

GIVE VOICE

A CASE
FOR
GIVING

Musée Holocauste Montréal



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 \$114.8 million raised towards our major expansion project and construction well underway, 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 \$25 million, the Government of Canada, along with the Government of Quebec, the City of Montreal, and the wider community for their generous support of our Give Voice campaign. **We hope 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 22,000 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

Rachel Gropper
Co-President

Hon. Jacques Saada
Co-President

Daniel Amar
Executive Director

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.



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.

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

22,000 ANNUALLY



COLLECTION

13,500 ARTEFACTS, 919 TESTIMONIES



EDUCATION

1,000 TEACHERS TRAINED AND
15,000 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 are available online for free
 - 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 30,000 people last year, and 3 travelling exhibits
 - 5,000 students participated in educational workshops about the Holocaust and human rights
 - 4,700 students and adults heard survivor testimony last year
 - 35 public events with 7,200 participants in partnership with 31 organizations
 - Over 110,000 views on YouTube and 315,000 visits to our website
-

OUR PROJECT

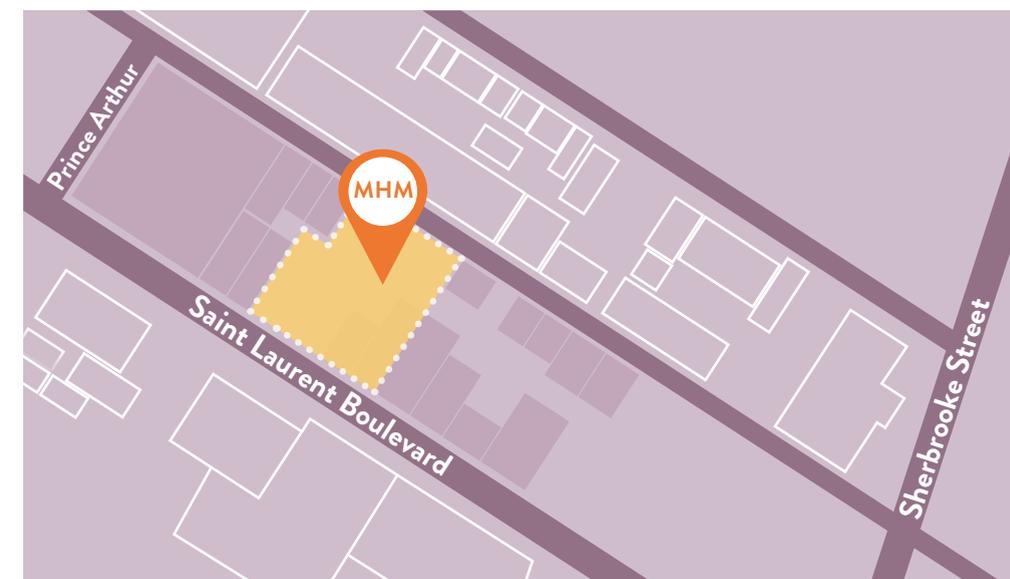
OUR MUSEUM IS GROWING AND REQUIRES THE PHYSICAL RESOURCES AND AMENITIES THAT OTHER MUSEUMS OF ITS STATURE AND CALIBER ENJOY, SUCH AS PROGRAMMING AND EDUCATIONAL SPACES, A RESEARCH AND RESOURCE CENTRE, AND A TEMPORARY EXHIBITION GALLERY.

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

- 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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Loading Dock

Auditorium

Café Boutique

Agora

Forecourt

Classrooms

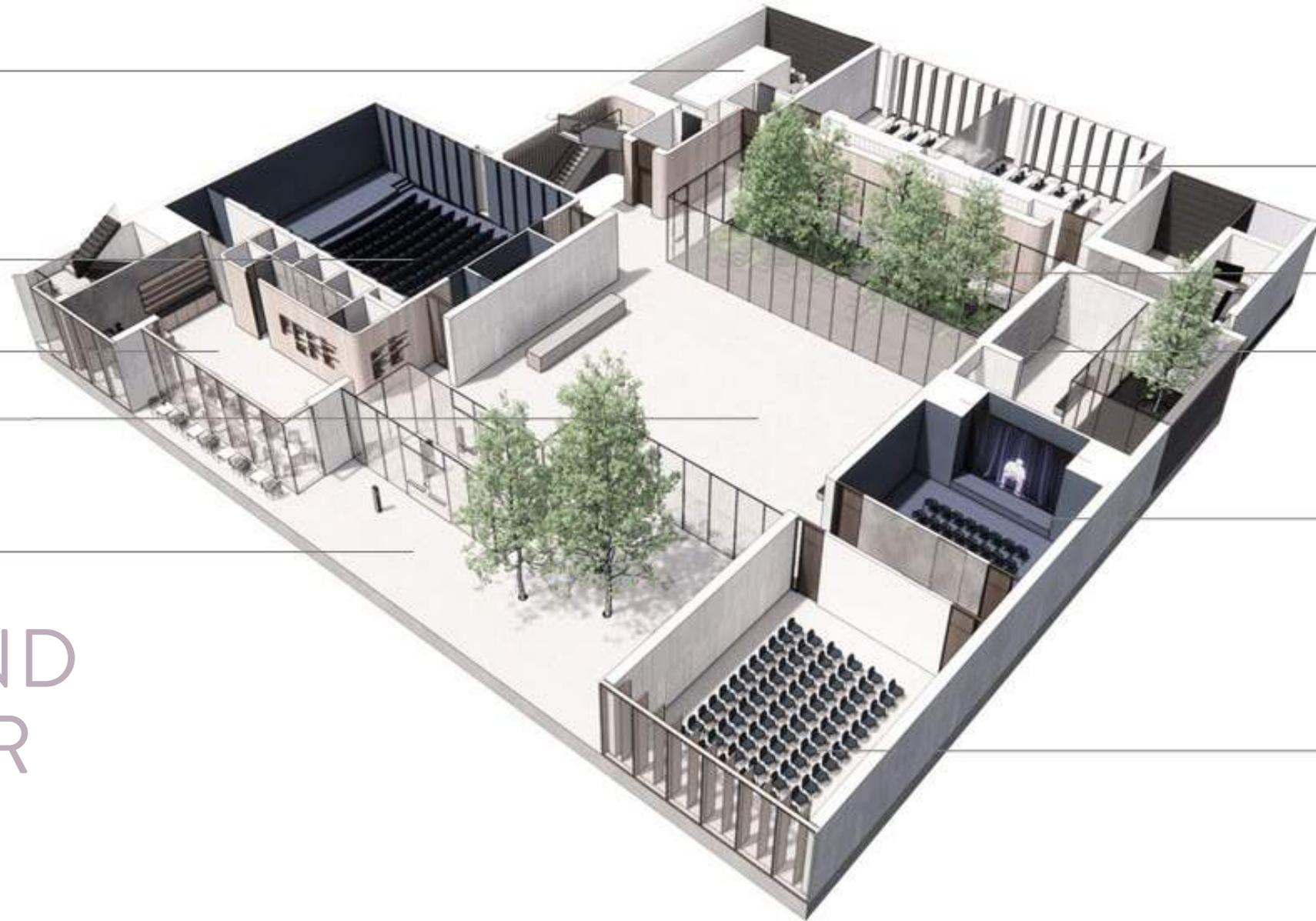
Garden

Commemorative Room

Dimensions in Testimony

Multipurpose Room

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 began in November 2023, managed by **Broccolini**.

Development of our permanent exhibit is well 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, 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 witnessed an alarming resurgence of antisemitism, racism, and hate around the world—and Canada is no exception. This trend has intensified since the October 7th, 2023 terrorist attack on Israel and shows no signs of abating:

- Antisemitic hate crimes increased 172% in Canada since 2020¹
- 2 in 5 Canadians say they face discrimination²
- 60% of Canadians believe hate speech has increased and 59% are concerned about rising intolerance³
- Jewish people were the targets of 70% of religiously motivated hate crimes in 2023, but equal just 1% of Canada's population.¹

Meanwhile, knowledge of the Holocaust is at a low point despite strong public support for education. According to a recent study, 82 % of Canadian adults believe there should be Holocaust education in schools. That is the case for 88 % of Quebecers.⁴

The Museum is taking action now. This winter, we're launching a series of in-class workshops that delve into historical and contemporary antisemitism in Canada. For the first time, mediators from the Museum will visit classrooms, providing more students and teachers with crucial tools to recognize disinformation and speak out against antisemitism, racism, and hate.

The new Museum will help us remain at the forefront of Holocaust education, reaching thousands more with innovative educational and outreach programs.

1. Statistics Canada. (2024). Table 6 Police-reported hate crimes, by detailed motivation, 2020 to 2023 [Data table]. www150.statcan.gc.ca/n1/daily-quotidien/240725/t006b-eng.htm

2. Angus Reid Institute. (2023). Culture, race, and issues of appropriation: What is acceptable to Canadians? angusreid.org/canada-culture-race-issues-appropriation/

3. The MHM commissioned Léger to conduct a study of Quebecers on perceptions of current geopolitical issues. Sample of 1,000 Quebecers aged 18+ between May 15 - 24, 2024.

4. The Azrieli Foundation in partnership with 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 adults aged 18+ between September 1 - 9, 2018.



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.



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.”

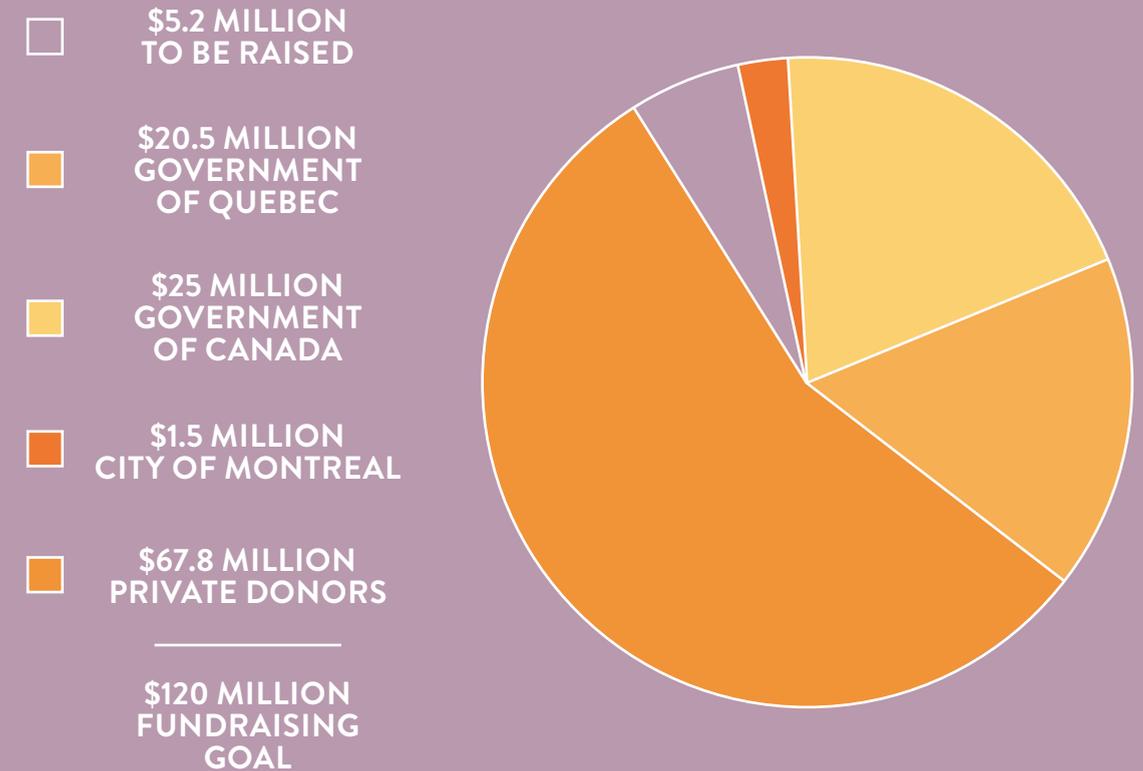
Georgette Brinberg

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 NOVEMBER 15, 2024

The **Give Voice** campaign has raised **\$114.8 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

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
International Chair of the
Raoul Wallenberg Centre for
Human Rights

Sylvie Demers
Former Chair, Québec Market,
TD Bank Group

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Chair of the Board and
President, Mouvement
Desjardins

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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
Andrew & Carole Harper Tolerance Fund
Roslyn Margles
Eleanor z"l & George Reinitz

FOUNDERS' CIRCLE

\$1,000,000+
Margaret & Sylvan Adams in memory of Annie & Marcel Adams
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Desjardins
Brenda & Samuel Gewurz z"l
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Joanne Trudeau & Daniel Rabinowicz

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\$500,000+
Baazov Family
Cola & Cons Families
Joan & Cary C. Dressler Foundation
The Gelmont Foundation
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Power Corporation of Canada
Richter
Sara & Irwin Tauben
The Hilary & Galen Weston Foundation
Anonymous

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\$250,000+
The Asper Foundation
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BMO Financial Group
Caisse de dépôt et placement du Québec
Chiara Family Foundation
CIBC
Tami Dubrofsky
Naomi & Sam Fayer
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Saryl & Stephen Gross
Liselotte Ivry z"l
Susan & Aron Lieberman Family
McConnell Foundation
Jess & Mark Pathy
RBC Foundation
Julia & Stephen Reitman

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

DEFENDERS

\$100,000+
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Bedzow, Feingold, and Shapiro Families
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Abe & Sophie Bronfman Charitable Foundation
Fondation Chopin-Péladeau
Eldee Foundation
Fayer Family Foundation
Fiera Capital
Anita Frishman Gabbay & Rony Gabbay
Rosie Goldstein & Mark Hardy, Adele & Ruby Friedman, and Edie & Phillip Friedman
Christine Harkness & Pierre Lapointe
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
Fondation Lorraine et Jean Turmel
Veteran's Fund JCF
Heleena & Eddy Wiltzer and Jacqueline & Mark Wiltzer
Stephen Yaffe and Shelley Yaffe Families in memory of Rose & Eli Yaffe
Zakuta Family Foundation
Anonymous (3)

PARTISANS

\$50,000+
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Etty & Ralph Bienstock
The Birks Family Foundation
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Mitzi & Mel Dobrin Family
The Flanagan Foundation
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Protech Foundation
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Ruth & David Steinberg Foundation
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Dorothy Zalcmán Howard & Steve Howard

PARTNERS

\$10,000+
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Trudy & Aaron Ain
Diane & Jack Altman
The Amiel Family Foundation
Marcy & Danny Baum
Becker-Newpol Family Foundation
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Carol & Leonard Berall Family
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The Brian Bronfman Family Foundation
Dr. Irving & Carol Burstein
Sandra & Barry Clamen
Diane & Morrie Cohen and Family
Harriet & Marvin Corber
Martina & Michael Corber
Sébastien Côté in memory of Edward "Ted" Lewkowski & Jacques "Zyl" Zylberberg
Sharyn & Jerry Coviensky Foundation
Fondation J.A. DeSève
Nancy & Jack Ditkofsky
Echenberg Family Foundation
Rosa & David Finestone z"l and Family
Wally Fish
FOREST.
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
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Joseph Gurandiano
Linda Hazen
Bernard Henneman
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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
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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
Carol & Elliot Lifson
Jewel & Paul Lowenstein
Nancy Maklan & Martin Smith

Helen Malkin & Mario Sinai
Monette Malewski
In honour of the Malz Family
Mindy Mayman
Anna z"l & Joseph Mendel
Natalie Michaud & Joseph Ribkoff in memory of Olga Sher
Florence & Sheldon Miller
Jennifer Moscovitz & Ryan Hops
Karen & Phil Nadler
Petrifonds Fondation Cie Ltd.
Jonathan Plens & Jean Monet
Gary Polachek
Danielle Pollack
Betsy Pomerantz & Sam Berliner
Sylvia & Ted Quint
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
Karen & Isaac Schuster and Family
Marla & Albert Schuster z"l
Miriam Schuster & Lenny Osten and Family
The Shindleman Family
Marcia Shuster
Judy Sigler & Gary Steinmetz
Morrie Rutman

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Mihla & Carlos Schuster z"l
Miriam Schuster & Lenny Osten and Family
The Shindleman Family
Marcia Shuster
Judy Sigler & Gary Steinmetz
Leesa Steinberg
Merle & Bernard Stotland
Sun Life
Vickie & John Swidler z"l
Caroline Ciampini & Daniel Tannenbaum and Family
Albert Taran
Barb & John Taylor Legacy Fund
Lisa Travis & Irving Dylewski
Mayme & Richard Vineberg
Sylvia & Lou Vogel
George Wielkanoc in memory of Yosl (Joe) & Sonia Wielkanoc
Warren Wilansky
Jerry Wise
Lisa & Marc Yedid
Rosalind & Harvey Zalcmán
Robert & Randy Zitterer
Anonymous (2)



For more information:

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Museum renderings courtesy of KPMB + Daoust Lestage Lizotte Stecker