

HOLOCAUST MEMORIAL DAY 2022

IN REVIEW



**HOLOCAUST
MEMORIAL
DAY TRUST**

*Learning from genocide -
for a better future*

WELCOME FROM HMDT

Our world – only just emerging battered and bruised by the global pandemic – is facing a new existential challenge. A world where a sovereign nation has been invaded, civilians deliberately attacked and a people's right to their Ukrainian identity, threatened. Our present is once again so overwhelming that it can be difficult to remember the past. So as we look back on the last 12 months, we take heart in knowing that people from right across the UK came together to mark Holocaust Memorial Day 2022.

Holocaust Memorial Day is an annual reminder that while prejudice doesn't always lead to genocide – it is where genocide always begins. From the immense suffering of the Uyghur Muslims in China today to the dehumanising 'joke' made by a British comedian about the mass murder of Roma people – identity-based hostility hasn't gone away.

This is why it is urgent that we continue learning from genocide. And this is why it was so uplifting to see people gathering in workplaces, schools, churches, mosques, museums, and prisons for Holocaust Memorial Day this year. Households up and down the country watched the national Ceremony, candles of solidarity shone in windows across the land, and the nation's landmark buildings and monuments glowed purple through the darkness.

We draw hope from independent research, that as a result of Holocaust Memorial Day, people learn, feel and do more in their local communities. So our work continues, more urgent than ever, in the new and challenging reality of today.

Olivia Marks-Woldman OBE
Chief Executive



Laura Marks OBE
Chair of Trustees



OUR GOALS

We've shaped this booklet around our five goals:

| GOAL ONE

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

| GOAL TWO

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

| GOAL THREE

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

| GOAL FOUR

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

| GOAL FIVE

To be a financially sound, effective organisation

Front cover image: 'One day we stand,' by Hannah Kendrick, age 14, one of 21 photographs selected for our One Day youth photography exhibition

OUR IMPACT

We know that people learn, feel and do more after attending Holocaust commemoration events. For Holocaust Memorial Day (HMD) 2022, tens of thousands of people watched the UK Ceremony and over 3,200 organisations held more than 4,200 local HMD commemorations.

‘Watching the Ceremony made me feel that we all need to be strong and united in supporting survivors of the Holocaust and genocides, and ensure that we speak up against countries where racism and genocides are taking place.’

Peter Knight, Ceremony viewer

‘As a former history teacher, I was so interested to find out more about personal stories, and I learned so much. It was in the details rather than overviews of events, and I certainly learnt more about genocides that have taken place since the Holocaust. I was only young when the genocide in Cambodia took place but was an adult when the genocides in Eastern Europe and Rwanda took place, for example. And yet I feel this is where I knew the least, so understanding more about what happened in each was an eye opener for me.’

Nancy Kirk, Ceremony viewer

‘It was a moving multicultural event and hugely supported by the community.’

Sa’ad Khaldi, local HMD activity attendee

‘As a survivor, I felt satisfied that, after 50 years of near silence, the Holocaust is now commemorated seriously, nationally and internationally, so that the brutal and unnecessary murder of six million Jews during WW2, will be respected, and remembered for years to come.’

Simon Winston BEM, Holocaust survivor and local HMD activity attendee

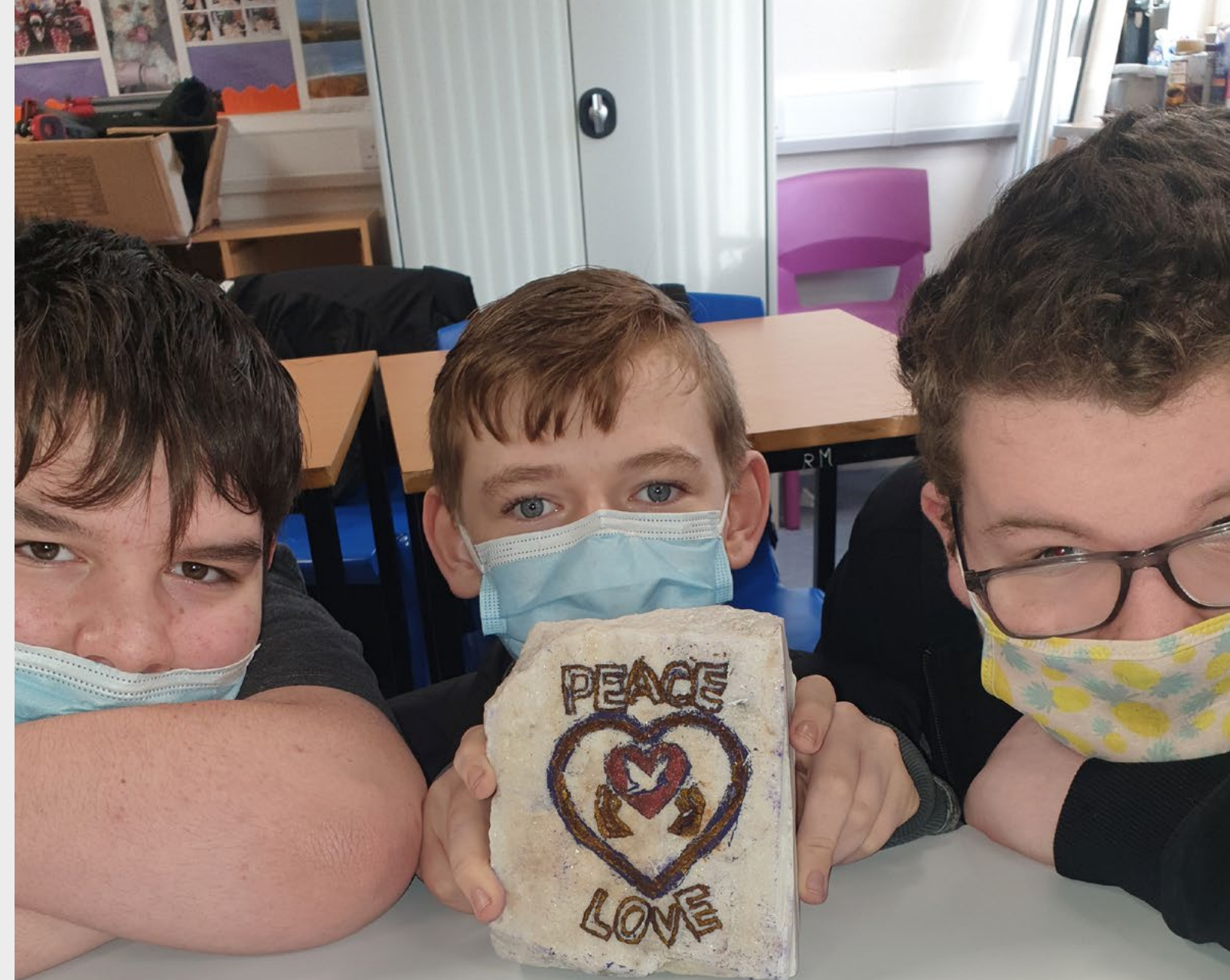


Image: Students at Brannock High School in North Lanarkshire, created memorial pebbles which were laid under a tree at an HMD memorial service led by students

GOAL ONE

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

SOME OF OUR HMD 2022 HIGHLIGHTS:

It was our privilege to play a small part in the outstanding project spearheaded by our Patron His Royal Highness The Prince of Wales: seven leading artists painted portraits of seven Holocaust survivors, unveiled at the Queen's Gallery in Buckingham Palace for HMD 2022 and now part of the Royal Collection.

Our new podcast, *Learning from Genocide*, features survivor testimonies and reached thousands of people in just a few months.

In partnership with Imperial War Museum, Royal Photographic Society, Jewish News and Dangoor Education, we created the Generations project, an exhibition with over 50 stunning portraits of Holocaust survivors and their families: the Generations exhibition was shown at IWM London, RPS Bristol, UNESCO Paris and will be displayed digitally very soon.

Working with LADBible, we featured testimonies from Antoinette Mutabazi, survivor of the genocide against the Tutsi in Rwanda and John Hajdu MBE, Holocaust survivor – the two videos have reached over 1.5 million views and counting.

Our video about Nazi persecution of black people reached tens of thousands of people online.

We created media opportunities for survivors of the Holocaust and recent genocides to share their experiences across national and local media: on BBC, ITV, Sky, Channel 4, in print, on the radio and online.

Our new resources for teachers and local activity organisers feature life stories and dates to remember.

'I heard testimonies from survivors from not just Europe but Cambodia too. I've been encouraged to find out more and have since been reading in detail about the Nazi Holocaust. I also watched on DVD several films. I have discussed with several friends to explore the possibility of visiting the Auschwitz site museum next January.'

Cllr David Wilson, local HMD activity attendee and Ceremony viewer



Image: Piccadilly Lights lit up on HMD 2022 with photographs from the 'Generations: Portraits of Holocaust Survivors' exhibition

GOAL ONE

GENERATIONS: PORTRAITS OF HOLOCAUST SURVIVORS

In partnership with Imperial War Museum, Royal Photographic Society, Jewish News and Dangoor Education, we created the Generations project, an exhibition with over 50 stunning portraits of Holocaust survivors and their families: the Generations exhibition was shown at IWM London, RPS Bristol, UNESCO Paris and will soon have a permanent home online.



Rudi Leavor

photographed by Carolyn Mendelsohn
© Carolyn Mendelsohn



Elsa Shamash

photographed by Jillian Edelstein
© Jillian Edelstein



Yvonne Bernstein

photographed by The Duchess of Cambridge
© The Duchess of Cambridge



Sigi Ciffer

photographed by Tom Hunter
© Tom Hunter



Susan Pollack MBE

photographed by Frederic Aranda
© Frederic Aranda

GOAL TWO

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

SOME OF OUR HMD 2022 HIGHLIGHTS:

We created a short film about the 10 stages of genocide, which reached over 100,000 people.

To mark the 27th anniversary of the genocide against the Tutsi in Rwanda, we hosted a well-attended online discussion about whether a world without genocide is possible.

We took over UNILAD's (part of LADBible) social media on HMD 2022 to educate their young audiences on the Holocaust, Nazi persecution of other groups and recent genocides.

At our annual youth event, young people involved in Holocaust and genocide education each shared a photo and spoke about One Day in the past, present or future.

We published blogs to highlight identity-based persecution in the past and today, including about the fight for safety for LGBTQ+ young people and 80 years on from Babi Yar.

Our new film about the genocide in Cambodia reached tens of thousands of people online.

In an op-ed for Jewish News at the start of the Beijing Olympics, our Chief Executive called on the Jewish community to stand with Uyghur Muslims.

| 'The HMD activity and ceremony made me reflect on the continuing relevance to our lives today and the obligation to try to ensure genocides do not occur again by calling out prejudice and hate speech wherever and whenever one encounters it.'

Jon Rawson, local HMD activity attendee and Ceremony viewer

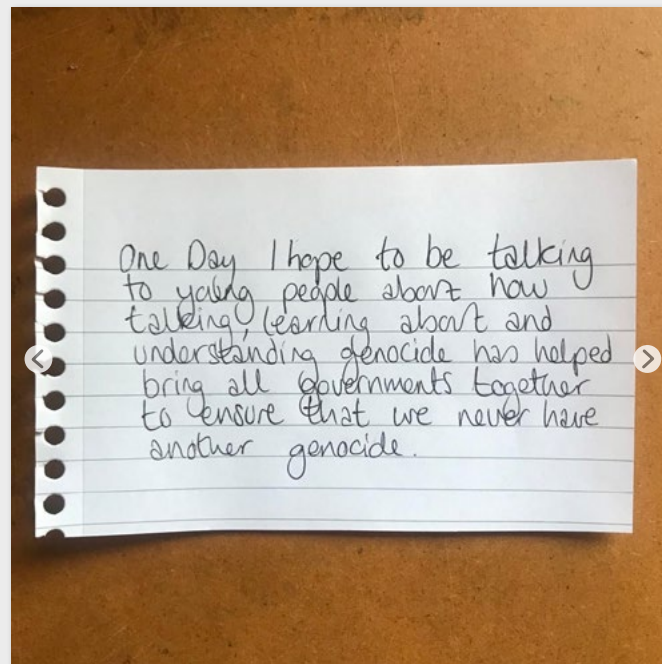



Image: Participants at HMP Low Moss used 'The world at war' documentaries as a point of discussion during philosophy sessions and read 'The Diary of Anne Frank' during book group. They also created artworks in response, as pictured.

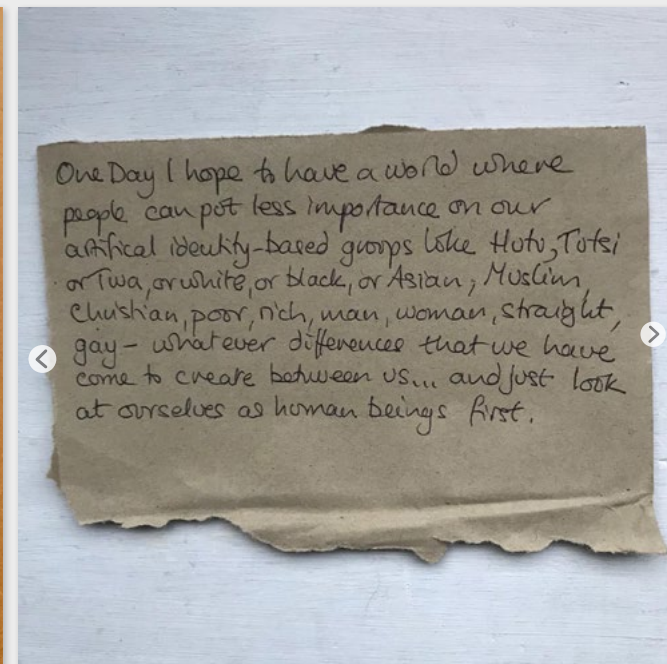
GOAL TWO


ONE DAY IN THE FUTURE

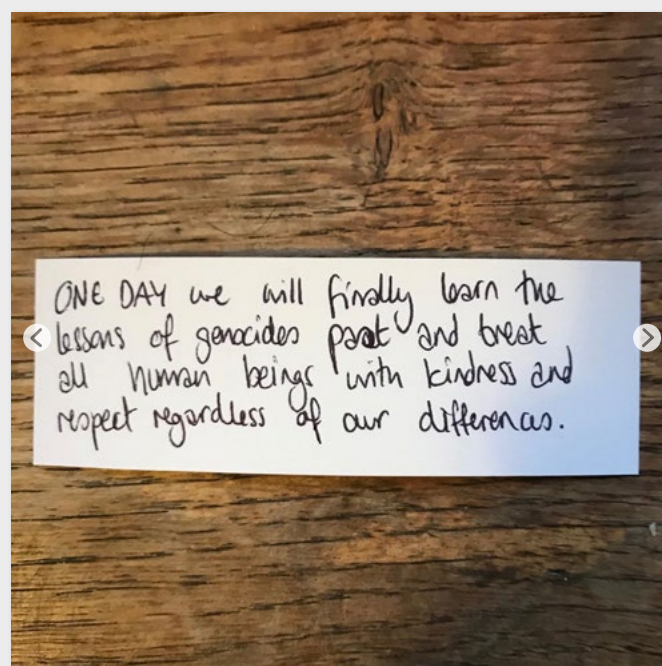
We asked survivors of the Holocaust and genocide about their hopes for One Day in the future. Their responses provide an inspiring vision of the future we can create together. We shared them with our followers on social media.




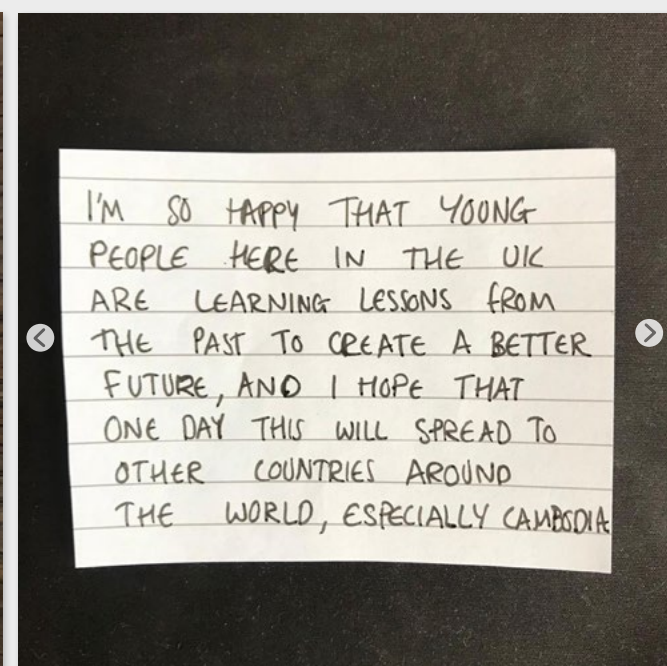
 Safet Vukalic BEM, survivor of the genocide in Bosnia



 Eric Murangwa Eugène MBE, survivor of the genocide against the Tutsi in Rwanda



 Joan Salter MBE, child survivor of the Holocaust




 Var Ashe Houston BEM, survivor of the genocide in Cambodia



Image: 'Parenting', by Mussa Uwitonze © Mussa Uwitonze
In his guest photo blog, 'Rwanda past, present and future', photographer Mussa Uwitonze reflected on overcoming the past, and how photography, meeting his wife and having children transformed his life and gave him hope for the future.
Mussa is a survivor of the genocide against the Tutsi in Rwanda and was on the judging panel for our One Day youth photography competition.

READ MUSSA'S BLOG:
hmd.org.uk/rwandapastpresentfuture

GOAL THREE

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

SOME OF OUR HMD 2022 HIGHLIGHTS:

As part of the 'Light the darkness' national moment, people up and down the country – including the UK Prime Minister, the First Ministers, the Duke and Duchess of Cambridge and people of the UK – lit candles in their windows at 8pm on 27 January.

We were proud to facilitate over 200 iconic landmarks across the country – including the Houses of Parliament, London Eye, Titanic Belfast, Blackpool Tower, Liver Building and many more – to light up in purple as part of the 'Light the darkness' national moment.

We took over the most famous screen in the country as Piccadilly Lights showed portraits of Holocaust survivors for 10 minutes on HMD before lighting up a purple candle on the screen for the national moment at 8pm.

Tens of thousands of people watched the UK HMD Ceremony online, narrated by Sandi Toksvig OBE and featuring contributions from the UK Prime Minister, the Archbishop of Canterbury, Stephen Fry, Sir Trevor McDonald OBE, The Kingdom Choir and Holocaust and genocide survivors.

Nearly every MP wore HMD flame badges in Parliament on 26 and 27 January.

We worked with Royal Mail, who ran a special postmark for HMD 2022 calling on the nation to take part in the national moment.

Premiership Rugby and Premier League clubs called on the nation to take part in the national moment.

There were over 1,200 mentions of Holocaust Memorial Day in traditional media (broadcast, print and online).

We were delighted to support Scotland, Wales and Northern Ireland to hold digital HMD Ceremonies that were watched by thousands of people online.

GOAL THREE

THE UK CEREMONY FOR HMD



Sandi Toksvig OBE narrated the Ceremony

'It is never easy to hear these stories – but I feel we have a responsibility to listen – and to try and understand. We need to be the peace in the world.'

Heather, Ceremony viewer



The Kingdom Choir perform *The Blessing*

GOAL THREE

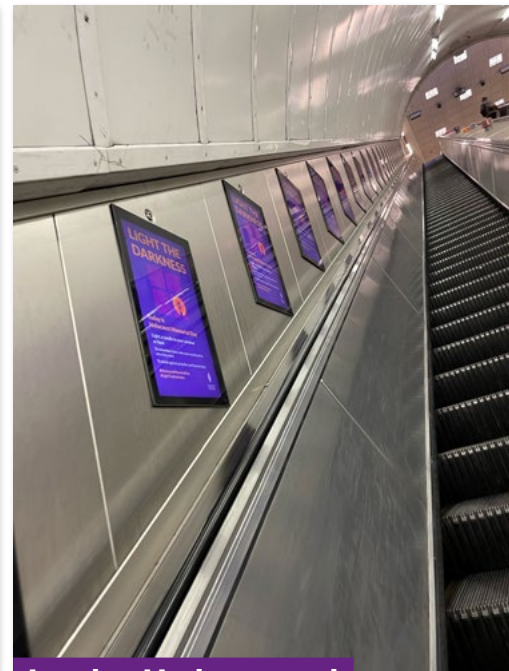
LIGHT THE DARKNESS

Over 200 iconic landmarks across the country – including The Gherkin, Tate Britain, Gateshead Millenium Bridge, Edinburgh Castle, The Lowry and many more – lit up in purple as part of the ‘Light the darkness’ national moment.

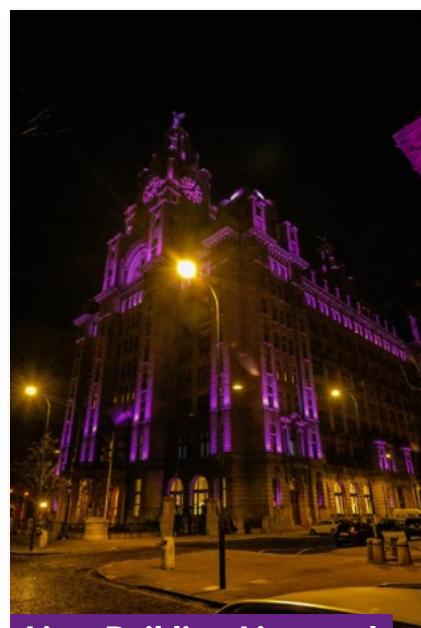
Piccadilly Lights showed portraits of Holocaust survivors on HMD before lighting up a purple candle on the screen for the national moment.



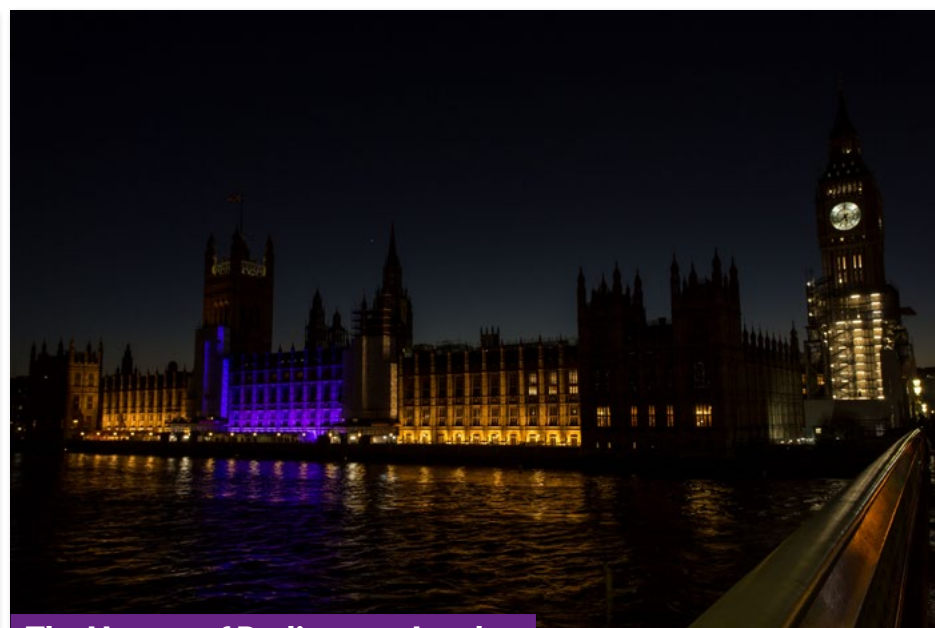
Titanic Belfast, Northern Ireland



London Underground



Liver Building, Liverpool



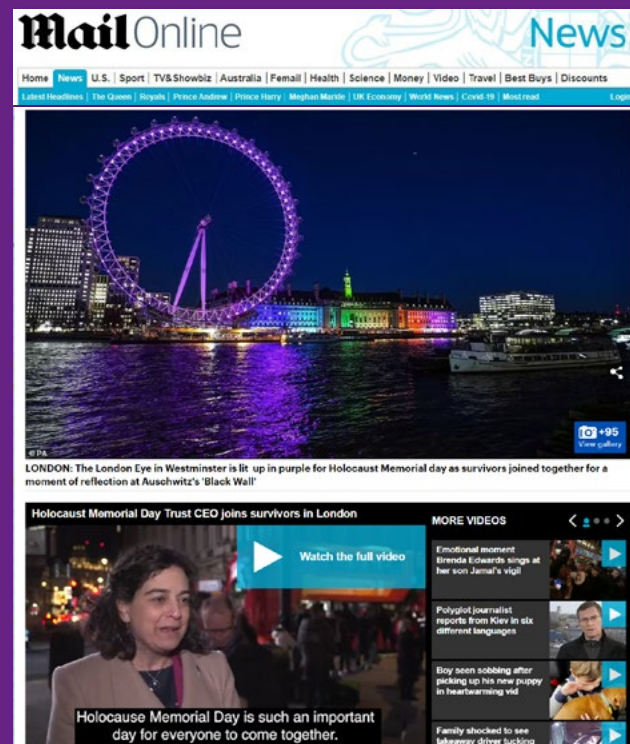
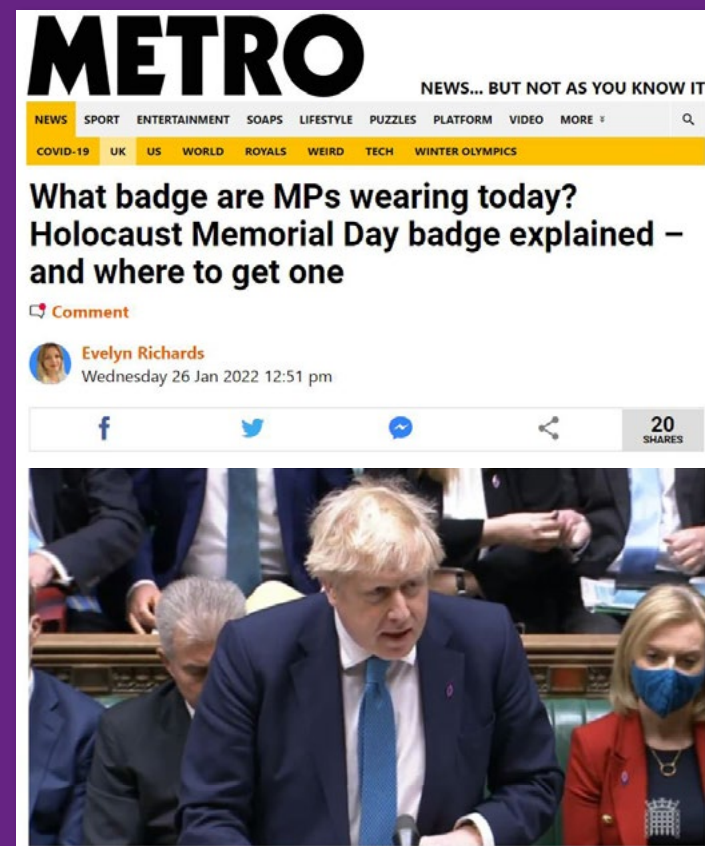
The Houses of Parliament, London



Piccadilly Lights, London

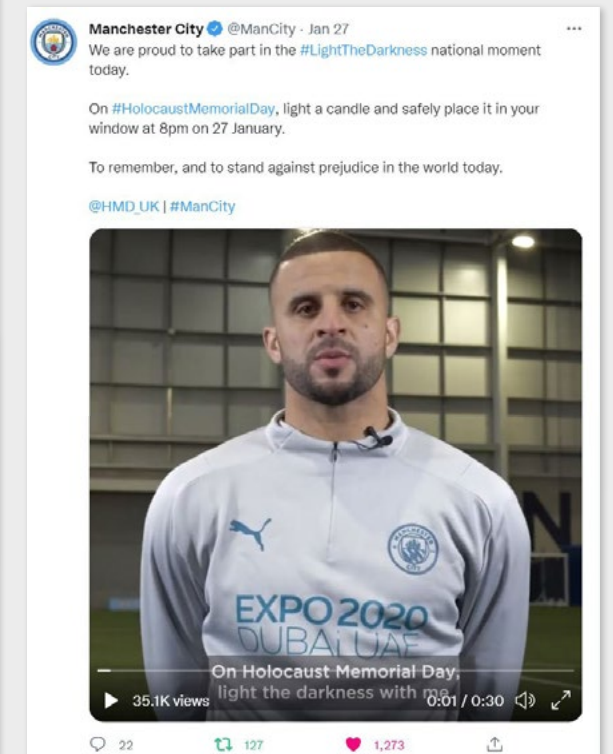
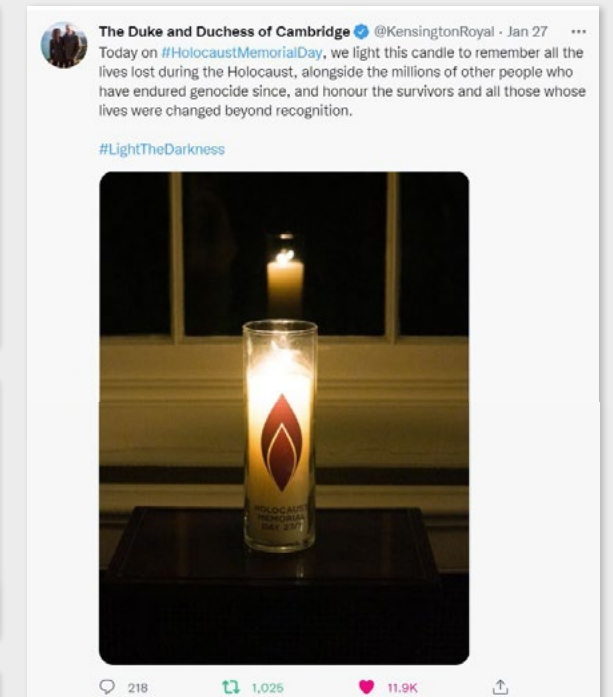
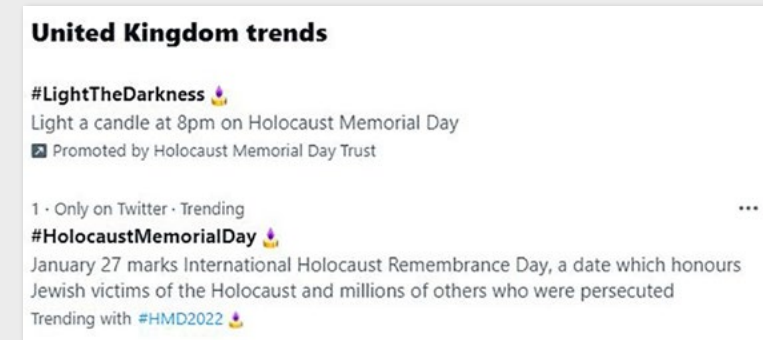
GOAL THREE

MEDIA COVERAGE



GOAL THREE

HMD ON SOCIAL MEDIA



23m Twitter trend impressions

20m Twitter hashtag impressions

GOAL FOUR

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

SOME OF OUR HMD 2022 HIGHLIGHTS:

At least 400 more organisations held HMD events in 2022 compared to 2021, with increases in our three priority sectors of Education, Youth and Local Authorities.

Over 1,600 schools marked HMD, a 28% increase on the previous year, with many using our flexible learning resources on the history of the *Kindertransport* and on Days to Remember, introducing six different genocides through a key date.

For the first time HMD was marked in over 25% of all secondary schools.

We saw a 22% increase in the number of youth organisations marking HMD, from 265 in 2021 to 323 in 2022.

We successfully obtained a grant to carry out targeted outreach work in museums, workplaces and prisons and achieved a significant increase in HMD activities. A particular achievement was seeing HMD marked in 18 prisons and youth offending institutions, compared to 4 in 2021.

We held our One Day youth photography competition, with the photographs by the four winners and 21 runners up displayed at the beginning of the UK Ceremony for HMD 2022. The exhibition is also being displayed at the Liverpool Museum in April and the Leicester Guildhall Museum in June.

We produced a short film for Holocaust Memorial Day activity organisers to share at their events, to show that they are part of the big picture of how HMD is marked by communities across the UK.

| 'I felt part of a bigger picture to never forget, and to witness the damage man has done and seems to continue to do.'

Malcolm, local HMD activity attendee

GOAL FOUR

CASE STUDY: EDEN GIRLS' SCHOOL, WALTHAM FOREST



This all-girls Muslim faith-based secondary school for girls in East London hosted Smajo Bešo, a survivor of the genocide in Bosnia. Smajo spoke to a group of students about his experiences as a child in Bosnia, and what it was like to come to the UK as a refugee. Students had time to ask questions and discuss what they had learnt.

In response they created a banner for the front of their school to welcome refugees in their area, and brought donations of clothes, books and toys for recently arrived refugee families. These were distributed by Hackney Migrant Centre, Care4Calais East London and Waging Peace.

One student reflected:

| 'It's not just words in a history textbook anymore. It's someone who we've seen and he's told us his own story about how his life has been affected, so everything just became a lot more real.'

GOAL FOUR

HMD ACROSS THE UK

Over 3,200 organisations in the UK held one or more events to mark HMD. These included schools, local authorities, libraries, museums, workplaces, cinemas, interfaith and faith groups, and prisons. Activities included survivor talks, displays and exhibitions, remembrance ceremonies and art projects. We were moved to see this tremendous commitment to HMD, even during the challenges of ever-changing Covid restrictions.



Northern Ireland

The International School for Peace Studies, alongside Derry and Strabane Council's Good Relations Team, organised a commemorative event to mark HMD. Community leaders examined and addressed the origins of the Holocaust and a range of key issues still prevalent today, including prejudice, racism and the dire situation faced by refugees. The Mayor of Derry and Strabane joined with local community representatives to light a candle.



Wales

South Wales Police force commemorated HMD across eight different stations including an online event in which Bryan Huberman told the story of his father, a child survivor of the Holocaust. Officers also attended an event at Cynon Valley Museum, where they worked with a local artist to create lanterns to remember the victims and survivors of the Holocaust. The lanterns were used in a display at the museum to commemorate the day.

Scotland

The Glasgow University Students' Representative Council organised an evening of reflection, where students and representatives gave short talks on what Holocaust Memorial Day and One Day meant to them. Testimonies of local survivors of genocide were shared with attendees who were invited to light candles in memory of victims of genocide.



North East England

Newcastle Councils supported a wide ranging and thought-provoking HMD programme, delivered by a range of community groups and organisations. Events included music, lectures on *Kristallnacht* and the experiences of people affected by the Holocaust, a performance of *Brundibar* the opera which had been performed in a concentration camp and a photo exhibition on the plight of refugees.



East Midlands, England

Leicester Museum and Art Gallery held a range of well attended activities including a Foundation Stones workshop where participants created their own images to be included as part of the new national Holocaust memorial, readings of survivor testimonies, an exhibition from the Wiener Holocaust Library and two Holocaust related film screenings.



EXPLORE OUR ACTIVITY MAP:
hmd.org.uk/activities

GOAL FOUR

YOUTH PHOTOGRAPHY COMPETITION

We asked young people across the UK to send us a photo that finishes the sentence 'One day...'. Our expert judging panel selected four winners and 21 images to be displayed in our digital exhibition. Judges included renowned photographer Rankin, curator Mariama Attah, and photographer and survivor of the genocide against the Tutsi in Rwanda, Mussa Uwitonze. They were joined by HMDT Trustee Tulip Siddiq MP and our Chief Executive, Olivia Marks-Woldman OBE.



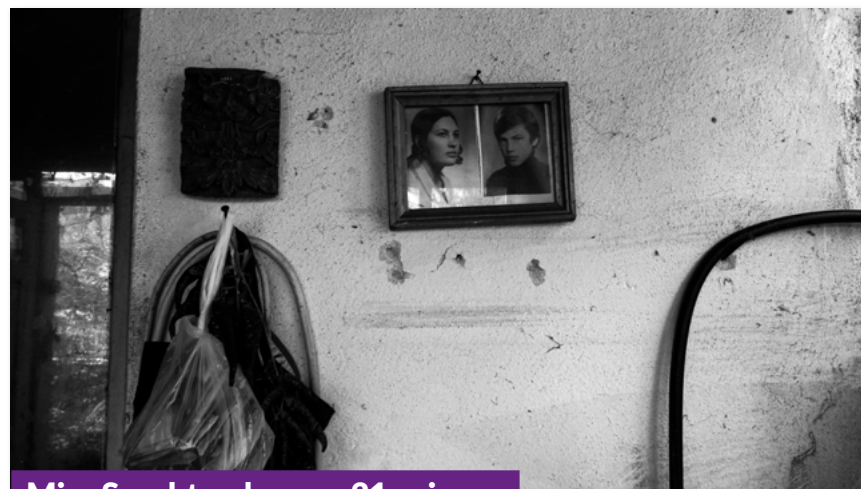
Julia Rapoport, age 18, winner

One day of remembrance



Eloise Bishop, age 19, winner

One day when things don't run like clockwork

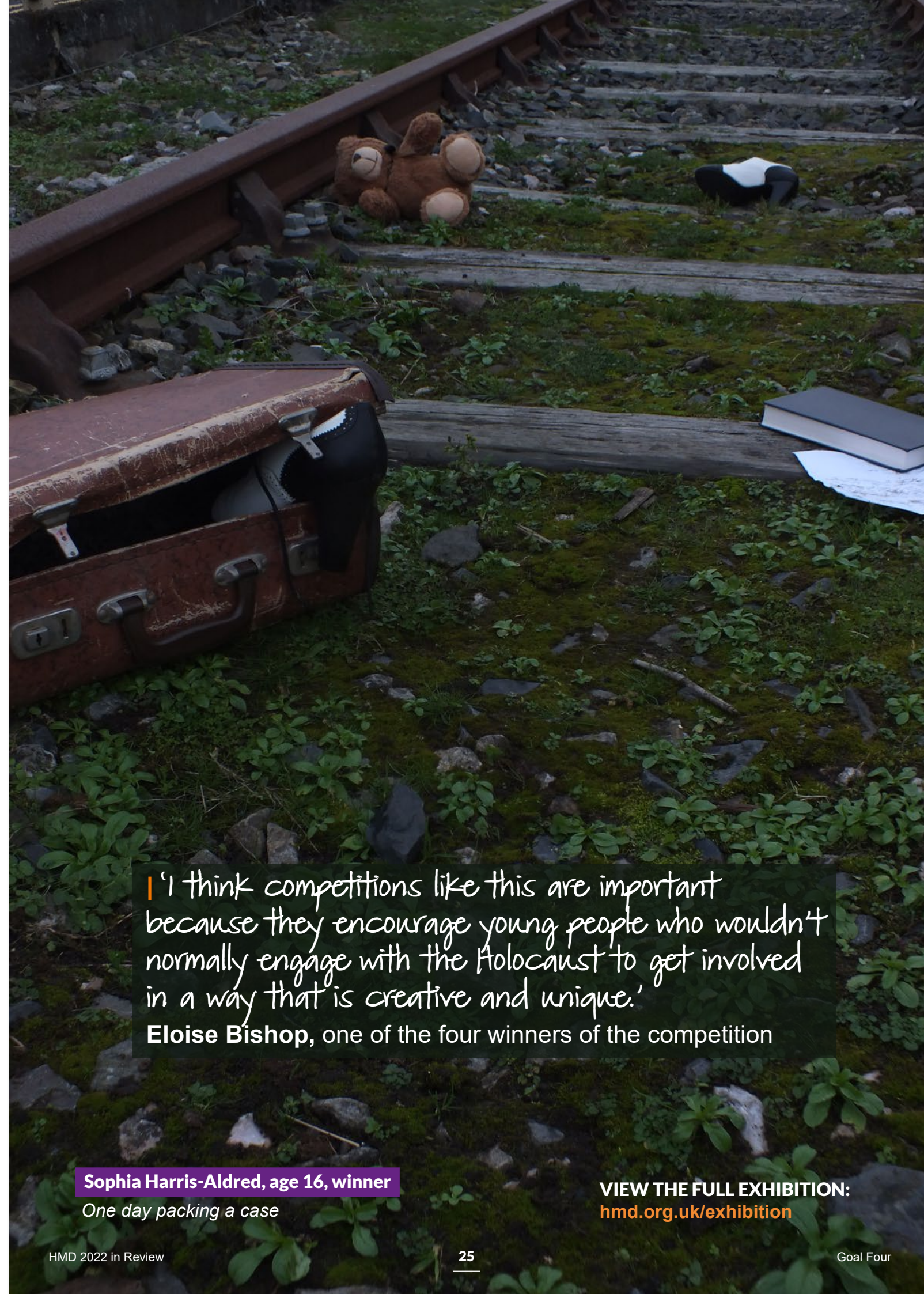


Mira Sveshtarska, age 21, winner

One day all that is left is an old photograph

'I loved the photographic exhibition. All the photos I made a point of seeing (online) and I loved reading the descriptions as well. The exhibition was both very moving and very forward thinking.'

Adèle Gold, local HMD activity attendee and photography exhibition viewer



'I think competitions like this are important because they encourage young people who wouldn't normally engage with the Holocaust to get involved in a way that is creative and unique.'

Eloise Bishop, one of the four winners of the competition

Sophia Harris-Aldred, age 16, winner

One day packing a case

VIEW THE FULL EXHIBITION:
hmd.org.uk/exhibition

GOAL FIVE

To be a financially sound, effective organisation

SOME OF OUR HMD 2022 HIGHLIGHTS:

We were delighted that the Department for Levelling Up, Housing and Communities (DLUHC) continued to give firm support to our work.

We were grateful to receive grants from all the devolved nations to enable us to extend our reach and impact in Scotland, Wales and Northern Ireland.

We developed an online memorial book where anyone can create a memorial page for their loved ones or to honour people who were murdered during the Holocaust or in a more recent genocide: www.tolbc.com/hmdt

Our staff learning and development programme has continued with a mix of virtual and in-person experiences, including a tour of the Imperial War Museum's new Holocaust Galleries and talks from Holocaust and genocide survivors.

| 'Let us be the 'light in the darkness'
in our own way, perhaps through an act of
kindness, empathy, compassion and inclusiveness.'

Josephine Drazek, local HMD activity attendee and
Ceremony viewer

Image: In Ramsgate, Kent, faith and community leaders held a memorial service and an artist from Mooch Public Art and Design helped create this aerial image on the beach to raise awareness
Photography: @AntwrightVideography
Artwork: @theresamooch

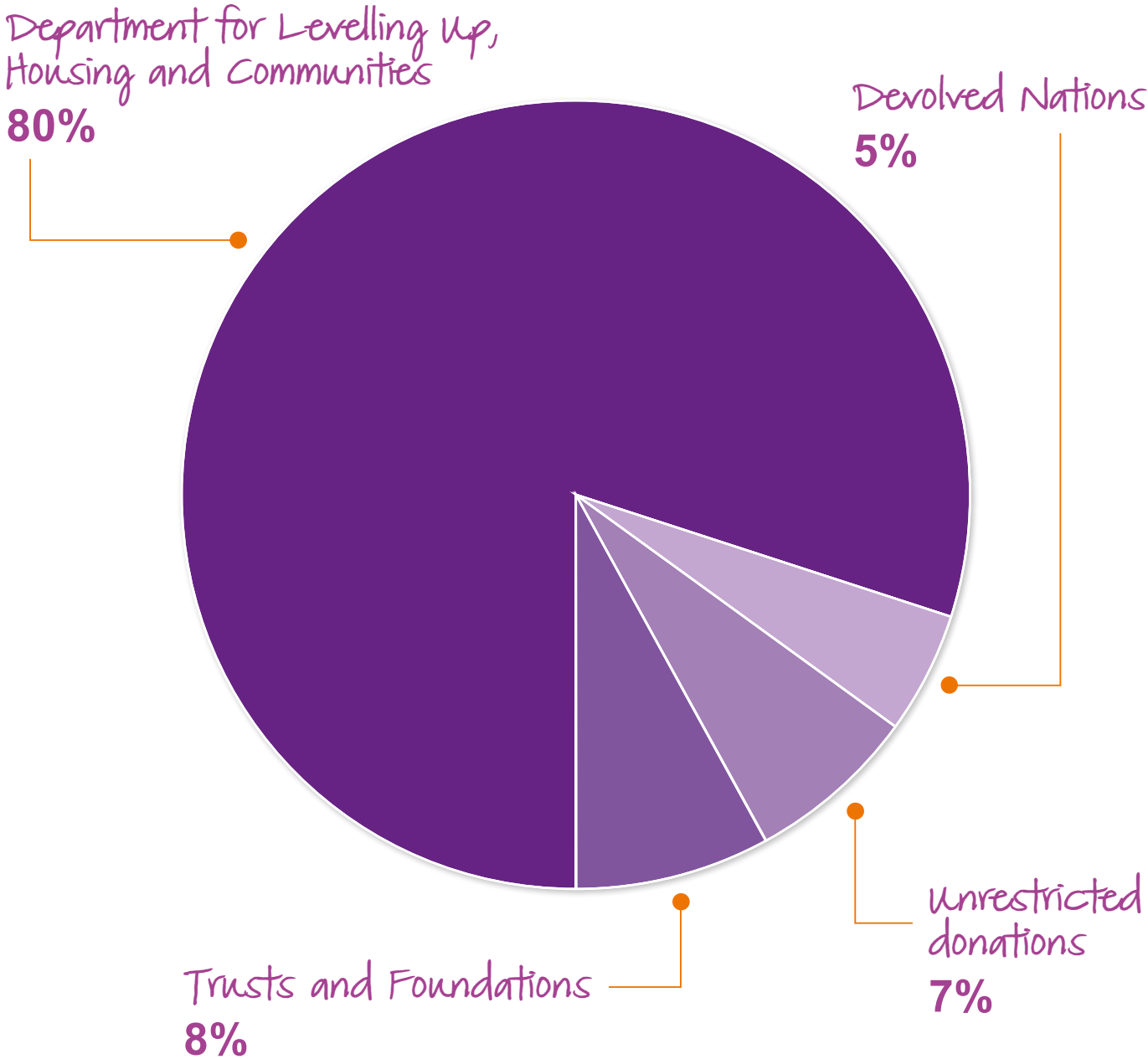
GOAL FIVE

FINANCES IN REVIEW

The information on these pages relates to the approximate income and expenditure for the year April 2021 - March 2022. We received £900,000 from DLUHC and £48,200 from the governments of the devolved nations. A further £78,000 was raised from unrestricted donations and an additional £74,500 came from Trusts and Foundations in the form of restricted grants. Our expenditure was approximately £1,139,000.

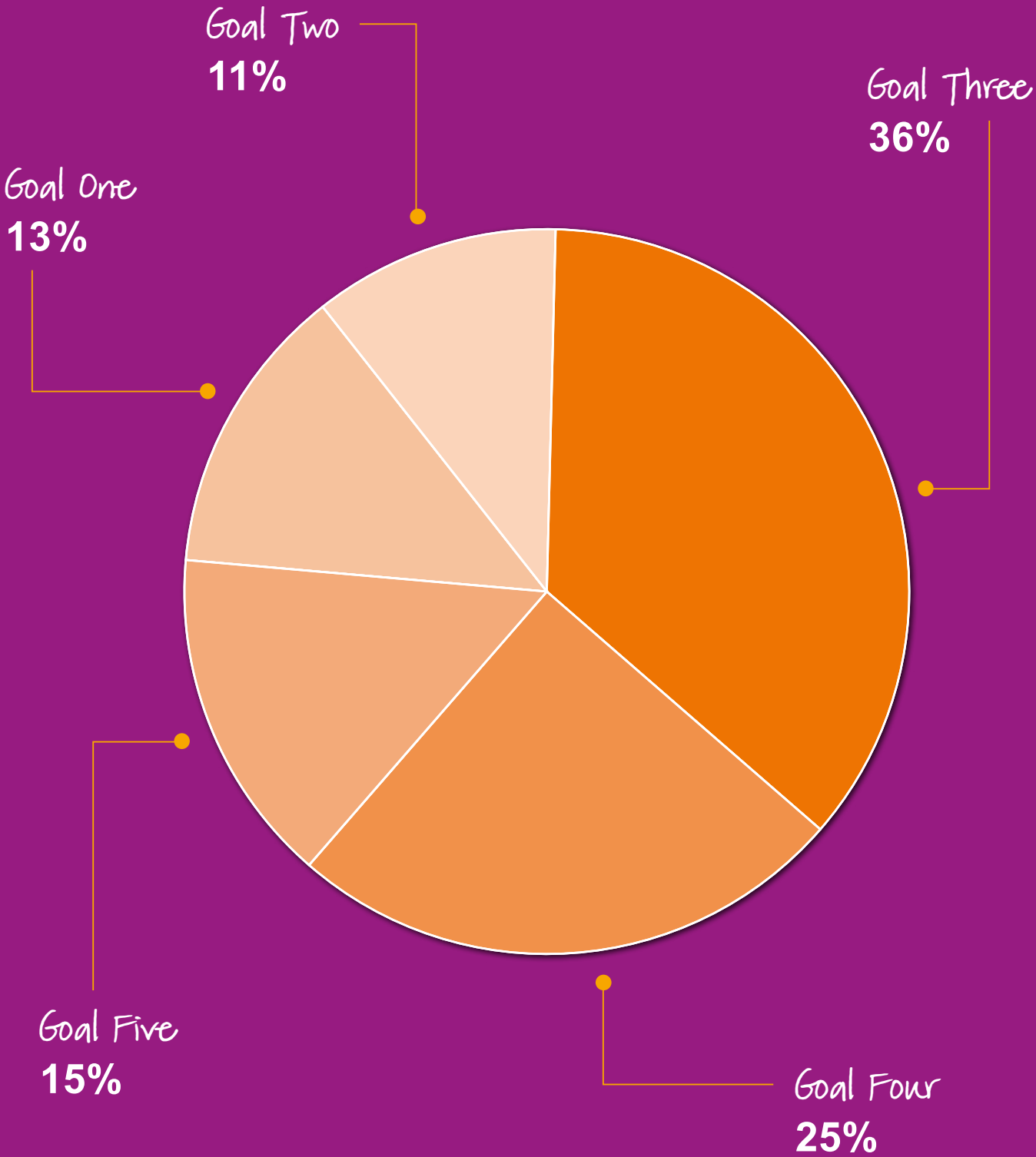
INCOME

April 2021 to March 2022



EXPENDITURE

April 2021 to March 2022



THANK YOU

THANK YOU TO OUR FUNDERS:



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

Your contribution enables more people, from all backgrounds, to learn more, feel more and do more on Holocaust Memorial Day, for a better future.

You can make a donation:

- Online at hmd.org.uk/donate
- By post – your cheque should be payable to ‘HMDT’ and sent to HMDT, PO Box 61074, London SE1P 5BX
- By scanning this QR code with the camera on your smartphone



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

Dr John Howell OBE MP

Hannah Lewis MBE

Michael Marx

Dr Joe Mulhall

Dr Anita Peleg

Tulip Siddiq MP

Naved Siddiqi

Danny Stone MBE

Peter Suchet

Revd Dr Richard Sudworth

Marie van der Zyl

TRUSTEES WHO STEPPED DOWN IN 2021

Rev Mark Poulson

HMDT STAFF

Olivia Marks-Woldman OBE,
Chief Executive
Alex Blake

Dr Rachel Century

Rebecca Deakin

Dr Toni Griffiths

Asel Guillot

Pippa Harrison

Alex Haxton

Paul Lautman

Julia Marcuson

Farayi Mungazi

Eva Oddi

Naomi Sheer

Bethan Tribe

WITH SUPPORT FROM

Barnabas Balint

Felix Baur, Gedenkdiener

Cowshed Communication

Carole Gillespie

Graham Jackson

LADBible

Ibby Lawson

Shirley Lennon

Leanne Marx

Philip Mears

Mandy Penellum

Ocean Outdoor

Postcard Productions

Kirsty Robson

Iain Stewart

Story Events

TODAY IS HOLOCAUST MEMORIAL DAY

We are showing portraits
of Holocaust survivors and
their families.

In a few minutes' time - at 8pm - people
across the UK will be lighting candles in
their windows and buildings around the
country will light up in purple.

Light the darkness to remember those
who were murdered for who they were, and
to stand against hatred in the world today.

Light The Darkness



Hanneke Dye

Born in hiding in 1943 in the Netherlands.
Photographer: Carolyn Mendelsohn



**HOLOCAUST
MEMORIAL
DAY TRUST**

Learning from genocide -
for a better future



Department for Levelling Up,
Housing & Communities

Charity No: 1109348
Patron: His Royal Highness,
The Prince of Wales

hmd.org.uk
PO Box 61074
London SE1P 5BX
T 020 7785 7029
E enquiries@hmd.org.uk

[@HMD_UK](https://twitter.com/HMD_UK)
[@HMD.UK](https://www.facebook.com/HMD.UK)
[@holocaustmemorialdaytrust](https://www.instagram.com/holocaustmemorialdaytrust)