



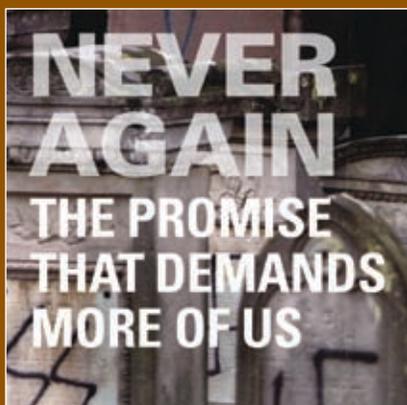
Generations

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?

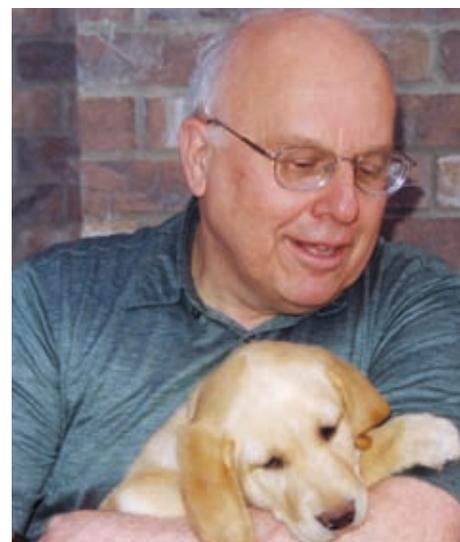
Please let us recognize your generosity as a member of the **LEGACY of LIGHT** Society.

Our Last Best Hope

Born in New York City, Dr. Sidney Davidson worked as an internist and cardiologist in New Mexico, in Massachusetts, and finally in Louisiana for the last 10 years of his career. He retired five years ago to pursue his passions in life: tending to his magnificent azaleas, reading, and listening to classical music. His greatest joy, however, is spending time with Gigi, his five-year-old Labrador retriever, whom he describes as the apple of his eye.

In April 2008, Dr. Davidson made his third trip to the United States Holocaust Memorial Museum—this time to honor his parents, Betty and Mendel Davidson, in whose memory he made a planned gift to the Museum and whose names he had engraved on the Donors Wall. Describing his parents as two anonymous souls who emigrated from Latvia to the United States in the 1920s and 1930s, Dr. Davidson explained that nearly all of his mother's family died in the Holocaust. He remembers how his mother tried in vain to send packages from the United States to her relatives in Europe.

Although he came to the Museum this spring intending only to witness the unveiling of his parents' wall inscription, Dr. Davidson found himself discovering much more. "The Museum's walls hear the voices of literally millions of other



ABBIE JETER

Dr. Sidney Davidson and Gigi

anonymous souls from whom every vestige of identity and dignity was taken," he says. "This place is a memorial to the victims of the Holocaust—each and every single one of them counts today and forever here in this place. Be they paupers or princes, dirty or clean, bereft of identity or spirit, they each count."

Impressed with the quality of the exhibitions and the architecture, he was interested to learn that the Museum is also doing significant work beyond its walls. After his three-day visit during the annual Days of Remembrance events, he concluded that the Museum transcends its primary mission of documenting the

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From the Director of Planned Giving



This is indeed turning out to be a year of change. Thus far in 2008 we have seen dramatic fluctuations in the investment market, adjustments in housing prices, a steep rise in the cost of energy, and other important developments. Elections this fall promise even more change.

Many people may be wondering how charitable giving fares during periods of economic uncertainty. In fact, inflation-adjusted giving in America has dropped just 1% on average during recessionary periods over the last several decades.

The philanthropic spirit is resilient and many people continue to give or even decide to increase their charitable giving as they perceive even greater need in the institutions or organizations most dear to them.

That being said, it is more important than ever that we take the time to carefully consider how best to make our gifts during challenging times.

With careful attention to the timing of gifts, the property we decide to give, the use of valuable tax incentives, and other steps, it can be possible to make gifts at lower net cost or give more at the same cost.

In addition to supporting the Museum and other charitable interests today, there are also ways you can make meaningful gifts as a part of your long-range financial and estate plans.

There are giving opportunities, for example, that allow you to enjoy generous tax benefits now while actually increasing your spendable income during your retirement years. Read on for ideas on how best to make your gifts this fall and beyond.

I would be happy to share additional information with you and/or your advisors to help ensure that you complete your gifts in ways that accomplish your goals in a timely and tax-efficient manner. Please call me at 202.488.6591, or e-mail ghellman@ushmm.org. Thank you.

George E. Hellman
George E. Hellman

Planning Your Gifts for Maximum Impact This Fall

The following information may be especially helpful as you decide how to make your charitable gifts most effectively this fall.

Surprising benefits from non-cash gifts

Gifts of stocks, bonds, certain mutual funds, and other appropriate property that may have increased in value while you have owned it can make good sense from both a philanthropic and a financial planning standpoint.

If you have owned such property for more than one year, you may be entitled to an income tax deduction based on the current value of the property, not just the price you paid for it.

Tax deductions resulting from gifts of appreciated property can serve to eliminate tax on up to 30% of your adjusted gross income (AGI). Any unused deductions can lower taxes in up to five future tax years.

When you make outright gifts of appreciated property, you also completely bypass capital gains tax that would be due if you sold the property, adding to the tax savings you enjoy from making your gifts in this way.

Example: Frank and Susan usually make their gifts in cash or by check. They own stock valued at \$20,000 that they purchased a number of years ago for \$10,000. It has reached a value of as much as \$25,000 over the past year and they think it will continue to increase in value over time. Their tax advisor suggests they may want to make charitable gifts using this stock this year.

In their tax bracket, they are entitled to a federal income tax charitable deduction of \$20,000, while eliminating tax on the \$10,000 capital gain. They can use cash they might otherwise have given to repurchase the same or other stock, thereby increasing their cost basis in the resulting investment to \$20,000.

They also enjoy the satisfaction of supporting the Museum, an organization whose mission they care deeply about.

When assets have declined in value

Many of you may have investments that have decreased in value while you have owned them. If so, you may want to consider selling some of them, thereby creating a loss that may be used to offset other income, and then donating the cash proceeds from the sale. This can amount to tax deductions that total more than the current value of the investments. The subsequent cash gift can be used to eliminate tax on up to 50% of your AGI.

Check with us or your advisors for more information about tax-favored gifts of securities and other assets.

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. ©MMVIII RFSCO, Inc. All Rights Reserved.

Spotlight on Scholarship

Each year, the Museum's Center for Advanced Holocaust Studies awards fellowships to support new research and scholarship on the Holocaust, providing visiting scholars with access to the Museum's millions of pages of archival documentation, extensive library, and oral history, film, photo, art, artifact, and memoir collections.

Elizabeth Strauss, a Ph.D. candidate in modern European history at the University of Notre Dame, recently served as the Museum's Barbara and Richard Rosenberg Fellow. She holds an M.A. in political science and a B.A. with highest honors in German from the University of North Carolina at Chapel Hill.

Ms. Strauss spent her time at the Museum conducting research for her project, "The Elderly in the Ghettos: A Study of Łódź and Vilna, 1939-44." She is working on an integrated history of elderly Jews in these ghettos, examining their socioeconomic context, their roles in Jewish communities, and the ways in which their treatment was emblematic of the Holocaust.

"The fellowship has provided me with the opportunity to access and examine an unequalled array of sources, produced by both victims and perpetrators, all of which are necessary to writing an integrated history of the Holocaust," she explains. "The staff and community of resident scholars and fellows at the Center constitute a unique scholarly environment that has challenged and enriched my knowledge of the Holocaust in general and ultimately enhanced my own scholarship."



Elizabeth Strauss

USHMM

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history of the Holocaust, educating others, and preventing future genocide; he believes it actually endeavors to change the very nature of mankind. "We must all support the Museum as a 'university of conscience' in the desperate hope that we can end genocide," he says. "This place is our last best hope."

Searching for a place to which he could bequeath the fruits of his life's work and find deep satisfaction and meaning in doing so, Dr. Davidson chose to name the Museum as the beneficiary of his retirement plan assets. He also established a charitable gift annuity, which provides him with lifetime income while simultaneously supporting the Museum, and he continues to contribute to the Museum's Annual Fund.

The Museum is deeply grateful to Dr. Davidson for his extraordinary commitment and, in recognition of his generous gift through his estate plans, has welcomed him into the Legacy of Light Founders Society at the Pillar of Memory level.

"The Legacy of Light Society Founders are at the forefront of helping secure the Museum's future. We are deeply grateful to Dr. Davidson and his fellow members for their extraordinary commitment and vision," says Museum Director, Sara Bloomfield.



CARL COX FOR USHMM

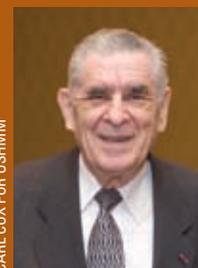
Legacy of Light Society members gather at the 2008 National Days of Remembrance Legacy of Light Society Tea Reception. *Front row:* Dr. Diane S. Isaacs, Helene Stolker, Marilyn Wallach, and Barbara Mortkowitz. *Second row:* Museum Chief of Staff William S. Parsons, Karyl Charna Lynn, Harvey S. Bodker, Marie M. Gilbert, Ann Krouse, James A. Gilbert, June C. Bashkin, Kurt L. Wallach, Dr. Sidney Davidson, and Audrey Gerson.

Please join us in Washington, D.C., for the Museum's 2009 **National Days of Remembrance** events **April 21-23, 2009**. Highlights include:

- Opening of the Museum's groundbreaking exhibition *From Memory to Action*
- Lectures by Holocaust scholars and historians
- Ceremony in the United States Capitol Rotunda

For information on how you can participate, please contact George E. Hellman, J.D., Director of Planned Giving, at 202.488.6591.

CARL COX FOR USHMM



We mourn the passing of Legacy of Light member and Museum volunteer Ed Schiff. Our thoughts are with his wife, Charlene, and their entire family.

Museum Exhibitions Around the Country

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

****Deadly Medicine: Creating the Master Race***

Ottawa, Ontario, Canada

The Canadian War Museum
Through November 11, 2008

Detroit, Michigan

The Detroit Science Center
December 13, 2008–March 1, 2009

New York, New York

United Nations
January 26–March 30, 2009

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

Green Bay, Wisconsin

Neville Public Museum of Brown County
November 13, 2008–January 11, 2009

Jackson, Wyoming

The Art Association
January 21–March 4, 2009

****Nazi Persecution of Homosexuals: 1933–1945****

Madison, Wisconsin

University of Wisconsin-Madison
Libraries, with GSA for Safe Schools
Through December 10, 2008

Schindler

Canyon, Texas

West Texas A&M University
November 1–December 13, 2008

Varian Fry: Assignment Rescue 1940–1941

Rochester, New York

Jewish Community Center
of Greater Rochester
Through November 9, 2008

State of Deception: The Power of Nazi Propaganda

Washington, D.C.

United States Holocaust
Memorial Museum
Opening January 30, 2009

*Online exhibition available at
www.ushmm.org

The Gift That Gives Back

In the current volatile investment environment, you may be interested in a United States Holocaust Memorial Museum charitable gift annuity. Featuring fixed and reliable payment rates as high as 10.5% (see chart) and very attractive tax benefits, a gift annuity may be an ideal way for you to support the vital work of the Museum. Gift annuities can be arranged to make payments for you and/or one other person.

Gift Annuity Payment Rates

<i>Selected Rates for One Person</i>		<i>Selected Rates for Two Persons of the Same Age</i>	
Age	Rate	Ages	Rate
90+	10.5%	90/90	8.7%
85	8.9	85/85	7.4
80	7.6	80/80	6.6
75	6.7	75/75	6.0
70	6.1	70/70	5.6
65	5.7	65/65	5.4

*For illustrative purposes only.
Please write for current benefits
and rates for other ages.*

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

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



LEGACY *of* LIGHT
SOCIETY



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

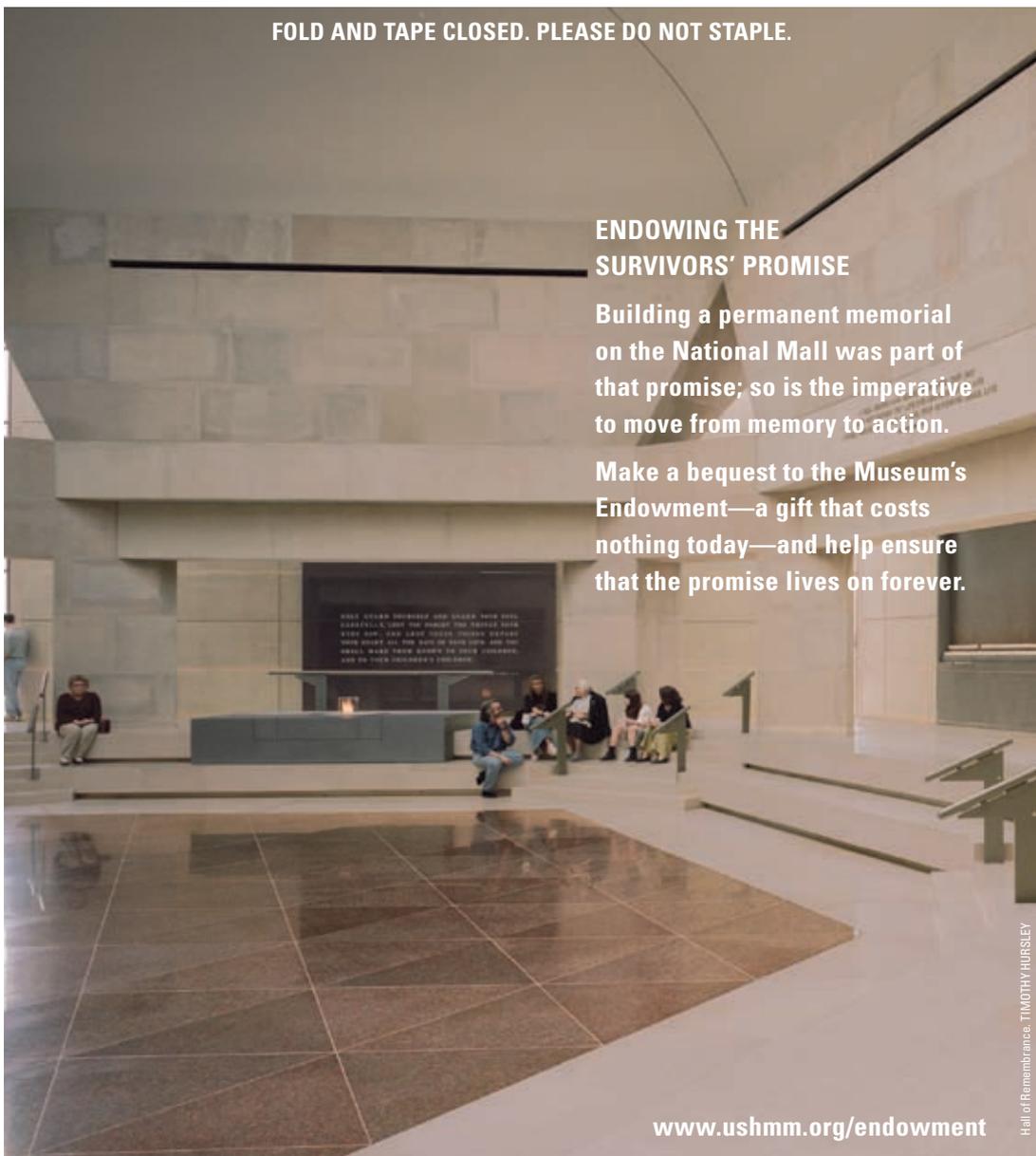


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ENDING THE SURVIVORS' PROMISE

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 help secure the work of the Museum through retirement plan assets or with a bequest that costs nothing today.
- I would like to learn about year-end giving opportunities. Please send me your booklet titled *7 Ways to Give in 2008*.
- I would like to learn about charitable gift annuities. Please send me a personal illustration of how a charitable gift annuity would provide me with payments for life, based on a gift amount of:
- \$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 _____

- 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