



# BEHIND THE SCENES

VOLUME 05

Greetings!

As 2022 comes to a close, we are humbled and excited about all that we have been able to accomplish as a result of your support, and we are more determined than ever to deliver on the promise of the Courage Museum as a place for learning, self-reflection, connection with others, and action.

Every day we are reminded of the ways in which misogyny and hate fuel discrimination and violence against far too many of our family members, friends, colleagues, and neighbors. The alarming rise in antisemitism, AAPI hate crimes, attacks against the LGBTQ+ community, and continued discrimination against Black, Brown, and Indigenous people impacts all of us. This is happening against the backdrop of a national adolescent mental health crisis that is driving youth depression, anxiety, isolation, and in too many instances, physical harm.

These intersecting crises represent the unique challenge and opportunity that we face here in the Bay Area, and nationally. With the Courage Museum, we have a real opportunity to advance concrete solutions for connection, action, and positive change.

We are grateful for your continued confidence and support, and because of you, we have reached several important milestones in the planning and development of the museum's visitor experience and educational program.

We are thrilled to share some recent updates and highlights with you in the pages to follow. We also invite you to read about our broader organizational impact in FUTURES [2022 Impact Report](#).

Finally, if you have not yet made a year-end gift, [please consider making a gift today](#) to help realize the full vision of the Courage Museum.

Thank you, and onward!



Senior Vice President  
Futures Without Violence

## 2022 HIGHLIGHTS



Completed curatorial strategy and physical design of the museum's installations.



Received approval on final design, architectural, and construction plans from Presidio Trust.



Completed Phase 1 of the education program research, design and planning process in collaboration with a team of professional educators, program designers, and instructional coaches.



Filmed 6 of the first 13 Empathy Mirror Stories



Developed and installed the first prototype of the Empathy Mirror installation



Reached 50% of campaign fundraising goal

presented by

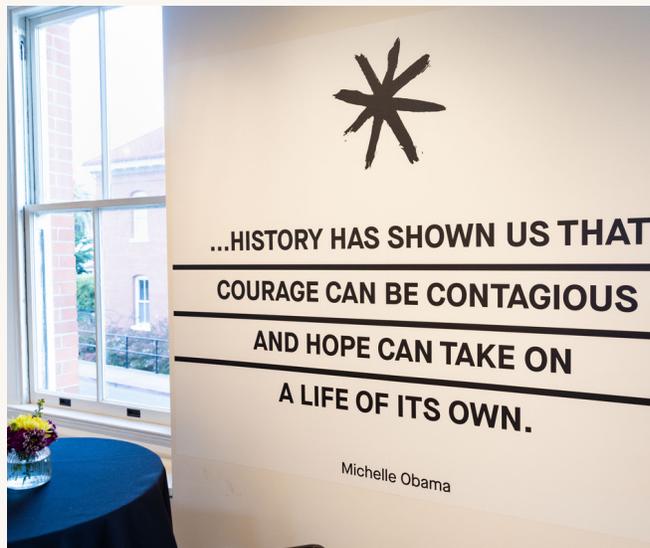


# INSIDE LOOK EVENT

# THE MAKING OF THE COURAGE MUSEUM

On October 27, FUTURES hosted an intimate gathering at the future home of the Courage Museum. Surrounded by large scale final design plans outfitting the gallery walls, FUTURES welcomed Justine Nagan, Head of Production at Actual Films, to introduce a sneak peak of our newest Empathy Mirror Storytellers.

Following Justine's presentation, two members of our education program design team, Irisa Charney-Sirott and Shoba Farrell, co-led attendees through a visioning exercise followed by an overview of the the visitor experience we are co-creating with and for educators and high school students. We will host more small gatherings as well as larger events in 2023 to reconnect, share, and plan together. More photos from the event can be found [here](#).





Earlier this fall, FUTURES began in-depth research among several of the museum's core target audiences, including high school students, college-aged youth, educators, and parents.

Guided conversations led by professional facilitators allowed for in-depth discussion on the museum's mission, vision, storytelling strategies, and plans for the overarching visitor experience.

Participants were asked to contemplate and discuss broad themes related to hate, discrimination, and violence in their homes, schools, communities, and society at-large, while also considering evidence-based insights about the causes and impacts of trauma, and opportunities for healing, community building, and systemic change.

This in-depth audience research will continue in a variety of ways in 2023, as we further refine messaging, content, and engagement opportunities in connection with the museum's installations and the education program.



## WHAT WE HEARD

### CONNECTION

Individuals - across all ages - are yearning for a dedicated space that centers meaningful connection with peers and family.

### INTERACTION

Students and Educators find experiential learning the most motivating, engaging and memorable.

### TANGIBLE

Parents, Students and Educators all expressed the importance of concrete, customized take-aways, and actions to remain accountable and connected.

### GROUNDING & HOPEFUL

Students are most drawn to honest storytelling and authentic opportunities for engagement. They want to be moved and inspired through the experiences and actions of others.

# MEET THE MAKERS

In each update we will introduce you to some of the remarkable and inspiring collaborators and advisors that are helping to bring the vision for the Courage Museum to life with their time, talent, and resources.

## THE DESIGN TEAM



**ANDREA WORBY**  
CONTENT DIRECTOR



**JENNIFER SPOLEY**  
SENIOR PROJECT MANAGER



**JAKE BARTON**  
FOUNDER &  
CHIEF CREATIVE OFFICER



**CHARLOTTE VAN DEN BOSCH**  
DIRECTOR OF VISUAL  
EXPERIENCE DESIGN



**JENNY WONG**  
SENIOR PHYSICAL DESIGNER



**AVI GRAYSON**  
CREATIVE TECHNOLOGY DIRECTOR

The Courage Museum will be the first full scale West Coast installation by the award-winning designers of Local Projects. In 2021, Local Projects was named Design Company of the year by Fast Company amongst hundreds of other design honors and awards. They are an experience design studio that connects people to ideas and cultural institutions through meaningful interactions. A sampling of their work is featured below.

## LOCAL PROJECTS

### 9/11 MEMORIAL MUSEUM NEW YORK

Local Projects work as the lead experience designer for the 9/11 Memorial Museum centered around the stories of individuals who experienced the attacks. The idea of telling a single story through multiple voices was a groundbreaking take on narrative history within exhibitions, winning the project a Cannes Gold Lion.



### GREENWOOD RISING TULSA

In recognition of the 100-year anniversary of the 1921 Tulsa Race Massacre, community members within the Greenwood district once known as Black Wall Street, hired Local Projects to tell the story of the massacre, and the resilient community that withstood it and continued to flourish in spite of it.



### LEGACY MUSEUM MONTGOMERY

Retaining the site's unique architecture and recognizing its heritage as a former slave warehouse, Local Projects drew on Equal Justice Initiative's historical reports documenting racial oppression to create a museum that balances moments of immersive storytelling, personal reflection, and community discussion.



# THANK YOU TO OUR LEAD INVESTORS

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The Courage Museum is such an important place, especially these days, when it seems so hard for those who disagree to get along. The rise of hate -- an ugly word, but an accurate one -- is frightening. The Courage Museum reminds us adults, why hate can be so dangerous. And, most important[ly], it teaches young people, who are smart and not yet jaded, to have the courage to make good decisions, the courage to speak up and the courage to be a voice for the voiceless. The Courage Museum encourages all of us to be the best human beings we can be, and it is why the Jonathan Logan Family Foundation is proud to be a partner in their work."



-- JONATHAN LOGAN  
PRESIDENT & CEO, JONATHAN LOGAN FAMILY FOUNDATION  
LEAD INVESTOR, COURAGE MUSEUM

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Patricia Lee-Hoffmann  
Blue Shield of California Foundation  
Emily Scott  
Jonathan Logan Family Foundation  
San Francisco Giants  
Women Moving Millions  
Koret Foundation  
Joyce Newstat and Susan Lowenberg  
The Wendling Family  
Arjun and Diana Divecha

William Hirsch and Betsy Crabtree  
JaMel and Tom Perkins  
Deborah Santana  
Elizabeth and Alan Dye  
Nancy Eccles and Homer M. Hayward Family Foundation  
The Hellman Family Foundation  
Margaret Simpson and Douglas Booth  
Ford Foundation  
Vintner's Daughter



To schedule a visit & learn more, please contact:

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