

# EXECUTIVE SUMMARY

The Holocaust Memorial Center Zekelman Family Campus was founded by Rabbi Charles Rosenzweig, of blessed memory, and a dedicated group of volunteers in 1982. The Center had continually developed, evolved and grown both physically and educationally over its history, but has always remained committed to its core definition as a memorial to the Holocaust.

Through joint efforts of staff, lay leadership and volunteers, the Holocaust Memorial Center has defined a focused mission, a vision, and a few short-term goals to achieve. These goals are supported by a series of strategies.

**The mission of the Holocaust Memorial Center Zekelman Family Campus is to engage, educate and empower by remembering the Holocaust. Our Vision is to build a world in which people take responsible action.**

The four goals we identified are: How to raise awareness for younger generations, How to make the HMC the nexus for the implementation of Michigan's new Holocaust and Genocide law, How to integrate the HMC visit into a broader Holocaust education, and how to refresh exhibits and keep them current.

These steps have also created a fundraising template that allows the Holocaust Memorial Center to have meaningful conversations with funders. The Holocaust Memorial Center has set a goal to significantly increase dinner income each year for the next four years (\$250,000 increase each year) and to raise \$30 Million dollars for capital and education permanent funds.