

Jerusalem, July 30th, 2023

Dear American Society for Yad Vashem Board Members, *Dear Friends,*

With mixed emotions I share with you an important decision made by the Yad Vashem Directorate today, regarding our future.

For the past 70 years, Yad Vashem has been tirelessly committed to fulfilling its sacred mission of preserving the memory of the Holocaust in a comprehensive, meaningful, and accurate way. Throughout this journey, we have been fortunate to collaborate extensively with friends and supporters worldwide, among them particularly the American Society for Yad Vashem.

Significant and substantial changes, of global magnitude, have increasingly challenged members of the remembrance community around the world to candidly and thoroughly examine and re-evaluate strategies, tactics, and partnerships. One such challenge, though certainly not the only one, is the stark reality of a world bereft of Shoah survivors. Additionally, as we continue to pursue our mission, we understand the extraordinary imperative that our message regarding the lessons of the Holocaust must resonate around the world.

As the Chairman of Yad Vashem, I have been tasked with the responsibility of confronting the new challenges that are arising in our changing world. We are actively engaged in organizational renewal, financial stabilization, and development plans, in order to ensure that our message resonates for generations to come. This approach aims to ensure Yad Vashem's operational strength and long-term sustainability, allowing us to continue and even enhance our noble mission both in Israel and around the world.

As you know, we have just concluded three simultaneous processes: we reduced the staff of Yad Vashem by 20% (an extremely painful but necessary act), we signed an agreement with our labor union to increase the salaries of the remaining employees and we secured increased support from the Government of Israel to Yad Vashem.

Consequently, for Yad Vashem to most effectively pursue its mission in today's challenging environment, the Yad Vashem Directorate has decided to take more direct responsibility of all Yad Vashem activities worldwide, striving for greatest efficiencies, coordination and best outcomes while remaining respectful and within limits imposed under local laws and considerations. We believe this will allow us to be much more cost-effective and directed in fundraising, facilitating the enhancement of our donor base to new and expanded audiences that will help ensure our future, and, consequently, our sacred mission. This decision by the Directorate is intended to

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enhance the consistency of our global content and distribution activities and more efficiently provide for our Directorate the tools to fulfill its duties, as laid out in the Yad Vashem Law passed by the Knesset in 1953.

We have come to understand that our continued affiliation with the American Society for Yad Vashem may be incompatible with our refocused vision. As a result, we have made the difficult but essential decision that the affiliation between the American Society for Yad Vashem and Yad Vashem in the United States and elsewhere will be concluded no later than January 1, 2024.

Please know that we will collaborate closely during this transition to ensure that we all remain dedicated to our worthy mission without interruption. Our joint efforts will continue to fund crucial programs and meet the intentions and expectations of our generous donors.

Yad Vashem will remain committed to its supporters and donors, viewing them as true partners in the realization of our new strategic plan.

In the coming days the executive staff of the American Society for Yad Vashem will be approached by a Yad Vashem team led by our CEO, Brig. Gen (Res) Tzvika Fayirizen, regarding matters requiring our joint attention and action, among them the proper disposition of funds currently held by the American Society for Yad Vashem, procedures for the American Society for Yad Vashem to discontinue use of Yad Vashem's name once there is no longer any affiliation with Yad Vashem, potential future collaboration under the new configuration, and the mission-driven way to make this information public, as we move forward with the new strategy.

I take this opportunity to express sincere thanks and appreciation to the American Society for Yad Vashem for decades of cooperation and partnership, which were instrumental in the realization of many valuable accomplishments. The contribution of past chairs Eli Zborowski z"l and Lenny Wilf, Mark Moskowitz, and Adina Burian, and of many other members of your leadership to Yad Vashem and to Shoah remembrance has been invaluable and has left an eternal footprint on the Mount of Remembrance. We will forever be grateful, and look forward to working with you in the most impactful way possible.

Sincerely,



Dani Dayan
Chairman