

# 2009-2010

Holocaust Memorial Day Trust  
Annual Review

THE LEGACY OF  
**HOPE**





# Introduction

We always suspected that **HMD 2010 - the 65th anniversary of the liberation of Auschwitz-Birkenau** - would be widely commemorated, but we had no idea of the extent to which this would be the case. Across the UK hundreds of thousands of people marked Holocaust Memorial Day. They attended the **758 events** which took place, students in primary and secondary schools participated in lessons and assemblies on and around the day, and millions visited the HMD website to make their pledge to become part of a Legacy of Hope.

On 27 January 2010, we made a promise to the Holocaust survivors we have in the UK that we would take their hopes forward to create a safer future. It's a sad fact that the number of Holocaust survivors are rapidly diminishing and it is important that we are motivated by the hopes they have for the future on this important anniversary year. Holocaust survivors are an inspiration to us all, they do not speak of revenge or hatred, they speak only of the need to work together, to remember what they have been through and to learn the lessons their experiences offer us. Around the UK, individuals took up this challenge in droves.

Using our free resources, event organisers across the nations delivered events which inspired, commemorated, explored and reflected their audiences. Using new and innovative ways to think about the past, it is these organisers who are crucial in delivering the messages of Holocaust Memorial Day, and it is those who we must thank for their hard work, dedication and commitment.



# Introduction

As we present our annual review, where you will be able to see some of the work that brought communities together for HMD 2010, it is appropriate to look at the work of the Holocaust Memorial Day Trust over the past 5 years. Our Board of Trustees continue to provide excellent planning and vision for the organisation, and we thank them for their time, energy and passion for HMD. Our first Chair, Dr Stephen Smith MBE, stepped down in early 2010 and the entire Board of Trustees and Staff wish him every success in his role as Executive Director of the Shoah Foundation in the USA. We are delighted to welcome Cathy Ashley as our new Chair in July 2010 who now leads the Board of Trustees.

The HMDT professional team continue to excel in their work, providing advice to anyone who asks, delivering engaging and unique resources across all areas of HMD activity and their dedication and commitment knows no bounds.

We are extremely grateful to the Department for Communities and Local Government who offer us invaluable support and continue to fund the work of HMDT.

Finally, we'd like to thank all of the individuals and organisations who have played a part in HMD 2010, together we can continue to build a **safer, better future**.

Carly Whyborn  
Chief Executive



# Over 300

## Holocaust and genocide

# survivors

and refugees attended the  
HMD 2010 National event,  
at London's Guildhall.



**'I have always tried to be  
involved with HMD over my  
years as a Councillor, as it is one  
of the most useful, moving and  
thought provoking events  
during the Civic calendar.'**

**– Cllr Andrew Cumpsty, Leader,  
Reading Borough Council**



## Candles

were lit by survivors of  
the Holocaust and the  
genocide in Cambodia.

# Communities

# 758

events were held in local communities for Holocaust Memorial Day 2010

# 64%

increase in the number of events held the previous year. We provide the advice, support and resources.

We assisted event organisers through our series of

## workshops.

Members of the HMDT professional team led workshops in **Derby, Darlington, London, Bath, Stirling and Neath.**



We worked in each region to ensure that appropriate events were held. We visited event organisers in **Calderdale, Plymouth, Deal, Derby, Darlington, Hereford, Manchester and Norwich.**





The growth of events was also felt in the devolved nations. We worked closely with the appropriate authorities in **Scotland, Wales and Northern Ireland**

to encourage take up of HMD both nationally and locally.



HMDT produced **bespoke materials** for **Trade Unions, Prisons, Libraries** and **Young Offenders Institutions.**



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‘When I think about the summer of 1945, when through a chance I cannot fathom, **I was free** and still in life...why, I was sure that never again would there be anti-semitism or race-hatreds of any kind..the sad **truth** is that tyranny and race-hatred did not end when the Second World War ended, as we then hoped and believed, but the **vision for peace** did not die.’


**Rabbi Hugo Gryn.**

Hugo Gryn was 13 when he and his mother, father and little brother Gabi were forced into a ghetto before being transported to Auschwitz. Hugo survived the Holocaust and came to Britain in 1946. He later became a Rabbi and dedicated his life to bearing witness. He died in 1996. Today, we ask you to listen to the words of Rabbi Hugo Gryn, recounted by his son David, in order to be part of his **Legacy of Hope**.



© Getty Images



A close-up portrait of Liliane Umubyeyi, a woman with dark, curly hair, smiling warmly. She is wearing a silver, sequined strapless top. The background is a soft-focus green, suggesting foliage.

**‘We need** to tell these stories in the future. There are so many people who are traumatised and suffering. The only thing we can do is to **talk about it** so people do not feel alone anymore.’

**Liliane Umubyeyi,**  
survivor of the Rwandan  
genocide.

# Resources

**HMDT** provides event organisers in the UK with the advice, support and most importantly, free resources.

For **HMD 2010**, a Campaign Pack was made available free of charge.

**16,389**

packs were sent out in total.

**1,323**

were downloaded from  
**[www.hmd.org.uk](http://www.hmd.org.uk)**

Event organisers and their audiences responded very well to the handout materials and we distributed

**44,550**

copies of these throughout the UK. Providing an introduction to **HMD** as well as a call to action, these materials are intended to engage everyone with the issues raised on and by **HMD**.



In addition to the Campaign Pack, we also produced a short film which was made available on our website and to order in hard copy.

**1,442**

copies of the **HMD 2010** film were sent out, and this received a further

**14,607**

views online. The film is still available on the **HMDT** website and Youtube.

# Education

**HMD 2010** saw the launch of our bespoke education site <http://education.hmd.org.uk> extremely well received in its first year, the site is full of resources for educators.




Visitors are able to search resources by **case study, subject area** and **age range**. The number of visitors the site has received is

**22,753**

HMDT staff worked in conjunction with an **arts group** to develop a resource which looked at the different stages of genocide through poetry and art. The **Eyebright workshops** were held in secondary and primary schools in **Worcestershire, Lancashire, Staffordshire, Kent** and **Scotland**

As we pledge to  
become part of **The  
Legacy of Hope** let  
us remember that we  
are joined by the  
**commitment and  
promises** of many  
thousands of others  
around the UK.





‘It must all be **recorded**  
with not a single fact  
omitted. And when the  
time comes - as it surely  
will - **let the world**  
**read** and know what the  
murderers have done.’  
From the **Oneg Shabbat**  
**Archives.**

# Website

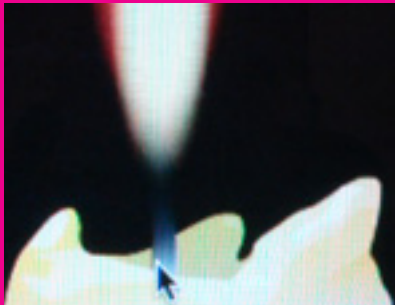
We launched our **virtual candle** in January 2010. Over

**44,000**

people lit the candle, an increase of over

**14,000**

from the previous year.



In the lead up to **HMD 2010**, we launched a

**HMDT Facebook page** and a

**Twitter account**

**242,038**

unique visitors came to the main HMD website.

'The Holocaust Memorial Day Trust is taking a **new approach**. While a memorial ceremony will take place in London's Guildhall alongside hundreds of community events across the UK, the trust has also adapted the act of **remembrance for the digital world.**

Guardian newspaper



# Media

With a focus on **quality of news rather than quantity**, we tailored our media work to run from August-March, and we achieved coverage which reached **12 pages** in the **Guardian G2** on 27 January, a live interview with HMDT's CEO on **BBC News 24**, a one page story in the **Evening Standard** as well as editorials in **Lib Dem Voice**, **Public Servant**, and **Local Government Chronicle**.

**38,171,172**  
people had the  
opportunity to see these  
articles and broadcast  
pieces.



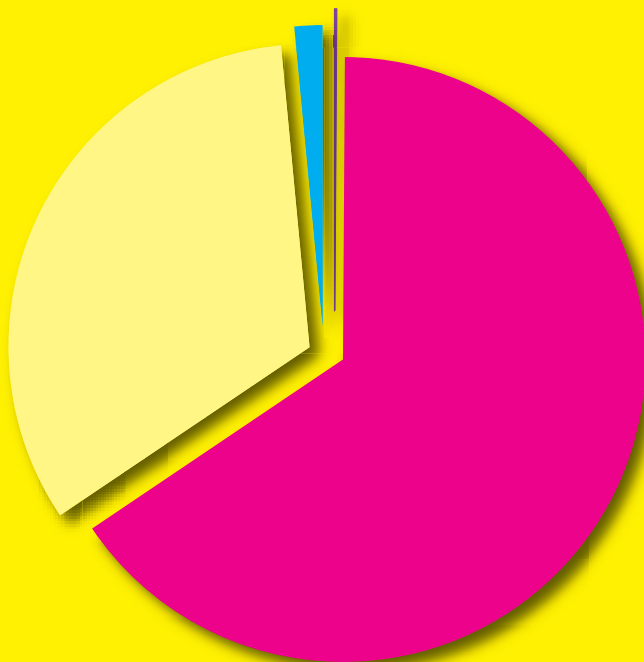
Our annual media  
monitoring ran from  
December – February  
and this picked up

**1,899**

pieces of coverage  
featuring **Holocaust  
Memorial Day**.

# Figures

In 2009/10 we extended our financial year to 14 months where we recieved an advanced income of £375,000 which has been allocated to 2010/11.



- 2010 Income
- 2011 Income
- Chair recruitment
- Donations and Other

2010 Income	£750,000
2011 Income	£375,000
Chair recruitment	£20,000
Donations & Other	£2,917
<b>Total</b>	<b>£1,147,917</b>





- Communities
- Education
- Communications
- National Event
- Governance

### Expenditure

Communities	£118,959
National Event	£309,488
Communications	£149,979
Education	£118,008
Governance	£108,035
<b>Total</b>	<b>£804,469</b>

# Looking to the future

The future of HMD is bright. More HMD events than ever have taken place across the UK and hundreds of thousands of people came together to learn the lessons of the past to create a safer, better future. Despite budget cuts, HMD event organisers have pulled out all the stops to find new ways to learn from the past to create a safer and better future. In 2010 the HMDT Team travelled extensively across the country, delivering a record 11 workshops which have been attended by hundreds of new and existing event organisers. We're continuing to use the latest technology to promote our new resources and we're looking forward to delivering a two part national event for the first time ever.

Under the eyes of our new Chair, we're developing our strategic vision to see us through to 2015 and this will guide our future development on how HMD is commemorated in the UK. Our aims include:

- HMD being commemorated in every local authority area in the UK by 2015
- all secondary schools will mark HMD in some way by 2015

- we will create a new generation of HMD event organisers, encouraging young people to participate in HMD
- we will utilise all of the new technology available to us to deliver HMD on a broad scale
- we will work with arts and sports organisations to spread the message of HMD in a creative and accessible way
- we will continue and add to the targeted materials we produce for HMD, working with experts across all fields to deliver inspiring resources
- we will continue to lead internationally on HMD activities, showcasing the brilliant work which takes place on a community level for HMD

We cannot achieve these goals without the support of our ever-increasing network of event organisers, our funders and the support of many organisations and individuals who give us their time, advice and support which we are extremely grateful for.

With best wishes,

Cathy Ashley

Chair



CEO



[www.hmd.org.uk](http://www.hmd.org.uk)

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