

Strategy 2026 - 2029



HOLOCAUST
MEMORIAL
DAY TRUST

Our values and our impact

Our values are to behave in ways which are knowledgeable, empathetic and transparent.

We seek to increase knowledge, empathy and action.

Introduction

The strategy is being developed at a time when the memory of the Holocaust is under deliberate attack. The Holocaust is being undermined, distorted, denied, inverted, glorified and even weaponised, and our primary concern is to protect and safeguard the historical record and memory of the Holocaust. Antisemitism is rising, not only but including through misuse and abuse of the Holocaust.

At the same time, other forms of prejudice are increasing in the UK – racism, anti-Muslim hatred, and against Roma people – whilst prejudice against disabled people and LGBT people continues.

We have updated our strategy so that it is more closely aligned with the principles outlined in the original Stockholm Declaration which led to our establishment: to recognise the unprecedented nature of the Holocaust, to safeguard the historical record and memory of the Holocaust, to commemorate the 6 million Jewish men, women and children who were murdered, to honour the survivors, to commemorate the terrible suffering of many millions of other victims of the Nazis, and to strengthen our efforts to educate about the Holocaust to enable people of all backgrounds to learn from it, and to help prevent prejudice and persecution in the future.

We have also made clear in this strategy that commemorating the Holocaust is for a purpose: to learn the lessons of the fragility of democracy, the necessity to protect human rights and the responsibility to ensure that all human lives are respected as of equal value.

This strategy also commits us to doing more to highlight and challenge contemporary prejudice in the UK, particularly antisemitism where it manifests itself through Holocaust denial, distortion, inversion or celebration. It also commits us to tackling prejudice and hate today including racism, anti-Muslim hatred and prejudice against Roma people.

Strategic goals

The strategic goals of HMDT during the period covered by this strategy will be:

1. **Holocaust Memorial Day at national level:** To lead and embed further Holocaust Memorial Day as the nation's national day of collective Holocaust remembrance, where people feel part of something bigger than themselves, and where it is part of the fabric of UK society
2. **Holocaust Memorial Day at local level:** To build and expand further local HMD commemorations, by engaging and supporting individuals, organisations (especially schools) and communities across the UK to mark HMD
3. **Holocaust commemoration and education:** To commemorate and educate about the Holocaust and Nazi persecution of other communities
4. **Lessons of the Holocaust for contemporary prejudice in the UK:** To link the history of the Holocaust and Nazi persecution of other communities with contemporary antisemitism (anti-Jewish hostility) with a focus on Holocaust denial, distortion, inversion and glorification, and with contemporary prejudice and hate, including racism, anti-Muslim hatred, and prejudice against Roma people.
5. **Lessons of the Holocaust for international persecution:** To learn and commemorate where persecution led in Cambodia, Rwanda, Bosnia and in Darfur
6. **Organisation:** To significantly increase our total funding, improve the strength and resource of our team, and increase our efficiency through the use of technology.

Our planned actions to achieve these goals

Goal 1: Holocaust Memorial Day at national level: To embed further Holocaust Memorial Day as the nation's national day of collective remembrance, where people feel part of something bigger than themselves, and where it is part of the fabric of UK society.

To progress this goal we will:

1. Plan and deliver the UK Ceremony and grow its audience;
2. Expand the national moment of 'Light the Darkness';

3. Raise awareness of HMD across the UK through media, social media and new media;
4. Support the planning and delivery of the national HMD Ceremonies in Scotland and Wales, and of the regional HMD Ceremony in Northern Ireland.

Goal 2: Holocaust Memorial Day at local level: To build and expand further local HMD commemorations, by engaging and supporting individuals, organisations and communities across the UK to mark HMD.

To progress this goal we will:

1. Build engagement and expand local HMD events and activities;
2. Develop and expand the HMDT Next Generation Ambassadors programme;
3. Continue our targeted proactive approach to local engagement, and prioritise the following sectors: local authorities, young people (in formal and informal education settings), faith/interfaith settings, corporate workplaces, prisons, NHS settings (with reactive support for the following sectors: museum and heritage settings, libraries, bookshops, trades unions, cinemas and community spaces);
4. With partner organisations develop and deliver a specific programme of support for schools to encourage and enable them to commemorate Holocaust Memorial Day through assemblies, classroom activities and participation in local and national events;
5. Expand the work and profile of the HMD Partnership Group and continue to work in partnership with sister organisations, especially the Holocaust Educational Trust (HET) and the Anne Frank Trust.

Goal 3: Holocaust commemoration and education: To commemorate and educate about the Holocaust, and also about Nazi persecution of other communities

To progress this goal, we will:

1. Ensure that the Holocaust is the explicit focus of all aspects of HMD;
2. Increase use of adult survivor testimony (ie testimony gathered in the decades since the Holocaust);
3. Prioritise artefacts ('silent witnesses') for educating about the Holocaust and about Nazi persecution of other communities;
4. Continue to work closely with Holocaust survivors and Jewish refugees from Nazism to honour their experiences and incorporate their testimonies where possible;

5. Expand input from external experts, including academics and practitioners;
6. Continue to sign-post to, and work with, members of the second and third generations.

Goal 4: Lessons from the Holocaust for contemporary prejudice in the UK: To link the history of the Holocaust and Nazi persecution of other communities with contemporary antisemitism (anti-Jewish hostility) with a focus on Holocaust denial, distortion, inversion and glorification, and with contemporary prejudice and hate including racism, anti-Muslim hatred, and prejudice against Roma people; to encourage greater social cohesion

To progress this goal we will:

1. Develop new workstreams to increase knowledge of, and to counter, antisemitism with a focus on Holocaust distortion, denial and inversion, including the emerging threats from AI and social media;
2. Develop new workstreams to increase knowledge of, and to counter, prejudice against other people and communities, relating to communities who historically were targeted by the Nazis and their collaborators;
3. Develop new partnerships with organisations in the fields of contemporary prejudice;
4. Encourage HMD participants to take actions, individually and in their communities, to challenge and reduce prejudice today to encourage greater social cohesion.

Goal 5: Lessons from the Holocaust for international persecution: To commemorate and learn where persecution led in Cambodia, Rwanda, Bosnia and Darfur

To progress this goal, we will:

1. Continue to ensure HMD helps people to commemorate and learn where persecution led in Cambodia, Rwanda, Bosnia and Darfur;
2. Support local HMD event organisers who wish to include commemoration of, and education about, where persecution led in Cambodia, Rwanda, Bosnia and Darfur;
3. Provide educational materials and information about where persecution led in Cambodia, Rwanda, Bosnia and Darfur, including survivor testimony and artefacts;

4. Continue to work closely with survivors from Cambodia, Bosnia, Rwanda and Darfur to honour their experiences and incorporate their testimonies where possible;
5. Include input from external experts, including academics and practitioners, and work with partner organisations representing or working with survivors from Cambodia, Rwanda, Bosnia and Darfur.

Goal 6: Organisation: To increase significantly our total funding, improve the strength and resource of our team, and increase our efficiency through the use of technology

To progress this goal we will:

1. Seek to increase our core UK government funding to achieve these goals;
2. Seek to increase our grants from the Scottish, Welsh and Northern Ireland administrations to support HMD within the devolved nations of the UK;
3. Work towards becoming a sustainable £3m per year charity to achieve these ambitions, including through our non-governmental fundraising;
4. Maintain sound governance and act in accordance with the Nolan Principles of Public Life;
5. Recruit, retain and support an effective and high calibre staff team;
6. Increase the effective and appropriate use of AI to improve our productivity.

For more information or queries, please contact: enquiries@hmd.org.uk