

GIVE VOICE

A CASE FOR GIVING



Musée Holocauste Montréal
Montreal Holocaust Museum



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Dear Friends,

In 2025, the Montreal Holocaust Museum will open its doors at 3535 Saint Laurent Boulevard. With \$90.1 million raised towards our major expansion project, including support from all three levels of government, our dream of a state-of-the-art Museum in downtown Montreal is becoming a reality.

We thank the Azrieli Foundation for their lead gift of \$15 million, along with the Government of Canada, the Government of Quebec, the City of Montreal, and the wider community for their generous support of our **Give Voice** campaign. Your participation will ensure that the new Museum and its expanded programs can thrive. We have earmarked \$20 million from the campaign for an endowment fund.

For years, the Museum has far exceeded its capacity. Our educational programs, teacher training, and unique collection of artefacts and oral histories are in high demand. After two years of pandemic disruptions, we are once again seeing record numbers of visitors with nearly 23,000 visitors and 16,000 students participating in our programs in the past year. The new Museum will allow us to reach many thousands more through new youth and temporary exhibits, and cement our status as the Canadian leader in Holocaust education.

Today, we are proud to present the design of the new Museum. This summer, we will break ground and begin construction. The new Museum will be a landmark in the heart of Montreal, befitting the rich history of "The Main" as a meeting place of ideas, cultures, and languages.

By sharing the stories of Holocaust survivors, we convey their message of resilience and humanity to future generations. The new Museum will further address contemporary human rights issues and galvanize communities throughout Quebec and Canada to stand up for a just society where there is no room for hate.

Please join us in supporting this transformative project that bears tremendous significance for all.

With great appreciation,

Julia Reitman
Campaign Chair

Daniel Amar
Executive Director

Hon. Jacques Saada
President

OUR MISSION

THE MONTREAL HOLOCAUST MUSEUM INFORMS PEOPLE OF ALL AGES AND BACKGROUNDS ABOUT THE HOLOCAUST, WHILE RAISING AWARENESS ABOUT THE UNIVERSAL PERILS OF ANTISEMITISM, RACISM, HATE, AND INDIFFERENCE.

THROUGH ITS EXHIBITIONS, EDUCATIONAL AND COMMEMORATIVE PROGRAMS, THE MUSEUM PROMOTES RESPECT FOR DIVERSITY AND THE SANCTITY OF HUMAN LIFE.



Walter Absil, Holocaust survivor, and student

OUR VISION

THROUGH OUR EXPERIENCE AND UNDERSTANDING
OF THE HOLOCAUST, WE EXIST TO CREATE
THE CONDITIONS OF A WORLD WITHOUT
PREJUDICE AND FEAR.



We envision a new Museum in the heart of Montreal that will:

- Welcome 100,000 visitors from around the world each year
- Be recognised for its role as the leading organisation for Holocaust education and remembrance in Canada
- Ensure its relevance to issues of antisemitism, prejudice, genocide, and human rights today
- Connect with new audiences, and build a lasting impact for present and future generations

Through interviews and focus groups, over 200 people – experts, survivors, visitors, and volunteers – have already contributed to the vision of a new relocated Museum.

GROWING PUBLIC DEMAND

THE MONTREAL HOLOCAUST MUSEUM HAS GROWN TREMENDOUSLY SINCE 1979, WHEN IT WAS FOUNDED BY A GROUP OF HOLOCAUST SURVIVORS AND YOUNG LEADERS OF THE JEWISH COMMUNITY.

THE INTEREST IN OUR WORK, THE DIVERSITY OF OUR PROGRAMS, THE REMARKABLE EDUCATIONAL IMPACT, AND THE PARTNERSHIPS CREATED MAKE IT CLEAR: THE MUSEUM MUST PHYSICALLY GROW!



VISITORS

**40 % GROWTH SINCE 2016 TO OVER
20,000 ANNUALLY**



COLLECTION

12,836 ARTEFACTS, 886 TESTIMONIES



EDUCATION

**705 TEACHERS TRAINED LAST YEAR
OVER 10,000 STUDENTS PARTICIPATE IN OUR
PROGRAMS EACH YEAR**



EDUCATION FOR CHANGE

As the only government recognised Holocaust museum in the country, supported and accredited by the Québec Ministry of Culture and Communications, we offer a unique learning opportunity in Canada. Nearly half of our visitors are students, who come in the context of a school visit.

- 25 pedagogical tools created by the Museum downloaded in 96 countries
 - Teacher training across Canada, adapted to provincial school curricula, on the subject of the Holocaust, genocide, and human rights
 - 5 virtual exhibitions viewed by over 45,000 people last year, and 3 travelling exhibits allow for broadened reach and impact across the country, and internationally
 - Nearly 5,000 students participated in educational workshops about the Holocaust and human rights
 - 2,400 people heard survivor testimony last year
 - 27 cultural events with 8,400 participants in partnership with 35 organizations
 - Over 415,000 YouTube views and 318,000 visitors to our website
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OUR PROJECT

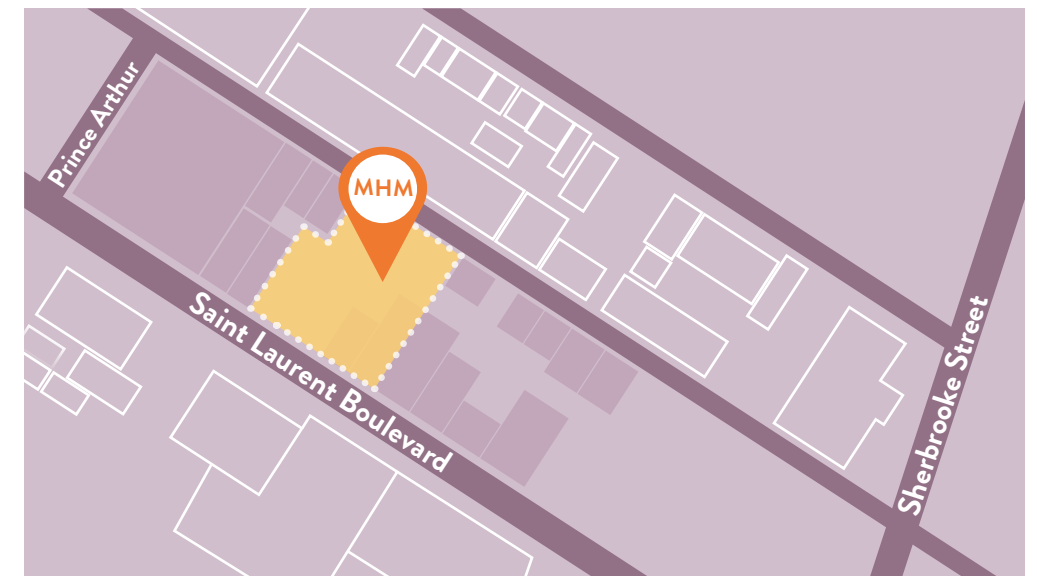
OUR MUSEUM IS GROWING AND REQUIRES THE PHYSICAL RESOURCES AND AMENITIES THAT OTHER MUSEUMS OF ITS STATURE AND CALIBER ENJOY, SUCH AS PROGRAMMING AND EDUCATIONAL SPACES, A RESEARCH AND RESOURCE CENTRE, AND A TEMPORARY EXHIBITION GALLERY.

OUR LOCATION

Located in the heart of the city, 3535 Saint Laurent Boulevard has immense symbolic and heritage value. This location:

- Speaks to the early roots of the Jewish community in Montreal
- Marks the geographic East-West divide of the city
- Is home to diverse groups of immigrants throughout the last two centuries
- Was once considered the boundary between Francophone and Anglophone communities

The new Museum will play a role as a bridge between the city's diverse communities. Located near universities, public transport, and the museum circuit, the project will significantly contribute to the revitalisation of Saint Laurent Boulevard.



THE NEW MUSEUM WILL FEATURE

- A 45,000-square-foot purpose-built facility
 - An expanded new permanent exhibit displaying the Museum's rich oral history and artefact collection
 - A new youth exhibit
 - A gallery to host temporary exhibitions produced in-house and by international partner institutions on contemporary genocides and human rights
 - "Dimensions in Testimony" 3D interactive survivor testimonies in partnership with the USC Shoah Foundation
 - A commemorative space
 - An educational space with classrooms to accommodate workshops and presentations
 - A research centre welcoming researchers and university students
 - Public programming spaces including a 150-seat auditorium
 - A courtyard and rooftop garden
-



TOIT | EL 16m



N03 | EL 10.4m



N02 | EL 4.9m



N01 | EL 0m



SS | EL - 4.8m





ARCHITECTURE & DESIGN

The new Museum is designed by **KPMB + Daoust Lestage Lizotte Stecker**, the winners of an international architecture competition. A new landmark, the Museum will join Montreal's vibrant cultural sector and contribute to the revitalization of Saint Laurent Boulevard.

Development of our permanent exhibit is also underway, lead by co-curators **Robert Jan van Pelt**, world renowned Holocaust scholar, and the Museum's Head of Collections and Exhibitions, **Marie-Blanche Fourcade**. Van Pelt is also a Professor at the University of Waterloo and chief curator of the traveling exhibit *Auschwitz. Not long ago. Not Far Away*.

TIMELINE

- 2021 Acquisition of site; Launch of international architectural competition
- 2022 Announcement of the winning architectural team; Development of designs, plans, and construction parameters
- 2023 Final plans, call for tenders, and awarding of contract; Groundbreaking
- 2025 Completion of project and inauguration

WHY NOW

In Canada, police reported **hate crimes increased by 27%** in 2021. This follows a **36% increase** in 2020. While Jews represent 1% of Canada's population, 47% of hate crimes targeting religious minorities and 14% of all hate crimes were motivated by antisemitism in 2021 (Statistics Canada 2023).

According to a recent study¹, Holocaust knowledge is at a low point, yet 82% of Canadian adults believe there should be Holocaust education in schools. **That is the case for 88% of Quebecers.**

The need for increased awareness regarding our history of discrimination in Canada against Indigenous Peoples confirms the ever-present importance of learning the lessons of the past and emphasises the urgency of learning about the consequences of racism.

As the world witnesses a rise in antisemitism, racism, and xenophobia, as well as Holocaust distortion and denial, the Museum plays a crucial role in helping Canadians stand in solidarity and act on the dangers of unchecked hatred.

¹The Azrieli Foundation in partnership with the Conference on Jewish Material Claims Against Germany (Claims Conference) commissioned Schoen Consulting to conduct a comprehensive national study of Holocaust knowledge and awareness in Canada. Schoen Consulting conducted 1,100 interviews with Canadian adults aged 18 and over between September 1 – 9, 2018. The margin of error for all respondents is +/- 3%.



A STORY TO BE TOLD

THE HOLOCAUST SURVIVOR COMMUNITY, MONTREALERS WHO DEDICATED MUCH OF THEIR LIVES TO THE PREVENTION OF ANTISEMITISM AND RACISM, IS DIMINISHING IN NUMBER. THEIR STORIES CONTINUE TO BE TOLD THROUGH THE USE OF OVER 870 VIDEO TESTIMONIES IN OUR COLLECTION.

AS SURVIVOR TESTIMONY IS ONE OF THE MOST APPRECIATED EXPERIENCES IN OUR MUSEUM, WE ARE INVESTING IN NEW TECHNOLOGY TO KEEP THESE STORIES ALIVE. THROUGH ARTIFICIAL INTELLIGENCE AND THE USC SHOAH FOUNDATIONS' "DIMENSIONS IN TESTIMONY," VISITORS WILL BE ABLE TO INTERACT WITH HOLOGRAM-LIKE SURVIVOR RECORDINGS.



Ted Bolgar and Georgette Brinberg, Holocaust survivors, have been volunteers for decades at the Montreal Holocaust Museum and tell their story to thousands of people each year. Over 400,000 people have seen video clips curated by the Museum on several websites or participated in educational workshops using recorded testimony.

Ted always begins telling the story of his life as a child in Hungary in the same way: "When I was a child, I wanted to be a teacher." And despite all odds, he became one.

Ted Bolgar



"Genocide still exists. That's why people like me are compelled to talk about it, and the Montreal Holocaust Museum must exist."

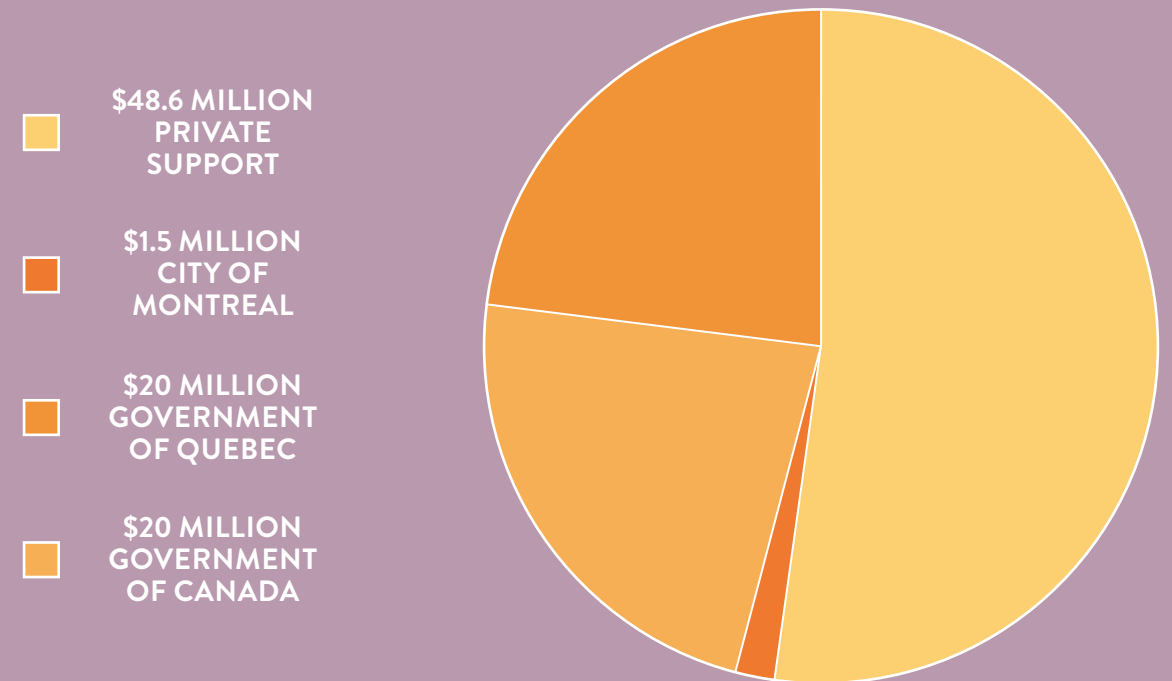
Georgette Brinberg

OUR CAMPAIGN FOR THE FUTURE

WITH AN EYE TO THE FUTURE, WE HAVE EARMARKED \$20 MILLION FROM THE CAMPAIGN FOR AN ENDOWMENT FUND TO SUPPORT THE NEW MUSEUM'S EXPANDED PROGRAMMING AND INCREASED OPERATING COSTS.

CAMPAIGN RESULTS AS OF APRIL 20, 2023

The **Give Voice** campaign has raised \$90.1 million to date. Our major expansion project has received historic support from the Azrieli Foundation, all three levels of government, along with numerous corporate and private donors. Please join us in supporting this transformative project and ensure its success!





GIVE VOICE

BECOME AGENTS OF CHANGE TO:

- Ensure remembrance of the Holocaust
 - Prevent antisemitism, racism, and discrimination
 - Stand up against genocide today alongside victim communities of genocide
 - Encourage respect for diversity and inclusion here and now
 - Promote human rights
-



CAMPAIGN CABINET

Julia Reitman
Chair, Give Voice Campaign

Naomi Azrieli, O.C.
Chair and CEO, Azrieli Foundation

Charles Bronfman
Businessman and philanthropist

Hon. Irwin Cotler
Canada's Special Envoy on Preserving Holocaust Remembrance and Combatting Antisemitism

Sylvie Demers
Chair, Québec Market, TD Bank Group

Norman Jaskolka
CEO, Sweet Park Capital and Chairman of the Aldo Group

Monique Leroux
Senior Advisor, Fiera and Former President, Mouvement Desjardins

Charles Sirois
Chairman, Telesystem

Jonathan Wener
Chairman, Canderel

DEVELOPMENT COMMITTEE

Kathy Assayag
Marvin Corber
Jack Dym
Anita Frishman Gabbay
Sam Gewurz
Jean-Guy Gourdeau
Lindsay Hollinger
Robert Kleinman
Pierre Lapointe
Sherry Luger
Michael Mikelberg
Barry Pascal
Daniel Rabinowicz
Alice Raby
Lindsay Rothstein
Richard Schnurbach
Joel Segal
Natou Suissa
Yair Szlak

NEW MUSEUM FOUNDING SUPPORTERS

FOUNDATIONAL
BENEFACTOR

\$15,000,000

The Azrieli Foundation

VISIONARIES

\$2,000,000+

Ruth Grubner & Victor
David Foundation
Alexander & Ruth Dworkin
Tolerance Fund
Maureen & Jack Dym
Roslyn Margles
Eleanor & George Reinitz

FOUNDERS' CIRCLE

\$1,000,000+

Herbert Black & Ronald Black
Fondation Sandra et Alain
Bouchard
Rita & Charles Bronfman
Brenda & Samuel Gewurz
Nini-Anne and Lyon Gould
Vera & Morty Gross Fund
Andy & Carole Harper
Tolerance Fund
Riva & Tom Hecht
Adriana & Haim z”l Kotler
Miriam & Sol Luger,
Erica & Gerald Luger,
Jayne & Stephen Luger,
and Caroline & Earl Luger
Rhona Luger, Selina Luger,
and Families
Sherry Mikelberg, Susan
Luger, and Mikelberg
Family Foundation

Joyce Takefman & William
Nisker In Honour of Lucy &
David Nisker
Joanne Trudeau & Daniel
Rabinowicz

GUARDIANS

\$500,000+

Baazov Family
Joan & Cary C. Dressler
Foundation
The Gelmont Foundation
Lily & Alex Kotler
Power Corporation of Canada
Richter
Sara & Irwin Tauben
Anonymous

PROTECTOR

\$250,000+

The Asper Foundation
Dianne & Aldo Bensadoun
Family
BMO Financial Group
Caisse de dépôt et placement
du Québec
Chiara Family Foundation
CIBC
The Morris & Rosalind Goodman
Family Foundation
Saryl & Stephen Gross
Liselotte Ivry z”l
Susan & Aron Lieberman Family
McConnell Foundation
RBC Foundation
Julia & Stephen Reitman

The Rossy Foundation
Scotiabank
Alvin Segal Family Foundation
Sharon Steinberg
TD Bank
Susan & Jonathan Wener

DEFENDERS

\$100,000+

Aberman Family Foundation
Abe & Sophie Bronfman
Charitable Foundation
Desjardins
Tami Dubrovsky
Eldee Foundation
Anita Frishman Gabbay & Rony
Gabbay
Rosemary & Mel Hoppenheim
Joelle & Bruce Kent z”l
Marlene & Joel King
Mécénat Musica
Linda Migicovsky & Norman
Jaskolka
The Molson Foundation
National Bank
PearTree Canada
Québecor
Alice & Joel Raby
Janice & Mark Sherman Family
Foundation
Mireille & Murray Steinberg
Gabrielle Tiven
Veteran’s Fund JCF
Rose, Shelley, & Stephen Yaffe
Anonymous (2)

PARTISANS

\$50,000+

Jamie Cassoff & Brandon
Knecht
Phyllis & Lou Gordon
Christine Harkness & Pierre
Lapointe
Alice Herscovitch & Bobby
Kleinman
Hydro-Québec
Protech Foundation
Cyril & Dorothy, Joel & Jill
Reitman Family Foundation
Ruth & David Steinberg
Foundation
Erin Tevel & Richard
Schnurbach
Dorothy Zalzman Howard &
Steve Howard

PARTNERS

\$10,000+

Trudy & Aaron Ain
Cheri Bell & Jeffrey Wise
The Brian Bronfman Family
Foundation
Dr. Irving & Carol Burstein
Sandra & Barry Clamen
Diane & Morrie Cohen
and Family
Harriet & Marvin Corber
Martina & Michael Corber
Fondation J.A. DeSève
Echenberg Family Foundation

Rosa & David Finestone z”l
and Family
Wally Fish
In Honour of Arnold Fox
Irene & Michael Frankel In
Memory of Fred & Eva Bass
Anna & Irwin Fruchter
Debbie & Fred Fuchs
Judy Gardos-Bergman & Tom
Bergman
Debra Gelber & Alon Wexler
Steven Goldberg
Viviana & Howard Gross and
Family
Joseph Gurandiano
Linda Hazen
Bernard Henneman
Jacqueline Hopmeyer &
Matthew Goldsmith and
Family
Régine Horinstein In Memory of
Josée & Israël Hornstein
Hylcan Foundation
Sue Carol & Arnold
Isaacson z”l
Sheri & Gerald Issenman
Elinor & Sid Kaushansky
Kendall Family Foundation
Eva Kuper
Knechtco Investments Inc.
Lederman Foundation
Philip & Rene Lichtsztral
Jewel & Paul Lowenstein
Nancy Maklan & Martin Smith
Mindy Mayman

Douglas Mayoff Charitable
Foundation
Anna & Joseph Mendel
Natalie Michaud & Joseph
Ribkoff In Memory of
Olga Sher
Karen & Phil Nadler
Gary Polachek
Danielle Pollack
Betsy Pomerantz & Sam
Berliner
Howard, Ramona, & Ellen
Reitman
Danny Ritter
Donna & Eric Rodier
Morrie Rutman
Etti & Harvey Sands
The Shindelman Family
Judy Sigler & Gary Steinmetz
Leesa Steinberg
Merle & Bernard Stotland
Sun Life
Vickie & John Swidler z”l
Albert Taran
Lisa Travis & Irving Dylewski
Mayme & Richard Vineberg
Sylvia & Lou Vogel
George Wielkanoc
Jerry Wise
Lisa & Marc Yedid
Rosalind & Harvey Zalzman
Robert & Randy Zittler
Anonymous (3)



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Museum renderings courtesy of KPMB + Daoust Lestage Lizotte Stecker