



Los Angeles Museum of the Holocaust

**Annual Report 2012 / 2013**

## 2013 – A Year of Growth and Expansion

Los Angeles Museum of the Holocaust (LAMOTH) had a transformative year in 2013, with unprecedented growth in attendance and expansion of programming. Attendance was at record highs, with 11,000 students from over 250 school groups with overall attendance up twenty-five percent.

At year's end we brought in innovative leader Samara Hutman as our new Executive Director, bringing with her a slate of cutting edge programming to expand and enhance the already robust education programming offered at the Museum.

Samara comes to the Museum from the nonprofit Remember Us, an organization dedicated for the last ten years to Holocaust Remembrance programming for Bnai Mitzvah and responsible for growing and implementing innovative Holocaust Remembrance programming for teens and young adults in Los Angeles. In the last two years Remember Us has developed cutting edge initiatives that bring together Holocaust survivors and teens with the support of community leaders, experts and artists, for creative collaboration, meaningful dialogue, arts and social action.

### The Merger of LAMOTH and Remember Us

LAMOTH and Remember Us have now merged, enabling students who meet us at the Museum to become more involved off-site in their communities, and also encouraging students who meet us in their communities to visit the Museum and benefit from the multi-layered resources available here. The Museum is enriched by new innovative programming, and Remember Us has a home to help fortify and expand the reach of its programming. Join us in celebrating this merger and learning about the ways in which our joint work is changing the landscape of Holocaust Education and Remembrance in Los Angeles and creating a model for innovative and collaborative programs with national and international impact.

## OUR MISSION STATEMENT

Los Angeles Museum of the Holocaust (LAMOTH) has a two-fold mission that has remained constant since its inception in 1961: commemoration and education.

### Commemoration

LAMOTH dedicates itself as a primary source institution, one that commemorates those who perished and those who survived by housing the precious artifacts that miraculously weathered the Holocaust.

### Education

LAMOTH provides free Holocaust education to the public, particularly students from underfunded schools and underserved communities. We are a primary source institution, committed to providing opportunities for dialogue with Holocaust survivors, who are the living embodiment of history.

## FROM THE PRESIDENT, E. RANDOL SCHOENBERG

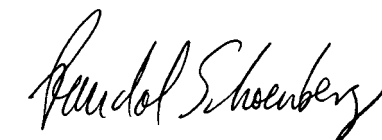
The year 2013 was a year of transition for the Museum. After an extensive nation-wide search, we hired Samara Hutman as our new executive director. Samara had built up a terrific organization, Remember Us, with innovative programming related to the Holocaust. By bringing Samara into the Museum we were also able to merge our two organizations, giving Remember Us a permanent home and giving the Museum a menu of exciting, new programs to offer. You can read about these programs in the pages of this annual report.

In our third full year of operation in our new building we focused on reaching more people. We hit attendance records in nine of the twelve months of the year, boosting last year's overall attendance by more than twenty-five percent. Many of these new visitors came in school groups, as word is getting out that our Museum offers the best Holocaust education opportunity in Southern California. We also increased our social media outreach, adding tens of thousands of names to our Facebook page and e-mail list. These outlets allow our educational materials to reach an even larger audience, and provide post-visit engagement for visitors and friends.

The Museum has attracted more and more volunteers and interns.

We continue to benefit from an extraordinary cadre of Survivors who are eager to share their stories with young people. So long as we are able, the Museum is committed to providing students with an opportunity to meet a Survivor. We believe this is the best way to transmit the memory of the Holocaust to the future. Our docents and other volunteers, and our staff, also benefit from having the Survivors in the Museum.

As our programs have expanded, so has our fundraising. We continue to rely on the amazing generosity of a group of individual and institutional donors who are committed to Holocaust education. The Museum serves students and visitors who could not afford to come to the Museum if it charged a standard ticket price. We rely on our donors to continue to make this possible. Our Museum founders insisted that no one be turned away, and that no one feel that learning about the Holocaust is beyond his or her reach. Thanks to our donors, we have been able to keep the doors wide open – and, as we have seen this past year, people are coming.



E. Randol Schoenberg  
President



# AWARDS

## FROM THE EXECUTIVE DIRECTOR, SAMARA HUTMAN



LAMOTH has long been an integral part of my work in Holocaust Remembrance. From my first visit to the Museum, I have been moved by the way a half-century of Holocaust Remembrance and education transforms our community.

In this museum, I have met women and men whose mentorship and friendship have changed my life in ways I never would have imagined. Individuals whose strength of character, love of humanity, passion for changing the world and deep appreciation of history and the arts have been a daily inspiration for me.

My own deep commitment to the work of Holocaust Remembrance began when, as part of my daughter Rebecca's Bat Mitzvah, our family participated in the Remember Us Bnai Mitzvah Project. We honored the memory of Victoria Farhi, z"l, a young girl from Paris who was killed in Auschwitz at the age of 13.

In the years since, I have dedicated myself to growing the work of Remember Us and nurturing new projects for the organization, including the Righteous Conversations Project. This growth reached a milestone in October when Remember Us merged with LAMOTH, the oldest Survivor founded museum in the nation. Today, as Executive

Director of LAMOTH, I have the privilege, to walk through the Museum's doors every day to work with the Museum's dedicated staff, volunteers, supporters and leadership bringing our work to students from schools across the city, and visitors from near and far.

We live at an important time in post-Holocaust history. In Los Angeles, the second largest Holocaust Survivor community in our country and the fifth in the world, we live among an extraordinary group of elders. In the Museum, these Survivors speak daily about this chapter in modern history that is both unprecedented and lifetimes later, still equally incomprehensible and heartbreaking.

These are the voices of testimony and of memory and also the voices of hope. I invite you to join us at Los Angeles Museum of the Holocaust in reaching out to hear the voices of legacy and offer up your heart and your conscience to be changed and emboldened. I look forward to your ongoing support as together we continue to shape a more humane, just and dignified world.

B'Shalom,

Samara Hutman  
Executive Director



### Architecture

In 2010 LAMOTH opened its new building, an innovative architectural gem. The uniqueness of the building's design continues to garner national and international attention from the professional community. Its cutting edge architecture designed by Belzberg Architects has become an organic component of Holocaust Education delivery at the Museum. It is a sacred space that is designed to educate and commemorate, creating a singular experience for Museum visitors.

**The American Institute of Architects (AIA) - 2014**  
*Institute Honor Awards for both Architecture and Interior Architecture. The award recognizes architectural achievement and seeks to establish a standard of excellence against which all architects can measure performance.*

**American Architecture Award**  
*Museum of Architecture and Design, Chicago Athenaeum*

**American Institute of Architects**  
*California Council, Design Excellence Merit Award*

**Design Good Award**  
*Museum of Architecture and Design, Chicago Athenaeum*

**LEED Gold - 2011**  
*U.S. Green Building Council*

**Cultural Affairs Commission Design Award**  
*Mayor and the Cultural Affairs Commission of the City of Los Angeles*

**Award for Exceptional Design**  
*AFLA Architectural Foundation of Los Angeles*

**Los Angeles Architectural Award**  
*Los Angeles Business Council, Green Building Award Design Concept*

**Museum**  
**#1 Museum in Los Angeles**  
*My FoxLA's Hot List*

**50th Anniversary Resolution**  
*City of Los Angeles, State of California*

**50th Anniversary Certificate of Congratulations**  
*City of Los Angeles*

**Best Video Art Exhibit - 2012**  
*LA Weekly*

**Website**  
**Pixel Awards**  
*People's Champ Non-Profit Website - Fastspot*

# EDUCATIONAL PROGRAMMING AND PARTNERSHIPS

Free Holocaust education has been available at LAMOTH to visitors, students and teachers since its founding in 1961. The Museum's School Program offers elementary and high school students (grades 4-12) from public and private schools tours developed around the Museum's rich collection and exhibits. LAMOTH's school programs are designed to complement California schools' curriculum. The Green Foundation renewed its earlier gift and made an important contribution in 2013 towards sustaining our free education program for underfunded schools and underserved communities.



## Bus Funding: San Diego and Los Angeles

Thanks to the generosity of the Thomas Safran Family and the late Tom Adler, LAMOTH provided over 25 free buses for students to visit the Museum on field trips this year. These generous donations have allowed LAMOTH to provide underfunded schools with transportation to the Museum and students with the opportunity to participate in our educational programs.

## The Jewish Community Foundation of San Diego: Highways to History Program

The Jewish Community of San Diego renewed its commitment to free Holocaust education and teacher training by continuing its Highways to History program. The Museum developed a unique full day on site teacher training program offered in the fall of 2013 to ten teachers from San Diego County. In the workshop, teachers experienced the Museum's exhibits first hand and studied the Museum's rich array of educational programs. Teaching techniques were modeled alongside an in-depth tour of the Museum. A Teacher's Guide incorporating the Museum's new curriculum material was provided to all participating teachers.



## UCLA Partnership

The Museum continued its innovative partnership with UCLA Center for Jewish Studies' Bearing Witness project "Between Memory and History: Holocaust Survivors in the Digital Age." Professor Todd Presner worked on collecting and mapping Holocaust Survivors testimonies and worked with Museum staff to develop/create audio tours of those Survivor testimonies. These audio tours are now available to our public via our state-of-the-art audio guides.

## Getty Multicultural Undergraduate Internship

Aiming to increase diversity and provide support for Los Angeles-area museums and visual arts organizations, The Getty Multicultural Undergraduate Internship program funds substantive, full-time summer work opportunities for students at Los Angeles-area museums and visual arts organizations. In 2013, LAMOTH hosted two Getty Multicultural Interns, sisters Kristina and Aneka Oishi, recent graduates from Occidental College and University of Redlands. Thanks to this grant, our interns spent three months at LAMOTH working closely with the Archival and Education staff. We thank our wonderful interns for the important contributions they made during their time here.

## Teacher Trainings/Professional Development Opportunities offered to Teachers

We continued our partnerships with ADL, Facing History, USHMM and CSULB to offer professional development opportunities to teachers. The Education staff has

offered a number of tailor made gallery activities and educational resources to public and private school teachers participating in teacher trainings at the Museum and off site.



## "Let's Talk About It" Lecture Series

The "Let's Talk About It: New Conversations on the Holocaust" are free educational lectures that promote dialogue on Holocaust-related topics. The purpose of the series is to further explore the Holocaust in contemporary contexts. Our lecture series continues to expand and bring in new community members to our Museum. The lectures are held at the Museum on the first Friday of

the month from 12:00-1:00 PM. Some of the highlights of this past year include:

-Brazilian filmmaker Claudia Sobral described the process of making her moving documentary, "Ghosts of the Third Reich". The film tells the poignant and anguished stories of descendants of the Nazis.

-Kori Street, Director of Programs at USC Shoah Foundation, discussed Holocaust imagery in film.

-Author and Professor of Political Science Matthias Küntzel of Hamburg, Germany spoke about Holocaust denial in Iran.

- LAMOTH docent Michele Gold, Second Generation Survivor, recounted her mother's story of the Kindertransport. Her talk featured excerpts from the interview she conducted with 103 year old Sir Nicholas Winton, the oldest living Holocaust rescuer.

*For more information and to schedule a customized tour, please contact Education Coordinator Jordanna Gessler at [Jordanna@lamoeth.org](mailto:Jordanna@lamoeth.org) or call 323-651-9910.*

# REMEMBER US AT LAMOTH

*Remember Us at LAMOTH invites young people to voluntarily embrace the legacy of Holocaust remembrance as a source of motivation, inspiration, and self-development.*



## The Holocaust Bnai Mitzvah Project

The Bnai Mitzvah project invites each child preparing for their Bar/Bat Mitzvah to remember one child who was lost in the Holocaust and act for the good in his/her name. In the past 12 months, through Remember Us programming, 2,257 young people have remembered children who perished in the Holocaust. To date over 20,000 Bnai Mitzvah children at 897 congregations worldwide, have taken on the legacy of memory through the Holocaust Bnai Mitzvah Project.

## The Righteous Conversations Project

The RC Project provides a setting for today's teens to engage with Holocaust Survivors and together shine a light on the broken places in today's world. The RC Project brings together teens and Survivors to engage in authentic relationship building through a process of dialogue and creative collaboration. During multi-day workshops -- held at local high schools, synagogues and community organizations -- teens hear first-hand from individuals who survived the Holocaust, and also learn about the power of using media to raise awareness and effect change. The RC Project aims to embolden teens to act by inspiring them with the power of the Survivors' stories and by giving them the tools to advocate for a cause that moves them. At the workshops, with the support of community leaders, experts, artists and filmmakers, teens and

Survivors identify topics of mutual interest related to contemporary injustices and take action in the form of a collaborative creative arts project.



## Tell & Retell

Tell & Retell, a new project of Remember Us at LAMOTH, provides grandchildren of Holocaust Survivors with the tools to share their grandparents' stories with children and teenagers in the Los Angeles area in the most evocative and powerful way possible. Working with writers,



storytellers and filmmakers in Los Angeles, Tell & Retell supports the grandchildren of Survivors in carrying on the work of Holocaust Remembrance and in carrying forward their grandparents' stories and sharing the Survivors' hopes for the future, and commitment to better our world.

## Middle School Mitzvah Program

The Middle School Mitzvah Project, works with schools to develop unique forums for conversation, creative expression, and social action. Middle School Mitzvah helps individual schools develop projects that give students an opportunity to both

honor memory and celebrate life together with Holocaust Survivors. By sharing each other's stories, baking together, or working on chesed projects, students and Survivors learn about one another's life stories, dreams, and ideas about Jewish life.

## L'Dough V'Dough

After a meaningful experience working with Challah for Hunger, Remember Us partnered with parents from Ilan Ramon Day School to design a new program, L'Dough V'Dough, for students and Survivors to share in baking this traditional bread over conversation and the sharing of life stories. The program helps bring challah-baking events to schools throughout Los Angeles

and encourages the sharing of stories between the Survivors and students. The challah baked by students and Survivors at Ilan Ramon was used by the school's preschoolers for their Shabbat services, thus passing the gift of Jewish tradition from generation to generation. The program is now expanding to other schools and community groups.



*For more information or to participate in Remember Us Programming, please contact Education Coordinator Jordanna Gessler at [Jordanna@lamoeth.org](mailto:Jordanna@lamoeth.org) or call 323-651-9910 or Righteous Conversations Project Coordinator Ilana Ross at [Ilana@lamoeth.org](mailto:Ilana@lamoeth.org).*

# ARCHIVE



*Archival research is essential to Holocaust studies, education, and community awareness. Prior to our move to our new home, LAMOTH undertook a complete reorganization of its Archive thanks to a generous grant from the Institute of Museum and Library Services (IMLS). We now provide scholars, journalists, filmmakers, undergraduate and graduate students, and others with a well-organized archival facility that constitutes a core component of the entire museum.*



Today the Archive contains over one hundred record groups and many more sub-groups organized according to historical and archival principles. Even within one record group, a given collection is often comprised of narratives, photographs, artworks and various artifacts. The Archive provides an institutional foundation for maintaining and growing the Museum's status as a world-class research and educational organization, while contributing to the Museum's uniqueness, specificity and authenticity.

In 2013 we commenced work on the Archival Online Research Catalog based on the Archon Platform. This Catalog will allow multiple searches based on keywords, subjects, creators, and personal and geographic names. All levels of archival collections, beginning with the Record Group through collections, and sub-collections are being described in historical and archival terms. Every document is in the process of being uploaded in digital form. The Archival Collections contains 12,600 files or 350,000 pages of documents. Its electronic size equals 91 GB. This past year we have completed 2000 creators,



3000 subject matters and uploaded over 4000 digital documents. The Archon Search system now functions and eventually, it will be linked to our webpage, and become the method of use for the Museum's search system.

We processed and added historically acclaimed collections of war-time periodicals published in Germany, Hungary, France, Austria, Yugoslavia, the USSR, Denmark, Italy and in the German-occupied and controlled territories. We continue to digitize the collections of prewar time periodicals of Eastern Europe.

Our unique and vast archive and our hands-on projects have attracted highly qualified interns from around the world, including Germany, Austria, Canada, and Hungary as well as interns from universities in California, Arizona, Washington, and Oregon.

LAMOTH accepts donations of historical documents, artifacts and personal collections.

*For more information on the Museum's Archive, please contact Dr. Vladimir Melamed, Director of Archive, Library & Historical Curatorship, at [Vladimir@lamoht.org](mailto:Vladimir@lamoht.org) or call 323-651-2625.*

# LIBRARY



At the end of 2010, the Library embarked on a project to modernize, reorganize, and re-catalogue all materials in accordance with the Library of Congress standards and create an online, searchable database. As a result of this careful and comprehensive project, every item now possesses a classification number of its own and is grouped accordingly. Researchers can now find materials as if they were shelved at the Library of Congress or at most university or college libraries in the United States.

Our Searchable Library Catalogue enables multiple-criteria search, mainly by keywords, subjects, authors, titles and by the Library of Congress classification numbers. The search Catalogue for the Library is available on the Museum website ([www.lamoht.org](http://www.lamoht.org)).

The Library contains a reference section based on modern scholarly literature on the History of the Holocaust; a Polish Special Collection of the postwar publications on the Holocaust; a Yiddish Special Collection of the wartime and postwar publications on the Holocaust; and modern periodicals on the history of the Holocaust.

*For more information about the Museum Library, please contact Dr. Vladimir Melamed, Director of Archive, Library & Historical Curatorship, at [Vladimir@lamoht.org](mailto:Vladimir@lamoht.org) or call 323-651-2625.*

## INNOVATIVE TECHNOLOGY IN THE MUSEUM

*Technology plays an important role in the visitor experience at the Museum. We integrate our state-of-the-art, award-winning audio guides in our guided tours. Each visitor is given a complimentary iPod Touch audio guide for use during their tour. The audio guides allow visitors to access a wealth of multi-layered information about the exhibits and the history of the Holocaust, and to customize their individual museum experiences.*

Other interactive exhibits allow visitors and students to further deepen their knowledge and understanding of the Holocaust. In the World That Was gallery, the interactive touch-screen table provides a deeper look at Jewish life before the war. The table helps address issues of identity and key concepts such as anti-Semitism. By exploring the table, visitors learn about the rich and diverse identity of Jewish communities before the Holocaust.

In the Camps Room, visitors learn from 18 interactive touch-screens, providing an inside look at examples of labor and death camps throughout Europe. The screens allow visitors to access Holocaust Survivor testimonies along with photos and music. Adjacent to the camps

room, we have an original model of the Sobibor Death Camp. The model is explained in detail by creator and Sobibor Survivor, Thomas Blatt, on the two large video monitors above the exhibit.

And lastly, the Museum is proud to display Tree of Testimony: USC Shoah Foundation Institute Interviews at Los Angeles Museum of the Holocaust. Tree of Testimony is a 70 screen video sculpture that displays all 51,000 Survivor, liberator and rescuer interviews within the course of a year. Tree of Testimony secures the future of Survivor testimony and makes it possible for these Survivors to tell their stories by virtually interacting with visitors and students as part of the Museum experience.



# THE BOOK STORE

The Book Store at LAMOTH is located behind the reception desk in the S. Mark Taper Foundation Atrium. The Book Store carries books, memoirs and film documentaries as well as ceramic artwork by artist, Holocaust Survivor and Museum docent Gabriella Y. Karin. In addition, the Museum has published four books that are available in both The Book Store and on amazon.com.

## SURVIVOR PORTRAITS FROM THE JEWISH JOURNAL

written by Jane Ullman and photographed by David Miller

On January 26, 2014 the Museum opened its newest exhibit "Survivor Portraits From The Jewish Journal." The installation features 29 selected works from the Jewish Journal's ongoing series,



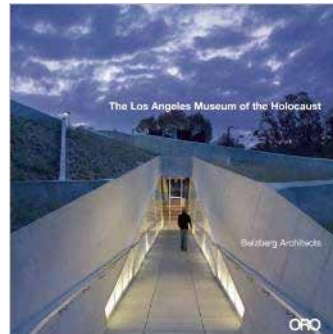
*Survivor*, a bi-weekly series of profiles written by Jane Ulman and accompanied by David Miller's photos. The exhibit and its companion catalog were funded through a Kickstarter campaign that was launched in the summer of 2013. 251 backers from around the world pledged \$7,285, exceeding our initial goal of \$5,000.

## THE LOS ANGELES MUSEUM OF THE HOLOCAUST: BELZBERG ARCHITECTS

written by Hagy Belzberg, Michael Webb, Board President E. Randol Schoenberg

Los Angeles Museum of the Holocaust, the oldest museum dedicated to the Holocaust in the United States, opened its newly designed

building to the public in October, 2010. Award-winning Architect Hagy Belzberg designed the Museum's permanent new home. Explore the history, conceptual development, process, and viewer experience through this provocative and moving visual journey.

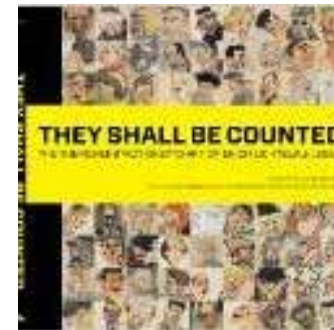


This book contains text by acclaimed architectural writer Michael Webb with principal photography by world renowned architectural photographers Iwan Bann and Benny Chan. LAMOTH includes one of the largest intensive green roofs in California and has been awarded LEED Gold Certification for excellence in sustainability. As recent winners of the prestigious 2014 American Institute of Architects (AIA) Award, American Institute of Architects Los Angeles Design Award, American Institute of Architects California Council Design Award, Interior Design Magazine Best of the Year Award: Institutional, and Architect Magazine Annual Design Review Award, this new cultural landmark showcases a successful merger of "green" design practices with iconic architecture.

## THEY SHALL BE COUNTED: THE THERESIENSTADT GHETTO ART OF ERICH LICHTBLAU-LESKLY

edited by Dr. Vladimir Melamed, Director of Archive, Library and Historical Curatorship at the Los Angeles Museum of the Holocaust

Two Los Angeles philanthropists, attorney Paul R. Greenberg and Ilan Leskly (nephew of artist Erich Lichtblau-Leskly) purchased a significant collection of the artist's work and donated the collection to LAMOTH in 1983. As a result, the Museum currently holds the largest Lichtblau-Leskly collection in the world.



As a prisoner during the Holocaust, artist Erich Lichtblau-Leskly created stunning and sardonic colored-pencil drawings, dripping with gallows humor, that depict day-to-day life in Theresienstadt, the Nazi's 'show' ghetto. *They Shall Be Counted* stands as the first and most comprehensive catalogue of Lichtblau-Leskly's works and comprises three periods: the Theresienstadt period of 1942 - 1945; the postwar period of 1945 - 1948, when Lichtblau-Leskly and his wife returned to their native Czechoslovakia; and, the Israeli period, which began in early 1950s after their emigration and continued through the 20th century. *They Shall Be Counted* includes articles that, together with the high-quality reproductions of Lichtblau-Leskly's works, present the phenomenon of the Theresienstadt ghetto through the prism of a

ghetto-pictorial diary or concise encyclopedia of mundane ghetto-life created by one of its prisoners. This catalogue chronicles both the particular and general predicament of ghetto prisoners as imposed by both petty Nazi officials and German-appointed Jewish leadership and captures the importance of humor as a vehicle for endurance during the Holocaust. Furthermore, the illuminating articles included with the artwork add meaningfully to our understanding of Theresienstadt.

## PORTRAITS IN BLACK AND WHITE: HOLOCAUST SURVIVORS OF CAFÉ EUROPA

written by Jane Jelenko and photographed by Barbara Mack

*Portraits in Black and White: Holocaust Survivors of Café Europa* contains the evocative portraits of 45 men and women who participate in Café Europa, a social club where Survivors are invited to meet weekly to build



supportive relationships and participate in social and educational activities including trips, holiday celebrations, and entertainment. *Portraits in Black and White* captures the essence of these remarkable people, many of whom pose with an object from their past. Simple objects like a mother's glass, a thin cotton slip, or a crocheted doily add powerful and moving layers to these stunning images. Writer Jane Jelenko compiled brief biographies for each Survivor, and her text reveals unforgettable details that accompany the photographs. We invite you, whether young or old, to open yourself up to the Survivors' images and stories.



# EVENTS

## Annual Gala Dinner - November 3, 2013

Over 400 people gathered for our 2013 Annual Gala Dinner commemorating the 75th anniversary of Kristallnacht. The dinner was held on Sunday, November 3rd at the Beverly Wilshire Hotel. Board President E. Randol Schoenberg introduced our new Executive Director Samara Hutman to a welcoming crowd. We were delighted to honor The Wilf Family Foundation with the Humanitarian Award. Board Member and Child Survivor Dana Schwartz received the Extraordinary Vision Award. Survivor Helen Freeman received the Righteous Conversations Hineni Award and Barbara and Zev Yaroslavsky were honored with the Distinguished Service Award.

Special guest David Suissa emceed the evening. Musical guests Mitchell Newman (violin), Russell Steinberg (piano) and Diana Tash (vocalist) gave three moving and heartfelt performances during the evening.

The Annual Gala Dinner is the Museum's largest fundraiser of the year. Funds raised at our dinner enable the Museum to continue offering free admission to all visitors and students.



## Yom HaShoah in the Park - April 7, 2013

On April 7, 2013, over 1,000 people, from across the city, came together for an all-day Yom HaShoah (Holocaust Remembrance Day) Commemoration event at Pan Pacific Park.

The day began at 10:00 AM with Sobibor Survivor Thomas Blatt. Mr. Blatt is one of the few Survivors to successfully escape the Sobibor extermination camp in the prisoner-led revolt of October 1943. He shared his story and spoke about the Sobibor model he built, which is located in Museum Room 5.

At 11:00 AM Board Member and Survivor Robert Geminder led an intergenerational walk with Holocaust Survivors around Pan Pacific Park and shared his story of survival.

Artistic and musical performances took place in the amphitheater and continued throughout the day. Children's art activities were available all day in the Children's Memorial.

The Ceremony of Commemoration began at 2:00 PM. Featured speakers included Mayor Antonio Villaraigosa, Israeli Consul General David Siegel and Jewish Federation President Jay Sanderson. Our keynote speaker was Ruth Klüger, Professor Emeritus of German at UC Irvine and a Holocaust Survivor. She is the author of *Still Alive: A Holocaust Girlhood Remembered*, which tells the story of a girl surviving as a child in multiple concentration camps.



Photographic highlights from these events are available on our website at [www.lamoth.org](http://www.lamoth.org).

## HOW YOUR SUPPORT CAN MAKE A DIFFERENCE



specific amount, a percentage of your estate, or as a contingent beneficiary. Gifts of real estate and/or life insurance policies, retirement plans and other securities are also ways of creating your legacy that will significantly impact the future of Holocaust remembrance and education.

### Gala Dinner

Every year on the first Sunday in November, LAMOTH hosts its Gala Dinner at the Beverly Wilshire Hotel, honoring stellar members of our community. We invite you to join us at this celebration of the Museum, its mission, and the important work we are doing to educate Southern California and beyond. Purchase tickets, a table, ads for the Tribute Journal, and share with your friends and loved ones your deep care for LAMOTH and Remember Us at LAMOTH.



### Annual Giving Fund

The Annual Giving Fund nourishes and sustains the Museum and its critical educational programming. The offering of free Holocaust education and remembrance relies on your support to help fund critical staff members and maintain our award-winning 'brick and mortar' home and sacred space. You can give to the Annual Fund by becoming a Museum member or by making a yearly gift to support the Museum's vital functions as a community organization that changes lives and ensures the future of the next generation.

### Naming Opportunities

There are meaningful naming opportunities both inside and outside the Museum's new building. Opportunities range from galleries to the garden roof top of native California grasses to the Archive Room to endowing specific positions to maintain the overall health of the Museum.

### Planned Giving Program – Sophie Scholl Society

Secure the future of LAMOTH by guaranteeing the Museum remains free in perpetuity. You may include LAMOTH as a beneficiary of your will for a

Please contact Director of Community Support Samira Miller at 323.456.5084 / [Samira@lamoth.org](mailto:Samira@lamoth.org) or Director of Foundation Relations Amy Cabranes at 323.651.9915 / [Amy@lamoth.org](mailto:Amy@lamoth.org) for further information.

# STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2012 AND 2011

ASSETS	2012	2011
<b>Current assets</b>		
Cash and cash equivalents	\$ 506,426	\$ 707,677
Account receivable	9,000	-
Employee receivable	2,000	2,000
Inventory	9,141	12,277
Pledges receivable, current	271,400	311,600
Prepaid expenses	33,796	12,617
<b>Total current assets</b>	<b>831,763</b>	<b>1,046,171</b>
Pledges receivable, net of current portion	317,000	602,000
Investments	1,333	1,026
Property and equipment - net	17,747,894	17,833,058
Investments - endowment	1,200,339	1,029,988
Archives	70,980	70,980
Deposits	15,475	16,255
<b>TOTAL ASSETS</b>	<b>\$ 20,184,784</b>	<b>\$ 20,599,478</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities</b>		
Accounts payable	\$ 33,506	\$ 60,456
Accrued expenses	36,296	20,759
<b>Total current liabilities</b>		
<b>Long-term liabilities</b>		
Line of credit	1,672,000	1,460,000
<b>Total liabilities</b>	<b>1,741,802</b>	<b>1,541,215</b>
<b>Net assets</b>		
Unrestricted net assets	16,729,103	17,174,491
Temporarily restricted net assets	598,617	898,100
Permanently restricted net assets	1,115,262	985,672
<b>Total net assets</b>	<b>18,442,982</b>	<b>19,058,263</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 20,184,784</b>	<b>\$ 20,599,478</b>

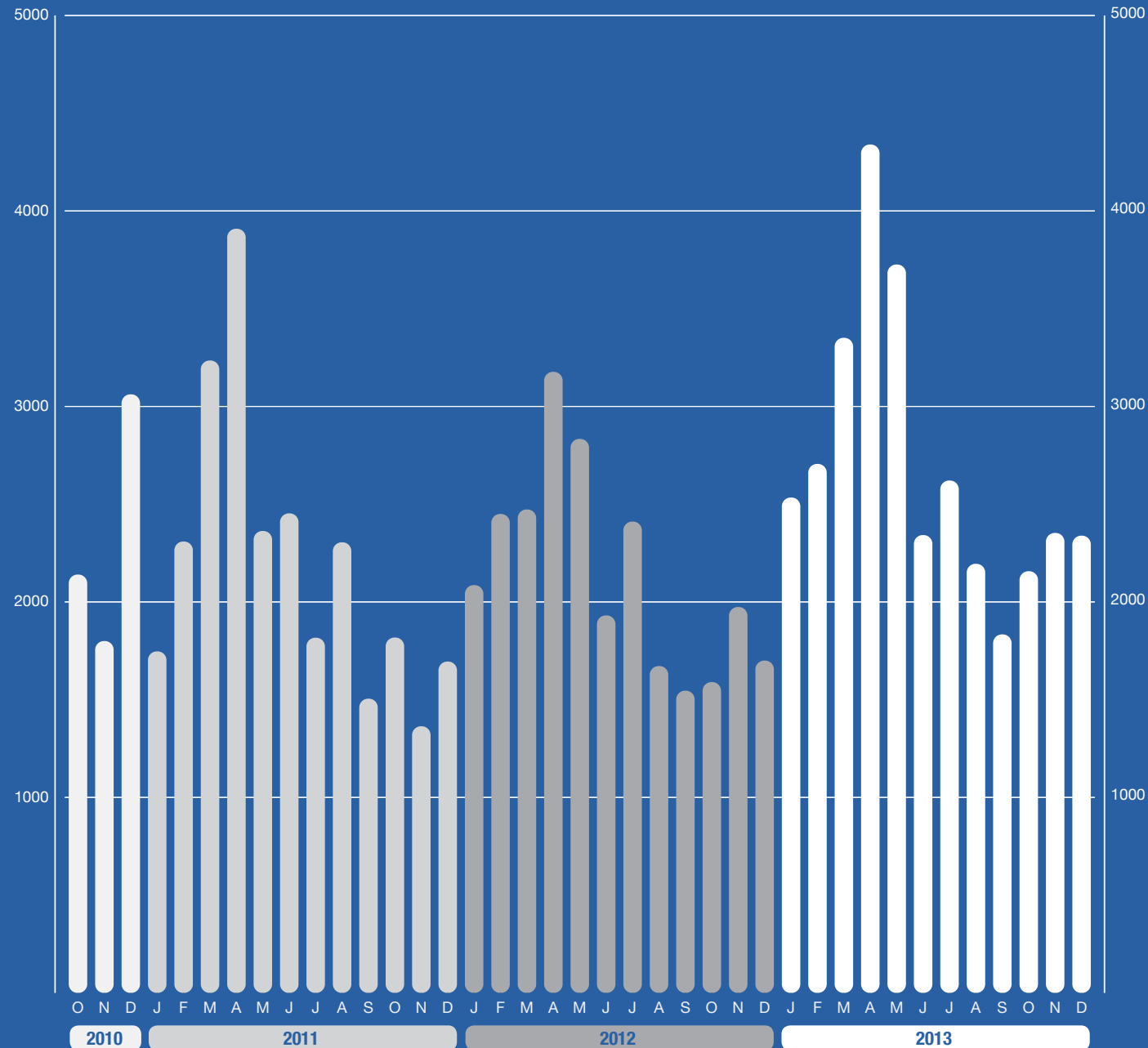
# STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

FOR THE YEARS ENDED DECEMBER 31, 2012 AND 2011

	2012			2011	
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
<b>Support</b>					
Individuals	\$ 290,806	\$ 54,017	\$ -	\$ 344,823	\$ 547,325
Foundations and trust Corporation	670,815	-	129,590	800,405	2,369,672
Special events	25,461	50,000	-	75,461	250,000
Less: direct expenses	464,682	-	-	464,682	401,791
Affiliated organizations	(147,209)	-	-	(147,209)	(117,645)
<b>Total support</b>	<b>1,349,555</b>	<b>104,017</b>	<b>129,590</b>	<b>1,583,162</b>	<b>3,488,598</b>
<b>Revenue</b>					
Investment income	60,843	-	-	60,843	45,973
Other income	13,955	-	-	13,955	19,963
<b>Total revenue</b>	<b>74,798</b>	<b>-</b>	<b>-</b>	<b>74,798</b>	<b>65,936</b>
<b>Donated services</b>	<b>500</b>	<b>-</b>	<b>-</b>	<b>500</b>	<b>3,600</b>
<b>TOTAL SUPPORT, REVENUE AND DONATED SERVICES</b>	<b>1,424,853</b>	<b>104,017</b>	<b>129,590</b>	<b>1,658,460</b>	<b>3,558,134</b>
<b>Net assets released from restriction</b>	<b>403,500</b>	<b>(403,500)</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL SUPPORT, REVENUE AND RECLASSIFICATIONS</b>	<b>1,828,353</b>	<b>(299,483)</b>	<b>129,590</b>	<b>1,658,460</b>	<b>3,558,134</b>
<b>Expenses</b>					
<b>Program services</b>					
Archives and library	252,203	-	-	252,203	231,349
Education	148,194	-	-	148,194	144,252
Museum operations	1,446,728	-	-	1,446,728	1,272,513
<b>Total program services</b>	<b>1,847,125</b>	<b>-</b>	<b>-</b>	<b>1,847,125</b>	<b>1,648,114</b>
<b>Supporting services</b>					
Management	268,182	-	-	268,182	224,713
Fund raising	158,434	-	-	158,434	152,640
<b>Total support services</b>	<b>426,616</b>	<b>-</b>	<b>-</b>	<b>426,616</b>	<b>377,353</b>
<b>TOTAL EXPENSES</b>	<b>2,273,741</b>	<b>-</b>	<b>-</b>	<b>2,273,741</b>	<b>2,025,467</b>
<b>CHANGE IN NET ASSETS</b>	<b>(445,388)</b>	<b>(299,483)</b>	<b>129,590</b>	<b>(615,281)</b>	<b>1,532,667</b>
<b>NET ASSETS, beginning of year</b>	<b>17,174,491</b>	<b>898,100</b>	<b>985,672</b>	<b>19,058,263</b>	<b>17,525,596</b>
<b>NET ASSETS, end of year</b>	<b>\$ 16,729,103</b>	<b>\$ 598,617</b>	<b>\$ 1,115,262</b>	<b>\$ 18,442,982</b>	<b>\$ 19,058,263</b>

# ATTENDANCE FIGURES 2010-2013

The Museum educated over **32,400 visitors** in 2013. **12,200 students** visited and **268 group tours** were provided. We were able to tell the story with over **300 Survivor lectures** from **30 Survivors** and with the continued service of **20 docents** leading Museum tours (and **10 recent docent training graduates**).



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## 2013 – Honoring the Future

On a beautiful October day in 2013, Joshua Kaufman, a survivor of four concentration camps and a veteran of three Israeli wars celebrated his grandson's brit milah at the Museum. After most of his family was lost in the Shoah, Joshua moved first to Israel and then to the U.S. in 1975. He said he always knew that when he had a son, he wished to name him for his brother, Meir, in Pan Pacific Park at the heart of the park where the annual Yom HaShoah commemorations have been held for decades.

Joshua went on to have four daughters and three granddaughters and it was only this October that his first grandson was born. Now, more than 30 years after Joshua envisioned this moment, our Museum sits in its new and permanent home. We were honored to welcome Joshua, his family and his precious first grandson Eytan Meir named for his beloved brother, for their simcha. It was a sweet and poignant day that illuminated the unique role of our Museum and the sacred space we provide for our community.





Los Angeles Museum of the Holocaust

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