



THE POWER OF TESTIMONY
REMOTE AND RESILIENT

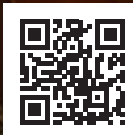
2020 ANNUAL REPORT

January 1 - December 31



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Cover Image: Holocaust survivor Tobias Rawet Zooms with Collections and Media Manager Kia Hays during his Dimensions in Testimony interview in Stockholm, Sweden.

Above Image: Holocaust survivor Irving Levine preparing to give his testimony remotely from his home in New Jersey. The filming equipment was shipped to his house and assembled by his son-in-law.

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EXECUTIVE MESSAGE

Dear Friends,

Thanks to you, our supporters and friends, the Institute was able to provide educational, research and community programming to more people than ever before in our history—this during a devastating global pandemic when our audiences needed us most.

Our community has risen together, as you will see in the stories of this Annual Report. More benefactors than ever gave to the Institute, enabling a rapid pivot to all-virtual, remote programming.

In March 2020, as remote access to resources became critical, the Institute delivered its first direct-to-student learning opportunities in support of learners and their families, as well as educators. IWitness Mindful Explorations and other new activities have engaged hundreds of educators and thousands of students this year.


The Institute built remote recording technologies to add one-of-a-kind Holocaust witness interviews for Dimensions in Testimony and The Last Chance

Testimony Collection. New stories are being saved each month—every one of them is a race against time.

And each month we continue to welcome survivors, community members, experts and a world of learners to compelling online event opportunities where our community continues to connect and grow.

It is urgent to build pathways to provide online resources for remote learning to counter the hate we see and experience, and to limit its influence and impact in the next generation. With your help, we will continue to accelerate the impact of testimony.

With Gratitude,



Lee Liberman
Chair, Board of Councilors



Stephen D. Smith
Finci-Viterbi
Executive Director

COMING TOGETHER IN A YEAR APART

In March 2020, USC Shoah Foundation, along with many universities, institutions and businesses around the country, closed its doors in response to the growing COVID-19 pandemic. The disruption and unpredictability that affected the world also struck the Institute, as scheduled interviews were cancelled, lectures and public tours postponed and in-person outreach put on hold.

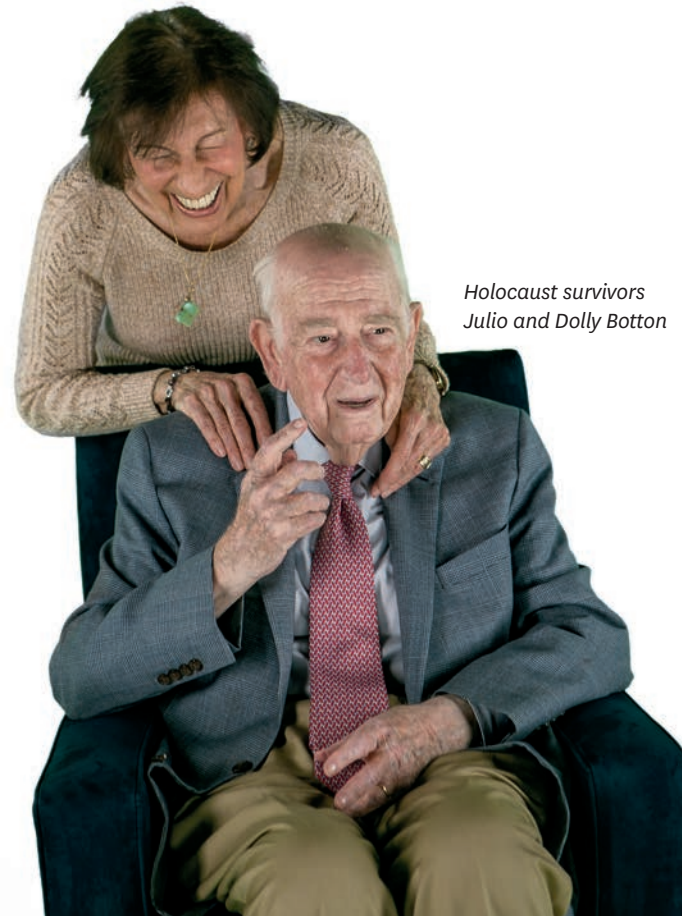
Through it all, however, the vital work of USC Shoah Foundation continued. Staff adapted to working from home, reacting swiftly to changing conditions, creating technology and infrastructure to capture remote testimony, moving lectures and outreach online, devising creative solutions for fundraising, ensuring support for scholars and fellows and seeking ways to deploy IWitness and testimony globally in an effort to stand up for groups targeted for their identities. Many of these changes had the effect of opening up Institute activities to a wider audience, as an increased reliance on virtual engagement meant geographic location was no longer a limiting factor for participation.

Over the course of 2020, Board of Councilors and Next Generation Council members, Annual Fund donors and allies old and new stepped up to help ensure that stories of survival and hope, especially poignant over this past year, have continued to be collected, shared and integrated into educational lessons, serving as reminders of the strength of spirit of which we are both individually and collectively capable.

Within this Annual Report are stories of the many pivots staff and volunteers have made to help the Institute to fulfill its mission as well as examples of the unwavering support from generous donors in this unpredictable time. The ingenuity, determination and fellowship formed during this year will remain long after the pandemic subsides and the Institute once again opens its doors.

REMOTE CAPTURE

When USC recalled its students from study abroad programs in March 2020, a USC Shoah Foundation team was in Mexico City conducting Dimensions in Testimony (DiT) interviews of Julio and Dolly Botton. The team members were supposed to return to Los Angeles and



*Holocaust survivors
Julio and Dolly Botton*

then fly the next day to Sweden to collect two more DiT interviews. Of course, COVID-19 changed this plan dramatically.

Faced with an indefinite scheduling delay, especially troubling considering the months of planning and preparation that go into each DiT interview both for the interviewer and interviewee, USC Shoah Foundation staff had to rethink their testimony collection strategy.

After a few months carefully monitoring the progress of COVID-19 and discussing options, the Institute's collections, media and ITS teams worked through the possibilities of gathering interviews remotely to continue the process of testimony collection as urgently as possible.

In order to capture traditional testimony, the Institute created a remote interview protocol, in which Institute staff carefully packed and shipped everything an interviewee needs to give testimony at home: a laptop, camera equipment and even a hotspot for back-up wifi.

This equipment can provide 4K quality footage, as a trained interviewer leads the testimony remotely over Zoom, allowing for a completely contactless experience. The resulting testimony has similar aesthetics to those already existing, ultimately allowing for seamless integration into the Visual History Archive.

Since the March 2020 quarantine, staff have continued testimony collection at a steady pace, collecting 23 traditional and two DiT interviews completely remotely, and 10 additional DiT interviews in hybrid format, with an Institute team remotely guiding a small in-person team at the interview site. The Snider Foundation provided crucial support for this innovation, funding much

of the interview captures and processing over the past year.

The transition to remote interviews allows the Institute to continue the important work of capturing testimony, but staff discovered an unexpected benefit. Remote interviews provided the opportunity to more thoughtfully match interviewers with interviewees. Prior, this match would rely heavily on logistics such as proximity and schedule of the individuals involved.

Now, staff had the flexibility to match based on personality and experience, which created a more comfortable environment and illuminating experience. This level of customization will continue once normal Institute operations resume, especially as the Institute continues its push for the Last Chance Testimony Collection program designed to scale the filming of testimonies of the thousands of Holocaust survivors and witnesses who have not yet shared their stories but wish to do so.



Holocaust survivor Yvonne Engelman with Sydney partners trained in the remote interview process.

DIMENSIONS IN TESTIMONY COLLECTION

The Institute's 23-camera mobile rig, used to record Dimensions in Testimony interviews, traditionally requires the presence of a handful of well-trained Institute staff to set up and operate. In response to the pandemic, however, staff remotely trained a team in Australia to set up the rig in preparation for an interview. By minimizing the number of people present for an interview, staff have

ensured the safety of participants and made the process more transportable to other locations.

The lessons learned in this training will help staff systematize the process and create a training package that will allow remote teams all over the world to utilize the rig without in-person Institute staff, effectively scaling up the process.

Dimensions in Testimony was developed in association with Illinois Holocaust Museum and Education Center, with technology by USC Institute for Creative Technologies, and concept by Conscience Display.

FINANCIALS

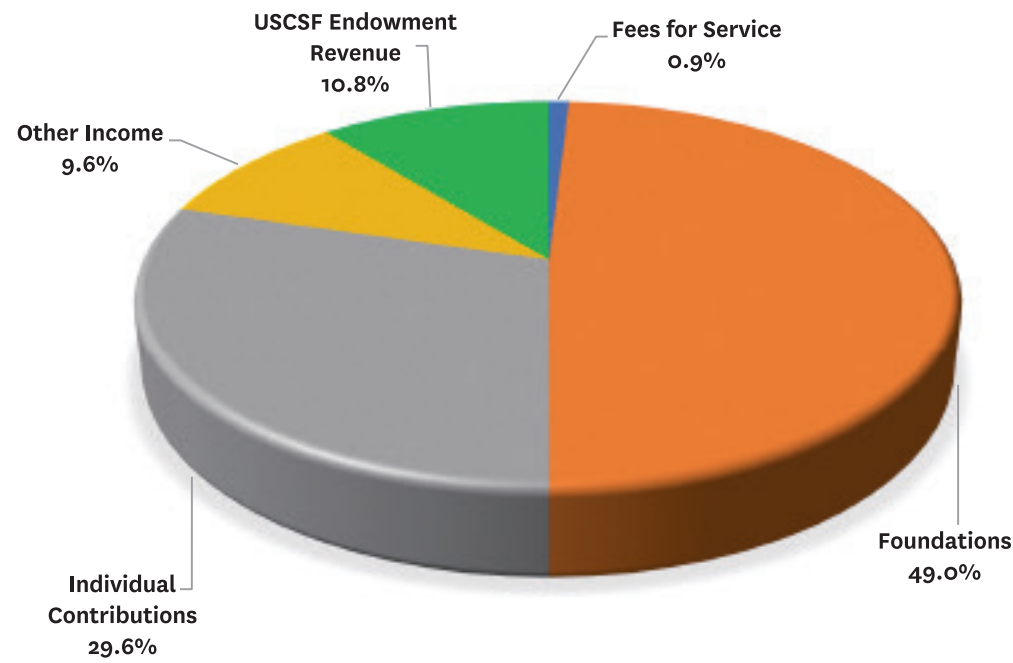
USC SHOAH FOUNDATION OPERATIONAL INFORMATION

(For calendar year January 1, 2020 to December 31, 2020)

Net Assets: \$47,017,642

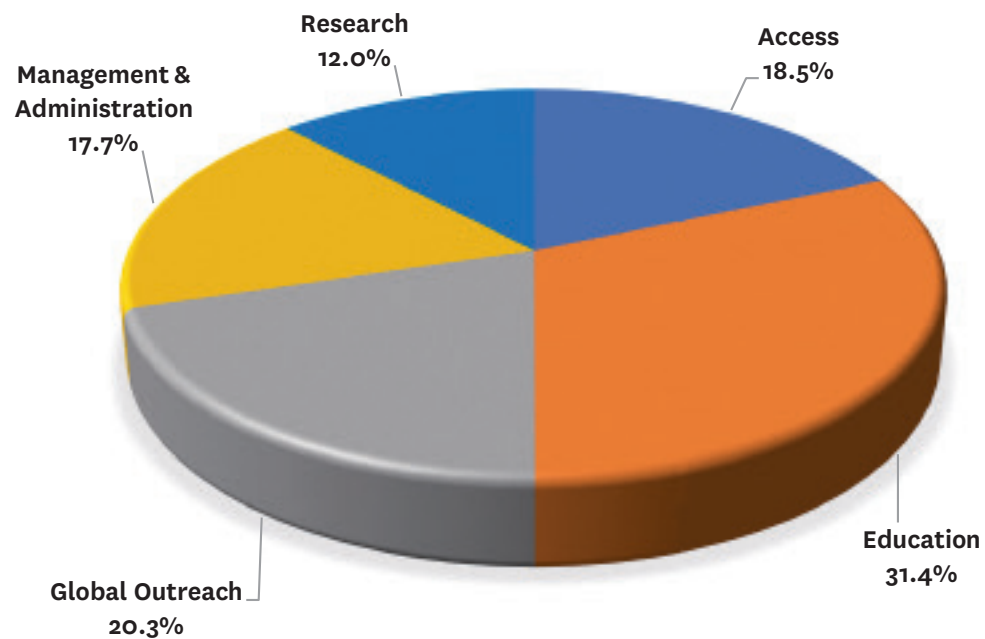
ANNUAL OPERATING REVENUE TOTAL

TOTAL REVENUE = \$14,144,744



ANNUAL OPERATING EXPENDITURES TOTAL

TOTAL EXPENSES = \$12,088,701



Note: USC Shoah Foundation (USCSF) reports its financials on a fiscal year basis, from July 1st to June 30th of the following year. These financial snapshots capture USCSF's financial activities for calendar year 2020 (January thru December 2020) in order to align financials with the programs and/or services highlighted in this Annual Report. **Net assets include gift and grant pledges; endowment principal and cash investments; and cash and cash equivalents.

KEEPING THE STORY



Spotlight: Ben Ferencz

In a first of its kind, a fully remote Dimensions in Testimony interview was recorded in July 2020 with Ben Ferencz, who at age 27 served as Chief Prosecutor for the United States Army during the Nuremberg Trials. The Institute's ability to capture this testimony remotely was vital to safely ensure Ferencz could enable the world to hear his inspiring story in his own words.

Calling it "one of the highlights of my career," USC Shoah Foundation Finci-Viterbi Executive Director Stephen Smith interviewed Ferencz, whose testimony enables viewers to learn how one person fighting for justice has the power to bring about real-world change.

Ferencz's service began in the Army's anti-aircraft artillery battalion that fought in most of the major campaigns in Europe, including landing at Omaha Beach on the northern French coast of Normandy on D-Day. After the war, Ferencz served as a war crimes investigator. He was present at the liberation of concentration camps including Buchenwald, Mauthausen and Dachau to gather evidence about the horrors perpetuated there. This evidence, such as lists of prisoners, the names of the camp administrators and the responsible SS figures, became the basis for arrest warrants against main Nazi war criminals.

Ferencz uncovered detailed reports of the murderous *Einsatzgruppen*, SS mobile death squads. "I tabulated on my adding machine over a million men, women and children killed because they were Jews, gypsies, or other enemies of the Reich," Ferencz said. Recognizing that he had discovered evidence of "mass murder on an unparalleled scale," Ferencz took on the role of Chief Prosecutor of the Nuremberg Trials, what the Associated Press billed as "the biggest murder trial in history." Though it was his first case as a prosecutor, Ferencz secured the conviction of 22 Nazis for their roles in the murder of over a million people.

Now 101 years old, Ferencz has dedicated his life to advocating for international law in an effort to build deterrence, prevention and accountability for mass atrocities. Included in these efforts was a crucial role in the establishment of the International Criminal Court in The Hague, Netherlands. Ferencz notes, "I decided the thing I had to do with the rest of my life was prevent warmaking. I spent all my time trying to figure out how to make it a more humane and peaceful world."

Learn more about Ben Ferencz





Holocaust survivor Elisabeth Citrom (center) with Susanna Ziden (left) of the Swedish History Museum and her interviewer Lizzie Schejz (right), Founder of Jewish Culture in Sweden.

Spotlight: Elisabeth Citrom

Elisabeth Citrom bears a sense of responsibility in telling her survival testimony: “I have a duty to share my story for the next generations to hear, in the hope they will get something from it.” Born in Romania, she survived the children’s barracks at Auschwitz-Birkenau and was taken on a death march to Lenzing, where she was eventually liberated by Americans in 1945. She then lived in Israel where she served as an officer in the Israel Defense Forces before settling in Sweden to raise a family.

Now, thanks to the support of Elisabeth’s son Joel Citron and his wife Ulrika, Elisabeth’s portrait, as well as her story and those of other survivors who rebuilt their lives in Sweden after the Holocaust, was shown for the first time at The Swedish History Museum in the exhibition *Speaking Memories—The Last Witnesses of the Holocaust*. At the exhibit, over 50,000 visitors were given the opportunity to search through the Visual History Archive (VHA) and converse with a survivor through USC Shoah Foundation’s Dimensions in Testimony (DiT) interactive biographies. The exhibit is currently traveling to other state and regional museums throughout Sweden.

Though her story is painful to tell, Elisabeth agreed to take part in the DiT program by participating in the Institute’s capture of the first two Swedish DiT interviews

which were funded by the Citrons and the Swedish government. Though Elisabeth admitted being initially “reluctant to engage with my childhood experience and talk about my feelings,” by the interview’s end Elisabeth was “elated that I was able to express myself” in Swedish, one of five languages she speaks.

Ulrika and Joel, Vice Chair of the Institute’s Board of Councilors, have pledged to work with the Swedish government to support the creation of The Swedish Holocaust Museum in addition to their support of the recently launched Institute for Holocaust Research in Sweden, both the nation’s first. Speaking of his mother’s DiT interview, Joel was grateful that she could tell her “personal and unique stories of survival—in a safe environment—that will educate future learners in a new medium for generations to come.”

In addition to Elisabeth’s DiT exhibit, The Swedish Holocaust Museum will feature testimony from the VHA, and together with The Institute for Holocaust Research in Sweden will serve as a resource for academics as well as the public throughout Sweden, which absorbed thousands of Jewish survivors and refugees during and after the war.

Given her son and daughter-in-law’s support of Holocaust education, Elisabeth’s lifelong motto, one that inspired her participation in the DiT, seems especially fitting: “If we do our part, the next generation will do theirs.”



Spotlight: Joe Adamson

Like many Holocaust survivors, Joe Adamson had been reluctant to speak of his experiences, which included a series of relocations brought about by the rise of Nazism: from his birthplace in Koenigsberg, Germany to Frankfurt Oder to live with his grandparents—whose house was ransacked on Kristallnacht—and then to England on the Kindertransport when he was 14, arriving at Weston-at-the-Sea with a small suitcase and no knowledge of English. Later, he worked as a translator for the U.S. Army on a team that interrogated Nazis and was at the front with troops who liberated Mauthausen.

“Other than a few little vignettes, Joe had not talked about his experiences. We would get pieces,” said Joe’s daughter-in-law Madelyn. So when USC Shoah Foundation reached out to see if Joe, 96, would be willing to share his testimony for the Visual History Archive as part of the Last Chance Testimony Initiative, Madelyn and Joe’s son Allen seized an opportunity to learn more about their Joe’s life.

When the COVID-19 pandemic derailed the opportunity for an in-person interview, the Institute’s

team responded by creating a remote testimony setup they mailed to Joe in Connecticut. There, in the comfort of his own home, Joe shared his story with an Institute interviewer in Los Angeles. “He initially thought he only had about 15 minutes of stories to share, but ended up talking for four hours,” said Allen.

“This really unlocked a door, something that was repressed for more than 80 years. It all came flooding out,” Madelyn added.

This remote interview setup has proven vital to capturing testimony of more Last Chance survivors, whose stories the Institute is recording while they are still able to give them. The remote camera system will allow for survivors’ safety when travel may be too taxing or dangerous. “Being able to capture these [testimonies] remotely is so important,” Allen said. “Time is of the essence.”

The Adamsons were so impressed with the remote testimony experience they donated to the Last Chance Initiative after Joe’s interview so more survivors would be able to share their histories. Without this experience, Madelyn said, “This legacy would have been lost. This is a gift to Joe’s sons and grandchildren, because now we know his full story.”

“I believe that it’s our chance, our responsibility, to give survivors the opportunity to give their testimonies to USC Shoah Foundation while they are still able. I wish I could click a button to see and hear from my mother and father and so many others. Have you ever said to yourself, after the death of a loved one, I wish I had asked them about their families, experiences, and so much more? We still have a chance to ask survivors to share their solemn testimonies. Now is the time – even during COVID – to hear and record these survivors for all time, for all of us.”

Trudy Elbaum Gottesman
Vice Chair, Board of Councilors



Spotlight: Ed Mosberg

Holocaust Survivor Ed Mosberg has not slowed down. At 95, he's dedicated much of his life to the tireless work of sharing his story and preserving the memory of those lost, which includes more than 60 of his family members. "I lost my whole family," Mosberg said, "and I have to ensure that their story will never be forgotten."

As part of this effort, he's given three iterations of testimony for USC Shoah Foundation: traditional video interview testimony in 2016; a Dimensions in Testimony interactive interview in 2018; and 360 Testimony on Location also in 2018 when he was filmed in two countries at more than 28 locations important to his life journey, including Mauthausen concentration camp in Austria where he was a prisoner 74 years before.

Mosberg also appeared in the documentary film *Destination Unknown*, has been the subject of a portrait for David Kassan's *Facing Survival* art exhibit, and has given speeches to thousands of children and adults, including student groups, police recruits and participants of the March of the Living at Auschwitz-Birkenau.

"This is my obligation and duty to my family and to the six million Jews who were murdered," Mosberg explained of his ongoing efforts. "I will never stop as long as I live."

Since first connecting with USC Shoah Foundation in 2016, Mosberg has been a vital partner, donating not only his time and voice to a variety of Institute projects, but also providing financial support to ensure his story and those of other survivors are shared as widely, and in as many formats, as possible. Among these projects is a mobile filming rig that allows the Institute to film survivors' interactive testimonies from the comfort of their homes as well as the Dimensions in Testimony educational exhibit at the Holocaust Resource Center at Stockton University in Mosberg's home state of New Jersey.

The exhibit, which was temporarily closed during the COVID-19 pandemic, gives middle and high school students the opportunity to meet and learn from Mosberg's interactive testimony, thus promoting one of Mosberg's primary goals of educating as many as possible about the horrors of the Holocaust.

Mosberg's ongoing support of the Institute has allowed him to amplify his own voice and given others the same chance. "There is nothing more important than sharing my message," he said. "I lost my family, something I can never forget." His support of USC Shoah Foundation will help ensure the world will never forget, either.



Watch Ed Mosberg's story

"The importance of her voice, expressed only through her writing, emphasized for me the importance of the voices in USC Shoah Foundation's Visual History Archive."

Jerry Coben



Spotlight: Jerry and Carol Coben

Board of Councilors Life Member Jerry Coben can pinpoint a moment that highlighted the importance of his involvement with USC Shoah Foundation. During a discussion with his son David about family history, David mentioned how much more meaningful he found the personal writings of Jerry's mother compared to a detailed family history written by a cousin David had never met. The difference, according to Jerry, was that David could "hear" his grandmother's voice in her writing, having known her well, something that wasn't the case with his cousin's narrative. "The importance of her voice, expressed only through her writing, emphasized for me the importance of the voices in USC Shoah Foundation's Visual History Archive," said Coben.

Coben, while a partner at one of the country's preeminent law firms, led the legal team representing the Institute in the transaction that created USC Shoah Foundation—and with it a permanent home for the Visual History Archive. After several years on the Institute's Board of Councilors, he moved to emeritus status and devoted more attention to other nonprofit interests.

However, he decided to refocus his engagement with the Institute after two conversations: one with his son, and another with a Jewish Federation staff member who had never heard of the Soviet Jewry movement despite having parents who had lived through it in Russia. "I realized that the eyewitness recounting of those difficult days in the Soviet Union, which might otherwise be passed by word of mouth, would be lost," he said. "The importance of USC Shoah Foundation's Visual History Archive, in its perpetuation of the eyewitness accounts of the Holocaust, became clearer."

Jerry and his wife Carol support USC Shoah Foundation's endowment so that the stories in the archive will exist in perpetuity. With antisemitism and other forms of extremism on the rise, he believes that, without the constant reminder of what happened when those forces arose in Germany, the risk of similar events is not insignificant: "The Institute can and must preserve the first-person memory of that time and, as best it can, teach the lessons to be derived from it."



Holocaust survivor Marta Eva Shemesh being filmed using Starling technology.

Technology for Truth

HTC, IBM, Protocol Labs, Hedera Systems, Canon and Reuters are among the companies working on a research and development initiative led by USC Shoah Foundation with Stanford University Engineering—Starling—which will revolutionize how we record history and preserve the Visual History Archive.

Digital history is highly vulnerable. Widespread digital manipulation has undermined trust in what people experience online. Fake content championed by revisionist historians and hate groups has surged, making any digital file fair game, tearing at the social fabric we’ve built around our authentic stories.

Starling will rebuild trust in the authenticity of our shared stories. Recording technologies such as digital cameras that are equipped with Starling technology

will document content imprinted with geo-location information, time stamps, weather data and other content in real time.

These original files will be preserved using blockchain technology, so they cannot be copied or “faked.” Starling creates a new way to authenticate content at the source of its creation and securely protect it no matter where it is stored or distributed.

Starling technology may also be applied to the Visual History Archive to securely save it and share it globally on the internet. The Starling project is in pilot development, with emergent plans for large-scale testing and research. Ultimately, the vision is for Starling to be available to all content creators, everywhere.



Learn more about the Starling project

The Karp Family

Partnerships are crucial in saving the accounts of Holocaust survivors and sharing them widely. Via USC Shoah Foundation’s Preserving the Legacy Initiative, Gabriella Karp, a Holocaust survivor, along with her sons Gary and David Karp, forged a three-way collaboration in which USC Shoah Foundation digitized and preserved more than 1,000 testimonies recorded through the Holocaust Memorial Center (HMC) near Detroit and the University of Michigan-Dearborn Voice/Vision Holocaust Survivor Oral History Archive.

The children of survivors, Gary and David grew up in a household in which the Holocaust was mentioned sparingly by Gabriella and their late father Alexander. That reticence to discuss such a painful history continued even after Alexander helped found the HMC. But after providing his testimony to USC Shoah Foundation, “our dad opened up,” said Gary, who continues his father’s legacy by serving as president of HMC’s board.

As Gary and David started families of their own, they became determined that such histories be protected for future generations. A key goal of the partnership is to protect the physical integrity of the memories collected by these two organizations and make them accessible to the world by indexing and integrating them into the Visual History Archive (VHA). When testimony is indexed, scholars using the VHA are able to search for names, dates and geographic locations within each clip. In this way, indexing allows the life histories within the VHA to be mined, ensuring that future generations can learn directly from survivors, be inspired to stand up to hate and contribute to a society that does not allow such acts to occur again.

“There’s nothing more powerful than hearing a firsthand account,” Gary said. “We have to make sure that none of these important stories get lost.”

“We want to make sure that these personal testimonials do not fade away, and that they’re preserved in such a way that we know their lessons will inform and educate generations to come,” David added.



Holocaust survivors Alexander and Gabriella Karp (middle) pictured with their sons Gary Karp (left) and David Karp (right).

Next Generation Council: Thom Melcher

“It’s easy to make excuses – I don’t have time, I don’t have experience, I don’t have resources and so on. But the truth is we all have skills, talent and the capacity to make a difference.”

Thom Melcher
Chair, Next Generation Council



Though he did not know about USC Shoah Foundation until attending an Ambassadors for Humanity Gala years ago, current Next Generation Council (NGC) Co-Chair Thom Melcher was drawn to the Institute’s work upon learning of its mission at the time—to end hatred, bigotry and intolerance. Calling the Institute’s approach to education through testimony “the best way to create lasting change,” Melcher relished the chance to be active in the fight against hatred.

When the opportunity presented itself to take on a leadership role as NGC Co-Chair, Melcher was humbled and inspired, yet still had doubts. “Relative to the amazing people on the NGC, I’m not a subject matter expert,” he said. “I’m not the son or grandson of a Holocaust survivor, nor am I Jewish.” Ultimately, his desire to effect change led to his accepting the role, giving him an important voice in the Institute’s evolved mission to develop empathy, understanding and respect, a mission that grows more relevant each day.

Melcher has taken the goals of the Next Generation Council, a key advisory group for USC Shoah Foundation,

to heart: “The words Align, Extend and Amplify represent our focus: our efforts must Align with the priorities of the Board of Councilors and staff; our words and actions should Amplify the message and mission of the foundation; and our time, talents and treasure should be used to Extend the reach and impact of our collective efforts.”

Through his participation, Melcher serves as an example for others who may feel that they do not have the capability to participate. “It’s easy to make excuses – I don’t have time, I don’t have experience, I don’t have resources and so on,” he said. “But the truth is we all have skills, talent and the capacity to make a difference.” By committing to real change, Melcher brings energy and focus to his role and serves as an example that encourages others to act with urgency, thoughtfulness and purpose.

For his part, Melcher is quick to point out that the effort he has put in to the Institute has been returned in kind: “While I hope I have had a meaningful impact on the NGC, I am confident it pales in comparison to the impact the NGC and USC Shoah Foundation has had on me.”

KNOWING THE STORY



Chad Gibbs, 2020-2021 Breslauer, Rutman, and Anderson Research Fellow and PhD candidate at the University of Wisconsin-Madison

Groundbreaking Research in a Remarkable Year

Interdisciplinary research and scholarship flourished at USC Shoah Foundation in 2020. Endowed research fellows at USC Shoah Foundation Center for Advanced Genocide Research focused testimony-based research on understudied populations and topics, including music and memory among Roma victims of Nazi persecution, women’s resistance during the Nanjing Massacre and antisemitism in Nazi-occupied Paris. Conducting pioneering research on resistance, gender and survival at the Treblinka Extermination Camp, research fellow Chad Gibbs nearly doubled the known number of Treblinka survivors from the discoveries he made in the Visual History Archive.

USC Shoah Foundation launched the Scholar Lab on Antisemitism, bringing together seven distinguished

scholars from across disciplines for yearlong research exploring the origins, expressions, dynamics and consequences of antisemitism in a variety of historical, geographic and cultural contexts. The scholars’ findings will be synthesized and translated into interventions and resources to address and inform the public about antisemitism in our world today.

Staff and research fellows emphasized public scholarship more than ever before, appearing on podcasts, authoring op-eds and blogs and participating in online events to share scholarship with broad audiences and contribute to vital conversations about the issues facing our world in 2020. USC Shoah Foundation Center for Advanced Genocide Research organized eight events in 2020, attracting over 800 attendees, broadening its reach and amplifying the impact of the important research it incubates and promotes.



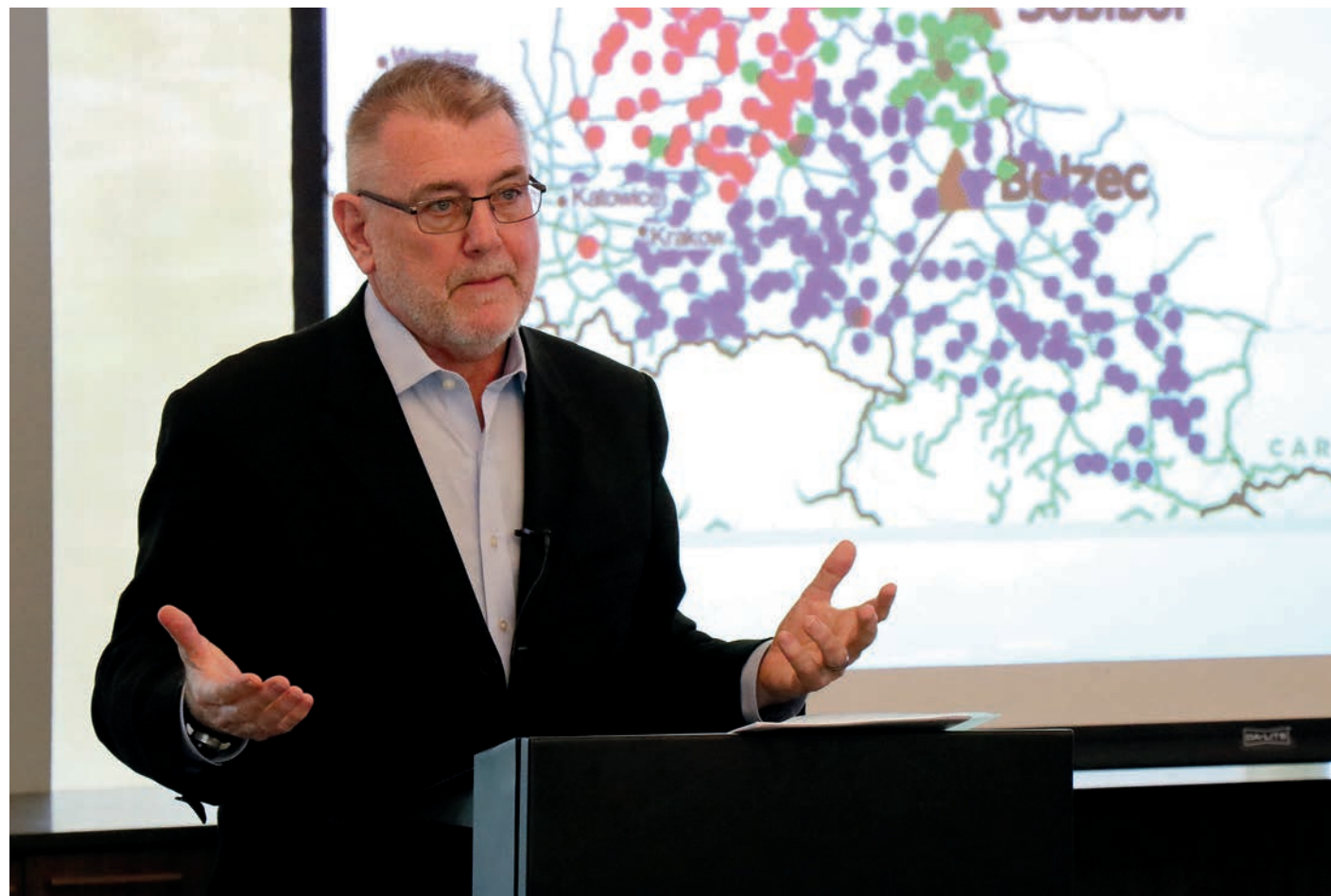
Watch Chad Gibbs' discussion

Reshaping our Understanding of the Holocaust

In 2015, longtime USC Shoah Foundation board member Mickey Shapiro endowed the Sara and Asa Shapiro Scholar in Residence fellowship in honor of his parents, who both survived the Holocaust. Intended to inspire prominent scholars and available only through invitation, it is the most esteemed fellowship bestowed by USC Shoah Foundation. In March, the fifth Sara and Asa Shapiro Scholar in Residence Peter Hayes (Northwestern University) visited the Institute for a weeklong residency.

Concluding his visit with his keynote lecture “Makeshift Murder: The Holocaust at its Peak,” Professor Hayes discussed and dismantled common metaphors and images that dominate our popular understanding of the

Holocaust. When many of us think of the Holocaust, we think of Auschwitz. Professor Hayes emphasized that by the time the gas chambers at Auschwitz as we know them today were constructed in spring of 1943, more than three-quarters of the Jewish victims of the Holocaust had already been killed. Professor Hayes focused on four extermination camps that preceded Auschwitz - Chelmno, Belzec, Sobibor and Treblinka - pointing out that while tens of thousands of people survived the camp complex at Auschwitz, not more than 100 people in total survived these four camps. Challenging the notion of “industrial killing,” he argued that the Holocaust at its peak was marked by poorly planned massacres, sparse resources, chaos and brutality. Even after so much has been written about the Holocaust, he reflected in a blog about his visit, the stories he discovered in the Visual History Archive during his residency are extraordinary and emblematic of how much the testimonies can teach us.



Peter Hayes, 2019-2020 Sara and Asa Shapiro Scholar in Residence



Watch Professor Hayes' lecture



Spotlight: Dr. Marcy Gringlas

Holocaust education remains vital—as a means of understanding the horrors of the past, and for addressing contemporary antisemitism and combating the forces that lead to genocide. Echoes & Reflections stands as one of the premiere sources for Holocaust education and professional development in the United States. Formed by a partnership among USC Shoah Foundation, Anti-Defamation League and Yad Vashem, Echoes & Reflections has reached more than 85,000 educators since its founding in 2005.

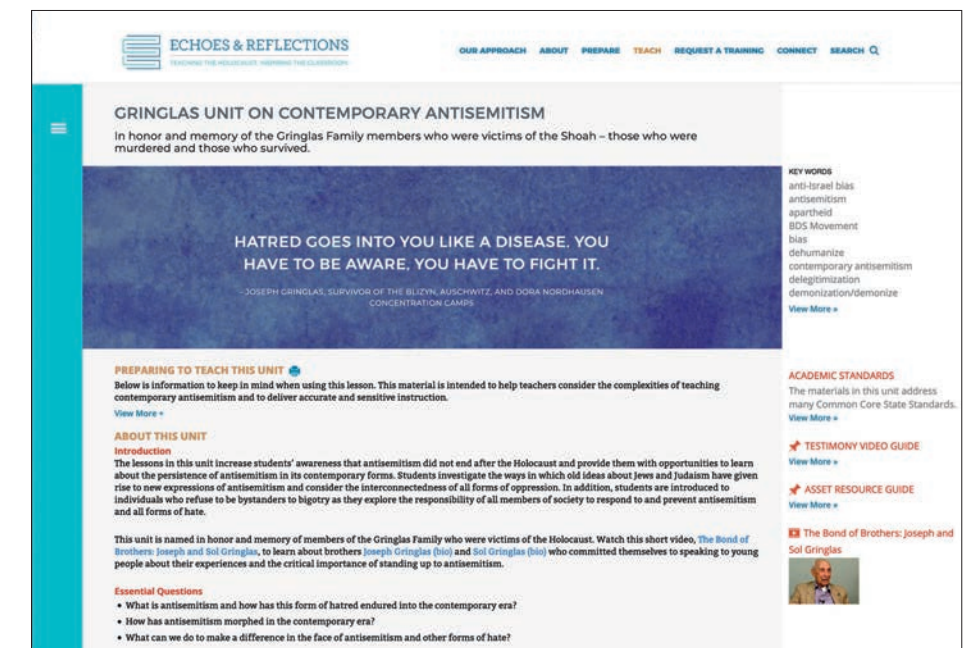
According to Dr. Marcy Gringlas, longtime USC Shoah Foundation donor and Board of Councilors member whose Seed the Dream Foundation supports Echoes & Reflections, this educational effort is vital to create in students a range of positive outcomes, especially empathy: “Exposure and education are key to opening people’s hearts.” By providing educators with resources to help students question the past, Echoes & Reflections also aims to impact the future. “We are once again experiencing a very divided world. The more we know about the other,

the less far away and foreign this history feels, and the more open and committed we will be to building a kinder, gentler world,” Dr. Gringlas added.

In addition to financial support, Dr. Gringlas and her husband Joel Greenberg have sponsored the creation of an additional classroom unit in Echoes & Reflections to address an existing gap in Holocaust education, aiming to teach about current antisemitism rather than discussing the subject in past tense, as though it stopped in 1945. The Gringlas Unit on Contemporary Antisemitism demonstrates that antisemitism is an ongoing threat that young people need to learn about and be inspired to counter. Named in honor of members of the Gringlas Family who were Holocaust victims and survivors – Marcy’s parents Joseph and Reli and her uncle Sol were Holocaust survivors who have given testimony to the Visual History Archive – the online three-lesson unit is designed to help teachers deliver accurate and sensitive instruction around the complexities of contemporary antisemitism.

In addition to Echoes & Reflections, Dr. Gringlas has supported the Institute’s Countering Antisemitism Through Testimony program and helped drive the Institute’s efforts to provide emergency services for survivors living in poverty. These efforts speak to the power of engaging those who lived through the past to educate current generations for the future.

For Dr. Gringlas, the message from survivors is both simple and potent: “Pay attention to what happened to us. Learn from what happened to us.”





Landmark Evaluation Report Released: Echoes & Reflections U.S. College Survey

A national survey commissioned by Echoes & Reflections, a partnership program of USC Shoah Foundation, the Anti-Defamation League (ADL) and Yad Vashem, shows that Holocaust education in high school not only reflects gains in historical knowledge, but also cultivates more empathetic, tolerant and engaged students. Additionally, the survey countered previous studies suggesting that Holocaust education does not work.

Students with Holocaust education reported greater knowledge about the Holocaust than their peers who did not receive Holocaust education; 78 percent of students with Holocaust education reported “knowing a lot or a moderate amount about the Holocaust,” compared to 58 percent of students with no Holocaust education.

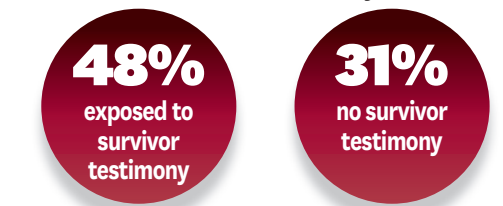
The results of the survey, which received additional support from Board of Councilors member Dr. Marci Gringlas’ Seed the Dream Foundation and Executive Committee member Yossie Hollander, indicate that exposure to Holocaust survivor testimony is strongly associated with numerous positive outcomes in early adulthood, including higher critical thinking skills and a greater sense of social responsibility.

- Students with Holocaust education are significantly more likely to **report willingness to challenge incorrect or biased information** (28% more likely), **challenge intolerant behavior in others** (12% more likely), and **stand up to negative stereotyping** (20% more likely).
- When presented with a bullying scenario, students with Holocaust education reported being more likely to offer help and were 50 percent less likely to do nothing.
- Students also indicated that their Holocaust education (with survivor testimony and without) had helped them: make connections between the Holocaust and modern-day events; understand the importance of speaking

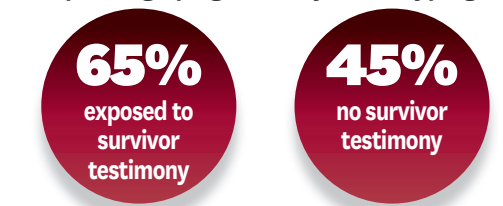
with Holocaust education no Holocaust education



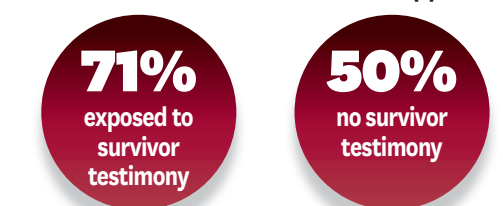
made connections between the Holocaust and modern day events



understand the importance of speaking up against any stereotyping



understand how the Holocaust happened



up against any stereotyping; and understand how the Holocaust happened.

Finci-Viterbi Executive Director Stephen Smith further discussed the survey’s findings in a September op-ed.



Read the survey op-ed

IWitness: Mindful Explorations Through Testimony

During an unprecedented time of isolation brought on by the COVID-19 pandemic, USC Shoah Foundation’s educational programming brought the power of story to students around the world. While young people coped with loss of structure and social network, staff honed in on social and emotional learning with a series of Mindful Explorations activities and webinars.

These testimony-based lessons develop introspection and social-emotional capacities as they challenge students to reflect on the obstacles they may face, the goals they have for themselves and the relationships they aspire to create and maintain.

Program highlights include:

- Reached students in 44 different states
- Nearly 4,000 attended webinars, live and on-demand
- Suite of 24 IWitness activities available for download featuring testimonies from across Institute collections

“I will remember these testimonies when I find myself in trying situations. When I feel like giving up, I will remember that these people went through the most unimaginable experiences and remained resilient, strong and hopeful.”

IWitness Student, Toronto

Dimensions in Testimony Debuts in IWitness

Integrating advanced filming techniques, specialized display technologies and next generation natural language processing, USC Shoah Foundation’s Dimensions in Testimony (DiT) enables people to ask questions that prompt real-time responses from pre-recorded video interviews with Holocaust survivors and other witnesses to genocide. With the support of the Snider Foundation, these pioneering interactive biographies have been integrated into the Institute’s educational platform IWitness, which is now home to a path-breaking online teaching tool to enable students and educators to ask questions of Holocaust survivor Pinchas Gutter via his DiT interactive biography.

By listening to one another, asking questions and sharing stories, students build awareness of the similarities and differences that unite us and make us uniquely who we are. The experience of a conversation can help to encourage appreciation, trust and meaningful relationships.

In the first two weeks after launch, 250+ students and educators logged over 1000 interactions with Pinchas’

interactive biography, making it the second-most assigned of all IWitness activities.



“I love that this program allows my students the interactive opportunities currently curbed due to the passage of time and the COVID epidemic.”

IWitness Educator



Engage with Pinchas Gutter

Spotlight: Rachel Simon

Though USC Shoah Foundation’s reach spans across the globe, some of the Institute’s most important work is done at the regional level, where educators can respond most directly to the needs of their communities. This is especially important in areas with smaller populations or less diversity, factors that could lead to a lack of awareness when addressing topics such as antisemitism. “In Indiana, like most states, educators really lack the tools they need,”

said Next Generation Council member Rachel Simon of her home state.

The Herbert Simon Family Foundation (HSFF), founded by Rachel’s father Herbert, promotes social justice in Central Indiana through education. According to Simon, communities like these can benefit greatly from the resources offered by USC Shoah Foundation: “We want to educate and spread awareness, and by doing so, create children who don’t have hate in their heart because of the unknown.” HSFF has supported USC Shoah Foundation’s outreach in the region in order to increase the presence of IWitness in the

state’s schools, an effort that includes developing IWitness activities and sponsoring professional development trainings for educators.

With misinformation being spread through social media and other outlets, today’s students face particular challenges. Simon believes that it becomes harder to deny or ignore an experience after hearing the stories of those who lived through it, making testimony one of the

HERBERT SIMON FAMILY FOUNDATION

most impactful ways to fight back ignorance: “First person testimony cultivates empathy in a

way that other teaching methods don’t.”

Encouraged by the results so far, which includes the creation of almost 450 IWitness educator accounts reaching over 30,000 students in the state, Rachel Simon and the Herbert Simon Family Foundation will continue to focus on ensuring students in Indiana receive the same knowledge and understanding as their peers across the country. “Knowledge is power,” Simon added. “Education is not a vaccine for hatred, but it’s the best tool we have.”



“We want to educate and spread awareness, and by doing so, create children who don’t have hate in their heart because of the unknown.”

Rachel Simon

Spotlight: Aliza Liberman

Next Generation Council member Aliza Liberman’s philosophy for philanthropy is simple: “If you feel connected to a cause, you should get involved.”

Liberman’s connection to USC Shoah Foundation comes from her upbringing in Panama, where her paternal grandfather immigrated from Poland to escape the Holocaust, in which his entire family was later murdered. The impact of this personal history made her seek out ways to ensure others in Latin America would learn from that history, as well. When she was introduced to the Institute’s work, “the connection was instant. I wanted to give the Institute a stronger presence in Latin America.”

As the only member of the Institute’s Next Generation Council from Latin America, Liberman has used her influence to make an impact in the region by championing an increase of the Institute’s Spanish-language resources, such as IWitness activities and Dimensions in Testimony interviews. This type of engagement is necessary to extend the Institute’s global reach, as, according to Liberman, “One always absorbs information better in the native tongue.”

To further this goal, Liberman introduced USC Shoah Foundation to the Latin American Holocaust Education Network (Red LAES), a collection of eleven institutions in Latin America devoted to Holocaust studies. Representatives from USC Shoah Foundation and Red LAES will work to integrate Spanish-language testimonies into the Institute’s Last Chance Testimony Initiative.

Additionally, along with her husband Guillermo, Aliza funded the Spanish-language version of *The Tattooed Torah*, an animated film that tells the inspirational story of a Torah rescued and restored after the Holocaust. The Libermans, along with Executive Committee member Melinda Goldrich, served as executive producers of the film, which is accompanied on IWitness by a suite of Spanish-language educational resources and a teacher’s guide to be used by educators of K-5 children.

With over 450 million native Spanish speakers across the world, there is a wide and diverse audience ready for the insight and education USC Shoah Foundation can provide. Broadening the scope of the Institute’s work to reach this audience, Liberman believes, will “make a difference in the way the new generations think and act.”



“If you feel connected to a cause, you should get involved...I wanted to make the Institute a stronger presence in Latin America.”

Aliza Liberman
Member, Next Generation Council



Always Remember

USC Shoah Foundation formed partnerships with Ancestry® and JewishGen.org, an affiliate of the Museum of Jewish Heritage - A Living Memorial to the Holocaust so that budding family historians visiting these two genealogy research hubs can have free access to searchable data from nearly 50,000 Jewish Holocaust survivor testimonies that are in the Visual History Archive (VHA).

The searchable VHA information includes records with names, birth dates, death dates, marriage dates, relatives and more for the interviewee, as well as information on 600,000 additional relatives and other individuals named in survivor questionnaires.

“As a result of this new partnership, invaluable genealogical information will be made accessible to the Jewish genealogical community, and a critical sense of communal memory will be preserved and transmitted to future generations,” says JewishGen’s Executive Director Avraham Groll.

Lois Golden and Phil Scheinman are two genealogy researchers who exemplify the kind of impact testimony connections are making in the community. Golden had been trying to fill in her father’s family tree for five years when her nephew, working on a tree on Ancestry.com, found her great grandparent’s names, Fischel and Mindl Garbuz, in the biographical information accompanying Yaakov Israeli’s VHA testimony. Golden had no idea who

he was. Extensive Google searching led Golden to Sara Zivony in Israel, whom she believed was Israeli’s daughter. She sent her a message: “I think we might be second cousins.” Within minutes, Golden was looking at a photo of her great grandparents – the first she had ever seen. Most members of the family were killed in the Holocaust; Israeli’s mother and his siblings survived. Golden is now in regular contact with Zivony and other cousins – a whole branch of the family she never would have found without the Ancestry-Shoah Foundation partnership.

Phil Scheinman had no idea that his grandfather, Sam Red Scheinman, was one of 10 siblings. When his cousin Zoe began a pandemic-era project of filling in the family tree on Ancestry.com, she was able to find hundreds of relatives, and a link led her to the VHA testimony of Andre Scheinmann, a first cousin to Phil’s father, whom he never knew. Andre’s five-hour testimony revealed that he had been a spy for MI6 and the French Underground before he was captured and survived several Nazi concentration camps. Phil edited Andre’s video into 20 minute clips to show at Scheinman Family Happy Hours. At the first showing, 40 Scheinmans signed on. At his fourth and last, 400 family members tuned in, including Andre’s son. People listed with Andre’s testimony also led Zoe to many more names to add to the family tree, which now contains 1,000 people covering six generations.

Visit at ancestry.com/alwaysremember and <https://www.jewishgen.org/databases/holocaust/>.

Expanding Online Presence, Access and Awareness

On March 18, 2020, the Institute relaunched their website as part of a roll-out of redesigned online resources in support of the Visual History Archive Program funded by the Lee Liberman Foundation. They offer a first glimpse into the Institute’s comprehensive effort to provide online visitors a more cohesive and streamlined path to learn about and share our work.

The new Institute gateway site (sfi.usc.edu) is now more mobile friendly in response to the growing number of people using their devices as their primary method in engaging online content. Redesigns for both IWitness and the Visual History Archive (VHA) were also completed in 2020.

Staff reimagined the Institute’s online presence to provide easier access to the Institute’s digital properties, including the redesign of existing websites, the creation of a single-entry point for users and the design of a new community interface.

The reimagining of the Institute’s digital presence not only gives visitors a clear sense of USC Shoah Foundation’s



depth and breadth, it also allows the Institute to build programmatic capacity, enabling increased reach and engagement. Visitors will have easier access to all of the Institute’s digital properties without having to switch between sites. This single-entry point and unified branding allows educators, scholars, organizations and community members to interact with the same landing page and grow awareness of the Institute’s work across audiences. Visit sfi.usc.edu for more information.

Dimensions in Testimony on 60 Minutes

On April 5, 2020, *60 Minutes* featured USC Shoah Foundation in a segment focused on Dimensions in Testimony (DiT). The television news magazine not only has received every major broadcast award, but also the most Peabody and Emmy awards by any single news program.

Filmed just before the start of the pandemic, the segment included Lesly Stahl’s interview with Finci-Viterbi Executive Director Stephen Smith at the Institute’s USC headquarters as well as with Holocaust survivor Max Eisen via a live demonstration of the technology. The initial airing brought a heavy spike of online attention on social media and the Institute’s website. The episode was rebroadcast in the summer, resulting in another spike of online interest in the Institute’s work. Learn more about Dimensions in Testimony at sfi.usc.edu/dit.



Holocaust survivor Max Eisen in an interview with Lesly Stahl for 60 Minutes.



Learn more about DiT

RUTH: A LITTLE GIRL'S BIG JOURNEY

Executive Producers Jodi Harris Schwartz and Andrea and Barry Cayton



Jodi Harris Schwartz pictured with Holocaust survivor Dr. Ruth Westheimer.

With four decades in the public eye as an author, talk show host, sex therapist and beloved media personality, Dr. Ruth Westheimer has led an eventful and impactful life. However, a new USC Shoah Foundation project allows a young audience to see her in a role with which she isn't often associated, that of a Holocaust survivor.

Ruth: A Little Girl's Big Journey is a short animated film produced by USC Shoah Foundation. The film follows her early life, with Dr. Ruth's own voice recounting how she survived the Holocaust as a young girl. Dr. Ruth's father was arrested by Nazis shortly after Kristallnacht, and she left Germany soon thereafter for Switzerland as a member of a Kindertransport. She grew up in a Swiss orphanage and never saw her parents again. According to Executive Producer Jodi Harris Schwartz, the film gives viewers "a chance to discover much more about Dr. Ruth's childhood and learn how she emerged from tragedy stronger than before."

Harris Schwartz, a member of the Next Generation Council, helped produce the film after being asked by Stephen Smith. Harris Schwartz realized the film had the potential to fill a void in Holocaust education for a younger generation, as the lack of school curriculum and classroom discussion on the subject can leave parents of young children unsure of how to broach such a harrowing topic. Harris Schwartz sees the film as an opportunity for parents and educators to teach children about the Holocaust in an age-appropriate way. "There are many children today who do not know what the Holocaust was. By educating them, this film can open their eyes to how the Holocaust devastated families and affected survivors' futures," Harris Schwartz said. She believes that young viewers will be pulled in by both the beautiful animation and young Ruth's compelling story, and that having a young girl as a protagonist will help children empathize with Ruth as she describes her experience. The film also speaks to universal themes children face today: fear, loss, loneliness, resilience and hope.

In speaking of Dr. Ruth's connection to the Institute's mission, Harris Schwartz said, "The film shows that Dr. Ruth is stronger than hate, and her animated story is a form of testimony, similar to what we use in the Visual History Archive." The film, and the accompanying IWitness activities developed to support it, will introduce a young audience to the power of testimony. Harris Schwartz said, "USC Shoah Foundation aims to educate and send a message of tolerance and empathy at a time when both are desperately needed."



Pictured left to right: Garrett, Andrea, Barry, Lindsay and Derek Cayton

In her philanthropic pursuits, Andrea Cayton has made a point of focusing on education, supporting institutions such as the Cayton's Children Museum and Holocaust Museum LA. By focusing in part on "education about humanity," according to Cayton, she and her family hope to help children "learn about the past and be more tolerant." When it comes to issues like prejudice and hatred, Cayton believes it's "harder to change older minds. But if you start young, you are more likely do so."

As an extension of this philanthropic philosophy, Cayton and her husband Barry were proud to support USC Shoah Foundation's production of *Ruth: A Little Girl's Big Journey* as Executive Producers. She sees the lessons imparted by the film and accompanying curriculum as part of a vital extension of traditional education, one that focuses on character building, empathy and kindness, rather than solely on academic subjects. Cayton believes that, though often overlooked when

compared to conventional scholastic instruction, lessons "on how to be a good human being" are just as important for schools to teach.

Ruth: A Little Girl's Big Journey, with its focus on acceptance, bravery and hope, does just that, imparting the lesson that "everyone is equal, no matter what religion or nationality; we're still people and should be treated fairly," said Cayton. She believes that this lesson in humanity has taken on extra meaning in the COVID age of distance learning, during which students are separated from classmates and friends. Cayton believes that the film can initiate conversations, create connections and teach children to be kind to other people and to overcome obstacles—such as the isolation brought about by the pandemic.

Cayton credits her drive for philanthropic support to her father, who taught her to give back and continue educating people—especially children—about the atrocities of the Holocaust. Her father, Jona Goldrich, was a Holocaust survivor whose testimony resides in the Visual History Archive, and whose Goldrich Family Foundation has supported the Institute's Jona Goldrich Center for Digital Storytelling along with a variety of other philanthropic pursuits in education and beyond. Additionally, Cayton's sister Melinda Goldrich, a member of the Executive Committee on the Institute's Board of Councilors, is a longtime supporter of USC Shoah Foundation. Together Cayton and her sister are keeping their father's memory alive and continuing their family's legacy.



Learn more about the film and education program

STRONGER THAN HATE AT USC

USC Shoah Foundation, unyielding in its efforts to root out and resist hate in its many forms, established the Stronger Than Hate initiative to bring the power of testimony to broader audiences and make the Institute's work more readily accessible.

In a milestone effort to spread the values represented by Stronger Than Hate, the University of Southern California has endorsed the initiative for a university-wide audience. This partnership is recognition of the Institute's success in focusing its resources to strengthen and unify people against hate. The coalition of institutes, offices and departments across USC that have partnered to formally adopt the Stronger Than Hate @ USC initiative includes:

- USC Shoah Foundation
- USC Pacific Asia Museum
- USC Fisher Museum of Art
- Safe Communities Institute at the Sol Price School of Public Policy
- USC Office of Well-being and Education
- USC Title IX Office
- USC Campus Wellness and Intervention
- USC Department of Public Safety

Over the course of 2020-21, the STH@USC initiative promoted programs across campus including art exhibitions, virtual discussions and faculty collaborations on anti-hate curriculum. USC's adoption of this campus-wide initiative attests to the Institute's standing as a leader in anti-hate work and led to constructive follow up conversations on the issues at the heart of Stronger Than Hate.

By leading the call to action for anti-hate resources, outreach and support across the university, USC Shoah Foundation remains at the center of the fight against hate both on campus and across the nation.

“We are working with all of our communities who are coming together to support and amplify a collective struggle against hate. Being inspired by the testimonies of the archive, Stronger Than Hate at USC is creating wonderful programs and workshops to foster a campus culture of compassion.”

Carol L. Folt
USC President



**STRONGER
THAN HATE**

Spotlight: Nancy Shanfeld

Growing up, Nancy Shanfeld was disturbed by the stories her mother and aunt told of facing antisemitism as some of the only Jewish children in their south Saint Louis neighborhood during the 1930's. "Imagining these incidents still breaks my heart," Shanfeld said of the harassment and threats her mother Mignon Senturia and aunt Ruth faced from children and adults alike. Though Shanfeld did not experience much direct antisemitism as a young person herself, hearing of the hatred and prejudice faced by her mother and aunt moved her greatly: "It was two little girls against the world."

After Mignon's passing, Nancy and her husband Tom Manheim searched for a way to use the inheritance to commemorate her life. They were drawn to the work of USC Shoah Foundation, and decided to support the Institute's Stronger Than Hate initiative. As a retired health educator, Shanfeld knows the value of using a curriculum to influence youth decision-making and behavior, and saw the Stronger Than Hate initiative as a means to provide vital anti-hate lessons. "Reaching young minds may be one of the best and only ways to curb hate and violence, before people develop the mindsets that start to divide us," she said.

Exposing students to the power of testimony, she believes, can create "beautiful moments that stay with children" and ultimately affect their behavior. "When you're a child, you have experiences that are so formative," she added. "One of the best ways to reach people is before they begin to cultivate these prejudices."

Shanfeld considers this lesson especially important now, as our collective attention is being pulled in so many directions. The antisemitism Mignon and Ruth faced is still alive today, and the collection and dissemination of survivor stories can help mount a resistance to this rising hatred. "If we forget what happened and why, we'll have to learn difficult truths all over again," she said. By using her mother's inheritance to support Stronger Than Hate, Shanfeld hopes to honor her memory: "She would be very proud to be a part of this."



Nancy Shanfeld's mother Mignon (left) and aunt Ruth Senturia

“Reaching young minds may be one of the best and only ways to curb hate and violence, before people develop the mindsets that start to divide us.”

Nancy Shanfeld



**STRONGER
THAN HATE**

THE LEGACY TRUST: ENDOWMENT TO SECURE THE FUTURE

The witnesses who step forward to tell their stories believe in the enduring impact of this legacy—that an archive of history can change the course of the future. The Legacy Trust intends to honor the promise made to survivors to protect the Visual History Archive and sustain programs that bring awareness and exposure to it.

The Legacy Trust—envisioned as a \$250 million endowment—assures our descendants the chance to inherit an Institute and Visual History Archive that is protected, sustainable and accessible to develop empathy, understanding and respect through testimony.

Gifts to the Legacy Trust propel work across our Spheres of Influence:

Telling the Story

We curate content for deepening engagement for social change. We respond to current day events through the lens of testimony.

Keeping the Story

We collect, protect and share testimony regarding the Holocaust, genocides and crimes against humanity. We enable communities affected by genocide to tell their story.

Knowing the Story

We support interdisciplinary research and scholarship. We provide testimony resources for values-based education from primary levels through college.

“USC Shoah Foundation plays a crucial role in educating our society about the past, while working tirelessly to prevent these atrocities from occurring in the future.”

Erna Finci-Viterbi

The Legacy Trust driven by our values aims to ensure the eternal protection of the memory of the Shoah and that the archive’s voice across the experience groups is heard for the exchange of knowledge, inspiration and reflection for the betterment of humankind.

The Visual History Archive [by the numbers]

56,000 Testimonies

64 Countries

44 Languages

[experience groups]

Holocaust • Armenia • Cambodia

Central African Republic

Guatemala • Rwanda

Nanjing Massacre

Anti-Rohingya Violence

Current Antisemitic Violence

South Sudan



Legacy Trust Gifts: Andrew Viterbi and Erna Finci-Viterbi

USC Trustee Andrew Viterbi PhD '62 and his wife Erna Finci-Viterbi (z"l) gave twice to our endowment, first to secure the webmaster position so there would always be a portal to access the testimonies, and second to name the Finci-Viterbi Executive Director Chair to ensure visionary leadership of the Institute.



Our Values

We Are Thoughtful

We support and respect witnesses of the Holocaust, genocides, and crimes against humanity in sharing their life histories and experiences. We listen deeply, consider carefully, and place testimony in context. Through academic programs and research, we build knowledge and insight. Our education programs deliver practical digital tools and resources for our partners and their audiences. We evaluate our work.

We Are Hopeful

While the witnesses guide us through the darkness of humanity, they also shed light on the possibilities for every individual to counter identity-based hatred and dehumanizing behavior. We are inspired by their hard-fought hope. We believe testimony has a positive influence on people to be more kind, empathetic, and humanistic.

We Are Active

Our Spheres of Influence are dynamic: dedicated to raising awareness and understanding and inspiring action. We aim to develop curious, critical, and courageous participants in civil society.



Pictured left to right: Tom Hanks, Rita Wilson, WWII Liberator Glenn L. Felner, Bonnie L. Felner and Steven Spielberg at USC Shoah Foundation's Ambassadors for Humanity Gala

Spotlight: Glenn Felner

Glenn L. Felner was just 18 years old when he joined the Army during WWII. “There was an undercurrent that I recall that Jews don’t fight, that Jews are cowards. So, I had to make a statement...I wanted to prove that Jews do fight...and to get as close to the action as I possibly could,” said Felner of his enlistment, which led to a wartime experience that would see him awarded with the Combat Infantry Badge, the U.S. Bronze Star and the French Legion of Honor decoration.

Born in Chicago, Felner was the second youngest soldier in the 69th Infantry Division, fighting at the Battle of the Bulge in January 1945. On the way to Leipzig in April of that year, his unit came upon Buchenwald Concentration Camp, where, upon encountering Jewish prisoners, he understood for the first time what had been happening to Jews in Europe: “It is something I would not want to experience again...I can never forget the opening up of the gates of the concentration camp.” While passing out rations that he had hidden in his gas mask sack to liberated prisoners, Felner was stopped by a medic who



told him that, because the survivors were so starved, feeding them would kill them if they ate too quickly. The memory of that experience over 75 years ago has led to his continued fight against antisemitism today: “The fact that antisemitism still prevails today is absolutely horrible, and it is important for us to speak up,” Felner stated.

One way in which he has chosen to fight is by sharing his experiences. Felner gave testimony to the Visual History Archive in May 1997, and he was recently included in USC Shoah Foundation’s award-winning documentary, *Liberation Heroes: The Last Eyewitnesses*. Felner stated, “It’s important that we share our experiences, so the present generation does not forget what their fathers and grandfathers went through, how horrible war can be, and of course never forget the Holocaust. I saw the consequences of both firsthand.”

Felner and his wife Bonnie proudly support USC Shoah Foundation and recently made a generous bequest to further its mission. “If I can help an organization like USC Shoah Foundation make a difference,” he said, “then I am honored to do so.”

Spotlight: Marty and Susan Goldberg

Shortly after Susie Goldberg’s mother, Henriette Shartel, passed in 2016, Susie and her husband Marty made a small donation to USC Shoah Foundation in her honor. Henriette—who was born in Rotterdam in 1928 and at age 14 survived the war hiding with a local family for two years—had given testimony to USC Shoah Foundation in 1997. Though Susie had visited the Institute before it moved to USC campus in order to obtain a VHS copy of that interview, it wasn’t until she took a tour of the Institute’s new headquarters in Leavey Library that she had her eyes opened to the full scope of the Institute’s work. “We were under the impression that the Institute interviewed Holocaust victims and stored the tapes. We had no idea how many people USC Shoah Foundation actually touches,” she said. “We are thrilled that the testimony and other resources are available to universities, educators and students.”

Having visited additional genocide museums in Cambodia and Rwanda, the Goldbergs are keenly aware of the generational biases and misconceptions that can lead to hatred centered on differences in culture, nationality, or religion. They see video testimonies housed within the Visual History Archive and the educational program IWitness as tools to enable students to have personal experiences with those they may previously have considered as “others,” an exposure that helps build empathy—such as the empathy that motivated a neighboring family to take in Henriette in a dangerous time of need.

In support of the Institute’s efforts to develop empathy, tolerance and respect through the use of testimonies like Henriette’s, the Goldbergs have pledged a five-year gift to the Institute’s Annual Fund: “We feel with our small support we can help shape a world for our children and grandchildren that will embrace cultural differences and foster acceptance, rather than repeating the cycle of hate and prejudice,” Susie said. Believing that prior generations were too late or too ill prepared to combat genocide effectively, the Goldbergs gave their gift to ensure USC Shoah Foundation has the resources, as Susie said, “to help prepare this generation and future generations to prevent it.”



“We were under the impression that the Institute interviewed Holocaust victims and stored the tapes. We had no idea how many people USC Shoah Foundation actually touches. We are thrilled that the testimony and other resources are available to universities, educators and students.”

Susan Goldberg

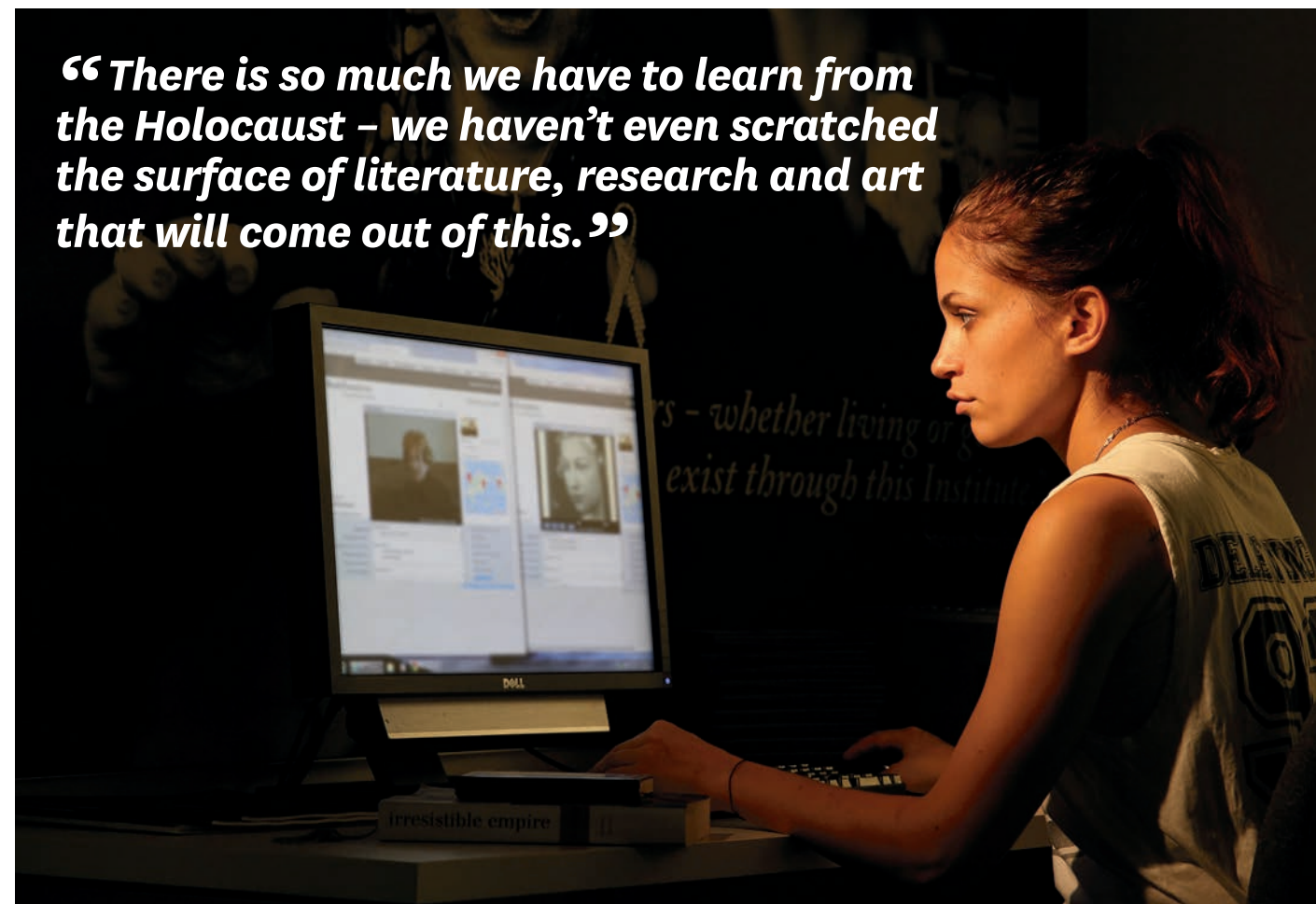
Family Values Build a Lasting Legacy

As a child, when USC Shoah Foundation donor Bryan would ask his grandmother about the tattooed numbers on her arm, she would start crying. His grandparents, like many survivors, had a hard time discussing their experiences. “My grandparents wanted to look forward and rebuild...they wrestled with how much they wanted to share,” he said.

After viewing his grandparents’ testimonies given to USC Shoah Foundation in 1997, he was happy to hear their stories uninterrupted: “[the interviews] were so valuable as a chance for them to tell their stories from end to end.” For him, the experience of hearing some of the details for the first time helped drive home the importance of capturing as many survivor testimonies as possible. “There is so much we have to learn from the Holocaust – we haven’t even scratched the surface of literature, research and art that will come out of this.”

For his part, Bryan is writing a book on the lives of his grandparents and their siblings during the Holocaust. With the passing of those who lived these experiences, USC Shoah Foundation’s Visual History Archive has become a crucial resource that allows him access to the details that make the stories come alive. “It’s so important to get raw material for these narratives,” he added. “One of the greatest tragedies is that the window is closing on survivors and their stories.”

Before his grandmother passed in 2020, she gathered the family—including Bryan’s siblings, parents, aunts, uncles, cousins, spouses and children—to discuss making a shared gift. “I won’t tell you which charities you should give to,” she told them, “as long as you’re doing it from your heart and it’s something you believe in.” In order to decide, they thought about their grandmother’s core values: kindness, commitment to Judaism and commitment to family. According to Bryan, “USC Shoah Foundation was a perfect fit for those values,” leading to a shared gift to support the Institute’s Last Chance Testimony Collection, which aims to scale the filming of testimonies while survivors are still able to give them. Especially important, he noted, was that among everyone, the vote to support USC Shoah Foundation was unanimous.



“There is so much we have to learn from the Holocaust – we haven’t even scratched the surface of literature, research and art that will come out of this.”



Pictured left to right: Mia Michaels, Tamar Elkeles, Dr. Edith Eger and Larry Michaels

Spotlight: Tamar Elkeles and Larry Michaels

After being introduced to USC Shoah Foundation 15 years ago, Tamar Elkeles and Larry Michaels became invested in continuing the work of preserving Holocaust survivor testimonies. Many of their own relatives were killed in the Holocaust, and they keenly felt the responsibility to carry the torch for future generations.

Tamar believes that “educating our children and our communities about tolerance and appreciation for differences is paramount for our present and future generations. Supporting USC Shoah Foundation ensures our Jewish history and stories of survival will not be forgotten. It’s a mitzvah to connect our children to the Holocaust, emphasizing to them the importance of the strength and perseverance of the Jewish people.”

Larry and Tamar also emphasize the importance of storytelling in sharing Jewish history. When their

daughter, Mia, was preparing for her bat mitzvah project, they worked closely with USC Shoah Foundation to connect with Holocaust survivor Dr. Edith Eger. Mia interviewed Dr. Eger about her life and experiences as a survivor and communicated what she learned to her community and peers through school and at her bat mitzvah.

“We can’t thank USC Shoah Foundation enough for the support we received in order to make Mia’s Mitzvah project so meaningful,” Larry said. “Additionally, by connecting us with Jennifer Greenspan, Executive Director of Leadership Annual Giving and Constituent Relations, we were able to create a custom Mobile Giving page that enabled Mia to raise the funds from her friends and family in a simple and efficient way.”

IN MEMORIAM

A TRIBUTE TO ARNOLD SPIELBERG

Among the many losses we experienced in 2020, the death of Arnold Spielberg represented the end of an era for so many at USC Shoah Foundation. Our Chief Technology Officer Sam Gustman's tribute to Arnold shines a light on the enormous impact his brilliance had on the trajectory of our organization. May his memory be a blessing.

I have been USC Shoah Foundation's Chief Technology Officer since 1994. I first met Arnold Spielberg in 1996 when I was 27 years old and he came on a tour of USC Shoah Foundation. Arnold was 79 years old.

I didn't know anything about Arnold's history as an engineer, so I was surprised as I was giving him a tour that he kept talking about the various solutions and systems we had in place with deep familiarity. And after a while talking with him, I realized he was more than familiar with the technologies, he was telling me stories that ranged from years to decades old about how he had used—or built—something similar.

It turns out Arnold has had a large impact on my entire life. From the age of seven, I took computer programming lessons using a computer at Dartmouth College called the GE-225. General Electric (GE) started selling the computer in 1960. In 1963, GE donated a GE-225 to Dartmouth College, where my father was and still is a professor. Using the donated GE-225, researchers at Dartmouth invented a time-sharing system that allowed students and faculty to use computer terminals on one shared environment, all linked, like the internet is today. Arnold's GE-225 started me on the path to a career in computing.

After receiving my degree in Computer Engineering, I interned for the Army Corps of Engineers, where I specialized in digital library systems. It turns out that in 1954, Arnold invented one of the first digital library systems and created a patent called the "Electronic Library System." This patent was the base for the technology that would allow me to create the systems that run the Visual History Archive.

In 1994, when I was 24 years old, I was asked to come run the technology for USC Shoah Foundation. This is when I would run into Arnold's third masterpiece that would guide my life and career: Steven Spielberg.

In 1996, Arnold, whose every action had helped form the engineer I was, had come to help. His timing could not have been more perfect. We were tackling some of the hardest technical problems in the world and we had everyone from the CIA and NSA to the largest technology companies working with us. Not only did Arnold start working with me, he became a close friend and a cherished mentor. He brought the experience and knowledge of someone who had done my job for 60 years to our efforts.

And during all of this we would eat, laugh, play and engineer. No one I have ever known could eat more than Arnold. He had an appetite for everything, including life.

At 86, Arnold just could not drive anymore. However, I was lucky enough to live five minutes from his house. I would bring him to my house, or we would go out to eat and talk, until he could not do that anymore, either. But no matter how much his body failed him, his mind was sharp, and I enjoyed our talks well past his hundredth birthday.

I feel so fortunate to have had Arnold, as an inventor, friend and mentor, in my professional and personal life. Well done, Arnold. I miss you. Arnold died at 103 on August 25, 2020.



Arnold Spielberg pictured with his son Steven Spielberg.

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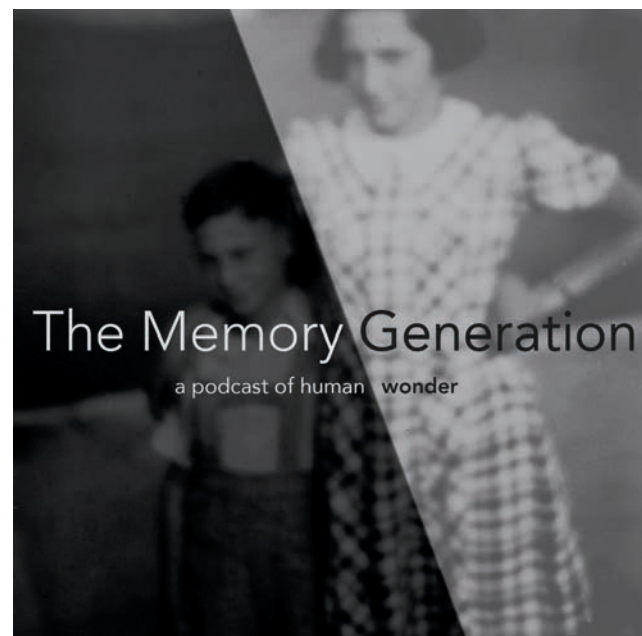
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