Reaching New Heights for Greater Impact

FY 2017 Annual Report



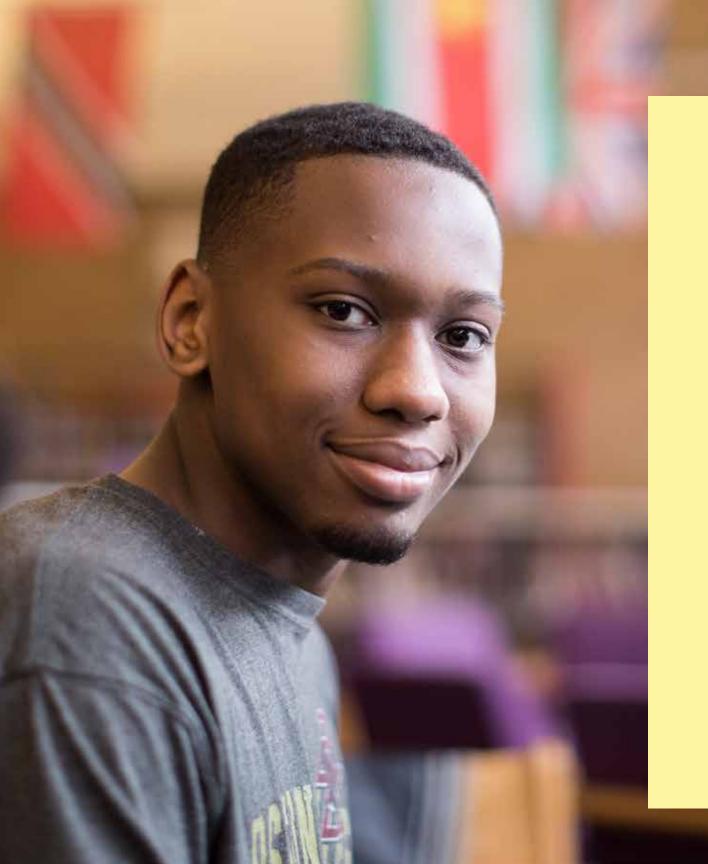








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Facing History and Ourselves is a global educational organization that reaches millions of students worldwide every year. Using the lessons of history — and history in the making — Facing History equips teachers to provide students with the skills to think critically and wrestle with difficult issues.

Our rigorous curriculum sparks their desire to look beyond themselves and participate in the broader world. We are creating future generations of engaged, informed, and responsible decision-makers who, when faced with injustice, misinformation, and bigotry, will stand up for justice, truth, and equality. Facing History transforms required lessons in history into inspired lessons in humanity, and empowers youth who will change the world for the better.





"I often challenge people to imagine a world guided by knowledge and compassion, not bigotry and hate. That's the world we're creating at Facing History."



A Message from Roger Brooks, President and CEO

We begin the work of our five-year strategic plan with urgency, on a strong foundation that now propels us forward to our future.

Facing History has never been more poised to meet the challenges of "the new normal." The cultural schisms of the past year have exposed unhealed wounds of bigotry and incivility that can't be repaired with legislation or polite conversation. Age-old sentiments of antisemitism and racism openly expressed in the streets of Charlottesville have seeped into our classrooms. Violence around the world perpetrated by extremists has shaken our faith in the safety of the public square.

Educators and their students have always looked to each other for conversation and comfort, but there is also another new normal in these spaces: confrontation. Teachers urgently need the tools to help young people confront hatred, parse out the messages in the media, and realize their own power to change the world for the better.

Our impact is clear: Facing History students are more motivated to learn, less inclined toward violence, and significantly more likely than their peers to get along with different types of people. Facing History increases teacher effectiveness and helps to close the achievement gap between students in vastly different types of schools.

I often challenge people to imagine a world guided by knowledge and compassion, not bigotry and hate. That's the world we're creating at Facing History.

We have partnered with teachers, administrators, and thought leaders from all disciplines to craft critical conversations about democracy and identity. Over the coming year, we are ready to respond to events—even those that violate the values of our society; we are ready to dramatically increase our impact, by getting more resources into the hands of more teachers around the world at a more rapid pace than ever; and we are ready to help our young people, as they rigorously engage the past in order to better inform their choices.

Our history and our future depend on it.

A Message from Julie Abrams Leff, Chair, Board of Directors

Every fall, we think about teachers and students returning to classrooms and the challenges they face. This year, they are confronting new realities especially in the areas of race and equity.

Facing History offers two major streams of historical content: race in US History and Holocaust and Human Behavior. These areas are inextricably linked, as both illustrate the fragility of democracy. National and world events show their convergence in terrifying real world situations. A Facing Today blog, linked to *U.S. News and World Report*, told the story of a history teacher whose former student was the terrorist who allegedly drove a car into a crowd of counterprotesters at a white supremacist rally in Charlottesville. The teacher felt that he had failed. While he had imparted facts and demanded academic rigor, he had not been able, in this student's case, to use history to create a more humane citizen. We know that Facing History will not always reach everyone, but our work is and must be part of the solution.

Under Roger Brooks's leadership, the organization has accomplished a great deal in the past year. We now reach more than 70,000 teachers and millions of students around the world. We have embarked on an ambitious five-year strategic plan, created through an inclusive process with Board and volunteer leaders, staff, and experts in the field, that will position Facing History to respond to ever-increasing demand. An extraordinary partnership between the development team and our generous donors resulted in exceeding our cash goal of \$21.36 million. Facing History is now a valued resource for media and education leaders as we address the complicated issues of the day. Stories on NPR and in *USA Today*, among others, and collaboration with partners like the Aspen Institute and the Better Arguments Project leverage our outreach and pair us with leading thinkers and decision-makers.



I am deeply grateful for Roger Brooks's strong and decisive leadership, and for his warmth and caring for every member of the Facing History community. I am particularly proud of his focus on diversity, equity, and inclusion. As we bring on a more diverse group of staff and volunteer leadership, and reach out to new communities, we will benefit personally and organizationally from fresh perspectives and new talent.

I applaud the teachers and students who strive to understand their own behavior and that of others; explore history to grapple with the complexities of today; and create hope for a brighter tomorrow. I thank the many leaders, volunteers, and supporters who make the work possible. I extend my gratitude to the staff who work tirelessly to bring Facing History to many more teachers and students every day, everywhere.

We owe each rising generation our very best efforts to support them as they grow and learn. Facing History is an essential component of the excellent education we must provide for our children and the world's young people, who all belong in our "universe of obligation."

A Message from Jeffrey J. Bussgang and Seth A. Klarman, Co-chairs, Leadership Council

At this divided and tumultuous time, it is imperative that we turn to the organizations that are bringing people together for the common good. Facing History and Ourselves is one such organization.

Research has demonstrated the effectiveness of Facing History's program. Students and teachers alike credit Facing History with changing their lives. Educators in our network create safe and interactive classrooms, using content and teaching methods that help students understand the importance of being upstanders rather than passively standing by in the face of wrongdoing.

The recent events in Charlottesville, Virginia, are but one manifestation of the ugliness of group prejudice and the underlying stereotyping and hatreds. History reminds us that democracy can be weakened, and ultimately fail, if a stand is not taken at the outset of efforts to debase and dehumanize others. We are proud that Facing History and its students take such stands every day.

The organization has embarked on a five-year strategic plan intended to strengthen our core program, scale our impact, and grow our reputation. Reaching these goals will allow Facing History to work with more teachers and, consequently, more students around the globe.

Our profound thanks to our leadership, our supporters, and our loyal friends who make this work possible. Please continue to stand with us against injustice, hatred, bigotry, antisemitism, and racism—and stand with the millions of adolescents who take the Facing History course each year. They are society's best hope for a peaceful, tolerant, and democratic future.

"Our profound thanks to our leadership, our supporters, and our loyal friends who make this work possible. Please continue to stand with us against injustice, hatred, bigotry, antisemitism, and racism."







Edmond J. Safra Foundation

Much of Edmond J. Safra's life was dedicated to philanthropy. He cherished supporting education, medical research, and Sephardic Jewish culture. When he established the Edmond J. Safra Foundation in 1999, it was meant to formally solidify his lifelong passion for making the world a better place. Although he passed away shortly after, his wife, Lily Safra, continues to carry on his legacy.

Part of that legacy has been supporting Facing History's work in France. The Foundation has a long history of supporting Holocaust education programs throughout Europe with the goal of teaching young people to understand the consequences of hatred.

In France, it recognized an opportunity to take this a step further. The country, which has experienced multiple attacks over the last few years, is struggling to address identity-based conflicts in a society where "identity" is a difficult subject to discuss. That's where the Edmond J. Safra Foundation felt Facing History could help.

Teachers and students there needed tools and skills to have difficult conversations. Facing History's proven track record in the United States prompted the Foundation to generously fund a tailored 18-month pilot project in France in 2015. The result has been more engaged teachers who feel prepared to address these issues with their students. With the success of the pilot program, the Foundation also agreed to fund a two-year program that builds upon that momentum, which began in 2016.

During his lifetime, Mr. Safra had an eye for identifying causes and

identifying the most effective ways to support those causes. Mrs. Safra channels that spirit and vision by carefully choosing which projects to pursue. Supporting Facing History was grounded in the understanding that a good teacher is the key to a good education. Her leadership of the Edmond J. Safra Foundation ensures that the generosity her husband believed in so deeply will live on for generations to come.



In France, the Foundation recognized an opportunity to take the work a step further. The country, which has experienced multiple attacks over the last few years, is struggling to address identity-based conflicts in a society where "identity" is a difficult subject to discuss.

"College is too late. Issues of race, religion, and identity arise profoundly for teenagers. They need schools that provide the intellectual, infrastructural as well as the historical, cultural, and social context to get these things right."

Anthony Appiah

As a philosopher and scholar, Dr. Kwame Anthony Appiah knows a lot about identity. It's a topic he had been studying long before he heard of Facing History and Ourselves. When he was asked by the organization to lend his expertise at a seminar in the 1990s, he was impressed.

"Not only were the teachers fantastic but also the curriculum and materials that Facing History produced," he says.

He's now been on the Board of Scholars for 20 years, most recently stepping into the role of Chair of the Board. The Board of Scholars is a distinguished network of experts that helps Facing History deepen its knowledge on the content it covers and thoughtfully navigate difficult issues and current events. Dr. Appiah helps lead that effort and it's something he greatly values.

"I've truly enjoyed this work and contributing as a scholar in writing, speaking, and advising," he says.

In today's world, this has never been more important for Dr. Appiah. There's a simple reason why he values Facing History's approach with middle and high school students:

"College is too late," he says. "Issues of race, religion, and identity arise profoundly for teenagers. They need schools that provide the intellectual, infrastructural as well as the historical, cultural, and social context to get these things right."

Dr. Appiah has watched Facing History expand from its seminal case study, Holocaust and Human Behavior, to include other important historical moments that deepen students' understanding of identity and social justice. He's encouraged as the organization moves ahead to reach even more teachers and students.

"It's really important for Facing History to build up its strength to reach more people," he says. "Especially in today's world."



Rick and Bunny Melvoin

For Rick and Bunny Melvoin, education has been at the forefront of their lives. Dr. Melvoin has been a teacher for over 40 years and the Head of the Belmont Hill School in Belmont, Massachusetts, since 1993. Mrs. Melvoin is a retired long-time teacher and college advisor.

When they learned about Facing History and Ourselves, they couldn't help but be drawn to it. It seemed to be a part of their lives in multiple ways.

"I was lucky to inherit Facing History courses at Belmont Hill from the previous Head of School," says Dr. Melyoin.

Their daughter, also a teacher, had taken a Facing History course, but it was attending a New England Benefit Dinner 15 years ago that inspired them the most. They were touched by the student and teacher stories that night.



"It was an extraordinarily moving and powerful event," says Dr. Melvoin.
"We haven't missed one since."

Over the years, their commitment to Facing History has been steadfast. In addition to their philanthropic contributions, the pair has volunteered their time and expertise. While Mrs. Melvoin helped organize a conference to involve more independent schools with Facing History, Dr. Melvoin has served on the Board of Directors and is the Chair of the Board's Governance Committee.

The two are united in seeing giving back as an obligation to support causes that are close to their hearts.

"We tend to care about the same issues," says Mrs. Melvoin. "The primary ones are all related to education, social justice, and providing opportunity."

So why do they give so generously to Facing History?

"It's transformational for kids," says Mrs. Melvoin. "It gives them a voice they didn't realize they had. Having them understand they can use their voice for justice is powerful—and it's critical more than ever today."

Jack and Donna Greenberg

Jack and Donna Greenberg take a holistic approach when it comes to philanthropy. They believe that to have maximum impact the whole community must be involved. As champions for education, they apply this same outlook to their support for Facing History.

They've generously provided funding for a partnership between Facing History and DePaul University in Chicago, Illinois, to help prepare college students training to be teachers with the skills they need to address complex social issues before they enter the classroom. They've also supported Facing History's "whole school" approach at the National Teachers Academy, a K-8 school in Chicago. This has allowed Facing History staff to build a partnership with school administrators and educators to develop a common language around empathy and build a culture of inclusivity and awareness.

"I wanted to leverage Facing History's extraordinary work and talent in these areas by applying their methodology, resources, and coaching capacity in a whole school," says Mr. Greenberg.

As the former CEO of McDonald's and other companies, Mr. Greenberg has made sure philanthropy has been an expectation during his long-standing corporate career. It's also woven into his family life. He and Mrs. Greenberg have attempted to instill the same values with their children and grand-children. Their daughter, llyse, serves on Facing History's Leadership Council

and the family also hosts a charity dinner every year where each grandchild and child has to propose a cause to support.

"It's part of what we try to do together as a family," he says. "It's one tactic to bring kids along when they're so wrapped up in their own lives."

Facing History's mission remains a priority for the couple.

"We love what the organization is doing and the people are fabulous," says Mr. Greenberg. "The world needs Facing History now more than ever."



Jefferson County Public Schools

In 2006, district administrators at Jefferson County Public Schools in Louisville, Kentucky, felt their schools needed a change. They were watching their students go through the motions of learning instead of truly connecting with the lessons. That's when Facing History stepped in.

"We were looking for something to engage our students and Facing History filled that niche," says Rick Daniel, curriculum specialist for social studies.

Today, 24 out of 25 high schools in the county are using some form of Facing History curriculum. And they're seeing results.

Based on an analysis they did in 2010, the district has seen improvements in student attendance at the freshman level, a reduction in reported bullying, and an overall increase in performance in social studies.

But teachers have also seen a shift in the culture.

"If one student called another a name or made a derogatory comment, they would correct one another," says Daniel. "They were watching out for one another."

The district credits this transformation to the combined approach of Facing History's curriculum alongside their implementation of their Freshman Academy—a program that uses a team approach to guide freshman students through instructional habits like studying and taking notes.

For teachers, it was easy access to a quality curriculum that made all of the difference.

"What they appreciate is that Facing History's resources are easy to get their hands on and they're high quality, says Jenni Aberli, curriculum specialist for ELA at Jefferson County. "They're easy to implement and they're effective."

Facing History also helped them connect on a deeper level.

"It's engaged them in their own learning and revitalized their choices to become teachers," says Daniel.

This success is why they are working to bring Facing History to middle schools—so the teachers and students there can have the same chance to be reenergized.



"If one student called another a name or made a derogatory comment, they would correct one another. They were watching out for one another."

Rick Daniel, Curriculum Specialist Jefferson County Public Schools



Fiscal year 2017 was a successful year of steady financial performance for Facing History. Net assets now stand at \$44.8 million versus \$37.7 million at the end of fiscal year 2016. A healthy and growing revenue pipeline, endowment investment growth, and a focus on fiscal discipline led to the significant increase in net assets. Our 4-Star rating from Charity Navigator remains as a visible symbol of our fiscal stability and growth.

The strategic plan was approved at the beginning of the fiscal year and implementation starts during fiscal year 2018. Under the leadership of Jeremy Cramer, Chief Development Officer, and Jill Garling, Development Committee Chair, we increased our base revenue by \$4.5 million over the prior year and raised \$3 million in "growth capital." Growth capital represents incremental funds that target three key objectives: covering any operating deficits we might incur during the implementation of the five-year plan; funding one-time investments in personnel, technology, and related expenditures that help build our capacity to reach our programmatic goals; and enhancing our reserves. The strategic plan calls for a continuation of growth capital fundraising even as we increase our targets for other sources of revenue.

For fiscal year 2018, the Finance Committee and the Board of Directors approved a budget that includes another significant gain in fundraising. Reaching our revenue goal will allow us to make new investments in staff and systems that are crucial to implementing the strategic plan. Over the next five years, we anticipate steady revenue growth, and our expense budgets will expand to meet the needs of the organization. We are targeting a three-fold increase in our unrestricted reserves during the period. To accomplish this goal, the Finance Committee and the management team will be collaborating on ways to achieve our programmatic objectives while exercising appropriate fiscal discipline.

On behalf of the Board of Directors and Leadership Council, I want to thank the members of the Finance, Audit, and Investment Committees and Facing History's management and staff for all their extraordinary work. I also thank them for their unwavering support and continued commitment to the organization's long-term financial sustainability and success.

Emily Leventhal

Chair, Finance Committee





Condensed Statements of Financial Position

ASSETS	JUNE 30, 2017	JUNE 30, 2016	
Cash and cash equivalents	\$4,642,284	\$2,197,308	
Investments – unrestricted	4,543,373	4,061,986	
Investments – endowment	20,600,335	19,404,973	
Accounts receivable and prepaid expenses	1,005,854	754,652	
Pledges and grants receivable, net	14,730,999	11,035,559	
Office equipment and leasehold improvements, net	760,495	1,032,425	
Total Assets	\$46,283,340	\$38,486,903	
LIABILITIES AND NET ASSETS			
Liabilities			
Accounts payable and other liabilities	\$1,497,117	\$752,319	
Net assets			
Unrestricted net assets	7,571,115	6,045,253	
Temporarily restricted net assets	14,908,904	9,352,250	
Permanently restricted net assets	22,306,204	22,337,081	
Total Net Assets	44,786,223	37,734,584	
Total Liabilities and Net Assets	\$46,283,340	\$38,486,903	

Condensed Statements of Activities

OPERATING SUPPORT AND REVENUE	JUNE 30, 2017	JUNE 30, 2016
Contributions and special event revenue		
Unrestricted	\$12,945,684	\$8,604,048
Temporarily restricted	13,363,774	10,134,426
Permanently restricted	475	46,000
Total Contributions and Special Event Revenue	26,309,933	18,784,474
Contributions in-kind	428,798	492,874
Fees for program presentations	1,147,749	1,007,042
Sales of books and materials	43,452	45,919
Unrestricted investment return	477,230	(125,711)
Endowment distributions	986,508	941,410
Total Support and Revenue	29,393,670	21,146,008
OPERATING EXPENSES		
Program services	19,171,697	21,062,425
General administration	1,545,489	1,843,816
Fundraising	2,762,537	3,134,641
Total Expenses	23,479,723	26,040,882
CHANGE IN NET ASSETS		
Change in net assets from operations	5,913,947	(4,894,874)
Gain/(loss) on endowment investments	2,155,552	(312,328)
Endowment spending rate appropriated for operati	ions (986,508)	(941,410)
Gain/(loss) on fixed asset disposal and grant discount adjustment	(31,352)	(263,028)
Change in Net Assets	\$7,051,639	(\$6,411,640)





Operating Revenue by Source

91.0%	Contributions	\$26,738,731
5.0%	Endowment Draw and Investments	\$1,463,738
4.0%	Fees and Sales	\$1,191,201



Expenses by Purpose

Professional Development 17.9% Program: Public Engagement \$4,209,419 11.8% Fundraising \$2,762,537 10.9% Program: Content \$2,559,982 Development			
11.8% Fundraising \$2,762,537 10.9% Program: Content	52.8%	U	\$12,402,296
10.9% Program: Content \$2,559,982 Development	17.9%	Program: Public Engagement	\$4,209,419
Development	11.8%	Fundraising	\$2,762,537
6.6% Administration \$1,545,489	10.9%	S	\$2,559,982
	6.6%	Administration	\$1,545,489



Expenses by Category

71.1%	Salaries, Taxes, Benefits	\$16,706,929
19.3%	Services and Materials	\$4,525,550
5.6%	Occupancy and Office	\$1,316,684
2.1%	Travel	\$495,055
1.9%	Depreciation	\$435,505





Sustaining Gift Program

For more than four decades, Facing History has engaged students in the study of history and ethical decision-making in order to teach civic responsibility, tolerance, courage, and compassion. With increasing demand from schools and teachers, and impact data that demonstrate the continued effectiveness of our work, Facing History depends on the increased investment of annual support from leadership donors to reach more students each year.

Multiyear commitments and annual gifts of \$100,000 or more are recognized in the Sustaining Gift Program, which has grown to include 82 families, foundations, and corporations.

These major commitments are the cornerstone of our work and program planning.

Chairman's Society Commitments of \$15,000,000 or more

The Richard and Susan Smith
Family Foundation
Richard and Susan* Smith
John and Amy S. Berylson and
James Berylson
Jonathan Block and
Jennifer Berylson Block
Robert Katz and Elizabeth Berylson Katz
Robert and Dana Smith
Debra Smith Knez, Jessica Knez,
and Andrew Knez

History Maker Commitments of \$5,000,000 or more

Einhorn Family Charitable Trust The Klarman Family Foundation

Directors' CircleCommitments of \$2,500,000 or more

Michael L. Gordon Linda & Glenn H. Greenberg Lisa & Richard Perry

Trustees' Circle Commitments of \$1,000,000 or more

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Jill Garling & Tom Wilson
The Karp Family Foundation
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Kyle Karp
Maja Kristin
Julie & Paul Leff
Lisa & Jim Mooney
Sally & Saul J. Pannell
Pritzker Pucker Family Foundation
Sidney and Edith Simon Family Holocaust
Education Fund of the Jewish Federation
of Cleveland

Sustaining Circle Commitments of \$500,000 or more

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Anne & Joseph Juster
Jo Ann & Stuart C. Nathan
NoVo Foundation
Loren Pack & Rob Beyer
Thomas A. & Georgina T. Russo
Edmond J. Safra Foundation
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Foundation initiative)

Benefactors' CircleCommitments of \$250,000 or more

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Marcy Gringlas and Joel Greenberg Elinor A. Seevak The Segal Family Foundation Alexandra & Michael A. Shuman Sydney & Stanley S. Shuman Trish & Glen Tullman Family Dora Z. & Arthur D. Ullian Kate & Shai Waisman

*Deceased



Individuals

Facing History and Ourselves gratefully acknowledges everyone who has made a gift to support the teachers and students we serve. The following individuals made gifts or pledges of \$1,000 or more to Facing History and Ourselves between July 1, 2016, and June 30, 2017.

\$75,000-\$99,999

Phyllis & Paul Berz
Randi & John Brooklier
Cecilia Chan
The Lindy Green Family
Charitable Foundation
Elizabeth E. &
Daniel J. Jick
Roy D. Kaufman*
Michael J. Zamkow and
Sue E. Berman Charitable
Foundation

\$50,000-\$74,999

Nancy A. & Jon R. Bauer Gloria & Jack Clumeck Sandra & Daniel Feldman Peter Formanek Jimmy & Rachel Levin Margaret & Daniel Loeb Michael B. Lowenstein George Lucas & Mellody Hobson Daniel & Jane Och Carolyn & Ken Richman Mara & Ricky Sandler Dana W. & Robert A. Smith Brian & Stephanie Spector

\$25,000-\$49,999

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\$10,000-\$24,999

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Foundation

\$5,000-\$9,999

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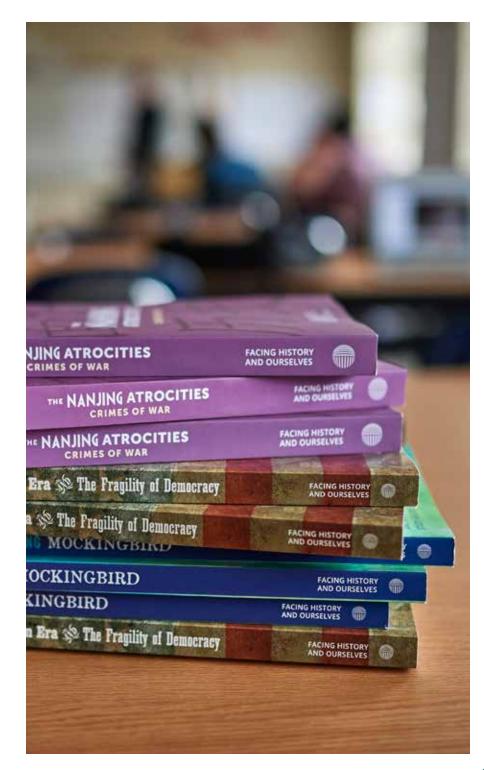
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This fund supports the purchase of books and resource materials for the Facing History Library and Resource Center.

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The Beth and Seth Klarman Innovation Fund

In honor of Beth and Seth Klarman, this fund is directed by Facing History's President and CEO to fund new ideas, innovations, and initiatives that advance the mission of Facing History and Ourselves.

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In loving memory of Bea Kovich, this fund supports Facing History School graduates as they pursue their post-secondary school goals and dreams.

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This fund has been established to endow the President and Chief Executive Officer position at Facing History and Ourselves.

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This endowed fund supports teacher scholarships for summer seminars as well as follow-up meetings throughout the year with Facing History staff.

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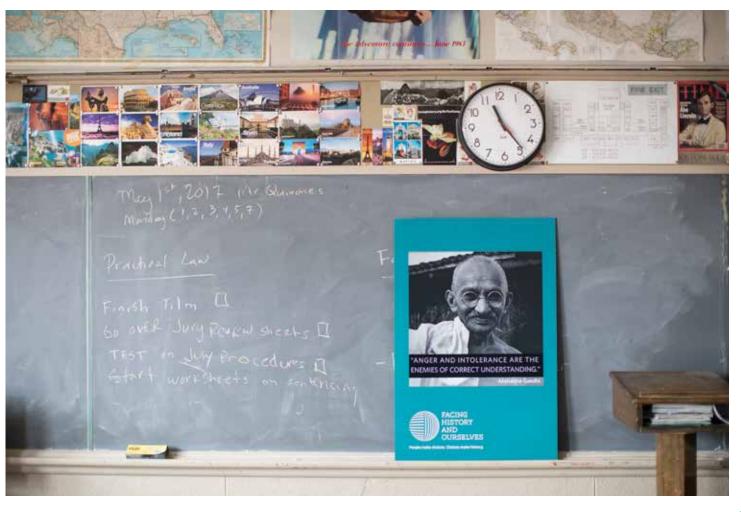
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