**“Say My Name: Partnering with the US Holocaust Memorial Museum”**

**Temple Beth Sholom Men’s Club Torch Award Application 2019**

**Timeline and Key Events**

The Program, “Say My Name: Partnering with the US Holocaust Memorial Museum, was an effort that had its genesis in the fall of 2018 with conversations between the leadership of the Southeast Regional Division of the US Holocaust Memorial Museum, particularly its Director, Robert Tanen, and TBS Leaders. In August 2018, there was a lunchtime meeting between Tanen and another member of his staff with 12 TBS representatives, including President Ilene Herr, Past Presidents (and Men’s Club Board Members) Loren Goldfarb, David Pelzman, Robert Mandel, Current Men’s Club President Eric Perlman, as well as other members, notably Jim and Sunny Kincaid At that meeting, it was agreed to have a Memorial event at TBS, presenting some of the efforts of the Museum in the Florida region, as well as some of its newest efforts. Further planning efforts continued during the fall and winter for the memorial event (see Detailed Program Description).

It was in the winter that we decided to combine our annual Yellow Candle Program with that of the Temple. We decided to do this piggybacking off the “Say My Name” programs, which have been used by other clubs throughout the US and Canada. “Say My Name” personalizes the memorial candle by having the names of children who died either in the camps or in other facets of the Holocaust on every candle. The Kincaids helped to cover the costs of Memorial Event, and discussions revealed that they were interested in the education of our Religious School children, in particular teaching them about the Holocaust and anti-Semitism. This is a particular interest of several TBS Men’s Club Board members, including David Pelzman, who is the current principal of our Religious School.

At our February 2019 TBS Men’s Club board meeting we decided to devote all funds from the Yellow Candle program to a fund that would help to send our high-school age children to visit the Holocaust Memorial Museum. The Yellow Candle program for the year was already in its nascent stages at that time, but this purpose accelerated it and made it amazingly successful. What follows is a detailed timeline for the program as well as key events.

Purchased 5 cases of candles before the end of year (12/31/2018) in order to receive early bird discount

February 2019 - Board Club meeting were we decide to combine our Yom YaShoah Program with the Holocaust Memorial Program on April 11, 2019 - David Pelzman and Todd Bergman appointed co-chairs of event

February 2019 into Early March 2019 - David and Todd meet multiple times in person and on phone to craft letter and plan mailing of such. That letter (attached) stated that it was our intent to sponsor a trip by our Religious School teenagers to the US Holocaust Memorial Museum.

March 17-19, 2019 - Print 400 copies of letter - label envelopes, stuff envelopes, and mail out first half.

March 20, 2019 - Sent out attached letter regarding program and event to all congregants of TBS

April 1, 2019 - Sent out additional letters regarding program and event to all congregants of TBS

April 10, 2019 - Set up table and signs to sell candles at the event on April 11, 2019

April 11, 2019 - US Holocaust Memorial Program - Sold and/or received donations of $632 from non-congregants of TBS and sold and/or received donations from TBS congregants of over $2,000.

April 11, 2019: Parallel to our Yellow Candle Program and in recognition of Holocaust Memorial Event, Jim and Sunny Kincaid make a $50,000 donation to a fund that is intended to endow the trips to Washington, DC for our Religious School Teenagers, not only this year but in future years.

April 12, 2019 through May 5, 2019 continued to receive candle orders and donations sent directly to TBS. Over $4500 was collected (see attached spreadsheet) to support the program and help to endow the fund.

June 3-6, 2019 – First class of 8 youths (ages 14-17) will take a trip to Washington, DC, visiting the US Holocaust Memorial Museum and also visiting Congress, other museums, etc. The intent is to have these trips approximately every 2 years.