

Holocaust Memorial Day 2025

Impact Report



**HOLOCAUST
MEMORIAL
DAY TRUST**

*Learning from genocide -
for a better future*



Her Royal Highness The Princess of Wales with Holocaust survivor Yvonne Bernstein at the Holocaust Memorial Day National Ceremony, Guildhall, London.

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Holocaust Memorial Day 2025

A year of powerful commemoration

Holocaust Memorial Day (HMD) 2025 was a year of extraordinary impact, as millions across the UK came together to remember the past for a better future. The UK commemorative Ceremony, broadcast on BBC One and iPlayer, was watched by over two million people, the memory of the 6 million Jews murdered in the Holocaust and the message of remembrance into homes across the country.

Public engagement reached new heights with our national moment, *Light the Darkness*, illuminating 200 landmarks, four million people seeing our promotional campaign on 400 outdoor digital billboards and 510,000 visitors to our website - an increase of almost a quarter from the year before. Media interest was at an all-time high with over 2,000 stories across major media outlets, ensuring that HMD's message resonated nationwide.

From our *80 Candles for 80 Years* project to commemorative events in schools, workplaces, museums and cinemas, communities across the UK found powerful ways to reflect.

This all came against a backdrop of sharply increased antisemitism, increasing faith-based hate crime, raised levels of anti-Muslim hatred

and heightened community tensions as the UK has struggled this year with a more polarised political discourse. Specifically, there were some who actively disengaged from Holocaust Memorial Day and sought to undermine its importance and significance, even to boycott it. It was all the more important, therefore, that we were able to succeed in bringing the nation together on Holocaust Memorial Day and in enabling people from diverse backgrounds to learn where prejudice can lead when it becomes normalised and encouraged.

This report highlights the many ways people marked HMD 2025, demonstrating the strength of collective remembrance in shaping a more compassionate world.

Laura Marks CBE
Chair of Trustees

Olivia Marks-Woldman OBE
Chief Executive

HMD 2025 **IN NUMBERS**

2 million

people watched the UK Ceremony on BBC One and iPlayer

200

landmarks lit in purple for *Light the Darkness*

(160 in 2024)



510,000

visitors to the hmd.org.uk website

(+23% from 2024)



4 million

people saw *Light the Darkness* on 400 digital billboards around the country

2.2 million

people watched football legends meet Holocaust survivors on social media



700,000

cinema-goers saw our 1-min HMD film created with and screened by Pearl & Dean



3,500

organisations marked Holocaust Memorial Day 2025

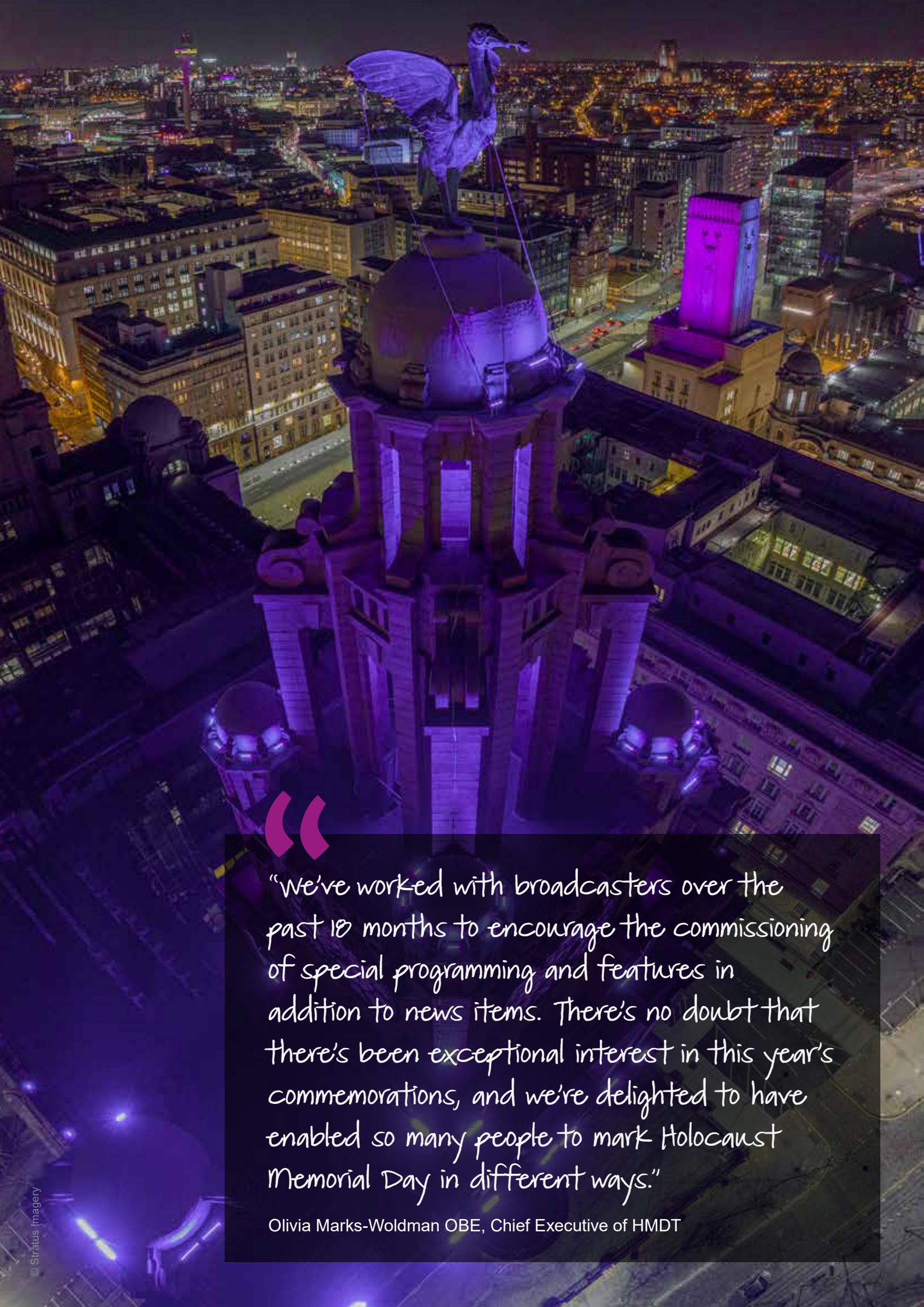
(similar to 2024)

45,000

HMD resources downloaded from the hmd.org.uk website

(up from 40,000 in 2024)

Images: Opposite - Laura Marks © Sam Churchill / HMDT; Olivia Marks-Woldman © HMDT; Above - London Eye © Lab Ky Mo; Clifford's Tower, York © English Heritage; MLK Building, Liverpool © Explore Liverpool; Footballers with Dr Martin Stern MBE © Jewish News / Simon Hill



“

“We’ve worked with broadcasters over the past 18 months to encourage the commissioning of special programming and features in addition to news items. There’s no doubt that there’s been exceptional interest in this year’s commemorations, and we’re delighted to have enabled so many people to mark Holocaust Memorial Day in different ways.”

Olivia Marks-Woldman OBE, Chief Executive of HMDT

HMD in the public eye

The impact of our work to raise the profile of Holocaust Memorial Day (HMD) in this milestone anniversary year resulted in over 2,000 media pieces - our highest ever - culminating in more than 2 million people watching the commemorative Ceremony, broadcast on BBC One and iPlayer.

We were pleased to achieve coverage across a range of media outlets, from the tabloids to the broadsheets, Jewish press, many TV stations, radio and podcasts.

Key coverage highlights included testimonies from Holocaust survivors and HMD news pieces in the Daily Express, The Sun, BBC Breakfast, ITV News and Sky News, providing powerful commentary across outlets with huge reach across the UK.

10,000
social media
engagements



Laura Marks CBE, HMDT's Chair of Trustees, wrote an opinion piece in The Times.



Ivor Perl BEM, Holocaust survivor, was featured in The Express.



Watch on iPlayer at [hmd.co.uk/hmdbbc](https://www.bbc.com/iplayer/programmes/hmd)

The National Ceremony was narrated by BBC journalist and newsreader, Reeta Chakrabarti (centre), pictured ahead of the broadcast with (l-r) Isam Agieb, survivor of the genocide in Darfur; Sabina Kadić-Mackenzie, survivor of the genocide in Bosnia; Sophari Ashley, survivor of the genocide in Cambodia; Rachel Levy BEM, Holocaust survivor; Daniela Abraham, member of the second generation from the Roma community; and John Hajdu MBE, Holocaust survivor.

Light the Darkness

Iconic landmarks illuminate for HMD

Familiar sights, including the Houses of Parliament in London, the Senedd building in Cardiff, the Parliament Buildings at Stormont in Belfast and Edinburgh Castle in Scotland, beamed brightly with purple lights as part of our national moment *Light the Darkness*.

From 8pm on 27 January, buildings were illuminated in towns and cities across the UK in unison, while people at home placed candles in their windows. Lights shone as far and wide as Lerwick Town Hall in the Shetland Islands to Bodmin Keep in Cornwall, and Derry City to Strabane District Council Offices in Northern Ireland.

The lights symbolised solidarity in remembering the 6 million Jews murdered during the Holocaust, alongside the millions of other people killed under Nazi persecution - and during more the recent genocides recognised as such by the government, and in Darfur. It is also a light of solidarity with people today who still face prejudice based on their faith or ethnicity.



Digital campaign

Outdoor publicity boosts awareness



Nearly four million people saw our outdoor digital poster campaign in high footfall sites across the UK, including the Piccadilly Circus Lights in London and Manchester's Arndale Centre. At its heart was the moving image of a grandfather and granddaughter holding a candle - symbolising the passing of the light of remembrance to the next generation.

We're very grateful to portrait photographer James Day for capturing this image pro bono for the Holocaust Memorial Day Trust, which was developed by creative agency St Luke's and then amplified by partners Ocean Outdoor and JCDecaux.

400+

outdoor screens displayed our digital campaign



HMD throughout the year

Increasing knowledge of the past

We work throughout the year to increase awareness and knowledge of the 6 million Jews murdered in the Holocaust and the millions of other people killed under Nazi persecution. We also commemorate more recent genocides which are recognised by the UK government, and Darfur.

Our mission is to deepen understanding of all these atrocities, fostering a world free from hatred and persecution. As well as creating and distributing educational resources and using social and national media to raise awareness of key anniversaries relating to the genocides we mark, we held a number of in-person and online events.

Survivors' tea party

In May 2024, Lady Lipworth CBE held a special afternoon tea for survivors of the Holocaust and more recent genocides, alongside supporters and special guests, including Smajo Bešo OBE, survivor of the genocide in Bosnia (*pictured right*). The event highlighted our plans to mark the 80th anniversary of the liberation of Auschwitz-Birkenau and the 30th anniversary of the genocide in Bosnia at Holocaust Memorial Day (HMD) 2025.



© Gabriel Popa / HMDT



Resources launch

In October 2024, we were joined online by activity organisers as we launched brand new resources to support people across the UK to mark Holocaust Memorial Day 2025. Holocaust survivor Dorit Oliver-Wolff BEM and survivor of the genocide in Bosnia, Safet Vukalić BEM, shared their experiences at the event.



HMDT Youth Programme

We're proud of our continuing work with young people through the Holocaust Memorial Day Trust's Youth Programme. During the year, participants aged 18 to 25 joined monthly educational sessions and then developed events and activities to mark HMD 2025. Members of the programme also participated and supported various HMD ceremonies, including the national Ceremony at the Guildhall in London.



Workplaces

British Airways

The Holocaust Memorial Day Trust (HMDT) worked with British Airways' Jewish faith network, supported by its Muslim faith network, to organise their Holocaust Memorial Day (HMD) event. Hundreds of BA's staff heard from Sabit Jakupović (*pictured*), a survivor of the genocide in Bosnia, and watched filmed testimonies from Holocaust survivors.

Introducing the event, Olivia Marks-Woldman OBE, Chief Executive of HMDT, highlighted the ongoing importance and relevance of HMD in today's society. The event was then closed by Neil Chernoff, British Airways Chief Planning and Strategy Officer.

Staff at BA were motivated by the HMD event to plan a number of other activities to be run jointly by the Muslim and Jewish staff networks.

Local Authorities

Brent Council

The iconic Wembley Stadium was the venue for Brent Council's commemorative HMD service this year, led by CEO Kim Wright.

Attendees heard moving testimony from Holocaust survivor Dr Agnes Kaposi MBE (*pictured*) who shared her experiences of the Holocaust. Chief Imam Sedin-ef Sahman spoke about the genocide in Bosnia, while Dal Singh Darroch, the FA's Head of Diversity and Inclusion, spoke on the importance of remembrance.

The event featured powerful performances from JFS secondary school's choir and the London Cantorial Singers who led the Holocaust Memorial Prayer, *El Male Rachamim*. A memorial candle was then lit, followed by a minute's silence.

Brent Council staff, local politicians, faith leaders and residents attended, creating an atmosphere of reflection and solidarity. Contributions from representatives of Brent's diverse communities reinforced the messages of remembrance and unity, underscoring the need to learn from history and stand against hatred.



73%
of local authorities
marked HMD 2025
(similar to 2024)

100+

museums and
heritage sites
marked HMD 2025

(+20% from 2024)



Museums

Northern Ireland War Memorial

The Northern Ireland War Memorial (NIWM) held a special event to mark this year's Holocaust Memorial Day.

Dan Lewis, grandson of Holocaust survivor Helen Lewis MBE, shared his grandmother's history. Helen was a professional dancer and choreographer in Prague before being deported to a concentration camp in 1942. She survived Terezin, Auschwitz and Stutthof, and emigrated to Northern Ireland in 1947. She later resumed her career and is remembered by a blue plaque at the Crescent Arts Centre in Belfast.

Don Bigger, Chair of the NIWM (*pictured*), lit a candle to commemorate Helen's life and all 6 million Jews murdered in the Holocaust. The candle was commissioned by the NIWM from Belfast-based artist Leanne McClean as part of the HMDT *80 Candles for 80 Years* project.

A collection of paintings by local artist Leslie Nicholl from the NIWM's collection were also on display. The artist knew Helen personally and was inspired by her experiences to create the artwork entitled *My Name is Might Have Been*.

Schools

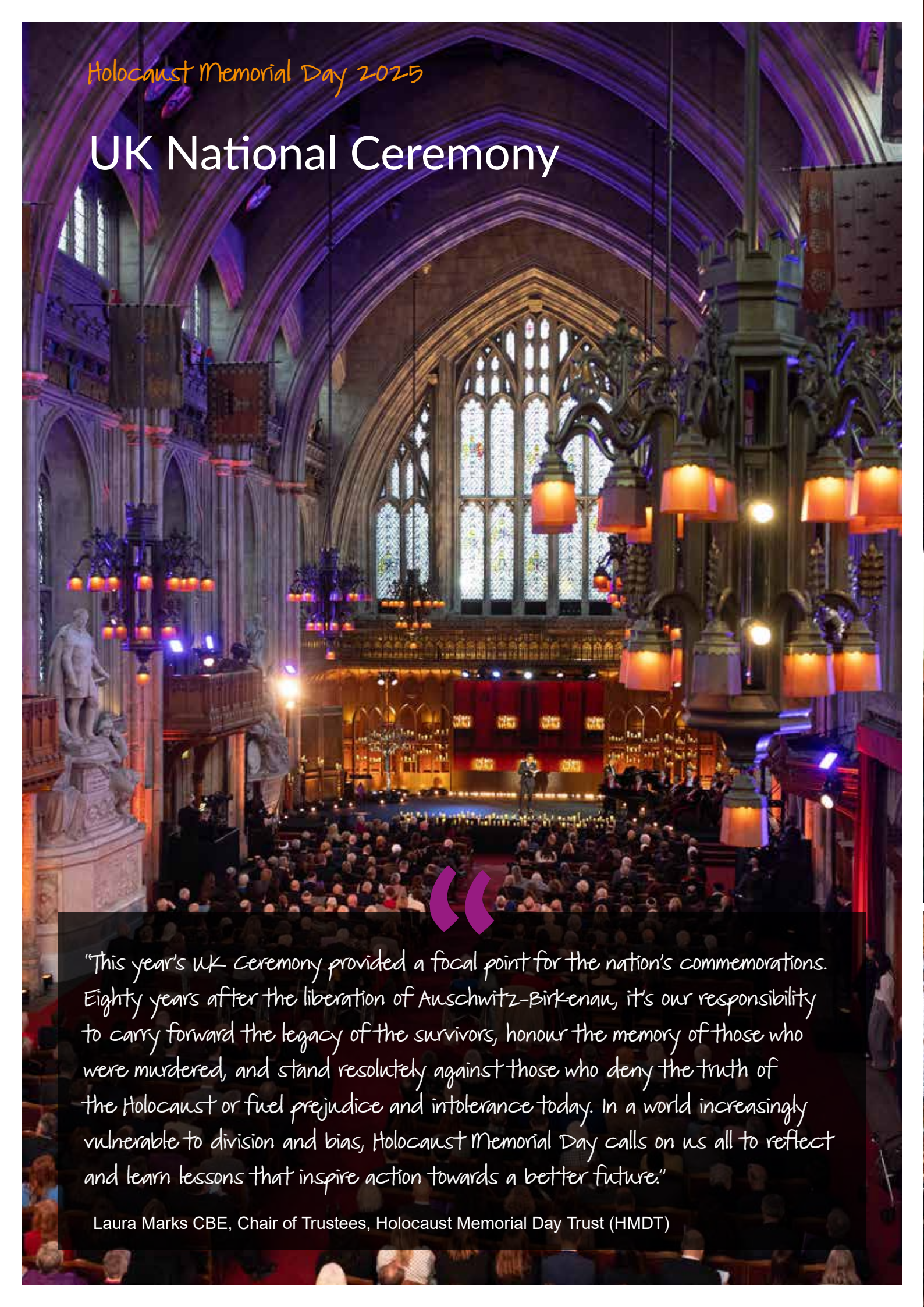
St John the Baptist High School

St John the Baptist (Church in Wales) High School in Wales marked Holocaust Memorial Day 2025 with a memorial service and a series of assemblies where students explored topics relating to the day.

During a period of reflection, pupils and staff remembered Jerzy Bogusz and Josef Rosotowski, two survivors of Nazi persecution and former political prisoners. The students also learned about Lucjan Silezin, one of the lost children of Zamość - an entire community in Poland which had been displaced by the Nazis. Lucjan's son Martyn lives locally and his grandsons attended the school.

Holocaust Memorial Day 2025

UK National Ceremony



"This year's UK Ceremony provided a focal point for the nation's commemorations. Eighty years after the liberation of Auschwitz-Birkenau, it's our responsibility to carry forward the legacy of the survivors, honour the memory of those who were murdered, and stand resolutely against those who deny the truth of the Holocaust or fuel prejudice and intolerance today. In a world increasingly vulnerable to division and bias, Holocaust Memorial Day calls on us all to reflect and learn lessons that inspire action towards a better future."

Laura Marks CBE, Chair of Trustees, Holocaust Memorial Day Trust (HMDT)



“The survivors’ bravery in sharing and reliving the most harrowing moments of their lives, is extremely powerful and ensures we never forget. I assure them, we never will.”

His Royal Highness,
The Prince of Wales





Guildhall, London

Holocaust Memorial Day 2025

Their Royal Highnesses The Prince and Princess of Wales, alongside the UK Prime Minister, political, faith, civic leaders and celebrities, joined survivors of the Holocaust, and more recent genocides, to mark Holocaust Memorial Day and the 80th anniversary of the liberation of Auschwitz-Birkenau. The event also commemorated the 30th anniversary of the genocide in Bosnia.

Ahead of the UK Ceremony at Guildhall, London, The Prince and Princess attended a special reception, bringing

together the largest gathering of Holocaust and genocide survivors in the UK. Survivors met the Prime Minister, Sir Keir Starmer; Deputy Prime Minister and Secretary of State for the Ministry of Housing, Communities and Local Government, Angela Rayner; Home Secretary, Yvette Cooper; Secretary of State for Digital, Culture, Media and Sport, Lisa Nandy; Shadow Foreign Secretary, Priti Patel; Leader of the Liberal Democrats, Ed Davey; and the Archbishop of York, Stephen Cottrell.

The Ceremony featured contributions from The Prince of Wales, the Prime Minister and a filmed address from the Chief Rabbi Sir Ephraim Mirvis KBE. The Prince and Princess lit commemorative candles with young people as part of the remembrance.



HOLOCAUST
MEMORIAL
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Broadcast live on BBC One and iPlayer, the ceremony brought people across the country together in reflection. Narrated by broadcaster Reeta Chakrabarti, it included testimonies from Holocaust survivors and survivors of the genocide in Bosnia. Readings were delivered by barrister and broadcaster Rob Rinder MBE and actors Peter de Jersey and Bel Powley, while musical performances were provided by the London Youth Chamber Choir, the Countess of Wessex String Orchestra, singer Hafsa Jalisi and cellist Sheku Kanneh-Mason MBE.

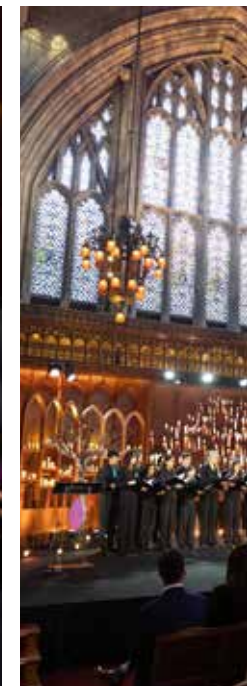
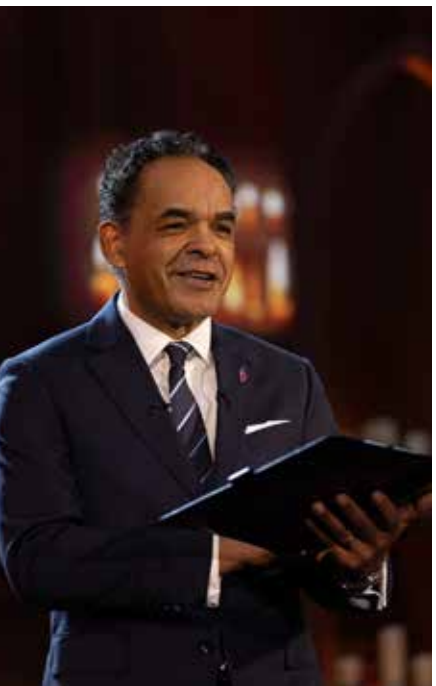
The *Ei Male Rachamim* memorial prayer was recited by Rabbi Josh Levy who also introduced Mervyn Kersh, a British Army veteran who arrived in Bergen-Belsen shortly after its liberation, in a moment of tribute to survivors.

Communities across the UK were represented by groups such as the Clanrye Group for disabled young adults, Roma Support Hub Belfast and the Union of Jewish Students who showcased candleholders they'd created for the *80 Candles for 80 Years* initiative. These candleholders honoured the memory of Helene Melanie Lebel, the Roma communities and the members of the Warsaw Ghetto uprising.

The ceremony began and concluded with poignant processions featuring representatives from British communities, faith groups, the Armed Forces and the NHS, underscoring the collective commitment to remembrance and reflection.

"On the 80th anniversary of the liberation of Auschwitz, there couldn't be a more urgent time to listen to the experiences of survivors, learn from the lessons of the past and imbue people with the power to be courageous and speak up against hatred and intolerance."

Rob Rinder MBE, Chair of HMDT's HMD 2025 Advisory Group



*Partnering with Jewish News,
Dangoor Education and the FA*

Football legends meet Holocaust survivors

Footballing legends from five Premier League clubs welcomed Holocaust survivors to Wembley Stadium, The Emirates and Stamford Bridge to commemorate the 80th anniversary of the liberation of Auschwitz-Birkenau.

Several footballers, accompanied by youth players, interviewed Holocaust survivors. Clips from the filmed interviews were shared on the clubs' social media platforms - and were viewed by 2.2 million people. This amazing project enabled the personal history of the Holocaust to reach an enormous and diverse audience.

Arsenal's Per Mertesacker, Tottenham's Ledley King, Brighton's Glenn Murray, Chelsea's Katie Chapman and West Ham's Carlton Cole, alongside young fans aged between 14 to 18, heard personal testimonies from survivors Dr Alfred Garwood MBE, John Hajdu MBE, Joan Salter MBE, Dr Martin Stern MBE and Janine Webber MBE.

This fantastic initiative was made possible through the combined efforts of Jewish News, the Holocaust Memorial Day Trust, Dangoor Education and the Football Association (FA), using the power of football to unite communities. The project was produced in collaboration with social media agency, 8Original.

2.2 million

people watched the
interviews with Holocaust
survivors on social media



HMD in the devolved administrations

Scotland

The Holocaust Memorial Day Trust (HMDT) chaired Scotland's Holocaust Memorial Day (HMD) Steering Committee, supported by the Scottish Government, to ensure an exceptional national Ceremony.

Civic, faith and political leaders came together in the Scottish Parliament to hear from Dr Alfred Garwood MBE, a Holocaust survivor, and Smajo Bešo OBE, a survivor of the genocide in Bosnia (*pictured below*).

Members of the Rwandan, Bosnian and Roma communities of Scotland performed music and delivered readings for guests; First Minister John Swinney MSP (*pictured below*) and the Minister for Victims and Community Safety, Siobhain Brown MSP, spoke about what Holocaust Memorial Day in Scotland means to them.



Wales

The Welsh Government, supported by HMDT, created the national HMD Ceremony at Cardiff's Temple of Peace, with guests from across Wales.

The event featured moving testimonies from Eva Clarke BEM, a Holocaust survivor born in Mauthausen concentration camp, and Safet Vukalić BEM, who survived the genocide in Bosnia, as well as a speech from First Minister Eluned Morgan MS (*all pictured below*).

The Ceremony also included contributions from young people and reflections on the importance of remembrance in Wales today.





© Phil Wilkinson



© The Executive Office (TEO)

Northern Ireland

The Northern Ireland HMD Steering Committee, chaired by HMDT and supported by the Northern Ireland Executive, organised a regional HMD Ceremony at Belfast City Hall.

Hundreds of guests heard from First Minister Michelle O'Neill and deputy First Minister Emma Little-Pengelly. The event included a moving video address from Holocaust survivor Peter Lantos BEM, and reflections on the genocide in Bosnia from Munira Subasic, whose son and husband were murdered in Srebrenica.

The memorial candle was lit by Lu Larence (*pictured left bottom*), daughter of Holocaust survivor, the late Zigi Shipper BEM. Students from schools across Northern Ireland gave special readings with the ceremony concluding with a duet of an Irish blessing.



Spotlight on prisons in Scotland

Prisoners reflect on hope for HMD 2025

We partnered with Fife College to create a bespoke resource for Scottish prisons, helping them to mark Holocaust Memorial Day (HMD) 2025. The resource on the Holocaust, Nazi persecution of other groups and more recent genocides, included several histories of survivors who settled in Scotland.

Sixteen prisons in Scotland marked HMD this year. One site, HMP & Young Offenders Institute Polmont, asked prisoners to write a message on their *Tree of Hope* after the lesson, inspired by our theme *For a Better Future*.

We thank Fife College and the Scottish Prison Service for their support of HMD 2025.



Top © HMP & YOI Stirling / Fife College; Bottom © HMP & YOI Polmont / Fife College

HMD on the big screen with Pearl & Dean

We were delighted to work again with Pearl & Dean to screen a short 1-minute film to highlight Holocaust Memorial Day (HMD). It featured Holocaust survivor, Helen Aronson BEM and survivor of the Bosnian genocide, Safet Vukalic BEM. The film highlighted the 80th anniversary of the liberation of Auschwitz-Birkenau and the 30th anniversary of the genocide in Bosnia.

Sincere thanks to Pearl & Dean for their support of HMD 2025.



2,500⁺

screens showed the 1-min film for HMD 2025

7,000⁺

times the film was shown to audiences

700,000⁺

cinema-goers saw the 1-min film for HMD 2025 thanks to Pearl & Dean



© The Ladies' College (Guernsey)

80 Candles for 80 Years

A creative and educational nationwide exhibition

The *80 Candles for 80 Years* project marks 80 years since the liberation of the Auschwitz-Birkenau concentration camp.

Eighty communities and organisations across the UK created unique candleholders for Holocaust Memorial Day, each inspired by the life story of a person persecuted or killed by the Nazis. The result is a stunning collection of candleholders which will be exhibited in various locations across the UK throughout this significant 80th anniversary year.

The exhibition will also feature insights from participants about what they learnt about the history of Jewish people in the Holocaust, and from being part of this creative and educational initiative. Many have committed to holding their own commemorative events, using the candleholders they created, as well making a *Take Action* commitment to continue working to promote a society free from hostility and persecution.



Top © Sheffield City Council; Bottom © Saint Ninian's High School (Scotland)



"I didn't know much about the Holocaust before. I don't understand why people do such awful things - we must do better."

A pupil of Belchamp St Paul C of E Primary School in Sudbury

Support from our Patron, His Majesty The King

Prior to this year's commemorations, the Holocaust Memorial Day Trust was invited to Buckingham Palace by our Patron, His Majesty King Charles III, to showcase the *80 Candles for 80 Years* initiative.

His Majesty viewed a wonderful collaboration between the Rumble Museum at the Cheney School and the Museum of Oxford. Students from the school told His Majesty how they had learnt about the life story of Holocaust survivor, Anita Lasker-Wallfisch MBE, who inspired their artwork. The candleholder incorporates musical notes, referencing Anita's musicianship, and broken glass, symbolising her experiences in Auschwitz.





© HMP Deerbolt

Special engagement projects

Prison education: Learning about the Holocaust

This year, in partnership with Novus and supported by HM Prison and Probation Service and the Ministry of Justice, the Holocaust Memorial Day Trust invited prisons in England and Wales to enter our engagement competition for Holocaust Memorial Day 2025.

Participants - all prison and young offender inmates - learnt about the history of the Holocaust, Nazi persecution of other groups and about more the recent genocides in Cambodia, Rwanda, Bosnia and Darfur. Their creative responses, ranging from poetry and letters to paintings and illustrations, reflect the depth of their learning and personal reflections. These remarkable pieces demonstrate the profound impact education can have, even in challenging environments.



Both images © HMP Durham

Secondary Schools: Commemorating the genocide in Bosnia

In commemoration of the 30th anniversary of the genocide in Bosnia, the Holocaust Memorial Day Trust held a UK-wide secondary school competition.

Students learned about Holocaust Memorial Day, the Holocaust, the genocide in Bosnia and the meaning and significance of memorials. They then designed memorials which they submitted to the Holocaust Memorial Day Trust (HMDT), which were remarkable and of the highest quality. Representatives from the HMDT Youth Board then reviewed and selected ten winners whose designs stood out for their thoughtfulness, clarity and creativity.

The top three winners were St Helen's School, Northwood (*below*), Kendrick School, Reading (*top right*), and St Ninian's High School, East Renfrewshire (*bottom right*).



Left © St Helen's School; Right top © Kendrick School; Right bottom © St Ninian's



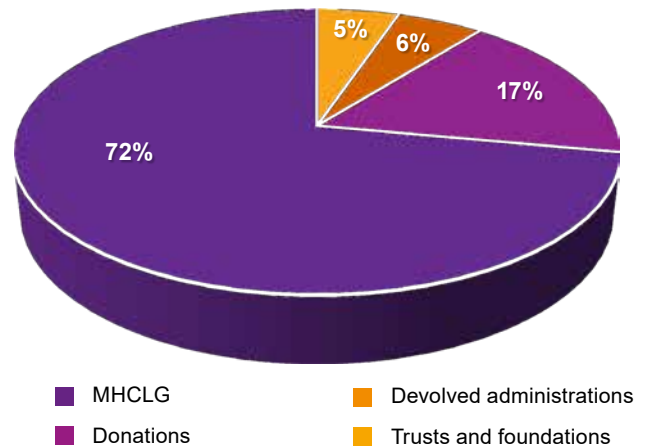
Finances

The figures below indicate the income and expenditure of the Holocaust Memorial Day Trust for the year April 2024 to March 2025.

Income: £1.36 million

This first chart shows that we have received grants from The Ministry of Housing, Communities and Local Government (formerly the Department for Levelling Up, Housing and Communities) and the governments of the devolved administrations.

These grants sit alongside further grants from a number of trusts and foundations and 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 the Holocaust and recent genocides, for a better future.



Expenditure: £1.40 million

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.

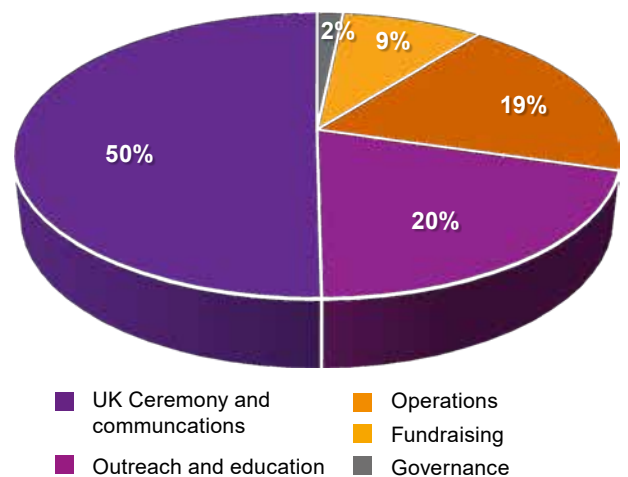
UK Ceremony and Communications includes the UK National Ceremony and other centralised events, media engagement, survivor support, website and social media engagement.

Outreach and Education includes support costs, such as devolved administration events, outreach, engagement with young people in formal and informal education settings, public office engagement, engagement with adults in diverse settings and communities, and resource creation and maintenance.

Operations includes all 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. This year we received an additional £80k from HMCLG to contribute to the extra costs of the televised ceremony.

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



Thank you

It's only with the kindness and generosity of our supporters that we can continue to embed Holocaust Memorial Day (HMD) as a national day of commemoration in the UK.

Thank you to The Ministry of Housing, Communities and Local Government and to the administrations in Scotland, Wales and Northern Ireland. Thank you also to the many trusts and foundations that have supported our work so generously this year and individuals who made donations or contributed their time and effort to HMD 2025.

Your support has enabled more people across the UK to come together for Holocaust Memorial Day and take action *For a Better Future*.

Honorary President

The late Sir Ben Helfgott MBE
(listed in honour)

Honorary Vice President

Rt Hon Lord Eric Pickles

Trustees

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David Austin OBE
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Trustees who stepped down in 2024

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Amanda King, *Treasurer*
Taiwo Owatemi MP
Naved Siddiqi
Peter Suchet

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Story Events
Bethan Tribe
Louis Trup
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Ministry of Housing,
Communities &
Local Government



Llywodraeth Cymru
Welsh Government



The
Executive Office



Scottish Government
Riaghaltas na h-Alba
gov.scot



© Karla Gowlett / HMDT

Support our work

We need your help

Our work at the Holocaust Memorial Day Trust (HMDT) encourages remembrance in a world scarred by prejudice and systematic, targeted persecution.

We work year-round to increase engagement with people of all ages and backgrounds from across the UK to support meaningful commemoration of Holocaust Memorial Day (HMD), increasing knowledge about the Holocaust, Nazi persecution of other communities, and of the recent genocides recognised by the government, and in Darfur.

Your donation will help us ensure people learn from the past, for a better future, by:

- Creating new educational materials.
- Engaging and supporting more workplaces, schools, prisons, museums and communities to mark Holocaust Memorial Day.
- Educating and raising awareness for millions of people around the country.

You can support us by:

- Making a donation.
- Joining *Friends of HMDT* by setting up a regular donation.
- Leaving a legacy to the Holocaust Memorial Day Trust in your will.

Donate online

To make a one-off or regular donation, go to hmd.org.uk/donate or scan the QR code.



Text to donate

Text **HMD 5** to **70085** to donate **£5**

Text **HMD 10** to **70085** to donate **£10**

Text **HMD 25** to **70085** to donate **£25**

Texts will cost your donation plus one standard network rate message. Only available in the UK and on some networks. Find out more at hmd.org.uk/text-to-donate



**HOLOCAUST
MEMORIAL
DAY TRUST**

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