Thank You

“When I began interning with USC Shoah Foundation nearly four years ago, I had no idea that I would become so passionate — so engrossed with the power and potential of archival preservation. Had it not been for the Institute, I would not be embarking on a life-long journey as a writer and researcher in genocide studies, an aspiring academic who now seeks to create and develop my own visual history archive. Thank you to every donor for all of your support, and I hope you will continue to support the mission of the Institute and continue to instill in my peers and colleagues this profound humanitarian spirit I carry with me today.”

ORLI ROBIN
USC Senior, Creative Writing Major
Double Minor in Resistance to Genocide and Judaic Studies
Co-Founder and Former President of
USC Shoah Foundation Student Association
November 2014

Dear Friends,

Our 20th anniversary year continues to be one of remarkable growth and achievement, thanks to you, the community of supporters who propel us forward.

In the pages of this update, we gratefully share some highlights from the past year: expanding the influence of our values-based education programs; establishing a new Center for Advanced Genocide Research; studying the role of testimony in building social cohesion in Rwanda; combating anti-Semitism in France; and many more activities that have been fueled by donors with a purpose that dovetailed with ours.

Testimony reached twice as many people during the past year compared to the prior year. Thank you for helping give the witnesses a voice in the world.

Our task remains as urgent as ever: Incidents of violent hatred are rising globally. Headlines continue to spotlight racial, ethnic and sectarian conflicts. There are tremendous challenges ahead that we will rise to meet with the continued leadership of our supportive community.

We hope you share our pride in the accomplishments of the past year, and our passion for the work ahead as we strive toward changing the world through testimony.

Sincerely,

STEPHEN D. SMITH
Andrew J. and Erna Finci Viterbi Executive Director Chair,
USC Shoah Foundation
UNESCO Chair on Genocide Education

ROBERT J. KATZ
Chair, USC Shoah Foundation Board of Councilors

STEPHEN A. COZEN
Chair, USC Shoah Foundation Initiative Member, Board of Councilors

University of Southern California
650 West 35th Street, Suite 114, Los Angeles, California 90089-2571 • Tel: 213 740 6003 • E-mail: smithsd@usc.edu
Changing the World Through Testimony

**107,723**
hours of video testimony indexed and searchable to the minute

**62,000**
keywords

**1.3 million**
names

**53,583** testimonies

**61** countries

**39** languages

**3.4 million**
PEOPLE WHO VIEW TESTIMONIES PER YEAR

**39,000 educators**
NUMBER OF EDUCATORS WORLDWIDE INCORPORATING TESTIMONY INTO CLASSROOM LESSONS

**445**
courses based on the Visual History Archive (VHA) have been taught at universities on four continents

More than 200 educators have participated in advanced training and the Teaching with Testimony in the 21st Century programs in the U.S., Ukraine, Czech Republic, Hungary, and Poland.
The Visual History Archive

50
partner institutions with access to the entire VHA

921,014
students reached worldwide

Smaller collections of testimony from the VHA are available at 199 sites in 33 countries, and online, including the full data for the complete collection at vhaonline.usc.edu

279,867 students
NUMBER OF STUDENTS REACHED VIA EDUCATIONAL OUTREACH PER YEAR

400 testimonies
FROM SURVIVORS AND WITNESSES OF THE ARMENIAN GENOCIDE BEING INDEXED AND WILL BEGIN TO BE INTEGRATED INTO THE VISUAL HISTORY ARCHIVE BY THE 100TH ANNIVERSARY OF THE ARMENIAN GENOCIDE IN APRIL 2015

12
testimonies from witnesses of the 1937 Nanjing Massacre

66
testimonies from witnesses of the Rwandan Genocide Against the Tutsi
Milestones

**Education**

06/17/2013
Swedish International Development Agency Funds $6.8 Million Peace-building Program in Rwanda

10/03/2013
George Clooney Honored at New York Ambassadors for Humanity Gala

09/05/2013
Rwandan Testimonies Added to IWitness

02/19/2014
Chinese Testimonies Added to IWitness

07/16-17/2013
Board of Councilors Retreat

05/16/2013
Next Generation Council Established

**Academic**

10/14-21/2013
Mission to Hungary and Poland

11/01/2013
Rwanda Hosts Its First-Ever IWitness Teacher Training

12/03/2013
Pennsylvania: IWitness Community Event at Main Line Reform Temple

12/03/2013
IWitness Goes Live on iPads and Tablets

03/24/2014
UNESCO Paris Headquarters exhibits Journeys Through the Holocaust

03/29/2014
Testimony: The Legacy of Schindler’s List and USC Shoah Foundation Book Release

04/01/2014
USC Genocide Awareness Month launched by USC Shoah Foundation Student Association

03/25/2014
Testimony: The Legacy of Schindler’s List and USC Shoah Foundation Book Release

04/01/2014
Student Voices Film Contest 4th Annual Screening and Award Ceremony

**Community**

01/27/2014
Steven Spielberg addresses UN for International Holocaust Memorial Ceremony

02/12/2014
Rwandan President Paul Kagame Visits the Institute

03/06/2014
Hungary: ITeach Educator Seminar Launches

03/19/2014
Associated Press “Big Story” Published covering 20th Anniversary of USC Shoah Foundation

03/24/2014
Memories of the Forgotten Holocaust Lecture by Institute Fellow Douglas Greenberg

04/01/2014
Ukrainian Human Rights Teacher’s Guide Posts Online

04/01/2014
IWitness Goes Live on iPads and Tablets

**Advancement**

11/07/2013
Scholars Yehuda Bauer and Xu Xin Lecture at USC

01/06/2014
IWitness Goes Live on iPads and Tablets

10/03/2013
Stephen D. Smith Named UNESCO Chair on Genocide Education

09/05/2013
Rwandan Testimonies Added to IWitness

07/16-17/2013
Board of Councilors Retreat

05/16/2013
Next Generation Council Established
FALL 2014
THE INSTITUTE FOR VISUAL HISTORY AND EDUCATION

04/01-08/2014
Mission to Rwanda

04/08-05/25/2014
Days of Remembrance: PastFORWARD Broadcast via Comcast Corporation

04/21/2014
Armenian Film Foundation Delivers Digitized Testimony Collection

04/24/2014
Armenian Genocide Commemoration at USC: Keynote by Stephen Smith

05/07/2014
President Barack Obama Honored at Los Angeles Ambassadors for Humanity Gala

05/09/2014
Steven Spielberg Dedicates Founder’s Circle Plaque

06/07/2014
Crimean Teachers Attend USC Shoah Foundation Oral History and Human Rights Seminar in Kyiv

06/25/2014
$5 Million Gift From Andrew and Erna Viterbi Endows USC Shoah Foundation Executive Director Chair

08/21/2014
IWitness completes beta with enhanced functionality

04/24/2014
Blavatnik Archive Exhibit Opens at USC: Lives of the Great Patriotic War

04/14/2014
Philadelphia High School Student Ruth Hernandez Wins IWitness Video Challenge

04/04/2014
Czech Republic: IWalks Educational Walking Tour With Testimony Launches in Prague

05/05/2014
Today Show airs Steven Spielberg interview by Maria Shriver

05/02/2014
USA WEEKEND Cover Story on 20th Anniversary of USC Shoah Foundation

04/25/2014
Center for Advanced Genocide Research Announcement and Launch

05/09/2014
Mohammed Dajani Yom HaShoah Scholar-in-Residence Lecture

06/07/2014
President Barack Obama Honored at Los Angeles Ambassadors for Humanity Gala

06/25/2014
$5 Million Gift From Andrew and Erna Viterbi Endows USC Shoah Foundation Executive Director Chair

08/27/2014
New Dimensions in Testimony Pilot Filming Completed

05/21/2014
UNESCO Publishes Article on IWitness’s Effect on Students

06/26/2014
Echoes and Reflections Debuts New Website and Teacher’s Guide

06/11/2014
End Sexual Violence in Conflict UK Global Summit

06/01-07/2014
Guatemala Research Trip on 1981-1983 Genocide

05/21/2014
UNESCO Publishes Article on IWitness’s Effect on Students

04/21/2014
Armenian Film Foundation Delivers Digitized Testimony Collection

04/24/2014
Blavatnik Archive Exhibit Opens at USC: Lives of the Great Patriotic War

04/14/2014
Philadelphia High School Student Ruth Hernandez Wins IWitness Video Challenge

04/04/2014
Czech Republic: IWalks Educational Walking Tour With Testimony Launches in Prague

05/05/2014
Today Show airs Steven Spielberg interview by Maria Shriver

05/02/2014
USA WEEKEND Cover Story on 20th Anniversary of USC Shoah Foundation

04/25/2014
Center for Advanced Genocide Research Announcement and Launch

05/09/2014
Mohammed Dajani Yom HaShoah Scholar-in-Residence Lecture

06/07/2014
President Barack Obama Honored at Los Angeles Ambassadors for Humanity Gala

06/25/2014
$5 Million Gift From Andrew and Erna Viterbi Endows USC Shoah Foundation Executive Director Chair

08/27/2014
New Dimensions in Testimony Pilot Filming Completed

05/21/2014
UNESCO Publishes Article on IWitness’s Effect on Students

06/26/2014
Echoes and Reflections Debuts New Website and Teacher’s Guide

06/11/2014
End Sexual Violence in Conflict UK Global Summit

06/01-07/2014
Guatemala Research Trip on 1981-1983 Genocide

05/21/2014
UNESCO Publishes Article on IWitness’s Effect on Students
Improving International Understanding

Diane Wohl and her husband, Howard, have supported USC Shoah Foundation since before it became part of the university. They appreciate how the Institute brings people together and, as Diane puts it, “can slice out all the propaganda and hate with its visual testimonies.”

Their gifts through the Diane and Howard Wohl Family Foundation include recent funding for Teaching with Testimony:

Testimony-based Education in France. The Teaching with Testimony programs are used throughout Europe to train educators in fully utilizing the Visual History Archive in their classrooms, including testimonies from the students’ own regions and in their own languages.

The couple also remains actively involved as leaders and supporters of numerous Jewish nonprofits.

Diane Wohl first learned about the Holocaust when she was 10 years old and her mother told her about Anne Frank.

“It was only later in life that I really felt more connected to the Holocaust,” she says. “I wanted to help educate people, to help them understand that the Holocaust was a horrific act that happened to the Jews, but that it also affected 11 million people who were murdered for no other reason than the Nazis didn’t like them.”

The Wohls are confident that USC Shoah Foundation can make a difference at home and abroad.

“This work is vitally important. The Institute knows how to speak to people through education,” she says.

“The testimonies can chip away at misconceptions and anti-Semitism and really make a difference in people’s thinking. The Institute can also be an important advocate for justice, for all people, for anybody who fights for religious freedom and freedom of any sort, to be able to live a fulfilling life.”

DIANE WOHL

IWitness Transforms Young Minds

All around the world, IWitness is proving a powerful motivator in increasing empathy, responsibility and action in young people.

Now used in all 50 states and a total of 58 countries, IWitness was developed by USC Shoah Foundation to connect secondary school students with the Visual History Archive of testimonies.

In the United States, the program has had great impact on students and teachers from coast to coast.

When Ruth Hernandez, a student at Esperanza Academy Charter High School in Philadelphia worked with IWitness, she resonated with Holocaust survivors whose families were torn apart as they were forced to leave their homes. Her own father had to leave his home in El Salvador amid a full-fledged civil war.

In the IWitness video she made Voices of Our Journey, Ruth features her father, and she speaks in Spanish and English about taking a stand to fight against discrimination.

The IWitness program inspired Hernandez to take action.

She participated in a peaceful protest for immigration reform in Philadelphia. Protest footage is included in her video along with the testimony of Holocaust survivor Leo Fettman talking about how he and his family had 10 minutes to leave their homes for the ghetto.

Hernandez’s exemplary video won the 2013 IWitness Video Challenge.

“It feels great to help people with their battles while learning from their experiences.”

In San Diego County, Michelle Sadrena Clark, 11th grade teacher at High Tech High North County and regional consultant for the Institute’s Southern California region, got her students involved in IWitness. The projects highlighted issues from women’s rights to racial profiling. One student focused on children of Holocaust survivors who were without parents and eventually adopted. The student also had been adopted, making the learning experience deeply personal.

Michelle explains, “IWitness has become an invaluable teaching tool to help students better understand the consequences of their own actions and to have them understand the profound impact their words and actions have on the lives of other people.”

“San Diego Friends

Through the work of USC Shoah Foundation San Diego Friends and leadership of co-chairs Erna Viterbi and Phyllis Epstein, a dynamic and vibrant committee has been recruited. The purpose of the group is to introduce educational resources developed by the Institute to schools, educators and students throughout San Diego County. In particular, the committee members are introducing IWitness, the educational website developed by USC Shoah Foundation which brings over 1,300 testimonies to secondary school teachers and students via multimedia learning activities.

“I am excited to see more teachers in the San Diego area utilize this curriculum. I facilitated a training at E3 Civic High School and the teachers were impressed with IWitness as a teaching tool. At the end of the session, they asked when I could come back and give them further training!”

MICHELLE SADRENA CLARK
Teacher, High Tech High School
USC Shoah Foundation
Regional Consultant, San Diego

For further information on introducing IWitness to educators in your local community, please contact Melissa Saragosti at 213-740-3468 or saragost@dornsife.usc.edu.

6 Annual IMPACT Report
IWitness

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.

1,390 testimonies in IWitness

**FACTS**

- **273,552** cumulative visits (2011-PRESENT)
- **691** student groups participating on IWitness
- **105** activities authored using IWitness Activity Builder
- **58** countries where IWitness is used

**REGISTERED USERS**

- **6,006** educators
- **21,600** students

**UNIQUE VISITORS BY YEAR**

- FY11: 1525
- FY12: 24,358
- FY13: 45,527
- FY14: 54,373

Average time visitors spend on site: 20 minutes
Translating Research to the Public Arena

Douglas and Margee Greenberg may have ended their day-to-day involvement with USC Shoah Foundation when he stepped down as executive director in 2008, but they remain deeply committed supporters and benefactors. Their latest gift established the Margexe and Douglas Greenberg Research Fellowship, an endowed fund providing permanent support for outstanding Ph.D. candidates advancing testimony-based research.

Doug Greenberg oversaw the Institute’s move to USC, a task he calls “the hardest and the best thing” he did during his eight-year tenure before leaving to become Distinguished Professor of History and Executive Dean of the School of Arts and Sciences at Rutgers University, his alma mater.

“One of the key reasons for creating the fellowship is the fact that the Institute is now based at a research university,” explains Margee. “We wanted to support the academic side of the Institute’s work in a more robust way.”

The Institute’s educational mission is something they both care passionately about. He has focused much of his illustrious career on translating scholarly research for use in schools and the public arena. Her background includes experience in public secondary education.

“Our principal objective is that the Visual History Archive become a truly worldwide resource for scholarship,” Doug says.

“The practice of historical scholarship is being transformed by the use of visual images, especially moving images. The USC Shoah Foundation archive is actually precedent-setting at that level as well.”

DOUG GREENBERG

The couple’s endowed gift will ensure a consistent funding stream is forever available to further scholarly research at USC Shoah Foundation for generations to come.

The Greenbergs consider their ongoing support an inadequate expression of what the Institute means to them. “It’s a debt we can never fully repay,” Doug concludes.

Shared Experiences

Although they did not meet until years later in New York, both Ulrika Citron and her husband, Joel, were born in Sweden, the children of survivors of the Holocaust.

“His story is very different from mine,” she says. “We’re all unique stories.” Her paternal grandparents were killed, and her father survived in hiding as a child in the Netherlands before later emigrating to Sweden. Joel’s parents lived through Auschwitz-Birkenau after being deported from Hungary at the ages of 12 and 13.

In addition to being children of survivors, the Citrons share a passion for supporting USC Shoah Foundation. Joel is the Vice Chair of USC Shoah Foundation Initiative and sits on the Institute’s Board of Councilors while Ulrika serves on the Next Generation Council.

Earlier this year, Ulrika traveled to Rwanda as part of an Institute delegation to commemorate the 1994 genocide, in which nearly a million people were slaughtered in just 100 days. The delegation also experienced Institute programs aimed at building peace and reconciliation in a population still divided and scarred by those events.

“Hatred and dehumanization are all around us,” says Ulrika. Still, she finds hope in the connections made across cultural and linguistic barriers. “It was striking to see Rwandan students learn from Holocaust survivors’ testimonies.” She also witnessed the Rwandans’ interaction with a 92-year-old Austrian Holocaust survivor who was on the mission. They embraced each other in instant friendship forged through the shared language of survival.

“USC Shoah Foundation is not a museum. It’s about the future, and about education for everybody — because this experience is not limited to the Jewish people. Genocide can happen to any people at any time. The only way to stop this in the future is to educate everyone about the past.”

DOUG GREENBERG
Sharing Testimony Across Continents

The ACE Charitable Foundation has been a generous long-term supporter of the Institute’s work in Rwanda. Previously, the Foundation provided multi-year support for the Institute’s work with local partners Aegis Trust and the Kigali Genocide Memorial Center (KGMC) to explore the use of testimony as a learning tool to broaden the understanding of the lasting impacts of genocide and to motivate social change. With ACE’s support, the partners preserved and indexed a collection of testimonies from eyewitnesses and survivors of the 1994 Rwandan Genocide Against the Tutsi. Working in Rwanda, the partners built local capacity for the development and growth of KGMC’s archive of testimonies and artifacts documenting the genocide. Today, a collection of 66 Rwandan testimonies are also part of the Visual History Archive (VHA), and the Institute is committed to using them in a range of digital educational activities.

The ACE Charitable Foundation recently awarded a new three-year grant to incorporate Rwandan testimonies into IWitness, the Institute’s educational website that enables teachers and students to interact with more than 1,300 testimonies from the VHA. The grant advances the development of an English-language learning activity that can be accessed by American and Rwandan students, and IWitness users around the world. In April 2014, the Institute launched an IWitness activity in honor of the 20th commemoration of the genocide focusing on the experiences of a survivor named Kizito. In a collaborative project, the Institute and classrooms in New Jersey and Rwanda will complete the activity together, sharing their insights and learning from one another.

Supporting Awareness and Action

Carolann S. Najarian, M.D., was drawn to USC Shoah Foundation through her involvement with the Armenian Film Foundation (AFF). When she learned that the AFF’s 400 filmed interviews of Armenian Genocide survivors would be added to the Institute’s archives, she and her husband, K. George Najarian, made a generous gift to support the effort.

“Now our survivors’ stories can be accessed and used for research, and their stories will be heard,” says Carolann. “The Armenian people as a whole should be very excited about this.”

Her father, Avedis Abrahamian, survived the Armenian Genocide but lost dozens of family members. He was 9 years old in 1915 and after journeying for 6 years, arrived in the United States at age 15. Throughout his life he remained keenly aware and outspoken about issues of injustice around the world and in his new country, having experienced it firsthand in his former homeland.

Carolann, inspired by her father’s ideals, became a dedicated physician, working extensively on human rights issues, and assisting the Armenian people — including spearheading a significant medical relief effort after an earthquake destroyed most of northern Armenia in 1988.

“The specifics of genocide need to be constantly kept in the forefront of the public’s eye, especially our American public,” she says. “They may know a little bit more about the Holocaust than they know about the Armenian Genocide or the Khmer Rouge in Cambodia, but many people don’t know the specifics — and they don’t realize how history can be repeated.”

“We are one world. To eradicate any ethnic group is to diminish the overall mosaic of humanity.”

USC Shoah Foundation expects to have an initial set of Armenian testimonies integrated into the Visual History Archive by April 2015, the 100th anniversary of the Armenian Genocide.

Testimonies from the 1937 Nanjing Massacre, the Holocaust, and other acts of mass violence can be highly effective in inspiring students to oppose intolerance. They are powerful tools that people with diverse backgrounds can use to better understand history and learn from past mistakes.

“All human beings belong to one another. People need to learn from atrocities such as the Holocaust, the Nanjing Massacre, and other horrific acts of brutality. USC Shoah Foundation’s work is vitally important and very worthy of global support.”

CECILIA CHAN
Managing Director of Octonovem,
USC Shoah Foundation
Next Generation Council Member

Sharing testimony across continents to help build a more peaceful world.
AMBASSADORS FOR HUMANITY

20th Anniversary
Ambassadors for Humanity Galas

HONORING
George Clooney
New York City • October 3, 2013

From left to right: A Tamar Mashigian, Joanee Hagopian, Toni Hagopian, and Sandra and Paul Kalemkiarian B George Clooney and Steven Spielberg C USC President C. L. Max Nikias, Robert J. Katz, Niki C. Nikias, George Clooney, Steven Spielberg, and Stephen D. Smith D Gabriel Erem, Daniel Erem and Alex Blavatnik E Lily Safra and Daisy Miller F Mark Rounbehler, Nancy Rounbehler, Steven Spielberg, Steve Cozen, Lori Rosenberg, George Clooney, Sandy Cozen, Cathi Snyder, Sheri Resnik, and Ken Resnik G Jim and Andrea Gordon, and Ann and Andrew Tisch H Leon and Leesa Wagner I Rebecca Stern, Jason Stern, Sarah Miller, and Larry Stern J Dr. Samuel and Gail Suede, and Kathy and Richard Leventhal K Trudy Gottesman, Miriam Esterkis, and Judy and Steve Elbaum L Sumreen Meer, Austin Cordero, Steven Spielberg, Farhan Chowdhury, George Clooney, Brandon Eng, and Hope Harris

10 Annual IMPACT Report
AMBASSADORS FOR HUMANITY

HONORING

President Barack Obama
Los Angeles • May 7, 2014

Liam Neeson, Steven Spielberg, Phil Rosenthal, Lily Rosenthal, Conan O’Brien, and USC Dornsife Dean Steve Kay
Kim Kardashian, Maggie Manciasarian-Goshin, Talin Bahadarian, Yevnigue Salibian, Derik Ghokasian, Carla Garapedian, and Gerald Papazian
Steven Spielberg and President Barack Obama
Steven Spielberg, Niki C. Nikias and USC President C. L. Max Nikias
Octavia Spencer, Samuel L. Jackson and Judge Judy Sheindlin
President Barack Obama and Celina Biniaz
Carly Lynch, Michelle Clark, Jordan Garcia, Jessica Boensch, Lisa Valtierra, President Barack Obama, Erik Salazar, Karen Barragan, Trey Lewis, Grady Guymon, and Gage Gamboa
Dr. Sheri Feldman, Dr. Marilyn Jacobs, Dr. Lisa Feintech, Dr. Michael Sopher, Dr. Debra Vilinsky, Dylan Resnik, and Sam Schneider
Susan Crown, Nicholas Kunkler, Renée Crown, and Steve Robinson and Janet Crown
Robert and Susan Greenberg, Lori Greenberg, Patricia Marquis, Michael Greenberg, Tiffany Mesko, Jeff Greenberg, Jerry Burridge, and Jennifer and Matt Messer
Marvin Caesar, Zachary Zalben, Stanley Black, Jill Black, Torie Zalben, Jack Black, and Janis Black
Warner and Doug Warner
Galina Samuel and Irina Schaeffer

FALL 2014
Dynamic New Vision for the Visual History Archive

Lee Liberman has been a stalwart supporter of USC Shoah Foundation since 1999 and a member of the Board of Councilors since 2007. A resident of Melbourne, Australia, Lee is a dedicated philanthropist with charitable interests that extend to Israel, the United States and Africa. She has long been personally invested in the Visual History Archive (VHA) and was instrumental in establishing a VHA access site at Monash University in Melbourne.

Lee has supported the indexing of 400 Australian Holocaust survivor testimonies, as well as the Institute’s testimony-based education programs in both the U.S. and Australia. Testimony is at the heart of the Institute’s mission and the VHA is the foundation for every program the Institute offers.

“Making teaching with testimony, USC Shoah Foundation crystallizes the simple lessons of humanity; what it means to be moral and responsible citizens of the world.”

She is now turning her attention to the Visual History Archive Program and is making a major investment that will allow the Institute to rebuild the archive’s infrastructure with new interfaces to provide better, broader and more seamless access to the testimonies. The grant will also support the development of new functionalities to encourage the growth of USC Shoah Foundation’s educational and scholarly networks. The VHA platform will build global thought-sharing, scholarship and interdisciplinary academic cooperation. An engaged international audience will ensure that the VHA is a living, growing entity that helps people make meaningful connections. With Lee’s support, the VHA will become a dynamic self-perpetuating digital facility supporting a diverse worldwide community invested in responsible civil engagement.

A Moral Imperative

“Chronicling the moving and powerful stories of the Holocaust is a moral imperative for all, regardless of religious faith and background”, said Dan Hilferty, president and CEO of Independence Blue Cross (IBC).

Hilferty himself is Catholic and his faith is deeply important to him. “Two of the many shared values of the Catholic and Jewish traditions are that of the importance of education and service to one’s community,” Hilferty said, explaining why the health insurer based in Philadelphia has been a loyal supporter of USC Shoah Foundation.

During the Days of Remembrance commemoration this year, Independence Blue Cross supported Days of Remembrance: PastFORWARD, a suite of testimony-based programming brought to viewers by Comcast.

“USC Shoah Foundation’s goal of educating about the Holocaust serves such an important role in ensuring that our world never sees such horrors again.”

IBC has been part of the community for more than 75 years, he said, adding, “We want our members to know that we’ll be there for them when they need us, sometimes in the most difficult and trying times in their lives.”

Without the work of the Institute, thousands of survivor and witness stories would be lost forever, he said.

“I am so proud of our support of the Institute and to be a part of this incredibly important endeavor.”

Potential to Reach Millions

From April 8 - May 25, 2014, which coincides with National Days of Remembrance, 219,000 viewers throughout the United States watched Days of Remembrance: PastFORWARD, a suite of Institute-related content on Comcast’s XFINITY On Demand.

This series, which brings audiences award-winning films, documentaries, full-length testimonies and curated videos will bring fresh Institute programming to Comcast audiences every spring for the next four years.

Vice President and Executive Director of the Comcast Foundation Bill Black said Comcast is committed to broadening the reach of important organizations and causes like USC Shoah Foundation.

“Through all of our programs and partnerships, our company works to make a positive difference in our communities, and equally important, to inspire others to do the same,” Black said. Comcast is in a position to share the work of the Institute to a broad audience and is stepping up.

“At Comcast, we believe the stories of Holocaust and genocide survivors are critical to share. And our company has a unique opportunity to leverage technology and platforms to reach and educate millions of people about prejudice, intolerance and bigotry.”
Local Testimonies, Global Impact

The Koret Foundation in San Francisco awarded a major matching grant supporting a project that is a model for the preservation of Holocaust testimony around the world. The Institute partnered with the Jewish Family and Children's Services Holocaust Center to digitize and preserve the Center’s videotaped Bay Area testimonies. The tapes, including discussions of Kindertransport and resistance groups, are irreplaceable.

“This project not only preserves local treasures, but makes the material available and accessible to scholars worldwide,” said Koret Foundation CEO Jeff Farber. “As the generation of Holocaust survivors and witnesses comes to pass, each of these recorded stories will be made available for future generations through the USC Shoah Foundation’s efforts.”

The Koret Foundation’s encouragement to engage other supporters will greatly benefit the Bay Area, where residents will be able to hear the personal stories of local Holocaust survivors and witnesses.

Connecting in a New Dimension

Hearing Holocaust survivors tell their stories in person is a powerful experience — and one that Next Generation Council member Louis Smith worried would soon be lost forever. So when he learned about New Dimensions in Testimony (NDT), a project of USC Shoah Foundation, he wanted to give to help realize its potential.

Created in partnership with the USC Institute for Creative Technologies, NDT uses 3D videotaping and advanced voice-recognition technology to create interactive representations of Holocaust survivors. The digital likenesses will be able to field questions in real time long after the survivors themselves are gone.

“It’s a way to keep their memory and their experiences alive, in kind of a real way,” says Smith.

Smith splits his time between California and Washington, D.C., where he works with the United States Holocaust Memorial Museum’s First Person speakers’ program. He’s witnessed how hearing directly from survivors can engage an audience. By supporting USC Shoah Foundation through NDT, Louis hopes to preserve such opportunities.

His devotion to the project grew after seeing demonstrations of the technology. “I feel privileged to be a part of it. I thought maybe it would look a little artificial, but it doesn’t. Keeping their experiences alive is so important.”

The care taken with the Institute’s existing collection of more than 53,000 witness testimonies gives Louis confidence NDT is in good hands.

Sharing Testimony through Innovative New Technology

Pears Foundation, based in London, England, is generously supporting New Dimensions in Testimony (NDT). Developed in collaboration with the USC Institute for Creative Technologies and Conscience Display, and supported by a consortium of committed donors, NDT is pioneering technology that allows visitors to engage in dialogue with photo-real projected images of Holocaust survivors. “Our family foundation is proud to be supporting New Dimensions in Testimony,” said Pears Foundation Executive Chair Trevor Pears CMG.

“All extraordinary and innovative project is at the cutting edge of technology and pedagogical thinking to preserve survivor testimonies for future generations.”

Using the latest in advanced digital recording, including proprietary Light Stage technology, speech recognition, natural language understanding and dialogue management software, the partners are constructing a uniquely interactive approach to audiovisual testimony. The partners recently completed filming NDT’s first interviewee, Pinchas Gutter, a Polish survivor who at age 10 lost his parents and twin sister to the Holocaust. The project’s final result will be an educational exhibit that will allow viewers to hear Pinchas speak, pose their own questions, and receive answers as if he were truly present. This innovation, made possible by Pears Foundation, will help ensure that the life stories of Holocaust survivors are continually shared with the public in new ways. Long after the last survivor has passed away, NDT will enable young people to ask their own questions and hear a survivor answer, as in a live conversation. This experience will encourage each viewer to reflect on the consequences of the Holocaust and celebrate and honor the survivors’ lives and bravery to tell their stories, giving invaluable insight to future generations.

“He quality of the interviews and the quality of the presentation, is second to none. And everyone connected with the Institute is so dedicated.”

He hopes future generations will also appreciate the opportunity for real-time exposure to survivors and their stories. “I can’t complain about anything when I listen to them. It puts everything in perspective.”

KORET FOUNDATION
Connecting Generations

Susan Crown understands the importance of inspiring future generations to achieve extraordinary goals. Her industrialist and philanthropist grandfather, Henry Crown, who founded Material Service, which merged with General Dynamics in 1959, inspired his son, Lester, who in turn, inspired Susan. The Chairman of Owl Creek Partners LLP now seeks to herald USC Shoah Foundation's mission to the next generation. As chair of the Next Generation Council, she leads the effort to educate, inspire and engage the leaders of the future in support of the Institute's work. “Each day that passes creates further distance between those who experienced the Holocaust and those who view it as distant history,” Susan explains. “It becomes ever-more important to connect generations by retelling the powerful stories contained in the Visual History Archive.”

“The rising generation is extremely interested in this issue, its potential to teach, and its power to move people to action.”

Holocaust survivors and witnesses have demonstrated great courage by sharing their stories with the world,” she continues. “Now it is up to us to carry their messages forward. Second and third generations have a unique role to play. These sons and daughters, grandsons and granddaughters can speak to this history — and the work of the Institute — in a uniquely personal and meaningful way. They can make a difference.”

The Next Generation Council is hoping to connect with the children and grandchildren of those whose testimonies are part of the USC Shoah Foundation’s Visual History Archive. To learn more, please contact Lucy Goodman at lg_604@usc.edu.

Ensuring Wider Reach

Andrew Intrater describes the events leading to his involvement with USC Shoah Foundation as “serendipitous.” Andrew, who speaks Russian and Polish, was traveling to Ukraine with a friend whose parents were born there and were Holocaust survivors. He did not know until the trip began that his friend, Mickey Shapiro, was a member of the Institute’s Board of Councilors. Then Shapiro mentioned in passing that Executive Director Stephen Smith would cross paths with them during the trip.

That fortuitous meeting led to “a couple of days of very intense discussions.” Even though he initially “had no intention of getting involved,” he emerged from their conversations a firm believer in the Institute’s work and in Smith’s vision. “He was just really inspiring,” Andrew recalls.

Not long afterward, he joined the Institute’s Next Generation Council, which promotes the organization’s goals worldwide. Currently, Andrew serves as one of the Council’s vice chairs and supports efforts to make the Institute’s educational resources available to broader audiences via technology.

His company, Columbus Nova Technology Partners, invests in world-class information technology firms — emphasizes the importance of keeping memories of genocide alive so that history doesn’t repeat itself. “Time is your biggest enemy. As people get further and further from events of the Holocaust and Rwandan Genocide, they need to be educated. Memories are short.”

Like many on the Council, he is the child of a Holocaust survivor. His father, aunt, and grandparents survived as an intact family — an unusual occurrence — by working as slave laborers in their hometown of Galicia in western Ukraine. They later went into hiding in a farmhouse.

Andrew has traveled with the Institute to Poland and Hungary, witnessing firsthand the effectiveness of the Institute’s mission and how it is embraced by educators and students. “A lot of local folks in Eastern Europe, most of them non-Jews, are devoting their time and energy to help put these education and cultural programs together,” he says. “We just have to make sure they’re broadcast using the most modern communications technologies available to reach as many people as possible, particularly young people.”

“When you put a human face on suffering, it’s very powerful, and I think it sticks with people. We are all much more alike than we are different.”

14 Annual IMPACT Report
Endowing Leadership

Arthur Lev believes if young people can experience history directly rather than just reading about it in a book, they can change the world. That’s why he and his wife Beth endowed an internship program at USC Shoah Foundation. “There’s a Jewish phrase, tikkum olam — to repair the world — that I view as an ongoing obligation,” he says.

Exposing students to USC Shoah Foundation’s Visual History Archive and giving them the opportunity to conduct research related to the Institute’s work is one way he hopes to meet that obligation. They have long supported the Institute and its educational mission. Recently, they endowed the Andrew J. and Erna Finci Viterbi Executive Director Chair. Endowed funds are vital to ensuring the Institute’s programs and long-term sustainability as they provide permanent sources of financial support.

This is crucial, notes Erna — who serves on the Board of Councilors — because the Institute’s work extends beyond the Holocaust. “They’re forging ahead, including other genocides and other people who have suffered, and helping document their stories,” she says.

The couple, whose name also graces the USC Viterbi School of Engineering, is especially impressed with the Institute’s use of technology to extract both subtleties and general trends from witness stories. The Viterbis also appreciate how effectively the Institute’s collection engages students.

“Exposing young people to this horrific period in history through these impactful first-hand reports is very important,” Andrew says. “It really gives them a chance to learn and hopefully helps them be better people and make a better world for the future,” she adds.

“The Institute’s potential to engage students not just in history but also in current events is important to him. “Genocides are still occurring today. I really hope the IWitness tool developed by USC Shoah Foundation becomes a catalyzing force for students to get involved.”

Arthur, a cum laude graduate of USC who went on to Harvard Law School, is now head of the global Long-Only and Alternative Investment Partners businesses of Morgan Stanley Investment Management in New York. Even with his busy schedule, he serves on the Board of Councilors for the USC Dornsife College of Letters, Arts and Sciences and makes regular visits to campus.

How History Can Change the Future

Andrew and Erna Viterbi need no reminders of the Holocaust’s horrors to realize the value of USC Shoah Foundation. “It’s our life history, our life story,” Andrew says.

His family fled persecution in northern Italy during World War II and, through a complex and difficult process, obtained visas to the United States. Erna’s experience was also harrowing: She and her immediate family left their home in Sarajevo for the coastal area of Yugoslavia, where they were taken prisoner and deported to Italy. After the Armistice, as the German occupation of Northern Italy again placed their lives in mortal danger, they escaped over the mountains to Switzerland. Tragically, the majority of her relatives perished in concentration camps.

Because the Viterbis understand the importance of preserving testimonies for later generations, they have long supported the Institute and its educational mission. Recently, they endowed the Andrew J. and Erna Finci Viterbi Executive Director Chair. Endowed funds are vital to ensuring the Institute’s programs and long-term sustainability as they provide permanent sources of financial support.

This is crucial, notes Erna — who serves on the Board of Councilors — because the Institute’s work extends beyond the Holocaust. “They’re forging ahead, including other genocides and other people who have suffered, and helping document their stories,” she says.

The couple, whose name also graces the USC Viterbi School of Engineering, is especially impressed with the Institute’s use of technology to extract both subtleties and general trends from witness stories. The Viterbis also appreciate how effectively the Institute’s collection engages students.

“Exposing young people to this horrific period in history through these impactful first-hand reports is very important,” Andrew says. “It really gives them a chance to learn and hopefully helps them be better people and make a better world for the future,” she adds.

“The Institute’s potential to engage students not just in history but also in current events is important to him. “Genocides are still occurring today. I really hope the IWitness tool developed by USC Shoah Foundation becomes a catalyzing force for students to get involved.”

Arthur, a cum laude graduate of USC who went on to Harvard Law School, is now head of the global Long-Only and Alternative Investment Partners businesses of Morgan Stanley Investment Management in New York. Even with his busy schedule, he serves on the Board of Councilors for the USC Dornsife College of Letters, Arts and Sciences and makes regular visits to campus.

On one such visit, Arthur plans to expose his three children to the Institute’s vital work, which he wants to help spread around the world.

“The IWitness tool is something that should be available on a global basis,” he says. “The hub is at USC, but the spokes are all over the world — whether at the elementary, high school, or university levels. You have kids looking at a testimony and saying ‘That could have been me. I could have been in those shoes.’ It’s a very powerful way to create empathy and teach.”
My Family’s Lived Experience

Wendy Smith Meyer first learned about USC Shoah Foundation in 1996, when her parents, Alfred and Selma Benjamin, gave their testimony. She attended part of the interview, when her parents, who grew up in Nazi Germany, gave their first-person accounts of increasing Jewish persecution. Her uncles, Owen and Edgar Hirsch, and aunt, Elise Le Hu, also gave testimony.

“The reach, horror and effects of the Holocaust have been real to me since childhood because they were a real part of my family’s lived experience,” Wendy said. “As a young person, I read everything I could about the Holocaust, in an attempt to understand how such things could have happened.”

A clinical associate professor and associate dean at the USC School of Social Work, Wendy and her husband Barry Meyer, former chairman and CEO of Warner Bros., have been ardent supporters of the Institute for more than a decade.

Barry has long been passionate about supporting Jewish causes. He was at the helm of Warner Bros. when the studio produced Into the Arms of Strangers: Stories of the Kindertransport, the Academy Award-winning documentary about a rescue operation that saved more than 10,000 Jewish children from capture during Nazi Germany.

“My husband’s critical support of Into the Arms honored the sacrifices of families torn apart during these years in a way similar to USC Shoah Foundation’s work,” Wendy said. “He, too, feels a deep connection to the mission.”

Together, the couple wants to help ensure that the Institute continues to educate present and future generations about the dangers of racism, nationalistic extremism and religious discrimination.

The work of USC Shoah Foundation is precious. Its role in preserving a painful part of human history is as important as its role in making the future of all peoples more respectful and accepting of difference and variation.”

WENDY SMITH MEYER

Shared Cross-Cultural Principles

Masako Togo Kasloff and her late husband Philip were drawn to USC Shoah Foundation after hearing the testimony of Dario Gabbai, who was forced to work as a Sonderkommando in the crematoria at Auschwitz during the Holocaust.

Dario shared details of what he witnessed before his liberation from Ebensee concentration camp in Austria when the war ended. He was at Auschwitz until it’s evacuation in January 1945.

“Dario shared many tragic, heart-breaking stories with us,” Masako recalled. “So painful to hear.”

She learned more about this history through her husband’s activities in the Jewish community and the couple’s many trips to Israel. Founders of the Philip and Masako Togo Kasloff Foundation, the Malibu couple vowed to help stop discrimination and intolerance through their work with the Institute.

After Philip’s death in December 2006, Masako stayed involved.

“Any people, anywhere can fall victim to discrimination. It’s my greatest hope that the work of USC Shoah Foundation will continue to provide the education our society needs to end all forms of discrimination.”

The couple’s foundation promotes cross-cultural understanding and education between America and Japan.

The Institute has the same educational and cross-cultural principles, she said, adding that the Visual History Archive encourages students and all viewers to become better people.

“Tragically, many forms of discrimination and intolerance still exist today,” Masako acknowledges. “There are young students who fall victim to bullying and bigotry. Through the work of USC Shoah Foundation and the sharing of testimonies, the hope is that young people will be inspired to care for the welfare of others and come to the realization that we all deserve to be treated with dignity and respect.”
Keeping Memories Alive

Worried about conjuring bad memories, Ilse Delman was initially reluctant to share her story with USC Shoah Foundation. But after meeting with Institute staff, encouraged by her friend Anita Mayer, who had contributed her own testimony, and supported by her husband, Abner Delman, M.D., Ilse shared her memories. A decade later, she remains grateful that her story will live on through the archive.

The Delmans, who have been married for 41 years, became dedicated supporters after first learning about the Institute’s work. The couple is committed to ensuring the Institute continues to thrive for generations to come.

“Increasingly, as the years go by, certain segments of the population virtually deny that the Holocaust ever occurred,” says Abner. That is why they have included a major gift in their estate—an endowed gift honoring the memory of Ilse’s parents, Ernest and Erna Nathan.

The Nathans, including then 6-year-old Ilse, were forced from their hometown of Frankfurt, Germany, and fled to Tilburg, in the Netherlands in 1933. When the German’s invaded the Netherlands in 1940, Ilse and her parents were forced to go into hiding. They stayed for a year with a Dutch family before having to go deeper into hiding—living in the upper portion of a barn for 18 months, supplied with food by a German business associate of Ernest Nathan. In 1946, with the war over, the family moved to the United States.

“Besides combating different types of discrimination all over the world, the Institute provides education, and documents and records these experiences to help to keep the memory of the Holocaust alive. This work is very worthwhile thing to help sustain, and that’s why we decided to make a planned gift.”

DR. ABNER DELMAN

Eradicating Dehumanization

Dr. Judy Alpert is the child of Holocaust survivors. Born in Hungary during the 1956 revolution, she and her parents escaped to the United States from Budapest when she was 10. Her husband, Dr. Mark Alpert, was born during World War II and is acutely aware that if he had been born where his grandparents fled the pogroms in the late 19th century, he would have not survived the Holocaust.

“We owe an unpayable debt to those who perished,” said Mark, explaining why he and Judy give to USC Shoah Foundation annually.

“We want to do everything we can to honor their memory. And to remind future generations of the lost lives and contributions to humanity of those whose murders left all of us poorer as human beings.”

DR. MARK ALPERT

Judy said the gathering and the preservation of testimony are profoundly important in educating future generations about history.

“And preventing historical revisionists from denying and distorting factual events,” said Judy, a jazz vocalist, pianist, arranger, college professor, and published music researcher.

A USC alumnus and the Mark I. Foley’s Professor in Retailing at The University of Texas at Austin, Mark said the Institute’s testimonies can help students develop empathy, embrace tolerance and reject bullying, bigotry and racism.

“I visited Dachau [concentration camp] when I was 22, and I have had a hard time with racial jokes and stereotypes ever since,” he said. “I realized that anything that permits us to think of others as less human, or less worthy, based on what we want to think of as our ‘superiority’ to those we deem different, based on religion, race, gender, sexual orientation, and a host of other reasons for dehumanization, makes it all the easier to marginalize — or worse.”
Honor Roll of Donors

**USC Shoah Foundation**

wishes to thank the following individuals, foundations and corporations for their generous support.

This list acknowledges supporters, who made outright gifts, grants and pledges from January 1, 2013 through June 30, 2014.

**GIVING**

**$1,000,000 and Above**

Ulrika & Joel Ciron
Comcast Corporation
Sandy & Stephen Cozen
Dana & Yossie Hollander
Koret Foundation
Lee Liberman Charitable Foundation
Erm & Andrew Viterbi
Leesa & Leon Wagner

**$500,000 - $999,999**

Pears Foundation
Madeline & Bruce Ramer, Eileen & Howard Brown, Gang, Tyre, Ramer & Brown
Mickey Shapiro
Louis Franklin Smith Foundation and Louis F. Smith
Stanley’s Garden Foundation

**$250,000 - $499,999**

Cecilia Chan
Department for International Development, United Kingdom
Carmel & Eric Greenberg
Jewish Family and Children’s Services of San Francisco, the Peninsula, Marin, and Sonoma Counties
Harry Krakowski
George & Irina Schaeffer Foundation
Skirball Foundation
Swedish International Development Cooperation Agency
Turner Broadcasting System
Theodore and Renee Weber Foundation, Inc.

**$50,000 – $99,999**

The Lisa & Douglas Goldman Fund
Trudy Elbaum Gottesman & Robert W. Gottesman
Margee & Douglas Greenberg
Marcy Gringlas, Joel Greenberg and Seed the Dream Foundation
Melody Hobson & George Lucas
Independence Blue Cross
Robert J. Katz
Deborah & Wayne Zuckerman and Ruth & Steven Katz
Kathleen Kennedy & Frank W. Marshall
Caroline & Sidney Kimmel
William P. Lauer
Ricky & Ralph Lauren
Leichtag Foundation
Lee Liberman & Leslie Reti
Beth & Arthur Lev
Karen & Herb Lotman Foundation
Participant Media
Tyker Perry
Victor Pinchuk Foundation
John & Lisa Pritzker Family Foundation
Harry L. Robinson
Monica & Philip Rosenthal,
Rosenthal Family Foundation
Lily Safra, The Edmond J. Safra Foundation
Judges Jady & Jerry Sheindlin
Martha Kaufman & Michael Skloff
Rebecca & Lawrence Stern
20th Century Fox Film & 21st Century Fox Viacom/Paramount Pictures
The Walt Disney Company
Warner Brothers Entertainment
Diane and Howard Wohl
Family Foundation

**$50,000 – $99,999**

Terry & Rosel Bernard
Joyce Klein & Jerry Breslauer, Eva & Mickey Rutman, Tammy & Steve Anderson, Breslauer, Rutman & Anderson
Barbara Streisand & James Brolin
Cinemark USA
Discovery Communications
Susan & Robert Downey, Jr.
Embraer Executive Jets
Peintech Family Foundation
Lori, Mark & Elizabeth Fife
Rita Wilson & Tom Hanks
Hawthorn PNC Family Wealth
IAC Foundation
Jewish Federation of Greater Los Angeles
Stacey Snider & Gary Jones
Marilyn & Jeffrey Katzenberg
KCD, Inc., Multidisciplined Creative Source
Wendy & Barry Meyer
Caroline S. Najarian, M.D. & K. George Najarian
NBC Universal Entertainment Media LLC
Robin Chemers Neustein
News America, Inc.
Ellen Porges and Andrew Dannenberg
Sari & Israel Roizman
Courtney Sale Ross
Marilyn & Barry Rubenstein
Jonathan Sacks, Steven Shapiro & Steven Tananbaum
Jessica & Jerry Seinfeld
Beth & David Shaw
Skechers Foundation
Esta Eiger Stecher

**$25,000 - $49,999**

Nicole & David Abrams
Halle & David Adelman
Paul G. Allen
Michael Aram
Avon Foundation
Jocelyn & Howard Banchik
Leslie Berger
The Stanley and Joyce Black
Family Foundation
Sandra & Sidney Brown
Betsy & Philip Darvoff
Anne & Kirk Douglas
DreamWorks Studios
Beverly & Daniel Floersheimer
Jami Gertz & Antony Resiler
Andrea & Jim Gordon,
The Edgewater Funds
Helene & George Gould
Ann & Kenneth C. Griffin
International Holocaust Remembrance Alliance
Tammie & Daniel Kramer
Aliza & Guillermo Liberman
Beverly Spector & Kenneth Lipson
McKinsey & Company
Alice & Lorne Michaels
JP Morgan Chase & Company
Beth & Joshua Nash
Maccia & Ron Rubin
Wendy & Kenneth A. Ruby
Saint James Trust
Wendy & Edward O. Sassower
Mary B. Scanlan Family Foundation
Jane & Terry Semel
Jocelyn Strauber & Mark Gordon
Tapper Charitable Foundation
Robert & Jane Toll Foundation
Union Bank
Harriet & Larry Weiss, CRW Graphics
Samantha & John Williams
Wunderman Family
Nanar & Tony Yosefoff

**$10,000 – $24,999**

Joseph Alexander Foundation
Alpern Family Foundation
Michael Richard Amerian
Anastasia Beverly Hills, Inc.
Armenian Film Foundation
Avanessian’s Foundation
Bank of America Charitable Fund
Belz Foundation
Nvair & Zareh Beylerian
Francis Blasberg & Joe Rice
Bloomberg
Carole & David Blum
Skip Brittenham & Ziffren Brittenham LLP
Eli & Edythe Broad Foundation
Dr. Leon Bronberg Charitable Trust
CBS Corporation

---

**Annual IMPACT Report**
"Research is like a pebble thrown into a pond. One scholar does some research, discovers something new, and then that becomes something that ripples outward to touch students at every level."

DOUGLAS GREENBERG

Cedars-Sinai Medical Center
Cheadle/Coutler Family Trust
City National Bank
Carol & Jerome Coben
Crystal & Company
CSTM Foundation
Ronnie & Louis Davidson
Deluxe
DeWitt Stern
Marsha & Lawrence Dworkin
Jennifer & David Eisman
Tamar Ekeles & Larry Michaels
Phyllis & Dan Epstein
Calista Flockhart & Harrison Ford
Domenic Forino
Michael Francis
Phil M. Friedmann Family Foundation
Barbara & Stephen Friedman
Front Porch Digital
Lucy Goldman
Goldman Sachs Gives
Denise & Michael Goodman
Patrick E. Guilfoyle
Robert & Jane Harrison Family Foundation
Hasbro Studios
Jerome & Kenneth Lipper Foundation
JLab Audio
Charles R. Johnson, Jr.
Sidonia Lax, Wine Club of the Month
Masako Togo Kasloff
Keck School of Medicine of USC
Mark and Anla Cheng Kingdom Foundation
Saronia Lax
Lazard Freres & Company
Lewie’s Group LLC
Jerome & Kenneth Lipper Foundation
Metricon USA
Mimi Alpert Feldman
Morgan Stanley & Company, LLC
William Morris Endeavor Entertainment
Neuberger Berman
New 38th Floor Productions, Inc.
Frederick G. Nix
Sara & Tom Rothman
Hon. Nicole A. Avant & Ted Sarandos
Charles & Mildred Schurman Foundation
Debbie & Steve Shapiro
Allen Shay
The Shainberg Family Foundation
Eva & David Shainberg
The Sidney Milton and Leoma Simon Foundation
SJS Charitable Trust
Skadden Arps Slate Meagher & Flom LLP
Stuart & Susan Snyder
Michael Sonnenfeldt
Silia Cosmetics
Honorable Cynthia Stroum
Tanne Foundation for Jewish Life and Culture
Laszlo N. Taxaier Family Foundation
Robbi & Bruce Toll
USC Norris Comprehensive Cancer Center
Amy & Jeffrey Verschleiser
Meryl & Joseph Warner
Mary & John Wells
Wol Family Foundation
Orna & Keenan Wolens

"The population is increasing so much that in order to keep ahead of the curve and keep this at the forefront of people's thinking, there have to be really expansive and dynamic programs for education so we don't look back 100 years from now and say, 'Hey, we should have done this.'"

ANDREW INTRATER

$5,000 – $9,999
Susanna Lachs Adler
Vandana Agarwal, M.D.
AJW Properties Management
Nicole Alper
Bank of the West

$10,000 – $19,999
William Back
Jean & Charles Barsam
Cecile and Fred Bartman Foundation
Newton & Rochelle Becker Foundation
Belnord Hotel Corporation
Renee Berliner Rush & Wylie Rush
Lenne & Arthur Beyelerian
Rafael Bled
Helene Rosenzweig & Richard Block
Lorig Boyajian & Arta Chorluyan
Pearl & Paul Caslow and
The Paul Caslow Foundation
Cleary Gottlieb Steen & Hamilton LLP
Jean & Sanford Cohen
Leon & Toby Cooperman Family Foundation
Dallas Holocaust Museum
Defamco, L.P.
Sam Devinski & Mary Stahl, Richard & Jennifer Devinski, Ethan Pack
Dinovo Price Ellwanger Hardy LLP
Sam Domb
Nancy Fisch & Mark Kirshner
Jennifer & Michael Forman
Artyn & Max Gardner
Barbara & James Gilmore
Azlene & Stanley D. Ginsburg
Sheila Goldman
Dorothee Gottschalk Revocable Trust
Beth & David Greenwald
Toni & Roger Hajjar
Jane-Howard Hammerstein
Hilda & Saro Hartouman
Harvard University
Heaton-Hunt Family Foundation
Louise Horvitz
James Family Foundation
Hilda Jonas
Ruth Kamaiko
Carol & Edward Kaplan Foundation
Keith Family Foundation
Carmela & Miguel Jack Koenig
Lynn & Jales Kroll Family Foundation
Shirley & Major Langer
Laura & Gary Lauder
Julie & Jerrold Levy
Margo & David Mgrublian J. M. Morgenstern
Northern Trust Company
Olitersky Family Foundation
Gayane & John Pridjian
Patty Elias Rosenfeld & Michael Rosenfeld
Georgina & Thomas Russo
Peggy & Robert Shapiro
Patricia & Stanley Silver and Leo S. Guthman Foundation

$2,500 – $4,999

DOUGLAS GREENBERG
“A genocide is a genocide. We’re all people. It can happen to anyone at any time. That’s why USC Shoah Foundation’s work is so compelling. To have these testimonies as a teaching tool, to preserve the memory and then share them throughout the world: That’s a big takeaway.”

ULRIKA CITRON

$1,000 - $2,499

Janice & S. Peter Albert
Alpha General Contractors of NY, Inc.
Sharon & Craig Altman
Ararat Home of Los Angeles Inc.
Cecelia & Jeffrey Assaf
Carine & Bob Avakian
Michael A. Azarian
Mira Becker & Laura Becker
Hagop Beledjanian
Terry & Lionel Bell
Leslie & Alan Beller
Martha & Barry Berkett
Lisa Berlin
Steven Berlinger
Andrew D. Bernstein
Richard Bloom
Virginia & Norman Bobins
Ellen Beth Bogolub & Neil Friedman
Lourdes Botterg
Jacob Burns Foundation, Inc.
Christine Chakmakian
Carole & David Coloski
Abby Cohen
Jean E. Cohen
Joseph M. and Barbara Cohen Foundation

Amy & Jeffrey Louis Verschleiser
Judith and David Wachs Family Foundation
Hafina, Suzette & Arthur Wachtel
Sharon & Peter Weinstein
Tali & Boaz Weinstein
Tatyana & Michael Wexler
Vicky White
Elizabeth G. & Steven Ziaalinn
Barbara & David Zalaznick Foundation
Ruth Ziegler

NEXXT GENERATION COUNCIL

From left to right: Stephen D. Smith, Melanie Dadourian, Mary B. Gringlas, Marsha Dworkin, Steven Spielberg, Dan Adler, Cecilia Chan, and Mark Gordon

Judy & Mark D. Lerner
Richard and Emily Levin Foundation
Rachel Levin
Carol Schild Levy & Marvin Levy
Robin & Benjamin Levy
Zita & Morris Liebersmarch
George J. London Memorial Foundation
Susan Lowenberg
Susan & Michael Mann
Christine & Shant Mardirossian
Lori Rochelle Mars & David Fields
Martha & Jeff Melvoin
Minnow Family Foundation
Julie & Ken Mostow
Madeleine & Jeffrey Moskowitz
Jonathan Mostow
Anne Meredith Mullaly
Karen & Steven Nargizian
Lourdes Nark
Brooke & Daniel Neidich
Judie & Alfred Netter
Northwestern Mutual Life Insurance Company
Valeria & Dario Nul
Carolyn Okin
Deborah A. Oppenheimer
Marcy C. Panzer
Jonathan Paret
Deborah Paul
Sidney Phelps
Jill & Jon Powell
Jeneane Prevatt
Helen & David Puul
Sandra Rocks & Bernard Plum
Drs. Susan Rtoitman & Alan Silverberg
Daniel & Joanna S. Rose Fund
Joseph Rosen Foundation
Joyce & Edwin Rosenberg
Helene Rosenweig, M.D. & Richard Bock, M.D.
Lyn M. Ross
Sheila & Richard Rozman
Barbara Brown Rutenberg & John Ruttonberg
Ilene Safron
Jeffrey Sanderson
Sauer Family Yom Hashoah Fund
Lillian Schazlin
Eric Schiffer
Segal Family Foundation
Shirley & Ralph Shapiro
Macy & Robert Shoemaker
Gloria Shulman
Peggy Siegel
Vicki & Leslie Silverman
Sandy Slap
Ken Smuckler
Constance Smukler
Cathi Cozen Snider
Robin & Benjamin Steinman
Linda & Murray Stemple
Mickey Stern
Margery Tabankin & Earl Katz
Newman Tanner Foundation
Jordan & Irene Tark Foundation
Hermine & Malcolm Tarkanian
Eva Telnman
Anita Tetrault & Alan Charles Krieger
Jeanne Tumanian
UJA Federation
Andrew Waid
Kim Wainwright & Seth Grosshandler
Waldman Foundation

The Haas Family Trust
Joanne Hageopian & John Eknoian
Irving Harris Foundation
Jerry J. Hornstein
Reena & Sam Horowitz
Louise Horvitz, M.D.
Cheryl & Ron Howard
Tiffany Joy Israel
Drs. Susan Jerian & David Essayan
Laura, Ricki & Joel Kanter
Ronald Kaplan
Lorenza Katz-Cohen
Phyllis & William Kessler
Ellen & Robert Klapper
Joan Binder Koransky
Bob Leibowitz
Anne Claire Lester Foundation
Kelsa & Sheldon Liber
Gayle & Richard Milling
Mitchell & Hilarie Morgan
Family Foundation
Arinika & David A. Mayres
Myra & Stephen Nourmand
Gohar & Diron Ohanian
Genine & William Oster
Hermineh & Galoust Pakhanians
Susan & David Pechman
Penn Emblem Company
Sandra & David Perlmutter
Irene Pletka
Samuel H. Pond
M. Stephen Rasch
Edith Ressler
Vicki Reynolds & Murray Pepper
Linda & Owen Robinson
Barbara & Richard Rothchild
Lisa A. Rotmil
Nina Sabaan
Pamela Schmidt
Jodi & Steven Schwartz
Kimberly Schwartz & Bob Leibowitz, M.D.
Roberta & Peter Schwartz
Linda Shahinian
W. Scott Shepherd
Rebecca & Paul Sinclair
Anna Slotky-Reitano & Lyn Slotky
Sidney Stern Memorial Trust
Beth & David Sufian
Barbara & Dave Sylvan
Steven Tannenbaum
Linda & Dennis Tarzian
Elisa & Alex Taub
Temple University School of Medicine
TIOGA Foundation

NEXT GENERATION COUNCIL

From left to right: Stephen D. Smith, Melanie Dadourian, Mary B. Gringlas, Marsha Dworkin, Steven Spielberg, Dan Adler, Cecilia Chan, and Mark Gordon

Judy & Mark D. Lerner
Richard and Emily Levin Foundation
Rachel Levin
Carol Schild Levy & Marvin Levy
Robin & Benjamin Levy
Zita & Morris Liebersmarch
George J. London Memorial Foundation
Susan Lowenberg
Susan & Michael Mann
Christine & Shant Mardirossian
Lori Rochelle Mars & David Fields
Martha & Jeff Melvoin
Minnow Family Foundation
Julie & Ken Mostow
Madeleine & Jeffrey Moskowitz
Jonathan Mostow
Anne Meredith Mullaly
Karen & Steven Nargizian
Lourdes Nark
Brooke & Daniel Neidich
Judie & Alfred Netter
Northwestern Mutual Life Insurance Company
Valeria & Dario Nul
Carolyn Okin
Deborah A. Oppenheimer
Marcy C. Panzer
Jonathan Paret
Deborah Paul
Sidney Phelps
Jill & Jon Powell
Jeneane Prevatt
Helen & David Puul
Sandra Rocks & Bernard Plum
Drs. Susan Rtoitman & Alan Silverberg
Daniel & Joanna S. Rose Fund
Joseph Rosen Foundation
Joyce & Edwin Rosenberg
Helene Rosenweig, M.D. & Richard Bock, M.D.
Lyn M. Ross
Sheila & Richard Rozman
Barbara Brown Rutenberg & John Ruttonberg
Ilene Safron
Jeffrey Sanderson
Sauer Family Yom Hashoah Fund
Lillian Schazlin
Eric Schiffer
Segal Family Foundation
Shirley & Ralph Shapiro
Macy & Robert Shoemaker
Gloria Shulman
Peggy Siegel
Vicki & Leslie Silverman
Sandy Slap
Ken Smuckler
Constance Smukler
Cathi Cozen Snider
Robin & Benjamin Steinman
Linda & Murray Stemple
Mickey Stern
Margery Tabankin & Earl Katz
Newman Tanner Foundation
Jordan & Irene Tark Foundation
Hermine & Malcolm Tarkanian
Eva Telnman
Anita Tetrault & Alan Charles Krieger
Jeanne Tumanian
UJA Federation
Andrew Waid
Kim Wainwright & Seth Grosshandler
Waldman Foundation

The Haas Family Trust
Joanne Hageopian & John Eknoian
Irving Harris Foundation
Jerry J. Hornstein
Reena & Sam Horowitz
Louise Horvitz, M.D.
Cheryl & Ron Howard
Tiffany Joy Israel
Drs. Susan Jerian & David Essayan
Laura, Ricki & Joel Kanter
Ronald Kaplan
Lorenza Katz-Cohen
Phyllis & William Kessler
Ellen & Robert Klapper
Joan Binder Koransky
Bob Leibowitz
Anne Claire Lester Foundation
Kelsa & Sheldon Liber
Gayle & Richard Milling
Mitchell & Hilarie Morgan
Family Foundation
Arinika & David A. Mayres
Myra & Stephen Nourmand
Gohar & Diron Ohanian
Genine & William Oster
Hermineh & Galoust Pakhanians
Susan & David Pechman
Penn Emblem Company
Sandra & David Perlmutter
Irene Pletka
Samuel H. Pond
M. Stephen Rasch
Edith Ressler
Vicki Reynolds & Murray Pepper
Linda & Owen Robinson
Barbara & Richard Rothchild
Lisa A. Rotmil
Nina Sabaan
Pamela Schmidt
Jodi & Steven Schwartz
Kimberly Schwartz & Bob Leibowitz, M.D.
Roberta & Peter Schwartz
Linda Shahinian
W. Scott Shepherd
Rebecca & Paul Sinclair
Anna Slotky-Reitano & Lyn Slotky
Sidney Stern Memorial Trust
Beth & David Sufian
Barbara & Dave Sylvan
Steven Tannenbaum
Linda & Dennis Tarzian
Elisa & Alex Taub
Temple University School of Medicine
TIOGA Foundation

NEXT GENERATION COUNCIL

From left to right: Stephen D. Smith, Melanie Dadourian, Mary B. Gringlas, Marsha Dworkin, Steven Spielberg, Dan Adler, Cecilia Chan, and Mark Gordon

Judy & Mark D. Lerner
Richard and Emily Levin Foundation
Rachel Levin
Carol Schild Levy & Marvin Levy
Robin & Benjamin Levy
Zita & Morris Liebersmarch
George J. London Memorial Foundation
Susan Lowenberg
Susan & Michael Mann
Christine & Shant Mardirossian
Lori Rochelle Mars & David Fields
Martha & Jeff Melvoin
Minnow Family Foundation
Julie & Ken Mostow
Madeleine & Jeffrey Moskowitz
Jonathan Mostow
Anne Meredith Mullaly
Karen & Steven Nargizian
Lourdes Nark
Brooke & Daniel Neidich
Judie & Alfred Netter
Northwestern Mutual Life Insurance Company
Valeria & Dario Nul
Carolyn Okin
Deborah A. Oppenheimer
Marcy C. Panzer
Jonathan Paret
Deborah Paul
Sidney Phelps
Jill & Jon Powell
Jeneane Prevatt
Helen & David Puul
Sandra Rocks & Bernard Plum
Drs. Susan Rtoitman & Alan Silverberg
Daniel & Joanna S. Rose Fund
Joseph Rosen Foundation
Joyce & Edwin Rosenberg
Helene Rosenweig, M.D. & Richard Bock, M.D.
Lyn M. Ross
Sheila & Richard Rozman
Barbara Brown Rutenberg & John Ruttonberg
Ilene Safron
Jeffrey Sanderson
Sauer Family Yom Hashoah Fund
Lillian Schazlin
Eric Schiffer
Segal Family Foundation
Shirley & Ralph Shapiro
Macy & Robert Shoemaker
Gloria Shulman
Peggy Siegel
Vicki & Leslie Silverman
Sandy Slap
Ken Smuckler
Constance Smukler
Cathi Cozen Snider
Robin & Benjamin Steinman
Linda & Murray Stemple
Mickey Stern
Margery Tabankin & Earl Katz
Newman Tanner Foundation
Jordan & Irene Tark Foundation
Hermine & Malcolm Tarkanian
Eva Telnman
Anita Tetrault & Alan Charles Krieger
Jeanne Tumanian
UJA Federation
Andrew Waid
Kim Wainwright & Seth Grosshandler
Waldman Foundation
"The phrase 'a picture is worth a thousand words' really does hold true. IWitness is a very powerful way to create empathy and teach. If it’s read about in textbooks, it doesn’t have the same punch."

ARTHUR LEV

$500 - $999
Adrienne G. Alexanian
Aine & Ara Araz
Thomas V. Ashbahian
Lee B. Balefsky
Robyn & Michael Barrett
Garbis Baydar
Sharon Bellows
Linda & Richard Berenson
Alice Berglas
Jack Bienemfeld
Reid N. Bodek
Marcia McInnis Bond
Graydon H. Brittan
Martin Brochstein
Amy & Marc Brownstein
Jennifer Elaine Burns
Arousissian Christianian
Giuseppe Civitella
Olivia Cohen-Cutler
John Cooke
Elisabeth Depiciotto
DeRossi & Sons, Company
Kathy & Jerry Drew
Helaine Dubner
Bonnie & Jay Eisner
Scott Evans
Karen L. Farage
Stuart Feen
Phyllis Fischer
Thomas Flesh
Sam Fogle
Cheri & Steven M. Friedman
Julie Garcia
Hildegard H. Gernsheimer
Elizabeth Gevelber
Tracy & Marc Ginsburg
Jodi Dubner Gordon
Jill M. Greenberg
Renee Joy Herst
Carole E. Heyl
Dr. Daniel D. Hillman
Steven Hitter
Richard Hochman
Doris and Martin Hoffman
Family Foundation
Nadja Hofmann
Adrienne & Ira Holtzman
Dawn & Ara Hourdajian
Annette Insdorf
Jackson Jewish Welfare Fund
Ned J. Kaplin
Wendy & Theodore Kapnek
Sturges Karban
David M. Kies
Sidney Kuflik
Alfred Landess
Esther & Daniel Levy
Debra & David Magerman
Matthew Manuelian
Neiman Marcus
Michael L. Meyer
Debra & Alan Mibab
Diana & Charles Mkhitarian
Rose Moskowitz
Sam Nash
Mary & Denise Papazian
Russell Peterson
Larry Raiman
Barry Ritholz
Mr. & Mrs. Lawrence L. Ronson
Jonathan Rosenstein
Jeffrey M. Rothstein
Cle H. & William B. Rubin Family Fund
Marian G. Sanders
Shirley Saunders
Steven Schindler
Valerie & Will Schwartz
Robin Shaffert
Paul Shahinian
Mr. & Mrs. Carleton B. Shay
Mark Sherman
Stan Shore
Fred Sifton
Sandra Bensman Silverstein
Alex Snider
Babette & Harvey Snider
Robert Soergel
Dennis Andrew Sokol
Janine & Adam Sokoloff
Irwin Solomon
Takouhy Soutanian
Bernice & Arnold Spielberg
Russell Lewis Steinweg
Donna & Harvey Sternberg
William & Anna Tenenblatt Foundation
Ms. Monica Timpe-Godfrey
Gail M. Title
Eva Vollmer
Mr. & Mrs. Paul Vonberg
Marjory & Brian Wargon
Faith & Sol Weiss
Linda & James Wimmer
Justin and Genevieve Wyner Trust
Zmecki Charitable Foundation
Salvatore Zizza
Renee & Joseph Zuritsky
Janet R. Zykorie

If you wish to change the way your name is listed, please contact Nicole Watkins at (213) 821-9337.

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:
NICOLE WATKINS
Director of Donor Relations
USC Shoah Foundation
The Institute for Visual History and Education
University of Southern California
Phone: (213) 821-9337

For further information on Planned Giving, contact:
STEVEN KLAPPHOLZ
Executive Director of Development
USC Shoah Foundation
The Institute for Visual History and Education
University of Southern California
Phone: (213) 740-6051

ANNUAL IMPACT REPORT • FALL 2014
MANAGING EDITOR Nicole Watkins, Director of Donor Relations

EDITORIAL TEAM
Katie Alheim, Director, Corporate and Foundation Relations
June Beallor, Founding Executive Director
Steven Klappholz, Executive Director of Development, Los Angeles
Jayne Perilstein, Executive Director of Development, Philadelphia
Sal Rivas, Executive Director, Corporate Relations
Melissa Saragosti, Advancement Coordinator
Aaron Zarrow, Program Administrator

WRITERS Pamela Johnson - Susan Wampler

DESIGN Warren Group | Studio Deluxe
BOARD OF COUNCILORS

Steven Spielberg  
*Founder/Honorary Chair

Edgar M. Bronfman  
*Honorary Co-Chair

in Memoriam

Renée Crown  
*Honorary Co-Chair

Lew Wasserman  
*Honorary Co-Chair

in Memoriam

Robert J. Katz  
Chair

Susan Crown  
Vice Chair

Harry L. Robinson  
Vice Chair

Wallis Annenberg  

Russel S. Bernard  

Gerald Breslauer*

Joel Citron  

Jerome Coben*

Stephen A. Cozen

David Eisman

Phyllis Epstein  

Anita Friedman  

Emanuel Gerard*

Eric Greenberg  

Marcy B. Gringlas

Yossie Hollander  

William Lauder

Lee Liberma  

Bruce Ramer  

Michael Rutman*

Mickey Shapiro

Tad Taube

Erna Viterbi

*Emeritus member

NEXT GENERATION COUNCIL

Susan Crown  

National Chair

Dan Adler  

Vice Chair

Marcy B. Gringlas  

Vice Chair

Andy Intrater  

Vice Chair

Edward Sassower  

Vice Chair

Wendy Sassower  

Vice Chair

Marcy Adelman

Carole Blum

Cecilia Chan

Ulrika Citron

Melanie Dadourian

Marsha Dworkin

Lori Fife

Rachel Cohen Gerrol

Mark Gordon

Freddie Kotek

Harry Krakowski

Thom Melcher

Joshua Nash

Sam Pond

Allie Pyke

Louis Smith

Lindy Snider

Leesa Wagner

Michael Wunderman

USCDornsife

Dana and David Dornsife

College of Letters, Arts and Sciences