

Annual Report 2005-2006



Patron: HM The Queen

Holocaust Memorial Day Trust

Trustees

Chair: Dr Stephen Smith MBE
Vice Chair: Henry Grunwald QC
Treasurer: Ben Helfgott MBE
Company Secretary: Michael Mitzman

Trustees:
Agnes Grunwald-Spier JP
Rabbi Barry Marcus
Professor David Cesarani OBE
David Russell
Dr Fahmia Huda OBE
Jack Gilbert
Jane Clements
Judith Hassan
Karen Pollock
Louise Ellman MP
Paula Cowan

Chair's Report

This year has been one of establishment.

The organisation was established in February 2005 when the Holocaust Memorial Day Trust took over responsibility of delivering HMD from the Home Office. The organisation was incorporated, the board of trustees appointed, charitable status was acquired, and to the delight of everyone involved, The Queen agreed to become our Patron. New offices, new staff, new routines and new vision for the future of Holocaust Memorial Day.

The planning and delivery of the day was established working with the Welsh Assembly and Cardiff City Council who hosted the 2006 National Event. The moving ceremony at Cardiff's Millennium Centre was accompanied by events right across Wales with schools and community organisations, bringing Holocaust Memorial Day to the heart of the valleys. The Pan Wales Pledge was recited across the dominion.

The values were established as a day when people of all backgrounds, histories, faith and culture can come together to reflect on a history which demands our attention whoever we are, and challenges us to act to make our homes, our communities and our world a place less likely to reinvent the divisions, exclusion, hatred and violence of the Holocaust, whoever we are, wherever we are.

Now we are established.

The challenge is to keep the significance of the Holocaust real, its message live, its meaning relevant to all.

A handwritten signature in black ink, appearing to read 'S. Smith', with a long horizontal stroke extending to the right.

Dr Stephen Smith MBE

CEO's Report

This is the first annual report of the Holocaust Memorial Day Trust. The Trust became a registered charity in May 2005 and was formed to take responsibility from the Home Office for the national commemoration and all related educational and community activities.

Holocaust Memorial Day is an incredibly powerful vehicle for commemorating the victims of the Holocaust and genocides like those in Bosnia and Rwanda. It is an opportunity for people to learn about the Holocaust, and its application to addressing major issues in British society today, in particular, racism, xenophobia, discrimination and bigotry. The success of the Trust will be measured by the extent to which we make a significant contribution to addressing these issues.

From June 2005 to April 2006 our energies were balanced between developing all the structures that are essential to building a healthy, well-functioning organisation and delivering the key aspects of our work. During this challenging period, I was struck by the huge amount of goodwill and support we received.

I was seconded from the Home Office as interim CEO at the end of June and will remain until March 2007 by when a permanent appointment would have been made. Permanent staff have been recruited with Louise Hector as our Community Liaison Manager and Carly Whyborn as Office Manager. The team will be completed with the appointment of an Education Resources Manager in September 2006. The Trust has offices in London and much time has been spent tendering for essential services: accountancy, a public relations company, website developers, printers, designers, and establishing our policies and procedures.

The Board initially consisted of twelve trustees, but was strengthened in December by the co-option of Professor Cesarani OBE and Dr Fahmia Huda OBE.

The Government has continued to support the work of the Trust, not only by the provision of funding, but also through action. Paul Goggins, then a Home Office Minister, attended the launch in September; we have discussed our work and future plans with the then Schools Minister Lord Adonis, and met with Charles Clarke when he was Home Secretary.

The Prime Minister, Tony Blair again spoke at the National Commemoration. This was held at the Wales Millennium Centre on 26th January and attended by 1900 people. Built around the theme 'One Person Can Make a Difference' artistic director Michael Bogdanov produced an inspirational event featuring music, dance and poetry.

The Trust decided that future commemorations should be awarded on the basis of an open and transparent tendering process and every local authority in the UK was invited to bid. A significant number of high quality submissions were received and, after careful consideration, 2007 was awarded to Newcastle-upon-Tyne and 2008 to Liverpool.

Community groups planned and delivered hundreds of local events across the UK. The content varied hugely from those that were primarily about remembrance to those with strong community education objectives; the majority were built around the annual theme. The Trust supported these through its local activity packs and by providing local organisers with advice and assistance. A Local Activities Advisory Group, consisting of representatives from different communities is being developed to advise the Trust.

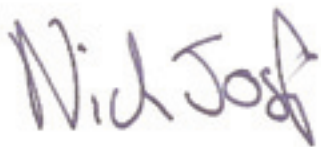
Trustee Jane Clements, led the work to develop our educational materials. Every secondary school in the UK was sent information about these and they were made available via our website.

Following Holocaust Memorial Day in January the Trust announced the theme for 2007, 'The Dignity of Difference' in February. We ran our first conference in March with local organisers attending from all over the Country. This was so successful that our 2nd conference is planned to take place in Leeds in March 2007. The Trust published a book to record all the activity across the UK for Holocaust Memorial Day.

Our vision for the next twelve months is to further progress the Trust's objective of ensuring Holocaust Memorial Day is firmly established as a part of the national psyche. We will continue working towards being an inclusive organisation for all communities, and demonstrating our relevance to the whole of British society, especially young people and groups that are often excluded from our society.

We will become more effective at communicating our key messages and support local communities and schools to deliver innovative and interesting Holocaust Memorial Day events that contribute to the delivery of the Trust's objectives and relate to the annual theme.

Most importantly, the Holocaust Memorial Day Trust will speak out against exclusion, hate, violence and genocide, adding a powerful voice both nationally and internationally.



Nick Joseph
Acting CEO

2006



The Holocaust Memorial Day Trust Board of Trustees

May - A new Trust takes responsibility for Holocaust Memorial Day

The Holocaust Memorial Day Trust became a registered charity on 8th May 2005.

June - Nick Joseph was seconded from the Home Office as interim Chief Executive



Paul Goggins MP speaking at the launch of the Trust

September - The Holocaust Memorial Day Trust was formally launched at the Imperial War Museum in London - HM The Queen was announced as the patron of the Trust.

The speakers included Paul Goggins, the then Home Office Minister with responsibility for Holocaust Memorial Day. He re-affirmed the Government's support for the Trust and stated "Holocaust Memorial Day has significance for our nation, not only because we remember those who fell victim to the Nazis, but also because it inspires

and encourages us to act upon the lessons of the Holocaust and challenge intolerance and racism wherever we find it".

At the launch Agnes Grunwald-Spier - Holocaust Survivor and Trustee announced the theme for 2006 - 'One Person *Can* Make a Difference'

During the years of the Holocaust everyone had to make moral choices. Some people became perpetrators; others were bystanders. A small minority chose to help the persecuted—Holocaust Memorial Day 2006 celebrated the rescuers and helpers.

October - Louise Hector, Community Liaison Manager, and Carly Whyborn, Office Manager, started work as the first two permanent employees of the Trust



The signing of the commemorative book at the Raoul Wallenberg memorial in Cardiff © Press Association

November - Work started on the new website; designed to make more resources available to local organisers and teachers whilst meeting the highest standards of accessibility. The website can be viewed at www.hmd.org.uk.



November/December - 4834 local activity packs were sent to local organisers. Educational materials were published and publicised to every secondary school in the UK.

December - Professor David Cesarani OBE and Dr Fahmia Huda OBE agreed to be co-opted as Trustees



The Wales Millennium Centre
© Kiran Ridley

January - The Welsh Assembly and Cardiff City Council were formally announced as the hosts for Holocaust Memorial Day 2006 at the memorial to Raoul Wallenberg.

January - National Commemoration.

The national commemoration took place at the Wales Millennium Centre on 28th January. 1900 people attended, including the Prime Minister Tony Blair and the First Minister of Wales, Rhodri Morgan. Michael Bogdanov directed a thought provoking programme.



Prime Minister Tony Blair © A. Skibinski



Diversions Dance Company at the National Commemoration © A. Skibinski

January - Community & school activities

Over 500 events took place around the country to commemorate Holocaust Memorial Day. Many schools held assemblies and designed their teaching around the theme *One Person Can Make a Difference*.

February - The Trust announced Newcastle as the hosts for Holocaust Memorial Day 2007 and the new theme 'The Dignity of Difference'.

The first annual conference for Holocaust Memorial Day took place in London.

Over 150 local organisers attended to explore the theme from an academic, community and survivor perspective.



Leeds' Holocaust Memorial Day Event 2006
© Leeds City Council

2006/2007

Looking forward...

July - first meeting of the Local Activities Advisory Group; set up to advise the Trust on engaging effectively with all communities

September - Local activity packs and educational materials will be available

September - Our Education Resources Manager will start work to lead the Trust's education programme

November - A film for Holocaust Memorial Day 2007 about the 'Dignity of Difference' will be available

January - Holocaust Memorial Day 2007

February - the theme for 2008 will be announced

March - 2nd Annual Holocaust Memorial Day Conference will take place in Leeds

Treasurer's Report

The Holocaust Memorial Day Trust, an independent Charity, took over the responsibility of delivering Holocaust Memorial Day for the UK from the Home Office in 2005. We became a registered charity in May 2005 and an acting Chief Executive was seconded from the Home Office towards the end of June. This secondment will end in March 2007 by which time a permanent CEO will have been appointed. Whilst this expenditure represents a full year of operation, our activity did not significantly increase until the summer. The Trust's main provider of funds is the Home Office from which we receive a direct grant of £500,000 each year. We would like to thank the Government for its continued support and commitment to Holocaust Memorial Day.

Administration: Approximately, 18% of our funds were spent on administration. This includes the setting up and running of rented office accommodation, accountancy, legal fees, the usual costs associated with the day-to-day running of any organisation and the employment of administrative staff. Carly Whyborn was appointed in October 2005 as PA to the CEO and was later promoted to office manager. As a new organisation significant one-off setup costs were incurred, for example, computers, furniture, books, etc.

National event: The Trust allocates £100,000 per annum to the national commemoration, which is paid to the host authority. The Trust has a policy of paying no more than 40% of the total costs. The national commemoration is hosted and joint-funded by a different part of the UK every year on or around 27th January. In 2006, the national event was hosted by the Welsh Assembly and Cardiff City Council and was attended by 1900 invited guests, including survivors, rescuers, and dignitaries, the First Minister for Wales and the Prime Minister. Other costs primarily relate to staff time in overseeing the commemoration.

Local and community activity: The Holocaust Memorial Day Trust spent approximately 22% of its funds on supporting, advising and developing materials for local organisers. In October 2005, Louise Hector was appointed as the Community Liaison Manager for the Trust. The Trust recorded over 400 local events that took place around the UK for Holocaust Memorial Day in 2006, organised by community and faith groups, and local authorities. We estimate that there were also probably another 200. A conservative estimate is that 25,000 people attended the 400-600 local events nationwide. These were supported by 4834 local activity packs that were written, designed, printed and distributed free of charge. Louise Hector oversaw the Local Activities Pack for 2006, as well as the production of the 2006 Commemorative Book. Planning has started for Local Activities in 2007. We announced and published the theme for 2007 in February 2006, 'The Dignity of Difference', and delivered our first annual Conference in March. Over 150 Local Activity organisers came together for the first time to discuss not only the theme paper for 2007, but the process of arranging their events. The 2nd annual conference will take place in Leeds in March 2007.

Education: The Holocaust Memorial Day Trust assisted schools by producing lesson plans, assemblies and case studies. These were provided as free downloads from www.hmd.org.uk and were promoted by the distribution of flyers to all secondary schools in the UK. This work was led by Trustee, Jane Clements. The Trust is recruiting an Educational Resources Manager who will be responsible for supporting schools throughout the UK with their Holocaust Memorial Day activities. Expenditure in this area will increase significantly in 2006/07.

Communications: The Trust contracts an independent PR company to develop and deliver our PR strategy. Extensive media coverage was achieved in 2005/06 including over 1100 articles about Holocaust Memorial Day. National coverage included The Independent, The Guardian, The Times and The Daily Express. The National Event was featured in broadcasts by BBC Wales TV & Radio, ITV Wales and BBC Radio 5 Live. The Trust took over the website developed by the Home Office. This received over 200,000 unique visitors between September 2005 & January 2006. The Trust has recently redesigned its website to improve accessibility. There will be a range of new resources available in 2006/07.

Research: The Trust has commissioned a research project about Holocaust Memorial Day. This will report in early 2007.

The Holocaust Memorial Day Trust has a reserves policy of holding £25,000 in a high-interest account. This is to ensure that the business of the Trust, in most circumstances, can be maintained for at least a three month period. Approximately 4% of our funds was unspent and has been carried over to 2006/07.

Income			2006
Home Office Grant			£500,000
Bank Interest receivable			£5,598
TOTAL			£505,598
Charitable Activities			
	Activities undertaken	Support Costs	Total
Local Activities	£109,788	£23,427	£133,215
National Event	£125,974	£26,880	£152,854
Communications	£111,489	£23,790	£135,279
Research	£40,000	£8,535	£48,535
Education	£9,758	£2,082	£11,840
TOTAL	£397,009	£84,714	£481,723

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Statement of Commitment

We recognise that the Holocaust shook the foundations of modern civilisation. Its unprecedented character and horror will always hold universal meaning.

We believe the Holocaust must have a permanent place in our nation's collective memory. We honour the survivors still with us, and reaffirm our shared goals of mutual understanding and justice.

We must make sure that future generations understand the causes of the Holocaust and reflect upon its consequences. We vow to remember the victims of Nazi persecution and of all genocide.

We value the sacrifices of those who have risked their lives to protect or rescue victims, as a touchstone of the human capacity for good in the face of evil.

We recognise that humanity is still scarred by the belief that race, religion, disability or sexuality make some people's lives worth less than others'. Genocide, antisemitism, racism, xenophobia and discrimination still continue. We have a shared responsibility to fight these evils.

We pledge to strengthen our efforts to promote education and research about the Holocaust and other genocide. We will do our utmost to make sure that the lessons of such events are fully learnt.

We will continue to encourage Holocaust remembrance by holding an annual UK Holocaust Memorial Day. We condemn the evils of prejudice, discrimination and racism. We value a free, tolerant, and democratic society.