

FACING HISTORY AND OURSELVES ANNUAL REPORT

2020



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Roger Brooks, President and CEO

I am proud to present the FY2020 Facing History and Ourselves Annual Report. This has been a difficult year by any measure. A global pandemic has threatened the health and safety of everyone and strained educational systems. A worldwide movement for racial justice has once again exposed deeply rooted legacies of inequity and suffering. A U.S. presidential election season deepened political and cultural divisions. Like the rest of the world, we at Facing History grappled with all of these challenges day by day.

Yet Facing History and Ourselves has remained true to its mission and steadfast in support of teachers and their students. Within days of COVID-19 emergency orders sweeping across the country, as schools and businesses around the world closed their doors, we reached thousands of educators through new resources designed to help educators and parents acclimate to at-home learning. Within weeks, we moved all of our summer professional development online, creating robust and accessible resources and tools for teachers maneuvering the ever-changing circumstances of the pandemic. The creativity and tenacity of our staff astounds me.

When George Floyd was murdered in late May, reigniting calls to address the legacies of anti-Black racism in the United States and elsewhere, Facing History's work was thrust into the spotlight. We created eight new readings and teaching ideas to help educators navigate discussions with their students about the histories of policing, Confederate monuments, and racial injustice. Our up-to-the-minute resources and our inclusive pedagogical approach attracted significant media attention and galvanized our philanthropic support. The result has been an astronomical increase in demand for Facing History and Ourselves. We have now welcomed over 300,000 educators to our network. And we received the single largest donation in our organization's history, a landmark \$15 million gift from philanthropist and writer MacKenzie Scott.

Our ability to rise to this year's challenges was strengthened immensely by the centering of diversity, equity, and inclusion in our organizational strategy. This commitment reflects an increasing, and encouraging, emphasis on equity across the field of education over recent years. In May, we named our first Chief Officer for Equity and Inclusion, Steve Becton, elevating DEI to the top level of our organization's leadership. The cornerstone of our summer professional learning was a brand-new summit: Teaching for Equity and Justice. This offering departed from our usual work with teachers on student-centered curriculum, focusing instead on how educators could integrate equity and anti-racism into their pedagogical practice, classroom culture, and whole-school climate. When the summit filled to capacity in only a few days, we scheduled a second one to meet demand.

We cannot yet comprehend the full impact of the pandemic on students. The persistence of deep educational inequities and worsened social-emotional health tells us that much more needs to be done to support teachers and their students. Facing History provides the tools to strengthen an entire generation: a combination of social-emotional learning and academic rigor that produces critical and compassionate thinkers who stand up to bigotry and hate.

Young people who develop the skills to contextualize and make meaning of their choices are already building the equitable and just world we deserve. We are proud to help them on that journey. I look forward to continuing to strengthen our organizational sustainability as we build our program for the future, and work to bring Facing History into every classroom, and to every student.



Julie Abrams Leff, Chair, Board of Directors

We at Facing History can celebrate a great many successes in 2020 despite the formidable challenges that swept our communities and world. Facing History is, fundamentally, about advancing an optimistic vision for democracy. We are unwavering in our belief in what our teachers can be and what our students can accomplish with their support. There is no better legacy that we can leave them than a deeply felt sense of agency, possibility, and courage. We seeded this legacy through a number of accomplishments that stretched across our organization.

One of these accomplishments has been our ability to pivot rapidly—to use our knowledge of what we know works and what teachers need to continue serving their students virtually. We reached more students and teachers in this virtual format than ever before, and the rapid growth of our community of educators reinforces the broad resonance of our work. In the midst of the calls for racial justice and equity that swept our communities in 2020, we served as a lifeline to educators and students looking for resources that promote connection and deep reflection around the issues that matter.

Nowhere was our impact, reach, and organizational agility more apparent than in Mackenzie Scott's decision to provide a generous gift to Facing History. To receive an unrestricted gift of this magnitude reinforces the impact of the work we have done for decades, as well as our ability to keep pace with changing social and technological demands. This rapidly changing world is thick with surprise, and one that will continue to be enriched by the upstanders our work cultivates and the creative approaches they pioneer. As various forms and manifestations of injustice—including the inequity in our schools—become visible to more and more people, the demand for solutions has never been stronger. Amid all of the upheavals of this year, we remain poised to respond to these challenges by harnessing the power of the classroom experience. Mackenzie Scott's gift has provided unparalleled support in that endeavor.

We also expanded our Board of Scholars. New members include Christopher Benson, Eddie S. Glaude Jr., Annette Gordon-Reed, David E. Kirkland, Tiya Miles, Susan Neiman, and Kimberly N. Parker—all authors of historical scholarship that speaks to the urgency of the contemporary moment. Our Board of Scholars allows us to add unique value in the classroom as leading scholars shape how middle and high school students understand significant historical issues. Their scholarship supports the gravitas inherent in our work.

We were also honored to be acknowledged as a superior social-emotional learning program by Evidence for ESSA—a resource that identifies and ranks programs that exemplify the educational standards outlined in the Every Student Succeeds Act (ESSA).

As we begin 2021, there are a number of exciting areas for growth on the horizon. Key objectives outlined in our strategic plan are ripe for realization and they include the digital pivot, broadened marketing campaigns, reaching even larger audiences, and leaning even further into leading-edge scholarship on race and race theory.

Let us celebrate an extraordinary year of cultivating upstanders for times present and ahead, and dive into this next leg of our work with an abiding optimism, vision, and courage.

An Interview with Abby Weiss, Smith Family Senior Vice President, Chief Officer of Program & Thought Leadership



Abby leads strategy for all aspects of Facing History's program, including content development, the delivery of educator professional learning, and the ongoing professional development of Facing History's program staff. Abby is also responsible for guiding Facing History's internal learning, which includes oversight of evaluation and thought leadership for the organization.

Abby's career in education spans nearly three decades, with a focus on ensuring all students have equitable access to opportunities and support. Prior to joining Facing History, Abby served as the Chief Program Officer at Jumpstart, a national early education organization. Earlier, she led Massachusetts Governor Deval Patrick's Child and Youth Readiness Cabinet, collaborating with the Governor's Cabinet

members and school district leadership in high poverty communities across the state to develop strategies for improving outcomes for children and their families.

Abby received her master's degree in education from the Harvard Graduate School of Education and her B.A. from Brown University.

What aspects of Facing History's mission resonates most with you?

There is no more important mission than ours right now, given what we've been through this past year. Between the pandemic, which has exposed deep disparities among students by race and socio-economic status, and the protests for racial justice, educators and their students need Facing History now more than ever. We have a real opportunity to help students feel empowered to move into adulthood, with a deep understanding of key moments in history, ready to make choices that will shape a more just society in the future.

Our commitment to and work with individual teachers is an important ingredient in what makes Facing History so special. At the same time we are thinking about the systems within which teachers work—schools, districts, states—and the opportunities we have to support systemic change and truly scale our impact. I am excited about that work.

Proudest accomplishment this year?


I am so proud that, as an organization, we moved all of our delivery online in the early days of the pandemic in order to continue our support for teachers. We made this pivot even as we were providing content to educators that acknowledged all that was happening for them, their students, and their students' families. Teachers were working from home, many didn't have the tools they needed to fully support remote learning, students didn't have the technology they needed—and the impact of the pandemic was both growing and unknown. And then the calls for racial justice added another layer of urgency to our work. We managed to stay singularly focused on our mission and really deliver for educators.

Why do you think the work of Facing History is so needed right now?

Many teachers are really struggling; they have to create a community in their classrooms (whether remote, in-person, or a hybrid of the two) where students can feel supported, learn about hard history, engage in civil discourse, and feel empowered to see their own potential for civic agency. Our pedagogy, our tools help teachers at this challenging time. Given all that our country is reckoning with— a 400-year legacy of systemic racism and a raging pandemic—Facing History is well-positioned to support teachers and students to face our past and find a path forward.

What's on the horizon for new Facing History initiatives or projects?

We are focused on reaching many more teachers with real impact and providing strands of content that fit into a teacher's existing curricular plans. This means we are working on new content, new professional learning opportunities, and successfully providing all of these resources online. Our technology team is building a robust digital platform for our educators, and our marketing team is working to ensure our brand experience ties our content and platform together seamlessly. While we are building for the future, we are continuing to support professional learning around our existing and foundational case studies, deliver new content focused on teaching for equity and justice, and provide educators with tools and resources to help them process current events with their students. It's a full plate!



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The following foundations made gifts of \$5,000 or more to Facing History between July 1, 2019 and June 30, 2020. Included in this list are a number of organizations that provided in-kind gifts and pro bono services. Corporate foundations will be found in the Corporations and Corporate Foundations listings, and some family foundations will be found in the PRISM Community listings.

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Corporations and Corporate Foundations

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\$250,000-\$499,999

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Brown Rudnick LLP

\$100,000-\$249,999

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Permanently Restricted (Endowed) and Special Funds

Many friends of Facing History have helped to establish the following endowed and special funds that support particular aspects of Facing History's work. Donors to these funds between July 1, 2019 and June 30, 2020 are listed.

Rev. Robert W. Bullock International Fellowship

This scholarship program brings scholars to Facing History to lend their expertise to Facing History staff, teachers, and the community at large.

The David & Lillian Casty Fellowship Program

This program promotes a scholarly exchange and cultivates global ambassadors for Facing History by bringing a journalist, scholar, or resource speaker to Facing History for a year of residency.

Leo Dunn Endowed Fund

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

The Facing History and Ourselves Celebration Fund

The Facing History and Ourselves Celebration Fund for Margot Stern Strom was established to honor Margot Strom's unparalleled contributions to Facing History and her visionary leadership since its founding. The fund will support the expansion of Facing History's impact by providing resources for a significant marketing initiative to advance our work globally.

The Daniel G. Fischer Fund

This fund provides scholarships for educators to attend Facing History's Holocaust and Human Behavior seminar.

*Elaine & Daniel Fischer
Tracy Fischer & Cary Geller*

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.

The Bea Kovich Fund

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

Gene Krieger Fund

In memory of Gene Krieger, this fund will help Facing History expand and sustain the Los Angeles Partnership Schools Network.

Sarah Krieger & Evan Klondar

The Memphis Fund

This fund supports resources for additional initiatives and resources benefiting the Facing History program in Memphis.

The Milt Morris Facing History Educator Scholarship Fund

In honor of Milt Morris, this endowed fund supports scholarships for summer seminars and follow-up services for teachers in Greater Colorado.

The President and CEO Fund

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

The Charlotte & Irving Rabb Fund for Teaching Fellowships

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

William Randolph Hearst Endowment Fund for Summer Seminars

This fund provides support for Facing History's summer seminars in New York.

The Rhoda Sapers Library Endowment Fund

This fund supports the purchase of new videos and books for the Facing History Library and Resource Center.

Sidney and Edith Simon Family Holocaust Education Fund of the Jewish Federation of Cleveland

This fund supports the design and delivery of teacher professional development in Holocaust education.

The Richard A. Smith Endowment Fund for Excellence

This fund is designated to identify the most engaged, committed, and excellent teachers and then support scholarships for them to attend advanced summer seminars.

The Laszlo N. Tauber Family Foundation Fund

This fund established the Margot Stern Strom endowed fund to support a fellowship, the purpose of which is to cultivate new talent for Facing

History to support organizational needs. The fellowship will fund a staff position to be located at Facing History and Ourselves' headquarters or in one of our regional offices.

In Kind and Pro Bono Gifts

Generous in-kind gifts and pro bono professional services donated by our friends and supporters increase Facing History and Ourselves' ability to engage students and educators worldwide. Corporate donors of in-kind gifts and services are listed separately, and we are grateful for their support. Board and committee members, and many other volunteers, contribute countless hours and expertise, and we are most grateful to them. Here, we thank individuals who have donated their professional time, home or office space, or gifts of artwork, equipment, or supplies.

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Gifts in Tribute

Facing History and Ourselves is grateful to those donors who made gifts in tribute totaling more than \$485,000 to support our work. Listed below are those individuals for whom tribute gifts were made totaling \$100 or more. We are grateful for gifts at all levels, which support our work with teachers and students.

In Honor of:

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All of the teachers who are making a difference
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Facing History and Ourselves' Legacy Community comprises supporters who have provided for Facing History in their estate plans. The Society welcomes new members who are committed to ensuring the future of Facing History's work for generations to come.

Our supporters have included Facing History in their estate planning through bequests, charitable remainder trusts, charitable gift annuities, a gift of insurance, and other vehicles. Your tax or philanthropic advisor can assist you in identifying the best option for you and your family.

Providing for Facing History leaves a legacy of support for our vital work with students and teachers around the world. For more information on the Legacy Community, or to notify us that you have included Facing History in your estate plans, please contact the Development Office at 617-232-1595 or development@facinghistory.org.

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Emily Leventhal, Chair, Finance Committee

Fiscal Year 2020 was a challenging year. Although we started the year with a balanced budget, the impact of COVID required deep expense reductions at the beginning of the pandemic. As a result, in April 2020, we forecasted a \$4.7 million deficit, but instead we ended the year with a \$1.8 million deficit, an improvement of \$2.9 million. We achieved this by pivoting to virtual fundraising campaigns, careful fiscal stewardship resulting in additional cost

savings, and receipt of a \$2.8 million Paycheck Protection Program loan.

The Finance Committee and Board of Directors approached Fiscal Year 2021 conservatively, uncertain how the pandemic would affect our fundraising and programming. We approved a \$24.9 million budget, which expected us to spend \$6.8 million of reserves. We were fortunate to receive a one-time \$15 million gift from MacKenzie Scott in July 2020, which we plan to spend over the next three to five years in support of scaling our strategy to reach more educators.

On behalf of the Board of Directors, 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

	JUNE 30, 2020	JUNE 30, 2019
ASSETS		
CASH & CASH EQUIVALENTS	\$5,980,399	\$2,890,463
INVESTMENTS - UNRESTRICTED	\$5,028,125	\$5,078,224
INVESTMENTS - ENDOWMENT	\$24,339,754	\$20,586,845
ACCOUNTS RECEIVABLES, PREPAID EXPENSES & DUE FROM RELATED PARTIES	\$721,452	\$1,061,262
PLEDGES & GRANTS RECEIVABLE, NET	\$13,876,607	\$23,595,639
OFFICE EQUIPMENT & LEASEHOLD IMPROVEMENTS, NET	\$829,935	\$1,004,487
TOTAL ASSETS:	\$50,776,272	\$54,216,920
LIABILITIES AND NET ASSETS		
<u>LIABILITIES:</u>		
ACCOUNTS PAYABLE & OTHER LIABILITIES	\$1,436,984	\$1,592,372
<u>NET ASSETS:</u>		
NET ASSETS WITHOUT DONOR RESTRICTIONS	\$7,630,483	\$6,316,003
NET ASSETS WITH DONOR RESTRICTIONS	\$41,708,805	\$46,308,545
TOTAL NET ASSETS:	\$49,339,288	\$52,624,548
TOTAL LIABILITIES & NET ASSETS:	\$50,776,272	\$54,216,920

CONDENSED STATEMENTS OF ACTIVITIES

	JUNE 30, 2020	JUNE 30, 2019
OPERATING SUPPORT & REVENUE		
<u>CONTRIBUTIONS & SPECIAL EVENT REVENUE:</u>		
UNRESTRICTED	\$20,894,255	\$26,688,960
TOTAL CONTRIBUTIONS & SPECIAL EVENT REVENUE	\$20,894,255	\$26,688,960
PAYCHECK PROTECTION PROGRAM GRANT	\$2,848,337	\$ -
CONTRIBUTIONS IN-KIND	\$407,316	\$ 747,604
FEES FOR PROGRAM PRESENTATIONS	\$1,476,164	\$1,450,119
SALES OF BOOKS & MATERIALS	\$39,290	\$54,902
UNRESTRICTED INVESTMENT RETURN	\$(100,099)	\$133,811
ENDOWMENT DISTRIBUTIONS	\$1,130,673	\$1,028,639
TOTAL SUPPORT & REVENUE	\$26,695,936	\$30,104,035
<u>OPERATING EXPENSES</u>		
PROGRAM SERVICES	\$21,933,351	\$22,133,457
GENERAL ADMINISTRATION	\$1,987,820	\$1,845,388
FUNDRAISING	\$4,542,934	\$4,886,640
TOTAL EXPENSES	\$28,464,105	\$28,865,485

CHANGES IN NET ASSETS

	JUNE 30, 2020	JUNE 30, 2019
CHANGE IN NET ASSETS FROM OPERATION	\$(1,768,169)	\$1,238,550
GAIN/(LOSS) ON DISPOSAL OF OFFICE EQUIPMENT AND LEASEHOLD IMPROVEMENTS	\$ -	\$(36,367)
GAIN/(LOSS) ON ENDOWMENT INVESTMENTS	\$(386,418)	\$616,198
ENDOWMENT SPENDING RATE APPROPRIATED FOR OPERATIONS	\$(1,130,673)	\$(1,028,639)
GAIN/(LOSS) ON FIXED ASSET DISPOSAL & GRANT ADJUSTMENT		
TOTAL CHANGE IN NET ASSETS	\$ (3,285,260)	\$789,742

OPERATING REVENUE BY SOURCE

CONTRIBUTIONS	\$24,149,908 (90.5%)	\$27,436,564 (91.1%)
ENDOWMENT	\$1,030,574 (3.9%)	\$1,162,450 (3.9%)
FEES AND SALES	\$1,515,454 (5.7%)	\$1,505,021 (5.0%)

EXPENSES BY PURPOSE

PROGRAM: TEACHER PROFESSIONAL DEVELOPMENT	\$16,365,916 (57.5%)	\$14,165,661 (49.1%)
PROGRAM: PUBLIC ENGAGEMENT	\$4,199,574 (14.8%)	\$7,042,261 (24.4%)
FUNDRAISING	\$4,542,934 (16.0%)	\$4,886,640 (16.9%)
PROGRAM: CONTENT DEVELOPMENT	\$1,367,861 (4.8%)	\$925,535 (3.2%)
ADMINISTRATION	\$1,987,820 (7.0%)	\$1,845,388 (6.4%)

EXPENSES BY CATEGORY

SALARIES, TAXES, BENEFITS	\$20,766,119 (71.9%)	\$14,165,661 (49.1%)
SERVICES & MATERIALS	\$5,485,765 (19.0%)	\$7,042,261 (24.4%)
OCCUPANCY & OFFICE	\$1,430,866 (5.0%)	\$4,886,640 (16.9%)
TRAVEL	\$454,167 (1.6%)	\$925,535 (3.2%)
DEPRECIATION	\$327,188 (1.1%)	\$1,845,388 (6.4%)

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Facing History is most grateful to the members of our Board of Directors, Leadership Council, Advisory Boards, and Board of Scholars, who govern the organization, provide philanthropic support, engage their communities, and serve as thought leaders for our work around the world. Here, we list members during the period of July 1, 2019, through June 30, 2020.

** Facing History and Ourselves acknowledges with great sadness the loss of Richard Smith, our cherished friend and Chair Emeritus who passed away in the fall. We are continually grateful for his guidance and visionary leadership to Facing History and will continue to be enriched by his contributions to the organization.*

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