



**HOLOCAUST
MUSEUM LA**

THE MUSEUM

Founded in 1961, Holocaust Museum LA is the first survivor-founded and oldest Holocaust museum in the United States and the only cultural institution in Los Angeles with a sole focus on the horrific impact and the enormity of the Holocaust. Admission is free for all students and California residents.

**Joe Alexander
Survivor.**

Photography by Tamara Leigh



Holocaust Museum LA

- *Commemorates those who were lost and honors survivors.*
- *Illuminates future generations about the Holocaust and its importance in relation to today's social justice issues.*
- *Demonstrates powerful connections between bigotry, hatred and antisemitism now and antisemitism from the Nazi era.*

Betty Prins-Hyatt
Survivor.



Joshua Kaufman
Survivor.

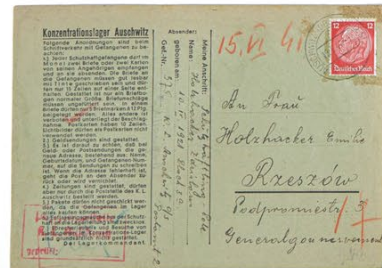
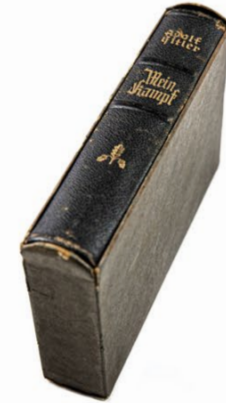


Martha Sternbach
Survivor.



THE ARCHIVE





The Museum owns one of the largest collections of Holocaust-era artifacts in the country. We are unique in that the majority of our collection was donated by Holocaust survivors, and later their families, who settled in Southern California.

PRESENT

Thanks to the tireless efforts of Jona Goldrich, z"l, and the founding members, in 2010 the Museum opened the doors to its current, AIA award-winning building in Pan Pacific Park. The building, designed by acclaimed architect Hagy Belzberg, has received LEED Gold Certification.

The existing building was approved by the Los Angeles City Council, the Pan Pacific Park Advisory Board and the Board of Commissioners of the Department of Recreation and Parks.

In 2010, the Museum entered into a 50-year lease agreement with the City.





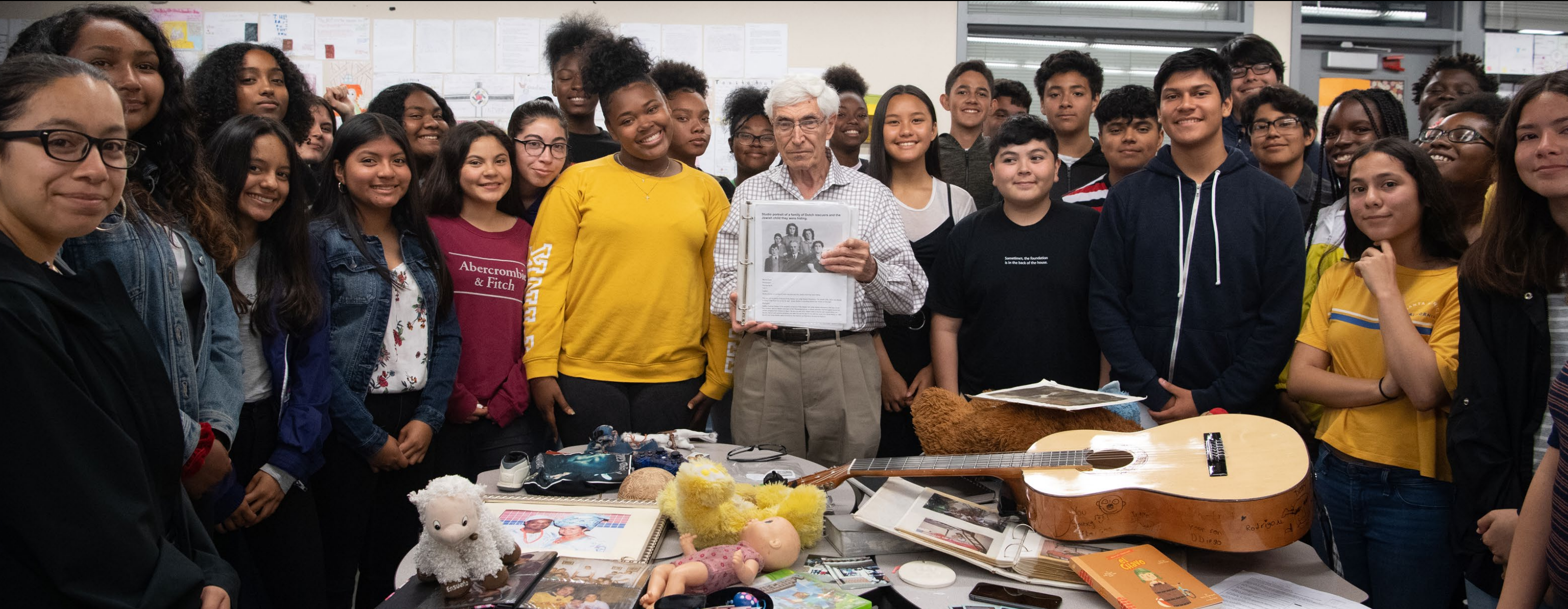
“It’s important for me to teach the young generation about the Holocaust. The world wants us to forget the biggest horror mankind ever created, the murder of six million Jews by a country that was, at the time, considered the most cultured and enlightened in the world. I am fighting against forgetting.”

Jona Goldrich, z”l. Survivor. Co-founder.

PROGRAMS

The Museum offers meaningful and poignant educational programs and resources, both onsite and online, to keep students, docents, survivors, and the public **informed, engaged, and connected.**

Public Events include book talks, concerts, film screenings, Holocaust survivor speakers, and exhibition openings.



STUDENT TOURS

*Our docent-led student tours are customized to fit the age level and prior knowledge of student groups. **All students have an opportunity to learn from a Holocaust survivor who shares his or her unique personal experience.***

The Museum is proud to offer transportation grants for Title I schools.



96%

*of students agreed that young people should learn about the Holocaust so they understand where prejudice and racism can lead and **to stop something like it from happening again.***

85%

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

86%

*of students agreed that young people should learn about the Holocaust so that they will be **more likely to stand up for people who get picked on/bullied.***



ART & MEMORY PROGRAMS

In our **Share Our Stories** and **Voices of History** creative educational programs, students connect with survivors and share their mutual hope for a better future through reflective art, film and theater projects.

Our signature **L'Dough V'Dough** program brings students and young adults together with survivors to participate in challah making and intergenerational dialogue.

Students and survivors making challah at L'Dough V'Dough.



We are living in a fragile time and face an urgent need to leverage the Holocaust as a teaching tool to expose as many visitors as possible, while engaging the community in discussions on its impact today.

URGENCY

Ten years from now most survivors will be gone. We need to take every opportunity to hear their experiences and carry on their stories.

The rise of antisemitism, growing intolerance between communities around the globe, and challenges of marginalized communities in our own political landscape are alarmingly present in our daily lives.

Worldwide humanitarian and refugee crises and the rise of hate rhetoric has led to an increasingly divisive social climate.

Holocaust survivor, Joe Alexander, shares his story with a group of high school students during a school tour



**WE
CAN'T
REST**

HATE CRIMES

34%

**Increase in antisemitic incidents
in 2021**

Average of 7 antisemitic incidents per day

106%

**Increase in antisemitic incidents
in K-12 schools in 2021**

*Source: Anti-Defamation League's Audit of
Antisemitic Incidents; Data is nationwide.*

71%

**Increase in hate crimes in Los
Angeles in 2021**

*Source: Center for the Study of Hate and
Extremism at Cal State San Bernardino*



NEED

- **Museum space is at capacity – particularly during school hours – and requests for student tours and public workshops continue to increase. As a result, we are forced to turn away schools and tour groups.**
- **Number of visitors to the Museum has increased by 400% since 2011.**
- **There is an immediate need to accommodate substantially larger groups of students and visitors from around the world with a new pavilion.**
- **The current strategic plan aims to welcome 150,000 visitors (more than double our current amount) a year by 2023 and 500,000 visitors annually, including 150,000 students by 2030.**

MILLENNIALS

Source: Claims Conference

66%

**Never heard of
Auschwitz**

41%

**Think less than 6
million Jews were
murdered**

VISION FOR TOMORROW





The proposed expansion features classrooms, a 200-seat theater, 3,000 square feet for special exhibits, a dedicated theater for USC Shoah Foundation's Dimensions in Testimony, a pavilion to house an authentic boxcar, Gift Shop, and Café.

**THE
FUTURE**

**A POST-
SURVIVOR
WORLD**





Renée Firestone
Survivor.

USC Shoah
Foundation

DIMENSIONS
IN TESTIMONY

Dimensions in Testimony is a collection of 3D interactive genocide survivor testimonies which preserve the conversational experience of asking survivors questions about their life and hearing responses in real time. With this new experience, every single visitor will have the opportunity to meet a Holocaust survivor, now and into the future.



New Education Pavilion

\$45,000,000

- ***Accommodates more visitors, special exhibits, public programs and students to increase accessibility to the Museum and effectively double the current square footage***

- ***Includes:***

- A brilliantly redesigned entrance, with state-of-the-art security to enhance external visibility and make the Museum an iconic landmark
- A 200-seat first-class theater for expanded programming
- A 3,000 sq. ft. flexible gallery space for special exhibits and receptions
- A dedicated theater for USC Shoah Foundation's *Dimensions in Testimony*
- New classrooms for innovative educational programming and workshops
- A pavilion to house an authentic boxcar
- Outdoor spaces for reflection
- An area for queuing students from buses to increase efficiency
- A Gift Shop and Café

Artifacts photographed are on loan from the
Auschwitz-Birkenau State Museum.



Legacy Funding Endowment

\$8,000,000

- *Generates approximately \$425,000 annually in revenue to support operations*
- *Sustains the current work and secures the future of the institution*
- *Maintains our excellent reputation through reliable funding to support current programs and offerings*
- *Provides financial flexibility to map future growth*
- *Provides security to sustain innovation for generations to come*



Mary Bauer
Survivor.



A Sustainable Future

\$2,000,000

- *Enables the Museum to scale up operations for a larger museum footprint*
- *Provides for enhanced programming*
- *Provides for updated technology*

**JOIN US IN OUR EFFORTS TO EXPAND
HOLOCAUST MUSEUM LA FOR THE
NEXT GENERATION.**

Victoria Lonberg

Deputy Director of Development

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