HOLOCAUST MUSEUM LA

Annual Report 2020

Dear Museum Friends:

2020 was an unprecedented year for us all. As COVID-19 wreaked havoc and brought heartbreak around the world, we also saw an increase in antisemitism and "othering" in hateful messages and conspiracy theories rising on social media. Challenges of marginalized communities across the country and humanitarian and refugee crises worldwide further highlighted the enormous need and importance to teach students and the public to speak out against antisemitism, bigotry and hatred.

When the Museum closed its doors in March in response to the pandemic, our staff pivoted quickly to design and offer engaging virtual programs and impactful online resources to keep students, docents, survivors and the public informed, engaged and connected. We also provided training, as well as tablets and webcams for survivors who needed them to participate in programming.

We provided educators the programs, resources and tools needed to continue teaching students about the Holocaust and how to connect its powerful history to students' own lives and to issues in today's society. We offered live virtual public programs three times weekly, including book talks, guest lectures, panel discussions and survivor speakers, on topics ranging from a virtual tour of artifacts in our "Symbols of Hate" exhibit to genealogy to Holocaust resistance in Yiddish poetry and song. We launched the new "Building Bridges" series, which creates dialogue and exchange about social justice issues with organizations representing AAPI, Black American, Jewish and Latinx communities. The Museum paired our teen board members with Holocaust survivors to meet virtually each week for continued connection and companionship.

We're now reaching more "visitors" than ever before, across southern California, nationally and globally. As we progress on the path to being a world leader in Holocaust education and relevant issues of inclusiveness and diversity, it was time to launch our new brand. In August, we officially became Holocaust Museum LA. This subtle name change places history first and our new logo—an open hand pressed against barbed wire—says "STOP" to hatred and bigotry.

There is still much uncertainty in the world as we exit 2020, but Holocaust Museum LA is resolute in ***Inspiring Humanity Through Truth.***

Warmly,

Beth K

Michele Gold

Beth Kean
CEO

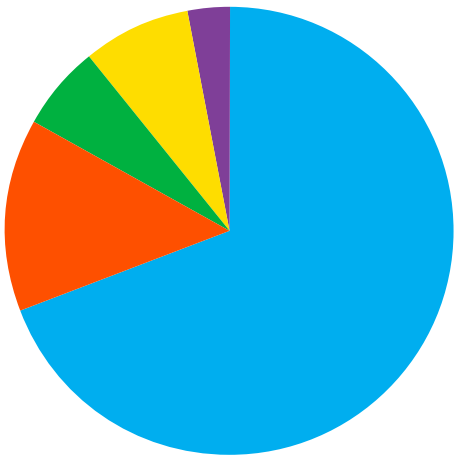
Michele Gold
Chair, Board of Directors

Free Holocaust Education

Nearly 15,000 fourth grade through high school students from 228 schools participated in Museum tours and conversations with Holocaust survivors in 2020, including more than 6,500 students from Title I schools. In the first 10 weeks of the year, we provided bus transportation scholarships for 2,549 students from 36 schools across Southern California for whom field trips were cost prohibitive.

The Museum welcomes students from diverse backgrounds and communities to learn about the critical lessons of the Holocaust and their continued social relevance. In cooperation with teachers, Museum staff customize tours to fit the age level, background, prior knowledge and interests of the students. The Museum uses personal narratives, artifacts and technology to provide students with meaningful access to this history. Every student who visits the Museum—on-site or virtually—has the opportunity to engage in intergenerational dialogue with a Holocaust survivor. We then provide time and tools for reflection so that students can further realize and reflect on the knowledge and concepts they gain from the tours, encouraging them to think about how they can be upstanders.

Student Visitor Demographics



LATINX WHITE BLACK AAPI OTHER

2020 STUDENT IMPACT DATA

95%
of students agreed that young people should learn about the Holocaust to stop something like it from happening again.

96%
of students agreed that young people should learn about the Holocaust so they understand where prejudice and racism can lead.

86%
said that after the Museum tour, they changed their minds and would say or do something if they saw or heard someone being bullied.

86%
said they changed their minds and would say or do something if they heard negative comments or jokes about other races or ethnicities.

Art & Memory Programs

Through our **Share Our Stories** and **Voices of History** creative educational programs, nearly 1,900 middle school and high school students—primarily from under-resourced schools—connected with Holocaust survivors for meaningful dialogue, artifact-based learning, virtual Museum gallery exploration, and reflective art workshops. Inspired by survivor testimony, students worked collaboratively with their peers to create meaningful artistic reflections in various mediums including original film, theater, and photography. As participants discussed their own experiences, they found common ground with survivors, sharing their mutual hope for a better future. Students took personal responsibility to carry on survivor narratives as they learned about oral history, practiced creative expression, created education tools for future generations, and built relationships with elders in their community.

"The colors that artist and Holocaust survivor, Gabriella Karin, used in her *Shimmering Leaves—Perished Families* statue inspired me to create this. The message of my piece is that even during difficult times, we should never lose hope. This is especially the case right now during Covid-19 because being stuck inside all day can make it easy for us to feel less motivated. My hope for the future is that things will start to get better and maybe even begin to feel somewhat 'normal'. " **—Courtney W., Voices of History: Art & Resilience participant**

The Monarch of Motivation

During the pandemic, we had to be even more creative. We were fortunate to partner with the Wallis Annenberg Center for Performing Arts to host a digital two-week Virtual Theater Workshop. Students worked with Holocaust survivors to write, direct, and act in an original theater performance, that combined from history with current social justice issues.

Evoking the Hebrew phrase, *L'Dor V'Dor*, from generation to generation, **L'Dough V'Dough** programs brought more students, young adults, families and survivors together to bake challah while engaging in intergenerational dialogue. While braiding the dough, students and survivors shared, remembered and bonded, from one generation to the next.

Professional Development

The Museum offered comprehensive teacher trainings and curriculum guides to local educators and to facilitate accurate and meaningful Holocaust education in classrooms. In March, we also hosted 16 Title I teachers at a professional development program in partnership with the Butterfly Project and Facing History and Ourselves. Teachers received training, resources, and butterfly project kits to enable them to teach a lesson on a local Holocaust survivor and facilitate the art reflection project in their classrooms.

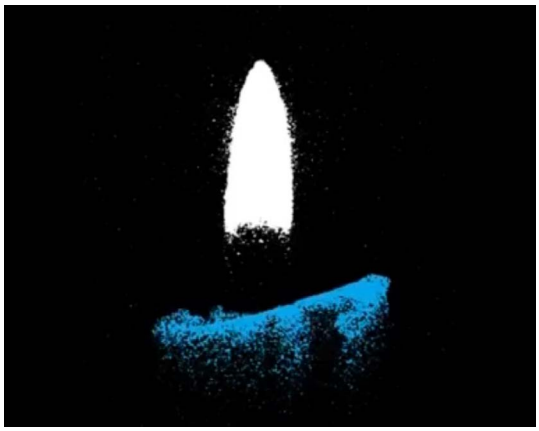
Archive

The Museum's digital archive, which includes over 1,000,000 pages of documents, photographs and artifacts, is free to the public and is a resource for scholars, teachers and students worldwide, providing access to the Museum's extensive collection of primary source artifacts. In addition to the 52,000 USC Shoah Foundation testimonies on the Museum's unique Tree of Testimony installation, visitors also have access to the complete USC Shoah Foundation Visual History Archives online in the Tepper Family Room. This includes testimonies of survivors from other genocides such as Rwanda, Guatemala, and Cambodia.

Community Events

The Museum hosted 24,110 participants at public events throughout the year, including book talks, concerts, film screenings, Holocaust survivor speakers, and exhibition openings. These poignant events, initially held in-person through early-March, reached communities globally once reimagined and offered online. We engaged diverse audiences in discussions on the social relevance of the Holocaust and the importance of fighting discrimination, bias, and racism. Our live programs are also available on our Museum's YouTube channel at youtube.com/HolocaustMuseumLA. Highlights include:

Yom Hashoah Commemoration



Although our community couldn't gather in-person as we do each year, we gathered together online on April 19 to remember those who perished, honor those who survived, and find inspiration. The event's theme—"75 Years After Liberation: Turning Memory Into Action"—centered on remembering the past while looking forward to turn "Never Again" into reality. Mayor Eric Garcetti, local councilmembers and officials delivered messages about the importance of gathering as a community while social distancing to remember the past and to fight injustice. Members of the California Legislative Jewish Caucus and Consul General of Germany, Israel and Poland spoke about fighting the perils of antisemitism in the U.S. and abroad. Italian renowned musician Alberto Lombardi performed live from Italy an acoustic guitar performance of the score from "Life is Beautiful." Survivor Edith Frankie shared her testimony of life before and during the Holocaust.

"Definitely never again. What happened we can't forget. It's in our hearts, but we don't have to carry it always on our shoulders." —Edith Frankie, Holocaust survivor

Keynote speaker David Estrin, CEO and founder of Together We Remember and the grandson of four Holocaust survivors talked about the importance of turning memory into action, especially for millennials and the generation that follows. Members of the Museum's teen board talked about how they are joining with the Museum and Together We Remember to remember the Holocaust to combat hate and identity-based violence. *This year's virtual event was supported, in part, by a generous grant from Los Angeles Department of Cultural Affairs.*

On April 30, the Museum participated in #TogetherWeRemember Coalition's 24-Hour Virtual Global Vigil, which marked the conclusion of Genocide Awareness Month and thirty days of virtual events organized by museums, schools and communities to bridge the gap between awareness and action in the fight against hate.

Building Bridges

In June 2020, following the murder of George Floyd and the protests and unrest that followed nationwide, the Museum launched "Building Bridges: A Cross-Cultural Dialogue About Confronting Racism." The virtual conversation, moderated by Board member Dan Schnur, brought together leaders from the AAPI, Black, Jewish and Latinx communities to discuss how we can work together to fight hatred and racism and overcome our common challenges. The program was so successful that it became a monthly series, featuring partners from the Los Angeles Urban League, Jewish Center for Justice, Hispanas Organized for Political Equality (HOPE), and the Center for Asian Americans United for Self-Empowerment (CAUSE).

Inside the (Acid-Free) Box

At any one time, only a small percentage of the Museum's vast collection of artifacts is on exhibit in our galleries. In October, we launched a new series that opened the locked door of our archive for an exclusive peek of some of the Museum's rarely seen artifacts.

Teicholz Holocaust Remembrance Film Series

Hosted by award-winning journalist and author Tom Teicholz and in partnership with the Italian Cultural Institute in Los Angeles, the annual film series went virtual this year with "The Holocaust & Italy," a series of curated film discussions. Participants received exclusive links to watch the films—*The Garden of the Finzi-Continis*, *Syndrome K*, and *Life is Beautiful*—in advance and then joined via Zoom for live discussions. *Thank you to Davidson-Hooker Fund, The Richenthal Foundation, Rita and Leo Greenland Family Foundation, and Y&S Nazarian Family Foundation for their generous support.*

Livestream Special: 45 Minutes of Inspiration

On October 21, the Museum presented a spectacular program, hosted by Melissa Rivers, featuring inspiring stories from leaders in Holocaust education, elected officials, noted celebrities, Holocaust survivors, and special guests, including:

Jason Alexander | Joseph Alexander | Senator Ben Allen | Ray Allen | Shannon Allen
Mayim Bialik | Jack Black | Billy Crystal | Ambassador Stuart E. Eizenstat | Beanie Feldstein
|Lord Daniel Finkelstein | Morgan Freeman | Josh Gad | Gal Gadot | Mayor Eric Garcetti
Mona Golabek | Tiffany Haddish | Michael Lawson | Richard Lewis | Rabbi Hazzan Jeffrey
Myers | Ben Platt | Anika Poitier | Sydney Poitier Heartsong | Lior Raz | Dana Schwartz
Paul Shaffer | Marc Shaiman | Ben Stiller | David Wiener | Henry Winkler

The memorable event raised $578,000 to benefit our vitally important virtual education programs to eradicate hatred and antisemitism.

Special Exhibits

Into the Light: Photographs by Nancy Baron *(In-person)*

Disturbed by the growing number of Holocaust deniers, Baron was moved to document and celebrate the last generation of survivors who witnessed the atrocities of World War II. Her portraits of Holocaust survivors, who live in the desert regions around Palm Springs, capture the wisdom, humor and resilience of the subjects.

Objects from the Concentration Camps *(In-person & virtual)*

Australian photographer and cousin of Elie Wiesel z"l, Richard Wiesel was granted exclusive access to the archives of the Sachsenhausen and Ravensbruck camps to photograph personal items that belonged to prisoners. He traced each object back to its original owner, telling their stories and giving voice to the voiceless victims of the Holocaust. In April, Richard joined the Museum virtually from Australia for a virtual tour of the exhibition.

The Ushpizin of the Silver Screen: Honoring the Vision & Voices of the Past *(outdoor)*

The Museum hosted a Sukkot art installation in Pan Pacific Park, just outside our doors. The installation, created in partnership with Reboot, focused on the Sukkot tradition of the Ushpizin: inviting symbolic guests into the sukkah. An homage to the rich film culture of Los Angeles, the sukkah was designed as an old-time Hollywood movie house, projecting interviews during quarantine with elders, including celebrities, such as Carl Reiner and Norman Lear. The outdoor exhibition was made possible with the generous support of CANVAS and was part of the national project—Dwelling in a Time of Plagues—which makes new outdoor art possible at museum sites, with organizational support from the Council of American Jewish Museums.

Recalling a Lost World *(virtual)*

For artist David Labkovski, reading and illustrating the stories of Yiddish author Sholem Aleichem was a return to his own childhood in Vilna. He illustrated the small, everyday moments of life in the shtetl that Sholem Aleichem captured in his stories. Labkovski wanted to commemorate the Jewish 'world that was'—not just how the Jewish people died, but how they lived for centuries before the Holocaust.

May Their Memories Be a Blessing

Sadly, the number of Holocaust survivors among us diminishes each year.
We remember these cherished members of our community who left us in the past year.

Ernest Braunstein
1924-2020

Dario Gabbai
1922-2020

Photo by Wesley Mann, The Hollywood Reporter

Ralph Hakman
1925-2020

Josef Hellen
1926-2020

Laura Hillman
1923-2020

Ruth Kluger
1931-2020

Photo by Daniel A. Anderson, UC Irvine

Lili Markowitz
1926-2020

Rozia Nicberg
1924-2020

Sally Roisman
1930-2020

Frank Schiller
Board Member
1926-2020

Hellmuth Szprycer
1929-2020

2020 Financials

Audited Figures

Total Revenue*	$10,158,825
Total Expenses	$3,057,045

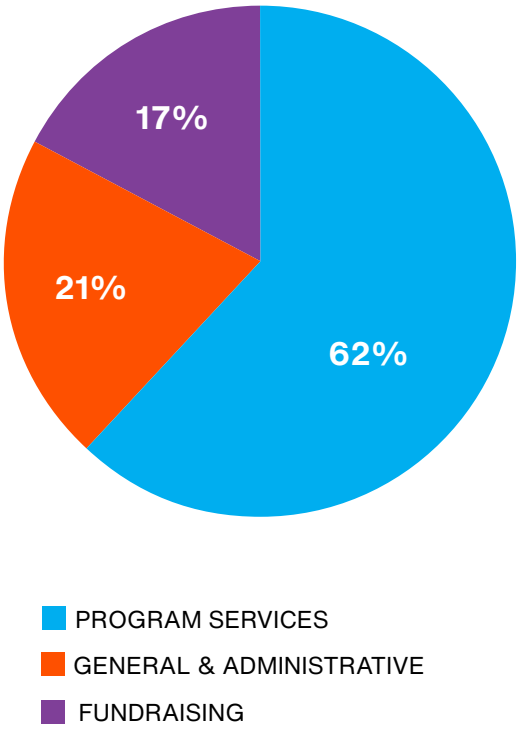
**Includes $5.7 million in Capital Campaign Contributions and $501,271 in fundraising expenses*

Where the Money Comes From

Contributions	$3,618,500
Capital Campaign Contributions	$5,706,235
Special Events	$578,320
Investment Gain	$167,382
Interest Income	$58,098
Paycheck Protection Program Loan Forgiveness	$10,000
Other Income	$20,090

Where the Money Goes

Salaries & Benefits	$1,394,536
Professional Services	$518,127
Program Costs	$434,159
Occupancy	$240,704
Equipment	$110,876
Special Events	$93,432
Insurance	$74,057
Office Supplies	$67,962
Information Technology	$44,489
Interest	$34,970
Postage & Printing	$22,745
Dues & Subscriptions	$16,663
Miscellaneous	$4,325



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Holocaust Museum LA is the first survivor-founded and oldest Holocaust museum in the United States and houses the West Coast's largest collection of Holocaust-era artifacts. Since 1961, the museum has carried on the mission of the founding survivors to commemorate those who perished, honor those who survived, educate future generations about the Holocaust, and inspire a more dignified and humane world. Museum admission is free for all students and California residents.

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