

USC Shoah Foundation

The Institute for Visual History and Education



A LEGACY OF TESTIMONY AND IMPACT

2018 ANNUAL REPORT

This year's Annual Report features opportunities to engage with USC Shoah Foundation testimonies, website and educational resources and other special features.

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ANNUAL REPORT 2018

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USC Shoah Foundation

The Institute for Visual History and Education

MESSAGE FROM OUR LEADERSHIP



April 2019

Dear Friends,

This report offers stories and access to videos that highlight the extraordinary, positive change that your support of USC Shoah Foundation has on communities throughout the world. You'll learn how IWitness experiences are transforming educators and students, how scholars are discovering new insights through testimony and how our new global headquarters on the USC campus is fueling a new level of productivity and innovation in pursuit of our mission to develop empathy, understanding and respect through testimony.

We recorded new interviews with survivors of the Holocaust this year in an important initiative to gain further perspective on history and the present-day challenges we face. We are interviewing people who are facing the threat of violence right now. From Rohingya Muslims fleeing their homeland in Myanmar to witnesses of current acts of antisemitism in Europe, the Visual History Archive today focuses a lens on current world problems.

To deliver these stories to students, our partnership with Discovery Education has launched TeachingWithTestimony.Com and the Stronger Than Hate Challenge. Three museums now have permanent exhibits of our growing Dimensions in Testimony interactive biography program. And we are reaching new audiences with acclaimed documentaries such as *The Girl and The Picture*, *Who Will Write Our History* and others.

Our commitment is redoubled as we embrace our 25th anniversary year and look to contribute to a world that needs testimony, where hate and ignorance continue to form dangerous fronts.

To counter hate and intervene in the cycle that leads to violence and genocide, our Stronger Than Hate initiative will continue to be a lightning rod, drawing supporters, partners and media to amplify the reach and influence of testimony. Already our materials have been called upon for viewing at the United Nations, UNESCO and the European Union to make advances to counteract antisemitism. Testimony is used every day on six continents. Our aspiration is to extend this growth and deepen engagement and impact.

We are grateful that you are a part of our community dedicated to enlightening the world with firsthand accounts from witnesses of history.

Sincerely,



STEPHEN A. COZEN
Board of Councilors Chair
USC Shoah Foundation



STEPHEN D. SMITH
Executive Director
USC Shoah Foundation
Andrew J. and Erna Finci-Viterbi Endowed Chair
UNESCO Chair on Genocide Education
Adjunct Professor Religion

University of Southern California

650 West McCarthy Way, Suite 401, Los Angeles, California 90089-2571



Global and Local Impact

This academic year, USC Shoah Foundation catapulted to a new level of global activity – and into a new home on the top floor of the Thomas and Dorothy Leavey Library – thanks to the commitment of our community of supporters.

On November 6, 2018, a dedication ceremony was held in recognition of the new global headquarters that included commemoration of the Institute’s 25th anniversary. The ceremony was attended by USC Shoah Foundation founder Steven Spielberg, USC Interim President Wanda M. Austin, USC Shoah Foundation Finci-Viterbi Executive Director Stephen Smith, as well as members of the Institute’s Board of Councilors and Next Generation Council.

The new space was made possible through visionary gifts from attendees and longtime supporters George and Irina Schaeffer and Board of Councilors member Melinda Goldrich and her sister Andrea Cayton. All who come to work and learn at USC Shoah Foundation will experience the George and Irina Schaeffer Hall for Genocide Study and the Jona Goldrich Center for Digital Storytelling, named in honor of Melinda and Andrea’s father, a Holocaust survivor from Poland whose testimony is in the Visual History Archive®.

“It is hard to believe that it has been 25 years since we were in the home of my sister together with my father, who is now passed and my mother, listening to him tell his story for the first time to the Shoah Foundation just after the making of *Schindler’s List*,” Melinda said. “Looking at that – it’s like history in the making.”

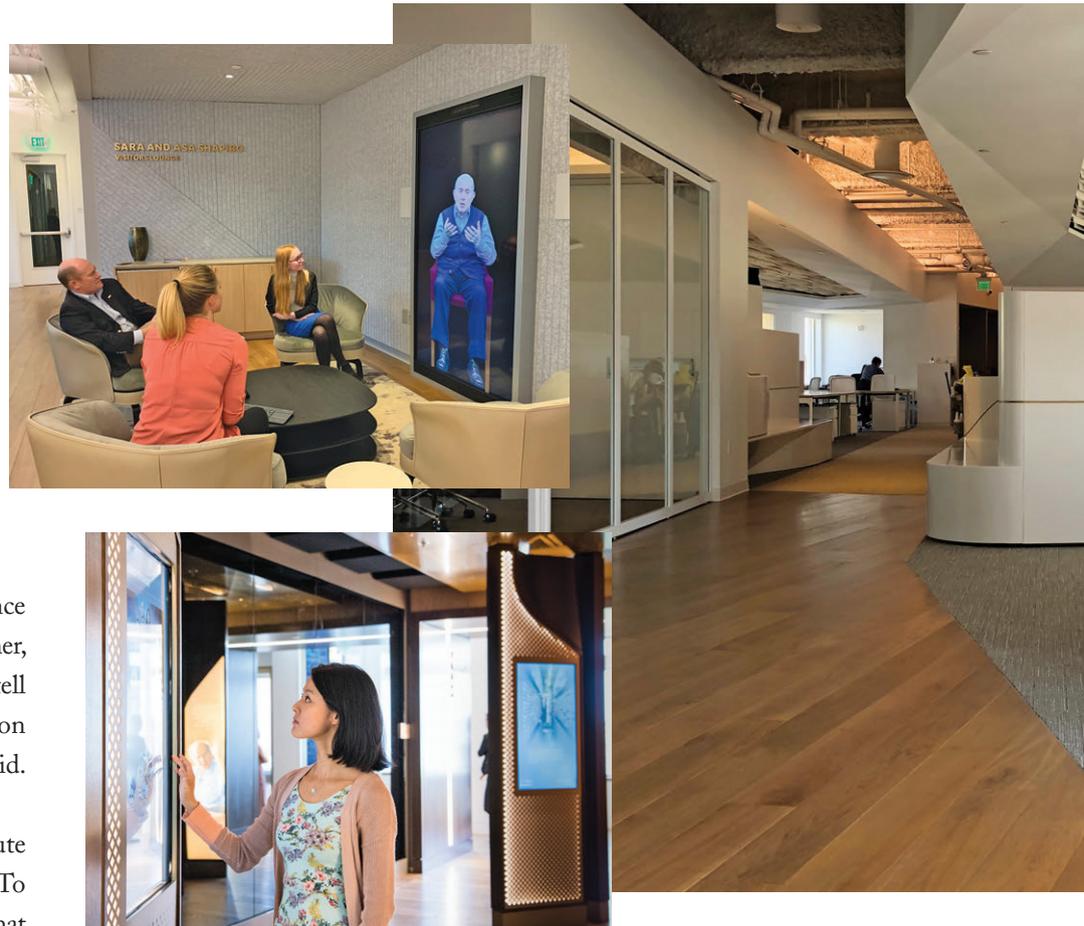
George Schaeffer said that the work of the Institute revolves around three words: hate, hope and love. “To take a civilized Germany in the 1930s and turn it into what it was, that’s hate. Hope is more difficult. Hope you have to work at. Hope is something you need to give in order to turn it into love.”

Other close friends of the Institute stepped up to support our new global headquarters, including Board of Councilors member Mickey Shapiro, who was in attendance to commemorate the Sara and Asa Shapiro Visitors Lounge, a peaceful reception and rest area,

in honor of his parents. “My parent’s space invites visitors to experience the Dimensions in Testimony program, ensuring that stories of survival continue to be told for years to come.”



Board of Councilors member Ceci Chan, who has been integral to the Institute’s work, collecting the testimonies of survivors of the Nanjing Massacre, among many other vital projects, funded the Ceci Chan and Lila Sorkin Memory Studio, a suite where testimonies will be researched, recorded and viewed. “While a lot of good had been done since the end of World War II, much more needs to be done to ensure that human beings continue to progress with civility and



sustainable growth. The rise of racism, hatred and violence throughout the world is most alarming. USC Shoah Foundation’s work enables educators, political leaders and caring citizens to reduce bigotry and ignorance globally, so that people from different areas in the world can learn to co-exist more peacefully.” The Epstein Family Welcome Center, funded by longstanding friends and benefactors Phyllis and Daniel Epstein, is the first entry point into the Institute’s offices. “Dan and I are honored to be a part of USC Shoah Foundation’s new home and by doing so, support this incredibly important work well into

the future.” Thanks to the generous support of Kathy and Richard Leventhal, the Kathy and Richard Leventhal Innovation Lab will provide a space for the Institute’s Media Production team and advance our ongoing testimony collection efforts and global outreach initiatives. “We are delighted to have played a part in USC Shoah Foundation’s new facilities and proud to associate with this Innovation Lab so that testimonies can be collected and produced in a very meaningful way.”

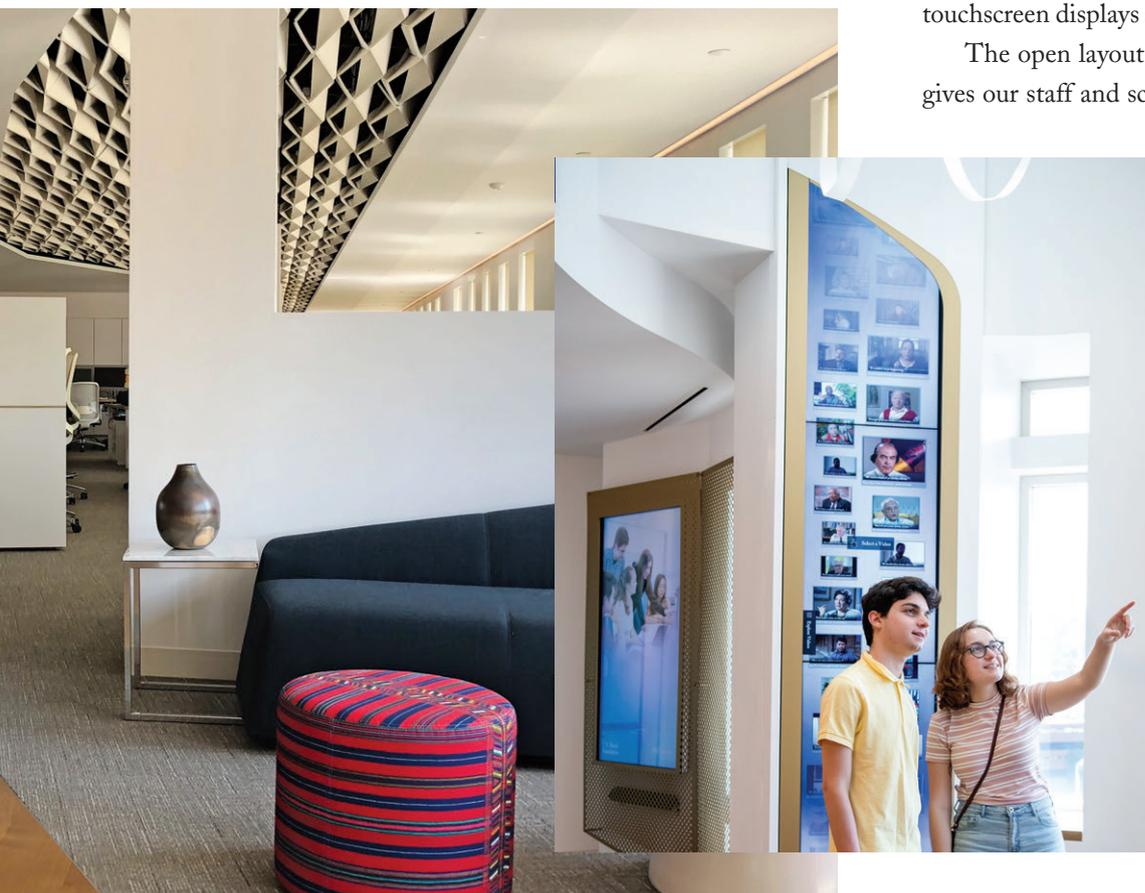
Stephen Smith reflected, “Our new headquarters demonstrates USC’s commitment to having a global and local impact and it has created a rising tide of positive impact at all levels of our organization.

We wanted the space to act as a hub where visitors to the space could understand the global nature of our work.”

The visitor experience has always been in the forefront of the overall vision, ensuring that visitors would be able to engage personally in the global work and mission of the Institute. The common areas blend architecture with a digital visitor experience in a sunlit, collaborative space designed by award-winning architect Hagy Belzberg. Our new headquarters, which has doubled in size, centralizes the Institute’s programs into a single space providing public access for the first time. The museum-quality exhibits invite audiences to connect with our work and explore interactive biographies, touchscreen displays and art inspired by the stories of witnesses.

The open layout, grouping content teams in “neighborhoods,” gives our staff and scholars beautiful, state-of-the-art facilities and

fittings to get their work done, while at the same time enabling everyone to see one another, rather than working cloistered in cubes or behind walls. Our staff and scholars model the kind of responsible participation and care for one another that the organization hopes to engender in its audiences. This ability to see others as they do their work – and to be seen – has fostered our sense of common purpose. The humanity of the design advances the humanity of the mission – a center of living history that serves as a vital exchange for research, education and communication to build human understanding.



USC Shoah Foundation has catapulted to a new level of global activity – and into a new home on the top floor of the Thomas and Dorothy Leavey Library – thanks to the support and commitment of friends throughout our community.



For optimal experience, scan pages 2 & 3 in the same view.

The Institute thanks and recognizes all donors who have generously funded our new world headquarters empowering us to make testimony a compelling voice for education and action.

- | | | | |
|----------------------------|----------------------------|-------------------------------|-----------------------------|
| Irina and George Schaeffer | Phyllis and Daniel Epstein | The Wise Family | Susan Crown and |
| Goldrich Family Foundation | Mickey Shapiro | Madeline and Irwin Lieber and | William Kunkler |
| and Cayton Family | Leesa and Leon Wagner | Carol and Jonathan Lieber | Kathy and Richard Leventhal |
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“ They will speak out for what’s right. How many people see things that are wrong and just look the other way? I don’t see these students doing that. ”
–Ivy Schamis

Ivy Schamis’ students at Marjory Stoneman Douglas High School participate in a new iWitness activity on leadership at Nova Southeastern University.

Lessons in Resilience and Survival: Ivy Schamis and the Students of Marjory Stoneman Douglas High School

On February 14, 2018, the students in Ivy Schamis’ Holocaust History class at Marjory Stoneman Douglas High School were finishing a lesson on Margaret Bergmann Lampert, a German athlete who was not allowed to compete in the 1936 Berlin Olympics because she was Jewish. Just minutes later, two of the students in the class were killed, along with 15 other students, in one of the deadliest school shootings in American history.

“The lessons of the Holocaust came into our classroom,” said Schamis shortly after the shooting. “The students were talking about how we’re going to combat hate and a complete hater busted into our class and killed two of our classmates.”

Schamis and her students were uniquely equipped to understand and respond to the shooting due to their study and knowledge of hatred and the way that it can manifest into violence. For the past several years, Schamis has used resources from the Institute’s Echoes & Reflections program to teach her students about the history of the Holocaust and other genocides and how individual and collective hatred can turn deadly.

Schamis’ class is relatively rare; classes dedicated solely to teaching about tolerance, resistance, genocide and hatred are not typical course offerings

at American high schools. In her classroom, Schamis draws parallels between the Holocaust and other genocides and contemporary issues, fostering discussion among students about their responsibility to respond and “upstand,” resisting hatred and intolerance with action and activism.

Since the shooting, several of Schamis’ students have gone on to be activists and leaders in the fight for policy change to address mass gun violence. Stoneman Douglas students have organized and led marches, lobbied legislators and given speeches and media interviews. Several founded the organization Never Again MSD, drawing on the language commonly associated with Holocaust commemoration.

In November, Schamis attended USC Shoah Foundation’s Ambassadors for Humanity Gala in Los Angeles, where she was the first recipient of the Institute’s inaugural Stronger Than Hate Educator Award. Several of her students came to the gala with her.

In the months since the shooting, Schamis and her students have again turned to the examples of Holocaust survivors for inspiration. She said that the lessons in resilience and survival after tragedy that they provide have been valuable in helping her and her students through the last several months.



25 Years Later, 10,000 Students Attend Free *Schindler's List* Screenings

Twenty-five years ago, Universal Pictures' release of *Schindler's List* inspired filmmaker Steven Spielberg to establish the Shoah Foundation which led to the evolution of the organization as an Institute at the University of Southern California in 2006.

This year, Universal Pictures rereleased the 25th anniversary Dolby® remastered film in theaters and on Blu-ray DVD, working with the Institute, Facing History and Ourselves and other educational partners to engage today's generation with the landmark film and newly created learning resources. With support from Righteous Persons Foundation and Universal Pictures, the educational program is part of the Institute's Stronger Than Hate initiative, which seeks to mobilize the testimonies in its Visual History Archive and resources in its IWitness and other educational platforms to combat rising hatred and intolerance around the world.

"These eyewitness accounts are having a profound impact on educators and students, through testimony-based tools that address both historical and contemporary issues, inspiring empathy, understanding, respect and unity over hatred and divisiveness," Spielberg said.

Free educational screenings of the film took place on Dec. 4 and 5, 2018, in more than a dozen cities. The showings were supported by accompanying resources for teachers to use with the film provided by the Institute and educational partners including FHAO, Echoes & Reflections and Journeys in Film. Nearly 10,000 students from across the United States attended with their teachers. Many of the attendees participated in accompanying IWitness activities before and after the film, including five tailored activities connected to the story of Oskar Schindler.

Universal Pictures is a longtime supporter of the Institute, including the initial release of *Schindler's List*. The Institute's offices used to be on the



Port Jervis High School students in New York watch a clip of testimony before going to free screening of *Schindler's List*.

Universal Pictures studio lot and Universal has provided significant financial support to USC Shoah Foundation over its 25-year history.



From left: Steven Spielberg, Universal Filmed Entertainment Group Chairman Donna Langley, NBCUniversal Vice Chairman Ron Meyer, and NBCUniversal Film and Entertainment Chairman Jeff Shell.
Photo Credit: Alex J. Berliner/Universal Pictures

A Father Inspires a Son to Give: Barry Sternlicht

Barry Sternlicht's father, Maurycy, was only nine years old when he fled Poland in 1938. Maurycy survived the war by hiding with Czech partisans. He related his story in the testimony he gave to USC Shoah Foundation in 1998.



Barry Sternlicht

Sternlicht never heard his father's story until later in life. But his father's resilience in the face of war, his success and later the displacement he faced with business setbacks in America, inspired Sternlicht to achieve his own success as a founder of the Starwood Capital Group.

His father's testimony led Sternlicht to support the work of USC Shoah Foundation for nearly a decade. "He never talked about the war," Sternlicht said about his father. "It was both emotional and surreal to watch his testimony and hear him speak of a life we knew so little about."

"USC Shoah Foundation is preserving and sharing the stories and lessons of the past before we lose the testimony of these survivors," he added. "It is vital and relevant work as we see the rise of antisemitism and xenophobia around the globe. These survivors and witnesses are shedding light on a time and a place that must be explored. They are teaching and inspiring compassion."

Sternlicht has seen the impact of testimony on his own children and how it has shaped their attitudes toward empathy and resilience.

The Sternlicht family supports the Institute and its Stronger Than Hate initiative, an all-encompassing effort to mobilize testimony to counteract hatred and intolerance. They believe that not only is their father's testimony a powerful educational tool, but the resources USC Shoah Foundation provides to teachers are an invaluable asset to teach future generations empathy and respect.

Their funding ensures that the Institute has the flexibility to develop educational activities, engage youth, inform scholarship and policy and continue its global effort to counter hatred.

"I carry with me the lineage of my father's wartime experiences and if I can make a tangible difference, it would be to combat the rise of hate speech and crimes of intolerance for all peoples," Sternlicht said. "I see immense value in creating a platform in which accounts like my father's and the voices of other survivors of the Holocaust and other genocides, can inspire change. I am extremely proud to support USC Shoah Foundation and its Stronger Than Hate initiative."

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Honoring Ambassadors for Humanity



Each year, USC Shoah Foundation brings together its supporters and donors for its Ambassadors for Humanity Gala, to honor those who enact the Institute's values of tolerance, respect and empathy in their work and lives. Founder Steven Spielberg and his wife, Kate Capshaw, chaired the evening. Dolby Laboratories served as presenting sponsor. The event raised crucial unrestricted funds for USC Shoah Foundation and supported the Stronger Than Hate initiative to scale the Institute's proven testimony-based programs to counter hatred.

This year's Ambassadors for Humanity honorees were Institute supporters Rita Wilson and Tom Hanks. Also recognized was Ivy Schamis, a teacher from Marjory Stoneman Douglas High School in Parkland, Florida, who received the Institute's inaugural Stronger Than Hate Educator Award.

Comedian Martin Short hosted the evening, with a musical performance by Melissa Etheridge and Oprah Winfrey was the special guest. The program included remarks by Institute founder Steven Spielberg, USC Interim President Wanda Austin and USC Shoah Foundation Finci-Viterbi Executive Director Stephen Smith, who presented Ivy Schamis her award as she was surrounded by her students.

Schamis was working with the Institute's educational materials on the morning of February 14, 2018, when a gunman killed 17 students and staff members at the school, including two students in her classroom. Some of the Parkland students said their well-known effort to stop further gun violence was inspired by what they learned in Schamis' class and by her inspirational teaching.

The 2018 gala hosted a diverse group of leaders and activists, including World War II veterans who helped liberate concentration camps at the end of the war. This special Liberators Recognition was made possible with the generous support of Ford Motor Company.

Glenn Felner, a 92-year-old World War II veteran who participated in the liberation of Buchenwald Concentration Camp in 1945, spoke about his experiences and shared the importance of standing up against hatred in all its forms.

The grand finale of the evening had Institute founder Steven Spielberg presenting the Ambassadors for Humanity Award to Rita Wilson and Tom Hanks, lauding them for their support of many vital causes and for their continuing support of the Institute's work over its 25-year history. While accepting the award, Wilson and Hanks reiterated their admiration for the Institute's efforts.

“In its ongoing work, USC Shoah Foundation tells us what is happening. In 2018, is there any better way to invest time than in connecting the events of then with the headlines of now? We join in the mission of USC Shoah Foundation. We will take two steps back on occasion for every step forward. But love is stronger than hate.”

–Rita Wilson and Tom Hanks

To learn more about the Ambassadors for Humanity Gala visit sfi.usc.edu/afh.



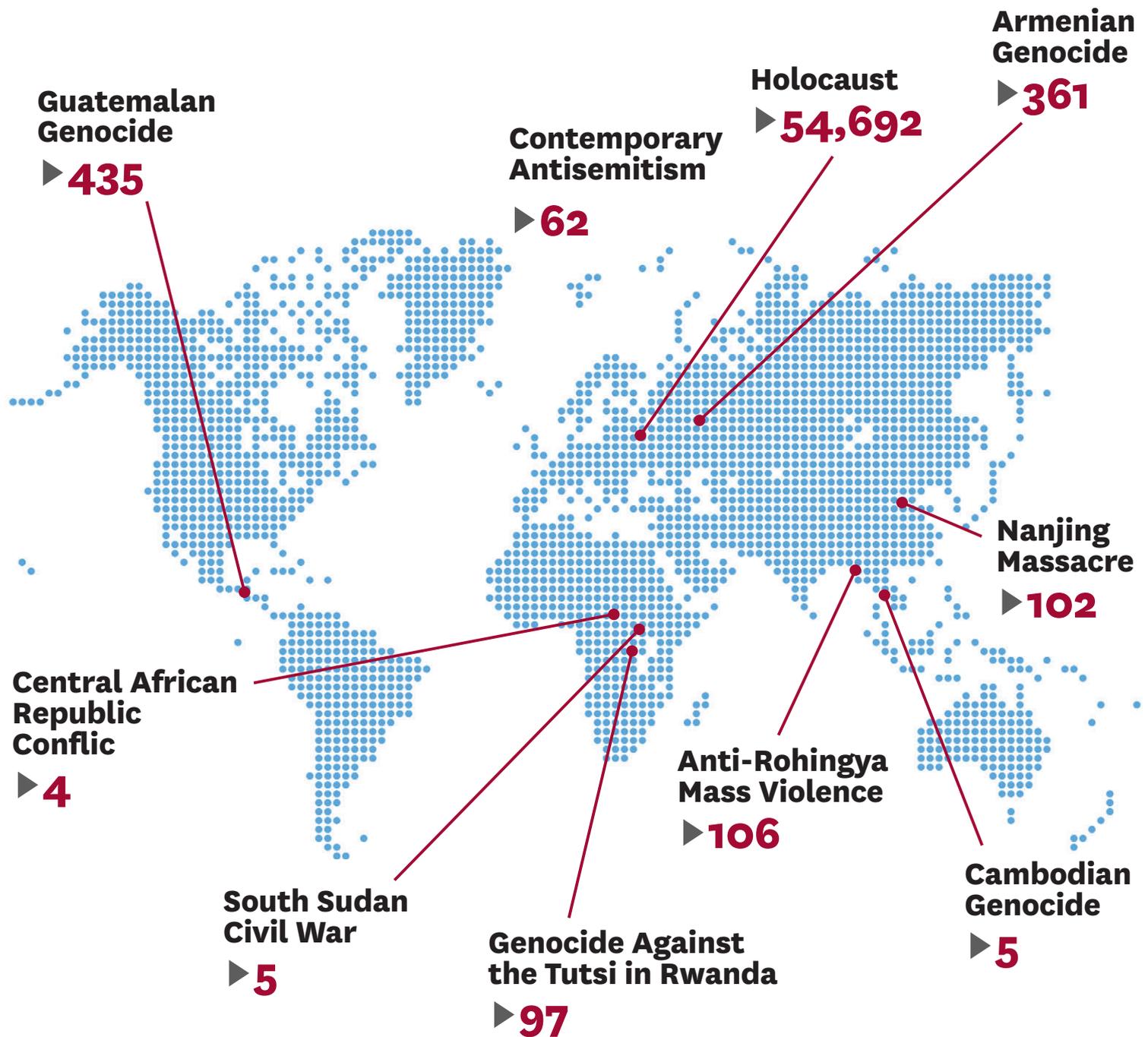
- A:** Honorees Rita Wilson and Tom Hanks with Gala Chair Steven Spielberg
- B:** Stephen Smith and Interim USC President Wanda M. Austin
- C:** USC Dornsife College Dean Amber Miller and Tom Hanks
- D:** Tom Hanks and Steven Spielberg with Presenting Sponsor Dolby Team members Michelle Maddelena, Doug Darrow and Priscilla Morgan
- E:** Tom Hanks, Cathi Snyder, Cole Snyder, Steven Spielberg, Sandy Cozen and Steve Cozen
- F:** Stuart Zall, Elise Zall, Melinda Goldrich, Doug Seserman and Marc Bennett
- G:** Alessandro and Kimm Uzielli
- H:** Tom Hanks, WWII Liberator Glenn Felner and Steven Spielberg
- I:** Inaugural Stronger Than Hate Educator Awardee Ivy Schamis and students from Marjory Stoneman Douglas High School
- J:** Holocaust Survivor Edward Mosberg and Special Guest Oprah Winfrey
- K:** Host Martin Short
- L:** Musical Guest Melissa Etheridge
- M:** Melody Hobson, George Lucas, Gala Chairs Kate Capshaw and Steven Spielberg and Honorees Rita Wilson and Tom Hanks
- N:** Mickey Shapiro, Erica Kives and Frank Roth
- O:** Susan Crown and Steven Spielberg
- P:** Tom Hanks, Trudy Elbaum Gottesman and Steven Spielberg
- Q:** WWII Liberator Clinton Shiraishi
- R:** Courtney Mizel, Lee Liberman, Ulrika Citron and Lisa Hofheimer
- S:** Vanessa Roth, Ceci Chan and Michael Prenier
- T:** Julia Rudyak, Dylan Pond, Mimi Pond and Sam Pond



USC Shoah Foundation Testimonies

▶ **55,000**

Experience Groups in the Visual History Archive (VHA)



Visual History Archive

VHA Access Sites

▶ **147**

VHA Use (average)

▶ **145 Log-ins Daily**

Countries Testimonies Recorded

▶ **65**

Languages Testimonies Recorded

▶ **43**

Center for Advanced Genocide Research

Courses Taught with VHA at Universities (cumulative)

▶ **679**

Courses Taught with VHA at USC (cumulative)

▶ **157**

Research Fellows, Teaching Fellows and Visiting Scholars in Residence

▶ **4**

Scholarly Works Published to date using VHA – Books and Articles (cumulative)

▶ **245**

Dimensions in Testimony

Interviews

▶ **19**

IWitness Education

Cumulative Number of Teachers

▶ **102,910**

Cumulative Number of Students

▶ **9,666,177**

Testimonies in IWitness

▶ **2,841**

Countries using IWitness

▶ **85**

States using IWitness

▶ **50**

Activities Published

▶ **278**

*Media Reach

▶ **More than 50 Million**

*Includes major outlets:

- *New York Times* Profile
- NBC News Interview with Lester Holt
- Associated Press Feature on Dimensions in Testimony
- CNN Partnership on the Rohingya
- *Buzzfeed* Story



Website Visits

▶ **451,000**



Facebook Followers

▶ **15,697**



Twitter Followers

▶ **13,793**



Instagram Followers

▶ **3,370**



YouTube Views

▶ **518,530**

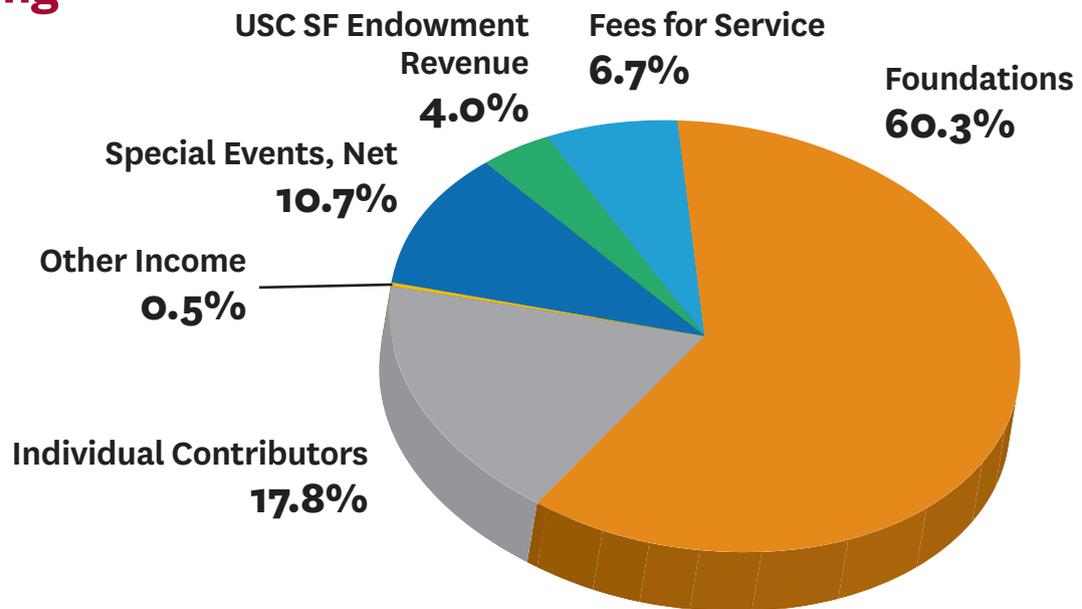


YouTube Subscribers

▶ **14,048**

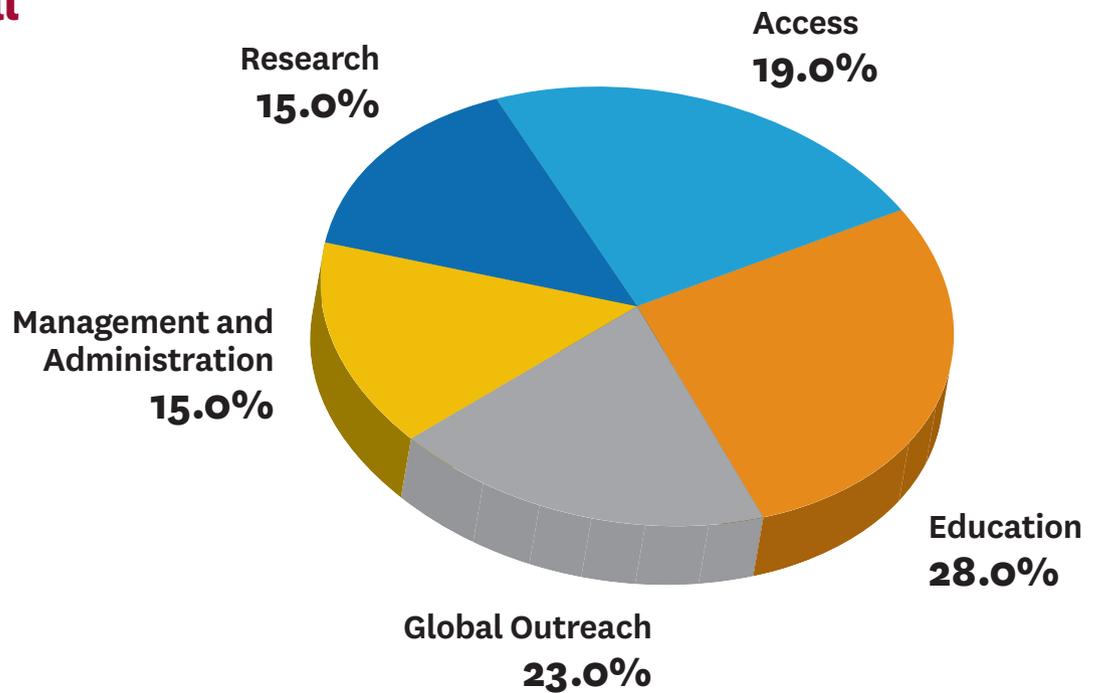
Annual Operating Revenue Total

Total Revenue:
\$18,385,537



Annual Operating Expenditures Total

Total Expenses:
\$18,496,933



Net Assets

Total:
\$42,383,684

Net assets represents pledges, cash and endowed funds

Note: USC Shoah Foundation (USC SF) reports its financials on a fiscal year basis, from July 1st to June 30th of the following year. These financial snapshots capture USC SF's financial activities for the calendar year 2018 (January thru December 2018) in order to align financials with the programs and/or services highlighted in this annual report. The net loss indicated by the total revenue minus total expenses denotes the 4th floor expansion lien carried over into the 2019 fiscal year.



“ It made me realize how much my actions can impact something. No matter how big or small, I can change something and it gave me hope for the future. ”
– IWitness student,
Michigan

In today’s world, where rising antisemitism and other forms of hate permeate classrooms globally, educators seek out now more than ever easily accessible, effective and innovative resources. To support them, **IWitness** continues to offer educators the resources they need to help their students be **Stronger Than Hate**. The Institute focused on scaling its work to broaden impact by localizing content. Through strategic partnerships and careful curation of the platform, the Institute worked in 2018 to ensure that teachers everywhere could harness the power of testimony in their classrooms, wherever they are in the world.

SCHINDLER’S LIST GLOBAL RERELEASE AND EDUCATION PROGRAM

- The Institute led the global outreach and educational programming surrounding the theatrical rerelease of **Steven Spielberg’s** seminal film.
- **10,000 students in 40 cities** viewed the film in free screenings in North America and additional screenings to occur around the world.
- **Nine new activities in five languages** were published to facilitate discussion and encourage students to make connections to their own lives.
- **NBC Nightly News with Lester Holt** interviewed Steven Spielberg and featured the Institute’s resources in action in a New York classroom.

DISCOVERY EDUCATION TRANSFORMATIONAL PARTNERSHIP

- In an effort to spark a social movement against hatred in all forms, **USC Shoah Foundation** and **Discovery Education**, the leading provider of digital content and professional development for K-12 classrooms, have partnered to create **Teaching with Testimony** – a new educational program that unlocks the powerful classroom potential of testimony.
- This 5-year partnership broadens the Institute’s reach to Discovery Education’s network of **4.5 million educators** and **50 million+ students**, reaching approximately **50% of U.S. schools**, as well as **teachers in 50 countries worldwide**.
- The Institute will be Discovery Education’s exclusive provider of Holocaust/genocide content, www.teachingwithtestimony.com.

INTERNATIONAL PRESENCE BY THE NUMBERS



135,000+ IWitness registered users



8 language pages



85 countries



278 activities in **11** languages



28 languages represented in **2,800+** testimonies



#StrongerThanHate

International Conference: Examining Kristallnacht, 80 Years Later

On November 10, 1938, while riding his bicycle to work, Kurt Messerschmidt witnessed the aftermath of what we now call the “Night of Broken Glass,” Kristallnacht. As he watched Nazi officers force an elderly man to pick up the pieces of broken glass from his shop window and joined in to help the man clean the debris, Kurt recalled, “Some of the people standing there disapproved of what the Nazis did. But their disapproval was only silence. And silence is what did the harm.” Kurt’s voice and the 3,593 other voices in the Visual History Archive who discuss the events of this coordinated attack on Jewish businesses and synagogues, are valuable resources to researchers in a wide variety of disciplines. Kristallnacht is now seen as a watershed historical moment and 80 years later, the Institute’s Center for Advanced Genocide Research convened a conference to consider the latest research on this event, its place in world history and its role in informing the current and future landscapes of genocide research and prevention.

The conference, titled “New Perspectives on Kristallnacht: After 80 Years, the Nazi Pogrom in Global Comparison” convened 20+ presenters from across the world. Topics discussed included new groundbreaking research on the event itself, the ways the event was reported and represented, the reactions – including resistance, protest and complicity – in Germany and abroad, comparative research about



Wolf Gruner, Founding Director of USC Shoah Foundation Center for Advanced Genocide Research (back row, fourth from right) and Steven Ross, Director of the USC Casden Institute for the Study of the Jewish Role in American Life (back row, far left) surrounded by participants in the Center’s 2018 international conference “New Perspectives on Kristallnacht: After 80 Years, the Nazi Pogrom in Global Comparison.”

parallels between Kristallnacht and anti-Muslim pogroms in Gujarat in the 2000s and the use of allusions to Kristallnacht in accounts of the Genocide Against the Tutsi in Rwanda.

“This conference allowed scholars from all over the world to revisit this crucial moment in history and its lasting effects,” said Professor Wolf Gruner, Founding Director of the Center for Advanced Genocide Research. “By convening experts from a wide range of disciplines we illuminated dimensions, dynamics and reverberations of Kristallnacht that have been neglected in scholarship. We are ensuring that critical events leading to the Holocaust are still being explored, understood and appreciated.”

The conference was attended by 100 people and the livestream attracted over 400 viewers. In addition to videos being posted permanently on the conference website and promoted through the Center’s scholarly channels, selected papers from the conference will be published in a volume of the Casden Institute Annual Review book series, published by Purdue University Press.

Sara and Asa Shapiro Holocaust Testimony Scholar: Professor Christopher Browning

Four years ago, the Shapiro family endowed the Sara and Asa Shapiro Annual Holocaust Testimony Scholar and Lecture Fund, with the goal to inspire scholarship and academic dialogue around the testimonies in the Visual History Archive (VHA). This year, the Institute’s Center for Advanced Genocide Research welcomed

Professor Christopher Browning as its third Sara and Asa Shapiro Scholar. A well-known scholar of Nazi Germany and the Holocaust at the University of North Carolina, Browning spent two weeks conducting research with the VHA and gave a public lecture on the testimony



of the survivors of the Starachowice Factory Slave Labor Camps.

During his lecture, Browning categorized the ways taking testimony has changed since World War II. Early testimonies were a valuable source for research because they are rich in vivid details, but by the 1950s, fewer survivors gave testimony because they were

more focused on the future than the past. The process continued to evolve until the founding of USC Shoah Foundation in 1994, which helped standardize the interviewing process.

Browning is the author of numerous influential articles and books, including *Remembering Survival: Inside a Nazi Slave Labor Camp*.





**Testimony Speaks:
Countering Antisemitism**

Belgian Member of Parliament Viviane Teitelbaum giving testimony December 2017 in Brussels.

As a custodian and advocate for the voices of survivors of the Holocaust, USC Shoah Foundation has been a force against antisemitism since its inception 25 years ago.

But in 2015, amid growing antisemitic violence and rhetoric around the world, the Institute pursued this mission with renewed vigor, launching an initiative to collect new testimonies as an urgent response to this contemporary wave of hate.

Called Countering Antisemitism Through Testimony (CATT), this new collection of interviews includes targets of recent antisemitic attacks, as well as subject-matter experts, rabbis, reformed neo-Nazis and other people who previously held antisemitic beliefs and those who are involved in educational efforts that combat antisemitic hate. The CATT program is a multiyear initiative to collect and mobilize the testimonies.

To date, the Institute has collected 62 such testimonies and created nine new educational activities for students in middle and high school. It has also worked with more than 500 teachers in professional development workshops focused on the use of testimony to counter hatred and teach empathy, understanding and respect.

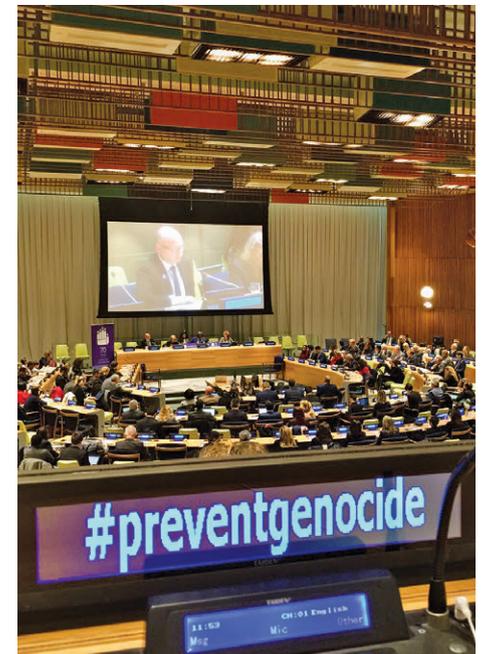
One of the key areas of the program is college student engagement. In response to growing concerns on college campuses about climate and diversity, the Institute created the Intercollegiate Diversity Congress, a

program that invites college student leaders from across the country to spend a weekend at USC engaging with testimony, learning about ways that it can be an effective tool to counter intolerance and planning their own diversity-focused campus projects. In the past two years, more than 40 student leaders representing more than 500,000 college students have participated.

Perhaps the most notable progress that was made this year by the CATT initiative was the publication of a new testimony compilation and guide on countering antisemitism by the United Nations, in close collaboration with the Institute. The United Nations Educational, Scientific and Cultural Organization (UNESCO) worked closely with the Institute to produce the compilation, which is called *Testimony Speaks: Countering Antisemitism*.

The compilation informed and coincided with the launch of UNESCO’s new policy guide, *Addressing Antisemitism through Education – Guidelines for Policymakers*. In the two weeks after their publication, more than 42,000 people viewed the compilation and downloaded the guide.

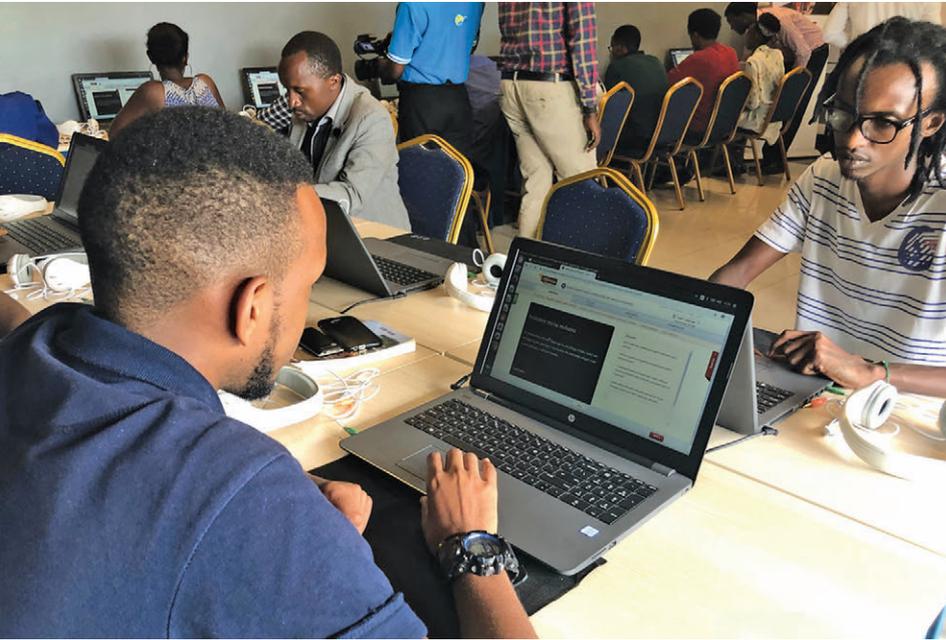
Together, these initiatives and programs are reaching thousands of people around the world, equipping teachers, policymakers, students and leaders with the tools that they need to intervene in the cycle of antisemitic hatred before it turns violent.



**Testimony Featured
at U.N. Convention**

Seventy years ago, with Europe still in ruins and millions of survivors of fascist terror still recovering, the United Nations passed the Genocide Convention, establishing a legal framework for the recognition and prosecution of genocide. On December 9, 2018, the Institute participated in the U.N.’s commemoration of the 70th anniversary of the passage of the convention, including opening the event with testimony from our Countering Antisemitism program. Stephen Smith spoke at the event and provided a demonstration of the Dimensions in Testimony interactive biography of Holocaust survivor Eva Schloss. In his remarks, Smith addressed how technology can facilitate genocide commemoration and education and stressed the need for conversation around ethics and values. “Narrative can build trust,” he said. “Articulating respect is the first step to trust, without





“ The genocide in Rwanda – the things it teaches us and the evidence it has produced – deserves our utmost interest and hard work. ”
–Steve Cozen

Grand opening of the Kigali Peace School Computer Lab – the first-ever classroom dedicated to teaching empathy and respect through the use of the IWitness educational platform.

Testimony Education in the Aftermath: Case Study Rwanda

Twenty-five years ago, the world watched as the small African country of Rwanda descended into genocidal violence. Over the course of just a few months, forces in the government, media, military and general population attacked members of the country’s Tutsi minority, killing more than 800,000 of them in an organized campaign of genocide. In the years since, as the country has rebuilt and invested in a process of investigation, justice and reconciliation, the voices of survivors have become central.

In the past five years, with the generous support of Institute Board of Councilors Chair Steve Cozen and the Samuel D. Cozen Memorial Fund, USC Shoah Foundation has worked to collect, preserve and elevate the testimonies of some of these survivors. In his more than 20 years of involvement in the life of the Institute and membership on the Board of Councilors, Cozen has supported a wide array of Institute initiatives, including the Visual History Archive and Teaching Through Testimony.

His support of the Institute’s efforts in Rwanda began in 2012 with a gift that enabled the creation of the first batch of Rwanda-focused educational activities in IWitness and the first professional development activities for teachers in Rwanda.

Since then, the Institute has created programming that has

reached more than 5,000 Rwandan students and hundreds of teachers, published 25 activities with a full or partial focus on the 1994 Genocide Against the Tutsi in Rwanda and helped the Rwandan Ministry of Education institutionalize a peace education curriculum based on student engagement with testimony.

With funding from the Samuel D. Cozen Memorial Fund, established by Steve Cozen in memory of his father, the Institute has been able to build a Peace Education Lab in Rwanda – essentially a digitally connected classroom located on the site of the Kigali Genocide Memorial.

The Institute, in collaboration with partners at Aegis Trust and other organizations, has put together a network of educators with expertise in testimony-based education. These teachers work to train other teachers, amplifying the impact of the Institute’s professional development workshops.

As the world marks the 25th anniversary of the Genocide Against the Tutsi in Rwanda, these efforts are bearing fruit, as a generation of Rwandan young people who have spent their educational careers listening to and reflecting on the experiences of genocide survivors reaches maturity in a country that has dedicated its educational system to countering sectarian hatred before it manifests into violence.



Ilia Salita, CEO of GPG

Genesis Philanthropy Group and Russian-Language Dimensions in Testimony

On the eve of World War II (WWII), the Soviet Union was home to more than 5 million Jews. During WWII, 500,000 of them fought against the Nazis as soldiers in the Red Army, contributing to the ultimate defeat of the Axis powers, while more than 2 million others were murdered in the Holocaust. For anyone

from the Former Soviet Union (FSU) the Holocaust is remembered in tandem with WWII, which for decades was hailed as one of the biggest victories of the people of the Soviet Union. As a result, a narrative of bravery, perseverance and resilience is strongly embedded in the collective remembrance of Jews from the FSU, along with the horrors of the Shoah.

This year, the Institute partnered with Genesis Philanthropy Group (GPG), a global foundation dedicated to developing and enhancing Jewish identity among Russian-speaking Jews. Today, the Russian-speaking Jewish community is dispersed throughout the world — in Israel, the United States, Europe, the various countries of

the FSU and elsewhere. Together, GPG and the Institute are working to collect and disseminate Russian-language Dimensions in Testimony (DiT) interviews. DiT interviews allow for viewers to ask questions of digital representations of genocide survivors.

When collected, the Russian-language DiT interviews will enable millions of Russian speakers worldwide to experience interacting with a survivor of the Holocaust, who lived through the Shoah in the territories of the FSU, as well as with a Jewish veteran of the Soviet Army, preserving the contributions of Soviet Jews to the victory over Nazi Germany. This will not only greatly resonate with Russian-speaking Jewish audiences but will also highlight an important part of WWII and the Holocaust that has largely been neglected in the historical record.

“This effort is especially important now when the world is experiencing a rise of violent antisemitism,” said Ilia Salita, CEO of GPG. “We believe that DiT will help counteract this and, more broadly, to disseminate knowledge about the tragedy of Soviet Jewry during the Shoah and the heroism of Jews who fought against the Nazis.”

Dimensions in Testimony: Interactive Biography in Spanish

Aliza Liberman’s upbringing in Panama is inextricably tied to the Holocaust: it’s where her Polish-Jewish grandfather, a survivor, immigrated to after World War II. This deep connection to the Holocaust is the main reason Liberman chose to support the Institute’s Dimensions in Testimony (DiT) program, which enables people to engage with a prerecorded video image of a genocide survivor by asking him or her questions and hearing the survivor’s answers in real time.

Long after the last survivor has left us, this growing collection of interactive biographies will preserve the ability to engage with Holocaust survivors for generations to come. To date, the Institute has recorded 19 interactive biographies. Most are in English, but one is in Mandarin and another is in Hebrew. With Liberman’s support, the Institute has begun collecting DiT testimonies of survivors in Spanish. One interview has already been



Holocaust survivor, Lea Novera, filmed in Buenos Aires, Argentina.

conducted with a Holocaust survivor in Argentina and more are planned. These interactive biographies have the potential to be powerful teaching tools for millions of Spanish-language speakers in Latin America, Africa and Europe.

Liberman said she wanted to enable students and the general public to have the experience of interacting with a survivor. “I was concerned that the future generations were not going to be as connected as we are,” she said. “Those of us who are the

children and grandchildren of survivors had this up close because of our relatives. Young people don’t have so much of that.”

“We have so many countries around the world that speak Spanish,” Liberman added. “It’s wonderful that those millions of people will be able to go to museums and get the benefit of interacting with survivors.”

Aspen Event: The Many Forms of Testimony

A week of events in Aspen, this summer brought together three long-time donors and Board of Councilors members; Susan Crown, Melinda Goldrich and Ceci Chan and highlighted the diversity of USC Shoah Foundation’s global work. This year, for the first time, the Institute hosted three events, providing ample opportunity for engagement with testimony.

Susan Crown kicked off the week with a parlor meeting highlighting the Institute’s Rohingya Voices program, documenting the violence against the Rohingya in Myanmar. “It has been my privilege to have been associated with the remarkable work of USC Shoah Foundation since inception. Lasting, deeply impactful lessons are learned by listening to the stories of others and empathizing. USC Shoah Foundation exposes kids and adults alike to riveting, real narratives. There could be no greater or more compelling mission than opening minds,” Crown said. In the past year, the Institute has collected 95 microhistories and 11 full-life stories of Rohingya men and women and amplified their voices by partnering with CNN and the United Nations to raise awareness of this ongoing conflict.

The following day, an event hosted by Melinda Goldrich at the Aspen Jewish Community Center put the spotlight on the Institute’s inaugural artist-in-residence, world renowned painter David Kassan. In a unique live event, Kassan discussed his process, relying on testimony, while drawing Holocaust survivor Hanna Pankowsky. The event was framed by a screening of Hanna’s testimony and allowed audience members to engage in dialogue with both the artist and the survivor. A panel discussion followed featuring David Kassan, Selma Holo, director of USC Fisher Museum of Art and Stephen Smith. Kassan’s painting of Hanna will be featured in the *Facing Survival: Art as Testimony* exhibition, opening at USC Fisher Museum of Art in fall 2019.

The week culminated with a screening and panel discussion of the Institute’s award-winning documentary *The Girl and The Picture*. Following the film, Jon Frankel, HBO correspondent, moderated a discussion with Smith, Rick Magee, whose grandfather lived through the Nanjing Massacre, Susan Wrubel, executive director of Aspen Film and Ceci Chan. The event enabled attendees to learn about the survival of an 8-year-old girl who witnessed the murders of her entire family (except for her 4-year-old sister) during the Nanjing Massacre. The



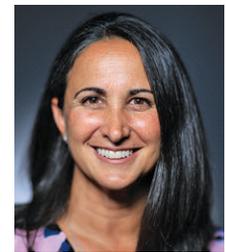
From left: Board of Councilors members Ceci Chan, Susan Crown and Melinda Goldrich

panel discussion after the screening was lively and engaging, with members of the audience recognizing the importance of education in order to improve human behavior. “All of us are morally responsible to do what we can to better the world. One of the most effective ways to better the world is to enable people to learn from history and from current events, so that we could reduce racism, hatred and violence,” Chan said.

The events garnered local press, raised awareness of the Institute’s current priorities and leveraged the expertise and dedication of the Institute’s Board of Councilors.

Closing The Empathy Gap

Stephen Smith joined some of the world’s greatest thinkers, innovators and leaders at last year’s Skoll World Forum on Social Entrepreneurship at Oxford University. The theme for the 2018 Skoll World Forum was “The Power of Proximity” and USC Shoah Foundation’s presentation focused on ways in which technology and story could work in tandem to bring people closer together around solving the world’s most pressing problems.



Next Generation Council member Lindsey Spindle

Lindsey Spindle, president of the Jeff Skoll Group and a member of USC Shoah Foundation’s Next Generation Council, suggested contacting the team at the Skoll World Forum about the Institute’s Dimensions in Testimony (DiT) program, given the obvious connection to theme of proximity. Now available in select museums, DiT is an interactive biography that enables people to ask questions of survivors and receive an appropriate reply from a selection of more than a thousand pre-recorded answers. The DiT program successfully brings Holocaust survivor testimony to communities and individuals that may never have the opportunity to experience it otherwise. Smith demonstrated the power of DiT at the 2018 Skoll World Forum in a session called “Virtual Reality: Closing the Empathy Gap?”

“Holocaust survivors are dwindling in numbers, but their stories have never been as important as they are now,” Spindle said. “Dimensions in Testimony combines cutting-edge technology and survivors’ unending generosity of spirit to create a truly immersive experience for many generations to come. Once you have your ‘conversation’ with a Holocaust survivor, it imprints their experience into your brain in an indelible way. It makes you rethink the world around you and creates a deeply human experience that moves head and heart simultaneously. I hope many more museums and cultural institutions will consider investing in the Dimensions in Testimony program.”

Institute Launches IWalk in Philadelphia Holocaust Memorial Plaza

In 1964, America’s first Holocaust memorial was unveiled in central Philadelphia at the head of Benjamin Franklin Parkway. More than 50 years later, the location surrounding this historically significant monument houses an interactive plaza, the Philadelphia Holocaust Memorial Plaza, a living monument to the 6 million lives lost in the Holocaust.

The new plaza opened in October 2018 with onsite installations to inspire visitors to remember and reflect. To enhance the experience, USC Shoah Foundation developed a testimony-based app featuring IWalk to orient visitors, ground the experience in the local context and keep the memory of the Holocaust alive through the stories of individuals who lived through it. At each section of the plaza, users will be able to listen to testimony discussing topics addressed in the permanent installation. Now the nearly 3 million annual visitors to the Benjamin Franklin Parkway will be able to contemplate and reflect on the history of the Holocaust and its lasting impact with the witnesses as their guides. An even broader, global audience can also experience the Plaza through IWitness, where users can access the



USC Shoah Foundation Board of Councilors Chair Steve Cozen congratulates fellow board member David Adelman on the opening of the Philadelphia Holocaust Memorial Plaza.

app and explore the memorial.

Board of Councilors member and long time Philadelphia resident David Adelman, inspired by his grandfather Sam Wasserman’s story of escape from a Nazi death camp and subsequent survival, was instrumental in bringing the plaza to life. “I think it’s more important than ever to guard and honor the legacy of survivors like my grandfather by supporting organizations like USC Shoah Foundation,” Adelman said. “And spaces like Philadelphia Holocaust Memorial Plaza show us how testimony can be used in different and engaging ways.”

Educating about the Holocaust is a Family Affair

For USC Rossier School of Education Professor Alan Arkatov, supporting USC Shoah Foundation is a family affair. Alan’s role started when he created USC Rossier’s Center EDGE (Engagement Driven Global Education) – a new research center dedicated to educational innovation and cross-sector partnerships that focuses on student engagement.



From left: Salome, Alan and Jim Arkatov

One of his first acts in this capacity was to form a partnership with USC Shoah Foundation’s education team. His aim: to help expand and scale the Institute’s award-winning IWitness education platform.

Providing the funding for this partnership were Alan’s parents, Salome and Jim Arkatov, civic activists and accomplished artists who respectively served as a piano faculty member at UCLA and as the founder of the Los Angeles Chamber Orchestra. Both Salome and Jim watched their families be directly impacted by antisemitism and the Holocaust. Being able to effectively address and counter the root

causes and triggers for antisemitism is a priority for them.

What the Arkatovs appreciate so much about IWitness is its dedication to offering an antidote to a rising tide of hatred and intolerance happening worldwide. “I think IWitness is an exceptional program – and it has the transformative capacity to scale and lead the global fight against antisemitism,” Alan said.

The impact of IWitness has already been demonstrated at Marjory Stoneman Douglas High School in Parkland, Florida, that was targeted in a mass shooting in early 2018. The school has been using IWitness in the classroom for years; last year, students from the school became national icons for challenging the status quo and they were able to apply many of the lessons learned from the content and discussions framed by the program. “IWitness does more than educate; it inspires students to take responsibility for changing the world,” Alan said. “Who wouldn’t want to be a part of that?”

Education to Save Lives



Al Tapper

“It’s really all we can do. Collecting testimonies, preserving them, using them for educational purposes. These are the only tools that we have to push back against antisemitism and intolerance, to try to stop genocide from happening in places like Yemen and Burma. I believe that it has the power to change hearts and save lives.”
–Al Tapper

Few friends of USC Shoah Foundation have supported the Institute longer than Al Tapper. In the past two decades, he has provided essential funding for the Institute’s general operations, supporting activities across our research and education initiatives and provided seed funding for new and innovative projects.

In 2002, the Tapper Research and Testing Center at the Shoah Foundation opened in the backlot of Universal Studios, allowing visiting scholars and educators to search through nearly 52,000 Holocaust eyewitness testimonies for the very first time. Since then, the Tapper Center became the model we replicated in over 240 universities and institutions around the world. Tapper has contributed to the Dimensions in Testimony program and helped launch our Testimony in Current Conflict initiative.

A longtime supporter of Genocide and Holocaust Studies research, Jewish heritage preservation and other causes, Tapper also endowed one of the first fellowships in Genocide Studies at Clark University. His philanthropy is informed by his devotion to his family’s roots in the Jewish communities of Eastern Europe and by his belief in the power of the testimony of survivors of the Holocaust and other genocides to combat hate.

Supporting Tolerance, Empathy and Equity

“The use of testimony combined with the positive use of modern technology allows current and future generations of students to remember the Holocaust and explore its lessons in the hope of preventing future tragedies.”
–Rochelle Rubin

For nearly a decade, the **ALPERN FAMILY FOUNDATION INC.** has supported USC Shoah

Foundation’s efforts to collect testimony and use them around the world to combat hatred and intolerance. Executive Director Rochelle Rubin said that the Alpern Family Foundation’s dedication to the Institute is motivated by its support of Holocaust education and belief that teaching tolerance and empathy is essential to counteract hatred.

“The Alpern family left Russia because of the pogroms,” Rubin said. “It really was a matter of life and death, of getting out of a world that was hateful and intolerant. And don’t we still see the need to push back against that kind of hate today?”

Rubin said that she and the rest of the Foundation board have been inspired by the Institute’s work in education for many years, as it aligns with their commitment to promote social justice and build a more peaceful, equitable world. She said they were particularly impressed by the Institute’s “100 Days to Inspire Respect” initiative, which published one new activity for teachers’ use, about tolerance and respect, each day during the first 100 days of the new U.S. presidential administration in 2017.

“We’re so proud of initiatives like that. It really illustrates how impactful the voices of survivors can be in revealing truths that can help us respond to current events,” Rubin said.

Founded in 1952, the Alpern Family Foundation continues to support the Annual Fund because of the significant role it believes the Institute will play in global education in the years ahead. “These are human stories we can all learn from,” Rubin said.

ANNUAL FUND 2018

(Gifts under \$100K)



Annual Fund Donors:

839

1st

First Time Donors:

237



*Leadership Gifts:

116

* Leadership gifts to the Annual Fund make a direct impact in building and sustaining the Institute’s leadership in education and research.

The Foundation of Education and Support of Testimony-Based Education

Suzi Weiss-Fischmann's commitment to testimony-based education comes from her roots. The co-founder of OPI Products, Weiss-Fischmann was born in Hungary, the daughter of a Holocaust survivor who endured the horrors of Auschwitz. Her mother's experiences and her own early life in Hungary reinforced the importance of education as a way of countering hatred. It's a major reason why she has supported the Institute for more than a decade and why she recently joined the Institute's Board of Councilors.

Weiss-Fischmann's support of the Institute began with her decision to fund Teaching with Testimony initiatives in her native Hungary.

Weiss-Fischmann has been inspired by the scale and effectiveness of the Institute's educational work in Eastern Europe, where the Institute has trained more than 500 teachers in Hungary, the Czech Republic, Poland and elsewhere to counter antisemitism and other forms of hatred through the use of testimony. Weiss-Fischmann's own mother – Magda Weiss – gave her testimony in 2015. Weiss-Fischmann was in the room at the time and recalls that it was the first time she heard much of the story. "It was a deeply moving and meaningful experience. It definitely gave me a sense of how powerful the stories of survivors are."



Suzi Weiss-Fischmann

"It's such an important thing in Hungary and other countries of the former Soviet Bloc. The history of these places and the deeply rooted antisemitism there makes education vitally important."
–Suzie Weiss-Fischmann

Ensuring the World Hears From Survivors: The Rohingya and Lee Liberman Foundation

A population that is hated and marginalized. A state apparatus that dehumanizes and whips up resentment and conspiracy theories. A military that engages in mass rape and violence. They are familiar elements and features of many of the genocides that have marred human history. They are also accurate descriptions of what has happened to the Rohingya people of Myanmar in the past several years. Since 2015, thousands of Rohingya have been raped and killed by the Burmese military in a coordinated campaign of ethnic cleansing and hundreds of thousands have fled the country to safety in nearby Bangladesh.

This year, the Institute undertook a series of interviews with survivors and witnesses to the genocide against the Rohingya in Myanmar. Throughout the year, Institute staff, including Stephen Smith, traveled to refugee camps in Bangladesh to interview courageous survivors. The 100 plus interviews the Institute has compiled, comprise one of the world's largest records of the genocide and they are already being used in outreach through CNN, Now This, the United Nations and other outlets.

This work was enabled by many donors, including the Lee Liberman Foundation, which has also supported the Institute's Visual History Archive Program. Founder, Lee Liberman, is an integral member of the Institute's Board of Councilors Executive Committee. Liberman said that she was motivated to support the effort by the lessons of the Genocide Against the Tutsi in Rwanda.



Lee Liberman

"I remember President Bill Clinton speaking at our 10th anniversary gala about his regret that the Genocide Against the Tutsi in Rwanda happened on his watch. A genocide was in the making and I did not want this to be on our watch. The Institute immediately sent a team to record the survivors and testimonies to ensure the world heard directly from the Rohingya before it was too late."
–Lee Liberman

From Memory to History: The Legacy of Georg Citrom, a Quiet Leader



Georg Citrom

“Since my dad’s passing last year, there is an acute recognition on my wife’s part and my part that we’re moving from memory to history at a rapid rate. I wanted to do this exhibition in his memory, so we can share stories like his with as many people as possible.”

–Joel Citron

There, he experienced separation from his family, forced labor and a march on foot to Buchenwald in the middle of winter. On April 11, 1945, he was liberated from Buchenwald by American troops. After liberation, he was present in Israel in the first years of its statehood and finally settled in Sweden. There, he married, raised a family, built a thriving business and a reputation for integrity and kindness.

“He was a quiet leader,” Joel said. “He built a business out of nothing. He built personal and professional relationships with people regardless of their background, including Germans. And this was very shortly after the war. He was just extraordinarily forgiving, dignified and humble.” Later in his life, Georg provided his testimony to the Visual History Archive and became an active supporter of the Institute’s collections and educational work. Today, his son and daughter-in-law, Ulrika, are continuing this legacy as members of the Institute’s boards, Joel on the Board of Councilors Executive Committee and chair of the Countering Antisemitism through Testimony Committee and Ulrika on the Next Generation Council as co-chair. In January 2019, they helped plan an exhibition featuring the Visual History Archive and Dimensions in Testimony at the Swedish

History Museum in Stockholm, Sweden. Joel said that his father was the inspiration for the exhibition.

Georg Citrom gave his testimony in 2010, but he began sharing his experiences in Auschwitz-Birkenau with his children well before that. His son, curious about the tattoo on his arm, asked him questions about his life. Gradually, over the course of many years, he answered. “He was careful not to overwhelm my sister and me, not to make us feel burdened by his experiences,” his son, Joel Citron, said. “But he wanted us to understand who we were and why we had different experiences and traditions.”

Born in Romania in 1931, Georg became a Bar Mitzvah in the Oradeo Ghetto before he and his family were deported to Auschwitz-Birkenau.

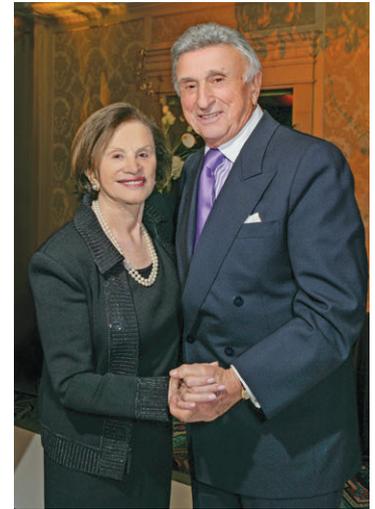
From Shared Tragedy to Shared Success

The story of Sara and Asa Shapiro is one of shared tragedy and shared success. Both were born in the small pre-war, predominantly Jewish town of Korets, in what was then Poland and is now Ukraine, into large Jewish families.

Both survived the Holocaust. Sara escaped the ghetto and pretended to be a Ukrainian orphan while working as a maid. Asa was in a Russian Labor Camp in Siberia and then was subscripted into the Russian Army. Both came back to Korets to search for surviving family, only to find that most had been murdered by the Nazis. They married, moved to America with practically nothing, settled in Detroit and built a large family and a thriving business.

Both passed away recently, he in June of 2017; she in May of 2018. Sara and Asa were longtime supporters of Holocaust commemoration and remembrance initiatives, giving their testimonies to the United States Holocaust Memorial Museum and USC Shoah Foundation.

The Shapiro family has been one of the most long-standing supporters of USC Shoah Foundation. Sara and Asa Shapiro’s son, Mickey Shapiro, sits on the Executive Committee of the Institute’s Board of Councilors. Born in a displaced persons camp in Germany just after World War II, Mickey named the lobby of USC Shoah Foundation’s headquarters in his parents’ honor. He also endowed the Sara and Asa Shapiro Lecture, which enables a Holocaust and genocide studies scholar to spend a month at the Institute each year.



Sara and Asa Shapiro

“My love for my parents is matched only by my admiration for what they endured and for their grit and determination to thrive in spite of unthinkable hardships. They are an inspiration to anyone who has been persecuted and a testament to the power of perseverance.”

– Mickey Shapiro



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One person really can make a difference.

If you would like to support USC Shoah Foundation, here are some ways to make a lasting impact.



USC Shoah Foundation William P. Lauder Junior Interns, Summer 2018

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Gifts made by personal check, cashier's check or money order can be mailed to:

USC Shoah Foundation

1150 South Olive Street, 24th Floor
Los Angeles, CA 90015

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Recurring Gifts

Recurring donations can be made via a checking or savings account, or by credit card online.

Pledges

Make a gift that is traditionally extended over a two to three-year period. Payments may be made by personal check, cashier's check, credit card or via appreciated securities.

Planned Gifts

Planned gifts include life insurance, bequests, charitable trusts, bank accounts and annuities that can be an ideal way to leave a legacy while minimizing your income, gift and estate taxes.

Matching Gifts

If your employer or parent company has a matching gift program, obtain the form from your human resources office and enclose it with each payment.

Stock and Appreciated Securities

Gifts of stock or appreciated securities, whether as a transfer from a portfolio or investment in a corporation, are welcome.

Memorial or Tribute Gifts

Honor special occasions such as birthdays, weddings, graduations, Bar/Bat Mitzvahs, or births; memorialize a friend or family member by sending a tribute from the Institute announcing the gift.

For further information, contact:

Andrea Waldron

Senior Executive Director of Advancement

USC Shoah Foundation

Phone: (213) 740-6051

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