



US Holocaust Memorial Museum

Beyond our Walls Fund

Ensuring the Relevance of the Holocaust for New Generations

Over its first 30 years, as a result of the Museum's leadership, millions of teachers, students, and the wider public in the US and around the world have gained an understanding of the Holocaust as well as the need to prevent future genocides. This is a good start but hardly enough. Complacency is not an option given the many challenges of today's world.

Now the task must be to ensure that not just Holocaust history but also its lessons—lessons about the fragility of democracy, the power of propaganda, and the dangers of hatred, antisemitism, and inaction—are taught *beyond our walls* to people, especially youth, from all walks of life and in underserved communities. Quality Holocaust education should inspire self-reflection and critical thinking about one's own role and responsibilities in the world today.

That's why, as the eyewitness generation passes and the truth of the Holocaust is under attack, the Museum has two bold aspirations for the future which only we, as America's national Holocaust Museum, can do:

- become the global leader on the relevance of the Holocaust for new generations worldwide
- build the field of Holocaust education in the US

Your support of the **Beyond Our Walls** initiative will help us aggressively pursue those aspirations and achieve these milestones over the next five years:

35 million students, teachers, and members of the public will annually use the Museum's 20-language [Holocaust Encyclopedia](#), the world's leading online authority on the Holocaust

Over **250,000** students and **2,500** colleges, universities, and community colleges will be using our online [Experiencing History](#) educational resource for higher education

Over **1.5 million** educators and others will visit the [Teach](#) section of our website to take advantage of our classroom resources and services



THE CAMPAIGN



US Holocaust Memorial Museum

More than **60,000 educators** will download the Museum's top 10 educational resources, and we will evaluate and revise our lessons plans to ensure they meet intended learning outcomes

Over **3,500 educators** will attend our annual *Belfer National Conference for Educators*; at least **30%** will be new to teaching the Holocaust or from underserved areas

Over **50,000 teachers** will be part of the Museum's educator network

100 public libraries in underserved communities and on campuses nationwide will host our traveling exhibition *Americans and the Holocaust* (an inspiration for Ken Burns' recent film)

9,000 FBI agents, police officers, military personnel, and members of the judiciary will annually participate in **185 seminars** specially designed for them to critically examine the role of their profession during the Holocaust and reflect on their professional responsibilities today

Expand our digital outreach to more diverse, younger audiences, building our **social media followers** to over **3.2 million**, and sparking over **100 million engagements** annually

60% of the current Collection—the authentic evidence of the crime and crucial to combatting denial—will be digitized so that it can support all of our educational programs and be used by teachers, professors, students, and the general public as well as exhibition curators, scholars, and other institutions worldwide

The Museum will be transformed into a **beyond our walls building** that can easily offer **in-person, virtual, and hybrid programming** to audiences worldwide

The **world's first-ever Holocaust education research center** will be launched in order to undertake systematic, rigorous research into teaching and learning about the Holocaust and improve the impact and effectiveness of Holocaust education in the US