

Never Forget Capital Campaign

Educating Hearts and Minds
Building Empathy
Developing a Better Future



Why Holocaust Education matters now and tomorrow

“ Like many children of Holocaust survivors, I feel a personal responsibility to honor my father’s memories. Education is the most important tool, so that history will not continue to repeat itself. ”

LYDIA SHORENSTEIN

JFCS Board Member

Chair Of The JFCS Holocaust Center Advisory Council

The Urgency

135%

Surge in antisemitic incidents after 10/7/23

56%

American Jews altered their behavior out of fear of antisemitism in 2024.

Our Collective Responsibility

**Teach more than just about hate;
include culture, contributions,
resilience, and pride.**





Historical knowledge



Empathy & Moral Courage



**Critical
Thinking**



**Civic
Responsibility**

The Impact

100%

Participants were influenced by Holocaust Center education and programs

50%

Participants reported an increase in civic responsibility

69%

Participants continued learning about antisemitism

“

I will never forget what I learned today. From now on, I will do my part by spreading more kindness and accepting others for who they are. I will also try to stand up to those spreading hate.”

- 10th grade student, after attending a Holocaust Center workshop



NA
HIS

Hannah
Magnum

Joseph

Tia
Kovacs

Liz
Lora
FACULTY

STATE OF MIND



**Lasting change requires a
lasting investment**



Rendering of JFCS' new 4-story Holocaust Center



Rendering of the Atrium
Lobby Entrance



Rendering of the Koret
Exhibition Hall and Galleries



Rendering of Screening Room and Event Space



Cafe, Book Sales, Seating



Rendering of Gallery
and Exhibition Space



Rendering of the
Tauber Library



Lecture, Event Space and
Outdoor Deck/Garden

GOALS

We are not just preserving the past.
We are protecting the future.

Construction Outcomes

The full scope and vision of the construction project will result in a new state-of-the-art, over 40,000-square-foot, four-story building, including:

- Library
- State of the Art Archives
- Exhibition spaces
- Classrooms
- Media and Screening Room
- Cafe
- Convening Center

Programmatic Outcomes

- **Reach** millions of students annually through education
- **Train** thousands of educators each year
- **Expand** access to survivor testimony through archives, artifacts, and live speaker programs
- **Engage** diverse communities with public programs and visits to the Center
- **Serve** as a regional hub for Holocaust education across California
- **Inspire** youth leadership through service learning, dialogue, and civic engagement initiatives
- **Preserve** critical history by safeguarding and sharing stories for future generations
- **Foster** cross-cultural understanding through partnerships with schools, community groups, and cultural institutions
- **Create** a lasting civic resource that strengthens democratic values and moral responsibility


**REMEMBER.
EDUCATE.
ACT.
CELEBRATE.**




Will you be part of this historic commitment?



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