

**We must
never forget
the past**



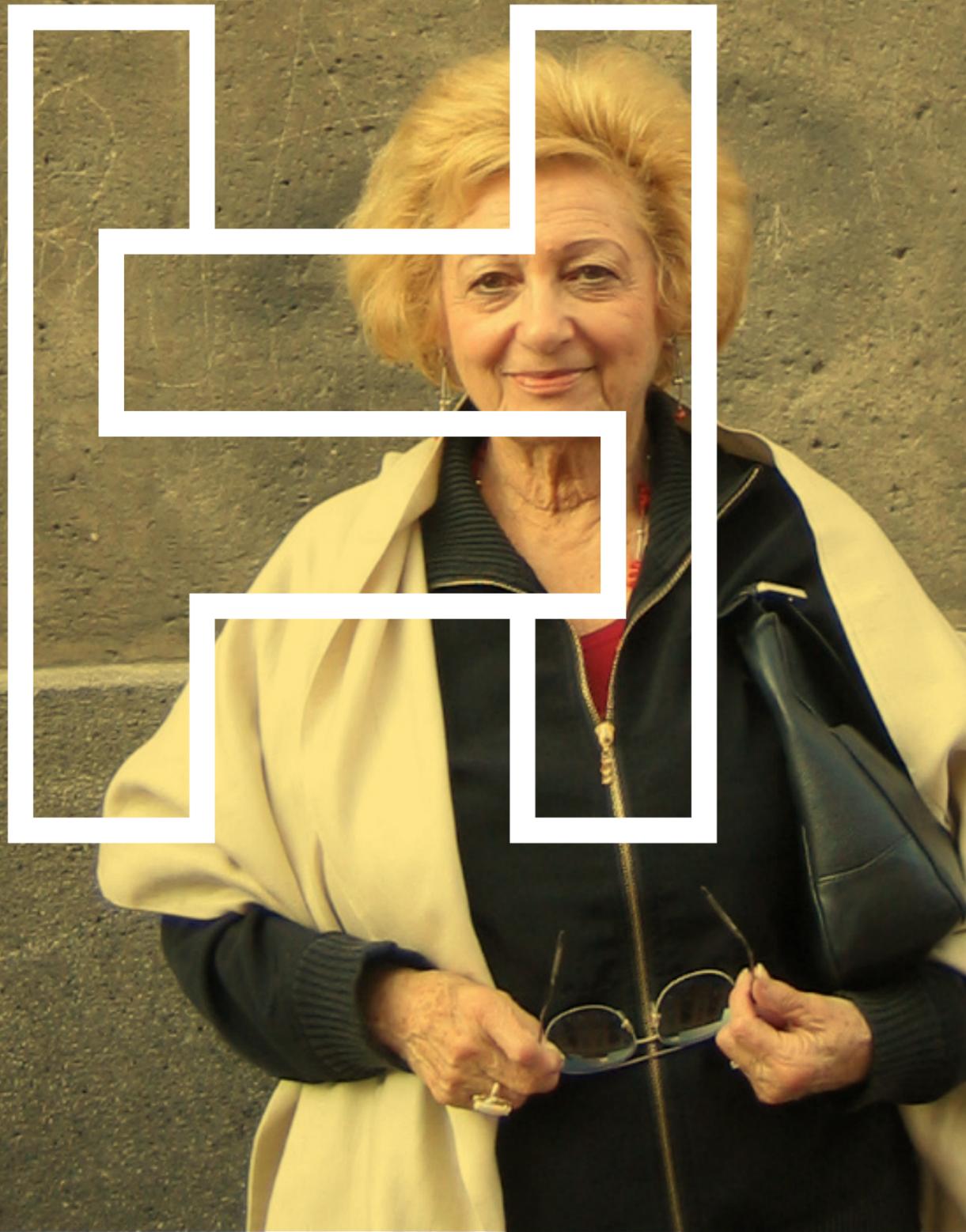


**because
that's how
we create
a better
future.**



The colors used throughout this piece are derived from triangular patches used to categorize various races and religions during the Holocaust. But instead of using the colors to segregate, we have brought the colors together to be bright, vibrant beacons of hope that honor the past and encourage a unified future where all are welcome, respected and loved.

W TYM MIEJSCU MIESCIEŁO SIĘ
ŻYDOWSKIE GIMNAZJUM KOEDUKACYJNE
TOWARZYSTWA "PRZYJACIÓŁ WIEDZY"
ZAŁOŻONE W R. 1917 ZAMKNIĘTE W R. 1939



Courage and Conviction

**Tess Wise is a Holocaust Survivor.
But that's not what defines her.**

Some people have the vision and tenacity to turn a big idea into a reality. Tess is one of those people.

In 1980, with support from Valencia College and the Jewish Federation of Greater Orlando, she had the idea to host an educational conference to study the consequences of the Holocaust and discuss the social, historical, moral and ethical implications to ensure it never again happened in our world. This conference led to the creation six years later of the Holocaust Memorial Resource & Education Center of Florida – the south's first facility to house a professional Holocaust exhibition and library.

It was, by every measure, a groundbreaking facility and, in fact, predated the US Holocaust Memorial Museum by seven years.



Tess Wise (with husband Abe) was concerned about our community and our world's future because she knew first-hand what would happen if hatred and bigotry were allowed to fester in our society unchecked.

Left: Tess during a trip back to Poland, 2004, standing in front of the building where she once attended High School. The plaque above is in remembrance of the teachers and students who perished in the Holocaust.

**A wise man once said,
“All that is necessary for the
triumph of evil is for good
men to do nothing.” I know,
because I once was there
when evil triumphed.**

**If this evil should ever
again triumph, it will not be
because I did nothing.
I know it’s important for you
to be able to say the same
thing to yourself.**

**Tess Wise, Founder
Holocaust Memorial Resource & Education Center of Florida**



**Our Mission for 40 years:
To use the history and
lessons of the Holocaust
to build a just and caring
community free of
antisemitism and all forms
of prejudice and bigotry.**



Today, with disturbing acts of hate happening every single day, and overt and systemic prejudice continuing to marginalize and oppress members of our society, our work is as critical as ever. Perhaps more so.

And that's why we are embarking on the development of the Holocaust Museum for Hope & Humanity.

“Orlando has shown itself to be a community that cares about human rights and justice, which is why building this new museum and welcoming the USC Shoah Foundation partnership is important and appropriate. Our city will now play an even greater role in righting the wrongs of the past and contributing to a kinder world.”

Orlando Mayor Buddy Dyer

Respect and Inclusion

Change only happens when we all work together.

From the very beginning, one of the strengths of Orlando’s Holocaust Center has been its connection to and support from the community, including conscientious individuals, civic, arts, and cultural organizations as well as local, county, and state leaders. There is, after all, a connection between the values that are at the foundation of the Center and the values of our Central Florida society.

The new Holocaust Museum for Hope & Humanity has already garnered similar support. Orlando Mayor Buddy Dyer was one of the first individuals to step forward and champion this project, and under his leadership, the City of Orlando has provided, quite literally, the foundation for the new museum, providing the land on which it will be built.

Orange County, under the leadership of Orange County Mayor Jerry L. Demings has been equally supportive, as the new museum will be the recipient of a \$10 million grant funded by the county’s tourist development tax.



Mayor Jerry L. Demings receiving the Tess Wise White Rose Award.

In January of 2018, Orlando Mayor Buddy Dyer and the Orlando City Commission approved a Memorandum of Understanding to lease the site of the former Chamber of Commerce building and adjacent park to the Holocaust Center for \$1 per year. This launched an initial surge of philanthropic support, and we are proud to say that we are now well on our way to bringing to life the Holocaust Museum for Hope & Humanity.

Right: Orlando Mayor Buddy Dyer with Executive Director, Pam Kancher at the Holocaust Center Dinner of Tribute where he was honored.





Impact and Change

Strategically located in the heart of Downtown Orlando, the Holocaust Museum for Hope & Humanity will allow us to expand our impact through more immersive exhibits and state-of-the-art programs.



We will bring even greater reverence to the way we remember and honor victims, survivors and those who risked their own lives to protect the lives of others. The striking architecture will be married with thoughtful design that provides more space for research and allows for an elevated education experience for students of all ages. The landmark building will serve as an embodiment of hope, the gateway as you enter the City of Orlando on I-4 from the northeast.

“Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela, Activist & Philanthropist

“History happens to real people, ordinary human beings just like you and me, who experienced the extraordinary extreme of the genocide against the Jews.”

Stephen Smith, Executive Director USC Shoah Foundation

Hearts and Minds

We are not alone in our belief that this new museum is critical to realizing our mission of building a more just and caring society.

Our commitment to leaving the world better than we found it is shared with our partners in this effort – world-class experts committed to helping change the world and inspire our visitors to take action.

Founded by filmmaker Steven Spielberg during his experiences filming *Schindler's List*, **USC Shoah Foundation – The Institute for Visual History and Education** develops empathy, understanding and respect through testimony, using its Visual History Archive (VHA) of more than 55,000 video testimonies, award-winning IWitness education program, and the Center for Advanced Genocide Research. USC Shoah Foundation's interactive programming, research and materials are accessed in museums and universities, cited by government leaders and NGOs, used by media organizations, and taught in classrooms around the world. This partnership is the first time USC Shoah Foundation has formally collaborated to design, develop, and implement a ground-up museum-wide experience.

USC Shoah Foundation
The Institute for Visual History and Education

Ralph Appelbaum Associates, one of the preeminent exhibit design firms in the world, has been working side-by-side with our team, collaborating on an inspiring, interactive and immersive visitor experience that leads to a shared understanding of our common humanity.

RAA | Planning Design Media

Lord Cultural Resources is the world's largest cultural professional practice and has been conducting studies and shaping our strategy to ensure that we run not only a successful museum, but a sound, stable and sustainable business, too.

Lord
Cultural Resources



Empathy and Understanding

**USC Shoah
Foundation's mission:
"to develop empathy,
understanding and
respect through
testimony" dovetails
beautifully with ours.**

Moreover, the reason Shoah Foundation's testimonies belong at the heart of the Holocaust Museum for Hope & Humanity, is that if you enter this history through the lives of those that lived it, then it's not just about gaining knowledge, it's about gaining understanding.

While no one who comes into the museum will ever listen to or hear all of the testimonies – there are 52,000 from the Holocaust alone, and several thousand from other genocides – but knowing they are there is almost like a conscience. They tell us very profoundly what it means to be human, what it means to overcome that terrible darkness of the Holocaust, and to live life to its fullest and leave a legacy of hope for the world.

“My obligation is to remind the world of the darkest chapter in the history of mankind. We must create awareness among the youth of today so that history does not repeat itself. I share my memories with the next generation no matter how horrible or painful they are. I speak for those who have no voice.”

Central Florida Resident and Holocaust Survivor, Helen Greenspun

Local and Global

Stephen Smith, Executive Director USC Shoah Foundation addresses the question, “Why Orlando?”

What’s really remarkable about this new museum is that it is being built in a place where many immigrants have come in and made their homes. For them, this museum honors the lives of immigrants like them and their contributions. It also recognizes the lives of the Holocaust Survivors who have made their homes in Orlando.

But this is also a way to reach the millions of people who come in and out of Orlando. They are there to have fun, but maybe they will take just a moment or two of their time to come and reflect on what happened during the Holocaust.

When Steven Spielberg set out to create the USC Shoah Foundation, the idea was to allow every survivor that wanted to tell their story the opportunity to do so. And now it’s an opportunity to make more of those stories heard by more people.

Engage and Inspire

The change we are eager to see tomorrow starts today.

We expect to draw at least four times as many visitors each year, plus thousands more students – from grade school to college – to the new Holocaust Museum for Hope & Humanity. As they make their way through the exhibits and engage with our programs, they will be educated, inspired and awed by the stories of Survivors, rescuers and upstanders who dared to defy the status quo and, as a consequence, saved lives and changed lives in profound ways.

Just as important, they will be given the opportunity to pause and reflect. This is not a passive or superficial experience.

Visitors will be challenged to determine what they themselves can and must do next - to make changes in their lives that will help change their communities and our world.



“In spite of everything, I still believe that people are really good at heart.”

Anne Frank, Writer & Luminary



Hope and Humanity

The measure of our success is not what you might think.

Raising awareness of the Holocaust through education is central to our mission, but getting people to act is how we truly make a difference. While we expect a large attendance and the draw of the museum to have a major economic impact on Central Florida, what's most important is this:

How many acts of kindness can we inspire?

How many allies, activists and leaders can we help create?

How many individuals will feel less marginalized, less oppressed, less "other" and less alone?

How many lives will be changed?

Ultimately, this impact – reinforcing our common humanity – may be the greatest possible return on your investment.

Can we count on you?

Can we count on you to make an investment in the betterment of our world by investing in the Holocaust Museum for Hope & Humanity?

Together, we will, as Tess stated so many years ago, use the history and lessons of the Holocaust to build a just and caring world, free of antisemitism, prejudice, and bigotry of all forms.

Campaign Leadership Cabinet

Ellen Wise Lang & Jeff Miller, <i>Co-Chairs</i>	Linda Chapin Mark Freid Bruce Gould Marc McMurrin Bobby Mandell	Jim Pugh Ian Robinson Joanie Schirm Jim Shapiro Jonathan Wolf
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Holocaust

MEMORIAL RESOURCE & EDUCATION
CENTER OF FLORIDA

851 N. Maitland Avenue
Maitland FL, 32751
407.628.0555
holocaustedu.org