

Holocaust Memorial Day 2024

Impact Report



6 MILLION LIVES LOST
6 MILLION CANDLES LIT

Learn more at [HMD.org.uk](https://www.hmd.org.uk)



**HOLOCAUST
MEMORIAL
DAY TRUST**

*Learning from genocide -
for a better future*



HMD 2024 in numbers

Welcome

2023 saw tragic events, from the abhorrent acts of 7 October and the subsequent appalling loss of life in Gaza, to the resurgence of violence in Sudan. In the UK we have experienced a drastic increase in antisemitism and an upsurge of anti-Muslim hatred. These impacted on HMD and we saw less engagement than in previous years.

Despite freedoms around the world becoming increasingly fragile, we came together for an in-person UK HMD Ceremony. This was made available to the public on HMD ahead of our national Light the Darkness moment, and symbolic lighting of 6 million digital candles, joined in solidarity by thousands of people across the nation. Although we faced unprecedented challenges this year, a wide range of HMD activities were run in workplaces, prisons, museums and schools, representing the diverse ways in which we mark HMD in the UK.

We have compiled this report to showcase the impact HMD 2024 has had on communities across England, Scotland, Wales and Northern Ireland and the many people, who even in adverse times, are committed to protect people at risk of persecution today.

Laura Marks

Laura Marks CBE
Chair of Trustees

Olivia Marks-Woldman

Olivia Marks-Woldman OBE
Chief Executive

3,700 organisations marked HMD 2024 compared with more than 4,500 in 2023

95% of responders to our activity organiser survey had taken action or planned to take action as a result of marking HMD 2024

11% of responders to our activity organiser survey plan to or have volunteered as a result of marking HMD 2024

160 Buildings and landmarks lit up for our Light the Darkness national moment compared with 180 for HMD 2023

1,900 new social media followers gained in January

91% engagement rate on our website in January 2024

1.85 million people heard our HMD radio advert

2,800 HMD commemorative candles distributed

40,000 HMD resources downloaded

Middle left and bottom left photo credit: HMDT / Sam Churchill
Front cover image: Piccadilly Lights display our 6 million candles campaign, © HMDT / Sam Churchill



Clockwise from top left: Holocaust survivor Peter Lantos BEM, at the Scotland HMD 2024 Ceremony (© HMDT / Eloise Bishop) / Owen McIlveen from LGBTQ+ organisation, Cara Friend, at the Northern Ireland HMD Ceremony / Vale of Glamorgan Youth Choir at the Wales HMD Ceremony.

National HMD ceremonies

The UK National Ceremony for HMD 2024 was held at the historic Guildhall in London and attended by the UK's civic, faith and political leaders and survivors of the Holocaust and genocides. Specially curated moments from the ceremony were streamed to thousands of people on 27 January.

People also came together for moving HMD ceremonies in Scotland, Wales and Northern Ireland. The ceremonies featured powerful survivor testimony, music, poetry and prayer. Videos of each of the ceremonies are now on our website available for everyone to watch.

'The impact of hearing the words of such inspirational humans will stay with us all.'

Louise, who attended the HMD 2024 UK Ceremony and is a member of Chickenshed who performed

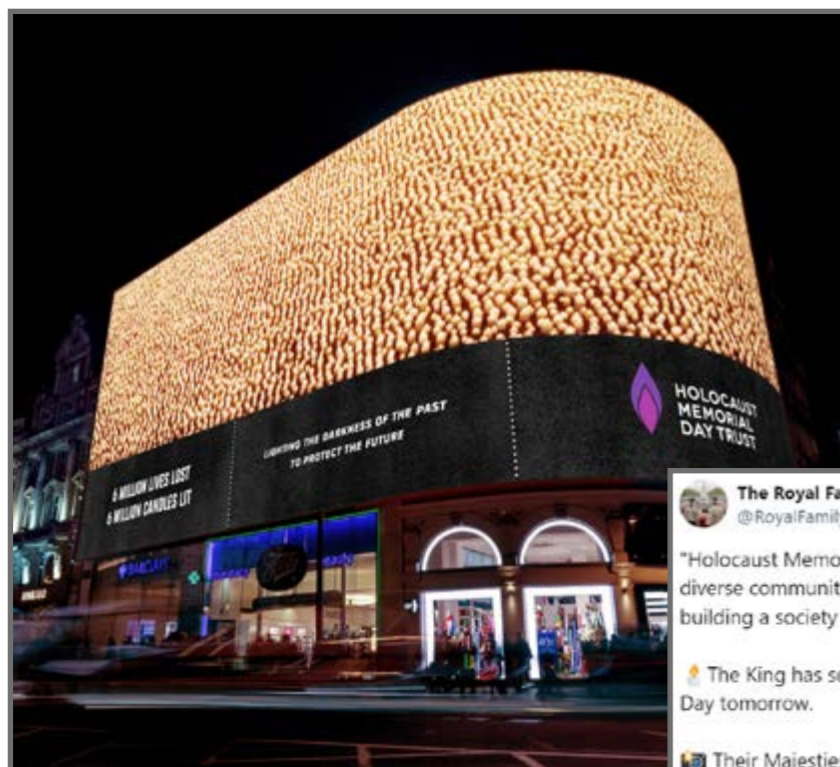


Vera Schaufeld MBE, who was saved from the Holocaust and brought to England by Sir Nicholas Winton, and El Sadiq 'Debay' Mahmoud Manees, a survivor of the genocide in Darfur, at the UK HMD Ceremony © HMDT / Sam Churchill

HMD in the public eye

Coverage of HMD 2024 culminated in thousands of people watching the *HMD 2024 UK Ceremony: Curated Moments* and people across the UK placing lit candles safely in their windows to Light the Darkness against prejudice and hatred.

160 buildings and landmarks lit up for our Light the Darkness national moment, which this year was accompanied by a powerful campaign designed by creative agency St. Luke's. We worked with them to light 6 million candles in a digital vigil across the nation's billboards – 6 million candles for 6 million Jewish lives taken during the Holocaust.



Over 400 outdoor screens displayed our 6 million candles campaign

We gained 1,900 new social media followers in January.



HMDT events, spokespeople and survivors featured in a range of broadcast media including on BBC Breakfast, BBC News, ITV News, Sky News, Talk TV, and Times Radio.



We placed multiple op-eds in the UK's media outlets, including The Telegraph, The New Statesmen and City AM.



Scan the QR code or visit hmd.org.uk/ukhmd to watch the *HMD 2024 UK Ceremony: Curated Moments*.



The BBC broadcast an HMD episode of Songs of Praise, featuring Yvonne Bernstein and Renate Collins speaking about their experiences during the Holocaust, and an interview with our Chief Executive, Olivia Marks-Woldman OBE.

HMD spotlight: prisons

We partnered with Novus, a leading provider of education, training, and employment in prisons across England and Wales, to hold a creative competition for prisoners and inmates in youth offender institutions. The competition, designed to encourage learning about the Holocaust and more recent genocides in custodial settings, received a huge response, with hundreds of entries submitted from a wide range of prisons.

Participants were given a number of options, ranging from composing letters to Holocaust or genocide survivors they had learned about, to creating posters to share these individuals' stories with others. The most outstanding entries were showcased at the UK Ceremony for HMD.

The judging panel included Holocaust survivor Martin Stern MBE and Edward Argar MP, Minister of State at the Ministry of Justice.

'I was hugely impressed by the high standard and effort put in to all the entries by prisoners, but also the deep thoughts and reflections that had gone into them.'

Edward Argar MP, competition judging panel member and Minister of State at the Ministry of Justice

49 prisons marked HMD 2024 – **227%** more than in 2023
14% of the UK's prisons engaged with the competition



Johann Stojka created this extraordinary poetry and sketch book whilst imprisoned in Buchenwald Concentration Camp as a young boy.

Ordinary Objects, Extraordinary Journeys

This year we launched two new objects and journeys on the Ordinary Objects, Extraordinary Journeys (OOEJ) website we created with The National Holocaust Centre and Museum.

Users are now able to explore the stories of Johann Stojka, who was a survivor of the Roma genocide, and Ellen Rawson, who came to the UK on the *Kindertransport*.

Our OOEJ resource has been used as part of HMD commemorations across the UK.

Visit ooej.org.uk or scan this QR code to visit the OOEJ website.



Johann Stojka's son, renowned musician Harri Stojka, performed at the HMD 2024 UK Ceremony and visited the Imperial War Museum to see his father's sketchbook for the first time © HMDT / Sam Churchill.



Competition winners' work was displayed at the HMD 2024 UK Ceremony © HMDT / Sam Churchill

HMD throughout the year

We work throughout the year to promote HMD and to raise awareness of the Holocaust, Nazi persecution of other groups, and more recent genocides in Cambodia, Rwanda, Bosnia and Darfur. As well as using social media and national media to raise awareness of key anniversaries relating to the genocides we mark, we have held numerous in-person and online events.



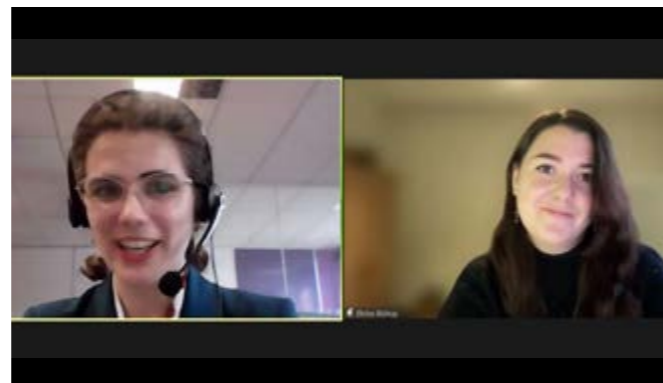
We partnered with the charity Waging Peace to welcome His Majesty The King to a special event where he met members of the Sudanese community living in the UK. The event marked 20 years since the genocide in Darfur.



We were honoured to host HRH The Duke of Gloucester at a special tea party for survivors of the Holocaust and more recent genocides. Together we celebrated the Coronation of His Majesty The King and the lives that survivors have rebuilt in the UK.



We launched the theme for HMD 2024 at an online event attended by more than 200 people.



In October we were joined online by over 400 people as we launched brand new resources to support people across the UK to mark HMD 2024.

Top left and top right photos credit: HMDT / Sam Churchill



His Majesty The King at our event to mark the 20th anniversary of the start of the genocide in Darfur © HMDT / Sam Churchill

HMD spotlight: cinemas

This year we partnered with Pearl & Dean to feature a short film raising awareness of HMD in cinemas across the UK.

The film featured the powerful testimony of Mindu Hornick, a survivor of the Holocaust, and encouraged viewers to take part in the Light the Darkness national moment.

500,000 people viewed the film on screens in **250** cinemas, art institutes and elsewhere

We support cinemas to mark HMD, and provide guidance and ideas for how they can do this in our *Get involved guide for cinemas*.

235 cinemas held HMD 2024 activities



Image: Holocaust survivor Mindu Hornick was featured in the film shown at Pearl & Dean cinemas, art institutes and elsewhere in the lead up to HMD 2024.

HMD case study: Craigavon Senior High School

Craigavon Senior High School in Northern Ireland marked HMD 2024 by creating a living green memorial. An HMD assembly was held, during which students explored topics relating to HMD and what is commemorated. History students responded to the assembly by planting wildflowers for HMD. As the flowers grow throughout the year, they will symbolise hope for the future.

1,200 UK schools marked HMD 2024 (2,000 marked HMD 2023)

65 youth organisations outside formal education settings held HMD 2024 activities (70 marked HMD 2023)



Clockwise from top: Safet Vukalić BEM, survivor of the genocide in Bosnia, John Hajdu MBE, survivor of the Holocaust, and Vera Schaufeld MBE, who was saved and brought to England by Sir Nicholas Winton, speak to Sir Keir Starmer, Leader of the Opposition / Ivor Perl BEM, a survivor of the Holocaust, was filmed giving testimony for the HMD 2024 UK Ceremony (© HMDT / Sam Churchill) / Holocaust survivor Steven Frank BEM was interviewed on Talk TV (© HMDT / Sam Churchill).

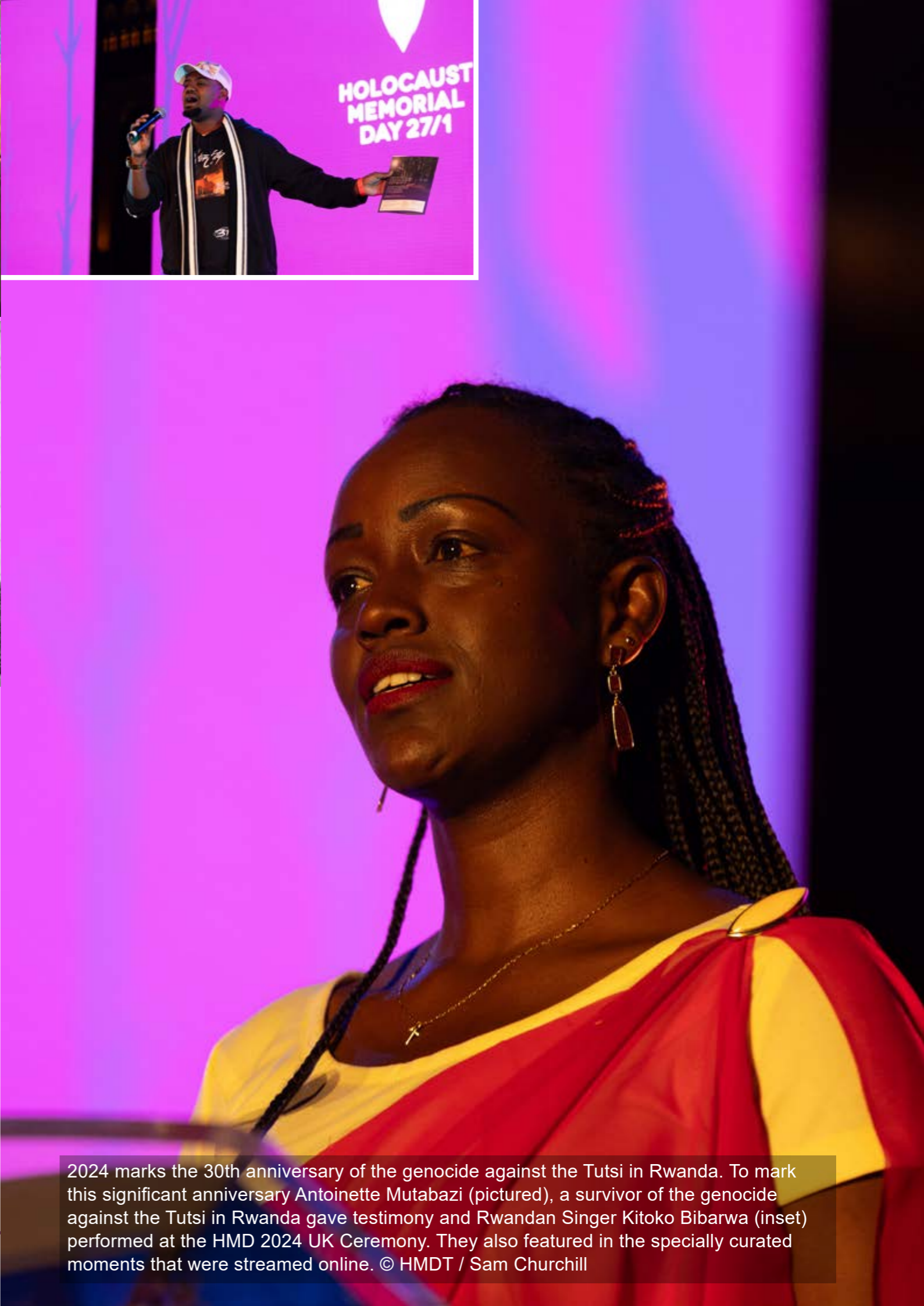


Keeping the memory alive

Survivors of the Holocaust and more recent genocides in Cambodia, Rwanda, Bosnia and Darfur are at the heart of what we do. During HMD, and throughout the year, we support survivors to share their experiences with people from different backgrounds across the UK. As the numbers of Holocaust survivors able to give testimony diminishes, we are on a mission to keep their memory alive through life stories, videos, online events, our Memorial Pages and digital resources such as the Ordinary Objects, Extraordinary Journeys website.

‘I hope by sharing my experiences people can better understand how inflicting suffering on one another benefits nobody, and instead find ways to reach out and open our hearts. I believe education, especially for our children, is key to renouncing hate and prejudice whenever we encounter it and to break down the barriers that may exist between us.’

Helen Aronson BEM, a survivor of the Holocaust



2024 marks the 30th anniversary of the genocide against the Tutsi in Rwanda. To mark this significant anniversary Antoinette Mutabazi (pictured), a survivor of the genocide against the Tutsi in Rwanda gave testimony and Rwandan Singer Kitoko Bibarwa (inset) performed at the HMD 2024 UK Ceremony. They also featured in the specially curated moments that were streamed online. © HMDT / Sam Churchill

HMD case study: Shropshire Council

Each year during HMD, Shropshire Council works with interfaith forums to plant a cherry tree at a Shropshire primary school. Through their county-wide memorial orchard they commemorate the Holocaust and more recent genocides and educate children about the Holocaust and genocides in an age-appropriate way.

This year a tree was planted at Ellesmere Primary School and a ceremony was held with the pupils, two interfaith forums and the local councillor Geoff Elner. There are now 19 trees in the orchard, planted across the county.

Kirstie Hurst-Knight, Shropshire Council's Cabinet member for children and education, said:

'They are Black Oliver flowering cherries, a variety native to the West Midlands, chosen to link in with the importance of fruiting trees in Judaism, Islam and Christianity. It also illustrates our wish to show welcome for different faiths and communities within our local area, including the refugee families that we support from Afghanistan, Syria and Ukraine.'

In July, a ceremony was held to commemorate 28 years since the genocide in Srebrenica, Bosnia. It took place at the site of a memorial tree planted in 2021 and attendees tied messages, written on flower and leaf motifs, onto the tree.

290 local authorities marked HMD 2024 (320 marked HMD 2023)



Looking ahead

Marking both the 80th anniversary of the liberation of Auschwitz-Birkenau, and the 30th anniversary of the genocide in Bosnia, we have big ambitions to ensure Holocaust Memorial Day 2025 is cemented in national consciousness.



The Theme for HMD 2025, **For a Better Future**, will inspire people from different backgrounds to come together, learn from the Holocaust and more recent genocides, and create a better future for all.

The UK Ceremony for HMD 2025 will provide the national focal point for the country's leadership to commemorate HMD alongside Holocaust and genocide survivors.



We expect a greater reach in this milestone anniversary year, as thousands of organisations join our Light the Darkness national moment, host an HMD activity or take part in our community and arts engagement project: *80 Candles for 80 years*.

Our specific projects focusing on youth and prisons will increase our engagement in these sectors, and we are seeking to expand our artefacts-based work to 'future-proof' Holocaust education.



However, we face significant challenges with the rise of antisemitism (anti-Jewish hatred) and anti-Muslim hatred across the UK. With your support, we will bring people together across community divisions, to learn from genocide – for a better future.

If you would like to help us to achieve our aims for HMD 2025, you can support our work in a variety of ways - scan the QR code or visit hmd.org.uk/donate to find out how.



'(HMD) helped me to think about how we could bring different groups and faiths together to take action.'

Symon Hill , Christian Chaplain at Aston University

HMD 2024 Finances

The figures on this page indicate the approximate income and expenditure of the year April 2023 – March 2024.

Income

This first chart shows we have received grants from The Department for Levelling Up, Housing and Communities (DLUHC) and the governments of the devolved nations. These grants sit alongside further restricted grants from a number of trusts and foundations and unrestricted donations from individuals. We remain immensely grateful to everyone who has donated – their support allows us to continue working to enable people to learn from genocide, for a better future.



Expenditure

This chart shows how we've spent those funds in the same period. Here are some of the budget lines included in each of the areas.

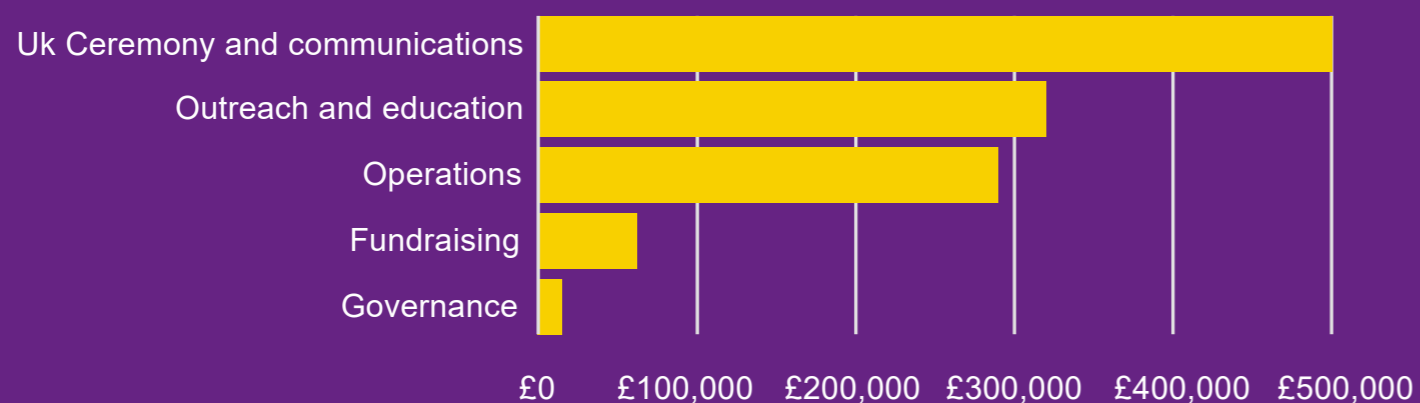
UK Ceremony and Communications includes our centralised events, media engagement, survivor support, website and social media maintenance.

Outreach and Education includes support costs such as devolved nation events, outreach engagement with young people in formal and informal education settings and public office engagement, database development and upkeep and resource creation and maintenance.

Operations includes all of our central overheads such as office costs, audit and bookkeeping, staff recruitment and training, HR and responding to enquiries.

Fundraising includes all costs associated with fundraising activities including event materials

Governance includes all costs associated with trustee recruitment, meetings and development.



Thank you

Each year we are honoured to receive government funding towards our work. We are grateful to The Department for Levelling Up, Housing & Communities, and to the administrations in Scotland, Wales and Northern Ireland for their ongoing support.



Department for Levelling Up,
Housing & Communities



Llywodraeth Cymru
Welsh Government



The
Executive Office
www.executiveoffice-ni.gov.uk



Scottish Government
Riaghaltas na h-Alba
gov.scot

A number of trusts and foundations give us vital funding, without which we could not reach so many people with the important messages of HMD.

Generous donations from individuals and the time that they have contributed have been integral to HMD 2024.

Lastly, we could not deliver our aims without the hard work and dedication of our wonderful staff and trustees, who go above and beyond to support and promote HMD across the UK.

Thank you to each and every individual and organisation for your contribution to delivering a meaningful and impactful HMD 2024.

‘(HMD) really made me feel like part of something bigger, and I had more confidence to speak about the Holocaust further.’

Alys Tynan, HMD activity organiser

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