

# GIVE VOICE

A CASE  
FOR  
GIVING



Musée Holocauste Montréal  
Montreal Holocaust Museum



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Dear Friends,

In 2026, the Montreal Holocaust Museum will open its doors at 3535 Saint Laurent Boulevard. With \$105.4 million raised towards our major expansion project and construction now underway, our dream of a state-of-the-art Museum in downtown Montreal is becoming a reality.

We thank the Azrieli Foundation for increasing their lead gift to \$25 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. **We hope that you will stand with us as we pursue our fundraising campaign and help us reach our \$120 million goal.** This amount includes a \$25 million endowment fund which is vital to ensuring that the new Museum and its expanded programs can thrive.

The Museum has long surpassed its capacity. Our educational programs, teacher training, and unique collection of artefacts and oral histories are in high demand. Each year, we welcome 20,000 visitors, half of whom are students who follow guided tours, participate in workshops, and listen to survivor testimony. 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.

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. Expanding our audience is more important than ever—as antisemitism and disinformation grows bolder and louder, so too must our efforts to promote respect for diversity and *vivre ensemble*.

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.



# OUR VISION

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



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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.

It will be the vital place to learn about the past and work towards a better future.

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# 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

20,000+ ANNUALLY



COLLECTION

13,191 ARTEFACTS, 904 TESTIMONIES



EDUCATION

1,085 TEACHERS TRAINED LAST YEAR  
OVER 15,000 STUDENTS PARTICIPATE IN OUR  
PROGRAMS EACH YEAR



## EDUCATION FOR CHANGE

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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 are available online for free, downloaded 7,960 times last year in 96 countries
  - Pan-Canadian teacher training, adapted to the curricula of 5 provinces, on the subject of the Holocaust, genocide, and human rights
  - National reach and impact through 5 virtual exhibitions, viewed by 40,500 people last year, and 3 travelling exhibits
  - 5,000 students participated in educational workshops about the Holocaust and human rights
  - 4,250 students heard survivor testimony last year
  - 30 public events with 9,000 participants in partnership with 41 organizations
  - Over 440,000 views on YouTube and 385,000 visits to our website
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# OUR PROJECT

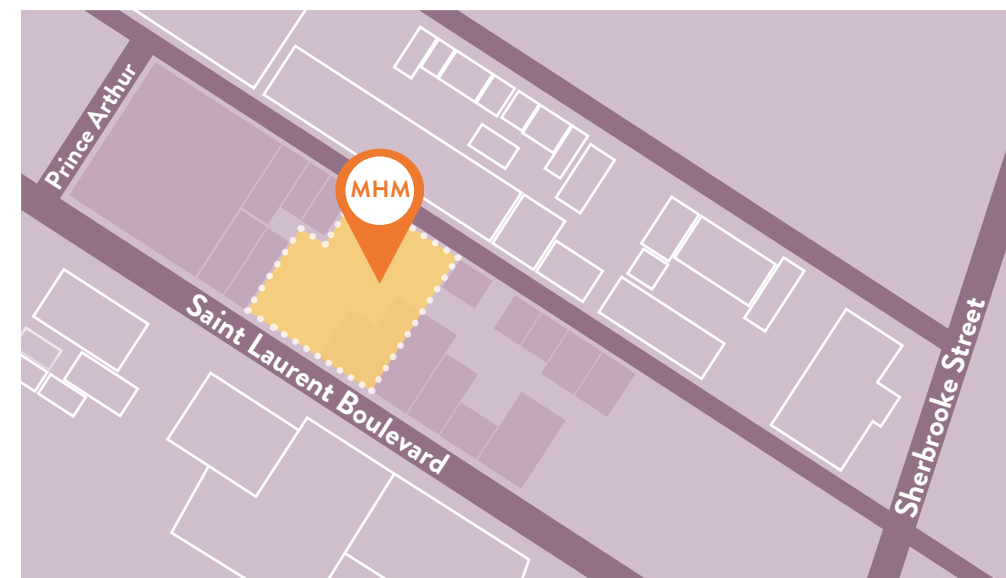
OUR MUSEUM IS GROWING AND REQUIRES THE PHYSICAL RESOURCES AND AMENITIES THAT OTHER MUSEUMS OF ITS STATURE AND CALIBER ENJOY, SUCH AS PROGRAMMING AND EDUCATIONAL SPACES, A RESEARCH AND RESOURCE CENTRE, AND A TEMPORARY EXHIBITION GALLERY.

## 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 be 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

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- A 55,000-square-foot purpose-built facility
  - An expanded new permanent exhibit displaying the Museum's rich oral history and artefact collection
  - An exhibit designed for children 9-11 years of age and their families
  - 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 biographies in partnership with the USC Shoah Foundation
  - A commemorative space
  - Dedicated classrooms to accommodate workshops and presentations for school groups
  - A research and resource centre welcoming researchers and university students
  - Public programming spaces including a 150-seat auditorium
  - A courtyard garden
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# GROUND FLOOR



## ARCHITECTURE & DESIGN

The new Montreal Holocaust Museum, designed by **KPMB + Daoust Lestage Lizotte Stecker**, is poised to become a new landmark at the heart of the city. It will join Montreal's vibrant cultural scene and contribute to the revitalization of Saint Laurent Boulevard. The design echoes historic site divisions while integrating nature and daylight into the visitor experience. Construction on the new building is being overseen by **Broccolini**, and the project is managed by **Colliers**.

Development of our permanent exhibit is also underway, led 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*. Our Museum holds Canada's largest collection of Holocaust-related artefacts in Canada, and the new permanent exhibit aims to connect this significant collection with a broader audience.

## TIMELINE

- ..... 2021 Acquisition of site  
Launch of international architectural competition
- ..... 2022 Announcement of the winning architectural team  
Development of plans and construction parameters
- ..... 2023 Final plans, call for tenders, and awarding of contracts  
Beginning of construction
- ..... 2025 Completion of construction
- ..... 2026 Inauguration

## WHY NOW

In recent years, we've seen a troubling surge in antisemitism, racism, and hate. Following the October 7, 2023 terrorist attack on Israel, the SPVM recorded **104 hate crimes against Montreal's Jewish community** and **30 against the Arab-Muslim community** in Montreal. A stark increase from the 284 recorded in 2022.<sup>1</sup>

In Canada, police reported hate crimes increased by 27% in 2021 and an additional 7% in 2022. This amounts to a **83% increase between 2019 and 2022**. The proportion of religiously motivated hate crimes targeting the Jewish community rose from 49% in 2019 to 67% in 2022. This despite the Jewish population representing only 1% of Canada. (Statistics Canada 2023)

This alarming trend coincides with a low point in Holocaust knowledge, despite strong public support for Holocaust education. According to a recent study<sup>2</sup>, **82% of Canadian adults believe there should be Holocaust education in schools**. That is the case for 88% of Quebecers.

The new Museum will serve as a cornerstone for understanding the Holocaust's impact, shaping perspectives and fostering empathy through education. It will enable us to reach many thousands more with crucial lessons about the dangers of indifference and hate, thus combatting antisemitism and racism.

<sup>1</sup> Renaud, Daniel. "Presque quatre évènements haineux par jour à Montréal." La Presse, November 16, 2023.

<sup>2</sup> The 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 890 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.



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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.”

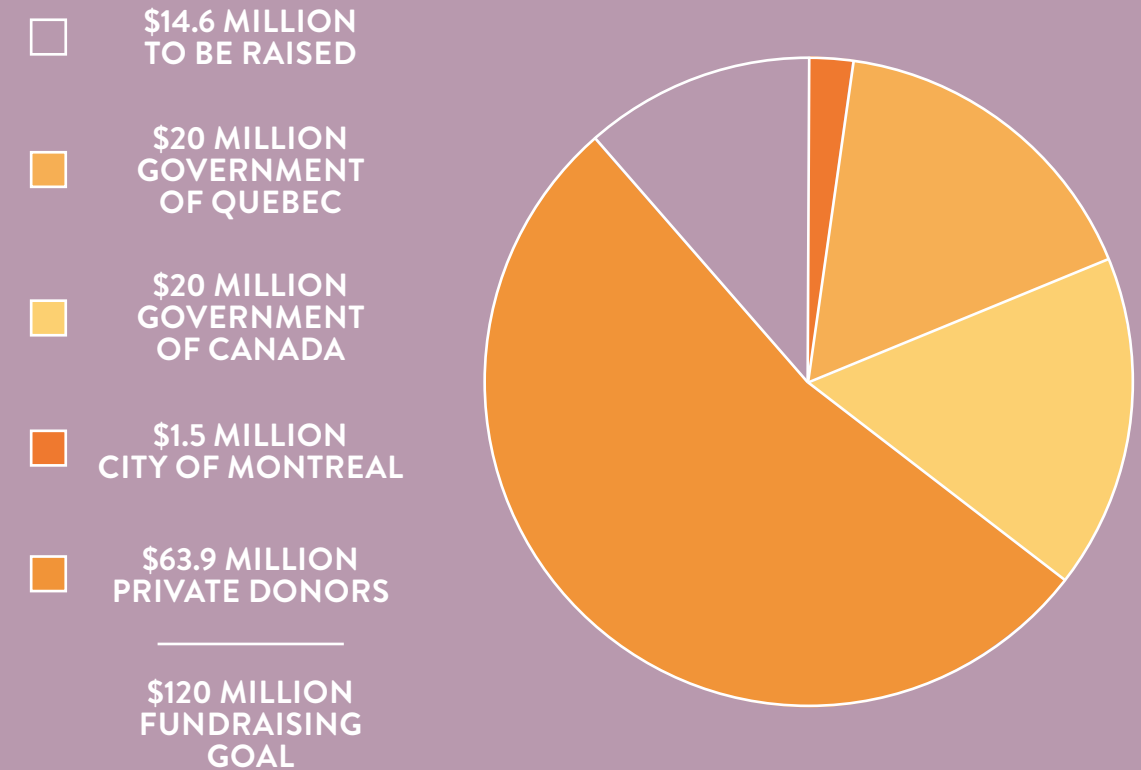
Georgette Brinberg

# OUR CAMPAIGN FOR THE FUTURE

WITH AN EYE TO THE FUTURE, WE HAVE EARMARKED \$25 MILLION FROM THE CAMPAIGN FOR AN ENDOWMENT FUND TO SUPPORT THE NEW MUSEUM'S EXPANDED PROGRAMMING AND INCREASED OPERATING COSTS.

## CAMPAIGN RESULTS AS OF DECEMBER 18, 2023

The **Give Voice** campaign has raised **\$105.4 million** to date thanks to the generous support of all three levels of government and the Azrieli Foundation, along with numerous corporate and private donors. We hope you will stand with us as we conclude our historic campaign and build not just a new museum, but a better future.





# GIVE VOICE

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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
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## 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**  
International Chair of the  
Raoul Wallenberg Centre for  
Human Rights

**Sylvie Demers**  
Chair, Québec Market,  
TD Bank Group

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

**Monique Leroux**  
Corporate Director, Former  
Chair of the Board and  
President, Mouvement  
Desjardins

**Charles Sirois**  
Chairman, Telesystem

**Jonathan Wener**  
Chairman, Canderel

## DEVELOPMENT COMMITTEE

Kathy Assayag  
Marvin Corber  
Jack Dym  
Anita Frishman Gabbay  
Sam Gewurz z"l  
Jean-Guy Gourdeau  
Hillel Greenbaum  
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

**\$25,000,000**  
The Azrieli Foundation

VISIONARIES

**\$2,000,000+**  
Ruth Grubner & Victor David  
Foundation  
Alexander & Ruth Dworkin  
Tolerance Fund  
Maureen & Jack Dym  
Andy & Carole Harper  
Tolerance Fund  
Roslyn Margles  
Eleanor & George Reinitz

FOUNDERS' CIRCLE

**\$1,000,000+**  
Margaret & Sylvan Adams, In  
Memory of Annie &  
Marcel Adams  
Herbert Black & Ronald Black  
Fondation Sandra et Alain  
Bouchard  
Rita & Charles Bronfman  
Brenda & Samuel Gewurz z"l  
Nini-Anne and Lyon Gould  
Vera & Morty Gross Fund  
Riva & Tom Hecht  
Adriana & Haim Kotler z"l  
Miriam & Sol Luger,  
Erica & Gerald Luger,  
Jayne & Stephen Luger,  
and Caroline & Earl Luger  
Rhona Luger, Selina Luger,  
& Families  
Sherry Mikelberg, Susan  
Luger, & Mikelberg Family  
Foundation  
Joyce Takefman & William  
Nisker, In Honour of Lucy &  
David Nisker  
Joanne Trudeau & Daniel  
Rabinowicz

GUARDIANS

**\$500,000+**  
Baazov Family  
Cola & Cons Families  
Joan & Cary C. Dressler  
Foundation  
The Belmont Foundation  
Lily & Alex Kotler  
Power Corporation of Canada  
Richter  
Sara & Irwin Tauben  
Anonymous

PROTECTORS

**\$250,000+**  
The Asper Foundation  
Dianne & Aldo Bensadoun  
Family  
BMO Financial Group  
Caisse de dépôt et placement  
du Québec  
Chiara Family Foundation  
CIBC  
Naomi & Sam Fayer  
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 Family 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

Fondation Chopin-Péladeau  
Tami Dubrovsky  
Eldee Foundation  
Fayer Family Foundation  
Anita Frishman Gabbay & Rony  
Gabbay  
Rosemary & Mel Hoppenheim  
Joelle & Bruce Kent z"l  
Marlene & Joel King  
Mécénat Musica  
Roberta & Joseph Menzin, In  
Memory of Dave Szalavetz  
Linda Migicovsky & Norman  
Jaskolka  
The Molson Foundation  
National Bank  
PearTree Canada  
Alice & Joel Raby  
Janice & Mark Sherman Family  
Foundation  
Steven Sonnenstein  
Mireille & Murray Steinberg  
Gabrielle Tiven  
Veteran's Fund JCF  
Heleena & Eddy Wiltzer and  
Jacqueline & Mark Wiltzer  
Rose, Shelley, & Stephen Yaffe  
Anonymous (3)

PARTISANS

**\$50,000+**  
Nathalie & Laurent Amar  
Douglas Arnold  
The Birks Family Foundation  
Jamie Cassoff & Brandon  
Knecht  
Cummings & Gold Family  
Mitzi & Mel Dobrin Family  
Phyllis & Lou Gordon  
Christine Harkness & Pierre  
Lapointe  
Alice Herscovitch & Bobby  
Kleinman  
Hydro-Québec  
Lederman Foundation

Margaret & Larry Nachshen  
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  
Diane & Jack Altman  
The Amiel Family Foundation  
Marcy & Danny Baum  
Becker-Newpol Family  
Foundation  
Cheri Bell & Jeffrey Wise  
Carol & Leonard Berall Family  
Etty & Ralph Bienstock  
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  
Rachel Gropper

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  
Allison Jaskolka & Hadrien  
Montagne  
The Henry & Berenice  
Kaufmann Foundation  
Elinor & Sid Kaushansky  
Kendall Family Foundation  
Knechtco Investments Inc.  
Eva Kuper  
Leslie Kupferstein, In Memory of  
Ella & Fred Kupferstein  
Susan Laxer & Alain Matarasso  
Philip & Rene Lichtsztral, In  
Memory of Ruth & Moe  
Kumec  
Jewel & Paul Lowenstein  
Nancy Maklan & Martin Smith  
Reuben Malz, In Memory of  
Raymond Malz  
Mindy Mayman  
Douglas Mayoff Charitable  
Foundation  
Anna & Joseph Mendel  
Natalie Michaud & Joseph  
Ribkoff, In Memory of  
Olga Sher  
Florence & Sheldon Miller  
Jennifer Moscovitz  
Karen & Phil Nadler  
Gary Polachek  
Danielle Pollack

Betsy Pomerantz & Sam  
Berliner  
John & Phyllis Rae  
Howard, Ramona, & Ellen  
Reitman  
Danny Ritter  
Christina Roberts & Jean-Guy  
Gourdeau  
Donna & Eric Rodier  
Morrie Rutman  
The Salomon Family  
Philanthropic Fund  
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, In Memory  
of Yosl (Joe) & Sonia  
Wielkanoc  
Jerry Wise  
Lisa & Marc Yedid  
Jeannette Hoffman-Zaffir & Ziki  
Zaffir  
Rosalind & Harvey Zalzman  
Robert & Randy Zittler  
Anonymous (2)



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For more information:

Alice Herscovitch / Sébastien Côté  
514.345.2605

[alice.herscovitch@museeholocauste.ca](mailto:alice.herscovitch@museeholocauste.ca)  
[sebastien.cote@museeholocauste.ca](mailto:sebastien.cote@museeholocauste.ca)

[museeholocauste.ca](http://museeholocauste.ca)

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Museum renderings courtesy of KPMB + Daoust Lestage Lizotte Stecker