# HOLOCAUST MEMORIAL DAY TRUST

England & Wales · Charity number 1109348

## Details

| | |
|---|---|
| **Status** | Registered |
| **Legal form** | Charitable company |
| **Company number** | 05415454 |
| **Registered** | 2005-05-06 |
| **Register** | View on the Charity Commission register |

## Contact

| | |
|---|---|
| **Address** | Holocaust Memorial Day Trust<br>Po Box 61074<br>London<br>SE1P 5BX |
| **Phone** | 02077857029 |
| **Email** | enquiries@hmd.org.uk |
| **Website** | www.hmd.org.uk |

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## Activities

**Objects:** THE CHARITY'S OBJECTS ARE SPECIFICALLY RESTRICTED TO THE FOLLOWING:4.1 THE PROMOTION OF THE MENTAL AND MORAL IMPROVEMENT OF MANKIND BY:(A) COMMEMORATING AND REMEMBERING THE VICTIMS OF THE HOLOCAUST (THE PERSECUTION AND MASS MURDER OF 6 MILLION JEWS BY THE NAZIS AND THEIR ACCOMPLICES DURING THE PERIOD 1933-45) AND THE VICTIMS OF THE PERSECUTION AND MURDER THAT RESULTED FROM THE TARGETING OF OTHER GROUPS OF PEOPLE BY NAZI RACE POLICIES - INCLUDING ROMA, SINTI, BLACK PEOPLE, MENTALLY AND PHYSICALLY DISABLED PEOPLE, LESBIAN AND GAY PEOPLE AND MANY OF THE SLAVIC PEOPLES - BY THE PROMOTION ORGANISATION AND SUPPORT OF THE ANNUAL HOLOCAUST MEMORIAL DAY IN ACCORDANCE WITH THE ATTACHED STATEMENT OF PURPOSE (SCHEDULE 1) AND STATEMENT OF COMMITMENT (SCHEDULE 2);(B) PROMOTING A PUBLIC SENTIMENT IN FAVOUR OF THE EXERCISE AND PROTECTION OF THOSE FUNDAMENTAL HUMAN RIGHTS WHICH CONSTITUTE FREEDOM FROM GENOCIDE, TORTURE, INHUMAN OR DEGRADING TREATMENT, SLAVERY AND UNLAWFUL FORCED LABOUR, THE RIGHT TO FREEDOM OF THOUGHT, CONSCIENCE, EXPRESSION AND RELIGION AND THE RIGHT TO ASYLUM FROM PERSECUTION; AND(C) PROMOTING HARMONY BETWEEN COMMUNITIES INCLUDING RACIAL AND RELIGIOUS HARMONY.4.2 THE ADVANCEMENT OF EDUCATION FOR THE PUBLIC BENEFIT IN THE HISTORY OF THE HOLOCAUST AND ALSO OF THE PERSECUTION AND MURDER OF OTHER GROUPS OF PEOPLE AS PART OF NAZI RACE POLICIES TOGETHER WITH THE CONTEMPORARY RELEVANCE OF SUCH EVENTS.4.3 THE PROMOTION OF EQUALITY AND DIVERSITY FOR THE PUBLIC BENEFIT AND IN PARTICULAR THE ELIMINATION OF DISCRIMINATION ON THE GROUNDS OF RACE, DISABILITY, SEXUAL ORIENTATION OR RELIGION BY RAISING THE AWARENESS OF THE PUBLIC CONCERNING THE CAUSES AND EFFECTS OF RACISM AND PREJUDICE IN SOCIETY INCLUDING THE SIGNIFICANT IMPACT OF THE HOLOCAUST AND SUBSEQUENT ACTS OF SYSTEMATIC DISCRIMINATION IN PARTICULAR THOSE LEADING TO GENOCIDE.

**Activities:** Promotion of and support for commemorating Holocaust Memorial Day, in order to promote harmony across different cultures, backgrounds and faiths; education in the history of the Holocaust and of Nazi persecution; education in the history of subsequent genocides; elimination of discrimination on grounds of race, disability, sexual orientation or religion.

## Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body, Other Charitable Activities
- **What:** Education/training
- **Who:** The General Public/mankind

## Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

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## Finances

| Period end | Income | Expenditure | Assets | Employees |
|---|---|---|---|---|
| 2025-03-31 | £1,375,499 | £1,424,799 | £194,903 | 16 |
| 2024-03-31 | £1,233,181 | £1,169,115 | £244,203 | 17 |
| 2023-03-31 | £1,136,633 | £1,213,555 | £180,137 | 13 |
| 2022-03-31 | £1,145,143 | £1,086,865 | £257,059 | 10 |
| 2021-03-31 | £985,796 | £956,223 | £198,781 | 12 |

## Trustees

| Name | Role | Appointed |
|---|---|---|
| **Sir Sajid Javid** | Chair | 2025-07-08 |
| BRIAN MARKESON | | 2024-09-17 |
| David Ashley | | 2019-07-17 |
| David Austin | | 2022-07-19 |
| Dawn Waterman | | 2025-07-08 |
| Dr Linda Asquith | | 2025-07-08 |
| Joan Salter | | 2022-07-19 |
| Julian Blake | | 2024-10-16 |
| MICHAEL HENRY MARX | | 2018-07-23 |
| Paul Giannasi | | 2022-07-19 |
| Phil Rosenberg | | 2024-07-16 |
| Professor Dame Robina Shah | | 2025-09-18 |
| SIR LEIGH LEWIS | | 2017-07-17 |

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**HOLOCAUST MEMORIAL DAY TRUST**

England & Wales - Charity number 1109348

# Accounts

Company number: 05415454

Registered charity number (England and Wales): 1109348

Registered charity number (Scotland): SC05119




# HOLOCAUST MEMORIAL DAY TRUST

# TRUSTEES' REPORT AND FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2025

**Holocaust Memorial Day Trust**
**Reference and Administrative Information**


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**Holocaust Memorial Day Trust**
**Reference and Administrative Information**

The name of the charity is the **Holocaust Memorial Day Trust.**

## Patron and Honorary Officers

| | |
|---|---|
| Patron | His Majesty King Charles III |
| Honorary President | Formerly the late Sir Ben Helfgott, and respectfully kept vacant |
| Honorary Vice-President | The Right Honourable The Lord Eric Pickles (retired July 2025) |
| | Laura Marks CBE (from July 2025) |

## Trustees and Staff

The work of HMDT is overseen by a Board of Trustees. The Trustees who served during the year and up to the date of this report are:

| | |
|---|---|
| Chair of Trustees | Laura Marks CBE (retired July 2025) |
| | Sir Sajid Javid (from July 2025) |
| Vice-Chair of Trustees | Sir Leigh Lewis KCB |
| Treasurer | Brian Markeson (appointed July 2024) |
| Trustees | HE David Ashley<br>Dr Linda Asquith (appointed July 2025)<br>David Austin OBE<br>Julian Blake (appointed October 2024)<br>Paul Giannasi OBE<br>Michael Marx<br>Phil Rosenberg (appointed July 2024)<br>Joan Salter MBE<br>Dawn Waterman (appointed July 2025) |

The following Trustees retired July 2025

| | |
|---|---|
| | Dr Kate Ferguson<br>Revd Richard Sudworth OBE<br>Marie van der Zyl OBE |
| Company Secretary | Brian Markeson |

| | | |
|---|---|---|
| Executive Team | Olivia Marks-Woldman OBE | Chief Executive Officer |
| | Paul Lopez-Salzedo | Chief Operating Officer |

**Holocaust Memorial Day Trust**
**Reference and Administrative Information**

**Principal address**
PO Box 61074
London
SE1P 5BX

**Registered Office**
Unit A 82 James Carter Road,
Mildenhall, Suffolk
IP28 7DE

**Country of registration**
England & Wales

**Auditor**
Knox Cropper LLP
65 Leadenhall Street
London
EC3A 2AD

**Bankers**
CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Scottish Widows Bank plc
67 Morrison Street
Edinburgh
EH3 8YJ

**Charity Number:** 1109348 (England and Wales) SC051197 (Scotland)

**Company Number:** 054154

## Foreword - 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, bringing the memory of the 6 million Jewish men, women and children 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 more than half a million 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 on the Holocaust.

Our commemorative activities 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 in which people marked HMD 2025, demonstrating the strength of collective remembrance in shaping a more compassionate world.

**Sir Sajid Javid**
Chair of Trustees

**Laura Marks CBE**
Former Chair of Trustees

**Olivia Marks-Woldman OBE**
Chief Executive Officer

## Farewell to Laura Marks CBE




Our past Chair, Laura Marks CBE, stepped down at our Annual General Meeting in July 2025 after 9 years in the role. There is not the slightest doubt that Laura left us incomparably stronger as an organisation than when she became our Chair in September 2016 and that, under her leadership, our reach, recognition, impact and professionalism all moved decisively forward.

There is so much that Laura brought to us. Her commitment: nothing was ever too much; nothing was ever too difficult. Her determination: no matter the challenges Laura was never daunted, nor ever wavered. Her passion: being our Chair was never for Laura just another role. She put body and soul, as well as heart and head, into leading us over her time in office. Last, but by no means least, her kindness: Laura gave her time to all her fellow trustees, and to every member of staff, on the bad days as well as the good. Laura's abiding preoccupation on every day of her time in office was quite simply never to let the memory fade of the 6 million Jewish men, women and children who perished in the Holocaust; never to forget the other victims of Nazi tyranny and never to forget the victims of subsequent genocides.

We are delighted that Laura has now been appointed as our Hon Vice President in succession to Lord Eric Pickles, who we also thank for his immense contribution to our work over many years, and that she will now also be chairing our Experts' Reference Group. We hope to continue to benefit from her wisdom, experience and dedication to HMDT over many years to come.

With grateful thanks.

*The trustees and staff of the Holocaust Memorial Day Trust*

## Welcome to Sir Sajid Javid



We are delighted to welcome Sir Sajid Javid as our incoming Chair of Trustees. He brings not only extensive experience at the highest levels of government, but also a profound commitment to, and knowledge of, our work. A steadfast and active supporter of the Holocaust Memorial Day Trust and of Holocaust Memorial Day, we are thrilled that his expertise, compassion and leadership will be brought to bear on our work. Sir Sajid also brings insights from his work within the broader fields of social cohesion and community connections.

He joins us at a significant time for our work, as we develop a new organisational strategy for the next five years, and address the challenges of an unstable world.

We look forward to working with Sir Sajid over the coming years.

*The trustees and staff of the Holocaust Memorial Day Trust*

## Trustees' Report

### Introduction

The Trustees present their Report and Financial Statements for the year from 1 April 2024 to 31 March 2025.

This year saw HMDT reach a wider audience as we worked hard to ensure that the 80th anniversary of the liberation of Auschwitz-Birkenau was appropriately marked across the UK. The HMD 2025 UK Ceremony was broadcast on BBC One, we undertook partnerships that extended our reach even more widely (eg with Pearl & Dean, with the Jewish News and the Football Association, and with the Royal Mail), and we maintained support in local communities.

This engagement was despite the very significant challenges we faced; we are proud of how the trustees and staff have addressed these challenges and supported local organisers in marking Holocaust Memorial Day (HMD). Despite the difficulties, including a call to boycott Holocaust Memorial Day, we were able to bring together hundreds of thousands of people at in-person and online events, and reach millions more through the BBC One broadcast of the national Ceremony, the national *Light the Darkness* moment, and through extensive coverage of HMD itself and the 80th anniversary of the liberation of Auschwitz. We remain deeply grateful to the Ministry of Housing, Communities and Local Government (MHCLG) for our core grant, to the administrations of Scotland, Wales and Northern Ireland for their support, and to all who have made grants and donations to support our work.

### 1. Impact of the Hamas attacks in Israel, and Israel's war against Hamas

The UK has experienced the ongoing impact of the brutal Hamas attacks in Israel on October 7 2023 and of the subsequent war in Gaza. This impact has included increased antisemitism in the UK, and threats to the integrity of HMD. Many people disengaged from marking HMD – some actively, and some reluctantly because of a lack of confidence in how to address challenges and questions. The HMDT team worked hard to reassure local organisers and support them in developing and delivering HMD events with integrity. HMDT sought to maintain our focus on our primary purpose of commemorating the Holocaust and not to become embroiled in issues that go far beyond our remit. There is no doubt, however, that these events had a significant impact on both the staff and the trustees of HMDT. Staff faced relentless questioning throughout the year about the war in Gaza and social media comments ranging from unpleasant to vile. We experienced significant staff turnover this year.

### 2. Governance review

HMDT made an error of judgement in the language of the Ceremony invitation. Criticism of this error prompted the Board of Trustees to establish a governance review into how it had occurred. We are immensely grateful to Lord Harrington of Watford for conducting this review so swiftly and thoroughly, and for his Report. Trustees have already implemented a number of the recommendations, and others are under consideration.

## 3. HMD 2025 in numbers

# HMD 2025 IN NUMBERS

**2 million**
people watched the UK Ceremony on BBC One and iPlayer

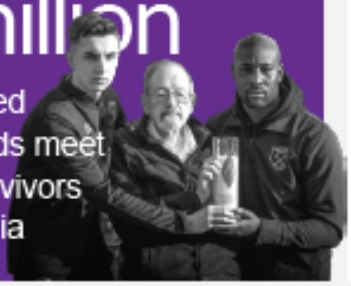
**200**
landmarks lit in purple for *Light the Darkness*
(160 in 2024)



**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

## 4. Key developments over the year

### Marking the 80th anniversary of the liberation of Auschwitz-Birkenau

We planned and delivered a national Ceremony on a significantly bigger scale this year, in order to mark the major milestone of the 80th anniversary of the liberation of Auschwitz-Birkenau. The Ceremony was developed in partnership with BBC Studios and with the support of Story Events, and was broadcast on BBC One at 7 pm on 27 January. It was held in the presence of Their Royal Highnesses, The Prince and Princess of Wales, and of the Prime Minister; both The Prince of Wales and the Prime Minister contributed to the Ceremony.

We held a very special reception immediately prior to the Ceremony, with nearly 40 Holocaust survivors, as well as with survivors from Cambodia, Rwanda, Bosnia and Darfur. Our principal guests were escorted round tables so that every survivor could meet at least one: The Prince and Princess of Wales, the Prime Minister the Rt Hon Sir Keir Starmer MP, the Deputy Prime Minister the Rt Hon Angela Rayner MP, the Secretary of State for Culture, Media and Sport the Rt Hon Lisa Nandy MP, the Home Secretary the Rt Hon Yvette Cooper MP, the Shadow Foreign Secretary the Rt Hon Dame Priti Patel MP, the leader of the Liberal Democrats, the Rt Hon Sir Ed Davey MP.

We developed and launched a major project to mark the 80th anniversary: 80 candles for 80 years. This was developed during the year and launched at the UK Ceremony.

We were delighted to support His Majesty The King in marking Holocaust Memorial Day in the UK, ahead of his visiting Auschwitz on HMD itself.

### Marking the 30th anniversary of the genocide in Bosnia

We planned and delivered a special competition for secondary schools, to mark the 30th anniversary of the genocide in Bosnia. The winning entries were displayed at the UK Ceremony.

### *Light the Darkness* national moment

The *Light the Darkness* national moment took place on Holocaust Memorial Day itself at 8pm. As the televised Ceremony broadcast ended at 8 pm, the BBC created a special two minute *Light the Darkness* film, showing buildings across the UK lit in purple.

In addition, thousands of people placed lit candles in the windows of their homes, Piccadilly Circus carried relevant images, and a candle was placed in the window of No 10 Downing Street. Watford Workshop was again our packaging and distribution partner – a social enterprise employing disabled people.

We were again supported by St Luke's PR agency, who created a digital poster on billboards and screens across the country, raising awareness of Holocaust Memorial Day and the *Light the Darkness* national moment.

## *Light the Darkness*

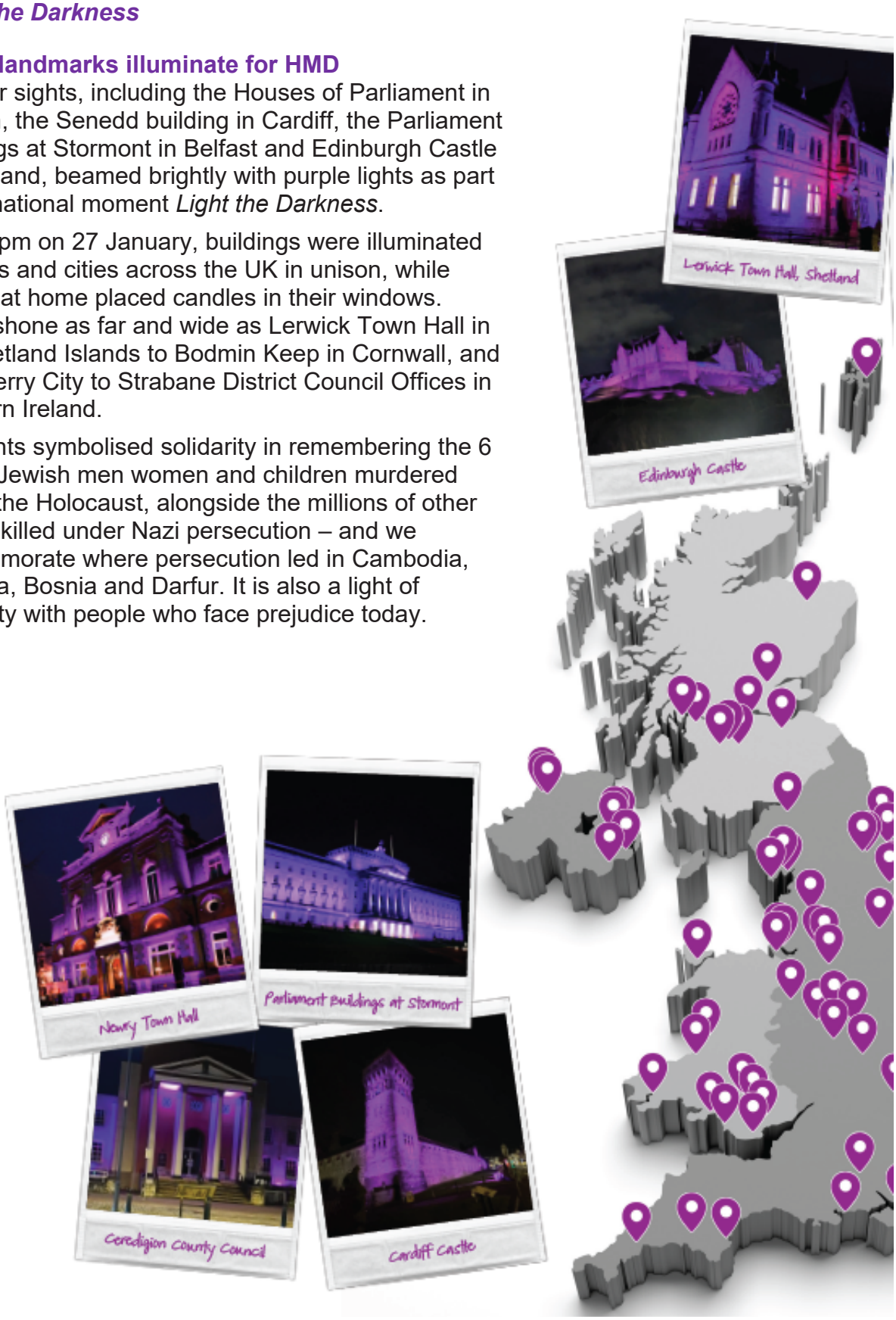
### Iconic landmarks illuminate for HMD

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 from Derry City to Strabane District Council Offices in Northern Ireland.

The lights symbolised solidarity in remembering the 6 million Jewish men women and children murdered during the Holocaust, alongside the millions of other people killed under Nazi persecution – and we commemorate where persecution led in Cambodia, Rwanda, Bosnia and Darfur. It is also a light of solidarity with people who face prejudice today.

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Images: Lerwick © Lerwick Town Hall / Shetland Islands Council; Edinburgh Castle © Alex Orr; Clifford's Tower © English Heritage; Nottingham © Nottingham Post - Marie Wilson / Derbyshire Live / Facebook; Cottage garden © Tweetcoxy68; Rock Inn © Sue Callow / The Rock Inn; Newry Town Hall © Newry, Mourne and Down District Council; Parliament Building at Stormont © Northern Ireland Assembly; Ceredigion Council © Ceredigion County Council; Cardiff Castle © Sam Riley; BFI IMAX, Piccadilly Circus Lights and Manchester Arndale Centre © Ocean Outdoor / HMDT.







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.



## GOAL 1: Increasing knowledge of the Holocaust, Nazi persecution and recent genocides, illustrated by the experiences of people who were persecuted

### Headline information

- Theme for HMD 2025: **For a better future**
- Youth programme for youth champions aged 14-25 yrs
- Educational resources
- Ensuring the voices of survivors contribute to our work

### International activities

Our international work is conducted predominantly through our involvement in the International Holocaust Remembrance Alliance (IHRA). HMDT's Chief Executive, Olivia Marks-Woldman, is a member of the UK Delegation to IHRA, and is a former member of the Troika of IHRA's Committee on the Holocaust, Genocide and Crimes Against Humanity (2018 – 2021). She continues to serve as a member of the Committee, and as a member of IHRA's Museums and Memorials Working Group.

### HMDT Partnership Group

The HMD Partnership Group is convened by HMDT and brings together nearly 25 national organisations working together, in the fields of Holocaust and genocide commemoration and education, extending the reach and impact of Holocaust Memorial Day. Many of these organisations have networks across the UK which are active in planning local HMD activities each year.

## Increasing the knowledge of the past

We work throughout the year to increase awareness and knowledge of the six million Jewish men, women and children murdered during the Holocaust, and the millions more murdered under Nazi persecution. We also learn and commemorate where persecution led in Cambodia, Rwanda, Bosnia 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 the genocides in Cambodia, Rwanda, Bosnia and Darfur, alongside supporters and special guests, including Smajo Bešo OBE, survivor of the geocide 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.



## GOAL 2: To enable others to work towards a better future by promoting a society free from hostility or persecution that is based on a person's characteristics

### Headline information

- 2.2 million people watched interviews with Holocaust survivors and footballing legends on social media
- 45,000 HMD resources downloaded from the hmd.org.uk website

### Web and other digital content

We focused on upgrading our existing content alongside producing new digital content. This included material for our website, short films for online sharing, posts for social media platforms and marketing our YouTube channel. All were designed to be accessible whilst being factually based and engaging to increase readers' knowledge and engagement.

## 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











All images © Jewish News / Simon Hill

## GOAL 3: Ensure a national sense of collective commemorations to mark HMD

### Headline information

- HMD event at Buckingham Palace with His Majesty The King
- In-person UK Ceremony with nearly 450 guests
- Contributions from HRH The Prince of Wales, the Prime Minister and filmed message from the Chief Rabbi
- Survivors' reception with Their Royal Highnesses The Prince and Princess of Wales, the Prime Minister, the Deputy Prime Minister, the Home Secretary, the Secretary of State for the Department for Digital, Culture, Media and Sport, the Shadow Foreign Secretary, and the Leader of the Liberal Democrats
- BBC broadcast on BBC One, watched by 2 million viewers
- 200 landmarks lit in purple for *Light the Darkness*, and HMD candle lit at No 10 Downing Street
- Film partnership with Pearl & Dean, with 700,000 cinema-goers watching the 1 min HMD film





"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**





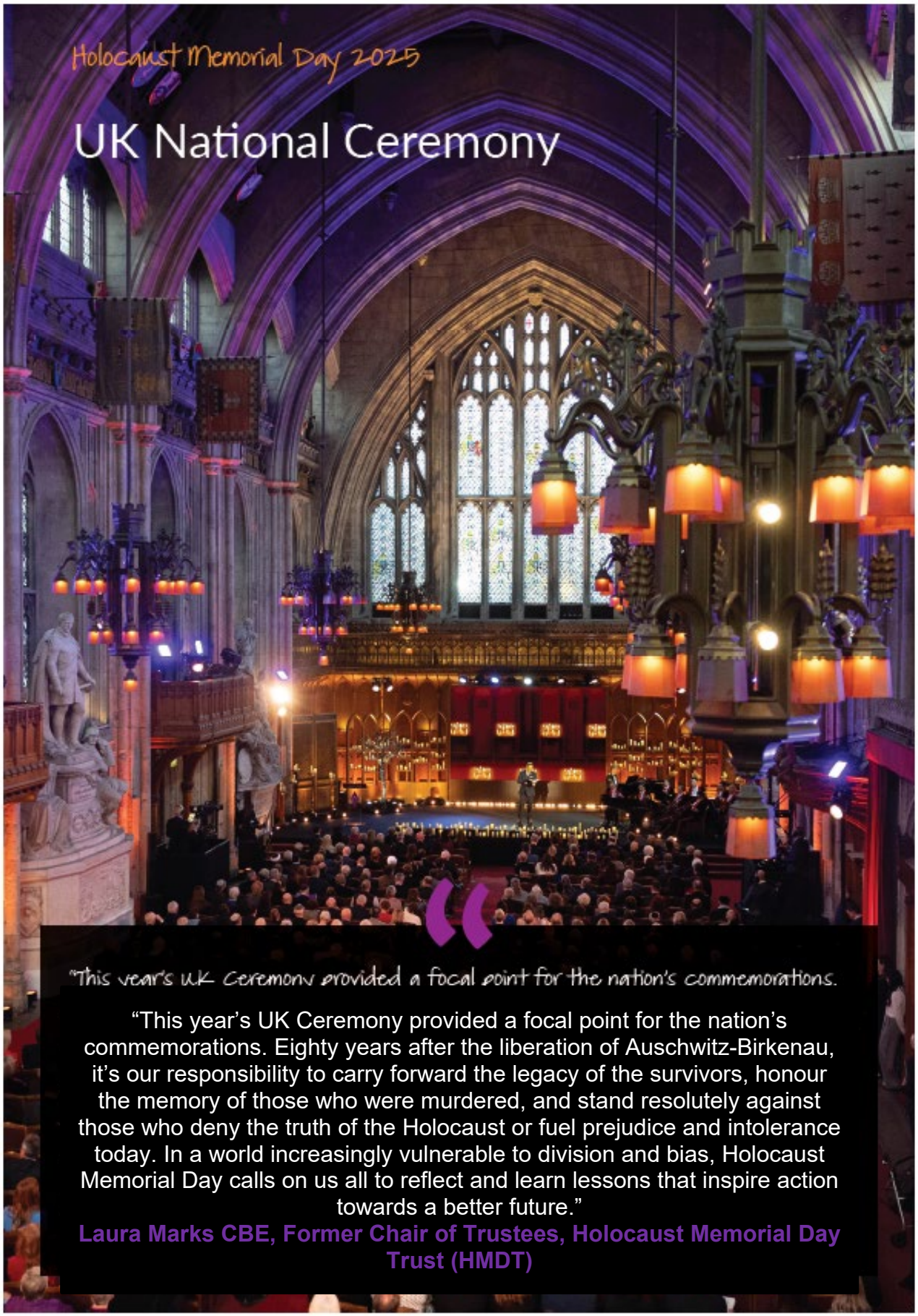













"This year's UK Ceremony provided a focal point for the nation's commemorations. Eighty years after the liberation of Auschwitz-Birkenau, it's our responsibility to carry forward the legacy of the survivors, honour the memory of those who were murdered, and stand resolutely against those who deny the 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, Former Chair of Trustees, Holocaust Memorial Day Trust (HMDT)**

## 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

## Support from our Patron, His Majesty King Charles III

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.







© 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 Lawrence (*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.

## 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, Siobhian 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.









## GOAL 4: To support individuals, organisations and communities across the UK to mark Holocaust Memorial Day (HMD) profoundly and meaningfully

### Headline information

- 3,500 local HMD organisations marked HMD across the country (similar to 2024)
- Decrease in secondary schools marking HMD (down to 9% of secondary schools)
- Increase in businesses and other workplaces marking HMD
- Increase in prisons marking HMD
- Competition run in prisons to mark HMD 2025
- Secondary schools competition

One disappointment, however, was the 9% reduction in the number of secondary schools marking HMD. The reasons for this are complex but one factor appears to have been a reluctance by some schools to hold events lest these became a focus for controversy on other issues, such as the ongoing conflict in Gaza. Looking forward to HMD 2026, HMDT will be seeking to work with the Department for Education to give schools greater confidence that Holocaust commemoration need not and should not be confused with current conflicts.

## 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.






Workplaces © HMDT; Local Authorities © Brent Council

**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.

Museums © NI War Memorial; Schools © St John the Baptist (CiW) High School

## 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




## 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.

## Goal 5: To be a financially sound, effective organisation

### Funding

We are grateful to the Ministry for Housing, Communities and Local Government, which provides our core grant, and which continues to be an active supporter of our work. The core grant remained at the same level as the previous year(s). We were particularly pleased to be awarded grants from each of the UK's devolved administrations.

We were delighted to receive an additional grant from MHCLG of £80k, to enable us to work with the BBC for a broadcast of the UK Ceremony.

We raised additional income, both restricted and unrestricted, representing approx. 25% of our total income.

### Financial Review

We began the year with brought forward funds of £244,203 and raised £1,375,499 income through the year. Our expenditure of £1,424,799 meant that we ended the year with a carry forward of £194,903. This is within the Charity Commission recommendations and our own finance policy.

### Fundraising

We continued to follow our Board approved fundraising strategy, increasing our applications to trusts and foundations, continuing to seek support from individual supporters and philanthropists and continuing to seek support from community and online fundraising.

The grant from the Ministry for Housing, Communities and Local Government represented approx. 71% of our income,17% came from unrestricted donations, 5% from the devolved nations and 4% from trusts and foundations and 3% other income.

### Fundraising compliance

HMDT is registered with the Fundraising Regulator and is committed to complying fully with its requirements.

### Activity

Fundraising highlights this year include holding our annual donor dinner at the House of Lords, sponsored by Rathbones, a fundraising tea at the home of Lady Lipworth, and the growth of the Friends of HMDT programme to just over 100 Friends.

## Ensuring sound governance

### Trustees

Trustees are appointed initially for a three-year term and may be reappointed for one or, in certain exceptional circumstances, two additional terms.

New Trustees are recruited by open advertising, supported by other methods of search, and potential candidates are interviewed by members of the Finance and Operations sub-committee of the Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board sub-committees which are held as required.

## Committees

Sub-committees of the Board meet regularly to oversee the work of the Trust.

The Outreach Committee oversees our progress towards achieving Goals 1 and 4 (increasing knowledge, supporting people to mark HMD). This year their focus has been particularly in support of engagement with local organisations in light of the challenges prompted by the attacks on 7 October, and the analysis and development of local HMD events. We are delighted to benefit from three non-trustee members of this Committee, Liz Arif-Fear, Yusuf Patel and Anita Peleg.

The External Affairs Committee oversees our progress towards achieving Goals 2 and 3, in particular the development of the UK Ceremony and *Light the Darkness*. This year they have additionally supported the development of guidance for local organisers.

The Finance and Operations Committee ensures our progress to achieving Goal 5: it reviews key financial reports including Annual Budgets and Quarterly Management Accounts, and seeks to ensure that HMD has strong financial management systems in place. It also reviews staff pay, including pay for senior staff.

The Fundraising Committee supports progress towards achieving Goal 5, in particular to develop income streams and fundraising projects. We are indebted to non-Trustee members Peter Suchet and Helen Varma.

Our Holocaust Survivors' Legacy Group and Genocide Survivors' Consultative Group are both chaired by Trustees. These Groups meet regularly through the year to ensure survivor input to key organisational matters.

HMDT's Trustees are expert and generous with their time and guidance, and we remain hugely grateful to them. The Board would like to give particular thanks to the Honorary Officers Laura Marks CBE, Sir Leigh Lewis and Brian Markeson, and Committee Chairs Michael Marx, David Ashley and Paul Giannasi.

## Chairperson of the Holocaust Memorial Day Trust

This year we said farewell to our chair, Laura Marks CBE, who stood down at the end of her eligible period, having served an exceptional nine years as Chair of Trustees.

We commissioned recruitment agency Prospect-us who led an open process led by our Vice-Chair, Sir Leigh Lewis, to recruit a new chair. We are delighted to welcome as incoming chair Sir Sajid Javid. Sir Sajid joins following a highly distinguished political career as former Chancellor, Home Secretary and Communities Secretary, and has a long-standing commitment to Holocaust commemoration and education, and track record in combatting hate crime.

## Change of Trustees

In addition to Laura Marks stepping down, during this financial year Kate Ferguson, the Reverend Dr Richard Sudworth OBE and Marie van der Zyl OBE also stood down. Trustees wish to place on record our considerable gratitude to them for their support and contributions.

In addition to Sir Sajid Javid joining as Chair, we were delighted to appoint Dr Linda Asquith, Professor Dame Robina Shah and Dawn Waterman as incoming Trustees.

## Trustees' expenses & company administration

Costs relating to the governance of the charity are kept to a minimum. Trustees' expenses were minimal due to having several meetings online, an internally-facilitated trustees' away day, and to trustees in general not seeking to claim expenses.

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2024/25 £nil). Details of Trustee expenses are disclosed in note 7.

## Key management personnel

The Trustees have delegated the day-to-day management of HMDT to the Chief Executive. The Trust has the great good fortune to be led by a dynamic and inspiring Chief Executive, Olivia Marks-Woldman OBE, and by an outstanding Chief Operating Officer, Paul Lopez-Salzedo, who are supported by an excellent and committed staff team. We are grateful for the hard work and achievements of the staff team during the year. We were sad to say goodbye to Dr Rachel Century, our former Deputy Chief Executive, after eleven years at the Holocaust Memorial Day Trust and wish her all the best for her next step.

Trustees monitor the Trust's activities against its agreed goals at regular Board and sub-committee meetings, and participate in an annual Trustees' away day. Almost all of our Trustees are also members of at least one HMDT sub-committee, helping to shape our work in detail.

## Risk management

Trustees regularly review the organisational risks facing HMDT, and manage them in the following ways:

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered;
- The maintenance of a Risk Register which is regularly reviewed by the Finance and Operations Committee;
- An annual Trustees' Away Day to consider strategic topics;
- Establishment of policies, systems and procedures to mitigate risks;
- Implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialize.

Key strategic risks include the following:

1. Lack of understanding about HMD's purpose and why HMDT commemorates only certain genocides on HMD

A key risk is that stakeholders fail to understand the rationale for why HMD commemorates only certain specific genocides in addition to the Holocaust (i.e. those in Cambodia, Rwanda, Bosnia and Darfur).

This risk materialised due to the challenges originating from the 7 October Hamas attacks, the subsequent war in Gaza, and the increased antisemitism in the UK. As noted previously, HMDT came under attack both for marking other genocides, with some stakeholders believing that this 'dilutes' commemoration of the Holocaust, and also for not including the war in Gaza as a 'genocide' to be marked on HMD.

This was addressed through our guidance to local organisers, 1:1 meetings with stakeholders and through FAQs on our website.

2. Disengagement from HMD

This risk is heightened as survivors pass away, and we have fewer tangible links to the history that is being commemorated. This is being addressed through our 'future-proofing' work including the integration of artefacts into many areas of work eg resources, website, special projects. Trustees also address this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. Additionally we hold regular staff consultation with Holocaust survivors, and involve survivors in all HMDT activities and events.

Disengagement has also manifested through concerns about the war in Gaza, and the concerns about potential dilution of the Holocaust. This has been addressed operationally through guidance as noted previously, and strategically through trustee review of the organisational strategy (ongoing).

There is a risk the general public and/or civic and political leadership will fail to maintain interest and engagement in Holocaust Memorial Day.

This is addressed by the identification each year of a new theme for HMD, and by the creative ways in which the HMDT staff team develop programmes of engagement. It has been further addressed by the development of the national moment, *Light the Darkness*, to engage even more widely and ensure a national moment of collective commemoration.

3. Financial sustainability

An ongoing financial risk is that the UK Government may not renew or may substantially reduce its grant to HMDT, and that other sources of income are not obtained to sufficient levels.

This is addressed by having a close working relationship with both ministers and senior officials at MHCLG, through investment in our Development team and building diverse income streams, through regular reporting, operating effectively, providing value for money, and demonstrating the impact that HMD has on those who attend our national and local activities.

## Audit

An independent audit of the Financial Statements for the financial year ended 31 March 2025 was carried out by Knox Cropper LLP.

## Legal & HR

HMDT obtains specialist HR advice and guidance from Worknest. Our employee support programme is provided by Health Assured.

## Reserves policy

The core funding for HMDT is provided by the Ministry for Housing, Communities and Local Government, specifically for the objectives set out in our governing documents. Although the funding does not specially provide for the creation of reserves, MHCLG is committed to following the good practice recommended by the Charity Commission, given in particular that the timing of the allocation of our annual grant sometimes leaves a funding gap during April and May each year.

The Board of Trustees has accordingly adopted a reserves policy under which reserves are:

1. restricted to the funds needed for our ongoing working capital requirements, and

2. sufficient to enable HMDT to meet its contractual and statutory obligations in the event of our having to cease, or substantially alter, the way in which we operate.

The current reserves policy was reviewed by the Finance and Operations Committee in February 2024. It was agreed to continue with the minimum reserves level of £155k which the charity exceeded at 31 March 2024. It has been agreed that this level will be reviewed and increased for future years.

Total free reserves available for these purposes at 31 March 2025 amounted to £194,903 (31 March 2024 £235,203).

## Going concern

HMDT received a one-year grant from MHCLG for the year April 2024-March 2025, and was invited to apply for a further one-year grant for the year April 2025-March 2026. A grant has been awarded for the year April 2025-March 2026 of the same amount as the previous year plus an inflationary award of 5% (total £945k). This is extremely welcome and helpful, and is the first increase in many years.

Grant expenditure is monitored closely throughout the year, with Trustee oversight exercised via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly to our liaison advisor at MHCLG throughout the year on the grant and our activities, and have a close relationship with officials and Ministers in MHCLG. The Trustees are confident that this support will continue beyond March 2026.

We believe HMDT is a going concern based on the following facts:

- The £945k grant from MHCLG for 2025-26 is now in place; we received the initial 50% of £472,500 in May 2025, with the remaining 50% due in October 2025. This grant covers the vast majority of our core costs and the delivery of HMD 2026.

- We have received indications from MHCLG that we will receive continued support for 2026-27.

- We are confident of our ability to continue to secure fundraising from both individuals and organisations, including individual donors and Trusts and Foundations, and we expect also that we will continue to receive grants from the devolved administrations to support our work in Scotland, Wales and Northern Ireland.

- Certain areas of our expenditure could be reduced if we were unable to achieve our target for fundraised income; these include the National Moment, community projects and public affairs events.

## Ensuring that HMDT is a good employer and maintains best practice in personnel, financial and administrative systems in line with best practice guidance and current legal requirements

### Staff

HMDT's staff team is its greatest asset; staff have worked exceptionally hard to ensure that, despite the challenges we experienced this year, HMD has maintained its impact, making a difference to what people know about the past, feel about others today, and do to create a better future. The Board of Trustees is immensely grateful to all members of the staff team, and thanks them sincerely for their energy, commitment, creativity and passion.

Staff are provided with regular appraisals, support and supervision and training opportunities. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including bespoke skills workshops. HMDT has an Employee Assistance Programme.

Additionally, staff enjoy many organisational social occasions (eg a summer picnic) to make sure HMDT is a good and enjoyable place to work.

### Remuneration policy

Remuneration for staff is set by the Finance and Operations Committee, guided by the NJC scales, and benchmarking with charities of a similar size. It is regularly reviewed by the Chief Executive, Chief Operating Officer and by the Finance and Operations Committee. The remuneration of the Chief Executive is set by the Chair and Trustees on the Finance and Operations Committee. We have a Performance Related Pay policy and process.

### Maintaining an effective office environment

HMDT has full Employer's Public Liability and contents insurance and has not made any claims in the year under review.

### Diversity and inclusion

The Trust is strongly and actively committed to advancing diversity and inclusion within all its activities. It aims to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote diversity and inclusion, and tackle discrimination. Dedicated work to become more inclusive has taken place over the past year; including training and improved recruitment practices.

### Trustees' responsibilities statement

The Trustees (who are also directors of Holocaust Memorial Day Trust for the purposes of company law) are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the Trustees confirms that:

- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and

- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees are provided with appropriate Indemnity Insurance.

This report was approved by the Trustees on 18th September 2025 and signed on their behalf by:



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**Sir Sajid Javid** – Chair – Trustee



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**Brian Markeson** – Treasurer - Trustee

## Opinion

We have audited the financial statements of Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities (including the Income and Expenditure Account), the Balance Sheet, statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.
In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.
Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The other information comprises the information included in the Trustees' Report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.
Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine

whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**
In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report, included within the Trustees' Report, has been prepared in accordance with applicable legal requirements.

**Matters on which we are Required to Report by Exception**
In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.
We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Proper and adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

**Responsibilities of Trustees**
As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.
In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or

error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The charitable company is required to comply with charity law and, based on our knowledge of their activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with their legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charitable company susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located at the Financial Reporting Council's ("FRC's") website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

**Use of our report**
This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Simon Goodridge (Senior Statutory Auditor)
For and on behalf of Knox Cropper LLP (Statutory Auditor)
65 Leadenhall Street
London
EC3A 2AD

**Holocaust Memorial Day Trust**
**Statement of financial activities- For the year ended 31 March 2025**

| | Notes | 2025 Restricted £ | 2025 Unrestricted £ | **2025 Total £** | **2024 Total £** |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and grants | 2 | 131,233 | 1,220,603 | **1,351,836** | **1,213,026** |
| Other income | 3 | - | 23,663 | **23,663** | **20,155** |
| Total income | | 131,233 | 1,244,266 | **1,375,499** | **1,233,181** |
| **Expenditure on:** | | | | | |
| Cost of raising funds | 4 | - | 65,514 | **65,514** | **65,502** |
| Charitable activities | | | | | |
| Goal 1 (Increase Knowledge) | | - | 251,468 | **251,468** | **267,224** |
| Goal 2 (Work to a Better Future) | | - | 186,222 | **186,222** | **175,222** |
| Goal 3 (National Commemoration) | | - | 489,342 | **489,342** | **288,563** |
| Goal 4 (Outreach) | | 140,233 | 292,020 | **432,253** | **372,604** |
| Total expenditure | 4 | 140,233 | 1,284,566 | **1,424,799** | **1,169,115** |
| Net (expenditure) /income for year | | (9,000) | (40,300) | **(49,300)** | **64,066** |
| Funds brought forward | | 9,000 | 235,203 | **244,203** | **180,137** |
| Funds carried forward | | - | 194,903 | **194,903** | **244,203** |

All activities are derived from continuing operations.

All recognised gains and losses are included in the Statement of Financial Activities.

The notes on pages 42 to 50 form part of these financial statements.

**Holocaust Memorial Day Trust**
**Balance Sheet – As at 31 March 2025**

| | Notes | | 2025 | | 2024 |
|---|---|---|---|---|---|
| | | £ | £ | £ | £ |
| Fixed assets | 9 | | **4,615** | | 5,865 |
| Current assets: | | | | | |
| Debtors | 10 | **62,289** | | 23,616 | |
| Cash at bank and in hand | | **185,575** | | 263,547 | |
| | | **247,864** | | 287,163 | |
| Creditors: amounts falling due within one year | 11 | **(57,576)** | | (48,825) | |
| Net current assets | | | **190,288** | | 238,338 |
| Net assets | | | **194,903** | | 244,203 |
| Represented by: | | | | | |
| Restricted funds | 15 | | **-** | | 9,000 |
| Unrestricted funds | | | **194,903** | | 235,203 |
| Total Funds | | | **194,903** | | 244,203 |

The notes on pages 42 to 50 form part of these financial statements.

Approved and authorised for issue by the Trustees on 18 September 2025 and signed on their behalf by:



**.....**

**Brian Markeson – Treasurer - Trustee**

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Scotland SC05119

**Holocaust Memorial Day Trust**
**Statement of Cash Flows for the year ended 31 March 2025**

| | Notes | 2025<br>£ | 2024<br>£ |
|---|---|---|---|
| **Cash flows from operating activities:** | | | |
| Net cash (used in) operating activities | A | **(76,472)** | **(16,174)** |
| **Cash flows from investing activities:** | | | |
| Purchase of tangible fixed assets | | **(1,500)** | **(2,955)** |
| **Net cash (used in) provided by investing activities** | | **(1,500)** | **(2,955)** |
| **Change in cash and cash equivalents in the year** | C | **(77,972)** | **(19,129)** |
| **Cash and cash equivalents brought forward** | B | **263,547** | **282,676** |
| **Cash and cash equivalents carried forward** | B | **185,575** | **263,547** |

## Notes to the statement of cash flows for the year to 31 March 2025

### A Reconciliation of net movement in funds to net cash (used in)/ by operating activities

| | **2025** | 2024 |
|---|---|---|
| | **£** | £ |
| **Net movement in funds (as per the statement of financial activities)** | **(49,300)** | 64,066 |
| **Adjustments for:** | | |
| Depreciation charge | **2,750** | 4,391 |
| (Increase)/Decrease in debtors | **(13,672)** | 29,731 |
| (Decrease) in creditors | **(16,250)** | (114,362) |
| **Net cash provided by (used in)/provided by operating activities** | **(76,472)** | (16,174) |

### B Analysis of cash and cash equivalents

| | **2025** | 2024 |
|---|---|---|
| | **£** | £ |
| Cash at bank and in hand | **185,575** | 263,547 |
| **Total cash and cash equivalents** | **185,575** | 263,547 |

### C Analysis of changes in net debt

| **Cash and cash equivalents** | At 1st April 2024 | Cash flows | Other non-cash changes | At 31st March 2025 |
|---|---|---|---|---|
| Cash | 263,547 | (77,972) | - | 185,575 |
| | **263,547** | **(77,972)** | **-** | **185,575** |

## 1 Principal Accounting policies

A summary of the principal accounting policies, all of which have been applied consistently throughout the period is set out below.

### 1.1 Statutory information

Holocaust Memorial Day Trust is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is Unit A, 82 James Carter Road, Mildenhall. Suffolk, IP28 7DE.

### 1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2025 presented in sterling and rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102 second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

### 1.3 Assessment of going concern

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

The Trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The Trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due.

The Ministry of Housing, Communities & Local Government has provided grant funding for the year to 31 March 2025. A grant of £945,000 has been awarded for 2025-26. The Trustees are confident that this support will continue beyond March 2026.

We are confident of our ability to continue to secure funding from both individuals and organisations, including Trusts and Foundations, and we expect also that we will continue to receive grants from the Devolved Nations to

support our work in Scotland, Wales and Northern Ireland. Should the grant funding reduce, we would look to reduce our expenditure accordingly.

The financial statements of Holocaust Memorial Day Trust have been prepared on a going concern basis.

### 1.4 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

| | | | |
|---|---|---|---|
| Computer and office equipment | - | 3 year | straight line |

Items costing more than £1,500 are capitalised.

### 1.5 Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are funds which are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. The charity's core grant from the Ministry of Housing, Communities & Local Government is subject to specific terms and conditions. However, all of the charity's activities fall within the scope of the grant and therefore it is presented as unrestricted income.

Restricted funds comprise income received to be used for specific purposes within the charity's overall objectives.

### 1.6 Income recognition

Donations, grant income and other voluntary income are credited to the statement of financial activities during the appropriate financial period. Grant income receivable represents the total sums due to HMDT in respect of its activities for the accounting period under review. Any grant funding received prior to the period end date that relates to a future accounting period is included in deferred income.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

### 1.7 Expenditure recognition

Expenditure including irrecoverable VAT is charged to the statement of financial activities on an accruals basis.

Resources expended comprise the costs of charitable activities, which comprise expenditure on the charity's primary charitable purposes, i.e., Increase Knowledge, Work To a Better Future, National Commemoration, and Outreach. These include support costs, which represent the costs incurred by staff directly providing support for the charity's programmes. Support costs include management, finance, HR, and IT as well as Governance costs which comprise the costs which are directly attributable to the management of the charity's assets and the necessary legal and organisational procedures for compliance with statutory and governance requirements.

Costs that are directly attributable to specific activities are allocated to the charitable activities directly. Other costs including staff costs are apportioned to the groups of costs listed above on the basis of time spent. Other non-directly attributable costs are allocated on the basis of apportioned staff time.

### 1.8 Pensions

Following completion of their probationary period, employees of the Trust are entitled to join The Holocaust Memorial Day Trust Group Personal Pension Plan, a defined contribution pension scheme. Employees joining the pension scheme, operated by Aviva plc, contract directly with the insurance company. The Trust makes a contribution of 5% salary and employees contribute at least 3% salary. The Trust acts as agent in collecting and paying over employee contributions.

### 1.9 Operating leases

Leases for serviced accommodation are classified as operating leases. Rental charges are charged on a straight line basis over the term of the lease.

### 1.10 Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid.

### 1.11 Cash at bank and in hand

Cash at bank and in hand represents such financial statements and instruments that are available on demand or have a maturity of less than three months from the date of acquisition.

### 1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## 2 Donations and Grants

| | **2025** | 2024 |
|---|---|---|
| | **£** | £ |
| **Unrestricted Funds** | | |
| Grant from the Ministry of Housing, Communities & Local Government (MHCLG) | **980,000** | 900,000 |
| Donations | **240,603** | 134,006 |
| **Legacies** | **-** | - |
| **Total Unrestricted Funds** | **1,220,603** | 1,034,006 |
| | | |
| **Restricted funds** | | |
| Grants from Devolved Nations | **74,500** | 57,376 |
| Grants from Trusts and Foundations | **56,733** | 121,644 |
| **Total Restricted Funds** | **131,233** | 179,020 |
| | | |
| **Total Donations & Grants** | **1.351,836** | 1,213,026 |

## 3 Other income

| | **2025** | 2024 |
|---|---|---|
| | **£** | £ |
| Other income | **23,663** | 20,155 |
| **Total** | **23,663** | 20,155 |

## 4 Analysis of Expenditure

| **Current Year (2025):-** | **Restricted** | **Unrestricted** | **Total 2025** |
|---|---|---|---|
| **Cost of raising funds** | | | |
| Fundraising Costs | **-** | **65,514** | **65,514** |

**Expenditure on Charitable Activities**

| | **Goal 1** | **Goal 2** | **Goal 3** | **Goal 4** | **Total** |
|---|---|---|---|---|---|
| Outreach | 40,072 | 29,675 | 77,978 | 68,880 | 216,605 |
| Communications | 47,324 | 35,045 | 92,090 | 81,346 | 255,805 |
| UK and Public Event | 45,456 | 33,662 | 88,454 | 78,135 | 245,707 |
| Operations | 65,852 | 48,766 | 128,144 | 113,194 | 355,956 |
| Support | 52,764 | 39,074 | 102,676 | 90,698 | 285,212 |
| | 251,468 | 186,222 | 489,342 | 432,253 | 1,359,285 |
| Unrestricted | 251,468 | 186,222 | 489,342 | 292,020 | 1,219,052 |
| Restricted | - | - | - | 140,233 | 140,233 |
| | 251,468 | 186,222 | 489,342 | 432,253 | 1,359,285 |

**Prior Year (2024):**

| Cost of raising funds | Restricted | Unrestricted | Total 2024 |
|---|---|---|---|
| Fundraising Costs | - | 65,502 | 65,502 |

**Expenditure on Charitable Activities**

| | Goal 1 | Goal 2 | Goal 3 | Goal 4 | Total |
|---|---|---|---|---|---|
| Outreach | 79,358 | 22,652 | 22,652 | 160,604 | 285,266 |
| Communications | 65,931 | 63,144 | 92,684 | 71,263 | 293,022 |
| UK and Public Event | 28,830 | 28,830 | 87,265 | 31,961 | 176,886 |
| Operations | 31,345 | 20,086 | 19,253 | 22,654 | 93,338 |
| Support | 61,760 | 40,510 | 66,709 | 86,122 | 255,101 |
| | 267,224 | 175,222 | 288,563 | 372,604 | 1,103,613 |
| Unrestricted | 267,224 | 175,222 | 288,563 | 202,584 | 933,593 |
| Restricted | - | - | - | 170,020 | 170,020 |
| | 267,224 | 175,222 | 288,563 | 372,604 | 1,103,613 |

## 5 Support costs

| | Goal 1 | Goal 2 | Goal 3 | Goal 4 | 2025 £ Total | 2024 £ Total |
|---|---|---|---|---|---|---|
| Staff Salaries | 19,705 | 14,592 | 38,345 | 33,872 | **106,514** | 118,732 |
| Other Staff Costs | 1,838 | 1,361 | 3,576 | 3,159 | **9,934** | 4,118 |
| IT Costs | 3,405 | 2,521 | 6,625 | 5,852 | **18,403** | 4,325 |
| Depreciation | 508 | 377 | 990 | 875 | **2,750** | 4,387 |
| Audit & Accountancy | 5,238 | 3,879 | 10,192 | 9,003 | **28,312** | 30,021 |
| Rent and Rates | 13,094 | 9,697 | 25,481 | 22,508 | **70,780** | 65,968 |
| Office and Administration Costs | 4,080 | 3,021 | 7,939 | 7,013 | **22,053** | 15,713 |
| Legal and Professional Fees | 1,338 | 991 | 2,605 | 2,300 | **7,234** | 258 |
| Governance Costs | 3,457 | 2,560 | 6,727 | 5,942 | **18,686** | 11,379 |
| Bank Fees | 101 | 75 | 197 | 174 | **547** | 200 |
| | 52,764 | 39,074 | 102,677 | 90,698 | **285,213** | 255,101 |

## 6 Net (expenditure)/(income for the year

**This is stated after charging:**

| | **2025** | 2024 |
|---|---|---|
| | **£** | £ |
| Operating lease – land and buildings | **62,250** | 63,896 |
| Operating lease - other | **1,536** | 1,646 |
| Depreciation | **2,750** | 4,391 |
| Auditor's remuneration (including VAT) | **9,840** | 8,844 |

## 7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £186 (2024: £694). The charity directly incurred £723 (2024:£1,776) on Trustees' meetings and £18,562 (2024: £9,604) on training, development, recruitment and other expenses in the year.

## 8 Employees

During the period of this report there were on average 16 employees, and 14 full time equivalent (FTE) employees (2024: 17 employees and 14.5 FTE)

| | **2025** | 2024 |
|---|---|---|
| | **£** | £ |
| Salaries and wages | **580,749** | 594,041 |
| Social security costs | **55,997** | 60,555 |
| Employer's contribution to defined contribution pension schemes | **21,435** | 24,756 |
| **Total** | **658,175** | 679,352 |

| | **2025** | 2024 |
|---|---|---|
| £70,000-£79,999 | **1** | 1 |
| £100,000 - £109,999 | **1** | 1 |

During the year the key management remuneration for the CEO and a management team of 6 FTE employees, including pension contributions and employer's national insurance contributions, totalled £319,963 (2024 £340,100)

## 9 Fixed assets

| | 2025<br>£ |
|---|---|
| **Cost** | |
| Balance at 1 April 2024 | 38,155 |
| Additions during the year | 1,500 |
| Balance at 31 March 2025 | 39,655 |
| | |
| **Depreciation** | |
| Balance at 1 April 2024 | 32,290 |
| Charge for the period | 2,750 |
| Balance at 31 March 2025 | 35,040 |
| | |
| **Net book value at 31 March 2025** | **4,615** |
| Net book value at 31 March 2024 | 5,865 |

All of the above assets are used for charitable purposes.

## 10 Debtors

| | **2025**<br>**£** | 2024<br>£ |
|---|---|---|
| Rent deposits | **6,133** | 6,133 |
| Other debtors and prepayments | **56,156** | 17,483 |
| | **62,289** | 23,616 |

## 11 Creditors: amounts falling due within one year

| | **2025**<br>**£** | 2024<br>£ |
|---|---|---|
| Trade creditors | **16,911** | 7,683 |
| Taxation and social security | **-** | 8,381 |
| Other creditors | **1,643** | 4,368 |
| Accruals and deferred income | **39,022** | 28,393 |
| | **57,576** | 48,825 |

## 12 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 13 Related party transactions

There are no related party transactions to disclose for 2025 (2024: none).

## 14 Commitments under operating leases

Total commitments under non-cancellable operating leases at 31 March 2025 were as follows:

| | **2025** | 2024 |
|---|---|---|
| | **£** | £ |
| **Due within one year** | **66,150** | 20,041 |
| **Due within 2-5 years** | **22,050** | 8,832 |

## 15 Movement in Funds

| **Current year (2025)** | **At 1 April 2024** | **Income & Gains** | **Expenditure & Losses** | **At 31 March 2025** |
|---|---|---|---|---|
| | **£** | **£** | **£** | **£** |
| Scotland HMD project | - | 25,000 | (25,000) | - |
| Wales HMD project | - | 26,000 | (26,000) | - |
| Northern Ireland HMD project | - | 23,500 | (23,500) | - |
| Philip King Charitable Trust | - | 25,000 | (25,000) | - |
| Culham St Gabriels | - | 10,000 | (10,000) | - |
| Leon Greenman CT | 7,000 | 3,750 | (10,750) | - |
| Childwick Trust | - | 15,000 | (15,000) | - |
| Shoresh Trust | 2,000 | 1,983 | (3,983) | - |
| Linn Foundation | - | 1,000 | (1,000) | - |
| **Total Restricted Funds** | 9,000 | 131,233 | (140,233) | - |

| **Previous year (2024)** | **At 1 April 2023** | **Income & Gains** | **Expenditure & Losses** | **At 31 March 2024** |
|---|---|---|---|---|
| | **£** | **£** | **£** | **£** |
| Scotland HMD project | - | 25,000 | (25,000) | - |
| Wales HMD project | - | 15,376 | (15,376) | - |
| Northern Ireland HMD project | - | 17,000 | (17,000) | - |
| Philip King Charitable Trust | - | 25,000 | (25,000) | - |
| Culham St Gabriels | - | 10,000 | (10,000) | - |
| Association of Jewish Refugees | - | 4,000 | (4,000) | - |
| HNWI for Candles | - | 1,000 | (1,000) | - |
| Leon Greenman CT | - | 66,250 | (59,250) | 7,000 |
| Childwick Trust | - | 13,555 | (13,555) | |
| Shoresh Trust | - | 2,000 | - | 2,000 |
| **Total Restricted Funds** | - | 179,020 | (170,020) | 9,000 |

## 16 Legal Status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of a winding up is limited to £10.

## 17 Comparative 2024 Statement of Financial Activities

**Year ended 31 March 2024**

| | Notes | 2024 Restricted £ | 2024 Unrestricted £ | **2024 Total £** |
|---|---|---|---|---|
| **Income from:** | | | | |
| Donations and grants | 2 | 179,020 | 1.034,006 | **1,213,026** |
| Other income | 3 | - | 20,155 | **20,155** |
| Total income | | 179,020 | 1,054,161 | **1,233,181** |
| **Expenditure on:** | | | | |
| Cost of raising funds | 4 | - | 65,502 | **65,502** |
| Fundraising costs | | - | 65,502 | **65,502** |
| Charitable activities | | | | |
| Goal 1 (Increase Knowledge) | | - | 267,224 | **267,224** |
| Goal 2 (Work to a Better Future) | | - | 175,222 | **175,222** |
| Goal 3 (National Commemoration) | | - | 288,563 | **288,563** |
| Goal 4 (Outreach) | | 170,020 | 202,584 | **372,604** |
| Total expenditure | 4 | 170,020 | 999,095 | **1,169,115** |
| Net income for the year | | 9,000 | 55,066 | **64,066** |
| Funds brought forward | | - | 180,137 | **180,137** |
| Funds carried forward | | 9,000 | 235,203 | **244,203** |

**HOLOCAUST MEMORIAL DAY TRUST**

England & Wales - Charity number 1109348

# Accounts

Company number: 05415454

Charity number: 1109348

Scotland: SC05119




# HOLOCAUST MEMORIAL DAY TRUST

# TRUSTEES' REPORT AND FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2024

**Holocaust Memorial Day Trust**
**Reference and Administrative Information**


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**Holocaust Memorial Day Trust**
**Reference and Administrative Information**
The name of the charity is the **Holocaust Memorial Day Trust.**

## Patron and Honorary Officers

| | |
|---|---|
| Patron | His Majesty The King |
| Honorary President | Formerly the late Sir Ben Helfgott, and respectfully kept vacant this year |
| Honorary Vice-President | The Right Honourable The Lord Eric Pickles |

## Trustees and Staff

The work of HMDT is overseen by a Board of Trustees. The Trustees who served during the year and up to the date of this report are:

Chair of Trustees: Laura Marks CBE
Vice-Chair of Trustees: Sir Leigh Lewis KCB
Treasurer: Amanda King ACA

HE David Ashley
David Austin OBE
Dr Kate Ferguson
Paul Giannasi OBE
Dr John Howells OBE MP
Michael Marx
Taiwo Owatemi MP (appointed 18 July 2023)
Joan Salter MBE
Naved Siddiqi
Peter Suchet
Revd. Dr Richard Sudworth OBE
Marie Van der Zyl OBE

The following Trustees retired on 18 July 2023:
Tulip Siddiq MP
Ruth Herzberg-Wellin

## Company Secretary

Amanda King ACA

**Holocaust Memorial Day Trust**
**Reference and Administrative Information**
**Staff**

The following were members of staff at the date of this report:

Olivia Marks-Woldman OBE, Chief Executive
Dr Rachel Century MBE, Director of Public Engagement and Deputy Chief Executive

Louise Darbon, Senior Operations & Finance Manager
Rebecca Deakin, Operations Officer
Charlotte dos Remedios, Outreach Officer (Museums, Prisons and Workplaces)
Alicia Frydman, Senior Development Officer
Dr Toni Griffiths, Senior Outreach Officer
Graham Jackson, Finance and Operations Administrator
Hannah Jorsh, Outreach Officer (Youth and Education)
Julia Marcuson, Head of Development
Joseph Miller, Head of Outreach
Farayi Mungazi, Senior Communications Officer
Esther Renee Selman, Head of Communications
Kirsty Robson, Outreach Officer (Scotland)
Naomi Sheer, Executive Assistant
Bethan Tribe, Senior Communications Officer

Carlo Sossella and Jaromir Blutaumuller supported the work of HMDT as Gedenkdienstleistende. Barnabas Balint supported the work of HMDT as a volunteer.

The following individuals were employed during the year but not at the date of this report: Chris Carling, Pippa Harrison, Dr Anna Katila, Eva Oddi.

**Principal address**
PO Box 61074
London
SE1P 5BX

**Registered Office**
130 Wood Street
London
EC2V 6DL

**Country of registration**
England & Wales

**Auditor**
Knox Cropper LLP
65 Leadenhall Street
London
EC3A 2AD

**Bankers**
CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Scottish Widows Bank plc
67 Morrison Street
Edinburgh
EH3 8YJ

**Charity Number:** 1109348 (England and Wales): SC051197 (Scotland)

**Company Number:** 054154

**Holocaust Memorial Day Trust**
**Tribute to Sir Ben Helfgott**



Sir Ben Helfgott, a Holocaust survivor, educator, Olympic sportsman, and human rights campaigner was an inspirational man who worked tirelessly for a more peaceful and tolerant world.

Ben was a member of the Government's Holocaust Memorial Day Steering Committee, which advised on the establishment and early implementation of Holocaust Memorial Day across the UK. Along with several other members of this Committee, Ben became a founder Trustee of Holocaust Memorial Day Trust in 2005, and served on the Board for many years. When his term of office came to an end, we were delighted that Ben remained involved as our Honorary President.

Throughout his life he challenged people everywhere to heed the lessons of the Holocaust and make the pledge of 'never again' a reality. With his charisma and passion, Sir Ben touched the lives of countless people. The impact he made on those of us privileged to know him cannot be overstated. He led from the front and expected us all to live up to his extraordinary standards. We miss him dearly.

## 1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2023 to 31 March 2024.

This has been a particularly challenging year and we are proud of how the trustees and staff have addressed these challenges and supported local organisers in marking Holocaust Memorial Day (HMD). Despite the threats and difficulties, Holocaust Memorial Day was able to bring together thousands of people at in-person and online events, and reach millions more through the national Light the Darkness moment, and through coverage of the UK Ceremony and of HMD itself.

This year, we were deeply saddened at the passing of our Honorary President and one of our founding trustees, Sir Ben Helfgott. Ben was not only a staunch supporter of our work, he never failed to contribute his passion and knowledge to the betterment of HMDT. Please see our full tribute above on Page 4.

We remain deeply grateful to the Ministry of Housing, Communities and Local Government (MHCLG) for our core grant, and to all who have made grants and donations to support our work.

## 2. Impact of the Hamas attacks in Israel, and Israel's war against Hamas

On 7 October 2023, Hamas brutally attacked Israelis and other nationals in Israel. Barbaric rapes and murders took place, leaving approximately 1,200 people dead, and approximately 250 people taken hostage. Israel responded with a military assault against Hamas in Gaza which continues, with thousands of Palestinians displaced, injured or killed, and an unfolding humanitarian crisis.

The attacks and the subsequent war led to an instant and huge rise in antisemitism in the UK, leaving the Jewish community feeling extremely vulnerable. Many members of the community have responded by retreating back into the Jewish community and becoming fearful of other communities and of the more extreme pro-Palestinian protestors. Similarly, the effects have been felt in Muslim communities with attacks on Muslims, apparently held responsible for the conflict, also at record levels. These tensions have been deliberately exploited by extremists in the UK who have used the situation to increase anti-Muslim hatred, to drive division, both leading to the UK's Muslim community also feeling fearful and vulnerable.

These separate but linked elements had a significant impact on HMD, which threatened to become a lightning rod for these tensions and pressures.

As a result, some local organisers reluctantly disengaged from HMD events this year, citing reasons that included a fear of physical protests at events, or a lack of confidence in being able to deal appropriately with speakers or audience questions that might reference the Hamas attacks or the war.

A small number of organisers and participants, and even some highly visible faith and political leaders, actively disengaged from HMD events as a deliberate protest against the war in Gaza or made their participation conditional on HMDT denouncing the 'the genocide in Gaza' within HMD events.

For our part HMDT sought at all times to maintain our focus on our primary purpose of commemorating the Holocaust and not to become embroiled in issues that go far beyond our remit. There is no doubt, however, that these events had a significant impact on both the staff and the trustees of HMDT: we received a number of deeply distressing and offensive communications; we had to pivot our outreach activities, revise resources, communications and the Ceremony several times to address the evolving situation; and we had to spend very large amounts of time working with the Police and the Community Security Trust to address the security needs of our staff, our office and all HMD events, both local and national. We wish to acknowledge our sincere appreciation and gratitude to the Police and to the Community Security Trust for their full-hearted support. In addition, these wider events affected our fundraising with the numbers of community donors dropping by half.

Below we set out in more detail our activities to address this situation (goals 3 and 4).

## 3. Key developments over the year

### a) Addressing the impact of the Hamas attacks, Israel's war in Gaza, and increased antisemitism and anti-Muslim hatred in the UK

We created new guidance for local HMD organisers to help them plan and deliver HMD events in the light of the ongoing situation. We pivoted from an outreach approach which encouraged extending HMD events and being more creative in HMD activities, to one of reassurance that HMD events could take place at all.

We have provided a clearer rationale for which genocides are marked on HMD by directly aligning with the UK Government's long-standing approach in this respect. In line with the Government, from now on we will as HMD only commemorate those genocides that are recognised as such by the UK Government (likely to be those where perpetrators have been found guilty of the crime of genocide at an international court or tribunal). We have agreed that, for historical reasons within HMDT, we will, however, maintain commemoration of the genocide in Darfur although the UK Government does not recognise it as such.

### b) 'Light the Darkness' national moment

The Light the Darkness moment took place on Holocaust Memorial Day itself at 8pm, after Shabbat had gone out. Buildings again lit up in purple and people placed lit candles in the windows of their homes, Piccadilly Circus carried relevant images, and candles were placed in the windows of No 10 Downing Street and lit by Their Majesties King Charles and Queen Camilla. A special event took place at Watford Workshop, our packaging and distribution centre – a social enterprise employing disabled people. HMDT staff and trustees, and Holocaust survivor Steven Frank, visited the Workshop and met many of its employees.

We were supported by St Luke's, a PR agency, who organised a 'digital vigil', where screens around the country lit up with images of candles. At the LtD moment, the combined Number of candles on multiple screens around the country was 6 million. It was a hugely powerful moment.



## Review of HMDT activities, April 2023 – March 2024

HMDT activities are based around our five strategic goals, to help achieve our overall mission: to learn from genocide, for a better future. In the following sections we report on our achievements over the past year in respect of each of the five goals.

## a) GOAL 1: Increasing knowledge of the Holocaust, Nazi persecution and recent genocides, illustrated by the experiences of people who were persecuted

### Headline information

- 'Short answers to big questions'
- Youth Forum created specialist resources for and about young people
- Effective partnerships

### Our theme

A successful event was held online in May 2023 to launch the theme for HMD 2024, The Fragility of Freedom.

### Resources

We created new educational resources which either filled gaps in our suite of resources or addressed the theme.

New resources in this year were:

i) Green spaced – a resource on creating a memorial garden – developed in partnership with the Royal Horticultural Society
ii) Resource pack for primary schools – developed in partnership with Purple Mash
iii) Youth societies resource
iv) Resource on young people who were persecuted by the Nazis – created in conjunction with our Youth Forum
v) Prison lesson plan and teaching notes
vi) Burns resource, teaching notes and life story

### Survivor engagement

Our Holocaust Survivors' Legacy Consultative Group and Genocide Survivors Consultative Group met throughout the year. We featured survivors in the UK ceremony in film as well as in person. We facilitated many survivors to speak at HMD events across the country, and also ensured survivors were the main focus of the national Light the Darkness moment. Survivors also supported us with media interviews and coverage over the HMD period, including being featured on an HMD edition of *Songs of Praise*.

## International activities

Our international work is conducted predominantly through our involvement in the International Holocaust Remembrance Alliance (IHRA). HMDT's Chief Executive, Olivia Marks-Woldman, is a member of the UK Delegation to IHRA, and is a former member of the Troika of IHRA's Committee on the Holocaust, Genocide and Crimes Against Humanity (2018 – 2021). She continues to serve as a member of the Committee, and as a member of IHRA's Museums and Memorials Working Group, attending the Plenary meetings in Dubrovnik and Zagreb.

## HMDT Partnership Group

The HMD Partnership Group is facilitated by HMDT and brings together 25 national organisations working together, in the fields of Holocaust and genocide commemoration and education, with a view to extending the reach and impact of Holocaust Memorial Day. Many of these organisations have networks across the UK which are active in planning local HMD activities each year. Meetings this year included discussions on survivor testimony, engaging in the current context of increased antisemitism and anti-Muslim hatred, and core facts about the Holocaust and genocide.

## 'Short answers to big questions'

We promoted our core resource, **Short answers to big questions**, and have integrated it into all areas of our work. This resource was developed in collaboration with members of the HMD Partnership Group, and emphasises key facts about the Holocaust and genocide.

b) GOAL 2: To enable others to work towards a better future by promoting a society free from hostility or persecution that is based on a person's characteristics

**Headline information:**

- 16 million people reached on social media (excluding LinkedIn) in January 2024 (75% increase on January 2023)
- 400,000 website visits during Nov 2023 – Jan 2024 (14% increase on the same period last year)

**Web and other digital content:**

We focused on upgrading our already existing content alongside producing new digital content. This included material for our website, short films for online sharing, posts for social media platforms and remarketing our YouTube channel. All were designed to be accessible whilst being factually based and engaging to increase readers' knowledge and engagement.

We updated and published YouTube shorts, re-editing archival material into easily accessible playlists. We also published a short film to promote Light the Darkness and the 6 Million candles campaign (see Goal 3). We also produced interviews of three Holocaust survivors and one survivor of the genocide against the Tutsi in Rwanda not only be used in the in-person ceremony but future proofed to enable repeated editing and re-use of the filmed testimony.

In January 2024 we had **153,007** website users - a 14% decrease from last January - and **230,870** website visits – a 3% decrease from last January. These decreases almost certainly reflected some of the tensions surrounding HMD that we describe above.

**Volunteers:**

Volunteers helped with research, contributing to new resources, providing event support and, most significantly, capturing data on what happened around the country to mark Holocaust Memorial Day. Their support across all the areas of our work is very much appreciated.

## c) GOAL 3: Ensure a national sense of collective commemorations to mark HMD

**Headline information:**

- **In-person UK Ceremony with nearly 450 guests**
- **Contributions from the Secretary of State, the Rt Hon Michael Gove MP, Deputy Leader of the Opposition, the Rt Hon Angela Rayner MP, Chief Rabbi Sir Ephraim Mirvis; filmed message from the Prime Minister, the Rt Hon Rishi Sunak MP**
- **Extensive media coverage**
- **Successful Light the Darkness moment including candles lit by Their Majesties and No 10 Downing Street**
- **Digital vigil with 6 million candles on screens across the UK**

**Plan and deliver UK Ceremony:**

### *A) In person Ceremony*

We held an in-person UK Ceremony at the Guildhall in the City of London, for approximately 450 guests. This was significantly fewer than the capacity of the venue, and was the result of us experiencing a higher than normal number of 'no shows'. We believe this reflected the disengagement we saw at local level, following the Hamas attacks in Israel and the subsequent war in Gaza.

The UK Ceremony included a message of support from the Prime Minister, the Rt Hon Rishi Sunak MP, in person speeches from the Secretary of State at the Department for Levelling Up, Housing and Communities, the Rt Hon Michael Gove MP, the Deputy Leader of the Opposition, the Rt Hon Angela Rayner MP and the Chief Rabbi, Sir Ephraim Mirvis. Other contributors included Sir Jonathan Pryce CBE, Louisa Clein and Nina Wadia, Mala Tribich MBE, Ivor Perl BEM, Vera Schaufeld MBE and Antoinette Mutabazi.

### *B) Online Curated Moments*

Our UK ceremony was filmed by a production company and edited to be viewed from our website at 7.30pm on 27 January, ending in our Light the Darkness National moment at 8pm. The edited version featured; the Prime Minister, the Rt Hon Rishi Sunak MP, in person speeches from the Secretary of State at the Department of Levelling Up, Housing and Communities, the Rt Hon Michael Gove MP, the Deputy Leader of the Opposition, the Rt Hon Angela Rayner MP and the Chief Rabbi, Sir Ephraim Mirvis. Other contributors included Sir Jonathan Pryce CBE, Louisa Clein and Nina Wadia, Mala Tribich MBE, Ivor Perl BEM and Vera Schaufeld MBE and Antoinette Mutabazi.

The curated moments were viewed just over 5,000 times. Although this was somewhat fewer views than last year's film we are aiming to engage a wider audience with the 2025 UK Ceremony through broadcasting on the BBC.

### C) ‘Light the Darkness’ national moment

The Light the Darkness national moment took place at 8pm on Saturday 27 January, after the Jewish Sabbath. It was marked in households across the country – including by Their Majesties. In addition, 160 major buildings lit up in HMD purple, including Blackpool Tower and the Royal Liver Building in Liverpool.

For the first time, this year we lit 6 million candles in a digital vigil across the nation's billboards, created in partnership with St Luke’s creative agency. We increased our visibility by over 50% on Out of Home billboards with over 400 screens displaying the campaign across the nation, doubling our visibility from 2023. We also gained a new partner – Clear Channel - who joined top advertising agencies Ocean Outdoor and JCDecaux by donating advertising.

This was supported by Global advertising on the London Underground and a national radio advert with a reach of 1.85m. The iconic screen, Piccadilly Lights, was also donated and lit up with imagery of the campaign. This was heavily reported in Trade press, a first for HMDT, and on BBC Breakfast, the Standard and the Independent amongst others.

**Support for ceremonies in Scotland, Wales and Northern Ireland**

For HMD 2024, the HMDT Outreach Officer for Scotland and the HMDT Support Worker for Northern Ireland led on the creation and delivery of the HMD Ceremonies for both Scotland and Northern Ireland respectively. Working closely with the Scotland and Northern Ireland HMD steering committees, HMDT led in-person Ceremonies that took place at the Scottish Parliament in Edinburgh and in Belfast City Hall. Holocaust survivors spoke at both ceremonies: Peter Lantos in Scotland, and Alfred Garwood in Northern Ireland. Both ceremonies were attended by individuals from across communities, faiths and political parties, highlighting that HMD is for everyone.

In Wales, where the HMD Wales Ceremony is organised by the Welsh Government and supported by HMDT, we facilitated both a Holocaust survivor, John Hajdu, and a survivor of the genocide in Darfur, Isam Agieb, to speak at the Ceremony. In addition, a filmed version of the Wales ceremony was also made available through the HMDT website.

**Increase knowledge and raise awareness through the media:**

This year we placed more op-eds compared with previous years, including in The Telegraph and New Stateman. Although we faced challenges in the total number of mentions of HMDT during the HMD period compared to previous years, broadcast coverage was excellent. On Holocaust Memorial Day itself, we were featured on:

- ITV News
- Sky News
- BBC News
- BBC Breakfast
- BBC London News

Other key broadcast coverage included:

- Songs of Praise special programme on Sunday 28 January
- BBC Radio 4

**Increase knowledge and raise awareness through social media**

In January 2024 our social media (excluding LinkedIn) had a reach (the amount of unique accounts that saw our organic and promoted posts) of 15.8 million people – a 75% increase compared with January 2023.

Engagement rate across all social media platforms was good with increases in engagement on Facebook (6%), X (formerly Twitter), Instagram (9%) and our website (91%).

One of our highest performing social media posts across all channels was our animated HMDT candle gif for our Light the Darkness 6 Million Candles campaign:

- Highest reach on Instagram, reaching 19k people on a single post
- 3rd highest reaching post on Facebook, reaching nearly 6k people
- 3rd highest engagement rate on Facebook at 10%

Many high profile celebrities, organisations, politicians and influencers posted about HMD 2024 on social media, helping us to reach a wider audience, including:

- The Royal Family
- Downing Street
- Rob Rinder MBE
- Tottenham Hotspur

In addition, we were delighted to work with Pearl and Dean to create a short film that was screened approximately 22,000 times in cinema screens over HMD week, reaching more than 525,000 viewers. The film featured Holocaust survivor, Mindu Hornick.

**Increase knowledge and raise awareness through events**

For HMD itself, we organised a commemorative event in Portcullis House with Sir Lindsay Hoyle MP, the Speaker of the House of Commons. The welcome was delivered by Laura Marks CBE and the Statement of Commitment was read by Olivia Marks-Woldman OBE. Survivors of the Holocaust and the genocide in Rwanda gave their testimonies to an audience of MPs and parliamentary staff. The Ceremony was featured in the Jewish News. Banners were then displayed throughout the day with information provided by HMDT on the Holocaust, Nazi persecution and the genocides in Cambodia, Bosnia, Rwanda and Darfur.

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Published Assets (assetbank-server.com)

https://www.jewishnews.co.uk/commons-speaker-tells-westminster-hmd-event-we-must-call-out-hatred-wherever-it-exists/

**Holocaust Memorial Day Trust**
**Trustees Report**
**House of Lords**

We were invited by the Lord Speaker, Lord McFall, to mark Holocaust Memorial Day as part of the Lord Speaker's 2024 Lecture series. We were delighted to work with his office to facilitate a panel event entitled: *Holocaust Memorial Day Event: Fragility of Freedom*. HMDT's CEO, Olivia Marks-Woldman, gave an introductory speech on the context and history of HMD. Baroness Helic spoke about the processes that lead to genocide. Olivia Marks-Woldman then facilitated a discussion between Lord Dubs, kindertransportee and member of the House of Lords, and survivor of the genocide against the Tutsi in Rwanda, Antoinette Mutabazi. The event was well-attended by Peers and parliamentary staff, with an extensive Q + A session, followed by networking and refreshments.



© House of Lords / photograph by Roger Harris

## d) GOAL 4: To support individuals, organisations and communities across the UK to mark Holocaust Memorial Day (HMD) profoundly and meaningfully

### Headline stats:

- 3,700 local HMD organisations marked HMD across the country (down from 4,300 in 2023)
- Increases in the number of MPs, MSPs and Members of the Senedd marking HMD
- 41% decrease in secondary schools marking HMD
- 67% increase in businesses marking HMD
- 61% decrease in libraries marking HMD
- 227% increase in prisons marking HMD
- Short film made with Pearl & Dean, viewed by more than 525,000 cinema visitors

### Overview

As noted above, HMD 2024 was overshadowed by the Hamas massacre on 7 October and the ongoing conflict that ensued in Gaza. The conflict had a direct impact on the Outreach team's work in specific ways. Willingness to engage and mark HMD was markedly reduced, with the Outreach team receiving feedback from a number of organisations that we were trying to engage that made it clear they would not be marking HMD. For example, one school responded, "This year we will be commemorating the victims of the current ongoing genocide in Gaza". The Outreach team therefore pivoted from supporting local organisers to extend their HMD events or make them more creative, to reassuring local organisers that events could take place safely, and in line with the purpose of HMD.

It is important to note that the reduction in numbers was not only because of the Israel and Gaza conflict: other more local issues were also raised: budgets for local authorities, charities, libraries and others were under greater and greater pressure, and the ability to mark HMD by putting on an in-person activity has become increasingly challenging. We saw a greater number of organisations work together to put on a smaller number of activities. In addition, in libraries in Northern Ireland staff were striking for much of the HMD period reducing their ability to mark HMD.

To summarise the challenges for local engagement for HMD 2024 fell into two broad categories, longer term trends and shorter-term impacts. These issues include:

1. The shorter-term impact for 2024 is the situation in Israel and Gaza. However, this could quickly develop into a much wider and longer-term impact as it plays out not only in community relations across the UK but becomes a national political issue as we have seen increasingly at the UK and devolved nation level.
2. A reduction in budgets across public sector bodies, and for councils in particular we are seeing a growing number of bankruptcies.
3. As a result of lower budgets or fewer staff able to work on HMD activities, we are seeing a growing number of multi-organisational events, with some single activities including 5-10 partner organisations involved, increasing cross-community/organisational working but reducing the number of HMD activities.
4. Looking for "easier" or "safer" ways to mark HMD, which leads to greater use of social media in particular.

## Analysis of local HMD engagement

### Regional breakdown

**Table 1 UK Regional Breakdown of Organisations Marking HMD**

| Region | 2022 | 2023 | 2024 | Change 2023 - 2024 | % Change |
|---|---|---|---|---|---|
| Channel Islands inc Isle of Man | 10 | 15 | 17 | 2 | 13% |
| East Midlands | 184 | 245 | 195 | -50 | -20% |
| East of England | 283 | 406 | 293 | -113 | -28% |
| Greater London | 586 | 757 | 748 | -9 | -1% |
| North East | 181 | 196 | 174 | -22 | -11% |
| North West | 365 | 458 | 411 | -47 | -10% |
| Northern Ireland | 99 | 173 | 184 | 11 | 6% |
| Scotland | 215 | 333 | 357 | 24 | 7% |
| South East | 347 | 501 | 408 | -93 | -19% |
| South West | 219 | 310 | 235 | -75 | -24% |
| Wales | 223 | 331 | 237 | -94 | -28% |
| West Midlands | 244 | 307 | 232 | -75 | -24% |
| Yorkshire and the Humber | 246 | 282 | 213 | -69 | -24% |
| **Total** | **3,202** | **4,314** | **3,704** | | |

**Table 2 Organisations marking HMD by organisation type**

| Organisation Type | 2022 | 2023 | 2024 | 2023-2024 difference | Percentage difference |
|---|---|---|---|---|---|
| Arts Organisation | 70 | 73 | 96 | 23 | 32% |
| Business | 72 | 81 | 135 | 54 | 67% |
| Charity | 80 | 118 | 95 | -23 | -19% |
| Cinema | 21 | 15 | 235 | 220 | 1,467% |
| Community Group | 74 | 97 | 128 | 31 | 32% |
| Education - FE | 54 | 109 | 74 | -35 | -32% |
| Education - HE | 197 | 209 | 205 | -4 | -2% |
| Education - Primary | 494 | 518 | 365 | -153 | -30% |
| Education - Secondary | 1,051 | 1,395 | 830 | -565 | -41% |
| Education - SEN | 53 | 90 | 46 | -44 | -49% |
| Embassy | 1 | 27 | 23 | -4 | -15% |
| Emergency Service | 102 | 39 | 38 | -1 | -3% |
| Faith and Interfaith | 225 | 310 | 280 | -30 | -10% |
| Government depts | 24 | 25 | 34 | 9 | 36% |
| Individual | 10 | 14 | 7 | -7 | -50% |
| Library | 189 | 277 | 107 | -170 | -61% |
| Local Authority | 259 | 319 | 291 | -28 | -9% |
| MPs *UK | n/a | 206 | 258 | 52 | 25% |
| MSPs (Scotland) | n/a | 56 | 70 | 14 | 25% |
| MAs (Welsh Assembly) | n/a | 6 | 30 | 24 | 400% |
| MAs (Northern Ireland Assembly) | n/a | 12 | 10 | -2 | -17% |
| MAs (London Assembly) inc. MoL | n/a | n/a | 16 | 16 | N/A |
| Military Base | n/a | 1 | 4 | 3 | 300% |
| Museum and Heritage | 80 | 61 | 91 | 30 | 49% |
| Other | 16 | 59 | 19 | -40 | -68% |
| Prison | 17 | 15 | 49 | 34 | 227% |
| Publishers | 7 | 10 | 21 | 11 | 110% |
| Pupil Referral Unit | 7 | 7 | 6 | -1 | -14% |
| Social Care and Health | 16 | 28 | 17 | -11 | -39% |
| Sport | 18 | 45 | 29 | -16 | -36% |
| Trade Union | 22 | 22 | 29 | 7 | 32% |
| Trust or Foundation | 3 | 3 | 3 | 0 | 0% |
| Youth Organisation | 49 | 75 | 63 | -12 | -16% |
| | **3,211** | **4,314** | **3,704** | | |

* Data only relates to Unique Primary Organisations
** Elected representatives for the London Assembly were not included in this table as a separate category in previous year's data.
*** The figure for government depts contains UK government depts, devolved government

departments, agencies and bodies that come under the umbrella of UK government depts.

## Schools

### Table 3: Schools marking HMD

| | Total Number of Schools marked HMD 2024 | Total state schools in UK | % of UK state schools marking HMD in 2023 | % of UK state schools marking HMD 2024 |
|---|---|---|---|---|
| **Primary** | **365** | **20,806** | **2** | **2** |
| **Secondary*** | **830** | **6,674** | **33** | **12** |
| **SEN** | **46** | **1,603** | **6** | **3** |
| **PRU** | **6** | **348** | **2** | **2** |
| **Total** | **1,196** | **29,431** | **7** | **4** |

**The figure for Secondary Schools is made up of 4,190 are Secondary Schools, 2,461 Independent Schools, and 23 Middle Schools*

The number of schools marking HMD in 2024 fell across all school sectors. The biggest percentage fall was across secondary schools.

In 2024 overall 814 fewer schools mark HMD than in 2023, a total of 1,196 as opposed to 2,010. This represents a near 51% decrease in schools marking HMD in 2024.

## Local authorities

### Table 4.1 Total number of local authorities marking HMD

| | HMD 2022 | HMD 2023 | HMD 2024 | Change 2022-23 | % |
|---|---|---|---|---|---|
| Local authorities marking HMD | **259** | **319** | **291** | **-28** | **-9%** |

In 2024, 291 out of 392 local authorities marked HMD, including 11 that had never marked before. Conversely, 42 ‘dropped off’, having marked in 2023 but did not return in 2024. This is compared to a drop off rate of 24 for HMD 2023 and just 8 of these returned for 2024.

### Table 4.2 Local Authorities Marking HMD by Region

| Region | Local authorities marking HMD 2022 | Local authorities marking HMD 2023 | Local authorities marking HMD 2024 | Change 2023-24 | % |
|---|---|---|---|---|---|
| Channel Islands | 0 | 2 | 2 | **0** | **0** |
| East Midlands | 23 | 31 | 20 | **-11** | **-36%** |
| East England | 28 | 36 | 38 | **2** | **6%** |
| Greater London | 31 | 31 | 32 | **1** | **3%** |
| Northeast | 14 | 13 | 14 | **1** | **8%** |
| Northwest | 28 | 35 | 33 | **-2** | **−6%** |
| Northern Ireland | 10 | 11 | 11 | **0** | **0** |
| Scotland | 19 | 25 | 25 | **0** | **0** |
| Southeast | 33 | 43 | 39 | **-4** | **−9%** |
| Southwest | 21 | 30 | 24 | **-6** | **-20%** |
| Wales | 16 | 20 | 16 | **-4** | **-20%** |
| West Midlands | 19 | 23 | 22 | **-1** | **-4%** |
| Yorkshire & the Humber | 17 | 19 | 15 | **-4** | **−21%** |
| **Total** | **259** | **319** | **291** | **-28** | **-9%** |

* The Channel Islands as a region was missing from Salesforce prior to 2023

### Table 4.3 Proportion of Local Authorities in a region marking HMD

| Region | Local authorities marking HMD 2023 | Total | % | Local authorities marking HMD 2024 | Total | % |
|---|---|---|---|---|---|---|
| Channel Islands | 2 | 2 | 100% | 2 | 2 | 100% |
| East Midlands | 31 | 39 | 79% | 20 | 39 | 51% |
| East of England | 36 | 51 | 71% | 38 | 51 | 75% |
| Greater London | 31 | 33 | 94% | 32 | 33 | 97% |
| Northeast | 13 | 15 | 87% | 14 | 15 | 93% |
| Northwest | 35 | 43 | 81% | 33 | 38 | 87% |
| Northern Ireland | 11 | 11 | 100% | 11 | 11 | 100% |
| Scotland | 25 | 32 | 78% | 25 | 32 | 78% |
| Southeast | 43 | 68 | 63% | 39 | 68 | 57% |
| Southwest | 30 | 34 | 88% | 24 | 30 | 80% |
| Wales | 20 | 22 | 91% | 16 | 22 | 73% |
| West Midlands | 23 | 34 | 68% | 22 | 34 | 65% |
| Yorkshire & the Humber | 19 | 24 | 79% | 15 | 17 | 88% |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Total** | **319** | **408** | **78%** | **291** | **392** | **74%** |

## Youth engagement

### a) Youth-related organisations marking HMD 2024

**Table 5 Number of Further Education, Higher Education and Youth Groups/Organisations that marked HMD 2024**

| Organisation type | Total number that marked HMD 2024 | Change from HMD 2023 |
|---|---|---|
| **Higher Education** | 205 | **-2%** |
| **Further Education** | 74 | **-32%** |
| **Youth org/ group** | 63 | **-16%** |
| **Total** | 342 | **-14%** |

The disengagement noted above in schools was replicated in the informal youth sector and in higher education.

### b) Youth engagement arts educational project

Due to staff gaps early in the year, and the extra work later in addressing the engagement challenges, we were unable to carry out a youth engagement project for HMD 2024.

### c) Engagement with youth representatives

Between April 2023 and March 2024, the HMDT Youth Programme representatives worked with the team to research and design two resources for use in colleges and universities.

The resources, the Youth Societies Tool Kit and Young People Persecuted By The Nazis: An Education Resource, were shared and discussed with many universities. The Tool Kit was also especially popular with many youth groups and had wide take-up.

Throughout this period, as a team we evaluated the previous Youth Programmes and concluded that it needed updating. We took the opinions of those who had completed the programme, researched similar programmes at other organisations and how they were effective and then planned a new year-long programme. The advertising and recruitment for this programme took place in March 2024 so that the new HMDT Youth Programme can run for the full year of April 2024-March 2025. We are planning to begin recruitment for the second cohort of participants in February 2025.

## Examples of local HMD events:

### Doonfoot Primary School (Scotland) - Your Voice is Amazing!

The P6 class at Doonfoot Primary School wrote an assembly they delivered to the rest of

the school after learning about the Holocaust and Second World War. The class chose a film from the HMDT website called 'Your Voice is Amazing!' to share with their audience, and as the stimulus for their message. The children included music, poems and drama sketches which demonstrated how everyone at the school can use their voices to share kindness and include everyone.

**National Museum Cardiff (Wales) – HMD 2024 Event**

The National Museum ran a day of activities to mark HMD 2024. They started with a film, ‘Stories of Genocide: Lessons for Today’ which consisted of interviews with Ruth Barnett, a kindertransportee, Eric Murangwa, a survivor of the Genocide against the Tutsi in Rwanda, and Kemal Pervanic, a survivor of the Genocide in Bosnia. Isameldin Agieb, a survivor of the genocide in Darfur, gave a talk about his experiences. The day included a craft workshop, and ended with a candlelight vigil.

**The Crescent Arts Centre (Northern Ireland) - Remembering Helen Lewis**

Crescent Arts Centre screened two films reflecting the life and legacy of Holocaust survivor Helen Lewis. Helen taught modern dance in Belfast and in her honour the Crescent Arts Centre shared outline ideas for a new Scholarship Fund for dance artists named after Helen. Crescent Arts Centre is home to the Ulster History Circle’s blue plaque in Helen Lewis’ name, and to have their primary Dance Studio named after her. Several of the dancers taught by Helen also teach regularly at the centre.

**Enfield Council (London) - Special Ceremony HMD 2024**

Enfield Council hosted a special ceremony at Dugdale Arts Centre to mark HMD 2024. Local religious and civic dignitaries were welcomed with a speech from Enfield Council’s Deputy Leader, Cllr Ergin Erbil. A film presentation by pupils from Wolfson Hillel Primary School in Southgate was shown and was followed by readings from pupils at Chace Community School and St Anne's Catholic School. The event saw speeches from Rabbi Emanuel Levy from the Palmers Green and Southgate Synagogue, Rabbi Rich from Southgate Progressive Synagogue and Marija Hamza from the Roma Support Group charity. In the addition there was an exhibition at the Dugdale Arts Centre which included artefacts from Grete Rudkin (nee Glauber), who came to Britain on a Kindertransport in 1939.

## e) Goal 5: To be a financially sound, effective organisation

**Funding**
We are hugely grateful to the Ministry for Housing, Communities and Local Government, which provides our core grant, and which continues to be a very active supporter of our work, and provides us with helpful guidance. The core grant remained at the same level as in previous year(s).

We raised additional income, both restricted and unrestricted, as reported on pages 43-44, representing approx. 25% of our total income.

**Financial Review**
We began the year with brought forward funds of £180,137 and raised £1,233,181 income through the year. Our expenditure of £1,169,115 meant that we ended the year with a carry

forward of £244,203. This is within the Charity Commission recommendations and our own finance policy.

## Fundraising

Strategy

We continued to follow our Board approved fundraising strategy, increasing our applications to trusts and foundations, continuing to seek support from individual supporters and philanthropists and continuing to seek support from community and online fundraising. We were particularly pleased to be awarded grants from each of the UK's devolved administrations for the second year running

However, it has been a challenging year, with our supporters hit by the cost-of-living crisis and high inflation. This was compounded by serious challenges post 7 October as antisemitism and anti-Muslim hatred were being recorded at record levels in response to the events in Israel and Gaza.

The number of donors making online donations halved almost certainly due to the conflict in Gaza, though fortunately this was off-set by those who continued to donate increasing the size of their donations. Clearly we cannot rely on larger gifts from a smaller number of donors; so this will inevitably be a worrying trend for us if it continues.

Despite these external pressures, most areas of fundraising at HMDT performed either above or just below the revised targets agreed in December 2023, with the exception of Trusts and Foundations. In every other area we raised the highest levels of income recorded at HMDT, with HNW and online donations performing particularly well. See table below for full details and year-on-year comparison.

| HMDT Annual Fundraising Income Comparison Report 2019-2024 | | | | | | | |
|---|---|---|---|---|---|---|---|
| | **2019-2020** | **2020-2021** | **2021-2022** | **2022 - 2023** | **2023-2024** | **Target** | **% Target** |
| **Trusts & Foundation** | 2,000 | 2,000 | 138,616 | 97,203 | **53,839** | 80,000 | **67%** |
| **High Net Worth** | 58,250 | 57,250 | 55,750 | 72,113 | **96,438** | 80,000 | **120%** |
| **In Memory** | 0 | 0 | 43,750 | 0 | **0** | | |
| **Devolved Govt** | | 15,000 | 32,920 | 18,925 | **58,375** | 50,000 | **117%** |
| **Web Donations** | 0 | 11,967 | 21,296 | 27,315 | **32,598** | 35,000 | **93%** |
| **Off-line - community & corporate & social media** | | 4,315 | 7,544 | 8,438 | **13,305** | 15,000 | **89%** |
| **Earned Revenue** | | | | | **9,771** | 10,000 | **98%** |
| **Social Media** | 0 | 0 | 803 | | | | |
| **TOTAL** | **60,250** | **90,532** | **300,679** | **223,995** | **261,794** | **270,000** | |

Fundraising compliance

HMDT is registered with the Fundraising Regulator and is committed to complying fully with its requirements.

Activity

Fundraising highlights this year include holding a bigger and better second annual donor dinner at the House of Lords and the growth of the Friends of HMDT programme which now has almost 100 regular givers.

## Ensuring sound governance

Trustees

Trustees are appointed initially for a three-year term and may be reappointed for one or, in exceptional circumstances, two additional terms.

New Trustees are recruited by open advertising, supported by other methods of search, and potential candidates are interviewed by members of the Finance and Operations sub-committee of the Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board sub-committees which are held as required. Trustees held an in person ‘away day’ in September 2023.

Sub-committees of the Board meet regularly to oversee the work of the Trust.

The Outreach Committee oversees our progress towards achieving Goals 1 and 4 (increasing knowledge, supporting people to mark HMD). This year their focus has been particularly in support of engagement with local organisations in the light of the challenges prompted by the attacks on 7 October, and the analysis and development of local HMD events. We are delighted to benefit from three non-trustee members of this Committee, Liz Arif-Fear, Yusuf Patel and Anita Peleg.

The External Affairs Committee oversees our progress towards achieving Goals 2 and 3, in particular the development of the UK Ceremony and Light the Darkness. This year they have additionally supported the development of guidance for local organisers.

The Finance and Operations Committee ensures our progress to achieving Goal 5: it reviews key financial reports including Annual Budgets and Quarterly Management Accounts, and seeks to ensure that HMD has strong financial management systems in place. It also reviews staff pay, including pay for senior staff.

The Fundraising Committee supports progress towards achieving Goal 5, in particular to develop income streams and fundraising projects. We are indebted to non-Trustee member Helen Varma.

Our Holocaust Survivors’ Legacy Group and Genocide Survivors’ Consultative Group are both chaired by Trustees. These Groups meet regularly through the year to ensure survivor input to key organisational matters.

**Holocaust Memorial Day Trust**
**Trustees Report**

HMDT's Trustees are expert and generous with their time and guidance, and we remain hugely grateful to them. HMDT's Trustee Board is chaired by Laura Marks CBE, who steers HMDT with energy, creativity and wisdom, and the Board is sincerely grateful to her for her commitment. The Board would also like to give particular thanks to the other Honorary Officers, Sir Leigh Lewis KCB and Amanda King, and Committee Chairs, Michael Marx, David Ashley and Paul Giannasi.

Change of Trustees

During this financial year Tulip Siddiq MP and Ruth Wellin stood down on reaching the end of their eligible periods. Trustees wish to place on record our considerable gratitude to these trustees for their support and contributions.

We were delighted to appoint Taiwo Owatemi MP as an incoming Trustee.

Trustees' expenses & company administration

Costs relating to the governance of the charity are kept to a minimum. Trustees' expenses were minimal due to having several meetings online, and an internally-facilitated trustees' "away day".

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2022/23 £nil). Details of Trustee expenses are disclosed in note 8.

Key management personnel

The Trustees have delegated the day-to-day management of HMDT to the Chief Executive. The Trust has the great good fortune to be led by a dynamic and inspiring Chief Executive, Olivia Marks-Woldman OBE, and by an outstanding Deputy Chief Executive, Dr Rachel Century, who are supported by an excellent and committed staff team. We are grateful for the hard work and achievements of the staff team during the year.

Trustees monitor the Trust's activities against its agreed goals at regular Board and sub-committee meetings, and participate in an annual Trustees' away day. Almost all of our Trustees are also members of at least one HMDT sub-committee, helping to shape our work in detail. Targets are reviewed annually and updated where appropriate. Our strategy is set out on our website in a clear summary so that all of our stakeholders are able to understand and identify with our organisational aims and goals.

Throughout the period under review HMDT has worked to ensure it operates effectively; follows good practice in all matters (including complying with the Charity Governance Code endorsed by the Charity Commission); provides value for money; and seeks to ensure that our business and management practices are safe and effective.

We are members of the National Council for Voluntary Organisations, and the Chief Executive is a member of the Association of Chief Executives of Voluntary Organisations. We regularly update consents and procedures to ensure compliance with GDPR guidelines. We continue in our efforts to further develop our data compliance.

## Risk management

Trustees regularly review the organisational risks facing HMDT, and manage them in the following ways:

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered;
- The maintenance of a Risk Register which is regularly reviewed by the Finance and Operations Committee;
- An annual Trustees' Away Day to consider strategic topics;
- Establishment of policies, systems and procedures to mitigate risks;
- Implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialize.

Key strategic risks include the following:

1) Lack of understanding about HMD's purpose and why HMDT commemorates only certain genocides on HMD

A key risk is that stakeholders fail to understand the rationale for why HMD commemorates only certain specific genocides in addition to the Holocaust (i.e. those in Cambodia, Rwanda, Bosnia and Darfur).

This has been addressed specifically this year through aligning our position with that of the UK Government, and creating specific guidance. It is also addressed through information on our website and our external communications activities.

2) Smaller number of Holocaust survivors

As Holocaust survivors reach the end of their lives, there are fewer survivors able to contribute to our work (eg to act as media spokespeople, and add to the development of our resources). There is a risk as a result that our work will become less effective and attract less interest.

The implications of survivors passing away was addressed in our updated organisational strategy, 2020-2025, and is being addressed through our organisational work as noted earlier in the Report. Our 'future-proofing' work includes the development of the *Ordinary Objects, Extraordinary Journeys* project and other work to highlight and educate about artefacts.

Trustees also address this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. This risk is also addressed operationally through a range of measures including developing life stories of people who were targeted for persecution, by conveying these life stories in a variety of ways, by regular staff consultation with Holocaust survivors, and by involving survivors in all HMDT activities and events.

3) Financial sustainability

An ongoing financial risk is that the UK Government may not renew or may substantially reduce its grant to HMDT, and that other sources of income are not obtained to sufficient

levels.

Holocaust Memorial Day. This is addressed by having a close working relationship with both ministers and senior officials at MHCLG, through investment in our Development team and building diverse income streams, through regular reporting, operating effectively, providing value for money, and demonstrating the impact that HMD has on those who attend our national and local activities.

4. Disengagement from HMD

There is a risk the general public and/or civic and political leadership will fail to maintain interest and engagement in Holocaust Memorial Day.

This is addressed by the identification each year of a new theme for HMD, and by the creative ways in which the HMDT staff team develop programmes of engagement. It has been further addressed by the development of the national moment, 'Light the Darkness', to engage even more widely and ensure a national moment of collective commemoration.

These are all real and growing risks. We are addressing them through seeking to be impact-focused in all we do, and ensuring that through all our activities people who engage with HMDT can learn more about the Holocaust and recent genocides, increase their empathy and take action to improve society.

## Audit

An independent audit of the Financial Statements for the financial year ended 31 March 2024 was carried out by Knox Cropper LLP.

## Legal & HR

HMDT obtains specialist HR advice and guidance from Worknest. Our employee support programme is provided by Health Assured.

## Reserves policy

The core funding for HMDT is provided by the Ministry for Housing, Communities and Local Government specifically for the objectives set out in our governing documents. Although the funding does not specially provide for the creation of reserves, MHCLG is committed to following the good practice recommended by the Charity Commission, given in particular that the timing of the allocation of our annual grant leaves a funding gap during April and May each year.

The Board of Trustees has accordingly adopted a reserves policy under which reserves are:

1. restricted to the funds needed for our ongoing working capital requirements, and

2. sufficient to enable HMDT to meet its contractual and statutory obligations in the event of our having to cease, or substantially alter, the way in which we operate.

The current reserves policy was reviewed by the Finance and Operations Committee in February 2024. It was agreed to continue with the minimum reserves level of £155k which the charity exceeded at 31 March 2024. It has been agreed that this level will be reviewed and increased for future years.

Total free reserves available for these purposes at 31 March 2024 amounted to £229,339 (2023 - £172,936).

## Going concern

HMDT received a one-year grant from the then DLUHC for the year April 2023-March 2024, and was invited to apply for a further one-year grant of the same amount for the year April 2024-March 2025.

Grant expenditure is monitored closely throughout the year, with Trustee oversight exercised via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly to our liaison advisor at MHCLG throughout the year on the grant and our activities, and have a close relationship with officials and Ministers in MHCLG. The Trustees are confident that this support will continue beyond March 2025.

We believe HMDT is a going concern based on the following facts:

- The £900k grant from MHCLG for 2024-25 is now in place; we received the initial 50% of £450k in May 2024, with the remaining 50% due in October 2024. This grant covers the vast majority of our core costs and the delivery of HMD 2025.

- We have received indications from MHCLG that we will receive continued support for 2025-26.

- We are confident of our ability to continue to secure fundraising from both individuals and organisations, including individual donors and Trusts and Foundations, and we expect also that we will continue to receive grants from the devolved administrations to support our work in Scotland, Wales and Northern Ireland.

- Certain areas of our expenditure could be reduced if we were unable to achieve our target for fundraised income; these include the National Moment, community projects and public affairs events.

## Ensuring that HMDT is a good employer and maintains best practice in personnel, financial and administrative systems in line with best practice guidance and current legal requirements

### Staff

HMDT's staff team is its greatest asset; staff have worked exceptionally hard to ensure that, despite the challenges we experienced this year, HMD has maintained its impact, making a difference to what people know about the past, feel about others today, and do to create a better future. The Board of Trustees is immensely grateful to all members of the staff team, and thanks them sincerely for their energy, commitment, creativity and passion.

Staff are provided with regular appraisals, support and supervision and training opportunities. This has continued with staff working in hybrid fashion. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including bespoke skills workshops. As noted above, HMDT has an Employee Assistance Programme.

Additionally, staff enjoy many organisational social occasions (eg a summer picnic) to make sure HMDT is a good and enjoyable place to work.

### Remuneration policy

Remuneration for staff is set by the Finance and Operations Committee, guided by the NJC scales, and benchmarking with charities of a similar size. It is regularly reviewed by the CEO, Senior Operations and Finance Manager and by the Finance and Operations Committee. The remuneration of the Chief Executive is set by the Chair and Trustees on the Finance and Operations Committee. We have a Performance Related Pay policy and process.

### Maintaining an effective office environment

HMDT has full Employer's Public Liability and contents insurance and has not made any claims in the year under review.

### Diversity and inclusion

The Trust is strongly and actively committed to advancing diversity and inclusion within all of its activities. It aims to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote diversity and inclusion, and tackle discrimination. Dedicated work to become more inclusive has taken place over the past year; including training and improved recruitment practices.

## Being an effective organisation

Impact study

An impact study which we commissioned was undertaken by Sheffield Hallam University in 2014-16. Its key findings demonstrated that HMD has a significant impact on those who attend HMD activities, making a difference to what they know (about the Holocaust, Nazi Persecution and more recent genocides), what they feel about other people, and what they actually do:

- 70% of respondents felt that, following participation in HMD, they were more aware of the causes and conditions that can lead to genocide
- 66% of respondents reported that HMD was responsible for them feeling more sympathetic toward people from different backgrounds
- 93% of respondents took some form of action as a result of attending an HMD event.

This study helped to inform our operating strategy and its findings are regularly considered. We have no reason to believe that they would be significantly different today.

We have ambitions to commission a further impact study, but it would be expensive to run it robustly, including with a longitudinal element, so this is unlikely to happen in the next financial year.

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2024 activities.

Comments included the following:

> *It helped me to think about how we could bring different groups and faiths together to take action (I am a Christian chaplain at Aston University; it was an event in the chaplaincy).*
> Symon, HMD activity organiser

> *It always encourages me to think about my behaviour.*
> Matt, HMD activity attendee

> *It really made me feel like part of something bigger, and I had more confidence to speak about the Holocaust further.*
> Alys, HMD activity attendee

**Holocaust Memorial Day Trust**
**Trustees Report**
**Trustees' responsibilities statement**

The Trustees (who are also directors of Holocaust Memorial Day Trust for the purposes of company law) are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

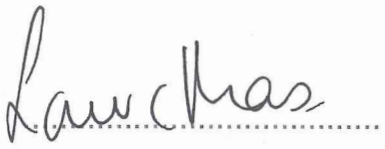
Each of the Trustees confirms that:

- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

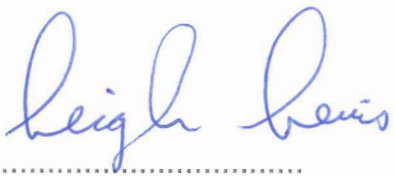
The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees are provided with appropriate Indemnity Insurance.

This report was approved by the Trustees on 17 September 2024 and signed on their behalf by:



Laura Marks CBE

Chair – Trustee



Sir Leigh Lewis KCB

Vice Chair – Trustee

## Opinion

We have audited the financial statements of the Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2024 which comprise the statement of financial activities, the balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (FRC) Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The other information comprises the information included in the Trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for

the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared, is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

.**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

**Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and

fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charitable companies, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities . This description forms part of our auditor's report.

## Use of our report

This report is made solely to the charitable company's Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken, so that we might state to the charitable company's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable

company and the charitable company's Trustees as a body, for our audit work, for this report or for the opinions we have formed.

Simon Goodridge, Senior Statutory Auditor
For and on behalf of Knox Cropper LLP, Statutory Auditor
65 Leadenhall Street
London
EC3A 2AD

**Holocaust Memorial Day Trust**
**Statement of Financial Activities (Incorporating the Income and Expenditure Account))**
**For the year ended 31 March 2024**

| | Notes | 2024 Restricted £ | 2024 Unrestricted £ | **2024 Total £** | **2023 Total £** |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and grants | 2 | 179,020 | 1,034,006 | **1,213,026** | **1,123,630** |
| Other income | 3 | - | 20,155 | **20,155** | **13,003** |
| Total income | | 179,020 | 1,054,161 | **1,233,181** | **1,136,633** |
| **Expenditure on:** | | | | | |
| Cost of raising funds | 4 | - | 65,502 | **65,502** | **51,126** |
| Fundraising costs | | - | 65,502 | **65,502** | **51,126** |
| Charitable activities | | | | | |
| Goal 1 (Increase Knowledge) | | - | 267,224 | **267,224** | **239,898** |
| Goal 2 (Work to a Better Future) | | - | 175,222 | **175,222** | **183,503** |
| Goal 3 (National Commemoration) | | - | 288,563 | **288,563** | **430,724** |
| Goal 4 (Outreach) | | 170,020 | 202,584 | **372,604** | **308,304** |
| Total expenditure | 4 | 170,020 | 999,095 | **1,169,115** | **1,213,555** |
| Net income /(expenditure) for year | | 9,000 | 55,066 | **64,066** | **(76,922)** |
| Funds brought forward | | - | 180,137 | **180,137** | **257,059** |
| Funds carried forward | | 9,000 | 235,203 | **244,203** | **180,137** |

All activities are derived from continuing operations.

All recognised gains and losses are included in the Statement of Financial Activities.

The notes on pages 40-49 form part of these financial statement

## Holocaust Memorial Day Trust
## Balance Sheet
## As at 31 March 2024

| | Notes | 2024 | | 2023 | |
|---|---|---|---|---|---|
| | | £ | £ | £ | £ |
| Fixed assets | 10 | | **5,865** | | 7,301 |
| Current assets: | | | | | |
| Debtors | 11 | **23,616** | | 53,347 | |
| Cash at bank and in hand | | **263,547** | | 282,676 | |
| | | **287,163** | | 336,023 | |
| Creditors: amounts falling due within one year | 12 | **(48,825)** | | (163,187) | |
| Net current assets | | | **238,338** | | 172,836 |
| Net assets | | | **244,203** | | 180,137 |
| Represented by: | | | | | |
| Restricted funds | 16 | | **9,000** | | - |
| Unrestricted funds | | | **235,203** | | 180,137 |
| Total Funds | | | **244,203** | | 180,137 |

The notes on pages 40-49 form part of these financial statements.

Approved and authorised for issue by the Trustees on 17 September 2024 and signed on their behalf by:



.....

**Sir Leigh Lewis KCB**

**Vice Chair – Trustee**

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Scotland SC05119

**Holocaust Memorial Day Trust**
**Statement of Cash Flows**
**For the year ended 31 March 2024**

| | Notes | **2024** **£** | 2023 £ |
|---|---|---|---|
| **Cash flows from operating activities:** | | | |
| Net cash provided by (used in) operating activities | A | **(16,174)** | **(103,825)** |
| **Cash flows from investing activities:** | | | |
| Investment income | | **0** | **1,220** |
| Purchase of tangible fixed assets | | **(2,955)** | **(5,437)** |
| **Net cash (used in) provided by investing activities** | | **(2,951)** | **(4,217)** |
| **Change in cash and cash equivalents in the year** | | **(19,129)** | **(108,041)** |
| **Cash and cash equivalents brought forward** | B | **282,676** | **390,717** |
| **Cash and cash equivalents carried forward** | B | **263,547** | **282,676** |

**Holocaust Memorial Day Trust**
**Statement of Cash Flows**
**For the year ended 31 March 2024**

## Notes to the statement of cash flows for the year to 31 March 2024

### A Reconciliation of net movement in funds to net cash provided by (used in) operating activities

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| **Net movement in funds (as per the statement of financial activities)** | **64,066** | (76,922) |
| **Adjustments for:** | | |
| Depreciation charge | **4,391** | 5,941 |
| Investment income | **-** | (1,220) |
| Profit/loss on disposal of fixed asset | **-** | (3,495) |
| (Increase)/Decrease in debtors | **29,731** | (27,435) |
| Increase/(Decrease) in creditors | **(114,362)** | (694) |
| **Net cash provided by (used in) operating activities** | **(16,174)** | (103,825) |

### B Analysis of cash and cash equivalents

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| Cash at bank and in hand | **263,547** | 282,676 |
| **Total cash and cash equivalents** | **263,547** | 282,676 |

### C Analysis of changes in net debt

| **Cash and cash equivalents** | At 1st April 2023 | Cash flows | Other non-cash changes | At 31st March 2024 |
|---|---|---|---|---|
| Cash | 282,676 | (19,129) | - | 263,547 |
| | **282,676** | **(19,129)** | **-** | **263,547** |

## 1 Principal Accounting policies

A summary of the principal accounting policies, all of which have been applied consistently throughout the period is set out below.

### 1.1 Statutory information

Holocaust Memorial Day Trust is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 130 Wood Street, London, EC2V 6DL.

### 1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2024 presented in sterling and rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102 second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

### 1.3 Assessment of going concern

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

The Trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The Trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due.

The Department of Levelling Up, Housing and Communities has provided grant funding for the year to 31 March 2025. A grant of £900k has been awarded for 2024-25. The Trustees are confident that this support will continue beyond March 2025.

We are confident of our ability to continue to secure fundraising from both individuals and organisations, including Trusts and Foundations, and we expect also that we will continue to receive grants from the Devolved Nations to support our work in Scotland, Wales and Northern Ireland. Should the grant funding reduce, we would look to reduce our expenditure accordingly. The financial statements of Holocaust Memorial Day Trust have been prepared on a going concern basis.

### 1.4 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

| | | | |
|---|---|---|---|
| Computer and office equipment | - | 3 year | straight line |

Items costing more than £500 are capitalised.

### 1.5 Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are funds which are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. The charity's core grant from DLUHC is subject to specific terms and conditions. However, all of the charity's activities fall within the scope of the grant and therefore it is presented as unrestricted income.

Restricted funds comprise income received to be used for specific purposes within the charity's overall objectives.

### 1.6 Income recognition

Donations, grant income and other voluntary income are credited to the statement of financial activities during the appropriate financial period. Grant income receivable represents the total sums due to HMDT in respect of its activities for the accounting period under review. Any grant funding received prior to the period end date that relates to a future accounting period is included in deferred income.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

### 1.7 Expenditure recognition

Expenditure including irrecoverable VAT is charged to the statement of financial activities on an accruals basis.

Resources expended comprise the costs of charitable activities, which comprise expenditure on the charity's primary charitable purposes, i.e., Increase Knowledge, Work To a Better Future, National Commemoration, and Outreach. These include support costs, which represent the costs incurred by staff directly providing support for the charity's programmes. Support costs include management, finance, HR, and IT as well as Governance costs which comprise the costs which are directly attributable to the management of the charity's assets and the necessary legal and organisational procedures for compliance with statutory and governance requirements.

Costs that are directly attributable to specific activities are allocated to the charitable activities directly. Other costs including staff costs are apportioned to the groups of costs listed above on the basis of time spent. Other non-directly attributable costs are allocated on the basis of apportioned staff time.

### 1.8 Pensions

Following completion of their probationary period, employees of the Trust are entitled to join The Holocaust Memorial Day Trust Group Personal Pension Plan, a defined contribution pension scheme. Employees joining the pension scheme, operated by Aviva plc, contract directly with the insurance company. The Trust makes a contribution of 5% salary and employee contributes at least 3% salary. The Trust acts as agent in collecting and paying over employee contributions.

### 1.9 Operating leases

Leases for serviced accommodation are classified as operating leases. Rental charges are charged on a straight line basis over the term of the lease.

### 1.10 Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid.

### 1.11 Cash at bank and in hand

Cash at bank and in hand represents such financial statements and instruments that are available on demand or have a maturity of less than three months from the date of acquisition.

### 1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## 2 Donations and Grants

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| **Unrestricted Funds** | | |
| Grant from Department of Levelling Up, Housing and Communities (DLUHC) | **900,000** | 900,000 |
| Donations | **134,006** | 100,699 |
| **Legacies** | **-** | - |
| **Total Unrestricted Funds** | **1,034,006** | 1,000,699 |
| **Restricted funds** | | |
| Grants from Devolved Nations | **57,376** | 52,500 |
| Grants from Trusts and Foundations | **121,644** | 70,431 |
| **Total Restricted Funds** | **179,020** | 122,931 |
| **Total Donations & Grants** | **1,213,026** | 1,123,630 |

## 3 Other income

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| Other income | **20,155** | 13,003 |
| **Total** | **20,155** | 13,003 |

## 4 Analysis of Expenditure

| **Current Year (2024):-** | **Restricted** | **Unrestricted** | **Total 2024** |
|---|---|---|---|
| **Cost of raising funds** | | | |
| Fundraising Costs | **-** | **65,502** | **65,502** |

**Expenditure on Charitable Activities**

| | **Goal 1** | **Goal 2** | **Goal 3** | **Goal 4** | **Total** |
|---|---|---|---|---|---|
| Outreach | 79,358 | 22,652 | 22,652 | 160,604 | 285,266 |
| Communications | 65,931 | 63,144 | 92,684 | 71,263 | 293,022 |
| UK and Public Event | 28,830 | 28,830 | 87,265 | 31,961 | 176,886 |
| Operations | 31,345 | 20,086 | 19,253 | 22,654 | 93,338 |
| Support | 61,760 | 40,510 | 66,709 | 86,122 | 255,101 |
| | 267,224 | 175,222 | 288,563 | 372,604 | 1,103,613 |
| Unrestricted | 267,224 | 175,222 | 288,563 | 202,584 | 933,593 |
| Restricted | - | - | - | 170,020 | 170,020 |
| | 267,224 | 175,222 | 288,563 | 372,604 | 1,103,613 |

**Prior Year (2023):**

| **Cost of raising funds** | **Restricted** | **Unrestricted** | **Total 2023** |
|---|---|---|---|
| Fundraising Costs | **-** | **51,126** | **51,126** |

**Expenditure on Charitable Activities**

| | **Goal 1** | **Goal 2** | **Goal 3** | **Goal 4** | **Total** |
|---|---|---|---|---|---|
| Outreach | 39,079 | 3,757 | 1,384 | 31,612 | 75,832 |
| Communications | 32,951 | 27,163 | 52,271 | 21,042 | 133,427 |
| UK and Public Event | 5,049 | 5,049 | 217,581 | 5,049 | 232,728 |
| Operations | 127,496 | 86,828 | 107,310 | 178,436 | 500,070 |
| Support | 54,124 | 43,676 | 51,583 | 70,988 | 220,372 |
| | 258,699 | 166,473 | 430,129 | 307,127 | 1,162,429 |
| Unrestricted | 239,898 | 183,503 | 430,724 | 185,373 | 1,039,498 |
| Restricted | - | - | - | 122,931 | 122,931 |
| | 239,898 | 183,503 | 430,724 | 308,304 | 1,162,429 |

## 5 Support costs

| | **Goal 1** | **Goal 2** | **Goal 3** | **Goal 4** | **2024 £ Total** | 2023 £ Total |
|---|---|---|---|---|---|---|
| Staff Salaries | 28,745 | 18,855 | 31,048 | 40,084 | **118,732** | 145,246 |
| Other Staff Costs | 997 | 654 | 1,077 | 1,390 | **4,118** | - |
| IT Costs | 1,047 | 687 | 1,131 | 1,460 | **4,325** | 5,940 |
| Depreciation | 1,062 | 697 | 1,147 | 1,481 | **4,387** | 5,941 |
| Audit & Accountancy | 7,268 | 4,767 | 7,850 | 10,135 | **30,021** | 10,560 |
| Rent and Rates | 15,971 | 10,476 | 17,251 | 22,271 | **65,968** | 16,797 |
| Office and Administration Costs | 3,804 | 2,495 | 4,109 | 5,305 | **15,713** | 27,602 |
| Legal and Professional Fees | 62 | 41 | 67 | 87 | **258** | 4,289 |
| Governance Costs | 2,755 | 1,807 | 2,976 | 3,842 | **11,379** | 2,779 |
| Bank Fees | 48 | 32 | 52 | 68 | **200** | 1,218 |
| | 61,760 | 40,510 | 66,709 | 86,122 | **255,101** | 220,372 |

## 6 Change to accounting format and reporting of support costs

We reviewed our financial reporting this year, and changed reporting on operations expenditure: It has now been split to reflect more accurately that a significant proportion of operations expenditure is used to progress all our goals. Therefore, some operations expenditure is now reported against Goals 1-5, and some operations expenditure is reported against Goal 5 only.

## 7 Net income/(expenditure) for the year

**This is stated after charging:**

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| Operating leases – land and buildings | **63,896** | 52,871 |
| Depreciation | **4,391** | 5,941 |
| Auditor's remuneration (including VAT) | **8,844** | 7,210 |
| Auditor's fees for other services (including VAT) | **-** | 1,550 |

## 8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £nil (2023: £nil). The charity directly incurred £1,776 (2023: £2,779) on Trustees' meetings and £9,603 on training, development, recruitment and other expenses in the year.

## 9 Employees

During the period of this report there were on average 17 employees, and 14.5 full time equivalent (FTE) employees (2023: 16 employees and 13 FTE)

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| Salaries and wages | **594,041** | 510,611 |
| Social security costs | **60,555** | 48,436 |
| Employer's contribution to defined contribution pension schemes | **24,756** | 21,935 |
| **Total** | **679,352** | 580,982 |

| | **2024** | 2023 |
|---|---|---|
| £90,000-£99,999 | **1** | 1 |

The key management personnel of the charity in charge of directing and controlling, running and operating the company on a day-to-day basis comprise the Chief Executive, Director of Public Engagement and Deputy CEO, Senior Operations & Finance Manager, Head of Outreach, Head of Communications and Head of Development. The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £340,100 (2023 - £256,212).

## 10 Fixed assets

| | **2024** |
|---|---|
| | **£** |
| **Cost** | |
| Balance at 1 April 2023 | 35,200 |
| Additions during the year | 2,955 |
| Disposals | 0 |
| Balance at 31 March 2024 | 38,155 |
| | |
| **Depreciation** | |
| Balance at 1 April 2023 | 27,899 |
| Charge for the period | 4,391 |
| Disposals | 0 |
| Balance at 31 March 2024 | 32,290 |
| | |
| **Net book value at 31 March 2024** | **5,865** |
| Net book value at 31 March 2023 | 7,301 |

All of the above assets are used for charitable purposes.

## 11 Debtors

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| Rent deposits | **6,133** | 6,133 |
| Other debtors and prepayments | **17,483** | 47,214 |
| | **23,616** | 53,347 |

## 12 Creditors: amounts falling due within one year

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| Trade creditors | **7,683** | 19,176 |
| Taxation and social security | **8,381** | 20,090 |
| Other creditors | **4,368** | 5,376 |
| Accruals and deferred income | **28,393** | 118,545 |
| | **48,825** | 163,187 |

## 13 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 14 Related party transactions

There are no related party transactions to disclose for 2024 (2023: none).

## 15 Commitments under operating leases

Total commitments under non-cancellable operating leases at 31 March 2024 were as follows:

| | **2024** | 2023 |
|---|---|---|
| | **£** | £ |
| **Due within one year** | **20,041** | 20,041 |
| **Due within 2-5 years** | **8,832** | 10,368 |

## 16 Movement in Funds

Current Year (2024):

| | **At 1 April 2023** | **Income & Gains** | **Expenditure & Losses** | **At 31 March 2024** |
|---|---|---|---|---|
| | **£** | **£** | **£** | **£** |
| Scotland HMD project | - | 25,000 | (25,000) | - |
| Wales HMD project | - | 15,376 | (15,376) | - |
| Northern Ireland HMD project | - | 17,000 | (17,000) | - |
| Philip King | - | 25,000 | (25,000) | - |
| Culham St Gabriels | - | 10,000 | (10,000) | - |
| Association of Jewish Refugees | - | 4,000 | (4,000) | - |
| HNWI for Candles | - | 1,000 | (1,000) | - |
| Leon Greenman | - | 66,250 | (59,250) | 7,000 |
| Childwick Trust | - | 13,555 | (13,555) | |
| Shoresh Trust | - | 2,000 | 0 | 2,000 |
| **Total Restricted Funds** | - | 179,020 | (170,020) | 9,000 |

Previous Year (2023):

| | **At 1 April 2022** | **Income & gains** | **Expenditure & losses** | **At 31 March 2023** |
|---|---|---|---|---|
| | **£** | **£** | **£** | **£** |
| Scotland HMD project | - | 20,500 | (20,500) | - |

| | | | | |
|---|---|---|---|---|
| Wales HMD project | - | 15,000 | (15,000) | - |
| Northern Ireland HMD project | - | 17,000 | (17,000) | - |
| Shoresh Charitable Trust | - | 2,000 | (2,000) | - |
| Childwick Charitable Trust | | 12,500 | (12,500) | |
| Leon Greenman / Arts Council | | 40,300 | (40,300) | |
| IHRA | | 15,631 | (15,631) | |
| **Total Restricted Funds** | **-** | **122,931** | **(122,931)** | **-** |

## 17 Legal Status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of a winding up is limited to £10.

## 18 Comparative 2023 Statement of Financial Activities

**Year ended 31 March 2023**

| | Notes | 2023 Restricted | 2023 Unrestricted | **2023 Total** |
|---|---|---|---|---|
| | | £ | £ | **£** |
| **Income from:** | | | | |
| Donations and grants | 2 | 122,931 | 1,000,699 | **1,123,630** |
| Other income | 3 | - | 13,003 | **13,003** |
| Total income | | 122,931 | 1,013,702 | **1,136,633** |
| **Expenditure on:** | | | | |
| Cost of raising funds | 4 | - | 51,126 | **51,126** |
| Fundraising costs | | - | 51,126 | **51,126** |
| Charitable activities | | | | |
| Goal 1 (Increase Knowledge) | | - | 239,898 | **239,898** |
| Goal 2 (Work to a Better Future) | | - | 185,503 | **185,503** |
| Goal 3 (National Commemoration) | | - | 430,724 | **430,724** |
| Goal 4 (Outreach) | | 122,931 | 185,373 | **308,304** |
| Total expenditure | 4 | 122,931 | 1,090,624 | **1,213,555** |
| Net income/(expenditure) for year | | - | (76,922) | **(76,922)** |
| Funds brought forward | | - | 257,059 | **257,059** |
| Funds carried forward | | - | 180,137 | **180,137** |

**HOLOCAUST MEMORIAL DAY TRUST**

England & Wales - Charity number 1109348

# Accounts

Company number: 05415454

Charity number: 1109348

Scotland: SC05119

HOLOCAUST MEMORIAL DAY TRUST

# HOLOCAUST MEMORIAL DAY TRUST

# TRUSTEES' REPORT AND FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2023

Holocaust Memorial Day Trust
Reference and Administrative Information


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## Holocaust Memorial Day Trust
## Reference and Administrative Information

The name of the charity is the **Holocaust Memorial Day Trust.**

### Patron and Honorary Officers

| | |
|---|---|
| Patron | HRH The Former Prince of Wales |
| Honorary President | We were honoured that Sir Ben Helfgott MBE was Our Hon President for so many years. He fulfilled the role during the period of this Report and sadly passed away on 16 June 2023 |
| Honorary Vice-President | The Right Honourable The Lord Eric Pickles |

### Trustees and Staff

The work of HMDT is overseen by a Board of Trustees. The Trustees who served during the year and up to the date of this report are:

| | |
|---|---|
| Chair of Trustees: | Laura Marks CBE |
| Vice-Chair of Trustees: | Sir Leigh Lewis KCB |
| Treasurer: | Amanda King ACA |

HE David Ashley
David Austin OBE (appointed 19 July 2022)
Dr Kate Ferguson (appointed 19 July 2022)
Paul Giannasi OBE (appointed 19 July 2022)
Dr John Howells OBE MP
Michael Marx
Joan Salter MBE (appointed 19 July 2022)
Naved Siddiqi
Tulip Siddiq MP
Peter Suchet
Revd. Dr Richard Sudworth OBE
Ruth Herzberg-Wellin
Marie Van der Zyl OBE

The following Trustees retired on 20 July 2022:

Hannah Lewis MBE
Dr Joe Mulhall
Dr Anita Peleg
Danny Stone MBE

## Company Secretary

Amanda King

## Staff

The following were members of staff at the date of this report:

Olivia Marks-Woldman OBE, Chief Executive
Dr Rachel Century, Director of Public Engagement and Deputy Chief Executive

Chris Carling, Senior Public Affairs Officer
Louise Darbon, Senior Operations & Finance Manager
Rebecca Deakin, Operations Officer
Dr Toni Griffiths, Senior Outreach Officer
Pippa Harrison, Events Officer
Graham Jackson, Finance and Operations Administrator
Dr Anna Katila, Operations Officer
Julia Marcuson, Fundraising Manager
Joseph Miller, Head of Outreach
Farayi Mungazi, Senior Communications Officer
Eva Oddi, Senior Outreach Officer
Naomi Sheer, Executive Support Officer
Bethan Tribe, Senior Communications Officer

Carlo Sossella supported the work of HMDT as a Gedenkdiener. Harriet Galler and Philip Mears supported the work of HMDT as volunteers.

The following individuals were employed during the year but not at the date of this report: Alex Blake, Gayathiri Nadarajah and Paul O'Donnell.

**Principal address**
PO Box 61074
London
SE1P 5BX

**Registered Office**
130 Wood Street
London
EC2V 6DL

**Country of registration**
England & Wales

**Auditor**
Knox Cropper LLP
65 Leadenhall Street
London
EC3A 2AD

**Bankers**

CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Scottish Widows Bank plc
67 Morrison Street
Edinburgh
EH3 8YJ

**Charity Number:** 1109348 (England and Wales): SC051197 (Scotland)

**Company Number:** 05415454

## Tribute to Sir Ben Helfgott
## Founder Trustee and Hon. President of the Holocaust Memorial Day Trust

Sir Ben Helfgott was a giant in the field of Holocaust education, commemoration, restitution and support for decades – and was our compass, our friend and guide.

He led from the front and expected us all to live up to his extraordinary standards. Ben was not only an exceptionally charismatic and passionate individual. He was also one who has made a lasting difference to our world.

Born in Piotrkow, Poland, Ben was forced into a ghetto aged nine, and spent his formative years as a slave labourer, in a ghetto, and in Buchenwald and Theresienstadt concentration camps. After liberation, Ben became one of 'The Children' who were able to recuperate in Windermere, England, and start a new life in the UK.

In addition to running a business and raising a family, over many decades, Ben ensured the world does not forget the Holocaust. Ben instinctively understood that in addition to sharing his testimony and impacting on individuals before him, national and international legacies could only be created and sustained through the establishment and long-term development of organisations. He realized too that no one organization could achieve all that is necessary. His active, engaged, meaningful involvement in the setting up and support over decades of so many UK and international organisations is quite simply astonishing.

In 2000, Sir Ben Helfgott was invited to be on the Steering Group advising the Government on the establishment of a Holocaust Memorial Day.

Over the next few years, the Steering Group supported the development of a model of HMD that is now an international leader in Holocaust commemoration: local events run in communities around the country, with a national Ceremony providing a focal point; commemorations that centre on the Holocaust and also demonstrate that the patterns and processes that led to it have been employed in subsequent genocides. As the Government established Holocaust Memorial Day Trust to take over the important duty for the nation in promoting and delivering Holocaust Memorial Day, Ben became a founder Trustee. When his term of office ended, he became our Hon President, a role he fulfilled until his death in June this year.

Ben knew that we can never take stability for granted, and that we must continue to work tirelessly to ensure the Holocaust is not forgotten. And that what we learn about and from it, spurs us to treat others with respect, to be kind and generous in heart, and to be courageous in challenging prejudice.

## 1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2022 to 31 March 2023.

Our planning and delivery of Holocaust Memorial Day 2023 was conducted as the UK emerged from the pandemic, with uncertainties about potential further mutations of the coronavirus and uncertainties about whether or not HMD events could take place in person or would have to be online.

It was also conducted against the backdrop of the Russian invasion of Ukraine, prompting widespread anguish about atrocities and probable crimes against humanity, and provoking concerns about the security of Holocaust sites and archives in Ukraine.

Our core funding from government remained the same as in previous years in cash terms, in the context of sharply increasing costs.

In the face of these challenges we were delighted still to be able to deliver very substantial national commemorations (both in person and online) and to support thousands of local organisations to run community-based HMD activities.

We were particularly proud of our 'Light the Darkness' national moment, which captured very considerable media attention across broadcast, print, radio and online coverage. Our youth portrait exhibition was displayed both in Portcullis House and on the big screens at Piccadilly Circus. We were particularly pleased and proud that His Majesty The King marked Holocaust Memorial Day by inviting Dr Martin Stern MBE, a Holocaust survivor, and Amouna Adam, a survivor of the genocide in Darfur, to tea in Buckingham Palace. They met both Their Majesties, spoke of their personal experiences, and lit memorial candles together with His Majesty The King and Her Majesty The Queen. It was extremely moving to see the HMD candle later in the window of Buckingham Palace, marking the Light the Darkness national moment.

We were reassured that we were able to maintain our previous success in raising additional funds alongside our funding from government, without which many of our activities could not have been undertaken.

## 2. Impact of the pandemic

a) Staffing

Recruiting and retaining high calibre staff continues to be a significant problem – in common with many other charities and businesses in the UK. We have developed a hybrid-working policy, balancing time in the office on two core days with working from home. Staff are expected to work a minimum of 50% of their time in the office, rising to 80% over the HMD period (November – February). With limited flexibility to increase salaries, we continue and have expanded our activities to improve the terms and conditions we offer. As well as hybrid working, these include: an extensive learning and development programme, social activities, increased annual leave to reward length of service, pension provision and an employee support programme.

b) Outreach

Local organisations which mark HMD are still building back from the pandemic. Our Outreach team is working hard to encourage organisations that used to mark HMD, but stopped in the pandemic, to restart their HMD activities.

c) UK Ceremony

To address the uncertainties about the coronavirus, we planned and delivered two national Ceremonies: an in person Ceremony for a smaller number of guests than pre-pandemic, and an online Commemoration. We also created an edited version of the Commemoration for local organisations to use within their HMD activities.

## 3. Key developments over the year

### a) Future-proofing Holocaust education and commemoration

We continued our work to incorporate artefacts into all areas of our activity. Our Ordinary Objects, Extraordinary Journeys project, funded by the Leon Greenman Foundation, IHRA and the Arts Council, has been extremely successful. The website has had over 8,000 visits and the accompanying resource more than 2,000 downloads.

Our resource, *Days to remember*, which incorporates an artefact into each of six significant days, has had nearly 1,000 downloads.

### b) 'Light the Darkness' national moment

This national moment is becoming further embedded as a central part of the national collective commemorations for Holocaust Memorial Day. This year saw buildings lit up in purple, people placed lit candles in the windows of their homes, Piccadilly Circus carried relevant images, and candles were placed in the windows of No 10 Downing Street and Buckingham Palace.

## 4) Review of HMDT activities, April 2022 – March 2023

HMDT activities are based around our five strategic goals, in order to help achieve our overall mission: to learn from genocide, for a better future. In the following sections we report on our achievements over the past year in respect of each of the five goals.

## a) GOAL 1: Increasing knowledge of the Holocaust, Nazi persecution and recent genocides, illustrated by the experiences of people who were persecuted

### Headline information

- Highly successful [Extra]ordinary Portraits competition featured prominently in our activities from the national in-person ceremony to Light the Darkness
- We sold over 1,000 commemorative HMD candles and 75 copies of Yelin's *Irmina*, extending our previous resource offering (this graphic novel was based on the life of the author's grandmother, an ordinary German woman who was a bystander to the Holocaust)
- Updated Get Involved Guides were shared with all our key stakeholder groups

### Our theme

For HMD 2023 we developed the theme, **Ordinary People**, and launched it at an online event in March 2022. Our theme highlighted the fact that ordinary people were involved in all aspects of the Holocaust, Nazi persecution of other groups, and in the genocides that took place in Cambodia, Rwanda, Bosnia and Darfur. Ordinary people were victims, perpetrators, bystanders, rescuers and witnesses. Our theme recognised the different choices and decisions that ordinary people made in extraordinary situations, encouraging our audiences to reflect on and consider how ordinary people, such as ourselves, can play a bigger part than we might imagine in challenging prejudice today.

### Resources

We continued to provide a range of resources for HMD 2023 to support local activity organisers, community groups, local authorities, young people and schools, amongst our other stakeholder groups.

For HMD 2023, we distributed over 28,000 *About HMD* booklets, more than 2,000 flame pin badges and more than 9,000 individual stickers, working together with our distribution partner, Blackdog. We also produced for the first time a branded commemorative HMD candle and sold over 1,500. Some candles were used for Light the Darkness and at the Scottish ceremony. Production of candles enabled us to establish relationships with new partners, such as Watford Workshop, a local charity that empowers adults with learning disabilities by providing opportunities for them to work and learn. A second new resource, unique to this year's theme, was Barbara Yelin's book *Irmina* about an ordinary German girl and woman. Before and after HMD 2023, including our impact event in March 2023, we sold 75 copies of the book.

In the lead up to HMD 2023, we ran a highly successful competition [Extra]ordinary Portraits in which young people under 25 years old submitted portraits they had created about the Holocaust and genocide survivors after learning their life stories. Organisation of the competition involved production and distribution of accompanying materials, guidance documents and videos, amongst other resources. We also created new resources for teachers and schools to support the use of the *Ordinary Objects, Extraordinary Journeys* website, created in collaboration with the National Holocaust Centre and Museum and the Jewish Museum of Greece, in their teaching of the Holocaust through the history curriculum

or through a cross-curricular approach.

We also updated our *Take Action* and *Take Part* webpages, including our *Get Involved Guides* for different groups, such as faith and interfaith groups, cinemas, museums and galleries, prisons, emergency services, libraries, trade unions, workplaces, universities and colleges, and local authorities. Additionally, we updated our HMD blog template and added Marcel Hoffmann's life story to our growing collection of approximately 155 life stories.

**Survivor engagement**

We continue to put survivors at the heart of what we do. Working closely with them and hearing their stories is a tremendous privilege, and it is why sharing their testimonies with the country is so important to us as an organisation. We facilitated speaking engagements for survivors of the Holocaust and more recent genocides in schools, universities, local councils, and government departments. It is gratifying to observe that several of these survivor presentations have been followed by generous donations to HMDT. Regrettably, we have mourned the loss of a number of Holocaust survivors in recent months, including Ernest Simon and Freda Knoller, the widow of Freddie Knoller.

**International activities**

Our international work is conducted predominantly through our involvement in the International Holocaust Remembrance Alliance (IHRA). HMDT's Chief Executive, Olivia Marks-Woldman, is a member of the UK Delegation to IHRA, and served on the Troika of IHRA's Committee on the Holocaust, Genocide and Crimes Against Humanity from 2018 – 2021. She continues to serve as a member of the Committee, and as a member of IHRA's Museums and Memorials Working Group, attending the Plenary meetings in Gothenburg and Stockholm.

**HMDT Partnership Group**

The HMD Partnership Group is facilitated by HMDT and brings together 25 national organisations working together, in the fields of genocide commemoration and education, with a view to extending the reach and impact of Holocaust Memorial Day. Many of these organisations have branches across the UK which are active in planning local HMD activities each year. This year we were delighted to welcome Generation 2 Generation as a new member of the Partnership Group.

**'Short answers to big questions'**

We are aware that the general public has very low levels of knowledge of specific facts about the Holocaust and recent genocides. Many public polls indicate that most people do not know what we would consider basic facts about the Holocaust, for example consistently significantly underestimating the number of Jewish people murdered.

Over the course of this financial year, we conducted extensive collaborative work with sister organisations in the HMD Partnership Group, to develop an agreed list of core facts that we believe all adults in the general population should know about the Holocaust and genocide.

We have developed these facts into a concise document: 'Short answers to big questions'. Over the coming financial year we intend to focus on these core facts, supported by links to life stories, images and quotes from individuals who were murdered or who survived the Holocaust and genocide.

This project seeks to reinforce learning on these core basic facts, supported by encouraging greater empathy with the individuals affected.

b) GOAL 2: To enable others to work towards a better future by promoting a society free from hostility or persecution that is based on a person's characteristics

**Headline information:**

- His Majesty The King visited members of the UK Sudanese community
- Over 720,000 visitors to our website from April 2022 – March 2023, which is a 77% increase from the same period the previous year

**HMK visit to the Sudanese community**

Following His Majesty The King's involvement in HMD 2023, we were asked to arrange for His Majesty to meet members of the UK Sudanese community. We worked in partnership with our sister organisation, Waging Peace, to arrange for His Majesty to meet approximately 40 Sudanese people. The event took place in March 2023, in a community centre in London.

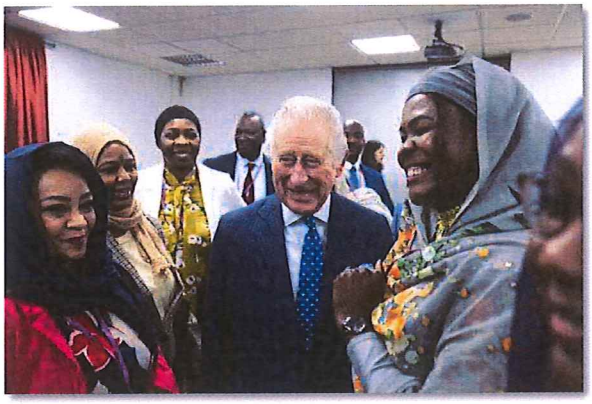


*Image: Amouna Adam, a survivor of the genocide in Darfur, who commemorated Holocaust Memorial Day with HM The King and The Queen Consort, introduced His Majesty to members of her community © Sam Churchill*

Amouna said:

> *It was such an honour to meet His Majesty. I'm deeply touched by his interest in my personal story and my community at large. His decision to meet and talk to us about our experiences is a source of strength and we also see it as a powerful symbol that the suffering we've endured over the last 20 years will not be forgotten.*





*Images: King Charles III meeting members of the Sudanese community © Sam Churchill*

**Web and other digital content:**

We developed a 'Take action' web page, which provides ideas about actions people can take after marking HMD to create a better future.

Our 'Take part online' web page was viewed nearly 4,400 times during April 2022 – March 2023 and our social media post templates resource was the ninth most downloaded item on our website, with over 1,000 downloads.

We also raised awareness of the link between climate change and mass violence in a blog we wrote in partnership with our sister charity Protection Approaches. The blog included tips on what we can all do to combat the problem.

We also released a new video about Nazi Persecution of LGBTQ people for LGBT History Month.

**Volunteers:**

Volunteers helped with research, contributing to new resources, providing event support and, most significantly, capturing data on what happened around the country to mark Holocaust Memorial Day. Their support across all the areas of our work is very much appreciated.

**Updated library images and literature:**

This year we arranged for professional photographers to photograph the portrait workshop with the Royal Drawing School and a local HMD activity in Poole. This has provided us with professional photographs which we can use to illustrate how HMD reaches a diverse range of people through local HMD activities.

## c) GOAL 3: Ensure a national sense of collective commemorations to mark HMD

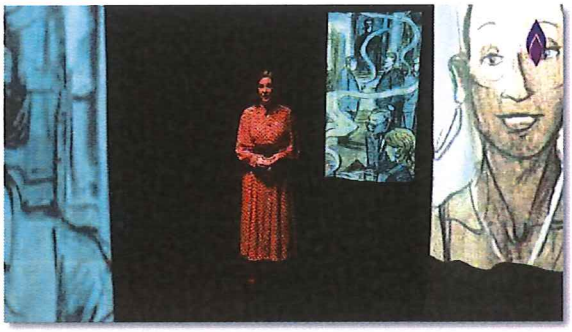
**Headline information:**

- Successful UK Ceremony, with some 250 VIP guests
- Well-received online Commemoration, with tens of thousands of views
- 'Light the Darkness' moment – candles in the windows of Buckingham Palace and No 10 Downing Street
- Extensive media coverage of HMD

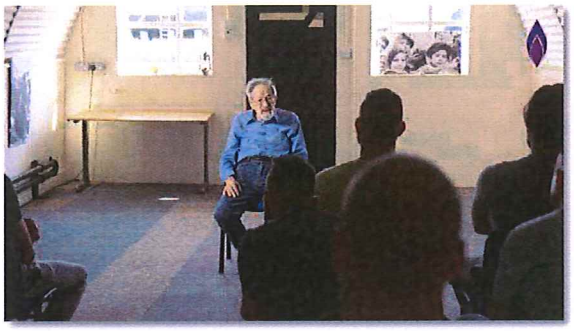
**Plan and deliver UK Ceremony:**

***A) Online UK Commemoration broadcast***

Despite the uncertainties due to covid, we planned and delivered a successful online Commemoration, broadcast on Thursday 26 January. It featured filmed contributions from the Prime Minister, the Rt Hon Rishi Sunak MP, the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP, leaders of the devolved nations, the Chief Rabbi, the Archbishop of Canterbury, Senior Imam Qari Asim, Dr Adam Rutherford, Rajnish Kashyap, Dr Desmond Biddulph and Dr Gurmel Singh. For the first time we included animated content from the graphic novel, *Irmina*, dramatized by students from the Royal College of Dramatic Arts.



The Commemoration film was viewed tens of thousands of times, though this was somewhat fewer views than last year's Commemoration film. We are reviewing how to engage a wider audience with the 2024 UK Ceremony.

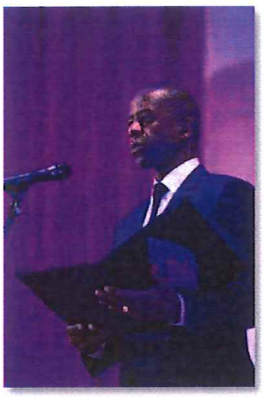


***Images: Online UK Commemoration broadcast***

***B) In person Ceremony***

We held an in-person UK Ceremony for approximately 250 VIP guests. While this was significantly fewer than the nearly 8000 guests that we have had in pre-pandemic times, it was the most that we could safely accommodate this year.

The UK Ceremony included speeches from the Secretary of State at the Department of Levelling Up, Housing and Communities, the Rt Hon Michael Gove MP, the Deputy Leader of the Opposition, the Rt Hon Angela Rayner MP, the Archbishop of Canterbury, the Most Revd. and Rt Hon Justin Welby, and the Chief Rabbi Sir Ephraim Mirvis. Other contributors included Adrian Lester, Rob Rinder, and Olivier Nzaramba.





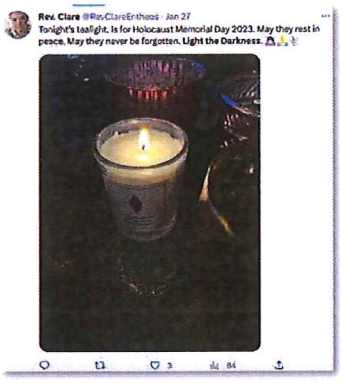
*Images: UK Ceremony © Grainge Photography*

### 'Light the Darkness' national moment

The Light the Darkness national moment took place at 4 pm on Friday 27 January, just before the Jewish Sabbath began. It was marked in households across the country – including in the window of Buckingham Palace and in No 10 Downing Street.

In addition, more than 150 major buildings lit up in the HMDT purple, including the Natural History Museum and Durham Castle.

Once again, the iconic screens in Piccadilly Circus were lit up with images of portraits created by young people for our [Extra]Ordinary Portraits exhibition, as well as with photographs of survivors taken by the renowned photographer Rankin. Survivors and young people gathered to Light the Darkness in Piccadilly Circus at 4 pm on 27 January.








*Images: Light the Darkness © Clare Entheos, Newcastle Millennium Bridge © Sarah Dean, Candle in 10 Downing Street © 10 Downing Street*

We were immensely honoured that Holocaust survivor, Dr Martin Stern MBE, and Darfuri survivor, Amouna Adam, were invited to Buckingham Palace to meet Their Majesties on Holocaust Memorial Day 2023.

Their Majesties took tea with Martin, Amouna and HMDT's Chairperson, Laura Marks and Chief Executive, Olivia Marks-Woldman. Martin and Amouna spoke about their experiences of the Holocaust and genocide, and later lit memorial candles with Their Majesties.





*Images: Their Majesties, King Charles III and Queen Camilla, Amouna Adams and Martin Stern © PA*

## Support for ceremonies in Scotland, Wales and Northern Ireland

For HMD 2023, HMDT Support Workers in Northern Ireland and Scotland worked with the HMD Steering Committees of those nations to deliver their respective regional and national ceremonies.

In person ceremonies took place at Belfast City Hall and at the Scottish Parliament in Edinburgh, the latter attended by then First Minister Nicola Sturgeon MSP, and by the HMDT Vice-Chair, Sir Leigh Lewis. In Belfast, the Ceremony was attended by The Lord Mayor of Belfast, Councillor Christina Black; The Permanent Secretary of TEO, Dr Denis McMahon; Child Survivor of the Holocaust, Eve Kugler BEM; Member of the Cambodian community, Den Soath and by Rabbi David Kale MBE as well as by HMDT trustee, Paul Giannasi. HMDT staff managed and supported the Support Workers in delivering the national ceremonies by assisting both in the preparation of, and at the ceremonies themselves. In Scotland a bespoke online ceremony was also produced by partners from the Edinburgh Interfaith Association, contracted by HMDT.

In Wales, the Welsh Government chose to deliver an online ceremony. HMDT supported their efforts by facilitating survivors to speak as part of the online ceremony together with the HMDT Chief Executive.

*Image: Lighting the Darkness at the Port of Glasgow, Inverclyde Council*



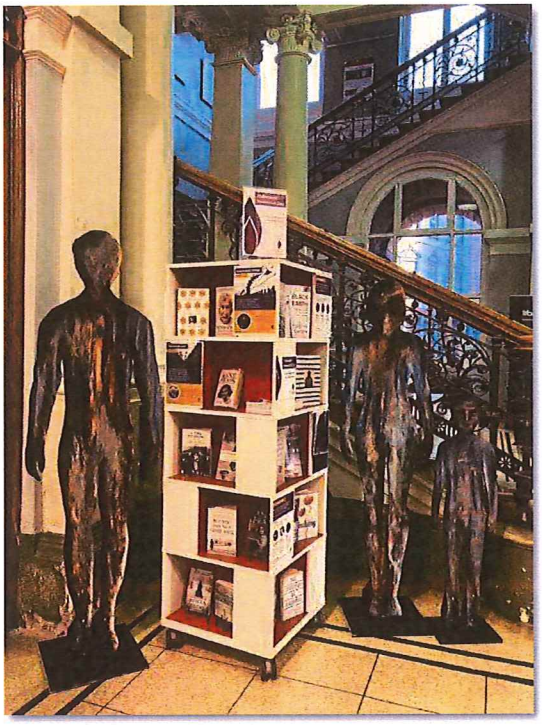


*Image: HMD Display at Belfast Central Library*



*Image: School pupils participate in HMD*

**Increase knowledge and raise awareness through the media:**

This year saw a welcome 40% increase in coverage of Holocaust Memorial Day compared to last year, and we also secured a larger proportion of national coverage this year compared to previous years. Although we placed fewer op-eds compared to previous years, broadcast coverage was generally of a better quality. On Holocaust Memorial Day itself, we were featured on:

- Good Morning Britain (https://twitter.com/GMB/status/1618893087496933379?s=20&t=fbqX_3Z0BCGgT9R8YPb4vQ )
- BBC Breakfast
- BBC News
- ITV News
- Sky News (https://news.sky.com/video/never-forget-what-happened-holocaust-memorial-day-12796407)
- Channel 5

Other key broadcast coverage in the lead up to HMD included:

- The One Show
- Sunday Morning Live
- Multiple BBC Local radio stations

There was also more sustained media engagement in the lead-up to HMD, including coverage of the [Extra]Ordinary Portraits Competition, the Moment of Silence in Parliament, and op-eds, which helped strengthen relationships with key journalists and build interest from national outlets. Examples included coverage in The Guardian and Jewish Chronicle:

https://www.theguardian.com/world/2022/dec/11/mps-to-mark-day-in-1942-when-the-commons-finally-recognised-the-holocaust

https://www.thejc.com/news/news/we-must-never-be-complacent-about-division-says-sadiq-khan-at-hmd-ceremony-3ql6agTxeXjcL01UdpibOv

**Increase knowledge and raise awareness through social media**

We had over 8 million Twitter impressions (the number of times our organic and promoted tweets appeared on people's screens) in January and had a reach (the amount of unique accounts that saw our organic and promoted posts) of more than 1.3 million accounts across Instagram and Facebook in January.

We released a new slideshow video to promote 'Light The Darkness'. Holocaust Memorial Day, #HolocaustMemorialDay and #HMD2023 trended in the UK throughout 27 January:

For you | **Trending** | News | Sports | Entertainment

## United Kingdom trends

1 · Trending in Events
**Holocaust Memorial Day**
17.1K Tweets

2 · Holidays · Trending
**#HMD2023**
11.4K Tweets

3 · Football · Trending
**Dyche**
Trending with Bielsa, Everton

4 · Only on Twitter · Trending
**#FridayFeeling**
9,312 Tweets

5 · Sports · Trending
**Caicedo**
Trending with Brighton, Arsenal

6 · Holidays · Trending
**#LightTheDarkness**
3,255 Tweets

Many high profile celebrities, organisations, politicians and influencers posted about HMD 2023 on social media, helping us to reach a wider audience:







## Increase knowledge and raise awareness through events

We worked closely with Mr Speaker to enable Parliament to commemorate the moment, eighty years ago, when the British government first acknowledged that the Holocaust was taking place. In 1942, the Foreign Secretary's initial announcement was followed by a spontaneous moment of silence. We arranged for MPs, including the Prime Minister and Leader of the Opposition, to recreate this moment of silence eighty years later in the House of Commons chamber. Seven survivors of the Holocaust, representatives of HMDT, the Board of Deputies and the Jewish Leadership Council attended, watching the event from the prestigious Speaker's gallery. Before the silence, Mr Speaker hosted the survivors and other guests for breakfast in Speaker's House.



*Image: MPs and Survivors stand for a moment of silence*

Throughout January, a joint exhibition between HMDT and Mr Speaker was hosted in Portcullis House, Parliament's main thoroughfare and meeting place. The exhibition included our Short Answers to Big Questions and entries from our [Extra]Ordinary Portraits competition. The exhibition was shared on MPs' social media and reported in the Jewish Chronicle and Jewish News.



*Image: Survivor of the Genocide in Cambodia, Sokphal Din, stands with his portrait in Portcullis House*

For HMD itself, we organised a number of commemorative events with Mr Speaker. Survivors of the Holocaust and the genocides in Bosnia and Darfur gave their testimonies in Speaker's House to an audience of MPs and parliamentary staff. The talk was featured on BBC Radio 4's PM programme. The survivors then joined Mr Speaker and MPs for a commemorative ceremony attended by dozens of MPs.



**Image: Mr Speaker introduces Dr Rachel Century, John Hajdu, Smajo Beso and Debay Manees in Speaker's House**



Image: MPs, Survivors and Representatives of HMDT pose

after the Parliamentary Ceremony for HMD 2023.

## d) GOAL 4: To support individuals, organisations and communities across the UK to mark Holocaust Memorial Day (HMD) profoundly and meaningfully

**Headline stats:**

- 4,300 local HMD organisations marked HMD across the country (up from 3,200 in 2022)
- One-third of state secondary schools marked HMD 2023 (up from one-quarter in 2022)
- 23% increase in youth organisations – this category comprises youth groups, higher education and further education organisations - marking HMD
- 23% increase in the number of local authorities marking HMD. HMD is now marked by 78% of all local authorities across the UK

**Examples of local HMD events:**

Holocaust survivor Eve Kugler spoke to cadets and their parents in Northern Ireland:

> *Eve's delivery of her experiences, quite simply, has changed the lives of the 120 young people and their parents who witnessed her presentation. The audience was made up of Army Cadets, their parents and adult volunteers. An emotional and highly charged delivery with relevance, which the cadets picked up on immediately, that was not lost on the young people. Eve's testimony of her childhood and adult experiences resonated with all the attendees and they left the event energised by what they had heard.*
>
> Brian Sykes, Activity organiser RFCA and Army Cadet Force

The University of Glasgow used Prisoner Registration Cards to reconstruct the lives of 140 young Hungarian Jewish women born in the interwar period who were deported to Auschwitz Birkenau in 1944 and sent for forced labour in Germany:

> *This was my first time attending a Holocaust Memorial Day event and I found myself reflecting on the true scale of the Holocaust. I am keen to learn more about subsequent genocides and stand up against prejudice today.*
>
> Theo Frater, attendee

Pupils across Manchester Hospital School sites watched the National Literacy Trust's Zoom Q&A with Holocaust survivor Mala Tribich, led by author Tom Palmer. In advance, they had an introductory lesson giving some background to the Holocaust and thinking of questions they might like to ask. In the week leading up to HMD, pupils were introduced to the interactive Ordinary Objects, Extraordinary Journeys website.

*For some of our students, the impact the Ordinary Objects, Extraordinary Journeys lessons had on them was seen through their actions afterwards: they were able to relate elements of the lesson to the story of the survivor interview we watched and also applied their prior knowledge of the Holocaust to elements of the stories. It was effective in helping pupils to understand the Holocaust as an event that had a significant and terrible impact on ordinary people, rather than as just a distant historical event. We will certainly use the resource in future teaching of the Holocaust.*

Tom Kelly, Lead Practitioner –
Global Curriculum at Manchester Hospital School

## Outreach activity

Overall statistics

*Table 1 UK country and regional breakdown of number of organisations marking HMD*

| Region | 2021 | 2022 | 2023 | Change | Percentage change |
|---|---|---|---|---|---|
| East Midlands | 173 | 184 | 245 | 61 | 33% |
| East of England | 196 | 283 | 406 | 123 | 43% |
| Greater London | 509 | 586 | 757 | 171 | 29% |
| North East | 125 | 181 | 196 | 15 | 8% |
| North West | 289 | 365 | 458 | 93 | 25% |
| Northern Ireland | 41 | 99 | 173 | 74 | 75% |
| Scotland | 234 | 215 | 333 | 118 | 55% |
| South East | 431 | 347 | 501 | 154 | 44% |
| South West | 169 | 219 | 310 | 91 | 42% |
| Wales | 147 | 223 | 331 | 108 | 48% |
| West Midlands | 243 | 244 | 307 | 63 | 26% |
| Yorkshire and Humber | 225 | 246 | 282 | 36 | 15% |
| Channel Islands | 7 | 10 | 15 | 5 | 50% |
| Virtual | 8 | 0 | n/a | | |
| International | 5 | 10 | n/a | | |
| **Total** | **2,802** | **3,212** | **4,314** | **1,112** | **35%** |

In 2023 we saw an increase of 1,112 in the number of organisations marking HMD, rising from 3,202 in 2022 to 4,314 in 2023 – a 35% increase. Of the 13 countries and regions of the UK, in which the Channel Islands and the Isle of Man are included, 12 saw double digit percentage increases in the number of organisations marking HMD, with the largest single percentage increase occurring in Northern Ireland.

*Table 2 Organisations marking HMD by Organisation type*

| Organisation Type | 2021 | 2022 | 2023 | 2022-23 Difference |
|---|---|---|---|---|
| Arts Organisation | 71 | 70 | 73 | 3 |
| Business | 62 | 72 | 81 | 9 |
| Charity | 90 | 80 | 118 | 38 |
| Cinema | 1 | 21 | 15 | -6 |
| Community Group | 79 | 74 | 97 | 23 |
| Education – FE | 46 | 54 | 109 | 49 |
| Education – HE | 177 | 197 | 209 | 12 |
| Education – Primary | 406 | 494 | 518 | 24 |
| Education – Secondary | 939 | 1051 | 1395 | 344 |
| Education – SEN | 34 | 53 | 90 | 37 |
| Embassy | 3 | 1 | 27 | 26 |
| Emergency Service | 34 | 102 | 39 | -63 |
| Faith and Interfaith | 256 | 225 | 310 | 85 |
| Government departments | 16 | 24 | 25 | 1 |
| Individual | 19 | 10 | 14 | 4 |
| Library | 134 | 189 | 277 | 88 |
| Local Authority | 277 | 259 | 319 | 60 |
| Member of Parliament*UK | 15 | n/a | 206 | n/a |
| Member of Scottish Parliament | n/a | n/a | 56 | n/a |
| Member of Welsh Assembly | n/a | n/a | 6 | n/a |
| Member of Northern Ireland Assembly | n/a | n/a | 12 | n/a |
| Military Base | n/a | n/a | 1 | n/a |
| Museum and Heritage | 45 | 80 | 61 | -19 |
| Other | 20 | 16 | 59 | 43 |
| Prison | 4 | 17 | 15 | -2 |
| Publishers | 2 | 7 | 10 | 3 |
| Pupil referral unit | 3 | 7 | 7 | 0 |
| Social Care and Health | 13 | 16 | 28 | 12 |
| Sport | 17 | 18 | 45 | 27 |
| Trade Union | 10 | 22 | 22 | 0 |
| Trust or Foundation | 6 | 3 | 3 | 0 |
| Youth Organisation | 34 | 49 | 67 | 18 |

* Data only relates to Unique Primary Organisations
** Elected representatives for UK Parliament and devolved nations, and military bases, were not included in this table previously

Compared to 2022 where 19 sectors saw an increase in organisations marking HMD, this rose to 20 sectors in 2023 (excluding elected representative and military bases). Overall, outside our strategic areas (local authorities, Education and Youth) the number of organisations marking HMD increased by 553 in 2023, from 1,047 in 2022 to 1,600 in 2023 (this excludes the figures for elected representatives and military bases).

Schools

*Table 3 – Overview of schools engaged with HMD*

| | Total number of schools marking HMD | Total number of HMD activities in schools |
|---|---|---|
| HMD 2019 | 686 | 7,986 |
| HMD 2020 | 1,144 | 13,300 |
| HMD 2021 | 1,255 | 1,619 |
| HMD 2022 | 1,605 | 2,090 |
| **HMD 2023** | **2,010** | **2,449** |

HMD 2020 marked the 75th anniversary of the liberation of Auschwitz, and many schools undertook large numbers of additional HMD activities for different year groups and in separate subject classes – hence the significantly larger number of activities in this year.

In 2023, 405 more schools marked HMD than in 2022 – an increase of 25%. This was accompanied by an increase of 359 in the number of activities between 2022 and 2023 – an increase of 17%.

*Table 4 UK - breakdown of schools marking HMD*

| | Total Number of Schools marked HMD | Total state schools in UK | % of UK state schools marking HMD 2023 | % of UK state schools marking HMD 2022 | % of UK state schools marking HMD 2021 |
|---|---|---|---|---|---|
| Primary | 518 | 20,795 | 2 | 2 | 2 |
| Secondary | 1,395 | 4,189 | 33 | 25 | 20 |
| SEN | 90 | 1,546 | 6 | 4 | 2 |
| PRU | 7 | 348 | 2 | 2 | Not calculated |

The number of schools marking HMD in 2023 rose in all sectors bar Pupil Referral Units where it remained unchanged. The increase both in overalls numbers, and in percentage, of secondary schools marking HMD should also be set in the context of an increase in the number of secondary schools within the UK.

*Table 5 England - breakdown of schools marking HMD*

| | Total Number of Schools marked HMD 2023 | Change from HMD 2022 | Total state schools in England | % of English schools marking HMD 2023 | % of English schools marking HMD 2022 | % of English schools marking HMD 2021 |
|---|---|---|---|---|---|---|
| Primary | 460 | 19 | 16,791 | 3 | 3 | 2 |
| Secondary | 1,197 | 268 | 3,458 | 35 | 40 | 30 |
| SEN | 83 | 32 | 1,005 | 8 | 5 | 2 |
| PRU | 7 | 0 | 348 | 2 | 2 | |
| Total | **1,747** | **319** | **21,602** | **8** | **7** | **5** |

The percentage of secondary schools in England marking HMD has dropped, despite an increase in the total number of schools marking it, because of an increase in the overall number of secondary schools within England.

*Table 6 Integration Areas*

| | Number of secondary schools in integration area marking HMD | Year on year change |
|---|---|---|
| HMD 2018 | 13 | - |
| HMD 2019 | 37 | +24 |
| HMD 2020 | 64 | +27 |
| HMD 2021 | 48 | -16 |
| HMD 2022 | 56 | +8 |
| **HMD 2023** | **48** | **-8** |

*Table 7 Integration Area Breakdown*

| Area | Number of secondary schools that marked HMD 2020 | Number of secondary schools that marked HMD 2021 | Number of secondary schools that marked HMD 2022 | Number of secondary schools that marked HMD 2023 |
|---|---|---|---|---|
| Bradford | 14* | 15 | 8 | 15 |
| Blackburn with Darwen | 10 | 8(+3)** | 15 | 6 |
| Peterborough | 9 | 4 | 6 | 5 |
| Walsall | 7 | 5 | 9 | 5 |
| Waltham Forest | 11 | 4 | 6 | 4 |
| Dundee | 4 | 7 | 1 | 2 |
| Cardiff | 5 | 3 | 6 | 6 |
| Belfast | 4 | 5 | 5 | 5 |

*Including Bradford Central Pupil Referral Unit
**includes 3 schools who posted about HMD on their social media but where activities could not be verified

In 2023 we placed less focus and resource specifically on Integration Areas which the Government has indicated it intends to end as a focus for their work in this area. In the 162 secondary schools across the eight integration areas, HMD 2023 was marked in 29%.

Local authorities

*Table 8 Local Authorities by Region/Nation*

| Region | HMD 2020 | HMD 2021 | HMD 2022 | Change 2021-2022 | % | HMD 2023 | Change 2022-2023 | % |
|---|---|---|---|---|---|---|---|---|
| Channel Islands | 1 | 0 | 0 | 0 | 0 | 2 | 2 | 100 |
| East Midlands | 28 | 22 | 21 | -1 | -5 | 31 | 39 | 79 |
| East of England | 31 | 23 | 25 | 2 | 9 | 36 | 51 | 71 |
| Greater London | 30 | 29 | 29 | 0 | 0 | 31 | 33 | 94 |
| North East | 8 | 10 | 11 | 1 | 10 | 13 | 15 | 87 |
| North West | 23 | 18 | 22 | 4 | 22 | 35 | 43 | 81 |
| Northern Ireland | 4 | 7 | 9 | 2 | 49 | 11 | 11 | 100 |
| Scotland | 18 | 18 | 14 | -4 | -22 | 25 | 32 | 78 |
| South East | 30 | 25 | 25 | 0 | 0 | 43 | 68 | 63 |
| South West | 18 | 15 | 19 | 4 | 27 | 30 | 34 | 88 |
| Wales | 13 | 13 | 15 | 2 | 15 | 20 | 22 | 91 |
| West Midlands | 19 | 15 | 12 | -2 | -20 | 23 | 34 | 68 |
| Yorkshire and the Humber | 9 | 9 | 14 | 5 | 6 | 19 | 24 | 79 |
| **Total** | **232** | **204** | **216** | **12** | **6** | **319** | **408** | **78** |

HMDT places a particular focus on encouraging local authorities to hold or support civic events for HMD, thereby ensuring local government support for HMD alongside national government commitment, and also ensuring that adults across the country have a local HMD event that they can attend.

We have analysed the local authority HMD events by region; the numbers of HMD organisations in table 1 include the specific local authorities in table 8.

The number of local authorities that marked HMD 2023 increased compared to 2022 and surpassed the target of 285 for the year. 2023 saw an additional 60 local authorities marking HMD, an increase of 23% from 2022. Within these figures were 46 returning organisations that marked HMD in previous years but did not do so in 2022. Conversely, 24 different local authorities marked in 2022 but did not return to mark in 2023. With 78% of local authorities currently marking HMD, the strategic target of 90% by 2025 is within reach.

*Table 9 Local Authorities and Integration Areas*

| Local Authority | 2020 | 2021 | 2022 | 2023 |
|---|---|---|---|---|
| Belfast | Yes | Yes | Yes | Yes |
| Blackburn with Darwen | Yes | Yes | Yes | Yes |
| Bradford | Yes | Yes | Yes | Yes |
| Cardiff | Yes | Yes | Yes | Yes |
| Dundee | Yes | No | No | No |
| Peterborough | Yes | Yes | Yes | Yes |
| Walsall | Yes | Yes | Yes | Yes |
| Waltham Forest | Yes | Yes | Yes | Yes |

In 2023 the number of local authorities that participated in a HMD activity from integration areas was unchanged from previous years at 7 out of 8. The last time there was 100% participation from integration areas was 2020. Dundee will feature in the *HMD 2024 Engagement Strategy* with a view to achieving 100% engagement from integration areas in the coming year.

**Youth engagement**

**a)** Youth-related organisations marking HMD 2023

This year saw a 23% increase in the number of youth related organisations running HMD activities compared to 2022, with a total of **398** youth organisations marking HMD, an increase of **46%** compared to 2021. These comprised activities noted in the tables above, in higher and further education settings, and in youth organisations/ groups.

| Organisation type | Total number that marked HMD 2023 | Change from HMD 2022 |
|---|---|---|
| Higher Education | 212 | +5% |
| Further Education | 110 | +103% |
| Youth org/ group | 75 | +19% |
| **Total** | **398** | **+23%** |

a) Youth engagement project

To increase engagement with young people (aged 25 and under), we launched [Extra]Ordinary Portraits - a portrait competition open to young people in the UK, which offered young people an opportunity to learn about and honour someone affected by the Holocaust, genocide or identity-based persecution by creating a portrait of them. The competition took inspiration from the theme for Holocaust Memorial Day 2023 - **Ordinary People** - and entrants were asked to highlight the extraordinary elements of seemingly 'ordinary' people. Portraits were allowed to be submitted in any art form, provided they could be displayed digitally.

After the competition closed, people were encouraged to continue to take part by creating and posting portraits online using the hashtag #HMDExtraOrdinaryPortraits.

123 young people entered, with portraits covering a variety of themes; Holocaust, Nazi-Persecution, recent genocides and examples of modern identity-based persecution. The youngest entrant was 10, and the oldest was 25. We received entries from all four UK nations, and from the Channel Islands.

30 winning portraits were selected by a high-profile judging panel, including the Director of the Royal Drawing School and acclaimed photographer Rankin. The panel was chaired by HMDT trustee, Tulip Siddiq MP. The winning portraits were launched as an exhibition on HMDT's website, and were made available to event organisers and venues via a Digital Display Pack. The full exhibition was shown at the start of the Online Commemoration and was on the screens at Piccadilly Circus on Holocaust Memorial Day. As noted earlier, a selection of the portraits was also displayed at an exhibition in Parliament which ran for most of January.
The project resulted in an online exhibition of images which HMDT can continue to promote throughout the year, as well as a library of high-quality photos to be used for marketing and media purposes. The images were taken by young people and shortlisted by a youth panel, so are likely to appeal to a youth audience. We have received permission from all entrants to use their artworks in perpetuity. This will help us to grow a youth following, providing us with content which we can use on Instagram as well as other social media platforms.



*Images (top left to bottom right): A comfortable place by Hannah Brennan (age 24); Helen Aronson BEM by Nancy Akuffobea (21); Denise Uwimana by Eviemae Thompson (13); Sophari Ashley by Lucy Anderson (13)*

**b)** Youth engagement support groups

Youth Consultative Group (YCG): We worked closely with the existing members of the YCG: the Scout Association, Girlguiding UK, NUS, UJS, and welcomed a new member, Access Sports. They worked with HMDT to promote the [Extra]Ordinary Portraits project to a diverse youth audience.

HMDT Youth Forum: We brought an additional six volunteers to the forum, which meets around four times per year. All of its members are young people aged between 18 and 26 years old, who volunteer their time to support HMDT, discussing ideas for youth engagement and giving us feedback on youth projects.

**75 Memorial Flames**

The final Memorial Flames from our 2020 exhibition were returned to their owners, with a select number remaining with HMDT for display at future events. This year, six of the Memorial Flames were displayed as part of the in-person Ceremony for HMD 2023.

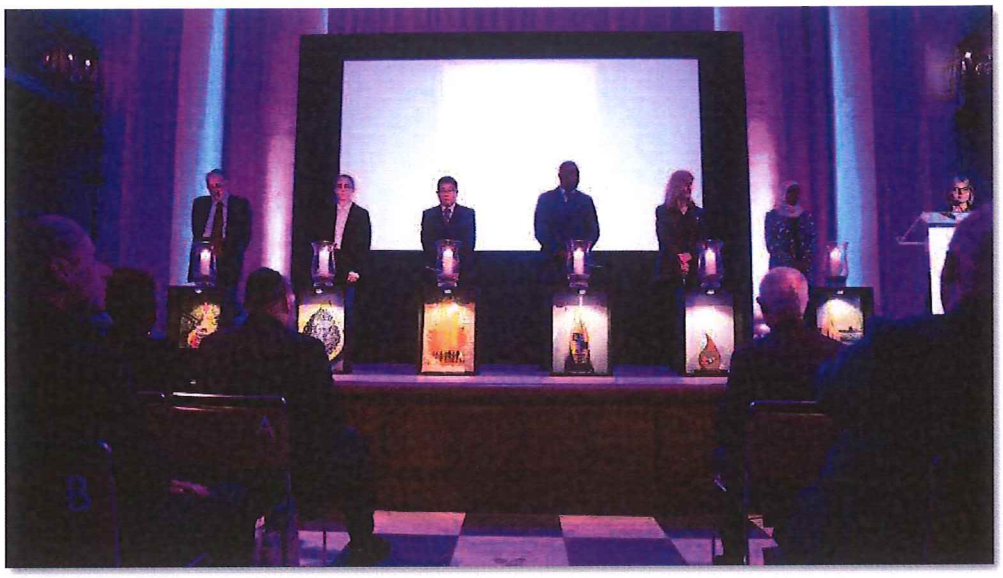


*Image: UK Ceremony © Grainge Photography*

**Materials & impact studies**

As in previous years, we commissioned a public awareness poll of the general public to assess their familiarity with Holocaust Memorial Day. We were delighted to see a continuing increase in the proportion of respondents saying that they knew about HMD (up to 92%, compared to 85% last year) and in those saying that they know it well (up to 42% compared to 39% last year).

## e) Goal 5: To be a financially sound, effective organisation

### Funding

We remain very grateful to the Department for Levelling Up, Housing and Communities (DLUHC), which continues to support the Holocaust Memorial Day Trust by providing the great majority of our funding (79% of our income in 2022-23). In addition to their financial support, the Secretary of State and colleagues in DLUHC continued their long-standing support for Holocaust Memorial Day, participating at the UK Ceremony and online National Commemoration, giving advice and guidance, and championing HMD and HMDT.

### Financial Review

Our income in the year April 2022 – March 2023 was £1,133,139.

Our expenditure in the year was £1,210,237.

This overspend was covered by funds brought forward from the previous financial year and was considerably lower than the originally budgeted overspend. Our original budget allowed for reserves to be utilised up to £94,000 but, due to savings from staff vacancies, a stronger than expected fundraising year and significant efforts by our staff team, we managed the reduce this figure.

We ended the year with £179,961 carried forward into the next financial year. This is within the Charity Commission's recommended guidelines.

### Fundraising

Strategy

We continued to follow our Board approved fundraising strategy, increasing our applications to trusts and foundations, continuing to seek support from individual supporters and philanthropists and continuing to seek support from community and online fundraising. We were particularly pleased to be awarded grants from each of the UK's devolved administrations.

Fundraising compliance

HMDT is registered with the Fundraising Regulator, and is committed to complying fully with its requirements.

Activity

We were successful in raising some £36,905 online from community supporters who use our resources and materials in their local HMD activities, and/or who registered to view our online commemoration. Over the year we raised an additional £10K from on-line donations.

We piloted an initiative to sell memorial candles for our Light the Darkness moment. This was successful in raising the profile of the Light the Darkness moment, and covered its

costs. While it did not bring in additional funding in its first year, we believe it is likely to do so in the future.

For the first time, we held a small dinner for high-net-worth supporters and potential supporters at the House of Lords. We are extremely grateful to our Hon Vice President, Lord Pickles, for hosting this event, and to all those who attended.

We also developed our Friends of HMDT programme. We started the year with 16 Friends and finished the year with 45 regular supporters.

Over this year, we made six successful applications to Trusts and Foundations. Of the successful applications, two grants are multi-year and will enable us to increase our outreach work with new sectors including minority faith communities and workplaces, prisons and places of culture. We worked in partnership with the National Holocaust Centre and Museum and with the Jewish Museum of Greece to secure three grants to develop and launch Ordinary Objects Extraordinary Journeys, an interactive Holocaust education website.

## Ensuring sound governance

Trustees

Trustees are appointed initially for a three-year term and may be reappointed for one or, in certain circumstances, two additional terms.

New Trustees are recruited by open advertising, supported by other methods of search, and potential candidates are interviewed by members of the Finance and Operations sub-committee of the Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board sub-committees which are held as required. Trustees held an in person 'away day' in December 2022.

Sub-committees of the Board meet regularly to oversee the work of the Trust.

The Outreach Committee oversees our progress towards achieving Goals 1 and 4 (increasing knowledge, supporting people to mark HMD). This year their focus has been particularly in support of our *Short answers to big questions* initiative, and the analysis and development of local HMD events. We are delighted to benefit from two non-trustee members of this Committee, Liz Arif-Fear and Yusuf Patel.

The External Affairs Committee oversees our progress towards achieving Goals 2 and 3, in particular the development of the UK Ceremony and Light the Darkness.

The Finance and Operations Committee ensures our progress to achieving Goal 5: it reviews key financial reports including Annual Budgets and Quarterly Management Accounts, and seeks to ensure that HMD has strong financial management systems in place. It also reviews staff pay, including pay for senior staff.

The Fundraising Committee supports progress towards achieving Goal 5, in particular to develop income streams and fundraising projects. We are indebted to non-Trustee members John Maxted and Helen Varma.

Our Holocaust Survivors' Legacy Group and Genocide Survivors' Consultative Group are both chaired by Trustees. These Groups meet regularly through the year to ensure survivor input to key organisational matters.

HMDT's Trustees are expert and generous with their time and guidance, and we remain hugely grateful to them. HMDT's Trustee Board is chaired by Laura Marks CBE, who steers HMDT with energy, creativity and wisdom, and the Board is sincerely grateful to her for her commitment. The Board would also like to give particular thanks to the other Honorary Officers, Sir Leigh Lewis and Amanda King, and Committee Chairs, Michael Marx, David Ashley and Danny Stone (until July 2022) / Paul Giannasi (since March 2023).

Change of Trustees

During this financial year Tulip Siddiq MP and Ruth Wellin stood down on reaching the end of their eligible periods. Trustees wish to place on record our considerable gratitude to these trustees for their support and contributions.

We were delighted to appoint Taiwo Owatemi MP as an incoming Trustee.

Trustees' expenses & company administration

Costs relating to the governance of the charity are kept to a minimum. Trustees' expenses were minimal due to having meetings online, and an internally-facilitated trustees' "away day".

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2022/23 £nil). Details of Trustee expenses are disclosed in note 8.

Key management personnel

The Trustees have delegated the day-to-day management of HMDT to the Chief Executive. The Trust has the great good fortune to be led by a dynamic and inspiring Chief Executive, Olivia Marks-Woldman OBE, and by an outstanding Deputy Chief Executive, Dr Rachel Century, who are supported by an excellent and committed staff team. We are grateful for the hard work and achievements of the staff team during the year.

Trustees monitor the Trust's activities against its agreed goals at regular Board and sub-committee meetings, and participate in an annual Trustees' away day. Almost all of our Trustees are also members of at least one HMDT sub-committee, helping to shape our work in detail. Targets are reviewed annually and updated where appropriate. Our strategy is set out on our website in a clear summary so that all of our stakeholders are able to understand and identify with our organisational aims and goals.

Throughout the period under review HMDT has worked to ensure it operates effectively; follows good practice in all matters (including complying with the Charity Governance Code endorsed by the Charity Commission); provides value for money; and seeks to ensure that our business and management practices are safe and effective.

We are members of the National Council for Voluntary Organisations, and the Chief Executive is a member of the Association of Chief Executives of Voluntary Organisations. We have conducted extensive work to update consents and procedures to ensure

compliance with GDPR guidelines. We continue in our efforts to further develop our data compliance.

## Risk management

Trustees regularly review the organisational risks facing HMDT, and manage them in the following ways:

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered;
- The maintenance of a Risk Register which is regularly reviewed by the Finance and Operations Committee;
- An annual Trustee Away Day to consider strategic topics;
- Establishment of policies, systems and procedures to mitigate risks;
- Implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialize.

Key strategic risks include the following:

1) As Holocaust survivors reach the end of their lives, there are fewer survivors able to contribute to our work (eg to act as media spokespeople, and add to the development of our resources). There is a risk as a result that our work will become less effective and attract less interest. The implications of survivors passing away was addressed in our updated organisational strategy, 2020-2025, and is being addressed through our organisational work as noted earlier in the Report. Our 'future-proofing' work includes the development of the *Ordinary Objects, Extraordinary Journeys* project and other work to highlight and educate about artefacts.

   Trustees also address this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. This risk is also addressed operationally through a range of measures including developing life stories of people who were targeted for persecution, by conveying these life stories in a variety of ways, by regular staff consultation with Holocaust survivors, and by involving survivors in all HMDT activities and events.

2) An ongoing financial risk is that the UK Government may not renew or may substantially reduce its grant to HMDT, which would imply a loss of Government commitment to Holocaust Memorial Day. This is addressed by having a close working relationship with both ministers and senior officials at DLUHC, and through regular reporting, operating effectively, providing value for money, and demonstrating the impact that HMD has on those who attend our national and local activities.

3) A further financial risk is that as we have become a fundraising organisation Government support is reduced, and we lose our intimate relationship with Government. This could result in a perception more widely that the Government is less committed to HMD itself, and of HMD being perceived as less significant than it currently is. This is mitigated by our fundraising policy set by our Board, and by the many ways in which we seek to maintain strong and collaborative relationships with both ministers and officials in our sponsor Ministry, DLUHC.

4) A further risk is that the general public will fail to maintain interest and engagement in Holocaust Memorial Day. This is addressed by the identification each year of a new theme for HMD, and by the creative ways in which the HMDT staff team develop programmes of engagement. It has been further addressed by the development of the national moment, 'Light the Darkness', to engage even more widely and ensure a national moment of collective commemoration.

5) An additional risk is that stakeholders fail to understand the rationale for why HMD commemorates only certain specific genocides in addition to the Holocaust (i.e. those in Cambodia, Rwanda, Bosnia and Darfur). This is addressed through information on our website and our external communications activities. Our revised strategy also addresses this through having extended our willingness to comment on more recent atrocities, such as the treatment of Rohingya Muslims, which may in future be regarded as genocide.

These are all real and growing risks. We are addressing them through seeking to be impact-focused in all we do, and ensuring that through all our activities people who engage with HMDT can learn more about the Holocaust and recent genocides, increase their empathy and take action to improve society.

## Audit

An independent audit of the Financial Statements for the financial year ended 31 March 2023 was carried out by Knox Cropper LLP.

## Legal & HR

HMDT now obtains specialist HR advice and guidance from HR Services Partnership (now taken over by and known as Worknest). Our employee support programme is provided by BUPA.

## Reserves policy

The core funding for HMDT is provided by the Department for Levelling Up, Housing and Communities specifically for the objectives set out in our governing documents. Although the funding does not specially provide for the creation of reserves, DLUHC is committed to following the good practice recommended by the Charity Commission, given in particular that the timing of the allocation of our annual grant leaves a funding gap during April and May each year.

The Board of Trustees has accordingly adopted a reserves policy under which reserves are:

1. restricted to the funds needed for our ongoing working capital requirements, and

2. sufficient to enable HMDT to meet its contractual and statutory obligations in the event of our having to cease, or substantially alter, the way in which we operate.

The current reserves policy was reviewed by the Board of Trustees in June 2020. Following the review, the Board adopted a higher minimum reserves target of £155k which the charity exceeded at 31 March 2023. It has been agreed that this level will be reviewed and increased for future years.

Total free reserves available for these purposes at 31 March 2023 amounted to £172,836 (2021/22 - £252,747).

## Going concern

HMDT received a one-year grant from DLUHC for the year April 2022-March 2023, and was invited to apply for a further one-year grant of the same amount for the year April 2023-March 2024.

Grant expenditure is monitored closely throughout the year, with Trustee oversight exercised via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly to our liaison advisor at DLUHC throughout the year on the grant and our activities and have a close relationship with officials and Ministers in DLUHC. The Trustees are confident that this support will continue beyond March 2024.

We believe HMDT is a going concern based on the following facts:

- The £900k grant from DLUHC for 2023-24 is now in place; we received the initial 50% of £450k in July 2023, with the remaining 50% due in October 2023. This grant covers the vast majority of our core costs and the delivery of HMD 2024.

- We have received indications from DLUHC that we will receive a grant of £900k for 2024-25.

- We are confident of our ability to continue to secure fundraising from both individuals and organisations, including Trusts and Foundations, and we expect also that we will continue to receive grants from the devolved administrations to support our work in Scotland, Wales and Northern Ireland.

- Certain areas of our expenditure could be reduced if we were unable to achieve our target for fundraised income; these include the National Moment, community projects and public affairs events.

## Ensuring that HMDT is a good employer and maintains best practice in personnel, financial and administrative systems in line with best practice guidance and current legal requirements

### Staff

HMDT's staff team is its greatest asset; staff have worked exceptionally hard to ensure that, despite the uncertainties as we emerge from the pandemic, HMD has maintained its impact, making a difference to what people know about the past, feel about others today, and do to create a better future. The Board of Trustees is immensely grateful to all members of the staff team, and thanks them sincerely for their energy, commitment, creativity and passion.

Staff are provided with regular appraisals, support and supervision and training opportunities. This has continued as we emerge from the pandemic, with staff working in hybrid fashion. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including a bespoke skills workshops. As noted above, HMDT has an Employee Assistance Programme.

Additionally, staff enjoy many organisational social occasions (eg a summer picnic) to make sure HMDT is a good and enjoyable place to work.

### Remuneration policy

Remuneration for staff is set via guidance from the NJC, and benchmarking with charities of a similar size. It is regularly reviewed by the CEO, Senior Operations and Finance Manager and by the Finance and Operations Committee. The remuneration of the Chief Executive is set by the Chair and Trustees on the Finance and Operations Committee. We have a Performance Related Pay policy and process.

### Maintaining an effective office environment

HMDT has full Employer's Public Liability and contents insurance and has not made any claims in the year under review.

### Diversity and inclusion

The Trust is strongly and actively committed to advancing diversity and inclusion within all of its activities. It aims to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote diversity and inclusion, and tackle discrimination. Dedicated work to become more inclusive has taken place over the past year; including training and improved recruitment practices.

## Being an effective organisation

Impact study

An impact study which we commissioned was undertaken by Sheffield Hallam University in 2014-16. Its key findings demonstrated that HMD has a significant impact on those who attend HMD activities, making a difference to what they know (about the Holocaust, Nazi Persecution and more recent genocides), what they feel about other people, and what they actually do:

- 70% of respondents felt that, following participation in HMD, they were more aware of the causes and conditions that can lead to genocide
- 66% of respondents reported that HMD was responsible for them feeling more sympathetic toward people from different backgrounds
- 93% of respondents took some form of action as a result of attending an HMD event.

This study helped to inform our operating strategy and its findings are regularly considered. We have no reason to believe that they would be significantly different today.

We have ambitions to commission a further impact study, but it would be expensive to run it robustly, including with a longitudinal element, so this is unlikely to happen in the next financial year.

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2023 activities.

Comments included the following:

*Having marked HMD many times in the past, I found this year's theme of 'Ordinary*

*People' particularly impactful. Through events I held myself and events I attended, I think many people connected with this event and understood the humanity and individual stories of those affected by the Holocaust and subsequent genocides.*
Lucy, online and in-person HMD activity attendee

*I was inspired by the event we organised, because it brought people together from so many different communities, across the age-groups.*
Ed Pawson, HMD activity attendee

*I'm always moved by events of this nature. It inspired me to have conversations with friends and family.*
Chris Slee, who attended HMD activities and took part in Light the Darkness

*It inspired me to be an activist in anti-genocide movements and to understand the value in talking to and listening to survivors.*
Robyn Bradbury, who attended an online HMD activity, watched the UK Online Commemoration and took part in Light the Darkness

*It reinvigorated my unsuccessful efforts to know my father's Holocaust history. Miraculously I've just received a letter containing much of this after very many years of searching!!*
Tim, HMD activity attendee

*I noticed that the number of events and people attending has increased greatly this year and am interested to see how holding these events helps to bring communities together. They offer a chance for people to have more intimate and meaningful conversations together which deepens the connections between us.*
Christine Abbas, who attended HMD activities, watched the UK Online Commemoration and took part in Light the Darkness

*It had an enormous impact and made me ask myself how I can make a difference.*
Suzie Almond, who watched the UK Online Commemoration

**Trustees' responsibilities statement**

The Trustees (who are also directors of Holocaust Memorial Day Trust for the purposes of company law) are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the Trustees confirms that:

- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and

- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees are provided with appropriate Indemnity Insurance.

This report was approved by the Trustees on 21 September 2023 and signed on their behalf by:



**Laura Marks CBE**

**Chair – Trustee**



**Amanda King ACA**

**Treasurer - Trustee**

## Opinion

We have audited the financial statements of the Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2023 which comprise the statement of financial activities, the balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (FRC) Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The other information comprises the information included in the Trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared, is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption

from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

### Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charitable companies, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities . This description forms part of our auditor's report.

## Use of our report

This report is made solely to the charitable company's Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken, so that we might state to the charitable company's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's Trustees as a body, for our audit work, for this report or for the opinions we have formed.

Knox Cropper LLP

11 October 2023

Simon Goodridge, Senior Statutory Auditor
For and on behalf of Knox Cropper LLP, Statutory Auditor
65 Leadenhall Street
London
EC3A 2AD

Holocaust Memorial Day Trust
Statement of Financial Activities (SOFA)
For the year ended 31 March 2023

| | Notes | 2023 Restricted £ | 2023 Unrestricted £ | **2023 Total £** | **2022 Total £** |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and grants | 2 | 122,931 | 1,000,699 | **1,123,630** | **1,144,266** |
| Other income | 3 | - | 13,003 | **13,003** | **877** |
| Total income | | 122,931 | 1,013,702 | **1,136,633** | **1,145,143** |
| **Expenditure on:** | | | | | |
| Cost of raising funds | 4 | - | 51,126 | **51,126** | **45,876** |
| Fundraising costs | | - | 51,126 | 51,126 | 45,876 |
| Charitable activities | | | | | |
| Goal 1 (Increase Knowledge) | | - | 239,898 | 239,898 | **165,371** |
| Goal 2 (Work to a Better Future) | | - | 183,503 | 183,503 | **132,862** |
| Goal 3 (National Commemoration) | | - | 430,724 | 430,724 | **410,773** |
| Goal 4 (Outreach) | | 122,931 | 185,373 | 308,304 | **331,983** |
| Total expenditure | 4 | **122,931** | **1,090,624** | **1,213,555** | **1,086,865** |
| Net income /(expenditure) for year | | - | (76,922) | **(76,922)** | **58,278** |
| Funds brought forward | | - | 257,059 | **257,059** | **198,781** |
| Funds carried forward | | - | 180,137 | **180,137** | **257,059** |

All activities are derived from continuing operations.

All recognised gains and losses are included in the Statement of Financial Activities.

The notes on pages 51-60 form part of these financial statement

Holocaust Memorial Day Trust
Balance Sheet
As at 31 March 2023

| | Notes | 2023 | | 2022 | |
|---|---|---|---|---|---|
| | | £ | £ | £ | £ |
| Fixed assets | 10 | | **7,301** | | 4,311 |
| Current assets: | | | | | |
| Debtors | 11 | **53,347** | | 25,912 | |
| Cash at bank and in hand | | **282,676** | | 390,717 | |
| | | **336,023** | | 416,629 | |
| Creditors: amounts falling due within one year | 12 | **(163,187)** | | (163,881) | |
| Net current assets | | | **172,836** | | 252,748 |
| Net assets | | | **180,137** | | 257,059 |
| Represented by: | | | | | |
| Restricted funds | | | - | | - |
| Unrestricted funds | | | 180,137 | | 257,059 |
| Total Funds | | | **180,137** | | 257,059 |

The notes on pages 51-60 form part of these financial statements.

Approved and authorised for issue by the Trustees on 21 September 2023 and signed on their behalf by:

.....

**Laura Marks OBE**

**Chair – Trustee**

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Scotland SC05119

Holocaust Memorial Day Trust
Statement of Cash Flows
For the year ended 31 March 2023

| | Notes | 2023 £ | 2022 £ |
|---|---|---|---|
| **Cash flows from operating activities:** | | | |
| Net cash provided by (used in) operating activities | A | (103,825) | 110,951 |
| **Cash flows from investing activities:** | | | |
| Investment income | | 1,220 | 128 |
| Purchase of tangible fixed assets | | (5,437) | (4,102) |
| **Net cash (used in) provided by investing activities** | | (4,217) | (3,974) |
| **Change in cash and cash equivalents in the year** | | (108,041) | 106,977 |
| **Cash and cash equivalents brought forward** | B | 390,717 | 283,740 |
| **Cash and cash equivalents carried forward** | B | 282,676 | 390,717 |

Holocaust Memorial Day Trust
Statement of Cash Flows
For the year ended 31 March 2023

## Notes to the statement of cash flows for the year to 31 March 2023

### A Reconciliation of net movement in funds to net cash provided by (used in) operating activities

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| **Net movement in funds (as per the statement of financial activities)** | **(76,922)** | 58,278 |
| **Adjustments for:** | | |
| Depreciation charge | **5,941** | 7,754 |
| Investment income | **(1,220)** | (128) |
| Profit/loss on disposal of fixed asset | **(3,495)** | - |
| (Increase)/Decrease in debtors | **(27,435)** | (10,110) |
| Increase/(Decrease) in creditors | **(694)** | 55,157 |
| **Net cash provided by (used in) operating activities** | **(103,825)** | 110,951 |

### B Analysis of cash and cash equivalents

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| Cash at bank and in hand | **282,676** | 390,717 |
| **Total cash and cash equivalents** | **282,676** | 390,717 |

### C Analysis of changes in net debt

| **Cash and cash equivalents** | At 1st April 2022 | Cash flows | Other non-cash changes | At 31st March 2023 |
|---|---|---|---|---|
| Cash | 390,717 | (108,041) | - | 282,676 |
| | **390,717** | **(108,041)** | **-** | **282,676** |

## 1 Principal Accounting policies

A summary of the principal accounting policies, all of which have been applied consistently throughout the period is set out below.

### 1.1 Statutory information

Holocaust Memorial Day Trust is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 130 Wood Street, London, EC2V 6DL.

### 1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2023 presented in sterling and rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102 second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

### 1.3 Assessment of going concern

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

The Trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The Trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due.

The Department of Levelling Up, Housing and Communities has provided grant funding for the year to 31 March 2023. A grant of £900k has been awarded for 2023-24. The Trustees are confident that this support will continue beyond March 2024.

We are confident of our ability to continue to secure fundraising from both individuals and organisations, including Trusts and Foundations, and we expect also that we will continue to receive grants from the Devolved Nations to support our work in Scotland, Wales and Northern Ireland. Should the grant funding reduce, we would look to reduce our expenditure accordingly. The financial statements of Holocaust Memorial Day Trust have been prepared on a going concern basis.

### 1.4 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

| | | | |
|---|---|---|---|
| Computer and office equipment | - | 3 year | straight line |

Items costing more than £500 are capitalised.

### 1.5 Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are funds which are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. The charity's core grant from DLUHC is subject to specific terms and conditions. However, all of the charity's activities fall within the scope of the grant and therefore it is presented as unrestricted income.

Restricted funds comprise income received to be used for specific purposes within the charity's overall objectives.

### 1.6 Income recognition

Donations, grant income and other voluntary income are credited to the statement of financial activities during the appropriate financial period. Grant income receivable represents the total sums due to HMDT in respect of its activities for the accounting period under review. Any grant funding received prior to the period end date that relates to a future accounting period is included in deferred income.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

### 1.7 Expenditure recognition

Expenditure including irrecoverable VAT is charged to the statement of financial activities on an accruals basis.

Resources expended comprise the costs of charitable activities, which comprise expenditure on the charity's primary charitable purposes, i.e., Increase Knowledge, Work To a Better Future, National Commemoration, and Outreach. These include support costs, which represent the costs incurred by staff directly providing support for the charity's programmes. Support costs include management, finance, HR, and IT as well as Governance costs which comprise the costs which are directly attributable to the management of the charity's assets and the necessary legal and organisational procedures for compliance with statutory and governance requirements.

Costs that are directly attributable to specific activities are allocated to the charitable activities directly. Other costs including staff costs are apportioned to the groups of costs listed above on the basis of time spent. Other non-directly attributable costs are allocated on the basis of apportioned staff time.

### 1.8 Pensions

Following completion of their probationary period, employees of the Trust are entitled to join The Holocaust Memorial Day Trust Group Personal Pension Plan, a defined contribution pension scheme. Employees joining the pension scheme, operated by Aviva plc, contract directly with the insurance company. The Trust makes a contribution of 5% salary and employee contributes at least 3% salary. The Trust acts as agent in collecting and paying over employee contributions.

### 1.9 Operating leases

Leases for serviced accommodation are classified as operating leases. Rental charges are charged on a straight line basis over the term of the lease.

### 1.10 Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid.

### 1.11 Cash at bank and in hand

Cash at bank and in hand represents such financial statements and instruments that are available on demand or have a maturity of less than three months from the date of acquisition.

### 1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## 2 Donations and Grants

| | 2023 £ | 2022 £ |
|---|---|---|
| **Unrestricted Funds** | | |
| Grant from Department of Levelling Up, Housing and Communities (DLUHC) | **900,000** | 900,000 |
| Donations | **100,699** | 90,353 |
| **Legacies** | **-** | 35,000 |
| **Total Unrestricted Funds** | **1,000,699** | 1,025,353 |
| **Restricted funds** | | |
| Grants from Devolved Nations | **52,500** | 47,596 |
| Grants from Trusts and Foundations | **70,431** | 71,317 |
| **Total Restricted Funds** | **122,931** | 118,913 |
| **Total Donations & Grants** | **1,123,630** | 1,144,266 |

## 3 Other income

| | 2023 £ | 2022 £ |
|---|---|---|
| Bank Interest receivable | **1,220** | 128 |
| Other income | **11,783** | 749 |
| **Total** | **13,003** | 877 |

## 4 Analysis of Expenditure

**Current Year (2023):-**

| **Cost of raising funds** | **Restricted** | **Unrestricted** | **Total 2023** |
|---|---|---|---|
| Fundraising Costs | **-** | **51,126** | **51,126** |

| | **Activities Undertaken Directly (£)** | | **Governance (Note 5) (£)** | | **Other (Note 6) (£)** | | **Total Expenditure (£)** | | |
|---|---|---|---|---|---|---|---|---|---|
| | **R** | **U** | **R** | **U** | **R** | **U** | **R** | **U** | **Total** |
| Goal 1 – Increase Knowledge | - | 187,233 | - | 3,769 | - | 48,896 | **-** | **239,898** | **239,898** |
| Goal 2 – Work to a better future | - | 141,005 | - | 3,769 | - | 38,729 | **-** | **185,503** | **185,503** |
| Goal 3 – National Commemoration | - | 380,531 | - | 5,654 | - | 44,539 | **-** | **430,724** | **430,724** |
| Goal 4 - Outreach | 122,931 | 116,298 | - | 5,654 | - | 63,421 | **122,931** | **185,373** | **308,304** |
| | **122,931** | **825,067** | | **18,846** | **-** | **195,585** | **122,931** | **1,039,498** | **1,162,429** |

Prior Year (2022):-

| Cost of raising funds | Restricted | Unrestricted | Total 2022 |
|---|---|---|---|
| Fundraising Costs | - | 45,876 | 45,876 |

| | Activities Undertaken Directly (£) | | Governance (Note 5) (£) | | Other (Note 6) (£) | | Total Expenditure (£) | | |
|---|---|---|---|---|---|---|---|---|---|
| | R | U | R | U | R | U | R | U | Total |
| Goal 1 – Increase Knowledge | - | 123,337 | - | 2,720 | - | 39,314 | - | **165,371** | **165,371** |
| Goal 2 – Work to a better future | - | 97,607 | - | 2,720 | - | 32,536 | - | **132,862** | **132,862** |
| Goal 3 – National Commemoration | - | 365,674 | - | 4,080 | - | 41,019 | - | **410,773** | **410,773** |
| Goal 4 - Outreach | 118,913 | 163,138 | - | 4,080 | - | 45,849 | **118,913** | **213,070** | **331,983** |
| | **118,913** | **795,632** | **-** | **13,600** | **-** | **158,718** | **118,913** | **967,952** | **1,086,865** |

## 5 Governance costs

| | **2023** | 2022 |
|---|---|---|
| | **£** | £ |
| Audit fees | **8,760** | 7,992 |
| Accounting fees | **1,800** | - |
| Legal fees and other prof fees | **4,289** | 2,887 |
| Trustees' and meeting expenses | **2,779** | 487 |
| Trustee training and development | **-** | 2,076 |
| Bank charges | **1,218** | 158 |
| **Total** | **18,846** | 13,600 |

## 6 Analysis of other support costs

The Trust initially identifies the costs of its support functions. It then identifies those costs which relate to its governance function. Having identified its governance costs, the remaining support costs are apportioned between the charitable activities undertaken (see note 4) in the year. The basis of apportionment is staff time spent on key business area.

| Other Support Costs | 2023 £ | 2022 £ |
|---|---|---|
| Salaries and related costs | **145,246** | 116,650 |
| Rent, insurance and office equipment | **16,797** | 15,911 |
| Telephones and internet | **875** | 1,200 |
| IT and support costs | **5,940** | 5,123 |
| Other office costs | **26,727** | 19,834 |
| **Total** | **195,585** | 158,718 |

## 7 Net income/(expenditure) for the year

**This is stated after charging:**

| | 2023 £ | 2022 £ |
|---|---|---|
| Operating leases – land and buildings | **52,871** | 52,871 |
| Depreciation | **5,941** | 7,754 |
| Auditor's remuneration (including VAT) | **7,210** | 6,650 |
| Auditor's fees for other services (including VAT) | **1,550** | 1,342 |

## 8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £nil (2022: £30). The charity directly incurred £2,779 (2022: £1,966) on Trustees' meetings and £422 on travel and other expenses in the year.

## 9 Employees

During the period of this report there were on average 13 full time equivalent (FTE) employees (2022: 10)

| | 2023 £ | 2022 £ |
|---|---|---|
| Salaries and wages | **510,611** | 464,608 |
| Social security costs | **48,436** | 41,591 |
| Employer's contribution to defined contribution pension schemes | **21,935** | 19,689 |
| **Total** | **580,982** | 525,888 |

| | 2023 | 2022 |
|---|---|---|
| £90,000-£99,999 | - | 1 |
| £100,000-£109,999 | 1 | - |

The key management personnel of the charity in charge of directing and controlling, running and operating the company on a day-to-day basis comprise the Chief Executive, Director of Public Engagement and Deputy CEO, Senior Operations & Finance Manager, Head of Outreach, Head of Communications (left on 31 March 2023, and a replacement commenced employment 9th May 2023). The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £256,212 (2022 - £269,664).

## 10 Fixed assets

| | 2023 |
|---|---|
| | £ |
| **Cost** | |
| Balance at 1 April 2022 | 30,704 |
| Additions during the year | 5,467 |
| Disposals | (941) |
| Balance at 31 March 2023 | 35,200 |
| | |
| **Depreciation** | |
| Balance at 1 April 2022 | 26,393 |
| Charge for the period | 5,941 |
| Disposals | (4,435) |
| Balance at 31 March 2023 | 27,899 |
| | |
| **Net book value at 31 March 2023** | **7,301** |
| Net book value at 31 March 2022 | 4,311 |

All of the above assets are used for charitable purposes.

## 11 Debtors

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| Rent deposits | **6,133** | 6,133 |
| Other debtors and prepayments | **47,214** | 19,779 |
| | **53,347** | 25,912 |

## 12 Creditors: amounts falling due within one year

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| Trade creditors | 19,176 | 67,190 |
| Taxation and social security | 20,090 | 5,842 |
| Other creditors | 5,376 | 1,441 |
| Accruals and deferred income | 118,545 | 89,408 |
| | 163,187 | 163,881 |

## 13 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 14 Related party transactions

There are no related party transactions to disclose for 2023 (2022: none).

## 15 Commitments under operating leases

Total commitments under non-cancellable operating leases at 31 March 2023 were as follows:

| | 2023 | 2022 |
|---|---|---|
| | £ | £ |
| **Due within one year** | 20,041 | 31,423 |
| **Due within 2-5 years** | 10,368 | - |

## 16 Movement in Funds

Current Year (2023):

| | At 1 April 2022 £ | Income & Gains £ | Expenditure & Losses £ | At 31 March 2023 £ |
|---|---|---|---|---|
| Scotland HMD project | - | 20,500 | (20,500) | - |
| Wales HMD project | - | 15,000 | (15,000) | - |
| Northern Ireland HMD project | - | 17,000 | (17,000) | - |
| Shoresh Charitable Trust | - | 2,000 | (2,000) | - |
| Chidwick Trust | - | 12,500 | (12,500) | - |
| Leon Greenman/Arts Council | - | 40,300 | (40,300) | - |
| IHRA | - | 15,631 | (15,631) | - |
| **Total Restricted Funds** | - | 122,931 | (122,931) | - |

Previous Year (2022):

| | At 1 April 2021 £ | Income & gains £ | Expenditure & losses £ | At 31 March 2022 £ |
|---|---|---|---|---|
| Scotland HMD project | - | 19,000 | (19,000) | - |
| Wales HMD project | - | 14,096 | (14,096) | - |
| Northern Ireland HMD project | - | 14,500 | (14,500) | - |
| Leon Greenman - Outreach support workers | - | 36,001 | (36,001) | - |
| Ordinary Objects, Extraordinary Journeys | - | 35,316 | (35,316) | - |
| **Total Restricted Funds** | - | 118,913 | (118,913) | - |

## 17 Legal Status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of a winding up is limited to £10.

## 18 Comparative 2022 Statement of Financial Activities

Year ended 31 March 2022

| | Notes | 2022 Restricted £ | 2022 Unrestricted £ | 2022 Total £ |
|---|---|---|---|---|
| **Income from:** | | | | |
| Donations and grants | 2 | 118,913 | 1,025,353 | **1,144,266** |
| Other income | 3 | - | 877 | **877** |
| Total income | | 118,913 | 1,026,230 | **1,145,143** |
| **Expenditure on:** | | | | |
| Cost of raising funds | 4 | - | 45,876 | **45,876** |
| Fundraising costs | | - | 45,876 | **45,876** |
| Charitable activities | | | | |
| Goal 1 (Increase Knowledge) | | - | 165,371 | **165,371** |
| Goal 2 (Work to a Better Future) | | - | 132,862 | **132,862** |
| Goal 3 (National Commemoration) | | - | 410,773 | **410,773** |
| Goal 4 (Outreach) | | 118,913 | 213,070 | **331,893** |
| Total expenditure | 4 | 118,913 | 967,952 | **1,086,865** |
| Net income/(expenditure) for year | | - | 58,278 | **58,278** |
| Funds brought forward | | - | 198,781 | **198,781** |
| Funds carried forward | | - | 257,059 | **257,059** |

**HOLOCAUST MEMORIAL DAY TRUST**

England & Wales - Charity number 1109348

# Accounts

Company number: 05415454

Charity number: 1109348

Scotland SC05119




# HOLOCAUST MEMORIAL DAY TRUST

## TRUSTEES' REPORT AND FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 31 MARCH 2022

**Holocaust Memorial Day Trust**
**Reference and administrative information**


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**Holocaust Memorial Day Trust**
**Reference and administrative information**

The name of the charity is the **Holocaust Memorial Day Trust.**

## Patron and Honorary Officers

| | |
|---|---|
| Patron | HRH The Prince of Wales |
| Honorary President | Sir Ben Helfgott MBE |
| Honorary Vice-President | The Right Honourable The Lord Eric Pickles |

## Trustees and Staff

The work of HMDT is overseen by a Board of Trustees. The Trustees who served during the year and up to the date of this report are:

| | |
|---|---|
| Chair of Trustees: | Laura Marks OBE |
| Vice-Chair of Trustees: | Sir Leigh Lewis KCB |
| Treasurer: | Amanda King ACA |
| | HE David Ashley |
| | Dr John Howells OBE MP |
| | Hannah Lewis MBE |
| | Michael Marx |
| | Dr Joe Mulhall |
| | Dr Anita Peleg |
| | Naved Siddiqi |
| | Tulip Siddiq MP |
| | Danny Stone MBE |
| | Peter Suchet (appointed 20 July 2021) |
| | Revd. Dr Richard Sudworth (appointed 20 July 2021) |
| | Ruth Herzberg-Wellin |
| | Marie Van der Zyl |

The following Trustee retired on 20 July 2021:
Revd. Mark Poulson

## Company Secretary

Amanda King

## Staff

The following were members of staff at the date of this report:

Olivia Marks-Woldman OBE, Chief Executive

Alex Blake, Senior Education Officer
Dr Rachel Century, Director of Public Engagement and Deputy CEO
Rebecca Deakin, Operations Officer
Dr Toni Griffiths, Senior Outreach Officer
Pippa Harrison, Events Officer
Graham Jackson, Finance and Operations Administrator
Gayathiri Nadrajah, Head of Finance and Operations

Julia Marcuson, Fundraising Manager
Farayi Mungazi, Senior Communications Officer
Eva Oddi, Senior Outreach Officer
Naomi Sheer, Executive Support Officer
Bethan Tribe, Senior Communications Officer

Felix Baur supported the work of HMDT as a Gedenkdiener. Leanne Marx supported the work of HMDT as a volunteer.

The following individuals were employed during the year but not at the date of this report: Commeletia Allison, Barnabas Balint, Asel Guillot, Alexandra Haxton, Claudia Hyde, Paul Lautman, Laura Newlyn, Amber Pinto and Hin Thi.

The following individuals were temporary staff employed through an agency during the year but not at the date of this report: Roseanna Johnson and Ibby Lawson.

**Principal address**
PO Box 61074
London
SE1P 5BX

**Registered Office**
130 Wood Street
London
EC2V 6DL

**Country of registration**
England & Wales

**Auditor**
Knox Cropper LLP
65 Leadenhall Street
London
EC3A 2AD

**Bankers**
CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Scottish Widows Bank plc
67 Morrison Street
Edinburgh
EH3 8YJ

**Charity Number:** 1109348 (England and Wales): SC051197 (Scotland)

**Company Number:** 05415454

## 1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2021 to 31 March 2022.

This has been a particularly challenging year for the Trust, with successive waves of coronavirus and consequent changes to regulations impacting significantly on the planning and delivery of Holocaust Memorial Day 2022. The Trustees are delighted that, notwithstanding these challenges, HMDT was still able to deliver the national Holocaust Memorial Day commemorations with unprecedented impact and success. In particular, the Trust was able to deliver hybrid national UK commemorations, with the main UK ceremony held online on 27 January preceded by a smaller in person event on 17 January.

In respect of local commemorations, both in-person and online, many organisations were forced to make last-minute changes to their plans, and some decided not to hold commemorations at all, when additional restrictions came into effect in December 2021, as this was for many their key planning time for HMD events in late January. Nevertheless, the HMDT outreach team successfully supported many local organisers to hold successful events, despite the frequent changes to the covid situation, regulations and guidance.

## 2. Impact of the pandemic

In common with the rest of the country, and in particular with other charities, the pandemic had a significant impact on HMDT this year:

a) Staffing

Over the two years of the pandemic, there has been considerable staff turnover and challenges in recruitment. 50% of the staff team have joined since the pandemic which means they have not fully experienced office working as part of the team. This has posed significant challenges for a small team. Additionally there have been difficulties in recruiting staff to some posts, resulting in several posts being filled by temporary staff.

b) Outreach

As noted above, the pandemic impacted local organisers who were frequently forced to amend or cancel plans as regulations changed. Many locations that usually provide venues for HMDT events were closed or grappling with hybrid activity and trying to persuade visitors to return.

c) UK Ceremony

We took an early decision to hold a hybrid national Ceremony, with the main online Ceremony screened on 27 January, preceded by a preview of elements of the Ceremony to a small, invited audience on 17 January, using this opportunity also to undertake filming of some VIPs to be edited into the final broadcast.

HMDT remains gravely concerned that the societal context for our work has been impacted very negatively by the pandemic. As we saw last year, and has continued this year, the pandemic has been deliberately exploited (most often, online) by some to increase division and scapegoat minority groups – for example, 'Jews' or 'Zionists' being blamed for spreading

the disease and/or for profiting from the disease (using age-old antisemitic tropes) and with 'Asian' and/or specifically 'Chinese' people being blamed for spreading the virus.

The Trustees of the charity would like to place on record their thanks and admiration for the way in which the Chief Executive and her staff rose to these challenges, demonstrating the very best of which the Trust is capable.

## 3. Key developments over the year

a) Artefacts

We are developing ways to incorporate artefacts into all aspects of our work. Artefacts are evidence of the historical truth of the past, and will be an important element of 'future-proofing' Holocaust education, as fewer survivors remain able to share their experiences in person. Artefacts will also provide challenges to those who seek to deny or distort the historical record.

b) Light the Darkness national moment

Last year, in January 2021, we initiated a 'national moment' to 'Light the Darkness' while the nation was in lockdown. We were delighted with the huge and very positive response, and we made the decision this year to keep this as an annual opportunity for households around the country to place candles in windows to mark HMD, and to ask for major public buildings to be lit up in purple to support the national moment. We were delighted that, in January 2022, there was once again enormous positive support for this initiative.

## 4) Review of HMDT activities, April 2021 – March 2022

HMDT activities carry forward our strategic goals, in order to help achieve our mission: to learn from genocide, for a better future.

a) GOAL 1: Increasing knowledge of the Holocaust, Nazi persecution and recent genocides, illustrated by the experiences of people who were persecuted

## Headline information

- **Days to remember** we produced 6 worksheets (each focused on a significant date relating to the Holocaust, Nazi persecution of minority groups, and recent genocides) and included a different artefact for each.
- We produced 2 Kindertransport lesson plans aimed at primary and secondary age groups.

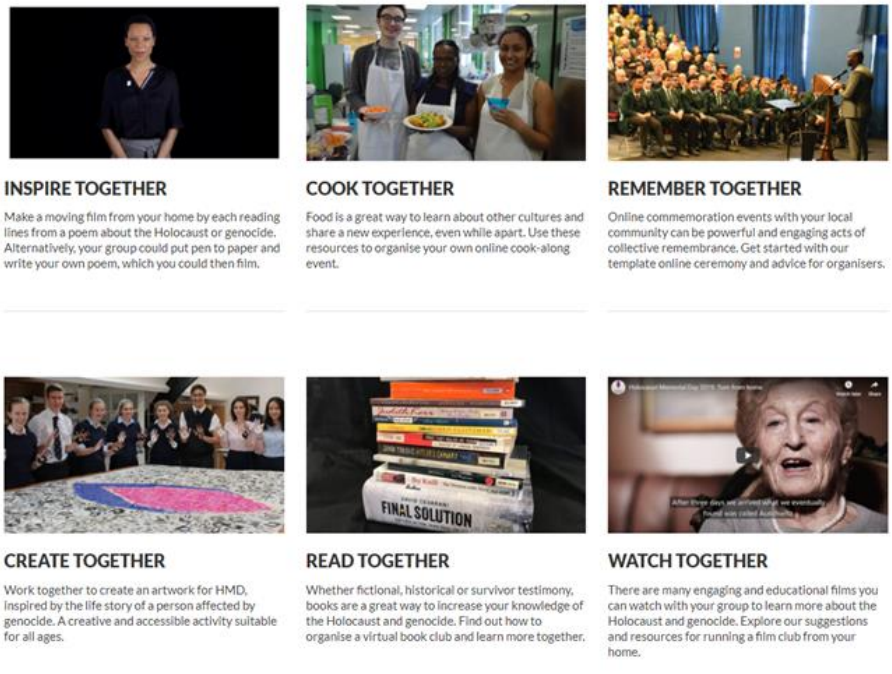
## Our theme

For HMD 2022 we developed the theme, **One Day**, and launched it at an online event in March 2021.

## Resources

We created new educational resources to support the theme and fill gaps in our 'offer' to schools, and we also promoted again our **HMD Together** suite of resources aimed at meaningful, interactive online commemorations.

**HMD Together** covers six areas: Remember Together, Read Together, Watch Together, Cook Together, Inspire Together and Create Together.



We launched these resources at an online event in September 2021, with more than 200 people logging on from across the UK. This event was carefully planned with external support to assist with logistics and moderation. Lord Dubs spoke powerfully about what we can learn from the Kindertransport, and Vera Schaufeld MBE spoke to our Gedenkdiener, Jakob Riegler, about her experience of antisemitism before traveling to the UK on the Kindertransport as a child.

With more in person local activities taking place this year, we distributed nearly 90,000 copies of our **About HMD** booklet, up from 25,000 in 2021 (which was at the height of the pandemic).

## Survivor engagement

We continued to hold online meetings with our Holocaust Survivors' Legacy Consultative Group and the Genocide Survivors Consultative Group. Not all members were able to use technology and join the meetings, but those who did were profoundly grateful for the contact and for the ability to maintain their involvement with HMDT. They were pleased to be able to continue advising us, and we were delighted that we were able to keep their insights contributing to our work.

In addition, HMDT staff made frequent calls to survivors to keep in touch, and check in on their welfare.

## International activities

Our international work is conducted predominantly through our involvement in the International Holocaust Remembrance Alliance (IHRA). HMDT's Chief Executive, Olivia Marks Woldman, is a member of the UK Delegation to IHRA, and recently served on the Troika of the Committee on the Holocaust, Genocide and Crimes Against Humanity with her term of office on the Troika ending in March 2021. She continues to serve as a Committee member, and as a member of the Museums and Memorials Working Group.

## HMDT Partnership Group

The HMD partnership Group is facilitated by HMDT and brings together 20 national organisations working together, in the fields of genocide commemoration and education, with a view to extending the reach and impact of Holocaust Memorial Day. Many of these organisations have branches across the UK which are active in planning local HMD activities each year.

## Royal Portraits

We were delighted to assist Clarence House with the project initiated by our Patron, HRH The Prince of Wales, to commission portraits of Holocaust survivors. This had been initiated in 2019 but delayed by the pandemic. We facilitated links with survivors throughout the pandemic, adding new contributors to the project as necessary. The final portraits were unveiled at Holocaust Memorial Day 2022, exhibited at The Queen's Gallery in Buckingham Palace, and were the subject of a major BBC documentary, broadcast on HMD 2022. We have encouraged those engaged by the exhibition and/or documentary to learn more about the individuals portrayed and about their experiences during the Holocaust.

b) GOAL 2: To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution

**Headline statistics:**

- Nearly 400,000 website visitors over the year
- 1.1 million website page views over the year
- Twitter followers increased from 35,000 to 40,000
- Instagram followers increased from 5,000 to 8,500

**Web and other digital content:** Website use has substantially increased over the past year, with 34% more visits and 41% more page views, and a 131% increase in file downloads in January 2022 compared with January 2021.

We published a range of blogs on different subjects, including tips for faith schools marking HMD, the fight to feel safe for young LGBTQ+ people, and a blog by the Imperial War Museum telling the story of one of their artefacts. We created numerous videos with information on subjects ranging from the ten stages of genocide, to Nazi persecution of black people.

All our digital content is designed to be factually based, to increase readers' knowledge, and to be well-designed with accessible language and imagery, for more engagement online.

Engagement rates and followers have increased across Instagram, Twitter and Facebook, with over 20 million impressions of our Twitter hashtag and an 875% increase in organic Instagram reach in January 2022 compared to January 2021.

Facebook page likes have increased during the financial year from 23,423 to 24,836.

HMDT's Twitter followers have increased from 35,238 to 39,338.

HMDT's Instagram followers have increased from 5,246 to 8,598.

**Volunteers:** As in earlier years we involved volunteers in helping us capture data on the thousands of local HMD activities. Volunteers supported us in particular over the period from December 2021 to February 2022.

**Update library images and literature:** Updating our image library is a major project to audit current images in the library, to check that we have up-to-date permissions for use and to check the scope of the permission (eg website only, social media platforms, length of use etc). This project has been made harder by working from home, without easy access to the server. We nevertheless made a start on the project in the last financial year, completing initial work, and we have made further progress this financial year. We have updated our image library, creating guidance for staff on saving and using images, and we have begun subscribing to Getty images to increase our access to quality images.

Updating our language and literature is another ongoing project that requires significant research. This year trustees discussed and agreed to update our language so that we now refer to 'the Roma Genocide', and to 'the Genocide in Rwanda Against the Tutsi'. It is a major piece of work to update language across all web pages and resources which will be continued in the coming financial year.

## c) GOAL 3: Ensure a national sense of collective commemorations to mark HMD

**Headline statistics:**

- Tens of thousands of viewers for the UK Ceremony broadcast
- Contributions to the UK Ceremony from the Prime Minister, the Rt Hon Boris Johnson MP; the Secretary of State for MHCLG, the Rt Hon Michael Gove MP; the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP; the Archbishop of Canterbury Justin Welby and the Chief Rabbi, Ephraim Mirvis
- Increased media coverage of HMD: 1,300 pieces (up from 1,200 in 2021)
- Increased broadcast coverage: 18% coverage (up from 12% in 2021)
- The 'One Show' on BBC television included a large segment on HMD, including Ceremony clips, reaching 2.5 million viewers
- More than 200 buildings 'Lit up the Darkness'
- Piccadilly Lights showed Generations images and candle-lighting sequence to Light the Darkness.

**Plan and deliver UK Ceremony:** Following our evaluation of the 2021 UK Ceremony, we agreed that for 2022 we wanted to keep the huge reach of online viewers and therefore to repeat an online Ceremony that was open to all to view. However, we also wanted to ensure that collective commemorations could take place in person and accordingly we decided to screen a preview of elements of the UK Ceremony film to a small audience of VIPs and survivors, and to use this as an opportunity to conduct filming which could then be edited into the final broadcast.

### *A) Online UK Ceremony broadcast*

Broadcast: As in 2021, we ensured that the Ceremony was presented 'as live', invited guests (who had been invited to the auditorium event pre-pandemic), and sent the programme and candles in advance to guests. We completed many elements of the filming in advance, and were able to use clips to promote the Ceremony and encourage members of the public to register to watch the Ceremony broadcast.

Survivors: Survivors were invited to watch the UK Ceremony broadcast, and HMDT sent gift boxes with treats and refreshments to them to enjoy alongside the Ceremony, together with a memorial candle and the programme. These were hugely appreciated, and helped make the survivors feel honoured.

Ceremony film content: The Ceremony was anchored by narrator, Sandi Toksvig, who referenced her father's and grandparents' experiences of hiding Jewish families during the Holocaust. The core content of the Ceremony film was based on the concept of survivors telling different audiences about their experiences of genocide. This enabled viewers to feel drawn into the experience of hearing the testimony, as well as showcasing the different audiences who mark HMD around the country (eg a Scout group in Surrey and members of the South Yorkshire Fire and Rescue Service). We were delighted that these contributions included the Prime Minister, listening to Holocaust survivor Manfred Goldberg, who shared testimony about 'one day' when his brother was taken by the Nazis.

Short films, narrated by Stephen Fry, gave factual historical background, with archive imagery, of each recent genocide, ensuring personal testimony was contextualised with accurate information.

We were delighted that the Secretary of State, the Rt Hon Michael Gove MP, gave a powerful and supportive speech as a central part of the Ceremony film.





*Images from the UK HMD 2022 Ceremony*







Content tailored for online broadcast: We created Ceremony content that could not have been included had the Ceremony been in an auditorium, for example:

- Joining messages from people across the country, including National Trust volunteers in the Farne Islands in Northumberland, the station-master at Mortlake Station, the Kew Park girls football team, staff in a Nat West branch, paediatric staff in an NHS ward, and a lifeguard in North Devon;

- Survivors of the Holocaust and recent genocides sharing their experiences with different groups around the country; and

- Contributions from senior political and faith leaders.

Audience reach: Because we brought our production timelines earlier, we were able to work with the BBC and other broadcasters to show clips of the Ceremony. The BBC's The One Show included a major segment on Holocaust Memorial Day, anchored by Rob Rinder and showing several clips of the UK Ceremony.

Fewer devices logged on to watch the Ceremony than in previous year, but anecdotal evidence suggests that more people watched per device – with elderly people in particular, who in 2021 were isolated in their homes, this year joining family members to watch the Ceremony together. We estimate that, overall, similar numbers of people viewed the ceremony – amounting in total to some tens of thousands of individuals.

Millions more watched segments through mainstream broadcasters. The One Show was watched by more than 2.5 million people, and millions viewed clips shown on news programmes.

*'As a former history teacher, I was so interested to find out more about personal stories, and I learned so much. It was in the details rather than overviews of events, and I certainly learnt more about genocides that have taken place since the Holocaust. I was only young when the genocide in Cambodia took place but was an adult when the genocides in Eastern Europe and Rwanda took place, for example. And yet I feel this is where I knew the least, so understanding more about what happened in each was an eye opener for me.'*

Nancy Kirk, Ceremony viewer

*'Watching the Ceremony made me feel that we all need to be strong and united in supporting survivors of the Holocaust and genocides, and ensure that we speak up against countries where racism and genocides are taking place.'*

Peter Knight, Ceremony viewer

### *B) In person event*

This event – held on the 17th of January 2022 - was initially planned for approximately 150 people, but, due to the pandemic, had to be reduced to approximately 50 people. They included VIPs who were filmed making speeches (the Secretary of State, the Rt Hon Michael Gove MP, and the Chief Rabbi) and lighting candles (including the Metropolitan Police Commissioner, Dame Cressida Dick; the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP, and faith leaders), and survivors who were featured in the Ceremony. Additionally a small number of donors were invited, as well as senior officials from DLUHC, and key stakeholders who had supported HMDT.

### *C) Light the Darkness*

Last year we initiated a national moment of collective commemoration at 8pm on Holocaust Memorial Day: 'Light the Darkness'. The response was so enthusiastic that Trustees have decided to make this an annual event.

The Light the Darkness moment was promoted across many platforms, including radio stations such as Heart and Classic. Additionally, we were given billboard advertising space at greatly reduced cost, across the UK.

The engagement was extraordinary and went far beyond our hopes.

More than 200 buildings lit up in purple, Piccadilly Circus screened images of Holocaust survivors on the vast Piccadilly Lights screens, and Light the Darkness led the national news at 8pm and 10pm.

We felt we had really achieved our ambition to bring people together in a collective national endeavour.

We thank all those organisations who supported us in this powerful and very visual way.










*Top left: Titanic Belfast lights up in purple © Richie Lavery; Top right: Sandi Toksvig lights the darkness (Twitter); bottom left: Households lighting candles to commemorate HMD © John Sheer; bottom right: London Eye lights up in purple © Grainge Photography*

The reach was extraordinary and went far beyond our initial ambitions. On the social media platform Twitter there were **49.1K** #LightTheDarkness mentions and **25.6k** @HMD_UK

mentions on 27 January, with **24million** trend impressions (how many people saw the Trend on the day).

### Support ceremonies in Scotland, Wales and Northern Ireland

As in previous years, we supported Ceremonies in Scotland, Wales and Northern Ireland. This year for the first time HMDT received grants in support of our work from each of the home nations; for Northern Ireland and Scotland the grant was to co-ordinate the Ceremonies which were held.

Scotland: We worked with the Edinburgh Interfaith Association to plan and deliver a filmed Ceremony, supported by the Scottish HMD Steering Group (chaired by HMDT).

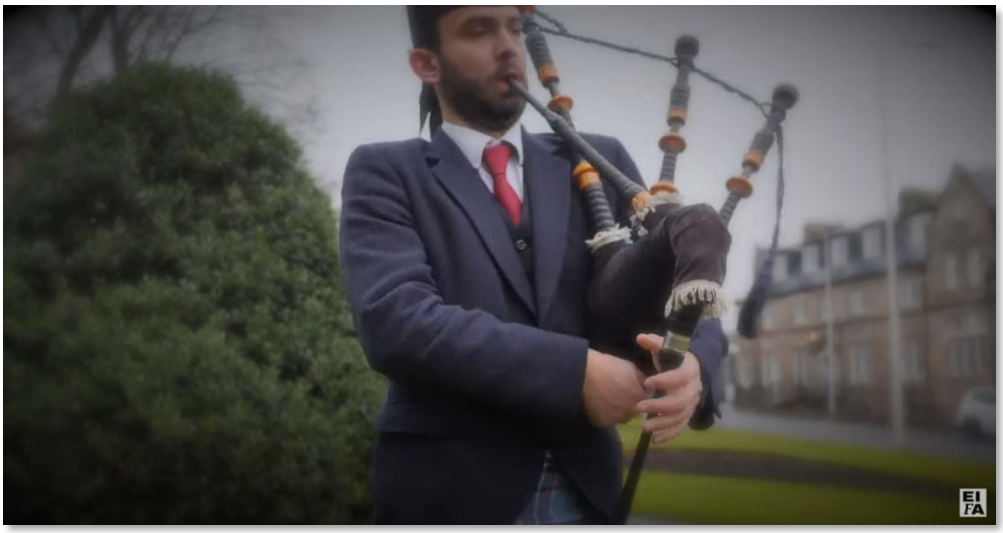


*Image from the Scottish Ceremony*

Northern Ireland: We worked with a Belfast-based Support Worker to plan and deliver a filmed Ceremony, supported by the Northern Ireland HMD Steering Group (chaired by HMDT).



*Image from the Northern Ireland Ceremony*

Wales: HMDT supported the Welsh Government's plans for a filmed national Ceremony.



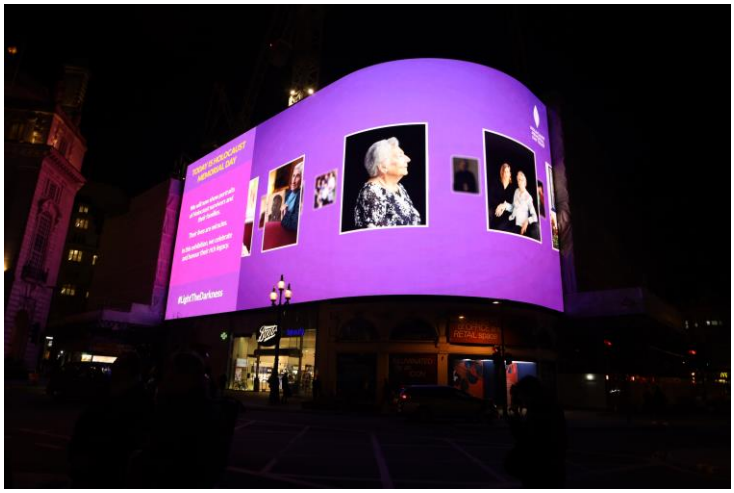
*Image from the Welsh Ceremony*

**Increase knowledge and raise awareness through the media:** As in previous years, we carefully considered the best way to support media interest in HMD. Given the weight of demand around Holocaust Memorial Day and the challenges posed by the pandemic, Trustees felt that the most cost-effective way to achieve media reach was to bring in external expertise and assistance in the run-up to HMD. To make the most of this brief, we included support for media interest through more of the year, not only in the HMD period.

We again commissioned Trafalgar Strategy, in June 2021, for this purpose and were very grateful to them for their efforts.

Their assistance helped HMDT reach people during the year with op-eds from HMDT at key points in the year as well as in January. They also helped ensure that Light the Darkness achieved its very considerable reach and profile and supported extensive coverage of the UK Ceremony, ensuring that many millions of people were aware of HMD and able to learn about its purpose and key messages.

We were particularly pleased with coverage in tthe Metro of parliamentarians across the House wearing the HMD pin badge; of the Piccadilly Lights coverage; of The One Show featuring Ceremony clips; and of the BBC documentary about the Seven Portraits of Holocaust survivors.








What badge are MPs wearing today? Holocaust Memorial Day badge explained – and where to get one

Comment

Evelyn Richards
Wednesday 26 Jan 2022 12:51 pm

20 SHARES

The Prime Minister was spotted wearing a purple flame badge (Picture: PA)

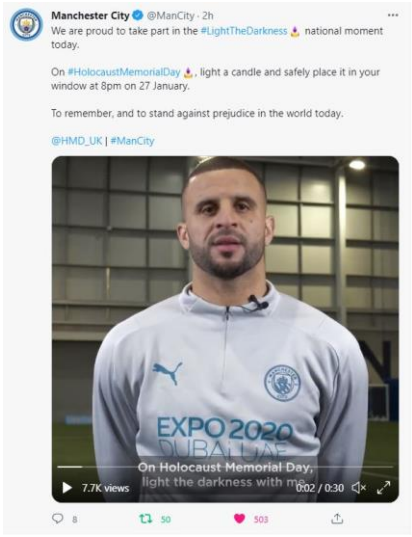


*Top left: Piccadilly Lights screening the Cermony © Grainge Photography; Top right: Olivia-Marks-Woldman OBE on BBC Breakfast; Bottom left: article in the Metro; Bottom right: House of Parliament lit up in purple*

## Increase knowledge and raise awareness through social media

Our social media posts continued to focus heavily on statistical and contextual information, as well as life stories of individuals affected by genocide, in order to achieve our desired outcomes of increasing knowledge and empathy. We created and shared short films and blogs, as well as retexting relevant articles from reputable sources.

As well as maintaining our Facebook and Twitter accounts, we also focussed on increasing our Instagram reach, and were delighted to see a significant increase.




*Tweet by Manchester City on HMD 2022*

## Increase knowledge and raise awareness through events

We held a Parliamentary reception in January 2022; originally planned as an in-person event, it was in the end held as an online event due to the pandemic. The purpose of the event was to raise awareness of HMD 2022 amongst parliamentarians, encouraging them to attend local constituency HMD events, watch the UK Ceremony and participate in Light the Darkness. The event included a private screening of some elements of the online Ceremony, and ended with participants being invited to light a candle. We were honoured that DLUHC Minister, Kemi Badenoch MP, spoke at the event.

In March 2022, we held an event to reflect on the reach and impact of HMD 2022, and to learn more about the war in Ukraine. We were delighted to have as speakers journalist Lyndsay Hilsum, who had recently returned from reporting from Ukraine, and policy expert Dr Kate Ferguson, who spoke about the architectures and developments of violence. The event was held for approximately 50 stakeholders.

## d) GOAL 4: To support individuals, organisations and communities across the UK to mark Holocaust Memorial Day (HMD) profoundly and meaningfully

### Headline stats:

- 3,200 organisations marked HMD in 2022 (2,800 in 2021)
- 4,200 activities took place (3,600 in 2021)
- Number of local authorities involved in marking HMD stayed about the same (an increase of 3 in 2021)
- 25% of state secondary schools marked HMD in 2022 (compared with just over 20% in 2021)
- Successful youth engagement, with 323 youth-related organisations marking HMD 2022 (compared with 265 youth organisations in 2021)

### Examples of local HMD events:

Students at Brannock High School in North Lanarkshire created memorial pebbles which were laid under a tree at an HMD memorial service led by students.

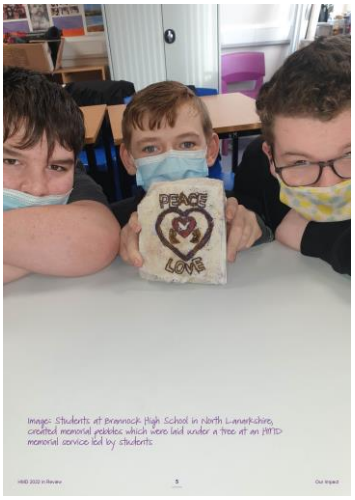


Image: Students at Brannock High School in North Lanarkshire, created memorial pebbles which were laid under a tree at an HMD memorial service led by students


Image: Participants at HMP Low Moss used 'The World at War' documentaries as a point of discussion during philosophy sessions and read 'The Diary of Anne Frank' during book group. They also created artworks in response, as pictured.

Participants at HMP Low Moss used 'The World at War' documentaries as a point of discussion during philosophy sessions and read 'The Diary of Anne Frank' during a book group. They also created artworks in response, as pictured.



Eden Girls, an all-girls Muslim faith-based secondary school in East London, hosted Smajo Bešo, a survivor of the genocide in Bosnia. Smajo spoke to a group of students about his experiences as a child in Bosnia, and what it was like to come to the UK as a refugee. Students had time to ask questions and discuss what they had learnt. In response they created a banner for the front of their school to welcome refugees in their area, and brought donations of clothes, books and toys for recently arrived refugee families. These were distributed by Hackney Migrant Centre, Care4Calais East London and Waging Peace.

One student reflected: *'It's not just words in a history textbook anymore. It's someone who we've seen and he's told us his own story about how his life has been affected, so everything just became a lot more real.'*

## Outreach activity

Overall statistics

*Table 1 UK Regional breakdown of number of organisations marking HMD*

| Region | 2021 | 2022 | Change | Percentage change |
|---|---|---|---|---|
| East Midlands | 173 | 184 | 11 | 6% |
| East of England | 196 | 283 | 87 | 44% |
| Greater London | 509 | 586 | 77 | 15% |
| North East | 125 | 181 | 56 | 45% |
| North West | 289 | 365 | 76 | 26% |
| Northern Ireland | 41 | 99 | 58 | 141% |
| Scotland | 234 | 215 | -19 | -8% |
| South East | 431 | 347 | -84 | -19% |
| South West | 169 | 219 | 50 | 30% |
| Wales | 147 | 223 | 76 | 52% |
| West Midlands | 243 | 244 | 0 | 0% |
| Yorkshire and Humber | 225 | 246 | 21 | 9% |
| Channel Islands | 7 | 10 | 3 | 43% |
| Virtual | 8 | 0 | -8 | -100% |
| International | 5 | 10 | 5 | 100% |
| **Total** | **2,802** | **3,212** | | **14%** |

We were delighted to see growth in most regions of the UK. The locations with the largest increases were those with a dedicated support worker based in the area and able to focus particularly on encouraging and supporting local organisations to mark HMD. These were Northern Ireland and Wales, whose support workers were funded by the devolved government administrations.

*Table 2 UK Regional breakdown of local HMD activities*

| Region | 2021 | 2022 | 2021-2022 change | Percentage change |
|---|---|---|---|---|
| East Midlands | 187 | 231 | 44 | 24% |
| East of England | 250 | 358 | 108 | 43% |
| Greater London | 713 | 790 | 77 | 11% |
| North East | 163 | 206 | 43 | 26% |
| North West | 498 | 476 | -22 | -4% |
| Northern Ireland | 49 | 170 | 121 | 247% |
| Scotland | 372 | 361 | -11 | -3% |
| South East | 415 | 416 | 1 | 0% |
| South West | 289 | 516 | 227 | 79% |
| Wales | 179 | 259 | 80 | 45% |
| West Midlands | 275 | 264 | -11 | -4% |
| Yorkshire and Humber | 209 | 154 | -55 | -26% |
| Channel Islands | 5 | 4 | -1 | -20% |
| Other | | 5 | | |
| **Total activities** | **3,604** | **4,208** | **604** | **17%** |

Taking the above tables together in 2022 more than 3,200 organisations held over 4,200 activities. Both figures represent a notable increase on the number recorded in 2021.

*Table 3 Organisations marking HMD by Organisation type*

| Organisation Type | 2020* | 2021 | 2022 | 2021-22 Difference |
|---|---|---|---|---|
| Arts Organisation | 59 | 71 | 70 | -1 |
| Business | 41 | 62 | 72 | 10 |
| Charity | 79 | 90 | 80 | -10 |
| Cinema | 191 | 1 | 21 | 20 |
| Community Group | 72 | 79 | 74 | -5 |
| Education – FE | 53 | 46 | 54 | 8 |
| Education – HE | 107 | 177 | 197 | 20 |
| Education – Primary | 394 | 406 | 494 | 88 |
| Education – Secondary | 706 | 939 | 1051 | 112 |
| Education – SEN | 43 | 34 | 53 | 19 |
| Embassy | 1 | 3 | 1 | -2 |
| Emergency Service | 26 | 34 | 102 | 68 |
| Faith and Interfaith | 306 | 256 | 225 | -31 |
| Government departments | 24 | 16 | 24 | 8 |
| Individual | 37 | 19 | 10 | -9 |
| Library | 1227 | 134 | 189 | 55 |
| Local Authority | 246 | 277 | 259 | -18 |
| Members of Parliament* | | 15 | | -15 |
| Museum and Heritage | 49 | 45 | 80 | 35 |
| Other | | 20 | 16 | -4 |
| Prison | 24 | 4 | 17 | 13 |
| Publishers | | 2 | 7 | 5 |
| Pupil referral unit | | 3 | 7 | 4 |
| Social Care and Health | 18 | 13 | 16 | 3 |
| Sport | 32 | 17 | 18 | 1 |
| Trade Union | 17 | 10 | 22 | 12 |
| Trust or Foundation | | 6 | 3 | -3 |
| Youth Organisation | | 34 | 49 | 15 |

*MPs being analysed separately for 2022

These figures need to be seen with the pandemic in mind: for example, in 2020 nearly 200 cinemas marked HMD, whereas in the lockdown in January 2021 cinemas were closed and only 1 conducted an online event. This year, as places of entertainment were slowly coming out of the pandemic though many were still closed completely, we were pleased to support 21 cinemas to mark HMD.

HMDT will use these data to inform our outreach work over the coming financial year. For example, there is clearly scope to expand HMD within faith and interfaith environments, and in the health and social care fields, and we would like to consolidate the growth in HMD in prisons and cultural centres (museums, galleries etc). The growth in these sectors (prisons and cultural centres) is in large measure due to HMDT having received funding for targeted outreach in these areas.

Schools

*Table 4 – Overview of schools engaged with HMD*

| | Total Number of schools marking HMD | Total Number of HMD activities in schools |
|---|---|---|
| HMD 2019 | 686 | 7,986 |
| HMD 2020 | 1,144 | 13,300 |
| HMD 2021 | 1,255 | 1,619 |
| HMD 2022 | 1,605 | 2,090 |

We are delighted that HMD activity has grown in schools to more than 2020 levels, despite the pressures that teachers have been under during the pandemic. The HMDT team has worked hard to support school staff in marking HMD, and focused more on engaging new schools to mark HMD than in encouraging existing schools to undertake multiple HMD activities. This change in approach is to increase the impact of HMD.

*Table 5 UK - breakdown of schools marking HMD*

| | Total Number of Schools marked HMD | Total state schools in UK | % of UK state schools marking HMD 2022 | % of UK state schools marking HMD 2021 |
|---|---|---|---|---|
| Primary | 494 | 20,806 | 2 | 2 |
| Secondary | 1,051 | 4,190 | 25 | 20 |
| SEN | 53 | 1,238 | 4 | 2 |
| PRU | 7 | 348 | 2 | Not calculated |

We are delighted that HMD is now marked in a quarter of state secondary schools in the UK, though of course this indicates the potential scope for further growth. As noted above, these data include the HMD activities run or facilitated by sister organisations (eg 290 schools joining HET's webcast with 40 schools holding survivor talks, 157 schools joined events by the Anne Frank Trust and Big Ideas engaged 125 schools).

The data also include HMD events run by other organisations whom HMDT has supported with HMD materials, eg 332 schools joined events run by the National Literacy Trust whilst 91 schools joined events run by the National Centre for Children's Books.

While some schools joined events run by more than one organisation,HMDT has sought to remove duplication so that the figures shown record the total number of individual schools which marked HMD and the total number of HMD activities which were held.

*Table 6 England - breakdown of schools marking HMD*

| | Total Number of Schools marked HMD 2022 | Change from HMD 2021 | Total state schools in England | % of English schools marking HMD 2022 | % of English schools marking HMD 2021 |
|---|---|---|---|---|---|
| **Primary** | 441 | +92 | 16,769 | 3 | 2% |
| **Secondary** | 929 | +230 | 2,319 | 40 | 30% |
| **SEN** | 51 | +29 | 1,044 | 5 | 2% |
| **PRU** | 7 | | 348 | 2 | |
| **Total** | **1,428** | **+358** | **20,480** | **7** | **5** |

Whilst the UK-wide figure for state secondary schools marking HMD 2022 is 25%, in England this figure rises to 40%. This large-scale participation in HMD in English schools is very welcome but it also points to the scope for increasing the number of schools that mark HMD in Scotland, Wales and Northern Ireland, and will inform our approach next year.

All but two of the SEN schools marking HMD are in England.

The disparities between English schools and those in the devolved nations marking HMD is likely to be due to a number of factors including:

- In January 2022, Covid was affecting parts of the UK differently, and regulations were different across the devolved nations; in particular large numbers of schools in Scotland were closed completely;
- HMDT is doing focused work in integration areas, most of which are in England; and
- Most of our sister charities engaged in HMD work are based in England.

*Table 7 Integration Areas*

| | Number of secondary schools in integration area marking HMD | Year on year change |
|---|---|---|
| **HMD 2018** | 13 | - |
| **HMD 2019** | 37 | +24 |
| **HMD 2020** | 64 | +27 |
| **HMD 2021** | 48 | -16 |
| **HMD 2022** | 56 | +8 |

*Table 8 Integration Area Breakdown*

| Area | Number of secondary schools that marked HMD 2020 | Number of secondary schools that marked HMD 2021 | Number of secondary schools that marked HMD 2022 |
|---|---|---|---|
| **Bradford** | 14* | 15 | 8 |
| **Blackburn with Darwen** | 10 | 8(+3)** | 15 |
| **Peterborough** | 9 | 4 | 6 |
| **Walsall** | 7 | 5 | 9 |
| **Waltham Forest** | 11 | 4 | 6 |
| **Dundee** | 4 | 7 | 1 |
| **Cardiff** | 5 | 3 | 6 |
| **Belfast** | 4 | 5 | 5 |

*Including Bradford Central Pupil Referral Unit
**includes 3 schools who posted about HMD on their social media but where activities could not be verified

Local authorities, esp integration areas

*Table 9 Local Authorities by Region/Nation*

| Region | HMD 2020 | HMD 2021 | Change 2020-2021 | % | HMD 2022 | Change 2021-2022 | % |
|---|---|---|---|---|---|---|---|
| Channel Islands | 1 | 0 | -1 | -100 | 0 | 0 | 0 |
| East Midlands | 28 | 22 | -6 | -21 | 21 | -1 | -5 |
| East of England | 31 | 23 | -8 | -26 | 25 | 2 | 9 |
| Greater London | 30 | 29 | -1 | -3 | 29 | 0 | 0 |
| North East | 8 | 10 | 2 | 25 | 11 | 1 | 10 |
| North West | 23 | 18 | -5 | -22 | 22 | 4 | 22 |
| Northern Ireland | 4 | 7 | 3 | 75 | 9 | 2 | 29 |
| Scotland | 18 | 18 | 0 | 0 | 14 | -4 | -22 |
| South East | 30 | 25 | -5 | -17 | 25 | 0 | 0% |
| South West | 18 | 15 | -3 | -17 | 19 | 4 | 27 |
| Wales | 13 | 13 | 0 | 0 | 15 | 2 | 15 |
| West Midlands | 19 | 15 | -4 | -21 | 12 | -3 | -20 |
| Yorkshire and the Humber | 9 | 9 | 0 | 0 | 14 | 5 | 6 |
| **Total** | **232** | **204** | **-28** | **-12** | **216** | **12** | **6** |

The overall number of local authorities which engaged in HMD 2022 activities as a primary organiser notably increased compared to 2021.

*Table 10 Local Authorities and Integration Areas*

| Local Authority | 2020 | 2021 | 2022 |
|---|---|---|---|
| Belfast | Yes | Yes | Yes |
| Blackburn with Darwen | Yes | Yes | Yes |
| Bradford | Yes | Yes | Yes |
| Cardiff | Yes | Yes | Yes |
| Dundee | Yes | No | No |
| Peterborough | Yes | Yes | Yes |
| Walsall | Yes | Yes | Yes |
| Waltham Forest | Yes | Yes | Yes |

In 2022 the number of local authorities that participated in a HMD activity from integration areas was 7 out of 8, consistent and unchanged in comparison with 2021.

**Youth engagement**

This year our key success was in overseeing an increase in the number of youth organisations marking Holocaust Memorial Day, despite the challenges brought on by the global pandemic. Additionally, the Scout Association included HMD in their social action badge, thus significantly increasing the number of cubs and scouts engaging with HMD.

Our youth engagement covers two strands: (a) encouraging young people to run HMD events, and (b) encouraging young people to take part in a specific HMDT youth engagement project. To do this we have the support of two groups that we established a couple of years ago: our Youth Consultative Group (YCG), comprising representatives from national youth organisations, and our Youth Voices, comprising young people themselves.

**a)** Youth-related organisations marking HMD 2021

This year we saw an increase in the number of youth related organisations running HMD activities, with a total of **265** youth organisations marking HMD. These comprised activities noted in the tables above, in higher and further education settings, and in youth organisations and groups.

Overall this represents an increase of **37 %** in the number of youth-related organisations marking HMD compared to 2020, and an increase of **119 %** compared to 2019. Of the total of 265 youth organisations marking HMD, **118** were the primary organisers (the others were events where the youth-related organisation supported and assisted, rather than led, the development of the event). This reflects the collaborative nature of many higher education events, which made up the highest proportion of events.

We also saw a notable engagement from the university community, with Higher Education (HE) making up **75%** of the youth related organisations. HE organisations include

universities, university departments, student unions and societies (eg Jewish or History Societies). Most university events involved multiple organisations, for example the Student Union and the History Department, or the Jewish Society and the Student Union.

**a)** Youth engagement project

We again ran a youth photography competition, connecting directly with young people under 25 years old. The theme for Holocaust Memorial Day (HMD) 2022 was **One Day**. To find out what this theme meant to young people across the UK, we asked them to send us a photo that finished the sentence 'One Day...'.

The competition was launched with a youth event *One Day: The power of photography,* held on 14th October 21*,* and attended by approximately 50 people. Three leading youth voices in Holocaust and genocide education each shared a photo and spoke about *One Day* in the past, present and future. They were joined by Mussa Uwitonze, a Rwandan survivor and photographer, who spoke about using photography as a tool for social change.

We were delighted to announce a formidable line up of competition judges, including star photographer Rankin, Open Eye curator Mariama Attah, and Rwandan survivor and photographer Mussa Uwitonze. They were joined by HMDT Trustee, Tulip Siddiq MP, and our CEO, Olivia Marks-Woldman OBE.

Young people submitted photos directly to HMDT and the judges chose a selection of the best ones to form an exhibition: *One Day*. The exhibition was launched in the run up to HMD 2021, and shown at the small in-person event to mark the UK Ceremony. The exhibition can be viewed online and was also screened before the online national ceremony and at the small in-person ceremony. The exhibition was subsequently displayed at the National Liverpool Museum for the whole of April and at Leicester Guildhall Museum for the whole of June.

The competition was run differently this year, which unfortunately did not prove to be successful. For HMD 2021, the youth organisations on our Youth Consultative Group (YCG) ran their own parallel photography competitions whereas this year they asked us to run one national competition and promoted it to their membership. This resulted in under 100 entries, compared with 400 the previous year. We shall be looking at this experience in our planning for the current year.

**b)** Youth engagement support groups

Youth Consultative Group (YCG): We worked closely with the existing members of the YCG: the Scout Association, Girlguiding UK, NUS, UJS, and welcomed a new member, Access Sports. They worked with HMDT to promote HMD to a diverse youth audience. This year the Scout Association linked HMD to two badges, and all members promoted HMD on their websites and across internal and external communications channels.

Youth Voices: We worked with five existing youth members, and additionally welcomed five new members to the group. All are young people aged between 18 and 26 years old who volunteer their time to support HMDT, discussing ideas for youth engagement and giving us feedback on youth projects.

### 75 Memorial Flames

Our exhibition of 75 Memorial Flames, created by community groups across the country, had been developed during 2019-2020, and launched at HMD 2020. The initial plan had been to take the exhibition to venues across the UK throughout the 75th anniversary year of 2020, ie during the financial year 2020-2021. However, due to the pandemic, these plans had unfortunately to be cancelled.

### Materials & impact studies

As in previous years, we produced and distributed flame pin badges, and produced HMD banners.

We surveyed local HMD activity organisers and others through our networks to find out about the reach of HMD, and the impact it had this year.

## e) Goal 5: To be a financially sound, effective organisation

### Funding

We are deeply grateful to the Department for Levelling Up, Housing and Communities, which continues to support the Holocaust Memorial Day Trust by providing the great majority of our funding (some 80% of our income in 2021-22). In addition to their financial support, the Secretary of State and colleagues in DLUHC continued their long-standing support for Holocaust Memorial Day, participating at the UK Ceremony, giving advice and guidance and championing HMD and HMDT.

### Financial Review

HMDT's total income for the year ended 31 March 2022 amounted to £1,144,266 (2020/21- £985,796), primarily comprised of the 2021/22 grant received from DLUHC of £900,000 (2020/21- £900,000).

After deducting total expenditure in the year of £1,086,866 (2020/21 - £956,223) t*he Trust had* a net surplus of £58,278 (2020/21 - net surplus £29,573). The Trustees are satisfied with the financial position of the charity as at the year end.

### Fundraising

Strategy

We continued during the year to pursue, successfully, the fundraising strategy developed in 2019-20, with the aim of bringing in an increased amount in the past financial year of around 15% of our income (up from 10% in 2020-21). We anticipated further grants from the Scottish and Welsh Governments, a grant from the Northern Ireland Executive and donations from High Net Worth Individuals (HNWIs). We also aimed to attract more community donations and grants from trusts and foundations in support of our work..

Fundraising compliance

During the year ,we reviewed our fundraising governance and administration, including our 'Know your donor' policy and process. A key aim of the Fundraising sub-committee of the Board is to ensure that we remain fully compliant with fundraising regulations.

Activity

At the outset of the year our plans were to build on our initial successes in the previous year, to extend our fundraising practice to include fundraising via social media, and to undertake initial work to develop legacy fundraising.

We were delighted during the year to receive donations from a significant number of HNWIs, totalling approximately the same amount as in the previous year. We were also successful in obtaining grants from all three devolved administrations for the first time, receiving grants from the Scottish, Welsh and Northern Irish administrations. We also received a growing number of donations via our website especially in the final quarter of the year following the UK Ceremony.

Trusts and Foundations

We are particularly grateful to the following Trusts and Foundations for their support during the year:

- Arts Council,
- Blavatnik Family Foundation,
- Childwick Trust,
- Gerald and Gail Ronson Family Foundation,
- Heathside Charitable Trust,
- International Holocaust Remembrance Alliance (IHRA),
- Leon Greenman Charitable Trust,
- Rachel Charitable Trust,
- Shoresh Charitable Trust.

More generally we are indebted to all of the many donors - large and small - who generously contributed to our work and enabled us to reach more organisations and individuals and have a greater impact than we otherwise would have been able to do. In particular, our sincere thanks go to Addleshaw Goddard, David Gabbay, Ruby Granger, Sir Michael and Lady Heller, Ella Marks, Laura Marks, Michael and Jeanette Marx, Judith Taylor and U&I.

## Ensuring sound governance

The Holocaust Memorial Day Trust is a charitable company limited by guarantee, incorporated on 6 April 2005 and registered with the Charity Commission for England and Wales on 8 May 2005 (Charity number: 1109348) and with the Charity Commission for Scotland OSCR (Charity Number: SC051197). HMDT is a cross border charity and subject to legislation from both regulators. HMDT is governed by its Articles of Association.

Trustees

Trustees are appointed initially for a three year term and may be reappointed for one or, in certain circumstances, two additional terms.

New Trustees are recruited by open advertising, supported by other methods of search, and potential candidates are interviewed by members of the Finance and Operations sub-committee of the Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board sub-committees which are held as required. Trustees held an in person 'away day' in September 2021.

Sub-committees of the Board meet regularly to oversee the work of HMDT. The Finance and Operations Committee reviews key financial reports including Annual Budgets and Quarterly Management Accounts, and seeks to ensure that HMD has strong financial management systems in place. It also reviews staff pay, including pay for senior staff.

The HMDT Trustees are exceptionally expert and generous with their time and guidance. We remain hugely grateful to them for their unstinting support, advice and wisdom. HMDT's Trustee Board is chaired by Laura Marks OBE, whose leadership is of immense value to the organisation. She steers HMDT with energy, creativity and wisdom, and we are sincerely grateful to her for her commitment. Particular thanks are due to the other Honorary Officers, Sir Leigh Lewis and Amanda King, and Committee Chairs, Michael Marx, Anita Peleg and Danny Stone.

Change of Trustees

During this financial year the Revd Mark Poulson stood down. Trustees wish to place on record our considerable gratitude to him for his support and contributions. Open recruitment took place and we were delighted to appoint the Revd Richard Sudworth and Peter Suchet as Trustees.

Trustees' expenses & company administration

Costs relating to the governance of the charity are kept to a minimum. Trustees' expenses were minimal due to having meetings online, and an internally-facilitated trustees' "away day".

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2020/21 £nil). Details of Trustee expenses are disclosed in note 8.

Key management personnel

The Trustees have delegated the day-to-day management of HMDT to the Chief Executive. The Trust has the great good fortune to be led by a dynamic and inspiring Chief Executive, Olivia Marks-Woldman OBE, who is supported by an excellent and committed staff team. We are grateful for the hard work and achievements of the staff team during the year.

Trustees monitor the organisation's activities against its agreed goals at regular Board and sub-committee meetings, and participate in an annual Trustees' away day. Many of our Trustees are also members of at least one HMDT sub-committee, helping to shape our work in detail. Targets are reviewed annually and updated where appropriate. Our strategy is set out on our website in a clear summary so that all of our stakeholders are able to understand and identify with our organisational aims and goals.

Throughout the period under review HMDT has worked to ensure it operates effectively; follows good practice in all matters (including complying with the Charity Governance Code endorsed by the Charity Commission); provides value for money; and seeks to ensure that our business and management practices are safe and effective.

We are members of the National Council for Voluntary Organisations, and the Chief Executive is a member of Association of Chief Executives of Voluntary Organisations. We have conducted extensive work to update consents and procedures to ensure compliance with GDPR guidelines. We continue in our efforts to further develop our data compliance.

## Risk management

Trustees regularly review the organisational risks facing HMDT, and manage them in the following ways:

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered;
- The maintenance of a Risk Register which is regularly reviewed by the Finance and Operations Committee;
- An annual Trustee Away Day to consider strategic topics;
- Establishment of policies, systems and procedures to mitigate risks;
- Implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialize.

Key strategic risks include the following:

a) The most immediate risk facing us is that a continuation of hybrid working and commemoration as the world emerges from the global pandemic leads to weaker team working at HMDT, and weaker engagement with HMD around the country. We need to encourage meaningful online commemorations, and to support effective in-person events.

More strategically, as noted in the opening paragraphs, there are risks arising from a post-pandemic world, where financial and health worries and heightened tensions are creating division, and fostering identity-based hostility (especially towards members of minority groups).

As noted in Section 2, HMDT is gravely concerned that the societal context for our work has been impacted negatively by the pandemic. The pandemic has been deliberately exploited by a virulent minority and there has been a growth in hatred and in far right extremism which poses significant risks to our work.

The pandemic also poses risks of reduced income in future years from government and from other potential donors, and risks to maintaining staff morale when working remotely in isolation.

These risks are being mitigated by:

- Our experience of running successful HMD activities during the pandemic in both 2020-2021 and 2021-2022;
- Plans for hybrid events in 2022-2023;

- Having a fundraising strategy and enhanced Trustee and professional capacity in place;
- Regular consultation with staff, a continued Employee Assistance Programme and encouraging a measured return to work.

b) The risk that the cost of living crisis impacts negatively on HMDT's work: As we write this report, the cost of living crisis is only just beginning to be felt. Operationally, this is likely to impact on our ability to fundraise and support our high calibre team, and likely to impact on stakeholders around the country who organize local HMD events and who may struggle to do so. More strategically, it is likely to exacerbate the concerns alluded to above, with the risk of societal grievances leading to division and extremism.

These risks are being mitigated by:

- Continuing to support the professional development of our staff team appropriately, including performance related pay rises within our budget;
- Continuing our work to highlight the dangers of extremism and prejudice;
- Continuing to practice good financial management by ensuring spend is reviewed regularly and within budget.

Other risks noted in last year's Trustees' Report still pertain today:

c) As Holocaust survivors reach the end of their lives, there are fewer survivors able to contribute to our work (eg to act as media spokespeople, and add to the development of our resources). There is a risk as a result that our work will become less effective and attract less interest. The implications of survivors passing away was addressed in our updated organisational strategy, 2020-2025, and is being addressed through our organisational work as noted earlier in the Report. Trustees also address this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. This risk is also addressed operationally through a range of measures including developing life stories of people who were targeted for persecution, by conveying these life stories in a variety of ways, by regular staff consultation with Holocaust survivors, and by involving survivors in all HMDT activities and events.

d) A financial risk is that the UK Government may not renew or may substantially reduce its grant to HMDT, which would imply a loss of Government commitment to Holocaust Memorial Day. This is addressed by having a close working relationship with DLUHC, and through regular reporting, operating effectively, providing value for money, and demonstrating the impact that HMD has on those who attend our national and local activities.

e) A further financial risk is that as we have become a fundraising organisation Government support is reduced, and we lose our intimate relationship with Government. This could result in a perception more widely that the Government is less committed to HMD itself, and of HMD being perceived as less significant than it currently is. This is mitigated by our fundraising policy set by our Board, and by the many ways in which we seek to maintain strong and collaborative relationships with both ministers and officials in our sponsor Ministry, DLUHC.

f) A further risk is that the general public will fail to maintain interest and engagement in Holocaust Memorial Day. This is addressed by the identification each year of a new theme for HMD, and by the creative ways in which the HMDT staff team develop programmes of engagement. It has been further addressed by the development of the national moment,

'Light the Darkness', to engage even more widely and ensure a national moment of collective commemoration.

g) An additional risk is that stakeholders fail to understand the rationale for why HMD commemorates only certain specific genocides in addition to the Holocaust (ie those in Cambodia, Rwanda, Bosnia and Darfur). This is addressed through information on our website and our external communications activities. Our revised strategy also addresses this through having extended our willingness to comment on more recent atrocities, such as the treatment of Rohingya Muslims, which may in future be regarded as genocide.

Further risks discussed with trustees during the past year include:

- Fake news – the distortion of the Holocaust and people distrusting information
- 'Who cares?' – people losing interest in the Holocaust
- Holocaust distortions and denial

These are all real and growing risks. We are addressing them through seeking to be impact-focused in all we do, and ensuring that through all our activities people who engage with HMDT can learn more about the Holocaust and recent genocides, increase their empathy and take action to improve society.

## Audit

An independent audit of the Financial Statements for the financial year ended 31 March 2022 was carried out by Knox Cropper LLP.

## Legal & HR

HMDT now obtains specialist HR advice and guidance from HR Partnership (changed from Peninsula in previous years). This move necessitated identifying a new supplier for our employee support programme, which is now provided by BUPA.

## Reserves policy

The core funding for HMDT is provided by the Department for Levelling Up, Housing and Communities specifically for the objectives set out in our governing documents. Although the funding does not specially provide for the creation of reserves, DLUHC is committed to following the good practice recommended by the Charity Commission, given in particular that the timing of the allocation of our annual grant leaves a funding gap during April and May each year.

The Board of Trustees has accordingly adopted a reserves policy under which reserves are:

1. restricted to the funds needed for our ongoing working capital requirements, and

2. sufficient to enable HMDT to meet its contractual and statutory obligations in the event of our having to cease, or substantially alter, the way in which we operate.

The current reserves policy was reviewed by the Board of Trustees in June 2020. Following the review the Board adopted a higher minimum reserves target of £155k which the charity exceeded at 31 March 2022.

*Total free reserves available for these purposes at 31 March 2022 amounted to £252,747 (2020/21 - £190,818).*

## Going concern

HMDT received a one-year grant from DLUHC for the year April 2021-March 2022, and was invited to apply for a further one-year grant of the same amount for the year April 2022-March 2023.

Grant expenditure is monitored closely throughout the year, with Trustee oversight exercised via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly throughout the year on the grant and our activities to our liaison adviser at DLUHC and have a close relationship with officials and Ministers in DLUHC. The Trustees are confident that this support will continue beyond March 2023.

We believe HMDT is a going concern based on the following facts:

- The £900k grant from DLUHC for 2022-23 is now in place; we received the initial 50% of £450k in June 2022, with the remaining 50% due in November 2022. This grant covers the vast majority of our core costs and the delivery of HMD 2023
- The grant for 2023-24 cannot be confirmed by DLUHC as all funding is subject to Ministerial sign off and a business case and is decided year on year. However, we consider it highly unlikely that the Government will not continue to financially support HMD in the future. Should the grant be reduced, we would look to reduce our expenditure accordingly eg by reducing the spend on the National Ceremony, National Moment and public affairs events. The reserves held would cover the organisation's committed spend for at least 3 months after the year end.
- We are confident of our ability to continue to secure fundraising from both individuals and organisations, including Trusts and Foundations, and we expect also that we will continue to receive grants from the Devolved Nations to support our work in Scotland, Wales and Northern Ireland.
- Certain areas of our expenditure could be reduced if we were unable to achieve our target for fundraised income; these include the National Moment, community projects and public affairs events.

## Ensuring that HMDT is a good employer and maintains best practice in personnel, financial and administrative systems in line with best practice guidance and current legal requirements

### Staff

HMDT's staff team are its greatest asset, and have worked exceptionally hard in a very challenging year to ensure that, despite the pandemic, HMD has maintained its impact, making a difference to what people know about the past, feel about others today, and do to create a better future. The Board of Trustees is immensely grateful to all members of the staff team, and thanks them sincerely for their energy, commitment, creativity and passion.

Staff are provided with regular appraisals, support and supervision and training opportunities. This has continued throughout the pandemic with staff working in hybrid fashion. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including bespoke skills workshops. As noted above, HMDT has an Employee Assistance Programme.

### Remuneration policy

Remuneration for staff is set via guidance from the NJC, and benchmarking with charities of a similar size. It is regularly reviewed by the CEO, Head of Finance and Operations and by the Finance and Operations Committee. The remuneration of the Chief Executive is set by the Chair and Trustees on the Finance and Operations Committee. This year we have developed a Performance Related Pay policy and process.

### Maintaining an effective office environment

Over the past year we have adjusted our office management to address hybrid working. Staff are now working in the office more than 50% of their time, with equipment to support home working as well as office working.

HMDT has full Employer's Public Liability and contents insurance and has not made any claims in the year under review.

### Diversity and inclusion

The Trust is strongly and actively committed to advancing diversity and inclusion within all of its activities. It aims to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote diversity and inclusion, and tackle discrimination. Dedicated work to become more inclusive has taken place over the past year; including training and improved recruitment practices.

### Being an effective organisation

<u>Public awareness</u>

As in previous years, we commissioned a public awareness poll of the general public regarding their familiarity with Holocaust Memorial Day. We were delighted to see a continuing increase in the proportion of respondents saying that they knew about HMD with 85% of respondents saying that they had heard of HMD (up from 83% in 2021 and 79% in 2020), and 39% saying that they knew HMD well (up from 32% in 2021).

Impact study

An impact study which we commissioned was undertaken by Sheffield Hallam University in 2014-16. Its key findings demonstrated that HMD has a significant impact on those who attend HMD activities, making a difference to what they know (about the Holocaust, Nazi Persecution and more recent genocides), what they feel about other people, and what they actually do:

• 70% of respondents felt that, following participation in HMD, they were more aware of the causes and conditions that can lead to genocide;

• 66% of respondents reported that HMD was responsible for them feeling more sympathetic toward people from different backgrounds;

• 93% of respondents took some form of action as a result of attending an HMD event.

This study helped to inform our operating strategy and its findings are regularly considered. We have no reason to believe that they would be significantly different today.

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2022 activities.

Comments included the following:

'I have always lit a candle, but that was the first online memorial that I watched. It was incredibly moving and left me feeling very humble and grateful for my life.'
Sally Hendrix, Ceremony viewer

'I felt part of a bigger picture to never forget, and to witness the damage man has done and seems to continue to do so.'
Malcolm, online HMD activity attendee

'I felt sad and angry, but very inspired by the courage and honesty of the speakers. The whole event was superb, as always.'
Anna Schiffer, Ceremony viewer

'It made me reflect on the continuing relevance to our lives today and the obligation to try to ensure genocides do not occur again by calling out prejudice and hate speech wherever and whenever one encounters it.'
Jon Rawson, online HMD activity attendee and Ceremony viewer

## Trustees' responsibilities statement

The Trustees (who are also directors of Holocaust Memorial Day Trust for the purposes of company law) are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

• select suitable accounting policies and then apply them consistently;

• observe the methods and principles in the Charity SORP;

• make judgments and accounting estimates that are reasonable and prudent;

• state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

• prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the Trustees confirms that:

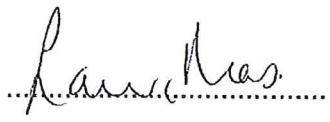
- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and

- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees are provided with appropriate Indemnity Insurance.

This report was approved by the Trustees on 19 July 2022 and signed on their behalf by:



**Laura Marks OBE**

**Chair – Trustee**



**Amanda King ACA**

**Treasurer - Trustee**

**Holocaust Memorial Day Trust**
**Independent Auditors' Report to the Members of Holocaust Memorial Day Trust**

## Opinion

We have audited the financial statements of the Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2022 which comprise the statement of financial activities, the balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (FRC) Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The other information comprises the information included in the Trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared, is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

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## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

## Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charitable companies, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities . This description forms part of our auditor's report.

## Use of our report

This report is made solely to the charitable company's Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken, so that we might state to the charitable company's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's Trustees as a body, for our audit work, for this report or for the opinions we have formed.

Knox Cropper LLP

Simon Goodridge (Knox Cropper LLP)
(Oct 19, 2022, 11:22am)

19 Oct 2022

Simon Goodridge, Senior Statutory Auditor
For and on behalf of Knox Cropper LLP, Statutory Auditor
65 Leadenhall Street
London
EC3A 2AD

**Holocaust Memorial Day Trust**
**Statement of Financial Activities (SOFA)**
**For the year ended 31 March 2022**

| | Notes | 2022 Restricted £ | 2022 Unrestricted £ | **2022 Total £** | **2021 Total £** |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and grants | 2 | 118,913 | 1,025,353 | **1,144,266** | **985,524** |
| Other income | 3 | - | 877 | **877** | **272** |
| Total income | | 118,913 | 1,026,230 | **1,145,143** | **985,796** |
| **Expenditure on:** | | | | | |
| Cost of raising funds | 4 | - | 45,876 | **45,876** | **26,258** |
| Fundraising costs | | | 45,876 | 45,876 | 26,258 |
| Charitable activities | | | | | |
| Goal 1 (increase knowledge) | | - | 165,371 | **165,371** | **175,326** |
| Goal 2 (work to a better future) | | - | 132,862 | **132,862** | **121,434** |
| Goal 3 (National Commemoration) | | - | 410,773 | **410,773** | **407,535** |
| Goal 4 (Outreach) | | 118,913 | 213,070 | **331,983** | **225,670** |
| Total expenditure | 4 | **118,913** | **967,952** | **1,086,865** | **956,223** |
| Net income /(expenditure) for year | 7 | - | 58,278 | **58,278** | **29,573** |
| Funds brought forward | | - | 198,781 | **198,781** | **169,208** |
| Funds carried forward | | - | 257,059 | **257,059** | **198,781** |

All activities are derived from continuing operations.

All recognised gains and losses are included in the Statement of Financial Activities.

The notes on pages 56-64 form part of these financial statement

Holocaust Memorial Day Trust
Balance Sheet
As at 31 March 2022

| | Notes | | 2022 | | 2021 |
|---|---|---|---|---|---|
| | | £ | £ | £ | £ |
| Fixed assets | 10 | | 4,311 | | 7,963 |
| Current assets: | | | | | |
| Debtors | 11 | 25,912 | | 15,802 | |
| Cash at bank and in hand | | 390,717 | | 283,740 | |
| | | 416,629 | | 299,542 | |
| Creditors: amounts falling due within one year | 12 | (163,881) | | (108,724) | |
| Net current assets | | | 252,748 | | 190,818 |
| Net assets | | | 257,059 | | 198,781 |
| Represented by: | | | | | |
| Restricted funds | | | - | | - |
| Unrestricted funds | | | 257,059 | | 198,781 |
| Total Funds | | | 257,059 | | 198,781 |

The notes on pages 46-55 form part of these financial statements.

Approved and authorised for issue by the Trustees on 19 July 2022 and signed on their behalf by:

.....

**Laura Marks OBE**

**Chair – Trustee**

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Scotland SC05119

## Trustees' responsibilities statement

The Trustees (who are also directors of Holocaust Memorial Day Trust for the purposes of company law) are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

• select suitable accounting policies and then apply them consistently;

• observe the methods and principles in the Charity SORP;

• make judgments and accounting estimates that are reasonable and prudent;

• state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

• prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the Trustees confirms that:

- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and

- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees are provided with appropriate Indemnity Insurance.

## Holocaust Memorial Day Trust
## Statement of Financial Activities (SOFA)
## For the year ended 31 March 2022

| | Notes | 2022 Restricted £ | 2022 Unrestricted £ | 2022 Total £ | 2021 Total £ |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and grants | 2 | 118,913 | 1,025,353 | **1,144,266** | **985,524** |
| Other income | 3 | - | 877 | **877** | **272** |
| Total income | | 118,913 | 1,026,230 | **1,145,143** | **985,796** |
| **Expenditure on:** | | | | | |
| Cost of raising funds | 4 | - | 45,876 | **45,876** | **26,258** |
| Fundraising costs | | | 45,876 | 45,876 | 26,258 |
| Charitable activities | | | | | |
| Goal 1 (increase knowledge) | | - | 165,371 | **165,371** | **175,326** |
| Goal 2 (work to a better future) | | - | 132,862 | **132,862** | **121,434** |
| Goal 3 (National Commemoration) | | - | 410,773 | **410,773** | **407,535** |
| Goal 4 (Outreach) | | 118,913 | 213,070 | **331,983** | **225,670** |
| Total expenditure | 4 | **118,913** | **967,952** | **1,086,865** | **956,223** |
| Net income /(expenditure) for year | 7 | - | 58,278 | **58,278** | **29,573** |
| Funds brought forward | | - | 198,781 | **198,781** | **169,208** |
| Funds carried forward | | - | 257,059 | **257,059** | **198,781** |

All activities are derived from continuing operations.

All recognised gains and losses are included in the Statement of Financial Activities.

The notes on pages 56-64 form part of these financial statement

**Holocaust Memorial Day Trust**
**Statement of Cash Flows**
**For the year ended 31 March 2022**

| | Notes | 2022 £ | 2021 £ |
|---|---|---|---|
| **Cash flows from operating activities:** | | | |
| Net cash provided by (used in) operating activities | A | **110,951** | 10,963 |
| **Cash flows from investing activities:** | | | |
| Investment income | | **128** | 272 |
| Purchase of tangible fixed assets | | **(4,102)** | (10,751) |
| **Net cash (used in) provided by investing activities** | | **(3,974)** | (10,479) |
| **Change in cash and cash equivalents in the year** | | **106,977** | 484 |
| **Cash and cash equivalents brought forward** | B | **283,740** | 283,256 |
| **Cash and cash equivalents carried forward** | B | **390,717** | 283,740 |

**Notes to the statement of cash flows for the year to 31 March 2022**

**A Reconciliation of net movement in funds to net cash provided by (used in) operating activities**

| | 2022 £ | 2021 £ |
|---|---|---|
| **Net movement in funds (as per the statement of financial activities)** | **58,278** | 29,573 |
| **Adjustments for:** | | |
| Depreciation charge | **7,754** | 7,831 |
| Investment income | **(128)** | (272) |
| Profit/loss on disposal of fixed asset | | 2,565 |
| (Increase)/Decrease in debtors | **(10,110)** | 45,525 |
| Increase/(Decrease) in creditors | **55,157** | (74,259) |
| **Net cash provided by (used in) operating activities** | **110,951** | 10,963 |

**Holocaust Memorial Day Trust**
**Statement of Cash Flows**
**For the year ended 31 March 2022**

## B Analysis of cash and cash equivalents

| | **2022** | 2021 |
|---|---|---|
| | **£** | £ |
| Cash at bank and in hand | **390,717** | 283,740 |
| **Total cash and cash equivalents** | **390,717** | 283,740 |

## C Analysis of changes in net debt

| **Cash and cash equivalents** | At 1st April 2021 | Cash flows | Other non-cash changes | At 31st March 2022 |
|---|---|---|---|---|
| Cash | 283,740 | 106,977 | - | 390,717 |
| | **283,740** | **106,977** | **-** | **390,717** |

## 1 Principal Accounting policies

A summary of the principal accounting policies, all of which have been applied consistently throughout the period is set out below.

### 1.1 Statutory information

Holocaust Memorial Day Trust is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 130 Wood Street, London, EC2V 6DL.

### 1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2022 presented in sterling and rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102 second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

### 1.3 Assessment of going concern

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

The Trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The Trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due.

The Department of Levelling Up, Communities and Housing has provided grant funding for the year to 31 March 2022. A grant of £900k has been awarded for 2022-23. The Trustees are confident that this support will continue beyond March 2023.

We are confident of our ability to continue to secure fundraising from both individuals and organisations, including Trusts and Foundations, and we expect also that we will continue to receive grants from the Devolved Nations to support our work in Scotland, Wales and Northern Ireland. Should the grant funding reduce, we would look to reduce our expenditure accordingly.The financial statements of Holocaust Memorial Day Trust have been prepared on a going concern basis.

### 1.4 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer and office equipment - 50% straight line

Items costing more than £500 are capitalised.

### 1.5 Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are funds which are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. The charity's core grant from MHCLG is subject to specific terms and conditions. However, all of the charity's activities fall with the scope of the grant and therefore it is presented as unrestricted income.

Restricted funds comprise income received to be used for specific purposes within the charity's overall objectives.

### 1.6 Income recognition

Donations, grant income and other voluntary income are credited to the statement of financial activities during the appropriate financial period. Grant income receivable represents the total sums due to HMDT in respect of its activities for the accounting period under review. Any grant funding received prior to the period end date that relates to a future accounting period is included in deferred income.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank

### 1.7 Expenditure recognition

Expenditure including irrecoverable VAT is charged to the statement of financial activities on an accruals basis.

Resources expended comprise the costs of charitable activities, which comprise expenditure on the charity's primary charitable purposes, i.e. Increase Knowledge, Work To a Better Future, National Commemoration, and Outreach. These include support costs, which represent the costs incurred by staff directly providing support for the charity's programmes. Support costs include management, finance, HR, and IT as well as Governance costs which comprise the costs which are directly attributable to the management of the charity's assets and the necessary legal and organisational procedures for compliance with statutory and governance requirements.

Costs that are directly attributable to specific activities are allocated to the charitable activities directly. Other costs including staff costs are apportioned to the groups of costs listed above on the basis of time spent. Other non-directly attributable costs are allocated on the basis of apportioned staff time.

### 1.8 Pensions

Following completion of their probationary period, employees of the Trust are entitled to join The Holocaust Memorial Day Trust Group Personal Pension Plan, a defined contribution pension scheme. Employees joining the pension scheme, operated by Aviva plc, contract directly with the insurance company. The Trust makes a contribution of 5% salary and employee contributes at least 3% salary. The Trust acts as agent in collecting and paying over employee contributions.

### 1.9 Operating leases

Leases for serviced accommodation are classified as operating leases. Rental charges are charged on a straight line basis over the term of the lease.

### 1.10 Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid.

### 1.11 Cash at bank and in hand

Cash at bank and in hand represents such financial statements and instruments that are available on demand or have a maturity of less than three months from the date of acquisition.

### 1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## 2 Donations and Grants

| | 2022<br>£ | 2021<br>£ |
|---|---|---|
| **Unrestricted Funds** | | |
| DLUCH Grant – core funding | **900,000** | **900,000** |
| High Net Worth Income donations | **47,000** | **51,000** |
| Community donations | **43,353** | **-** |
| Legacy Donation | **35,000** | **-** |
| **Total Unrestricted Funds** | **1,025,353** | **968,524** |
| **Restricted funds** | | |
| Devolved Nations HMD grants | **47,596** | **17,000** |
| Support workers & project grants | **71,317** | |
| **Total Restricted Funds** | **118,913** | **17,000** |
| **Total Donations & Grants** | **1,144,266** | **985,524** |

## 3 Other income

| | 2022 | 2021 |
|---|---|---|
| | £ | £ |
| Bank Interest receivable | **128** | **272** |
| Other income | **749** | **-** |
| **Total** | **877** | **272** |

## 4 Analysis of Expenditure

**Current Year (2022):-**

| | | | | |
|---|---|---|---|---|
| **Cost of raising funds** | | | | |
| Fundraising costs | **45,876** | **45,876** | **45,876** | |

| | Activities Undertaken Directly (£) | | Governance (Note 5) (£) | | Other (Note 6) (£) | | Total Support Costs (£) | | |
|---|---|---|---|---|---|---|---|---|---|
| | R | U | R | U | R | U | R | U | Total |
| Goal 1 – Increase Knowledge | | 123,337 | | 2,720 | - | 39,314 | **-** | **165,371** | **165,371** |
| Goal 2 – Work to a better future | | 97,607 | | 2,720 | - | 32,536 | **-** | **132,862** | **132,862** |
| Goal 3 – National Commemoration | | 365,674 | | 4,080 | - | 41,019 | **-** | **410,773** | **410,773** |
| Goal 4 - Outreach | 118,913 | 163,138 | | 4,080 | - | 45,849 | **118,913** | **213,070** | **331,983** |
| | **118,913** | **795,632** | | **13,600** | **-** | **158,718** | **118,913** | **967,952** | **1,086,865** |

| **Prior Year (2021)** | **Unrestricted** | **Total** |
|---|---|---|
| Cost of Raising Funds | | |
| Fundraising costs | **26,258** | **26,258** |

| | **Activities Undertaken Directly (£)** | | **Governance (Note 5) (£)** | | **Other (Note 6) (£)** | | **Total Support Costs (£)** | | |
|---|---|---|---|---|---|---|---|---|---|
| | **R** | **U** | **R** | **U** | **R** | **U** | **R** | **U** | **Total** |
| Goal 1 – Increase Knowledge | | 136,828 | - | 2,408 | - | 36,090 | **-** | **175,326** | **175,326** |
| Goal 2 – Work to a better future | | 89,269 | - | 2,408 | - | 29,756 | **-** | **121,434** | **121,434** |
| Goal 3 – National Commemoration | | 363,952 | - | 3,613 | - | 39,971 | **-** | **407,535** | **407,535** |
| Goal 4 - Outreach | 17,000 | 162,546 | - | 3,613 | - | 42,511 | 17,000 | **208,670** | **225,670** |
| | **17,000** | **778,852** | **-** | **12,042** | **-** | **148,328** | **17,000** | **939,223** | **956,223** |

## 5 Governance costs

| | **2022** | 2021 |
|---|---|---|
| | **£** | £ |
| Audit fees | **7,992** | 7,560 |
| Legal fees and other prof fees | **2,887** | 3,226 |
| Trustees' and meeting expenses | **487** | 103 |
| Trustee training and development | **2,076** | 1,084 |
| Bank charges | **158** | 69 |
| **Total** | **13,600** | 12,042 |

## 6 Analysis of other support costs

The Trust initially identifies the costs of its support functions. It then identifies those costs which relate to its governance function. Having identified its governance costs, the remaining support costs are apportioned between the charitable activities undertaken (see note 4) in the year. The basis of apportionment is staff time spent on key business area.

## Other Support Costs

| | 2022 | 2021 |
|---|---|---|
| | £ | £ |
| Salaries and related costs | **116,650** | 117,299 |
| Rent, insurance and office equipment | **15,911** | 17,184 |
| Telephones and internet | **1,200** | 1,617 |
| IT and support costs | **5,123** | 5,399 |
| Other office costs | **19,833** | 6,830 |
| **Total** | **158,717** | 148,329 |

## 7 Net income/(expenditure) for the year

**This is stated after charging:**

| | 2022 | 2021 |
|---|---|---|
| | £ | £ |
| Operating leases – land and buildings | **52,871** | 49,680 |
| Depreciation | **7,754** | 7,831 |
| Auditor's remuneration (including VAT) | **6,650** | 6,360 |
| Auditor's fees for other services (including VAT) | **1,342** | 1,200 |

## 8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £30 (2021: £nil). The charity also incurred £1,933 (2021: £103) on Trustees' meetings in the year.

## 9 Employees

There were 10 employees during the period (2021 – 12 employees) on an average head count basis.

| | 2022 | 2021 |
|---|---|---|
| | £ | £ |
| Salaries and wages | **464,608** | **441,931** |
| Social security costs | **41,591** | **34,849** |

| | | |
|---|---|---|
| Employer's contribution to defined contribution pension schemes | **19,689** | **19,960** |
| **Total** | **525,888** | **496,740** |

The number of employees who received emoluments in excess of £60,000 were as follows:

| | **2022** | **2021** |
|---|---|---|
| £80,000-£89,999 | 1 | 1 |

The key management personnel of the charity in charge of directing and controlling, running and operating the company on a day to day basis comprise the Chief Executive, Director of Public Engagement and Deputy CEO, Head of Finance & Operations, Head of Outreach (left on 30 March 2022, replacement recruited and will start in June 2022), The Head of Research role has been absorbed within other roles. The Head of Communications (left on 31 March 2022, and a replacement is being recruited. The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £269,664 (2021 - £233,278).

## 10 Fixed assets

| | **2022** |
|---|---|
| | **£** |
| **Cost** | |
| Balance at 1 April 2021 | 26,602 |
| Additions during the year | 4,102 |
| Balance at 31 March 2022 | 30,704 |
| | |
| **Depreciation** | |
| Balance at 1 April 2021 | 18,639 |
| Charge for the period | 7,754 |
| Balance at 31 March 2022 | 26,393 |
| | |
| **Net book value at 31 March 2022** | **4,311** |
| Net book value at 31 March 2021 | 7,963 |

All of the above assets are used for charitable purposes.

## 11 Debtors

| | **2022** | 2021 |
|---|---|---|
| | **£** | £ |
| Rent deposits | **6,133** | 6,133 |
| Other debtors and prepayments | **19,779** | 9,669 |
| | **25,912** | 15,802 |

## 12 Creditors: amounts falling due within one year

| | **2022** | 2021 |
|---|---|---|
| | **£** | £ |
| Trade creditors | **67,190** | 34,394 |
| Taxation and social security | **5,842** | 14,504 |
| Other creditors | **1,441** | 4,401 |
| Accruals and deferred income | **89,408** | 55,425 |
| | **163,881** | 108,724 |

## 13 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 14 Related party transactions

There are no related party transactions to disclose for 2022 (2021: none).

## 15 Commitments under operating leases

Total commitments under non cancellable operating leases at 31 March 2022 were as follows:

| | **2022** | 2021 |
|---|---|---|
| | **£** | £ |
| **Due within one year** | **31,423** | 32,498 |
| **Due within 2-5 years** | **-** | 4,547 |

## 16 Movement in Funds

Current Year (2022):

| | At 1 April 2021 | Income & gains | Expenditure & losses | At 31 March 2022 |
|---|---|---|---|---|
| | £ | £ | £ | £ |
| Scotland HMD project | | 19,000 | (19,000) | - |
| Wales HMD project | | 14,096 | (14,096) | - |
| Northern Ireland HMD project | | 14,500 | (14,500) | - |
| Leon Greenman - Outreach support workers | | 36,001 | (36,001) | - |
| Ordinary Objects, Extraordinary Journeys | | 35,316 | (35,316) | - |
| **Total restricted funds** | **-** | **118,913** | **(118,913)** | **-** |

Prior Year (2021):

| | At 1 April 2020 | Income & gains | Expenditure & losses | Transfers | At 31 March 2021 |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | £ |
| **Restricted funds:** | | | | | |
| Scotland HMD project | - | 15,000 | (15,000) | - | - |
| Shoresh | - | 2,000 | (2,000) | - | - |
| **Total restricted funds** | **-** | **17,000** | **(17,000)** | **-** | **-** |

## 17 Legal Status of the charity

The charity is a company limited by guarantee and has no share capital.The liability of each member in the event of a winding up is limited to £1.

## 18 Comparative 2021 Statement of Financial Activities

**Year ended 31 March 2021**

| | Notes | 2021 Restricted £ | 2021 Unrestricted £ | **2021 Total £** |
|---|---|---|---|---|
| **Income from:** | | | | |
| Donations and grants | 2 | 17,000 | 968,524 | **985,524** |
| Other income | 3 | - | 272 | **272** |
| Total income | | 17,000 | 968,796 | **985,796** |
| **Expenditure on:** | | | | |
| Cost of raising funds | 4 | 0 | 26,258 | **26,258** |
| Fundraising costs | | 0 | 26,258 | 26,258 |
| Charitable activities | | | | |
| Increase knowledge | | - | 175,326 | **175,326** |
| Work to a better future | | - | 121,434 | **121,434** |
| National Commemoration | | - | 407,535 | **407,535** |
| Outreach | | 17,000 | 208,670 | **225,670** |
| Total expenditure | 4 | **17,000** | **939,223** | **956,223** |
| Net income/(expenditure) for year | 7 | - | 29,573 | **29,573** |
| Funds brought forward | | - | 169,208 | **169,208** |
| Funds carried forward | | - | 198,781 | **198,781** |

**HOLOCAUST MEMORIAL DAY TRUST**

England & Wales - Charity number 1109348

# Accounts

Company number: 05415454

Charity number: 1109348




# HOLOCAUST MEMORIAL DAY TRUST

# TRUSTEES' REPORT AND FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2021

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| Trustees' report | **5** |
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| Balance sheet | **53** |
| Statement of cash flows | **54** |
| Notes to the financial statements | **56** |

**Holocaust Memorial Day Trust**
**Reference and administrative information**

The name of the charity is the **Holocaust Memorial Day Trust.**

## Patron and Honorary Officers

| | |
|---|---|
| Patron | HRH The Prince of Wales |
| Honorary President | Sir Ben Helfgott MBE |
| Honorary Vice-President | The Right Honourable The Lord Eric Pickles |

## Trustees and Staff

The work of HMDT is overseen by a Board of Trustees. The Trustees who served during the year and up to the date of this report are:

| | |
|---|---|
| Chair of Trustees: | Laura Marks OBE |
| Vice-Chairperson: | Sir Leigh Lewis KCB |
| Treasurer: | Amanda King ACA |
| | David Ashley |
| | John Howells MP |
| | Hannah Lewis MBE |
| | Michael Marx |
| | Dr Joe Mulhall |
| | Dr Anita Peleg |
| | Revd Mark Poulson |
| | Naved Siddiqi |
| | Tulip Siddiq MP |
| | Danny Stone MBE |
| | Ruth Herzberg-Wellin |
| | Marie Van der Zyl |

## Company Secretary

Amanda King

## Staff

The following were members of staff at the date of this report:

Olivia Marks-Woldman OBE, Chief Executive

Alex Blake, Education Officer
Dr Rachel Century, Head of Research
Rebecca Deakin, Operations Officer
Asel Guillot, Head of Communications
Pippa Harrison, Events Officer
Claudia Hyde, Local Government HMD Officer
Paul Lautman, Head of Outreach
Julia Marcuson, Fundraising Manager
Farayi Mungazi, Senior Communications Officer
Laura Newlyn, Operations Officer
Eva Oddi, Youth Engagement Officer
Naomi Sheer, Executive Support Officer

Hin Thi, Head of Finance and Operations
Bethan Tribe, Digital Communications Officer

Jakob Riegler supported the work of HMDT as a gedenkdiener.

The following individuals were employed during the year but not at the date of this report:

Genevieve Carnell, Lukasz Dobbek, Genevieve Lazar, Joe Twilley, Daniela Wegrostek

**Principal address**
PO Box 61074
London
SE1P 5BX

**Registered Office**
130 Wood Street
London
EC2V 6DL

**Country of registration**
England & Wales

**Auditor**
Knox Cropper LLP
65 Leadenhall Street
London
EC3A 2AD

**Bankers**
CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Scottish Widows Bank plc
67 Morrison Street
Edinburgh
EH3 8YJ

**Charity Number**
1109348

**Company Number**
05415454

## 1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2020 to 31 March 2021.

This has been a year like no other in our history. We began the year aiming to build on the immense reach and impact of HMD 2020, which marked the 75th anniversary of the liberation of Auschwitz. Instead, we found ourselves having to address the extraordinary challenges of the coronavirus pandemic, ensuring that we could both still deliver national collective commemorations and support meaningful local events to mark Holocaust Memorial Day 2021.

We ended the year having held a ground-breaking and widely applauded national Ceremony online, which we describe in more detail below, and having adapted much of the rest of our work to meet the circumstances occasioned by the pandemic. In the process we have developed many new innovations which we believe will stand us in very good stead, even after the pandemic is, hopefully, behind us.

The trustees of the charity would like to place on record their thanks and admiration for the way in which the Chief Executive and her staff rose to these unprecedented challenges, demonstrating the very best of which the Trust is capable.

## 2. Impact of the coronavirus pandemic

In common with the rest of the country, and in particular with other charities, the pandemic had a significant impact on HMDT:

- Staff worked from home – this necessitated expenditure on equipment and stationery. Additionally, several staff were juggling home schooling at times over the year, and/or supporting vulnerable family members. As a result, many work activities and tasks took significantly longer.

- Fundraising – we had originally anticipated increasing the proportion of our income that was raised from donations and grants in addition to the grant from MHCLG – but non-MHCLG income fell slightly.

In addition, the pandemic impacted HMDT and HMD in specific ways:

1) *Outreach:*

   a) People: Many of the people around the country who organise local Holocaust Memorial Day activities were furloughed or made redundant, and were therefore unable to organise HMD events

   b) Places: Many institutions that usually mark HMD were physically closed, (such as libraries, museums, bookshops, workplaces), or else very limited in their ability to run online activities, for example Scouts and Guides were not running regular local club nights during many lockdown periods, including January when HMD takes place

c) Resources: Those organisers who were able to arrange HMD events, did so largely online, and therefore did not order print copies of core resources, which are usually placed on audience seats. We cancelled our planned resources and instead (as outlined later in this report), created many new resources that assisted HMD organisers in running online events that were engaging and interactive.

2) *Ceremony:* Between April and October we planned for a range of scenarios, not knowing if an in-person Ceremony would be able to go ahead or not. In October we took the decision to plan for an entirely digital Ceremony.

Looking ahead to the impact that the pandemic has had, and is continuing to have, on society has a whole, HMDT is gravely concerned that the societal context for our work has been impacted negatively by the pandemic. The pandemic has been deliberately exploited by a virulent minority (most often, online) to increase division and scapegoat minority groups – for example, 'Jews' or 'Zionists' are blamed for spreading the disease and/or for profiting by the disease (using age-old antisemitic tropes), 'Asian' people and/or specifically 'Chinese' people are blamed for spreading the virus.

## 3. HMDT strategic review

As highlighted in last year's Trustees' Report, over the past two years HMDT has reviewed and updated its strategic plan for 2020-2025. This year's Trustees' Report and financial statements reflects the changes. These can be summarised as follows:

### a) Organisational

We developed a strapline to clarify our core purpose: ***Learning from genocide – for a better future.***

We developed greater clarity about our organisational values. We seek to be values-driven in all areas of our work and interactions with others. Our values are to be knowledgeable, compassionate and transparent.

HMDT's focus on impact now carries through all our activities, not only our educational and outreach work. Our goals have been re-worded and re-ordered to reflect this focus on impact: to increase knowledge (of the past), to increase empathy (today), and to increase action (to build a better future). Our activities are largely the same as in previous years, but some activities and expenditure has been realigned with different goals. This therefore makes direct comparisons with last year's figures more difficult, but the differences are minor.

### b) Goal 1: To increase knowledge of the Holocaust, Nazi Persecution of other groups, and of recent genocides in Cambodia, Rwanda, Bosnia and Darfur, illustrated by the experiences of people who were persecuted.

We revised the wording that clarifies the place that personal testimony has within HMDT's work: from putting survivors and personal testimony at the 'heart of our work', we now use these testimonies to 'illustrate' the history. This change reflects our focus on the objective history of the past, through archives, research, artefacts etc, and illustrated by the eye-witness testimony.

Survivors themselves remain honoured guests at the UK Ceremony, and their testimony is a hugely important and powerful aspect of our educational work.

HMDT's strategic changes include greater focus on the use of artefacts in areas of our work, and signposting to resources relating to members of the second and third generation. This new direction is partly to prepare for the time when, sadly, there will no longer be eye-witness survivors of the Holocaust.

### c) Goal 2: To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution

We have expanded our capacity to research current atrocities that could potentially become genocidal, and have agreed to undertake activities to highlight current atrocities in our work. These will include developing content for the UK Ceremony, for our website pages, for HMDT's social media platforms and so on.

These activities will encourage people who mark HMD to understand the contemporary relevance of commemorating the Holocaust and Nazi Persecution of other groups, and the recent genocides. It will show the patterns and parallels of steps to genocide.

### d) Goal 3: To enable a national sense of collective commemorations for Holocaust Memorial Day across the UK

We initiated the **Light the Darkness** project, of which we give more detail below, to enable people to feel part of a national 'conversation' or endeavour to mark HMD, even though they may not have been able to attend in-person HMD events.

Our Strategic Plan also sets out activities through the year to mark recent genocides, enabling people to learn more about recent genocides at key points in the year.

### e) Goal 4: To support individuals, organisations and communities across the UK to mark Holocaust Memorial Day profoundly and meaningfully

We moved from a somewhat 'scattergun' approach of supporting local activities in many different sectors, to targeting our proactive support to key audiences: young people, and civic events. We also focus support on geographical areas where community cohesion is problematic. We continue to respond to queries for support from other sectors and in other areas, and have many resources already available to support HMD in several sectors.

These changes will enable us to have a greater impact.

Our work with young people has changed focus, to enable us to have greater reach. Instead of focusing on a small group of highly committed young people (Youth Champions), we are now reaching out and encouraging young people more widely to engage with HMD in easier ways. We are working with young people where they already are, and are working in partnership with national youth organsations including the Scout Association, GirlGuiding UK, NUS and UJS.

These changes will enable us to have greater reach with young people.

### f) Goal 5: To be a financially sound, effective organisation

Our biggest strategic change is to have become a fundraising organisation. As outlined in last year's Trustees' Report, we developed a number of plans, policies and initiatives which have been implemented this year. Our financial statements therefore now show fundraising expenditure and income.

## 4. Review of HMDT activities, April 2020 – March 2021

HMDT activities carry forward our strategic goals, in order to help achieve our mission: to learn from genocide, for a better future.

### a) GOAL 1: Increasing knowledge of the Holocaust, Nazi persecution and recent genocides, illustrated by the experiences of people who were persecuted

**Headline stats**

- HMD Together – new resources for online activities, viewed nearly 10,000 times
- Seven life stories of people persecuted, viewed nearly 6,000 times

**Develop and launch theme**

For HMD 2021 we developed the theme, **Be the light in the darkness**, and planned a launch event with Stephen Fry at the end of the previous financial year - late March 2020, just as the lockdown was being introduced. This, of course, had to be cancelled due to the pandemic, and the theme launch delayed (ie to the financial year covered by this report).

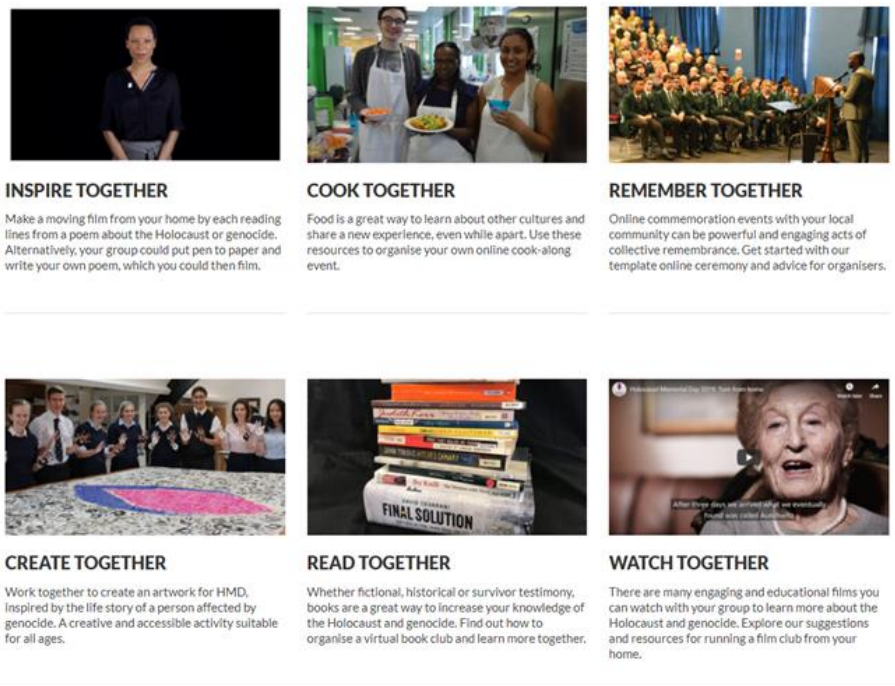
At that point we needed to plan a new event that would work online. We therefore arranged an online event in April 2020, with our chair, Laura Marks OBE, interviewing the author and broadcaster, David Baddiel, about the topic of Holocaust denial – a form of 'darkness' that is highly relevant today and closely relevant to the historical core of HMD. As our first online event, trialling technology, we opened it to an invited audience only, with approximately 40 people attending.

For HMD 2022 we launched the theme, **One Day**, on 25 March 2021, at an online event attended by nearly 250 people. Two survivors spoke of the meaning that the theme has for them: Martin Stern, a survivor of the Holocaust, and Alphonsine Kabagabo, a survivor of the Genocide in Rwanda.

**Resources**

During the year we completely overhauled our planned resources to meet the changed circumstances brought about by the pandemic. We developed a completely new set of resources, designed to enable people to mark HMD online – in meaningful and interactive ways.

These new resources, called **HMD Together**, covered six areas: Remember Together, Read Together, Watch Together, Cook Together, Inspire Together, Create Together.




In addition, we created a planned resource, **Tackling Holocaust denial and distortion in the classroom**. This resource, developed with the advice of external experts, provides support for teachers on identifying and tackling Holocaust denial and distortion in schools. It provides information on what distortion and denial can look like, and suggested strategies for managing situations where denial or distortion occur in class.

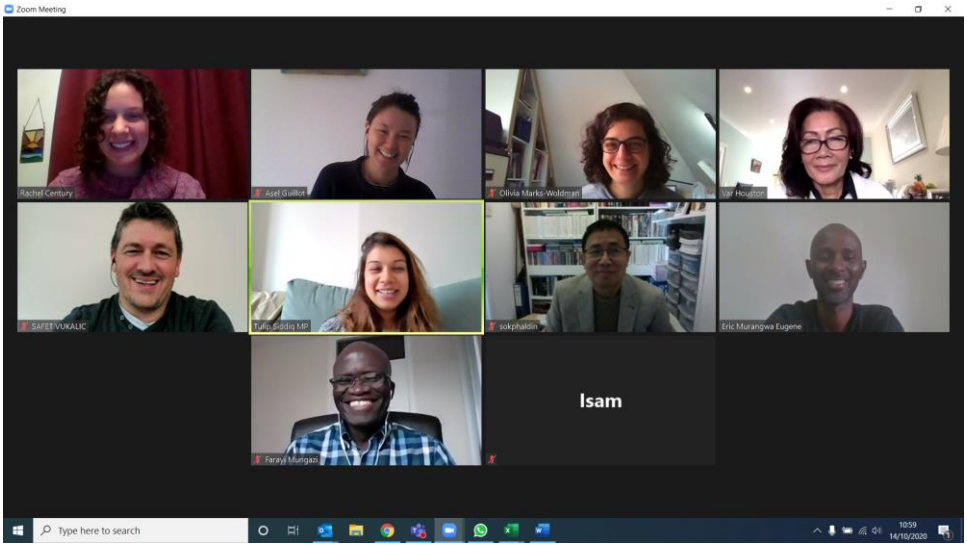
We launched these resources at a new, online event, in September 2021, with more than 250 people logging on from across the UK. This event was carefully planned with external support to assist with logistics and moderation. We were able to make it interactive, with small group discussion and questions, and by moving guests to breakout rooms according to the sector they worked in (eg schools, local authorities).

One local activity organiser wrote ***"thank you so much for this evening! Wasn't quite sure what to expect, but since the start of the session I've already emailed a colleague to start the planning! Thanks again"***. Another local activity organiser said it was a great event with lots of excellent tips for events and wonderful resources.

Despite fewer in person local activities taking place, we still distributed more than 25,000 copies of the **About HMD** booklet.

**Survivor engagement**

We continued to hold meetings with our Holocaust Survivors' Legacy Consultative Group and the Genocide Survivors Consultative Group, but moved these to online meetings. It took a while for all members to be able and comfortable to use Zoom technology but all members were profoundly grateful for the contact and for the ability to maintain their involvement with HMDT. They were pleased to be able to continue advising us, and we were delighted that we had been able to keep their insights contributing to our work.




*HMDT Genocide Survivors Consultative Group meeting on Zoom in October 2020*

In addition, HMDT staff made frequent calls to survivors to keep in touch, and check in on their welfare.

**International activities**

Our international work is conducted predominantly through our involvement in the International Holocaust Remembrance Alliance (IHRA). HMDT's Chief Executive is a member of the UK Delegation to IHRA, and has been serving on the Troika of the Committee on the Holocaust, Genocide and Crimes Against Humanity. Her term of office on the Troika ended at March 2021. She is continues as a Committee member, and as a member of the Museums and Memorials Working Group.

**HMDT Partnership Group for HMD**

HMDT continues to run the Partnership Group for HMD, bringing together some 20 organisations in the fields of Holocaust and genocide education and commemoration. The Group has expanded in the past year, with the addition of Protection Approaches. The Group has met quarterly, via Zoom, to share information, minimise duplication, and expand the reach and impact of HMD.

## b) GOAL 2: To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution

**Headline stats:**

- Nearly 400,000 website visitors in January
- More than 1 ¼ million page views in January
- Simple steps to mark HMD video: 1.7m Twitter impressions
- Auschwitz liberation Date to Remember: 1.6m Twitter impressions
- Why we are Lighting the darkness on HMD: 1.3m Twitter impressions

**Web and other digital content:** We continued to develop and produce web and other digital content on a range of relevant issues. These included material for our website, guest blogs, short films for online sharing and posts for social media platforms. All were designed to be more factually based to increase readers' knowledge, and well designed with accessible language and imagery, for more engagement online.

We published blogs, including ones about the genocide in Bosnia, the persecution of Yazidi people, justice on the 75th anniversary of the start of the Nuremberg trials as well as short films highlighting Holocaust survivors' experiences. We also produced interviews, for example 'Is it possible to compare the Holocaust to other genocides?' with Professor Dan Stone and an interview with a member of the Uighur community on Genocide Prevention Day

In January 2021, we had **389,360** website visitors, and **1,270,000** page views.

**Volunteers:** Unlike in previous years, we were not able to involve volunteers in assisting at the UK Ceremony. Instead, we involved 6 volunteers in helping us online in capturing data on the thousands of local HMD activities. Volunteers supported us over the period December 2020 to February 2021.

**Update library images and literature:** Updating our image library is a major project to audit current images in the library, check that we have up-to-date permissions for use and to check the scope of the permission (eg website only, social media platforms, length of use etc). This project was made much harder by working from home, without easy access to the server. This financial year, we made a start on the project by recruiting a temporary worker to conduct the project and enabling access to the office. Limited work was completed and we anticipate the project will continue in the next financial year.

Updating our language and literature is another ongoing project that requires significant research, and was also made harder by remote working without access to the HMDT library. A start was made on the project by recruiting a temporary worker to undertake the initial work; this project will continue in the next financial year.

### c) GOAL 3: Ensure a national sense of collective commemorations to mark HMD

**Headline stats:**

- Tens of thousands of viewers for the UK Ceremony broadcast
- Contributions to the UK Ceremony from HRH The Prince of Wales; the Prime Minister, the Rt Hon Boris Johnson MP; the Secretary of State for MHCLG, the Rt Hon Robert Jenrick MP; the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP; the Archbishop of Canterbury Justin Welby; Chief Rabbi Mirvis; and Imam Qari Asim
- Over 1,200 total pieces of coverage mentioning HMDT (broadcast and print / online), representing 77% of all HMD coverage
- 49.1K #LightTheDarkness mentions and 25.6K @HMD_UK mentions on Twitter on 27 January, with 24million trend impressions

**Plan and deliver UK Ceremony:** Through April – October, as the pandemic took hold in the UK and restrictions changed, we planned for different scenarios in January 2021 to mark Holocaust Memorial Day 2021 comprising a large scale in-person Ceremony, an entirely online Ceremony or a hybrid of the two.

In October 2020, we made the decision to organise an entirely online Ceremony. This necessitated taking several key decisions about how this Ceremony would be presented:

- We made the decision to present it in a way that would be accessible to the general public, i.e. not an 'invitation only' event on a closed link – we wanted to use the opportunity to reach as many people as possible
- We decided to present it as an 'as live' event – i.e. if someone logged on 10 mins late, then they would join the event 10 mins into the content.

Specific challenges

This course of action obviously resolved the challenge of there being no permitted in-person events (and, as it turned out, a further national lockdown in January), but presented a number of specific challenges:

a) How to keep Holocaust and genocide survivors central to proceedings, and honoured, when they were not present in an auditorium
b) How to create content that would be engaging and informative to a new audience who would be likely to know very little, as well as engaging for our usual guests who are knowledgeable
c) How to maintain the necessary sense of occasion that is fitting for the UK Ceremony
d) How to enable a sense of national collective commemoration that the UK Ceremony could spearhead
e) Managing security issues that could arise from an event that was open to the public and could potentially be hacked
f) How to overcome 'zoom fatigue' that many were feeling at this stage of the pandemic, with so much online content and broadcasts

Overcoming the challenges

a) Survivors

We wove survivors' testimony through much of the content, in both films that focused on survivors' experiences, in short comments and statements from survivors at different points in the Ceremony, and in the final candle lighting ceremony. We were therefore able to include more survivors in the Ceremony than is possible in an auditorium.

Survivors were also sent gift boxes ahead of the Ceremony, with treats and refreshments to enjoy alongside the Ceremony, together with a memorial candle and the programme. These were hugely appreciated, and helped make the survivors feel honoured.

b) Content

We created a strong opening section of joining messages from ordinary people from all walks of life, and from places across the UK. We included well-known celebrities who would

appeal to audiences from a range of demographic backgrounds, and a film with archive footage showing the ordinary and varied lives Jews lived in Europe before the war.




*People joining the UK Ceremony from across the UK*





*Kindertransportee Ernest Simon, and survivor of the genocide in Cambodia Sophari Ashley,*

*speaking at the HMD 2021 Ceremony*



*Chineke!, the first professional BAME orchestra in the UK playing at the HMD 2021 Ceremony*

The broadcast included many short sections, to keep the Ceremony pacy and engaging for all audiences.

We were delighted that the Secretary of State for Housing, Communities and Local Government, the Rt Hon Robert Jenrick MP, gave a speech, filmed by the MHCLG and edited into the Ceremony by HMDT. The speech was a highlight for many viewers as it was intensely personal and moving, and also gave the 'big picture' for national Ceremony viewers.

c) Maintaining a sense of occasion

We had hoped to achieve this through filming in the venue; this had to be revised with the new lockdown, announced just a few weeks before the Ceremony. We therefore booked a studio and arranged to 'dress' it. This was also partly achieved by presenting the Ceremony 'as live' – in other words, with a fixed start time, so that late joiners missed the first minutes – engendering a feeling that 'this was the moment that the Ceremony was taking place'.

The sense of occasion was also achieved through the seniority of the contributors: our Patron, His Royal Highness, The Prince of Wales, filmed a video message for the Ceremony, the Secretary of State for Housing, Communities and Local Government and the Chief Rabbi both made short speeches. We also created a film of a poem, with each line read by a different political and faith leader: Prime Minister Boris Johnson MP; Leader of the Opposition Sir Keir Starmer MP; Leader of the Liberal Democrats Sir Ed Davey MP; First Minister of Scotland Nicola Sturgeon MSP; First Minister of Wales Mark Drakeford AM; First Minister and Deputy First Minister of Northern Ireland Arlene Foster and Michelle O'Neill; Archbishop of Canterbury Justin Welby; Chief Rabbi Mirvis; Imam Qari Asim; Swami Suryaprabha Didiji; Lord Indarjit Singh of Wimbledon and Summer Dawson.



*HRH The Prince of Wales opening HMD 2021 Ceremony with a special address*



*The Prime Minister reading lines from a poem (**We remember them**) during the HMD 2021 UK Ceremony*




*Senior Imam Qari Asim MBE reading lines from a poem (**We remember them**) during the HMD 2021 UK Ceremony*

Other high profile and diverse celebrities contributed: Bear Grylls OBE, Rosie Jones, Tobias Menzies, Chi-chi Nwanoku OBE, Robert Rinder, Indira Varma, and music was performed by the Chineke! Chamber Ensemble and Hafsa Jalisi.

d) Ensuring a sense of national, collective commemorations

This was achieved partly through the content, especially the joining messages, and questions posed by school students and presented at different points during the Ceremony.

All of this was supplemented by the development of a new, 'national moment': **Light the Darkness** (see below).

e) Security issues

These were addressed in a number of ways: pre-filming all content, hosting the broadcast on two platforms (to spread the risk of one going down), having one of these platforms created as a bespoke platform, disabling any 'chat' function alongside the broadcast, having dedicated staff on stand-by to respond to any security problems.

f) 'Zoom fatigue'

This was addressed by treating our guests differently from the public who were also encouraged to watch. We developed a dedicated registration portal for guests. Guests received personal invitations, were asked to RSVP by a deadline, and received the programme and a memorial candle in advance. The sense of occasion, and sense of national collective commemorations both assisted the general public in feeling that they should overcome any 'zoom fatigue', and watch the Ceremony.

<u>Content tailored for online broadcast</u>

Once we had made the decision to hold an entirely online Ceremony, we then planned to capitalise on the format and the potential reach. We created Ceremony content that could not have been included had the Ceremony been in an auditorium, for example:

- Joining messages from people across the country, including from Canterbury Cathedral, a farm in Somerset, a school in Orkney, a mosque in Leeds, an aviation brigade at Wattisham Airfield and an NHS department in London
- As noted above, a poem with each line read by a different political and faith leader, representing all political parties and all major faith communities in the country
- Survivors of recent genocides speaking in their native languages - made understandable for the audience by the use of subtitles
- Celebrity contributor, Rosie Jones, whose speech can be difficult to understand due to cerebral palsy – again made easier for the audience by the use of subtitles

Ceremonial candle-lighting is always a key part of the event, and was a challenge to develop in a fitting way online. The team developed a creative way to keep survivors at the

heart of this part of the Ceremony, show the nation's leadership involved in this important aspect and also engaged the audience. Candle-lighting was led by Holocaust survivors, followed by survivors of more recent genocides. The Ceremony was formally brought to a conclusion with a separate candle-lighting sequence, introduced by Their Royal Highnesses, the Prince of Wales and the Duchess of Cornwall.

We were delighted that our Hon Vice President and Co-chair of the UK HMF, Lord Eric Pickles, and his Co-chair at the UK Holocaust Memorial Foundation, Rt Hon Ed Balls, were both able to participate in the candle-lighting sequence.



*Their Royal Highnesses, the Prince of Wales and the Duchess of Cornwall lighting HMD candles at the end of the HMD 2021 UK Ceremony*



*Head of Brahmrishi Ashram lighting HMD candles at the end of the HMD 2021 UK Ceremony*

Reach and impact

The Ceremony was watched by many tens of thousands of people, joining from across the country.

Its impact was hugely powerful – these are just a few of the comments that we received following the broadcast:

*I just wanted to say a huge thank you for the online ceremony. I am a 32 year old single parent and I have been home educating my two children since just before the first national lockdown… I have been completely blown away today, as I educated my children I found I was also educating myself. 32 years old and I have never known about Holocaust or in fact many of the other things included in the ceremony. Thank you for opening my eyes, and helping me to shed a little light for my children (who are 5 and 8yrs old). We joined the nation in the lighting of a candle as the ceremony ended. An amazing opportunity and a chance to be included in a time when it is so easy to feel excluded.*

Hannah Jones

*My wife and I were very moved by last night's ceremony and we would like to thank and congratulate all involved. It showed real reverence for the people who suffered and it encouraged us to be more active about the oppression that goes on in our own time.*

John and Ann Preston

*I thought I would drop a line to congratulate all those who organised the Holocaust Memorial Day 2021. From beginning to end it was most successful: well-balanced, informative, emotional or restrained as necessary and deeply moving in places. Most unusual at such difficult events, there was not, in my opinion, a single false note. An evening I will remember for a long time.*

Peter Lantos BEM, survivor of the Holocaust

**National moment to 'Light the Darkness':** In response to the pandemic we made the decision to initiate a 'national moment' to 'Light the Darkness'. We felt strongly that as so many local HMD activities were unlikely to take place – and as it turned out, could not take place in ways that brought people together physically – we would try and bring people together in a way that would help them feel part of a national collective endeavour for Holocaust Memorial Day.

We chose the simple action of lighting a candle and placing it in the window, so that the light would then be visible to neighbours – in other words, an individual action in an individual household, but visible externally and therefore connecting with others. It would be a literal lighting of the darkness, and a visible symbol of standing with the memory of people who had been murdered for who they were, and standing against prejudice today.

To support this initiative, we asked a range of VIPs to light candles in their windows, and asked iconic buildings to light up in purple (the HMD 'brand colour' – the colour of

remembrance). We were delighted that a VIP candle was lit and placed in the window of No 10 Downing Street. These VIP candles - in the Ceremony sequence and 'live' at 8 pm on 27 January - had a huge impact in reaching people across the country and signifying the country's leadership and involvement in this national moment.

More than 50 landmark buildings lit up across the country, producing a strong visual symbol of engagement and commitment from organisations and institutions. These include the Palace of Westminster, The London Eye, BT Tower, Battersea Power Station, Blackpool Tower, Wembley Stadium, London Stadium, Edinburgh Castle, Natural History Museum, British Library, Imperial War Museum North, Manchester. We thank all those organisations who supported us in this powerful and very visual way.



*Imperial War Museum North, Manchester*



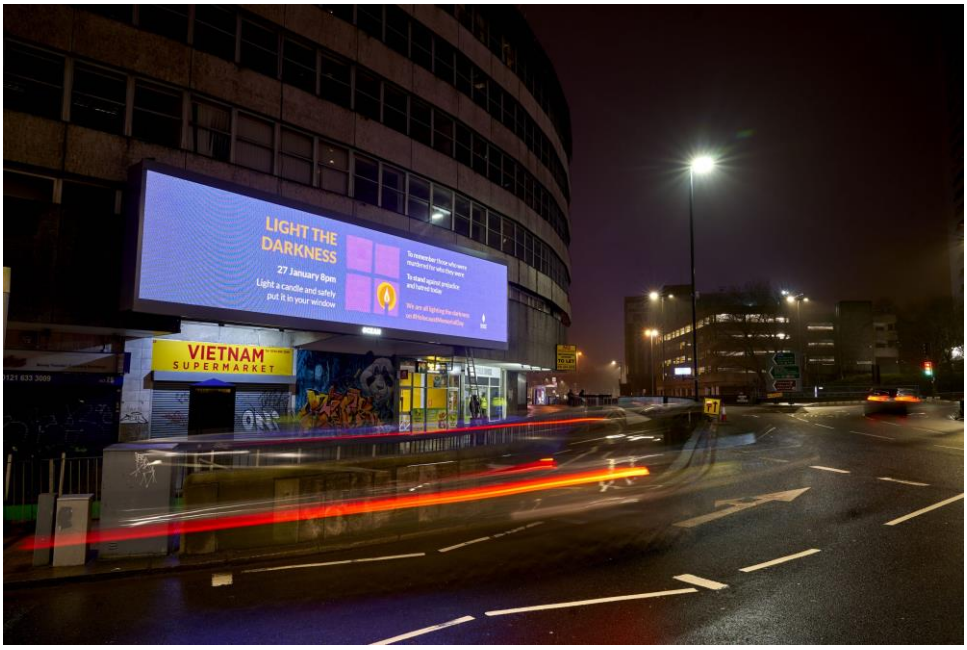
*London Eye*



*Blackpool Tower*

Our ambition was to initiate a project that would be valuable in this pandemic year, and that could give us a starting point if we later decided to continue it.

This project was supported by core MHCLG funds and with additional funds we ourselves raised. We were therefore able to promote it extensively across many platforms, including radio (Capital, Smooth, Heart and Classic). Additionally, we were given more than 2,000 billboards with advertising space for free, across the UK. We are very grateful to J C Decaux and to Ocean Outdoors for these spaces.




*Birmingham Media Wall – one of the 2,000 billboards Lighting the darkness across the UK*

Premier League footballers from Aston Villa, Brighton, Chelsea, Crystal Palace, Fulham, Leeds, Liverpool, Manchester City, Manchester United, Sheffield United, Southampton, Tottenham Hotspur, West Bromwich Albion, Wolverhampton Wanderers sent video

messages to promote the initiative, which were highlighted and shared extensively on social media.




*Premier League footballers calling the nation to Light the darkness for HMD*

The reach was extraordinary and went far beyond our initial ambitions. On the social media platform Twitter there were **49.1K** #LightTheDarkness mentions and **25.6k** @HMD_UK mentions on 27 January, with **24million** trend impressions (how many people saw the Trend on the day).

As the 8 pm BBC News opened with the news that 'people around the country are now lighting candles to mark Holocaust Memorial Day' we felt we had more than achieved our ambition to bring people together in a collective national endeavour – despite being isolated in our own homes.

**Next year planning:** We were able to cancel the venue we had booked for the UK Ceremony, Troxy in Limehouse, London, with a request that we consider using it for the HMD 2022 UK Ceremony.

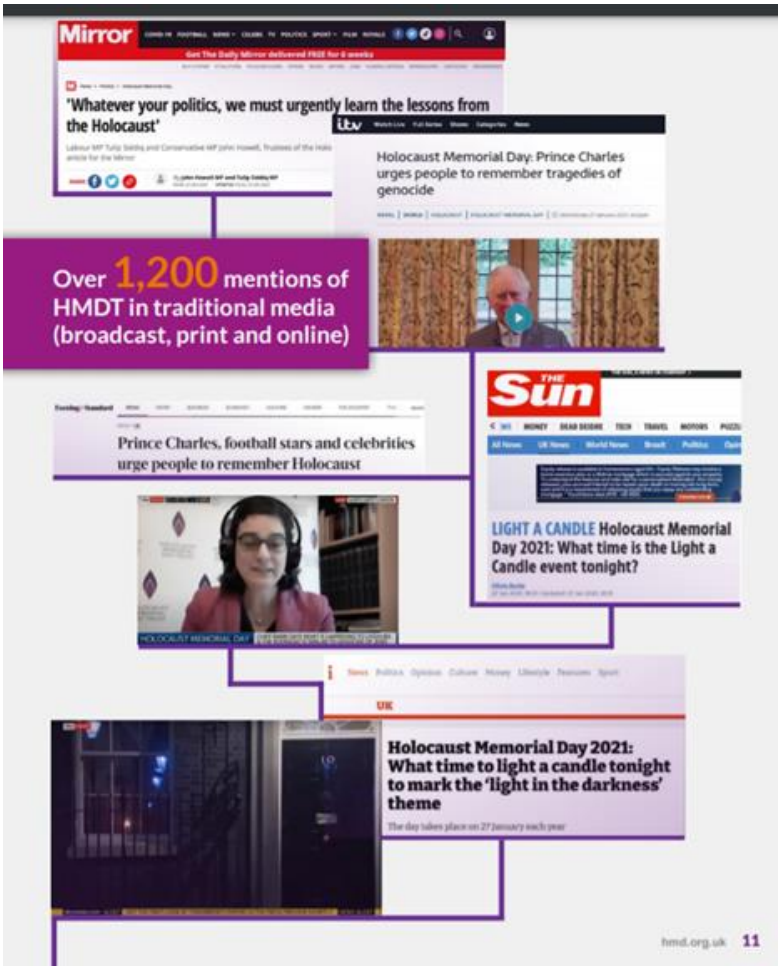
**Raise awareness through the media:** We carefully considered the best way to support media interest in HMD. Given the weight of demand on our staff throughout this period, trustees felt that the most cost-effective way to achieve media reach is to bring in external expertise and assistance in the run-up to HMD. To make the most of this brief, we included support for media interest through the autumn of 2020, eg to make the most of relevant milestones such as the 75th anniversary of the start of Nuremberg Trials in November 2020.

We also realised we would need to benefit from additional support to develop and promote the **Light the Darkness** initiative. It was a hugely ambitious project to get off the ground, and to 'cut through' to gain media attention.

We developed a media project brief and sought pitches from agencies, commissioning Trafalgar Media in August 2020.

Their assistance helped ensure Light the Darkness achieved very considerable reach and profile and supported extensive coverage of the UK Ceremony, including the video message from The Prince of Wales being played on many BBC, Sky and other outlets –

ensuring many millions of people were aware of HMD and able to learn more about its purpose and key messages.




77% of media coverage mentioned HMDT (up from 55% in 2020), ie 1,226 total pieces of coverage mentioning HMDT (broadcast and print / online).

1,592 total pieces of HMD coverage (broadcast and print / online)

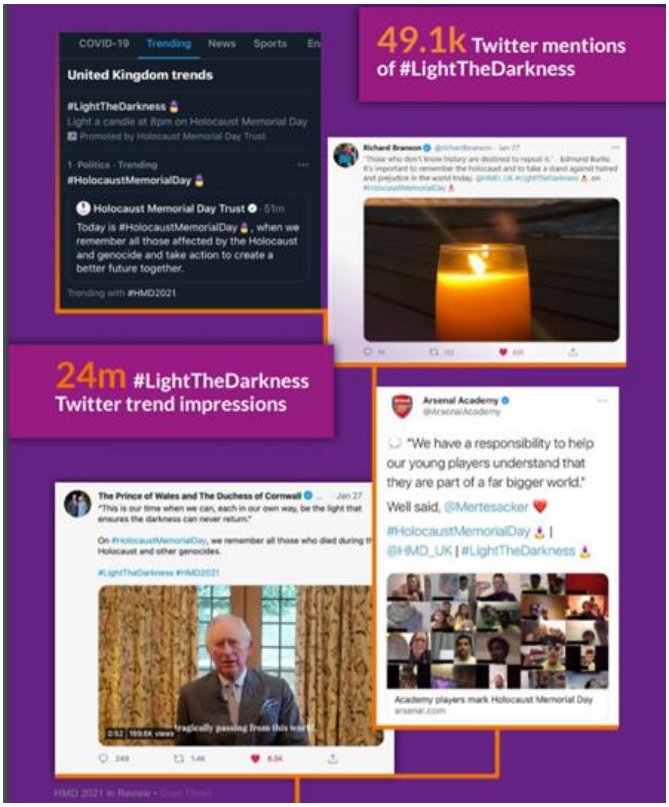
**Social media reach:**

<u>#LightTheDarkness promoted trend engagement:</u>

- **24m** trend impressions (the number of times the hashtag was seen)
- **66.2k** engagements with the hashtag
- **25.6k** mentions of @HMD_UK
- **49.1k** mentions of #LightTheDarkness

<u>Key social media stats:</u>

- Post with the most impressions/reach across all channels: 'Steps to mark HMD' graphics video, seen **1,850,839** times
- New followers gained in January: **3,943** on Twitter, **1,324** on Facebook and **1,715** on Instagram.
- **11,100,000** tweet 'impressions' in January (an increase of **105%** from January 2020)




## d) GOAL 4: To support individuals, organisations and communities across the UK to mark HMD profoundly and meaningfully

**Headline stats:**

- 2,700 organisations marked HMD in 2021 (4,500 in 2020)
- 3,400 activities took place (17,000 in 2020)
- Number of local authorities involved in marking HMD stayed about the same (increase of 3 in 2021)
- 10% more schools marked HMD in 2021 compared 2020
- Successful Youth Photography Competition with more than 400 entries involving Scouts, Girl Guides, NUS and UJS
- 265 youth-related organisations involved in making HMD as lead or secondary organisers (193 in 2020)

**Examples of local HMD events:**

Star Academies, a UK network of 34 primary and secondary schools concentrated in Lancashire, West Yorkshire and Manchester, held HMD activities in every school, despite the challenges posed by remote learning. The schools marked HMD in many ways, including lessons, assemblies, making artworks, writing songs and making displays. The activities involved pupils of all ages and faiths.

At the University of Exeter, Dr Noemie Lopian, the daughter of a Holocaust survivor, and Derek Niemann, the grandson of an SS officer, delivered key note talks at the annual Holocaust Memorial Day Conference, *Speaking across the divide*. Attendees then joined three workshops.



*'Speaking across the divide' HMD 2021 conference*

The Mayor of Antrim and Newtonabbey, Cllr Jim Montgomery, joined by the Consul General of Poland, laid wreaths at the Holocaust Memorial at the Monkstown Jubilee Community Centre. The Council commissioned the Memorial in 2020, working with local artists to create it. Several buildings throughout the district joined landmarks across the UK to light up in purple.

The Josef Herman Foundation held an online event of conversation, poetry and music. They hosted a number of speakers, and two school students read excerpts from Anne Frank's diary; the event concluded with a violin performance.



*The Josef Herman Foundation online HMD event*

Edinburgh Interfaith Association hosted their annual Holocaust Memorial Day Lecture with Holocaust survivor and author Inge Auerbacher. Attendees included the Cabinet Secretary for Communities, with questions from students of George Watson School, Edinburgh, and Agahozo Shalom School, Rwanda.

## Outreach activity

Overall statistics

*Table 1 UK Regional breakdown of number of organisations marking HMD*

| Region | 2019* | 2020* | 2021 | 2020-2021 change | 2020-2021 percentage Change |
|---|---|---|---|---|---|
| East Midlands | 143 | 199 | 148 | -51 | -25.63% |
| East of England | 200 | 268 | 177 | -91 | -33.96% |
| Greater London | 540 | 707 | 717 | 10 | 1.41% |
| North East | 140 | 179 | 124 | -55 | -30.73% |
| North West | 384 | 518 | 342 | -176 | -33.98% |
| Northern Ireland | 141 | 109 | 39 | -70 | -64.22% |
| Scotland | 189 | 303 | 211 | -92 | -30.36% |
| South East | 235 | 562 | 350 | -212 | -37.72% |
| South West | 190 | 304 | 173 | -131 | -43.09% |
| Wales | 100 | 172 | 132 | -40 | -23.26% |
| West Midlands | 117 | 278 | 214 | -64 | -23.02% |
| Yorkshire and Humber | 100 | 181 | 134 | -47 | -25.97% |
| Channel Islands | | 7 | 6 | -1 | -14.29% |
| **Total number of organisations** | **2,479** | **3,787** | **2,767**** | -1,020 | -26.93% |

*2019 and 2020 data relates only to Unique Primary Organisations i.e organisations that led the organising of local events. 2021 relates to organisations who either led or were involved in holding an event.

** The total of the regional figures counts organisations twice if they were involved in events in more than one region. If this duplication of organisations were excluded, the total would be 2678 (hence rounded up to 2700 in headline figure).

*Table 2 UK Regional breakdown of local HMD activities*

| Region | 2019 | 2020 | 2021 |
|---|---|---|---|
| East Midlands | 557 | 643 | 182 |
| East of England | 1457 | 1381 | 227 |
| Greater London | 1712 | 3008 | 684 |
| North East | 569 | 864 | 154 |
| North West | 1494 | 2488 | 476 |
| Northern Ireland | 267 | 265 | 45 |
| Scotland | 524 | 1652 | 366 |
| South East | 1075 | 1788 | 393 |
| South West | 894 | 2289 | 280 |
| Wales | 148 | 566 | 170 |
| West Midlands | 994 | 1843 | 259 |
| Yorkshire and Humber | 793 | 725 | 198 |
| Channel Islands | | 10 | 4 |
| **Total activities** | **10,484** | **17,522** | **3,438** |

*Table 3 Organisations marking HMD by Organisation type*

| By Organisation Type | Total organisations HMD 2020* | Total organisations 2021* | Difference |
|---|---|---|---|
| Arts Organisation | 59 | 71 | 12 |
| Business | 41 | 62 | 21 |
| Charity | 79 | 90 | 11 |
| Cinema | 191 | 1 | -190 |
| Community Groups | 72 | 79 | 7 |
| Education - Early Years | 2 | 0 | -2 |
| Education – FE | 53 | 33 | -20 |
| Education – HE | 107 | 177 | 70 |
| Education - Primary | 394 | 398 | 4 |
| Education - Secondary | 706 | 829 | 123 |
| Education - SEN/ASN | 43 | 29 | -14 |
| Embassy | 1 | 3 | 2 |
| Emergency Services | 26 | 34 | 8 |
| Faith and Interfaith | 306 | 256 | -50 |

| | | | |
|---|---|---|---|
| Government Depts. | 24 | 16 | -8 |
| Individual | 37 | 19 | -18 |
| Library | 1227 | 134 | -1093 |
| Local Authority | 246 | 277 | 31 |
| Member of Parliament* | | 15 | 15 |
| Military Base | 3 | 0 | -3 |
| Museum and Heritage | 49 | 45 | -4 |
| Other* | | 20 | 20 |
| Prison | 24 | 4 | -20 |
| Publishers | | 2 | 2 |
| Pupil referral unit | | 3 | 3 |
| Social Care and Health | 18 | 13 | -5 |
| Sport | 32 | 17 | -15 |
| Trade Union | 17 | 10 | -7 |
| Trust or Foundation* | | 6 | 6 |
| Youth Organisation* | | 34 | 34 |
| **Total** | **3,757** | **2,677** | |

The impact of the pandemic in 2021 can be seen from the significant reduction in libraries and cinemas holding events. However, libraries were still in the top 10 of organisations holding events in 2021.

Schools

*Table 4 UK - breakdown of schools marking HMD*

| | Total Number of Schools marking HMD | Total state schools in UK | Schools marking HMD as % of State Schools 2021 | Schools marking HMD as % of State Schools 2020 |
|---|---|---|---|---|
| **Primary** | **398** | **20,831** | **1.9%** | **1.9%** |
| **Secondary** | **828** | **3,079** | **26.9%** | **22.9%** |
| **SEN** | **29** | **1,238** | **2.3%** | **3.5%** |

This headline figure shows a percentage increase in secondary schools marking HMD in 2021 compared to 2020. Secondary schools (state and independent) marking HMD as a percentage of state schools increased to just over a quarter. This is a good milestone and reflects HMDT's strategic focus on schools. Unfortunately we are unable to differentiate confidently between state and independent schools).

*Table 5 England - breakdown of schools marking HMD*

| | Total Number of Schools marked HMD 2021 | Change from HMD 2020 | Total state schools in England | Percentage of English schools marking HMD 2021 | Percentage of English schools marking HMD 2020 |
|---|---|---|---|---|---|
| **Primary** | **349** | **-1** | **16,769** | **2.1%** | **2.1%** |
| **Secondary** | **699** | **+123** | **2,319** | **30.1%** | **24.8%** |
| **SEN** | **22** | **-14** | **1,044** | **2.1%** | **3.4%** |
| **Total** | **1,070** | **+108** | **22,540** | **4.7%** | **4.3%** |

There are a total of 2,408 independent schools in England - with no reliable breakdown on numbers in each phase. These have been included in the total numbers and percentages of schools marking HMD 2020.

Roughly 30% of English state schools are faith schools. Of the schools recorded as marking HMD 2021, 33% were faith schools, made up of 318 Christian schools, and 34 non-Christian faith schools.

*Table 6 Integration Areas*

| | Number of secondary schools in integration area marking HMD | Year on year change |
|---|---|---|
| **HMD 2018** | 13 | - |
| **HMD 2019** | 37 | +24 |
| **HMD 2020** | 64 | +27 |
| **HMD 2021** | 48 | -16 |

A further 3 integration area schools posted about HMD on their social media (Facebook and Twitter) but there was not enough evidence of activities occurring for HMDT to count them as organisations participating in HMD 2021. However, it seems likely that schools engaging on social media would have some form of activity in school – the continuing question is how best can we go about finding out details and confirming events.

*Table 7 Integration Area Breakdown*

| Area | Number of secondary schools that marked HMD 2020 | Number of secondary schools that marked HMD 2021 | %age change | Total faith schools: | Number of faith schools that marked HMD 2021: |
|---|---|---|---|---|---|
| **Bradford** | 14* | 15 | **+7%** | 7 | 6 |
| **Blackburn with Darwen** | 10 | 8(+3)** | **-20%** | 6 | 3 |
| **Peterborough** | 9 | 4 | **-56%** | 2 | 1 |
| **Walsall** | 7 | 5 | **-29%** | 5 | 1 |
| **Waltham Forest** | 11 | 4 | **-64%** | 2 | 2 |
| **Dundee** | 4 | 7 | **+43%** | 2 | 2 |
| **Cardiff** | 5 | 3 | **-40%** | 4 | 1 |
| **Belfast** | 4 | 5 | **+20%** | - | - |

*Including Bradford Central Pupil Referral Unit
**includes 3 schools who posted about HMD on their social media but where activities could not be verified.

Local authorities, esp integration areas

*Table 8 Local Authorities by Region/Nation*

| Region | Local authorities marking HMD 2020 | Local authorities marking HMD 2021 | Change 2020-2021 | % |
|---|---|---|---|---|
| Channel Islands | 1 | 0 | -1 | -100% |
| East Midlands | 25 | 28 | 3 | 12% |
| East of England | 40 | 31 | -9 | -22.50% |
| Greater London | 33 | 32 | -1 | -3.03% |
| North East | 11 | 12 | 1 | 9.09% |
| North West | 29 | 30 | 1 | 3.33% |
| Northern Ireland | 5 | 8 | 3 | 60% |
| Scotland | 22 | 21 | -1 | -4.55% |
| South East | 39 | 38 | -1 | -5.13 |
| South West | 18 | 22 | 4 | 22.22% |
| Wales | 14 | 15 | 1 | 7.14% |
| West Midlands | 20 | 21 | 1 | 5% |
| Yorkshire and the Humber | 14 | 15 | 1 | 7.14% |
| **Total** | **270** | **273** | 3 | 1.11% |

Most UK regions saw modest increases in the number of local authorities marking HMD in 2021 compared to 2020. There was a significant increase in local authority participation in HMD in Northern Ireland as a result of targeted engagement.

There were very small decreases in the number of councils participating in Scotland, the South East and Greater London, as well as a significant decrease in the number of councils in the East of England marking HMD. It is unclear why this is the case, but the East of England will be a focus area for the Local Government HMD Officer ahead of HMD 2022.

*Table 9 Local Authorities and Integration Areas*

| Authority | Did they mark HMD? | | |
|---|---|---|---|
| | 2019 | 2020 | 2021 |
| Belfast | Yes | Yes | Yes |
| Blackburn with Darwen | Yes | Yes | Yes |
| Bradford | Yes | Yes | Yes |
| Cardiff | Yes | Yes | Yes |
| Dundee | No | Yes | No |
| Peterborough | Yes | Yes | Yes |
| Walsall | Yes | Yes | Yes |
| Waltham Forest | Yes | Yes | Yes |

In 2021, seven out of the eight integration areas organised an HMD activity.

**Youth engagement**

Overview of 2020-21: This year we have seen a notable increase in youth organisations marking Holocaust Memorial Day, despite the challenges brought on by the global pandemic.

Our youth engagement covers two strands: encouraging youth-related organisations to engage with HMD, and encouraging young people to take part in a specific HMDT youth engagement project.

Youth-related organisations marking HMD 2021: This year saw an increase in the number of youth related organisations running HMD activities, with a total of **265** youth organisations marking HMD. These comprised activities noted in the tables above, in higher and further education settings, and in youth organisations/ groups.

We saw an increase of **37 %** in the number of youth-related organisations marking HMD compared with 2020, and an increase in **119 %** compared with 2019. However, of these only **118** were the primary organisers (ie the others were events where the youth-related organisation supported and assisted, rather than led, the development of the event). This reflects the collaborative nature of many higher education events, which made up the highest proportion of events.

We saw a notable engagement from the university community, with Higher Education (HE) making up **75%** of the youth related organisations. HE organisations include Universities, university departments, student unions and societies (eg Jewish or History Societies). Most university events involved multiple organisations, for example the Student Union and the History Department, or the Jewish Society and the Student Union.

Youth engagement project: We ran a successful youth photography competition, which significantly increased our direct engagement with young people under 25 years. We worked closely with our Youth Consultative Group (YCG) to promote the project to a diverse youth audience. The YCG consists of four prominent national youth organisations

each working with young people of different ages and in different community settings, working alongside HMDT: Scouts, Girl Guiding, NUS (National Union of Students) and UJS (Union of Jewish Students). Each organisation from the YCG ran their own parallel competitions under the same name- *Light up the darkness*.

We were delighted to secure a high calibre panel of judges: the acclaimed photographer and director, Rankin; esteemed sculptor and Holocaust survivor Maurice Blik; Labour MP and HMDT Trustee Tulip Siddiq; and HMDT CEO, Olivia Marks-Woldman OBE. The addition of Rankin significantly helped us to promote the project as he has a strong youth following and is widely respected in the arts, which added prestige to the competition and exhibition. We filmed an interview with Rankin, which was then used across the HMDT social media channels to help promote the competition.




*Judging panel meeting on Zoom*

In addition to the expert panel, each organisation had a shortlisting panel made up of young people (14-25) involved with the work of that organisation. This meant we were able to ensure the final images appealed to a youth audience and young people were involved in the development of the exhibition in an authentic manner.

The **Light up the darkness** youth photography project was launched at our first youth-led event for the general public, on 26 November 2020, attended by nearly 100 people. It was

chaired by one of the HMDT youth representatives, Nikos Souslous. Panellists were our gedenkdiener, Jakob Riegler; HMDT youth representative panel member, Niamh Hanrahan; co-founder of youth-led initiative, Yet Again, Kirsty Robson; and local HMD youth organiser Alejandro Arguelles Bullon. The event also included a very powerful presentation from survivor of the Cambodian genocide, Var Ashe Houston.

We received a combined total of **407** entries from young people across the UK. Whilst this was less than our initial ambitions for the project, in the light of the pandemic we were pleased with this response. GirlGuiding UK and Scouts Association were not running local group meetings in person during the pandemic, and in the circumstances it is not surprising that we had lower responses than originally anticipated.

We received overwhelmingly positive feedback from individuals on social media, organisations, young people and our judging panel. One of the judges, artist and Holocaust survivor Maurice Blik, said of the project*, 'It has been invigorating to see the ingenuity and originality of these young people's imagery. It should act as a spur to encourage art education in schools.'*

Rankin said '*It was an honour to be a part of the Holocaust Memorial Day Trust's Light up the Darkness competition. Now more than ever, it is so important for young people to take the time to engage in history and learn more about genocide and division. I loved the message of the competition of celebrating what brings us light throughout our dark times and all of the entries didn't disappoint. It was so fantastic to see how they harnessed the power that photography can have to conceptualise their feelings and thoughts around the theme.'*

The winner of the 14-18 age category

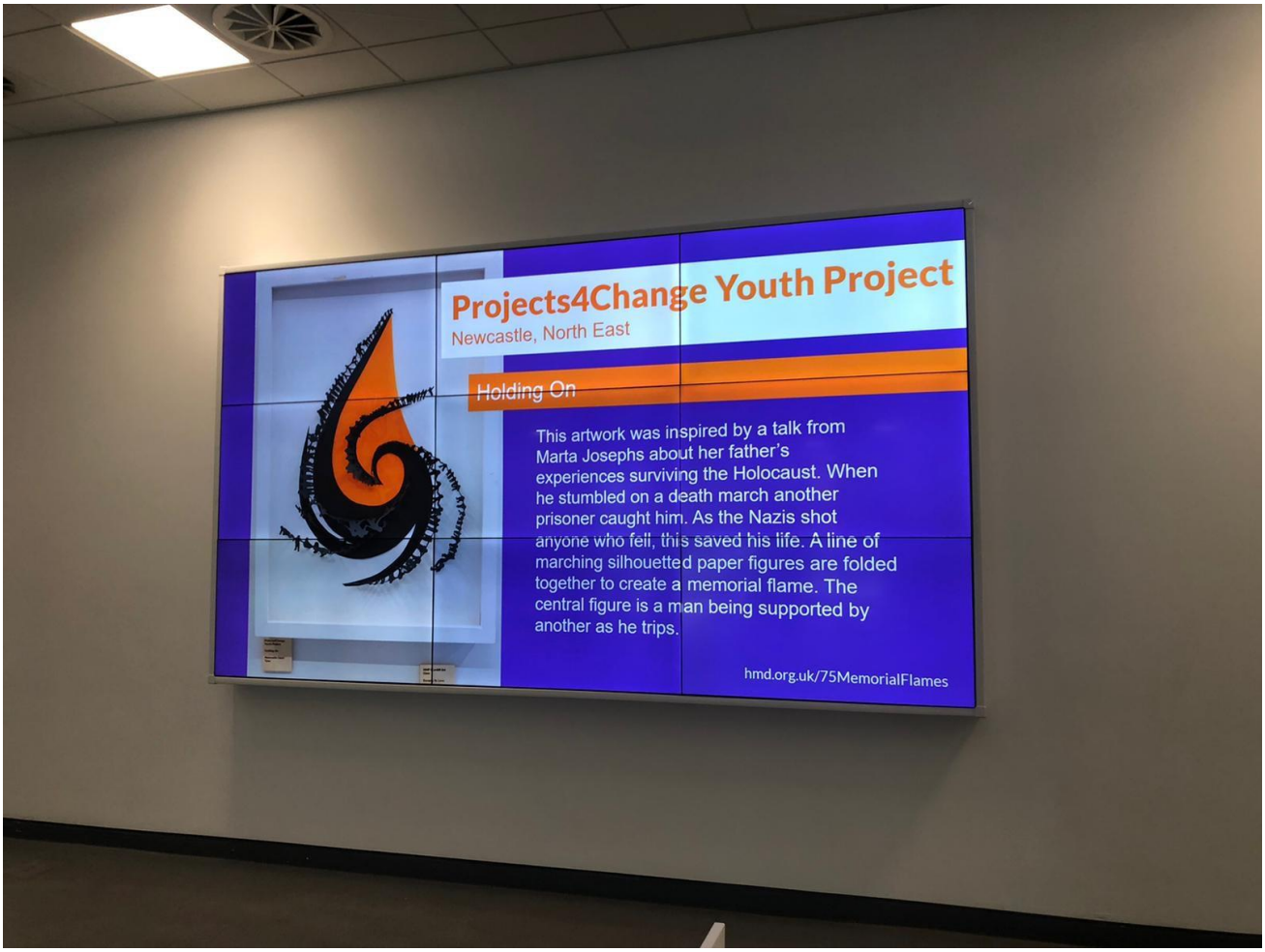


The winner of the 19-25 age category



**Communities project: 75 Memorial Flames:** The exhibition of 75 Memorial Flames, created by community groups across the country, had been developed during the year 2019-2020, and launched at HMD 2020. The initial plans had been to take this wonderful exhibition to venues across the UK throughout the 75th anniversary year of 2020, ie during the financial year 2020-2021. However, due to the pandemic, these plans had to be cancelled.

Instead, we diverted resources to create an online exhibition, which we were able to 'take' to the Museum of Liverpool throughout October 2020, reaching nearly 4,000 people. Of course, this is far lower footfall than was the case pre-pandemic; nonetheless we were delighted that the exhibition could reach so many people in Liverpool, educating them about the Holocaust and Nazi Persecution.




*The digital exhibition on display at the Museum of Liverpool*

We were also able to bring the exhibition to the Central Library in Manchester in October 2020.



Image of the exhibition at Central Library, Manchester

We brought the project to a close with an online event to thank all those who had created and contributed Memorial Flames, and been part of this wonderful creative project.

**Materials & impact studies:** As in previous years, we produced and distributed flame pin badges, and produced HMD banners.

We surveyed local HMD activity organisers and others through our networks to find out about the reach of HMD, and the impact it had this year.

**Support national/regional ceremonies in Scotland, Wales and Northern Ireland:** As in previous years, we supported the national/regional Ceremonies in Scotland, Wales and Northern Ireland. This year, due to the pandemic, we instituted regular planning meetings bringing together representatives from the devolved nations, to ensure they were linked with the national UK plans.

The Scottish and Welsh Governments both decided to hold separate online national events for their guests, as well as encouraging their stakeholders to watch the UK Ceremony broadcast. The Northern Ireland Executive did not develop a separate online ceremony. Instead they created a small event around the artwork they had commissioned the previous year, and encouraged their usual guests to watch the UK Ceremony broadcast.



*Wales HMD 2021 Ceremony*




*Scotland HMD 2021 Ceremony*

We were grateful and delighted to receive a grant from the Scottish Government to support local outreach to Scottish communities and assist them in marking HMD.

Last year in January 2020, there were 1,625 local HMD activities across Scotland, delivered by more than 300 organisations, up from 524 activities in January 2019, as a result of the grant from the Scottish Government.

This year, because of the pandemic and the lockdown, the numbers of local activities fell. Nonetheless, thanks to the grant from the Scottish Government, more than **200** local activity organisers were still supported by HMDT to plan and deliver more than **360** activities, right across Scotland.

Our analysis of the data we have captured shows that of these local organisations, 21 were local authorities, 130 were schools, and more than 60 were from a variety of community organisations, libraries, faith/interfaith groups and museums.

With the aid of the Scottish Government's grant, HMDT was able to employ a freelance Scotland Support Worker, Kirsty Robson, who ran two workshops and undertook extensive outreach work.

Overall HMDT supported 360 HMD activities right across Scotland, from the Orkney Islands to Ayr, including:

- Orkney: A candle was lit in St Magnus Cathedral, and posters were posted around the community to encourage people to take part in HMD

- Westray: A teacher at Westray Junior High asked pupils in S1-S3 to design and create candles, which they were then encouraged to display in a window of their home.

- NW Scotland: Pupils at Plockton High School watched the Scotland Ceremony online, discussed the meaning of 'Holocaust', and read a life story of their choice.

- Abrdeeen: Aberdeen City Council and the Aberdeen Holocaust Memorial Day Group conducted live book readings and discussions on 26 - 28 Jan, focusing on "From Phnom Penh to Paradise" by Var Ashe, a survivor of the Genocide in Cambodia

- Ayr: Pupils at Southcraig School (a school for children with additional support needs) in Ayr were asked to do art & crafts activities for #LightTheDarkness. Their work was then displayed in the school.

- Edinburgh: Foundation Stones in Edinburgh invited members of the public to join them in painting stones as part of a new memorial.
- 
- Glasgow: Youth-led initiative, Yet Again, organised an event with Hasan Hasanović, a Srebrenica survivor, where he talked about his personal story and his experience of commemorative events elsewhere in the UK and abroad.

e) To be a financially sound, effective organisation

**Funding:** We are deeply grateful to the Ministry for Housing, Communities and Local Government, which continues to support Holocaust Memorial Day Trust with the vast majority of our funding (91% of our income in 2020-21). In addition to their financial support, the Secretary of State and colleagues in MHCLG continued their long record of support for Holocaust Memorial Day, contributing at the UK Ceremony, giving advice and guidance and championing HMD and HMDT.

**Financial Review:** HMDT's total income for the year ended 31 March 2021 amounted to £985,796 (2019/20- £1,185,002), primarily comprised of the 2020/21 grant received from MHCLG of £900,000 (2019/20- £1,007,500).

After deducting total expenditure in the year of £956,223 (2019/20- £1,239,395) there was a net surplus of £29,573 (2019/20 - net deficit £54,393). The Trustees are satisfied with the financial position of the charity as at the year end.

## Fundraising

Strategy: We developed a fundraising strategy in 2019-20, and anticipated bringing in 10% of our income in 2020-21 from sources in addition to our funding from governments. We anticipated further grants from the Scottish and Welsh Governments, a small grant from the Northern Ireland Executive and donations from High Net Worth Individuals (HNWIs).

Fundraising compliance: In 2020-2021, HMDT developed a number of initiatives to ensure effective and compliant fundraising activities; these included expanding the membership of the Fundraising Committee, developing a 'Know your donor' policy and procedures, recruiting a permanent part-time Fundraising Manager, and reviewing our GDPR responsibilities within fundraising. We will ensure we remain compliant with fundraising regulations.

Activity: At the outset of the year our plans were to create a stronger fundraising infrastructure in 2020-21: agree a fundraising policy (including identifying situations where we would refuse donations), establish an online fundraising mechanism via the HMDT website, secure registration as a charity in Scotland as well as in England and Wales, and establish appropriate administrative fundraising processes.

In addition we planned to start the lengthy processes of applications to foundations and trusts.

Despite the pandemic, we achieved most of our plans. Our policy and processes were established during the financial year. We were successful in obtaining a grant of £15,000 from the Scottish Government, but were unsuccessful in securing grants from the Welsh Government and from the Northern Ireland Executive. We received substantial donations from a number of individuals, alongside a number of donations via our website. We were delighted to receive a substantial increase in donations in the final quarter of the year, following the UK Ceremony.

Donors: We are particularly grateful to the following Trusts and Foundations for their support: the Blavatnik Foundation, the Gerald and Gail Ronson Family Foundation, the Rachel Charitable Trust, and the Shoresh Charitable Trust.

We are indebted to all of the many donors who generously contributed to our work and enabled us to reach more organisations and individuals, and have a greater impact than we otherwise would have been able to do. In particular, our sincere thanks go to *Baruch Erlich*, David Gabbay, Aron Gelbard, Sir Michael and Lady Heller, Michael and Jeanette Marx.

**Ensure sound governance:** The Holocaust Memorial Day Trust is a charitable company limited by guarantee, incorporated on 6 April 2005 and registered with the Charity Commission for England and Wales on 8 May 2005 (registered Charity number: 1109348). HMDT is governed by Articles of Association.

Trustees: Trustees are appointed for a three year term and may be reappointed for one or, in certain circumstances, two additional terms.

New Trustees are recruited by open advertising and by other methods of search, and potential candidates are interviewed by members of the Finance and Operations Committee of the Trustee Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board Committees, which are held as required. Trustees held an online 'away day' in October 2020.

Committes of the Board meet regularly to oversee the work of HMDT. The Trustees' Finance and Operations Committee reviews key financial reports such as Annual Budgets and Quarterly Management Accounts and seeks to ensure that HMD has strong financial management systems in place. It also reviews staff pay, including pay for senior staff.

The HMDT trustees are exceptionally expert and generous with their time and guidance. We remain hugely grateful to them all for their unstinting support, advice and wisdom. HMDT's Trustee Board is chaired by Laura Marks OBE, whose leadership is of immense value to the organisation. She steers HMDT with energy, creativity and wisdom, and we are sincerely grateful to her for her energy and commitment. Particular thanks are due to the other Honorary Officers, Sir Leigh Lewis and Amanda King, and Committee Chairs Michael Marx, Anita Peleg and Danny Stone.

Trustees' expenses & company administration: Costs relating to the governance of the charity are kept to a minimum. Trustees' expenses were minimal due to having meetings online, and an internally-facilitated trustees' "away day" online.

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2020-2021). Details of Trustee expenses are disclosed in note 8.

Key management personnel: The Trustees have delegated the day-to-day management of HMDT to the Chief Executive. The Trust has the good fortune to be led by a dynamic and inspiring Chief Executive, Olivia Marks-Woldman OBE, who is supported by an excellent and committed staff team. We are grateful for the hard work and achievements of the staff team during the year.

Support everyone involved in the organisation to understand and implement our strategic aims and objectives: Our Trustees monitor the organisation's activities against its agreed goals, and participate in an annual trustees' away day; staff report regularly to the Chief Executive. All of our trustees are also members of at least one HMDT Committee, helping to shape our work in detail. Our targets are reviewed annually and updated where appropriate. Our strategy is set out on our website in a clear summary so that all of our stakeholders are able to understand and identify with our organisational aims and goals.

The strategy review was completed in 2019- 2020, and the key changes in direction were summarized at the beginning of this Report.

Ensure our organisational processes are accountable and transparent: Throughout the period under review HMDT has worked to ensure it operates effectively, follows good practice in all matters (including the Charity Governance Code endorsed by the Charity Commission) provides value for money, and seeks to ensure that our business practices are safe and effective.

We are members of the National Council for Voluntary Organisations, and the Chief Executive is a member of Association of Chief Executives of Voluntary Organisations. We have conducted extensive work to update consents and procedures to ensure compliance with GDPR guidelines. We continue in our efforts to further develop our data compliance.

**Risk management:** Trustees regularly review the organisational risks, and manage them in the following ways:

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered
- The maintenance of a Risk Register which is regularly reviewed by the Finance and Operations Committee
- Annual Trustee Away Day to consider strategic topics

- Establishment of policies, systems and procedures to mitigate risks
- Implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise

Key strategic risks include the following:

a) The most immediate risk facing us is addressing the impact of the global pandemic. It poses immediate operational risks to delivering engaging HMD local and national events through the ongoing pandemic; we are considering in detail the question of what hybrid events will look like against a backdrop of uncertainty about when large-scale in-person events can take place.

More strategically, as noted in the opening paragraphs, there are risks arising from a post-pandemic, where financial and health worries and heightened tensions are creating division, and fostering identity-based hostility (especially towards members of minority groups).

As noted in Section 2, HMDT is gravely concerned that the societal context for our work has been impacted negatively by the pandemic. The pandemic has been deliberately exploited by a virulent minority – there has been a growth in hatred and in far right extremism generated by the pandemic. These pose significant risks to our work.

The pandemic also poses risks of reduced income in future years from government and from other potential donors, and risks to maintaining staff morale when working remotely in isolation.

These risks are being mitigated by:

- Our experience of running successful HMD activities during the pandemic through the year 2020-2021
- Plans for hybrid events in 2021-2022
- Having a fundraising strategy and enhanced trustee and professional capacity in place
- Regular checks with staff, a continued Employee Assistance Programme and encouraging a measured return to work

Other risks noted in last year's Trustees' Report still pertain today:

b) As Holocaust survivors reach the end of their lives, there are fewer survivors able to contribute to our work (eg to act as media spokespeople, and add to the development of our resources). There is a risk as a result that our work will become less effective and attract less interest. The implications of survivors passing away was addressed in our updated organisational strategy, 2020-2025, and is being addressed through our organisational work as noted earlier in the Report. Trustees also address this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. This risk is also addressed operationally through a range of measures including developing life stories of people who were targeted for persecution, by conveying these life stories in a variety of ways, by regular staff consultation with Holocaust survivors, and by involving survivors in all HMDT activities and events.

c) A financial risk is that the UK Government may not renew or may substantially reduce its grant to HMDT, which would imply a loss of Government commitment to Holocaust Memorial Day. This is addressed by having a close working relationship with MHCLG, and through regular reporting, operating effectively, providing value for money, and demonstrating the impact that HMD has on those who attend our national and local activities.

d) A further financial risk is that as we move to becoming a fundraising organisation, Government support is reduced, and we lose our intimate relationship with Government. This could result in a perception more widely that the Government is less committed to HMD itself, and of HMD being perceived as less significant than it currently is. This is mitigated by our fundraising policy set by our Board, and by the many ways in which we seek to maintain strong and collaborative relationships with both ministers and officials in our sponsor Ministry, MHCLG.

e) A further risk is that the general public will fail to maintain interest and engagement in Holocaust Memorial Day. This is addressed by the identification each year of a new theme for HMD, and by the creative ways in which the HMDT staff team develop programmes of engagement. It has been further addressed by the development of the national moment, **Light the Darkness**, to engage even more widely and ensure a national moment of collective commemoration.

f) An additional risk is that stakeholders fail to understand the rationale for why HMD commemorates only certain specific genocides in addition to the Holocaust (ie those in Cambodia, Rwanda, Bosnia and Darfur). This is addressed through the information on our website and our external communications activities. Our revised strategy also addresses this through extending our willingness to comment on more recent atrocities such as the treatment of Rohingya Muslims, which may in future be regarded as genocide.

Further risks discussed with trustees during the past year include:
• Fake news – distortion of the Holocaust and people distrusting information
• 'who cares?' – people losing interest in the Holocaust
• Holocaust distortions and denial

These are all real and growing risks. We are addressing them through seeking to be impact-focused in all we do, and ensuring that through all our activities people who engage with HMDT can learn more about the Holocaust and recent genocides, increase their empathy and take action to improve society.

**Audit:** An independent audit of the Financial Statements for the financial year ended 31 March 2021 was carried out by Knox Cropper LLP.

**Legal & HR**: HMDT now obtains specialist HR advice and guidance from HR Partnership (changed from Peninsula in previous years). This move necessitated identifying a new supplier for our employee support programme, which is now provided by BUPA.

**Reserves policy:** The core funding for HMDT is provided by the Ministry for Housing, Communities and Local Government specifically for the objectives set out in our governing documents. Although the funding does not specially provide for the creation of reserves, MHCLG is committed to following the good practice recommended by the Charity Commission, given in particular that the timing of the allocation of our annual grant leaves a funding gap during April and May each year.

The Board of Trustees has accordingly adopted a reserves policy under which reserves are restricted to:

1. the funds needed for our ongoing working capital requirements, and

2. funds sufficient to enable HMDT to meet its contractual and statutory obligations in the event of our having to cease, or substantially alter, the way in which we operate.

Trustees reviewed and updated the reserves policy in June 2020. Following the review they adopted a higher minimum reserves target of £155k which the charity exceeded at 31 March 2021.

Total free reserves available for these purposes at 31 March 2021 amounted to £190,818 (2019/20 - £161,600).

**Going concern:** HMDT has submitted a three-year funding application to MHCLG for grants to cover the years 2021-22, 2022-23 and 2023-24. This was delayed due to the delayed Government Spending Review, and a grant of £900,000 was awarded for 2021-22. The MHCLG has invited us to update and resubmit the three-year application. HMDT's understanding from MHCLG is that this three-year funding will then be awarded.

Grant expenditure is monitored closely throughout the year, with Trustee oversight exercised via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly throughout the year on the grant and our activities to our liaison adviser at MHCLG and have a close relationship with civil servants and Ministers in MHCLG. The Trustees are confident that this support will continue beyond March 2022.

Trustees are confident that HMDT remains a going concern: we have received confirmation of the 2021-2022 MHCLG grant, and received the first grant instalment of 50%; this grant covers approx. 90% of our core costs and the delivery of HMD 2022. In addition, we have confidence in our relationships with devolved administrations in Scotland, Wales and Northern Ireland, and of our ability to meet our fundraising targets as regards Trusts and Foundations, and individual donors. Some of our planned expenditure is based on obtaining such income, and will not go ahead if we are unsuccessful in receiving grants and donations.

**Ensure HMDT is a good employer and maintains best practice in personnel, financial and administrative systems in line with best practice guidance and current legal requirements**

**Staff:** HMDT's staff team are its greatest asset, and have worked exceptionally hard in a very challenging year to ensure that, despite the pandemic, HMD has maintained its impact, making a difference to what people know about the past, feel about others today, and do to create a better future. HMDT is immensely grateful to all members of the staff team, and thanks them sincerely for their energy, commitment, creativity and passion.

Staff are provided with regular appraisals, support and supervision and training opportunities – this has continued throughout the pandemic with staff working from home. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including bespoke skills workshops. As noted above, HMDT has an Employee Assistance Programme.

**Remuneration policy:** Remuneration for staff is set via guidance from the NJC, and benchmarking with charities of a similar size. It is regularly reviewed by the CEO, Head of Finance and Operations and by the Finance and Operations Committee. The remuneration of the Chief Executive is reviewed by the Chair and trustees on the Finance and Operations Committee. This year we have developed a Performance Related Pay policy and process.

**Effective office environment:** Over the past year we have adjusted our office management to address the challenges of the pandemic. Staff were supported with equipment to enable effective and safe work from home, for example, by the provision of lap tops, stationery, zoom licences and so on. We introduced Microsoft Teams as a cost-effective solution for telephone calls, online conversations and meetings. The office was made covid-compliant to meet social distancing requirements, through the provision of perspex desk dividers, hand sanitisers, individual desk fans and so on.

We negotiated a substantial reduction in rent during this financial year. We also considered the organisation's need for office space going forward, and concluded that we would seek to bring staff back together for core team meetings when possible.

HMDT has full Employer's Public Liability and contents insurance and has not made any claims in the year under review.

**Equal opportunities:** The Holocaust Memorial Day Trust is committed to advancing equality and diversity within all its activities. It aims to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote equalities and tackle discrimination. Dedicated work to become more inclusive has taken place over the past year; including improved recruitment practices.

**Being an effective organisation:**

Public awareness: As in previous years, we commissioned a public awareness poll of the general public regarding their familiarity with Holocaust Memorial Day. 82.5% of respondents said they had heard of Holocaust Memorial Day (up from 79% in 2020), with 31.5% saying that they knew HMD well.

Impact study: An impact study we commissioned was undertaken by Sheffield Hallam University in 2014-16. Its key findings demonstrated that HMD has a significant impact on those who attend HMD activities, making a difference to what they know (about the Holocaust, Nazi Persecution and more recent genocides), what they feel about other people, and what they actually do:

• 70% of respondents felt that, following participation in HMD, they were more aware of the causes and conditions that can lead to genocide

• 66% of respondents reported that HMD was responsible for them feeling more sympathetic toward people from different backgrounds

• 93% of respondents took some form of action as a result of attending an HMD event

This study helped to inform our operating strategy and its findings are regularly considered. We have no reason to believe that they would be significantly different today.

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2021 activities.

Comments included the following:

'I felt the film clips of different people lighting their candles made me feel part of a much wider community and it was really special that I was able to do the same. My neighbour saw me put a candle in my window and asked me why. When I told him, he went inside and did the same. It was a heartfelt moment.'

'I organise an assembly each year and it always has a profound effect upon the pupils and staff. It feels so important never to forget the Holocaust and other genocides, the perpetrators and their victims. Helps us to live in a more tolerant society where people are not afraid of their beliefs religion and cultural heritage etc.'

'This was the first time I had participated, albeit only through watching online. I am very glad that there is an opportunity to show solidarity with, and remember, victims of the Holocaust and other genocides. Needless to say, it was very moving (as well as educational) and it meant a lot to me to be able to take part in a moment (lighting the candle at 8pm) when I knew so many other people were doing so.'

'Lighting the darkness at the end of the ceremony was a moving and symbolic demonstration of togetherness. Standing together against the instigators of prejudice and hate that seem to have been emboldened in recent times. I felt more hopeful than I have for quite a while.'

## Trustees' responsibilities statement

The Trustees (who are also directors of Holocaust Memorial Day Trust for the purposes of company law) are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

• select suitable accounting policies and then apply them consistently;

• observe the methods and principles in the Charity SORP;

• make judgments and accounting estimates that are reasonable and prudent;

• state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and

• prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and

enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the Trustees confirms that:

- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and

- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees are provided with appropriate Indemnity Insurance.

This report was approved by the Trustees on 20 July 2021 and signed on their behalf by:

Laura Marks (Sep 27, 2021, 6:10pm)

**Laura Marks OBE**

**Chair – Trustee**

Amanda King (Oct 13, 2021, 11:38am)

**Amanda King ACA**

**Treasurer - Trustee**

## Opinion

We have audited the financial statements of the Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2021 which comprise the statement of financial activities (including the Income and Expenditure Account), the balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (FRC) Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The other information comprises the information included in the Trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared, is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

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## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

## Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

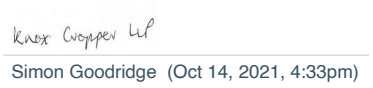
- The Charitable Company is required to comply with charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charitable companies, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities . This description forms part of our auditor's report.

**Holocaust Memorial Day Trust**
**Independent Auditors' Report to the Members of Holocaust Memorial Day Trust**

## Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken, so that we might state to the charitable company's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's trustees as a body, for our audit work, for this report or for the opinions we have formed.




Simon Goodridge, Senior Statutory Auditor
For and on behalf of Knox Cropper LLP, Statutory Auditor
65 Leadenhall Street
London
EC3A 2AD

**Holocaust Memorial Day Trust**
**Statement of Financial Activities (SOFA)**
**For the year ended 31 March 2021**

| | Notes | 2021 Unrestricted £ | 2021 Restricted £ | **2021 Total £** | *Restated* **2020 Total £** |
|---|---|---|---|---|---|
| **Income from:** | | | | | |
| Donations and grants | 2 | 968,524 | 17,000 | **985,524** | **1,182,675** |
| Other income | 3 | 272 | - | **272** | **2,327** |
| Total income | | 968,796 | 17,000 | **985,796** | **1,185,002** |
| **Expenditure on:** | | | | | |
| Cost of raising funds | | | | | |
| Fundraising costs | 4 | 26,258 | | **26,258** | - |
| Charitable activities | | | | | |
| Goal 1 (increase knowledge) | | 175,326 | - | **175,326** | **211,755** |
| Goal 2 (Work to a better future) | | 121,434 | - | **121,434** | **211,684** |
| Goal 3 (National Commemoration) | | 407,535 | - | **407,535** | **502,736** |
| Goal 4 (Outreach) | | 208,670 | 17,000 | **225,670** | **313,220** |
| Total Charitable expenditure | 4 | 939,223 | 17,000 | **956,223** | **1,239,395** |
| Net income/(expenditure) for year | 7 | 29,573 | - | **29,573** | **(54,393)** |
| Transfer between funds | 16 | - | - | **-** | **-** |
| Net Movement in funds | | 29,573 | - | **29,573** | **(54,393)** |
| Funds brought forward | | 169,208 | - | **169,208** | **223,601** |
| Funds carried forward | | 198,781 | - | **198,781** | **169,208** |

All activities are derived from continuing operations.

All recognised gains and losses are included in the Statement of Financial Activities.

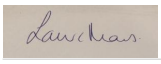
The notes on pages 56-64 form part of these financial statement

**Holocaust Memorial Day Trust**
**Balance Sheet**
**As at 31 March 2021**

| | Notes | | 2021 | | 2020 |
|---|---|---|---|---|---|
| | | £ | £ | £ | £ |
| Fixed assets | 10 | | **7,963** | | 7,608 |
| Current assets: | | | | | |
| Debtors | 11 | **15,802** | | 61,327 | |
| Cash at bank and in hand | | **283,740** | | 283,256 | |
| | | **299,542** | | 344,583 | |
| Creditors: amounts falling due within one year | 12 | **(108,724)** | | (182,983) | |
| Net current assets | | | **190,818** | | 161,600 |
| Net assets | | | **198,781** | | 169,208 |
| Represented by: | | | | | |
| Unrestricted funds | | | **198,781** | | 169,208 |
| | | | **198,781** | | 169,208 |

The notes on pages 56-64 form part of these financial statements.

Approved and authorised for issue by the Trustees on 20 July 2021 and signed on their behalf by:



…Laura Marks (Sep 27, 2021, 6:10pm)…..

**Laura Marks OBE**

**Chair – Trustee**

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

**Holocaust Memorial Day Trust**
**Statement of Cash Flows**
**For the year ended 31 March 2021**

| | Notes | 2021 £ | 2020 £ |
|---|---|---|---|
| **Cash flows from operating activities:** | | | |
| Net cash provided by (used in) operating activities | A | **10,963** | (18,967) |
| **Cash flows from investing activities:** | | | |
| Investment income | | **272** | 700 |
| Purchase of tangible fixed assets | | **(10,751)** | (9,062) |
| **Net cash (used in) provided by investing activities** | | **(10,479)** | (8,362) |
| **Change in cash and cash equivalents in the year** | | **484** | (27,329) |
| **Cash and cash equivalents brought forward** | B | **283,256** | 310,585 |
| **Cash and cash equivalents carried forward** | B | **283,740** | 283,256 |

**Notes to the statement of cash flows for the year to 31 March 2021**

**A Reconciliation of net movement in funds to net cash provided by (used in) operating activities**

| | 2021 £ | 2020 £ |
|---|---|---|
| **Net movement in funds (as per the statement of financial activities)** | **29,573** | (54,393) |
| **Adjustments for:** | | |
| Depreciation charge | **7,831** | 5,037 |
| Investment income | **(272)** | (700) |
| Profit/loss on disposal of fixed asset | **2,565** | - |
| (Increase)/Decrease in debtors | **45,525** | (49,486) |
| Increase/(Decrease) in creditors | **(74,259)** | 80,575 |
| **Net cash provided by (used in) operating activities** | **10,963** | (18,967) |

**B Analysis of cash and cash equivalents**

| | 2021 £ | 2020 £ |
|---|---|---|
| Cash at bank and in hand | **283,740** | 283,256 |
| **Total cash and cash equivalents** | **283,740** | 283,256 |

## C Analysis of changes in net debt

| **Cash and cash equivalents** | At 1st April 2020 | Cash flows | Other non-cash changes | At 31st March 2021 |
|---|---|---|---|---|
| | **£** | **£** | **£** | **£** |
| Cash | 283,256 | (484) | - | 283,740 |
| Overdrafts | - | - | - | - |
| Cash equivalents | - | - | - | - |
| | **283,256** | **(484)** | **-** | **283,740** |

## 1 Principal Accounting policies

A summary of the principal accounting policies, all of which have been applied consistently throughout the period is set out below.

### 1.1 Statutory information

Holocaust Memorial Day Trust is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 130 Wood Street, London, EC2V 6DL.

### 1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2021 presented in sterling and rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102 second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

### 1.3 Assessment of going concern

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

The Trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The Trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due.

The Ministry of Housing, Communities and Local Government has provided grant funding for the year to 31 March 2022. A grant of £900k has been awarded for 2021-22 and assurances have been given that a further grant will be awarded for 2022-23. The financial statements of Holocaust Memorial Day Trust have been prepared on a going concern basis.

### 1.4 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer and office equipment - 50% straight line

Items costing more than £500 are capitalised.

### 1.5 Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are funds which are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. The charity's core grant from MHCLG is subject to specific terms and conditions. However, all of the charity's activities fall with the scope of the grant and therefore it is presented as unrestricted income.

Restricted funds comprise income received to be used for specific purposes within the charity's overall objectives.

### 1.6 Income recognition

Donations, grant income and other voluntary income are credited to the statement of financial activities during the appropriate financial period. Grant income receivable represents the total sums due to HMDT in respect of its activities for the accounting period under review. Any grant funding received prior to the period end date that relates to a future accounting period is included in deferred income.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank

### 1.7 Expenditure recognition

Expenditure including irrecoverable VAT is charged to the statement of financial activities on an accruals basis.

Resources expended comprise the costs of charitable activities, which comprise expenditure on the charity's primary charitable purposes, i.e. Increase Knowledge, Work To a Better Future, National Commemoration, and Outreach. These include support costs, which represent the costs incurred by staff directly providing support for the charity's programmes. Support costs include management, finance, HR, and IT as well as Governance costs which comprise the costs which are directly attributable to the management of the charity's assets and the necessary legal and organisational procedures for compliance with statutory and governance requirements.

Costs that are directly attributable to specific activities are allocated to the charitable activities directly. Other costs including staff costs are apportioned to the groups of costs listed above on the basis of time spent. Other non-directly attributable costs are allocated on the basis of apportioned staff time.

### 1.8 Pensions

Following completion of their probationary period, employees of the Trust are entitled to join The Holocaust Memorial Day Trust Group Personal Pension Plan, a defined contribution pension scheme. Employees joining the pension scheme, operated by Aviva plc, contract directly with the insurance company. The Trust makes a contribution of 5% salary and employee contributes at least 3% salary. The Trust acts as agent in collecting and paying over employee contributions.

### 1.9 Operating leases

Leases for serviced accommodation are classified as operating leases. Rental charges are charged on a straight line basis over the term of the lease.

### 1.10 Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid.

### 1.11 Cash at bank and in hand

Cash at bank and in hand represents such financial statements and instruments that are available on demand or have a maturity of less than three months from the date of acquisition.

### 1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

## 2 Donations and grants

| | **2021** | 2020 |
|---|---|---|
| | £ | £ |
| **Unrestricted funds** | | |
| MHCLG Grant – core funding | **900,000** | 1,007,500 |
| Donations | **68,524** | 57,441 |
| **Total Unrestricted Funds** | **968,524** | 1,064,941 |
| **Restricted funds** | | |
| MHCLG grant for UK Holocaust Memorial and Learning Centre | **-** | 55,000 |
| Scotland Local HMD | **15,000** | 22,234 |
| Wales Local HMD | **-** | 40,500 |
| Shoresh | **2,000** | - |
| **Total Restricted Funds** | **17,000** | 117,734 |
| **Total Donations and Grants** | **985,524** | **1,182,675** |

## 3 Other income

| | **2021** | 2020 |
|---|---|---|
| | £ | £ |
| Bank Interest receivable | **272** | 700 |
| Other income | **-** | 1,627 |
| **Total** | **272** | 2,327 |

## 4 Analysis of Expenditure

We reviewed and updated our strategy, including refining and goals, please see page section 3: HMDT Strategic Review for details.

Current Year (2021):

**Cost of raising funds**

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Fundraising costs | **26,258** | | | | | | **26,258** | | **26,258** |

| | **Activities Undertaken Directly** | | **Support Costs** | | | | **2021** | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | **Governance (Note 5)** | | **Other (Note 6)** | | | | |
| | **U** | **R** | **U** | **R** | **U** | **R** | **U** | **R** | **TOTAL** |
| | | £ | £ | £ | £ | £ | £ | £ | £ |
| Increase knowledge | **136,828** | **-** | **2,408** | **-** | **36,090** | **-** | **175,326** | **-** | **175,326** |
| Work to a better future | **89,270** | **-** | **2,408** | **-** | **29,756** | **-** | **121,434** | **-** | **121,434** |
| National Commemoration | **363,951** | **-** | **3,613** | **-** | **39,971** | **-** | **407,535** | **-** | **407,535** |
| Outreach | **162,546** | **17,000** | **3,613** | **-** | **42,511** | **-** | **208,670** | **17,000** | **225,670** |
| **Total 2021** | **778,853** | **17,000** | **12,042** | **-** | **148,328** | **-** | **939,223** | **17,000** | **956,223** |

Prior Year (2020): - Restated

| | **Activities Undertaken Directly** | | **Support Costs** | | | | **2020** | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | **Governance (Note 5)** | | **Other (Note 6)** | | | | |
| | **U** | **R** | **U** | **R** | **U** | **R** | **U** | **R** | **TOTAL** |
| | | £ | £ | £ | £ | £ | £ | £ | £ |
| Increase knowledge | 168,375 | - | 4,885 | - | 38,495 | - | 211,755 | - | 211,755 |
| Work to a better future | 124,536 | 53,250 | 4,886 | - | 29,012 | - | 158,434 | 53,250 | 211,684 |
| National Commemoration | 457,193 | - | 7,328 | - | 38,215 | - | 502,736 | - | 502,736 |
| Outreach | 195,346 | 62,734 | 7,328 | - | 47,812 | - | 250,486 | 62,734 | 313,220 |
| **Total 2020** | 945,450 | 115,984 | 24,427 | - | 153,534 | - | 1,123,411 | 115,984 | 1,239,395 |

## 5 Governance costs

| | **2021** | 2020 |
|---|---|---|
| | **£** | £ |
| Audit fees | **7,560** | 7,450 |
| Accountancy fees | **-** | 175 |
| Legal fees & HR | **3,226** | 11,520 |
| Trustees' and meeting expenses | **103** | 3,024 |
| Trustee training and development | **1,084** | 2,100 |
| Bank charges | **69** | 158 |
| **Total** | **12,042** | 24,427 |

## 6 Analysis of other support costs

The Trust initially identifies the costs of its support functions. It then identifies those costs which relate to its governance function. Having identified its governance costs, the remaining support costs are apportioned between the charitable activities undertaken (see note 4) in the year. The basis of apportionment is staff time spent on key business area.

| | **2021** | 2020 |
|---|---|---|
| | **£** | £ |
| Salaries and related costs | **117,299** | 114,166 |
| Rent, insurance and office equipment | **17,183** | 21,521 |
| Telephones and internet | **1,617** | 1,668 |
| IT and support costs | **5,399** | 3,216 |
| Other office costs | **6,830** | 12,963 |
| **Total** | **148,328** | 153,534 |

## 7 Net income/(expenditure) for the year

**This is stated after charging:**

| | **2021** | 2020 |
|---|---|---|
| | **£** | £ |
| Operating leases – land and buildings | **49,680** | 70,623 |
| Depreciation | **7,831** | 5,037 |
| Auditor's remuneration (excluding VAT) | **6,360** | 6,300 |
| Auditor's fees for other services (excluding VAT) | **1,200** | 1,150 |

## 8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £nil (2020: £nil). The charity also incurred £103 (2020: £2,139) on trustees' meetings in the year.

## 9 Employees

There were 12 employees during the period (2020 – 12 employees ) on an average head count basis.

| | **2021** | 2020 |
|---|---|---|
| | **£** | £ |
| Salaries and wages | **441,931** | 414,901 |
| Social security costs | **34,849** | 36,104 |
| Employer's contribution to pension scheme | **19,960** | 19,561 |
| **Total** | **496,740** | 470,566 |

The number of employees who received emoluments in excess of £60,000 were as follows:

| | **2021** | **2020** |
|---|---|---|
| £80,000-£89,999 | 1 | 1 |

The key management personnel of the charity in charge of directing and controlling, running and operating the company on a day to day basis comprise the Chief Executive, Head of Finance & Operations, Head of Outreach, Head of Research and Head of Communications. The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £233,278 (2020 - £219,401).

## 10 Fixed assets

| | **Computer and Office Equipment** |
|---|---|
| | £ |
| **Cost** | |
| Balance at 1 April 2020 | **21,496** |
| Additions during the year | **10,751** |
| Disposals during the year | **(5,645)** |
| Balance at 31 March 2021 | **26,602** |
| **Depreciation** | |
| Balance at 1 April 2020 | **13,888** |
| Charge for the period | **7,831** |
| Relating to diposals | **(3,080)** |
| Balance at 31 March 2021 | **18,639** |
| **Net book value at 31 March 2021** | **7,963** |
| Net book value at 31 March 2020 | **7,608** |

All of the above assets are used for charitable purposes.

## 11 Debtors

| | **2021** | 2020 |
|---|---|---|
| | **£** | £ |
| Rent deposits | **6,133** | 6,133 |
| Other debtors and prepayments | **9,669** | 55,194 |
| | **15,802** | 61,327 |

## 12 Creditors: amounts falling due within one year

| | **2021** | 2020 |
|---|---|---|
| | **£** | £ |
| Trade creditors | **34,394** | 116,542 |
| Taxation and social security | **14,504** | 15,172 |
| Other creditors | **4,401** | 1,556 |
| Accruals and deferred income | **55,425** | 49,713 |
| | **108,724** | 182,983 |

## 13 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 14 Related party transactions

On 23 July 2018 Michael Marx was appointed a Trustee of the Holocaust Memorial Day Trust.

Mr Marx is also a trustee of JW3. HMDT and JW3 entered into an agreement several years ago with Verein Gedenkdienst for the shared services of a volunteer Gedenkdiener. The aim of the programme is for the volunteer to receive experience of working in an organisation which promotes commemoration of the victims of the Nazi regime as well as education activities related to the remembrance of these victims.

During the year ended 31 March 2021 JW3 did not participate in the Gedenkdiener programme, and the administrative costs for the programme was paid directly to the Gedenkdienist and total to £1,909 for the year ended 31 March 2021. In previous financial year ended 31 March 2020, the sum of £2,100 was paid to JW3 in respect of administration costs.

Other than being a trustee of both organisations Mr Marx has no personal interest in these transactions.

There are no other related party transactions other than those already disclosed in note 8 above for 2021 (2020: none).

## 15 Commitments under operating leases

Total commitments under non cancellable operating leases at 31 March 2021 were as follows:

| | **2021** | 2020 |
|---|---|---|
| | **£** | £ |
| **Due within one year** | **32,498** | 41,372 |
| **Due within 2-5 years** | **4,547** | 10,609 |

## 16 Movement in Funds

Current Year (2021):

| | **At 1 April 2020** | Income & gains | Expenditure & losses | Transfers | **At 31 March 2021** |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | **£** |
| **Restricted funds:** | | | | | |
| Scotland HMD project | - | 15,000 | (15,000) | - | **-** |
| Shoresh | - | 2,000 | (2,000) | - | **-** |
| **Total restricted funds** | **-** | **17,000** | **(17,000)** | **-** | **-** |

Prior Year (2020):

| | **At 1 April 2019** | Income & gains | Expenditure & losses | Transfers | **At 31 March 2020** |
|---|---|---|---|---|---|
| | £ | £ | £ | £ | **£** |
| **Restricted funds:** | | | | | |
| MHCLG – Developing content for UK Holocaust Memorial | - | 55,000 | (53,250) | (1,750) | **-** |
| Scotland HMD project | - | 22,234 | (22,234) | - | **-** |
| Wales HMD Project | - | 40,500 | (40,500) | - | **-** |
| **Total restricted funds** | **-** | **117,734** | **(115,984)** | **(1,750)** | **-** |

## 17 Legal Status of the charity

The charity is a company limited by guarantee and has no share capital.The liability of each member in the event of a winding up is limited to £1.

## 18 Comparative 2020 Statement of Financial Activities

| | Year ended 31 March 2020 - restated | | |
|---|---|---|---|
| | Unrestricted Fund | Restricted Funds | **2020 Totals** |
| | £ | £ | **£** |
| **Income from:** | | | |
| Donations and grants | 1,064,941 | 117,734 | **1,182,675** |
| Other income | 2,327 | - | **2,327** |
| Total income | 1,067,268 | 117,734 | **1,185,002** |
| **Expenditure on:** | | | |
| Charitable activities | | | |
| Increase knowledge | 211,755 | - | **211,755** |
| Work to a better future | 158,434 | 53,250 | **211,684** |
| National Commemoration | 502,736 | - | **502,736** |
| Outreach | 250,486 | 62,734 | **313,220** |
| Total expenditure | 1,123,411 | 115,984 | **1,239,395** |
| Net income/(expenditure) for year | (56,143) | 1,750 | **(54,393)** |
| Transfer between funds | 1,750 | (1,750) | **-** |
| Net Movement in funds | (54,393) | - | **(54,393)** |
| Funds brought forward | 223,601 | - | **223,601** |
| Funds carried forward | 169,208 | - | **169,208** |

Signable

| | |
|---|---|
| **Issuer** | Holocaust Memorial Day Trust |
| **Document generated** | Wed, 1st Sep 2021 17:03:39 BST |
| **Document fingerprint** | a889c895ddb57393dd67cb79125e932b |

**Parties involved with this document**

| Document processed | Party + Fingerprint |
|---|---|
| Mon, 27th Sep 2021 18:10:27 BST | Laura Marks - Signer (f5c2ed8d144a9f6f15e11496ca06a612) |
| Wed, 13th Oct 2021 11:38:40 BST | Amanda King - Signer (560548f057b903c7f29deec28b2d944e) |
| Thu, 14th Oct 2021 16:33:05 BST | Simon Goodridge - Signer (e3bf04701b42124837155095fce1ab61) |
| Thu, 14th Oct 2021 16:33:05 BST | Naomi Sheer - Copied In (181a4a61d0d8d077fbc8f5807b689556) |

**Audit history log**

| Date | Action |
|---|---|
| Thu, 14th Oct 2021 16:33:05 BST | The envelope has been signed by all parties. (86.161.39.66) |
| Thu, 14th Oct 2021 16:33:05 BST | Sent a copy of the envelope to Naomi Sheer (Naomi.sheer@hmd.org.uk). (86.161.39.66) |
| Thu, 14th Oct 2021 16:33:05 BST | Simon Goodridge signed the envelope. (86.161.39.66) |
| Thu, 14th Oct 2021 16:32:09 BST | Simon Goodridge viewed the envelope. (86.161.39.66) |
| Thu, 14th Oct 2021 16:30:14 BST | Document emailed to Simon.Goodridge@knoxcropper.com (3.8.95.236) |
| Thu, 14th Oct 2021 16:30:01 BST | Sent Simon Goodridge a reminder to sign the envelope. (3.8.173.210) |
| Thu, 14th Oct 2021 16:30:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Wed, 13th Oct 2021 16:31:01 BST | Sent Simon Goodridge a reminder to sign the envelope. (3.8.173.210) |
| Wed, 13th Oct 2021 16:31:11 BST | Document emailed to Simon.Goodridge@knoxcropper.com (18.169.53.225) |
| Wed, 13th Oct 2021 16:31:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Wed, 13th Oct 2021 11:38:41 BST | Document emailed to Simon.Goodridge@knoxcropper.com (3.10.4.192) |
| Wed, 13th Oct 2021 11:38:40 BST | Sent the envelope to Simon Goodridge (Simon.Goodridge@knoxcropper.com) for signing. (85.255.233.201) |
| Wed, 13th Oct 2021 11:38:40 BST | Amanda King signed the envelope. (85.255.233.201) |
| Wed, 13th Oct 2021 11:36:35 BST | Amanda King viewed the envelope. (85.255.233.201) |
| Wed, 13th Oct 2021 11:36:09 BST | Amanda King opened the document email. (212.82.108.124) |

| | |
|---|---|
| Tue, 12th Oct 2021 20:16:05 BST | Amanda King opened the document email. (82.42.210.104) |
| Tue, 12th Oct 2021 16:32:10 BST | Document emailed to peteramandawiley@aol.com (18.134.134.91) |
| Tue, 12th Oct 2021 16:32:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Tue, 12th Oct 2021 16:32:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Mon, 11th Oct 2021 21:10:20 BST | Amanda King opened the document email. (82.42.210.104) |
| Mon, 11th Oct 2021 16:33:10 BST | Document emailed to peteramandawiley@aol.com (18.134.147.49) |
| Mon, 11th Oct 2021 16:33:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Mon, 11th Oct 2021 16:33:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sun, 10th Oct 2021 18:23:21 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 10th Oct 2021 16:34:11 BST | Document emailed to peteramandawiley@aol.com (3.8.211.53) |
| Sun, 10th Oct 2021 16:34:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Sun, 10th Oct 2021 16:34:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sun, 10th Oct 2021 9:57:05 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 10th Oct 2021 9:54:43 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 10th Oct 2021 9:54:08 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 10th Oct 2021 9:53:50 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 10th Oct 2021 9:36:21 BST | Amanda King opened the document email. (82.42.210.104) |
| Sat, 9th Oct 2021 16:35:08 BST | Document emailed to peteramandawiley@aol.com (18.130.197.30) |
| Sat, 9th Oct 2021 16:35:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Sat, 9th Oct 2021 16:35:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Fri, 8th Oct 2021 21:20:42 BST | Amanda King opened the document email. (82.42.210.104) |
| Fri, 8th Oct 2021 16:35:09 BST | Document emailed to peteramandawiley@aol.com (3.9.14.102) |
| Fri, 8th Oct 2021 16:35:02 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Fri, 8th Oct 2021 16:35:02 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Thu, 7th Oct 2021 19:54:28 BST | Amanda King opened the document email. (82.42.210.104) |
| Thu, 7th Oct 2021 16:36:11 BST | Document emailed to peteramandawiley@aol.com (18.130.252.68) |
| Thu, 7th Oct 2021 16:36:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Thu, 7th Oct 2021 16:36:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Wed, 6th Oct 2021 20:04:47 BST | Amanda King opened the document email. (82.42.210.104) |
| Wed, 6th Oct 2021 20:04:17 BST | Amanda King opened the document email. (82.42.210.104) |
| Wed, 6th Oct 2021 20:03:36 BST | Amanda King opened the document email. (82.42.210.104) |
| Wed, 6th Oct 2021 20:02:34 BST | Amanda King opened the document email. (82.42.210.104) |
| Wed, 6th Oct 2021 16:37:13 BST | Document emailed to peteramandawiley@aol.com (3.10.107.42) |
| Wed, 6th Oct 2021 16:37:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Wed, 6th Oct 2021 16:37:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Tue, 5th Oct 2021 16:38:11 BST | Document emailed to peteramandawiley@aol.com (35.177.151.55) |
| Tue, 5th Oct 2021 16:38:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Tue, 5th Oct 2021 16:38:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Mon, 4th Oct 2021 16:39:13 BST | Document emailed to peteramandawiley@aol.com (3.10.5.54) |
| Mon, 4th Oct 2021 16:39:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |

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| Mon, 4th Oct 2021 16:39:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sun, 3rd Oct 2021 16:50:59 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 3rd Oct 2021 16:50:53 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 3rd Oct 2021 16:50:50 BST | Amanda King opened the document email. (82.42.210.104) |
| Sun, 3rd Oct 2021 16:40:11 BST | Document emailed to peteramandawiley@aol.com (18.130.22.114) |
| Sun, 3rd Oct 2021 16:40:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Sun, 3rd Oct 2021 16:40:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sat, 2nd Oct 2021 17:53:39 BST | Amanda King opened the document email. (82.42.210.104) |
| Sat, 2nd Oct 2021 17:53:08 BST | Amanda King opened the document email. (82.42.210.104) |
| Sat, 2nd Oct 2021 16:41:11 BST | Document emailed to peteramandawiley@aol.com (35.178.201.124) |
| Sat, 2nd Oct 2021 16:41:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Sat, 2nd Oct 2021 16:41:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Fri, 1st Oct 2021 22:47:38 BST | Amanda King opened the document email. (82.42.210.104) |
| Fri, 1st Oct 2021 16:42:11 BST | Document emailed to peteramandawiley@aol.com (18.130.147.40) |
| Fri, 1st Oct 2021 16:42:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Fri, 1st Oct 2021 16:42:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Thu, 30th Sep 2021 20:38:25 BST | Amanda King opened the document email. (82.42.210.104) |
| Thu, 30th Sep 2021 16:43:09 BST | Document emailed to peteramandawiley@aol.com (18.170.0.148) |
| Thu, 30th Sep 2021 16:43:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Thu, 30th Sep 2021 16:43:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Wed, 29th Sep 2021 21:39:35 BST | Amanda King opened the document email. (82.42.210.104) |
| Wed, 29th Sep 2021 16:43:11 BST | Document emailed to peteramandawiley@aol.com (35.177.175.45) |
| Wed, 29th Sep 2021 16:43:02 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Wed, 29th Sep 2021 16:43:02 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Tue, 28th Sep 2021 16:44:11 BST | Document emailed to peteramandawiley@aol.com (18.132.250.151) |
| Tue, 28th Sep 2021 16:44:01 BST | Sent Amanda King a reminder to sign the envelope. (3.8.173.210) |
| Tue, 28th Sep 2021 16:44:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Mon, 27th Sep 2021 18:10:28 BST | Document emailed to peteramandawiley@aol.com (35.178.179.52) |
| Mon, 27th Sep 2021 18:10:27 BST | Sent the envelope to Amanda King (peteramandawiley@aol.com) for signing. (31.49.25.187) |
| Mon, 27th Sep 2021 18:10:27 BST | Laura Marks signed the envelope. (31.49.25.187) |
| Mon, 27th Sep 2021 18:04:25 BST | Laura Marks viewed the envelope. (31.49.25.187) |
| Mon, 27th Sep 2021 16:45:10 BST | Document emailed to chair@hmd.org.uk (18.169.190.86) |
| Mon, 27th Sep 2021 16:45:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Mon, 27th Sep 2021 16:45:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sun, 26th Sep 2021 16:46:08 BST | Document emailed to chair@hmd.org.uk (35.178.201.3) |
| Sun, 26th Sep 2021 16:46:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Sun, 26th Sep 2021 16:46:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sat, 25th Sep 2021 16:46:12 BST | Document emailed to chair@hmd.org.uk (18.132.12.31) |
| Sat, 25th Sep 2021 16:46:02 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |

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| Sat, 25th Sep 2021 16:46:02 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Fri, 24th Sep 2021 16:47:10 BST | Document emailed to chair@hmd.org.uk (3.10.224.206) |
| Fri, 24th Sep 2021 16:47:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Fri, 24th Sep 2021 16:47:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Thu, 23rd Sep 2021 16:48:08 BST | Document emailed to chair@hmd.org.uk (3.8.152.117) |
| Thu, 23rd Sep 2021 16:48:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Thu, 23rd Sep 2021 16:48:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Wed, 22nd Sep 2021 16:48:11 BST | Document emailed to chair@hmd.org.uk (3.10.170.140) |
| Wed, 22nd Sep 2021 16:48:02 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Wed, 22nd Sep 2021 16:48:02 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Tue, 21st Sep 2021 16:49:11 BST | Document emailed to chair@hmd.org.uk (35.179.75.247) |
| Tue, 21st Sep 2021 16:49:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Tue, 21st Sep 2021 16:49:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Mon, 20th Sep 2021 16:50:10 BST | Document emailed to chair@hmd.org.uk (18.134.163.159) |
| Mon, 20th Sep 2021 16:50:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Mon, 20th Sep 2021 16:50:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sun, 19th Sep 2021 16:51:11 BST | Document emailed to chair@hmd.org.uk (35.177.210.133) |
| Sun, 19th Sep 2021 16:51:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Sun, 19th Sep 2021 16:51:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sat, 18th Sep 2021 16:52:14 BST | Document emailed to chair@hmd.org.uk (18.133.195.82) |
| Sat, 18th Sep 2021 16:52:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Sat, 18th Sep 2021 16:52:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Fri, 17th Sep 2021 16:53:12 BST | Document emailed to chair@hmd.org.uk (18.169.189.83) |
| Fri, 17th Sep 2021 16:53:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Fri, 17th Sep 2021 16:53:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Thu, 16th Sep 2021 16:54:16 BST | Document emailed to chair@hmd.org.uk (18.134.156.84) |
| Thu, 16th Sep 2021 16:54:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Thu, 16th Sep 2021 16:54:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Wed, 15th Sep 2021 16:55:16 BST | Document emailed to chair@hmd.org.uk (52.56.185.138) |
| Wed, 15th Sep 2021 16:55:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Wed, 15th Sep 2021 16:55:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Tue, 14th Sep 2021 16:56:15 BST | Document emailed to chair@hmd.org.uk (35.178.191.168) |
| Tue, 14th Sep 2021 16:56:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Tue, 14th Sep 2021 16:56:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Mon, 13th Sep 2021 16:57:15 BST | Document emailed to chair@hmd.org.uk (35.178.168.2) |
| Mon, 13th Sep 2021 16:57:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Mon, 13th Sep 2021 16:57:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sun, 12th Sep 2021 16:57:17 BST | Document emailed to chair@hmd.org.uk (3.8.205.167) |
| Sun, 12th Sep 2021 16:57:02 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Sun, 12th Sep 2021 16:57:02 BST | The active signer will be automatically reminded. (3.8.173.210) |

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|---|---|
| Sat, 11th Sep 2021 16:58:16 BST | Document emailed to chair@hmd.org.uk (18.170.56.41) |
| Sat, 11th Sep 2021 16:58:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Sat, 11th Sep 2021 16:58:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Fri, 10th Sep 2021 16:59:20 BST | Document emailed to chair@hmd.org.uk (35.178.114.77) |
| Fri, 10th Sep 2021 16:59:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Fri, 10th Sep 2021 16:59:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Thu, 9th Sep 2021 17:00:09 BST | Document emailed to chair@hmd.org.uk (3.8.154.62) |
| Thu, 9th Sep 2021 17:00:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Thu, 9th Sep 2021 17:00:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Thu, 9th Sep 2021 9:51:17 BST | Automatic reminders for this envelope have been set to occur every 1 days (87.236.135.75) |
| Wed, 8th Sep 2021 17:00:15 BST | Document emailed to chair@hmd.org.uk (18.130.101.138) |
| Wed, 8th Sep 2021 17:00:02 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Wed, 8th Sep 2021 17:00:02 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Tue, 7th Sep 2021 17:01:10 BST | Document emailed to chair@hmd.org.uk (18.168.254.120) |
| Tue, 7th Sep 2021 17:01:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Tue, 7th Sep 2021 17:01:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Mon, 6th Sep 2021 17:01:14 BST | Document emailed to chair@hmd.org.uk (18.169.190.195) |
| Mon, 6th Sep 2021 17:01:02 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Mon, 6th Sep 2021 17:01:02 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Mon, 6th Sep 2021 12:26:38 BST | Automatic reminders for this envelope have been set to occur every 1 days (147.12.200.73) |
| Sun, 5th Sep 2021 17:02:14 BST | Document emailed to chair@hmd.org.uk (3.8.166.79) |
| Sun, 5th Sep 2021 17:02:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Sun, 5th Sep 2021 17:02:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Sat, 4th Sep 2021 17:03:14 BST | Document emailed to chair@hmd.org.uk (18.134.150.198) |
| Sat, 4th Sep 2021 17:03:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Sat, 4th Sep 2021 17:03:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Fri, 3rd Sep 2021 17:04:13 BST | Document emailed to chair@hmd.org.uk (18.133.224.83) |
| Fri, 3rd Sep 2021 17:04:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Fri, 3rd Sep 2021 17:04:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Thu, 2nd Sep 2021 17:05:03 BST | Document emailed to chair@hmd.org.uk (18.134.130.173) |
| Thu, 2nd Sep 2021 17:05:01 BST | Sent Laura Marks a reminder to sign the envelope. (3.8.173.210) |
| Thu, 2nd Sep 2021 17:05:01 BST | The active signer will be automatically reminded. (3.8.173.210) |
| Wed, 1st Sep 2021 17:05:31 BST | Automatic reminders for this envelope have been set to occur every 1 days (147.12.200.73) |
| Wed, 1st Sep 2021 17:05:25 BST | Document emailed to chair@hmd.org.uk (18.169.192.219) |
| Wed, 1st Sep 2021 17:05:25 BST | Document emailed to chair@hmd.org.uk (18.170.216.213) |
| Wed, 1st Sep 2021 17:05:25 BST | Sent the envelope to Laura Marks (chair@hmd.org.uk) for signing. (147.12.200.73) |

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| Wed, 1st Sep 2021 17:05:25 BST | Sent the envelope to Laura Marks (chair@hmd.org.uk) for signing. (147.12.200.73) |
| Wed, 1st Sep 2021 17:04:25 BST | Naomi Sheer has been assigned to this envelope (147.12.200.73) |
| Wed, 1st Sep 2021 17:04:25 BST | Simon Goodridge  has been assigned to this envelope (147.12.200.73) |
| Wed, 1st Sep 2021 17:04:25 BST | Amanda King has been assigned to this envelope (147.12.200.73) |
| Wed, 1st Sep 2021 17:04:25 BST | Laura Marks has been assigned to this envelope (147.12.200.73) |
| Wed, 1st Sep 2021 17:03:43 BST | Document generated with fingerprint a889c895ddb57393dd67cb79125e932b (147.12.200.73) |
| Wed, 1st Sep 2021 17:03:39 BST | Envelope generated by Hin Thi (147.12.200.73) |