Dear Friends,

When the Museum opened 25 years ago, its founders saw it as a place of transformation. They dreamed big and so have we. Our federal status, international stature, and unparalleled collections make it possible for us to create enduring impact. We are able to do this because of our vast and diverse audience and through a range of strategic partnerships, as described in the following pages.

“No visitor to the new exhibition [...] will walk away with conventional wisdom about World War II intact.”
—LOS ANGELES TIMES, April 29, 2018

FRONT COVER: Eliane Strip explores with her grandson the story of her late husband’s escape from Nazi-occupied Belgium to the United States in 1940–41. Some of the family’s immigration documents are included in an interactive display in the Museum’s newest exhibition. Five years in the making, Americans and the Holocaust (LEFT) examines all aspects of American society in the 1920s, ’30s, and ’40s and the amount of information available to Americans about the persecution of Jews as it was happening. This exhibition asks why rescuing Jews never became a priority.

All photos US Holocaust Memorial Museum unless otherwise indicated.
PAGE 4, BOTTOM: Paula Bronstein Getty Images Reportage for US Holocaust Memorial Museum
Shaping Learning and Understanding requires influencing the educational infrastructure. Thanks to a new partnership with the College Board, our educational resources are now part of Advanced Placement (AP) European History courses for high school students nationwide. More than 6,000 AP teachers have already accessed an online professional development module on how to use Museum collections.

College classrooms are a top priority for the Museum. A special initiative in 2018 targeted underserved campuses in the American South and reached 960 students, scholars, and community members. The Museum seeks to introduce the lessons of Holocaust history to new audiences and to stimulate conversations about the importance and relevance of this history.

One of the major goals of our new exhibition, Americans and the Holocaust, is to get the Holocaust included in American history courses. Another partnership will soon result in more information in US history textbooks about the Holocaust and American responses to it.

Five years in the making, Americans and the Holocaust shows that Americans had extensive information about persecution of Jews as it was happening. The exhibition asks why, therefore, rescuing Jews never became a priority, except for a few individuals who took the risk to help. An online version is available at ushmm.org/americans.

The Museum holds the Collection of Record on the Holocaust, and providing global access to it supports education and scholarship everywhere. We redesigned our online Collections Search tool to facilitate improved access to the evidence by the more than 900,000 users from 200 countries who visited the site in the last year.

Thanks to a continued partnership with the UN Outreach Program on the Holocaust, thousands more young people worldwide had access to Museum-produced educational materials. Fifty countries on five continents hosted installations of the Museum’s panel exhibition State of Deception: The Power of Nazi Propaganda and screenings of the 38-minute film The Path to Nazi Genocide. To cite one example, in southwest Nigeria, 900 high school students toured the exhibition and discussed the dangers of propaganda and the need to be critical consumers of information on social media.

And back in Washington, some 30 teachers from nine countries gathered at the Museum for the second International Conference on Education and the Holocaust, in cooperation with UNESCO. The goal was to build the capacity of partners who can help institutionalize Holocaust education in their countries. Participating countries included Argentina, Colombia, Indonesia, Kenya, Mexico, Namibia, South Africa, Tunisia, and Ukraine.

Above: A Museum educator introduces Advanced Placement teachers to new resources on the Holocaust. Right: Teachers from Argentina and Indonesia participating in the 2017 International Conference on Education and the Holocaust learn from a Chilean instructor (second from left) who attended the conference in 2015.

Reaching More Young Adults

Expanding Our Global Reach

Educat ing More Americans is Critically Important—especially in light of a recent study that found declining knowledge about the Holocaust, particularly among millennials. But today’s issues are global and our responses must be as well. That is why the Museum is investing in digital platforms to broaden awareness and engage young people worldwide in critical thinking about the history of the Holocaust and its lessons for today. The online Holocaust Encyclopedia, available in 16 languages, was accessed by more than 17 million people in 2017. It was recently redesigned to be more relevant to 21st-century audiences and is now easier to view on mobile devices.

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Above left: The new version of the online Holocaust Encyclopedia is optimized for viewing on mobile devices. Left: A representative of the Babi Yar Holocaust Memorial Charity Fund addresses a group of international educators gathered at the Museum.
Giving Voice to TODAY’S VICTIMS

IN KEEPING WITH OUR MISSION TO BE THE VOICE FOR VICTIMS TODAY that Europe’s Jews did not have in the 1930s and ‘40s, the Museum continued to bring the attention of the American public and policy makers to the plight of Syrian civilians. In late 2017, we installed a special display, Syria: Please Don’t Forget Us. It tells the story of Mansour Omari, who was arrested and detained for over a year in one of Assad’s secret prisons. Upon his release, Mansour managed to smuggle out the names of his fellow prisoners, written in blood and rust on scraps of cloth—some of which are now on view at the Museum. On the occasion of the seventh anniversary of the Syrian conflict, the Museum released a Bearing Witness trip report on continued risks to civilians and held an event featuring the US National Security Advisor as well as a panel discussion with Syrian experts.

The Museum also issued a new report documenting the mass atrocities committed against Rohingya civilians by the Burmese military, including crimes against humanity and ethnic cleansing. The November 2017 report detailed the mounting evidence of genocide against this minority. “They tried to kill us all. There was nothing left,” said a 25-year-old man about the destruction of his village and its people by Burmese soldiers.

This young man’s words are a stark reminder of the urgency and critical importance of the Museum’s mission, 25 years after its opening. Although the world has changed dramatically in the past quarter century, human nature remains the same. That is why the lessons we teach about unchecked hatred, the dangers of inaction, and the power of individuals are needed now more than ever.

Thank you for your continued partnership in this crucial effort.

“They tried to kill us all. There was nothing left.”
—25-year-old man about the destruction of his village and its people by Burmese soldiers

FAR RIGHT: A new exhibition tells the story of Mansour Omari, who survived detention and torture in a Syrian prison. RIGHT: The Museum holds a panel discussion with Syrian experts to mark the seventh anniversary of the uprising against the Assad regime. BELOW: These men are members of the Rohingya minority group who are at risk of genocide by the Burmese military.
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*Deceased
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$5–$9

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$2–$4

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$1–$2

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SECURITY
### STATEMENT OF FINANCIAL POSITION

As of September 30, 2017

<table>
<thead>
<tr>
<th>Description</th>
<th>Private Funds</th>
<th>Federal Funds</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td>Cash and fund balance with Treasury</td>
<td>8,039,315</td>
<td>15,349,044</td>
<td>23,388,359</td>
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<td>Short-term investments</td>
<td>8,120</td>
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<tr>
<td>Contributions receivable, net</td>
<td>70,978,998</td>
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<td>70,978,998</td>
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<td>Other assets</td>
<td>1,635,798</td>
<td>204,119</td>
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<td>Long-term investments</td>
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<td>Property and equipment, net</td>
<td>104,700,656</td>
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<tr>
<td>Collections</td>
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<tr>
<td><strong>Total assets</strong></td>
<td>607,921,007</td>
<td>40,690,473</td>
<td>648,611,580</td>
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<tr>
<td><strong>LIABILITIES</strong></td>
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<tr>
<td>Accounts payable and accrued expenses</td>
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<td>Charitable gift annuity liability</td>
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<td>Unexpended appropriations</td>
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<td>Interest rate swap</td>
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<td>Term loan</td>
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<td><strong>Total liabilities</strong></td>
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<td>26,819,734</td>
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<td><strong>NET ASSETS</strong></td>
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<td>Unrestricted</td>
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<td>Federal cumulative results of operations</td>
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<td>13,870,739</td>
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<td>Programming and supporting activities</td>
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<tr>
<td>Funds functioning as endowment</td>
<td>84,416,943</td>
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<td><strong>Total unrestricted</strong></td>
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<td>Temporarily restricted</td>
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<td>Permanently restricted</td>
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<td><strong>Total net assets</strong></td>
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<td><strong>Total liabilities and net assets</strong></td>
<td>607,921,007</td>
<td>40,690,473</td>
<td>648,611,580</td>
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### STATEMENT OF ACTIVITIES

For the year ended September 30, 2017

<table>
<thead>
<tr>
<th>Description</th>
<th>Private Funds</th>
<th>Federal Funds</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td><strong>SUPPORT AND REVENUES</strong></td>
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<td>Federal appropriation revenue</td>
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<td>Contributions</td>
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<td>Membership revenue</td>
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<td>Stein Museum shop</td>
<td>44,843,310</td>
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<td>Contributed services</td>
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<td>Imputed financing source</td>
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<td><strong>Total support and revenues</strong></td>
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<td><strong>EXPENSES</strong></td>
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<td>Program services</td>
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<td>Museum operations</td>
<td>4,115,707</td>
<td>26,596,037</td>
<td>30,711,744</td>
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<td>Mandle Center for Advanced Holocaust Studies</td>
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<td>2,709,099</td>
<td>8,693,488</td>
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<td>Levine Institute for Holocaust Education</td>
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<td>3,886,103</td>
<td>12,913,002</td>
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<td>National Institute for Holocaust Documentation</td>
<td>4,714,313</td>
<td>6,000,908</td>
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<td>Simon-Skjodt Center for Prevention of Genocide</td>
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<td>Marketing</td>
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<td>Stein Museum shop</td>
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<td>Other outreach programs</td>
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<td>5,827,783</td>
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<td><strong>Total program services</strong></td>
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<td>Supporting services</td>
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<td>Management and general</td>
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<td>4,938,534</td>
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</tr>
<tr>
<td>Technology</td>
<td>1,081,354</td>
<td>4,798,986</td>
<td>5,880,340</td>
</tr>
<tr>
<td>Membership development</td>
<td>5,261,877</td>
<td>—</td>
<td>5,261,877</td>
</tr>
<tr>
<td>Fundraising</td>
<td>10,244,869</td>
<td>—</td>
<td>10,244,869</td>
</tr>
<tr>
<td><strong>Total supporting services</strong></td>
<td>23,689,564</td>
<td>9,727,220</td>
<td>33,426,284</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>62,450,068</td>
<td>51,334,947</td>
<td>113,785,015</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>78,256,347</td>
<td>1,997,466</td>
<td>80,253,813</td>
</tr>
<tr>
<td>Net assets (beginning of year)</td>
<td>473,415,303</td>
<td>11,872,273</td>
<td>485,287,576</td>
</tr>
<tr>
<td>Net assets (end of year)</td>
<td>551,671,650</td>
<td>13,870,739</td>
<td>565,542,389</td>
</tr>
</tbody>
</table>

*Note: The table above shows the financial statements for the United States Holocaust Memorial Museum for the year ended September 30, 2017, including the statement of financial position and the statement of activities.*
HATE IS THE ENEMY. BUT SO IS TIME.

IN FIVE YEARS, less than 1% of World War II veterans will be alive and the youngest Holocaust survivor will be 78. Who do we want to tell their stories to the 1.9 billion young people across the globe who need to hear them?