

# FACING HISTORY AND OURSELVES ANNUAL REPORT

2016



# Roger Brooks, President and CEO



It is my great pleasure to present the FY2019 Facing History and Ourselves Annual Report. This has been a year of great accomplishment and of significant challenge. I am particularly proud of the organization's new mission statement and the thoughtful process that informed the outcome.

In consultation with many of our primary audiences, and approved in June by the Board of Directors, we now have a succinct and bold mission statement that reflects the difference we want to make in the world. The urgency and clarity of this statement guides our work going forward and makes it even more relevant to contemporary issues in the classroom—and by extension, to our students who will take these lessons to their communities.

**Facing History and Ourselves uses lessons of history to challenge teachers and their students to stand up to bigotry and hate.**

I want to highlight some critical results from FY19 that will propel our growth throughout the next years of the current strategic plan. First, Facing History ended the fiscal year with net assets at an all-time high of \$52M. This puts us in an excellent position to provide maximum program impact while weathering any potential economic downturns.

Second, when the strategic plan began in mid 2017, the number of educators in our network was just over 48,000. The network has now reached 100,000 educators, doubling in the first 2 1/2 years of the plan, and is on track to nearly double again before the plan ends in July 2022. It is astounding how that reach can translate to growing resources and services for teachers and students.

Third, our intentional focus on diversity, equity, and inclusion has enhanced our efforts to diversify our leadership. In 2016, our Board of Directors had little racial or ethnic diversity (just over 5%); the most recent survey shows that directors self-identifying as people of color has grown to 30%. We have made equal progress in increasing our staff diversity from 17% to 27% since 2014 through careful and intentional recruitment and hiring policies.

We are now nearly mid-way through the current strategic plan that will take us through FY22. It is worth restating the north star goal of the plan that guides everything we do: attaining broad and deep impact by transforming teachers, schools, and education itself. The plan's three pillars are strengthening our core, scaling our impact, and building our reputation. In FY20, we will focus on what we have learned thus far through the plan, and begin to incorporate those lessons into both the remainder of this plan and the foundations for the next.

To accomplish our projected growth, we will be deepening the engagement of our educator base; further developing and strengthening our content; and extending our work around equity. We will also be scaling our impact through rapid prototyping and further developing self-service, peer-service, and staff-service professional development models, all while building our public reputation through civic programming, marketing, and institutional partnerships.

I look forward to the years to come as we build the organization to meet the needs of today's and tomorrow's students and teachers, using the lessons of history to keep us grounded in the past while stretching toward a brighter future. Thank you.

# Julie Abrams Leff, Chair, Board of Directors



As Chair of the Board of Directors, it is my privilege to thank all our friends and volunteers for their advocacy and financial support throughout FY19. A contribution to Facing History and Ourselves is a great investment to address the rise of bigotry and hate. There is no more direct path to a healthy, civil society than education that fosters equity and inclusion. Your continued partnership will allow us to grow our resources and programs to benefit as many teachers and students as possible.

The accomplishments of our CEO Roger Brooks and his team have led the organization to achieve new benchmarks in impact, scope, and capacity in just five short years. They have built directly on the visionary work of President Emerita Margot Stern Strom.

Our newest initiatives are enhancing content and broadening our reach. *The Current Events Teaching Collection* offers educators professional support, flexible classroom strategies, and teaching ideas to address specific issues and events in the news. With a regularly updated variety of accessible resources, this collection meets an increased demand for strategies that address challenging contemporary issues. One example is a lesson on media literacy: “How to Read the News Like a Fact Checker.” Not taking political sides, this resource fosters dialogue and guides teachers to help their students critically assess an unending bombardment of social media and one-sided arguments.

Facing History’s New Communities Project is helping us reach areas beyond those served by our regional offices. In the project’s first year, we are working in rural and suburban Alabama, Mississippi, and Tennessee, where many educators are eager to access curricular innovation. We will be reaching out to other states in subsequent years. Additionally, our newly developed *Back to School Toolkit* helps teachers launch a reflective and courageous classroom community during the opening days of a US history course. There have already been more than 60,000 individual downloads of the high-quality instructional materials included in the toolkit.

I want to take this opportunity to express my appreciation to Marc Skvirsky as we welcome a new chief program officer. Marc will become Vice President for Special Initiatives, expanding his work on board and volunteer education. He will be guiding the Leadership Retreats and study trips that are a critical part of our learning community, helping us to understand the connection of history to the contemporary issues that affect us all.

In June 2019, Seth Klarman became Chair Emeritus, joining Richard Smith in this role. I want to thank Seth for his extraordinary leadership. He has been and continues to be a trusted and wise advisor. He has guided the growth and direction of our work, and affirmed the importance of the issues we address in these challenging times. Seth is the kind of upstander we hope Facing History students will strive to be. I am delighted that Jeff Bussgang will continue as Leadership Council Co-Chair, joined by Tina Fockler. These distinguished leaders are among many who volunteer, support, and serve as ambassadors for the work of Facing History.

As a former educator who used Facing History in the classroom, I know how transformative the experience can be for students and for an entire school. I hope you will continue to introduce your friends and colleagues to our work. I want to thank all of you again for your generous support.

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The following foundations made gifts of \$5,000 or more to Facing History between July 1, 2018, and June 30, 2019. Included in this list are a number of organizations that provided in-kind gifts and pro bono services. Corporate foundations will be found in the Corporations and Corporate Foundations listings, and some family foundations will be found in the PRISM community listings.

### \$1,000,000+

Einhorn Family Charitable Trust •  
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### \$250,000-\$499,999

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# Corporations and Corporate Foundations

The following corporations and corporate foundations made gifts of \$5,000 or more to Facing History between July 1, 2018, and June 30, 2019. Included in this list are a number of organizations that provided in-kind gifts and pro bono services.

## **\$250,000-\$499,999**

The Allstate Foundation  
Brown Rudnick LLP

## **\$100,000-\$249,999**

Baupost Group, LLC

## **\$75,000-\$99,999**

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## **\$50,000-\$74,999**

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## **\$25,000-\$49,999**

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# Permanently Restricted (Endowed) and Special Funds

Many friends of Facing History have helped to establish the following endowed and special funds that support particular aspects of Facing History's work. Donors to these funds between July 1, 2018, and June 30, 2019 are listed.

### **Rev. Robert W. Bullock International Fellowship**

This scholarship program brings scholars to Facing History to lend their expertise to Facing History staff, teachers, and the community at large.

### **The David & Lillian Casty Fellowship Program**

This program promotes a scholarly exchange and cultivates global ambassadors for Facing History by bringing a journalist, scholar, or resource speaker to Facing History for a year of residency.

### **Leo Dunn Endowed Fund**

This fund supports the purchase of books and resource materials for the Facing History Library and Resource Center.

### **The Facing History and Ourselves Celebration Fund**

The Facing History and Ourselves Celebration Fund for Margot Stern Strom was established to honor Margot Strom's unparalleled contributions to Facing History and her visionary leadership since its founding. The fund will support the expansion of Facing History's impact by providing resources for a significant marketing initiative to advance our work globally.

### **The Daniel G. Fischer Fund**

This fund provides scholarships for educators to attend Facing History's Holocaust and Human Behavior seminar.

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### **William Randolph Hearst Endowment Fund for Summer Seminars**

This fund provides support for Facing History's summer seminars in New York.

### **The Beth and Seth Klarman Innovation Fund**

In honor of Beth and Seth Klarman, this fund is directed by Facing History's President and CEO to fund new ideas, innovations, and initiatives that advance the mission of Facing History and Ourselves.

### **The Bea Kovich Fund**

In loving memory of Bea Kovich, this fund supports Facing History School graduates as they pursue their post-secondary school goals and dreams.

Michael J. Zamkow and Sue E. Berman Charitable Foundation

### **Gene Krieger Fund**

In memory of Gene Krieger, this fund will help Facing History expand and sustain the Los Angeles Partnership Schools Network.

### **The Memphis Fund**

This fund supports resources for additional initiatives benefiting the Facing History program in Memphis.

### **The Milt Morris Facing History Educator Scholarship Fund**

In honor of Milt Morris, this endowed fund supports scholarships for summer seminars and follow-up services for teachers in Greater Colorado.

### **The President and CEO Fund**

This fund has been established to endow the President and Chief Executive Officer position at Facing History and Ourselves.

Laura DeBonis & Scott A. Nathan

### **The Charlotte & Irving Rabb Fund for Teaching Fellowships**

This endowed fund supports teacher scholarships for summer seminars as well as follow-up meetings throughout the year with Facing History staff.

### **The Rhoda Sapers Library Endowment Fund**

This fund supports the purchase of new videos and books for the Facing History Library and Resource Center.

### **Sidney and Edith Simon Family Holocaust Education Fund of the Jewish Federation of Cleveland**

This fund supports the design and delivery of teacher professional development in Holocaust education.

### **The Richard A. Smith Endowment Fund for Excellence**

This fund is designated to identify the most engaged, committed, and excellent teachers and then support scholarships for them to attend advanced summer seminars.

### **The Laszlo N. Tauber Family Foundation Fund**

This fund established the Margot Stern Strom endowed fund to support a fellowship, the purpose of which is to cultivate new talent for Facing History to support organizational needs. The fellowship will fund a staff position to be located at Facing History and Ourselves' headquarters or in one of our regional offices.

## **In Kind and Pro Bono Gifts**

Generous in-kind gifts and pro bono professional services donated by our friends and supporters increase Facing History and Ourselves' ability to engage students and educators worldwide. Corporate donors of in-kind gifts and services are listed separately, and we are grateful for their support. Board and committee members, and many other volunteers, contribute countless hours and expertise, and we are most grateful to them. Here, we thank individuals who have donated their professional time, home or office space, or gifts of artwork, equipment, or supplies.

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## **Gifts in Tribute**

Facing History and Ourselves is grateful to those donors who made gifts in tribute totaling more than \$513,000 to support our work. Listed below are those individuals for whom tribute gifts were made totaling \$100 or more. We are grateful for gifts at all levels, which support our work with teachers and students.

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Karen Sulzberger & Eric Lax  
Mark Swaim-Fox  
The Tananbaum Family  
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Joan & Michael Terry  
Susan Tofias  
Ingrid Tolentino  
Shayna Rose Triebwasser  
Karen Tucker & Jerry Avorn  
Andie & Michael Uiberall  
Joe Boyd Vigil  
Larry Wasserman  
Eve Weinberg  
Jack Weinstein  
Marcia Wexberg & Ken Singer  
Trudy & Steve Wiesenberger  
Tom Wippman  
Judy Wise  
Mandy & Jonathan Wolf  
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### **In Memory of:**

Richard Ageloff  
Jim Akin  
Catherine & George Balogh  
David Barber  
Helen Hirshberg Barron  
Deanne & Irving Bayer  
Malcom Blumenthal  
Annette Butler  
Ronni Jane Casty  
Dick Dlesk  
Estera Gitla Drylich  
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Hyme L. Hipsman  
The Jews of Voronova  
Ardemis Kalousdian  
Richard Kelton  
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Marsha Kreuzman  
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Rose & Nathan Murra

Arlene Pinkus  
Phyllis Plummer  
Alan Price  
Samuel N. Rabinowitz  
Tamir Rice  
William Rosenberg  
Rhoda Sapers  
Andre Scheinmann  
Jonathan P. Schwartz  
Shelly Seevak  
William G. Siegel  
Walter Steinweg  
Terry Strom  
Jay Veevers  
Victims of the Tree of Life Synagogue attack  
Maxine Winig

## **Legacy Community**

Facing History and Ourselves Legacy Community comprises supporters who have provided for Facing History in their estate plans. The Society welcomes new members who are committed to ensuring the future of Facing History's work for generations to come.

Our supporters have included Facing History in their estate planning through bequests, charitable remainder trusts, charitable gift annuities, a gift of insurance, and other vehicles. Your tax or philanthropic advisor can assist you in identifying the best option for you and your family.

Providing for Facing History leaves a legacy of support for our vital work with students and teachers around the world. For more information on the Legacy Community, or to notify us that you have included Facing History in your estate plans, please contact the Development Office at 617-232-1595 or [development@facinghistory.org](mailto:development@facinghistory.org).

Anonymous (8)  
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Laura DeBonis & Scott A. Nathan  
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Joseph P. WIELLETTE  
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Debra Woog

**Bequests Received in FY2019**

Sylvia G. Marks Revocable Living Trust

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← A

Health gap between whites & POC &  
wealth gap between men & women

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# FY19 FINANCIALS

## Emily Leventhal, Chair, Finance Committee



Fiscal Year 2019 was another year of steady financial performance for Facing History. Careful fiscal stewardship and fundraising efforts that exceeded our development target again resulted in an increase in our net assets, which now stand at \$52 million, an all-time high. We ended the year with a healthy liquidity position with 63% of total year-end financial assets available to meet general expenses over the next 12 months and we have six months' operating expenses in cash and unrestricted reserves.

For Fiscal Year 2020, the Finance Committee and Board of Directors approved an operating budget with a modest increase over prior-year expenses, continuing our practice of careful financial management. Fiscal Year 2020 also includes \$1.5 million of capital costs for the redesign of our digital platforms, which will support our scaling strategy to reach more educators. Our strategic investments over the past two years have allowed us to double the number of Facing History educators globally to 100,000, an important milestone in our growth.

On behalf of the Board of Directors, I want to thank the members of the Finance, Audit, and Investment Committees and Facing History's management and staff for all their extraordinary work. I also thank them for their unwavering support and continued commitment to the organization's long-term financial sustainability and success.

Emily Leventhal  
Chair, Finance Committee

# CONDENSED STATEMENTS OF FINANCIAL POSITION

	JUNE 30, 2019	JUNE 30, 2018
<b>ASSETS</b>		
CASH & CASH EQUIVALENTS	\$2,890,463	\$4,960,584
INVESTMENTS - UNRESTRICTED	\$5,078,224	\$4,979,230
INVESTMENTS - ENDOWMENT	\$20,586,845	\$20,964,469
ACCOUNTS RECEIVABLES, PREPAID EXPENSES & DUE FROM RELATED PARTIES	\$1,061,262	\$667,892
PLEDGES & GRANTS RECEIVABLE, NET	\$23,595,639	\$20,565,651
OFFICE EQUIPMENT & LEASEHOLD IMPROVEMENTS, NET	\$1,004,487	\$822,524
<b>TOTAL ASSETS:</b>	<b>\$54,216,920</b>	<b>\$52,960,350</b>
<b>LIABILITIES AND NET ASSETS</b>		
<u>LIABILITIES:</u>		
ACCOUNTS PAYABLE & OTHER LIABILITIES	\$1,592,372	\$1,125,544
<u>NET ASSETS:</u>		
NET ASSETS WITHOUT DONOR RESTRICTIONS	\$6,316,003	\$7,859,592
NET ASSETS WITH DONOR RESTRICTIONS	\$46,308,545	\$43,975,214
<b>TOTAL NET ASSETS:</b>	<b>\$52,624,548</b>	<b>\$51,834,806</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS:</b>	<b>\$54,216,920</b>	<b>\$52,960,350</b>

# CONDENSED STATEMENTS OF ACTIVITIES

	JUNE 30, 2019	JUNE 30, 2018
<b>OPERATING SUPPORT &amp; REVENUE</b>		
<u>CONTRIBUTIONS &amp; SPECIAL EVENT REVENUE:</u>		
UNRESTRICTED	\$26,688,960	\$30,241,268
<b>TOTAL CONTRIBUTIONS &amp; SPECIAL EVENT REVENUE</b>	<b>\$26,688,960</b>	<b>\$30,241,268</b>
CONTRIBUTIONS IN-KIND	\$ 747,604	\$698,479
FEES FOR PROGRAM PRESENTATIONS	\$1,450,119	\$1,035,620
SALES OF BOOKS & MATERIALS	\$54,902	\$79,249
UNRESTRICTED INVESTMENT RETURN	\$133,811	\$449,150
ENDOWMENT DISTRIBUTIONS	\$1,028,639	\$1,014,476
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>\$30,104,035</b>	<b>\$33,518,242</b>
<u>OPERATING EXPENSES</u>		
PROGRAM SERVICES	\$22,133,457	\$21,607,811
GENERAL ADMINISTRATION	\$1,845,388	\$1,875,301
FUNDRAISING	\$4,886,640	\$3,307,533
<b>TOTAL EXPENSES</b>	<b>\$28,865,485</b>	<b>\$26,790,645</b>



<u>CHANGES IN NET ASSETS</u>	<b>JUNE 30, 2019</b>	<b>JUNE 30, 2018</b>
CHANGE IN NET ASSETS FROM OPERATION	\$1,238,550	\$6,727,597
GAIN/(LOSS) ON DISPOSAL OF OFFICE EQUIPMENT AND LEASEHOLD IMPROVEMENTS	\$(36,367)	\$ -
GAIN/(LOSS) ON ENDOWMENT INVESTMENTS	\$616,198	\$1,358,610
ENDOWMENT SPENDING RATE APPROPRIATED FOR OPERATIONS	\$(1,028,639)	\$(1,014,476)
GAIN/(LOSS) ON FIXED ASSET DISPOSAL & GRANT ADJUSTMENT	\$ -	\$(23,148)
<b>TOTAL CHANGE IN NET ASSETS</b>	<b>\$789,742</b>	<b>\$7,048,583</b>

## OPERATING REVENUE BY SOURCE

CONTRIBUTIONS	\$27,436,564 (91.1%)	\$30,939,747 (92.3%)
ENDOWMENT	\$1,162,450 (3.9%)	\$1,463,626 (4.4%)
FEES AND SALES	\$1,505,021 (5.0%)	\$1,114,869 (3.3%)

## EXPENSES BY PURPOSE

PROGRAM: TEACHER PROFESSIONAL DEVELOPMENT	\$14,165,661 (49.1%)	\$14,045,078 (52.4%)
PROGRAM: PUBLIC ENGAGEMENT	\$7,042,261 (24.4%)	\$2,709,015 (10.1%)
FUNDRAISING	\$4,886,640 (16.9%)	\$3,307,533 (12.3%)
PROGRAM: CONTENT DEVELOPMENT	\$925,535 (3.2%)	\$4,853,718 (18.1%)
ADMINISTRATION	\$1,845,388 (6.4%)	\$1,875,301 (7.0%)

## EXPENSES BY CATEGORY

SALARIES, TAXES, BENEFITS	\$19,313,298 (66.9%)	\$18,258,106 (68.2%)
SERVICES & MATERIALS	\$7,258,341 (25.1%)	\$5,941,514 (22.2%)
OCCUPANCY & OFFICE	\$1,339,683 (4.6%)	\$1,325,646 (4.9%)
TRAVEL	\$754,270 (2.6%)	\$972,002 (3.6%)
DEPRECIATION	\$199,893 (0.7%)	\$293,377 (1.1%)

# BOARDS AND LEADERSHIP

Facing History is most grateful to the members of our Board of Directors, Leadership Council, Advisory Boards, and Board of Scholars, who govern the organization, provide philanthropic support, engage their communities, and serve as thought leaders for our work around the world. Here, we list members during the period of July 1, 2018, through June 30, 2019.

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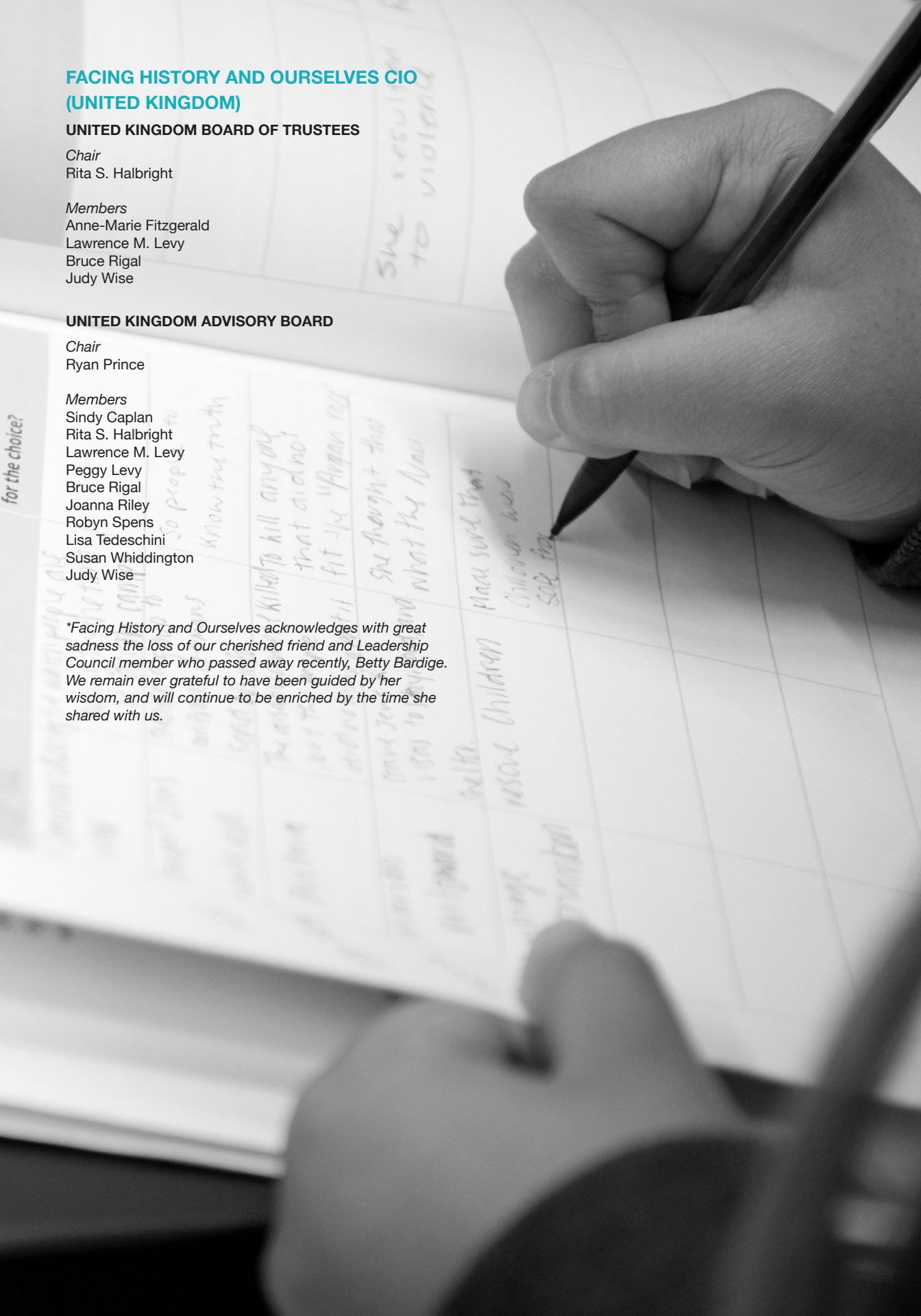
Lisa Tedeschi

Susan Whiddington

Judy Wise

*\*Facing History and Ourselves acknowledges with great sadness the loss of our cherished friend and Leadership Council member who passed away recently, Betty Bardige. We remain ever grateful to have been guided by her wisdom, and will continue to be enriched by the time she shared with us.*

for the choice?





[facinghistory.org](https://facinghistory.org) | [info@facinghistory.org](mailto:info@facinghistory.org)  
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