MAGEN DAVID ADOM UK

England & Wales · Charity number 1113409

Details

Status	Registered
Legal form	Charitable company
Company number	05718138
Registered	2006-03-23
Register	View on the Charity Commission register

Contact

Address	Magen David Adom Uk Ltd Winston House 2 Dollis Park London N3 1HF
Phone	02082015900
Email	info@mdauk.org
Website	www.mdauk.org

Activities

Objects: TO ASSIST AT ALL TIMES MAGEN DAVID ADOM IN THE WORK OF PROVIDING MEDICAL CARE AND TREATMENT FOR PERSONS IRRESPECTIVE OF THEIR NATIONALITY, RACE OR RELIGION

Activities: To support Magen David Adom, Israel's only ambulance and medical emergency service. Magen David Adom is a non-Governmental, not for profit organisation that depends on support from donors around the world. Magen David Adom also works internationally to share its expertise around the world. Magen David Adom is a member of the International Federation of Red Cross and Red Crescent Societies.

Classification

- **How:** Makes Grants To Organisations, Other Charitable Activities
- **What:** The Advancement Of Health Or Saving Of Lives, Overseas Aid/famine Relief
- **Who:** Other Charities Or Voluntary Bodies

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Geography

- **Area of benefit:** OVERSEAS
- Israel
- Barnet

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£8,041,452	£7,345,172	£5,388,374	9
2023-12-31	£16,964,884	£14,247,242	£4,692,094	8
2022-12-31	£5,165,873	£5,638,951	£1,974,452	9
2021-12-31	£4,083,869	£7,167,757	£2,447,530	6
2020-12-31	£5,760,118	£7,093,508	£5,531,418	8

Trustees

Name	Role	Appointed
Adam Ilan Jacobson Mr		2024-01-16
Barbara Dingle		2020-05-05
David Bernstein CBE		2023-03-10
Edward Ziff OBE		2024-07-16
Jean Marc Meyer		2023-06-20
Marc Ian Franks		2018-05-14
Mark Adrian Goldstone		2026-02-13
Maurice Geller		2022-10-19
Robert Mark Ordever		2019-08-08
Russell Jacobs		2017-06-07

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MAGEN DAVID ADOM UK

England & Wales - Charity number 1113409

Accounts



TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

Registered Charity Number: 1113409 | Company registered number: 05718138 | MAGEN DAVID ADOM UK (A company limited by guarantee)

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2024

TRUSTEES

P. Abram
D. Bernstein CBE
D. Curtis
B. Dingle
R. Ellison
M. Franks
M. Geller
R. Jacobs
A. Jacobson (appointed 16 January 2024)
B. Kalms (resigned 17 September 2024)
M. Meyer
R. Ordever
N. Springer
E. Ziff OBE DL Hon DBA (appointed 16 July 2024)

Company registered number 05718138
Charity registered number 1113409

REGISTERED OFFICE

Winston House
2 Dollis Park
London
N3 1HF

COMPANY SECRETARY

Daniel Burger

CHIEF EXECUTIVE OFFICER

Daniel Burger

INDEPENDENT AUDITORS

BKL Audit LLP
Chartered Accountants
35 Ballards Lane
London
N3 1XW

BANKERS

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

Israel Discount Bank Ltd
Mapu Street 16
Tel Aviv
Yafo Israel

National Westminster Bank PLC
250 Regent Street
London
WC1A 4RY

SOLICITORS

Womble Bond Dickinson LLP
4 More London
Riverside
London
SE1 2AU

Bromhead Johnson LLP
57-59 High Street
Twyford
Berkshire
RG10 9AJ



CEO'S REPORT

When reviewing the calendar year 2024, it is impossible to see it as anything other than a continuation of October 7th 2023. With war in the region ongoing and attacks on Israel from Hamas, Hezbollah and the Houthis a regular occurrence, Magen David Adom UK's focus has been almost exclusively supporting our colleagues in Israel to save more lives. The threat posed by Iran, which came pointedly into view in October of this year, highlights further the risk to Israel's civilian population and Magen David Adom's role in keeping them safe.

Being ready, the state of absolute preparedness, is the modus operandi for Magen David Adom right now, and most likely for the foreseeable future. The friends' societies in the Jewish diaspora and across the world are fully geared to supporting this through fundraising and, in this sense, it has been business as usual. However, so many of our speakers and guests from Israel have come to the UK to tell their 7/10 story.

The year began with a 'Thank You' reception for all the Fundraising Champions who responded so quickly and generously in the aftermath of that black Shabbat. It ended with two more hugely successful fundraising dinners. One in London and the other in Manchester. Gilad Erdan, Israel's former ambassador to the United Nations and now Global President to Magen David Adom spoke in detail about the current geopolitical situation and MDA's role in Israeli civil society. He was joined by some of the survivors of the Nova festival, most notably DJ Ben Sadeh, who entertained the audience with a stunning set to close the evening.

In between these two highlights were over 30 additional fundraising events at an average of nearly three per month. These included the Impromptu Committee Brunch with John Humphreys, a whisky night in Leeds and concert in Cambridge, to name but a few.

Our supporters also exerted themselves in a variety of ways to raise much needed funds. We had runners and cyclists covering the miles from London to Brighton and across the Royal Parks, as well as our ever-popular golf days in Manchester and London. Not forgetting MDA UK's ongoing presence at the hugely successful Community Fun Run. All in all, well over 100 people went out and undertook a challenge of some kind to raise money for MDA. A truly astonishing number.

Magen David Adom UK prides itself on being a collaborative organisation. We will work with anyone, anywhere, to promote the work of MDA in Israel. This approach saw us partner with synagogues and communities from Glasgow to Jersey and Maidenhead to Manchester. Further afield, we have supported our colleagues across Europe with their own fundraising endeavours. When Ophir and Shunit, two of the heroes of 7/10, came to speak to MDA audiences in the UK, we also facilitated their presence at the British Ambassador's residence in Rome and at a dinner in Milan. When one of Israel's outstanding spokespeople, Jonathan Conricus, came in May, he addressed sell-out audiences in Essex, Leeds and Manchester as well as London. The reach and response over the past 12 months has been truly nationwide and this has ensured that fundraising in 2024 was able to match the need of those who rely on us in Israel.

The ability to actually visit MDA in Israel and see close-up the reality of their situation and the pressures that come with it, has been somewhat hampered by various travel restrictions and ongoing uncertainty. However, this did not stop us taking two separate missions in 2024. In March we arranged the 'MDA Solidarity Mission' to show the people of Israel that we are there for them. In October, to mark the first anniversary of the attacks, we took the 'MDA Memorial Mission'. This was, in all my time CEO of MDA UK, the most moving and emotional visit I have paid to Israel. Words do not do it justice save to say that it was an honour and privilege to be there and truly humbling to see what we as a community had delivered across the 12 months prior.

Magen David Adom UK is much more than just a fundraising organisation. It is one of our community's leading advocates for Israel and its people. It is in this capacity that we partnered with the Hostage Families Forum to bring the plight of those still in captivity to new and wide-ranging audiences. Magen David Adom in Israel is the country's official Red Cross organisation and this relationship means we are able to bring the voices of the hostage families to those that need to hear it.

Magen David Adom UK has been instrumental in taking the survivors and stories from 7.10 to new audiences. Our screenings of BBC Storyville's 'We Will Dance Again' were sold out up and down the country and we have worked with the Hostage Families Forum and Nova festival survivors both here and in Israel.

We have been able to reach further this year in no small part due to the additions to our Trustee Board. In Edward Ziff and Adam Jacobson, we have two individuals who came in at the most testing of times and made an immediate difference. I would like to thank them both and the rest of our trustees, volunteers and of course staff for all that they have done in 2024.

There is no crystal ball when it comes to Israel and the Middle East. What will happen tomorrow is anyone's guess. For Magen David Adom UK this means that, quite simply, we need to ensure that MDA in Israel is ready for anything. Thanks to the support of donors in the UK and beyond, it has been so far and will long into the future.



Daniel Burger, CEO
Date: 09/09/2025

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their annual report together with the audited financial statements of the Magen David Adom UK for the 1 January 2024 to 31 December 2024. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

OBJECTIVES AND ACTIVITIES

a. Policies and objectives

The Charity's charitable objects are defined in the Articles of Association as '...primarily to assist Magen David Adom in Israel, or, where in the opinion of the Board of Trustees it is appropriate, in any other equivalent or similar organisation in Israel or anywhere in the world in the work of providing medical care and treatment for persons irrespective of the nationality, race, religion, ethnic origin, age disability, sexual orientation or political affiliation'.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

b. Strategies for achieving objectives

The overarching strategy for the charity is to continue supporting the projects of Magen David Adom in Israel. It also continues to support the Jewish community and the British Red Cross in a variety of other ways.

c. Activities undertaken to achieve objectives

In practice these objects are met by:

- assisting Magen David Adom in Israel with the provision of ambulances, medical goods and other supplies necessary for its work as Israel's national medical emergency service.
- assisting Magen David Adom in Israel by the provision of funds for the construction and renovation of emergency medical and other facilities as necessary.
- providing a conduit for gifts in kind acting in concert with Magen David Adom in Israel and the British Red Cross.

The funding of these activities is raised by appealing for, soliciting, accepting and receiving endowments, legacies, bequests, gifts or donations for any purpose consistent with the objectives of the Charity.

The Charity provides and maintains such administrative organisation as is required for the advancement of the objectives

The company is administered by the Chief Executive, supported by the Executive Assistant/Head of Office, Office Administrator, Director of Fundraising, Events Lead, Community Fundraiser, Head of Operations, Data Operations Lead, Data Operations Administrator and volunteers.

d. Volunteers

MDA UK has volunteers that make up local and regional fundraising committees in the UK.

e. Main activities undertaken to further the Charity's purposes for the public benefit

The Charity undertakes the following key activities in order to further it's purposes for the public benefit:

- Saving lives in Israel
- Working in collaboration with International Committee of the Red Cross
- PR & Advocacy

ACHIEVEMENTS AND PERFORMANCE

a. Main achievements of the Charity

For the Year Ended December 31st, 2024, MDA UK achieved its financial goals for the year with £8m in income. Building on the momentum of our 2024 emergency appeal, MDA UK continued to raise significant funds throughout the year, supported by a series of successful fundraising events. These funds were donated to MDA Israel to support their humanitarian mission and essential lifesaving work in Israel.

b. Key performance indicators

The main key performance indicators reviewed by the Charity are:

- Monthly Management Accounts reviews
- Regular Meetings of the Executive committee
- Operational Plan
- Quarterly review of budget
- Annual appraisals

c. Review of activities

We use a traffic light system to review our ongoing activities as follows:

- Red: This project needs work – Incomplete
- Amber: On track but needs more attention – Partially complete
- Green: This project is on track and ready to be delivered – Complete

d. Factors relevant to achieve objectives

Thanks to the power of and respect of the MDA brand it has enabled MDA UK to raise a high level of donations to enable the charity to meet its objectives and go beyond by funding capital projects at a time of great need in Israel.

e. Fundraising activities and income generation

In 2024 we held numerous fundraising activities, events and appeals which contributed to high levels of income generation, including:

- MDA Missions
- Sporting Events
- Community Events
- Emergency Appeals
- Dinners and Receptions

f. Investment policy and performance

The Charity has a policy of investing it's surplus funds into short term deposit accounts with it's principal bank, NatWest. During the year, these investments netted income of £85,456 compared to £17,601 in 2023. This increase is due to stronger treasury management and an increase on the available interest rates.

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

FINANCIAL REVIEW

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three to six months' expenditure. The Trustees consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

c. Material investments policy

The Charity has adopted a policy of placing its funds on short term deposit with its bankers as it wishes to maintain flexibility to meet urgent requests for financial assistance. Quoted securities when given to the Charity are sold as soon as practicable except where this conflicts with the donor's wishes.

d. Principal risks and uncertainties

All the below are factors that contribute to the financial risk of the charity:

- Our income is entirely voluntary.
- Viewed as an overseas charity.
- Economic downturn.
- High inflation.

e. Financial risk management objectives and policies

The following procedures and software packages limit the exposure/risks to fraud on the charity:

- Signing Policy.
- Dual signatory for banking.
- Approval Matrix.
- System Penetration Testing via Security Matrix.
- Microsoft Defender.
- End Point Protection via Huntress.



f. Principal Funding

The below are MDA UK's core/principal means of funding:

- High Net Worth Donors
- Person to Person
- Legacies
- Regular periodic appeals

g. Review of the Year

During the year ended 31 December 2024, Magen David Adom UK raised a total of £8,041,452, compared to £16,964,884 in 2023. This total reflects a diverse mix of income streams, with legacy income contributing £686,892 (2023: £952,685), continuing to be a vital source of support.

Donations and gifts amounted to £6,769,467 (2023: £15,151,514), excluding income from bank interest, Gifts in Kind (GIK), and Gift Aid. When these additional sources are included, total income excluding legacies reached £7,354,560 (2023: £16,012,199).

Importantly, Person to Person major donor fundraising continues to grow and now represents 23% of income net of legacies, highlighting the increasing impact of direct engagement with our most committed supporters.

During the financial year 2024, Magen David Adom UK (MDA UK) continued its steadfast support for Magen David Adom in Israel (MDA Israel), particularly in response to the humanitarian crisis following the events of 7 October 2023. In the immediate aftermath, MDA UK launched an emergency appeal which was met with an exceptional response from our community. Building on the momentum of this appeal, MDA UK continued to raise significant funds throughout the year, supported by a series of successful fundraising events. These funds were transferred to MDA Israel to directly support its vital humanitarian mission and essential lifesaving operations across the country. MDA UK remains fully committed to ensuring that all funds raised are utilised effectively and transparently in support of MDA Israel's provision of emergency medical services, disaster response, and national blood services. The trustees express their sincere gratitude to all donors and supporters for their generosity during this critical period.

None of this would be possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees from Gibraltar to Manchester and Hull, Glasgow to Cambridge.

h. Financial Review

The accounts for the year are set out on pages 16 to 39. The company continues its valuable contribution to Magen David Adom in Israel and other similar humanitarian causes where funds are donated for that purpose.

It is the policy of the company that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three to six months' expenditure. The directors consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the company's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

The company has adopted a policy of placing its funds on short-term deposit with its bankers as it wishes to maintain flexibility to meet urgent requests for financial assistance. Quoted securities when given to the company are sold as soon as practicable except where this conflicts with the donor's wishes.

Cash at the bank and in hand on 31 December 2024 was £6,042,560 (2023: £6,294,608)

There has been an increasing trend for donors and legators, to some extent, to fund restricted items including vehicles. As with capital projects, the items are paid for once they are in Israel and payment requested against invoice. In the case of ambulances, on some occasions the lead time can be a few months which further inflates Magen David Adom UK's bank position.

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

a. Constitution

Magen David Adom UK is a charitable company limited by guarantee, Charity Registration number 1113409 and Company number 07518138.

b. Methods of appointment or election of Trustees

The key process for appointment of new Trustees is as follows:

- Interview process for proposed new Trustees.
- Appraised against a skills matrix.
- Board Approval via voting.

c. Organisational structure and decision-making policies

The key processes involved in decision making are:

- Board of Directors/Trustees hold regular monthly meetings.
- CEO meets with Executive on a regular basis.
- Senior Leadership Team line management meetings and staff meetings held weekly.

d. Policies adopted for the induction and training of Trustees

New Trustees are provided with a Charity Commission publication on the Trustees' duties and are given guidance on the Charity's articles of association, the board and decision-making processes of the Charity and recent financial performance.

e. Pay policy for key management personnel

Pay for key management personel is goverened by a remuneration policy, which is benchmarked on an annual basis. The Governance, Remuneration and Nomination committee will discuss and approve pay increases on an annual basis.

f. Related party relationships

We work in cooperation with the following organisations:

- Magen David Adom in Israel, International Committee of the Red Cross, British Red Cross, Jordan Red Crescent, MAGPAS (Mid Anglia General Practitioner Accident Service) and International Health Partners.

g. Risk Management

We maintain a risk register at all times which is regularly reviewed by both senior management and the Trustees. Any new risks identified by either staff or Trustees will be passed through the finance & audit committee to be considered and mitigated



STRUCTURE, GOVERNANCE AND MANAGEMENT (CONTINUED)

h. Trustees' Indemnities

MDA UK has adequate liability cover levels via Towergate Insurance for our trustees up to £5,000,000.

i. Committees of the Board

There are two statutory Committees of the Board – Finance and Audit Committee & the Governance, Remuneration and Nominations Committee. Both Committees report directly to the Chair of the Board and have delegated authorities and responsibilities.

The Finance and Audit Committee is responsible for financial reporting, audit, risk and internal control.

The Governance, Remuneration and Nominations Committee is responsible for governance policy development, recruitment & selection, board development and training, nominations and remuneration.

j. Members of the Committees

Finance and Audit Committee:
M. Franks (Chair)
D. Burger
R. Greenfield
R. Jacobs
M. Mever
E. Ziff OBE DL Hon

Israel Property Committee:
E. Ziff DL Hon DBA (Chair)
D. Burger
J. Diamond
R. Greenfield
A. Jacobson
A. Samsonoff

Governance, Remuneration and Nominations Committee:
D. Bernstein CBE (Chair)
D. Burger
D. Curtis
M. Smith
R. Ellison
R. Jacobs
R. Ordever

British Red Cross Liaison Committee:
R. Jacobs (Chair)
D. Bernstein CBE
D. Burger
R. Ellison

Executive Committee:
D. Burger (Chair)
D. Bernstein CBE
D. Curtis
M. Franks
R. Jacobs
R. Ordever

PLANS FOR FUTURE PERIODS

The Charity intends to continue and enhance its charitable efforts in accordance with its objectives as expressed in the articles of association.

TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the 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 year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity 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 Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

DISCLOSURE OF INFORMATION TO AUDITORS

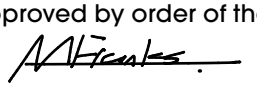
Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

AUDITORS

For the financial year ending 31 December 2025, the Trustees have made the decision to put the audit out to tender. After conclusion of the process a decision and appointment will be made.

Approved by order of the members of the board of Trustees and signed on their behalf by:



.....

Marc Franks
(Trustee)
Date: 09/09/2025

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK

OPINION

We have audited the financial statements of Magen David Adom UK (the 'charitable company') for the year ended 31 December 2024 which comprise the Statement of financial activities, the Income and expenditure account, the Balance sheet, the Statement of cash flows and the related notes, 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 December 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 Charities Act 2011.

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 Auditors' 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 United Kingdom, including the Financial Reporting Council'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.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK (CONTINUED)

OTHER INFORMATION

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. 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 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 this gives rise to a material misstatement in the financial statements themselves. 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.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

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.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK (CONTINUED)

AUDITORS' RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 Auditors' 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:

- Enquiring of management around actual and potential litigation and claims;
- Reviewing board meeting minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' Report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK (CONTINUED)

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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 Auditors' report.

USE OF OUR REPORT

This report is made solely to the charitable company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 its members, as a body, for our audit work, for this report, or for the opinions we have formed.

BKL Audit LLP

BKL Audit LLP

Chartered Accountants Statutory Auditor

35 Ballards Lane London

N3 1XW

Date: 09/09/2025

BKL Audit LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.



STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total Funds 2024 £	Total Funds 2023 £
INCOME FROM:					
Donations and legacies	3	**5,444,421**	**2,511,575**	**7,955,996**	16,947,283
Investments	4	**85,456**	**-**	**85,456**	17,601
Total income		**5,529,877**	**2,511,575**	**8,041,452**	16,964,884
EXPENDITURE ON:					
Raising funds	5	**1,252,341**	**-**	**1,252,341**	1,314,488
Charitable activities	6	**2,820,606**	**3,272,225**	**6,092,831**	12,932,754
Total expenditure		**4,072,947**	**3,272,225**	**7,345,172**	14,247,242
NET INCOME/ (EXPENDITURE)		**1,456,930**	**(760,650)**	**696,280**	2,717,642
Transfers between funds	14	**(885,892)**	**885,892**	**-**	-
NET MOVEMENT IN FUNDS		**571,038**	**125,242**	**696,280**	2,717,642
RECONCILIATION OF FUNDS:					
Total funds brought forward		**4,294,113**	**397,981**	**4,692,094**	1,974,452
Net movement in funds		**571,038**	**125,242**	**696,280**	2,717,642
Total funds carried forward		**4,865,151**	**523,223**	**5,388,374**	4,692,094

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 20 to 39 form part of these financial statements.

BALANCE SHEET
AS AT 31 DECEMBER 2024

	Note		2024 £		2023 £
FIXED ASSETS					
Tangible assets	11		**5,700**		9,417
			5,700		9,417
CURRENT ASSETS					
Debtors	12	**1,780,048**		2,190,334	
Cash at bank and in hand		**6,042,560**		6,294,608	
		7,822,608		8,484,942	
Creditors: amounts falling due within one year	13	**(2,439,934)**		(3,802,265)	
NET CURRENT ASSETS			**5,382,674**		4,682,677
TOTAL NET ASSETS			**5,388,374**		**4,692,094**
CHARITY FUNDS					
Restricted funds	14		**523,223**		397,981
Unrestricted funds					
Designated funds	14	**4,590,294**		2,480,593	
General funds	14	**274,857**		1,813,520	
Total unrestricted funds	14		**4,865,151**		4,294,113
Total funds			**5,388,374**		4,692,094



Registered Charity Number: 1113409 | Company registered number: 05718138 | MAGEN DAVID ADOM UK (A company limited by guarantee)

BALANCE SHEET (CONTINUED) AS AT 31 DECEMBER 2024

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

.....

Marc Franks

(Trustee)

Date: 09/09/2025

The notes on pages 20 to 39 form part of these financial statements.



STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2024

	2024	2023
	£	£
CASH FLOWS FROM OPERATING ACTIVITIES		
Net cash used in operating activities	**(324,446)**	4,401,151
CASH FLOWS FROM INVESTING ACTIVITIES		
Dividends, interests and rents from investments	**85,456**	17,601
Loss on disposal of tangible fixed assets	**3,964**	-
Purchase of tangible fixed assets	**(17,022)**	(1,907)
Net cash provided by/(used in) investing activities	**72,398**	**15,694**
Change in cash and cash equivalents in the year	**(252,048)**	**4,416,845**
Cash and cash equivalents at the beginning of the year	**6,294,608**	1,877,763
Cash and cash equivalents at the end of the year	**6,042,560**	6,294,608

The notes on pages 20 to 39 form part of these financial statements



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1. GENERAL INFORMATION

Magen David Adom (UK) is a Charitable Company established on 22nd February 2006 by memorandum and articles of incorporation subsequently ammended on 20th May 2010.

2. ACCOUNTING POLICIES

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Magen David Adom UK meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading. Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs. All expenditure is inclusive of irrecoverable VAT.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

2. ACCOUNTING POLICIES (CONTINUED)

2.4 Interest receivable

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 institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following bases:

- Long-term leasehold property - Over lease term
- Fixtures and fittings - 25%

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

2. ACCOUNTING POLICIES (CONTINUED)

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.9 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.



NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

3. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2024	**Restricted funds 2024**	**Total funds 2024**
	£	**£**	**£**
Donations	4,332,483	2,437,164	**6,769,647**
Legacies	620,063	66,829	**686,892**
Donated goods	-	7,582	**7,582**
Gift aid	491,875	-	**491,875**
	5,444,421	2,511,575	**7,955,996**

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Donations	9,389,855	5,761,659	15,151,514
Legacies	952,685	-	952,685
Donated goods	-	62,640	62,640
Gift aid	780,444	-	780,444
	11,122,984	5,824,299	16,947,283

4. INVESTMENT INCOME

	Unrestricted funds 2024	**Total funds 2024**
	£	**£**
Bank Interest	85,456	**85,456**

	Unrestricted funds 2023	Total funds 2023
	£	£
Bank Interest	17,601	17,601

Interest accrued will be reinvested into medical expenditures in support of MDA Israel's mission.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

5. EXPENDITURE ON RAISING FUNDS

Costs of raising voluntary income

	Unrestricted funds 2024	Total funds 2024
	£	£
Direct expenses on funds raised	872,685	**872,685**
Costs of raising voluntary income - wages and salaries	323,855	**323,855**
Costs of raising voluntary income - National Insurance	36,674	**36,674**
Costs of raising voluntary income - pension costs	19,127	**19,127**
	1,252,341	**1,252,341**

	Unrestricted funds 2023	Total funds 2023
	£	£
Direct expenses on funds raised	995,989	995,989
Costs of raising voluntary income - wages and salaries	271,958	271,958
Costs of raising voluntary income - National Insurance	30,588	30,588
Costs of raising voluntary income - pension costs	15,953	15,953
	1,314,488	1,314,488



6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Summary by fund type

	Unrestricted funds 2024	**Restricted funds 2024**	**Total funds 2024**
	£	**£**	**£**
Assistance to MDA Israel	2,820,606	3,264,643	**6,085,249**
Other Medical Related Activities	-	7,582	**7,582**
	2,820,606	3,272,225	**6,092,831**

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Assistance to MDA Israel	5,785,978	6,998,783	12,784,761
Other Medical Related Activities	75,353	72,640	147,993
	5,861,331	7,071,423	12,932,754

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES

	Activities undertaken directly 2024	**Support costs 2024**	**Total funds 2024**
	£	**£**	**£**
Assistance to MDA Israel	5,640,229	445,020	**6,085,249**
Other Medical Related Activities	7,582	-	**7,582**
	5,647,811	445,020	**6,092,831**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

	Activities undertaken directly 2023	Support costs 2023	Total funds 2023
	£	£	£
Assistance to MDA Israel	12,209,536	575,225	12,784,761
Other Medical Related Activities	147,993	-	147,993
	12,357,529	575,225	12,932,754

Analysis of direct costs	**Assistance to MDA Israel 2024**	**Other Medical Related Activities 2024**	**Total funds 2024**
	£	**£**	**£**
Staff costs	86,642	-	**86,642**
Medical equipment	1,087,676	-	**1,087,676**
Casualty stations refurbishment costs	715,113	-	**715,113**
Ambulances and other emergency vehicles associated costs	3,090,373	-	**3,090,373**
Gifts in kind (donated goods)	-	7,582	**7,582**
MDA Technology	210,580	-	**210,580**
Miscellaneous project costs	189,535	-	**189,535**
MDA Israel training	260,310	-	**260,310**
	5,640,229	7,582	**5,647,811**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

Analysis of direct costs (continued)	Assistance to MDA Israel 2023 £	Other Medical Related Activities 2023 £	Total funds 2023 £
Staff costs	68,289	-	68,289
Medical equipment	2,975,112	-	2,975,112
Casualty stations refurbishment costs	549,682	-	549,682
Ambulances and other emergency vehicles associated costs	5,356,428	-	5,356,428
International & IFRC	5,820	55,353	61,173
Gifts in kind (donated goods)	-	62,640	62,640
Associated costs of Gifts in kind (donated goods)	-	30,000	30,000
MDA Technology	170,984	-	170,984
Miscellaneous project costs	313,628	-	313,628
Command and Control	2,686,450	-	2,686,450
MDA Israel training	83,143	-	83,143
	12,209,536	147,993	12,357,529

Analysis of support costs	**Assistance to MDA Israel 2024 £**	**Total funds 2024 £**
Staff costs	175,939	**175,939**
Depreciation	16,775	**16,775**
Premises costs	40,103	**40,103**
Legal and professional fees	26,238	**26,238**
Office expenses	68,355	**68,355**
Audit and Accountancy Fees	11,400	**11,400**
Other administrative costs	133,690	**133,690**
(Gains) / Losses on Forex	(27,480)	**(27,480)**
	445,020	**445,020**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

Analysis of support costs (continued)

	Assistance to MDA Israel 2023	Total funds 2023
	£	£
Staff costs	186,660	186,660
Depreciation	8,818	8,818
Premises costs	42,963	42,963
Legal and professional fees	39,198	39,198
Office expenses	51,808	51,808
Audit and Accountancy Fees	20,280	20,280
Other administrative costs	67,026	67,026
(Gains) / Losses on Forex	158,472	158,472
	575,225	575,225

8. AUDITORS' REMUNERATION

	2024	2023
	£	£
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts (2023: the auditor also prepared the accounts)	**7,650**	18,000

9. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	**479,618**	506,915
National Insurance	**49,773**	44,766
Contribution to defined contribution pension schemes	**28,309**	21,767
	557,700	573,448

9. STAFF COSTS (CONTINUED)

The average number of persons employed by the Charity during the year was as follows:

	2024	2023
	No.	No.
Management and administration of charity	**9**	7
Directors	**-**	1
	9	8

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
	No.	No.
In the band £60,000 - £70,000	**1**	
In the band £150,001 - £160,000	**-**	1
In the band £160,001 - £170,000	**1**	-

Key management personnel of the charity comprise the Chief Executive & senior leadership team. The total employee remuneration and benefits of the key management personnel of the Charity were £375,991 (2023: £332,619).

10. TRUSTEES' REMUNERATION AND EXPENSES

During the previous year, one or more Trustees had been paid remuneration or had received other benefits from an employment with the Charity. The value of Trustees' remuneration and other benefits was as follows:

		2024	2023
		£	£
D. Burger	Remuneration	**-**	161,550
	Pension contributions paid	**-**	11,950

D. Burger remains as an employee however resigned as a Trustee on 17th January 2023.

During the year ended 31 December 2024, no Trustee expenses have been incurred (2023 - £NIL).

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

11. TANGIBLE FIXED ASSETS

	Long-term leasehold property	Fixtures and fittings	Total
	£	£	£
COST OR VALUATION			
At 1 January 2024	**14,080**	**48,167**	**62,247**
Additions	**-**	**17,022**	**17,022**
Disposals	**(14,080)**	**(13,331)**	**(27,411)**
At 31 December 2024	**-**	**51,858**	**51,858**
DEPRECIATION			
At 1 January 2024	**11,967**	**40,863**	**52,830**
Charge for the year	**2,113**	**14,662**	**16,775**
On disposals	**(14,080)**	**(9,367)**	**(23,447)**
At 31 December 2024	**-**	**46,158**	**46,158**
NET BOOK VALUE			
At 31 December 2024	**-**	**5,700**	**5,700**
At 31 December 2023	2,113	7,304	9,417



12. DEBTORS

	2024	2023
	£	£
DUE AFTER MORE THAN ONE YEAR		
Trade debtors	**517,100**	579,400
	517,100	579,400
DUE WITHIN ONE YEAR		
Trade debtors	**1,215,376**	1,592,714
Other debtors	**8,604**	7,511
Prepayments and accrued income	**38,968**	10,709
	1,780,048	2,190,334

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	**365,115**	327,510
Accruals and deferred income	**2,074,819**	3,474,755
	2,439,934	3,802,265

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

14. STATEMENT OF FUNDS

Statement of funds - current year

	Balance at 1 January 2024	Income	Expenditure	Transfers in/out	Balance at 31 December 2024
	£	£	£	£	£
UNRESTRICTED FUNDS					
DESIGNATED FUNDS					
Medical Equipment	35,844	-	-	13,743	49,587
Blood Services	645,672	-	-	210,523	856,195
Ambulances	524,783	-	-	(164,783)	360,000
Stations	-	-	-	2,255,289	2,255,289
Training	-	-	-	247,934	247,934
First Responder Vehicles	1,274,294	-	-	(453,005)	821,289
	2,480,593	**-**	**-**	**2,109,701**	**4,590,294**

Designated funds are ringfenced against committed projects which will be undertaken within the coming year please refer to note 2.11 Fund accounting.

GENERAL FUNDS					
General Funds - all funds	**1,813,520**	**5,529,877**	**(4,072,947)**	**(2,995,593)**	**274,857**
TOTAL UNRESTRICTED FUNDS	**4,294,113**	**5,529,877**	**(4,072,947)**	**(885,892)**	**4,865,151**



14. STATEMENT OF FUNDS (CONTINUED)

Statement of funds - current year (continued)

	Balance at 1 January 2024	Income	Expenditure	Transfers in/out	Balance at 31 December 2024
	£	£	£	£	£
RESTRICTED FUNDS					
Ambulance stations refurbishment costs	-	441,113	(272,081)	-	169,032
National blood and logistic centre	165,654	15,000	(101,944)	-	78,710
Ambulances	-	1,683,460	(2,541,013)	857,553	-
Bikes	37,937	115,783	(78,311)	-	75,409
Bloodmobiles	33,390	78,854	(140,583)	28,339	-
Medical equipment	93,688	65,986	(48,211)	-	111,463
Holocaust survivors' fund	25,000	-	-	-	25,000
Training	-	82,500	(82,500)	-	-
Gift in kind & associated costs	-	7,582	(7,582)	-	-
Awaiting project	42,312	21,297	-	-	63,609
	397,981	2,511,575	(3,272,225)	885,892	523,223
Total of funds	4,692,094	8,041,452	(7,345,172)	-	5,388,374

Expenditure includes obligations to pay for items on order as further described in the accounting policy reference note 2.8.

14. STATEMENT OF FUNDS (CONTINUED)

Designated funds comprise:

Ambulances
Monies designated for use on the purchase of Ambulances.

Blood Services
Monies designated for the purchase of blood services at MDA.

Stations
Monies designated to support capital projects building new ambulance stations in Israel and refurbishing existing stations.

Training
Monies designated to support medic and paramedic training costs.

First Responder Vehicles
Monies designated for the purchase of First Responder vehicles.

Medical Equipment
Monies designated for the purchase of medical equipment for MDA.

Restricted funds comprise:

Ambulances
The income from this fund supports the purchasing of ambulances for MDA Israel.

Ambulance Stations
The income from this fund supports capital projects building new ambulance stations in Israel and refurbishing existing stations.

Awaiting Project
This fund contains monies given to the Charity where the donor is yet to decide on which project they wish to support.

Bikes
The income from this fund supports the purchasing of first responder motorcycles for MDA Israel.

Bloodmobiles
This fund supports the purchasing of bloodmobiles that collect blood for the blood services.

Gifts in Kind & Associated costs
MDA UK works in partnership with International Health Partners, an organisation which specialises in securing medicines from pharmaceutical companies, free of charge, for the benefit of overseas charities and the World Health Organisation, to provide much needed medicines in those countries the WHO deems urgent. The only cost to MDA UK is a contribution towards the shipment of the medicines and medical supplies to the destination countries.

14. STATEMENT OF FUNDS (CONTINUED)

Holocaust Survivors' Fund

This fund supports Holocaust Survivors living in Israel and their associated costs of transport to hospital for treatment.

International

This fund supports overseas humanitarian work for MDA Israel as part of its commitment to the IFRC.

Medical Equipment

This fund supports the purchase of medical equipment for MDA.

National Blood and Logistics Centre

This fund supported the construction of Israel's Marcus National Blood Service Centre.

Training

This fund's purpose is to support medic and paramedic training costs.

Statement of funds - prior year

	Balance at 1 January 2024	Income	Expenditure	Transfers in/out	Balance at 31 December 2024
	£	£	£	£	£
UNRESTRICTED FUNDS					
DESIGNATED FUNDS					
Medical Equipment	-	-	-	35,844	35,844
Blood Services	-	-	-	645,672	645,672
Ambulances	-	-	-	524,783	524,783
First Responder Vehicles	-	-	-	1,274,294	1,274,294
	-	-	-	**2,480,593**	**2,480,593**
GENERAL FUNDS					
General Funds - all funds	1,213,646	11,140,585	(7,175,819)	(3,364,892)	1,813,520
TOTAL UNRESTRICTED FUNDS	**1,213,646**	**11,140,585**	**(7,175,819)**	**(884,299)**	**4,294,113**

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

Statement of funds - prior year (continued)

	Balance at 1 January 2024	Income	Expenditure	Transfers in/out	Balance at 31 December 2024
	£	£	£	£	£
RESTRICTED FUNDS					
Ambulance stations refurbishment costs	89,948	137,818	(644,870)	417,104	-
National blood and logistic centre	165,654	173,159	(173,159)	-	165,654
Ambulances	283,259	5,023,816	(5,774,270)	467,195	-
Bikes	18,165	54,767	(34,995)	-	37,937
Bloodmobiles	27,972	155,418	(150,000)	-	33,390
Medical equipment	103,708	193,469	(203,489)	-	93,688
Holocaust survivors' fund	25,000	-	-	-	25,000
Training	18,000	-	(18,000)	-	-
Gift in kind & associated costs	-	62,640	(62,640)	-	-
International	10,000	-	(10,000)	-	-
Awaiting project	19,100	23,212	-	-	42,312
	760,806	**5,824,299**	**(7,071,423)**	**884,299**	**397,981**
Total of funds	**1,974,452**	**16,964,884**	**(14,247,242)**	**-**	**4,692,094**



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

15. SUMMARY OF FUNDS

Summary of funds - current year

	Balance at 1 January 2024	Income	Expenditure	Transfers in/out	Balance at 31 December 2023
	£	£	£	£	£
Designated funds	2,480,593	-	-	2,109,701	4,590,294
General funds	1,813,520	5,529,877	(4,072,947)	(2,995,593)	274,857
Restricted funds	397,981	2,511,575	(3,272,225)	885,892	523,223
	4,692,094	**8,041,452**	**(7,345,172)**	**-**	**5,388,374**

Summary of funds - prior year

	Balance at 1 January 2024	Income	Expenditure	Transfers in/out	Balance at 31 December 2023
	£	£	£	£	£
Designated funds	-	-	-	2,480,593	2,480,593
General funds	1,213,646	11,140,585	(7,175,819)	(3,364,892)	1,813,520
Restricted funds	760,806	5,824,299	(7,071,423)	884,299	397,981
	1,974,452	**16,964,884**	**(14,247,242)**	**-**	**4,692,094**



NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

Analysis of net assets between funds - current year

	Unrestricted funds 2024	Restricted funds 2024	Total funds 2024
	£	£	£
Tangible fixed assets	5,700	-	**5,700**
Debtors due after more than one year	517,100	-	**517,100**
Current assets	6,782,285	523,223	**7,305,508**
Creditors due within one year	(2,439,934)	-	**(2,439,934)**
Total	4,865,151	523,223	**5,388,374**

Analysis of net assets between funds - prior year

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Tangible fixed assets	9,417	-	9,417
Debtors due after more than one year	579,400	-	579,400
Current assets	7,507,561	397,981	7,905,542
Creditors due within one year	(3,802,265)	-	(3,802,265)
Total	4,294,113	397,981	4,692,094



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

17. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024	2023
	£	£
Net income/expenditure for the year (as per Statement of Financial Activities)	**696,280**	2,717,642
ADJUSTMENTS FOR:		
Depreciation charges	**16,775**	8,818
Dividends, interests and rents from investments	**(85,456)**	(17,601)
Decrease/(increase) in debtors	**410,286**	(430,561)
Increase in creditors	**(1,362,331)**	2,122,853
Net cash provided by/(used in) operating activities	**(324,446)**	4,401,151

18. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2024	2023
	£	£
Cash in hand	**6,042,560**	6,294,608
Total cash and cash equivalents	**6,042,560**	6,294,608

19. ANALYSIS OF CHANGES IN NET DEBT

	At 1 January 2024	Cash flows	At 31 December 2024
	£	£	£
Cash at bank and in hand	**6,294,608**	**(252,048)**	**6,042,560**
	6,294,608	**(252,048)**	**6,042,560**



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info@mdauk.org www.mdauk.org

Registered Charity No. 1113409

MAGEN DAVID ADOM UK

England & Wales - Charity number 1113409

Accounts



TRUSTEES' REPORT AND FINANCIAL STATEMENTS

Registered Charity Number: 1113409 | Company registered number: 05718138 | MAGEN DAVID ADOM UK (A company limited by guarantee)

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2023

TRUSTEES

P. Abram
D. Burger, Chief Executive (resigned 17 January 2023)
D. Bernstein CBE (appointed 16 March 2023)
D. Curtis
B. Dingle
R. Ellison
M. Franks
M. Geller
R. Jacobs
A. Jacobson (appointed 16 January 2024)
B. Kalms
M. Meyer (appointed 20 June 2023)
R. Ordever
N. Springer
E. Ziff OBE DL Hon DBA (appointed 16 July 2024)

Company registered number 05718138
Charity registered number 1113409

REGISTERED OFFICE

Winston House
2 Dollis Park
London
N3 1HF

COMPANY SECRETARY

Daniel Burger

CHIEF EXECUTIVE OFFICER

Daniel Burger

INDEPENDENT AUDITORS

BKL Audit LLP
Chartered Accountants
35 Ballards Lane
London
N3 1XW

BANKERS

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

Israel Discount Bank Ltd
Mapu Street 16
Tel Aviv
Yafo Israel

National Westminster Bank PLC
250 Regent Street
London
WC1A 4RY

SOLICITORS

Womble Bond Dickinson LLP
4 More London
Riverside
London
SE1 2AU

Bromhead Johnson LLP
57-59 High Street
Twyford
Berkshire
RG10 9AJ



CEO'S REPORT

When I look back at my comments from twelve months ago, the closing line of my report leaves me somewhat numb.

"Thank you for your continued support and I look forward to further growing our cause in 2023."

At the time of writing, it was an innocuous sign-off. It was a hope for an increase in our fundraising ability and, in turn, our lifesaving capability in Israel. The events of October 7th provoked the circumstances for the Magen David Adom (MDA) cause to grow beyond recognition. How I wish that had not been the case. Our community responded in the most unbelievable way. Millions of pounds were donated without us even asking. Millions more were given in response to our emergency appeal. How I wish we did not have to make that ask.

It is not possible to write a 'normal' review of 2023.
In short, there was October 7th and then there was everything that went on before it. We have not yet returned to business as usual. Perhaps we never will.
Or, at the least, 'business as usual' will be a preparedness for the new reality of ongoing wars in Gaza and on the Lebanese border, as well as persistent and growing threat of attacks from Iran itself and not just it's proxies. Ultimately, MDA needs to be ready for any scenario but this will only be possible if MDA UK and our colleagues around the world raise the necessary funds.

To this end, 2023 had been a remarkable year, even before the horrific events of that fateful Simchat Torah.
In the days leading up to October 7th, we had closed our celebrations of Israel's 75th anniversary with Table75. An innovative food-based experience, that saw leading Chef Avishay Sing bring a taste of Israel to London, across three incredible evenings.
Previously, we hosted the IDF's Cantor, Shai Abrahmson, as well as summer events for Young MDA and our Patrons' Reception at the Omer Tiroche Gallery.

Earlier in the year Brenda & Maurice Geller hosted a dinner for some of our CFMDA supporters (Christian Friends of Magen David Adom) celebrating the achievements of MDA UK President Lord Reading, Christine Darg and Pastor Adeboye who were recognised as three of the top 50 Christian Allies of Israel. Our Christian friends and supporters are such an integral part of our organisation, not just here in the UK but in communities such as Lagos and Abuja, too. It was very special to be at the RCCG (Redeemed Christian Church of God) dedication at the Marcus Blood Centre, in Ramla, last March.

I am delighted that David Bernstein CBE and Marc Meyer joined our board, bringing with them a huge breadth of experience. I have no doubt that they will prove to be invaluable assets to our Board and mission.

A big part of MDA UK's mission is to connect Brits with our lifesaving work in Israel; not only those living in the UK but expats in Israel too. January brought a landmark moment when, for the first time in a generation, UK-born olim were able to donate blood in Israel. Since 1999, anyone who had lived in Britain for more than six months (between 1980 and 1996) had been ruled ineligible for donation because of the Mad Cow's Disease Crisis. However, with the Ministry of Health ruling that the risk no longer outweighed the reward, this changed. A launch event was held at the 'Peres Centre for Peace and Innovation', in Jaffa, and two of our UK-donated bloodmobiles were present to take donations on the spot.

MDA is more than just an emergency medical response service. It is also Israel's national blood service and a conduit for global humanitarian aid. This is what took paramedic Felix Lotan to Turkey in the aftermath of the February earthquake that devastated large areas of the country. We were also able to call upon Shai Weiss, CEO of Virgin Atlantic, one year after they facilitated the spectacular evacuation of Ukrainian orphans, to provide much-needed aid by way of sending two aircraft full of medial and humanitarian aid to those impacted by the tragedy.

Our ability to forge these relationships and build these connections is critical to our organisation. Hosting Labour Friends of Israel, in July, (and Conservative Friends of Israel prior to that) not only allowed us to showcase the outstanding work of our colleagues in Israel, but also to ensure that future UK lawmakers understand the unique challenges of safeguarding the health of all Israeli citizens. These learnings benefit all and this can only be a good thing.

As I alluded to in my introduction, the events of October 7th dominated 2023. Our response began on that very Saturday, and we have not stopped since. We have fundraised non-stop to ensure our colleagues have everything that they need to save more lives. Sadly, we lost 33 of our finest, murdered while trying to save others. It is a tragedy beyond words and their memories continue to be mourned as we come to terms with what happened.

2023 ended with an event we wish we did not have to hold: a hastily put together dinner at London's Peninsula hotel. Over 400 guests attended to pay tribute to the MDA heroes of October 7th, and we raised over £500,000 in the process. The event was hosted by Rob Rinder MBE, and we heard from those who had been present on that horrific day in the Gaza Envelope, as the emergency calls flooded in. I am certain that all those that were present will never forget the raw emotion and outpouring of love that was felt that evening.

This year I am going to finish by thanking you, again, and with the hope that, whilst support for MDA continues to grow, it is against the backdrop of a safe and peaceful Israel.



Daniel Burger, CEO
Date: 20/09/2024

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2023

The Trustees present their annual report together with the audited financial statements of the Magen David Adom UK for the 1 January 2023 to 31 December 2023. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

OBJECTIVES AND ACTIVITIES

a. Policies and objectives

The Charity's charitable objects are defined in the Articles of Association as '...primarily to assist Magen David Adom in Israel, or, where in the opinion of the Board of Trustees it is appropriate, in any other equivalent or similar organisation in Israel or anywhere in the world in the work of providing medical care and treatment for persons irrespective of the nationality, race, religion, ethnic origin, age disability, sexual orientation or political affiliation'.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

b. Strategies for achieving objectives

The overarching strategy for the charity is to continue supporting the projects of Magen David Adom in Israel. It also continues to support the Jewish community and the British Red Cross in a variety of other ways.

c. Activities undertaken to achieve objectives

In practice these objects are met by:

- assisting Magen David Adom in Israel with the provision of ambulances, medical goods and other supplies necessary for its work as Israel's national medical emergency service.
- assisting Magen David Adom in Israel by the provision of funds for the construction and renovation of emergency medical and other facilities as necessary.
- providing first aid training to the Jewish community in the UK.
- providing a conduit for gifts in kind acting in concert with Magen David Adom in Israel and the British Red Cross.

The funding of these activities is raised by appealing for, soliciting, accepting and receiving endowments, legacies, bequests, gifts or donations for any purpose consistent with the objectives of the Charity.

The Charity provides and maintains such administrative organisation as is required for the advancement of the objectives

The company is administered by the Chief Executive supported by an executive assistant, an operations manager, a data operations lead, a data operations administrator, a fundraising manager, an events coordinator and three volunteers.

d. Volunteers

MDA UK has volunteers that make up local and regional fundraising committees in the UK.

e. Main activities undertaken to further the Charity's purposes for the public benefit

The Charity undertakes the following key activities in order to further it's purposes for the public benefit:

- Saving lives in Israel
- UK First Aid training
- Working in collaboration with International Committee of the Red Cross
- Working in partnership with International Health Partners and Anera (Refugee & medical supplies Charity)
- PR & Advocacy

ACHIEVEMENTS AND PERFORMANCE

a. Main achievements of the Charity

To 30th September 2023, MDA UK was on target to achieve its financial goals for 2023 with £3.3m in income. After the terrible events of October 7th, 2023, we saw increased levels of giving from our donors, with our emergency appeal raising an additional £13.2m. These funds were donated to MDA Israel to support their humanitarian mission and essential lifesaving work in Israel. None of this would have been possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees from Gibraltar to Manchester and Hull, and Glasgow to Cambridge.

b. Key performance indicators

The main key performance indicators reviewed by the Charity are:

- Monthly Management Accounts reviews
- Regular Meetings of the Executive committee
- Operational Plan
- Quarterly review of budget
- Annual appraisals

c. Review of activities

We use a traffic light system to review our ongoing activities as follows:

- Red: This project needs work – Incomplete
- Amber: On track but needs more attention – Partially complete
- Green: This project is on track and ready to be delivered – Complete

d. Factors relevant to achieve objectives

Thanks to the power of and respect of the MDA brand it has enabled MDA UK to raise a high level of donations to enable the charity to meet its objectives and go beyond by funding capital projects at a time of great need in Israel.

e. Fundraising activities and income generation

In 2023 we held numerous fundraising activities, events and appeals which contributed to high levels of income generation, including:

- MDA Legacy Mission
- Sporting Events
- Emergency Appeals
- Dinners and Receptions



FINANCIAL REVIEW

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three to six months' expenditure. The Trustees consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

c. Material investments policy

The Charity has adopted a policy of placing its funds on short term deposit with its bankers as it wishes to maintain flexibility to meet urgent requests for financial assistance. Quoted securities when given to the Charity are sold as soon as practicable except where this conflicts with the donor's wishes.

d. Principal risks and uncertainties

All the below are factors that contribute to the financial risk of the charity:

- Our income is entirely voluntary.
- Viewed as an overseas charity.
- Economic downturn.
- High inflation.

e. Financial risk management objectives and policies

The following procedures and software packages limit the exposure/risks to fraud on the charity:

- Signing Policy.
- Dual signatory for banking.
- Approval Matrix.
- System Penetration Testing via Security Matrix.
- Microsoft Defender.
- End Point Protection via Huntress.



f. Principal funding

The below are MDA UK's core/principal means of funding:

- High Net Worth Donors
- Person to Person
- Legacies
- Regular periodic appeals

g. Review of the Year

The total funds raised for Magen David Adom in Israel, international support and UK first aid training programme during the year ended 31 December 2023 totalled £16,964,884 (2022: £5,191,084).

Legacy income in 2023 was £952,685 (2022: £758.798) and remains a significant part of our income.

Donations and gifts in 2023 were £15,151,514 (2022: £3,041,147) and total income excluding legacies in 2023 was £16,012,199 (2022: £3,229,644). Person to Person major donor fundraising continues to grow and represents 9% of income net of legacies.

MDA UK's support of MDA Israel continued during 2023 driven by a number of successful fundraising events throughout the year to September 2023. Following the events of 7th October 2023 MDA UK raised significant funds from our donors via our emergency appeal "Operation Swords of Iron". These funds were donated to MDA Israel to support their humanitarian mission and essential lifesaving work in Israel.

None of this would be possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees from Gibraltar to Manchester and Hull Glasgow to Cambridge.

h. Financial Review

The accounts for the year are set out on pages 18 to 21. The company continues its valuable contribution to Magen David Adom in Israel and other similar humanitarian causes where funds are donated for that purpose.

It is the policy of the company that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three to six months' expenditure. The directors consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the company's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

The company has adopted a policy of placing its funds on short-term deposit with its bankers as it wishes to maintain flexibility to meet urgent requests for financial assistance. Quoted securities when given to the company are sold as soon as practicable except where this conflicts with the donor's wishes.

Cash at the bank and in hand on 31 December 2023 was £6,294,608 (2022: £1,877,763).

There has been an increasing trend for donors and legators, to some extent, to fund restricted items including vehicles. As with capital projects, the items are paid for once they are in Israel and payment requested against invoice. In the case of ambulances, on some occasions the lead time can be a few months which further inflates Magen David Adom UK's bank position.

STRUCTURE, GOVERNANCE AND MANAGEMENT

a. Constitution

Magen David Adom UK is a charitable company limited by guarantee, Charity Registration number 1113409.

b. Methods of appointment or election of Trustees

The key process for appointment of new Trustees is as follows:

- Interview process for proposed new Trustees.
- Appraised against a skills matrix.
- Board Approval via voting.

c. Organisational structure and decision-making policies

The key processes involved in decision making are:

- Board of Directors/Trustees hold regular monthly meetings.
- CEO meets with Executive on a regular basis.
- Staff Senior Leadership Team line management meetings and staff meetings held monthly.

d. Policies adopted for the induction and training of Trustees

New Trustees are provided with a Charity Commission publication on the Trustees' duties and are given guidance on the Charity's articles of association, the board and decision-making processes of the Charity and recent financial performance.

e. Pay policy for key management personnel

Pay for key management personel is goverened by a remuneration policy, which is benchmarked on an annual basis. The Executive Committee will discuss and approve pay increases on an annual basis.

f. Related party relationships

We work in cooperation with the following organisations:

- Magen David Adom in Israel, International Committee of the Red Cross, British Red Cross, Jordan Red Crescent, MAGPAS (Mid Anglia General Practitioner Accident Service) and International Health Partners.

g. Trustees' indemnities

MDA UK has adequate liability cover levels via Towergate Insurance for our trustees up to £500,000.



STRUCTURE, GOVERNANCE AND MANAGEMENT (CONTINUED)

h. Committees of the Board

There are five Committees of the Board – the Executive Committee, the Governance Committee, the Israel Property Committee, the British Red Cross Liaison Committee and the MDA Europe Liaison Committee. All five Committees report directly to the Chair of the Board and have delegated authorities and responsibilities.

The Executive Committee is responsible for providing advice and guidance on the activities, organisation, management and day-to-day operational matters and challenges facing Magen David Adom UK.

The Governance Committee is responsible for providing advice and guidance on issues involving the governance, reputation, community standing and ethics applicable to Magen David Adom UK and its activities.

The Israel Property Committee is responsible for providing advice and guidance on the application of resources of Magen David Adom UK towards the construction, improvement and renovation of Magen David Adom sites in Israel. Such advice may relate to the manner of Magen David Adom UK's supervision of such investments within Israel.

The British Red Cross Liaison Committee is responsible for liaising on joint projects between the British Red Cross and Magen David Adom UK.

The MDA Europe Liaison Committee is responsible for liaising on joint projects with other MDA European societies to ensure alignment between the societies and fundraising across the continent.

i. Members of the Committees

Executive Committee:
D. Burger
D. Curtis
M. Franks
R. Jacobs (Chair)
B. Kalms
R. Ordever

Governance Committee:
D. Bernstein CBE (Chair)
D. Burger
D. Curtis
R. Ellison
R. Jacobs

Israel Property Committee:
D. Burger (Chair)
R. Jacobs
A. Jacobson
B. Kalms

British Red Cross Liaison Committee:
D. Burger
R. Ellison
R. Jacobs (Co-Chair)

MDA Europe Liaison Committee:
D. Burger
M. Meyer (Chair)

PLANS FOR FUTURE PERIODS

The Charity intends to continue and enhance its charitable efforts in accordance with its objectives as expressed in the articles of association.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the 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 year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity 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 Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

DISCLOSURE OF INFORMATION TO AUDITORS

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

AUDITORS

The auditors, BKL Audit LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees and signed on their behalf by:

Marc Franks

.....

M. Franks
(Trustee)
Date: 20/09/2024

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK

OPINION

We have audited the financial statements of Magen David Adom UK (the 'charitable company') for the year ended 31 December 2023 which comprise the Statement of financial activities, the Income and expenditure account, the Balance sheet, the Statement of cash flows and the related notes, 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 December 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 Charities Act 2011.

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 Auditors' 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 United Kingdom, including the Financial Reporting Council'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.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK (CONTINUED)

OTHER INFORMATION

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. 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 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 this gives rise to a material misstatement in the financial statements themselves. 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.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

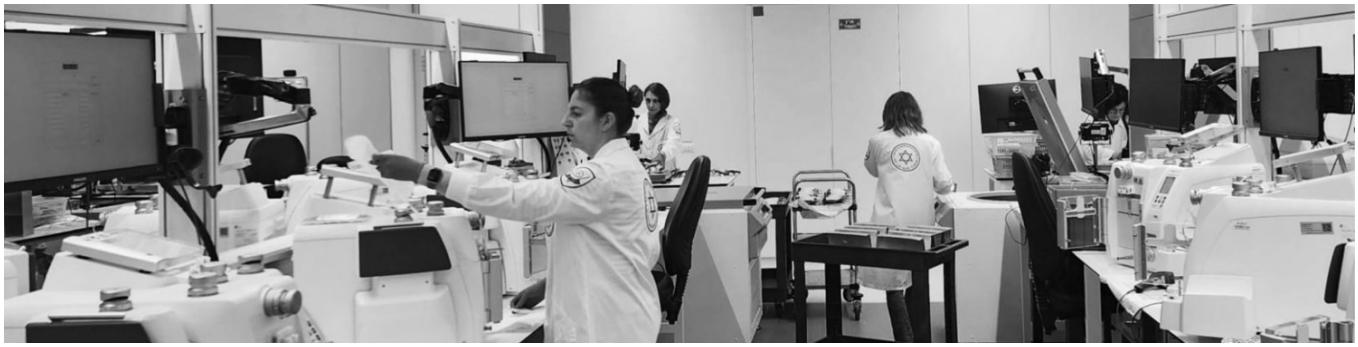
We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

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.



INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK (CONTINUED)

AUDITORS' RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 Auditors' 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:

- Enquiring of management around actual and potential litigation and claims;
- Reviewing board meeting minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' Report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK (CONTINUED)

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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 Auditors' report.

USE OF OUR REPORT

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 its members, as a body, for our audit work, for this report, or for the opinions we have formed.

BKL Audit LLP

BKL Audit LLP
Chartered Accountants
Statutory Auditor
35 Ballards Lane
London
N3 1XW

Date: 20/09/2024

BKL Audit LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.



STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
INCOME FROM:					
Donations and legacies	3	**11,122,984**	**5,824,299**	**16,947,283**	5,165,753
Investments	4	**17,601**	**-**	**17,601**	120
Total income		**11,140,585**	**5,824,299**	**16,964,884**	5,165,873
EXPENDITURE ON:					
Raising funds	5	**1,314,488**	**–**	**1,314,488**	768,468
Charitable activities	6	**5,861,331**	**7,071,423**	**12,932,754**	4,870,483
Total expenditure		**7,175,819**	**7,071,423**	**14,247,242**	5,638,951
NET INCOME/ (EXPENDITURE)		**3,964,766**	**(1,247,124)**	**2,717,642**	(473,078)
Transfers between funds	14	**(884,299)**	**884,299**	**-**	-
NET MOVEMENT IN FUNDS		**3,080,467**	**(362,825)**	**2,717,642**	(473,078)
RECONCILIATION OF FUNDS:					
Total funds brought forward		**1,213,646**	**760,806**	**1,974,452**	2,447,530
Net movement in funds		**3,080,467**	**(362,825)**	**2,717,642**	(473,078)
Total funds carried forward		**4,294,113**	**397,981**	**4,692,094**	1,974,452

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 20 to 38 form part of these financial statements.

BALANCE SHEET
AS AT 31 DECEMBER 2023

	Note		2023 £		2022 £
FIXED ASSETS					
Tangible assets	11		**9,417**		16,328
			9,417		16,328
CURRENT ASSETS					
Debtors	12	**2,190,334**		1,759,773	
Cash at bank and in hand		**6,294,608**		1,877,763	
		8,484,942		3,637,536	
Creditors: amounts falling due within one year	13	**(3,802,265)**		(1,679,412)	
NET CURRENT ASSETS			**4,682,677**		1,958,124
TOTAL NET ASSETS			**4,692,094**		1,974,452
CHARITY FUNDS					
Restricted funds	14		**397,981**		760,806
Unrestricted funds					
Designated funds	14	**2,480,593**		-	
General funds	14	**1,813,520**		1,213,646	
Total unrestricted funds	14		**4,692,094**		1,213,646
Total funds			**4,692,094**		1,974,452



BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2023

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Marc Franks

.....

M. Franks
(Trustee)
Date: 20/09/2024

The notes on pages 20 to 38 form part of these financial statements.



STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2023

	2023	2022
	£	£
CASH FLOWS FROM OPERATING ACTIVITIES		
Net cash used in operating activities	**4,401,151**	(28,245)
CASH FLOWS FROM INVESTING ACTIVITIES		
Dividends, interests and rents from investments	**17,601**	120
Purchase of tangible fixed assets	**(1,907)**	(5,248)
Net cash provided by/(used in) investing activities	**15,694**	**(5,128)**
Change in cash and cash equivalents in the year	**4,416,845**	**(33,373)**
Cash and cash equivalents at the beginning of the year	**1,877,763**	1,911,136
Cash and cash equivalents at the end of the year	**6,294,608**	1,877,763

The notes on pages 20 to 38 form part of these financial statements



NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

1. GENERAL INFORMATION

Magen David Adom (UK) is a Charitable Company established on 22nd February 2006 by memorandum and articles of Incorporation subsequently ammended on 20th May 2010.

2. ACCOUNTING POLICIES

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Magen David Adom UK meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading. Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2. ACCOUNTING POLICIES (CONTINUED)

2.4 Interest receivable

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 institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following bases:

- Long-term leasehold property - Over lease term
- Fixtures and fittings - 25%

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.



2. ACCOUNTING POLICIES (CONTINUED)

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.9 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.



3. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2023	**Restricted funds 2023**	**Total funds 2023**
	£	**£**	**£**
Donations	9,389,855	5,761,659	**15,151,514**
Legacies	952,685	-	**952,685**
Donated goods	-	62,640	**62,640**
Gift aid	780,444	-	**780,444**
	11,122,984	5,824,299	**16,947,283**

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Donations	781,220	2,259,927	3,041,147
Legacies	665,798	93,000	758,798
Donated goods	-	1,257,277	1,257,277
Gift aid	108,531	-	108,531
	1,555,549	3,610,204	5,165,753

4. INVESTMENT INCOME

	Unrestricted funds 2023	**Total funds 2023**
	£	**£**
Bank Interest	17,601	**17,601**

	Unrestricted funds 2022	Total funds 2022
	£	£
Bank Interest	120	120

5. EXPENDITURE ON RAISING FUNDS

Costs of raising voluntary income

	Unrestricted funds 2023	Total funds 2023
	£	£
Direct expenses on funds raised	995,989	**995,989**
Costs of raising voluntary income - wages and salaries	271,958	**271,958**
Costs of raising voluntary income - NI	30,588	**30,588**
Costs of raising voluntary income - pension costs	15,953	**15,953**
	1,314,488	**1,314,488**

	Unrestricted funds 2022	Total funds 2022
	£	£
Direct expenses on funds raised	507,609	507,609
Costs of raising voluntary income - wages and salaries	221,966	221,966
Costs of raising voluntary income - NI	27,514	27,514
Costs of raising voluntary income - pension costs	11,379	11,379
	768,468	768,468



6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Summary by fund type

	Unrestricted funds 2023	**Restricted funds 2023**	**Total funds 2023**
	£	**£**	**£**
Assistance to MDA Israel	5,785,978	6,998,783	**12,784,761**
Other Medical Related Activities	75,353	72,640	**147,993**
	5,861,331	7,071,423	**12,932,754**

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Assistance to MDA Israel	1,617,883	1,818,784	3,436,667
Other Medical Related Activities	176,539	1,257,277	1,433,816
	1,794,422	3,076,061	4,870,483

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES

	Activities undertaken directly 2023	**Support costs 2023**	**Total funds 2023**
	£	**£**	**£**
Assistance to MDA Israel	12,209,536	575,225	**12,784,761**
Other Medical Related Activities	147,993	-	**147,993**
	12,357,529	575,225	**12,932,754**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

	Activities undertaken directly 2022	Support costs 2022	Total funds 2022
	£	£	£
Assistance to MDA Israel	3,055,440	381,227	3,436,667
Other Medical Related Activities	1,433,816	-	1,433,816
	4,489,256	381,227	4,870,483

Analysis of direct costs

	Assistance to MDA Israel 2023	**Other Medical Related Activities 2023**	**Total funds 2023**
	£	**£**	**£**
Staff costs	68,289	-	**68,289**
Medical equipment	2,975,112	-	**2,975,112**
Casualty stations refurbishment costs	549,682	-	**549,682**
Ambulances and other emergency vehicles associated costs	5,356,428	-	**5,356,428**
International & IFRC	5,820	55,353	**61,173**
Gifts in kind (donated goods)	-	62,640	**62,640**
Associated costs of Gifts in kind (donated goods)	-	30,000	**30,000**
MDA Technology	170,984	-	**170,984**
Miscellaneous project costs	313,628	-	**313,628**
Command and Control	2,686,450	-	**2,686,450**
MDA Israel training	83,143	-	**83,143**
	12,209,536	147,993	**12,357,529**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

Analysis of direct costs (continued)

	Assistance to MDA Israel 2022 £	Other Medical Related Activities 2022 £	Total funds 2022 £
Staff costs	45,296	-	45,296
Medical equipment	430,150	-	430,150
Casualty stations refurbishment costs	1,286,374	-	1,286,374
Ambulances and other emergency vehicles associated costs	788,221	-	788,221
International & IFRC	51,075	59,000	110,075
Gifts in kind (donated goods)	-	1,257,277	1,257,277
Associated costs of Gifts in kind (donated goods)	-	42,500	42,500
MDA Technology	25,080	-	25,080
Miscellaneous project costs	107,106	75,039	182,145
MDA Israel training	322,138	-	322,138
	3,055,440	1,433,816	4,489,256

Analysis of support costs

	Assistance to MDA Israel 2023 £	**Total funds 2023 £**
Staff costs	186,660	**186,660**
Depreciation	8,818	**8,818**
Premises costs	42,963	**42,963**
Legal and professional fees	39,198	**39,198**
Office expenses	51,808	**51,808**
Audit and Accountancy Fees	20,280	**20,280**
Other administrative costs	67,026	**67,026**
(Gains) / Losses on Forex	158,472	**158,472**
	575,225	**575,225**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

Analysis of support costs (continued)

	Assistance to MDA Israel 2022	Total funds 2022
	£	£
Staff costs	212,595	212,595
Depreciation	13,069	13,069
Premises costs	35,497	35,497
Legal and professional fees	12,926	12,926
Office expenses	52,649	52,649
Audit and Accountancy Fees	6,720	6,720
Other administrative costs	78,612	78,612
(Gains) / Losses on Forex	(30,841)	(30,841)
	381,227	381,227

8. AUDITORS' REMUNERATION

	2023	2022
	£	£
Fees payable to the Charity's auditor for the preparation and audit of the Charity's annual accounts	**18,000**	9,000

9. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	**506,915**	451,838
Social security costs	**44,766**	43,190
Contribution to defined contribution pension schemes	**21,767**	23,722
	573,448	518,750

9. STAFF COSTS (CONTINUED)

The average number of persons employed by the Charity during the year was as follows:

	2023	2022
	No.	No.
Management and administration of charity	**7**	8
Directors	**1**	1
	8	9

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023	2022
	No.	No.
In the band £150,001 - £160,000	**-**	1
In the band £160,001 - £170,000	**1**	-

Key management personnel of the charity comprise the Chief Executive & senior leadership team. The total employee remuneration and benefits of the key management personnel of the Charity were £332,619 (2022: £391,636).

10. TRUSTEES' REMUNERATION AND EXPENSES

During the year, one or more Trustees has been paid remuneration or has received other benefits from an employment with the Charity. The value of Trustees' remuneration and other benefits was as follows:

		2023	2022
		£	£
D. Burger	Remuneration	**161,550**	155,720
	Pension contributions paid	**11,950**	8,550

During the year ended 31 December 2023, no Trustee expenses have been incurred (2022 - £NIL).

11. TANGIBLE FIXED ASSETS

	Long-term leasehold property	Fixtures and fittings	Total
	£	£	£
COST OR VALUATION			
At 1 January 2023	**14,080**	**83,253**	**97,333**
Additions	**-**	**1,907**	**1,907**
Disposals	**-**	**(36,993)**	**(36,993)**
At 31 December 2023	**14,080**	**48,167**	**62,247**
DEPRECIATION			
At 1 January 2023	**9,152**	**71,853**	**81,005**
Charge for the year	**2,816**	**6,003**	**8,818**
On disposals	**-**	**(36,993)**	**(36,993)**
At 31 December 2023	**11,967**	**40,863**	**52,830**
NET BOOK VALUE			
At 31 December 2023	**2,113**	**7,304**	**9,417**
At 31 December 2022	4,928	11,400	16,328



12. DEBTORS

	2023	2022
	£	£
DUE AFTER MORE THAN ONE YEAR		
Trade debtors	**579,400**	828,250
	579,400	828,250
DUE WITHIN ONE YEAR		
Trade debtors	**1,592,714**	883,885
Other debtors	**7,511**	30,398
Prepayments and accrued income	**10,709**	17,240
	2,190,334	1,759,773

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	**327,510**	290,978
Accruals and deferred income	**3,474,755**	1,388,434
	3,802,265	1,679,412

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

14. STATEMENT OF FUNDS

Statement of funds - current year

	Balance at 1 January 2023	Income	Expenditure	Transfers in/out	Balance at 31 December 2023
	£	£	£	£	£
UNRESTRICTED FUNDS					
DESIGNATED FUNDS					
Medical Equipment	-	-	-	**35,844**	**35,844**
Blood Services	-	-	-	**645,672**	**645,672**
Ambulances	-	-	-	**524,783**	**524,783**
First Responder Vehicles	-	-	-	**1,274,294**	**1,274,294**
	-	-	-	**2,480,593**	**2,480,593**
GENERAL FUNDS					
General Funds - all funds	**1,213,646**	**11,140,585**	**(7,175,819)**	**(3,364,892)**	**1,813,520**
TOTAL UNRESTRICTED FUNDS	**1,213,646**	**11,140,585**	**(7,175,819)**	**(884,299)**	**4,294,113**



14. STATEMENT OF FUNDS (CONTINUED)

Statement of funds - current year (continued)

	Balance at 1 January 2023	Income	Expenditure	Transfers in/out	Balance at 31 December 2023
	£	£	£	£	£
RESTRICTED FUNDS					
Ambulance stations refurbishment costs	**89,948**	**137,818**	**(644,870)**	**417,104**	**-**
National blood and logistic centre	**165,654**	**173,159**	**(173,159)**	**-**	**165,654**
Ambulances	**283,259**	**5,023,816**	**(5,774,270)**	**467,195**	**-**
Bikes	**18,165**	**54,767**	**(34,995)**	**-**	**37,937**
Bloodmobiles	**27,972**	**155,418**	**(150,000)**	**-**	**33,390**
Medical equipment	**103,708**	**193,469**	**(203,489)**	**-**	**93,688**
Holocaust survivors' fund	**25,000**	**-**	**-**	**-**	**25,000**
Training	**18,000**	**-**	**(18,000)**	**-**	**-**
Gift in kind & associated costs	**-**	**62,640**	**(62,640)**	**-**	**-**
International	**10,000**	**-**	**(10,000)**	**-**	**-**
Awaiting project	**19,100**	**23,212**	**-**	**-**	**42,312**
	760,806	**5,824,299**	**(7,071,423)**	**884,299**	**397,981**
Total of funds	**1,974,452**	**16,964,884**	**(14,247,242)**	**-**	**4,692,094**

Expenditure includes obligations to pay for items on order as further described in the accounting policy reference note 2.8.

14. STATEMENT OF FUNDS (CONTINUED)

Expenditure includes obligations to pay for items on order as further described in the accounting policy reference note 2.8.

Designated funds comprise:

Ambulances

Monies designated for use on the purchase of Ambulances.

Blood Services

Monies designated for the purchase of blood services at MDA.

First Responder Vehicles

Monies designated for the purchase of First Responder vehicles.

Medical Equipment

Monies designated for the purchase of medical equipment for MDA.

Restricted funds comprise:

Ambulances

The income from this fund supports the purchasing of ambulances for MDA Israel.

Ambulance Stations

The income from this fund supports capital projects building new ambulance stations in Israel and refurbishing existing stations.

Awaiting Project

This fund contains monies given to the Charity where the donor is yet to decide on which project they wish to support.

Bikes

The income from this fund supports the purchasing of first responder motorcycles for MDA Israel.

Bloodmobiles

This fund supports the purchasing of bloodmobiles that collect blood for the blood services.

Gifts in Kind & Associated costs

MDA UK works in partnership with International Health Partners, an organisation which specialises in securing medicines from pharmaceutical companies, free of charge, for the benefit of overseas charities and the World Health Organisation, to provide much needed medicines in those countries the WHO deems urgent. The only cost to MDA UK is a contribution towards the shipment of the medicines and medical supplies to the destination countries.

Holocaust Survivors' Fund

This fund supports Holocaust Survivors living in Israel and their associated costs of transport to hospital for treatment.

International

This fund supports overseas humanitarian work for MDA Israel as part of its commitment to the IFRC.

Medical Equipment

This fund supports the purchase of medical equipment for MDA.

14. STATEMENT OF FUNDS (CONTINUED)

National Blood and Logistics Centre

This fund supported the construction of Israel's Marcus National Blood Service Centre.

Training

This fund's purpose is to support medic and paramedic training costs.

Statement of funds - prior year

	Balance at 1 January 2022	Income	Expenditure	Balance at 31 December 2022
	£	£	£	£
UNRESTRICTED FUNDS				
General Funds - all funds	2,220,867	1,555,669	(2,562,890)	1,213,646
RESTRICTED FUNDS				
Ambulance stations refurbishment costs	-	513,927	(423,979)	89,948
National blood and logistic centre	-	655,973	(490,319)	165,654
Ambulances	58,697	1,009,231	(784,669)	283,259
Bikes	15,400	2,765	-	18,165
Bloodmobiles	11,898	16,074	-	27,972
Medical equipment	94,843	128,682	(119,817)	103,708
Holocaust survivors' fund	25,000	-	-	25,000
Training	18,000	-	-	18,000
Gift in kind & associated costs	-	1,257,277	(1,257,277)	-
International	-	10,000	-	10,000
Awaiting project	2,825	16,275	-	19,100
	226,663	3,610,204	(3,076,061)	760,806
Total of funds	2,447,530	5,165,873	(5,638,951)	1,974,452

15. SUMMARY OF FUNDS

Summary of funds - current year

	Balance at 1 January 2023	Income	Expenditure	Transfers in/out	Balance at 31 December 2023
	£	£	£	£	£
Designated funds	-	-	-	2,480,593	2,480,593
General funds	1,213,646	11,140,585	(7,175,819)	(3,364,892)	1,813,520
Restricted funds	760,806	5,824,299	(7,071,423)	884,299	397,981
	1,974,452	16,964,884	(14,247,242)	-	4,692,094

Summary of funds - prior year

	Balance at 1 January 2022	Income	Expenditure	Balance at 31 December 2022
	£	£	£	£
General funds	2,220,867	1,555,669	(2,562,890)	1,213,646
Restricted funds	226,663	3,610,204	(3,076,061)	760,806
	2,447,530	5,165,873	(5,638,951)	1,974,452



NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

Analysis of net assets between funds - current year

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
Tangible fixed assets	9,417	-	**9,417**
Debtors due after more than one year	579,400	-	**579,400**
Current assets	7,507,561	397,981	**7,905,542**
Creditors due within one year	(3,802,265)	-	**(3,802,265)**
Total	4,294,113	397,981	**4,692,094**

Analysis of net assets between funds - prior year

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Tangible fixed assets	16,328	-	16,328
Debtors due after more than one year	828,250	-	828,250
Current assets	2,048,480	760,806	2,809,286
Creditors due within one year	(1,679,412)	-	(1,679,412)
Total	1,213,646	760,806	1,974,452



17. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023	2022
	£	£
Net income/expenditure for the year (as per Statement of Financial Activities)	**2,717,642**	(473,078)
ADJUSTMENTS FOR:		
Depreciation charges	**8,818**	13,069
Dividends, interests and rents from investments	**(17,601)**	(120)
Decrease/(increase) in debtors	**(430,561)**	54,704
Increase in creditors	**2,122,853**	377,180
Net cash provided by/(used in) operating activities	**4,401,151**	(28,245)

18. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2023	2022
	£	£
Cash in hand	**6,294,608**	1,877,763
Total cash and cash equivalents	**6,294,608**	1,877,763

19. ANALYSIS OF CHANGES IN NET DEBT

	At 1 January 2023	Cash flows	At 31 December 2023
	£	£	£
Cash at bank and in hand	**1,877,763**	**4,416,845**	**6,294,608**
	1,877,763	**4,416,845**	**6,294,608**



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Registered Charity No. 1113409

MAGEN DAVID ADOM UK

England & Wales - Charity number 1113409

Accounts



TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

Registered Charity Number: 1113409 | Company registered number: 0571 8138 | MAGEN DAVID ADOM UK (A company limited by guarantee)

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2022

TRUSTEES

D. Burger, Chief Executive
(resigned as Trustee 17 Jan 2023)
R. Jacobs, Chairman
P. Abram
D. Curtis
B. Dingle
R. Ellison
M. Franks
M. Geller (appointed 19 Oct 2022)
B. Kalms
D. Levy (resigned 19 Oct 2022)
R. Ordever
N. Posnansky (resigned 19 Oct 2022)
N. Springer

Company registered number 0571 8138
Charity number 1113409

REGISTERED OFFICE

Winston House
2 Dollis Park
London
N3 1HF

COMPANY SECRETARY

Daniel Burger

CHIEF EXECUTIVE OFFICER

Daniel Burger

INDEPENDENT AUDITORS

BKL Audit LLP
Chartered Accountants
35 Ballards Lane
London
N31XW

BANKERS

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

Israel Discount Bank Ltd
Mapu Street 16
Tel Aviv
Yafo Israel

National Westminster Bank PLC
250 Regent Street
London
WC1A 4RY

SOLICITORS

Womble Bond Dickinson LLP
4 More London Riverside
London
SE12AU

Bromhead Johnson LLP
57-59 High Street
Twyford
Berkshire
RG10 9AJ



CEO'S REPORT

The CEO presents his report for the year.

The past twelve months have been full on and as a CEO in the non-profit world, for me personally, the most career defining to date.

February saw the start of the Russian invasion of the Ukraine the worst war in mainland Europe since 1945. MDA in Israel was quick to respond to the crisis both by sending personnel into the region to set up a Red Cross field clinic and also providing assistance by donating several decommissioned ambulances – some of which belonged to British donors.

Closer to home, MDA UK sprang into action when MDA UK Brand Ambassador, Rob Rinder called me and asked if we could help evacuate the first wave of Ukrainian orphans to the UK via Warsaw. Thanks to the power of and respect the MDA brand, one call to Virgin Atlantic's CEO saw an aircraft deployed to pick up the orphans and bring them to safety. The story received front page news of several papers and was all over the TV and radio news outlets. From a personal perspective, being on the aircraft and welcoming the 55 children and their orphan mothers as they boarded the aircraft is a memory that will stay with me forever.

Continuing in the theme of collaboration, we hosted our very good friend HE Dr Mohammed Al-Hadid, President Jordan National Red Crescent Society at a lunch hosted by MDA UK Co-President the Marquess of Reading in conjunction with Bnai Brith UK and the Jordanian Embassy. Dr Al-Hadid spoke to a group of diplomats and donors about MDA and its admission to the Red Cross. During the tour we joined MDA France who arranged a reception at the residence of the Israeli Ambassador to France, HE Yael German and our friends at MDA Ireland where we were received by the President of Ireland Michael D Higgins.

Turning our attention to events in Israel saw so many positive news stories. Firstly, MDA UK led a mission of major donors to the opening of the Marcus National Blood Services Centre in Ramle where they met with President Herzog at the formal opening ceremony and it was a real pleasure to be in Israel for Yom Hatzmaout, the first time since Covid restrictions were lifted. The group also met with dignitaries such as MK Avi Dichter, former head of the Shin Bet who gave a fascinating security briefing and talked about his amazing career.

The summer saw the inaugural National Council conference which brought together members of the MDA committees the length and breadth of the country and, over dinner were joined by some of our Patrons. The keynote speaker was Lord Richard Harrington, former Minister for Refugees. Richard is both a friend of MDA and was instrumental in assisting with the airlift of the Ukrainian orphans.

In August, I was invited to the Redeemed Christian Church of God's 70th annual convention in Lagos, Nigeria and was asked to address an audience of one million people. Following this visit, their General Overseer, Pastor Enoch Adeboye, pledged a further two ambulances to MDA and we look forward to dedicating them in Israel in 2023.

Israel is known for being a start-up nation and a centre of excellence when it comes to technology and there is no reason why MDA shouldn't be a part of this. The despatch centre technology is light years ahead of anything we have here in the UK and we hear this from MP's on Conservative & Labour Friends' of Israel missions to MDA's national dispatch centre. MDA exhibited its incident management software at the Emergency Services Show at the NEC and was very well received.

As we entered the last quarter of the year, work at MDA didn't slow down. We had the privilege of being joined by Lady Elaine Sacks and members of the family as we dedicated a bloodmobile in memory of the late Rabbi Lord Jonathan Sacks zt"l which was in conjunction with the Jewish News.

Our attention then turned to the opening of the Rahat MDA station which had been funded by our trekkers in 2019 and 2021. Rahat is the largest Bedouin town in the world and the station needed a huge refurbishment. It was really a pleasure to join the teams and "break bread" with them over lunch at the inauguration.



CEO'S REPORT

From Rahat, we crossed the border at the Allenby crossing to Jordan where we headed to Amman where we were guests of Dr Al-Hadid. Here, MDA UK saw firsthand our work in the refugee camps and the medicines supplied via International Health Partners and Anera to the Red Crescent hospital. MDA UK had also funded the equipment in one of the operating theatres and it was wonderful to see this in use saving lives. The Editors of the Jewish News joined our visit and we received excellent news coverage of our visit and the wider geopolitical issues in the region.

As the year drew to a close, we welcomed the winners of the Bezalel Academy of Arts & Design mezuzah competition to the UK where Bloomberg hosted a reception at their award-winning European HQ in London.

Our collaboration continued as we took Dr Al-Hadid to Milan for a fundraising dinner with MDA Italy before heading to Jordan and Israel with our group of trekkers, the first trek to both countries as lockdown restrictions had made it impossible to travel to Israel in 2021. This launch the fundraising campaign for the refurbishment of the MDA station in Eilat, which will be completed in 2023 and supported by next year's trekkers too.

November also saw the inaugural MDA UK Francophone event which saw 250 French speaking guests party the night away in London and raise money for three new ambulances.

As if the year hadn't been busy enough, December saw us host Lior Raz and Avi Issacharoff for a series of events including a Patrons' dinner and a breakfast for 180 guests hosted by the Impromptu committee.

2022 truly was a remarkable year and I'm constantly reminded just what an important place MDA has on the World stage whether that be its humanitarian work in Ukraine or our relationship with the countries from the Abraham Accords. At a time when support of international charities is tough, what better support could there be for the people of Israel than by supporting the work of Magen David Adom and its sacred value of saving lives?

Thank you for your continued support and I look forward to further growing our cause in 2023.



Daniel Burger, CEO
Date: 22/09/2023

TRUSTEES REPORT
FOR THE YEAR ENDED 31 DECEMBER 2022

The Trustees present their annual report together with the audited financial statements of the Magen David Adom UK for the year 1 January 2022 to 31 December 2022. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

OBJECTIVES AND ACTIVITIES

a. Policies and objectives

The Charity's charitable objects are defined in the Articles of Association as '...primarily to assist Magen David Adom in Israel, or, where in the opinion of the Board of Trustees it is appropriate, in any other equivalent or similar organisation in Israel or anywhere in the world in the work of providing medical care and treatment for persons irrespective of the nationality, race, religion, ethnic origin, age disability, sexual orientation or political affilation'.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

b. Strategies for achieving objectives

The overarching strategy for the charity is to continue supporting the projects of Magen David Adom in Israel. It also continues to support the Jewish community and the British Red Cross in a variety of other ways.

c. Activities undertaken to achieve objectives

In practice these objects are met by:

- assisting Magen David Adom in Israel with the provision of ambulances, medical goods and other supplies necessary for its work as Israel's national medical emergency service.
- assisting Magen David Adom in Israel by the provision of funds for the construction and renovation of emergency medical and other facilities as necessary.
- providing first aid training to the Jewish community in the UK.
- providing a conduit for gifts in kind acting in concert with Magen David Adom in Israel and the British Red Cross.

The funding of these activities is raised by appealing for, soliciting, accepting and receiving endowments, legacies, bequests, gifts or donations for any purpose consistent with the objectives of the Charity.

The Charity provides and maintains such administrative organisation as is required for the advancement of the objectives

The Charity is administered by the Chief Executive supported by a full time assistant, an operations manager supported by a full-time assistant; one fundraising manager, supported by two full time staff, and three volunteers.

d. Volunteers

MDA UK has volunteers that make up local and regional fundraising committees in the UK.

e. Main activities undertaken to further the Charity's purposes for the public benefit

The Charity undertakes the following key activities in order to further it's purposes for the public benefit:

- Saving lives in Israel
- UK First Aid training
- Working in collaboration with International Committee of the Red Cross
- Working in partnership with International Health Partners and Anera (Refugee & medical supplies Charity)
- PR & Advocacy (HE Dr Al-Hadid Jordan Red Crescent)

TRUSTEES REPORT
FOR THE YEAR ENDED 31 DECEMBER 2022

ACHIEVEMENTS AND PERFORMANCE

a. Main achievements of the Charity

2022 was the first year with all Covid restrictions lifted. We saw costs for events directly related to fundraising such as MDA UK's inaugural dinner for the French speaking community, the mission to Israel in May and the legacy mission brought costs associated with fundraising events back to 2019 pre pandemic levels.

Magen David Adom UK has continued to increase capital funding towards the National Blood & Logistics Centre in Ramla. This £90m state of the art facility will safeguard the blood supplies of Israel as well as MDA's store of key medical supplies and vehicles 15 metres underground. Work was completed and the building opened in 2022.

In addition to MDA UK's support of MDA Israel, during 2022 MDA Israel was on the ground providing medical support for Ukrainian refugees. A field hospital was established in Moldova providing first aid assistance to the civilian population. MDA UK raised significant funds from our donors via our emergency appeal. These funds were donated to MDA Israel to support their humanitarian mission and essential lifesaving work in the region.

None of this would be possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees from Gibraltar to Manchester and Hull, Glasgow to Cambridge.

b. Key performance indicators

The main key performance indicators reviewed by the Charity are:

- Monthly Management Accounts reviews
- Regular Meetings of the Executive committee
- Operational Plan
- Quarterly review of budget
- Annual appraisals
- Bi-annual reviews

c. Review of activities

We use a traffic light system to review our ongoing activities as follows:

- Red: This project needs work – Incomplete
- Amber: On track but needs more attention – Partially complete
- Green: This project is on track and ready to be delivered – Complete

d. Factors relevant to achieve objectives

In February 2022, we saw the start of the Russian Invasion of Ukraine. MDA UK was contacted by our Brand Ambassador, Rob Rinder and asked if we could help evacuate the first wave of Ukrainian orphans to the UK via Warsaw. Thanks to the power of and respect of the MDA brand and our contacts with Virgin Atlantic's CEO we helped to evacuate 55 children to safety. Our Ukrainian emergency appeal was incredibly successful which unfortunately had a knock of effect on our Rosh Hashana appeal which saw people give less.

ACHIEVEMENTS AND PERFORMANCE (CONTINUED)

e. Fundraising activities and income generation

In 2022 we held numerous fundraising activities, events and appeals which contributed to high levels of income generation, including:

- Trek Israel & Jordan
- MDA VIP Mission
- MDA Legacy Mission
- Emergency Appeals
- Dinners and Receptions

FINANCIAL REVIEW

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three to six months' expenditure. The Trustees consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

c. Material investments policy

The Charity has adopted a policy of placing its funds on short term deposit with its bankers as it wishes to maintain flexibility to meet urgent requests for financial assistance. Quoted securities when given to the Charity are sold as soon as practicable except where this conflicts with the donor's wishes.

d. Principal risks and uncertainties

All the below are factors that contribute to the financial risk of the charity:

- Our income is entirely voluntary.
- Viewed as an overseas charity.
- Economic downturn.
- High inflation.

e. Financial risk management objectives and policies

The following procedures and software packages limit the exposure/risks to fraud on the charity:

- Signing Policy.
- Dual signatory for banking.
- Approval Matrix.
- System Penetration Testing via Security Matrix.
- Microsoft Defender.
- End Point Protection via Huntress.

f. Principal funding

The below are MDA UK's core/principal means of funding:

- High Net Worth Donors
- Person to Person
- Legacies
- Regular periodic appeals

g. Review of the Year

The accounts for the year are set out on pages 17 to 39. The Charity continues its valuable contribution to Magen David Adom in Israel and other similar humanitarian causes where funds are donated for that purpose.

The total funds raised for Magen David Adom in Israel, international support and UK first aid training programme during the year ended 31 December 2022 totalled £5,191,084 (2021: £4,083,853).

Legacy income in 2022 was £758,798 (2021: £1,608,508) and remains a significant part of our income.

Donations and gifts in 2022 were £3,041,147 (2021: £1,848,402) and total income excluding legacies in 2022 was £3,229,844 (2021: £2,475,345). Person to Person major donor fundraising continues to grow and represents 57% of income net of legacies.

Cash at the bank and in hand on 31 December 2022 was £1,877,763 (2021: £3,676,981).

There has been an increasing trend for donors and legators, to some extent, to fund restricted items including vehicles. As with capital projects, the items are paid for once they are in Israel and payment requested against invoice. In the case of ambulances, on some occasions the lead time can be a few months which further inflates Magen David Adom UK's bank position.

TRUSTEES REPORT
FOR THE YEAR ENDED 31 DECEMBER 2022

STRUCTURE, GOVERNANCE AND MANAGEMENT

a. Constitution

Magen David Adom UK is a charitable company limited by guarantee, Charity Registration number 1113409.

b. Methods of appointment or election of Trustees

The key process for appointment of new Trustees is as follows:

- Interview process for proposed new Trustees.
- Appraised against a skills matrix.
- Board Approval via voting.

c. Organisational structure and decision-making policies

The key processes involved in decision making are:

- Board of Directors/Trustees hold regular monthly meetings.
- CEO meets with Executive on a regular basis.
- Staff Senior Leadership Team line management meetings and staff meetings held monthly.

d. Policies adopted for the induction and training of Trustees

New Trustees are provided with a Charity Commission publication on the Trustees' duties and are given guidance on the Charity's articles of association, the board and decision-making processes of the Charity and recent financial performance.

e. Pay policy for key management personnel

Pay for key management personel is goverened by a remuneration policy, which is benchmarked on an annual basis. The Executive Committee will discuss and approve pay increases on an annual basis.

f. Related party relationships

We work in cooperation with the following organisations:

- Magen David Adom in Israel, International Committee of the Red Cross, British Red Cross, Jordan Red Crescent, MAGPAS (Mid Anglia General Practitioner Accident Service) and International Health Partners.

g. Trustees' indemnities

MDA UK has adequate liability cover levels via Towergate Insurance for our trustees up to £500,000.

STRUCTURE, GOVERNANCE AND MANAGEMENT (CONTINUED)

h. Committees of the Board

There are three Committees of the Board – the Executive Committee, the Governance Committee and the Israel Property Committee. All three Committees report directly to the Chair of the Board and have delegated authorities and responsibilities.

The Executive Committee is responsible for providing advice and guidance on the activities, organisation, management and day-to-day operational matters and challenges facing Magen David Adom UK.

The Governance Committee is responsible for providing advice and guidance on issues involving the governance, reputation, community standing and ethics applicable to Magen David Adom UK and its activities. The Israel Property Committee is responsible for providing advice and guidance on the application of resources of Magen David Adom UK towards the construction, improvement and renovation of Magen David Adom sites in Israel. Such advice may relate to the manner of Magen David Adom UK's supervision of such investments within Israel.

i. Members of the Committees

Executive Committee:
D. Burger
D. Curtis
M. Franks
R. Jacobs
B. Kalms
R. Ordever

Governance Committee:
D. Burger
D. Curtis
R. Ellison
R. Jacobs

Israel Property Committee:
D. Burger
R. Jacobs
B. Kalms

PLANS FOR FUTURE PERIODS

The Charity intends to continue and enhance its charitable efforts in accordance with its objectives as expressed in the articles of association.

TRUSTEES REPORT
FOR THE YEAR ENDED 31 DECEMBER 2022

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the 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 year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any
- material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity 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 Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

DISCLOSURE OF INFORMATION TO AUDITORS

Each of the persons who are Trustees at the time when this Trustees' report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

AUDITORS

The auditors, BKL Audit LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees and signed on their behalf by:

M Franks

.....

M. Franks
(Trustee)
Date: 22/09/2023

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK

OPINION

We have audited the financial statements of Magen David Adom UK (the 'charitable company') for the year ended 31 December 2022 which comprise the Statement of financial activities, the Income and expenditure account, the Balance sheet, the Statement of cash flows and the related notes, 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 December 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 Charities Act 2011.

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 Auditors' 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 United Kingdom, including the Financial Reporting Council'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.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK

OTHER INFORMATION

The other information comprises the information included in the Annual report other than the financial statements and our Auditors' report thereon. The Trustees are responsible for the other information contained within the Annual report. 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 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 this gives rise to a material misstatement in the financial statements themselves. 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.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

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.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK

AUDITORS' RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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 Auditors' 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:

- Enquiring of management around actual and potential litigation and claims;
- Reviewing board meeting minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' Report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MAGEN DAVID ADOM UK

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 Auditors' report.

USE OF OUR REPORT

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 its members, as a body, for our audit work, for this report, or for the opinions we have formed.

BKL Audit LLP

BKL Audit LLP
Chartered Accountants
Statutory Auditor
35 Ballards Lane
London
N3 1XW

Date: 24/09/2023

BKL Audit LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Total 2021 £
INCOME FROM:					
Donations and legacies	3	1,555,549	3,610,204	5,165,753	4,083,853
Investment income	4	120	–	120	16
Total income		1,555,669	3,610,204	5,165,873	4,083,869
EXPENDITURE ON:					
Raising funds	5	768,468	–	768,468	535,509
Charitable activities	6	1,794,422	3,076,061	4,870,483	6,632,248
Total expenditure		2,562,890	3,076,061	5,638,951	7,167,757
NET MOVEMENT IN FUNDS		**(1,007,221)**	**534,143**	**(473,078)**	(3,083,888)
RECONCILIATION OF FUNDS					
Total funds brought forward		**2,220,867**	**226,663**	**2,447,530**	5,531,418
Net movement in funds		**(1,007,221)**	**534,143**	**(473,078)**	(3,083,888)
Total funds carried forward		**1,213,646**	**760,806**	**1,974,452**	2,447,530

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 22 to 39 form part of these financial statements.

SUMMARY INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Total 2021 £
Gross income in the reporting period		**1,555,669**	**3,610,204**	**5,165,873**	4,083,869
Less: Total expenditure		**(2,562,890)**	**(3,076,061)**	**(5,638,951)**	(7,167,757)
Net expenditure/ (income) for the reporting period		**(1,007,221)**	**534,143**	**(473,078)**	(3,083,888)

The notes on pages 22 to 39 form part of these financial statements.

BALANCE SHEET
AS AT 31 DECEMBER 2022

	Notes	£	2022 £	£	2021 £
FIXED ASSETS					
Tangible assets	11		**16,328**		24,149
			16,328		24,149
CURRENT ASSETS					
Debtors	12	**1,759,773**		1,814,477	
Cash at bank and in hand		**1,877,763**		1,911,136	
		3,637,536		3,725,613	
Creditors: amounts falling due within one year	13	**(1,679,412)**		(1,302,232)	
NET CURRENT ASSETS			**1,958,124**		2,423,381
			1,974,452		2,447,530
CHARITY FUNDS					
Restricted funds	14		**760,806**		226,663
Unrestricted funds	14		**1,213,646**		2,220,867
Total funds			**1,974,452**		2,447,530

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2022

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

M Franks

.....

M. Franks
(Trustee)
Date: 22/09/2023

The notes on pages 22 to 39 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2022

	2022	2021
	£	£
CASH FLOWS FROM OPERATING ACTIVITIES		
Net cash used in operating activities	**(28,245)**	(1,763,913)
CASH FLOWS FROM INVESTING ACTIVITIES		
Dividends, interests and rents from investments	**120**	16
Purchase of tangible fixed assets	**(5,248)**	(1,948)
Net cash used in investing activities	**(5,128)**	**(1,932)**
CASH FLOWS FROM FINANCING ACTIVITIES		
Change in cash and cash equivalents in the year	**(33,373)**	**(1,765,845)**
Cash and cash equivalents at the beginning of the year	**1,911,136**	3,676,981
Cash and cash equivalents at the end of the year	**1,877,763**	1,911,136

The notes on pages 22 to 39 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

1. GENERAL INFORMATION

Magen David Adom (UK) is a Charitable Company established on 22nd February 2006 by memorandum and articles of Incorporation subsequently ammended on 20th May 2010.

2. ACCOUNTING POLICIES

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Magen David Adom UK meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. Gifts donated for resale are included as income when they are sold.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

2. ACCOUNTING POLICIES (CONTINUED)

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading. Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Interest receivable

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 institution with whom the funds are deposited.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following bases:

Long-term leasehold property - Over lease term

Fixtures and fittings - 25%

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered.

Prepayments are valued at the amount prepaid net of any trade discounts due.

2. ACCOUNTING POLICIES (CONTINUED)

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.9 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

3. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Donations	781,220	2,259,927	**3,041,147**
Legacies	665,798	93,000	**758,798**
Donated goods	-	1,257,277	**1,257,277**
Gift aid	108,531	-	**108,531**
	1,555,549	3,610,204	**5,165,753**

	Unrestricted funds 2021	Restricted funds 2021	Total funds 2021
	£	£	£
Donations	248,033	1,600,369	1,848,402
Legacies	1,232,008	376,500	1,608,508
Donated goods	-	467,878	467,878
Gift aid	159,065	-	159,065
	1,639,106	2,444,747	4,083,853

4. INVESTMENT INCOME

	Unrestricted funds 2022	Total funds 2022
	£	£
Bank Interest	120	**120**

	Unrestricted funds 2022	Total funds 2021
	£	£
Bank Interest	16	16

5. EXPENDITURE ON RAISING FUNDS

Costs of raising voluntary income

	Unrestricted funds 2022	Total funds 2022
	£	£
Advertising	193,610	**193,610**
Other fundraising costs	313,999	**313,999**
Costs of raising voluntary income - wages and salaries	221,966	**221,966**
Costs of raising voluntary income - NI	27,514	**27,514**
Costs of raising voluntary income - pension costs	11,379	**11,379**
	768,468	**768,468**

	Restricted funds 2021	Total funds 2021
	£	£
Advertising	185,659	185,659
Other fundraising costs	100,625	100,625
Costs of raising voluntary income - wages and salaries	211,978	211,978
Costs of raising voluntary income - NI	25,218	25,218
Costs of raising voluntary income - pension costs	12,029	12,029
	535,509	535,509

6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Summary by fund type

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Assistance to MDA Israel	1,617,883	1,818,784	**3,436,667**
Other Medical Related Activities	176,539	1,257,277	**1,433,816**
	1,794,422	3,076,061	**4,870,483**

	Unrestricted funds 2021	Restricted funds 2021	Total funds 2021
	£	£	£
Assistance to MDA Israel	2,883,488	3,119,682	6,003,170
Other Medical Related Activities	161,200	467,878	629,078
	3,044,688	3,587,560	6,632,248

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES

	Activities undertaken directly 2022	Support costs 2022	Total funds 2022
	£	£	£
Assistance to MDA Israel	3,055,440	381,227	**3,436,667**
Other Medical Related Activities	1,433,816	-	**1,433,816**
	4,489,256	381,227	**4,870,483**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

	Activities undertaken directly 2021	Support costs 2021	Total funds 2021
	£	£	£
Assistance to MDA Israel	5,666,900	336,270	6,003,170
Other Medical Related Activities	622,145	6,933	629,078
	6,289,045	343,203	6,632,248

Analysis of direct costs

	Assistance to MDA Israel 2022	Other Medical Related Activities 2022	Total funds 2022
	£	£	£
Staff costs	45,296	-	45,296
Medical equipment	430,150	-	430,150
Casualty stations refurbishment costs	1,286,374	-	1,286,374
Ambulances and other emergency vehicles associated costs	788,221	-	788,221
International & ICRC	51,075	59,000	110,075
Gifts in kind (donated goods)	-	1,257,277	1,257,277
Associated costs of Gifts in kind (donated goods)	-	42,500	42,500
MDA Technology	25,080	-	25,080
Miscellaneous project costs	107,106	75,039	182,145
MDA Israel training	322,138	-	322,138
	3,055,440	1,433,816	**4,489,256**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

Analysis of direct costs

	Assistance to MDA Israel 2021 £	Other Medical Related Activities 2021 £	Total funds 2021 £
Staff costs	21,448	-	21,448
Medical equipment	443,142	-	443,142
Casualty stations refurbishment costs	3,027,929	-	3,027,929
Ambulances and other emergency vehicles associated costs	1,791,606	-	1,791,606
Command and control	37,186	-	37,186
Gifts in kind (donated goods)	-	467,878	467,878
Associated costs of Gifts in kind (donated goods)	-	27,500	27,500
Computerisation	189,206	-	189,206
Miscellaneous project costs	-	125,077	125,077
Israel training costs	156,383	-	156,383
UK first aid training and defibrillator supplies	-	1,690	1,690
	5,666,900	622,145	**6,289,045**

Analysis of support costs

	Assistance to MDA Israel 2022 £	Other Medical Related Activities 2022 £	Total funds 2022 £
Staff costs	144,695	67,900	**212,595**
Depreciation	8895	4174	**13,069**
Premises costs	24,160	11,337	**35,497**
Legal and professional fees	8798	4128	**12,926**
Office expenses	35,834	16,815	**52,649**
Audit fees	4574	2146	**6,720**
Other administrative costs	53,504	25,108	**78,612**
(Gains) / Losses on Forex	(20,991)	(9850)	**(30,841)**
	259,468	121,759	**381,227**

7. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)

Analysis of support costs (continued)

	Assistance to MDA Israel 2021	Other Medical Related Activities 2021	Total funds 2021
	£	£	£
Staff costs	172,292	3,552	175,844
Depreciation	14,478	298	14,776
Premises costs	41,447	855	42,302
Legal and professional fees	6,879	142	7,021
Office expenses	44,059	908	44,967
Audit fees	6,584	136	6,720
Other administrative costs	50,531	1,042	51,573
	336,270	6,933	**343,203**

8. AUDITORS' REMUNERATION

	2022	2021
	£	£
Fees payable to the Charity's auditor for the preparation and audit of the Charity's annual accounts	**9,000**	7,320

9. STAFF COSTS

	2022	2021
	£	£
Wages and salaries	**451,838**	385,887
Social security costs	**43,190**	41,444
Contribution to defined contribution pension schemes	**23,722**	19,186
	518,750	446,517

9. STAFF COSTS (CONTINUED)

The average number of persons employed by the Charity during the year was as follows:

	2022	2021
	No.	No.
Management and administration of charity	**8**	6
Directors	**1**	1
	9	7

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022	2021
	No.	No.
In the band £130,001 - £140,000	**-**	1
In the band £150,001 - £160,000	**1**	-

Key management personnel of the charity comprise the Chief Executive & senior leadership team. The total employee remuneration and benefits of the key management personnel of the Charity were £391,636 (2021: £334,484).

10. TRUSTEES' REMUNERATION AND EXPENSES

During the year, one or more Trustees has been paid remuneration or has received other benefits from an employment with the Charity. The value of Trustees' remuneration and other benefits was as follows:

		2022	2021
		£	£
D. Burger	Remuneration	**155,720**	134,000
	Pension contributions paid	**8,550**	8,247

During the year ended 31 December 2022, no Trustee expenses have been incurred (2021 - £NIL).

11. TANGIBLE FIXED ASSETS

	Long-term leasehold property	Fixtures and fittings	Total
	£	£	£
COST OR VALUATION			
At 1 January 2022	**14,080**	**78,005**	**92,085**
Additions	**-**	**5,248**	**5,248**
At 31 December 2022	**14,080**	**83,253**	**97,333**
DEPRECIATION			
At 1 January 2022	**6,336**	**61,600**	**67,936**
Charge for the year	**2,816**	**10,253**	**13,069**
At 31 December 2022	**9,152**	**71,853**	**81,005**
NET BOOK VALUE			
At 31 December 2022	**4,928**	**11,400**	**16,328**
At 31 December 2021	7,744	16,405	24,149

12. DEBTORS

	2022	2021
	£	£
DUE AFTER MORE THAN ONE YEAR		
Trade debtors	**828,250**	385,436
	828,250	385,436
DUE WITHIN ONE YEAR		
Trade debtors	**883,885**	1,305,719
Other debtors	**30,398**	105,704
Prepayments and accrued income	**17,240**	17,618
At 31 December 2022	**1,759,773**	1,814,477

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	**290,978**	248,922
Accruals and deferred income	**1,388,434**	1,053,310
	1,679,412	1,302,232

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

14. STATEMENT OF FUNDS

Statement of funds - current year

	Balance at 1 January 2022	Income	Expenditure	Transfers in/out	Balance at 31 December 2022
			£	£	£
UNRESTRICTED FUNDS					
General Funds - all funds	**2,220,867**	**1,555,669**	**(2,562,890)**	**-**	**1,213,646**
RESTRICTED FUNDS					
Ambulance stations refurbishment costs	**-**	**513,927**	**(423,979)**	**-**	**89,948**
National blood and logistic centre	**-**	**655,973**	**(490,319)**	**-**	**165,654**
Ambulances	**58,697**	**1,009,231**	**(784,669)**	**-**	**283,259**
Bikes	**15,400**	**2,765**	**-**	**-**	**18,165**
Bloodmobile	**11,898**	**16,074**	**-**	**-**	**27,972**
Medical equipment	**94,843**	**128,682**	**(119,817)**	**-**	**103,708**
Holocaust survivors	**25,000**	**-**	**-**	**-**	**25,000**
Training	**18,000**	**-**	**-**	**-**	**18,000**
Gift in kind & associated costs	**-**	**1,257,277**	**(1,257,277)**	**-**	**-**
International	**-**	**10,000**	**-**	**-**	**10,000**
General	**2,825**	**16,275**	**-**	**-**	**19,100**
	226,663	**3,610,204**	**(3,076,061)**	**-**	**760,806**
Total of funds	**2,447,530**	**5,165,873**	**(5,638,951)**	**-**	**1,974,452**

14. STATEMENT OF FUNDS (CONTINUED)

Ambulance Stations

The income from this fund supports capital projects building new ambulance stations in Israel and refurbishing existing stations.

National Blood and Logistics Centre

This fund supported the construction of Israel's Marcus National Blood Service Centre.

Ambulances

The income from this fund supports the purchasing of ambulances for MDA Israel.

Bikes

The income from this fund supports the purchasing of first responder motorcycles for MDA Israel.

Bloodmobile

This fund supports the purchasing of bloodmobiles that collect blood for the national blood bank in Israel.

Medical Equipment

This fund supports the purchasing of life saving medical supplies and equipment for MDA Israel.

Holocaust Survivors

This fund supports Holocaust Survivors living in Israel and their associated costs of transport to hospital for treatment.

Training

This fund's purpose is to support medic and paramedic training costs.

Gifts in Kind & Associated costs

MDA UK works in partnership with International Health Partners, an organisation which specialises in securing medicines from pharmaceutical companies, free of charge, for the benefit of overseas charities and the World Health Organisation, to provide much needed medicines in those countries the WHO deems urgent. The only cost to MDA UK is a contribution towards the shipment of the medicines and medical supplies to the destination countries.

International

This fund supports overseas humanitarian work for MDA Israel as part of its commitment to the ICRC.

14. STATEMENT OF FUNDS (CONTINUED)

Statement of funds - prior year

	Balance at 1 January 2021	Income	Expenditure	Transfers in/out	Balance at 31 December 2021
	£	£	£	£	£
UNRESTRICTED FUNDS					
General Funds - all funds	3,880,454	1,639,122	(3,580,197)	281,488	2,220,867
RESTRICTED FUNDS					
Ambulance stations refurbishment costs	251,107	344,333	(595,440)	-	-
National blood and logistic centre	203,869	631,907	(835,776)	-	-
Ambulances	233,349	777,260	(848,049)	(103,863)	58,697
Bikes	67,545	20,439	(66,749)	(5,835)	15,400
Bloodmobile	824,876	126,478	(770,222)	(169,234)	11,898
Medical equipment	45,218	55,626	(3,445)	(2,556)	94,843
Holocaust survivors	25,000	-	-	-	25,000
Training	-	18,000	-	-	18,000
Gift in kind & associated costs	-	467,879	(467,879)	-	-
International	-	-	-	-	-
General	-	2,825	-	-	2,825
	1,650,964	2,444,747	(3,587,560)	(281,488)	226,663
Total of funds	5,531,418	4,083,869	(7,167,757)	-	2,447,530

15. SUMMARY OF FUNDS

Summary of funds - current year

	Balance at 1 January 2022	Income	Expenditure	Balance at 31 December 2022
			£	£
General funds	**2,220,867**	**1,555,669**	**(2,562,890)**	**1,213,646**
Restricted funds	**226,663**	**3,610,204**	**(3,076,061)**	**760,806**
	2,447,530	**5,165,873**	**(5,638,951)**	**1,974,452**

Summary of funds - prior year

	Balance at 1 January 2021	Income	Expenditure	Transfers in/out	Balance at 31 December 2021
			£	£	£
General funds	3,880,454	1,639,122	(3,580,197)	281,488	2,220,867
Restricted funds	1,650,964	2,444,747	(3,587,560)	(281,488)	226,663
	5,531,418	4,083,869	(7,167,757)	-	2,447,530

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

Analysis of net assets between funds - current year

	Unrestricted funds 2022	Restricted funds 2022	Total funds 2022
	£	£	£
Tangible fixed assets	16,328	-	**16,328**
Debtors due after more than one year	828,250	-	**828,250**
Current assets	2,048,480	760,806	**2,809,286**
Creditors due within one year	(1,679,412)	-	**(1,679,412)**
Total	1,213,646	760,806	**1,974,452**

Analysis of net assets between funds - prior year

	Unrestricted funds 2021	Restricted funds 2021	Total funds 2021
	£	£	£
Tangible fixed assets	24,149	-	24,149
Debtors due after more than one year	385,436	-	385,436
Current assets	3,113,514	226,663	3,340,177
Creditors due within one year	(1,302,232)	-	(1,302,232)
Total	2,220,867	226,663	2,447,530

17. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022	2021
	£	£
Net expenditure for the year (as per Statement of Financial Activities)	**(473,078)**	(3,083,888)
ADJUSTMENTS FOR:		
Depreciation charges	**13,069**	14,776
Dividends, interests and rents from investments	**(120)**	(16)
Decrease in debtors	**54,704**	1,681,380
Increase/(decrease) in creditors	**377,180**	(376,165)
Net cash used in operating activities	**(28,245)**	(1,763,913)

18. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2022	2021
	£	£
Cash in hand	**1,877,763**	1,911,136
Total cash and cash equivalents	**1,877,763**	1,911,136

19. ANALYSIS OF CHANGES IN NET DEBT

	At 1 January 2022	Cash flows	At 31 December 2022
	£	£	£
Cash at bank and in hand	**1,911,136**	**(33,373)**	**1,877,763**
	1,911,136	**(33,373)**	**1,877,763**

MAGEN DAVID ADOM UK

SAVING MORE LIVES

Winston House, 2 Dollis Park, London N3 1HF
T +44 (0)20 8201 5900
info@mdauk.org www.mdauk.org

Registered Charity No. 1113409

MAGEN DAVID ADOM UK

England & Wales - Charity number 1113409

Accounts



ANNUAL ACCOUNTS 2021

MAGEN DAVID ADOM UK

SAVING MORE LIVES

The directors present their report and financial statements for the year ended 31 December 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the company's Memorandum & Articles of Association, the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016).

OBJECTIVES AND ACTIVITIES

OBJECTIVES

The company's charitable objects are defined in the Articles of Association as '...primarily to assist Magen David Adom in Israel, or, where in the opinion of the Board of Trustees it is appropriate, in any other equivalent or similar organisation in Israel or anywhere in the world in the work of providing medical care and treatment for persons irrespective of the nationality, race, religion, ethnic origin, age disability, sexual orientation or political affiliation'.

In practice these objects are met by:

- assisting Magen David Adom in Israel with the provision of ambulances, medical goods and other supplies necessary for its work as Israel's national medical emergency service.
- assisting Magen David Adom in Israel by the provision of funds for the construction and renovation of emergency medical and other facilities as necessary.
- providing first aid training to the Jewish community in the UK.
- providing a conduit for gifts in kind acting in concert with Magen David Adom in Israel and the British Red Cross.

The funding of these activities is raised by appealing for, soliciting, accepting and receiving endowments, legacies, bequests, gifts or donations for any purpose consistent with the objectives of the company.

The company provides and maintains such administrative organisation as is required for the advancement of the objectives.

ACTIVITIES

The company is administered by the Chief Executive, a finance manager, an operations manager supported by a full-time assistant; one fundraising manager, supported by two full time staff and three volunteers.

The directors have paid due regard to guidance issued by the Charity Commission in deciding what activities the company should undertake.

DIRECTORS' REPORT

ACHIEVEMENTS AND PERFORMANCE

The total funds raised for Magen David Adom in Israel, international support and UK first aid training programme during the year ended 31 December 2021 totalled £4,083,853 (2020: £5,751,840).

Legacy income in 2021 was £1,608,508 (2020: £801,575).

Donations and gifts in 2021 were £1,848,402 (2020: £3,809,576) and total income excluding legacies in 2021 was £2,475,345 (2020: £4,950,265). This reflects the more difficult problems with fund raising following Covid-19 and the lack of in person events for most of 2021.

Magen David Adom has continued to increase capital funding towards the National Blood & Logistics Centre in Ramla. This £90m state of the art facility will safeguard the blood supplies of Israel as well as MDA's store of key medical supplies and vehicles 15metres underground. Work has been completed and the keys were handed over in 2022.

None of this would be possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees from Gibraltar to Manchester.

*The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

ANNUAL REPORT AND FINANCIAL STATEMENTS

DIRECTORS'

R. Jacobs (Chair)
P. Abram
D. Burger
D. Curtis
B. Dingle
R. Ellison
M. Franks
B. Kalms
D. Levy
R. Ordever
N. Posnansky
N Springer

Charity number 1113409
Company number 05718138

PRINCIPAL ADDRESS

Winston House
2 Dollis Park
London
N3 1HF

REGISTERED OFFICE

Winston House
2 Dollis Park
London
N3 1HF

AUDITOR

BKL Audit LLP
35 Ballards Lane
London
N3 1XW

BANKERS

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

Israel Discount Bank Ltd
Mapu Street 16
Tel Aviv
Yafo Israel

National Westminster Bank PLC
250 Regent Street
London
WC1A 4RY

SOLICITORS

Bates Wells & Braithwaite Solicitors
10 Queen Street Place
London
EC4R 1BE

Womble Bond Dickinson LLP
4 More London Riverside
London
SE1 2AU

ANNUAL REPORT AND FINANCIAL STATEMENTS

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The past twelve months have seen the global Covid pandemic of 2020 give way to a 2021 of two halves. The first half of the year was a continued time of lockdown and the inability to meet as a large gathering which still impacted significantly on our lives. June saw the turning point and we were delighted to welcome HE Tzipi Hotovely, Israeli Ambassador to the Court of St James's as the keynote speaker at our first in person event since the start of the pandemic. We hold the claim to be Ambassador Hotovely's first in person communal event since taking office in September 2020.

The previous upheaval has seen a shift and what was fascinating was how many of our supporters wanted to meet, socialise and hear from MDA speakers so quickly after lockdown came to an end.

The year was met with so many positives yet with Israel's borders remaining closed, so many challenges too. In fact our postponed Israel/Jordan trek had to be revamped as a Jordan only trek and it was both wonderful and bizarre to welcome back our international trekkers to see such beauty in Jordan and friendship with the Red Crescent, all whilst being in touching distance of the Israeli border.

May saw two shocking developments – firstly the Mount Meron disaster where many were trampled to death in a very avoidable situation and our youth volunteers had to witness these shocking scenes first hand. No sooner had we started to reflect on this, our attention was this time turned to rockets coming across the border from Gaza and the very upsetting scenes of neighbour turn on neighbour within Israel. Our community very generously supported an emergency campaign which saw three Mobile Intensive Care Units already in Israel funded and put on the road. We wanted to ensure that one was sent to the Bedouin town of Rahat and the others to areas close to the border which needed them. As soon as I could, I insisted on going to Israel and ensured I spent time with the team in Rahat and the team in Ashkelon.

On my return, we also worked with our Gifts in Kind Partner, International Health Partners to ensure that we offered a level of support to their medical programme of sending essential medicines into Gaza whilst also working with the British Red Cross to ensure that their emergency appeal saw the funds split between the Palestinian Red Crescent, the local ICRC office and Magen David Adom.

As the year progressed, we continued to develop our changing narrative and address the very real question of "why should I support Israel's medical emergency service?" – our challenge here is that 1) Israel is perceived as being a wealthy nation and 2) with Covid, people felt very much that charity begins at home. This gave us the opportunity to further expand our message which is to take MDA, Israel's apolitical national Red Cross Society and position it as a beacon of light for everything that is great about Israel.

We were further able to demonstrate this in September on the first anniversary of the signing of the Abraham Accords by hosting a lunch with diplomats and other VIP's whilst welcoming the Embassies of Bahrain and Israel to be the guests of honour. As we look further into the future, it is obvious that to remain relevant and ahead of the game in the Anglo-Israel non-profit sector, we need to continue to build on this narrative.

This time last year, when we reflected on the changing landscape of the Middle East, I wrote: "The Accords prompted us at Magen David Adom to look inwards too. To establish what our role is in this changing world, and how MDA could and should be a force for positive change not just within Israel's borders but beyond them too." As we move into 2022 and beyond, I know that we are pushing this agenda at a lightning pace. We are attracting new donors as a result, whilst also continuing to work with our existing major donors.

That said, Patronage income was lower this year due to donors not renewing their commitments whilst many cut back on their philanthropy whilst property income and their investments were significantly affected. Almost all said this was a temporary pause and once the markets returned to a degree of normality, so would their giving to MDA.

We know that 2022 will bring even more change and challenges and just as we started the second half of the year with an in person event, we ended it too with a Patrons' Dinner with Shai Weiss, CEO of Virgin Atlantic.

The organisation remains lean, dynamic and ready to fundraise in a world of change.

Thank you for your continued support and hoping for a better and brighter 2021.



Daniel Burger
Chief Executive

CEO'S REPORT

The directors' present their annual report and financial statements for the year ended 31 December 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's governing document, the Companies Act 2006 and "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).

OBJECTIVES AND ACTIVITIES
OBJECTIVES

The company's charitable objects are defined in the Articles of Association as '...primarily to assist Magen David Adom in Israel, or, where in the opinion of the Board of Trustees it is appropriate, in any other equivalent or similar organisation in Israel or anywhere in the world in the work of providing medical care and treatment for persons irrespective of the nationality, race, religion, ethnic origin, age disability, sexual orientation or political affilation'.

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ACHIEVEMENTS AND PERFORMANCE

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None of this would be possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees from Gibraltar to Manchester.

*The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

FINANCIAL REVIEW

The accounts for the year are set out on pages 14 to 28. The company continues its valuable contribution to Magen David Adom in Israel and other similar humanitarian causes where funds are donated for that purpose.

It is the policy of the company that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three to six months' expenditure. The directors consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the company's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

The company has adopted a policy of placing its funds on short term deposit with its bankers as it wishes to maintain flexibility to meet urgent requests for financial assistance. Quoted securities when given to the company are sold as soon as practicable except where this conflicts with the donor's wishes.

Cash at the bank and in hand on 31 December 2021 was £1,911,136 (2020: £3,676,981); this reflects the contribution of significant funds collected in 2020 paid to Israel in 2021.

There has been an increasing trend for donors and legacies, to some extent, to fund restricted items including vehicles. As with capital projects, the items are paid for once they are in Israel and payment requested against invoice. In the case of ambulances, on some occasions the lead time can be a few months which further inflates Magen David Adom UK's bank position.

PLANS FOR FUTURE

The company intends to continue and enhance its charitable efforts in accordance with its objectives as expressed in the articles of association.

COVID-19

The impact of the Covid-19 pandemic in 2020 has had serious implications for the work of Magen David Adom in Israel as they are the 'front line' in providing patients with emergency treatment and transport to hospital. Their reliance on continued support from friends' societies has been paramount. Fortunately, supporters of Magen David Adom UK have remained very supportive. In 2021, we saw a change in fundraising programs with more online events, but also a return to in-person events.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The company is a company limited by guarantee, Charity Registration number 1113409.

The directors', who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

R. Jacobs (Chair)
P. Abram
D. Burger
D. Curtis
B. Dingle
R. Ellison
M. Franks
B. Kalms
I. Langdon (Resigned 28 January 2021)
D. Levy
R. Ordever
N. Posnansky N Springer

None of the directors' has any beneficial interest in the company. All directors' are members of the company and guarantee to contribute £1 in the event of a winding up.

New directors are provided with a Charity Commission publication on the trustees' duties and are given guidance on the Charity's trust deed, the board and decision-making processes of the Charity and recent financial performance.

The directors' have assessed the major risks to which charitable company is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

COMMITTEES OF THE BOARD

There are three Committees of the Board – the Executive Committee, the Governance Committee and the Israel Property Committee. All three Committees report directly to the Chair of the Board and have delegated authorities and responsibilities.

The Executive Committee is responsible for providing advice and guidance on the activities, organisation, management and day-to-day operational matters and challenges facing Magen David Adom UK.

The Governance Committee is responsible for providing advice and guidance on issues involving the governance, reputation, community standing and ethics applicable to Magen David Adom UK and its activities.

The Israel Property Committee is responsible for providing advice and guidance on the application of resources of Magen David Adom UK towards the construction, improvement and renovation of Magen David Adom sites in Israel. Such advice may relate to the manner of Magen David Adom UK's supervision of such investments within Israel.

MEMBERS OF THE COMMITTEES

EXECUTIVE COMMITTEE:

D. Burger
D. Curtis
M. Franks
R. Jacobs
B. Kalms
R. Ordever

GOVERNANCE COMMITTEE:

D. Burger
D. Curtis
R. Ellison
R. Jacobs

ISRAEL PROPERTY COMMITTEE:

D. Burger
R. Jacobs
B. Kalms

GOVERNANCE, INTERNAL CONTROL AND RISK MANAGEMENT

The board of directors needs to provide reasonable assurance that:

- the company is operating efficiently and effectively;
- its assets are safeguarded against unauthorised use and disposition;
- proper records are maintained and financial information used within the company or published is reliable;
- the company complies with relevant laws and regulations.

The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. They include:

- A strategic plan and annual budget approved by the directors.
- Regular consideration by the directors of financial results, variance from budgets, non-financial performance indicators and benchmarking reviews.
- Delegation of authority and segregation of duties.
- Identification and management of risks.

The board of directors has a formal risk management process to assess business risks and implement risk management strategies. This involves identifying the types of risks the company faces, prioritising them in terms of potential impact and likelihood of occurrence, and identifying means of mitigating the risks. As part of this process the directors have reviewed the adequacy of the company's current internal controls. The directors are pleased to report that the company's internal financial controls, in particular, conform with the guidelines issued by the Charity Commission.

In addition, the directors have considered the guidance for directors of public listed companies contained within the Turnbull Report. It believes that although this is not mandatory for the company it should, as a public interest body, adopt these guidelines as best practice. Accordingly it has set policies on internal controls which cover the following:

- consideration of the types of risks the company faces;
- the level of risks which they regard as acceptable;
- the likelihood of the risks concerned materialising;
- the company's ability to reduce the incidence and impact on the company of risks that do materialise; and
- the costs of operating particular controls relative to the benefit obtained
- clarified the responsibility of management to implement the board of director's policies and identify and to evaluate risks for its consideration.
- communicated that employees have responsibility for internal control as part of their accountability for achieving objectives.
- embedded the control system in the company's operations so that it becomes part of the culture of the company.
- developed systems to respond quickly to evolving risks arising from factors within the company and to changes in the external environment.
- included procedures for reporting failings immediately to appropriate levels of management and the trustees together with details of corrective action being undertaken.

AUDITOR

During the year, FSPG acted as the auditor to the company until 31 March 2022. On 31 March 2022, FSPG transferred its audit business to a new LLP, BKL Audit LLP. The directors consented to treating the appointment of FSPG as extending to BKL Audit LLP with effect from 1 April 2022. Under section 487 (2) of the Companies Act 2006, BKL Audit LLP will be deemed to have been reappointed as auditors 28 days after these financial statement were sent to the members, or 28 day after the latest date prescribed for filing the accounts with the registrar, whichever is earlier.

DISCLOSURE OF INFORMATION TO AUDITOR

Each of the directors' has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The directors' report was approved by the Board of Directors'.

M. Franks
Director

Dated: 27th October 2022

The directors', who are also act as trustees (with exception of Daniel Burger who serves only as a director of the limited company and not as a trustee) for the charitable activities of of Magen David Adom UK, are responsible for preparing the Directors' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the directors' to prepare financial statements for each financial year 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 year.

In preparing these financial statements, the directors' are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK 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 directors' 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.

STATEMENT OF DIRECTORS' RESPONSIBILITIES FOR THE YEAR ENDED 31 DECEMBER 2021

INDEPENDENT AUDITOR'S REPORT TO THE DIRECTORS' OF MAGEN DAVID ADOM UK

OPINION

We have audited the financial statements of Magen David Adom UK (the 'charitable company') for the year ended 31 December 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including 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 December 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 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 directors' 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 directors' 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 annual report other than the financial statements and our auditor's report thereon. The directors' are responsible for the other information contained within the annual report. 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 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 this gives rise to a material misstatement in the financial statements themselves. 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.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

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

- the information given in the directors' report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- the directors' 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. 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:

- 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

RESPONSIBILITIES OF DIRECTORS'

As explained more fully in the statement of directors' responsibilities, the directors', who are also the directors of the charitable company for the purpose of company law, who are also the trustees for the purposes of charity 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 directors' 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 directors' 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 directors' 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.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

As part of our planning process;

- We enquired of management the systems and controls the charitable company has in place, the areas of the financial statements that are most susceptible to the risk of irregularities and fraud, and whether there was any known, suspected or alleged fraud. The client did not inform us of any known, suspected, or alleged fraud.
- We obtained an understanding of the legal and regulatory frameworks applicable to the charitable company. We determined that the following were most relevant: the Charity SORP, FRS 102, Charities Act 2011, Companies Act 2006.
- We considered the incentives and opportunities that exist in the charitable company, including the extent of management bias, which present a potential for irregularities and fraud to be perpetuated, and tailored our risk assessment accordingly.

INDEPENDENT AUDITOR'S REPORT
TO THE DIRECTORS' OF MAGEN DAVID ADOM UK

- Using our knowledge of the charitable company, together with the discussions held with the directors at the planning stage, we formed a conclusion on the risk of misstatement due to irregularities including fraud and tailored our procedures according to this risk assessment.

The key procedures we undertook to detect irregularities including fraud during the course of the audit included:

- Identifying and testing journal entries and the overall accounting records, in particular those that were significant and unusual.
- Reviewing the financial statement disclosures and determining whether accounting policies have been appropriately applied.
- Reviewing and challenging the assumptions and judgements used by management in their significant accounting estimates
- Assessing the extent of compliance, or lack of, filth the relevant laws and regulations.
- Assessing the validity of the classification of Income, expenditure, assets and liabilities between unrestricted, designated and restricted funds.
- Documenting and verifying all significant related party balances and transactions.
- Reviewing documentation such as the charity board minutes for discussions of irregularities Including fraud.
- Performing a physical verification of key assets.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements even though we have properly planned and performed our audit in accordance with auditing standards. The primary responsibility for the prevention and detection of irregularities and fraud rests with those charged with governance of the entity.

A further description of our responsibilities is available on the Financial Reporting Council'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 company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members 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 company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.



David Tropp
(Senior Statutory Auditor) for and behalf of BKL Audit LLP

Chartered Accountants
Statutory Auditor
35 Ballards Lane
London
N3 1XW

Dated: 27th October 2022

INDEPENDENT AUDITOR'S REPORT
TO THE DIRECTORS' OF MAGEN DAVID ADOM UK

	Notes	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
INCOME FROM:							
Donations and legacies	4	1,639,106	2,444,747	4,083,853	1,871,187	3,880,653	5,751,840
Investment income	3	16	–	–	8,278	–	8,278
Total income		1,639,122	2,444,747	4,083,853	1,879,465	3,880,653	5,760,118
EXPENDITURE							
Raising funds							
Costs of raising funds	6	535,509	–	535,509	1,274,623	–	1,274,623
Charitable activities	5	3,044,688	3,587,560	6,632,248	1,817,563	4,001,322	5,818,885
Total expenditure		3,580,197	3,587,560	7,167,757	3,092,186	4,001,322	7,093,508
NET OUTGOING RESOURCES BEFORE TRANSFERS		**(1,941,075)**	**(1,142,813)**	**(3,083,888)**	**(1,212,721)**	**(120,669)**	**(1,333,390)**
Gross transfers between funds		281,488	(281,488)	–	91,580	(91,580)	–
Net expenditure for the year/Net movement in funds		**(1,659,587)**	**(1,424,301)**	**(3,083,888)**	**(1,121,141)**	**(212,249)**	**(1,333,390)**
Fund balances at 1 January 2021		3,880,454	1,650,964	5,531,418	5,001,595	1,863,213	6,864,808
Fund balances at 31 December 2021		**2,220,867**	**226,663**	**2,447,530**	**3,880,454**	**1,650,964**	**5,531,418**

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Fixed assets	**11**				
Tangible assets			24,149		36,977
Current assets	**12**				
Debtors falling due after one year	**12**	385,436		1,080,907	
Debtors falling due within one year		1,429,041		2,414,950	
Cash at bank and in hand		1,911,136		3,676,981	
		3,725,613		7,172,838	
Creditors: amounts falling due within one year	**13**	(1,302,232)		(1,678,397)	
Net current assets			2,423,381		5,494,441
Total assets less current liabilities			2,447,530		5,531,418
Income funds			226,663		1,650,964
Restricted funds	**15**				
Unrestricted funds					
Designated funds		**-**		**282,011**	
General unrestricted funds		2,220,867		3,598,443	
			2,220,867		3,880,454
			2,447,530		5,531,418

The financial statements were approved by the Directors' on 27th October 2022

M. Franks
Director

BALANCE SHEET
AS AT 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Cash flows from operating activities	**19**				
Cash (absorbed by)/generated from operations			(1,763,913)		1,318,729
Investing activities					
Purchase of tangible fixed assets		(1,948)		–	
Investment income received		16		8,278	
Net cash (used in)/ generated from investing activities			(1,932)		8,278
Net cash used in financing activities			–		–
Net (decrease)/ increase in cash and cash equivalents			(1,765,845)		1,327,007
Cash and cash equivalents at beginning of year			3,676,981		2,349,974
Cash and cash equivalents at end of year			1,911,136		3,676,981

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2021

1 ACCOUNTING POLICIES

Charity information

Magen David Adom UK is a private company limited by guarantee incorporated in England and Wales and a registered charity. The registered office is Winston House, 2 Dollis Park, London, N3 1HF.

The company is limited by guarantee of £1 per member.

1.1 ACCOUNTING CONVENTION

The financial statements have been prepared in accordance with the charitable company's memorandum and articles of Associaiton, the Companies Act 2006 and "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)". The charitable company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charitable company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 GOING CONCERN

At the time of approving the financial statements, the directors' have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors' continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 CHARITABLE FUNDS

Unrestricted funds are available for use at the discretion of the directors' in furtherance of their charitable objectives.

Restricted funds are monies raised for a specific purpose, or donations subject to conditions imposed by donors. Restricted fund balances cannot be transferred to unrestricted.

1.4 INCOME

Income is recognised when the charitable company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charitable company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charitable company has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Gifts in kind relating to medical supplies are based on the gift donation certificate and distribution are recognised only when distributed.

1.5 EXPENDITURE

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party.

Expenditure can be classified under the following activity headings:-

- Costs of raising funds

- Expenditure on charitable activities

- Gifts in Kind

- Other expenditure

Expenses include VAT where applicable as the company cannot reclaim it. Fundraising costs consist of the direct costs of fundraising activities.

Direct charitable expenditure comprises direct expenses incurred on the defined charitable purposes of the charity and includes direct staff costs attributable to charity's activities.

1.6 TANGIBLE FIXED ASSETS

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold improvements	over lease term
Fixtures, fittings & equipment	25% per annum on a straight line basis

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 IMPAIRMENT OF FIXED ASSETS

At each reporting end date, charitable company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 CASH AND CASH EQUIVALENTS

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 FINANCIAL INSTRUMENTS

The company has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in charitable company's balance sheet when charitable company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

BASIC FINANCIAL ASSETS

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

BASIC FINANCIAL LIABILITIES

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

DERECOGNITION OF FINANCIAL LIABILITIES

Financial liabilities are derecognised when charitable company's contractual obligations expire or are discharged or cancelled.

1.10 EMPLOYEE BENEFITS

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when charitable company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

The company operates a defined contributions pension scheme. Contributions are charged in the accounts as they become payable in accordance with the rules of the scheme.

1.11 FOREIGN EXCHANGE

Transactions denominated in foreign currencies are recorded at the rate ruling at the date of the transaction.

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. All differences are included in resources expended.

2 CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS

In the application of charitable company's accounting policies, the directors' are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 INVESTMENTS

	Unrestricted funds 2021	Unrestricted funds 2020
	£	£
Interest receivable	16	8,278

4 DONATIONS AND LEGACIES

	Unrestricted funds	Restricted funds	Total 2021	Total 2020
	£	£	£	£
INCOME FROM:				
Donations and gifts	248,033	1,600,369	1,848,402	3,809,576
Legacies receivable	1,232,008	376,500	1,608,508	801,575
Grant receivable	-	-	-	3,026
Gifts in kind	-	467,878	467,878	940,081
Gift Aid claimed	159,065	-	159,065	197,582
	1,639,106	2,444,747	4,083,853	5,751,840
For the year ended 31 December 2020	**1,871,187**	**3,880,653**		**5,751,840**
Grants receivable for core activities	-	-	-	3,026
Coronavirus job retention scheme	-	-	-	3,026

Gifts in kind
Gifts in kind relating to medical supplies have been included at £467,878 (2020: £940,081) as donations for the year and distributed in the year. The valuation is based on the gift donation certificate.

5 CHARITABLE ACTIVITIES

	Assistance to MDA Israel	Gift in Kind	Other charitable activities	Admin and premises cost	Total 2021	Total 2020
	£	£	£	£	£	£
Medical Equipment	443,142	–	–	–	443,142	532,773
Casualty stations refurbishment costs	3,027,929	–	–	–	3,027,929	2,433,537
Ambulances and other vehicles associated costs	1,791,606	–	–	–	1,791,606	1,009,205
Command and Control	37,186	–	–	–	37,186	278,439
Donated goods and associated costs	–	495,378	–	–	495,378	946,670
UK First Aid training and defibrillator supplies	–	–	1,690	–	1,690	6,166
Holocaust campaign	–	–	–	–	–	34,853
IMDAC	–	–	–	–	–	74
Computerisation	189,206	–	–	–	189,206	–
Miscellaneous project costs	–	–	125,077	–	125,077	69,556
Israel training costs	156,383	–	–	–	156,383	153,242
Premises costs	–	–	–	42,302	42,302	40,889
Legal and professional fees	–	–	–	7,021	7,021	5,488
Office expenses	–	–	–	44,967	44,967	42,065
Other administrative costs	–	–	–	51,573	51,573	18,339
Staff costs	21,448	–	–	105,929	127,377	159,634
Depreciation	–	–	–	14,776	14,776	13,850
	5,666,900	495,378	126,767	266,568	6,555,613	5,744,780
Share of governance costs (see note 8)	–	–	–	76,635	76,635	74,105
	5,666,900	495,378	126,767	343,203	6,632,248	5,818,885

SUMMARY OF CHARITABLE ACTIVITIES

Assistance to Israel	£5,645,452
Gifts in Kind	£495,378
Miscellaneous charitable activites	£126,767
Support Costs	£364,651
	£6,632,248

	Assistance to MDA Israel	Gift in Kind	Other charitable activities	Admin and premises cost	Total 2021	Total 2020
	£	£	£	£	£	£
Analysis by fund						
Unrestricted funds	2,547,218	27,500	126,767	343,203	3,044,688	
Restricted funds	3,119,682	467,878	–	–	3,587,560	
	5,666,900	495,378	126,767	343,203	6,632,248	
For the year ended 31 December 2020						
Unrestricted funds	1,402,704	6,589	75,197	333,073		1,817,563
Restricted funds	3,025,089	940,081	35,452	700		4,001,322
	4,427,793	946,670	110,649	333,773		5,818,885

6 RAISING FUNDS

	2021	2020
	£	£
Costs of raising funds		
Costs for obtaining restituted artwork	–	746,753
Advertising	185,659	173,695
Other fundraising costs	100,625	107,034
Staff costs	249,225	247,141
Costs of raising funds	535,509	1,274,623

7 DIRECTORS'

Expenses paid to to the Directors' in the year totalled £Nil (2020- £3,620). These expenses were made for 1 director's reimbursed travel expenses.

The director, D. Burger has received remuneration from employment with the charity. The salary paid to him amounted to £114,000 (2020- £133,905).

The charity contributed £8,247 (2020- £7,943) to the director's pension scheme.

8 SUPPORT AND GOVERNANCE COSTS

	Support costs	Governance costs	2021	2020
	£	£	£	£
Charitable activities	–	76,635	76,635	74,10

Governance costs includes payments to the auditors of £6,720 (2020- £6,600) for audit fees, and the remainder payroll costs.

9 AUDITOR'S REMUNERATION

The analysis of auditor's remuneration is as follows:

	£	£
Audit of the annual accounts	6,720	6,600
Non-audit services		
All other non-audit services	600	600

10 EMPLOYEES

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Management and adminstration of charity	6	8
Directors	11	12
Total	17	20

Employment costs	2021 Number	2020 Number
Wages and salaries	356,370	384,126
Social security costs	41,444	35,527
Other pension costs	19,186	14,976
	417,000	434,629

The number of employees whose annual remuneration was more than £60,000 is as follows (incl Pensions and Employer's NIC)

	2021 Number	2020 Number
60,001 - 70,000	–	1
130,001 - 140,000	1	–
140,001 -150,000	–	1

Contributions totalling £8,247 (2020: £11,543) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.434,629

11 TANGIBLE FIXED ASSETS

	Leasehold improvements	Fixtures, fittings & equipment	TOTAL
	£	£	£
Cost			
At 1 January 2021	14,080	76,057	90,137
Additions	-	1,948	1,948
At 31 December 2021	14,080	78,005	92,085
Depreciation and impairment			
At 1 January 2021	3,520	49,640	53,160
Depreciation charged in the year	2,816	11,960	14,776
At 31 December 2021	6,336	61,600	67,936
Carrying amount			
At 31 December 2021	7,744	16,405	24,149
At 31 December 2020	10,560	26,417	36,977

12 DEBTORS

	2021 Number	2020 Number
Amounts falling due within one year:	£	£
Trade debtors	1,305,719	2,285,767
Other debtors	105,704	98,190
Prepayments and accrued income	17,618	30,993
	1,429,041	2,414,950

	2021 Number	2020 Number
Amounts falling due after more than one year:	**£**	**£**
Trade debtors	385,436	1,080,907
Total debtors	1,814,477	3,495,857

Trade debtors disclosed above are classified as loans and receivables and are therefore measured at amortised cost.

13 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 Number	2020 Number
	£	**£**
Trade creditors	248,922	1,618,248
Accruals and deferred income	1,053,310	60,149
	1,302,232	1,678,397

14 RETIREMENT BENEFIT SCHEMES

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charitable company in an independently administered fund.

15 RESTRICTED FUNDS

	MOVEMENT IN FUNDS								
	Balance at 1 January 2020	Incoming resources	Resources expended	Transfers	Balance at 1 January 2021	Incoming resources	Resources expended	Transfers	Balance at 31 December 2021
	£	£	£	£	£	£	£	£	£
Ambulance stations refurbishment costs	269,401	97,423	(91,272)	(24,445)	251,107	344,333	(595,440)	–	–
National blood and logistic centre	790,829	1,490,908	(2,097,989)	20,121	203,869	631,907	(835,776)	–	–
Ambulances	217,682	364,058	(314,535)	(33,857)	233,349	777,260	(848,049)	(103,863)	58,697
Bikes	234,984	63,432	(166,472)	(64,399)	67,545	20,439	(66,749)	(5,835)	15,400
Bloodmobile	303,010	873,632	(351,766)	–	824,876	126,478	(770,222)	(169,234)	11,898
Medical Equipment	22,257	27,467	(3,005)	(1,500)	45,218	55,626	(3,445)	(2,556)	94,843
Holocaust survivors	25,000	34,852	(34,852)	–	25,000	–	–	–	25,000
Training	–	599	(599)	–	–	18,000	–	–	18,000
Gift in kind & associated costs	–	927,581	(940,081)	12,500	–	467,879	(467,879)	–	–
Milk bank	50	–	(50)	–	–	–	–	–	–
Office expenses	–	700	(700)	–	–	–	–	–	–
General	–	–	–	–	–	2,825	–	–	2,825
	1,863,213	3,880,652	(4,001,321)	(91,580)	1,650,964	2,444,747	(3,587,560)	(281,488)	226,663

16 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2021	Restricted funds 2021	Total 2021	Unrestricted funds 2020	Restricted funds 2020	Total 2020
	£	£	£	£	£	£
Fund balances at 31 December 2021 are represented by:						
Tangible assets	24,149	–	24,149	36,977	–	36,977
Current assets/ (liabilities)	2,196,718	226,663	2,398,381	3,843,477	1,650,964	5,494,441
	2,220,867	226,663	2,422,530	3,880,454	1,650,964	5,531,418

17 OPERATING LEASE COMMITMENTS

At the reporting end date charitable company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2021 Number	2020 Number
	£	£
Within one year	27,750	27,750
Between two and five years	47,406	75,156
	75,156	102,906

18 RATED PARTY TRANSACTIONS

Remuneration of key management personnel
The remuneration of key management personnel is as follows.

	2021 Number	2020 Number
	£	£
Aggregate compensation	139,487	159,743

The aggregate donations received from the trustees in the year was £70,820 (2020- £38,720)

19 CASH GENERATED FROM OPERATIONS

	2021 Number	2020 Number
	£	£
Deficit for the year	(3,083,888)	(1,333,390)
Adjustments for:		
Investment income recognised in statement of financial activities	(16)	(8,278)
Depreciation and impairment of tangible fixed assets	14,776	13,850
Movements in working capital:		
Decrease in debtors	1,681,380	1,747,313
(Decrease)/increase in creditors	(376,165)	899,234
Cash (absorbed by)/ generated from operations	(1,763,913)	1,318,729

20 ANALYSIS OF CHANGES IN NET FUNDS

The charitable company had no debt during the year.

MAGEN DAVID ADOM UK

SAVING MORE LIVES

Winston House, 2 Dollis Park, London N3 1HF
T +44 (0)20 8201 5900
info@mdauk.org www.mdauk.org

Registered Charity No. 1113409

MAGEN DAVID ADOM UK

England & Wales - Charity number 1113409

Accounts

Charity Registration No. 1113409

Company Registration No. 05718138 (England and Wales)

MAGEN DAVID ADOM UK

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

MAGEN DAVID ADOM UK

LEGAL AND ADMINISTRATIVE INFORMATION

Directors	R. Jacobs (Chair) P. Abram D. Burger D. Curtis B. Dingle R. Ellison M. Franks B. Kalms D. Levy R. Ordever N. Posnansky	(Appointed 5 May 2020)
Charity number	1113409	
Company number	05718138	
Principal address	Winston House 2 Dollis Park London N3 1HF	
Registered office	Winston House 2 Dollis Park London N3 1HF	
Auditor	FSPG 21 Bedford Square London WC1B 3HH	
Bankers	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ Bank Leumi Group Plc 20 Stratford Place London W1C 1BG Israel Disount Bank Ltd Mapu Street 16 Tel Aviv - Yafo Israel	

MAGEN DAVID ADOM UK

LEGAL AND ADMINISTRATIVE INFORMATION

Solicitors	Bates Wells & Braithwaite Solicitors 10 Queen Street Place London EC4R 1BE Womble Bond Dickinson LLP 4 More London Riverside London SE1 2AU

MAGEN DAVID ADOM UK

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Chief Executive's report 2020

The past twelve months have been dominated by the global Covid pandemic. The upheaval and impact on all our lives has been unlike anything we have ever experienced. Certainly, the charity sector was presented with its own particular challenges, yet in and amongst all the turbulence 2020 had many positives that we can and will learn from in the future.

When I travelled to Israel to check on the progress of the National Blood & Logistics Centre in Ramla, the £90m project that Magen David Adom UK has been fundraising for over the last 4 years, the world was on the cusp of lockdown. Literally overnight all travel and events were cancelled. The very real challenge was one that was shared by all colleagues across the sector. How do we fundraise if we cannot meet donors, either one-to-one or through the large-scale events that were part and parcel of the day-to-day life of fundraising for MDA UK?

The answer, of course, was that we needed to adapt - and fast. Our team worked remotely and immediately set out to establish new ways to engage with our audiences in the alternative world that we were living in. Indeed, it was in our isolation that we found new and innovative ways to connect. Whereas in the past, organising guests and speakers from Magen David Adom in Israel would have been a small mission in itself; now we could dial them into an online webinar with hundreds of our supporters in just seconds. As the community in the UK became increasingly distant from friends and family in Israel, our regular updates delivered from those on the frontline - the medics and volunteers both treating and testing for Covid round the clock - proved to be hugely popular.

As the year progressed, we were constantly looking for new initiatives to fundraise and nowhere was that better evidenced than November's 'National Lifesaving Day'. For the first time ever, we reached supporters up and down the country (and even as far afield as Gibraltar) across a 36-hour fundraising campaign. The event culminated with 'Every Second Counts', a 40-minute online broadcast that combined the very best of Israeli entertainment from the likes of Lior Suchard and Idan Raichel, with updates from Magen David Adom in Israel on the need for our support. The online donation total kept climbing and climbing, whilst the phones continued ringing as we smashed our £2m target. Most incredibly, this was not a case of just a few major donors giving big amounts. Thousands of people gave gifts, ranging from £5 to thousands of pounds and everything in between. It really was a day that everyone came together to save more lives.

Online giving increased considerably in 2020, and this extended to the previously 'conservative' world of legacies. MDA UK's gifts from wills can often represent up to 20% of our total annual income. This is no small amount and often it can come as a surprise, reflecting the hard work of our team over the years promoting the work of MDA. This was further enhanced by our recent collaboration with Farewill. This online platform is a market leader in legacy giving and provides a free service to everyone remembering Magen David Adom UK in their will. Yet another innovative way of enhancing our fundraising capability at a time when digital donations are undoubtedly our biggest growth area.

When we look back in years to come, it is possible that the most significant event of 2020 won't be the pandemic, but the signing of the Abraham Accords. This may sound ridiculous but it is clear that the long-term impact of Israel having genuine peace treaties with so many of its neighbours is a real generational shift. It has changed and will continue to change the face of the Middle East over the years ahead. The Accords prompted us at Magen David Adom to look inwards too. To establish what our role is in this changing world, and how MDA could and should be a force for positive change not just within Israel's borders but beyond them too. We commissioned a piece of market research that overwhelmingly told us that our donors and supporters see MDA as a beacon of light for Israel across the world. It is now our responsibility to ensure that this continues.

We entered 2020 with big plans and came out with a new reality. The organisation is leaner, more dynamic and better equipped to fundraise in the post-pandemic world. In a year of few positives, this is undoubtedly a big one.

Thank you for your continued support and hoping for a better and brighter 2021

MAGEN DAVID ADOM UK

DIRECTOR'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2020

The directors present their report and financial statements for the year ended 31 December 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the the company's Memorandum & Articles of Association, the Companies Act 2006 and "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)" (as amended for accounting periods commencing from 1 January 2016).

Objectives and activities

Objectives

The company's charitable objects are defined in the Articles of Association as '...primarily to assist Magen David Adom in Israel, or, where in the opinion of the Board of Trustees it is appropriate, in any other equivalent or similar organisation in Israel or anywhere in the world in the work of providing medical care and treatment for persons irrespective of the nationality, race, religion, ethnic origin, age disability, sexual orientation or political affilation'.

In practice these objects are met by:

- assisting Magen David Adom in Israel with the provision of ambulances, medical goods and other supplies necessary for its work as Israel's national medical emergency service.
- assisting Magen David Adom in Israel by the provision of funds for the construction and renovation of emergency medical and other facilities as necessary.
- providing first aid training to the Jewish community in the UK.
- providing a conduit for gifts in kind acting in concert with Magen David Adom in Israel and the British Red Cross.

The funding of these activities is raised by appealing for, soliciting, accepting and receiving endowments, legacies, bequests, gifts or donations for any purpose consistent with the objectives of the company.

The company provides and maintains such administrative organisation as is required for the advancement of the objectives.

Activities

The company is administered by the Chief Executive, a finance manager, an operations manager supported by a full time assistant; two fundraising managers, supported by one full time staff, three part time staff and two volunteers.

The directors have paid due regard to guidance issued by the Charity Commission in deciding what activities the the company should undertake.

MAGEN DAVID ADOM UK

DIRECTOR'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2020

Achievements and performance

The total funds raised for Magen David Adom in Israel, international support and UK first aid training programme during the year ended 31 December 2020 totalled £5,751,840 (2019: £7,590,708).

Legacy income in 2020 was £801,575 (2019: £4,581,130). A significant legacy amounting to £2.98m was included in the 2019 accounts although the funds were received in 2020. This accounts for the difference in legacy income shown in the accounts. Legacy income remains a significant part of our income.

Donations and gifts in 2020 were £3,809,576 (2019: £2,413,827) and total income excluding legacies in 2020 was £4,950,265 (2019: 3,009,578). This shows how successful a year 2020 has been given all the complications caused by Covid-19.

Magen David Adom UK has continued to increase capital funding towards the National Blood & Logistics Centre in Ramla. This £90m state of the art facility will safeguard the blood supplies of Israel as well as MDA's store of key medical supplies and vehicles 15 metres underground. Work will be completed in 2021 and the keys will be formally handed over in 2022.

None of this would be possible without a dedicated board and team of professional staff who work tirelessly to produce these results. Magen David Adom UK's reach in the UK and further afield continues to grow with loyal committees from Gibraltar to Manchester.

Financial review

The accounts for the year are set out on pages 12 to 26. The company continues its valuable contribution to Magen David Adom in Israel and other similar humanitarian causes where funds are donated for that purpose.

It is the policy of the company that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three to six months' expenditure. The directors consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the company's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

The company has adopted a policy of placing its funds on short term deposit with its bankers as it wishes to maintain flexibility to meet urgent requests for financial assistance. Quoted securities when given to the company are sold as soon as practicable except where this conflicts with the donor's wishes.

Cash at the bank and in hand on 31 December 2020 was £3,676,981 (2019: £2,349,974).

There has been an increasing trend for donors and legacies, to some extent, to fund restricted items including vehicles. As with capital projects, the items are paid for once they are in Israel and payment requested against invoice. In the case of ambulances, on some occasions the lead time can be a few months which further inflates Magen David Adom UK's bank position.

Plans for future

The company intends to continue and enhance its charitable efforts in accordance with its objectives as expressed in the articles of association.

MAGEN DAVID ADOM UK

DIRECTOR'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2020

Covid-19
The impact of the Covid-19 pandemic in 2020 has had serious implications for the work of Magen David Adom in Israel as they are the 'front line' in providing patients with emergency treatment and transport to hospital. Their reliance on continued support from friends' societies has been paramount. Fortunately, supporters of Magen David Adom UK have remained very supportive in the year 2020, to date. However, certain fund raising activities will not be able to take place and alternative methods of fund raising are being explored. The year 2021 may be far more challenging and the CEO together with the Board are looking at contingency plans.

Structure, governance and management
The company is a company limited by guarantee, Charity Registration number 1113409.

The directors who served during the year and up to the date of signature of the financial statements were:

R. Jacobs (Chair)	
P. Abram	
D. Burger	
A. Clyne	(Resigned 8 January 2020)
D. Curtis	
B. Dingle	(Appointed 5 May 2020)
R. Ellison	
M. Franks	
B. Kalms	
I. Langdon	(Resigned 28 January 2021)
D. Levy	
R. Ordever	
N. Posnansky	

None of the directors has any beneficial interest in the company. All of the directors are members of the company and guarantee to contribute £1 in the event of a winding up.

New directors are provided with a Charity Commission publication on the trustees' duties and are given guidance on the Charity's trust deed, the board and decision-making processes of the Charity and recent financial performance.

The directors have assessed the major risks to which the company is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

Committees of the Board

There are three Committees of the Board – the Executive Committee, the Governance Committee and the Israel Property Committee. All three Committees report directly to the Chair of the Board and have delegated authorities and responsibilities.

The Executive Committee is responsible for providing advice and guidance on the activities, organisation, management and day-to-day operational matters and challenges facing Magen David Adom UK.

The Governance Committee is responsible for providing advice and guidance on issues involving the governance, reputation, community standing and ethics applicable to Magen David Adom UK and its activities.

The Israel Property Committee is responsible for providing advice and guidance on the application of resources of Magen David Adom UK towards the construction, improvement and renovation of Magen David Adom sites in Israel. Such advice may relate to the manner of Magen David Adom UK's supervision of such investments within Israel.

Members of the Committees

Executive Committee:
D. Burger
D. Curtis
M. Franks
R. Jacobs
B. Kalms
R. Ordever

Governance Committee:
D. Burger
D. Curtis
R. Ellison
R. Jacobs

Israel Property Committee:
D. Burger
R. Jacobs
B. Kalms

Auditor

In accordance with the company's articles, a resolution proposing that FSPG be reappointed as auditor of the company will be put at a General Meeting.

DIRECTOR'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2020

Disclosure of information to auditor

Each of the directors has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The directors' report was approved by the Board of Directors.



M. Franks
Director
Dated: 28 October 2021

MAGEN DAVID ADOM UK

STATEMENT OF DIRECTORS' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2020

The directors, who also act as trustees for the charitable activities of Magen David Adom UK, are responsible for preparing the Directors' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the directors to prepare accounts for each financial year which give a true and fair view of the state of affairs of the the company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these accounts, the directors are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles in the Charities SORP;

- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the accounts; and

- prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

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

STATEMENT OF DIRECTORS' RESPONSIBILITIES (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

Governance, internal control and risk management

The board of directors needs to provide reasonable assurance that:

- the company is operating efficiently and effectively;
- its assets are safeguarded against unauthorised use and disposition;
- proper records are maintained and financial information used within the company or published is reliable;
- the company complies with relevant laws and regulations.

The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. They include:

- A strategic plan and annual budget approved by the directors.
- Regular consideration by the directors of financial results, variance from budgets, non-financial performance indicators and benchmarking reviews.
- Delegation of authority and segregation of duties.
- Identification and management of risks.

The board of directors has a formal risk management process to assess business risks and implement risk management strategies. This involves identifying the types of risks the company faces, prioritising them in terms of potential impact and likelihood of occurrence, and identifying means of mitigating the risks. As part of this process the directors have reviewed the adequacy of the company's current internal controls. The directors are pleased to report that the company's internal financial controls, in particular, conform with the guidelines issued by the Charity Commission.

In addition, the directors have considered the guidance for directors of public listed companies contained within the Turnbull Report. It believes that although this is not mandatory for the company it should, as a public interest body, adopt these guidelines as best practice. Accordingly it has set policies on internal controls which cover the following:

- consideration of the types of risks the company faces;
- the level of risks which they regard as acceptable;
- the likelihood of the risks concerned materialising;
- the company's ability to reduce the incidence and impact on the company of risks that do materialise; and
- the costs of operating particular controls relative to the benefit obtained
- clarified the responsibility of management to implement the board of director's policies and identify and to evaluate risks for its consideration.
- communicated that employees have responsibility for internal control as part of their accountability for achieving objectives.
- embedded the control system in the company's operations so that it becomes part of the culture of the company.
- developed systems to respond quickly to evolving risks arising from factors within the company and to changes in the external environment.
- included procedures for reporting failings immediately to appropriate levels of management and the trustees together with details of corrective action being undertaken.

MAGEN DAVID ADOM UK

INDEPENDENT AUDITOR'S REPORT

TO THE DIRECTORS OF MAGEN DAVID ADOM UK

Opinion

We have audited the financial statements of Magen David Adom UK (the 'the company') for the year ended 31 December 2020 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 December 2020 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 the 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 directors' 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 the 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 directors 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 annual report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. 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 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 this gives rise to a material misstatement in the financial statements themselves. 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.

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

- the information given in the directors' 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 directors' 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 the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the directors' 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:

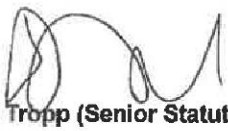
- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors 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 directors' report and from the requirement to prepare a strategic report.

Responsibilities of directors
As explained more fully in the statement of directors' responsibilities, the directors 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 directors 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 directors are responsible for assessing the the 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 directors 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.

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



David Tropp (Senior Statutory Auditor)
for and on behalf of FSPG

28 October 2021

Chartered Accountants
Statutory Auditor

21 Bedford Square
London
WC1B 3HH

MAGEN DAVID ADOM UK

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Income from:							
Donations and legacies	3	1,871,187	3,880,653	5,751,840	4,914,890	2,675,818	7,590,708
Investments	4	8,278	-	8,278	13,488	-	13,488
Total income		1,879,465	3,880,653	5,760,118	4,928,378	2,675,818	7,604,196
Expenditure on:							
Raising funds							
Costs of raising funds	6	1,274,623	-	1,274,623	740,896	-	740,896
Charitable activities	5	1,817,563	4,001,322	5,818,885	1,631,159	3,851,695	5,482,854
Total resources expended		3,092,186	4,001,322	7,093,508	2,372,055	3,851,695	6,223,750
Net (outgoing)/ incoming resources before transfers		(1,212,721)	(120,669)	(1,333,390)	2,556,323	(1,175,877)	1,380,446
Gross transfers between funds		91,580	(91,580)	-	-	-	-
Net (expenditure)/income for the year/ Net movement in funds		(1,121,141)	(212,249)	(1,333,390)	2,556,323	(1,175,877)	1,380,446
Fund balances at 1 January 2020		5,001,595	1,863,213	6,864,808	2,445,273	3,039,090	5,484,363
Fund balances at 31 December 2020		3,880,454	1,650,964	5,531,418	5,001,596	1,863,213	6,864,809

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

MAGEN DAVID ADOM UK

BALANCE SHEET

AS AT 31 DECEMBER 2020

	Notes	2020 £	2020 £	2019 £	2019 £
Fixed assets					
Tangible assets	**11**		36,977		50,827
Current assets					
Debtors falling due after one year	**12**	1,080,907		1,375,484	
Debtors falling due within one year	**12**	2,414,950		3,867,687	
Cash at bank and in hand		3,676,981		2,349,974	
		7,172,838		7,593,145	
Creditors: amounts falling due within one year	**13**	(1,678,397)		(779,163)	
Net current assets			5,494,441		6,813,982
Total assets less current liabilities			5,531,418		6,864,809
Income funds					
Restricted funds	**15**		1,650,964		1,863,213
Unrestricted funds					
Designated funds	**17**	282,011		2,380,000	
General unrestricted funds		3,598,443		2,621,596	
			3,880,454		5,001,596
			5,531,418		6,864,809

The financial statements were approved by the Directors on 28 October 2021

M. Franks
Director

Company Registration No. 05718138

MAGEN DAVID ADOM UK

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	2020		2019	
		£	£	£	£
Cash flows from operating activities					
Cash generated from/(absorbed by) operations	20		1,318,729		(764,943)
Investing activities					
Purchase of tangible fixed assets		-		(47,252)	
Investment income received		8,278		13,488	
Net cash generated from/(used in) investing activities			8,278		(33,764)
Net cash used in financing activities			-		-
Net increase/(decrease) in cash and cash equivalents			1,327,007		(798,707)
Cash and cash equivalents at beginning of year			2,349,974		3,148,681
Cash and cash equivalents at end of year			3,676,981		2,349,974

1 Accounting policies

Charity information

Magen David Adom UK is a private company limited by guarantee incorporated in England and Wales. The registered office is Winston House, 2 Dollis Park, London, N3 1HF.

The company is limited by guarantee of £1 per member.

1.1 Accounting convention

The financial statements have been prepared in accordance with the the company's memorandum and articles of Asociaiton, the Companies Act 2006 and "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)". The the company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the directors in furtherance of their charitable objectives.

Restricted funds are monies raised for a specific purpose, or donations subject to conditions imposed by donors. Restricted fund balances cannot be transferred to unrestricted.

Unrestricted funds comprise those monies which may be used towards meeting the charitable objectives of the charity at the discretion of the board of directors.

1.4 Income

Income is recognised when the the company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the the company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the the company has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Gifts in kind relating to medical supplies are based on the gift donation certificate and distribution are recognised only when distributed.

1 Accounting policies **(Continued)**

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party.
Expenditure can be classified under the following activity headings:-
-Costs of raising funds
-Expenditure on charitable activities
-Gifts in Kind
-Other expenditure

Expenses include VAT where applicable as the company cannot reclaim it.
Fundraising costs consist of the direct costs of fundraising activities.
Direct charitable expenditure comprises direct expenses incurred on the defined charitable purposes of the charity and includes direct staff costs attributable to charity's activities.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold improvements	over lease term
Fixtures, fittings & equipment	25% per annum on a straight line basis

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Impairment of fixed assets

At each reporting end date, the company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1 Accounting policies **(Continued)**

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the company's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

The company operates a defined contributions pension scheme. Contributions are charged in the accounts as they become payable in accordance with the rules of the scheme.

1.11 Foreign exchange

Transactions denominated in foreign currencies are recorded at the rate ruling at the date of the transaction.

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. All differences are included in resources expended.

2 Critical accounting estimates and judgements

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total 2020	Total 2019
	£	£	£	£
Donations and gifts	1,714,504	2,095,072	3,809,576	2,413,827
Legacies receivable	(43,925)	845,500	801,575	4,581,130
Grant receivable	3,026	-	3,026	-
Gifts in kind	-	940,081	940,081	426,473
Gift Aid claimed	197,582	-	197,582	169,278
	1,871,187	3,880,653	5,751,840	7,590,708
For the year ended 31 December 2019	4,914,890	2,675,818		7,590,708
Grants receivable for core activities				
Coronavirus job retention scheme	3,026	-	3,026	-
	3,026	-	3,026	-

Gifts in kind

Gifts in kind relating to medical supplies have been included at £940,081 (2019: £426,473) as donations for the year and distributed in the year. The valuation is based on the gift donation certificate.

4 Investments

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Interest receivable	8,278	13,488

5 Charitable activities

	Assistance to MDA Israel	Gift in Kind	Other charitable activities	Admin and premises cost	Total 2020	Total 2019
	£	£	£	£	£	£
Staff costs	20,597	-	-	139,037	159,634	164,578
Depreciation	-	-	-	13,850	13,850	5,233
Medical Equipment	532,773	-	-	-	532,773	634,479
Casualty stations refurbishment costs	2,433,537	-	-	-	2,433,537	1,897,278
Ambulances and other vehicles associated costs	1,009,205	-	-	-	1,009,205	1,510,309
Command and Control	278,439	-	-	-	278,439	282,043
Donated goods and associated costs	-	946,670	-	-	946,670	438,973
UK First Aid training and defibrillator supplies	-	-	6,166	-	6,166	2,687
Holocaust campaign	-	-	34,853	-	34,853	25,000
IMDAC	-	-	74	-	74	14,992
Computerisation	-	-	-	-	-	56,588
Miscellaneous project costs	-	-	69,556	-	69,556	165,401
Israel training costs	153,242	-	-	-	153,242	160,061
Premises costs	-	-	-	40,889	40,889	44,202
Legal and professional fees	-	-	-	5,488	5,488	10,425
Office expenses	-	-	-	42,065	42,065	53,195
Other administrative costs	-	-	-	18,339	18,339	(28,116)
	4,427,793	946,670	110,649	259,668	5,744,780	5,437,328
Share of governance costs (see note 7)	-	-	-	74,105	74,105	45,526
	4,427,793	946,670	110,649	333,773	5,818,885	5,482,854
Analysis by fund						
Unrestricted funds	1,402,704	6,589	75,197	333,073	1,817,563	
Restricted funds	3,025,089	940,081	35,452	700	4,001,322	
	4,427,793	946,670	110,649	333,773	5,818,885	

5 Charitable activities **(Continued)**

For the year ended 31 December 2019					
Unrestricted funds	1,163,712	12,500	183,080	271,867	1,631,159
Restricted funds	3,400,222	426,473	25,000	-	3,851,695
	4,563,934	438,973	208,080	271,867	5,482,854

6 Raising funds

	2020	2019
	£	£
Costs of raising funds		
Costs for obtaining restituted artwork	746,753	-
Advertising	173,695	188,698
Other fundraising costs	107,034	277,951
Staff costs	247,141	274,247
Costs of raising funds	1,274,623	740,896

7 Support and Governance costs

	Support costs	Governance costs	2020	2019
	£	£	£	£
Charitable activities	-	74,105	74,105	45,526

Governance costs includes payments to the auditors of £6,770 (2019- £6,600) for audit fees.

8 Directors

Expenses paid to to the directors in the year totalled £3,620 (2019- £3,620). These expenses were made for 1 director's reimbursed travel expenses.

The director, D. Burger has received remuneration from employment with the charity. The salary paid to him amounted to £133,905 (2019- £125,000).
The charity contributed £7,943 (2019- £7,943) to the director's pension scheme.

9 Auditor's remuneration

The analysis of auditor's remuneration is as follows:

	£	£
Audit of the annual accounts	6,770	6,600
Non-audit services		
All other non-audit services	600	600

10 Employees

Number of employees

The average monthly number of employees during the year was:

	2020 Number	2019 Number
Management and adminstration of charity	8	9
Directors	12	12
	20	21

Employment costs	2020 £	2019 £
Wages and salaries	316,790	371,114
Social security costs	35,527	31,717
Other pension costs	14,976	12,972
	367,293	415,803

The number of employees whose annual remuneration was £60,000 or more were:

	2020 Number	2019 Number
60,001 - 70,000	1	1
130,001 - 140,000	-	1
140,001 -150,000	1	-

Contributions totalling £11,543 (2019: £10,760) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.

11 Tangible fixed assets

	Leasehold improvements	Fixtures, fittings & equipment	Total
	£	£	£
Cost			
At 1 January 2020	14,080	76,057	90,137
At 31 December 2020	14,080	76,057	90,137
Depreciation and impairment			
At 1 January 2020	704	38,606	39,310
Depreciation charged in the year	2,816	11,034	13,850
At 31 December 2020	3,520	49,640	53,160
Carrying amount			
At 31 December 2020	10,560	26,417	36,977
At 31 December 2019	13,376	37,451	50,827

12 Debtors

Amounts falling due within one year:	2020 £	2019 £
Trade debtors	2,285,767	3,792,824
Other debtors	98,190	60,173
Prepayments and accrued income	30,993	14,690
	2,414,950	3,867,687

Amounts falling due after more than one year:	2020 £	2019 £
Trade debtors	1,080,907	1,375,484
Total debtors	3,495,857	5,243,171

Trade debtors disclosed above are classified as loans and receivables and are therefore measured at amortised cost.

13 Creditors: amounts falling due within one year

	2020	2019
	£	£
Trade creditors	1,618,248	717,568
Accruals and deferred income	60,149	61,595
	1,678,397	779,163

14 Retirement benefit schemes

The the company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the the company in an independently administered fund.

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds					Movement in funds			
	Balance at 1 January 2019	Incoming resources	Resources expended	Transfers	Balance at 1 January 2020	Incoming resources	Resources expended	Transfers	Balance at 31 December 2020
	£	£	£	£	£	£	£	£	£
Ambulance stations refurbishment costs	502,588	389,197	(472,384)	(150,000)	269,401	97,423	(91,272)	(24,445)	251,107
National blood and logistic centre	1,261,154	426,353	(1,068,772)	152,094	790,829	1,490,908	(2,097,989)	20,121	203,869
Ambulances	521,698	755,431	(764,970)	(294,477)	217,682	364,058	(314,535)	(33,857)	233,348
Bikes	687,145	330,953	(574,694)	(208,420)	234,984	63,432	(166,472)	(64,399)	67,545
Bloodmobile	-	303,010	-	-	303,010	873,632	(351,766)	-	824,876
Medical Equipment	21,505	19,352	(1,600)	(17,000)	22,257	27,467	(3,005)	(1,500)	45,219
Holocaust survivors	25,000	25,000	(25,000)	-	25,000	34,852	(34,852)	-	25,000
First Aid	-	-	-	-	-	599	(599)	-	-
Gift in kind & associated costs	-	426,473	(426,473)	-	-	927,581	(940,081)	12,500	-
Milk bank	-	50	-	-	50	-	(50)	-	-
Office expenses	-	-	-	-	-	700	(700)	-	-
	3,039,090	2,675,819	(3,333,893)	(517,803)	1,863,213	3,880,652	(4,001,321)	(91,580)	1,650,964

16 Analysis of net assets between funds

	Unrestricted funds 2020	Restricted funds 2020	Total 2020	Unrestricted funds 2019	Restricted funds 2019	Total 2019
	£	£	£	£	£	£
Fund balances at 31 December 2020 are represented by:						
Tangible assets	36,977	-	36,977	50,827	-	50,827
Current assets/ (liabilities)	3,843,477	1,650,964	5,469,441	4,950,769	1,863,213	6,813,982
	3,880,454	1,650,964	5,506,418	5,001,596	1,863,213	6,864,809

17 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 January 2020	Resources expended	Balance at 31 December 2020
	£	£	£
National Blood and logistic centre	2,380,000	(2,097,989)	282,011
	2,380,000	(2,097,989)	282,011

18 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2020	2019
	£	£
Within one year	27,750	27,750
Between two and five years	75,156	102,906
	102,906	130,656

19 Related party transactions

Remuneration of key management personnel
The remuneration of key management personnel is as follows.

	2020	2019
	£	£
Aggregate compensation	159,743	150,839

The aggregate donations received from the trustees in the year was £38,790 (2019- £125,397).

20 Cash generated from operations

	2020	2019
	£	£
(Deficit)/surpus for the year	(1,333,390)	1,380,446
Adjustments for:		
Investment income recognised in statement of financial activities	(8,278)	(13,488)
Depreciation and impairment of tangible fixed assets	13,850	5,233
Movements in working capital:		
Decrease/(increase) in debtors	1,747,313	(2,788,002)
Increase in creditors	899,234	650,868
Cash generated from/(absorbed by) operations	1,318,729	(764,943)

21 Analysis of changes in net funds

The the company had no debt during the year.