



# The Butterfly Project Annual Report 2018

THE BUTTERFLY PROJECT®



Remembrance and Hope



# Founders' Message



Thanks to our generous donors, The Butterfly Project's Education Team was able to teach the important lessons of the Holocaust to more students than ever before. We are also grateful for the opportunity to honor our Holocaust survivor parents' memories by telling their stories when we bring The Butterfly Project into classrooms.

Our goals include: expanding The Butterfly Project's Education Teams of speakers with children of Holocaust survivors who will tell their own parents' stories, implementing The Butterfly Project Educational Exhibit, and reaching out to more students in underserved schools with limited resources and access to this kind of educational programming. As ever, our focus is on sharing the importance of being resilient and hopeful during hard times and the "Power of One" to make the world a better place.



Cheryl Rattner Price  
Co-Founder,  
Executive Director

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 216,000 butterflies

have been painted since we were founded in 2006.

*In 2018, The Butterfly Project's wings spread far and wide!*

**23,627**

people of all ages took part in our mission

**159** public and

private schools used our lessons and kits

**62** groups

experienced The Butterfly Project for the first time

**83**

groups were repeat participants!

**Over the past 12 years, The Butterfly Project has gained international recognition by educating and engaging young people through utilizing the lessons of the Holocaust.**



Through historical storytelling 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, employing the transformative power of art and creativity to realize these goals.

# The Butterfly Project in the classroom



The four incredible women who make up TBP's Education Team have shared The Butterfly Project with over 1,700 students in San Diego County in 2018.

Team educators Co-Founder Jan Landau, Arlene Keeyes, Sonia Fox Ohlbaum and Judi Gottschalk 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.



*"Mrs. Keeyes and Mrs. Landau brought a very painful and horrific era in history to the forefront in a way that was powerful to the students. Seeing the clothing worn in the concentration camps, seeing the 6 pointed 'Jude' yellow star in person had powerful visual impact. Hearing Arlene Keeyes' sweet voice read Eve Bunting's book about the Holocaust helped the students empathize with the Jewish children. However, 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, 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."*

- Alice B. , 8th Grade Teacher, San Diego, CA



The impact on all the students 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 expressed a deeper awareness that their actions matter and can have a significant positive impact.

# The Butterfly Project joined these groups for the first time in 2018:

- Achievement First School, Brooklyn, NY
- Atascadero Middle School, Paso Robles, CA
- Bewegte Grundschule, Cottbus, GERMANY
- Book Club, Imperial, CA
- Boonton High School, Boonton, NJ
- Campus of Life, La Jolla, CA
- Chisholm Trail Middle School, Rhome, TX
- Delta Elementary Charter School, Clarksburg, CA
- Delta Kappa Gamma Xi State, Jackson, TN
- Dominican Republic Comm Org, San Jose, CA
- Ellis Middle School, Henderson, TN
- Estherville Middle School, Estherville, IA
- Exeter High School, Kingsburg, CA
- French Road Elementary School, Rochester, FL
- Girl Scout Troop 4419, San Diego, CA
- Goldstein Family, San Diego, CA
- Griffin Elementary, Cooper City, FL
- Haftr Elementary, Lawrence, NY
- Hempfield Area High School, Greensburg, PA
- International School of Panama, Panama City, Panama
- JCC Amherst, Amherst, MA
- John Burroughs Middle School, Los Angeles, CA
- Knox Middle School, San Diego, CA
- Liff Family, San Diego, CA
- Museo de el Holocausto Guatemala, Guatemala
- New Bridge School, Poway, CA
- Ohio State University Hillel, Columbus, OH
- Rhoades School, San Diego, CA
- San Jose Middle School, Novato, CA
- SDSU- Alpha Epsilon Phi, Students Supporting Israel, Jewish Student Union, Hillel of San Diego, San Diego, CA
- Sequoia Middle School, Newbury Park, CA
- St. Mary's, Aliso Viejo, CA
- Tabernacle Elementary School, Tabernacle, NJ
- Temple Shalom in Broomall, Broomall, PA
- The Monarch School, San Diego, CA
- Tierra Bonita Elementary School, Poway, CA
- Varnell Elementary, Dalton, GA



*"When I had my students write year-end reflections, many listed The Butterfly Project as their favorite activity all year in art class. The presentation was VERY well done because the way the subject matter was handled was really age appropriate. The students are very proud that their work became part of a fountain at a shopping mall by their homes."*  
- Mark G. 9th Grade Teacher, 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 TBP Education Team, but the story is different around the country where many teachers do not have the 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.



# The Butterfly Project in the Community

We have so many inspiring stories to share from 2018. 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:** Spring Valley Middle School

**City:** La Mesa, CA | **Butterfly Count:** 288



Educator Debra Griep Lunamand of Spring Valley Academy has been working for 9 years bringing The Butterfly Project to her students at Spring Valley Academy. In May of 2018, The Butterfly Project brought our film NOT The Last Butterfly and painted butterflies with over 270 8th grade students. Debra's extraordinary leadership, creativity and impact on this campus and in the hearts of thousands of children cannot be measured. These planter mosaics were her most recent creation and we are thrilled.

*"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."*

- Maria T., 8th Grade Teacher, Spring Valley, CA

# The Butterfly Project in the Community



## Creating a Lasting Legacy for Jewish Family Service of San Diego

**Organization:** Jewish Family Services

**City:** San Diego, CA | **Butterfly Count:** 180

### Creating Community-Wide Art Installations

After many years of discussion, planning, and development, a new piece of art has been installed in the main hall of the Client Services Building at Jewish Family Service of San Diego. This original artwork was commissioned to confront the horrors of the Holocaust by bringing into focus the beauty of Jewish life before WWII alongside symbols conveying the brutal destruction of 6 million Jews throughout Europe.

A majority of the photos and artifacts used in the piece were donated by local Survivors and their families, many of whom arrived in San Diego as refugees after the war. In every way, this work is a celebration of their lives, their resilience, and their indelible contributions to the growth and strength of our community. It is also a reflection of the vital role that JFS has played and continues to play in meeting the needs of San Diego's Survivors.



## *Jewish in San Diego* Exhibit Includes The Butterfly Project Family Day

**Organization:** San Diego History Center

**City:** San Diego, CA | **Butterfly Count:** 64

### Encouraging Community Partnership

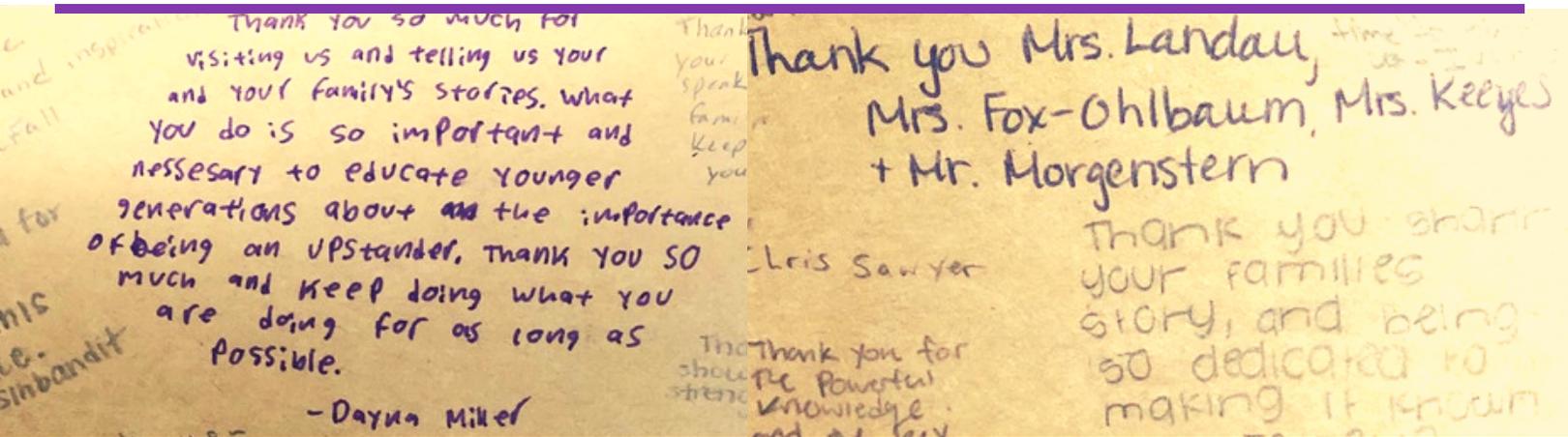
In recognition of International Holocaust Remembrance Day (January 27) San Diego History Center in historic Balboa Park hosted The Butterfly Project.

The Butterfly Project spent the day with an epic film screening of *NOT The Last Butterfly*, the Education Team presenting their families' stories of survival and butterfly painting with an on-the-spot installation at San Diego History Center. The crowd was eager to participate and learn about our program. The Butterfly Project was honored that California Congresswoman Susan Davis joined the entire event as well.





# The Butterfly Project flew to communities around the US in 2018



## Synagogues

- Temple Sholom in Broomall, Broomall, PA
- Temple Beth El, San Diego, CA
- Congregation Beth El, San Diego, CA
- Congregation Beth Shalom, Valencia, CA
- Congregation Sherith Israel, San Francisco, CA
- Tifereth, San Diego, CA
- Ohr Tzafon, Paso Robles, CA
- Temple Solel, Cardiff, CA
- Beth Israel, San Diego, CA
- Congregation B'nai Yisrael, Armonk, NY

## Jewish Community Centers

- Asheville JCC, Asheville, NC
- Levine JCC, Charlotte, NC
- Tarrytown JCC, Tarrytown, NY
- JCC Amherst, Amhearst, MA

## Organizations

- Girl Scout Troop 4419, San Diego, CA
- Seacrest Retirement Village, Encinitas CA
- Chabad Iceland, Iceland
- Campus of Life, San Diego, CA
- Book Club, San Diego, CA
- Dominican Republic Community Organization, Dominican Republic
- Camp Mountain Chai, San Diego, CA
- Chabad of East County, San Diego, CA
- Israeli Scouts - Shevet Hamifratz, San Diego, CA
- Camp JCA Shalom, Malibu, CA
- Beth El Religious School, San Diego, CA
- March of the Living, San Diego, CA
- Sha'ar Hanegev, Israel
- Pickwick Players, San Diego, CA

## 2018 International Butterfly Events:

Canada  
Germany  
Guatemala  
Iceland  
Israel  
Panama

## Global Movement



In our 12th year, The Butterfly Project traveled around the globe. Through the incredible efforts of San Diego's La Jolla Country Day School led by Jonathan Shulman, The Torrey Model United Nations (TorreyMUN) team attended several conferences in October hosted by the International School of Panama. These inspiring students introduced The Butterfly Project at opening ceremonies and as a part of the conference where students could stop in and paint butterflies in memory of the 1.5 million children whose lives were lost in the Holocaust.

**We have an exciting road ahead for 2019 and beyond.**



*Cottbus, Germany*



An initiative that started with La Jolla Country Day School in 2018 and was expanded upon to reach a sister school in Cottbus, Germany. The San Diego survivor family of Max z"l and Rose Schindler started the concept because of the way the school has honored their family over the past years. Led by son, Steven Schindler, Amy Parish and joined with brother Jeff Schindler, attended along with their children the dedication of the first butterfly mural in Germany at Bewegte Grundschule, an historic elementary school building on International Holocaust Remembrance Day. Nicole Nocon of Cottbus, Germany who has led the initiative on the ground says a "chain reaction has started." She reports that there are already more schools who want to join and there are volunteers who want to start manufacturing butterflies in Germany to reduce shipping costs and the carbon footprint. We look forward to sharing more details as they unfold in 2019.



# The Butterfly Project 2018 Donors

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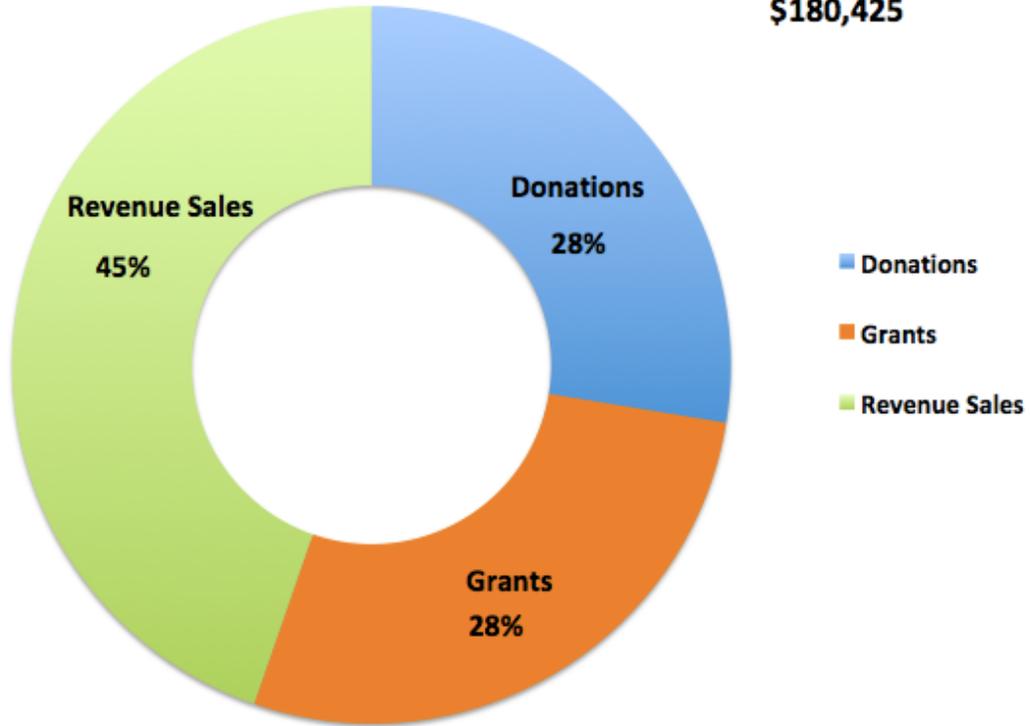
*"When I first heard about The Butterfly Project, I was in awe... and I still am!  
Their mission is amazing and powerful and I am proud to support them. To  
think that over 1.5 million children perished in the Holocaust breaks my heart.  
The participants were deeply touched by the power of the butterfly they created  
and connected through the card they were given with name and photo of an  
actual child. At the event, over 50 beautiful butterflies were hand painted."  
Linda B. Donor from San Diego*

# The Butterfly Project Fiscal Year Breakdown 2018



## 2018 Income

Total Income  
\$180,425



## 2018 Expenses

Total Expenses  
\$142,986

