



בית התפוצות
מוזיאון העם היהודי
BEIT HATFUTSOT
THE MUSEUM OF THE
JEWISH PEOPLE

BEIT HATFUTSOT THE MUSEUM OF THE JEWISH PEOPLE 2015 ANNUAL REPORT

YOU ARE PART OF THE STORY



Beit Hatfutsot Team, Passover 2015

July 2016

Dear friends,

Throughout its existence, Beit Hatfutsot has served as a center for Jewish heritage, culture and education. In recent years a Renewal Campaign was launched to reinvent it as *The Museum of the Jewish People*. Evolving from an institution that catalogs the Jews of the Diaspora and commemorates the past, we are now dedicated to telling the ever-changing story of all Jews, guided by the key principles of relevancy and identification, pluralism and inclusiveness and celebrating creativity and renewal.

2015 was an exciting year for the Museum as our renewal plans became a reality, and we began construction of a New Wing; Phase I of the new Museum of the Jewish People at Beit Hatfutsot (opened in May 2016). Our dedicated teams of experts made every effort to ensure that this process unfolded as efficiently and smoothly as possible for the Museum, which remained open to the public throughout this time.

Beyond the physical renovation of the Museum, significant resources were invested in making its vast databases accessible online so that now anyone in the world can research their roots and learn about the rich heritage of the Jewish People.

Furthermore, the International School for Jewish Peoplehood Studies engaged thousands of children, adults and IDF soldiers with their Jewish Identity via an array of activities, based on original content created and curated by the Museum. This enabled countless people to explore what it means to be Jewish.

The Museum of the Jewish People at Beit Hatfutsot is the only institution in the world that highlights that which unites us as a people — our common values, assets and achievements — rather than our differences. We believe that this is the key to a strong and sustainable future for the Jewish People. Our hard work continues in order to make the Museum an inspiring and thought-provoking place and a home for Jews from across the globe to discover, connect and share their Jewish experience.

We invite you to visit us — in person and online — and share your Jewish Story. Thank you for helping us to inspire future generations and strengthen Jewish Identity in Israel and around the world.


Irina Nevzlin
Chair of the Board




Dan Tadmor
CEO



THIS YEAR



Bodo Ramelow, Minister President of Thuringia, Germany, handing the Erfurt Ring to Dan Tadmor



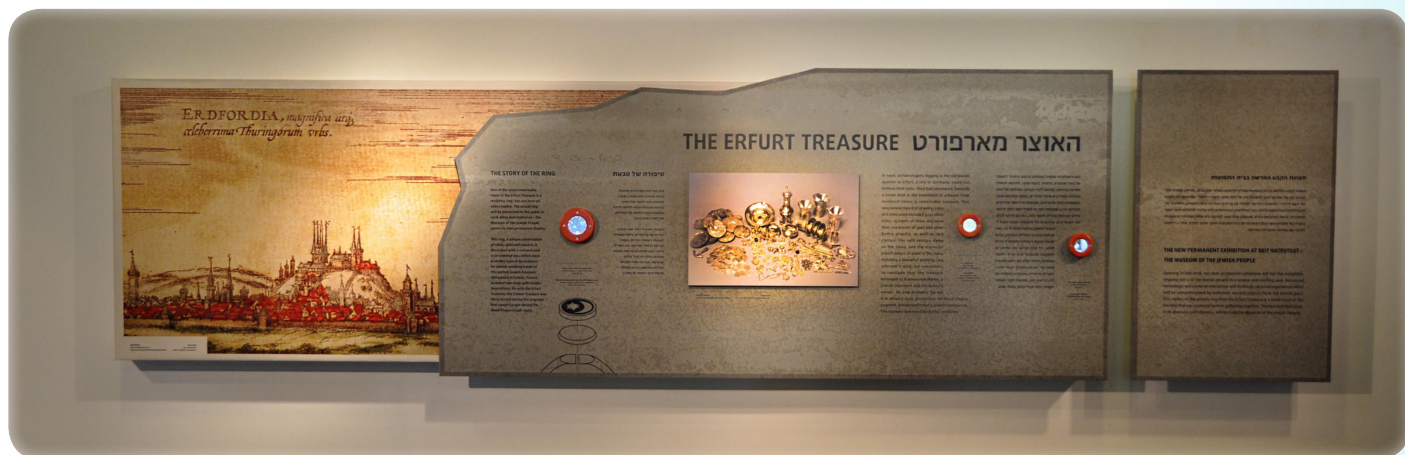
Claudio Pincus, Joey Alexander and Daniel Pincus at the 37th Anniversary Gala Dinner of the American Friends of Beit Hatfutsot



The My Family Story exhibit



Ambassador Alfred H. Moses and Fern Schad Moses at the 37th Anniversary Gala Dinner of the American Friends of Beit Hatfutsot



The Erfurt Ring exhibited at Beit Hatfutsot



Dan Tadmor, First Lady of Israel - Nechama Rivlin, , Irina Nevzlin and Eliahou Eric Bokobza



Tararam! - Rhythm and Jews, Summer 2015



The Israel Friends of Beit Hatfutsot at the Palais Schönburg, Vienna

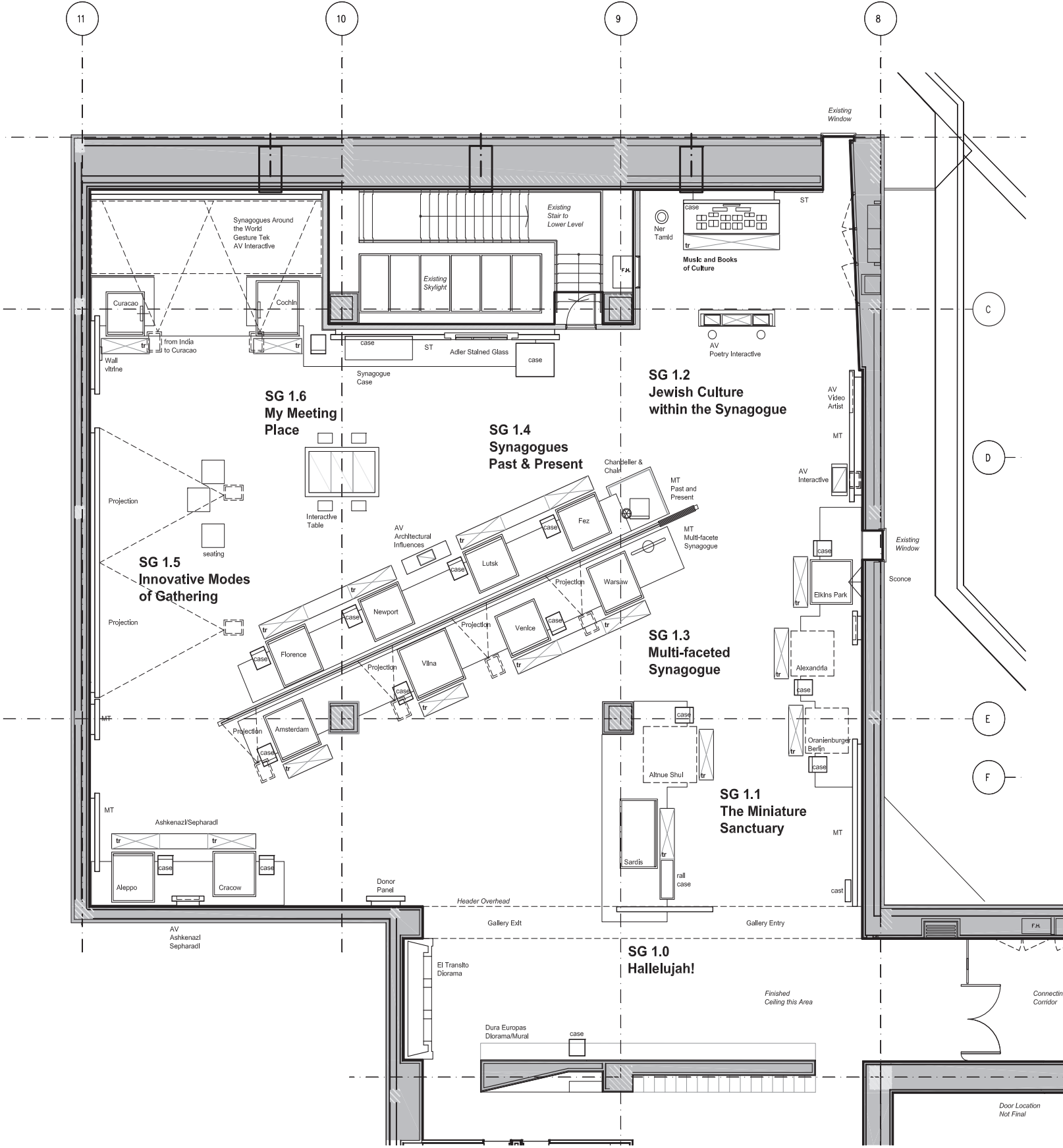


Operation Moses: 30 Years After exhibited at the Knesset

The Museum of the Jewish People at Beit Hatfutsot- Phase I of the Renewal Project

In 2015 we began construction of the New Wing, the first step in the Museum’s physical transformation into The Museum of the Jewish People. As this project was unfolding, we were hard at work designing and producing displays for the Synagogue Hall, Family Gallery and the “*Forever Young: Bob Dylan at 75* and *Operation Moses 30 Years After*” exhibits.

Ram Aderet Construction facilitated the building work, while Gallagher & Associates and the Museum’s curatorial staff collaborated on designing exhibits for the New Wing. Alongside these endeavors, plans and designs were developed to continue our transformation into Phase II of the Renewal Project.



Curatorial Department

The Museum of the Jewish People presents history, culture and art that draw thousands of visitors into a new appreciation of Jewish life while inviting them to consider their own connection to it. In 2015 our special exhibits touched on the themes of music and fashion, history and mysticism, Jewish identity in art and more:

United Colors of Judaica – Eliahou Eric Bokobza Multiple Jewish Identities: A New Perspective (July 2015 - February 2016)

This solo showing by Eliahou Eric Bokobza, featuring original works created especially for this exhibit, offered a captivating collection based on the many facets of the artist's self in relation to his ethnic, religious and cultural identity, and inspired a discussion about the diverse components that comprise one's Jewish identity. Items from the Judaica collection of the Bar David Museum, private collections and Beit Hatfutsot's collection were displayed alongside Bokobza's paintings as part of the display.



Eliahou Eric Bokobza, *Bar Mitzvah*, 2014. From the Lifecycle Series
Oil and acrylic on canvas, 110 x 140 cm

Mazal Ubracha (Good Fortune and a Blessing) – Myths and Mythologies in Israeli Contemporary Art (June 2014 - November 2015)

This unique exhibit presented original works of art by thirteen leading Israeli artists commissioned for the exhibit, alongside traditional amulets and spells of the William Gross collection of Judaica. Located in proximity to the Museum's historical synagogue models, this display created a dialogue between old and new, traditional and avant-garde.



Shai Azoulay, *Hilula*, 2013, Oil on canvas, 178x170 cm

Amy Winehouse – A Family Story (September 2014 - June 2015)

Developed in collaboration with the Jewish Museum in London, this very intimate exhibit showcased family photos, musical samples and personal artifacts that relayed Amy's story from childhood to her tragic death at age twenty-seven. This collection provided a lens through which visitors could delve into both Amy's Jewish upbringing and her inner life as an artist and human being.



Amy Winehouse, courtesy of the Jewish Museum, London and the Winehouse Family

From the East End to Golders Green – London Jewry in the 19th Century (September 2014 - January 2016)

This small exhibit introduced visitors to the story of Jewish migration from Eastern Europe to London in the late 19th and early 20th centuries. The photographic showcase provided historical context for Amy Winehouse – A Family Story, which was on display in a nearby gallery.



Piccadilly Circus, London, c. 1900

Dream Weavers – From Jewish Tailors to Top Fashion Designers (November 2014 - July 2015)

This exhibit followed the story of the Jewish tailoring industry from its roots in Eastern European and Islamic countries to modern times. The display emphasized the trade's transformation from subsistence tailoring in the shtetl to sweatshop piecework, and, finally, to high fashion and big business in America. Against this historical backdrop the exhibit featured a video installation and seventeen evening gowns and accessories by top Jewish and Israeli fashion designers including Michael Kors, Albert Elbaz, Kobi Halperin, Mark Jacobs, Donna Karan, Ralph Lauren, Scaasi and Diane Von Furstenberg.



Avshalom Gur, *Butterfly Dress*, Silk and Cotton, 2014

Peoplehood in Practice:

The curatorial team collaborates with museum professionals, researchers and lenders from all over the world, embracing new viewpoints and generating new content for the Museum and beyond. One such collaboration was a film about French-Jewish identity - produced for the Dreyfus exhibition - which received acclaim at Jewish film festivals throughout the world and exposed new audiences to the complexity of French-Jewish identity today.

The International School for Jewish Peoplehood Studies (ISJPS)

The International School for Jewish Peoplehood Studies (ISJPS) at Beit Hatfutsot educates towards a sense of belonging and commitment to the Jewish People. Our work is rooted in inspiring, impactful educational content that effectuates meaningful change across the diverse global Jewish community. Innovative and inclusive, ISJPS is the only educational center anywhere in the world focused on what it means to be a part of the Jewish People in all its depth and diversity.

2015 was a busy year with many new programs launched and operated by ISJPS:

Israelis and Jewish Peoplehood: Challenges of Peoplehood in Israeli Society – from Vision to Practice (Conference, February 2015)

Held by ISJPS in conjunction with the Center for Jewish Peoplehood Education and with 250 people in attendance, this conference took place at the Museum of the Jewish People and dealt with the theory and practice of Jewish Peoplehood in the context of Israeli society. The conference brought together educators and leaders from a wide range of organizations, including government ministries, to exchange ideas and to reflect upon the ways in which notions of Jewish Peoplehood – collective Jewish belonging, the connections between global Jews, and mutual Jewish responsibility – can be strengthened in Israeli society. The conference, attended by many young Israeli professionals, considered whether Jewish Peoplehood is a notion that speaks to Jews outside of Israel. The conference, sponsored by The UJA-Federation of New York, The Jewish Agency, The Wexner Foundation, The Nadav Foundation, The World Zionist Organization, The San Francisco Jewish Community Federation, The Diller Teen Fellows and more, was dedicated to the memory of the late Varda Rafaeli z”l, an Israeli Peoplehood pioneer.



From the conference

My Family Story 20th Anniversary (June 2015)

Celebrating its 20th anniversary, *My Family Story* hosted 155 Jewish institutions from 25 countries, with 20,000 students participating. 200 artistic family-roots projects from around the world were submitted to the International Competition in Memory of Manuel Hirsch Grosskopf, and selected submissions were displayed at the Museum of the Jewish People. The 20th anniversary was also marked by the publication of a bilingual limited-edition collection of exceptional family stories from contemporary Jewish leaders, innovators, entrepreneurs and artists including Charles Bronfman, Irwin Cotler, Sarah and Susan Silverman, Rabbi Jonathan Sacks, Idan Raichel, Senator Joseph I. Lieberman, Major General (Res.) Eitan Ben Eliahu and Israeli Ambassador to Ethiopia Belaynesh Zevadia.



Students at My Family Story exhibition

Tararam! – Rhythm and Jews, Workshops for Children and Families (August 2015)

During the summer of 2015, ISJPS collaborated with performance artists from *Tararam!* Families and groups interactively explored their unique story by way of a colorful and creative hands-on experience. This tactile encounter engaged visitors in their own personal narratives, customs, traditions and backgrounds while celebrating the unifying elements and common denominators shared by worldwide Jewry. Doron Rafaeli, (Artistic Director of *Tararam!*) composed a special rendition of “*Heenei- Ma-Tov-U-Mana'im*” (“How Good and Pleasant it is for Us All”) incorporating a contemporary sound that echoes the rich musical tradition of the Jewish People. 7,500 visitors participated in this unique program, enjoying a musical approach to Jewish Peoplehood.



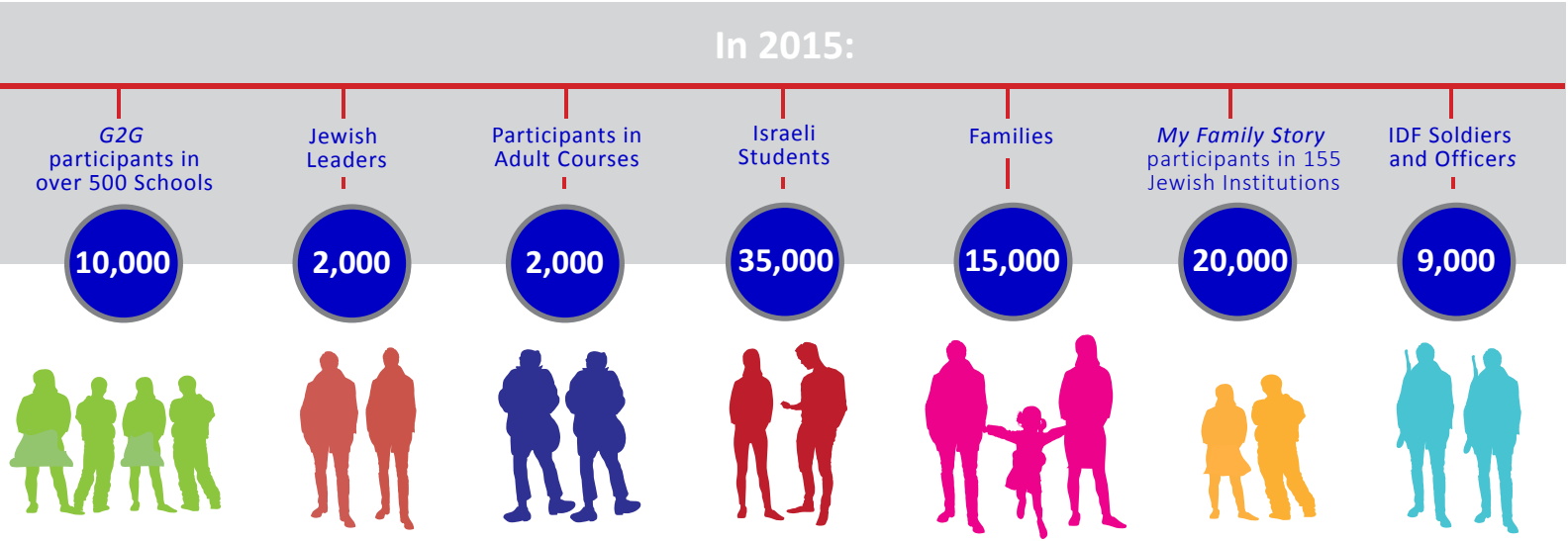
Tararam! – Rhythm Workshops for Children and Families at Beit hatfutsot

The Jewish Lens @ Beit Hatfutsot Photo Competition (launched September 2015)

In September 2015 ISJPS introduced an international competition for fifteen-to-eighteen-year-old Jewish teens, through a partnership with popular international photographer Zion Ozeri, renowned for photographing Jewish themes. Teens were invited to submit a photograph with an accompanying text that captures the theme of “My Connection to the Jewish People.” A designated committee in Israel, directed by Mr. Ozeri, selected outstanding works, and finalists received prizes on behalf of the institutions they represented.

G2G: Generation to Generation

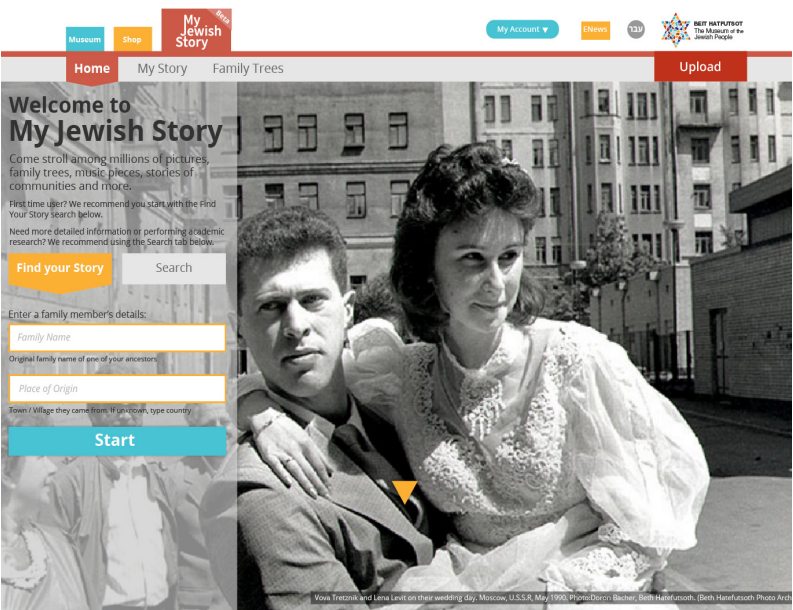
Sharing a personal story can often help bridge the gap between younger and older generations, highlighting what is common to both and bringing people closer together. *G2G: Generation to Generation*, enables seniors to share their family and community stories that are replete with traditions, memories, knowledge and unique anecdotes. While seniors open a window to the past for young students, they in turn help seniors acquire useful skills for the present and future. From Moscow to San Diego, in 2015 G2G crossed new borders. In addition to the vast activity in Israel, the program brought together youth and seniors in fifteen Jewish communities worldwide, learning technological skills together and sharing personal life stories and experiences. In Moscow, participants read letters sent from the WWII battlefield, discussed Jewish and Russian customs, and still meet every Shabbat, after learning new prayers. In Kishinev, senior participants are now communicating with family in Israel via Skype. In Los Angeles, students compiled their grandparents’ most meaningful Jewish moments, such as discovering the beauty of the Hebrew language for the first time in childhood; and in Miami participants discussed everything from women’s fight to wear a Talit, to Navy cooks mistakenly baking Matzot during the high-holidays in September, to accommodate the needs of Jewish sailors at sea. San Diego and New Jersey students learned about faraway places in which Jews lived and flourished, by teaching seniors how to use Google Earth, and the Istanbul Jewish community, where G2G will begin to operate in the coming year, exchanged Shabbat greetings and customs with G2G participants in Nesher, Israel. G2G continues to expand, adding more and more fascinating chapters of the ongoing story of the Jewish People to the Beit Hatfutsot collection.



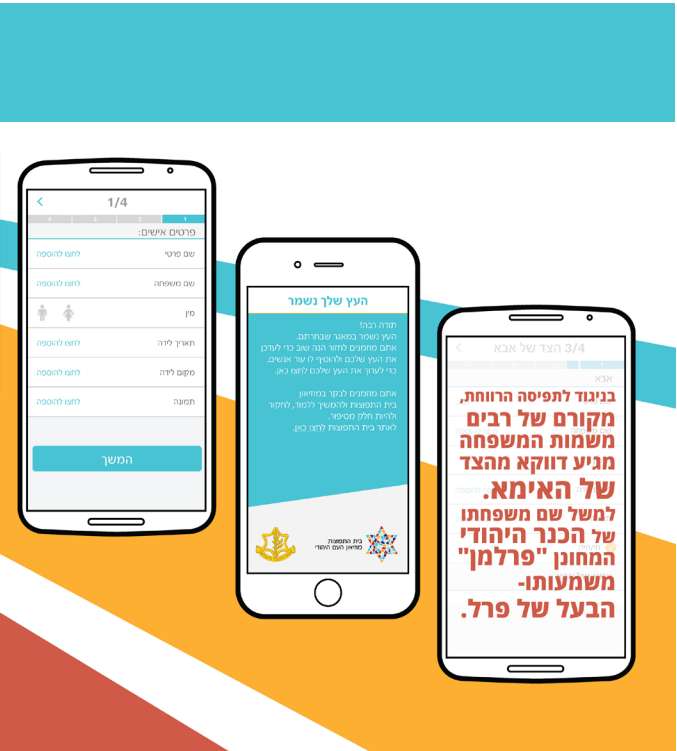
In 2015 the Museum’s online department took a significant leap forward as part of the renewal process toward the new Museum of the Jewish People. Highlights include:

The Launch of Our Alpha Databases:

In April 2015, after a year-and-a-half of research, planning, design and development, we launched the initial version of the databases website. For the first time in 30 years, access to our vast and extensive databases was given to people outside the museum, utilizing state-of-the-art technology and a cutting-edge interface. The site was launched to a closed group of 100 people in order to obtain initial feedback, comments and recommendations. This feedback enabled us to quickly improve and upgrade in order to provide users with the best possible experience as we work toward the next phases: our beta site and public launch, both of which slated to launch in 2016.



The “Build Your Family Tree in Five Minutes” App for the IDF
This Hebrew language application was created for new cohorts of soldiers entering the Israel Defense Forces. The IDF approached Beit Hatfutsot to develop this app as it identified that many of its recruits lacked a sense of Jewish identity and belonging beyond their Israeli citizenship. Our Jewish Family Tree generator enables users to quickly and easily generate genealogical data in order to explore their ancestry, heritage and worldwide family connections. The app leverages one of the most significant assets of Beit Hatfutsot: the Douglas Goldman Genealogy Center, which contains over five million genealogical records.

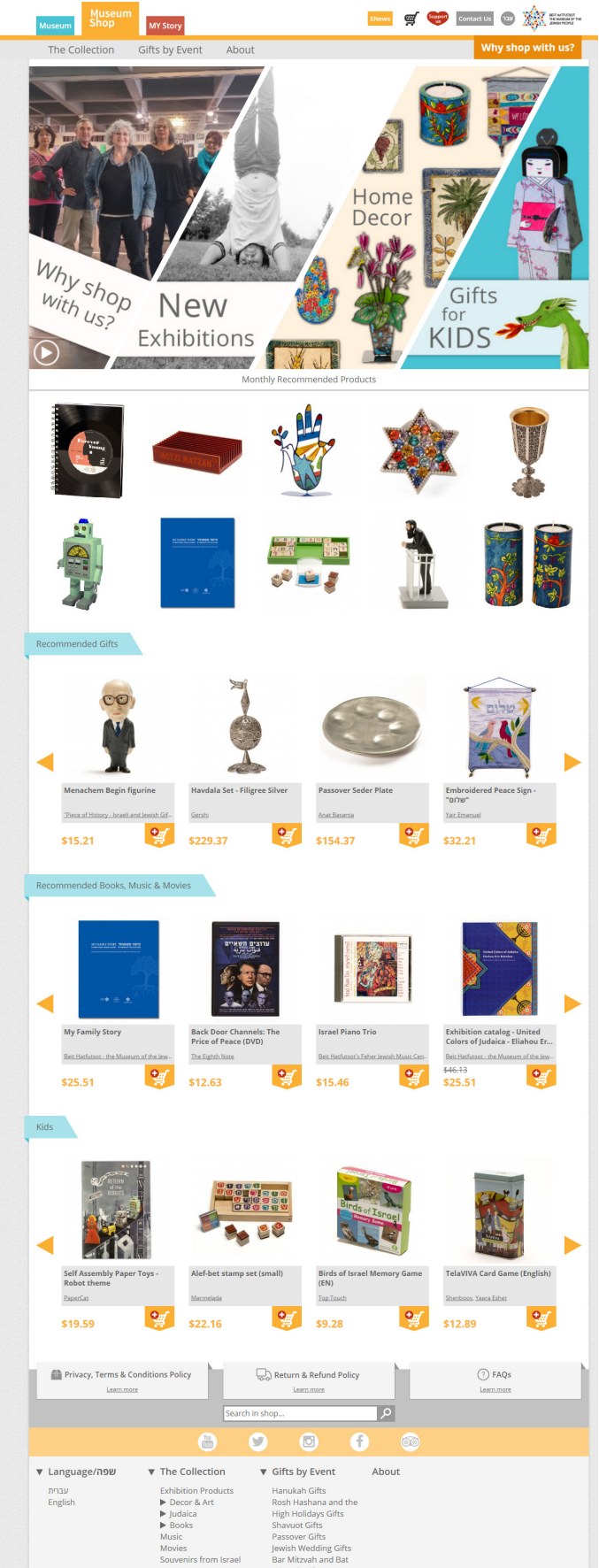


BH Social

True to the Museum’s commitment to expanding into new frontiers of user engagement, including digital, and to leveraging our content to reach new audiences worldwide, in 2015 we extended our social media presence to include two new Facebook pages, a Twitter account, and an Instagram account. Our goal is to create a social media presence that combines unique content created by our experts with carefully curated Jewish content from throughout the Internet.

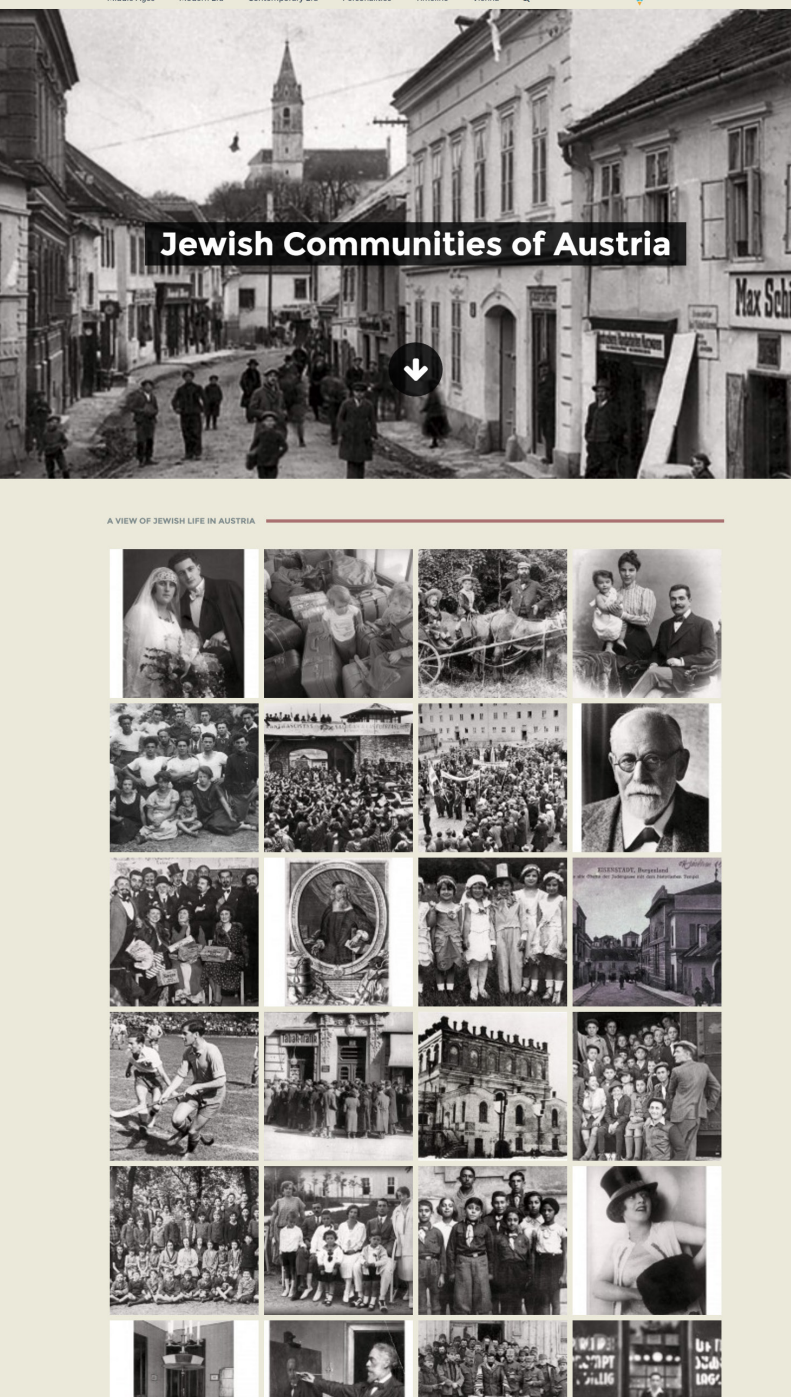
Online Shop

For over 30 years our museum shop has provided visitors a chance to take home a little bit of the spirit of the Museum of the Jewish People. As of 2015, this unique experience is now available from anywhere in the world. The museum’s new online shop features a rich collection of the highest quality Israeli products, including catalogues of the Museum’s exhibits, Judaica artifacts and fascinating books on all things Jewish, from an in-depth look at Jewish communities around the world to Israeli history books and travel guides. Online guests can also access our archive of inspirational films and the Museum’s original music collection. Every gift order includes a custom note card with unique inspirational text tailored to the event for which the gift is intended.



Austrian Jewish Community Website

Austria: Virtual Exhibition was an interactive exhibit in the permanent museum exhibition. It was created during the 90’s with the support The National Fund of the Republic of Austria for Victims of National Socialism. In 2015 we upgraded this exhibit, creating a modern website dedicated to the history and heritage of the Jewish communities that have flourished in the Republic of Austria from the early Middle Ages through the early 21st century. The new site is bi-lingual (Hebrew-English) and responsive (supporting all screen sizes), and acts as a template that can be quickly and easily reproduced to create similar websites for Jewish communities across the globe.



The Databases Department

The Databases Department operates in close cooperation with all other departments of the Museum and is instrumental in providing materials, services and information to the Curatorial Department, the International School for Jewish Peoplehood Studies (ISJPS), the Online team, the Sales and Marketing Department, the Conventions and Events Center and Beit Hatfutsot of America.

Every year many new items are added to the Museum's databases: family trees, family names, films, photographs, music, biographies and histories of Jewish communities and more. These additions enrich the story of the Jewish People and extend the scope and quality of documentation of our shared Jewish heritage. Each new addition assists the Museum's numerous visitors in discovering latent aspects of their ancestry, learning lesser-known aspects of the historical and cultural mosaic of the Jewish People and better understanding their Jewish identity.

In 2015 more than 50 new films entered the collections of Beit Hatfutsot. These include rare footage of a Tel Aviv family in 1948, a collection of documentaries contributed by an inhabitant of the North-African Spanish city of Ceuta, archival material about Rabbi Israel Meir Kagan – the Chofetz Chaim and recently-released documentaries about Jewish life in places like Greece, Hungary and Curacao, to mention a few.

The photographic collections of the Oster Visual Documentation Center have been enriched with nearly 10,000 new photographs collected from private individuals depicting various aspects of familial and communal life in countries such as Argentina, Brazil, Chile, France, Greece, Hungary, Iraq, Poland, Portugal, Romania, Slovakia, Uruguay, the USA and Yemen, as well as Israel. These new acquisitions also include tens of thousands of photos from collectors and professionals that were donated to Beit Hatfutsot by their families. Among these, of special note is the collection of the late Dr. Meir Padoa of Jerusalem, containing an estimated 10,000 images and documents pertaining to Jewish-owned houses and villas all across Italy.

The genealogy database grew significantly as well, with almost 400,000 new entries covering family histories from all corners of the world. This newly-available information substantially raises the likelihood of finding lost relatives and discovering unknown ancestry for tens of thousands of users who search the database of the Douglas E. Goldman Jewish Genealogy Center annually.

The end of 2015 saw the beginning of a new project, focused on updating and enriching the Communities Database of the Museum. This project aims to add new items to this database with the help of the communities

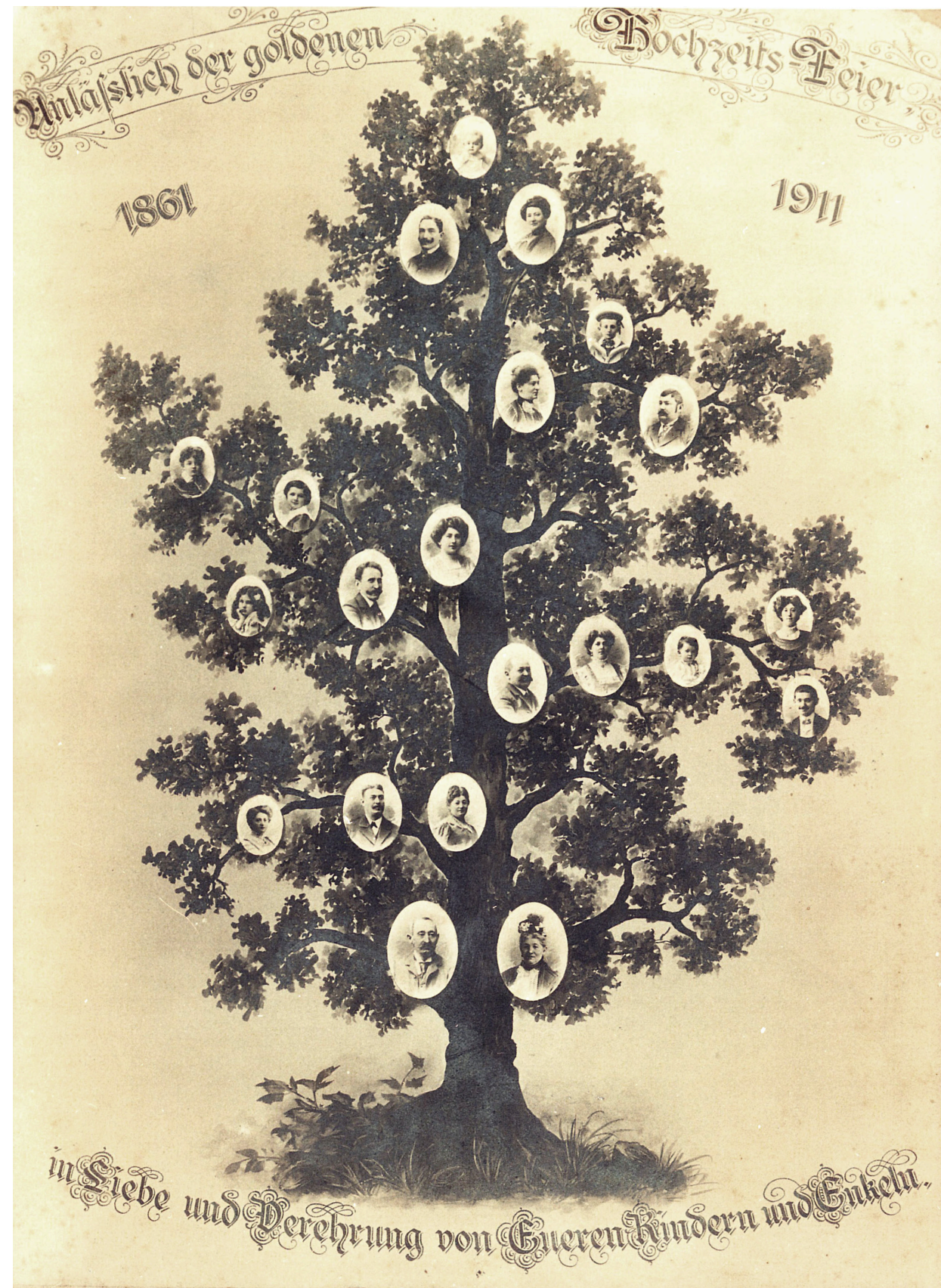
themselves. This is also an occasion for building new bridges between Beit Hatfutsot and Jewish communities all over the world, thus making sure that everyone is “part of the story.”



Entrance to Or Zarua Synagogue, Mellila, Spain
Photo: David Benhamu Jimenez
The Oster Visual Documentation Center at Beit Hatfutsot, courtesy of David Benhamu Jimenez, photograph received in 2015



Palazzo Sacerdoti, Padova, Italy. The building (marked by arrow) belonged to Alice and Attilio Sacerdoti, a Jewish family in Padova Italy. The Oster Visual Documentation Center at Beit Hatfutsot, Meir Padoa Collection photograph received in 2015



Family tree of Stern family. Vienna, Austria 1861-1911.
The Oster Visual Documentation Center at Beit Hatfutsot, courtesy of Arie and Chava Feier, Israel, photograph received in 2015

Marketing & Sales

In 2015, 170,000 people visited Beit Hatfusot.
The visitor count is **103% of the goal set for 2015.**

Main Activities

- “When Michal Met Amy” – a series of four events featuring singer Michal Shapira performing music by Amy Winehouse, celebrating the special exhibit *Amy Winehouse – A Family Story*
- A series of events featuring fashion icon Sandra Ringler at the “*Dream Weavers*” exhibit
- “*Ladino*” – a series of events featuring Guy Zo-Aretz performing Ladino songs and stories



Michal Shapira and “The Gentlemen” – a tribute to Amy Winehouse



IDF soldiers visiting the Core Exhibition

Visitors Statistics

Visitors During Passover

27,000

Participants in Events

43,000

Soldiers

5,700

Foreign Tourists

27,000

Students

23,000

Organized Groups
(students, IDF, senior citizens etc.)

48,000

In 2015 several events took place at the Museum enabling IFBH members and their guests to explore their Jewish identity while increasing exposure for the Museum. Highlights from 2015 include:

- **The Inaugural Jewish Community Mission Abroad:** In 2015 IFBH led its first organized Jewish community mission. The organization took twenty-seven members on a tour of the Jewish community in Vienna. In addition to meeting and connecting with this community, the members attended the gala dinner of the Austrian Friends of Beit Hatfutsot, where the Austrian President was the guest of honor. This initiative will become an annual tradition, enabling IFBH to explore and connect with Jewish communities worldwide.
- **The Shlomo Chich Lahat Trust Fundraiser:** A festive event was held featuring Composer and Israel Award recipient Nurit Hirsch, to honor late Tel Aviv Mayor Shlomo Chich Lahat. In 2015 a trust in his name was established, geared toward raising funds to bring underprivileged children and families to the Museum. This event raised over NIS 100,000 for this trust.
- **Contributions to Jewish Causes:** IFBH contributed, along with its partners, to the summer activity “Tararam!”- *Rhythm and Jews* and continued its ongoing support of *My Family Story*. Additional support was directed at enabling underprivileged children and families, IDF soldiers and officers to visit the Museum year-round.



Dan Tadmor, Ronit and Dan Lahat and Ziva Lahat

In 2015 The American Friends of Beit Hatfutsot (AFBH) worked strategically and cooperatively with pertinent organizations such as museums, JCCs, Jewish learning centers, Israeli representatives, etc. in order to bring to this global center people of all backgrounds who are interested in the Jewish Story, those who can support Beit Hatfutsot financially and motivate and engage future generations to actively participate in the Jewish narrative past, present and future. Highlights from 2015 include:

My Family Story

Beit Hatfutsot’s flagship educational program *My Family Story* was implemented in 150 Jewish learning centers worldwide, including those in the US and Canada. Preparations were made to launch a new and expanded version, “Curating Your Family Story,” as a pilot project in a few select venues.

Reception at the Home of Ambassador Ido Aharoni

In April, Ambassador Ido Aharoni, Consul General of Israel in New York, and his wife Julie Goodman Aharoni hosted a reception for Beit Hatfutsot. The theme of the evening was “From Shoah to Rebirth” which commemorated the conclusion of Yom HaShoah that evening and transitioned to celebrating the rebirth of the Jewish People and nation in Israel. Guest speakers that evening included Major General Eitan Ben Eliahu and Ambassador Alfred Moses, Co-Chairs of Beit Hatfutsot’s International Board of Governors.

An Evening of Fashion and Peoplehood

In May, a private reception was hosted by Irina Nevzlin in which renowned fashion designer Kobi Halperin, who took part in the magnificent *Dream Weavers* fashion exhibit at the Museum, discussed the inspiration behind the creation of his work for the exhibit, his personal Jewish story and his connection to the Jewish People.

KULTURFEST, New York

In June, Beit Hatfutsot partnered with the National Yiddish Theater Folksbienne as part of Kulturfest, in a program entitled “The King and the Fool.” The event was held at the Museum of Tolerance, where participants watched rare film clips from Beit Hatfutsot’s vast collection of pre-war Poland footage, as well as a film featuring the amazing careers of Soviet Yiddish actors Benjamin Zuskin and Solomon Mikhoels and the Moscow Yiddish Theater. Moderated by Dr. Eric Goldman, scholar and lecturer on Yiddish, Israeli and Jewish film, the panel included Shula Bahat, CEO, Beit Hatfutsot of America, Rabbi Talia Avnon Benveniste, Director of the International School of Jewish Peoplehood Studies and Professor Olga Gershenson, Lecturer at the University of Massachusetts at Amherst and an expert on Jewish and Israeli culture and film.

Shmita as a Declaration of Freedom

In September Beit Hatfutsot hosted an evening at the Yeshiva University Museum in New York, in connection

with the exhibit *Fields of Dreams: Living Shmita in a Modern World*. Dr. Jacob Wisse, Director of the Yeshiva University Museum, gave a private and in-depth tour of the exhibition that was followed by a reflective discussion led by Rabbi Talia Avnon Benveniste, Director of Beit Hatfutsot’s International School of Jewish Peoplehood Studies.

Beit Hatfutsot’s 37th Anniversary Gala Dinner

In December, friends and supporters of the Museum of the Jewish People at Beit Hatfutsot gathered in New York for its annual gala dinner. The Museum, together with Sofia and Mike Segal, Honorary Chairs, presented the Yakir Beit Hatfutsot Award - the highest honor the Museum of the Jewish People has to bestow, to Penny and Claudio Pincus, for their visionary support of countless Jewish causes across the United States, Latin America and Israel. With a family story encompassing Chile, Germany, Israel, Lithuania and the US, Penny and Claudio represent the global, interconnected and committed vision of Jewish life that Beit Hatfutsot stands for.

YOU ARE PART OF THE STORY



Shula Bahat, Irina Nevzlin and Sofia Segal at the 37th Anniversary Gala Dinner of the American Friends of Beit Hatfutsot

The Austrian Friends of Beit Hatfutsot based in Vienna and chaired by Dr. Joanna Nittenberg, organized a gala dinner in May of 2015 that was held in the magnificent Palais Schönburg in Vienna. The Austrian Friends hosted members of the Israel Friends of Beit Hatfutsot at the event, where the guest of honor was the President of Austria, Dr. Heinz Fischer, and keynote speaker was Israeli Ambassador to Austria, Zvi Heifetz. Among the distinguished guests were leaders of the Austrian Jewish Community such as Oskar Deutsch, current President of the Community, and Dr. Ariel Muzicant, Honorary President of the Community.



H.E. Zvi Heifetz, Israeli Ambassador to Austria, Dr. Heinz Fischer, President of the Republic of Austria, Major General (Res.) Eitan Ben-Eliahu, Co-Chair of the Board of Governors and Reuven Adler, Chair of Israel Friends



Dr. Joanna Nittenberg, Chair of the Austrian Friends, Dr. Heinz Fischer, President of the Republic of Austria

Finances

AUDITED FINANCIALS	
REVENUE	
Admission	\$ 1,837,000
Government	\$ 1,892,000
Programs	\$ 583,000
Shop Sales	\$ 257,000
Other	\$ 155,000
Earned Income Subtotal	\$ 4,724,000
Contributions and Grants	\$ 2,197,000
TOTAL REVENUE	\$ 6,921,000
EXPENSES	
Programs	\$ 3,769,000
Building	\$ 1,439,000
Marketing and Communications	\$ 335,000
Administration	\$ 853,000
Shop	\$ 143,000
Fundraising and Membership	\$ 326,000
TOTAL EXPENSES	\$ 6,865,000



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Moria Zeltzer Volstin, Director of Sales and Marketing Division
Haim Ghiuzeli, Director of the Database Department
Medy Shvide, Project Manager of the New Museum of the Jewish People

Shula Bahat, CEO of Beit Hatfutsot of America
Gloria Golan, Executive Director, American Friends of Beit Hatfutsot