



Holocaust Memorial Day Trust

Creating a safer, better future

We are here to help so please contact us by
Calling us on **020 7785 7029**
Emailing the team on **enquiries@hmd.org.uk**



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Charity No. 1109348

**'Speak Up
Speak Out'**



Holocaust Memorial Day Trust

Annual Review

2011-2012

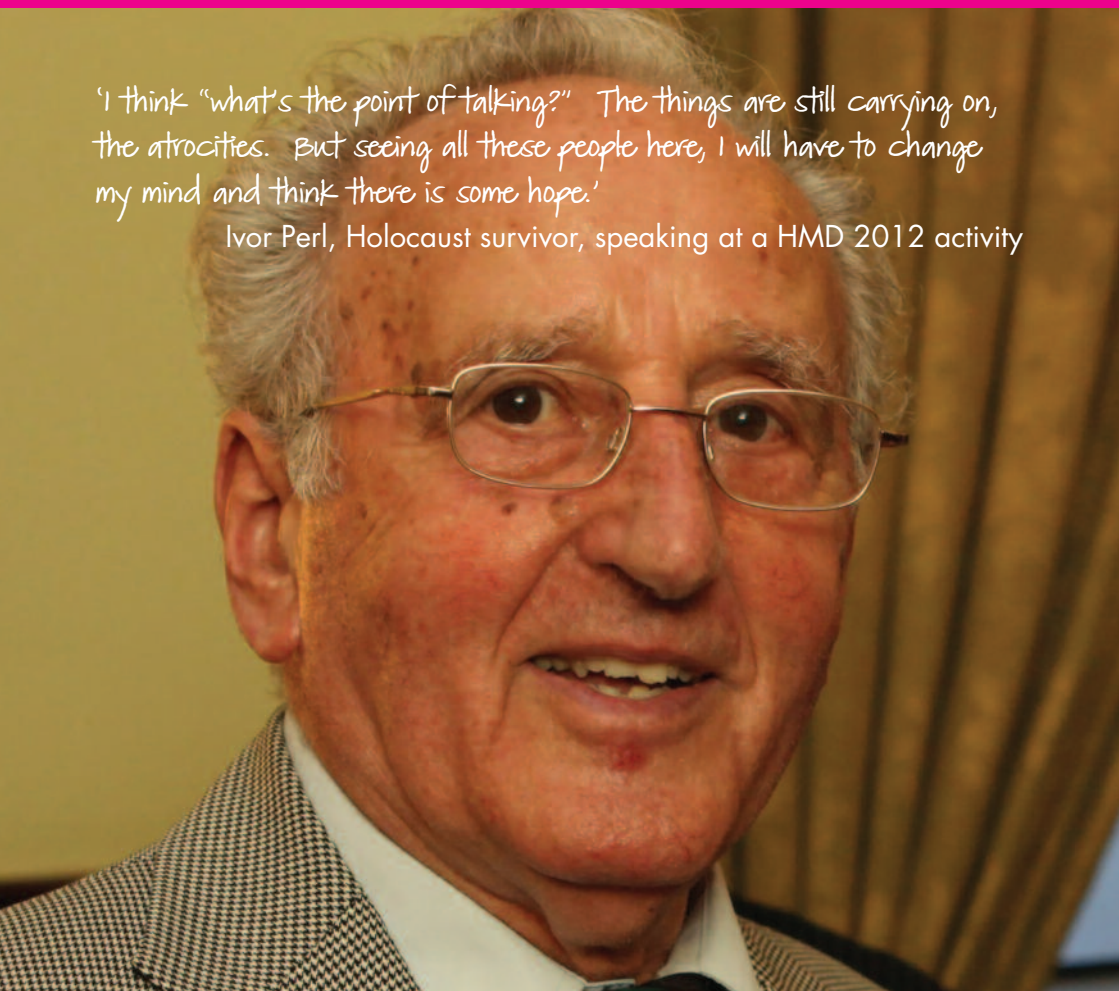


Holocaust Memorial Day Trust is a charity which works to raise awareness of Holocaust Memorial Day. 27 January provides an opportunity for everyone to learn lessons from the Holocaust and subsequent genocides and apply them to the present day to create a safer, better future.

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.

'I think "what's the point of talking?" The things are still carrying on, the atrocities. But seeing all these people here, I will have to change my mind and think there is some hope.'

Ivor Perl, Holocaust survivor, speaking at a HMD 2012 activity



'It's not always easy, but I try to use my voice to speak out against hatred'
Sabina Miller, survivor of the Holocaust

This year, we asked people to **Speak Up, Speak Out** for Holocaust Memorial Day (HMD). Across the UK, we saw more HMD activities than in any other year – an amazing 1,400 – and we know that half of these involved over 100 people. We're proud to have played our part in supporting so many reflective and creative HMD activities, and working with a strong network of supporters, volunteers and advisors.

The theme for HMD 2012 asked people to consider their own responsibilities when faced with learning lessons from the Holocaust and subsequent genocides, and encouraging them to use their voices to shape a safer, better future. As always, we asked them to listen to the voices of survivors and be inspired by their stories.



Promoting Holocaust Memorial Day

We chose the theme, **Speak up, Speak Out** and asked people to speak out against the language of hatred and prejudice.

For HMD 2012 we distributed

7,000

Campaign Packs and

3,000

were downloaded from hmd.org.uk

We sent out

100,000

copies of our 'About HMD' booklet. It provides concise information about the Holocaust, how genocide happens, and the genocides in Cambodia, Rwanda, Bosnia and Darfur.



Your Voice is Amazing

Our film was watched

140,000 times



UK Event

Over **500** guests attended the Commemorative Event at 8 Northumberland Avenue, with over **200** schoolchildren participating in workshops with survivors during the Day.

'It's unacceptable. For years now people have been trying to fight it. People have lost their lives for freedom. Simply because they are a different colour or a different sexuality...they have been treated differently. This needs to stop [because] it still goes on.'

Young person recorded in the video booth at the UK Event

Learning Lessons From the Past

We created an exhibition display, commissioned an art installation and a dance performance. Plinths were erected in Trafalgar Square for members of the general public to sign the pledge against the language of hatred.

We ran a **Speak Up, Speak Out** Poetry competition; the winning poem was read at the Commemorative Event.

'Signing the pledge is something that I will always remember and I'll always try to live up to, [because] racism is a terrible thing...if you're a victim of racism you should stand up and speak out because everybody has a right to be accepted as who they are.'

School pupil attending Trafalgar Square

We promoted HMD through
traditional media


and new media

 **1,400**
followers on twitter

HMD 2012 reached even more people through strong online support including Prime Minister David Cameron MP, Stephen Fry and Benedict Cumberbatch

 **Stephen Fry** @stephenfry 27 Jan
Your voice is amazing. Use it to #SpeakUpSpeakOut against intolerance and persecution via @HMD_UK #HMD2012 bit.ly/o9vyws
Do RT
Collapse Reply Retweet Favourite

 **UK Prime Minister** @Number10gov 27 Jan
Watch the Prime Minister's Holocaust Memorial Day message bit.ly/yuGN9q #HMD2012 @hmd_uk
Retweeted by HMDT
Collapse Reply Retweeted Favorite

 **Benedict Cumberbatch** @BenedictCumb 27 Jan
Grace is a virtue that doesn't come easily. Having heard a survivor speak at a @HMD_UK event this morning, I can confirm this. V noble.
Retweeted by HMDT
Collapse Reply Retweeted Favorite

 **3,700**
fans

THE SUNDAY TIMES

OLYMPICS COUNTDOWN

Out of hell to Olympic glory

Two Nazi concentration camps could not quash Ben Hershkov's spirit, writes John Goodbody



Daily Mail

"WELCOME TO AUSCHWITZ. WELCOME TO HELL"

Kitty Horst-Moxon was 14 when she arrived at the notorious Nazi death camp. Against all odds, she survived there for



The Daily Telegraph

From depths of hell to sporting salvation

Interview Holocaust survivor Ben Hershkov offers inspiration to Olympic hopeful Zoe Smith and tells Jim White how neighbourhood helped him to build a new life in Britain





Pilot arts work: pARTicipate

We commissioned artists and young people to explore and convey the themes of HMD 2012 through dance, an art installation and creative writing. These were performed and shared with schoolchildren during workshops at the UK exhibition preceding the UK Event and prompted their reflections on HMD.

Over
35,000
people

signed the pledge to speak out against hatred
and prejudice



Holocaust Memorial Day 2012 Pledge



On Holocaust Memorial Day 2012, as part of our commitment to ending the language of hatred, I will:

- remember those whose lives have been destroyed through hatred and exclusion in the Holocaust, under Nazi persecution and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur Remember
- challenge the language of hatred when I hear it and never use it myself
- carefully consider how I use my voice and will tell others how I feel
- give voice to the voiceless and use my words to draw attention to the experiences of others
- work with my friends, family, colleagues and my community to create a society which is free from the dangers of persecution and hatred

Supporting Holocaust Memorial Day activities

We ran **17** workshops,
attended by **300** people



'I found the whole workshop very useful and interesting. The video material was very thought-provoking and I enjoyed having time to discuss with others their ideas for events in the future. Thank you for such a good workshop I left feeling very positive about running our January event.'

Attendee at Reading Workshop 2012

Regional Champions

We employed four freelance Regional Champions: Jinny Uppington in the South-West, Rob Deeks in the South-East, Mandy Penellum in the North-West and James Milne in the North-East. In each region, the number of HMD activities increased.

Creating Resources

We produced different factsheets for HMD activity organisers working in a range of settings: Libraries, Police Forces, Prisons, Local Authorities.

'The resource pack was a real conversation starter. The posters were topical and engaging, and made it easy for us to get messages across to our staff that linked Holocaust Memorial Day to their work to tackle Hate Crime today. An excellent resource that we will definitely be using again next year.'

Ian Saunders, Equality Team,
Greater Manchester Police

'Bad economic conditions and social inequality have always been a fertile breeding ground for bigotry and hatred against any group seen as different – Holocaust Memorial Day is an important chance to remind ourselves of the horrendous consequences that such hatred can lead to, and instead to strengthen our commitment to promote solidarity and equality for all.'

These are fundamental trade union principles and that is why the TUC warmly welcomes the message delivered each year by HMD.'

Brendan Barber
General Secretary, TUC

Visitors to hmd.org.uk increased from

200,000
(2010-2011) to

275,000
(2011-2012)

We developed

35

educational
resources
including
lesson plans,
assemblies
and SEN
activities

*'All very positive, really.
I think the website is easy
to use and the videos on
it were good too.'*

HMD Education
Activity Organiser

16,000 hits to education.hmd.org.uk

13,000 downloads

Evaluation

As part of our work, we carry out research and evaluation to ensure that the advice and resources we offer are relevant and useful for our activity organisers. Following a really successful HMD 2011, we conducted our first ever external survey which helped us to plan for HMD 2012. We carried out a second survey in February 2012, looking to build on our knowledge and compare the results of HMD 2011.

1,065 people completed our online survey and 11 in-depth phone interviews took place. We'd like to thank everyone who participated and gave their feedback. The evaluation was carried out by Echo Research.

We will be using the evaluation and recommendations to inform planning for HMD 2013. The report has been shared with HMD activity organisers, encouraging them to use the findings when planning for their own local activities.

Key findings from the evaluation

78% of a representative sample of UK adults have heard of HMD

76% of respondents have been involved in at least one previous HMD

50% of those holding HMD activities had 100 or more attendees

49% of HMD activity organisers were from schools

16% were from local or central government

16% were from community or faith groups

Financial Summary

Income

Grant	£750,000*
Donations & Other	£2,941
Investment Income	£2,730
Total	£755,671

* In 2010/11 we received a grant of £750,000 in advance relating to the period 2011/12, therefore there was no grant income received during the 2011/12 period

Expenditure

Campaigns	£159,289
Outreach	£219,068
Information	£77,891
UK Event	£161,627
Public Relations	£110,336
Governance	£67,930
Total	£796,141

Statement of Trustees

The above summarised accounts are a summary of information extracted from the annual accounts and contain information relating to both the Statement of Financial Activities and the Balance Sheet. These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full audited accounts should be consulted. Copies of these can be obtained from HMDT, PO Box 61074, London SE1P 5BX or visit www.charities-commission.gov.uk



Letter from Cathy Ashley, Chair of HMDT

This Annual Review has shown the extent of our support for Holocaust Memorial Day and highlighted our organisational activities during 2011-2012. We have a strong and growing network of HMD activity organisers, a wide range of dedicated supporters, and many experts who assist the Trust in promoting and supporting Holocaust Memorial Day. Looking ahead, we have exciting plans to build on the strength of HMD across the UK and demonstrate the impact that HMD has in local communities across the country.

We should all feel proud of the work we do to honour the survivors of the Holocaust and subsequent genocides, to teach current generations about the horrors of the past and to work to create respect between people. Together we can learn lessons from the past, and build a safer, better future.

Cathy Ashley

Holocaust Memorial Day Trust

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Ben Helfgott MBE

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Paula Cowan

Judith Hassan

Karen Pollock

Trustees Appointed December 2011

Martin McCluskey

Anita Parmar

Nick Sigler

Vivian Wineman

HMDT Professional Team

Carly Whyborn

Olivia Marks-Woldman

Roberta Atherton

James Hurst

Chief Executive (until 08/2011)

Chief Executive (from 02/2012)

Outreach Officer (from 02/2012)

Head of Operations

(Acting Director 08/2011- 02/2012)

Outreach Coordinator

Personal Assistant

Team Assistant

Information Officer

Charlie Lewis

Hannah Millinship

Alice Owen

Emma Sands

Thanks to

Sally Beattie, Sarah Wright Consulting, Fishburn Hedges, Blackdog, Michael Hannah, Ben Schneider, Deborah Mecham

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