

February 22, 2012

Louis,

Thank you again for the opportunity to submit our request for sponsorship of the "Ride to Remember" for Holocaust Education in our area. The event will be a cooperative effort between the JCC Suncoast and the Florida Holocaust Museum. The responsibility of maintaining a strong connection with all members of our tri-county (Suncoast) area and Holocaust/human rights studies is imperative. Our two institutions join forces on select projects so that we may offer unique programmatic opportunities to our surrounding community.

The State of Florida actually mandates that "all school districts must incorporate Holocaust education into its curriculum". The opportunity to continue to inform new generations of what it means to "never forget" reinforces the mission and vision of our two organizations.

This special event will help illustrate that the Florida Holocaust Museum and the JCC Suncoast stand together against injustice and human rights violations. The Florida Holocaust Museum is 1 of only 2 Holocaust Museums in the United States to be accredited by the AAM (American Association of Museums).

Please see our attached outline. Feel free to contact either of us with any questions you might have. We anxiously await your response and confirmation of our event. We thank you and the entire group for all of the good you provide for this significant and worthwhile cause. On behalf of the Board of Directors and staff of both organizations, we thank you for your consideration.

Sincerely,

Ellen Katzman, ACSW
Executive Director
JCC Suncoast
727-321-6100

Jay Kaminsky, MBA
Florida Holocaust Museum
727-820-0100 ext. 274

OUTLINE / SYNOPSIS FOR THE RIDE TO REMEMBER IN ST. PETERSBURG, FLORIDA - 2013

Charities:

The JCC Suncoast (a 501c-3 institution), whose vision statement is:

Enriching the lives within our community JCC CORE VALUES:

- we live by our Jewish values.
- we perpetuate excellence
- we recognize the importance of our participants and our community.
- we provide quality programs and services through innovation, ingenuity and creativity.
- we welcome and respect individuals of all races, religions and creeds.
- we care.

The Florida Holocaust Museum (a 501c-3 institution), whose vision is that:

The Florida Holocaust Museum is a leader in developing and delivering unique strategies empowering people to make positive change in the world.

- The Florida Holocaust Museum is 1 of only 2 Holocaust Museums in the United States to be accredited by the AAM (*American Association of Museums*).

Visit us at: www.flholocaustmuseum.org

- *There is an attachment to this e-mail which delineates the Florida Holocaust Museum's history and current focus. I have also included a picture of the boxcar and its position in the Museum's core exhibit.*

Location: St. Petersburg and Clearwater, Florida

DURING YOUR STAY:

1) Hotel accommodations: The St Petersburg/Clearwater area is a large and highly visible part of Florida. Tourists visit this part of Florida all year round. The beaches, event venues, attractions and accommodations are of high quality. Proper connections have been made at several hotels in the immediate area for your comfort including:

*The Renaissance Vinoy

*The downtown Hilton

*The downtown Hampton Inn

*Many additional comparable hotels in the St.Petersburg/Clearwater area are more than happy to assist with your visit and stay.

2) Catering services and kosher meals would be available and accommodations would be made once logistical and demographic decisions have been determined about the weekend and ride.

3) Hospitality and banquet rooms are available at the hotels selected and secured parking would be available as well.

4) Local synagogues of all Jewish sects in Pinellas would welcome you for services on Friday evening and/or Saturday morning. Hotel venues could be used for services and meetings as well.

5) We would guarantee the use of the Florida Holocaust Museum for VIP tours as part of your ride. Other uses for the Museum would be discussed should this proposal be approved by your group. Both the JCC as well as the Museum are extraordinarily flexible.

6) We have the availability of local venues, speakers, including politicians, dignitaries and survivors of the Holocaust.

7) The route for the actual ride could encompass an entire demographic area throughout the contiguous communities passing each of the Temples and Shuls and winding up in downtown St. Petersburg for a possible parade route down Central Avenue to the Museum. Discussions are already underway with the city and Mayor's office.

Once this is approved, we will seek to involve through our community connections:

- 1) Synagogues, their youth groups and our constituents.
- 2) Other local Jewish organizations in our communities including Federation.
- 3) Press and news coverage on the event.
- 4) Other needs will be addressed as we proceed forward.

ACTIVITIES AND EVENTS:

*The Tampa Bay Rays at play about 2 miles from the Museum at Tropicana Field. Ticket discounts and publicity can be arranged if there is any interest.

*There are numerous museums and a wealth of cultural interests including the Florida Holocaust Museum, The Dali, The Museum of Fine Art, The Chihuly Collection, etc.

*Downtown St. Petersburg, Clearwater and Tampa host a vast array of restaurants, tourist attractions and waterfront views.

*There is a major Amusement Park called Busch Gardens within half an hour ride. There are numerous beaches including Clearwater, Madeira, Treasure Island, Redington, St Pete Beach and Fort DeSoto.

* There are numerous theaters and cultural venues showcasing spectacular art and innovation, such as The Mahaffey Theater, Ruth Eckerd Hall, FreeFall Theater, American Stage, The Museum of Science and Industry (MOSI), Sightseeing cruises (afternoon, evening and sunset), Paddle boat cruises and The Straz Center for the Performing Arts, to name a few.

*We can certainly incorporate as much or as little of the surroundings and events as your organization desires. The entire tri-county area is a wonderful and tightly knit group of diverse communities and cultures. The choices are infinite and the weather is wonderful.

Our Mission

The Florida Holocaust Museum honors the memory of millions of innocent men, women, and children who suffered or died in the Holocaust. The Museum is dedicated to teaching members of all races and cultures to recognize the inherent worth and dignity of human life in order to prevent future genocides.

Our History

The Florida Holocaust Museum is located in the heart of the St. Petersburg museum and arts district. The Museum is proud to be a leading force for change in the community, and in the world. Through education and human rights awareness programming, it strives to eliminate prejudice, racism and intolerance. It serves as a reminder, and it inspires visitors to learn from the past in order to be the upstanders of today.

The **Florida Holocaust Museum** is the result of Walter and Edie (of blessed memory) Loebenberg's philanthropy and vision. Along with a group of local St. Petersburg businessmen and community leaders, the concept of a living memorial to those who suffered and perished was conceived. Holocaust survivors and individuals who lost relatives were among those who wanted to ensure that such atrocities could never again happen to any group of people.

The group involved internationally renowned Holocaust scholars, Thomas Keneally, author of *Schindler's List*, and Professor Elie Wiesel was named the Honorary Chairman of the new Holocaust Center. (On February 23, 2012 Professor Wiesel was presented with the 2012 Loebenberg Humanitarian Award at the Museum's *To Life: Celebrating 20 Years* benefit.)

In 1992 the Center rented space on the grounds of the Jewish Community Center of Pinellas County in Madeira Beach. During the next five years, more than 125,000 visitors viewed internally acclaimed exhibits, participated in lectures and seminars and attended commemorative events. The Center worked directly with schools in the eight county area surrounding Tampa Bay and expanded its print and audio-visual library, photographic archive, repository for historic artifacts and a research facility for educators and scholars.

Education

One of the Museum's major accomplishments came in 1993 when it played a critical role in shaping legislation that made Florida the nation's first state to mandate Holocaust education in the public schools from kindergarten through twelfth grade. Guidelines, including grade-appropriate instructional goals and bibliographies, for K-12 teachers were developed in a collaborative effort between the Florida Holocaust Museum and the Pinellas County School System. These guidelines are used by teachers throughout the United States as well as in Florida.

Now more than 18,000 students visit the Museum each year – learning from age appropriate materials and from the survivors who speak to them. The Museum fills large foot lockers with printed and audio visual materials aimed at grades K – 12, our teaching trunks. The trunks are borrowed by schools throughout the United States.

Teacher training sessions are offered each year including the Summer Institute attended by more than 300 teachers annually since its inception in 1994.

Move to St. Petersburg

In the latter half of 1996, as a result of the Museum's strong growth, the Museum's Board of Directors approved the purchase of a 27,000 square foot building in downtown St. Petersburg, Florida, to be renovated and occupied by 1998. The Center **opened in its current location in St. Petersburg on February 28, 1998** - the move was accomplished under budget and ahead of schedule.

In January of 1999 the Center officially changed its name to the Florida Holocaust Museum. The new name better suited the criteria established in the mission statement of the Museum, reflected the utilization of the Museum as a statewide and national resource, and created greater awareness and impact beyond the Tampa Bay area.

About the Museum

The Museum's core exhibition – **History, Heritage and Hope** – spans the first floor. Featuring original artifacts, video and photos, it presents the history of the Holocaust. The exhibit begins with the history of anti-Semitism and life before World War II and depicts the rise of the Nazis and anti-Jewish legislation. The history of other victim groups, ghettos and rescue is also presented. The core exhibition culminates with information about concentrations camps and killing centers.

A **boxcar** used to transport people during the Holocaust is on view. It is one of the few remaining railroad boxcars used by the Nazis during the Holocaust to transport Jews and other prisoners to places like Auschwitz, Dachau, and Treblinka. For many of those involved, the seventy-six-year old railcar was the first "place of death" during the Holocaust.

The bare freight car often became a suffocation chamber for some of the people (100 or more at a time) who were squeezed into it. Those who survived the trip had to endure the journey under conditions of hunger and thirst, extreme overcrowding, and horrible sanitation. Frequently, the trains halted for hours or days at a time on side tracks or in stations along the way. Many of those deported, especially the elderly and children, died during the journey.

The Museum's 15-ton freight car came to its present location from Gdania, Poland, after more than a year of painstaking negotiations by Walter Loebenberg. The railcar rests on original track from the Treblinka Killing Center.

Current Programming

Each year the Museum honors deserving high school juniors with the **Anne Frank Humanitarian Award**. One student from each parochial, private and public school in Hillsborough, Manatee, Pasco, Pinellas and Sarasota counties is chosen for his or her humanitarian actions which better the lives of an individual or group, and make a difference in their communities. More than 800 students have been honored since the program began in 2002.

Genocide and Human Rights Awareness Month (GHRAM) is an annual initiative of the Florida Holocaust Museum established in 2010. The goal of GHRAM is to build public awareness and encourage discussion about the current conflicts in Darfur and Congo and past genocides and conflicts including the Holocaust, the Armenian Genocide, the Rwandan Genocide and the conflict in the former Yugoslavia, as well as other human rights violations. Programming during GHRAM includes exhibitions, commemorative events, teacher workshops, events focused on public education and community advocacy and activism.

Speak Up Speak Now! Is the Museum' summer outreach program for middle school age children. It was established following the violence that claimed the life of an 8 year-old girl in April 2009. During the summers of 2009, 2010 and more than 400 teens learned about the devastating effects of being a silent bystander.

Art is one of the many vehicles used to elicit response from the children after they've learned about becoming upstanders in their communities. The students also hear from Holocaust survivors and other survivors of violence. They are encouraged to apply the lesson of the Holocaust to their everyday problems – gangs, bullying, crime and attitudes toward snitching. The program will serve more students during the summer of 2011.

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The Florida Holocaust Museum has become one of the foremost Holocaust institutions in the United States and is one of only two Holocaust museums to be accredited by the American Association of Museums.

