

# Never Forget Capital Campaign

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Educating Hearts and Minds  
Building Empathy  
Developing a Better Future





**We must  
remember  
the past to  
shape a  
better future**

**// It happened,  
therefore it can  
happen again.  
This is the core  
of what we  
have to say.**

PRIMO LEVI  
Survivor Of Auschwitz

With a staggering 140% rise in antisemitic incidents in 2023, and over 360% since October 7, there has never been a more crucial time to combat hate, foster empathy, and educate about Jewish peoplehood, the Holocaust, and other forms of genocide.

**“ Like many children of Holocaust survivors, I feel a personal responsibility to honor my father’s memories. Education is the most important tool, so that history will not continue to repeat itself.**

LYDIA SHORENSTEIN

JFCS Board Member And Chair Of The JFCS Holocaust Center Advisory Council

# A Collective Responsibility: Breaking the Growing Patterns of Hate

JFCS' Holocaust Center has been a leader in Holocaust and genocide education, research, and advocacy. Today, with JFCS' increased responsibility and the collaborative work with the State of California to reach millions of students, the facility is inadequate to meet the charge.







# Lasting change requires a lasting investment

Now we have an unprecedented opportunity to build the only Holocaust Center for Northern California, expanding its programs, access, and reach for all today and in the generations to come. This is part of JFCS' greater commitment to care for our community, always.



JEWISH FAMILY AND CHILDREN'S SERVICES

# **HOLOCAUST CENTER**

Inspiring Individuals to Stand up  
against Hatred and Discrimination

**// I will never forget what I learned today. From now on, I will do my part by spreading more kindness and accepting others for who they are. I will also try to stand up to those spreading hate.**

ZOE

10<sup>th</sup> grade student, after attending a Holocaust Center workshop



# Construction Outcomes

The full scope and vision of the construction project will result in a new state-of-the-art, 35,000-square-foot, four-story building, including:

- An expansive library to house 20,000 books
- Proper archival storage for priceless artifacts including one of the world's largest Yahrzeit book collections
- A research center
- Museum-quality exhibition hall and gallery spaces
- Board room
- Classrooms
- Meeting spaces
- Event spaces
- Multipurpose lecture and screening room



Rendering of JFCS' new  
4-story Holocaust Center









Rendering of Atrium  
Lobby and Reception





Rendering of the Koret  
Exhibition Hall and Galleries





Rendering of the  
Tauber Library





Rendering of Gallery  
and Exhibition Space





SURVIVOR TESTIMONY CENTER

Rendering of Screening Room and Event Space





EDUCATION CURRICULUM DEVELOPMENT CENTER



Education and Curriculum  
Development Center Design

# Expanding Programs: Emphasizing Our Common Humanity

JFCS' new Holocaust Center will enable us to expand services for students, teachers, families, and the general public using an interdisciplinary approach that emphasizes our common humanity. The expanded Center will:

- **Develop curricula** that meet California Common Core Curriculum Standards and train teachers and administrators to effectively teach these lessons throughout the State.
- **Digitize** the Center's archive of historical documents, records, photographs, and artifacts to ensure their preservation and enable us to share digitized materials through teaching curricula, online exhibitions, and exhibitions outside the Center.
- Provide access to a state-of-the-art facility for deep **engagement and research** through first-hand archival materials.
- Offer more exhibitions, **community programming**, including lectures, and gatherings on topics of the Holocaust, genocide, and Jewish Peoplehood.



# Programmatic Outcomes

The realization of our campaign goals will enable JFCS to:

- Create a permanent exhibition of rare artifacts, memorabilia, and images from JFCS' Tauber Holocaust Archives.
- Host visiting exhibitions from museums and institutions around the world.
- Facilitate a variety of workshops, institutes, and conferences.
- Serve as a hub for hundreds of California schools from across the state.
- Provide a destination for academics and researchers.
- Hold regular lecture series, film screenings, and public educational programs.
- Host JFCS and Bay Area community events.
- Become Northern California's primary destination to learn about Jewish history and peoplehood, the Holocaust, and contemporary antisemitism.

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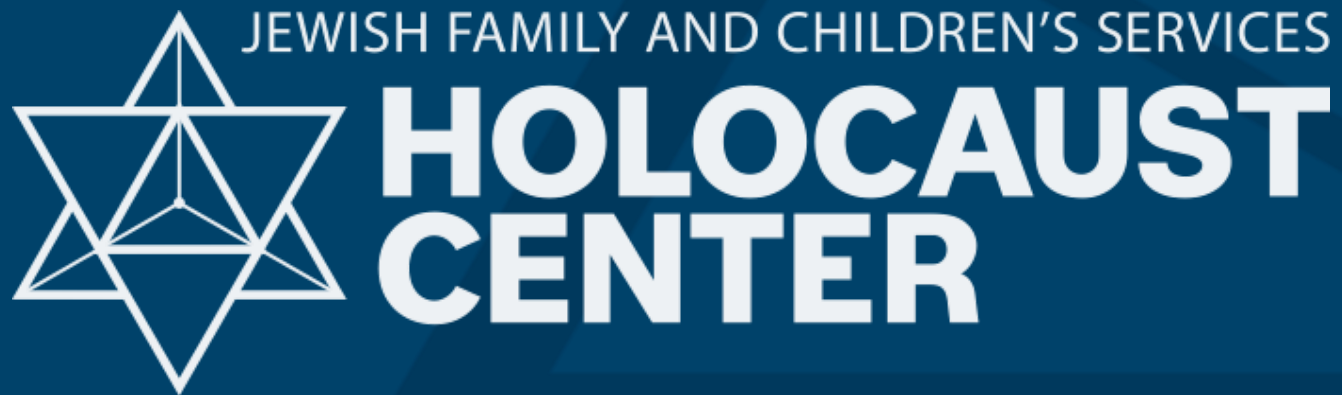
**Action is the only  
remedy to indifference.**

ELIE WIESEL



**Will you be part of this  
historic commitment?**





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**HOLOCAUST  
CENTER**

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