

## MUSEUM'S VISION

- The permanence of Holocaust memory, understanding, and relevance
- A world in which people confront hatred, prevent genocide, and promote human dignity

## OUR APPROACH

The Museum is a memorial to the victims and focuses on documenting, examining, and teaching how and especially why the Holocaust happened, targeting two major audiences: **leaders and youth**.

The Holocaust is a warning that the unthinkable is possible and that human nature makes all of us susceptible to the abuse of power, a belief in the inferiority of “the other,” and the ability to justify any behavior—including inaction. Its significance is not only that it happened, but that it occurred in one of the most educated, advanced regions of the world and was led by a nation—albeit a struggling one—with a democratic constitution, a rule of law, and freedom of expression.

A harsh reminder of human nature and the fragility of societies, the Museum motivates citizens and leaders to work proactively to protect free societies and prevent future genocides.

## INSTITUTIONAL PRIORITIES

- **Build the Collection of Record (Acquire, Preserve, Make Accessible)**
- **Expand and Diversify Our Audiences (Global, Digital Engagement)**
- **Secure the Future of the Museum (The Campaign)**

## PROGRAM PRIORITIES

- Secure the future of the field of Holocaust studies in the United States and Europe
- Ensure that learning how and why the Holocaust happened is an important component of the education of American citizens and professions responsible for life and liberty and that it strengthens critical thinking about their role in society
- Raise the level of Holocaust discourse and the legitimacy of the Holocaust in countries of influence where there is rising antisemitism and denial
- Ensure that the US government, other governments, and multilateral organizations have institutionalized structures, tools, and policies to effectively prevent and respond to genocide and other mass atrocities
- Stimulate global conversations on the lessons and legacies of the Holocaust