



# HOLOCAUST MEMORIAL DAY 2020

**IN REVIEW**



HOLOCAUST  
MEMORIAL  
DAY TRUST

*Learning from genocide – for a better future*



# WELCOME

**This year on Holocaust Memorial Day (HMD), millions of people across the UK and around the world marked the 75th anniversary of the liberation of Auschwitz.**

Holocaust Memorial Day Trust (HMDT) supported thousands of local HMD activities, and at each one people made a commitment to learn from genocide, for a better future.

Today, this commitment is more necessary than ever.

Although we live in a thriving democracy with freedoms that were unheard of 75 years ago, we nonetheless see them abused. Identity-based hostility is insidious, with rising antisemitism, anti-Muslim hatred and many other forms of prejudice. Around the world, people continue to face appalling persecution, including Rohingya Muslims in Myanmar and Uighur Muslims in China.

We know we cannot be complacent.

HMDT is committed to enabling people from all backgrounds to take part in remembrance with a purpose. We stand together to take real steps to make our world more welcoming, compassionate and thoughtful.



**Olivia Marks-Woldman**  
Chief Executive



**Laura Marks OBE**  
Chair of Trustees

**17,000 activities**  
up from 10,000 activities in 2019

delivered by  
**4,500 organisations**

# WHAT WE DO



A workshop held by AVOW, Wrexham, to create a Memorial Flame for HMD

**Holocaust Memorial Day Trust (HMDT) encourages remembrance in a world scarred by genocide. We promote and support Holocaust Memorial Day (HMD) – the international day on 27 January to remember the six million Jews murdered during the Holocaust, alongside the millions of other people killed under Nazi Persecution and in more recent genocides in Cambodia, Rwanda, Bosnia and Darfur.**

Our expert team supports thousands of meaningful HMD activities, through resources, practical advice and online guidance. Throughout the year we provide engaging opportunities for people to learn about the past, empathise more with others and take action today.

Our work is guided by our five organisational goals, which help us fulfil our mission to enable people of all backgrounds to learn from genocide – for a better future. Throughout this publication, we will explore how our work over the past year has enabled us to reach more people than ever before and achieve these goals.

Find out more at:  
[hmd.org.uk/whatishmd](https://hmd.org.uk/whatishmd)





“Our community has been rocked by some terrifying events in recent years. It’s at times like these, when people are nervous and uncertain, that we need to Stand Together the most and show each other some kindness and respect. We are from many different faiths, nationalities and backgrounds, and the 75 Memorial Flames project gave us the opportunity to come together as a community.”

Heidi Cutts, St George the Martyr Church  
Image: St George the Martyr’s Memorial Flame

## WHY HMD IS SO IMPORTANT TODAY



Rohingya refugees in  
Unchiprang camp in Cox’s  
Bazar © European Union 2018

**Holocaust Memorial Day is a time not only to remember people who were targeted during the Holocaust, Nazi Persecution and more recent genocides, but also to stand in solidarity with those facing identity-based persecution today.**

Our world often feels fragile and vulnerable. Hundreds of thousands of Rohingya Muslims have fled Myanmar, escaping persecution but forced to live in temporary refugee camps in Bangladesh. In China, Uighur Muslims have faced a systematic degradation of their human rights, with brainwashing camps designed to strip away their distinct cultural identity.

Closer to home, minority communities are feeling under threat, with abuse targeted at Jews, Muslims, Roma people, members of the LGBT+ community and others. Home Office statistics released in October showed an increase in hate crime recorded in England and Wales in 2018/19.

We are pleased that in communities across the country, HMD is an opportunity to explore these challenging situations, with many people going on to take meaningful action to support those facing discrimination and hostility.



## GOAL ONE

### To promote Holocaust Memorial Day across the UK

TRH The Duke and Duchess of Cambridge join survivors at the UK Ceremony for HMD 2020

#### What we've done

- Millions of people learnt about HMD, the Holocaust and more recent genocides, with HMDT leading the national conversation. #HolocaustMemorialDay trended top on Twitter and we secured extensive media coverage
- Support from the Royal Family, the Prime Minister and senior faith leaders enabled us to reach more people than ever before
- 1.2m people watched the UK Ceremony on BBC Two
- With events taking place across the world, we ensured that the UK's leading role in global HMD commemorations was understood

#### What we'll do

- We will ensure that HMD remains a nationally significant date, with people of all backgrounds understanding the value of Holocaust and genocide commemoration
- Through print, online and broadcast media we will raise awareness of HMD and increase public knowledge of the Holocaust and more recent genocides
- We will increase the reach and impact of HMD through our successful HMD Partnership Group and other collaborative working

It's our responsibility as the nation's public service broadcaster to bring these stories to new generations - and I'd like to thank the Holocaust Memorial Day Trust, for their invaluable support. Together, we're offering everyone the chance to reflect on the consequences of prejudice and hatred, and in doing so we'll ensure that the millions of lives lost in the Holocaust are not forgotten.

Lord Tony Hall, Director-General of the BBC

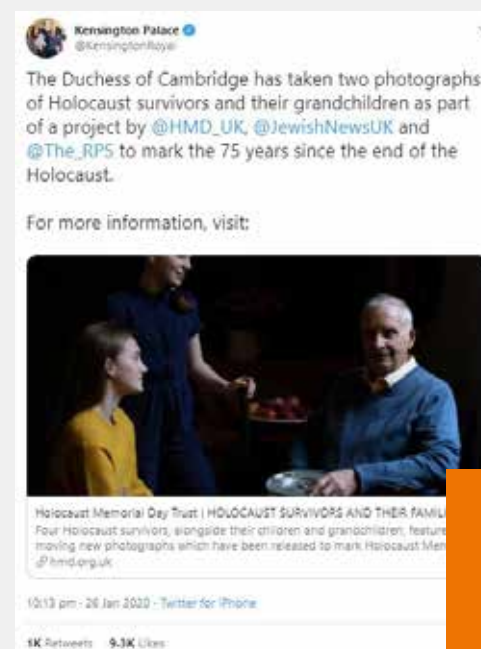
## MEDIA

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

We worked in partnership with the BBC to produce the UK Ceremony for HMD 2020, along with a range of programmes including a special HMD edition of *Songs of Praise*, the documentary *Confronting Holocaust Denial* with David Baddiel and the moving drama *The Windermere Children*. These programmes,

and many others on TV and radio, reached millions of people, ensuring they learnt more about the past.

Our partnership with Jewish News and the Royal Photographic Society saw four photographic portraits of survivors and their families released for HMD. We were thrilled that RPS Patron HRH The Duchess of Cambridge took two of the portraits, reaching a global audience.



**62% more visitors to our website year on year**

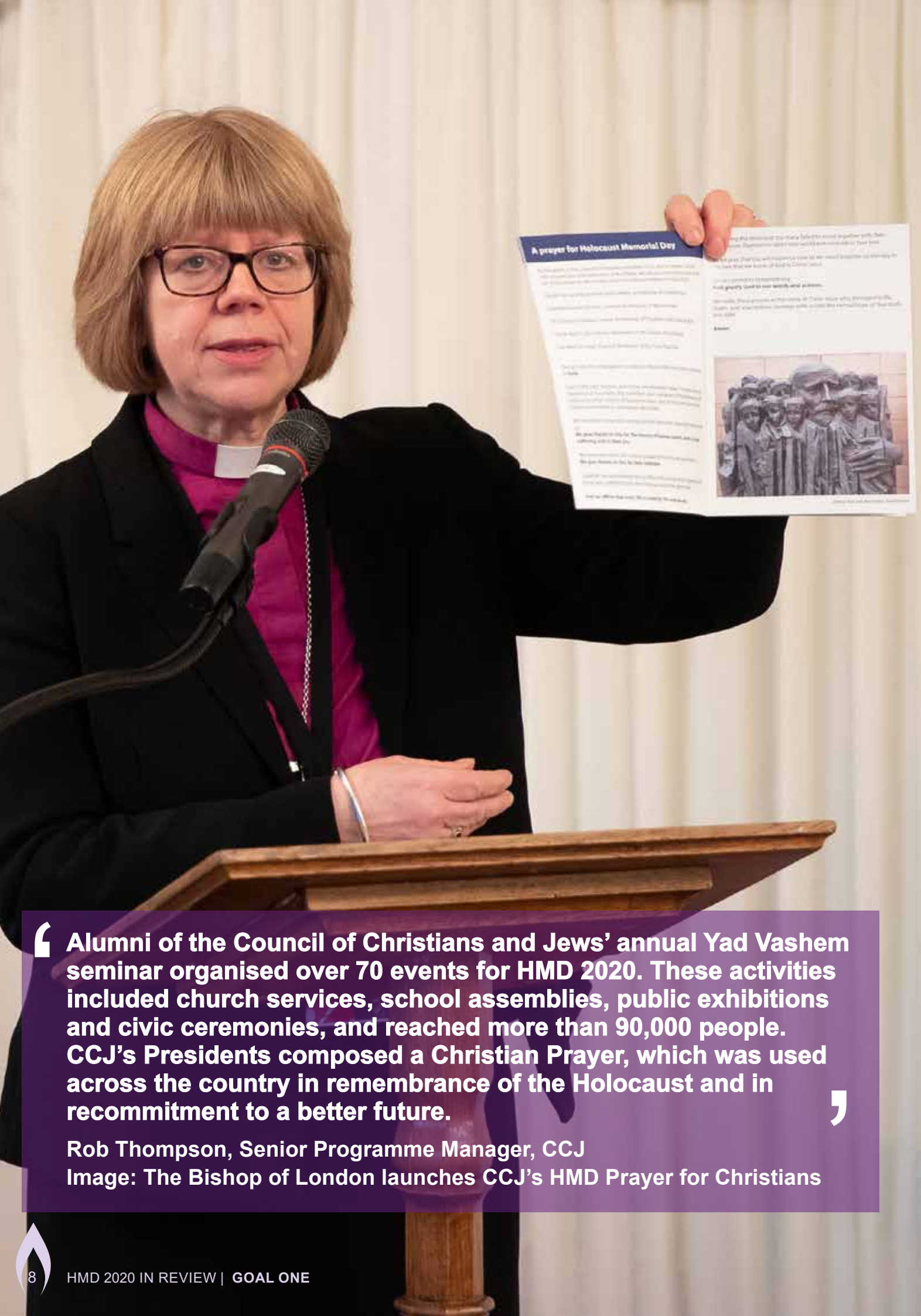


**1.2 Million** people watched the UK Ceremony for HMD 2020



**1,422** print and online articles featured HMDT (up from 1,214 in 2019)





Alumni of the Council of Christians and Jews' annual Yad Vashem seminar organised over 70 events for HMD 2020. These activities included church services, school assemblies, public exhibitions and civic ceremonies, and reached more than 90,000 people. CCJ's Presidents composed a Christian Prayer, which was used across the country in remembrance of the Holocaust and in recommitment to a better future.



Rob Thompson, Senior Programme Manager, CCJ  
Image: The Bishop of London launches CCJ's HMD Prayer for Christians

# SOCIAL MEDIA

I #StandTogether with others to remember

## BALINT WAMOSCHER

Born in 1895.  
Lived in Fulek.  
Murdered by the Nazis for being Jewish.



For HMD 2020 we asked people to #StandTogether with others to remember individuals who were murdered by the Nazis. Thousands of people took part in our Stand Together project, using their Twitter or Facebook accounts to share the name and details of someone who was murdered.

As the names of people were shared, many of them appeared on our online Memorial Wall, as a moving and inspiring picture of thousands of people standing together in remembrance.

We released five films to engage people in the project, each featuring survivors or relatives remembering family members who were murdered by the Nazis.

In addition to this, our *What is HMD* film was viewed over 900,000 times.

Watch how we lit up Paddington station and shared stories of holocaust victims to mark #HolocaustMemorialDay as part of @HMD\_UK's #StandTogether project of remembrance.

3:27 PM · Jan 27, 2020 · Twitter Web App

20 Retweets 56 Likes



### United Kingdom trends

1 - Trending  
**#HolocaustMemorialDay**  
Trending with #HMD2020, #StandTogether



## 1.5m views of HMD films

released to mark HMD 2020

 @HMD\_UK     @HMD.UK



# NATIONAL AND REGIONAL CEREMONIES

On 27 January people came together to mark Holocaust Memorial Day 2020 with ceremonies in England, Scotland, Wales and Northern Ireland.



Junior Minister, Gordon Lyons; survivor of the Holocaust, Tomi Reichental; and Junior Minister, Declan Kearney.

## Northern Ireland

‘The horror that is the Holocaust is as sadly relevant today as it ever was. Our remembrance needs to be active, vocal and determined. Holocaust Memorial Day allows for precisely this.’

Fionnuala Jay-O’Boyle CBE, Lord Lieutenant for the County Borough of Belfast, in her closing reflection

## Wales

‘It was wonderful to participate in the Holocaust Memorial Day event in Cardiff City Hall at which the diverse communities of South Wales were so well represented and stood together in common purpose. Fine choral and chamber music made an outstanding Welsh contribution. The events further afield in Wales were an inspiration to me and the engagement by school pupils was especially heartwarming.’

Dr Martin Stern, a survivor of the Holocaust, who gave testimony at the ceremony in Wales

## Scotland

‘This year is particularly poignant as we observe the 75th anniversary of the liberation of Auschwitz and 25 years since the genocide in Srebrenica. The theme for this Holocaust Memorial Day – Stand Together – highlights the importance of our collective societal responsibility to stand against hatred and prejudice and to promote strong, inclusive and respectful communities.’

Nicola Sturgeon, The First Minister of Scotland



Janine Webber, survivor of the Holocaust, Nicola Sturgeon, The First Minister of Scotland and Hasan Hasanović, survivor of the Genocide in Bosnia.

## UK

‘All of today’s events, be they here in the UK, Europe or further afield should remind us of the importance of our collective responsibility in uniting against the ongoing dangers of unchecked hatred, racism and anti-Semitism. If history has taught us anything it’s the terrible consequences of indifference to the persecution of others.’

Huw Edwards, narrator of the UK Ceremony for HMD 2020



HRH The Duke of Cambridge speaking at the UK Ceremony for HMD



Dr Martin Stern MBE at the HMD Ceremony in Wales  
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Find out more at:  
[hmd.org.uk/ukceremony](https://hmd.org.uk/ukceremony)



## GOAL TWO

To support individuals and organisations across the UK in marking Holocaust Memorial Day

Wirral Borough Council HMD event © Paul Frost

### What we've done

- 17,000 local HMD activities (up from 10,000 activities in 2019), organised by around 4,500 organisations which were supported by HMDT
- 67% of local authorities in the UK marked HMD (up from 50% in 2019)
- We engaged tens of thousands of young people through partnerships with national youth agencies including Scouts, Girlguiding and NUS
- In addition to general support, we worked with schools and local authorities in eight integration areas across the UK, increasing participation in areas with low social cohesion

### What we'll do

- We will continue to increase the number of organisations marking HMD, with a focus on local authorities and schools
- We aim to ensure that all local authorities mark HMD annually by 2022
- We aim to increase the number of national youth organisations we work with, for example sports and faith groups

**260,000 About HMD booklets distributed up from 115,000 in 2019**



### Case study: Pennington Junior School, Hampshire

‘Taking part in HMDT’s 75 Memorial Flames project has brought so many in our community together. The ideas of one year 6 student, Kiara, have had so many great ripples here, helping us all see how each of us really can make a difference.

Within the Junior School we have now created a new school vision board about valuing the rich diversity within our school. We made a large display and used it to talk about what it means to stand together and be a school where each child can grow and flourish, seeing all our differences as rich strengths for the community.

Inspired by the theme ‘Stand Together’, we are now looking at how we can improve community spaces and facilities, in an area with significant issues of deprivation. We are working on plans to create a community hub, to open up support and connection, to help the whole community to support each other and flourish.’

Rev Rachel Noel



# HMD ACTIVITIES

In cities, towns and villages across the UK more than 17,000 activities took place to mark HMD, delivered by 4,500 organisations. In schools, libraries, prisons, cinemas and more, people came together to learn from genocide, for a better future.

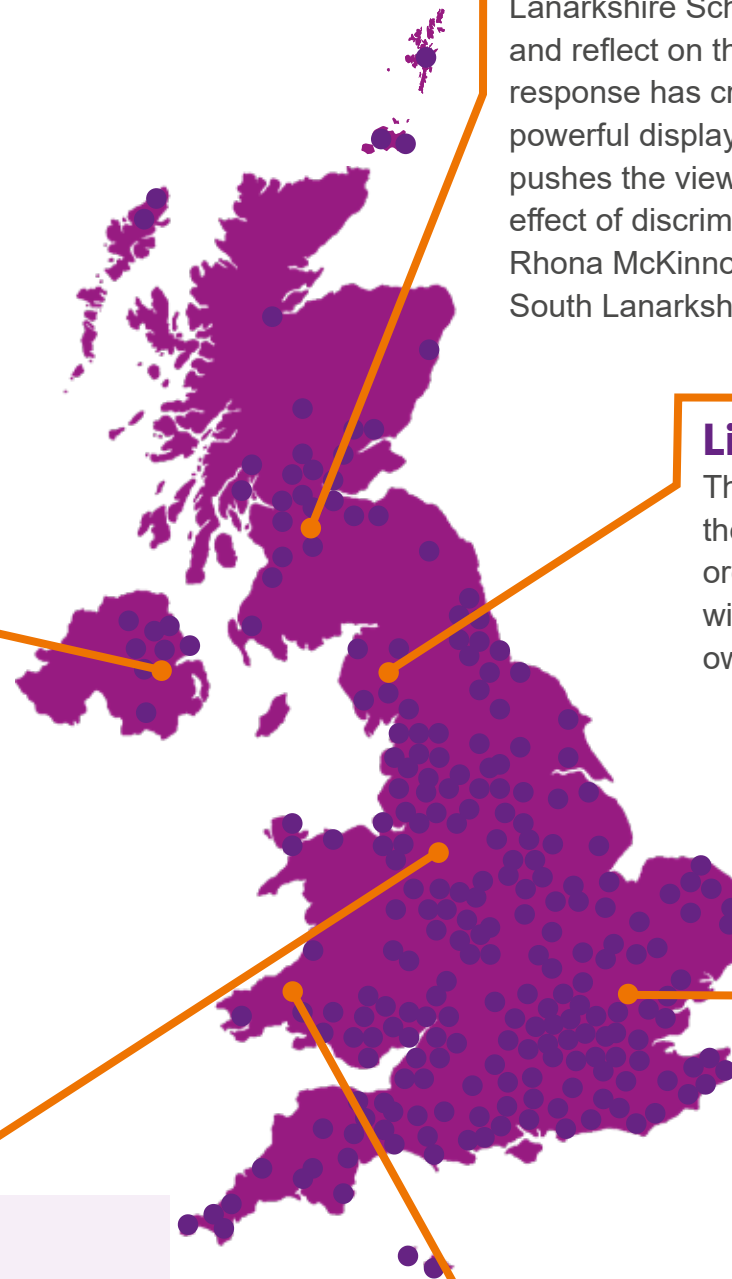


**Belfast LGBT Centre, The Rainbow Project, Cara-Friend and Here NI** organised an annual LGBT Holocaust Memorial and Act of Remembrance at Belfast City Hall. Adam Murray, Community Development Manager and Office Manager at Cara-Friend said 'Each year our HMD activity includes a guest speaker, poetry, and prayer, and a reminder that we must always be vigilant and united against hate and prejudice. This gives LGBTQ+ community members a space to remember those LGBTQ+ victims who were condemned to death simply for being different.'

## Case study: Birches Head Academy

Teacher Rebecca Conn-Pearson held assemblies exploring the theme, and staff delivered sessions. In lessons, students discussed HMDT's life stories and poetry written by survivors, generating insightful comments about ethics and morality. Teachers noted the empathy with which they explored the life stories. The school also held their own 'Memorial Flames' competition.

Students attended a workshop for the wider community delivered by Rebecca, enabling learners from several Stoke-on-Trent schools to reflect on the Holocaust. All the school's activities culminated in a commemorative event at Port Vale FC's home fixture dedicated to HMD. Students are now ambassadors for Holocaust education in their schools, providing a legacy for future students.



## Low Parks Museum and local schools

'Stand Together provided pupils from three South Lanarkshire Schools the opportunity to research and reflect on the Holocaust and genocide. Their response has created a thought provoking and powerful display at Low Parks Museum which pushes the viewer to think about the catastrophic effect of discrimination, prejudice and hate.' - Rhona McKinnon, Assistant Museums Officer, South Lanarkshire Leisure and Culture



## Libraries in Cumbria

There were displays in each of the county's libraries and some organised creative sessions, with participants making their own Memorial Flames.



**Razed Roof** is a group that includes people with learning difficulties and disabilities. They devised two short pieces connected to the theme of Stand Together and performed them at Harlow Council's HMD Event.



**Llanpumsaint Church** held a multifaith HMD service and since then has continued to forge links with the wider community and to celebrate difference. Rev'd Gaynor Jones-Higgs said 'Merlin's Explorer Scout unit who participated in the service have been inspired to reflect more on the Holocaust and will be visiting the National Holocaust Centre and Museum in Nottinghamshire in April 2020.'



Explore our activity map:  
[hmd.org.uk/activities](https://hmd.org.uk/activities)



# 75 MEMORIAL FLAMES

**Hundreds of groups from across the UK took part in 75 Memorial Flames – our exciting arts project which commemorates the 75th anniversary of the liberation of Auschwitz-Birkenau.**

In schools, libraries, faith and interfaith settings, prisons and community groups, people of all ages and backgrounds came together to learn more about the Holocaust before creating their own Memorial Flame to mark this year's landmark anniversary.

In November a panel of experts met to review all the artworks. They selected 75 Memorial Flames which were brought together to form a special exhibition which was launched at the UK Commemorative Ceremony for HMD.

The exhibition will tour the country throughout 2020, starting in Cardiff in March.



**'There has been a deep enthusiasm to go deeper into learning about the Holocaust, with many students doing further research and planning to attend a poetry writing session to explore the Holocaust and its human cost further.'**

Durham High School



Gosport Voluntary Action



South Shropshire Interfaith Forum



Good Space, Newcastle upon Tyne



HMDT Trustee, Amanda King admires a Memorial Flame made by Tourquay Boys School

**'The project developed my historical knowledge and understanding of the past, deepening my wish to work towards a positive future together not repeat our past mistakes.'**

**Doing the project has helped me to have quiet moments of reflection which has made my beliefs in human equality all the stronger. It is so important to remember what happened in the past so that we learn and try to stop such cruelty ever happening again. We all have a part to play, no matter how small. This is our group's way of remembering those who died and suffered and we hope our work shines a light for the future.'**

Crafty Ladies, Skipton



Crafty Ladies, Skipton

**'Taking part in the 75 Memorial Flames project has been fantastic for us. As a group of people, we reflected on what it is to come together to make something. Doing this has been great in thinking about being there for each other.'**

Claire, Good Space, Newcastle upon Tyne



Dowlais Visual Arts Group; Mark Drakeford AM, First Minister of Wales; and Olivia Marks-Woldman, Chief Executive of HMDT, at the opening of the 75 Memorial Flames exhibition in Cardiff

**'This collaborative project brought members of the community from different backgrounds together, and reminded us of what is truly important. We learned about the stories and experiences of those directly affected by the Holocaust, some our own relatives, and agreed that remembering these events is important for all of us, as we cannot allow fellow human beings to be subjected to such atrocities. We reflected on the danger of taking peace and freedom for granted; these must be cultivated and protected by all, for all.'**

Gosport Voluntary Action

**'For me as the lead on this project I feel very privileged to have had the chance to take part. Living in a rural area there is often a sense of isolation and to have the chance to meet with like minded people and in a small way be helpful has been a wonderful experience.'**

Rochelle Russell, South Shropshire Interfaith Forum

See all 75 Memorial Flames at:  
[hmd.org.uk/75memorialflames](http://hmd.org.uk/75memorialflames)



## 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**

### What we've done

- Our Stand Together online project increased understanding of the experiences of individuals persecuted by the Nazis, with thousands of people sharing the names of those murdered on social media
- We increased knowledge of the experiences of Roma people by marking the 75th anniversary of the liquidation of the 'gypsy camp' at Auschwitz, supporting a new exhibition at the Wiener Holocaust Library and through social media content
- Our 75 Memorial Flames exhibition saw hundreds of groups learn about the experiences of Jewish people during the Holocaust, with 75 artworks chosen to form a unique national exhibition

### What we'll do

- We will employ greater use of artefacts within our resources and in HMD commemorations in order to increase in depth knowledge of the history of the Holocaust, Nazi Persecution and more recent genocides
- We will identify ways to extend our use of archived survivor testimonies taken over the past 75 years to share the many different experiences of those who were persecuted
- We will enable people to sensitively examine parallels and resonances between the Holocaust, Nazi Persecution and more recent genocides

Members of HMDT's survivor consultative groups who signed an open letter calling on everyone, particularly MPs and Peers, to consider the impact of their words



## GOAL FOUR

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

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

Actress Georgina Campbell at the UK Ceremony for HMD 2020, reading the testimony of Hansu Mala, a Rohingya refugee who fled persecution in Myanmar

### What we've done

- We increased knowledge of the persecution of Rohingya Muslims in Myanmar and Uighur Muslims in China, through the UK Ceremony, our media work and social media content
- We challenged people to understand, and take action against, identity-based prejudice in the UK, through resources, online content and partnership work

### What we'll do

- We will increase knowledge of more recent genocides, for example by marking anniversaries throughout the year, including the 25th anniversary of the genocide in Srebrenica (July)
- Using our position as a member of the UK delegation to the International Holocaust Remembrance Alliance (IHRA) we will contribute to efforts to counter distortion of the Holocaust and genocide
- Our resources for HMD activity organisers will continue to challenge participants to contribute to a more compassionate society
- We will continue to work collaboratively with organisations tackling hate in the UK, including CST, Tell MAMA and others

**Stevie and Jimmy have helped others learn about the Holocaust. This for Jimmy was one of those defining moments on his journey through imprisonment where he's started to really focus on other people and less about himself.**

Gary Milling, Governor of HMP Magilligan

Image: Visitors in the Holocaust exhibition created by a group, including Stevie and Jimmy, at HMP Magilligan, Northern Ireland







**To mark Holocaust Memorial Day, Paddington Station was lit up in purple and films were played to share the experiences of Holocaust survivors with commuters.**

### Case study: HMP & Youth Offenders Institute Polmont, Scotland

YOI Polmont ran a 14 week learning programme on the Holocaust. Each boy chose a name from the Stand Together project and held a minute's silence. They also had a discussion on identity-based persecution in which they concluded it is wrong to discriminate on race or faith. This resulted in a positive change in the group, with the tutor noting a more inclusive and supportive attitude in the classroom.

The group then planned their own event. They sent invites to staff, wrote speeches and gave a presentation on the Holocaust, which had a significant impact as many of the young people previously had little or no knowledge of this topic.

## GOAL FIVE

### To be a financially sound, effective organisation

#### What we've done

- We have continued to deliver the Government's aims for HMD, through our longstanding relationship with the Ministry for Housing, Communities and Local Government (MHCLG)
- We diversified our income to extend our reach, with significant grants from the Scottish and Welsh Governments, and unrestricted donations
- We maximised our resources to support more HMD activity organisers than ever before, through free materials and expert guidance from HMDT staff

#### What we'll do

- We will continue our relationship with MHCLG to ensure collective commemorations for HMD
- In 2020/21 we will develop the infrastructure to support our fundraising efforts

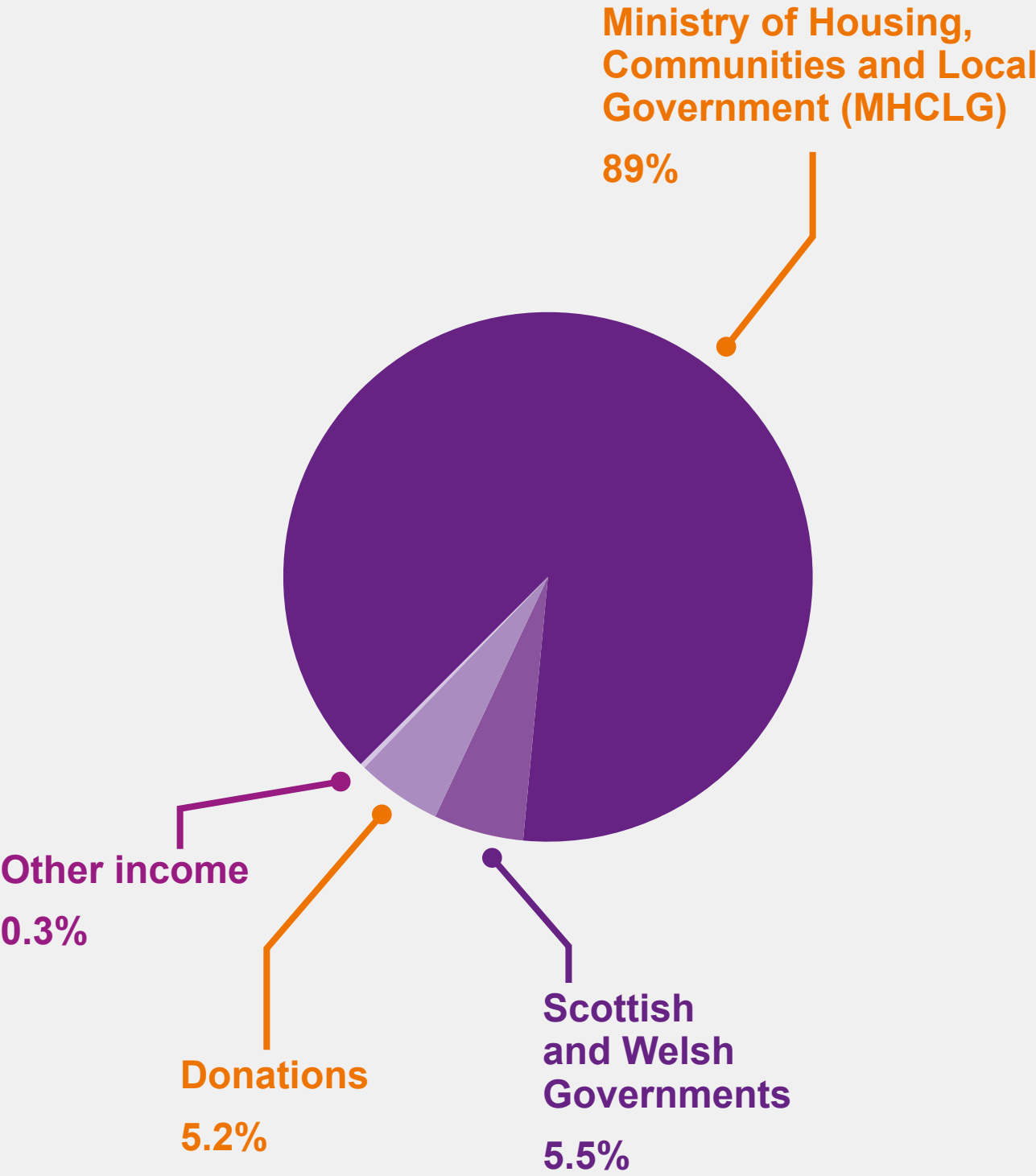


HRH The Duchess of Cambridge meeting survivors of the Holocaust and more recent genocides at the UK Ceremony for HMD 2020



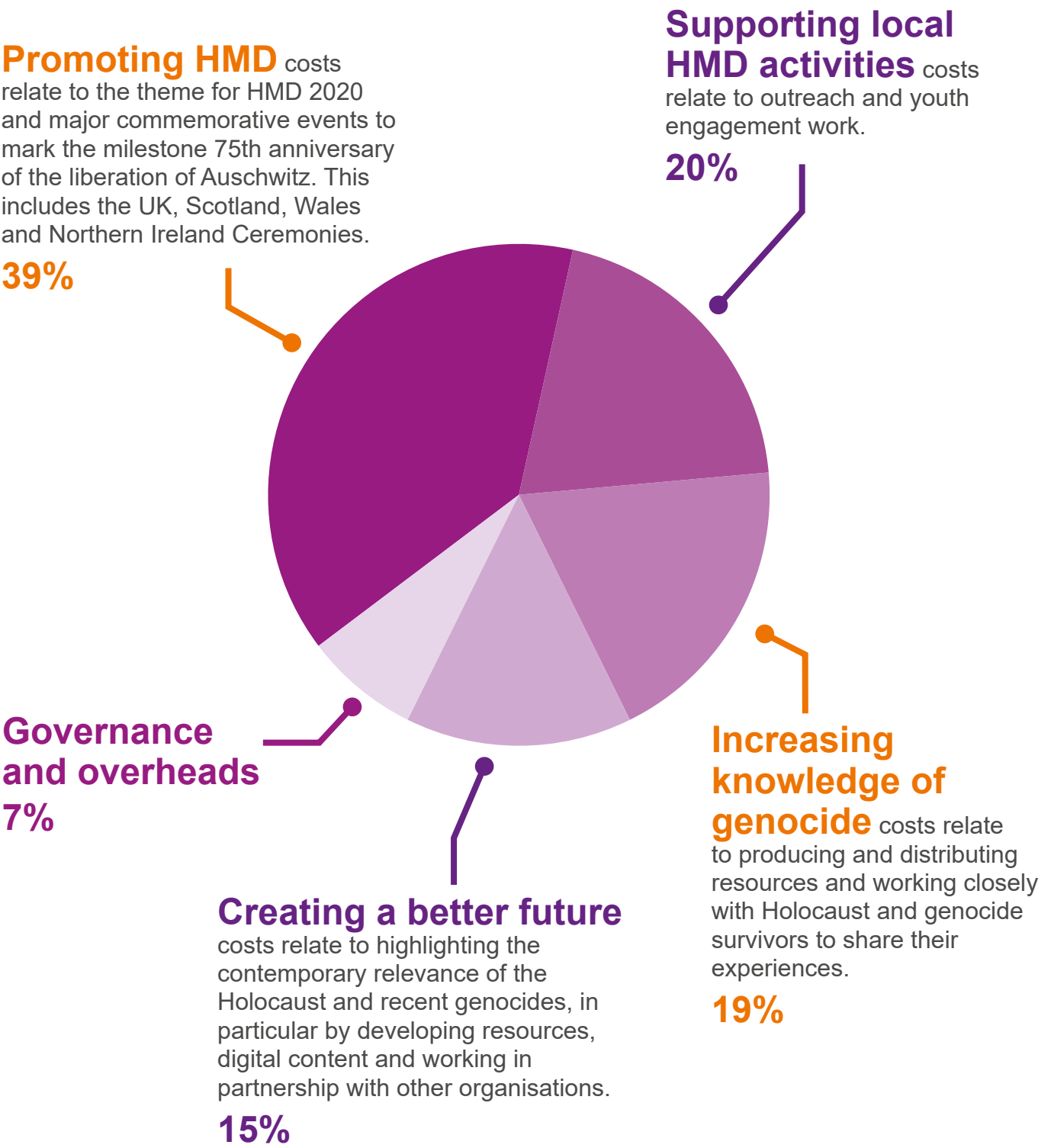
# INCOME

Income April 2019 to March 2020.



# EXPENDITURE

Expenditure April 2019 to March 2020.






# THE GROWTH OF HMD

Since Holocaust Memorial Day (HMD) was established in 2000, millions of people have learned about the Holocaust and genocide, and many have gone on to take actions to create a better future.

2000


46 governments from across the world sign the Stockholm Declaration, and 27 January is established as HMD, an international day of commemoration



Representatives from around the world at the signing of the Stockholm Declaration, © International Holocaust Remembrance Alliance

2001


The first HMD takes place in the UK, run by the UK Government, and organised through the Home Office




Home Office

2005

HMDT is registered as a charity, funded by the Home Office, and takes over responsibility for promoting and supporting HMD in the UK




HRH The Queen at the UK Ceremony for Holocaust Memorial Day 2005, © Deryc Sands



Trustees at the HMDT launch

2006


266 HMD activities take place in the UK



Jewish Free School Choir at the Mayor of London's HMD event, 2006

2007


The Department for Communities and Local Government (now MHCLG) takes over funding of HMDT's work



Department for Communities and Local Government

2010


758 HMD activities take place in the UK



UK Commemorative Ceremony for HMD 2010

2015


3,600 HMD activities take place in the UK



2nd Cliffe Woods Brownies marking HMD 2015

2016


The Prince of Wales succeeds The Queen as the Patron of HMDT



HRH The Prince of Wales with survivors at a reception in 2017


2020

17,000 HMD activities take place across the UK, delivered by 4,500 organisations



HMD 2020 Theme Launch event

We mark 75 years since the liberation of Auschwitz-Birkenau



UK Commemorative Ceremony for HMD 2020

Image: © Paul Frost

## Case study: Wirral Borough Council

Wirral Borough Council planted a tree in Birkenhead Park with a memorial plaque. They chose a silver birch tree, as 'Birken' means 'birch' in German, and the names of both Birkenau and Birkenhead are derived from birch trees which grow there. In the evening, 75 lanterns were lit around the boat pond in Port Sunlight Park. Around 400 people took part, including the Mayor, young people and local faith leaders.

The Mayor of Wirral, Cllr Tony Smith, said: 'It was really encouraging that so many people came together in Port Sunlight to remember all those who were killed or suffered Nazi Persecution.'

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# THANK YOU



Sheku and Braimah Kanneh-Mason performing at the UK Commemorative Ceremony for HMD 2020

## With thanks to our funders:



And to all those who have made donations to our work this year.

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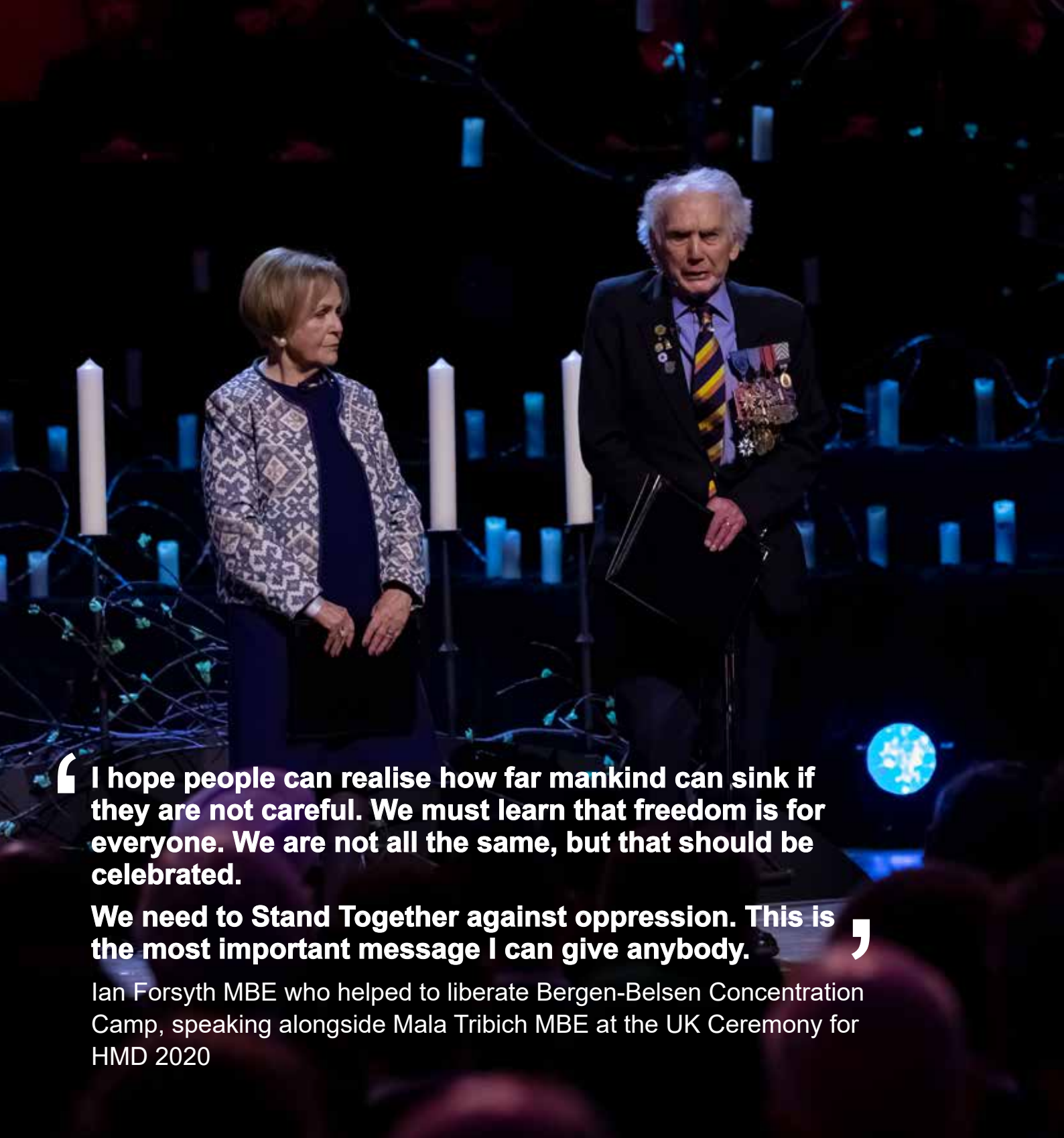
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**“ I hope people can realise how far mankind can sink if they are not careful. We must learn that freedom is for everyone. We are not all the same, but that should be celebrated.**

**We need to Stand Together against oppression. This is the most important message I can give anybody. ”**

Ian Forsyth MBE who helped to liberate Bergen-Belsen Concentration Camp, speaking alongside Mala Tribich MBE at the UK Ceremony for HMD 2020



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Holocaust Memorial Day Trust  
is supported by



**Ministry of Housing,  
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