victims, who are often the least heard but have so much to offer to our understanding of these unfolding events.

Turkey's incursion into Northern Syria after the United States' withdrawal in the region forced thousands of Kurdish refugees to seek safety in Northern Iraq. Left without a permanent home, these Syrian Kurds are now stateless, at a much higher risk of ethnic cleansing at the hands of Turkish forces or their proxies.

Smith trekked to the cities of Duhok, Mesul and Erbil in Iraq, where he met with Kurdish civilians and political figures as he visited displaced persons camps, of which there are 23 in Iraqi Kurdistan hosting almost 1 million refugees and displaced persons. Other interviews were recorded inside Syria, as the filmmakers interviewed internally displaced persons who were forced to flee their homes and now live in makeshift situations with little aid, food or medical care. The testimonies collected by Smith and his team will be used for educational research and global outreach and provide an opportunity for people experiencing ethnic violence to share their plight and explain their needs to the world.

JOINING FORCES WITH THE CREATIVE COMMUNITY



My Name Is Sara

In association with USC Shoah Foundation, Board of Councilors Executive Committee members Mickey Shapiro and Andy Intrater served as executive producers on *My Name Is Sara*, a feature film that tells the story of Mickey's mother Sara Góralnik. At age 13, she survived the Holocaust by passing as a Christian after her family was killed by Nazis. The film is in festivals and slated for release in U.S. theaters later this year.



SCHINDLER'S LIST

25TH ANNIVERSARY

SCHINDLER'S LIST 25TH ANNIVERSARY RERELEASE

With support from Comcast NBCUniversal and Righteous Persons Foundation and in collaboration with multiple partners, the worldwide 25th Anniversary theatrical and home video rerelease of *Schindler's List*, along with educational outreach under USC Shoah Foundation's Stronger Than Hate banner, carried the Institute's mission and the story and lessons of Oskar Schindler to new global audiences.

Total Reach
25 Million
21 countries

Free Theatrical Screenings
10,000+ students

Witness Resources
5 Activities
5 Languages

Education Partners
Discovery Education
Echoes & Reflections
Facing History and Ourselves
Journeys in Film

Spotlight: Dr. Abner Delman



Dr. Abner Delman and his wife Ilse-Lore Delman

Abner Delman

In 1933, when Ilse-Lore Delman was six years old, she was kicked out of her school in Frankfurt, Germany, for being Jewish. Her family then fled for Holland, where they survived almost three years hiding in a converted hay loft. "When you met her and interacted with her, you would never imagine that she had lived through this terrible thing," said her husband, Abner Delman. "She was just a very caring, loving person."

After Ilse's passing in 2018, Abner moved forward with a bequest he and Ilse had planned in her parents' memory to USC Shoah Foundation. The bequest's aim is to support the Institute's education, research and collections programs, ensuring that stories like Ilse's can be gathered, contextualized and shared with the world. As Delman said, "The Institute has the capability to show that these were real humans surviving unbelievable experiences—that their lives were not just symbolic, but real."

Spotlight: Dr. Joel Geiderman



Dr. Joel Geiderman and his mother Helen Geiderman

Joel Geiderman

Like memory itself, the video testimony within the Visual History Archive is not permanent. Data degradation resulting from the gradual decay of storage media can result in the eventual breakdown of video and audio, rendering a testimony worthless, even in digital form. The Institute's newly-launched Forever Fund will provide means to ensure that testimonies will live on in whatever form the future may necessitate.

For the Forever Fund's inaugural donor, Dr. Joel Geiderman, the reason to donate was personal. His mother survived Auschwitz. So did two of his aunts. Two uncles and a grandmother he would never know were murdered in the gas chambers on arrival. Geiderman sees himself – and all second- and third-generation Holocaust survivors – as stewards of their stories. "I've talked to thousands of Holocaust survivors in my lifetime, and they all have an incredible story," said Geiderman. For this reason, he donated to the Forever Fund, in hopes of providing a lasting source of financial security that guarantees the Institute's survivor testimonies will continue to be accessible using the latest technologies and updated platforms of the next generation.

ANNUAL FUND: LEADING CHANGE THROUGH TESTIMONY

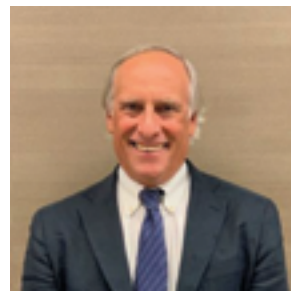


Linda and Jim Wimmer

Once she began conducting survivor interviews for USC Shoah Foundation in 1995, Linda Wimmer

and her husband Jim made steady financial contributions to the Institute, enabling other survivors to share their stories. “If you believe in something and you want it to succeed, you have an obligation to help,” Linda said.

This sense of obligation was rekindled by the Wimmers’ recent visit to the Institute’s new headquarters, where Linda was especially drawn to the Dimensions in Testimony exhibition featuring Pinchas Gutter. The back and forth with the interactive projection reminded her of the interviews she gave decades before. This experience has continued to inspire Linda and Jim’s philanthropic generosity: “We want to enable the Shoah Foundation to influence the lives of others in the most meaningful way.”



Marc Haves

When Marc Haves was growing up during the ’50s and ’60s in a predominantly Jewish area on Long Island, one subject never came up. “The Holocaust was not something we discussed,” Haves said.

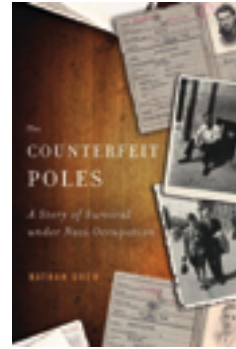
“It was as though they were embarrassed by what had occurred.”

Haves sought to correct this silence by learning more, which eventually led him to USC Shoah Foundation. Haves was impressed not only by the vast collection of survivor testimony, but by the key role that education plays in the Institute’s mission. “The Shoah Foundation works to break down bigotry, and ensure there is no longer silence surrounding the Holocaust or any other genocides.” In giving to USC Shoah Foundation, the man who set out on a mission to educate himself hopes to inspire that same drive in others.

Kathy and Jerry Drew





In October 1942, when Nathan Drew and his wife Helen heard rumors that Nazis would liquidate the Łomża Ghetto in Poland in which they lived, they escaped to Warsaw, where they used false identification to live as “counterfeit Poles,” hiding their Jewish heritage while navigating Nazi occupation. Nathan eventually wrote his memoirs of their experience, *The Counterfeit Poles*. According to their son Jerry, Nathan was purposeful in his frequent naming of people and places in the memoir: “By naming people, he was ensuring they would not be forgotten. By naming places, he was reclaiming the space for those who had been lost.”

When the opportunity arose to support USC Shoah Foundation’s Last Chance Testimony Collection, a new initiative to document the remaining stories of over 300 witnesses and survivors while they are still able to share them, Jerry and his wife Kathy didn’t hesitate. Supporting the acquisition of new testimonies in the VHA would provide these survivors the same opportunity to tell their stories that Nathan had, ensuring that their testimonies, and the people and places within them, would live on.



ANNUAL FUND 2019*

(Gifts under \$100K)

 Dollars Raised: 1.1M+	 Annual Fund Donors: 800
 First Time Donors: 200	 Leadership Gifts: 100

**The Annual Fund supports not only the Institute’s day-to-day operations but also provides funding for critical and emergent opportunities to advance USC Shoah Foundation’s mission, programs and goals across the globe.*



Make an Impact. Make a Difference.

One person really can make a difference. If you would like to support USC Shoah Foundation, here are some ways to make a lasting impact:

One Time Gifts: Gifts can be made by cash, check or credit card.

Credit card donations can be made online at sfi.usc.edu/givenow or by texting ‘TESTIMONY’ to 41444

Cash and check donations can be mailed to the following address:

USC Shoah Foundation
 Office of Advancement
 1150 South Olive Street
 Suite 2400
 Los Angeles, CA 90015

Recurring Gifts: Recurring donations can be made via a checking or savings account, or by credit card online at sfi.usc.edu/givenow.

Pledges: Make a gift that is traditionally extended over a two- to three-year period. Payments may be made by cash, check, credit card or via appreciated securities.

Planned Gifts: Planned gifts such as life insurance, bequests, charitable trusts, bank accounts and annuities can be an ideal way to leave a legacy while minimizing income, gift and estate taxes.

Matching Gifts: If your employer (or parent company) has a matching gift program, obtain the form from your human resources office and enclose it with each payment.

Find out if your company has a matching gift program at bit.ly/FindMyGiftMatch.

Stock and Appreciated Securities: Gifts of stock or appreciated securities, whether as a transfer from a portfolio or investment in a corporation, are accepted.

Memorial or Tribute Gifts: Honor special occasions such as birthdays, weddings, graduations, Bar/Bat Mitzvahs, or births; memorialize a friend or family member; by sending a tribute from the Institute announcing the gift.

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Holocaust survivor Marta Eva Shemesh with her son during the filming of her testimony made possible through the Last Chance Testimony Fund.

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