

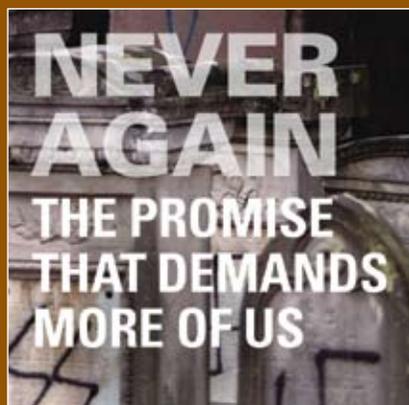


Generations

THE PLANNED GIVING NEWSLETTER OF THE UNITED STATES HOLOCAUST MEMORIAL MUSEUM

What kind of world will our grandchildren inherit? The Holocaust compels us to ask that question and to act on it. That was the promise the survivors made.

You can make the survivors' legacy a powerful part of the future by securing the work of the United States Holocaust Memorial Museum. Because no one will ever care as much as you do. **Make a charitable bequest to the Museum's endowment—a gift that costs nothing today—and help ensure that the promise lives on forever.**



Have you already left the Museum a bequest?

Please let us recognize your generosity as a member of the **LEGACY of LIGHT** Society

A Teacher's Legacy

Museum Chief of Staff William (“Bill”) S. Parsons has devoted 30 years of his career to Holocaust education, but that’s not surprising given his family background. His father, E. Spencer Parsons, a minister who worked tirelessly to advance the civil rights movement and the war on poverty, imbued his children with a strong desire to promote mutual respect and confront injustice.



Sylvia and William S. Parsons

While studying history at the University of Iowa, one of Bill’s professors, a Holocaust survivor, challenged him to understand the complexities of the Holocaust, and thus began his lifelong journey as a Holocaust educator. It was not long before the creators of the United States Holocaust Memorial Museum took notice of Bill and his passion for teaching Holocaust history, especially his role in founding *Facing History and Ourselves*, a national organization that trains teachers to engage students in an examination of racism, prejudice, and antisemitism.

In 1991, Bill was invited to join the Museum’s Education Committee and share his innovative ideas and philosophy. He recalls Sara Bloomfield, now the Museum’s Director, placing a blank piece of paper before him and saying,

“We are opening in two years. How can we best serve the nation?” Bill could not envision a more enticing challenge, and he became Director of Education. Three years later, he was promoted to Chief of Staff. Asked how he could leave education for administration, he explained, “It’s just a bigger classroom.” In fact, Bill still teaches, traveling throughout the country to educate people about the Museum’s work.

Bill and his wife, Sylvia, recently began to contemplate their legacy and their role in shaping the future. They have decided to name the Museum as the beneficiary of a substantial portion of their retirement plan assets, one of the most effective ways to make a lasting impact on an institution that has played such a pivotal role in Bill’s life.

Continued on page 3

From the Director of Planned Giving



The fall season is a reminder of the approach of the end of the year, and of the need to review your personal and financial goals. As you consider your plans for the remaining weeks of 2007, you should be aware that while prop-

erty taxes, mortgage interest, and other income tax deductions are largely fixed by loan terms and other factors, charitable deductions are completely within your control.

If you carefully plan your charitable gifts, you may discover that your tax burden next April has been reduced. There are a few general guidelines that you should keep in mind as you map out your year-end giving plan:

- Plan ahead to ensure that all year-end gifts are completed by December 31 to qualify for tax savings on your 2007 income tax return.
- Make sure you keep all receipts and acknowledgment letters, especially for charitable gifts in excess of \$250.
- Consider giving appreciated securities that you have held for more than 12 months, as such gifts can typically yield greater tax benefits.
- If you have investments that have decreased in value, consider selling them (thereby creating a loss you may be able to deduct) and using the proceeds to make a charitable contribution.
- Be sure to keep track of the capital gains you have realized in 2007, as charitable gifts may offset these gains.

I would be happy to share additional information with you and/or your advisors in order to help ensure that you complete your gifts in a timely way that assures you receive the maximum benefits to which you are entitled. Please call me at 202.488.6591, or e-mail me at ghellman@ushmm.org.

And while you are thinking of the coming New Year, let me be the first to wish you a happy, healthy, and prosperous 2008!

George E. Hellman
George E. Hellman

A Gift That Keeps Giving

In addition to providing assistance for current or capital needs, a growing number of donors are supporting the long-term needs of charitable organizations through endowment gifts. An endowment gift enables you to create an enduring legacy and help ensure that the Museum is always there as a living memorial and a bulwark against the dangers of unchecked hatred, intolerance, and antisemitism. Read on for answers to frequently asked questions about endowment giving.

Q. What is an endowment gift?

A. Unlike annual gifts, endowment gifts provide a permanent source of support to the Museum, instead of being expended immediately. Just as your savings or investments provide you with a degree of security, endowment gifts provide the Museum with a stable source of future funding.

Q. Can I give appreciated securities rather than cash to complete my endowment gift?

A. Yes. **Property**, such as marketable securities held long-term, may also be given for endowment purposes. Such gifts are usually deductible at their full fair-market value, regardless of what you paid for the asset. A significant tax deduction for the gift is available for the appreciation element that escapes taxation. Of course, you may also use **cash**.

Q. Can I use retirement plan assets to make an endowment gift?

A. Yes. If you are one of the many Americans with qualified retirement plans, you may find that **retirement plan assets** provide one of the most efficient sources for gifts to endowments. There is a special provision in 2007 that allows you to direct up to \$100,000 for charitable purposes if you are at least 70½ and must take taxable distributions from an IRA. You may also designate that a portion of your retirement assets be used to support the Museum's Endowment after your lifetime.

Q. Can I set up a fund in memory of family members?

A. Yes. Please call the Planned Giving Office at 202.314.1748 to discuss how best to accomplish your goals.

Q. Can I ensure that my annual gift to the Museum will continue in perpetuity after my lifetime?

A. **Yes**. By establishing a bequest in your will to support the Endowment, you can ensure that the Museum will still be able to receive your annual gift after your lifetime. **And this will cost you nothing today**. The chart below illustrates the annual amount your endowment gift will provide to the Museum in perpetuity.

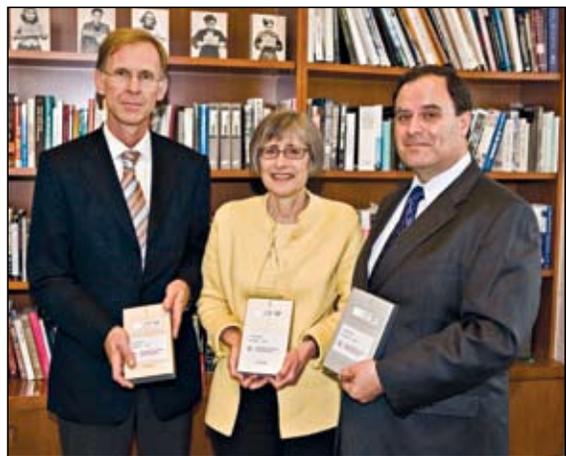
How to Endow Your Giving

| Annual Gift to the Museum | Your Endowment Bequest* |
|---------------------------|-------------------------|
| \$1,000..... | \$20,000 |
| \$5,000 | \$100,000 |
| \$10,000..... | \$200,000 |
| \$25,000 | \$500,000 |

*assumes annual payout of 5%

Rescuing the Evidence of the Holocaust

First ITS Documents Arrive at Museum



The Museum received its first shipment of materials from the International Tracing Service (ITS) archive in Bad Arolsen, Germany in August. Reto Meister, Director of the ITS (left), delivered nearly 18 million images of deportation files, SS and Gestapo arrest records, and ghetto and concentration camp documents to Museum Director Sara Bloomfield and Center for

Advanced Holocaust Studies Director Paul Shapiro. This was the first of several scheduled transfers of documentation that will eventually total 100 million digital images. Once the political processes are finalized and software upgrades are completed, Museum staff will be equipped to help survivors and their families access this massive archive. To learn more, go to www.ushmm.org/its, or call the Museum toll-free at 866.912.4385.

Auschwitz Through the Lens of the SS

The Museum unveiled an important new addition to its collection of artifacts in September—an album containing 116 photographs taken between May and December 1944, chronicling the life of SS officers and other German officials at the Auschwitz-Birkenau concentra-



tion camp. These rare images capture SS guards and Nazi officials relaxing at a nearby retreat as they hunt, sing, and trim Christmas trees. Assembled by Karl Höcker, adjutant to camp Kommandant Richard Baer, the album provides a look at Auschwitz during a pivotal time when the gas chambers were operating at maximum efficiency, Hungarian Jews were arriving, and the camp would soon be liberated. Here, the members of the SS Helferinnen (female auxiliaries) invert their empty bowls to show they have eaten all their blueberries. To view the entire album, visit the Museum's Web site at www.ushmm.org.

The purpose of this publication is to provide general gift, estate, and financial planning information. It is not intended as legal, accounting, or other professional advice. For assistance in planning charitable gifts with tax and other financial implications, the services of appropriate advisors should be obtained. Consult an attorney for advice if your plans require revision of a will or other legal document. Tax deductions vary based on applicable federal discount rates, which can change on a monthly basis. Some opportunities may not be available in all states. ©2007 RFSCO, Inc. All Rights Reserved. NYXX-07

A Teacher's Legacy

Continued from page 1

Recently, Bill realized the effect his life's work has had on others. As his father did with him, Bill speaks often with his son, Scott, about the importance of not standing idly by when witnessing injustice. Following a recent Museum tour Bill gave to Scott and his friends, Scott remarked, "I understand, Dad, and I want to be a part of this." Bill knows Scott's commitment to the Museum will remain a part of the Parsons' enduring legacy.

If you would like more information about the benefits of donating retirement plan assets or other planned giving options, please contact George E. Hellman, J.D., Director of Planned Giving, at 202.488.6591 or ghellman@ushmm.org, or visit our Web site at www.ushmm.org/endowment.



Encourage your children or grandchildren to participate in R3 as part of a Service Project or to honor a child of the Holocaust. For more information, visit r3program.ushmm.org or call toll-free 877.90.USHMM.

Museum Exhibitions Around the Country

For a complete listing, please visit www.ushmm.org.

Nazi Persecution of Homosexuals: 1933-1945

PITTSBURGH, PENNSYLVANIA

American Jewish Museum of the
Jewish Community Center of Greater
Pittsburgh
November 18, 2007–February 6, 2008

Fighting the Fires of Hate: America and the Nazi Book Burnings

SCOTTSDALE, ARIZONA

Scottsdale Public Library
December 20, 2007–February 12, 2008

LOS ANGELES, CALIFORNIA

UCLA Library
February 24–April 20, 2008

The Nazi Olympics: Berlin 1936

WICHITA, KANSAS

Kansas Sports Hall of Fame
January 12–April 6, 2008

Schindler

FRANKENMUTH, MICHIGAN

Frankenmuth Historical Museum
February 13–March 26, 2008

BIG RAPIDS, MICHIGAN

Ferris State University, Rankin Art
Gallery
April 5–May 17, 2008

Deadly Medicine: Creating the Master Race

ST. PAUL, MINNESOTA

Science Museum of Minnesota, with
the Center for Holocaust and Geno-
cide Studies, University of Minnesota
February 27–May 4, 2008

OTTAWA, ONTARIO, CANADA

The Canadian War Museum
June 12–November 11, 2008

Special Opportunity This Fall

If you are like many people, a large portion of your assets may be held in Individual Retirement Accounts (IRAs) and similar retirement plans. Did you know that such funds may actually represent a convenient “pocket” from which to make charitable gifts?

If you are 70½ or older and must take unneeded taxable distributions from a traditional or Roth IRA, you may be pleased to learn of a special provision in the law. Under current law, through **December 31, 2007**, you are allowed to direct that all or a portion of your mandatory withdrawal amount (or any other amount up to \$100,000) be used for charitable gifts on a *totally tax-free basis*. A spouse with his or her own IRA may also direct up to \$100,000 for charitable gifts.

This provision may be especially attractive if withdrawal amounts now cause your Social Security income to be taxed at higher rates, if you have reached the limit for charitable deductions, if your state does not exempt gifts from taxation, or in certain other circumstances.

Act now to take advantage of this opportunity. For more information, contact your plan administrator or George E. Hellman, J.D., Director of Planned Giving, at 202.488.6591 or ghellman@ushmm.org.

Cover masthead photo composite: The Ratzer family, Poland, 1934. USHMM, gift of Shirley Koperberg Willig; Young visitors view the Museum's Yaffa Eliach Shtetl Collection.
PHOTO BY THOMASARLEDGE.COM

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

100 Raoul Wallenberg Place, SW, Washington, DC 20024-2126



LEGACY of LIGHT
SOCIETY



PLACE
STAMP
HERE

George E. Hellman, J.D.
Director of Planned Giving
United States Holocaust Memorial Museum
100 Raoul Wallenberg Place, SW
Washington, DC 20024-2126

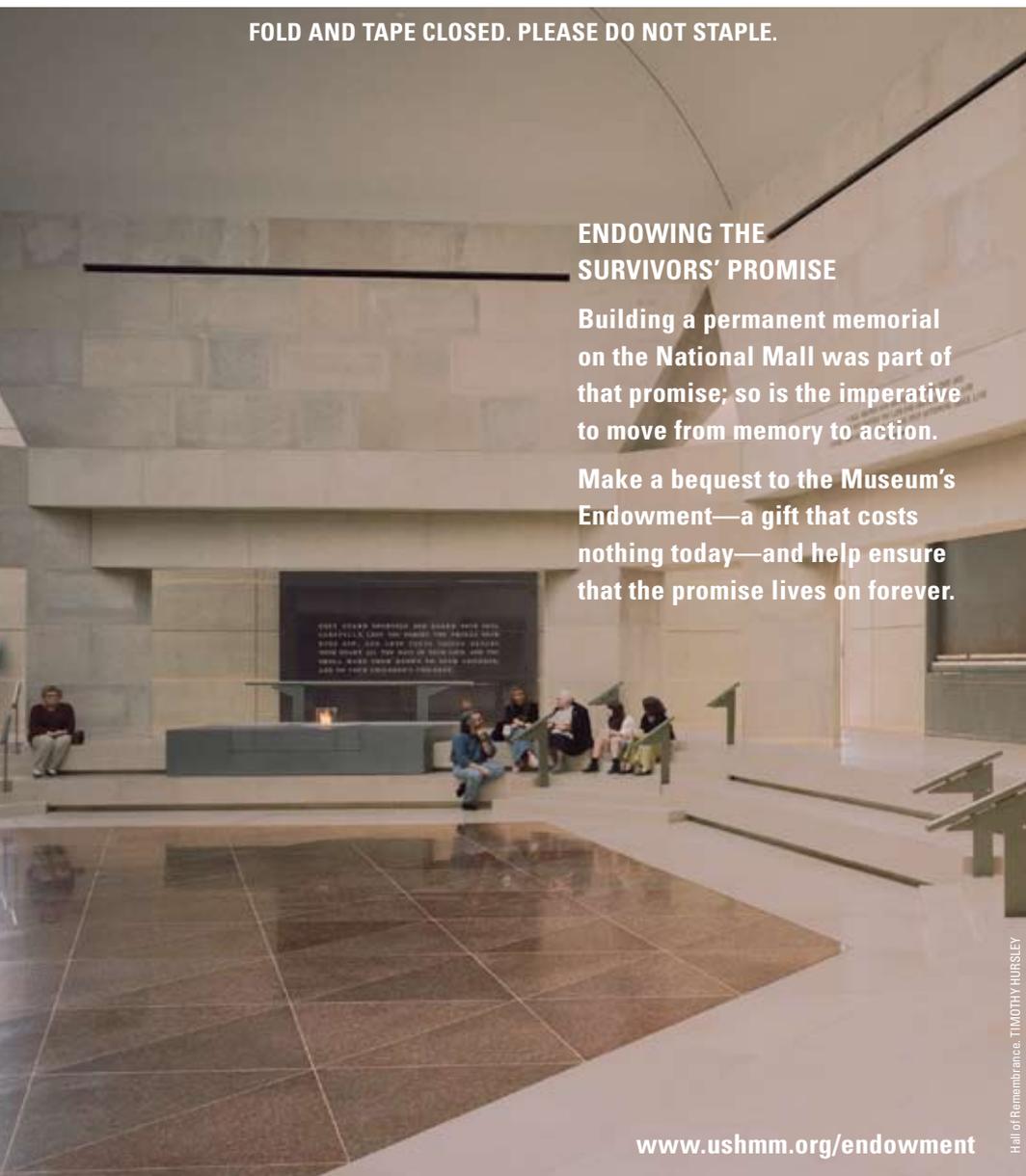


FOLD AND TAPE CLOSED. PLEASE DO NOT STAPLE.

ENDING THE SURVIVORS' PROMISE

Building a permanent memorial on the National Mall was part of that promise; so is the imperative to move from memory to action.

Make a bequest to the Museum's Endowment—a gift that costs nothing today—and help ensure that the promise lives on forever.



www.ushmm.org/endowment

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

MAKE THE SURVIVORS' LEGACY A POWERFUL PART OF THE FUTURE THROUGH YOUR CHARITABLE BEQUEST TO THE MUSEUM'S ENDOWMENT

- I would like to receive more information about the Museum's Endowment Fund and how I can secure the future work of the United States Holocaust Memorial Museum with a gift that costs nothing today.
- Please send me additional information about how year-end giving can yield tax savings and other financial benefits.
- I would like to learn about charitable gift annuities. Please send me a personal illustration of how a charitable gift annuity would provide me payments for life.
 - \$100,000 \$50,000 \$25,000 \$10,000 Other \$ _____

The illustration should be prepared for:

Name _____ Birth date _____

Name of second individual (*optional*) _____

Birth date _____

Start date of payments (*if deferred*) _____

- I have already included the Museum in my estate plans. Please enroll me in the Legacy of Light Society.
- I am interested in making a gift to the Museum's Annual Fund and would like a Museum representative to contact me.

Name (*please print*) _____

Address _____

City _____ State _____ Zip _____

Telephone (*optional*) _____

E-mail (*optional*) _____

This information will be kept strictly confidential



LEGACY of LIGHT
SOCIETY

Recognizing the generosity of those who
have made a planned gift to the Museum

For more information, please call 202.488.6591 or visit: www.ushmm.org/endowment

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

FOLD AND TAPE CLOSED. PLEASE DO NOT STAPLE.