



**HOLOCAUST
MEMORIAL
DAY TRUST**

STRATEGIC PLAN 2014-2020

INTRODUCTION

1.1. Definitions

The Holocaust

The Holocaust (the 'Shoah' in Hebrew) refers to the systematic and planned attempt to murder Europe's Jews between 1941 and 1945.

From the time they assumed power in 1933, the Nazis used propaganda, persecution, and legislation to deny human and civil rights to Jews. They used centuries of antisemitism as their foundation. By the end of the Holocaust, six million Jewish men, women and children had perished in ghettos, mass-shootings, in concentration camps and extermination camps.

Nazi Persecution

Nazi Persecution refers to the policies implemented by the Nazis to target and persecute groups of people, individuals and communities – including (but not exclusively) Roma and Sinti communities, disabled people, gay people, black people, political opponents, trade unionists and Jehovah's Witnesses.

Genocide

Acts committed with intent to destroy, in whole or in part, a national, ethnical, racial or religious group.

After the Holocaust, on 11 December 1946 the General Assembly of the United Nations resolved that genocide was a crime under international law. Since that time, the UN has established tribunals and the International Criminal Court (ICC) have pursued perpetrators in Cambodia, Rwanda, Bosnia and Darfur for crimes of genocide. Genocide cases are currently before the Extraordinary Chambers of the Court of Cambodia. Dozens of perpetrators have been found guilty of genocide by the International Criminal Tribunal for Rwanda. In 2004 the Appeals Chamber of the International Criminal Tribunal for the former Yugoslavia ruled that the 1995 Srebrenica massacre constituted genocide. In 2010 Sudanese President Omar al-Bashir was indicted with three counts of genocide by the International Criminal Court, for his role in ordering the Genocide in Darfur. The UK government recognises the term genocide as applicable to the Holocaust, the 1994 killings in Rwanda (as found by the International Criminal Tribunal for Rwanda) and the 1995 massacre at Srebrenica, and is monitoring the outcome of the tribunals relating to Cambodia and Darfur.

Survivors and refugees

Holocaust Memorial Day commemorates the suffering of all those affected by the Holocaust, Nazi Persecution and subsequent genocides. We honour all survivors of, and refugees from, Nazi Persecution and subsequent genocides.

1.2. Holocaust Memorial Day (HMD)

On HMD we share the memory of the six million Jews who were murdered in the Holocaust, and all those who suffered during Nazi persecution and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur.

27 January was first commemorated in the UK in 2001, and marks the liberation of Auschwitz-Birkenau, the largest Nazi death camp. HMD was adopted as an international day of commemoration by the United Nations in 2005. Despite world-wide horror and condemnation of the Holocaust, genocides have happened again in Europe, Asia and Africa.

On HMD we honour the survivors of the Holocaust and subsequent genocides and we reflect upon the lessons of their experiences to challenge hatred and persecution and prevent future atrocities.

1.3. Holocaust Memorial Day Trust (HMDT)

HMDT is the charity, established by the UK Government, that promotes and supports Holocaust Memorial Day. 27 January provides an opportunity for everyone to learn lessons from the Holocaust and subsequent genocides and apply them to the present day. We produce resources and information to inspire and assist individuals and organisations across the UK to commemorate HMD.

2. OUR PURPOSE, VISION AND VALUES

2.1. Statement of Commitment and charitable purpose

Our mission and purpose are based on the Stockholm Declaration and the Statement of Commitment created at the Stockholm Conference on Holocaust Education, Remembrance and Research, in the year 2000. These form the basis of our charitable objectives. The Stockholm Declaration, the Statement of Commitment and our charitable purposes are attached as Appendix 1.

Our purpose can be summarised as follows:

Our purpose is to promote and support Holocaust Memorial Day as the UK's national Day to commemorate the Holocaust, all victims of Nazi Persecution and those who suffered in subsequent genocides; to encourage people to learn lessons from the past and take steps to challenge hatred and persecution.

2.2. Our vision & values

Underpinned by our commitment to the Stockholm Declaration and the Statement of Commitment, our vision is:

to learn lessons from the past to create a safer, better future

HMDT recognises that there is no consensus on what 'the lessons' are that can be learnt, nor how these can best be applied. A key strength of HMD in the UK lies in breadth of knowledge and experience, creativity, passion, variety and vibrancy of local HMD activities and participants. HMDT encourages local organisers of HMD events to reflect and develop activities that are appropriate for their own audiences. To do this, we provide resources and guidance.

This plan aims to define the work we will do over the next six years to fulfil our vision.

In our work to agree our branding and to set the previous strategic plan, we have agreed our values as being to demonstrate behaviours that are kind, transparent, dignified, expert, trustworthy, creative, collaborative and just. We form partnerships where appropriate and effective, and signpost to other organisations.

2.3. Our unique position and strengths

HMDT has established itself as the authoritative and expert organisation for resources and information about HMD. We collaborate and cooperate with sister organisations, and complement their work.

2.4. Timescale

This strategic plan covers the period 2014-2020. It will be reviewed in 2016-2017.

3. GOALS

- i) To promote Holocaust Memorial Day across the UK
- ii) To support individuals and organisations across the UK in marking Holocaust Memorial Day
- iii) To commemorate and increase understanding of the Holocaust, Nazi Persecution and subsequent genocides, and what can occur post-genocide, through the life stories of those who suffered and were murdered in them.
- iv) To enable others to work towards a safer, better future by promoting a society free from hatred, prejudice and persecution, and by working to reduce the likelihood of future genocide
- v) To be a financially sound, effective organisation

These goals will be achieved through pursuing the activities below.

3.1 Goal 1 To promote Holocaust Memorial Day across the UK

Anticipated outcomes:

- Greater awareness of HMD by the general population
- Deeper knowledge of HMD by the general population
- Clear understanding of HMD by parliamentarians, opinion-formers and influencers
- High level, high profile support for HMD
- Significant numbers of people marking HMD in ways other than at local activities

To be achieved through the following activities:

- a) Developing a powerful annual theme for HMD, and an exciting, creative and innovative campaign associated with that theme.
- b) Organising the UK Commemorative Event and actively supporting the national events in Scotland and Wales and the regional event in Northern Ireland.
- c) Raising awareness of HMD through traditional, digital and social media, in order to widen the reach of HMD and embed it in the national consciousness
- d) Engaging specific audiences of opinion-formers and influencers, such as the media, and parliamentarians in Westminster, Edinburgh, Cardiff and Stormont, in order to embed HMD in the national consciousness and to engage financial support for HMDT
- e) Building a network of high profile Supporters, in order to attract a wide audience
- f) Being a recognised authority on the commemoration of HMD, the Holocaust, Nazi Persecution and subsequent genocides, and an authority on how to apply that knowledge to learning lessons to create a safer, better future

3.2 Goal 2 To support individuals and organisations across the UK to mark HMD

Anticipated outcomes

- HMD will be embedded in communities and workplaces across the UK

- Individuals and organisations will be supported and resourced to run vibrant and creative HMD activities
- Young people will lead significant numbers of HMD activities

To be achieved through the following activities:

- a) Supporting local HMD activities through outreach activities (such as workshops, advice, Regional and National Support Worker programme, arts project)
- b) Developing ways that individuals and groups can mark HMD even if they are unable to attend a local activity
- c) Development of Youth Champion programme, to enable young people to become the drivers for HMD (particularly in informal educational settings)
- d) Creation of materials to promote and support local HMD activities
- e) Developing new ways of marking HMD, including through workplace-based commemoration
- f) Developing and maintaining strategic partnerships, to ensure wider reach of HMD and effective support for HMD local organisers
- g) Identifying and reaching new audiences, in order to increase the reach of HMD
- h) Produce a set of diverse highlight activities in a variety of formats to inspire new organisers and build stronger relationships with existing supporters

3.3 Goal 3 With survivors and those who were murdered at the centre of HMD, to commemorate and seek to understand the past, by increasing understanding and knowledge of:

- The Holocaust, Nazi Persecution and subsequent genocides
- Life stories of people who suffered in the Holocaust, under Nazi Persecution and in subsequent genocides
- What can occur post-genocide, including denial and trivialisation

This can be summarised as:

To commemorate and increase understanding of the Holocaust, Nazi Persecution and subsequent genocides, and what can occur post-genocide, through the life stories of those who suffered and were murdered in them.

Anticipated outcomes

- Greater understanding of the Holocaust, Nazi Persecution and subsequent genocides by those who mark HMD
- People who mark HMD will have an understanding of the impact of the Holocaust, Nazi Persecution or a subsequent genocide on the individuals who suffered
- HMDT will be known as a leading authority on commemoration of the Holocaust , Nazi Persecution and subsequent genocides
- Individuals who mark HMD will become more engaged and have deeper awareness of the past

To be achieved through the following activities:

- a) Asserting the primacy of Holocaust survivors, while they are still with us
- b) Facilitating the involvement of survivors and their families, including of the second and third generation, wherever possible in HMD
- c) Ensuring the experiences of survivors and those who were murdered are central to Holocaust Memorial Day
- d) Creating ways of ensuring that the voices and experiences of people with first-hand experience are included in HMD and our resources
- e) Increasing understanding of the steps that lead to genocide
- f) Creating, developing and signposting to educational resources

- g) Developing ways in which individuals can reflect on the lessons to be learnt from the past, eg through the Public Conversation
- h) Being an authoritative voice on commemoration of the Holocaust, Nazi Persecution and subsequent genocides
- i) Challenging Holocaust and genocide denial and trivialisation
- j) Maintaining an accessible, interactive website with high quality information and resources
- k) Developing relevant partnerships, including with academics and international organisations such as Yad Vashem

3.4 Goal 4 To enable others to work towards a safer, better future by promoting a society free from hatred, prejudice and persecution, and by working to reduce the likelihood of future genocide

Anticipated outcomes

- HMD will be viewed as relevant to contemporary issues such as hate crime and discrimination
- Greater understanding of the links between commemoration of the past and actively creating a society free from persecution / working to reduce the likelihood of future genocides
- HMDT will be known as an authority on why commemoration of the past is important today

To be achieved through the following activities:

- a) To facilitate public discussion (in person and online) on relevant issues, making links between HMD and creating a better future
- b) To support individuals and organisations to take action to help reduce the likelihood of future genocide and/ or to help promote a society free from persecution
- c) To create, develop or signpost to resources on relevant contemporary issues:
 - a. Hate crime
 - b. Discrimination
 - c. Human rights and civil rights
 - d. International atrocities and areas at risk of genocide: particularly Darfur
 - e. Holocaust and genocide denial and trivialisation
 - f. Justice and accountability
- d) To work with partner organisations, including international organisations, where appropriate

NB. See appendix 6 for the criteria we will use to determine when to comment on an issue

3.5 Goal 5 To be a financially sound, effective organisation

Anticipated outcomes:

- Continued funding from UK Government and with funding from devolved governments and executive.
- High calibre, motivated staff
- Engaged and supportive trustees
- Effective organisational infrastructure

To be achieved through the following activities:

- a) Ensuring sound governance
- b) Ensuring sufficient funding from UK Government and the devolved governments and executive.
- c) Supporting everyone involved in the organisation to understand and implement our strategic aims and objectives
- d) Ensuring our organisational processes are accountable, transparent and in line with best practice
- e) Ensuring HMDT is a good employer and maintains best practice in personnel and financial systems in line with best practice guidance and current legal requirements
- f) Having an effective office environment

APPENDIX 1: CHARITABLE PURPOSE AND OBJECTS

Promotion of and support for commemorating Holocaust Memorial Day, in order to promote harmony across different cultures, backgrounds and faiths; education in the history of the Holocaust and of Nazi Persecution; education in the history of subsequent genocides; elimination of discrimination on grounds of race, disability, sexual orientation or religion.

THE COMPANY'S OBJECTS ARE:

3.1 The promotion of the mental and moral improvement of mankind by:

(A) Commemorating and remembering the victims of the Holocaust (the persecution and mass murder of 6 million Jews by the Nazis and their accomplices during the period 1933-45) and the victims of the persecution and murder that resulted from the targeting of other groups of people by Nazi race policies – including Roma, Sinti, Black people, mentally and physically disabled people, lesbian and gay people and many of the Slavic peoples – by the promotion organisation and support of the annual Holocaust Memorial Day in accordance with the attached statement of purpose (Schedule 1) and Statement of Commitment (Schedule 2);

(B) Promoting a public sentiment in favour of the exercise and protection of those fundamental human rights which constitute freedom from genocide, torture, inhuman or degrading treatment, slavery and unlawful forced labour, the right to freedom of thought, conscience, expression and religion and the right to asylum from persecution; AND

(C) Promoting harmony between communities including racial and religious harmony.

3.2 The advancement of education for the public benefit in the history of the Holocaust and also of the persecution and murder of other groups of people as part of Nazi race policies together with the contemporary relevance of such events.

3.3 The promotion of equality and diversity for the public benefit and in particular the elimination of discrimination on the grounds of race, disability, sexual orientation or religion by raising the awareness of the public concerning the causes and effects of racism and prejudice in society including the significant impact of the Holocaust and subsequent acts of systematic discrimination in particular those leading to genocide

- Education/Training
- The general public / mankind
- Provides services
- Provides advocacy / advice / information
- Sponsors or undertakes research • Acts as an umbrella or resource body
- Other charitable activities

APPENDIX 2: STOCKHOLM DECLARATION

1. The Holocaust (Shoah) fundamentally challenged the foundations of civilization. The unprecedented character of the Holocaust will always hold universal meaning. After half a century, it remains an event close enough in time that survivors can still bear witness to the horrors that engulfed the Jewish people. The terrible suffering of the many millions of other victims of the Nazis has left an indelible scar across Europe as well.
2. The magnitude of the Holocaust, planned and carried out by the Nazis, must be forever seared in our collective memory. The selfless sacrifices of those who defied the Nazis, and sometimes gave their own lives to protect or rescue the Holocaust's victims, must also be inscribed in our hearts. The depths of that horror, and the heights of their heroism, can be touchstones in our understanding of the human capacity for evil and for good.
3. With humanity still scarred by genocide, ethnic cleansing, racism, antisemitism and xenophobia, the international community shares a solemn responsibility to fight those evils. Together we must uphold the terrible truth of the Holocaust against those who deny it. We must strengthen the moral commitment of our peoples, and the political commitment of our governments, to ensure that future generations can understand the causes of the Holocaust and reflect upon its consequences.
4. We pledge to strengthen our efforts to promote education, remembrance and research about the Holocaust, both in those of our countries that have already done much and those that choose to join this effort.
5. We share a commitment to encourage the study of the Holocaust in all its dimensions. We will promote education about the Holocaust in our schools and universities, in our communities and encourage it in other institutions.
6. We share a commitment to commemorate the victims of the Holocaust and to honour those who stood against it. We will encourage appropriate forms of Holocaust remembrance, including an annual Day of Holocaust Remembrance, in our countries.
7. We share a commitment to throw light on the still obscured shadows of the Holocaust. We will take all necessary steps to facilitate the opening of archives in order to ensure that all documents bearing on the Holocaust are available to researchers.

It is appropriate that this, the first major international conference of the new millennium, declares its commitment to plant the seeds of a better future amidst the soil of a bitter past. We empathise with the victims' suffering and draw inspiration from their struggle. Our commitment must be to remember the victims who perished, respect the survivors still with us, and reaffirm humanity's common aspiration for mutual understanding and justice.

STATEMENT OF COMMITMENT

The statement of commitment for HMD in the UK was created after the Stockholm Declaration was agreed. It is a simplified version of the Stockholm Declaration, and includes a commitment to remember all victims of Nazi Persecution, and victims of all genocides. Many HMD activity organisers use this by arranging for participants to read from as part of their activity.

1. We recognise that the Holocaust shook the foundations of modern civilisation. Its unprecedented character and horror will always hold universal meaning
2. We believe the Holocaust must have a permanent place in our nation's collective memory. We honour the survivors still with us, and reaffirm our shared goals of mutual understanding and justice
3. We must make sure that future generations understand the causes of the Holocaust and reflect upon its consequences. We vow to remember the victims of Nazi persecution and of all genocides
4. We value the sacrifices of those who have risked their lives to protect or rescue victims, as a touchstone of the human capacity for good in the face of evil
5. We recognise that humanity is still scarred by the belief that race, religion, disability or sexuality make some people's lives worth less than others'. Genocide, antisemitism, racism, xenophobia and discrimination still continue. We have a shared responsibility to fight these evils
6. We pledge to strengthen our efforts to promote education and research about the Holocaust and other genocides. We will do our utmost to make sure that the lessons of such events are fully learnt
7. We will continue to encourage Holocaust remembrance by holding an annual UK Holocaust Memorial Day. We condemn the evils of prejudice, discrimination and racism. We value a free, respectful, and democratic society

HMD'S PURPOSE

Holocaust Memorial Day aims to:

- recognise that the Holocaust was a tragically defining episode of the 20th century, a crisis for European civilisation and a universal catastrophe for humanity
- provide a national mark of respect for all victims of Nazi persecution and demonstrate understanding with all those who still suffer its consequences

- raise awareness and understanding of the events of the Holocaust as a continuing issue of fundamental importance for all humanity
- ensure that the horrendous crimes, racism and victimisation committed during the Holocaust are neither forgotten nor repeated, whether in Europe or elsewhere in the world
- restate the continuing need for vigilance in light of the troubling repetition of human tragedies in the world today
- reflect on more recent atrocities that raise similar issues
- provide a national focus for educating subsequent generations about the Holocaust and the continued relevance of the lessons that are learnt from it
- provide an opportunity to examine our nation's past and learn for the future
- promote a democratic and tolerant society, free of the evils of prejudice, racism and other forms of bigotry
- support the view that all citizens – without distinction – should participate freely and fully in the economic, social and public life of the nation
- highlight the values of a tolerant and diverse society based upon the notions of universal dignity and equal rights and responsibilities for all its citizens
- assert a continuing commitment to oppose racism, antisemitism, victimisation and genocide
- support our shared aspirations with both our European partners and the wider international community centred on the ideals of peace, justice and community for all