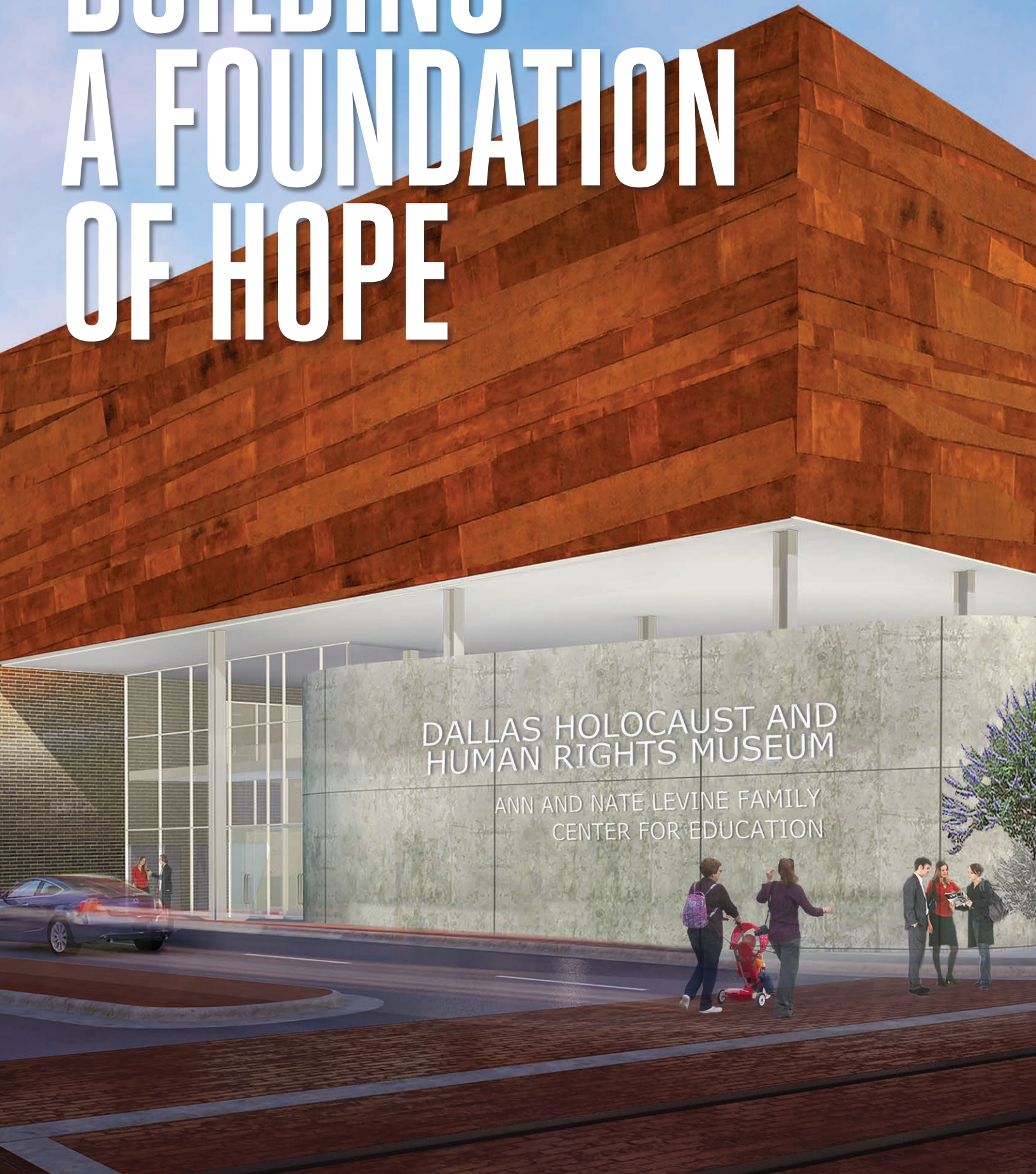


BUILDING A FOUNDATION OF HOPE



DALLAS HOLOCAUST AND
HUMAN RIGHTS MUSEUM

ANN AND NATE LEVINE FAMILY
CENTER FOR EDUCATION



HOPE

HOPE



HOPE

Building a Foundation of Hope

Dear Fellow Supporters,

The Dallas Holocaust Museum/Center for Education and Tolerance has played an important role in our community for the past 32 years.

Originally named the Holocaust Memorial Center and located on the ground floor of the Jewish Community Center, our mission was to keep alive the memory of those lost in the Holocaust. Today, our mission has expanded to include teaching the history of the Holocaust, and advancing human rights to combat prejudice, hatred, and indifference.

The Museum is currently in a rental location and no longer able to meet the demand of 80,000+ annual visitors from Texas, Arkansas, Louisiana, and Oklahoma. Because of these severe space constraints, our board has launched a campaign to build a state-of-the-art, 50,000 square foot permanent home in the historic West End, the Dallas Holocaust and Human Rights Museum. This new Museum, with its dramatically larger facilities and expanded educational and cultural programming, will galvanize the North Texas community to learn the lessons of the Holocaust to combat hatred and injustice.

Today we are at a crossroads. Thank you for helping us take the next step in our journey to be able to teach more teachers, educate more students, and ultimately transform Dallas into a city of Upstanders.

With great appreciation,



Rebecca Fletcher



Frank Risch



Ron Steinhart

"Building a Foundation of Hope" Campaign Co-chairs

THE CASE FOR THE DALLAS HOLOCAUST AND HUMAN RIGHTS MUSEUM

- There are 85 active hate groups in Texas, more than in any other state
- Dallas experienced the deadliest attack on law enforcement since 9-11 with the murder of five officers on July 7, 2016
- Over 1 billion people in the world harbor anti-Semitic attitudes
- Immigrants, refugees and vulnerable groups are under severe scrutiny in the media
- Terrorist attacks across the globe are on the rise
- Genocidal activity is happening today in places such as Syria, Iraq, Sudan, Somalia, Nigeria and the Central African Republic

LOCAL AND GLOBAL RELEVANCE

- There are 31 chapters of the United White Knights of the KKK in Texas
- Incivility in public discourse is growing
- A school bus of co-eds was filmed chanting racist songs – their chaperones did nothing to stop this behavior
- Bystander behavior is the norm
- Bullying, violence, and suicide are rising with the increased use of social media
- The number and influence of hate groups is increasing around the globe

DONOR PROFILE



Ann and Nate Levine

Ann and Nate Levine believe that education transforms lives. They have dedicated their lives to educational causes in the Dallas community. As the most generous donors to the “Building a Foundation of Hope” campaign, they understand that teaching the history and lessons of the Holocaust and other worldwide Genocides can positively impact attitudes and change behaviors.



A Growing Demand

- The needs of the North Texas community have outpaced the Museum's resources due to the growing demand of schools and families
- The current Museum, located in a 6,000 sq. ft. leased space can accommodate no more than 240 visitors at one time
- The 120-seat theater, where students and visitors hear live testimonies from Holocaust survivors, is "standing-room only"
- The Museum's archives are overfilled with critical documents and rare historical items

A GROWING DEMAND

- Most Museum programs must be held off-site
- Despite these constraints, the Museum's visitorship continues to grow substantially each year — from 46,190 visitors in 2012 to almost 80,000 in 2016 — and its relevance has never been more evident
- Educators use the Museum as a classroom extension and increasingly request curricula and training to equip themselves to answer difficult questions about hatred, bigotry, and violence from their students

“Kids aren't born racist. Hatred is a learned behavior, and as such, can and must be unlearned. The education that the Ann and Nate Levine Family Center for Education of the new Dallas Holocaust and Human Rights Museum provides our children is vital to the future of our world. This is an urgent need – we have an obligation to teach our youth to be 'Upstanders' not 'bystanders'.”

The Ann and Nate Levine Family Center for Education of the new Dallas Holocaust and Human Rights Museum will do just that.

Changing Lives through Education



EFFECTS OF EDUCATION

Students make up half of all annual visitors to the Museum.

In May 2015, the Museum commissioned an independent study, surveying approximately 1,100 high school and middle school students and their teachers, before and after their visits. The findings are encouraging. They show students blazing a trail of change in their communities.

Student attitudes and tolerance levels are strongly impacted by Museum visits:

- Understanding that passive actions/bystander behavior have negative impacts increased by 56.8% for middle school and 31.1% for high school students
- Capacity to examine their own behavior increased by 19.4% in middle school and 15.7% in high school students
- Awareness of how their behavior influences others increased 35% in both middle school and high school students

DONOR PROFILE



Roger Staubach

“

The Holocaust Museum in Dallas is growing; it's fantastic. It really is a reminder of the horrible things that human beings do to each other.

”





BEHAVIOR CHANGE

Teachers noted student behavior changes. Those who visited the Museum at least once a year for three consecutive years provided an assessment of observed changes in their students' behavior following visits to the Museum:

- Over 78% of the teachers surveyed noted students are more tolerant of others and toward lifestyles different from their own
- 79.3% indicated students are more open about sharing their own beliefs and considering the beliefs of others
- 72.6% said students are more questioning about authority and what is considered legal
- 83.3% said students are more willing to stand up for others



Embrace Ideals – Challenge Reality – Participate in Repair



- The Holocaust and its ramifications and consequences—including recent developments in human rights education—must be taught to each new generation. That which is not taught is forgotten and may well be repeated. Securing the purpose of the founding survivors—to make the Museum a living memorial—is the opportunity of a lifetime, and the legacy they deserve.
- Reflecting the purpose of its founders, the Dallas Holocaust and Human Rights Museum's mission is to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference.

DONOR PROFILE



Ike and Candy Brown

Two and a half years into the campaign and with more than 150 current donors, Ike and Candy have gotten their friends and associates involved and are responsible for securing millions of dollars for this project.



COMBAT PREJUDICE, HATRED, AND INDIFFERENCE

In keeping with the Museum's mission, "to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference," the new Dallas Holocaust and Human Rights Museum will not end with a call merely to remember the past, but to transform the future, a challenge to visitors young and old as well as to all of us who will share in its creation.

“We’ve always been supportive of local Jewish causes, but when we really thought about the impact our philanthropy could make, we decided to be more focused and more strategic. We went to see Mary Pat Higgins and told her, ‘We want to be the first donors to this campaign because Dallas needs a Holocaust and Human Rights Museum.’”

Exhibits

WHY THE JEWS?

It is critical to start the Holocaust exhibition with an orientation on the history and beliefs of the Jewish people. Visitors will learn about the 2,000-year history of Jewish persecution and alienation. This background answers the questions, “Why the Jews? Why were 6 million Jews deliberately murdered during World War II?”

Next, visitors will be confronted with a visceral exposé of Hitler’s world view and his rise to power in Nazi Germany.

Continuing in the “Shoah” exhibit (the Hebrew word meaning “catastrophe”), visitors will see the savagery of the Einsatzgruppen – the killing units, the incomprehensible number of 43,741 distinct ghettos, concentration and slave labor camps, and the Final Solution of deportation to extermination camps.

The exhibition will highlight Dallas survivor and liberator testimonies as well as a World War II Boxcar.



DONOR PROFILE



The Honorable Florence Shapiro and her mother, Ann Donald

Senator Shapiro grew up understanding how precious and fragile life can be. As a child of two Holocaust survivors, Ann and Martin Donald, her family’s harrowing and tragic past was never far from her thoughts. From an early age, Senator Shapiro knew that she wanted to help others. First as a teacher, then as Mayor of Plano and ultimately as a Texas Senator, she fought hard to protect those who couldn’t protect themselves – a virtue she learned from her parents.



Dr. Michael Berenbaum
Historical Expert, Content Developer
and Conceptual Designer

Berenbaum brings unparalleled expertise to his work on museum design using historical films and innovative approaches to present the Jewish experience and understand the nature of persecution and genocide. A prolific writer, editor, lecturer and consultant, Berenbaum served as Project Director of the United States Holocaust Memorial Museum from 1988 to 1993, overseeing its creation.

HUMAN RIGHTS / GENOCIDE EXHIBIT

Moving forward from the Holocaust, the Human Rights and Genocide section will focus on three seminal and inter-related events and declarations: the International Military Tribunal at Nuremberg, the Universal Declaration of Human Rights, and the Convention on the Prevention and Punishment of the Crime of Genocide. Visitors will explore their significance in the wake of World War II.

Next, visitors will learn about Dr. Gregory Stanton's pivotal definition and classification of genocide. Ten provocative installations will depict historical and contemporary genocides each illustrating one of Stanton's Ten Stages of Genocide.

Classification

Symbolization

Discrimination

Dehumanization

Organization

Polarization

Preparation

Persecution

Extermination

Denial

“ My parents taught me that we learn from the past and look towards the future, which I am blessed to see through the eyes of my twelve grandchildren. My father helped found this Holocaust Center, and now my mother, brother and I have a responsibility to carry on his legacy and make sure that future generations never forget. ”

Exhibits



PIVOT TO AMERICA EXHIBIT

Visitors will then enter the Pivot to America exhibition, beginning with American Ideals, American Reality, American Repair—an exploration of our nation's inspirational ideals and how to bring them to life.

The narrative continues with a discussion of modern-day issues of cultural diversity and inclusivity in the Beyond Tolerance Theater. Visitors are inspired to acknowledge their biases and confront bigotry.

The presentation fosters understanding of ideals that are as relevant today as when they were first written. The key is our active participation in their continued evolution and development.



CALL TO ACTION

The visitor experience culminates in a “call to action,” a challenge to embrace ideals, challenge reality and participate in repair. Through social media channels, we will connect with our visitors and provide access to activities and organizations that everyone can join to start to make a difference.

The concept is that even in the face of radical evil and injustice, we must never give in to complacency. Volunteerism, charity, kindness, civil discourse, and social conscience are ideals meant to be learned and fostered, not merely admired.

The goals of the “American Ideals, Reality & Repair” and “Call to Action” sections of the Museum are to:

1. Illuminate the ideals, spirit, and aspirations at the founding of our democracy and their continued relevance today
2. Underscore participation as the key to the continued evolution of our ideals--the obligation bequeathed to us as the price for freedom and equality
3. Provide the channels to take the first steps to becoming involved on a local or global level



Edward Jacobs

Creative Director, Conceptual Designer and Exhibition Designer

Edward Jacobs is a designer whose main experience is in the fields of interpretive planning, conceptual design and exhibition design. Working with Dr. Berenbaum, Jacobs has been co-conceptual designer and exhibition designer on several museum projects and memorials. For the last 25 years, Jacobs has also been operating his own multi-disciplinary concept and design firm producing public-space projects, spiritual environments, educational centers, synagogue interiors, museum exhibitions and memorial sites.

A Place for Gathering



THEATER PLAZA LOBBY/ COURTYARD

THEATER

A state-of-the-art Cinemark XD Theater will provide high quality, immersive, premium large format presentations of high-resolution digital media. The theater will have a 50-foot wide screen, 250 large, theater seats, installed on stadium risers to provide an unobstructed view of the screen, and a stage for panel discussions and individual presentations.

PLAZA

A large welcoming entry space diagonal to the Sixth Floor Museum draws visitors in from the Museum's urban setting in the Historic West End District of Downtown Dallas.

LOBBY/COURTYARD

Visitors will enter the Museum through its spacious lobby which overlooks the outdoor courtyard with its garden providing a versatile venue for Museum events. Groups are directed to the far end of the lobby where a bright portal beckons visitors to enter. It is here that visiting groups meet, docents greet visitors, and the exhibitionary journey begins.

DONOR PROFILE



Lauren Embrey

Lauren Embrey is passionate about creating social change through philanthropy and activism. The Embrey Family Foundation's landmark venture into human rights began with the establishment of the Embrey Human Rights Program at Southern Methodist University.

MEMORIAL AND REFLECTION AREA



MEMORIAL AND REFLECTION AREA

The Memorial and Reflection Area is meant to provide a place of quiet reflection and a gathering area to allow students/group participants to express thoughts or feelings raised during the Museum visit. Also, the original memorial items made and collected by the founders of the Museum will be installed here.

OmniPlan Architect Profile

OmniPlan was selected following an extensive search and competition. Their ability to understand our needs and to create the design we desired has been realized by their innovative and client-centric team. Founded in 1956 by George Harrell and E.G. Hamilton, they are uncompromisingly committed to designing excellence and integrity in every aspect of their practice. With a staff of more than 50 people in offices in Dallas and Phoenix, Omniplan provides design services to clients nationwide. Their numerous award-winning projects include NorthPark Mall, UT Southwestern research centers, Rayzor Ranch and Fujitsu America.

Their motto states it perfectly:

“ *There is no such thing as a lesser person.* ”

The Foundation's support of the new Dallas Holocaust and Human Rights Museum will make it possible to educate all of its visitors, particularly children, about the need to champion human rights.



CLASSROOMS AND DISTANCE LEARNING LAB

CLASSROOMS AND DISTANCE LEARNING LAB

Education is central to the Museum's mission. The Museum is proud to have two professional Historians on staff who provide in-depth training for teachers at more than 15 workshops each year.

Teachers view the Museum as an extension of their classrooms and depend on us to provide training and curriculum support on the Holocaust and human rights.

Two high-tech classrooms will allow our education staff to teach and train even more educators. The classrooms, equipped with moveable walls, will be available throughout the day for teacher and student workshops, after-hours enrichment activities and summer camp programs. A distance-learning lab will make it possible to share lessons with people around the world.

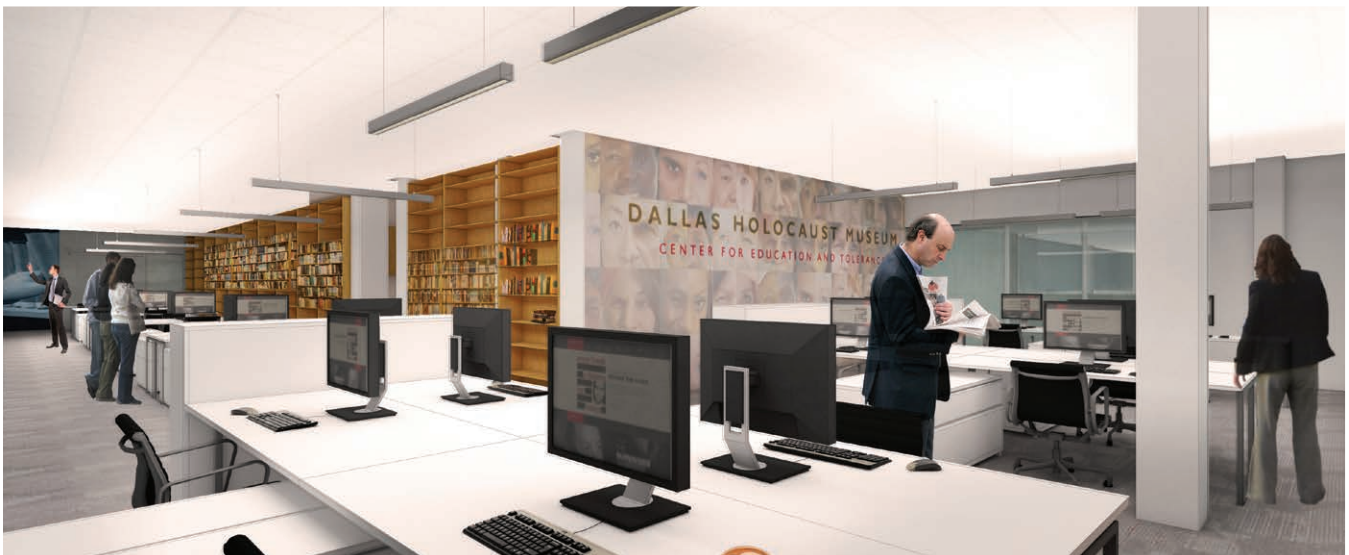
Cortina Media Design Profile

Cortina Productions is a full-service creative media design and production firm. They tell stories in compelling and innovative ways. Their work can be found in museums across the world, including the George W. Bush Presidential Library in Dallas, the National Museum of American History in Washington, DC, and the Museum of Science and Industry in Chicago. Their films and interactive experiences entertain, engage and inform thousands of people every day. They have received 36 industry awards.

LIBRARY/ ARCHIVE

LIBRARY / ARCHIVE

An expanded library and reading room will provide needed space. A climate-controlled archive will house our growing collection of artifacts, documents, and photographs.



Letter from the CEO



Dear Friends,

As many of you know, I am an educator at heart. Having spent 22 years at The Hockaday School as Assistant Head and CFO, I understand the importance of education and instilling values in our youth. That's why I'm honored to be leading this institution at such a pivotal time in its history.

I am proud to have started my tenure at the Dallas Holocaust Museum/ Center for Education and Tolerance as Treasurer of the Board more than five years ago, and I can hardly believe that in the last few years we have grown our operating budget from \$1.5 to \$2.8 million. More significantly, we have almost doubled our visitorship, programming, staff and outreach!

But as you know, we simply have run out of space in our current rented facility. We are so limited in the number of visitors we can see at one time, many schools are not able to visit on fieldtrips since their class sizes are too large. Our Upstander Speaker Series has become so popular, we have been forced to move these events to other venues. These are all wonderful problems to have, but we urgently have to address our community's need for education surrounding the history of the Holocaust and its all too relevant lessons. This need has led our board to unanimously approve the "Building a Foundation of Hope" campaign to create the new Dallas Holocaust and Human Rights Museum.

The Museum leadership has worked to develop a fiscally sustainable model of funding for the Museum's construction and operation. As part of the \$61,000,000 campaign budget, a \$6.8 million endowment goal has been established for facility support. In addition, \$2.5 million is earmarked for operating support for three years as the Museum transitions from a \$3 million operating budget with 16 full-time employees to a mid-size organization with more than 30 employees and \$5 million budget. The Museum will continue to raise funds through admission, parking, memberships and contributions. As a former auditor at a Big Eight firm, I can assure you that the leadership is a mindful steward of your generous investment.

In closing, I am thrilled to be leading this organization at such a crucial time. As the mother of two boys, I have a vested interest in making our community, and this world, a place free of bigotry, hatred and injustice.

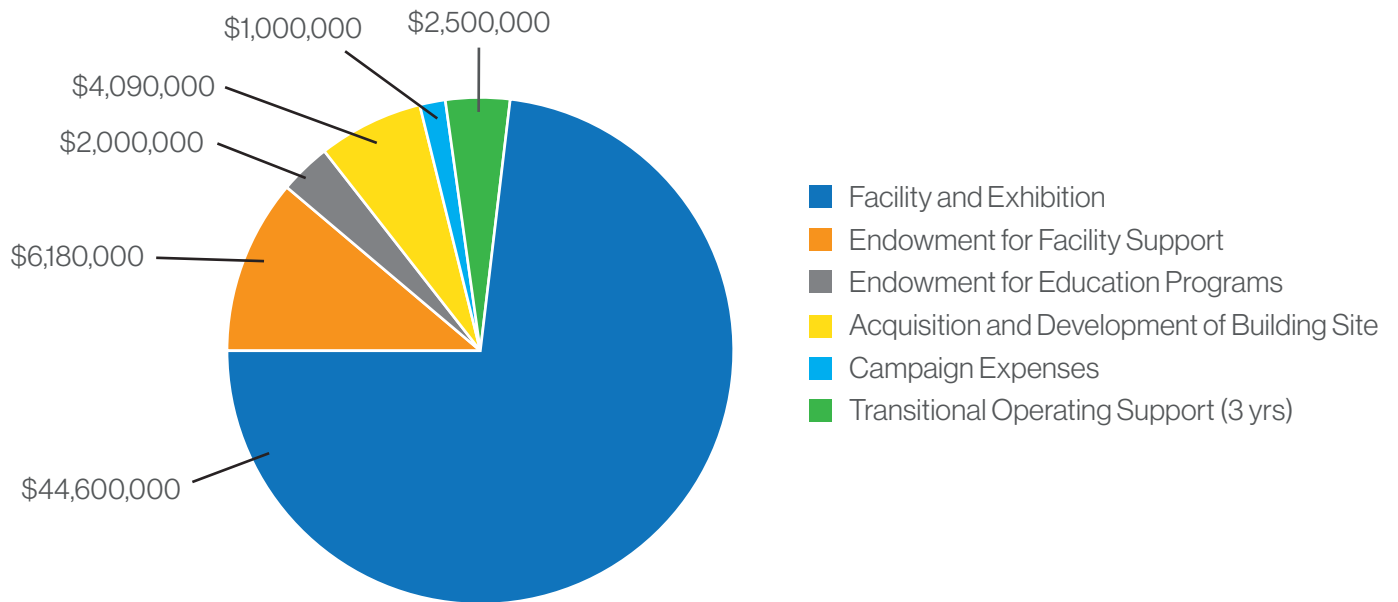
Thank you for being a part of our 32-year history and for joining me on this exciting new journey towards our future!

Sincerely,

A handwritten signature in black ink that reads "Mary Pat Higgins". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Mary Pat Higgins
President and CEO

Campaign to Build a Permanent Museum Budget Total: \$61,000,000



THE TIME IS NOW



Mayor Mike Rawlings

“ We need a place that allows us to have a discussion about what human rights, what diversity, and what respect for others mean for our city today. ”

Dallas Holocaust and Human Rights Museum



211 N. Record St. Suite 100
Dallas, TX 75202
P: 214.741.7500
F: 214.747.2270
DallasHolocaustMuseum.org