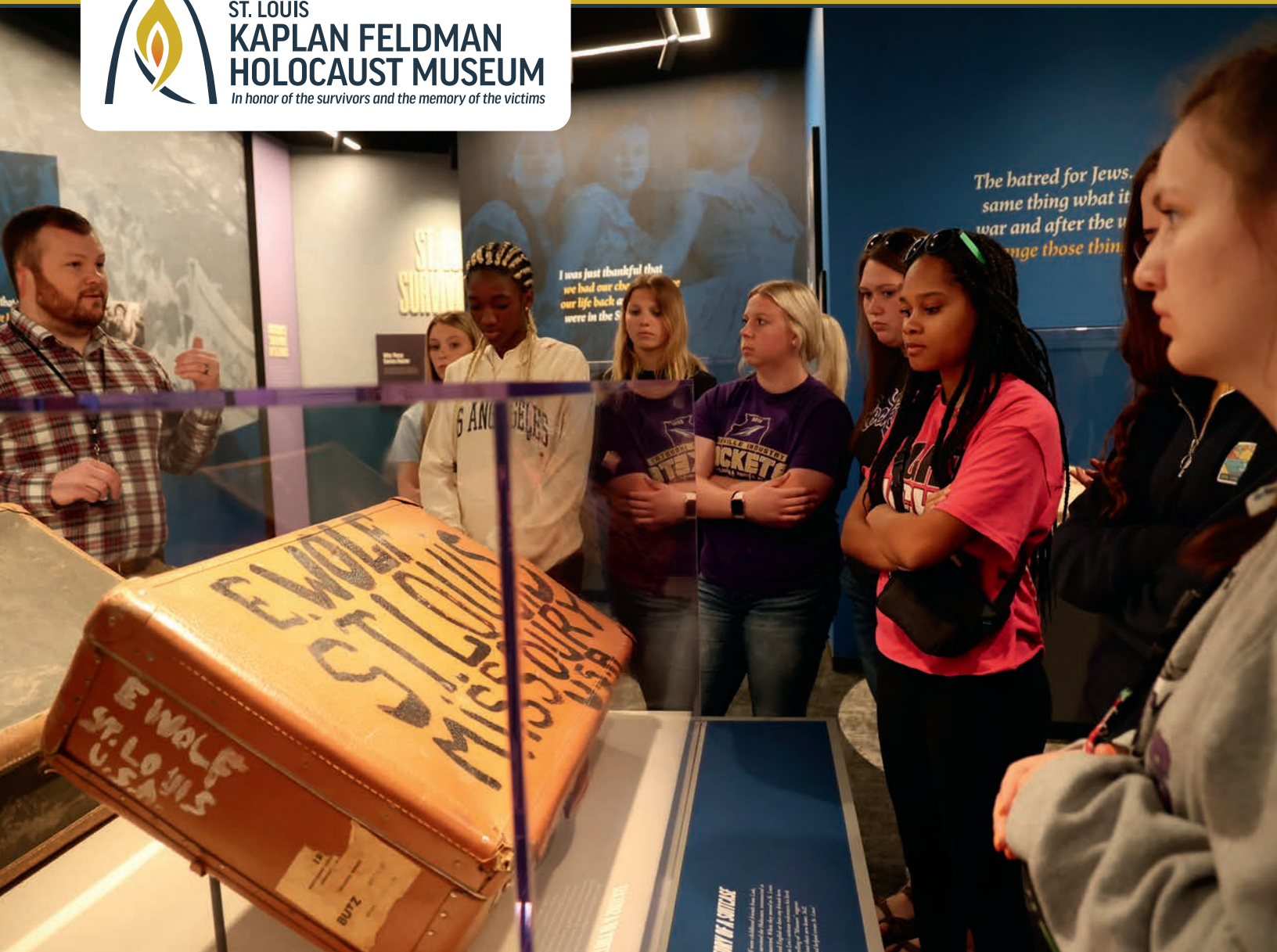




ST. LOUIS  
**KAPLAN FELDMAN  
HOLOCAUST MUSEUM**  
*In honor of the survivors and the memory of the victims*



## 2023 Annual Report

### What's Inside:

- 2023 Program Recap
- How the Museum is Meeting the Holocaust Mandate
- Sneak Peek at the Impact Lab
- And more!

## Letter to the community:



The energy from reopening this world-class Museum just 18 months ago continues to reverberate into 2024. Thanks to the vision of the Museum's founders, the courage of local survivors, and the commitment of supporters like you, this institution has been a state and regional resource for Holocaust remembrance and education for over 25 years.

In our first year since reopening our newly expanded Museum, we engaged with over 30,000 visitors. Each visit, each tour, welcomes new visitors of all ages to engage with this important history.

The Museum continues to be a crucial resource for Holocaust education and remembrance. Our supporters allow us to put our mission—to use the history and lessons of the Holocaust to reject hatred, promote understanding, and inspire change—into action each and every day.

In Gratitude,

A handwritten signature in black ink that reads "Myron Freedman".

Myron Freedman  
Executive Director



The importance of this Museum cannot be overstated, especially in recent months. After October 7 and the subsequent dramatic rise in antisemitism, we have been reminded of the crucial work we do each and every day to educate all our visitors about the history of the Holocaust and the dangers of unchecked hate and antisemitism. At the Museum, we are rising to meet these challenging times through innovative programs, a state-of-the-art permanent Holocaust exhibition, and the Impact Lab, a unique educational experience. We are so grateful for our generous supporters, tireless volunteers, and professional staff and board for continuing to make this world-class institution a success.

A handwritten signature in black ink that reads "Carol Staenberg".

Carol Staenberg  
Board Chair





## 2023 Museum Programs

In 2023, the St. Louis Kaplan Feldman Holocaust Museum was a hub of engaging programs that put our mission into action. Dr. Peter Hayes, renowned for his book *Why: Explaining the Holocaust*, was the distinguished speaker for International Holocaust Remembrance Day.

Dr. Hayes shared his impressions following his presentation, stating, "When I spoke this past January at the Museum, I was returning to a city I last visited in 2017, when the Holocaust Museum and Learning Center was a small office...The marvelous new building and the programming it will make possible are considerable achievements. Congratulations to all of you who made it happen!"

Our innovative partnerships, including those with Nine PBS and the St. Louis Symphony, introduced the Museum to new audiences and infused our events with fresh energy.

The Impact Lab's official opening in May was a powerful evening, featuring an engaging panel moderated by board member



Clint Zweifel, with Elvedin Pasic, Kris Kleindienst, Rev. Rodrick Burton, and Vera Emmons sharing their diverse perspectives.

During the fall, we collaborated with KSDK on a timely special addressing antisemitism, which premiered to a small audience at the Museum before its broader TV debut, highlighting the importance of our message in the days leading up to October 7.

The year was further enriched by events addressing critical issues, like the Uyghur genocide in China, maintaining our commitment to global human rights education.

With 2024 already shaping up to include influential programs such as the ongoing "Change Begins with You" workshop series, we're set for a year of engaging, thought-provoking, and impactful experiences, all made possible by the continuous support of our donors and community.

*Dr. Zachary Mazur of the POLIN Museum of the History of the Jews speaks during a Museum program.*

## 2023 By the Numbers

TOTAL VISITORS  
ENGAGED  
**31,377**

WALK-IN VISITORS  
**10,949**

ADULT GROUP  
PARTICIPANTS  
**4,006**

STUDENT VISITORS  
**10,172**

PROGRAM ATTENDEES  
**1,429**



Total visitors engaged includes walk-in visitors, group participants, program attendees, Impact Lab visitors, off-site program participants, and off-site staff lecture participants.





## Meeting the Mandate

The Missouri Holocaust Education Mandate will take full effect in the 2024-2025 school year as schools across the state begin to engage in Holocaust education, some for the first time. This is an exciting moment for the St. Louis Kaplan Feldman Holocaust Museum as we prepare to help teachers from St. Louis to Branson, to Kansas City, engage with Holocaust education in a meaningful way. To that end, we are travelling across the state to meet with teachers, present at conferences and build bonds with new communities so that we might build long-lasting institutional relationships to help teachers, students and administrators not only meet the mandate, but exceed it.

### What we are doing to help educators meet the mandate:

- **Creating robust online activities and curriculum** to support teachers and students across the state.
- **Offering professional development opportunities** to support teachers.
- **Preparing to welcome thousands of students to our building** with dynamic and engaging Museum experiences.



Above, middle: Panelists Elvedin Pasic, Kris Kleindienst, Rev. Rodrick Burton, and Vera Emmons present during the Impact Lab opening.

Above, bottom: Museum staff greet Missouri Conference on Social Studies participants.



# Introducing the Impact Lab

Opened in 2023, the Impact Lab at the St. Louis Kaplan Feldman Holocaust Museum is a unique space dedicated to confronting bigotry and hate through an interactive learning experience. The Lab leverages the Holocaust's critical lessons to inspire visitors to become Active Allies in their communities.

The public preview of the Impact Lab in May 2023 featured a distinguished panel of Active Allies who discussed their roles in combating hate and fostering understanding within their communities. The panelists included Elvedin Pasic, a survivor of the Bosnian genocide; Kris Kleindienst, owner of Left Bank Books; Rev. Rodrick Burton, senior pastor at New Northside Missionary Baptist Church and a Museum board member; and Vera Emmons, a Museum board member and speaker representing the second generation of Holocaust survivors. The panel was moderated by Clint Zweifel, president and CEO of Northern Trust and a Museum board member.

**The Impact Lab is designed to encourage difficult conversations, aiming to promote personal and community growth towards a more equitable and informed society.** In its inaugural year, the Lab has engaged hundreds of participants, including students and adults, helping each visitor develop the necessary skills to advocate for justice and equality outside the museum.

This initiative highlights the Museum's commitment to teaching the history and lessons of the Holocaust and making them relevant today, providing a critical space for learning and dialogue in the community.



Visitors participate in an Impact Lab session.



Impact Lab

# Checking in with the Volunteers

Our volunteer community continues to blossom as the Museum moves into our second year. Zach Turner, Manager of Volunteers and Visitor Services, has created a warm and inclusive volunteer core that meets every volunteer where they are in terms of the time they can give and experience they're looking for.



**Our volunteers serve in a variety of roles, including:**

- Welcome Desk Attendant
- Entrance Advisor
- Exit Supporter
- Gallery Attendant
- Museum Educator
- Impact Lab Facilitator
- Survivor/Descendant Speaker
- Archival Assistant



## The Lutz Humanitarian Award

In 2023, the Museum introduced the inaugural Lutz Humanitarian Award, an award given to an individual or organization whose work personifies the spirit of Carl Lutz and the others involved in the Swiss rescue efforts in Budapest, Hungary during the Holocaust.

Carl Lutz was a Swiss diplomat stationed in Budapest, Hungary, during the Second World War. Unlike many others, who stood by and did nothing in the face of Nazi persecution, Lutz used his position in the Swiss legation to save lives. Because of this, Lutz is credited with organizing the largest diplomatic rescue mission of the entire Holocaust. Lutz was educated in the United States, where he resided for over 20 years. He lived in the St. Louis area for nearly a decade.

In 2023, we honored Carl Lutz with the inaugural award. Chrissy Laycob and Greg Yawitz served as event co-chairs. Survivor Erika Gold—whose father was rescued by Lutz—served as the keynote speaker for the program on November 2, 2023. Agnes Hirschi, Lutz’s stepdaughter, shared a special video message with the group. KSDK’s Mike Bush emceed the inaugural program.



*Lutz Humanitarian Award Co-Chairs  
Greg Yawitz and Chrissy Laycob*



*Survivor Erika Gold in conversation  
with KSDK's Mike Bush*

## Thank You to our Generous Sponsors

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# Financial Report

## Assets

Cash and Cash Equivalents	\$707,918
Pledge Receivables	\$5,483,424
Facilities and Equipment	\$3,964,122
Assets Restricted for Investment	\$7,299,457
<b>Total Assets</b>	<b>\$17,454,921</b>

## Liabilities and Net Assets

Current Liabilities	\$1,171,405
Notes Payable	\$1,906,677
<b>Total Liabilities</b>	<b>\$3,078,081</b>

**Net Assets** \$14,376,840

**Total Liabilities and Net Assets** \$17,454,921

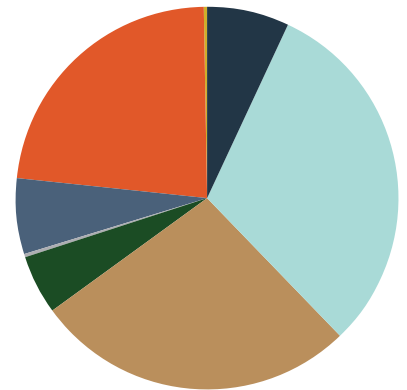
## Statement of Activities

Revenues and Support	\$3,479,878
Expenses	\$2,805,244
<b>Increase in Net Assets</b>	<b>\$674,634</b>

Net Assets Beginning of Year \$13,702,206  
 Net Assets End of Year \$14,376,840

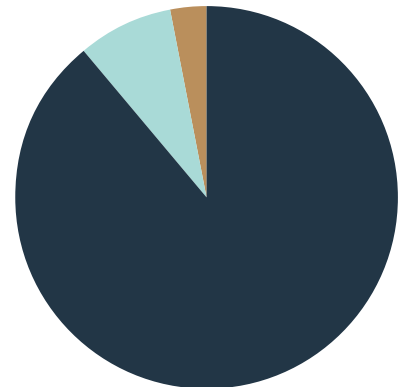
## Revenue

Memberships	\$238,024.96
Donations	\$1,095,352.33
Capital Gifts	\$932,750.00
Event Sponsorships	\$165,188.00
Government Grants	\$12,156.08
Admissions and Tours	\$235,982.86
Investment Income	\$797,458.22
Other Income	\$2,965.54
<b>Total</b>	<b>\$3,479,877.99</b>



## Expenses

Program	\$2,494,539.50
Fundraising	\$219,469.39
Administration	\$91,235.11
<b>Total</b>	<b>\$2,805,244.00</b>



## Donor profile: Vera Emmons

My name is Vera Adele, in memory of an aunt and a grandmother I would never know because both were murdered during the Holocaust.

When I was a week old, I received a letter from a man who knew my mother's family in Berlin before the Holocaust. It says, in part, "Someday you will understand-and when that day comes you will realize the responsibility of bearing the names."

After my mother passed away in 1999, I felt it was my turn to take up the challenge in that 1957 letter. In around 2005, I became a docent at the Holocaust Museum. The Museum became increasingly important to me. I made friends with the other docents, led more and more tours of students and adults and joined committees.

Over the years, Dan Reich and I discussed the importance of survivor testimony that each tour group had the privilege to hear, and the inevitable loss of survivors over the coming years. Because my mother spoke about her family and experiences, Dan and I thought that I could, when it became necessary, become a 2nd generation speaker.

Once I began speaking to groups about my family, the Museum became an even more significant place for me. I have spoken to thousands of people of all ages. Their reactions to my mother's life reinforces to me the importance of my presentation. One

*We are glad to be able to contribute to the Capital Campaign so as many people as possible can learn the lessons of the Holocaust and hear the voices of survivors.*

VERA EMMONS



evening, an American veteran from the Afghan conflict shared with me how my mother's testimony resonated with him and gave him the courage to deal with his own trauma. I have received cards, poems, and art projects from students that demonstrate the impact of their visit.

Their thank you notes illustrate their learning: "I feel a lot more informed and educated about the Holocaust." "Your stories humanize the Holocaust." "It was wonderful seeing how they were able to overcome something so devastating and continue to have the courage to go on and live full, successful lives." "Thank you for moving and inspiring us." "Above all, I learned to be more open." The most repeated words in these notes are "I will never forget".

While my direct involvement with visitors is the most meaningful part of the time I spend at the Museum, I have also worked a lot behind the scenes. I have served as the Chair of the Yom HaShoah committee, a member of the Volunteer Advisory Council, and other Museum committees over the years. I currently serve as a member of the Board of Directors.

As my association with the Museum grew and my husband and I learned about the costs of building a Museum that could welcome and educate as many as expected, we increased our giving. We are glad to be able to contribute to the Capital Campaign so as many people as possible can learn the lessons of the Holocaust and hear the voices of survivors.



## Donor profile: Harvey, Leslie, and Michael Wolf

For decades following his resettlement in St. Louis, Holocaust survivor Leo Wolf worked to create a Holocaust Museum in St. Louis. His son Harvey Wolf recalls that, throughout the time his late father was seeking funding, he heard many times “We’re not going to give you anything...We can’t...We just don’t have it...” Harvey chuckled, “This was all you needed to tell my dad. Because once you told him it could not be done, he became even more determined to find a way to make it happen.”

After many attempts, he finally succeeded in getting Tom Green, president, and Bill Kahn, Executive Director/CEO of Jewish Federation of St. Louis, to help him raise the money.

Back then, in the mid-sixties, the Jewish survivor community stuck together, they were all considered green horns, outsiders. This sense of community and mutual support is very much how the survivors who settled in St. Louis supported each other. They had an innate sense that they needed to survive. Harvey recalls the resolve and inner strength his father had—his ability to face the bad things in life that work against you—and to remain motivated and push forward. “He just wouldn’t give up the ghost.”

The Museum, as it stands today, is a huge legacy, beyond anything even he could have imagined. It was his dream—it was what he most wanted. He would be so proud. The involvement and commitment of Leo’s family remains today because it’s in

*Unfortunately, as time passes, things will change, names will be erased, and people will be forgotten. But the Holocaust Museum can remain a permanent structure that will last long past our lifetimes and that of our children and grandchildren.*

HARVEY WOLF

their blood, part of who they are. They are resolute that the lessons of the Holocaust, and the stories of the survivors must be told. As inspired by their parents, the families of Robert (Z”L), Harvey, Michael Wolf gave a significant contribution to the Museum Capital Campaign to ensure the stories and lessons of the Holocaust are available for future generations. With this gift, they named Founder’s Hall in memory of their parents, Sara and Leo Wolf. Along with a history and thank you to the founders of the Holocaust Museum & Learning Center (which lists Leo’s name), Founder’s Hall also has a sculpture from the former Museum that the senior Wolfs donated.

Walking through the Museum for the Wolf family, and the families of other survivors, offers a trip down memory lane because so many people, whose stories are told throughout, are people who grew up together. Sitting in Founder’s Hall, knowing the role that Leo Wolf and others like him played in the museum’s creation, is quite special. Every survivor, or child or grandchild of a survivor, has one imperative—this cannot happen again. This world class museum—in St. Louis—will help remind visitors what is at stake. What can be lost if we don’t act.



Wolf Family at the former St. Louis Holocaust Museum and Learning Center

# Thank You to our Generous Supporters

The names of all 2023 donors and Guardians of Remembrance members are listed on the following pages. To see a complete listing of all 2023 donors, please visit [STLHolocaustMuseum.org/2023-Annual-Report](http://STLHolocaustMuseum.org/2023-Annual-Report)

## Guardians of Remembrance

*Guardians are the Museum's upper tier members whose support provides a crucial foundation for our efforts. In exchange for their support, Guardians receive free entry to the Museum, discounts on programs, guest passes, and more.*

### Diamond Level (\$10,000)

Nancy Tarsitano & Michael Drake  
Marilyn & Mark Feldman  
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### Platinum Level (\$5,000)

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\*Deceased

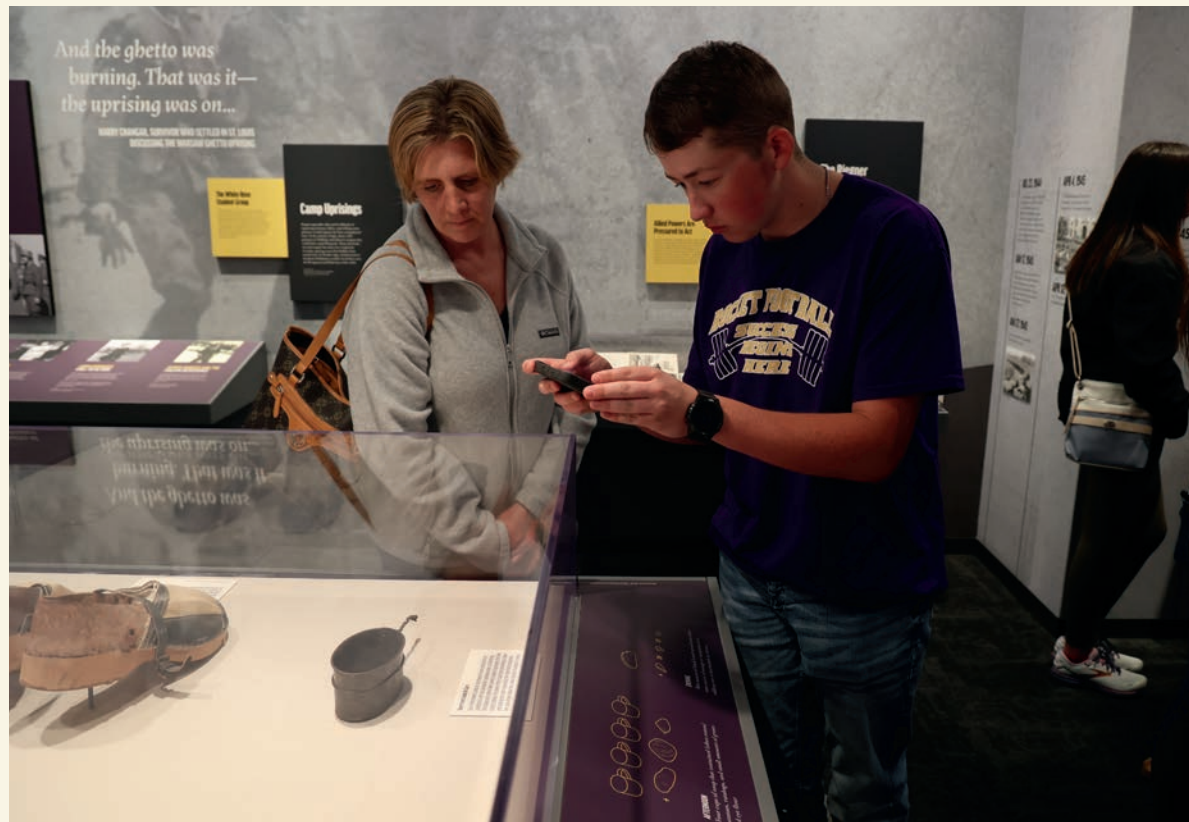


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*Annual Contributions are philanthropic, unrestricted gifts made in 2023 to the ongoing operation of the Museum.*

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