



***In memory of
Shafilea Ahmed***

Day of Memory 2026

Get involved Brief – SAP

About the Day of Memory

On **14 July** every year, we remember those lost to Honour-Based Abuse, and we bring renewed hope to those who need it.

In 2014, we joined forces with Cosmopolitan magazine, Change.org, and advertising agency Leo Burnett to campaign for a National Day of Memory for victims of Honour-Based Abuse. In January 2015, a special edition of Cosmopolitan was created, inspired by Shafiea Ahmed, who was murdered by her parents in 2003 after suffering years of abuse for becoming "too westernised." As a result, the government declared an annual National Day of Memory, held every year on Shafiea's birthday – 14th July. Karma Nirvana, with the support of many other organisations and individuals, chooses to remember, and to celebrate the lives lost in the name of Honour-Based Abuse.

The first Day of Memory was held in 2015. Every year since, we have continued to **remember the people we have lost**, and to bring hope to so many more, including Fawziyah Javed, Somaiya Begum, Banaz Mahmood, Naz Mahmood and Samia Shahid, whose stories sit alongside Shafiea's in our collective memory.

2026 Theme: Pledging & Collaboration

This year, Shafiea would have turned 40 years old.

It also marks a landmark moment for the sector: on 29 April 2026, the Crime and Policing Bill received Royal Assent, **placing a statutory definition of Honour-Based Abuse into UK law for the first time.** This change was secured through our #Push4Change campaign, in memory of Fawziyah Javed, and carried forward by her mother Yasmin, survivors, and over 60 partner organisations. It means police, social workers, and other professionals will now have a shared, legal understanding of what Honour-Based Abuse is.

While we won't be able to host our in-person Day of Memory event this year, we are committed to ensuring the spirit of this day remains strong. The physical conference has always been a meaningful part of how we commemorate, bringing people together to share stories and offer support in person. **This year, we want to carry that same spirit forward by spotlighting the collaboration, resources, and stories of everyone who makes this day matter.**

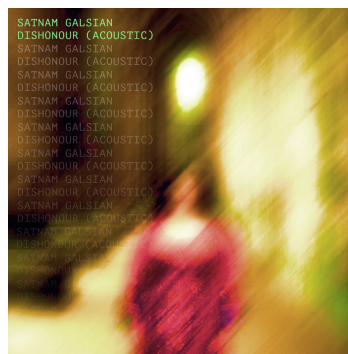
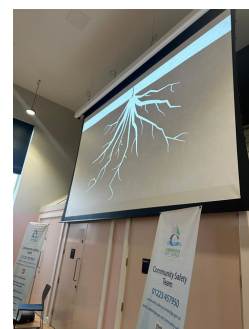
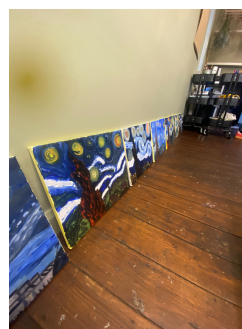
That's why **this year's theme is pledging and collaboration.** Just as the statutory definition was achieved by people adding their voice to a shared campaign, this Day of Memory is about everyone – survivors, partners, and supporters – adding their own pledge and story to a collective moment of remembrance. Share your pledge for 2026, as an individual or as an organisation towards ending HBA in the UK.

Pledging Ideas

Unsure where to start with your pledge? Here are some ideas to get you started:

- Pledge to improve your understanding of Honour-Based Abuse through booking a training with Karma Nirvana
 - You can sign up to upcoming training here
- Pledge to distribute Karma Nirvana resources within your workplace or community
- Pledge to use one of our resources:
 - Our HBA identification tool
 - Our interactive map
- Pledge to have a moment of silence for those silenced by Honour-Based Abuse
- Pledge to plant something in honour of those silenced
- Pledge to bake something Karma Nirvana themed
- Pledge to setting up a small event or display
- Pledge to posting on your socials about Karma Nirvana
- Pledge to starting a project around tackling Honour-Based Abuse
- Pledge to read a book or watch a documentary about Honour-Based Abuse
- Pledge to setting up a fundraiser for Karma Nirvana

You can share this in your caption as part of your pledge post, or within your submission to be featured on Karma Nirvana's socials/website.



How you can support the Day of Memory this year

1. Share a post for our socials by 15th July 2026

Send us something we can feature across Karma Nirvana's channels – this can be anything from a short video of you speaking about Honour-Based Abuse/Day of Memory, to a poem, a reflection, or a photo of something you've created. You are welcome to share anonymously, however we will collect contact information so we can contact you about your submission ahead of posting.

Some ideas for submissions you may find helpful:

- A picture/video of you holding a #WeRemember placard with your pledge to action
- A picture/video of something which you feel represents the Day of Memory or your experiences
- A picture of a creative project you've been working on for the Day of Memory e.g. a painting
- A poem or piece of music you have written in memory of someone, or about the Day of Memory

Posts will be shared throughout the month of July. This is a chance to get creative, but we welcome all submissions, whether these are big or small gestures!

By submitting, you're giving us permission to feature your contribution on our website, social media, and newsletter.

[**Submit your post here**](#)

2. Create a display, or set up an event by 20th July

Order Karma Nirvana materials (posters and information cards) to display in your workplace, service, school, or community space throughout the month of July. This is a great option if you'd like to raise visibility locally. Once displayed, send us a photo and we'll share it on our channels.

- Request resources from us by [submitting a literature request](#)
- [Review our training packages](#), or attend the [next](#) training session
- Past example: [MSI Choices Sussex Clinic](#)
- Other examples: [HBA for professionals](#), [sharing key resources](#)

Please let us know about your plans by 20th July 2026 by filling out the form. This is a chance to get creative, but we welcome all submissions, whether these are big or small gestures!

[**Submit your event/display here**](#)

3. Set up a fundraiser or donate in July 2026

Start a fundraiser in support of Karma Nirvana's work, whether that's a sponsored activity, a collection at your workplace, or a bake sale. Every fundraiser helps fund the national helpline and frontline support for victims and survivors.

[Read more about donating and fundraising](#)

4. Post on your socials on the 14th and 15th July 2026

Share your support throughout the month using #WeRemember and tagging Karma Nirvana with your pledge and birthday post for Shafiea. Whether it's our content, your own reflection, or a photo of your displayed resources, every post helps the Day of Memory reach further.

- KN social media handles: [LinkedIn](#), [Facebook](#), [Instagram](#)
- [Download](#) and share our Day of Memory 2026 assets

[Download Day of Memory Assets](#)

5. Contribute to the #WeRemember video by 13th July

Share a video for addition to our 2026 video – the deadline for submissions is 9am 13th July 2026.

- Access this year's #WeRemember [Placard](#)
- Film a video of you saying 'We Remember' holding a print or digital version of the placard
- Upload your video, including your name and your organisation (if relevant) in the title e.g. "Sara – SAP"
- Full guidance [here](#) and past example [here](#)

[Submit your #WeRemember Video](#)

Have something else in mind? Please [contact us](#) or email s.abubaker@karmanirvana.org.uk or s.bowker@karmanirvana.org.uk to let us know and see how we could collaborate.

