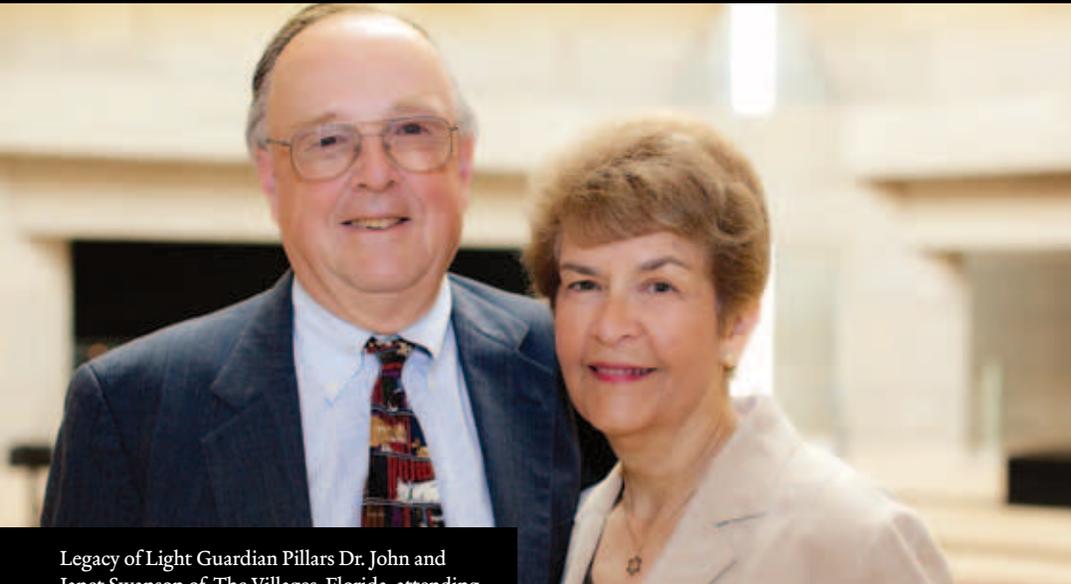


The Planned Giving Newsletter of the United States Holocaust Memorial Museum

Generations



Legacy of Light Guardian Pillars Dr. John and Janet Swanson of The Villages, Florida, attending a recent National Days of Remembrance event.

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Dr. John Swanson knows with certainty the genesis of his drive to excel. Following his father's death when he was just 5 years old, John and his brothers were raised by their mother, Dorothy, with what John admiringly describes as an "expectation of excellence."

John attended Cornell University on a National Merit Scholarship, graduating with a bachelor of science degree and a master's degree in mechanical engineering. He began his working career at Westinghouse, and with their support earned a Ph.D. in applied mechanics from the University of Pittsburgh in 1966. After leaving Westinghouse in 1969 he went on to found ANSYS, Inc., an industry leader in the development of software for simulating how products would function in real life.

As fulfilling as John's work was, little did he suspect that his life would become further enriched when he attended a New Year's Eve party at a church in 1974. It was there he met his future wife, Janet, who had come to Pittsburgh to pursue a master's degree in library and information science. The two married in 1983.

New Year's Eve has since become the first of many holidays, birthdays, and other milestones that John and Janet celebrate in a special way. Rather than exchange material gifts, they have established a tradition of donating to the charities they care about on such special occasions.

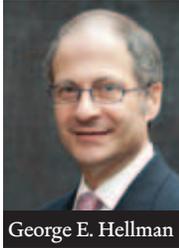
Having far surpassed any "expectation of excellence" his mother ever could have held—including receiving the prestigious

John Fritz Medal in 2004, a distinction he shares with luminaries George Westinghouse, Alexander Graham Bell, and Orville Wright—John, together with his wife, Janet, has shifted priorities. "Our focus now is on how much good we can do for the rest of our lives," he explains.

One cause both John and Janet feel passionately about is the United States Holocaust Memorial Museum. Steady contributors since the Museum's early days, the Swansons made their first major gift to the Annual Fund in 1996. In 2010, inspired by the impact of the Museum's educational outreach and in honor of John's 70th birthday, they

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From the Director of Planned Giving



George E. Hellman

Now may be an ideal time to review your personal and philanthropic plans. In the final weeks of 2010, Congress enacted a number of important tax law changes. The maximum estate and gift tax has been lowered and the rate at which these taxes begin to apply has been raised to \$5 million (\$10 million per couple) through 2012.

While these tax law changes are temporary measures, many are scheduled to remain in effect through next year. The tax uncertainty that we have experienced over the past 10 years has been reduced to some extent. Careful planning today can help you make charitable contributions to the Museum and other philanthropic interests from your estate without sacrificing the future security of your loved ones. You may find that the new, higher estate and gift tax exemption levels can allow you to give more assets—either during your lifetime or through your estate plans—to your heirs as well as to the charitable causes that are special to you.

If you would like additional information about gift planning opportunities that have resulted from the new laws, please feel free to contact me. In this issue, I'm proud to introduce you to the dedicated professionals on our planned giving team. We all look forward to working with you.

George E. Hellman

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Former Secretary of State Colin Powell congratulates Elie Wiesel after receiving the first United States Holocaust Memorial Museum Award. Participating in the presentation (from left to right): Joshua B. Bolten, Vice Chair, United States Holocaust Memorial Council; Sara J. Bloomfield, Museum Director; and Clemantine Wamariya, Rwandan genocide survivor.

Museum Bestows Highest Honor on Founding Chairman Elie Wiesel

Nearly 1,200 people attended the National Tribute Dinner on May 16, 2011, in conjunction with Days of Remembrance events in Washington, D.C., where the Museum conferred the inaugural United States Holocaust Memorial Museum Award on Founding Chairman Elie Wiesel. In doing so the Museum recognized his singular contributions to the cause of Holocaust remembrance. In an unprecedented and moving video tribute, former presidents Jimmy Carter, George H. W. Bush, William J. Clinton, and George W. Bush and President Barack Obama shared personal reflections on one of humanity's most remarkable individuals, who has done so much to ensure that the memory and lessons of the Holocaust continue to shape the human experience.

Starting in 2012, the award will be named in Elie's honor as a permanent tribute to his legacy. In bestowing the annual United States Holocaust Memorial Museum Elie Wiesel Award on an internationally prominent individual whose actions embody the Museum's mission—and promote the values for which Elie has dedicated his life—it is our hope that future generations will forever be inspired and challenged by his example.

More than 30 years ago, led by Elie, the members of the President's Commission on the Holocaust faced what he wrote was an "awesome task...a task which required reaching far back into the past as well as taking a hard look at the future." Approaching the Museum's 20th anniversary, we are challenged to do the same as we contemplate a world without the survivors and eyewitnesses.

Only a strong endowment with the capacity to financially secure the continuing mission of this institution can ensure that the lessons of the Holocaust remain a force for change. For more information on how you can create an enduring legacy to help secure truth for future generations, please contact George E. Hellman at 202.488.6591 or ghellman@ushmm.org.

Photo: Carl Cox for the United States Holocaust Memorial Museum

In Memoriam

The United States Holocaust Memorial Museum mourns the passing of the following Legacy of Light Society members:

Irving Bressler	Adrienne Krausz
Jerome Caplan	Gene Selig
Harold Cooperman	Elliot Stein
Bella Frutkin	Geraldine Wachtell
Felice Itzkoff	



PLEASE JOIN ME for this special day of behind-the-scenes programming at the Museum sponsored by the Legacy of Light Society. I promise it will be a day to remember!
—Arlene Herson, National Chair,
Legacy of Light Society

SAVE THE DATE **Monday, October 24, 2011** **A Day at the Museum** what you do matters

You'll have the unique opportunity to:

- Take an exclusive glimpse at newly acquired artifacts;
- Attend lectures and roundtable discussions with Museum educators, curators, conservators, and scholars-in-residence; and
- Conduct family research at the Museum's Holocaust Survivors and Victims Resource Center.

Cost is \$50 per person, lunch included. For more information, please contact Naomi Katz at 202.488.2681 or nkatz@ushmm.org or Celeste Z. Maier at 202.488.2634 or cmaier@ushmm.org.



Carly Gjolaj, Museum Training Specialist, Educational Initiatives, leads a group exercise where participants analyzed historical photographs of Holocaust perpetrators, collaborators, and bystanders.

The Benefits of Endowment Gifts Through Life Insurance

One of the most convenient, tax-effective ways of creating your enduring legacy to secure Holocaust memory and the future of the United States Holocaust Memorial Museum is through gifts of life insurance.

For example, you can donate a partially paid or new policy and name the Museum as the owner and beneficiary, make premium payments, and receive an income-tax charitable deduction each year for those payments. Oftentimes, using life insurance in this manner allows you to make a more substantial gift.

Many of us have one or more existing life insurance policies we no longer need. Ask yourself the following questions to determine whether a gift of life insurance could play a role in your charitable giving plans:

- Do you have a policy that was intended to protect a spouse who no longer needs it or a child who is now financially independent?

- Do you have a policy you purchased to pay estate taxes that, because of new tax laws, may have been reduced or eliminated?
- Do you have a policy that was intended to pay off a mortgage that is no longer outstanding or to protect a business you no longer own?

If you answered yes to any of the above questions, you may be among those who have obsolete life insurance policies that you could now use to create a permanent source of support to secure the future of the Museum's educational programs and initiatives.

The Museum will be happy to assist you and/or your advisers as you consider the benefits of a gift of life insurance. Please contact George E. Hellman at 202.488.6591 or ghellman@ushmm.org.

Sheila Sullivan Polk: Safeguarding Basic Freedoms

At first, Sheila Sullivan Polk—head prosecutor of Yavapai County in Arizona—was unsure why she was being invited to a daylong training program at the United States Holocaust Memorial Museum. “My first reaction was, ‘Why?’” she recalls. “Is there a problem in my office that I don’t know about?”

What Sheila soon discovered in the training program wasn’t a problem; it was a new view of the world and her role safeguarding our democracy. The program she attended is part of the Museum’s efforts to help leaders in our society reexamine their responsibilities by developing a deeper understanding of the role their professions played during the Holocaust.

Since taking part in the Museum’s program, Sheila has made it her mission to bring this training to the legal community. She has worked with Museum staff to tailor sessions in Arizona for 400 prosecutors and for every state judge, and her efforts helped launch a national training program for justice system professionals throughout the United States. These programs encourage leaders to rethink the moral obligations of their profession and the role they play as a frontline defense against abuses of power.

“This most horrific crime causes law enforcement officers, attorneys, and judges to think about what we need to know, so something like the Holocaust won’t happen again,” Sheila explains. “This is ethics training like none other we can get.”



The Museum honored Yavapai County Attorney Sheila Polk for her inspired leadership. (From left) Lynn Williams, the Museum’s Director of Leadership Programs; Sheila Polk; and Museum Director Sara J. Bloomfield.



Co-chaired by Amy and Andrew Cohn (left) and Suzanne and Steve Hilton (right), the Phoenix Tribute Dinner brought together more than 400 Museum supporters. The Cohns chose this special occasion to announce their plans to become Legacy of Light Guardians.

Meet Our Planned Giving Team

The Museum’s Planned Giving team is a group of dedicated professionals who have a passion for the Museum’s vital work, as well as for helping you make securing its future a part of your personal legacy. For more information on ways to accomplish this, please contact the appropriate Planned Giving staff member.



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Law, Justice, and the Holocaust: Ensuring the Continuing Relevance of Holocaust Memory

The Holocaust was a failure of leadership and a failure of individuals to hold their leaders accountable. It fundamentally altered our understanding of human nature, political power, and social norms.

As the world leader in Holocaust education, the Museum's unique leadership training programs for law enforcement officials, judges, military officers, educators, clergy, and journalists are influencing critical decision-makers in society. One of the most rapidly expanding audiences for these programs is the legal community. Judges were among the leaders inside Germany who might have changed the course of history by challenging the legitimacy of the Nazi regime and the hundreds of early laws that restricted political freedoms and civil rights. And yet the overwhelming majority did not.

Examining the intersection of challenges and choices judges in Nazi Germany faced—and the consequences of those choices—provides a uniquely powerful context for exploring contemporary roles and responsibilities. What have been the challenges to a fair and impartial administration of justice in the United States today? What can judges and lawyers do right now to ensure that the kinds of failures that led to the Holocaust do not happen here?

The Museum is responding to this question through its *Law, Justice, and the Holocaust* Program. To meet increasing demand and building on the program's success with Yavapai County, Arizona Prosecutor Sheila Sullivan Polk, the Museum is expanding its efforts to reach this critical audience. To date, the Museum has been requested to conduct this innovative training for judges in 30 states.

WHAT KIND OF WORLD WILL FUTURE GENERATIONS INHERIT?



Portrait of two brothers in the Kovno ghetto taken shortly before their round-up in the March 1944 "Children's Action."

The Holocaust compels us to ask that question... and above all, **TO ACT ON IT.** We are proud to recognize as Legacy of Light Guardians supporters who have made **SAFEGUARDING TRUTH** their personal legacy through a deferred or outright gift to the Museum's Endowment. To learn more, please call George E. Hellman, J.D., at 202.488.6591 or visit ushmm.org/endowment.

Legacy of
Light **GUARDIANS**

Birthday Presents

...continued from Page 1

made a significant gift for the benefit of the Museum's Endowment by establishing a charitable gift annuity.

And this year, to commemorate Janet's birthday, the Swansons established a second annuity, thereby becoming Legacy of Light Guardian Pillars. Their primary motivation for making these extremely generous gifts is to combat ignorance. "Education is the key to everything," notes Janet. "Adolph Hitler knew that to be true. If he had not started the Hitler Youth, how active would antisemitism be today? We are making these gifts to ensure that the Museum can continue educating and informing, creating more people who understand and who care."

A New Partnership with Ancestry.com

The Museum has gathered millions of historical documents containing details about survivors and victims of the Holocaust and Nazi persecution during World War II.

Ancestry.com has spent more than a decade creating advanced technological tools that have allowed billions of historical documents to become searchable online.

Together, the two organizations have created the **World Memory Project** to allow the public to help make the records from the Museum searchable by name online for free—so more families of survivors and victims can discover what happened to their loved ones during one of the darkest chapters in human history.

Please visit worldmemoryproject.org to learn how you can be involved in this unprecedented initiative.

Museum Exhibitions Around the Country

Deadly Medicine: Creating the Master Race

Boston, Massachusetts

Francis A. Countway Library of Medicine in Partnership with Harvard Medical School
Through July 17, 2011

Lubbock, Texas

Museum of Texas Tech University
Through August 7, 2011

New York, New York

Museum of Jewish Heritage—
A Living Memorial to the Holocaust
September 15, 2011–January 7, 2012

St. Louis, Missouri

Bernard Becker Medical Library
Washington University in St. Louis
August 9–October 30, 2011

For a complete listing of all traveling exhibitions, visit ushmm.org.

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SAFEGUARDING TRUTH FOR FUTURE GENERATIONS

The **Legacy of Light Society** recognizes individuals who have made a commitment to secure the Museum's future and its timeless cause by including the Museum in their estate plans. Individuals who direct any type of deferred or outright gift to the Museum's Endowment are recognized as **Legacy of Light Guardians**. Make a bequest or other gift today to the Museum's Endowment, and let your commitment live forever.

YES, I'm ready to safeguard truth for future generations. 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 can also help enhance my financial security today.

I would also like to receive complimentary materials about:

- Giving Through Your Will
- Giving Through Retirement Plans
- Giving Through Life Insurance
- Giving Through Gift Annuities

Please send me payment and tax benefit information based on the following amount \$ _____ and the birthdate(s) _____/_____/_____ and _____/_____/_____ (second individual optional).

- I have already included the Museum in my will or other estate plans.
- Please enroll me as a member of the **Legacy of Light Society** and send me information about the benefits of being a **Legacy of Light Guardian**.
- I would consider including the Museum in my estate plans.
- I am interested in making a contribution to the Museum's Annual Fund. Please contact me.

Name (please print) _____

E-mail (optional) _____

Telephone (optional) _____

Address _____

City, State _____

Zip _____

This information will be kept strictly confidential.

The Museum's Federal Employer Identification Number is 52-1309391

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Who will be at their side tomorrow?
**THROUGH YOUR LEGACY GIFT
TO THE MUSEUM, YOU WILL.**

Photo: Thomas Arledge

EVERY WILL MATTERS. PUT THE MUSEUM IN YOURS. USHMM.ORG/ENDOWMENT