

DALLAS
HOLOCAUST AND
HUMAN RIGHTS
MUSEUM

2020 ANNUAL REPORT



Dear Friends,

2020 presented a moment in history we never could have predicted. The COVID-19 pandemic forced the Dallas Holocaust and Human Rights Museum to close its doors to the public for approximately five months. Though the Museum was not able to welcome the public inside our exhibitions and theaters during that time, our commitment to our mission to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference, never wavered. We used this uncertain time to reassess and adapt, and we made our programs, exhibitions, and educational resources easily accessible for a virtual audience.

Thanks to our quick-thinking Education Team, our in-person programs were rapidly transformed into virtual programs. By moving them to an online platform, we were able to present the educational programs our supporters have come to expect from us while continuing to highlight the important history covered in our permanent exhibition. In addition to creating virtual public programs, we used technology to reach students and educators by bringing the Museum into their homes and classrooms. Online lesson plans, Museum educator and docent-led virtual field trips and programs, digital educator resources, and online professional development courses are a few of the ways we continued to teach students and educators about the history of the Holocaust and human rights.

While in the midst of the global pandemic, we spoke out against the many hateful attacks against Jews, African Americans, Asian Americans, and others that occurred. In the face of these human rights violations, we redoubled our efforts to condemn acts of hatred and to provide educational tools to as many people as possible.

Last year challenged us in numerous ways, but it also provided an opportunity to share our mission with a broader virtual audience far beyond our city and region. As we move forward, we will continue to create and provide meaningful virtual and in-person educational experiences. All that we do is possible thanks to your generous support.

With our deepest appreciation,



Mary Pat Higgins,
President and CEO



Frank Risch,
2020 Board Chair

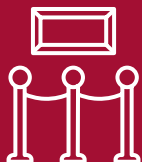


10,076 

 47,295

 +25%

21 & 21 



H O P E
FOR HUMANITY

Thanks to the Museum Experience Fund, **10,076 students** from Title 1 schools were able to visit the Museum through scholarships. An additional **3,251 students** participated in a Virtual Museum Field Trip or Virtual Interactive Education Program with an MEF scholarship.

Although the Museum was closed for five months, **we still saw 47,295 visitors** to the Museum, and an **additional 28,336 participants** joined us for virtual education and community programs.

The Museum ended the year with **4,000 Members**, a **25% increase** over 2019.

Our Business Partner program **welcomed 21 Business Partners** during 2020, despite major financial setbacks due to the pandemic. Our major giving society, **Chesed Society**, had **21 Members** during 2020.

In 2020, the Museum began a new series, “**Crucial Conversations**,” with the first set of programs focusing on race and racism in our community. This four-part series convened a diverse group of experts to foster an increased understanding of racism in both a historical and contemporary context and an awareness of concrete steps that can be taken to disrupt systemic racism.

The Funk Family Upstander Speaker Series featured Upstanders including **Sivan Ya’ari**, Founder and CEO of Innovation: Africa, a New York-based nonprofit that brings Israeli solar, agricultural, and water technologies to African villages, and **Dr. Michael Sorrell**, President of Paul Quinn College, who rescued Paul Quinn from near destitution and converted it into the nation’s first urban work college and the first historically black work college.

The Museum’s 2020 **Civil Discourse Series** took place in a virtual format on Thursday, October 1. The discussion panel for “**Social Media and Society**” covered topics like social media as a news source, bias in social media, and the prevalence of hate speech and misinformation in social media. The program included a special introduction from Joel Schwitzer, Regional Director, AJC Dallas.

Four Holocaust Survivors are now featured in the Dimensions in TestimonySM Theater: **Max Glauben, Pinchas Gutter, Anita Lasker-Wallfisch, and Eva Schloss**. They are each highlighted on a rotating monthly schedule.

During 2020, the Museum hosted the special exhibition “**The Fight for Civil Rights in the South**,” which combines two prestigious photography exhibitions covering the African American struggle for civil rights and social equality in the 1960s – *Selma to Montgomery: Photographs by Spider Martin* and *Courage Under Fire: The 1961 Burning of the Freedom Riders Bus*. A virtual tour of the exhibition was made available online due to the Museum’s temporary closure.

The 2020 **Hope for Humanity Fundraiser** was an inspirational evening celebrating the one-year anniversary of our new home and honoring the brave Upstanders of yesterday, today, and forever: our Survivors and Texas Liberators during the 75th anniversary of liberation of Nazi concentration camps. Their eyewitness testimonies inspire us to ensure that “never again” means something and that hope for humanity lies within each and every one of us.

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\$20,000+

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***Resilience - We gratefully recognize the donors who generously supported the Resilience Campaign to ensure a sound fiscal future for the Museum amid the uncertainty of COVID-19.

**Superhero - We gratefully recognize the Superheroes who contributed a gift in 2020 that was \$2,500 or more than their 2019 gift.

*Hero - We gratefully recognize the Heroes who contributed a gift in 2020 larger than their 2019 gift.

We want to recognize the donors who graciously gave their permission last year to remove restrictions from donations. Removing the restrictions allowed us to use these funds for operating support to mitigate the Museum's financial shortfalls during this unprecedented time. Most importantly, it allowed us to continue creating hundreds of virtual classroom lessons for students and digital teaching resources for educators while schools remained closed.

Thank you for trusting us to use your valued gifts where they were most needed and allowing us to continue changing lives through education while we were temporarily closed.

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Community Partners

A special thank you to the following community partners whose contribution of time and resources has helped the Museum fulfill its mission and positively impact behavior through education.

3 Stars Jewish Cinema
Ackerman Center for Holocaust Studies
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UTA
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Carol and Harold PINKER

“A mass grave at the 9th Fort in Kovno, Lithuania; another in the “model” concentration camp, Terezin; Kristallnacht and Buchenwald, refugee flight to temporary safety, loved ones left behind; the New York skyline on a cold rainy gray March morning in 1940; children, grandchildren, great grandchildren – strong new roots: this is our family’s story. The story demands engagement: how do we behave in a world that allows such horror, terror, devastation? Our way is supporting education through the DHHRM.

“Words foment hatred: repeated over and over denigrating, dehumanizing, fear-inspiring words can lead to acts of discrimination, looting, physical violence, rape, arbitrary arrests, segregation, and intentional death. The horror of all our individual stories, the devastation visited upon civilian populations, the physical destruction of enormous swaths of Europe led the United Nations of the world to coalesce and try to address the issue of Genocide which has existed from the beginning of time and still does today.

“This is the lens through which my story informs visitors as a docent educator... to create awareness of the horrors of the Shoah, to foster empathy and revulsion in the face of evil, to encourage thoughtful reflection and intentional action. The visitor recognizes his story in ours and all our stories demand we call out evil lest we be complicit in its perpetuation. Our young people today live in divisive stressful times, but we have uncompromising confidence that together we can participate in repairing the broken parts of our society and world, remembering always the dignity and respect inherent in all of us, the “other”, and behaving in a way that honors those whose bodies have been destroyed, names erased from history, dreams unrealized. The DHHRM is a place of hope, of optimism, of laughter and hugs, of recognition and growth: it is our honor to support it and invite young people to visit, learn and engage.”

– Carol and Harold Pinker



Terry and Lori FLENNIKEN

“We may live out of state, but Texas is home to me. I was a Catholic kid from Kilgore whose only exposure to the Holocaust was an NBC mini-series in the 70’s and watching the World at War every Sunday night on KERA. Forty plus years later, I live on the East Coast with a Jewish wife and three children. Over the years I have been to several Holocaust museums and memorials; New York, DC, Los Angeles, and the upper floors of the Imperial War Museum in London. While I always enjoyed the “One Day in the Holocaust” exhibit that the former Dallas Museum chose to represent with the space you had available, my heart swelled with pride the first time I saw the construction begin on the new building.

“The most important part of the museum to me is the visitors. The people I see visiting the museum every time we are there are exactly who I want to see in the museum. They are walking slowly and taking every single exhibit in. They are a representation of the local demographics. Some or all of it could be new to them, especially the sections on the Armenian, Rwandan, and Holodomor genocides. Education is basically all we have to work with to become better as human beings. That is why we contribute what we can each year to the programs that bring school children to the museum or, in years like last year, the museum to the children.”

– Terry and Lori Flenniken



TOYOTA

A dedicated corporate champion of the Museum since 2017, Toyota helps fulfill our mission and bring vital education resources to the community. Toyota was built on the foundation of Respect for People with diversity and inclusion at its core. In 2020, the Museum and Toyota began an initiative to form a deeper connection with the West Dallas community and improve access to life-changing learning opportunities taught by the Museum. Through our partnership, we work together to engage with the community both in the classroom and at home.

“Together, we are helping to create experiences that bring the community together, build inclusion, and deliver a message of hope and understanding. As we progress with the West Dallas STEM school and efforts with our partners in the broader community, education opportunities that inspire youth to be Upstanders are critical to creating tomorrow’s leaders.”

– Julia Wada, Group Vice President,
Corporate Strategy, Innovation &
Transformation, Toyota Financial Services



JUNIOR LEAGUE OF DALLAS

The Junior League of Dallas has supported institutions in Dallas through generous gifts of funds and volunteers for nearly 100 years. The Museum was honored to be chosen as a new Community Program partner in 2020. The addition of 10 volunteers from the Junior League of Dallas helped the Museum navigate new virtual programs and welcome visitors back to the Museum safely after a five-month COVID-19 closure. The Junior League Volunteers helped with administrative tasks, Hanukkah baskets for Survivors, virtual field trips and education programs, visitor services at the Museum, and more. The Junior League's generous grant helped fund virtual education programs and field trips for 500 students.

"We are honored to welcome the Dallas Holocaust and Human Rights Museum to our Community Program. It is a joy to work with the Museum to promote education and access to education for all individuals as we work together to fulfill our missions. As a volunteer organization, we are inspired by the Museum to be Upstanders in all we do throughout the community."

– Elizabeth Dacus, President 2020-2021, Junior League of Dallas



PWC FOUNDATION

The PwC Foundation's Reimagine Grant helped support the innovative virtual programming at the Museum. The Reimagine Grant aims to support programs that accelerate innovative educational opportunities for underserved populations in PwC communities. The Museum is grateful to Christopher Williams, Museum Board Member and PwC Partner – Risk Assurance, for nominating the Museum to receive a Reimagine Grant. The PwC Foundation's support of Virtual Student Field Trips and Virtual Education Programs is helping the Museum reach students and the community with its important lessons amid the ongoing impacts of COVID-19.

"PwC is proud to continue to support the Museum as it continues to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference. Our outreach aims to increase the collective impact we can make. The Museum has made a difference in our community, and we feel fortunate to be able to contribute to its impact. These virtual programs are an innovative way for the Museum to continue reaching students when they need it most with these critical lessons about standing up to hatred and doing what is right."

– Christopher Williams, PwC Partner- Risk Assurance, Board of Directors Dallas Holocaust and Human Rights Museum



Fran BERG

“My father-in-law, Lee Berg, was a Texas Liberator of the Nazi concentration camp, Dachau. Just as many Survivors did not speak about the Holocaust, Dad and most Liberators did not talk of their experiences in WWII and liberation until decades later. I am a founding Commissioner of the Texas Holocaust and Genocide Commission (THGC) and Chair of the Texas Liberator Project (TLP). DHHRM provided images and Liberator testimony for TLP, which has found more than 500 Texas Liberators, making Texas the state with the most armed forces liberating Nazi concentration camps. DHHRM is the best repository for these Liberators’ testimonies, which documents their experiences and belongings. It is because of this connection that it was an honor for me to serve as Event Co-Chair for the 2020 Hope for Humanity event that honored Survivors and Liberators during the 75th Anniversary of Liberation in Europe.

“The Nazis murdered more than one-million children during the Holocaust, erasing the memory of an entire culture. It is critical for our Liberator and Survivor stories to live in the DHHRM archives; a home where their experiences can be recounted for generations to come.

“We must remember and share these stories to ensure that “never again” means something.”

- Fran Berg, Commissioner, Texas Holocaust and Genocide Commission



L to R: Danielle Berg, Mark and Fran Berg, Jared and Molly Berg.

Kimberly ROSS & Yana MINTSKOVSKY

Each year, the Museum collaborates with community partners to bring awareness of its mission to teach the history of the Holocaust and advance human rights to combat prejudice, hatred, and indifference through the medium of visual and performing arts. Past community partners included the AT&T Performing Arts Center and the Eisemann Center and such mission-relevant productions as Broadway's *Cabaret* and the award-winning Off-Broadway productions of *Driving Miss Daisy* and *Wiesenthal*. Kimberly Ross and Yana Minskovsky have been co-chairs of the Museum's Spring Fundraising event for the past three years. Kimberly and Yana have worked together to raise funds that support the Museum through these events that bring together performing arts and the history of the Holocaust and human rights.

"As a granddaughter of a Holocaust survivor, my involvement with the Museum is especially meaningful! I am honored to serve on the Museum's Board of Directors as well as a co-chair of the Spring Fundraiser for the fourth year. My good friend, Jolene Risch, first introduced me to the spring event, which is a wonderful opportunity to invite friends to the museum and to use performing arts to inspire positive actions and emotions more powerfully than words alone.

"Through my involvement with the Museum, I have had the opportunity to further an essential cause and work with dedicated and inspirational people like my amazing co-chair, Kimberly Ross, and the incredible staff. As living memory of the Holocaust atrocities begins to fade away and hate crimes are at an all-time high, I feel a personal responsibility and stewardship to promote the important mission of the Museum."

– Yana Minskovsky

"I was first introduced to the Museum by my good friend, Melanie Kuhr, who invited me to attend events as her guest. Since then, I became more involved with the Museum and now have had the honor to serve as co-chair of the Museum's spring event for the past three years. I love this event because it is a "friendraiser," where we introduce people to the museum through the arts. The privilege to work with my co-chair, Yana, as well as the museum's amazing staff consisting of creative, inspirational, and fun women, has been so empowering! Divisiveness and hatred in this country are at an all-time high. If we can make even a small difference for good through working with the DHHRM and spreading the message of tolerance and being an upstander through education, the world will be a better place."

– Kimberly Ross



Front L to R: Melanie Kuhr, Dr. Ruth Westheimer, Jolene Risch
Back L to R: Kimberly Ross, Yana Minskovsky



Dallas Holocaust and Human Rights Museum Museum Docent Educator Kathy Garber leads a Virtual Museum Field Trip in the Pivot to America Wing.

DALLAS HOLOCAUST AND HUMAN RIGHTS MUSEUM

STATEMENT OF FINANCIAL POSITION

December 31, 2020

ASSETS

Cash and cash equivalents	\$	4,643,245
Other receivables		148,249
Inventory, net		19,630
Prepaid expenses		189,788
Pledges receivable, net		9,106,413
Property and equipment, net		56,329,144
Investments unrelated to endowments		207,703
Total assets	\$	<u>70,644,172</u>

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable and accrued expenses	\$	448,724
Assets held for the Endowment Foundation		175,532
Lines of credit		<u>94,589</u>
Total liabilities		<u>718,845</u>

NET ASSETS

Without donor restrictions		58,400,774
With donor restrictions		<u>11,524,553</u>
Total net assets		<u>69,925,327</u>

Total liabilities and net assets	\$	<u><u>70,644,172</u></u>
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DALLAS HOLOCAUST AND HUMAN RIGHTS MUSEUM

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

Year ended December 31, 2020

	Without Donor Restrictions	With Donor Restrictions	2020 Total
REVENUES AND OTHER SUPPORT			
Admission Fees	\$ 463,814	\$ -	\$ 463,814
Memberships	554,112	-	554,112
Program service fees and museum store sales, net	17,576	-	17,576
Parking lot revenue, net	193,289	-	193,289
Contributions	1,825,339	1,551,356	3,376,695
In-kind contributions	45,987	-	45,987
Special event revenues, net of cost of direct benefits to donors	1,084,826	-	1,084,826
Endowment grants to operations	47,119	130,182	177,301
Endowment Fund management fee	18,993	-	18,993
Investment income, net	25,993	-	25,993
Net assets released from restrictions	7,938,129	(7,938,129)	-
Total revenues and other support	12,215,177	(6,256,591)	5,958,586
EXPENSES			
Education	6,485,053	-	6,485,053
Fundraising	729,441	-	729,441
Administrative	1,153,839	-	1,153,839
Total expenses	8,368,333		8,368,333
NON-OPERATING INCOME			
Gain on disposal of assets	4,000	-	4,000
CHANGE IN NET ASSETS	3,850,844	(6,256,591)	(2,405,747)
Net assets, beginning of year	54,549,930	17,781,144	72,331,074
Net assets, end of year	\$ 58,400,774	\$ 11,524,553	\$ 69,925,327

**DALLAS —
HOLOCAUST AND
HUMAN RIGHTS
— MUSEUM**

2020 ANNUAL REPORT

