



THE BUTTERFLY PROJECT

2017 ANNUAL REPORT



Butterfly Installation at Tucson Medical Center, Tucson, AZ

Founders' Message



Dear Friend,

Let us begin by saying that 2017 was a transformational year for *The Butterfly Project* in so many ways. As we reflect on the past 12 months, we are overwhelmed by how much we have accomplished in a relatively short timeframe. We share these accomplishments with you not only to report our annual activities, but to show you how much your support has helped us impact communities across the country and around the globe.

Our mission to educate school-aged children about the Holocaust remains at the forefront of our work. Butterfly kits are used to educate students of diverse backgrounds in private and public school classrooms. Thanks to your generous support, we never turn away educators who lack the resources to purchase our educational toolkit. Dozens of butterfly kits were sent to underserved communities this past year. We are making a lasting impact, empowering the next generation to stand up to injustice and fight bigotry in our world.

This year, our Education Team taught thousands of students in 13 different schools throughout San Diego and Orange Counties. They also applied themselves to expanding our K-12 lesson plans, and we piloted our teacher training program in 3 workshops with *Facing History and Ourselves*. We had our first stand-alone teacher training this fall with the National City School District where we presented our 6th grade curriculum to 18 teachers. We also reached hundreds of teachers from across the nation by presenting and exhibiting at both the California Social Studies and the National Social Studies Conferences.

Our film *NOT The Last Butterfly* was well-received in Jewish and non-Jewish film festivals everywhere from Palm Beach to New York to Indianapolis to Hong Kong and back again to San Diego, helping us engage new communities and create lasting impact. We crossed new horizons and had a full house film screening and butterfly painting event at the University of San Diego, a Catholic institution with a strong interfaith commitment.

We are excited to report that 2017 was also a year of great organizational growth and transformation for *The Butterfly Project*. After 11 years at San Diego Jewish Academy we moved to our new home on Murphy Canyon Road. We were welcomed into the Jewish Community Building with an installation of the San Diego Butterfly Project Community Mural, which includes several legacy sponsorships from many of our beloved San Diego community members. At our dedication ceremony, local Holocaust survivors applied butterflies to the mural amid song and celebration together with their families and champions of *The Butterfly Project*.

Founders' Message



We have grown our team as well. Jody Newlander recently joined *The Butterfly Project* team as our Community Engagement Manager, as did a handful of highly talented contracted professionals who are working closely with us to develop a strategic plan, strengthen our fundraising campaigns and amplify our voice through messaging strategies.

It has been a wonderful year of support and giving. Our Giving Tuesday campaign in November brought in over \$13,000 and we've raised another \$80,000 through individual gifts, matching donations, and institutional grants. We are so inspired and incredibly grateful for your ongoing support.

As we begin our 12th year, **the need for efforts like *The Butterfly Project* has never been greater.** Communities around the United States have experienced a resurgence of anti-Semitism, bullying, and hate speech. Every day the news brings accounts of people abroad and at home being targeted for hatred or violence because of their ethnicity or their faith. At the same time the lessons of the Holocaust are in danger of fading and survivors' voices are being lost as that generation passes away. In this difficult climate, we must do more to help the next generation understand our history and speak up for the values of compassion, tolerance, diversity, and shared responsibility.

We are beyond grateful for all of the support you have offered us this year and over the past decade. Thank you for taking this journey with us and for helping us to impact students of all ages. We CANNOT do this work without you.

A handwritten signature in black ink, reading "Cheryl Rattner Price".

Cheryl Rattner Price
Co-Founder ,
Executive Director

A handwritten signature in black ink, reading "Jan Landau".

Jan Landau
Co-Founder,
Education Team Chair

Our Mission:



The Butterfly Project is a call to action through education, the arts and memorial making. It uses the lessons of the Holocaust to educate about the dangers of hatred, bigotry, and injustice, and cultivates empathy and social responsibility. Participants paint ceramic butterflies that are permanently displayed as symbols of resilience and hope, with the goal of creating 1.5 million butterflies around the world—one for each child who perished in the Holocaust.

More than 185,000 butterflies
have been painted since we were founded in 2006.

In 2017, *The Butterfly Project's* wings spread far and wide!

23,500

people of all ages
took part in our
mission

65 schools

both public &
private, used our
lessons and kits

46 teachers

attended our
teacher training
workshops

39 international

butterfly events
were held in Latvia,
Hong Kong, Mexico,
& Canada

Over the past 11 years, *The Butterfly Project* has gained national recognition by educating and engaging young people on the lessons of the Holocaust.



Through story-telling and art we teach about human dignity, justice, social responsibility and empathy. We bring a unique approach to Holocaust education by emphasizing expressive arts and memorial-making, and by providing age-appropriate lesson plans. We focus on remembering the 1.5 million children who were killed and honoring the survivors. *The Butterfly Project* also teaches about the dangers of hatred, bigotry and injustice wherever they appear, and it employs the transformative power of art and creativity to realize these goals.



The four incredible women who make up our Education Team have shared *The Butterfly Project* with over 2,000 students in San Diego County in 2017.

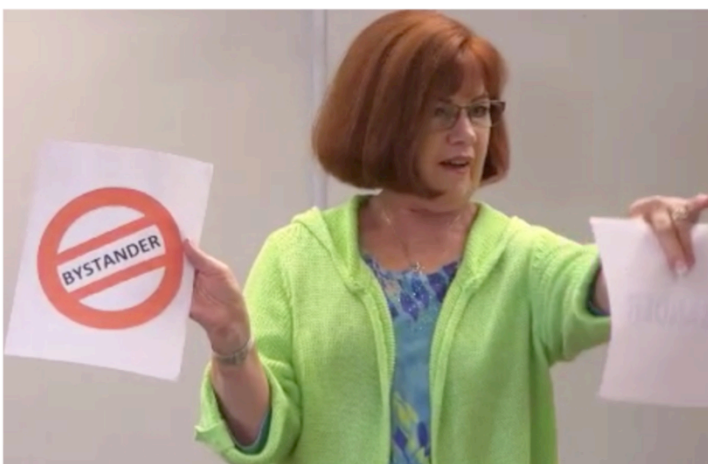
Team educators Judy Gottschalk, Sonia Fox Ohlbaum, Arlene Keeyes, and Co-Founder Jan Landau developed The Butterfly Project's age-appropriate lessons and teacher training. Using their own personal stories and artifacts, they are inspiring young people to keep the lessons of the Holocaust alive and to become upstanders rather than bystanders. To date, they have worked with 46 teachers to bring our arts-based Holocaust education into classrooms.



“

I believe it was the pictures and stories of the children (on the bio / picture cards) that made it all “real” to my students. Saying their names and reading their stories brought a depth of connection that would not have occurred otherwise. Painting the butterflies was beautiful and cathartic for my students. Having a beautiful way to demonstrate respect for these precious lives empowered them to remember the delicate lives that were lost. – Angie G., 8th grade teacher at Academy of Our Lady of Peace, Chula Vista, CA

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The impact on all the participants has been profound. Students report having been given a greater understanding of this history as well as an appreciation of its relevance to the world they live in. They express a deeper awareness that their actions matter and can have a significant positive impact.

***The Butterfly Project* joined these classrooms in 2016-2017:**

Academy of Our Lady of Peace
Joe Dwek Ohr Haemet Sephardic School
Hasten Hebrew Academy
Sacred Heart Academy
Gompers Preparatory Academy
San Diego Jewish Academy
St. Rose of Lima School
Ezra Academy
Friedel Jewish Academy
Keystone School
Mandel Jewish Day School
Harkham-GAON Academy
Jones Gordon School
St. Therese Academy
South Orangetown Middle School
Patrick Henry High School
Mirror Lake Elementary School
Warren Walker Middle School
Creekside Middle School
Allisonville Elementary School
SEEM Collaborative
Cajon Valley Union School District
Martin Luther King High School
San Diego Global Vision Academy
Weber Middle School
Palm Beach Schools
Fort Smith Schools
Carlton Oaks School
Hebrew Academy OC
Montgomery Middle School
Cajon Park Elementary School
Chet F. Harritt Elementary School
Dingman Elementary School
De Portola Middle School
Clarkstown Central School District
Spring Valley Middle School
Pleasanton Middle School
Jamison High School
Monte Gardens Elementary School
San Elijo Middle School
Riverview Language Academy

“ *The project made my students aware of how awful the Holocaust was in a way that was not too graphic for them to handle. It was helpful to learn about the mistakes of the past in a way that helps us prevent them in the future.* - From a teacher who had TBP come to their classroom, San Diego, CA ”



***The Butterfly Project* Teacher Training Program**



Educators are key to preserving this history and passing on its lessons.

Students in San Diego are fortunate to have access to our local Education Team, but the story is different around the country where many teachers do not have the skills or tools for this specialized work. Many schools lack access to appropriate curricula, especially for younger children. Underserved schools face even greater resource challenges, yet they arguably have an even greater need for curricula that address tolerance, bullying and systemic injustice.



We have so many inspiring stories to share from 2017. We've highlighted three incredible community partnerships below that exemplify the power and potential of *The Butterfly Project*. These stories illustrate the ways in which our programs inspire adults, teens and children of all ages to honor the memory of 1.5 million children through art, education and community engagement.

Spreading Values of Tolerance and Respect in Public Schools

Organization: South Orangetown Central School District

City: Blauvelt, NY | **Butterfly Count:** 1000



ADDRESSING A NEED: MORE IMPACTFUL HOLOCAUST EDUCATION

This initiative began when a group of students felt determined to enhance the Holocaust education in their school by focusing on the values of respect and tolerance.

ACTIVATING STUDENT LEADERS

A group of seven students attended a screening of *NOT The Last Butterfly* at the Rockland JCC Film Festival. Those seven students were inspired to take action and went on to work with their Principal, Karen Tesik, to share *The Butterfly Project* with their entire 8th grade class.

OPENING YOUNG HEARTS AND MINDS

A few months later, hundreds of students watched our documentary film *NOT The Last Butterfly* at school, created beautiful hand painted butterflies, and used the story cards that accompany our butterfly kits to connect with children whose lives were lost in the Holocaust. Their artwork lines the halls of their school building as part of our global art memorial and a daily reminder of the lessons they learned. We are excited to watch this program grow and continue to inspire eighth grade students in the years to come.

“This is just the beginning of what will be an annual tribute to *The Butterfly Project*, and at the same time reinforcing the character traits of respect, tolerance and hopefulness, I am so proud that we were able to inaugurate the project this year and that we will sustain it as an annual mission.” Karen Tesik, Principal, South Orangetown Central School District



The Butterfly Project Inspires Collaboration and Community Building

Organization: Sabes Jewish Community Center (JCC)

City: Minneapolis, MN | **Butterfly Count:** 750

CREATING COMMUNITY-WIDE ART INSTALLATIONS

Over the course of several months, the Sabes JCC invited 15 partner organizations to collaborate, creating more than 750 painted ceramic and origami butterflies that are now on display in their gallery and across the river at the St. Paul JCC. Participants included preschoolers, Jewish Day School students, summer campers and counselors, Hadassah members, seniors, and JCC staff.

“

It is our privilege to bring this project to the community. This is another beautiful example of the healing power of art + community to create magic.” - Robyn Awend, Cultural Arts Director of the Sabes JCC

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CONTINUED INVOLVEMENT & LASTING IMPACT

Our documentary film *NOT The Last Butterfly* launched all of this butterfly activity in May 2017. Sabes JCC screened the film, then invited the community to continue to add to the growing exhibition. Thousands of locals from all walks of life have visited the Minneapolis Butterfly Project Exhibit. We will continue to create a sustainable and lasting community partnership with Minneapolis.



Museum Runs One Year of City-Wide Activities

Organization: Holocaust Center of Pittsburgh

City: Pittsburgh, PA | **Butterfly Count:** 875

SUPPORT FROM STRONG JEWISH INSTITUTIONS

With generous support from the Lipsman Family and seven other community foundations, *The Butterfly Project* created an exhibit at The Holocaust Center of Pittsburgh.

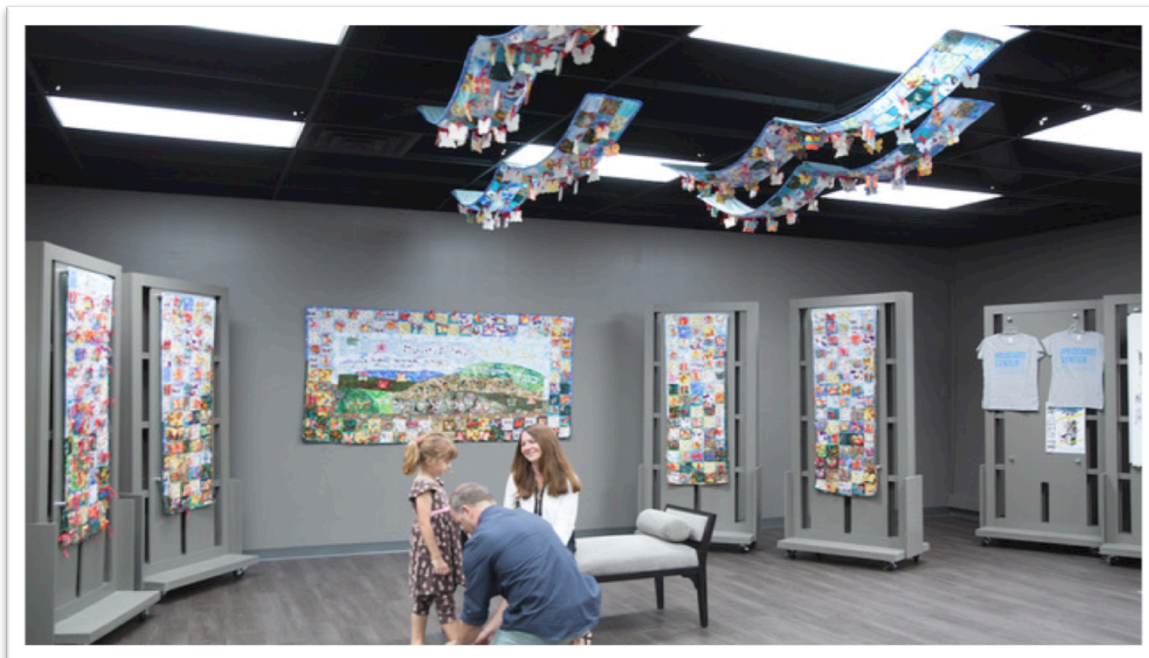
ENCOURAGING COMMUNITY PARTNERSHIP

The Holocaust Center of Pittsburgh started painting butterflies with a program for Holocaust survivors, and quickly saw the potential of the project for groups of all ages and backgrounds. Seventeen local schools, elected officials and organizations visited the museum to paint 875 butterflies as part of our global art memorial for the 1.5 million children's lives that were lost in the Holocaust. One hundred of the butterflies are on display at Community Day School, a partner on the project, and the remaining pieces are included in two exhibits at the Holocaust Center.

“

“We are grateful to have had the opportunity to build meaningful relationships throughout the region while remembering the children lost in the Holocaust in such a beautiful way.” - Lauren A. Bairnsfather, PhD Executive Director Holocaust Center of Pittsburgh

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Jewish Community Centers

Lawrence Family JCC, La Jolla (La Jolla, CA)
JCC of Mid Westchester (Scarsdale, NY)
Shames JCC on the Hudson (Tarrytown, NY)
Sabes JCC Minneapolis (Minneapolis, MN)
St. Paul JCC (St. Paul, MN)
Levine JCC (Charlotte, NC)
Mandel JCC of the Palm Beaches
(Palm Beach Gardens & Boynton Beach, FL)
Marlene Meyerson JCC Manhattan (NY, NY)
Mittleman JCC Portland (Portland, OR)
Gural JCC Cedarhurst (Lawrence, NY)

Synagogues

Congregation Beth El (San Diego, CA)
Temple Adat Shalom (Poway, CA)
Beth El Synagogue (St. Louis Park, MN)
Valley Outreach Synagogue (Calabasas, CA)
Temple Beth Hillel-Beth El (Wynnewood, PA)
Tifereth Israel Synagogue (San Diego, CA)
Ohr Shalom (San Diego, CA)
Congregation Beth El (San Diego, CA)

Organizations

Kesher Kef (San Diego, CA)
Engage Mt. Kisco (Scarsdale, NY)
NextGen (San Diego, CA)
Women's Philanthropy (San Diego, CA)
Jewish Federation of Greater Chattanooga
(Chattanooga, TN)
Eisenhower Foundation (Abilene, KS)
Leichtag Commons (San Diego, CA)
River Edge Public Library (River Edge, NJ)
Pittsburgh Holocaust Center (Pittsburgh, PA)
Israeli Scouts (San Diego, CA)
Institute for Holocaust Education (Omaha, NE)
Rose Blumkin Jewish Home (Omaha, NE)
Engage Mt. Kisco (Mt. Kisco, NY)
Justin Carr Wants World Peace (Los Angeles)
Facing History and Ourselves (Los Angeles)

2017 International Butterfly Events:

Canada

*Beth Avraham Yoseph
of Toronto Congregation*

Latvia

*The Shimon Dubnov
Jewish Secondary School
Mazzalaca Secondary School
The Latgale Central Library
S. Dubnova Riga Secondary School*

Hong Kong

The Harbour School

Mexico

*Colegio Atid
Colegio Sefaradi
Merkaz Montessori
Gan Condesa
Comunidad Israelita de
Guadalajara
Colegio Or Hajayim
Colegio CIM ORT
Bet Hayeladim
Yeshiva Emuna
Comunidad Israelita de Monterrey
Colegio Maguen David
Colegio Yavne
Or Sameaj
Alegro Montessori
Colegio Tarbut
Colegio Monte Sinai
Gan Montessori
Mi Espacio Montessori
CRIT de Tlalnepantla
CONFE
Amigos del Down
CAM Huixquilucan
DIF Huxquilucan
Centro Iluminando y Editras
Nutre mis Seuños
CAM Naucalpan
Niños que viven en el Reclusorio
de Santa Martha Acatitla con sus
mamas
Galher
Moviendo Causas
World CIM-ORT Mexico City*

Global Movement



In our 11th year, *The Butterfly Project* traveled around the globe. We kicked off the year in Eastern Europe, as ambassadors from more than 10 neighboring countries came together in January at the invitation of the US Embassy in Latvia to screen our documentary film, *NOT The Last Butterfly*. As we crisscrossed the nation, more than 250 students learned lessons, painted butterflies and made three butterfly memorial installations in Latvia where Holocaust education had historically been suppressed by the Soviet Union. Thanks to the efforts of Board Member Rebeca Besquin, a spectacular effort in Mexico City began with multiple organizations across the city educating and painting 6,000 butterflies, with participation by special-needs students. Participants of all ages in Hong Kong and Uruguay also joined us in our vision for a more peaceful world.



We have an exciting road ahead for 2018 and beyond.

Our mission aligns perfectly with organizations who are engaging the broader community. In the coming year, our documentary film, butterfly kits, and educational resources will be utilized in dozens of new communities in schools, community centers and museums. We offer a unique interactive and experiential learning experience that opens minds and hearts.

Award-Winning Film



In 2017, more than 4,500 people viewed our award-winning documentary film *NOT The Last Butterfly* in nine cities in the U.S. and three abroad. The film was featured at six different film festivals. It is being used to widen engagement with The Butterfly Project among students and audiences of all background and ages.



2017 Film Screenings and Film Festivals

JCC Manhattan | US Embassy, Latvia | San Diego Jewish Film Festival | Palm Beach Jewish Film Festival | Eisenhower Foundation, Abilene, KS | JCC Rockland Jewish Film Festival | VOS Center for Jewish Life (Calabasas, CA) | Twin Cities Jewish Film Festival | Beth Avraham Yoseph of Toronto Congregation | Kroc Institute for Peace & Justice, University of San Diego | Heartland Film Festival, Indianapolis, IN | Hong Kong Film Festival | River Edge Library, River Edge NJ

NOT The Last Butterfly tells the inspiring tale of *The Butterfly Project*, a grassroots arts and education initiative that memorializes the 1.5 million children killed in the Holocaust through age-appropriate lessons and global displays of ceramic butterflies... one butterfly painted for each child.

In the film, *The Butterfly Project's* messages of hope and healing are woven together with Holocaust survivors' courageous stories of these dark times, including a little-known story of the Terezin concentration camp in Czechoslovakia, where a young Ela Weissberger was imprisoned as a child. Now a survivor in her eighties, Ela reveals how she and other children were given the strength to endure the Holocaust by an artist and teacher who helped them express the trauma of their experiences through art. A moving account of survivor and a lesson in the healing power of art works its magic again. *NOT The Last Butterfly* offers young and old alike a new way to find hope in one of history's great tragedies and empowers all of us to take action to create a more peaceful world.



The Butterfly Project 2017 Donors



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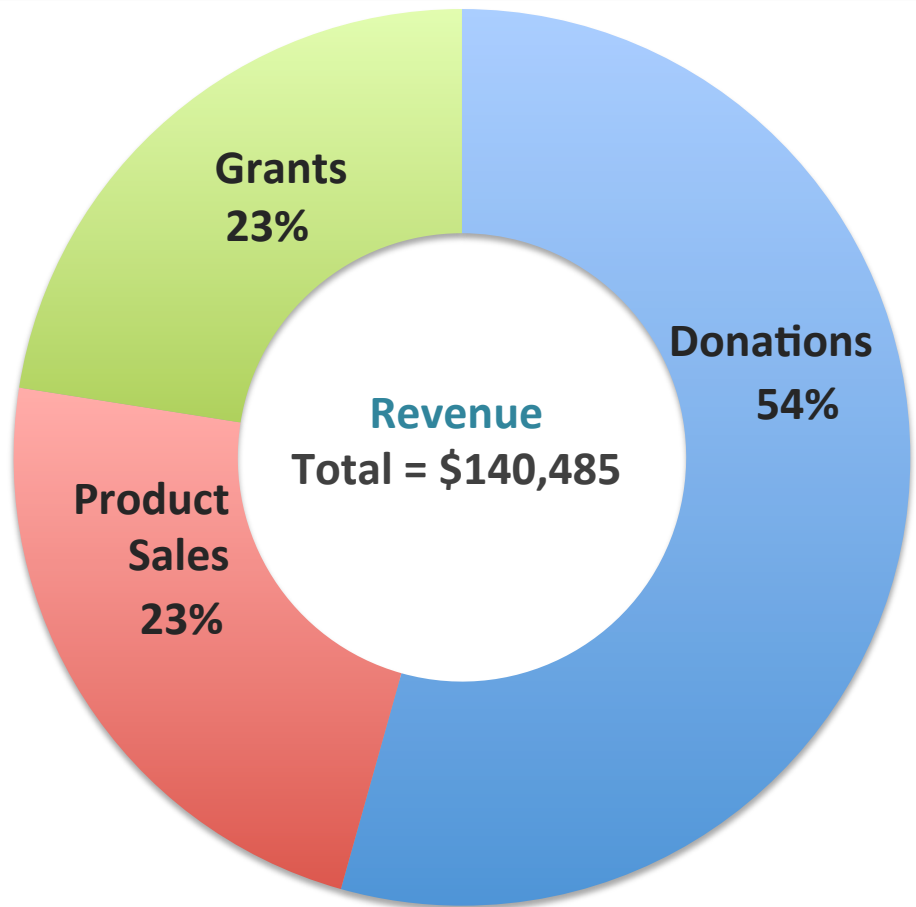
"From the first time I learned about The Butterfly Project several years ago, I was intrigued. It was important for me to understand its meaning to the children who participate in the project's education programs, to the impact on the communities in which these children live, and to the donors.

What I found was that the children are so moved by the significance of what they are doing. They are the torch bearers of the children lost to the Holocaust and to children who are innocent victims of all atrocities. To the members of the communities, the butterflies the children create and display in their schools are a reminder of how grateful we should all be to raise our families in the safety of our country. The stories the children share afterwards with their parents and siblings are a reminder of what can happen, and they emphasize the importance of never forgetting.

With the impact of the education and concrete symbols the children make, I thought, "How can I not support this endeavor? It is the right thing to do. "
 Sarah S., Donor (San Diego, CA)

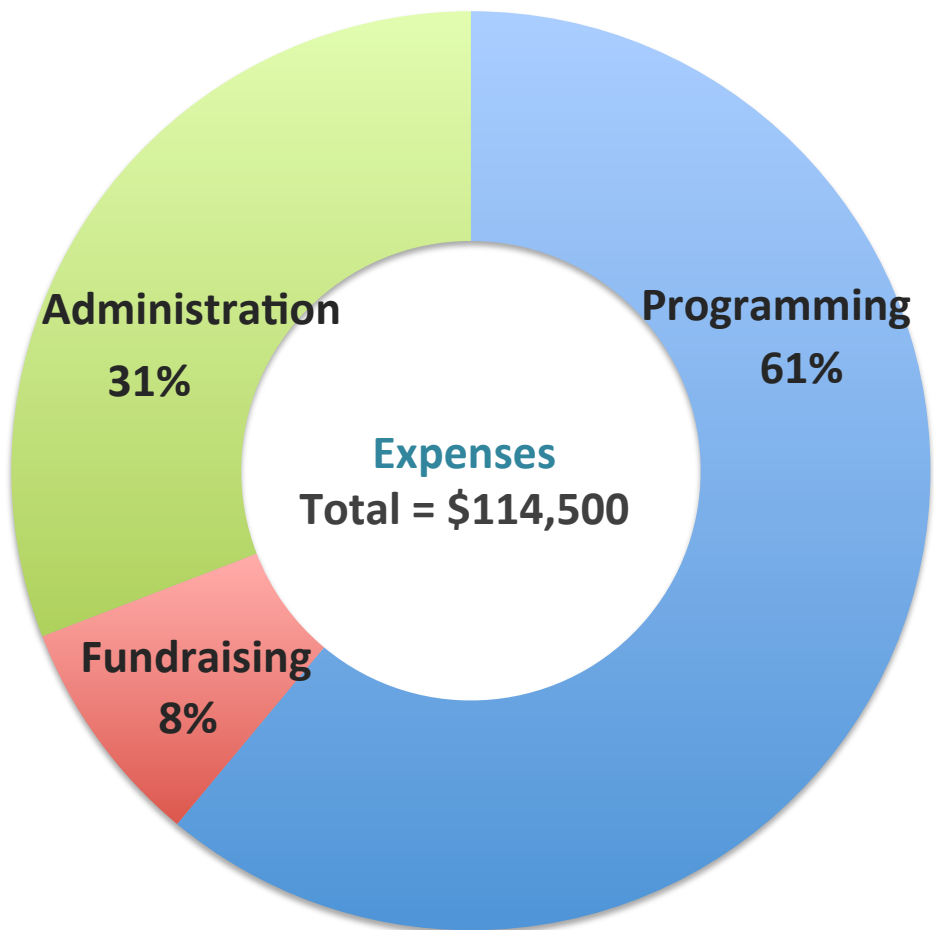
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REVENUE

- Donations
- Grants
- Revenue Sales



EXPENSES

- Programming
- Fundraising
- Administration