



HOLOCAUST
MEMORIAL
DAY TRUST

HOLOCAUST MEMORIAL DAY 2019 IN REVIEW



Torn from home

Welcome from Holocaust Memorial Day Trust



We know that people who attend Holocaust Memorial Day events learn more, empathise more deeply, and go on to do more to build a better future.

Laura Marks OBE
Chair of Trustees

At Holocaust Memorial Day Trust (HMDT), we support people of all ages and backgrounds to **learn lessons from genocide – for a better future.**

This year, people from all parts of the UK have been taking part in diverse activities that make a real difference to what they know about the Holocaust and genocide, how they feel about people affected by persecution, and what action they go on to do as a result of attending.

From schools to local authorities, workplaces to libraries, Holocaust Memorial Day (HMD) 2019 had a huge impact as people united to mark the day.

The theme for HMD 2019 was **Torn from home**, encouraging us all to reflect on how the enforced loss of a safe place to call 'home' is part of the trauma faced by anyone experiencing persecution and genocide.

In January 2019 we released research which showed that 5% of UK adults polled didn't believe the Holocaust really happened, and 8% believed that the scale of the Holocaust has been exaggerated. Guided by our five organisational goals, we are committed to challenging denial, distortion and ignorance to create a better future.

HMDT is the charity established and funded by the UK Government to promote and support HMD in the UK.

The scale of Holocaust Memorial Day

10,000 activities



46%

more individual organisations
marked HMD



1.5 million

views of the HMD film

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As a result of marking HMD, as
a Catholic Priest I am organising
a programme of interfaith visits.

Father Jeremy Howard
HMD activity attendee/organiser



A student from Winstanley School taking part in the Postcard Project.

Goal One

To promote HMD across the UK



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We must remain vigilant, both at home and abroad. We must continue to educate people now and in future generations of the dangers of ignoring hatred and intolerance.

Rt Hon James Brokenshire MP
Secretary of State for Housing,
Communities and Local Government



Watch highlights from the
UK Ceremony for HMD 2019 here:
hmd.org.uk/ukcommemorativeevent



Clockwise from right: Sanjeev Bhaskar | The Fourth Choir, an LGBT choral group | Shir, a Jewish music group.

UK Commemorative Ceremony

The UK Ceremony for Holocaust Memorial Day 2019 was held on 27 January at the Queen Elizabeth II Centre in central London. It brought together the UK's faith, political and civic leadership, alongside survivors of the Holocaust, Nazi Persecution and more recent genocides in Cambodia, Rwanda, Bosnia and Darfur. The event was preceded by a special reception honouring survivors.

The Ceremony featured personal testimonies from survivors of genocide, films, readings

and music. Newsreader Clive Myrie narrated the ceremony with contributors including actors Penelope Wilton, Sheila Hancock, Nina Sosanya and Sanjeev Bhaskar.

During the ceremony guests heard powerful speeches from Chief Rabbi Ephraim Mirvis and Rt Hon James Brokenshire MP, Secretary of State for Housing, Communities and Local Government.



“”

Volunteering at the UK Ceremony has reaffirmed my dedication to my PhD and why I choose to study the Holocaust and educate students on it.

Isabel Sawkins
volunteer at the UK Ceremony for HMD



Above: Contributors Penelope Wilton, Nina Sosanya and Sheila Hancock, and survivors Mindu Hornick and Marie Chantal Uwamahoro.

Right: Survivors Joan Salter MBE and Steven Frank BEM | Members of the HMDT Youth Board with Rt Hon James Brokenshire MP.

Media and social media



Research we released on HMD prompted a national conversation about people's knowledge of the Holocaust and levels of denial and distortion.

We found that 64% of respondents did not know how many Jews were murdered in the Holocaust, or grossly underestimated the number. However, 83% said it is important to know about the Holocaust and we can learn lessons from the past.

From TV news coverage to print features, we made sure that people were able to learn more about the Holocaust and genocide and understand the national importance of HMD.

By developing engaging media and social media content we ensured that the messages of HMD reached millions of people.

3,320

print and online pieces about HMD

1,214

print, online and broadcast pieces featuring HMDT (up from 569 in 2018)

64%

of UK adults polled do not know how many Jews were murdered in the Holocaust, or grossly underestimate the number

Research we released for Holocaust Memorial Day 2019.

“

In my experience, people don't have a solid understanding of what happened during the Holocaust and that's one of the reasons I am so committed to sharing what happened to me.

Steven Frank BEM
a survivor of the Holocaust



United Kingdom trends

#HolocaustMemorialDay 

The Times of London, Robert Peston, and 3 more are tweeting about this

HMD film

We launched a new film which explained the purpose and relevance of HMD to online audiences. The film was viewed **1.5 million** times around HMD, and enabled viewers to understand the contemporary dangers of denial, divisive language and identity-based hostility.

hmd.org.uk

“

As a result of marking HMD I sought out a course on antisemitism which has opened my eyes.

Angie Smith
HMD activity attendee, Sheffield

33%

more visitors to our website in January 2019 compared to January 2018. Our new website, launched in June 2018, made it easier than ever for people to learn about HMD



Ceremonies in Scotland, Wales and Northern Ireland



It's vital that we educate our future generations on the horrors that took place.

Jim Fletcher
Provost of East Renfrewshire, at the HMD Ceremony in Scotland

Clockwise from top left: Contributors from Wales, Northern Ireland and Scotland.



HMDT is delighted to work with partners in Scotland, Wales and Northern Ireland, to mark Holocaust Memorial Day 2019 with national and regional ceremonies.

Scotland

Coordinated by Interfaith Scotland and partners, the event started with the viewing of two exhibitions.

Speakers included Cabinet Secretary for Communities and Local Government Aileen Campbell, Martin Stern MBE who survived the Holocaust, Hannah Rose Thomas, who spoke about her experience of leading an art programme with Yazidi women, and Delkhwaz Hacıy, who is on the board of Yahzda, an organisation supporting the Yazidi ethno religious minority.

Wales

Hosted by First Minister The Rt Hon Mark Drakeford AM and the Leader of Cardiff Council, Councillor Huw Thomas, the event was led by the Reverend Canon Stewart Lisk.

A variety of contributors took part, including Renate Collins, who was on the last Kindertransport train out of Prague arranged by Sir Nicholas Winton, and two school pupils who reflected on their visit to Auschwitz-Birkenau.

Northern Ireland

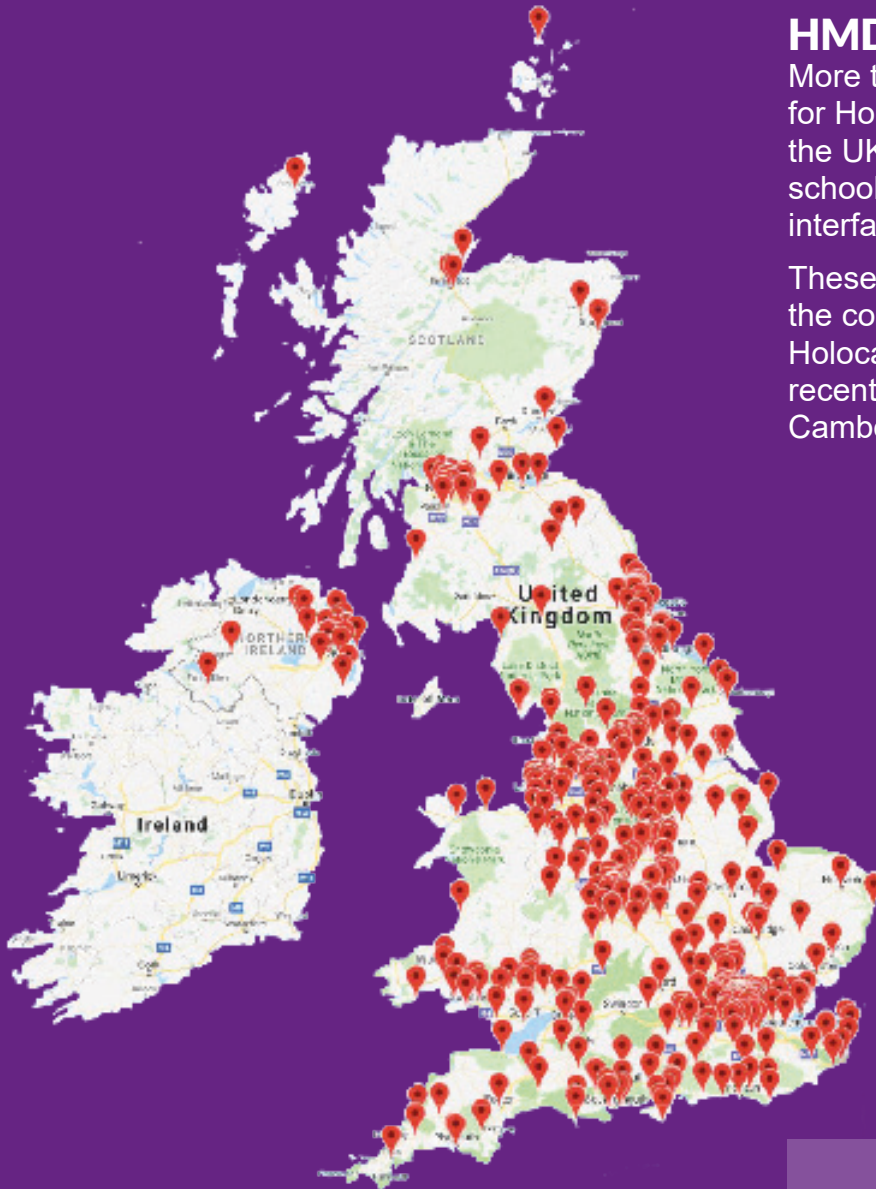
The Executive Office, Northern Ireland hosted the ceremony, with the welcome address given by Councillor Deirdre Hargey, Lord Mayor of Belfast, and the keynote speech given by Olivia Marks-Woldman, Chief Executive of HMDT.

As part of the proceedings, a memorial candle was lit by child survivor of the Holocaust, Joan Salter MBE, who was just three months old when her home country of Belgium was invaded by the Nazis.

Closing reflections were given by Laura Marks OBE, Chair of HMDT.

Goal Two

To support individuals and organisations across the UK in marking HMD



HMDT map of activities

More than 10,000 activities took place for Holocaust Memorial Day across the UK in cinemas, libraries, prisons, schools, local authorities, faith and interfaith settings, museums and more.

These events ensured people around the country learned more about the Holocaust, Nazi Persecution and more recent genocides which took place in Cambodia, Rwanda, Bosnia, and Darfur.

To find out more about the activities which took place, explore our online activity map:

hmd.org.uk/map

115,000

About HMD booklets were distributed by HMDT to be used at HMD activities

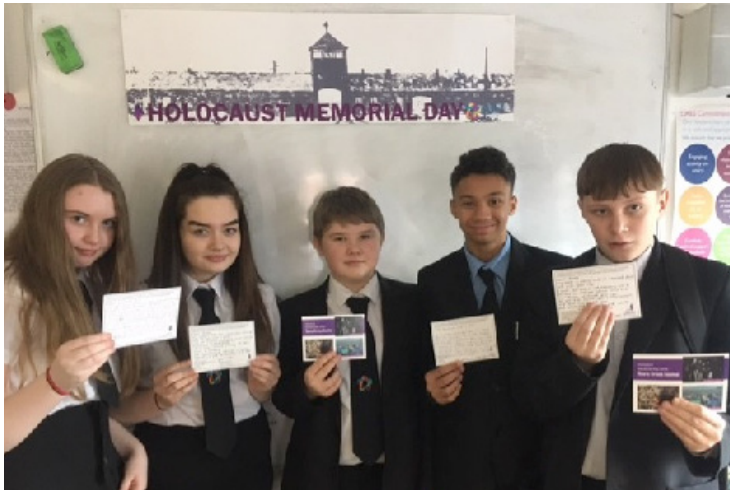
“”

From marking HMD I have learned that it can be a difficult subject to broach with young people - but they are very receptive to the ideas and very empathetic.

Denise Sparrowhawk
HMD school activity attendee
and organiser, Hartlepool

HMD across the UK

With thousands of activities taking place across the UK, we asked two HMD activity organisers about the impact their activity had on them and those who attended.



Students at Darwen Aldridge Enterprise Studio taking part in the Postcard Project to mark HMD.

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A number of our students have been really affected by our study of the Holocaust and other genocides. One student has suggested that we all make a pledge of how we can make a difference.

Mark Woodward, who organised HMD activities with students at Darwen Aldridge Enterprise Studio

Mark Woodward

English Teacher at Darwen Aldridge Enterprise Studio, a Secondary School in Blackburn

Mark's students marked HMD by completing the Postcard Project and writing poems based on the theme **Torn from home**, both of which they read out in assemblies.

What motivated you to organise an HMD activity?

I've been involved in Holocaust education now for many years and HMD is a great opportunity each year to engage the students.

What did people who attended your activity learn?

Many of the students I work with come from deprived backgrounds and had little knowledge of the Holocaust and other genocides. They learned about the Holocaust and the experiences of Renee, a survivor of the Holocaust, and Sokphal, a survivor of the Genocide in Cambodia. They were extremely moved by this.

What impact did your activity have on you, and those who attended?

Due to my students' backgrounds,

they seem to have had a stronger empathy and understanding and have been very passionate about passing on the lessons of the Holocaust. A few of the students have signed up to become HMD Youth Champions and would like to undertake the bronze award.

Are there any further actions you will take as a result of marking HMD?

I'm going to support the students to become HMD Youth Champions, particularly helping those who don't have internet access at home to sign up.

I'm also planning a school trip to the Imperial War Museum, and later to Poland. I'd like the students to meet a survivor if possible - they'd get so much from it.

What was the highlight of your HMD activity?

A few of the students were interviewed by the Jewish Telegraph, based in Manchester. They'd heard about the work our students were doing and did a lovely feature on them. I was so proud.

“”

It is easier to be prejudiced towards a nameless group and to 'other' people you don't know. It's less easy to hate someone or something you do understand. People in Byker have learned this for themselves. One resident commented "I will never call names or be racist to my neighbours again."

Byker Community Association
HMD activity organiser



An HMD exhibition at Byker Community Centre, which displayed the stories and portraits of local people who had experienced genocide or persecution.

Alison Flanagan Wood

Arts Development Officer for Newcastle City Council Arts Team

Alison's team provided grants for more than eight community/voluntary groups across Newcastle to organise HMD activities. These included exhibitions, film screenings, a play, lectures and a music and arts festival.

What motivated you to organise an HMD activity?

Marking HMD allows the city not only to commemorate the victims of the Holocaust and other genocides, but also to engage residents of all backgrounds in activities which encourage greater tolerance and social inclusion.

What did people who attended your activity learn?

One of the organisations we supported was Brundibar Arts Festival where attendees learned about the impact of the Holocaust on children of survivors, discovered music by people murdered in the Holocaust and learned about the life of Hanni Begg, a survivor of the Holocaust.

What impact did your activity have on you, and those who attended?

The theme helped people empathise with others and focus on what it would feel like to be torn from home. People who attended commented that they didn't understand before that people had not wanted to leave their homes, but had no choice.

Are there any further actions you will take as a result of marking HMD?

Byker Community Centre exhibited the stories and portraits of local people who had lost their homes due to genocide or persecution. As a result of this a programme is being set up to facilitate live online storytelling for children in refugee camps on the Turkish border.

What was the highlight of your HMD activity?

We worked with partners to engage new community groups. Tyneside Cinema engaged young people through a film making project, Skimstone Arts put on a site specific performance, and there was portrait painting and storytelling in Byker.

HMDT Youth Programmes



Left to right: HMD Youth Advocate, Paige Dolphin (left), at her HMD display and Aatqa Arham, HMD Youth Champion.

For HMD 2019, we launched the new HMDT Youth programmes to reflect the different needs of members - Youth Champions aged 14-18 and Youth Advocates aged 18-25. The HMDT Youth programmes empower young people to take the lead in marking HMD in their schools, colleges, universities, youth groups and workplaces. Members of the HMD Youth Board help to develop the youth programmes, and provide support to Youth Champions and Youth Advocates.

Paige Dolphin became an HMD Youth Advocate in 2018

'I was horrified to discover what happened during the Holocaust and made a self-promise to never forget. I feel like I have finally found a platform to share knowledge with others through the Youth Advocate programme. For HMD 2019, I liaised with the Diversity and Inclusion Team at the hospital where I work to organise an event for staff. We spoke about Holocaust Memorial Day and the importance of inclusion and not discriminating against others. We displayed information and encouraged staff to write down their reflections on how they could make society a better place, free from hatred.'



Being part of the HMDT Youth programmes has inspired me to spread the message of remembering the Holocaust and tackling discrimination today.

Sophie Arias
HMD Youth Advocate

Aatqa Arham became an HMD Youth Champion in 2018

'Many people don't realise that in recent decades, people have been torn from their homes due to genocide – this is what I wanted to address at our HMD event at Harris Westminster Sixth Form. We invited Eric Murangwa, a survivor of the Genocide in Rwanda, to share his experience with us. Students were inspired by his dedication to spread his message of tolerance. We concluded the week with a screening of Hotel Rwanda, which raised an interesting discussion around the media's portrayal of the Genocide in Rwanda.'

The impact of HMD activities

Marking HMD has been shown to not only change what people know about the Holocaust and genocide, but also how they think and feel about those affected by persecution. This leads many people to take action against discrimination and persecution today.

We asked people who attended HMD activities across the UK what they learned, how it made them feel and what action they will take as a result of marking HMD.



I had previously studied the Holocaust during my time at university. Listening to a speaker whose family had been through it did bring an extra dimension to my understanding of that time.

Ian Sherlock, *HMD activity attendee/organiser*



As a result of discussions leading on from the short HMD workshop we held, we are taking a group to Krakow during half term to visit various locations.

Carol Whitaker, *HMD activity organiser at Penysarn Youth Club*



As a result of marking HMD, as an office we have made up welcome packs for refugees. We have decided to collect clothing and household goods to give to Refuweegee, a charity that are involved in welcoming displaced refugees to Glasgow.

Robert Brown, *HMD activity organiser*



Hearing about people affected by the Holocaust, Nazi Persecution and genocide never fails to move me very deeply and to be very reflective on the issues it raises.

Angela Hancock, *HMD activity attendee/organiser, London*



Staff and students were actively discussing the issues raised during the week (of HMD). Participating in HMD had clearly made an impact.

Tony Cole, *HMD activity organiser*

HMD Partnership Group

Our Partnership Group brings together national organisations working in the field of Holocaust or genocide commemoration and education. Meeting four times a year, the group provides a forum for sharing ideas to extend the reach and impact of HMD.

This year we were pleased to welcome Interfaith Scotland and the Ishami Foundation to the group. Read more here:

hmd.org.uk/HMDPartnershipGroup

Goal Three

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

Postcard Project 2019

Thousands of people responded to the HMDT Postcard Project 2019. Participants sent hand written messages to Renee Bornstein, a survivor of the Holocaust, and Sokphal Din, a survivor of the Genocide in Cambodia, after reading about their experiences. Participants then received a postcard from Renee or Sokphal in response.



Use this postcard to respond to the life story of someone who was persecuted during the Holocaust or Genocide. Find out more: hmd.org.uk/postcards

Dear Sokphal,

Your story made me feel like I take advantage of my life, and that I should be grateful for everything I have.

Post me back to:
Holocaust Memorial Day Trust
PO Box 61074
London

From Anna



Use this postcard to respond to the life story of someone who was persecuted during the Holocaust or Genocide. Find out more: hmd.org.uk/postcards

Dear Sokphal,

Your harrowing story made me learn to truly understand how privileged and lucky all me and my friends are. You have definitely inspired all of us to make sure this doesn't happen again.

Post me back to:
Holocaust Memorial Day Trust
PO Box 61074
London

Martha



Use this postcard to respond to the life story of someone who was persecuted during the Holocaust or Genocide. Find out more: hmd.org.uk/postcards

Dear Renee,

You and your story have truly opened my eyes and made me aware of the incredible effect kindness has in times of horror. Thank you.

*Yours
sincerely,
Isabella*

Post me back to:
Holocaust Memorial Day Trust
PO Box 61074
London



Use this postcard to respond to the life story of someone who was persecuted during the Holocaust or Genocide. Find out more: hmd.org.uk/postcards

Dear Renee, you found courage to hide... courage to survive... courage to lead... courage to inspire... courage to live again... courage to find joy... May your courage continue to inspire a new generation.

Post me back to:
Holocaust Memorial Day Trust
PO Box 61074
London

Rev. Bryan





Members of our Legacy Consultative Group and Genocide Survivors' Consultative Group and others represented HMDT at a garden party at Buckingham Palace in May 2018 to mark the 70th birthday of our Patron, HRH The Prince of Wales.

Legacy Consultative Group

The Legacy Consultative Group meets regularly to support our work and advise Trustees. It ensures that the Holocaust is at the centre of Holocaust Memorial Day. The group comprises survivors and refugees from the Holocaust, and representatives of the second and third generations.

Genocide Survivors' Consultative Group

In 2018 we set up the Genocide Survivors' Consultative Group which helps to ensure that HMDT works effectively to highlight and share the experiences of those affected by genocide. The group consists of survivors from the genocides which took place after the Holocaust: in Cambodia, Rwanda, Bosnia and Darfur.



Exhibition on the Genocide in Rwanda

2019 marks the 25th anniversary of the Genocide in Rwanda. To commemorate this, an exhibition featuring six survivors was displayed at the UK Ceremony for HMD 2019.

Sophie Masereka, one of the survivors whose experiences were featured in the exhibition.



HMDT is committed to sharing the experiences of those affected by the Holocaust, Nazi Persecution and more recent genocides. This work ensures that people all over the country learn about the impact of genocide through robust information, illustrated by personal experiences.

Vera Schaufeld MBE, a survivor of the Holocaust, sharing her experiences with BBC radio stations.

Goal Four

To enable others to work towards a safer, better future by:

- Promoting a society free from hatred, prejudice and persecution
- Working to reduce the likelihood of future genocide

The Holocaust threatened the fabric of civilisation, and genocide must still be resisted every day. HMDT challenges everyone to learn from genocide – for a better future.

Throughout the year, we have reached hundreds of thousands of people and enabled them to understand the

challenges of identity-based hostility around the world and here in the UK. From releasing powerful social media films to hosting thought-provoking blogs on our website, we continue to encourage people to learn more and take action.

The Experts' Reference Group

The Experts' Reference Group provides HMDT with expert advice on historical questions related to the Holocaust and subsequent genocides, and their significance to relevant current issues. It is comprised of experts from a range of relevant fields, including academics, educators, journalists, and those working in the faith, inter-faith, cultural and heritage sectors.



The more survivors I have the chance to hear from, the more the uniqueness and individuality of their experiences is reinforced, enabling me to understand and empathise in a way that insurmountable statistics about the Holocaust and genocides do not.

Amelia Ireland
HMD Youth Advocate and activity organiser

UN Genocide Prevention Day

To mark the 70th anniversary of the Genocide Convention we released a film on UN Genocide Prevention Day – 9 December.

Hundreds of thousands of people saw our film and learned how a legal definition of genocide was adopted after the horrors of the Holocaust. The film raised awareness of people at risk of persecution today because of their identity.





INTERNATIONAL HOLOCAUST REMEMBRANCE ALLIANCE

Our international work

HMDT is a proud member of the UK delegation to the International Holocaust Remembrance Alliance (IHRA). With 31 member countries from around the world, IHRA works to strengthen, advance and promote Holocaust education, research and remembrance.



Our Chief Executive, Olivia Marks-Woldman, is the Chair of the Committee on the Holocaust, Genocide, and Crimes Against Humanity. It shares IHRA expertise on the Holocaust with those active in preventing and combatting genocide and crimes against humanity.

Letter from faith leaders for HMD 2019

To mark HMD 2019, the Archbishop of Canterbury, Justin Welby, the Chief Rabbi, Ephraim Mirvis and Imam Qari Asim signed a joint letter calling on people to come together, mark the day and create a better future.

Their powerful words urged people to unite against identity-based prejudice and hostility, both in the UK and around the world. In their letter they said:

‘Despite the world saying ‘never again’ after the Holocaust, genocide and mass killings have taken place again and again. Recently hundreds of thousands of Rohingya people have been forced from their homes in Myanmar – targeted for abhorrent treatment because of their faith and identity. We must be vigilant, show solidarity with people in desperate situations and use our voices to call for action.’

The experiences of Rohingya people in Myanmar



**The Rakhine teachers would separate us from the other kids.
They wouldn't teach us anything. They do not bother to teach us Muslims.
The Rakhine people would not even want to associate themselves with us.**

Testimony from Hansu Mala, a Rohingya refugee from Myanmar, read at the UK Ceremony for HMD 2019 by Sheila Hancock. With thanks to USC Shoah Foundation.

Torn from home project



Students from seven secondary schools learned about the theme **Torn from home** and designed small houses as part of their HMD activities. The houses embodied what a home should be and were displayed around the venue at the UK Commemorative Ceremony for HMD.

Top left: Students from Bishop Challoner Catholic Federation of Schools.

Houses were made by students from Bishop Challoner Catholic Federation of Schools, Bow School, City Academy Hackney, Coopers School, Eden Girls' School, Frederick Bremer School and Sedghill School.

“

Students have learnt that a home is so much more than just a building. It is the people in it and the community around it, the objects you surround yourself with, the memories that are associated with it.

Claire Zanelli, a teacher at Frederick Bremer School, Walthamstow

Goal Five

To be a financially sound, effective organisation

2019 finances in review

The information below relates to expenditure from April 2018. HMDT received £1 million in funding from the Ministry of Housing, Communities and Local Government for the year commencing April 2018. The graph below demonstrates the approximate breakdown in the areas of our spending against the five goals that underpin the work of HMDT.



Hearing about people affected by the Holocaust, Nazi Persecution and genocide has had an immense impact on my life, I remind myself daily to be thankful for my life, and that past horrors can never be forgotten.

Louise Johnson, HMD activity organiser

Expenditure

Goal one costs relate to **theme costs** and **National Commemorative Events** including the ceremonies held in England, Scotland, Wales and Northern Ireland.

29%

Goal five includes governance and support costs.

7%

Goal four shows our costs to share information and highlight the **contemporary relevance** of the Holocaust and genocides which followed.

12%

Goal two costs relate to all of the work we do to support **local HMD activities** and include the costs associated with our workshop and Youth Champion programmes.

28%

Goal three costs cover the production and distribution of all of the resources we released for HMD 2019, as well as our work to engage survivors of the Holocaust, Nazi Persecution and subsequent genocides, to ensure their life stories are shared widely.

24%

Honorary President

Sir Ben Helfgott

Honorary Vice President

Rt Hon Lord Eric Pickles

HMDT Staff and Trustees

Trustees

Laura Marks OBE, *Chair*
Sir Leigh Lewis, *Vice Chair*
Amanda King, *Treasurer*
Ruth Herzberg-Wellin
Hannah Lewis MBE
Michael Marx
Fiyaz Mughal OBE
Dr Joe Mulhall
Dr Anita Peleg
Tulip Siddiq MP
Naved Siddiqi
Danny Stone MBE
Marie van der Zyl

Ended term of office in 2018

Jonathan Arkush
Professor Francis Davis
Mike Freer MP
Dilwar Hussain
Julian Glicher

Chief Executive

Olivia Marks-Woldman

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Genevieve Lazar
Bethan Tribe
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Lukasz Dobbek
Laura Newlyn
Nic Shoults

Outreach Team

Jessica Benham
Dr Rachel Century
Claudia Hyde
Alex Murphy

With support from

Nicolas Lang, *Gedenkdiener*
Jon Rawson, *Finance*

Holocaust Memorial Day Trust (HMDT) is the charity established and funded by the UK Government to promote and support Holocaust Memorial Day (HMD) in the UK. We encourage remembrance in a world scarred by genocide.

Charity No: 1109348

Patron: His Royal Highness,
The Prince of Wales

hmd.org.uk

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“ ”

Marking Holocaust Memorial Day has enabled me to dedicate time to reflect on the Holocaust and subsequent genocides, as well as their contemporary relevance today. Such reflections, discussions and interactions with survivors have once again left me with a renewed will to not be a bystander, to stand up to prejudice, intolerance and discrimination, and to always take action, no matter how small.

Amelia Ireland
HMD Youth Advocate and activity organiser



**HOLOCAUST
MEMORIAL
DAY TRUST**

*Learning from genocide –
for a better future.*

Holocaust Memorial Day Trust
is supported by



Ministry of Housing,
Communities &
Local Government