

THE YEAR OF **IMPACT**



USC Shoah Foundation
The Institute for Visual History and Education

“

**WE DO NOT
WANT OUR PAST
TO BE
OUR CHILDREN'S
FUTURE.**

”

ROMAN KENT

At the commemoration of the
70th anniversary of the liberation of Auschwitz



June 2016

Dear Friends,

The highlights of achievement in the following report are due to the support of you, our generous community of donors. Thank you for helping USC Shoah Foundation continue to break new ground in the field of testimony-based research and education and create positive change.

Among many key accomplishments, the Institute recorded dozens of new testimonies in Guatemala and Nanjing. Several Holocaust survivors gave interviews for New Dimensions in Testimony, our interactive 360-degree testimony interface. Postdoctoral fellows, senior scholars, and other researchers propelled our understanding of genocide prevention through collaborations at the Center for Advanced Genocide Research. We launched the Visual History Archive Program to dramatically scale up the reach and influence of our testimony access platforms. And more than 57,000 educators now engage in testimony-based teaching.

These and other important milestones position the Institute to make great strides in the coming year to intervene in the cycle that leads to genocide. Your enduring support will continue to help give the witnesses a lasting voice in the world.

Thank you again.

Sincerely,

STEPHEN D. SMITH

*Andrew J. and Erna Finci Viterbi
Executive Director Chair, USC Shoah Foundation
UNESCO Chair on Genocide Education
Adjunct Professor of Religion*

STEPHEN A. COZEN

*Chair, USC Shoah Foundation
Board of Councilors*

ENGAGING THE WORLD THROUGH TESTIMONY

TESTIMONIES IN THE VISUAL HISTORY ARCHIVE

52,333

HOLOCAUST

245

ARMENIAN GENOCIDE

64

RWANDAN TUTSI GENOCIDE

30

NANJING MASSACRE



13

COUNTRIES WITH VISUAL HISTORY ARCHIVE SITES



63

COUNTRIES WITH RECORDED TESTIMONY



40

DIFFERENT LANGUAGES OF RECORDED TESTIMONY



62,309

EDUCATORS WORLDWIDE INCORPORATING TESTIMONY INTO CLASSROOM LESSONS



5,936,949

STUDENTS REACHED VIA EDUCATIONAL OUTREACH PER YEAR



543

VISUAL HISTORY ARCHIVE COURSES TAUGHT AT UNIVERSITIES

THE VISUAL HISTORY ARCHIVE

TESTIMONY VIEWS PER YEAR

6.5 million

 **112,354**

HOURS OF VIDEO TESTIMONY INDEXED
AND SEARCHABLE TO THE MINUTE

 **1.8 million**

SEARCHABLE NAMES

 **63,668**

KEYWORDS

 **11,774**
FACEBOOK FRIENDS

 **7,211**
TWITTER FOLLOWERS

 **874**
INSTAGRAM FOLLOWERS

 **7,360**
YOUTUBE SUBSCRIBERS

THE PAST IS PRESENT

USC Shoah Foundation and the World Jewish Congress collaborated on Auschwitz: The Past Is Present, a global communication and education program commemorating the 70th anniversary of the camp's liberation. A total of 100 Auschwitz survivors traveled with family and friends from 19 countries to attend the official ceremony at the Auschwitz-Birkenau State Museum. Along with government representatives, participating educators, students, and others, they gathered in a large tent erected at the infamous Death Gate.

This moving event was only part of the Past Is Present activities dedicated to carrying forward the memory

of this terrible time. The Institute also partnered with Discovery Education to bring 25 secondary school teachers from 11 countries to Poland for a four-day professional development workshop on the nation's history before, during, and after the Holocaust. The course also built firsthand knowledge of Auschwitz-Birkenau and other authentic sites.

Program participants spanned generations, with 12 students aged 13-15 completing the Institute's pilot Junior Intern program. They explored the sites, met with survivors, and worked with educators on testimony-based learning. A group of junior interns helped lead Discovery Education's Virtual Field Trip to Auschwitz-Birkenau State Museum.

The program also produced two documentaries, launched a social media campaign, and earned extensive media coverage spanning more than 1,000 stories.



Len Blavatnik, Stephen D. Smith, and Jonathan Lourie at Auschwitz I Appelplatz (Roll Call Square)



“The work of USC Shoah Foundation is extremely important in keeping the memory and lessons of the Holocaust alive.”

LEN BLAVATNIK
Chairman, Access Industries

- ←
- ① Holocaust survivors gathered with Steven Spielberg, founder of USC Shoah Foundation, and David Zaslav, chairman and president of Discovery Communications and chair of Auschwitz: The Past Is Present committee.
 - ② Kitty Hart-Moxon on the set of the documentary One Day in Auschwitz
 - ③ Educator session focused on bringing testimony-based learning to classrooms.

COMMITMENT AND CAPACITY

Kathy and Richard Leventhal are longtime supporters of USC Shoah Foundation because of its unparalleled capacity to build bridges of empathy between diverse cultures through the novel use of technology.

“As a research university that constantly pushes the boundaries for innovation and imagination, USC can galvanize the Institute’s projects to enlighten students and educators—and, hopefully, help to inculcate a standard for tolerance that will have real staying power,” says Kathy, who serves on the USC Board of Trustees.

The couple is particularly excited about the New Dimensions in Testimony project, which allows testimonies to be shared through interactive three-dimensional holograms that facilitate engagement with survivors. “Having seen a demonstration and having learned how new technology enables real-time interaction with a Holocaust survivor is extremely powerful,” Kathy says. “The authenticity of that exchange leaves an indelible impression.”

The Institute’s preservation of the past is crucial, Richard notes.

“Historians say that institutions have no capacity to learn because only people have memories. USC Shoah Foundation is proving this premise to be false by preserving the memories in testimony and thereby institutionalizing the memory so that history will—hopefully—not repeat itself.”

When they traveled to Poland as part of the Institute’s delegation marking the 70th anniversary of the liberation of Auschwitz, the Leventhals were able to see history firsthand. “No matter how much I had previously read of the Holocaust and, in particular, about Auschwitz, it all paled in the face of seeing the magnitude of the atrocity,” Richard says.

“USC Shoah Foundation resonates for the educational impact that it can have in understanding yesterday, today, and tomorrow—culturally, religiously, psychologically, and politically,” Kathy adds.

ROOM FOR HOPE



Gabriel Hackel

A 200-year-old cemetery sits quietly in the gray cold. Its thousands of gravestones, inscribed with curling Hebrew letters, lay broken and bent, untouched for nearly a century.

For Gabe Hackel, USC Shoah Foundation junior intern, this is the memory that sticks out most from his time in Poland. He journeyed there as part of USC Shoah Foundation’s delegation to the commemoration of the 70th anniversary of the liberation of Auschwitz. Hackel remembers staring at the gravestones and realizing that they had collapsed because all the people who would have tended to them were killed in the Holocaust.

The magnitude of the catastrophe was reinforced throughout the trip, as Hackel learned from survivors who saw it firsthand. Even so, he was left with a strong sense of possibility as he considered the potential for the testimonies of survivors and witnesses to enlighten and inspire resistance to racially and religiously motivated injustice and hatred.

“Where there is fear, there is always room for hope,” Hackel says of his experience.



Kathy and Richard Leventhal

AUSCHWITZ: THE PAST IS PRESENT COMMITTEE

Committee Chair

David Zaslav
President and CEO of Discovery Communications

Leadership Circle

Steven Spielberg
Founder of USC Shoah Foundation

Len Blavatnik
Founder and Chairman of Access Industries

Joel Citron
Managing Director and Co-CEO of Tenth Avenue Holdings

Stephen A. Cozen
Founder and Chairman of Cozen O’Connor

Ronald S. Lauder
President of World Jewish Congress

Yuri Milner
Founder of DST Global

Haim Saban
Chairman and CEO of Saban Capital Group

Howard Schultz
Chairman, President, and CEO of Starbucks Coffee Company

Committee Members

Barry Diller

Ari Emanuel

David Geffen

Andrew Intrater

Jeffrey

Katzenberg

Ron Meyer

Leslie Moonves

Eric Schmidt

Diane Von

Furstenberg

Harvey Weinstein

Rob Wiesenthal

Jeff Zucker



EXPANDING THE SCOPE

Longtime USC Shoah Foundation supporters George and Irina Schaeffer recently contributed significant new gifts that will help USC Shoah Foundation expand its offices and its visibility, as well as its European reach.

The couple made a \$5 million gift to facilitate the Institute's move from its current location on the first floor of USC's Leavey Library to a fully renovated fourth floor. When realized, these efforts not only will double the Institute's space but also update the technology needed to keep pace as a high-functioning operations center fostering the Institute's global activities. In recognition of their generosity, the space will be named the George and Irina Schaeffer Hall for Genocide Study at the USC Shoah Foundation—The Institute for Visual History and Education.

An additional gift of \$500,000 will support the Institute's education efforts throughout Hungary. "It is



essential to get this into places where [the Holocaust] occurred," Schaeffer says. "History constantly repeats itself, and it's necessary to remind people with real film, with real survivors—with people who went through this horrible tragedy."

To help ensure a sustained and far-reaching presence of testimony in research and education, the couple also recently established the George and Irina Schaeffer Center for the Study of Genocide, Human Rights, and Conflict Prevention at American University in Paris (AUP). Thanks to the Schaeffers' foresight, AUP now has full access to USC Shoah Foundation's Visual History Archive.

"The Schaeffers' support is transformative for USC Shoah Foundation, and the new center in Paris promises to be a key ally and partner for testimony-based education and research in Western Europe," says Stephen D. Smith, USC Shoah Foundation executive director.

George Schaeffer says he is proud to be a major force in helping expand the reach

of the Institute's international teacher training initiatives in Hungary. Among other accomplishments, the couple's generosity enabled the Institute's Visual History Archive to become accessible at Eötvös Loránd University in Budapest, the largest university in Hungary. The Schaeffers' dedication to the prevention of genocide is deeply personal, particularly for George. His parents met after the Soviets liberated Ravensbrück, the Nazis' largest concentration camp for women. His father was sent there as a laborer. The couple married in 1945, the same year they were freed.

By 1956, however, their liberators had become the oppressors. The family, now including young George, was forced to flee the violence of the Hungarian Revolution, immigrating to the United States on the first plane from Hungary that President Eisenhower allowed to land.

Despite the life he has created here, and his successes in building such leading beauty companies as OPI and Aloxxi, the hatred his family faced is never far from his thoughts. He remains committed to ensuring that the experiences of survivors like his parents—as well as the millions who did not escape—are never forgotten, and are used effectively by researchers and educators so that genocides are not repeated.

"The world needs to remember in order to make sure it doesn't happen again,"

Schaeffer says.



Irina and George Schaeffer

STIRRING ECHOES AND POWERFUL REFLECTIONS

As the 21st century began, and time threatened to still the voices of many witnesses, Joseph "Yossie" Hollander became concerned about the state of education on the Holocaust. "It was almost frozen," says Hollander, an Israeli technology entrepreneur whose parents survived the Holocaust. "Over the next decade, Hollander hopes to see the program reach 80 percent of U.S. high schools. "We want to be the standard for teaching about the Holocaust," he says.

"At some point, we will not have the capability to teach with actual Holocaust survivors."

Searching for a solution, he entered discussions that led to a partnership among USC Shoah Foundation, Yad Vashem, and the Anti-Defamation League. The result was Echoes and Reflections, which provides training and multimedia educational resources for secondary school teachers and students. Hollander and his wife, Dana, have supported the program from its inception.

In 2015, Echoes and Reflections celebrated its 10th anniversary and trained 9,000 teachers. In 2014, the program launched a website featuring free, classroom-ready content and primary sources to ensure even easier access to these vital materials.



Joseph "Yossie" Hollander

If educator feedback is any indication, the program is already achieving the latter goal. "Teachers [say] unequivocally that this is one of the best things they've taught or learned from."

Through such initiatives, Hollander sees USC Shoah Foundation and its partners as filling a critical need. "One of the main [sentiments] you hear is 'never again'—never again specifically for the Jewish people, but also never again around the world," he says. Hollander believes we all have an obligation to make sure such horrors do not repeat.

"They gave their testimony for a reason," he says of the survivors. "It's important to use their experiences to educate the next generation."

IWitness, an award-winning educational website developed by the Institute for middle and high school teachers, brings testimonies from the Visual History Archive to students via engaging multimedia learning activities across a number of disciplines.

1,536

TESTIMONIES USED IN IWITNESS

11,858

EDUCATORS USE IWITNESS

53,574

STUDENTS USE IWITNESS

68

COUNTRIES WHERE IWITNESS IS USED

50

STATES WHERE IWITNESS IS USED



Detroit students at Henry Ford Museum with Lesly Culp, USC Shoah Foundation senior content specialist/trainer

IWITNESS IN DETROIT

For more than a century, Ford Motor Company has benefited countless students in the Detroit area through financial assistance, community service programs, and partnerships with local schools and institutions. In partnership with USC Shoah Foundation, Ford continues building on this history of philanthropy and service with its leadership of the IWitness Detroit program.

IWitness brings the testimonies of genocide survivors, witnesses, and liberators into K-12 classrooms. Already, more than 250 Detroit-area teachers have attended educator trainings, and more than 110 teachers are using the program in their classrooms. In total, IWitness Detroit has reached more than 3,000 students to date. This tally will grow as Ford's support enables the program to extend its services more widely throughout the metropolitan area.

In addition to helping fund the Institute's development of new

educational resources, Ford also supports the annual IWitness Video Challenge. Now in its second year, the challenge is a competition for middle and high school students. Participating students create videos detailing their contributions to the community and how those efforts were inspired by IWitness testimony. In 2015, more than 1,300 students from across the country took part.

The increased investment in IWitness aligns with the core mission of the Ford Motor Company Fund, which invests more than \$8 million a year in global educational programs and initiatives.

"The work of USC Shoah Foundation is incredibly inspiring, as it is making a huge difference in so many people's lives," Ford Motor Company Executive Chairman William Clay Ford, Jr. says.

"We are excited to partner with USC Shoah Foundation to engage young minds, bring history to life, and encourage today's youth to build a better future."

SINGING INTO THE LION'S MOUTH

Scholars and students from around the world gathered at USC to take part in Singing Into the Lion's Mouth: Music as Resistance to Genocide, hosted by the Center for Advanced Genocide Research. Over the course of three days, conference attendees explored the place of music as a form of resistance to genocide and other forms of state and communal violence.

The conference focused on 300 years of music from Armenia, Chile, China, Europe, Indonesia, Bangladesh, South Africa, and other places. Its events included screenings and lectures as well as

live performances by the USC Thornton Chamber Singers. Pieces were featured by artists both famous—including Beethoven, Shostakovich, George Harrison, and the band System of a Down—and largely unknown—including concentration camp inmates, residents of Eastern European ghettos, and anti-Apartheid activists in South Africa.

Attendees experienced an overview of the role that music plays in preserving identity, expressing loss, rallying defiance, and providing pleasure and humor—even in the darkest, most trying, and brutal circumstances imaginable.



Center for Advanced Genocide Research staff along with conference chairs and panelists pose for a photo. **Back row, left to right:** Scott Spencer, Nick Strimple, Daniel Newman-Lessler, Tina Frubauf, Alexandra Birch, Matt Lawson, Sandya Maulana; **front row, left to right:** Wolf Gruner, Barbara Milewski, Janie Cole, Shefali Deshpande, Kia Hays, Carla Garapedian

THE LENS OF HISTORY



Julia Werner

Julia Werner, a PhD candidate in history at Humboldt University of Berlin, studies the photography of Nazi-occupied Poland, examining images that often portray astonishing brutality. Recently named the second Margee and Douglas Greenberg Research Fellow, she traveled to USC Shoah Foundation in Los Angeles to incorporate interviews from the Visual History Archive into her dissertation research.

Werner, who also delivered the lecture “Beyond the Pictorial Frame: The Ghettoization of Jews in Poland” during her fellowship, sees the interviews in the archive as powerful tools to provide context to the images she studies.

“Having worked with photography as my main source for quite some time now, I was struck by the emotional impact that listening to the interviews had on me, a person telling his or her story, seeing the facial expressions, the gestures, but also hearing the voice when it changes, when the interviewees stumble over words and sentences, when they switch languages, when they turn silent,” Werner says. **“The Greenberg Research Fellowship is a great opportunity to deepen this methodological approach and to further elaborate on the question of combining these two complex resources as well as to add oral history interviews to my toolbox.”**

PROMOTING SCHOLARSHIP

Mickey Shapiro was born in a displaced persons camp to parents who just barely escaped the Nazi genocide. His father was sentenced to a Siberian prison before the war and was later conscripted into the Soviet army. At age



Mickey Shapiro

11, his mother survived by becoming a maid after convincing a farmer she was Catholic.

To honor his parents—now aged 93 and 85—Shapiro endowed the Sara and Asa Shapiro Annual Holocaust Testimony Scholar and Lecture Fund. The program it supports enables scholars to spend up to a month in residence at USC Shoah Foundation's Center for Advanced Genocide Research. Each fellowship culminates in a public lecture.

A longtime Board of Councilors member, Shapiro is passionate about extending the Institute's base of support.

He co-chaired the 2015 gala in Michigan, and hosted special guests at his home the evening before. Through his personal outreach efforts, the event attracted many new and prominent donors. In addition, the gala highlighted expansion of the Institute's IWitness educational platform throughout Detroit.

Shapiro's generosity also honors the memory of his many family members who perished in the Polish (now Ukrainian) town of Korets during World War II.

“My historical knowledge, coupled with my deep emotions, fuel my need to help ensure these events do not happen again.”

While traveling to Poland for the 70th anniversary of the liberation of Auschwitz, Shapiro encountered a personal example of why the Institute's educational outreach is so vital. He met a pilot who had been concerned about the level of Holocaust denial to which his daughter was exposed until someone from the Institute came to her school. “Now she teaches [about] the Holocaust,” the pilot told him. For Shapiro, this was a personal affirmation of the Institute's work.



Professor Wolf Gruner conducting lecture at Cornell

NEW ACCESS POINTS: THE VISUAL HISTORY ARCHIVE AT CORNELL

In November 2015, Cornell University joined the growing number of academic institutions that partner with USC Shoah Foundation to provide access to the Institute's Visual History Archive. Students, faculty, and staff can now access the archive remotely and through Cornell University Library computers, thanks to the generosity of an anonymous donor. Visiting researchers, community members, and others can also view the more than 53,000 video testimonies at the library's public computer stations.

Robert J. Katz—a longtime member and former chair of USC Shoah Foundation Board of Councilors who also serves as a Cornell trustee—was instrumental in bringing the two institutions together to make the full Visual History Archive available at Cornell.

“It was an honor to help facilitate this partnership between two institutions that are so important to me,” Katz says. ***“The presence of the Archive on campus and growing facility with its power and potential will spur new levels of scholarly and educational activities at Cornell in Holocaust and genocide studies as well as digital learning more broadly.”***

The late Elizabeth Garrett, Cornell president and former USC provost, also played a pivotal role in fostering the connection and spoke at a ceremony in November that celebrated the launch of access to the archive. It is now part of her legacy at both universities. “Making these unique testimonies and other material accessible through Cornell enhances the university’s ability to support comparative international and historical scholarship of the highest level, as well as to advance education that encourages humane and ethical behavior and may allow us to avoid

future genocides,” she said.

The event featured a lecture on “Memory and Genocide” by *New Yorker* columnist Philip Gourevitch. A Cornell alumnus, Gourevitch has written extensively on the genocide against the Tutsi in Rwanda, including his acclaimed *We Wish to Inform You That Tomorrow We Will Be Killed With Our Families: Stories From Rwanda* (1998). His talk focused on the country’s ongoing efforts at reconciliation over the past 20 years.

Jonathan Boyarin, director of Cornell’s Jewish Studies program, was among the attendees. “The archive access is a significant new resource for Cornell and offers a way to stimulate discussions across many disciplines centered on the complex relations among memory, identity, technology, and politics,” Boyarin said. “We are looking forward to the conferences and other exchanges this resource will doubtless provoke.”

Two visiting scholars from Poland and one from Japan also attended the kickoff event.

To cement the relationship between USC Shoah Foundation and Cornell, Wolf Gruner—director of the Institute’s Center for Advanced Genocide Research—later visited Cornell, where he gave an academic presentation on “Defiance and Protest: Forgotten Individual Jewish Reactions to the Persecution in Nazi Germany.” He also conducted a training workshop for library staff, faculty, and researchers and built relationships that will help ensure that Cornell becomes a productive locus for testimony-based research, campus engagement, and teaching.

PRESERVING A LEGACY

In August 2015, USC Shoah Foundation staff completed indexing the testimonies that comprise the Jewish Family and Children’s Services (JFCS) collection. By doing so, they added more than 1,400 testimonies from Holocaust survivors, witnesses, and liberators to the more than 53,000 testimonies already in the Visual History Archive.

Scholars and students will be able to access the testimonies at any one of 53 Visual History Archive sites around the world. The testimonies will be searchable by region and time period as well as by topics discussed and emotions expressed by the interviewee. The Institute already is planning to take full advantage of these testimonies by integrating them into the award-winning iWitness educational platform.

For JFCS staffers, this means that their invaluable collection of testimonies will not only survive, but it also will be accessed by a greater number of viewers than ever before.

“We spent decades compiling this collection and are thrilled that, by partnering with USC Shoah Foundation, we will be preserving these remarkable testimonies in perpetuity while also ensuring their worldwide access to researchers, educators, students, and the general public,” says

Anita Friedman, executive director of JFCS of San Francisco, the Peninsula, Marin and Sonoma Counties.



Anita Friedman

BREAKING THE SILENCE: A FOCUS ON GUATEMALA



Delegation from the Guatemalan nonprofit La Fundación de Antropología Forense de Guatemala (FAFG) visits the Institute. From left: Stephen D. Smith, Katia Orantes, Scott Greathead, Jessika Osorio, Fredy Peccerelli, Sandra Gruner-Domic and Wolf Gruner

Between 1960 and 1996, Guatemala was torn apart by genocide. In a civil war pitting the Central American nation's tyrannical government against various opposition groups, government forces slaughtered an estimated 200,000 people, most of whom were anti-government activists, indigenous Mayan people, and the rural poor.

In the 20 years since the killing ended, Guatemala has made strides toward breaking the silence and recognizing and learning from the experience of victims, survivors, and witnesses to the genocide.

In partnership with the Guatemalan nonprofit *La Fundación de Antropología Forense de Guatemala* (FAFG), USC Shoah Foundation is working to record, preserve, and share the stories of survivors and witnesses.

Over the past year, 10 testimonies have been gathered from survivors and witnesses. The Institute and FAFG now are working to raise resources to gather 150 more testimonies from survivors and witnesses whose lives were upended by village massacres and “disappearances” carried out under the pretext of fighting communism. Interviews will be held in Guatemala as well as among the Guatemalan community in the United States. The Institute and FAFG also will partner to host an academic conference on Genocide and Resistance in Guatemala, scheduled to take place at USC in September 2016.

“This pilot project is a reminder to the Americas that genocide also happens in the Western Hemisphere,” says Stephen D. Smith, USC Shoah Foundation executive director. “By capturing these stories, we are shining light into dark corners, and helping to prevent this history from fading into oblivion.”

OVERCOMING DENIAL OF THE PAST

With only some 200 remaining survivors of the Japanese military's 1937 campaign of mass killing in Nanjing, China, firsthand memories might be lost to history if not for USC Shoah Foundation and its donors.

“The Nanjing Testimony Project enables the world, through our web-based educational content, to learn about this heinous crime against humanity,” says Cecilia “Ceci” Chan, who initiated the strategy to fund and support the collection. “The goal is to reach as many people as possible worldwide.” She is passionate about fighting anti-Semitism and any form of irrational hatred.

A local team in Nanjing filmed the interviews, which were conducted by a researcher at the Nanjing Massacre Memorial Hall. The hall will receive a copy of the completed collection, which also will be available through the Institute's Visual History Archive.

The testimonies seek to establish full-life histories of the survivors, including their social and cultural life before and after the massacre. Most Japanese military records on the killings have been kept secret or destroyed. Even today, a vocal minority in Japan insists that the approximately 300,000 who died

is an exaggerated number—or even deny that the massacre happened at all.

“Germany and Japan were the major war criminals in World War II, but the Germans openly acknowledge these horrible events,” says Ming Hsieh, a major supporter of the project. “Not enough people from Japan truly recognize this genocide.” As a result, the Nanjing Massacre is far less known than it should be around the world. **“I hope future Japanese scholars will tell the truth to the Japanese people and to the rest of the world, and help make sure massacres do not happen again,”** Hsieh says.

Sophia Wong, director of the Nanjing Summer Palace Club and project supporter, agrees. **“For far too long, the Nanjing Massacre has remained an afterthought, and we are extremely grateful for USC Shoah Foundation's efforts to shine light on this dark chapter in history,”** she says. “The wounds continue to heal, but the scars must serve as a constant reminder of man's ability to hate and destroy.”

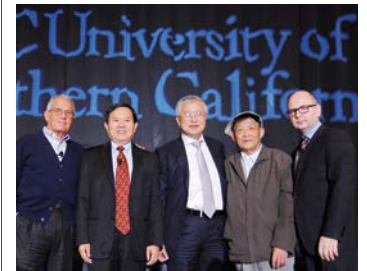
Chan sees the project—along with all of the Institute's work—as essential. “If people do not act vigilantly against the insidious rising tides of ignorance, hatred, and violence, humanity will be severely diminished,” she says. “We are all morally responsible to work toward a more peaceful global environment.”



From left: Roger Wang, Cecilia Chan, Eva and Ming Hsieh, and Sophie and Johnny Zhang at the USC Global Conference

A SPOTLIGHT ON NANJING

In 87 years of life, Zhi Qiang Chang has seen much history-shaping turmoil in his native China, from World War II and the Chinese Civil War to Mao Zedong's Cultural Revolution and the reforms of Deng Xiaoping, as well as the economic and social transformations of the past 25 years. More than any of these experiences, though, his life has been marked by an event 78 years ago, when Japanese forces invaded the city of Nanjing and



From left: Ron Meyer, Xu Xin, Ming Hsieh, survivor Zhi Qiang Chang and Stephen D. Smith following a Nanjing panel discussion

proceeded to massacre several hundred thousand Chinese civilians—including his mother, father, and four siblings.

On October 30, 2015, Chang shared his story with attendees at the USC Global Conference in Shanghai. Also present was a delegation of USC Shoah Foundation staff. Together, they discussed the power of testimonies from survivors and witnesses to the Nanjing Massacre—testimonies that the Institute is working to collect and use for educational purposes in the United States, China, and around the world.

“These stories hold deep personal meaning for the survivors and their families, and as they hear stories from other survivors—whether they're from the Holocaust or Nanjing or another event—that story resonates on a very personal level,” says Stephen D. Smith, executive director of USC Shoah Foundation, who participated in the event.



From left: Richard Hovannisian, Karen Jungblut, Bonnie Zev, Michael Amerian, Ari Zev, Heather Maio, Stephen D. Smith, and Wolf Gruner at the Armenian Genocide Memorial

PRESERVING THE PAST

USC Shoah Foundation received donor funding for a dedicated educator who will accelerate the development of teaching activities, outreach, and community partnerships focusing on the Institute's Armenian Genocide testimony collection. The gift already has fostered collaboration with the Armenian Genocide Museum & Institute, with plans to integrate its extensive digital collection of maps, images, and documents into USC Shoah Foundation's IWitness.

"There's a huge amount of interest in and demand for this material," says Kori Street, director of education. "We're grateful for this generous donation that is allowing us to move forward more quickly in making the collection more widely available."

Nearly 400 testimonies are in the Armenian Genocide collection, 90 of which are currently available for viewing. Most interviews were conducted in English and Armenian, with Turkish, Kurdish, Arabic, and Greek and other Western European languages represented as well. In addition to indexing, the Institute's team will transcribe, translate, and

subtitle the entire collection. The genocide claimed nearly 1.5 million Armenian lives from 1915 to the early 1920s.

"We are grateful to the Armenian Film Foundation and Founder, J. Michael Hagopian, who collected these very important testimonies," notes Ari Zev, director of administration.

"We're also grateful for the support from the Armenian community," adds Jayne Perilstein, managing director of advancement.

"With their help we were able to acquire the testimonies and have already begun to utilize them to extend awareness of Armenian culture, combat Armenian genocide denial, and increase understanding through education."

Leading up to the centennial of the Armenian Genocide, the Institute debuted a month-long series of clips from survivor and eyewitness testimonies. A delegation from USC Shoah Foundation, including leading Armenian Genocide scholar Richard Hovannisian and Executive Director Stephen D. Smith traveled to Armenia to participate in official ceremonies. Smith also spoke at a special observance in New York's Times Square.

NORTH AFRICA AND MIDDLE EASTERN EYEWITNESSES

USC Shoah Foundation's Testimonies from North Africa and the Middle East project collects accounts from Jews who survived the oppression and violence wrought in those regions by Nazi occupiers and governments aligned with Germany during World War II. These experiences are crucial to understanding the global reach of Nazi ideology. Even after the war, many were forced to flee their home countries because of continued persecution.

Born in Tunisia before the war ended, Jacqueline Semha Gmach brings personal experience as well as cultural expertise to her direction of the project. Over the past 25 years, she has established Holocaust educational programs, Jewish music festivals, and the renowned San Diego Jewish Book Fair. So far, Gmach has collected interviews from a number of respected scholars and authors currently living in Paris. The goal is to record 50 testimonies, but the project may expand.



Jacqueline Semha Gmach

"It's important for the testimonies of Jews from North Africa and the Middle East to be preserved because their experiences were not documented adequately," says Ruth Pearl, mother of the late journalist Daniel Pearl. "It is urgent to do so now while we still have eyewitness testimonials." Gmach interviewed Pearl about being a youth in Iraq during the Farhud, or pogrom, carried out against that nation's Jews at the Nazis' behest.

"[The program] is part of keeping the memory alive, with testimonies from Ashkenazim and Sephardim," says Lucy Goldman, a survivor who was born in Poland and helps support the project. "The project is introducing the life stories of Jews who lived in Arab countries during World War II and found refuge in different parts of the world—hundreds of thousands of them."

"Their memories need to be kept alive by teaching new generations so that the story will continue to be told."

LUCY GOLDMAN



Ruth Pearl

PERSONAL LEARNING

Melinda Goldrich had long known about USC Shoah Foundation’s dedication to collecting eyewitness experiences—her father, Jona, gave testimony. But it was not until 2015 that she learned the full range of the Institute’s educational outreach. Traveling to Poland as part of the Auschwitz: The Past Is Present program inspired the Aspen, Colorado, resident to visit the Institute to find out more about such programs as IWitness and New Dimensions in Testimony (NDT).

Heartened by what she saw, Goldrich hosted an event in Aspen with USC Shoah Foundation titled, *The Digital Future of Holocaust Memory and Education* to spread the word to potential supporters. Executive Director Stephen D. Smith spoke, and attendees included survivors and USC Shoah Foundation Board of Councilors members, as well as area residents who started off interested and quickly became riveted.

Goldrich says she is committed to supporting the Institute’s work,



Melinda Goldrich

which not only captures testimonies but also uses them in innovative, exciting educational programs to benefit current and future generations.

“From my experiences in traveling, you find out there are people without knowledge or understanding of [the Holocaust], whether they’re educated people or not,” Goldrich says.

“Part of the challenge is that, for many decades, the Holocaust was often taught about in uninspiring ways, she adds. Educators mostly showed black-and-white photographs and newsreel footage while emphasizing the number of people killed.”

Programs like New Dimensions in Testimony and IWitness enable students to get a much more personal understanding. “It’s presented as being about people, not numbers,” Goldrich says. **“Not everybody’s going to have a Holocaust survivor in their family or in their community to relate it to, so you need organizations like USC Shoah Foundation to provide that for others, especially as the generation of survivors available to share firsthand information is rapidly diminishing.”**

“We renewed our commitment to the Institute because it continues to lead in the groundbreaking use of technology to ensure testimony-based education has a lasting impact for future generations.”

TREVOR PEARS
Executive Chair,
Pears Foundation

NDT FACTS

12

TESTIMONIES
RECORDED

46%

INCREASE IN STUDENTS
KNOWLEDGE ABOUT
WORLDWIDE ISSUES

21%

INCREASE IN STUDENTS
INTEREST TO HELP
OTHERS

32%

INCREASE IN STUDENTS
WHO AGREE THAT IT IS
IMPORTANT TO SPEAK UP
AGAINST STEREOTYPING

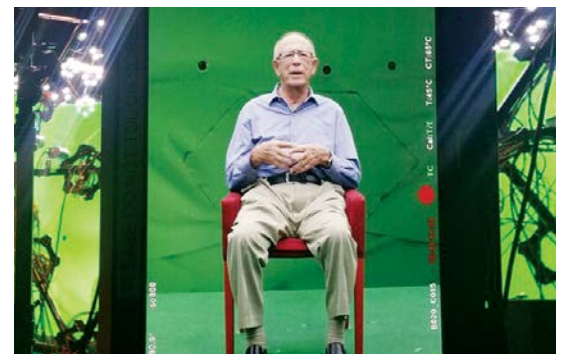
LIGHTS, CAMERA, ACTION: NEW DIMENSIONS IN TESTIMONY



PINCHAS GUTTER (PILOT INTERVIEW) MARCH 28-APRIL 1, 2014



ANITA LASKER-WALLFISCH SEPTEMBER 21-25, 2015



SAM HARRIS OCTOBER 5-9, 2015

FRITZIE FRITZSHALL OCTOBER 19-23, 2015

AARON ELSTER NOVEMBER 2-6, 2015

RENEE FIRESTONE NOVEMBER 30-DECEMBER 4, 2015

EVA SCHLOSS DECEMBER 14-18, 2015

ISRAEL STARCK JANUARY 26-27, 2016

JANINE OBERROTMAN JANUARY 28-29, 2016

ADINA SELLA MARCH 7-8, 2016

MATUS STOLOV MARCH 9-10, 2016

EVA KOR MARCH 22-26, 2016



Allan Shapiro, second generation survivor and witness to the events in Copenhagen

COUNTERING ANTI-SEMITISM

USC Shoah Foundation continues to raise funds for a vital new program, Countering Anti-Semitism Through Testimony, which will document, analyze, personalize, and humanize the experience of historical and current anti-Semitism. “We need to change the public voice countering anti-Semitism,” USC Shoah Foundation Executive Director Stephen D. Smith says.

“Jewish people have every right to defend themselves, but the widespread silence of others all too often makes anti-Semitism an exclusively Jewish issue. In fact, anti-Semitism is a threat to the values of our civilization. When Jews are targeted, we are all targeted.”

The interdisciplinary, research-based program will approach anti-Semitism as one form of hatred among many confronting our world today and will use multiple approaches to combat it. At the center of the program are new collections, including recently recorded interviews with witnesses to the February 2015 attacks in Denmark at Copenhagen’s Great Synagogue. These and other recent eyewitness accounts will be employed along with the 50,000+ Holocaust testimonies in the Institute’s Visual History Archive. Each interview gives a personal perspective of anti-Semitism, from its often-subtle beginnings to its most violent dimensions.

These stories will propel new educational workshops and resources,

research initiatives with the Institute’s Center for Advanced Genocide Research, and targeted outreach programs for scholars, educators, decision-makers, organizations, and communities. Each group will learn of the ongoing human impact of anti-Semitism and gain insight into their own power to counter anti-Semitism and other forms of hatred by taking action to build a more civil society.

“Anti-Semitism demonizes. Testimony humanizes,” Stephen D. Smith summarized, noting the Countering Anti-Semitism Through Testimony program is a top priority. To date, the Institute is halfway towards the one million dollars needed to launch the first year of the three-year initiative.

CONNECTING PEOPLE

Concerned about the global rise of intolerance, Leesa and Leon Wagner have added the anti-Semitism fund to their portfolio of support for USC Shoah Foundation. Their family histories are filled with reasons why combating hatred is so important to them.

The testimonies of Leon’s late parents, Sima and Rubin, in the Visual History Archive attest to the power of love and never giving up. Married before the war, the couple was torn apart when the Nazis sent them to separate camps. Miraculously, Rubin somehow kept his ring and, after the war, convinced an officer to take it to the nearby women’s camp, in the hope that Sima was alive and would recognize it. The couple soon reunited.

Leesa’s grandfather, who immigrated to the U.S. before the war, returned to his hometown in Poland, married her grandmother, and took her back to his adopted country. However, Leesa’s great-grandparents, all nine of her grandmothers’ brothers and sisters, and many of their children were killed.

“It’s important to preserve the memory, images, stories, and names of those who perished and

pass them on to the next generation so those lives will not have perished in vain,” says Leesa, a member of the Next Generation Council.

“Their memory must serve as a constant reminder that this must not happen ever again.”

On a personal level, she adds that it’s special to her that her children and future generations will be able to watch stories of their own relatives.



Leesa and Leon Wagner

The New York City-based Wagners also enjoy connecting the Institute to new supporters through events, such as co-chairing the 20th anniversary Ambassadors for Humanity Gala.

“I try to put big numbers of people together and get great speakers to motivate and move them to action.”

LEESA WAGNER

2015 AMBASSADORS FOR HUMANITY GALA

Steven Spielberg presented USC Shoah Foundation's 2015 Ambassador for Humanity Award to William Clay Ford Jr., executive chairman of Ford Motor Company, at the Institute's annual gala.

Mickey Shapiro, a longstanding member of the Institute's Board of Councilors, co-chaired the event. He was joined by Golden Globe-winning, Emmy and Academy Award-nominated actor Steve Carell, who served as host; Emmy and Academy Award-winning actress Halle Berry, who joined as special guest; and Grammy Award-winning James Taylor, who provided a special musical performance.

Held in Detroit on September 10, 2015, the event highlighted the Institute's global efforts and a partnership with Ford to expand IWitness in the metro Detroit region. A portion of the funds raised will support IWitness Detroit, which provides teacher education and academic resources to enable students to engage with eyewitness testimony. The Institute joined forces with Ford on the national IWitness Video Challenge, which kicked off in January 2016.

More than 700 people attended the gala, including leaders from the business, real estate, cultural, entertainment, media, finance, and technology communities from Michigan, Illinois, New York, Los Angeles, and around the nation.

"The commitment of Bill Ford and Ford Motor Company to support new approaches to learning, to provide scholarships, and to help deserving students attain higher education, makes him a great ambassador, and I am proud to recognize him for his efforts," Spielberg said.



1 Marcy Gringlas, Joel Greenberg, Reli Gringlas, Steven Spielberg, Joseph Gringlas, and Bill Ford 2 Steve Carell, Mickey Shapiro, Bill Ford, and Steven Spielberg 3 Ronald Davis, Mickey Shapiro, and Barbara Rom 4 Dana and Yossie Hollander, Stephen A. Cozen, Andrew Intrater, Sandy Cozen, and Samantha Resnik 5 Joey and Ellie Cobb, Will Ford, Martha Ford, Steven Spielberg, Bill and Lisa Ford, and Nick Ford 6 Melanie Dadourian, Jerry Papazian, and Sandra Shabinian Leitner 7 Evgeny Belov, Dr. Qanta Ahmed, Nathan Ngan, Cecilia Chan, and Harry Krakowski 8 Henry Ford Academy students with Kori Street, Bill Goodwyn, Steven Spielberg, Bill Ford, USC President C. L. Max Nikias, and Stephen D. Smith 9 Tiffany Taylor, Margaret Cooney Casey, and Madeline and Sydney Forbes 10 Yvette and David Bing 11 James Taylor and Owen Young 12 Bill and Lisa Ford, Kim Smedvig Taylor and James Taylor, Halle Berry, Steven Spielberg, USC President C. L. Max Nikias, Mickey Shapiro, and Stephen D. Smith



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Mickey Shapiro hosted an exclusive evening at his home the night before the Ambassadors for Humanity Gala for committee members and those who supported the Gala with leadership gifts. 13 Edward Shapiro, Mickey Shapiro, and Steven Shapiro 14 Front row: Francis Eisenberg and Eugene Applebaum; back row: Kenneth Eisenberg, Marcia Applebaum, and Mickey Shapiro 15 Back row: Stephanie Langer, David Shapiro, Steven Shapiro, Mickey Shapiro, Erica Kives, Spencer Shapiro, Edward Shapiro, and Michael Shapiro; front row: Margie Shapiro, Asa and Sara Shapiro, and Samantha Shapiro

CHANGING LIVES

Juliane Heyman’s story of escaping the Holocaust is as harrowing as the rest of her life has been inspirational. At age 12, she and her family were forced to flee their home in what is now Gdansk, Poland. In a scene that could have inspired *The Sound of Music*, she once had to perform in a violin recital so as not to raise suspicion.



Juliane Heyman

During her family’s four-year quest for safe haven, she and her brother eluded capture by German soldiers by pretending not to understand the language. They lived in Paris during the occupation, got by on forged papers, and crossed the Pyrenees to Spain. Finally, they made it to the U.S. via freighter in late 1941.

In the decades since, Heyman has focused on helping change others’ lives

for the better. She became the Peace Corps’ first female training officer and later worked as an advisor for educational and social projects throughout Africa, Asia, and Latin America. Today, she shares her story with at-risk youths to teach resilience. She is a staunch supporter of USC Shoah Foundation’s mission and Annual Fund.

“The stories in the archives have the potential to change lives.”

Knowing she will not always be around to tell her story firsthand, Heyman is grateful for her testimony’s inclusion in the Visual History Archive, which enables viewers to “learn what can lead to injustice, bigotry, intolerance, prejudice, and persecution,” she says.

“Future generations will have this unique educational experience of viewing stories not only of horror and crime against humanity, but also of the hope and resistance of survivors. They will surely be inspired to be active and more tolerant, develop empathy, and accept others in working for justice and peace for all.”

ANNUAL GIVING CAMPAIGN

The Annual Giving Campaign builds a broad foundation of sustaining support that touches all areas of the Institute’s work. Annual Fund gifts form the foundation of the organization’s philanthropic support to provide flexible and critical funding for areas of greatest need.

Due to the generosity of Annual Fund donors throughout last year, the Institute supported important activities such as:

- **International Conference**

A three-day interdisciplinary conference on “Through Testimony” brought together 30 international scholars and more than 500 participants to discuss the use of testimony and new media in Holocaust and genocide studies.

- **Guatemala Collection**

Anthropologist and sociologist Sandra Gruner-Domic, PhD,

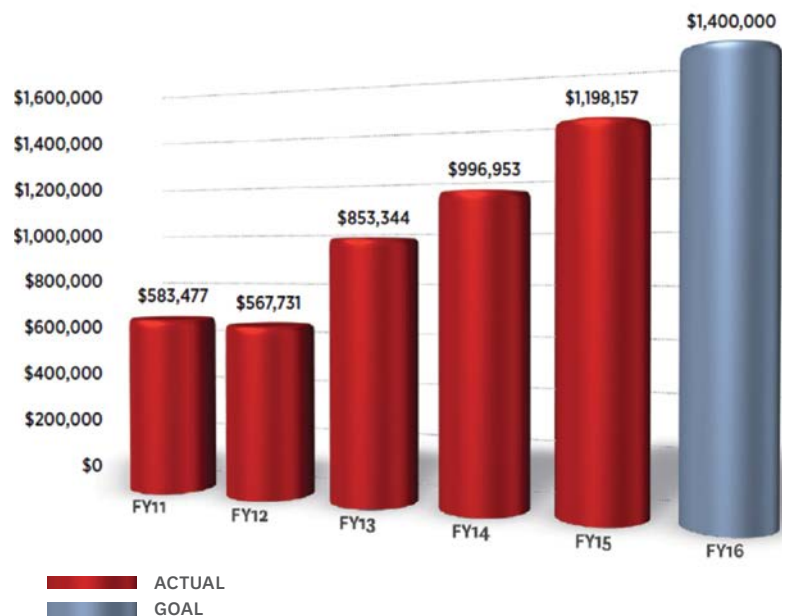
accompanied USC Shoah Foundation staff to Guatemala to help prepare and train staff of the Institute’s partner, *La Fundación de Antropología Forense de Guatemala*, on how to collect and record testimonies of genocide survivors in the country, giving them a voice for the first time.

- **IWitness Presentation in New York**

New York-based regional consultant Liz Bommarito introduced her colleagues at Midwood High School in Brooklyn to IWitness. She gave a presentation on how to use testimony in the classroom to her school’s English department, which doesn’t typically teach Holocaust literature.

USC Shoah Foundation strives to further strengthen its financial position as Institute activities continue to grow and benefit students, educators, and researchers across the world.

USC SHOAH FOUNDATION ANNUAL FUND



NEXT GENERATION COUNCIL

USC Shoah Foundation’s Next Generation Council (NGC) serves as a key advisory group and source of philanthropic support to advance the mission of the Institute and the goals of the Annual Fund.

NGC members are role models in their communities, leaders in business, and philanthropic social entrepreneurs who help raise awareness of the Institute and build new communities of support through networking, outreach, and active engagement.

NGC members:

- Provide and/or secure a minimum donation to the Annual Fund of \$15,000 per year for the three-year term
- Participate and provide input in NGC initiatives
- Serve as ambassadors to promote the Institute’s mission to current and future generations

SHARED RESPONSIBILITY



Thomas Melcher

Next Generation Council Co-Chair Thomas Melcher is a longstanding supporter of USC Shoah Foundation. Melcher serves as Co-Chair along with Ulrika Citron. His work to foster tolerance was reaffirmed by the terrorist attacks in Paris on November 13, 2015, when 130 people were murdered, with hundreds more wounded. “I fear that the regularity of these events is slowly desensitizing us all,” he says.

Still, Melcher sees hope for the future—but only if all of us make our voices heard in rejecting hatred and bigotry, no matter what their source or

whom they target.

“Oftentimes, victims alone don’t have the ability to overcome injustices. The rest of us need to step up. Each of us has a responsibility to create the world we’d like our children and grandchildren to be raised in.”

Melcher is the chief investment officer for the PNC Asset Management Group—one of the country’s largest wealth-management firms. He first learned of the Institute through a client being honored at the annual Ambassadors for Humanity Gala. That event—and the Institute’s mission—left quite an impression, and he has now been involved with USC Shoah Foundation for nearly a decade, and donates to the Institute’s anti-Semitism fund.

“I remember just being totally blown away—not only because of being able to connect history to the present, but [also] because of the tendency to think of atrocities that happened in the past as being ancient history, when in fact they’re all too frequent in the present,” he says.

What inspired Melcher most “was knowing there was an organization committed to making the world a better place, and that there was really room for everybody to have a role in doing that. It just has to start with the mindset of ‘I’m going to do something,’ instead of ‘I choose to be a passive

bystander,” he says. “For me, the Next Generation Council was the perfect opportunity to serve and to make a difference.” NGC members represent a diverse group of close to 30 professionals from around the country. They are committed to amplifying the voices of survivors and furthering the Institute’s mission.

Through Melcher’s efforts, PNC hosted an event for its clients in Washington, D.C., to raise awareness about the Institute and its mission. The evening’s program featured Alex Biniatz-Harris and Ambrose Soehn, two USC Thornton School of Music alumni who, for the 70th anniversary of the liberation of Auschwitz,



Alex Biniatz-Harris and Ambrose Soehn performing their composition

composed and performed an original piano suite for Auschwitz: Past Is Present. The music—based on the testimonies of Holocaust survivors, including Biniatz-Harris’ grandmother, Celina Biniatz—was featured in a moving USC Shoah Foundation documentary. PNC’s guests had the opportunity to watch the film, hear a live performance of the composition, and participate in a question-and-answer session led by Melcher.



← *Ulrika Citron, NGC Co-Chair*



USC Shoah Foundation interns in front of the Institute. **Front row, left to right:** Mushfiq Chowdhury, Orli Robin, Jennifer Binley, and Nitya Ramanathan; **back row, left to right:** Ashley Lukashevsky, Ambrose Soebn, Shefali Deshpande, and Travis Macdonald

EXPERIENTIAL LEARNING AND TESTIMONY

According to USC Shoah Foundation interns Marina Kay and Mushfiq Chowdhury, working with the Institute allowed them “to engage in an active process.” Kay, an international relations major, worked with the communications department and was responsible for assisting with national and international media outreach. International relations and Middle East studies major Chowdhury worked on special projects with Executive Director Stephen D. Smith that enabled Chowdhury to research how the Muslim student population at USC and other college campuses interact with issues of the Holocaust while locating opportunities for educational engagement.

Kay and Chowdhury note that USC Shoah Foundation’s intern program provides a vehicle for likeminded and committed students who are either in the humanities and/or studying human rights to engage with one another. Kay believes, **“most students are directed toward vocational and or professional areas of study such as business to ‘succeed,’ but in the humanitarian sector, you don’t necessarily ‘succeed.’ You ‘make a difference.’”**

Chowdhury’s future plans include volunteering as a counselor for a peace-building organization that brings youth from areas of conflict to its international camp. He feels his experience with the intern program provided him with invaluable knowledge to share with youth he will encounter. **“What you think and what you do matters in this program,”**

he adds. **“This is not your typical internship experience. There’s a validation and confidence instilled in you that allows you to put ideas into action.”**

Kay can get frustrated with the typical narrative of international relations, which she says can forget individuals, but she applauds the Institute for illuminating suffering and utilizing the experiences of survivors and witnesses of the Holocaust and other genocides to change the world. She credits the intern program with inspiring her to pursue humanitarian work after graduation, and cherishes her time with survivors and witnesses of the Holocaust and other genocides.

“There’s something so special and so unspeakable at the same time. They carry an unimaginable resilience.”

RAISING AWARENESS THROUGH TESTIMONY

Expanding the awareness of USC Shoah Foundation among the student population became the goal of graduating senior and international relations major Nitya Ramanathan. Her relationship with the Institute began two years prior when she traveled to Rwanda as part of USC Dornsife’s Problems Without Passports program. Upon her return, she was so inspired by the Institute that she began an internship in the research and education departments. Through her experiences, she felt the best way to accomplish her goal was to become the president of Defy Intolerance Through Education (DEFY), USC Shoah Foundation’s student association. DEFY’s mission is to promote genocide education and connect students with the Institute themes and mission.

As a group, DEFY is motivated to make linkages between issues that students of various cultural backgrounds may experience in their day-to-day lives, such as oppression and marginalization. DEFY has three major goals: collaboration, awareness, and identification with survivors and witnesses of the Holocaust and other genocides. For Genocide Awareness Month, Ramanathan made it a priority for DEFY to network with other student organizations, including the Armenian Student Association, Latino Student Assembly, Black Student Assembly, International Student Assembly, and Africa SC, to create awareness and promote understanding.

With collaboration and exposure to the archive, she hopes that students and student groups will **“understand the importance of memorializing the survivors and witnesses—that taking the testimonies humanizes the person and events. It’s no longer this abstract ‘thing’ that you heard happened.”**

CHANGING THE WORLD

The late Erna Finci Viterbi shared a passion with her husband, Andrew, for helping people learn from the Holocaust to combat intolerance and the violence that stems from it. In November 2014, three months before Erna passed away, the Viterbis honored another person with that drive when they awarded Stephen D. Smith the inaugural Andrew J. and Erna Finci Viterbi USC Shoah Foundation Executive Director Chair.

The chair supports Smith's leadership of USC Shoah Foundation and recognizes his lifetime of work in genocide education and prevention. The ceremony at which it was bestowed in November 2015, also honored a lifetime of philanthropic leadership on the part of the Viterbis, who have devoted much of their lives to causes related to education, the arts, Jewish organizations, and



Erna and Andrew J. Viterbi with Stephen D. Smith at the Ambassadors for Humanity Gala in 2014.

science and engineering research. Erna's service included being on USC Shoah Foundation's Board of Councilors. Together, they named the USC Andrew and Erna Viterbi School of Engineering with a \$52 million gift in 2004.

The Holocaust touched both their lives before they even met. They each escaped Nazi-controlled Europe, but Erna was more personally affected. As a youth, she and her family fled their native Sarajevo only to be deported to the Parma region of Italy. Fortunately, local

townspeople saved the family from being sent to the camps. They then made it to Switzerland, remaining there until moving to California after the war.

"We need only look to the Viterbis to understand this one simple truth: The past may always be present, but the future is ours to change," USC President C. L. Max Nikias said at the ceremony. "Stephen Smith is a champion of this vision. He has seen how eyewitness testimony can change the world, one voice at a time."



USC President C. L. Max Nikias, Stephen D. Smith, and Andrew J. Viterbi at the installation ceremony

66
My role as the inaugural chair is to rethink how we understand the hideous past of genocide through the digital humanities. We fanatically preserve the interviews, and that is because we want to share them with all the people of the world. This willingness to confront the past and the future together—no other institute can do that the way USC Shoah Foundation does—faces the challenge of catastrophic human behavior and its dire consequences as a pathway to avoid their recurrence."

STEPHEN D. SMITH

THANK YOU

THROUGH THE GENEROUS SUPPORT OF OUR
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TO ENHANCE RESEARCH AND EDUCATION
GLOBALLY THROUGH INNOVATION WHILE
ENGAGING AND MOTIVATING INDIVIDUALS
AND ORGANIZATIONS TO ACT. THANK YOU AS
WE COLLECTIVELY TAKE ACTION TO BUILD
AND SUSTAIN A MORE CIVIL SOCIETY.

“

We became aware of USC Shoah Foundation years ago, just after Schindler's List was made. The idea of capturing thousands and thousands of firsthand accounts from Holocaust survivors was so powerful. Now, these many years later, the archive of first-person testimonies is a stunning example of collaboration, empathy, commitment, and determination.”

KATHY LEVENTHAL

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 you can help:

CASH DONATIONS: Gifts may be made by cash, check, or credit card.

PLEDGES: Make a gift that is paid over several years, on a payment schedule that is most convenient for you.

PLANNED GIFTS: Planned gifts include wills, charitable remainder trusts, charitable lead trusts, and annuities and may help you reduce or avoid income, gift, and inheritance taxes.

MEMORIAL OR TRIBUTE GIFTS: Honor special occasions such as birthdays, weddings, or births; memorialize a friend or family member; send a tribute card from the Institute announcing the gift.

IN-KIND GIFTS: Donate goods or services that fulfill programmatic needs.

To donate online visit: sfi.usc.edu/support

For further information, contact:

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