



# EmpowerED Insights

EMPOWERING THROUGH EDUCATION

## JFTL: Registration Now Open for May Event!

Registration is officially open for our annual **Journey for the Living (JFTL) Walk-A-Thon**.

We invite you to walk, run, or ride 15 miles **this May**—a distance that symbolizes the journey Mark, his mother, and his sister walked in a single night to escape the Nazis in occupied Poland.

By "walking in the shoes" of a survivor, you are doing more than just hitting a fitness goal; **you are raising critical funds that go directly to Holocaust education grants for teachers nationwide.**



### How You Can Get Involved:

- **Register Today:** Sign up as an individual and commit to your 15-mile goal.
- **Create a Team:** Gather your family, friends, neighbors, or co-workers to take the journey together. Teams can be in-person, virtual, or both!
- **Spread the Word:** Share your personal fundraising page and help us reach our goal of bringing Holocaust education to every classroom.
- **Become a Sponsor:** Corporate and individual sponsorships are available starting at \$500. This is a powerful way for your business or family to demonstrate a commitment to anti-hate initiatives.

Every step you take makes an impact.

[REGISTER FOR JFTL](#)

[SPONSOR JFTL](#)

## Thank You to Our Generous #JFTL2026 Sponsors:

*Visionary Sponsors: Jodi and Wayne Cooperman*

*Honoree Sponsors: Center Street Capital Advisors, Shane Co, Jessica and Howard Atlas, Nancy and Andrew Wayne, Samalin Wealth, SILVERCAST*

**Leaders of the Journey Sponsors:** Air Group, Lori and John Conforti, Stacy and Gary Wayne

**Champions of the Journey:** H. Arnold Wood Turning / EquiGroomer, Isabella and Joshua Fiske, Kim and Adam Elster

**Partners of the Journey:** The Lapkin Foundation

**Ambassadors of the Journey:** Gesswein, Amy Seltzer, Rori and Robert Denholtz, Staci and Glen Weiss, Devils Youth Foundation, Day's Jewelers, Laura S. Rodgers Scheier Dental Group, Dilamani, Marjorie and Norman Feinstein, Goldman Family Foundation, Sunrise Shoprite of West Caldwell, Brooke B. Winfrey

## SPOTLIGHT



### MSHEF at the Zekelman Holocaust Center with Tribe NIL

Last month, MSHEF partnered with [Tribe NIL](#) for a powerful morning at the [Zekelman Holocaust Center](#). Mark shared his story of survival with student athletes, community leaders, and supporters committed to advancing Holocaust education. The program was introduced by [University of Michigan soccer player Guy Michaeli](#), who brought teammates to experience the impact of firsthand testimony.

The event was attended by Michigan Secretary of State Jocelyn Benson, former CBS Survivor winners Ethan Zohn, Kyle Fraser, and Rachel Lamont, as well as members of the Detroit Pistons organization and MSHEF co-founders, Ann Arnold and Isabella Fiske. Guests also had the opportunity to tour the museum, deepening their understanding through its powerful exhibits.

Opportunities like this, where stories are shared, connections are built, and history is experienced, underscore MSHEF's mission: **to ensure the lessons of the Holocaust are never forgotten and continue to inspire future generations to stand against hate.**

During the visit, the museum was briefly placed on lockdown in response to the horrific attack at Temple Israel in West Bloomfield. We are grateful to the Zekelman staff and security team for their professionalism and care. While unsettling, the moment served as a stark reminder of why this work matters.





## MSHEF Grants in Action: The Butterfly Project

Thanks to an MSHEF Grant, students at Wall ISD in Wall, Texas, used art and storytelling to honor the lives lost in the Holocaust.

**“This project changed how I thought about the number of Jews killed. It showed me that every number was a real person with a life, a family, and a bright future that was never able to be achieved. I will carry what I learned with me forever.” - Teela**

This is the power of education that connects.



# EVENTS



Congregation Beth Israel

**CBI 2nd/3rd Generation Yom Hashoah Commemoration**

Sunday, April 12  
4 PM - 6 PM  
at Congregation Beth Israel  
18 Shalom Way  
Scotch Plains, NJ

### IN-PERSON EVENT

## CBI 2G/3G Yom Hashoah Commemoration

**Sunday, April 12 @ 4-6 PM ET**  
**Free & Open to the Public**  
**Registration Required**

Mark Schonwetter will share his powerful story of survival and resilience at Congregation Beth Israel. His daughter, Isabella Fiske will moderate the program

[REGISTER](#)

**Yom HaShoah**  
HOLOCAUST COMMEMORATION

TUESDAY  
APRIL 14, 2027

7:30 PM ET  
BERGENFIELD HIGH SCHOOL

KEYNOTE SPEAKER  
**HOLOCAUST SURVIVOR**  
**MARK SCHONWETTER**

### IN-PERSON EVENT

## Bergenfield High School

**Tuesday, April 14 @ 7:30 PM ET**  
**Free & Open to the Public**  
**Registration Required**

Mark Schonwetter is honored to be the keynote speaker at the 2026 Yom Hashoa Holocaust Commemoration, hosted by the Jewish Community Council of Greater Teaneck.

[REGISTER](#)



**IN-PERSON EVENT**

**JFTL Kickoff Event: Livingston, NJ**

**Sunday, May 3 @ 11 AM ET**  
**Free & Open to the Public**  
**Registration Required**

Kickoff JFTL by symbolically walking alongside our Foundation's namesake, Mark Schonwetter at the Livingston Oval. Celebrate our Voice of Kindness Award Recipient, [Emily Loeb](#), Director of the Holocaust Center of Pittsburgh, a program of the Tree of Life.

[REGISTER](#)

---

Thank you for being a part of our community! We hope our monthly EmpowerED Insights has inspired you to empower your own community to "live every day with love, not hatred." [#EmpowerThroughEducation](#)



[DONATE](#)

[TEACHER WEBINARS](#)



Mark Schonwetter Holocaust Education Foundation | 184 South Livingston Ave Suite 9 #349  
[www.mshefoundation.org](http://www.mshefoundation.org) | Livingston, NJ 07039 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!