

Anne Frank House

Annual Report 2017

The Anne Frank House is an independent organisation dedicated to the preservation of the place where Anne Frank went into hiding during the Second World War, and to bringing the life story of Anne Frank to the attention of as many people as possible worldwide with the aim of raising awareness of the dangers of anti-Semitism, racism and discrimination and the importance of freedom, equal rights and democracy.

The complete report: www.annefrank.org/annualreport2017



Foreword

In March 2017 we started the renewal of the Anne Frank House museum. Many of our visitors are under 25 years old and come from countries outside of Europe, so it is important to give more in-depth information on the historical context and the background of the life story of Anne Frank in the museum.

Besides this renewal, the museum is also gaining more space for educational groups and visitor facilities, and a new entrance area. Renewal and rebuilding are not always easy if you want to keep the museum open at the same time. We are grateful to the designers and contractors for their work, and to our neighbours, employees and visitors for their understanding. By mid-2018 all the work will be completed and we will be ready for a new generation of visitors.

We have made good progress with our new digital strategy, which will also be finalised by mid-2018. In this way too we aim to introduce as many people as possible to the life story of Anne Frank and the history of her times, and encourage them to reflect on the meaning of her life story for the world today. Anne Frank featured in the news many times in 2017. From football fans who used her photo for an antisemitic provocation of their opponents to the German railway company that wanted to name a train after her. Seventy years after the publication of her diary, the significance of Anne Frank seems only to increase. She exerts ever more attraction on those who are in search of a symbol: often with good intentions and taking an educational form, sometimes rather unfortunate, regularly in bad taste, occasionally downright antisemitic.

What does this mean for the future? First of all, we must continue to ensure that we provide a historically reliable, authentic and accessible presentation of the life story of Anne Frank in the context of the persecution of the Jews and the Holocaust. This can help to prevent the fading away of history gradually gaining the upper hand. Secondly, it would be wise to not too hastily condemn contemporary expressions that refer to Anne Frank. They can form an effective stimulus to reflection on the present-day meaning of her history.

It was with sadness that on 6 October 2017 we learned of the death of Eberhard van der Laan, mayor of Amsterdam. He made - also in the awareness of what happened in the wartime years - the city a finer, more open-hearted and more human place. "Take good care of our city and of each other", were his parting words. Let us continue to commit ourselves to this endeavour.

We warmly thank you for your involvement in and support of the activities of the Anne Frank House, last year and in the year to come.

Ronald Leopold
executive director
Amsterdam, May 2018

Organisation

The Anne Frank House organisation is dedicated to the preservation of the Anne Frank House and the Anne Frank collection, and is also an educational organisation. A key chapter of the personal history of Anne Frank was played out in the Anne Frank House.

Organisation

The Anne Frank House was established on 3 May 1957 with the close involvement of Anne's father, Otto Frank, with the aim of preserving and opening to the public the place where Anne Frank went into hiding, and bringing the life story of Anne Frank to the attention of as many people as possible worldwide.

Mission of the Anne Frank House

The Anne Frank House is an independent, non-profit organisation dedicated to the preservation of the place where Anne Frank went into hiding and wrote her diary during the Second World War, and to bringing the life story of Anne Frank to the attention of as many people as possible worldwide with the aim of raising awareness of the dangers of antisemitism, racism and discrimination and the importance of freedom, equal rights and democracy.

We can no longer change what has happened. The only thing we can do is to learn from the past, and realise what discrimination and persecution mean for innocent people.

Otto Frank, 1970

Key issues in 2017

2017 was largely characterised by the renewal of the museum and the digital landscape. These were major projects for which many resources and people were deployed.

We can see that general knowledge of the Second World War and the Holocaust among young people is declining but also that the interest in this history remains undiminished, also among young people. So both in our museum and our educational materials we aim to have a greater focus on the historical background of the life story of Anne Frank. Knowledge of this background is also needed to understand the relevance of this history for the world today.

In combating antisemitism the accent in 2017 will be on the development of the online tool against antisemitism and other forms of discrimination. We are also seeking partnership with the sports world in combating antisemitism and discrimination.

Management and organisation

Our directors are responsible for the management of the Anne Frank House. They are appointed by the Supervisory Board.

Supervision and advice

The Supervisory Board monitors the policy of the directors and supports them with advice. The Advisory Board advises the Supervisory Board on issues that are decisive for the identity of the Anne Frank House.

On 1 January Mr. E. Hirsch Ballin took over the chairpersonship from Mr. W. Kok. Kok was chairperson of the Supervisory Board for twelve years, the maximum term of office. The Anne Frank House thanks him for his involvement and commitment throughout these years.

For the countless mainly young visitors to the Anne Frank House this is not only a place of remembrance. As I have experienced myself, it is a place that makes you reflect on your own life and the tasks that face us.

E. Hirsch Ballin,
Chair Supervisory Board

Partners

The Anne Frank House works together with partner organisations in Argentina, Austria, Germany, the UK and the USA. They organise international Anne Frank exhibitions and associated educational activities in their countries.

Remuneration policy

The Anne Frank House operates its own employment conditions package, and in principle adheres to the salary structure of the collective labour agreement for the museums sector. The directors are remunerated within the framework of the Cultural Governance Code. The positions on the Supervisory Board and the Advisory Board are unpaid.

Employee council

The employee council represents the interests of the organisation and the employees of the Anne Frank House, and takes part in discussions on proposed organisational developments. In 2017 the employee council dealt with nine requests for approval and three requests for advice.

Finance

The Anne Frank House does not receive any government subsidies for the museum, and is mainly dependent on museum visits for its income.

For the financing of major initiatives concerning the museum and for educational projects in the Netherlands and abroad the Anne Frank House depends on the support of charitable funds, individual donors and grant-giving bodies such as the European Union and the Dutch government.

Project support

- The BPD Cultural Fund made a donation of €50,000 for the new diary room and the innovative diary display cases.
- As the owner of the manuscripts of Anne Frank, the Ministry of Education, Culture and Science also made a contribution to the new diary display cases.
- The Mondriaan Fund financed the new public presentation of the manuscripts of Anne Frank in the museum, and supported the development of new security procedures in connection with the renewal of the museum.
- The German Foundation for Remembrance, Responsibility and the Future supported the development of the European online learning tool on antisemitism and discrimination against Roma and Sinti, Muslims and LGBT people.
- Through its Erasmus+ programme the European Commission also supported the development of the online learning tool for teachers to open up antisemitism and other forms of discrimination for discussion in the classroom.
- The Ministry of Health, Welfare and Sport supported the development of educational projects in the Netherlands and enabled a representative of the Anne Frank House to take part in the International Holocaust Remembrance Alliance (IHRA).

BankGiro Lottery

The Anne Frank House has been a beneficiary of the BankGiro Lottery, which funds cultural projects in the Netherlands, since 2007. We receive an annual donation of € 200,000. In 2017 we received an additional € 33,728 thanks to the BankGiro Lottery participants who stated that they wished to play for the benefit of the Anne Frank House.

In 2017 the renewal of the museum was started thanks to the earlier additional contribution of € 910,000 by the BankGiro Lottery.

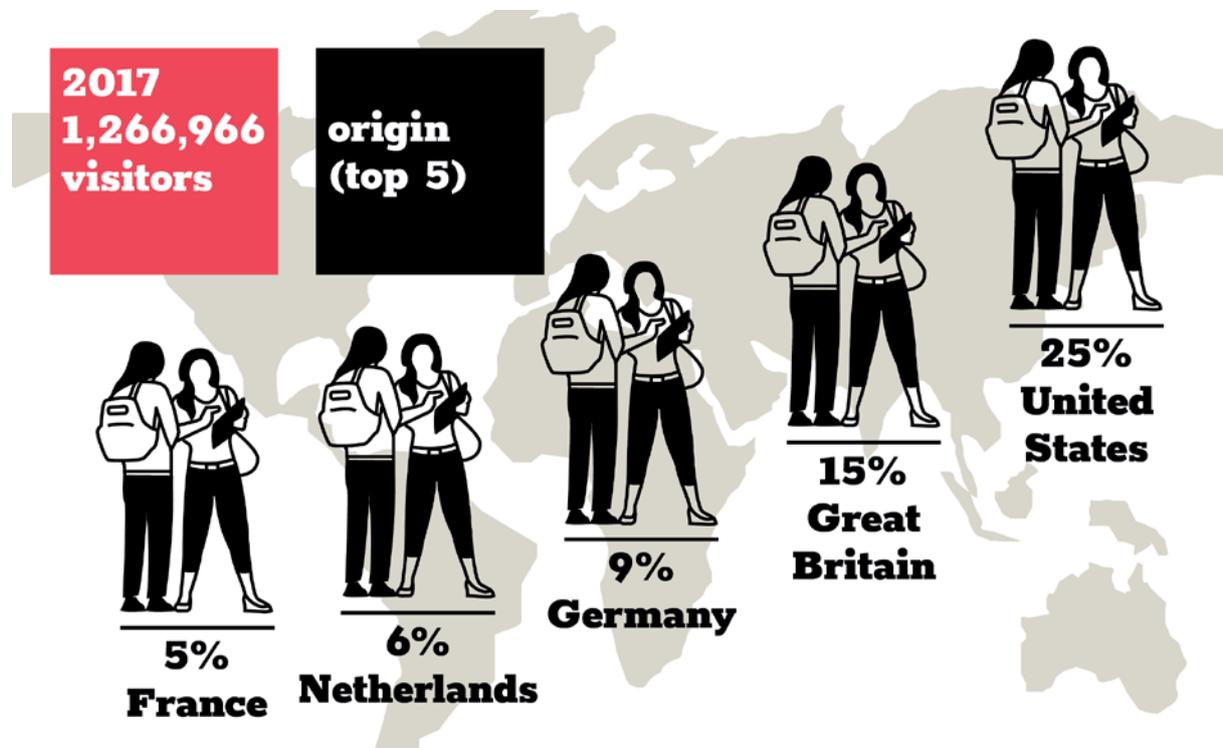
Museum

In the museum, in our publications and in our (online) exhibitions we present the life story of Anne Frank in the context of the history of the Holocaust and the Second World War.

Museum visits

The Anne Frank House is the place where the life story of Anne Frank is presented in the most authentic and reliable way. Every year we receive over 1.2 million visitors from all around the world.

The Anne Frank House welcomed 1,266,966 visitors in 2017, a high number in view of the renewal work in the museum.

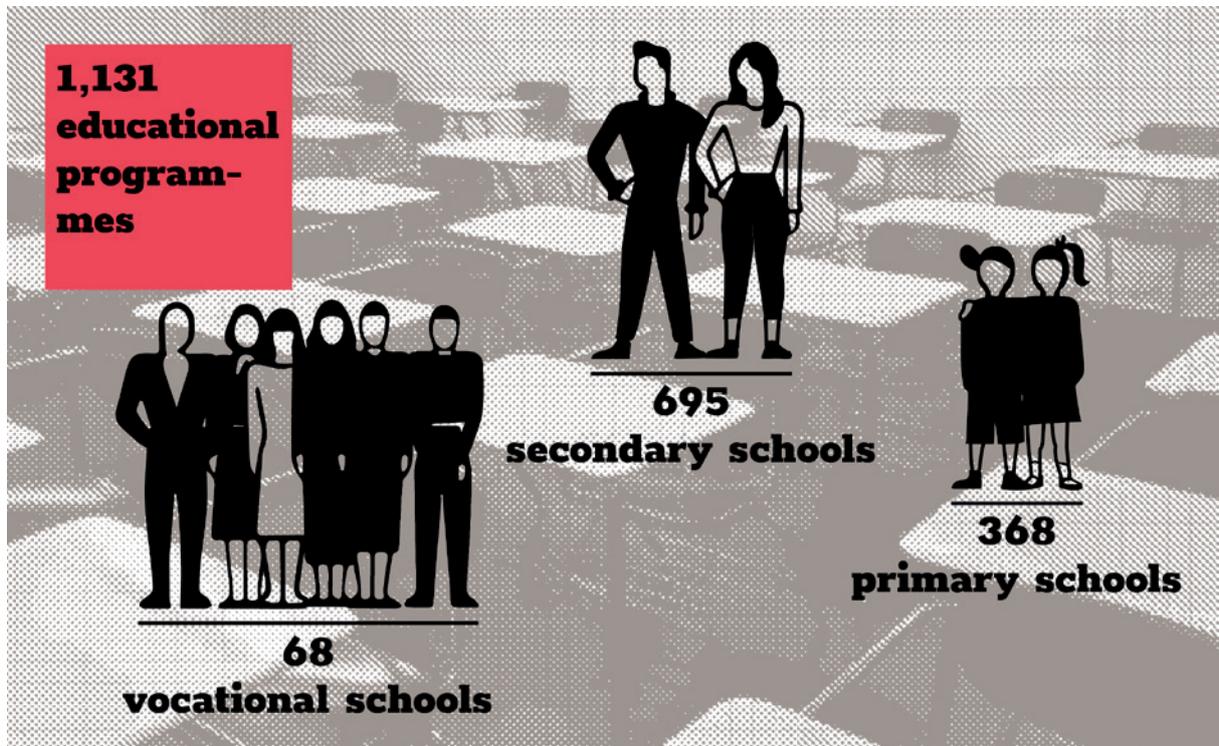


Audio tour

A new feature of the museum is an audio tour. The free audio tour is one element of the renewal of the museum, allowing us to offer visitors more historical context and in-depth information, giving them a better understanding of the life story of Anne Frank and an enhanced experience of the hiding place. The tour is available in nine languages: Dutch, English, French, German, Hebrew, Italian, Japanese, Portuguese and Spanish. Visitors are totally absorbed as they listen; it is silent in the museum...

Educational programmes

Many school groups from the Netherlands and abroad visit the Anne Frank House. Over 1,100 groups from primary and secondary schools, trainee teachers and vocational students followed educational programmes in Dutch, English or German.



Argentinean state visit

On 27 March the Anne Frank House and Queen Máxima welcomed the Argentinean president Mauricio Macri and his wife Juliana Awada.

The message of Anne Frank is one of hope in the midst of darkness. Anne Frank's father was able to transform his enormous pain into a vision, committing the world to the struggle for human rights. 'Think of all the beauty around you and be happy', Anne Frank wrote. With affection and respect.

Mauricio Macri, 27 March 2017

Museum night

The first Saturday of November is the annual Amsterdam Museum Night, and the Anne Frank House once again took part. The museum was open until the early hours of the morning with a special programme. Museum staff gave additional information on the history of the Secret Annexe and the period in hiding at various points on the museum route, and answered visitors' questions.

CJP card

Young people with a CJP card could sign up for a special reception in the Anne Frank House on 8 December. Around 150 passholders took this opportunity and came with a guest for an introductory programme on Anne Frank and the educational mission of the Anne Frank House, followed by a visit to the museum.

Malala

The Pakistani children's rights activist and Nobel Prize winner Malala Yousafzai visited our museum in December.

I heard about Anne Frank when I was 11-years-old and writing my diary about life under terrorism where girls' education was banned. Anne Frank's story inspired me to believe in my words and voice to change the world. I am honoured and fortunate to have the opportunity to visit Anne Frank's House.

Malala Yousafzai, 2 December 2017

Refugees

In January and February a group of Syrian refugees from the Syrian Volunteers in the Netherlands Network visited the Anne Frank House, where they were welcomed by young people from our Youth Team. The visit and the introduction before the tour of the museum made a deep impression. In May we welcomed a group of refugees from a variety of backgrounds who were following language lessons at the refugee initiative More than Les. And in October students with a refugee background from Right2Education at Amsterdam College visited the museum for an educational programme.

Collection

Many personal documents and belongings of the Frank family, the other people in hiding and the helpers have been preserved. These objects form a part of the museum collection of the Anne Frank House.

Friendship book

The Anne Frank House has acquired a special album: a poëziealbum (a friendship book filled with verses and inspirational quotations from friends and family) with a handwritten verse by Anne Frank. Anne wrote the verse when she was 11 years old in the album of a classmate at the Montessori school. This classmate, now aged 88, wanted to donate the album to the Anne Frank House so the verse could be shared with a wide audience. The verse reveals a girl who goes to school, is sociable and has fun. The occupying Nazis had not yet shown their true face. The Anne Frank House was able to acquire the album with the financial support of the BankGiro Lottery and the Mondriaan Fund.

Merwedeplein

The Anne Frank House is the new owner of Anne Frank's former home on the Merwedeplein square in Amsterdam. Its purpose remains the same: the apartment provides accommodation to writers from abroad who cannot work in freedom in their own countries. The Frank family lived in the apartment at Merwedeplein 37 II from December 1933 to July 1942. It was there that Anne first wrote in the diary she was given for her thirteenth birthday, on 12 June 1942. Three weeks later the Frank family went into hiding.

We find it important that Anne Frank's former home is preserved and well managed. The apartment is inextricably linked with the legacy for which the Anne Frank House is responsible: the hiding place on the Prinsengracht and the original manuscripts of Anne Frank.

Ronald Leopold, executive director
Anne Frank House

Eva

88-year-old Eva Schloss received 13-year-old pupils from the Amsterdams Lyceum in Anne Frank's former home on the 88th anniversary of Anne's birth. As a child Eva also lived on the Merwedeplein square, and went to the Amsterdams Lyceum. Later, after the war, Eva's mother married Anne's father. Otto Frank became Eva's stepfather. Eva told the pupils about her childhood. She also spoke of her time spent in hiding, her deportation to Auschwitz and the loss of her father and brother. At a pupil's request she showed the number tattooed on her arm. The pupils were deeply moved by Eva's story.

Publications

In our publications we present the life story of Anne Frank in the context of the Holocaust and the Second World War.

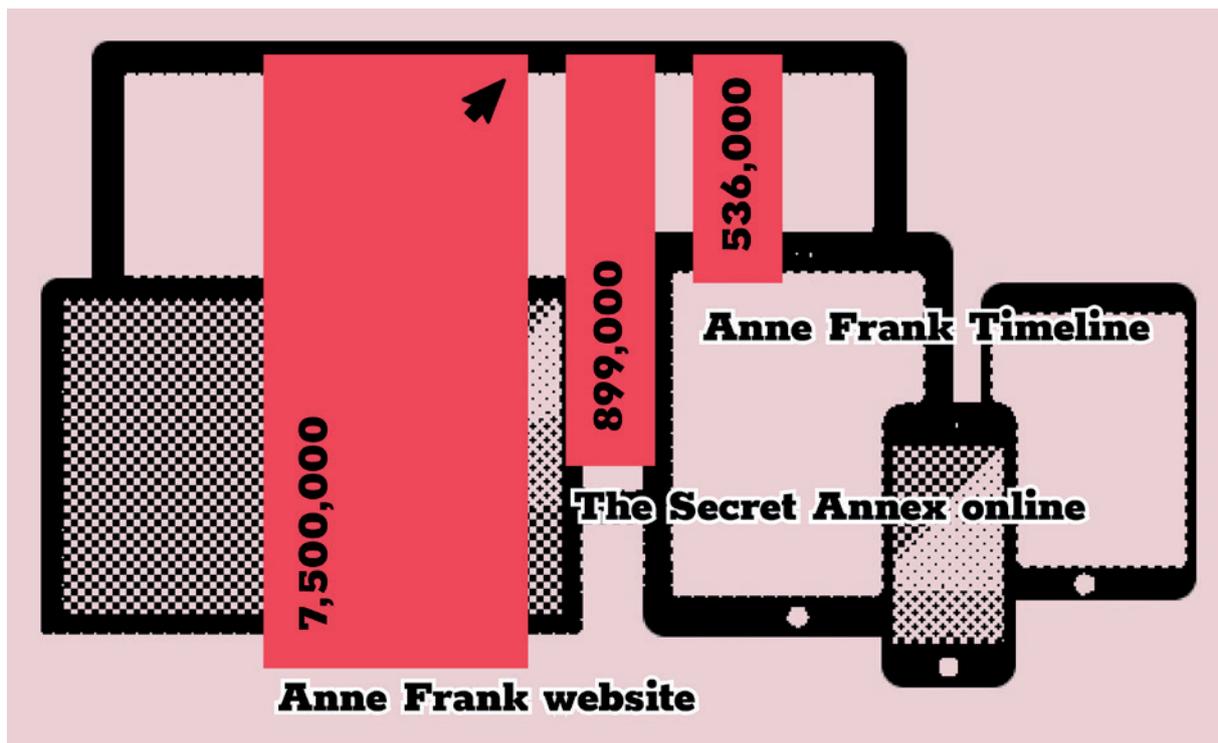
New book: 'All about Anne'

The book 'All about Anne', for children from ten years old, was published in March. The book tells the life story of Anne Frank, and is the first book on the subject based on what children themselves want to know. The Anne Frank House collected all kinds of questions that children have about Anne Frank, the Holocaust and the Second World War. As well as photos the book contains illustrations by Huck Scarry. Prize for 'Anne Frank / dreaming, thinking, writing'

The Best Dutch Book Designs Foundation selected the book 'Anne Frank / dreaming, thinking, writing' as one of the 33 best-designed Dutch books from more than 300 entrants. The book gives a detailed impression of Anne's life, and shows how she changed from a girl who dreamed of a career in Hollywood into a serious writer with a sharp pen.

Online

The Anne Frank House is active online and accessible worldwide via websites, apps and social media.



Number of unique visitors to our websites in 2017.

New digital strategy

The online environment has been completely transformed, and the possibilities of online communication have increased enormously. The use of mobile phones and tablets has grown exponentially, as has the number of online transactions. To be of greater service to our visitors when buying an online ticket or booking an introductory programme we are improving the infrastructure of our website, annefrank.org. In 2017 we continued to work on the content of a totally new website, which will go live in 2018.

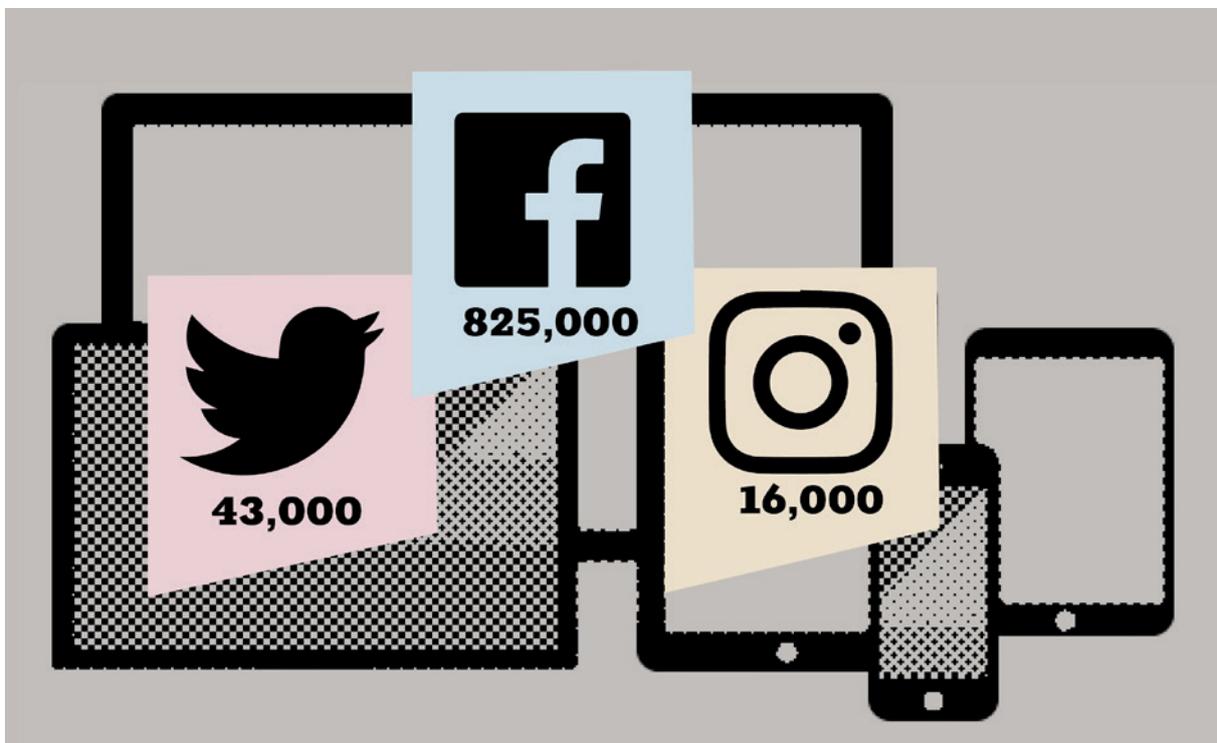
Bot for Messenger

On 21 March, the International Day for the Elimination of Racial Discrimination, Prince Constantijn of the Netherlands, a StartupDelta special envoy, launched the Anne Frank House bot for Messenger. The bot provides information on the life story of Anne Frank as well as practical visitor information on the Anne Frank House. People from all over the world can receive instant answers to their questions in a personalised chat conversation. The Anne Frank House bot makes use of artificial intelligence and is self-learning, so it becomes increasingly smart, as it were, and can answer people's questions better and better. The bot is presented in English.

The Anne Frank House is one of the first museums in the world to develop a bot for Messenger, in partnership with Facebook Netherlands.

Worldwide

Through the annefrank.org portal and its social media channels the Anne Frank House reaches an audience of millions of people worldwide.



Number of followers of our social media channels in 2017.

Anne Frank and her diary

On 12 June 2017 it was exactly 75 years ago that Anne Frank was given her first diary, with its red checked cover, for her thirteenth birthday. And it was 70 years ago that Otto Frank published his daughter Anne's diary, 'The Secret Annexe'. Since then the diary has been translated into over 70 languages. How did a young girl's diary become one of the most widely read books on the Holocaust? And why is the book still so important and inspirational today? On the new website diary.annefrank.org visitors can discover the story behind the diary of Anne Frank in Dutch and English.

#Diary75

With the social media campaign #Diary75 we asked our followers what Anne Frank's diary means to them. Many people took part in the campaign, including famous figures such as Dutch Prime Minister Marc Rutte, children's rights activist Malala Yousafzai and the actors Jamie Lee Curtis and Whoopi Goldberg. Over a hundred thousand people saw, shared and 'liked' the posts via our accounts on Twitter, Facebook and Instagram.

Museum renewal

The Anne Frank House is being renewed to prepare it for a new generation of visitors. Museum visitors are now offered more historical context and in-depth information, giving them a better understanding of the life story of Anne Frank and an enhanced experience of the hiding place. The modifications leave the authentic character of the house intact.

More space

As well of the renewal of the museum more space will be created for educational groups and visitor facilities, and the museum will be given a new entrance area. The Anne Frank House will remain open while the work is carried out.

We'll be giving more information on what happened during the Second World War and the Holocaust, how it could happen, and what this means for us today. We'll also go deeper into the history of the time spent in hiding and the key figures in the house. But of course we will retain the authentic character of the house: experience and meaning will always be our priorities.

Ronald Leopold, Executive director

Renowned exhibition designer Dagmar Von Wilcken was responsible for the concept development and the design of the museum route, and Bierman Henket Architects for the new entrance. Bruns BV and Salverda Bouw BV are carrying out the construction work.

The renewal of the Anne Frank House has been made possible thanks to additional BankGiro Lottery funding.

Education

The Anne Frank House develops and distributes educational programmes and materials for young people, teachers and other intermediaries, with the aim of encouraging young people to reflect on discrimination, racism and antisemitism in the present and the past.

Youth Team

Every year the Anne Frank House brings together a Youth Team, made up of young people aged 16 to 20.

The young people are given a training programme in which they learn about the history of Anne Frank, the Second World War and the Holocaust, and how prejudice, stereotypes, discrimination and antisemitism work. They work on these themes in workshops and develop their own projects for their classmates or other peers in their communities. Together they reflect on events in the past and engage in discussions on exclusion, stigmatisation and discrimination today. The young people show enormous involvement, commitment and creativity.

14 young people followed the training programme in 2017, and reached a total of 600 of their peers with their own projects.

I want to take a personal stand against prejudice and discrimination because I was bullied for many years and I'm all too familiar with prejudice. I hope that with this project I can make a difference for other young people who are in the same situation. I came out of it stronger than ever, and I want to pass that on to other young people and show them that they don't have to be afraid to be themselves.

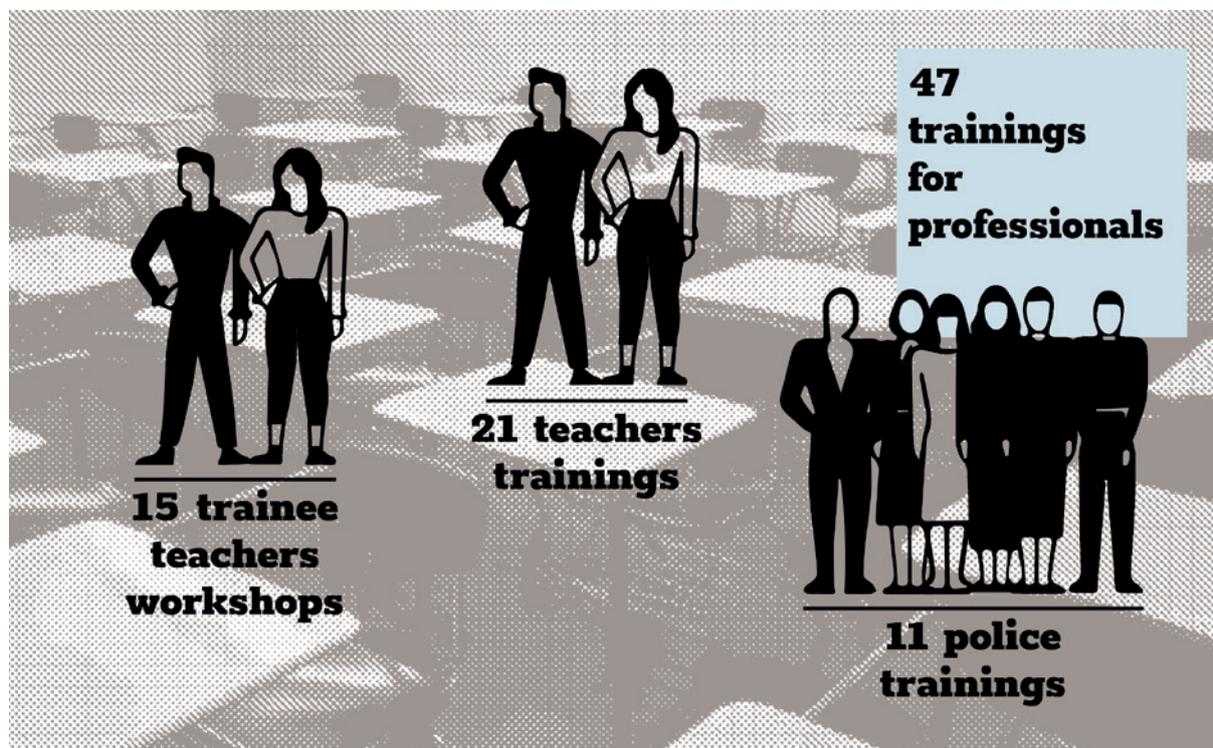
Youth Team member, 19 years old

Youth Team Alumni

As well as the 14 young people who took part in the Youth Team, 16 alumni (participants from previous years) were active for the Anne Frank House. Some acted as mentors for the current Youth Team, others organised museum visits and educational programmes for classmates, colleagues or asylum seekers/ residence permit holders. Alumni also helped with the organisation of training programmes for police officers and seminars for teachers.

For teachers and professionals

The Anne Frank House organises workshops, training programmes and meetings for teachers and trainee teachers in the Netherlands and abroad. We also support professionals who play a role in promoting equal treatment and safeguarding human rights.



Number of workshops and training courses in the Netherlands in 2017.

Partner schools

The Anne Frank House has started a partner schools project, and works with a number of schools in a long-term relationship centred on the themes of prejudice and discussion. One of these schools is the Calvijn College in Amsterdam Nieuw-West.

The Calvijn College wanted to initially tackle the subject with teachers. We started with a study morning on how prejudice and stereotypes work. In workshops we explored the ways in which prejudice can play a role in your own attitudes and how you can consciously deal with them as a teacher.”

Jolanda Hogewind,
director Calvijn College

Meeting for police

Discrimination manifests itself in many ways, and is an age-old phenomenon. Combating discrimination in society calls for constant vigilance. This requires an active approach, also from professionals such as the police. What are the possibilities to tackle discrimination? And what is the role of the police in this? In 2017 these themes formed the basis for eleven training programmes and study days that we organised especially for police officers.

Autumn lectures

'Dealing with discrimination: from theory to practice!' is a series of three autumn lectures organised by the Anne Frank House for a range of professionals: teachers, youth workers, teacher trainers, police employees and government personnel.

- On 12 October Prof. Jelle Jolles (VU University Amsterdam) explained the possibilities and impossibilities of the adolescent brain.
- On 19 October Dr Jelle van Buuren (Leiden University) gave a lecture on conspiracy theories.
- And on 26 October Dr Peter Burger (Leiden University) clarified the working of 'fake news'.

A total of 75 professionals attended the lectures. After each lecture they shared experiences and insights with each other.

Educational programmes, products and research

The Anne Frank House develops educational programmes and products based on the life story of Anne Frank with the aim of encouraging young people to reflect on the relationship between the social developments and the past and the present.

Anne Frank Journal

Many primary schools order the Anne Frank Journal for their 7th and 8th grades every year. In 2017 schools ordered a total of 97,500 copies.

Digital lesson

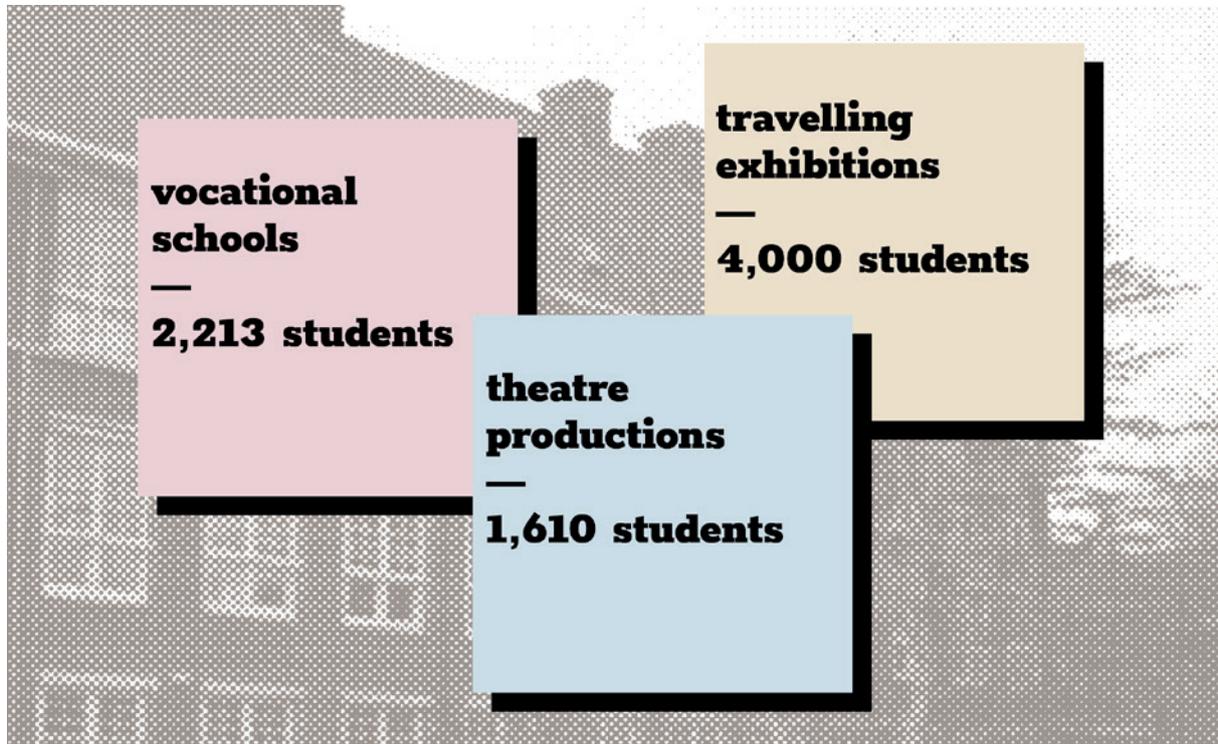
On the occasion of 'Diary 75 years' we develop a digital lesson about Anne's diary for pupils age 11/ 12 years.

The link between the past and the present is very important: we can take lessons from the past for the present. It's still going on now and it's never finished."

Hans Hannessen, 8th grade teacher

Theatre for pre-vocational secondary education

In the interactive theatre production Back to Back by DEGASTEN Theatre Company nine young actors showed school students that, despite diverse stories and backgrounds, we are all connected with each other; perhaps more than you thought. They gave students the opportunity to reflect on questions such as what your story is, where you come from, what stories you hear at home and what history you learn at school. The production was created in partnership with the Anne Frank House.



Also outside the Anne Frank House we manage to reach many pupils in the Netherlands.

Training for youth workers

Four workshops were held for students and young people. The students were from the Amsterdam and Rotterdam Universities of Applied Sciences, and the young people from the Combiwel Amsterdam, Boyz2Men Zaandam and Steetpro Amsterdam projects. The workshops focused on the young people's own attitudes towards their professional development. The explanation of the story of Anne Frank and the history of the Second World War showed where extreme prejudice and discrimination can lead. The connection with their own education meant the students experienced the workshops as relevant and could apply what they had learned in practice.

It was sometimes emotional, but I think that's also necessary for the process of raising awareness. The programme was varied, the actors were involved and full of energy, there was something of everything!

Piotr Reedijk, Zuiderzee College Zaandam

Fan coach project

In recent years the Anne Frank House has set up an educational project on football chants with Feyenoord and FC Utrecht. Both football clubs aim to raise their younger supporters' awareness, in an educational way, of the abusive, antisemitic chants inside and outside the football stadiums.

This is done by means of local tours in which supporters visit various locations and monuments in their city and get to know Jewish supporters of their own clubs. For example Feyenoord supporters met Oma ('Grandma') Miep, a Holocaust survivor and Feyenoord fan, who told her life story and moved the supporters with her love for the club; their club. It is a long-term project, but the experiences so far are positive.

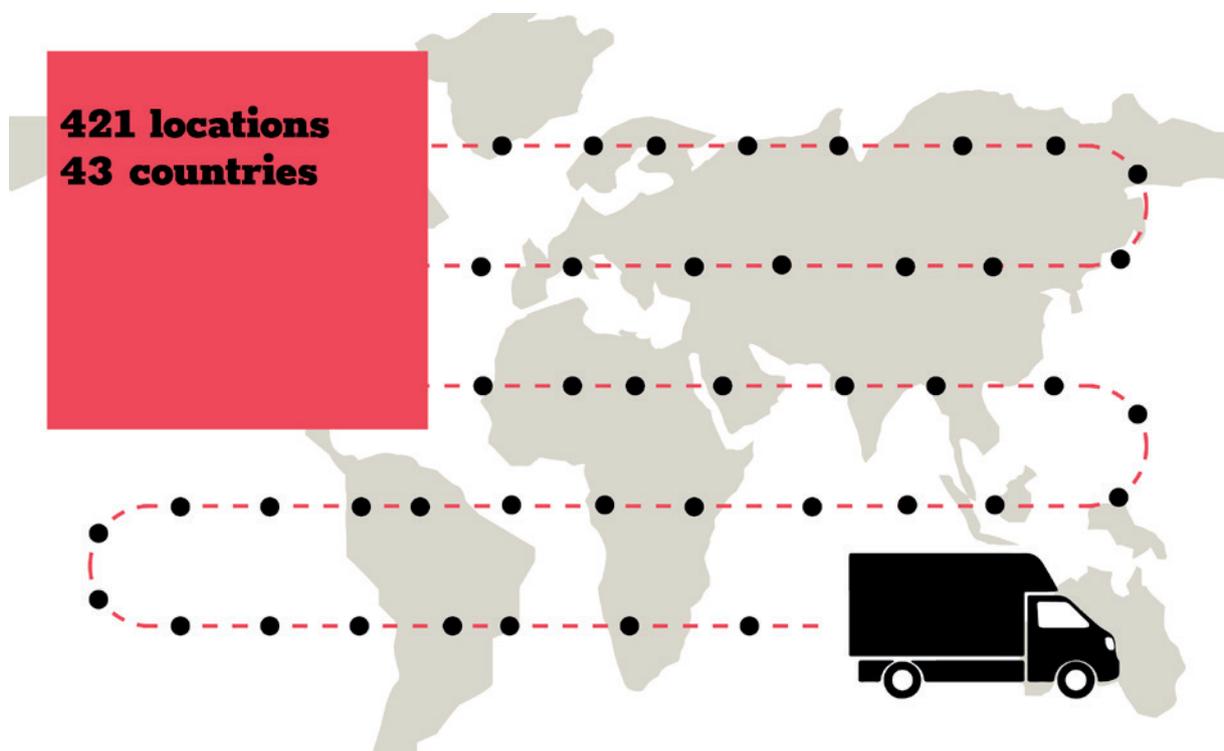
On 16 November the Anne Frank House shared the experiences with other Dutch football clubs, including AZ Alkmaar. Soon afterwards the Alkmaar club also started a partnership with the Anne Frank House for its own project.

Research into antisemitism and discrimination

Commissioned by and in partnership with the Anne Frank House, the Verwey-Jonker Institute researches complaints filed with the police regarding incidents involving racism, antisemitism and right-wing extremist violence in the Netherlands. The 'Sixth report on racism, antisemitism and right-wing extremist violence in the Netherlands', which was published in December, covers 4,038 incidents in 2016. We use the outcomes of the research in the development of new educational products and projects.

Travelling exhibitions

The international travelling exhibition 'Anne Frank - a history for today' has been displayed in over 3,500 locations in 77 countries since 1996. The exhibition 'Let me be myself' has been travelling around the world since 2015.



Anne Frank exhibitions in 2017.

UNESCO

Between 30 October and 4 November the travelling exhibition 'Let me be myself' could be seen at the UNESCO headquarters in Paris during the organisation's annual meeting. The Ministers of Education of the 195 member states of UNESCO take part in this meeting, known as the General Conference. This was the first time that a substantive exhibition had been displayed during the General Conference. The UNESCO secretariat chose the Anne Frank exhibition 'Let me be myself' to underscore its 'preventing violent extremism' programme.

Shanghai

In January the exhibition 'Anne Frank - a history for today' opened in the Shanghai Jewish Refugees Museum in China. This museum tells the story of the almost 20,000 European Jews who sought refuge in Shanghai during the Second World War. The placement of the exhibition was made possible by the Dutch consulate in Shanghai.

