



Communities Together



BUILD A BRIDGE



Holocaust Memorial Day Trust

*Learning lessons from the past to create
a safer, better future*

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Charity No. 1109348



Holocaust Memorial Day Trust

Creating a safer, better future

We are here to help so please contact us by

Calling us on **020 7785 7029**

Emailing the team on **enquiries@hmd.org.uk**



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PO Box 61074


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Getinvolved!





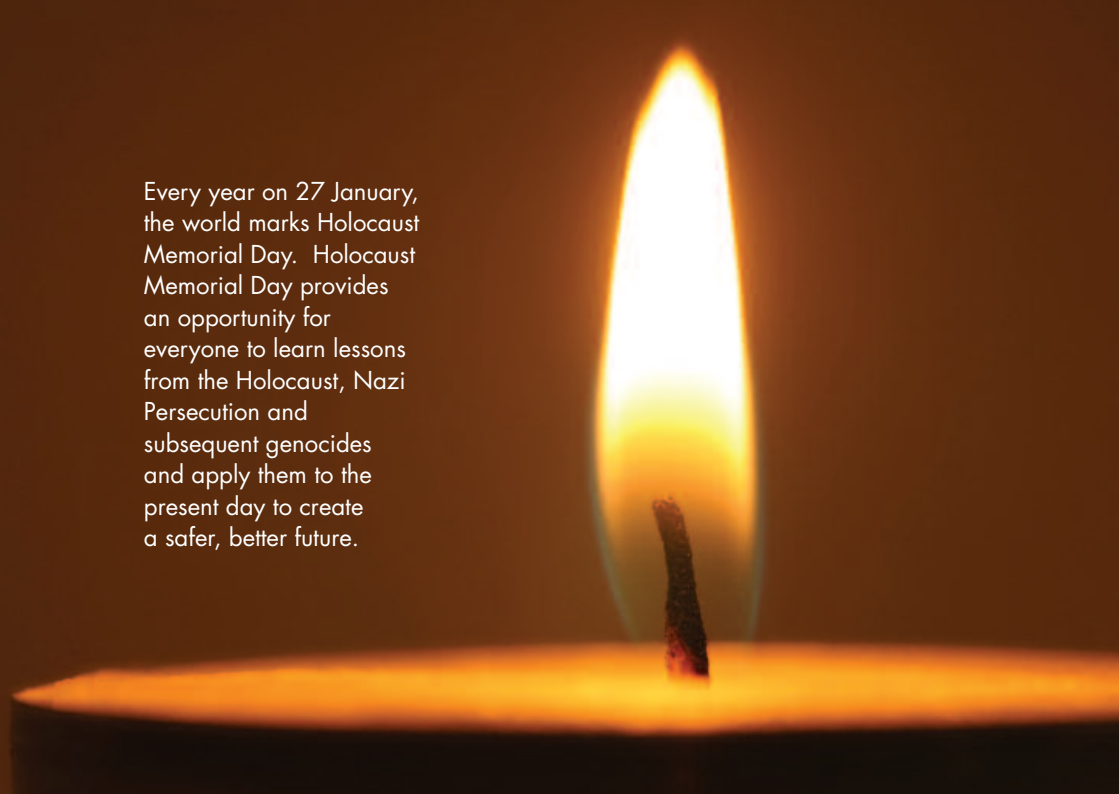
*'What can one person do? You make friends, of course,
and do what you can'* Daoud Hari, Darfuri refugee

Welcome

Within this booklet you will find everything you need to know about us and how to get up and running with your HMD activity.

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Every year on 27 January, the world marks Holocaust Memorial Day. Holocaust Memorial Day provides an opportunity for everyone to learn lessons from the Holocaust, Nazi Persecution and subsequent genocides and apply them to the present day to create a safer, better future.

About us

Holocaust Memorial Day Trust is a charity which works to raise awareness of Holocaust Memorial Day (HMD). We promote and encourage participation in HMD by providing free resources, running free workshops across the UK and producing the annual theme for HMD.

We believe that HMD is relevant to everyone, regardless of age, race or background. It's a time for communities to join together to remember the past in order to make their neighbourhoods safer and stronger.

On Holocaust Memorial Day we share the memory of the millions who have been murdered in the Holocaust, under Nazi persecution and subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur in order to challenge hatred and persecution in the UK today.

HMD has taken place in the UK since 2001 and HMDT was established in May 2005. During our existence the number of activities held for HMD has grown by over 400%. Our external evaluation following HMD 2012 showed that 96% of respondents would rate their activity a success, mirroring the findings of HMD 2011.



BUILD A BRIDGE

Communities Together

Communities Together: Build a Bridge

Imagine waking up to find that the neighbours you have known all your life and even sat next to at school, now walk past you without stopping, now forbid their children from playing with yours, now spit at you and even attack you.

Imagine having nowhere to turn, that the walls are closing in and that there is no escape. Imagine that you have done nothing wrong, yet you are to be punished nonetheless and no one will stand by you.

On Holocaust Memorial Day, 27 January, we're asking you to remember and stand by those who were forced to live through these experiences. We want you to honour those communities which were destroyed in the Holocaust, under Nazi Persecution and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur.

On Holocaust Memorial Day 2013 we can work towards a society that is respectful of everyone. We can all play a part in creating a safe environment and do what we can to know and support our communities. On 27 January 2013 we can reach out and make connections with others.

To read the full HMD 2013 theme paper visit hmd.org.uk/themepaper

Step one – planning

The success of your HMD activity will depend on the planning you do beforehand. Our planning tips for you include:

- be clear on what you want your HMD activity to achieve, for example inspire your audience to make a change in their own lives
- set your objectives
- keep it relevant – find out who your audience is and what they want
- get value for money – whatever your budget!

For more information go to hmd.org.uk/planning

Step two – your programme

You've set your objectives and you now know who your audience is. Now it's time to start thinking about the content of your HMD activity.

- involve your participants, for example in song, prayer, lighting a candle
- be creative – use drama, music, dance and the visual arts as part of your programme
- keep it relevant – create a link between your audience and the events of the past

For ideas, examples of activities and guidance on building your programme go to hmd.org.uk/content



Step three – Use our resources

From online exhibitions and image galleries to ways you can incorporate music and movies into your activity, we have a wide selection of resources that you could use and take inspiration from. See some examples below and explore these and many more materials for your activity at hmd.org.uk/resources

Sports

Find out how sport can play a part in your commemoration with HMD sports resources
hmd.org.uk/sports

Bespoke advice

Do you work with Libraries, Cinemas, Local Authorities, Police Forces or Trade Unions? We've created information sheets for you to use.
hmd.org.uk/bespoke

Readings

If you're including speeches in your programme, we have lots of resources; from liturgical readings to poems and HMD 2013 quotations to lists of Victims' Names.
hmd.org.uk/readings

Media

Do you have display screens or monitors? Why not loop our presentation or upload our screensaver? You can also show our films – an introduction to HMD, survivor stories and contemporary testimonies are all available from our website.

hmd.org.uk/multimedia

Learning

Lesson and assembly plans for educators, including SEN materials, can be found at
education.hmd.org.uk

Step Four – Let us know

Now that you've planned your activity and set out your programme, please tell us about it.

Whether your activity is private or public, big or small, it plays a vital role in creating the picture of how we mark HMD in the UK. We can only present an accurate picture by knowing about what takes place.

We will be highlighting local activities and by letting us know, we can include you. Also, by telling people about your activity, you may inspire others with your ideas. Putting information about your plans on our website may encourage others to make their own activities more creative.

Let us know what you are doing for HMD 2013 by adding your activity on our website **hmd.org.uk/letusknow**. We'll only make your event for public viewing if you want us to.

Step Five – Tell people

After all your hard work in developing your activity, don't forget to make sure that your anticipated audience knows all about it!

Listing your activity on our website is a great way to let people know about it – last year over 275,000 people visited hmd.org.uk. These are our top three tips:

- use social media to spread the word
- invite your Councillor or MP by using our template letters
- attract local media attention by writing to them with our template press release

You can find out more about marketing and publicising your event at **hmd.org.uk/tellpeople**



'I think "what's the point of talking?" The things are still carrying on, the atrocities. But seeing all these people here, I will have to change my mind and think there is some hope.'

Ivor Perl, Holocaust survivor, speaking at a HMD 2012 activity

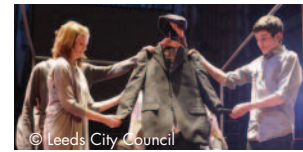
Step six – Evaluate your activity

After your activity has taken place, it's time to reflect on how it went. To help you evaluate, we have:

- template surveys for you to use
- tips for making your evaluation a success

Where can you go for more support and advice? We are always here to help you and you can call us on **020 7785 7029** or send an email to **enquiries@hmd.org.uk**

For more information go to **hmd.org.uk/evaluate**



Get Started!

We are proud of our amazing existing activity organisers – they've used their creativity and commitment to organise inspirational commemorations. You can read more about these at hmd.org.uk/beinspired

We want you to bear in mind while you're planning your activity that however big, small, creative or simple your commemoration is – you are making a difference. We know from experience that your audience will take a lot away from your activity. We know that these activities can often be the catalyst for a change in behaviour, or in attitude. Organising a HMD activity can have hugely positive results for your community, and we're here to help you every step of the way – just call, email or tweet us or visit our website.

To keep you on track and organised with your fantastic and inspirational activity, we've written a checklist for you on the next page.

Your HMD 2013 Checklist

You've got some great ideas for your HMD activity and the good news is you've already started by reading through your free Campaign Pack.

Here are some other things to think about as you count down the weeks to 27 January 2013.

Have you:

- Ordered your Campaign Pack?
- Ordered extra Campaign Packs for your colleagues?
- Set up a steering group?
- Booked your venue?
- Decided on your programme?
- Got licenses for any films or music in your programme?
- Added your activity to our website?
- Contacted the press using our publicity guidelines?
- Invited your audience?
- Got a contingency plan in case the weather stops your activity or your speaker cannot come?
- Ordered your free handout materials (available in 50s) for your audience?

This booklet is part of your HMD 2013 Campaign Pack, you'll also find posters for you to use as part of your activity. You can use these as you wish, putting them together as a complete display, or using them separately; whatever best suits the space available. Once assembled, the full display will look like this:



- 1 **The Holocaust**
Whilst HMD marks the other victims of Nazi Persecution and subsequent genocides, the Holocaust is a defining part of human history. This poster will help your audience understand the key facts
- 2 Large **Communities Together: Build a Bridge** poster
This is designed to be eye-catching and will help you make an impact with your HMD activity
- 3 **Communities Together: Build a Bridge**
Help your audience understand why HMD is important to them
- 4 Victims of Nazi Persecution and subsequent genocides A4 posters
Each poster details what happened to those who were persecuted, and features a survivor's quote
- 5 Join us to mark Holocaust Memorial Day 2013
You can use this poster as part of your display, or to advertise the details of your activity
- 6 **About Booklets**
Each year we produce free handout materials which you can give to your audience. Order these in quantities of 50 by calling **020 7785 7029** or emailing **enquiries@hmd.org.uk**

HMDT is a charity that works to raise awareness of Holocaust Memorial Day. We work across the UK to encourage and inspire individuals and organisations to play a part in creating a safer, better future.

To find out what you can do, visit hmd.org.uk

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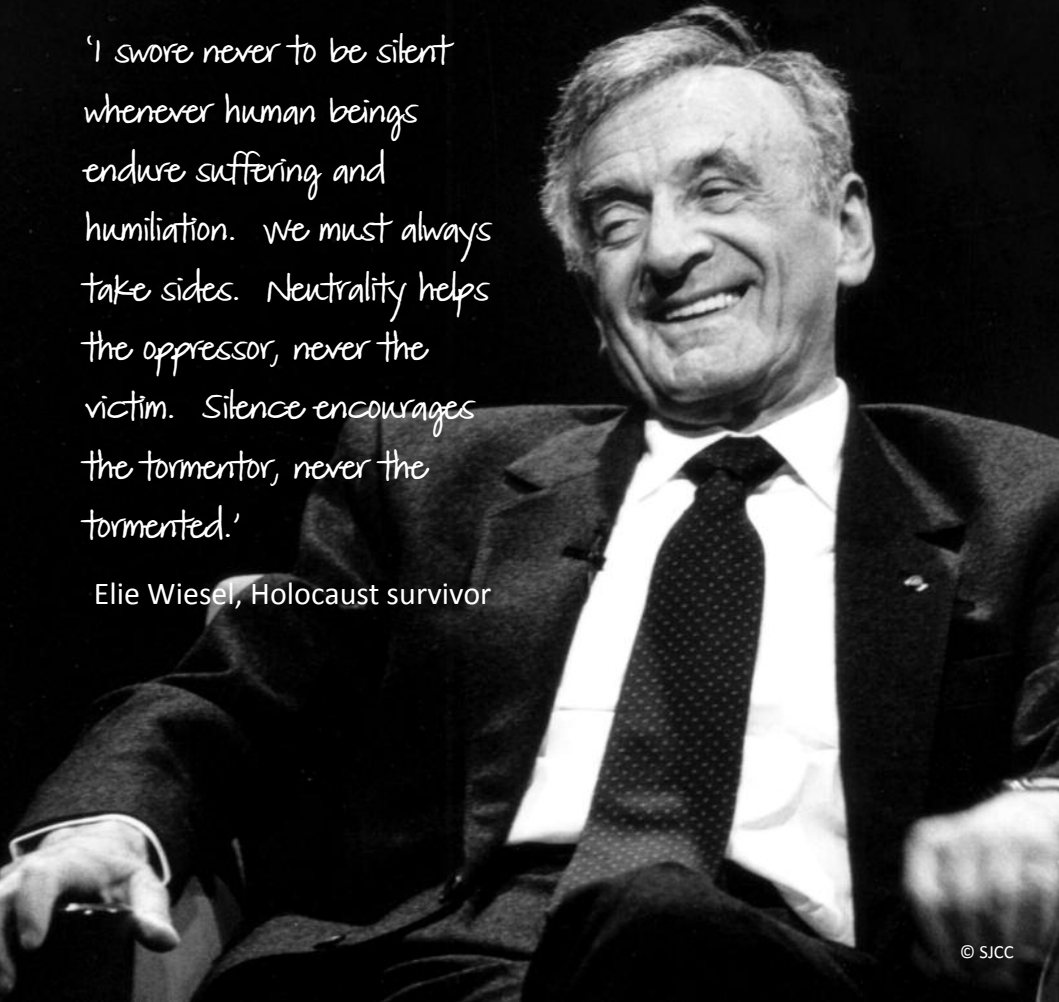
To order
more About
Booklets call
020 7785 7029

Holocaust Memorial Day

*Learning lessons from the past to
create a safer, better future*

*'I swore never to be silent
whenever human beings
endure suffering and
humiliation. We must always
take sides. Neutrality helps
the oppressor, never the
victim. Silence encourages
the tormentor, never the
tormented.'*

Elie Wiesel, Holocaust survivor



© SICC

27 January provides an opportunity for everyone to learn the lessons from the Holocaust, Nazi Persecution and subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur to apply them in the present day to create a safer, better future. On Holocaust Memorial Day (HMD) we share the memory of the millions who have been murdered in the atrocities of the past in order to challenge hatred and persecution in the UK today.

On HMD you will be joining millions of others across the world who come together to pause, to remember and reflect on what we need to do to create a future free from the dangers of discrimination.

To find out more about Holocaust Memorial Day and how you can become involved visit [hmd.org.uk](https://www.hmd.org.uk)

Genocide does not just happen overnight, it's a gradual process that can begin the moment respect stops. It's inconceivable to us that genocide could take place here in the UK, but if we are not vigilant the seemingly small acts of hatred that take place every day can grow into something more sinister.

On HMD, you can use the experience of those who have been persecuted in the Holocaust, Nazi Persecution and in subsequent genocides to learn how name-calling can ultimately lead to the orchestrated mass murder of millions.

Everyone has a responsibility to ensure that 'Never Again' truly means Never Again.

How does genocide happen?

Stage 8 Denial	The perpetrators or later generations deny the existence of any crime.
Stage 7 Extermination	The hate group murders their identified victims in a deliberate and systematic campaign of violence. Millions of lives have been destroyed or changed beyond recognition through genocide.
Stage 6 Preparation	Victims are identified based on their differences. At the beginning of the Cambodian genocide, the Khmer Rouge separated out those who lived in cities and did not work in the fields. Jews in Nazi Europe were forced to live in ghettos.
Stage 5 Polarisation	Propaganda begins to be spread by hate groups. The Nazis used the newspaper <i>Der Stürmer</i> to spread and incite messages of hate about Jewish people.
Stage 4 Organisation	Genocides are always planned. Regimes of hatred often train those who are to carry out the destruction of a people.
Stage 3 Dehumanisation	Those who are perceived as 'different' are treated with no form of human right or personal dignity. During the Rwandan Genocide, Tutsis were referred to as 'cockroaches'; the Nazis referred to Jews as 'vermin'.
Stage 2 Symbolisation	This is a visual manifestation of hatred. Jews in Nazi-occupied Europe were forced to wear yellow stars to show that they were 'different'.
Stage 1 Classification	The differences between people are not respected. There's a division of 'us' and 'them'. This can be carried out through the use of stereotypes, or excluding people who are perceived to be different.



The Holocaust 1933 – 1945

'Auschwitz was really a factory for killing, and human beings were used as fuel. I survived and promised myself, I will tell the world what happened.'

Lily Ebert, Holocaust survivor

The Nazis attempted to destroy all of European Jewry in their systematic, state-sponsored campaign of hatred which we now call the Holocaust.

As soon as they came to power the Nazis began building on years of anti-semitism by bringing in legislation which gradually removed Jews from having any citizenship rights at all. Jews would eventually be rounded up and forced to live in overcrowded ghettos across Europe. As part of the 'Final Solution', ghettos were liquidated and Jews were sent to concentration camps, such as Auschwitz-Birkenau. At killing centres, those considered too old or too weak to work – including women and children – were sent straight to the gas chambers. Those considered strong enough were set to work in extreme conditions. Six million men, women and children died through neglect, starvation and ill-treatment in the ghettos and camps. Today, survivors tell their stories to ensure that this never happens again.

Find out more: hmd.org.uk/genocides/the-holocaust



The Nazis hated anyone who did not fit their narrow idea of who or what was 'normal'. From the moment they came to power, they set up legislation and policies that attempted to eliminate difference and exclude those they deemed *untermenschen* – sub-human.

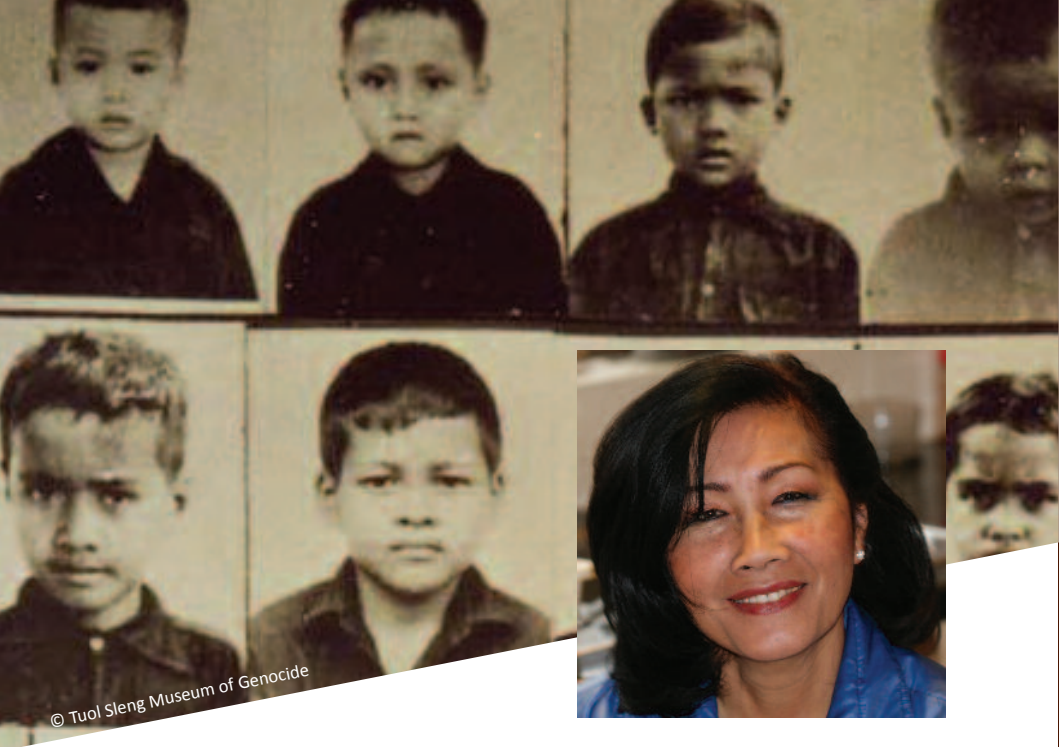
Among those persecuted, excluded, imprisoned or murdered were the Roma and Sinti (Gypsies), Gay men and Lesbians, Jehovah's Witnesses, Trade Unionists, Freemasons, Black people, the mentally and physically disabled, political opponents and non-Jewish Poles and Slavs. Millions of lives were lost or changed beyond recognition under Nazi Persecution, and many groups did not receive acknowledgement of their suffering until many years later.

Find out more: hmd.org.uk/genocides/victims-of-nazi-persecution

Nazi Persecution 1933 - 1945

'At school I was under more and more pressure to hail Hitler. But I refused because in my heart I could never honour a man in this way as if he were a god who could save people. I was arrested at the age of 12.'

Simone Arnold, Jehovah's Witness and survivor of Nazi Persecution



Genocide in Cambodia 1975 - 1979

'It's hard to tell you the story because it brings back the feeling of helplessness... people need to know in order to avoid genocide happening again.'

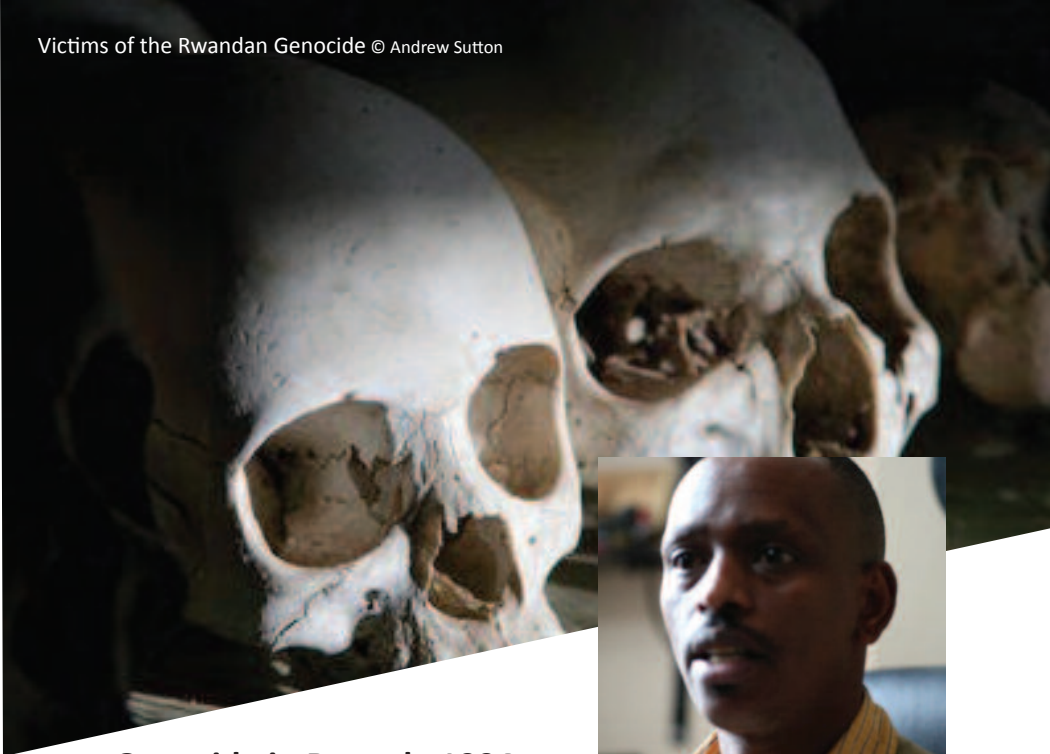
Var Hong Ashe, survivor of the Genocide in Cambodia

The fate of Cambodia shocked the world when the radical Communist Khmer Rouge seized power in 1975.

In an attempt to create 'year zero', they emptied the cities of people, forcing men, women and children into the countryside to work on collective farms. Those considered to be a threat to this new peasant class – including doctors, lawyers, teachers and even those who wore glasses – were murdered. Children were taken away from their parents and people were shot for listening to a radio or simply crying or laughing.

One Khmer slogan read 'to spare you is no profit; to destroy you is no loss'. Starvation and persecution were widespread and around two million people were killed during the reign of the Khmer Rouge.

Find out more: hmd.org.uk/genocides/cambodia



Genocide in Rwanda 1994

'They killed my big brother, my young brother, my sister, and my father and my mother. That is all my family. And around my family; my uncles, my cousins...lots, lots, I can't tell you how many.'

Apolinaire Kageruka, survivor of the Rwandan Genocide

In 100 days in 1994 almost one million Tutsis and moderate Hutus were murdered in Rwanda.

Following years of persecution and discrimination against Tutsis, Hutu leaders accused the Tutsis of killing the President by shooting down his plane on 6 April 1994. The leaders sought vengeance and urged Hutu civilians to take to the streets and murder Tutsis. The genocide was carried out predominantly by hand, and the killing squads – the *Interahamwe* – were supported by the state, including local politicians who made suitable places available for the murders to take place.

Tutsis were killed in thousands as they sought refuge in schools and churches. In their last moments alive, victims were often faced with the fact that their killers were former neighbours and friends.

The International Community stood by whilst those on the ground declared it genocide – the first time the convention had been invoked since the 1948 Universal Declaration of Human Rights.

Find out more: hmd.org.uk/genocides/rwanda



Coffins ready for burial in Potocari village
© Tarik Samara



Genocide in Bosnia 1995

‘This life is about what we can do... whether we’re doing something for our community or something bigger. We make the world the way it is.’

Kemal Pervanic, survivor of the Genocide in Bosnia

In the turmoil following the disintegration of Yugoslavia in 1992, Bosnia declared independence from ‘Greater Serbia’. In an attempt for political domination the Bosnian Serb authorities began isolating ethnic groups, and in some cases exterminating them.

Concentration camps were established and Muslim men and boys were forcibly detained. In July 1995, following the enforced deportation of women, children under 13 and the elderly from Srebrenica, over 7,500 Muslim men and boys were murdered in fields, warehouses and playgrounds. Their bodies were buried in mass graves and many have never been identified.

The massacre at Srebrenica remains the single largest mass murder in Europe since the Holocaust and Nazi Persecution.

Find out more: hmd.org.uk/genocides/bosnia



Refugees in Menawashi, Darfur
© Brian Steidle

Genocide in our time: Darfur

'I am here, but I feel I am there... I feel with them in Darfur because all my family are there. I don't want a lot of problem in my village or in my Darfur. I don't want war and I don't want shooting.'

Hawa, survivor of the Genocide in Darfur

Between 2003 and 2005, against the backdrop of civil war, genocide took place in Darfur, Sudan. The government-backed militia, the *Janjaweed*, destroyed properties, homes and communities. Rape was used indiscriminately and approximately 400,000 men, women and children have been murdered. Up to 2.5 million are still reliant on international aid today, and are unable to move back to their communities, remaining in makeshift camps in Darfur or Chad. The African Union-United Nations Mission In Darfur (UNAMID) remain in the area, having had their mandate renewed again on 31 July 2012. Their mission is to protect aid workers and support implementation of the Darfur Peace Agreement.

Despite the independence of South Sudan in July 2011, further conflict has taken place in the bordering areas of the Nuba Mountains. Two arrest warrants (the last in 2010) have been issued by the International Criminal Court for the arrest of Al Bashir, Sudan's President, however these remain outstanding.

Find out more: hmd.org.uk/genocides/darfur



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Holocaust Memorial Day across the UK

From Exeter to Aberdeen, Belfast to Brighton, Holocaust Memorial Day – 27 January – is marked by thousands of people who come together in schools, workplaces and public spaces. By pausing together to reflect on the appalling events of the past, those who mark Holocaust Memorial Day (HMD) commit to creating a better future.

From candle lightings and peace walks, to tree plantings and poetry writing, HMD activities involve all members of the community. Through online engagement, thousands more help to make sure that HMD and its important messages reach our collective consciousness.

Whether activities are big or small, public or private, online or in-person, they all play a vital role in the UK marking Holocaust Memorial Day. On 27 January, you can find out how you can play your part in learning lessons from the past to create a safer, better future for all.

Find out overleaf how to get involved.