

2010-2011

Holocaust Memorial Day Trust
Annual Review



HMDT is a charity which works to raise awareness of **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 to create a safer, better future.

On **HMD** we share the memory of the millions who were murdered in the Holocaust and under Nazi persecution and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur in order to challenge hatred and persecution in the UK today.

Introduction

HMD 2011 was our most successful Holocaust Memorial Day to date. With more activities taking place in neighbourhoods up and down the UK, more online engagement and new developments in the way in which we work, we're really proud of working with our huge network of supporters, volunteers and advisors. The way in which we remember the past is changing. Back in January 2010 – the 65th anniversary of the liberation of Auschwitz-Birkenau – we acknowledged the very sad fact that we are losing the voices of the survivors of the Holocaust and that we must all play a part in ensuring we carry their experiences and hopes forward with us into the future in a Legacy of Hope.

HMD 2011 asked everyone to go further, to consider the experiences of those who are no longer with us and those who did not survive the Holocaust or subsequent genocides. We asked our activity organisers, our followers on twitter, those who engage with HMD in their schools and communities and our website visitors (as well as everyone else) to consider **Untold Stories** on Holocaust Memorial Day. We wanted people to think about their own stories, how they are made and how they share them after taking inspiration from the stories of those whose memories have not always been heard. We asked everyone to take advantage of the freedom we have to share our stories.

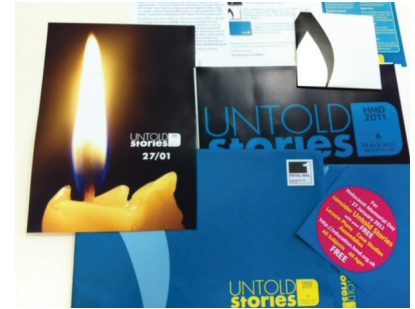
A special thank you
from the HMDT Team

Campaign Pack

Our independent research found that

97%

of those who ordered a pack through the **HMDT** website or through contacting the team rated the pack as 'useful' or 'very useful'



© St. Helen's Council

We sent out

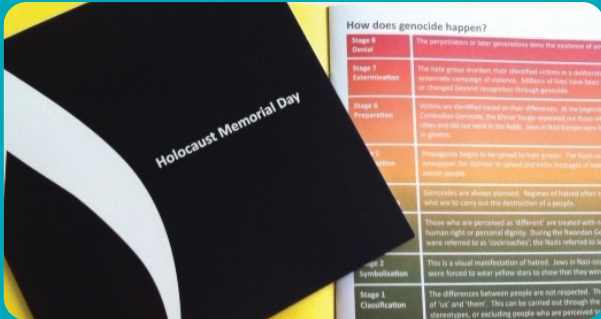
8,206

Campaign Packs ahead of **HMD 2011**, and a further

1,880

were downloaded from the **HMDT** website

About Booklets



We sent out

61,050

copies in total...

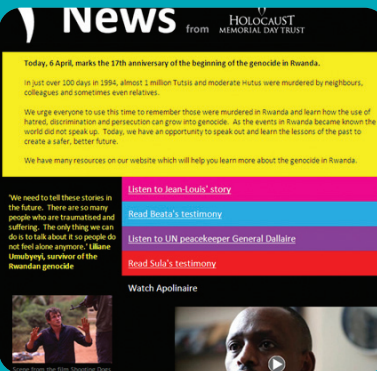
Newsletter

Over HMD 2011, we secured a

54%

increase in the number of subscribers to the newsletter bringing the total number of people who receive this to

5,155...



Online Film

In January 2011 alone,

28,498

people viewed the trailer. The film remains available on the HMD website, YouTube and Vimeo



A close-up photograph of an elderly woman with short, light-colored hair, wearing a light blue collared shirt and a dark earring. She is holding a small, worn, brownish-grey book or card with both hands. The book has some faint markings, including a red circle and the handwritten text '1963-72'. The background is a plain, light-colored wall.

For **HMD 2011**, we launched a **‘Hidden Histories’** campaign which asked school children to explore how an object may reveal its owner’s past.

Hidden Histories

Martha Blend, Kindertransportee

Today Martha uses her autograph book to share **Untold Stories** with young people. She donated the doll she brought with her to a museum where it is used to help visitors understand the story of the Kindertransport but she will never part with the autographs. She hopes that as she reads their messages to people they will understand more about what was lost when the Nazis were in power. The messages, written by the relatives and friends of one eight year old girl, represent the world destroyed by Nazi policies of hatred.

UK Event



Almost

500

people came together in the
Royal Horticultural Halls

...and our youth event in York
was attended by

120

young people from across the UK





Hidden Histories

Kemal Pevanic - Bosnian survivor

Kemal has shared the **Untold Story** behind his photograph with us because he knows how important it is for us to be able to share and tell the stories we have in our families and around us every day. Kemal asks us to consider all of the stories like his 'people may think that they have nothing to do with my story. But what happened to me, could happen to them – to people like yourself. It may sound too hard to believe but this doesn't happen to strangers who live far away. I'm just an ordinary person. These terrible things can happen to people like us.'

Social Media



Following on from the launch of our social media channels for **HMD 2010**, our following reached

2,961

Facebook Fans and

647

Twitter Followers

On HMD 2011, we received fantastic support including a number of celebrities...

...Kirstie Allsopp



@KirstieMAllsopp
Kirstie Mary Allsopp

When your kids get home tonight light a candle with them.
<http://www.hmd.org.uk/> every generation must understand the word Holocaust.

27 Jan via Twitter for iPhone ✨ Unfavorite ↻ Retweet ↩ Reply

Retweeted by YVONNETTA and 100+ others



...Sarah Brown



@SarahBrownUK
Sarah Brown

Holocaust Memorial Day - in remembrance and in hope that people learn from the past <http://bit.ly/ifnt7v> (via [@kevupnorth](#)) #hmd2011

27 Jan via Twitter for BlackBerry ✨ Unfavorite ↻ Retweet ↩ Reply

Mentioned in this Tweet



kevupnorth Ray Campbell-Wright Follow
Father, advisor, ad hoc journalist, poet & bungbody, making things happen in social media & innovation in education, local gov, campaigns & community. My views.

...Stephen Fry



@stephenfry

Stephen Fry ✓

Uncover Untold Stories of persecution and discrimination for #HMD2011 via @HMD_UK <http://bit.ly/h14Zph> Do RT

27 Jan via Twitter for iPhone ★ Unfavorite ↺ Undo Retweet ↻ Reply

Retweeted by [davidonthemove](#) and 100+ others



Website

In 2010/11 well over

200,000

unique visitors came to the
HMD website

In January 2011, our virtual
candle was lit by over

51,000

people, an increase of

7,000

from HMD 2010.

Education

Through partnering with TES,
we had

20,970

visitors to the HMD
Education Website and around

9,000

downloads



© Times Educational Supplement

Hidden Histories

Denise Affonço - Cambodian survivor

Denise received this typed copy of an account of four years of her life shortly after she and her son arrived in France. She had originally written this in pencil on carbon paper in 1979 when she was in a Vietnamese refugee camp to be used in the trial of Pol Pot. She survived the Genocide in Cambodia, but her husband was murdered and her daughter died of starvation. Although many years have passed since Denise received her testimony from the Vietnamese Embassy, she still treasures it as it reminds her of her fight for justice.

REUNION PORTAIS DU CAMBODGE
Indochine, Pas. Suber

TRIBUNAL POPULAIRE REVOLUTIONNAIRE SIEGEANT A PHNOM PENH
POUR LE JUGEMENT DU CRIME DE GENOCIDE
COMMISS PAR LA CLIQUE POL POT - IENG SARY

AOUT 1979
Document n°: 2.5.21

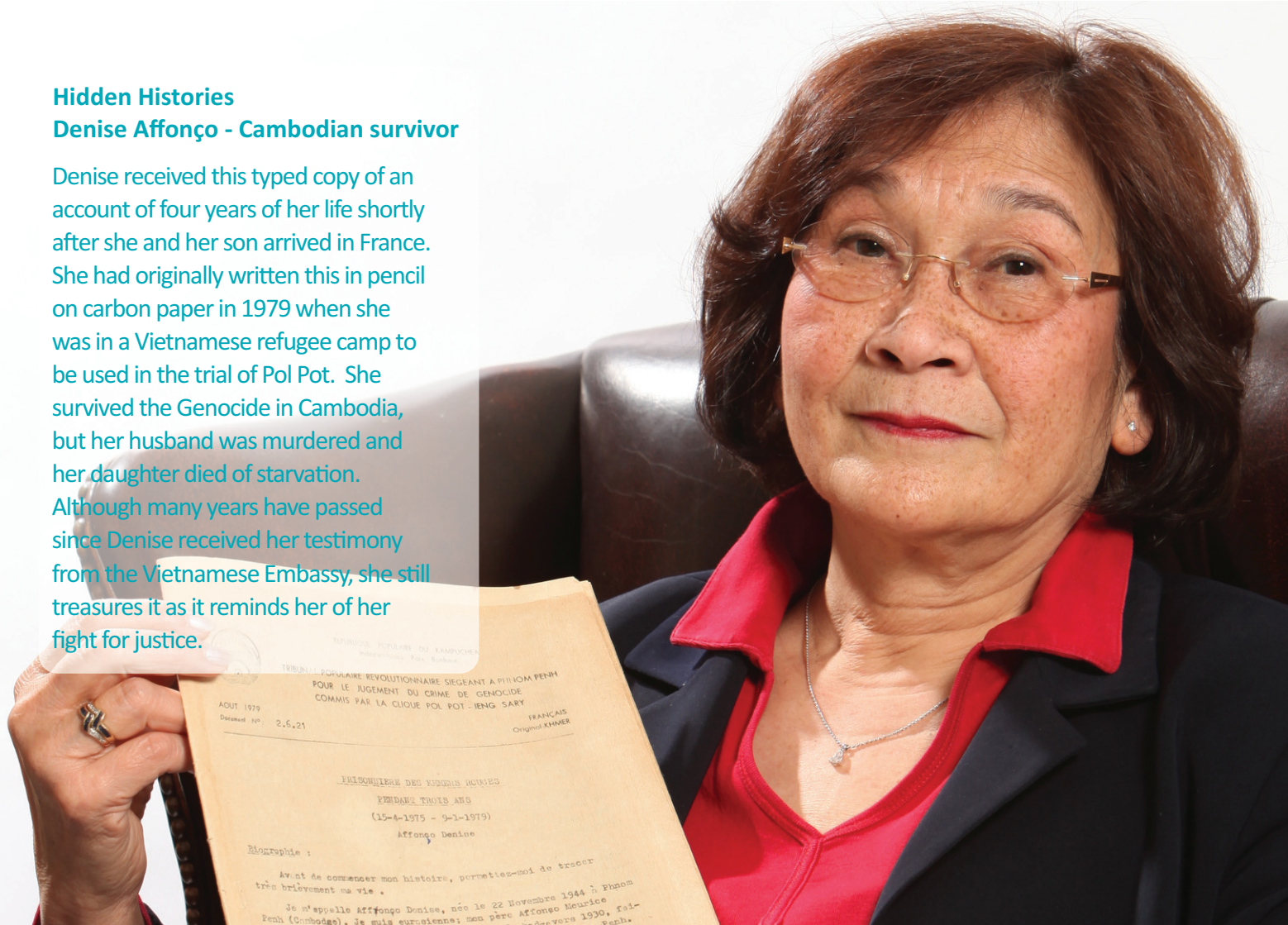
FRANCAIS
Origine: KHMER

ENQUETES DES TROIS ANS
PENDANT TROIS ANS
(15-4-1975 - 9-1-1979)
Affonço Denise

Monographie :

Avant de commencer mon histoire, permettez-moi de tracer
très brièvement ma vie .

Je m'appelle Affonço Denise, née le 22 Novembre 1944 à Phnom
Penh (Cambodge). Je suis sursoienne; mon père Affonço Maurice
trouvés 1990, fait
Penh.



Surveys & Evaluation

For the first time we commissioned a piece of independent research into **Holocaust Memorial Day** following **HMD 2011**...

100%

of people who visited **hmd.org.uk** rated the site as useful

49%

of respondents held activities for

100

or more people.

94%

said they'd go on to hold a **HMD 2012** activity

From the evaluation

'As a human being I want to say: **"Never again"**
Online response

While over half of respondents had been involved with HMD before,

28%

of those holding activities were doing so for the first time.

79%

of those who held a HMD activity in 2011 had ordered a Campaign Pack.

88%

of all respondents had visited one or both of the HMD websites

'Their website is very good I have to say. I always go on to the main HMD homepage first and there's a little tab called 'Resources', I use that quite a lot and obviously we upload all our events to the 'What's On' part.' **University**

83%

of respondents followed the year's theme – **Untold Stories**

94%

of all respondents answered positively when asked if they were likely to get involved in future Holocaust Memorial Days.

97%

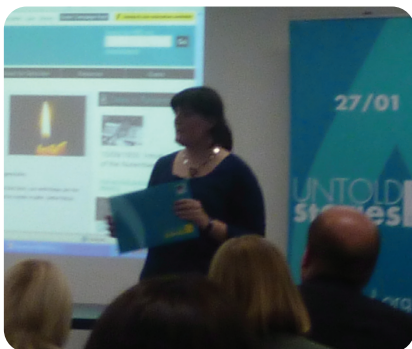
of respondents rated their activities for Holocaust **Memorial Day 2011** a success.

Workshops

We met over



200

activity organisers and
visited groups in Port
Talbot, Belfast, Neath,
Edinburgh, East
Dunbartonshire, Hull,
Manchester, Wrexham,
Leicester, London,
Cambridge and Plymouth



Figures







Income

2011	£375,000*	
2012	£750,000*	
Donations & Other	£3,514	

Total **£1,128,514**

*The £1,125,000 received from DCLG in the year ended 31 May 2011 consists of £375,000 received for the year ending 31 March 2011 and £750,000 received in relation to the year to 31 March 2012.

Expenditure

Information	£66,395	
Outreach	£241,857	
Campaign	£105,114	
Public Relations	£89,575	
UK Event	£147,869	
Governance	£59,470	

Total **£710,280**

The summarised financial information above is extracted from the full trustees' annual report and statutory financial statements, which were approved by the trustees and signed on their behalf on 12 December 2011. The statutory financial statements, on which the auditors NWN Blue Squared gave an unqualified audit report on 12 December 2011, will be submitted to the Registrar of Companies and the Charity Commission within the appropriate timescale.

Get involved

Against a backdrop of economic cuts and belts being tightened in public, private and charitable sectors, we were delighted to see a 68% increase in the number of events held across the UK in commemoration of Holocaust Memorial Day. We saw almost 75,000 unique hits to our website in January alone, in the immediate lead-up to HMD.

We wrote last year about our strategic vision to 2015 and are pleased to say we are working hard to make our goals a reality.

- 72% of Local Authority areas held a HMD event in 2011 – a massive stride towards our goal of 100% in 2015
- 865 schools ordered a Campaign Pack for HMD 2011 and nearly 10,000 handout materials went to schools
- we have worked with a number of partner organisations, including the British Youth Council, to actively encourage a new generation of young activity organisers
- we continue to make best use of new technological developments to increase the capacity of our small team, using a tailor-made CRM to maintain accurate records of contact made as well as developing our use of social media
- we continue to work with arts and sports organisations at grassroots level and are using this experience to develop an arts and sports strategy
- we have produced a range of targeted materials for HMD this year, including tailored educational material, factsheets for police forces, libraries and local authorities
- we continue to showcase the work done at community level throughout the UK as an international exemplar of HMD commemoration

As ever, we would like to take this opportunity to recognise the invaluable support of our event-organisers, funders and those organisations and individuals who continue to offer advice, time and guidance – we could not continue to achieve as highly as we do without you.

We encourage you to pass this information on to others and to help spread the word about Holocaust Memorial Day.

We are rather unusual as a charity – we don't ask for people's money, but for their time and thought. We understand that time pressures mean that people aren't always able to donate their time as freely as once they were, and try to make it as easy as possible for people to get involved in commemorating HMD. When we share the memory of the millions who have been murdered in the Holocaust, through Nazi Persecution and in subsequent Genocides in Cambodia, Rwanda, Bosnia and Darfur in order to challenge hatred and persecution and abuses of human rights today.

To support us, you could:

- pass this annual review on. We are proud of our achievements and want to tell the world about them. If you know someone who you think would be interested, please pass this booklet on
- give us a call. We love hearing feedback from event organisers on how the event went, how many people attended, how we could support you better next year

With best wishes,

Cathy Ashley

Cathy Ashley
Chair, HMDT



hmd.org.uk

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Charity no: 1109348

