## HOLOCAUST MEMORIAL DAY 2021

**IN REVIEW** 



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Learning from genocide – for a better future

**DAY TRUST** 



OUR GOALS

We've shaped this review document around our five organisational goals:



To commemorate and increase knowledge of the Holocaust, Nazi Persecution and subsequent genocides, illustrated by the experiences of people who were persecuted

**Our mission – learning from** genocide for a better future resonates so loudly today. As misinformation, health concerns and money worries heighten tensions, the very fabric of our humanity appears vulnerable. Lessons of the past remind us that division can escalate unspeakably quickly, that civilisation is fragile, and we are its guardians.

Genocide never just happens. It starts when prejudice is left unchallenged and divisions are exploited. Today, the tensions created by coronavirus can be used to scapegoat minorities, making identity-based hostility more likely. This is why, on Holocaust Memorial Day (HMD), we remember those who were murdered for who they were; and stand firmly against hatred and intolerance.

And so it was profoundly encouraging especially in the darkness of January 2021 to see the whole nation come together for this year's HMD. We couldn't gather in person, but we found ways to unite in spirit as households, including No 10 Downing Street, placed candles in their windows at 8pm on HMD.

Organising the UK commemoration event amid the tragedy of coronavirus, we learnt one of the most uplifting truths about our work there are things that even a global pandemic can neither pause nor cancel. The work of active remembrance continues in our hearts. words and deeds - as we choose to learn from genocide for a better, safer future.

We are deeply heartened by the support we continue to see from the British public. Our mission, more urgent than ever, continues as does our commitment to it.

#### Laura Marks OBE and Olivia Marks-Woldman OBE

Image: Olivia Marks-Woldman OBE, Chief Executive of Holocaust Memorial Day Trust (HMDT) (left), Laura Marks OBE, Chair of HMDT Trustees (right)

To enable others to work towards a better future by persecution

To enable a national sense of collective commemorations for Holocaust Memorial Day

To be a financially sound, effective organisation

### promoting a society free from identity-based hostility and

#### To support individuals, organisations and communities across the UK to mark HMD profoundly and meaningfully

# PERSECUTION TOD

On Holocaust Memorial Day, we stand in solidarity with those facing identity-based persecution right now. We speak up about the suffering of Uyghur Muslims in China and Rohingya Muslims in Myanmar. And we also know that closer to home there are individuals and communities facing hostility because of who they are.



Jewish people always want sympathy for something that never happened to them. #holohoax the biggest lie in modern time

4:53 AM · Jul 13, 2020 · Twitter for iPhone

105,090 hate crimes were recorded by the police in 2019/20 in **England and Wales\*** 

> In 2018 the UN heard evidence that up to **one million** Uyghur Muslims were being detained in 're-education camps'

Crimes linked to race and religion rise in **England and Wales** 

Black Lives Matter and far-right cou



Quite frankly terrifying': How the OAnon conspiracy theory is taking root in the UK

\* Excludes Greater Manchester police. Source: Home Office report - Hate crime, England and Wales, 2019/20 Top image: Rohingya refugee camp in Cox's Bazar, Bangladesh © UN Women/Allison Joyce (CC BY-NC-ND 2.0)

### **OUR IMPACT**

Despite the restrictions of coronavirus, we've worked hard to make sure people were still able to mark HMD. Tens of thousands of people tuned in to watch the UK Ceremony for HMD, and 2,800 organisations held more than 3,500 local HMD activities.

'I have been completely blown away today, as I educated my children I found I was also educating myself. 32 years old and I have never Known about the Holocaust, or in fact many of the other things included in the ceremony. Thank you for opening my eyes, and helping me to shed a little light for my children ... An amazing opportunity and a chance to be included in a time when

it is so easy to feel excluded.

Hannah Jones, UK HMD Ceremony viewer

"My neighbour saw me put a candle in my window and asked me why. When I told him, he went inside and did the same. It was a heartfelt moment."

Lisa Benham, Light the darkness participant and UK HMD Ceremony viewer

'It's always challenging to hear someone's first account of what happened, but makes me determined to continue telling the story.'

Rev Ann Lett, HMD activity organiser and attendee

'This was the first time I had participated, albeit only through watching online. Needless to say, it was very moving (as well as educational) and it meant a lot to me to be able to take part in a moment (lighting the candle at opm) when I Knew so many other people were doing so."

Claire, Light the darkness participant and UK HMD Ceremony viewer

'I will do more to help those in need.' Dave Lukes on actions he'll take as a result of watching the UK HMD Ceremony

### **GOAL ONE**

To commemorate and increase knowledge of the Holocaust, Nazi Persecution and subsequent genocides, illustrated by the experiences of people who were persecuted

### Here are some of our highlights from the past year:

HMD is a time for people across all walks of life to come together. As this was not possible during the pandemic, we developed a range of resources that helped people hold interactive events online: for example, virtual cook-alongs, book clubs, poetry writing.

We are endlessly inspired by survivors of genocide. Survivors we work with, including elderly Holocaust survivors, have shown amazing resilience by quickly learning online skills. We supported survivors to give testimonies online: educating young people, speaking at local HMD events and taking part in the UK Ceremony.

We developed life stories of people affected by the Holocaust or genocide that will enable their experiences to be shared via videos and other formats online, including on social media. We supported wide media interest and enabled survivors to share their experiences across national and local media, including in The Observer, on the BBC, ITV and Sky.

Throughout the year, we have made several educational videos for social media. This includes films about the genocide in Bosnia, the liberation of Bergen-Belsen concentration camp, survivors' reflections on the Nuremberg trials and on Nazi persecution of different groups.



'Without the generous and caring support of very many individual people we, and the other ten thousand child refugees of that time, might not have survived the terror. We wouldn't be here.'

**Bob Kirk BEM,** Kindertransportee, speaking in an HMDT social media video about his experiences and those of his wife, Kindertransportee, Ann Kirk BEM

Image: Bob and Ann Kirk at the Jewish Museum, London; © Jewish Museum, Photographer Jon Holloway





hmd.org.uk



To enable others to work towards a better future, by promoting a society free from identity-based hostility and persecution

#### Here are some of our highlights from the past year:

For Hate Crime Awareness Week in October 2020, Fiyaz Mughal OBE, founder and former Director of Tell MAMA and Faith Matters, reflected on the darkness of online hatred.

Professor Dan Stone shared his thoughts on whether it is possible to compare the Holocaust to other genocides in an interview that we shared on social media in October 2020.

We heard from four inspirational young people about their passion and drive to work towards a better future, at our event in November 2020 to celebrate the contribution of young people to Holocaust and genocide education and commemoration.

On Genocide Prevention Day, 9 December, we spoke to Rahima Mahmut, a member of the Uyghur community and representative for the World Uyghur Congress, about the persecution that Uyghur Muslims in China are currently facing. The conversation was shared widely on social media to raise awareness.

We have worked with organisations including Yet Again, a youth led initiative, who wrote a blog for us in January 2021, shedding light on the persecution of Yazidis.

Our Chief Executive, Olivia Marks-Woldman, wrote blogs on the widespread genocide denial that still exists in Bosnia today, on why the Holocaust is a contemporary issue and about Justice and its impact today.

Olivia also wrote in the Metro about the suffering of the Uyghur Muslims, and the Jewish News published another opinion piece by Olivia and Dr Kate Ferguson, Co-executive Director of Protection Approaches, on the persecution of Uyghur Muslims in China.



'As for me being a Wyghur, my heart aches as it feels the sorrow and pain when thinking of the horrors that my people are enduring.... But I refuse to drown with despair; I choose to find meaning in life by doing whatever I can to raise awareness, and campaign for the freedom of my people. I believe with the help of mankind my people. will be free. my people will be free.'

#### An extract from Rahima Mahmut's guest blog, Save my people before it's too late

Image: Uyghur Muslims arrive to pray at the graves of loved ones at a local shrine and cemetery on the morning of a Muslim holiday, Xinjiang province, China, 2016. © Getty Images / Kevin Frayer / Stringer

### **GOAL THREE**

#### To enable a national sense of collective commemorations for **Holocaust Memorial Day**

#### Here are some of our highlights from the past year:

Holocaust Memorial Day 2021 was like no other. As we couldn't bring people together physically to mark the day, we organised our first ever online Ceremony. The UK Ceremony was watched by tens of thousands of people.

Holocaust survivors were joined by survivors of more recent genocide to speak at the UK Ceremony for HMD.

The Ceremony was narrated by BBC's Naga Munchetty and featured our Patron, HRH The Prince of Wales, The Prime Minister, Rt Hon Boris Johnson MP, The Most Revd Justin Welby, Archbishop of Canterbury and many other senior political, religious and celebrity contributors.

There were many firsts in 2021. For the first time in the history of HMD, we created a national moment to 'Light the darkness'. At 8pm on 27 January people across the UK placed candles in their windows to remember those who were murdered for who they were; and to stand against prejudice and hatred today.

We worked with Premier League football clubs: in the lead up to the national moment, footballers called on the nation to unite and Light the darkness.

As the national moment took place, we coordinated more than 50 iconic landmarks and over 2,000 billboards across the UK to light up in purple for the national moment. This included Houses of Parliament, London Eye, Wembley Stadium, Natural History Museum, The Lowry in Manchester, Cardiff City Hall, Edinburgh Castle and many more.

We worked with Twitter to develop a new global emoji for HMD – a candle with a purple flame.

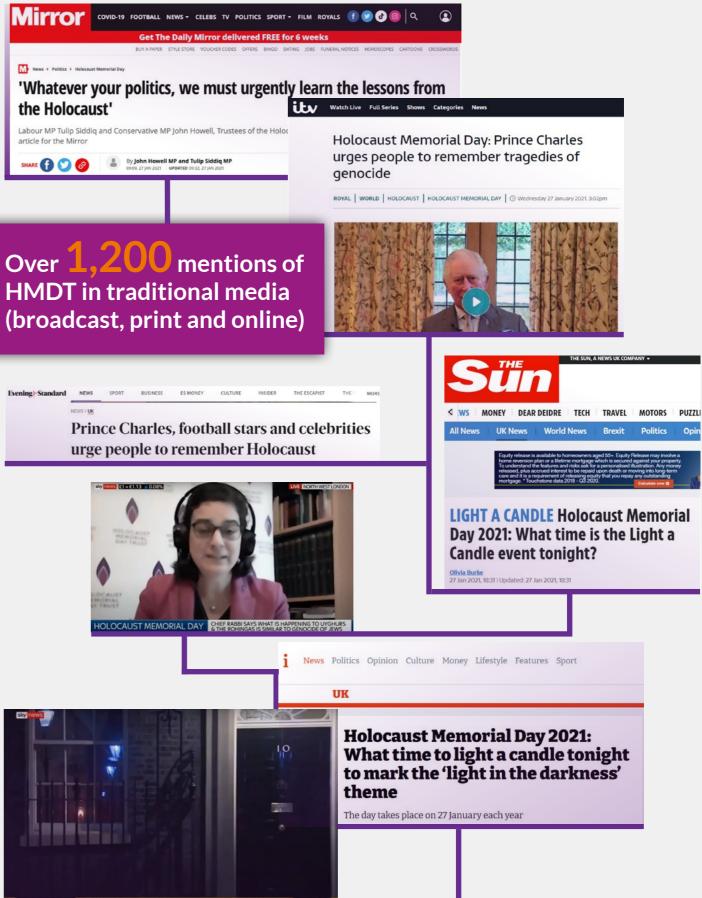
We worked with Royal Mail, who ran a special postmark for HMD 2021, called Light the Darkness.

Wales and Scotland held their first digital HMD Ceremonies that were watched by thousands of people online.

'The hard bit is to say that even in the midst of memory about events that stain the very core of humanity and decency, the memorial was full of light and generosity. It recognised both our history and what others have suffered with such depth of feeling. I am génuinely moved."

Audience feebdack on the UK Ceremony for HMD 2021

### GOAL THREE MEDIA COVERAGE





### **GOAL THREE NATIONAL CEREMONY**





'I found the event to be very moving and powerful and thoughtful and reflective. I learned why it's important we still remember the Holocaust and other genocides every year and that we must do our bit to prevent a future genocide.

I found the candle lighting to be an extremely powerful moment. Although I was alone lighting it in my house I felt like I was with others at the time lighting our candles and promising to never forget those lost in the Holocaust and other genocides.'

Jack Thurlow, UK HMD Ceremony viewer and activity organiser

Image: Chineke! Orchestra performed socially distanced at the Ceremony

Images of the UK Ceremony for HMD 2021 (clockwise from top left): Presenter, Naga Munchetty, narrates the Ceremony; Staff at Haematology Day Unit, NHS Guy's Hospital, join the Ceremony; The 1st Aviation Brigade at Wattisham Airfield join the Ceremony; Bear Grylls narrates the film 'pre-war life'; The Prime Minister, Rt Hon Boris Johnson MP, is joined by political and faith leaders to read the poem 'We Remember Them'.

### **CASE STUDY: OXFORD UNIVERSITY**

Students at Oxford University curated a series of 14 online events. The Oxford Holocaust Memorial Lecture Series 2021 featured an inspiring and diverse range of events, including survivor testimonies, academic discussions, expert panels and group workshops. Each event was led by a young person. Delivering the lectures online opened the series to a global audience with people joining from across the UK, Israel, the United States, Italy, Germany, China, Russia, and South Africa and reached nearly 500 people.





### **GOAL THREE LIGHT THE DARKNESS**

COVID-19 Trending News Sports En **United Kingdom trends** #LightTheDarkness 🐣 Light a candle at 8pm on Holocaust Memorial Day Promoted by Holocaust Memorial Day Trust 1 · Politics · Trending #HolocaustMemorialDay 🐣 🔮 Holocaust Memorial Day Trust 🕗 51m Today is #HolocaustMemorialDay 🛔 , when we remember all those affected by the Holocaust and genocide and take action to create a better future together. Trending with #HMD2021

### #LightTheDarkness **Twitter trend impressions**



The Prince of Wales and The Duchess of Cornwall 🥝 ... Jan 27 "This is our time when we can, each in our own way, be the light that ensures the darkness can never return."

On #HolocaustMemorialDay, we remember all those who died during the Holocaust and other genocides.

#### #LightTheDarkness #HMD2021



1] 1.4K







"We have a responsibility to help our young players understand that they are part of a far bigger world."

Well said, @Mertesacker 💗

#HolocaustMemorialDay 🛓 @HMD\_UK | #LightTheDarkness 🛓



Academy players mark Holocaust Memorial Day arsenal.com

















### **GOAL THREE LANDMARKS LIGHT UP**

Over 50 iconic landmarks and over 2,000 billboards across the UK lit up in purple as an act of solidarity.

Here are a selection of photographs that capture this powerful moment. View our full gallery: hmd.org.uk/landmarks

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St Andrew Square, Scotland





Salford Quays Millenium Footbridge, Manchester © Emma Phillipson

London Eye © Justin Grainge

### **GOAL FOUR**

To support individuals, organisations and communities across the UK to mark HMD profoundly and meaningfully

### Here are some of our highlights from the past year:

Despite the impact of the pandemic on local communities, we were inspired by the commitment to HMD. We supported 2,800 organisations holding HMD activities across the UK, including over two thirds of all local authorities.

We created special resources to help online commemorations: 'HMD Together', a range of interactive and creative resources. This included Create Together – a group art activity, Read Together – a virtual book club activity and Remember Together – a virtual ceremony resource pack.

Engaging young people is crucial. 58% organisations marking HMD reached young people. This included 1,379 schools and 265 youth related organisations.

We continued our focus on eight areas in the UK with low social cohesion, and successfully encouraged 48 schools in these areas to mark HMD.

Our youth photography competition, **Light up the darkness**, attracted 400 entrants from our networks and from our partner organisations, Scouts, Girl Guiding, National Union of Students and Union of Jewish Students. Our expert panel of judges was chaired by Labour MP, Tulip Siddiq, and included photographer and director, Rankin, and sculptor and Holocaust survivor, Maurice Blik. We invited young people, aged 14-25, to submit a photo which celebrated the people, groups, places and objects which bring us and others light in times of darkness.

'It was so fantastic to see how they harnessed the power that photography can have to conceptualise their feelings and thoughts around the theme.' Rankin, Light up the darkness photography competition judge

'H has been invigorating to see the ingenuity and originality of these young people's imagery.' Maurice Blik, Light up the darkness photography competition judge

### CASE STUDY: THOMAS ASHTON SCHOOL

Thomas Ashton School continued its yearly Holocaust memorial art project in 2021, despite the difficulties posed by remote learning. This year the school, along with other special schools in Tameside and a care home, created the 'Tree of Light' memorial. Each participant dedicated a glow-in-the-dark star on the tree, designed to fit this year's theme. Every star had a number, which highlighted the story of someone who helped or rescued those who were persecuted during the Holocaust. A book detailed all the names of pupils involved and the names of those honoured on the stars.



### GOAL FOUR HMD ACTIVITIES

Across the UK, 2,800 organisations held one or more events to mark HMD and brought people together to learn from genocide for a better future. Organisations included schools, faith and interfaith groups, community groups, local authorities, and businesses. By necessity most held online events, with activities ranging from assemblies and remembrance ceremonies to survivor talks and art projects.



#### Northern Ireland

The Mayor of Antrim and Newtownabbey, Councillor Jim Montgomery, joined by Consul General of the Republic of Poland, laid wreaths at the Holocaust Memorial at the Monkstown Jubilee Community Centre. The Council commissioned the Memorial in 2020, working with local artists to create it. Several buildings throughout the district joined landmarks across the UK to light up in purple.



#### Wales

The Josef Herman Foundation held an online event of conversation, poetry and music. They hosted a number of speakers, including a poet and photographer who escaped from Chile during the military dictatorship. Two school students read excerpts from Anne Frank's diary and the event concluded with a violin performance.

#### Scotland

Edinburgh Interfaith Association hosted their Annual Holocaust Memorial Day Lecture with Holocaust survivor and author Inge Auerbacher. Attendees included the Cabinet Secretary for Communities, with questions from students of George Watsons College, Edinburgh, and Agahozo Shalom School, Rwanda.

Star Academies, a UK network of 34 primary and secondary schools concentrated in Lancashire, West Yorkshire and Manchester, held HMD activities in every school despite the challenges posed by remote learning. The schools marked HMD in many ways, including lessons, assemblies, making artwork, writing songs, and making displays. The activities involved pupils of all ages and faiths.





At the University of Exeter, Dr Noemie Lopian, the daughter of a Holocaust survivor, and Derek Niemann, the grandson of an SS officer, delivered the keynote talk at the annual Holocaust Memorial Day Conference, Speaking Across the Divide. Attendees then joined three workshops.



#### **Northern England**



#### **Southern England**

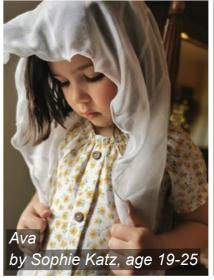
Explore our activity map: hmd.org.uk/activities

### **GOAL FOUR LIGHT UP THE DARKNESS**

Window Butterflies by Hannah Sheehy, WINNER, age 14-19

Here are a selection of photographs from the *Light up* the darkness youth photography exhibition. View the exhibition: hmd.org.uk/exhibition

The Shadow by Harriette Grimes, WINNER, age 19-25



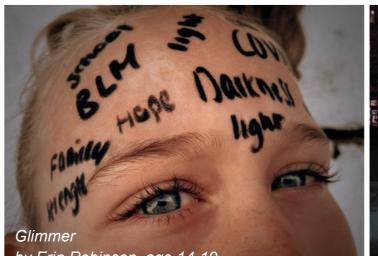
See the Light by Bedford High School age 14-19





Through the trees by Sophie Moulton age 19-25





by Erin Robinson, age 14-19



The Fallen by Madeeha Raja HIGHLY COMMENDED age, 14-19

Connection in Solitude by Jainish Patel HIGHLY COMMENDED, age 19-25

**GOAL FIVE** 

#### To be a financially sound, effective organisation

### Here are some of our highlights from the past year:

We are so grateful for the continued support of the Government. The Ministry for Housing, Communities and Local Government (MHCLG) continues to fund us to deliver HMD.

This is the first year we became a fundraising charity in order to extend our reach. We successfully put in place fundamental structures and relevant processes to support our fundraising efforts.

We were able to diversify our income with a small grant from the Scottish Government, and unrestricted donations.

Our learning and development programme has provided our staff with opportunities to expand their skills and knowledge, even whilst working from home. Over the past year we have taken a virtual tour of Bergen-Belsen, held training on resilience and unconscious bias, and taken part in a range of seminars.

We have established different ways for supporters to donate to our organisation, including through our website. We will continue to develop and move forward with our fundraising ambitions, and are so thankful to all our donors who enable us to engage more organisations in marking HMD. This resource was created to remind genocide and persecution are import of Jewish history, there is much more

> The theme for HMD 2017 is How can in We invite you to cook and share this re-We invite your HMD activity, and to celebra part of your HMD activity, and to celebra part of your Jewish life and culture today.

#### Challah

ROM THE JEWISH COMMUNITY

Challah is a braided Jewish Dread Catelor Shabbat (the Jewish Sabbath), special occa and festivals.

At Shabbat meals Jews make a blessing the manna oaves of bread. This commemorates the manna hat fell from he aven to feed the Israelites during heir wandering in the desert. A double portion heir wandering in the desert, ensuring that the before Shabbat, ensuring that the

CAN LIFE GO ON?

'On this day we honour the memory of the millions of people murdered during the Holocaust. It is incumbent upon all of us to be their witnesses, but also to acknowledge that the evil of antisemitism did not end with the liberation of the camps - not at all. It is with us today.'

Rt Hon Robert Jenrick MP, Secretary of State for MHCLG, speaking at the UK Ceremony for HMD 2021

### **CASE STUDY: NORTH YORKSHIRE LIBRARIES**

Despite libraries being closed, the North Yorkshire County Council library services managed to organise creative and varied activities for service users to take part in virtually for HMD 2021. At Northallerton Library, a virtual cook-along was hosted on 23 January, with library assistant Ally, assisted by her son, teaching people in the local community to cook challah using our virtual cook-along resource. 185 people have watched the cook-along online.

The library's Poetry Group also discussed poems written about the Holocaust and genocides, and wrote their own poems reflecting on the 2021 theme.

HMD 2021 In Review • Goal Five



### **GOAL FIVE FINANCES IN REVIEW**

The information on these pages relates to the approximate income and expenditure for the year April 2020 - March 2021. HMDT received £900,000 from MHCLG, £15,000 from the Scottish Government, and raised a further £65,000 from donations. Our expenditure was approximately £960,000.

The graphs show the approximate breakdown in the areas of our spending against the five goals that underpin the work of HMDT.



**Expenditure** April 2020 to March 2021:

#### National sense of collective commemoration (Goal 3):

costs relate to the UK HMD Ceremony organisation and virtual broadcast and Light the Darkness national moment.

38%

# (Goal 1): 14%

### Supporting others to mark HMD (Goal 4):

costs relate to outreach and youth engagement.



#### Effective organisation (Goal 5):

costs relate to governance, office management and learning and development.

14%

Increasing knowledge of the Holocaust, Nazi Persecution and subsequent genocides

costs relate to survivor engagement and creating educational resources.

### HOLOCAUST MEMORIAL

### DAY TIMELINE

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.

Our timeline highlights key events in the history of HMD.

### 2000

**46 governments** from across the world sign the Stockholm Declaration, and 27 January is established as HMD. The Declaration became the cornerstone for remembering the Holocaust around the world.

View the declaration: hmd.org.uk/stockholmdeclaration

### 2001

First HMD takes place in the UK, run by the UK Government, and organised through the Home Office.



758 HMD activities

2010

Nottingham Interfaith Council HMD Service. 2010. © Clive Burton

### 2006

266 HMD activities take place in the UK.



Camden Council HMD event. 2006. © Piers Allardyce

### 2016

HRH The Prince of Wales succeeds HM The Queen as our Patron.



HRH The Prince of Wales with survivors at a reception in 2015



The UK Ceremony for HMD 2020 is watched by over one million **people** on the BBC and attended by HRH the Duke and Duchess of Cambridge.

HRH The Duke and Duchess of Cambridge light candles at the UK Ceremony for HMD 2020

Ministers from the 34 countries of the International Holocaust Remembrance Alliance (IHRA) adopt a Ministerial Declaration to underline and renew the commitments made in the 2000 Stockholm Declaration.

View the declaration: holocaustremembrance.com/ about-us/2020-ihra-ministerialdeclaration

# 2021

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

### 2005

We (HMDT) are registered as a charity, funded by the government, and responsible for promoting and supporting HMD in the UK.



Trustees at the HMDT launch



We mark 75 years since the liberation of Auschwitz-Birkenau, with a record **17,000** HMD activities across the UK.



Nick Sharratt and Sarah Donaldson, judges of our 75 Memorial Flames arts project, at the launch of our 75 Memorial Flames exhibition



The UK Ceremony for HMD is broadcast online for the first time, due to the global pandemic.

Households across the UK light candles in their windows at 8pm on 27 January, to actively remember victims of genocide and light the darkness together.



Ernest Simon BEM. Kindertransportee. lighting the darkness

### **THANK YOU**

#### Thank you to our funders:

Ministry of Housing, Communities & Local Government



Scottish Government Riaghaltas na h-Alba gov.scot

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

We can only do our work thanks to the support that we receive each year. Donations, whether big or small, enable us to extend our work, ensuring millions of people across the UK learn from genocide, for a better future.

To support our work, please go to: hmd.org.uk/donate

### **OUR PEOPLE**

#### Honorary President Sir Ben Helfgott MBE

#### Honorary Vice President Rt Hon Lord Eric Pickles

#### Trustees

Laura Marks OBE, Chair Sir Leigh Lewis, Vice Chair Amanda King, Treasurer HE David Ashley Ruth Herzberg-Wellin John Howell OBE MP Hannah Lewis MBE Michael Marx Dr Joe Mulhall Dr Anita Peleg Rev Mark Poulson Naved Siddiqi Tulip Siddiq MP Danny Stone MBE Marie van der Zyl

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#### Charity No: 1109348

Patron: His Royal Highness, The Prince of Wales

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Image: The Shadow, by Harriette Grimes, 19-25 winner of the Light up the darkness photography competition



**MEMORIAL** Learning from genocide – **DAY TRUST** for a better future Holocaust Memorial Day Trust is supported by

Ministry of Housing, Communities & Local Government