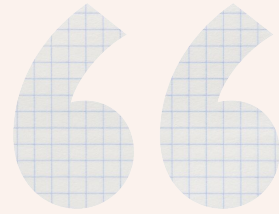


Auschwitz Pledge Foundation

Support offer 2025



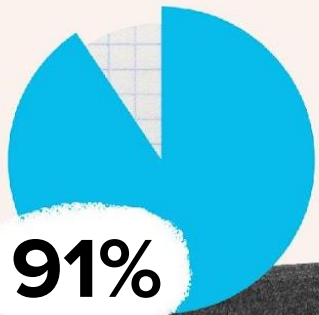
**The opposite of love is not hate, it's indifference.
The opposite of art is not ugliness, it's indifference.
The opposite of faith is not heresy, it's indifference.
And the opposite of life is not death, it's indifference.**

Elie Wiesel

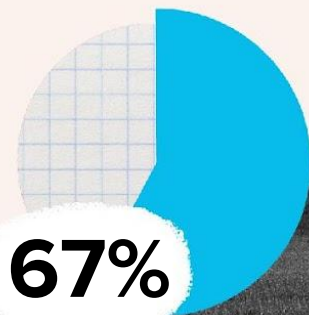
Romanian-born American writer, professor, political activist,
Nobel laureate and Holocaust survivor

People across Europe and the US overwhelmingly care about discrimination and think more can be done.

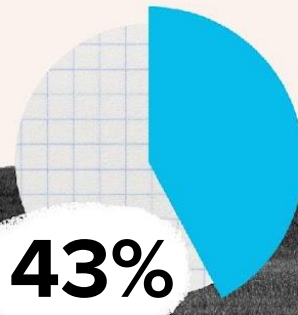
In May 2023, we have launched a study across Germany, the United States, France, Poland, and the United Kingdom to ask over 1,000 Gen Z and Millennials their thoughts on the current state of Indifference.



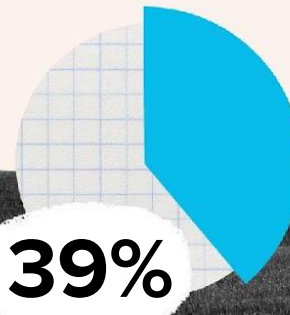
believe more can be done to fight discriminatory behavior



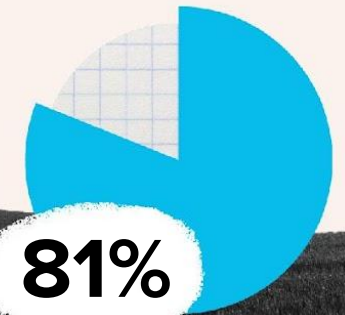
noticed an increase in discriminatory behavior in the last year (including 70% of BIPOC people)



identify as "indifferent," "frustrated," and "helpless" towards acts of discrimination



overall feel that they "always" stand up against discrimination (online and offline)



of Gen Z are willing to do more to fight discrimination (vs. 74% Millennials, 92% BIPOC people)

The Auschwitz Pledge Foundation was founded by people who have long been involved in preserving the memory of the Holocaust.

Our Foundation, along with its partners, has been deeply committed to safeguarding the memory of the Holocaust for many years. We maintain close, daily cooperation with the **Auschwitz-Birkenau State Museum**, the **Auschwitz-Birkenau Foundation**, and the **Auschwitz-Birkenau Memorial Foundation in New York**.



Piotr M.A. Cywiński

AUSCHWITZ PLEDGE FOUNDATION PRESIDENT

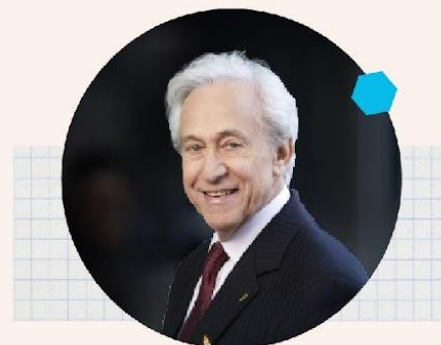
Director of the Auschwitz-Birkenau State Museum, co-founder and President of the Auschwitz-Birkenau Foundation. Member of many organizations and advisory teams involved in commemoration, exhibitions and memorial education in Europe and around the world.



Jacek Kastelaniec

AUSCHWITZ PLEDGE FOUNDATION DIRECTOR GENERAL

Senior advisor to Ronald S. Lauder, the President of the World Jewish Congress; co-founder and former long-serving Director General of the Auschwitz-Birkenau Foundation.



Józef Wancer

CHAIRMAN OF THE AUSCHWITZ PLEDGE FOUNDATION

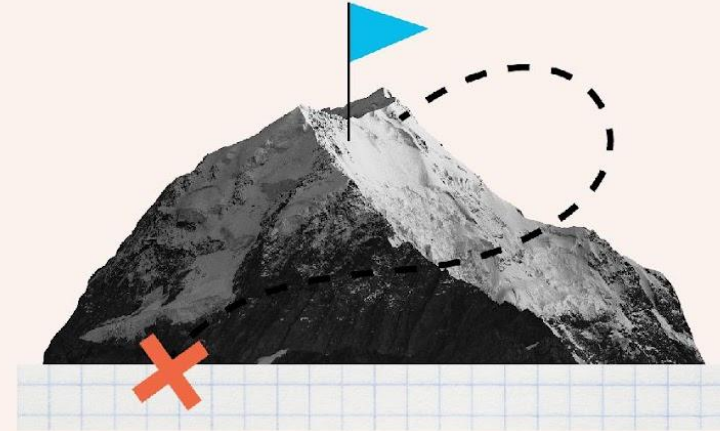
Vice Chairman of Citibank of New York for 23 years, former CEO of Raiffeisen Centrobank in Warsaw, CEO of Bank BPH for 10 years. Currently honorary Chairman of BNP Paribas Bank Polska Supervisory Board.

We aim to promote initiatives that ensure that history never repeats itself in any form.



Our vision

We want to make indifference a target of action as well as a subject of public conversation and erase indifference to discrimination in all its forms. We will not stand by. This is our Pledge.



Our mission

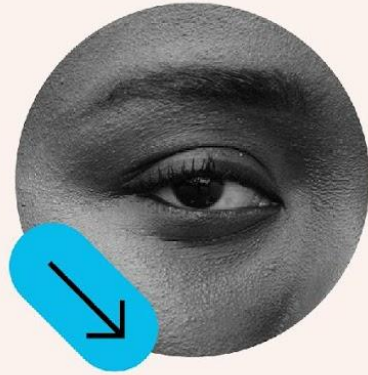
At the Auschwitz Pledge Foundation, we take an **active stand against indifference to discrimination in all shapes and sizes**. We support innovative ideas that can make a real impact and conduct educational projects aimed at young people.

Building on the history of the Holocaust, we extend our efforts to address various forms of discrimination.

Main pillars of focus



Antisemitism



Racism



Misogyny

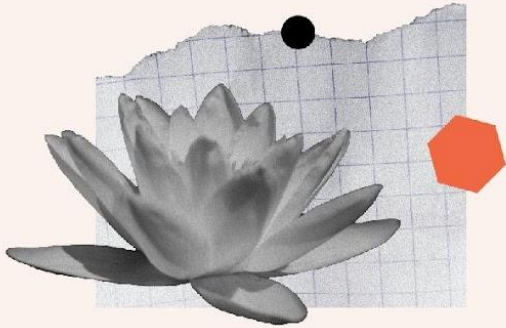


LGBTQ+
Discrimination



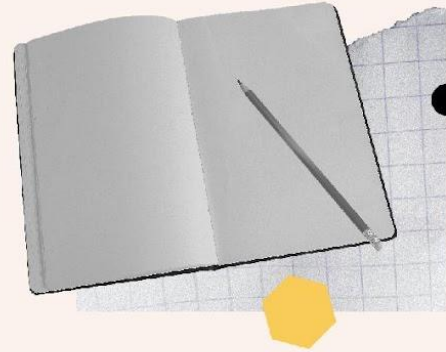
Migrant & Refugee
Discrimination

In 2025, we will carry out activities in three areas:



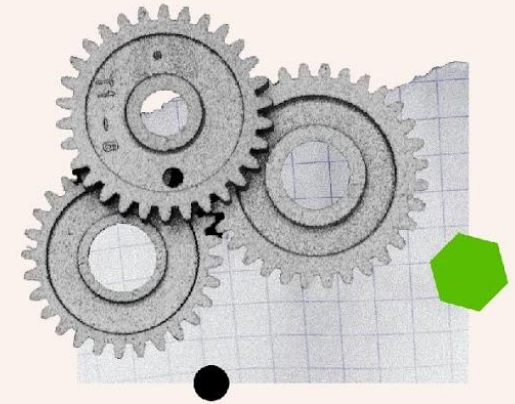
Memory

- Gala dinner with Auschwitz-Birkenau Survivors
- Special Committee *Auschwitz 80*



Education

- *Auschwitz Legacy* movie
- *Learning from the Past* project



Innovation

- Erase Indifference Challenge 2025

We believe that the memory of the Holocaust is the cornerstone of all the Auschwitz Pledge Foundation's present-day activities.

On January 27, 2025, we will mark the **80th anniversary** of the liberation of Auschwitz, the German Nazi concentration and extermination camp. This moment offers a unique opportunity to hear the vital message of the last remaining Survivors.

As in previous years, the commemoration will bring together world leaders, diplomats, and delegations from around the globe.

The mission of the Auschwitz Pledge Foundation is deeply rooted in the words of Marian Turski, spoken on the 75th anniversary: *Do not stay indifferent!*



Marian Turski speaks during the ceremony. 75th anniversary of the liberation of Auschwitz-Birkenau

Gala dinner with Auschwitz-Birkenau Survivors

On the eve of the official commemoration of the liberation of Auschwitz, **Ronald S. Lauder**, president of the **World Jewish Congress**, will host an exclusive dinner in Kraków's historic Kazimierz district.

This event will bring together Survivors, diplomats, high-ranking politicians and Jewish community leaders from around the world for a meaningful and intimate gathering.

Previous dinners have included notable figures such as Volodymyr Zelensky and Steven Spielberg. The upcoming event will also feature the participation of heads of state and key political leaders from Poland.



Ronald Lauder, President of the World Jewish Congress speaks during the ceremony. 75th Anniversary



Volodymyr Zelensky at 75th Anniversary



Steven Spielberg addresses Holocaust Survivors during the dinner on January 26, 2015

Activities preceding the 80th anniversary for members of the *Auschwitz 80* Committee

The *Auschwitz 80* Committee consists of major sponsors from around the world who support the Auschwitz-Birkenau State Museum and the Auschwitz Pledge Foundation in preserving historical memory and combating indifference.



3-day visit to Kraków and participation in the exclusive activities such as guided tours of the city, a special Shabbat program and engaging discussion panels

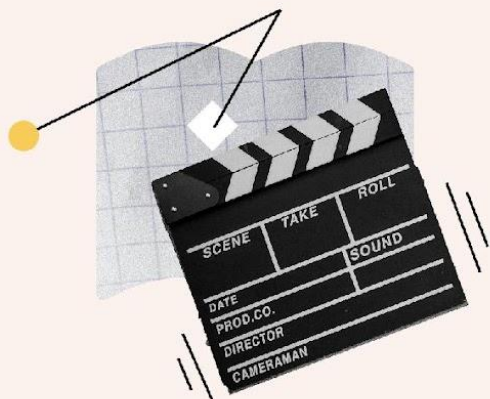


Gala dinner with the Survivors, diplomats and the world leaders



January 27, 2025

Through educational materials, we aim to motivate young people to learn from the past and make a difference in the world of today.



Auschwitz Legacy film

The film is the first comprehensive educational resource for students that narrates the full story of the Holocaust and its origins.

It has been produced by the World Jewish Congress in collaboration with the Auschwitz-Birkenau State Museum, the United States Holocaust Memorial Museum in Washington, D.C., and Steven Spielberg's USC Shoah Foundation.

The film will be promoted globally in schools and broadcast on television networks, including TVP and other channels.



Learning from the Past project

Our lesson plans foster discussions about the tragic history of the Holocaust. Developed in collaboration with researchers from the Auschwitz-Birkenau State Museum, as well as human rights and anti-discrimination experts, these plans serve as ready-to-use resources for students and educators. They tackle themes of diversity and aim to inspire action toward peace and tolerance.

We inspire, select and support innovative projects from around the world that take up the challenge of fighting indifference to discrimination.

Launched in 2022, the **Erase Indifference Challenge** focuses on identifying and scaling practical ideas that make a real impact.

We plan to launch the Erase Indifference Challenge 2025 on the eve of the 80th anniversary, with the winners being announced at a gala in June, attended by ambassadors, government officials, NGO leaders, and our sponsors.



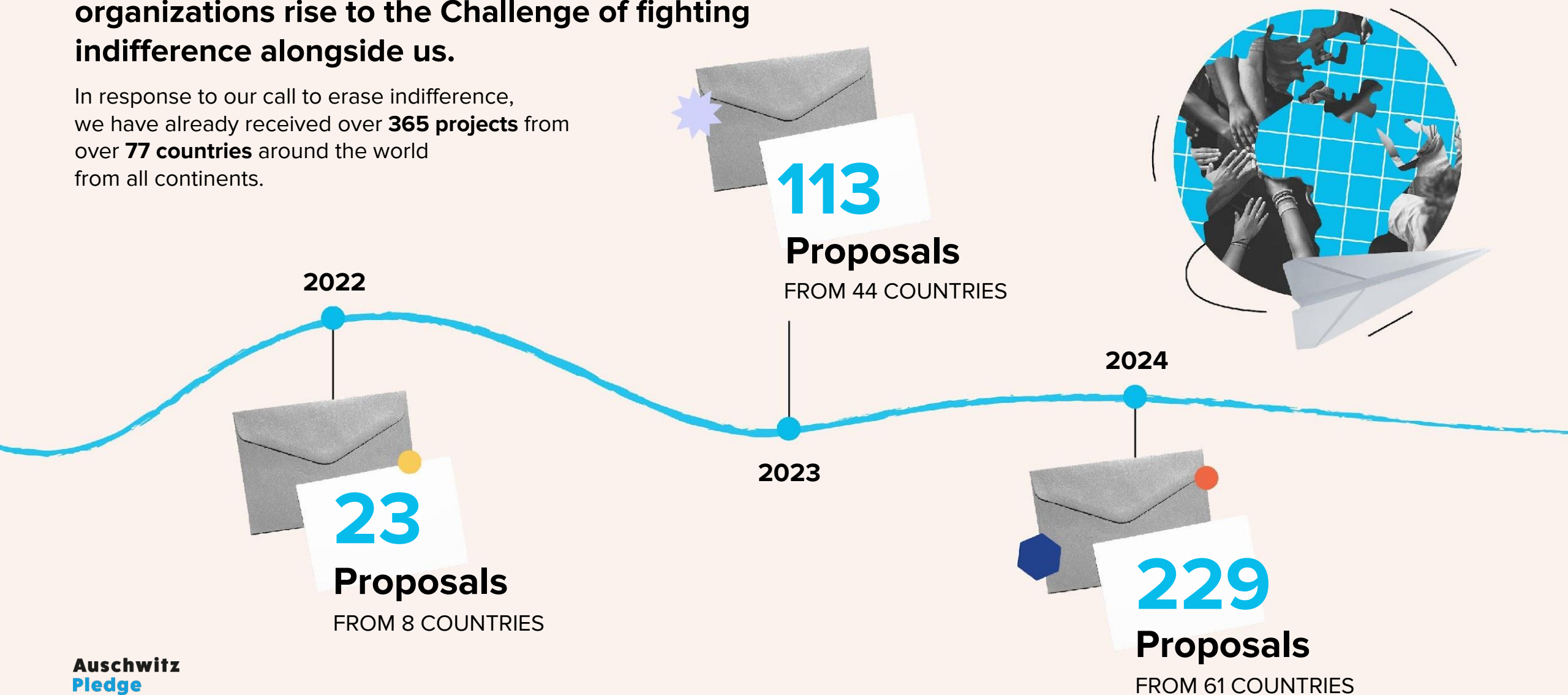
Piotr M.A. Cywiński in the panel together with Isabelle Giordano (Head of BNP Paribas Foundation), Zuzanna Rudzińska-Bluszcz (Deputy Minister of Justice), Przemek Gdański (President of Bank BNP Paribas)



Erase Indifference Challenge Gala at BNP Paribas Headquarters, Warsaw, May 2024

Each year, more and more NGOs, start-ups, organizations rise to the Challenge of fighting indifference alongside us.

In response to our call to erase indifference, we have already received over **365 projects** from over **77 countries** around the world from all continents.



Our Erase Indifference Challenge Winners

USA



From Indifference to Action — combating antisemitism through evidence-based 5D methodology trainings; 6k participants so far, goal is 30k.

anti-semitism

Poland



An online platform with games that helps teachers to integrate young Ukrainian refugees and Polish children.

anti-immigration

Israel



An algorithm that counters the monetization of online antisemitic content — Combatting Advertiser Indifference to Jew — Hatred with Brand Safety.

anti-semitism

Israel



A program blending tech and entrepreneurial training with dialogue to unite Palestinian and Israeli young adults.

xenophobia

Poland



LGBTQ+ Friendly School Ranking - helps Polish students in selecting safe and inclusive high school.

anti-LGBTQ+

Canada



A Signal for Help — combating gender-based violence and empowering a community of 70,000+ who submitted as anti-violence supporters.

misogyny

Spain



Insignia: A gamified Social Experiment that determines the underlying mechanisms of discrimination.

xenophobia

USA | Ukraine | Lithuania



An AI initiative fostering solidarity with Ukrainians amid Russia's invasion, combating indifference through empathy and human stories in Lithuania.

xenophobia

Uganda



A project blending artistic interpretation of Anti Homosexuality Law for community understanding, digital security workshops for activists, and media campaigns across East Africa.

anti-LGBTQ+

Partnership opportunities

We would like to invite your company to partner with us on this very special occasion. Please consider these possibilities:



Founding Partner

Member of the Committee *Auschwitz 80*

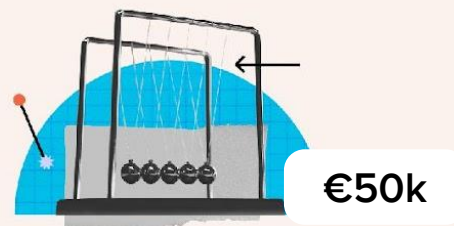
- Exclusive 3-day visit to Krakow for 2-person delegation
- Gala dinner with Auschwitz-Birkenau Survivors

Sponsor of the Erase Indifference Challenge 2025

- Participation in the Erase Indifference Challenge Gala 2025 (keynote speech or panel discussion)
- Informal lunch with sponsors, government representatives and diplomats
- Access to comprehensive activity reports

Sponsor of 2025 educational activities

- Recognition as a key supporter of the implementation of the *Auschwitz Legacy* movie and lesson plans in Polish and European schools



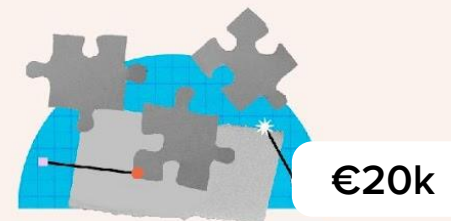
Impact Partner

Participation in the Auschwitz 80th Anniversary

- Gala dinner with Auschwitz-Birkenau Survivors

Sponsor of one Erase Indifference Challenge 2025 project

- Participation in the Erase Indifference Challenge Gala 2025 (keynote speech or panel discussion)
- Informal lunch with sponsors, government representatives and diplomats
- Access to comprehensive activity reports



Partner

- Exclusive visit to the Auschwitz-Birkenau State Museum for a group of employees
- Participation in the Erase Indifference Challenge Gala 2025

+ Prominent brand presence in all 2025 publicity materials, including press releases, website, social media, and events.

Our current partners



The support pledged by donors will allow us to carry out the ambitious activities of the Auschwitz Pledge Foundation in 2025.