

THE ABRAHAM EFFECT

England & Wales · Charity number 1200014

Details

Status Registered

Legal form CIO

Registered 2022-08-09

Register [View on the Charity Commission register](#)

Contact

Address 22 Hillside Drive
Edgware
HA8 7PG

Phone 07817202209

Email rabbihughes@gmail.com

Activities

Objects: THE OBJECTS OF THE CIO SHALL BE THE ADVANCEMENT OF THE ORTHODOX JEWISH RELIGION FOR THE BENEFIT OF THE PUBLIC, PRIMARILY BUT NOT EXCLUSIVELY, THROUGH THE HOLDING OF PUBLIC MEETINGS AND LECTURES, PUBLIC CELEBRATIONS OF RELIGIOUS FESTIVALS AND BY DISTRIBUTING LITERATURE IN SCHOOLS AND UNIVERSITIES THROUGHOUT THE UK IN ORDER TO ENLIGHTEN EITHER EXISTING ADHERENTS OR NEW FOLLOWERS ABOUT THE PRINCIPLES OF THE ORTHODOX JEWISH FAITH AND FACILITATE THE PRACTICE OF THE RELIGION BY MEMBERS OF THE JEWISH FAITH.

Activities: The activities include the holding of public meetings and lectures, public celebrations of religious festivals and by distributing literature in schools and universities throughout the UK in order to enlighten either existing adherents or new followers about the principles of the orthodox Jewish faith and facilitate the practice of the religion by members of the Jewish faith.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Religious Activities
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£222,127	£149,559	-	-
2024-06-30	£161,739	£124,659	-	-
2023-06-30	£182,008	£14,414	-	-

Trustees

Name	Role	Appointed
GARY HILTON SACKS	Chair	2022-08-09
Daniel James Rubin		2025-10-21
Martin Howard Bandel		2022-08-09

THE ABRAHAM EFFECT

England & Wales - Charity number 1200014

Accounts

ANNUAL REPORT FOR THE PERIOD 1ST JULY 2024 - 30TH JUNE 2025 AND TO DATE

Since 1st July 2024, The Abraham Effect (TAE) expanded significantly, clearly focused on advancing Jewish education, strengthening identity and practice and promoting understanding of the Jewish faith within UK schools. TAE delivered 150 school visits engaging over 7,000 pupils of all backgrounds.

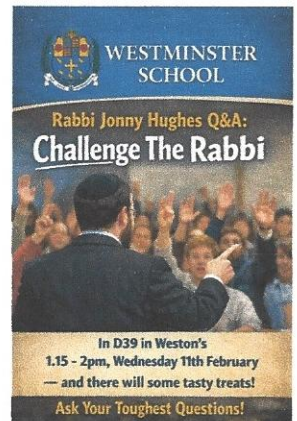
Our programs were delivered in a particularly challenging social context, marked by heightened concerns around antisemitism following international conflict and resulting in many serious incidents affecting the UK Jewish community. In response, TAE has encouraged and supported the Jewish pupils it engages with, giving them confidence to express their Jewish identity both within and outside of their educational settings, ensuring that Jewish faith is presented as a valued and integral part of school culture.



The organisation's activities moved beyond one-off outreach and towards sustained institutional engagement. This included large-scale school assemblies, regular chaplaincy provision, festival celebrations and Holocaust education initiatives. These programs were designed not only to support Jewish pupils, but also to

educate wider student bodies, fostering mutual respect and understanding across diverse communities. Rabbi Hughes is now appointed as the Jewish Chaplain at six of the UK's top secondary schools, five of which had never had a Jewish Chaplain previously.

A number of key outcomes demonstrate the significance of our impact. Following an address by Rabbi Hughes at whole school assembly of 900 pupils at Westminster School, a record 40 students signed up to the Jewish Society, indicating both increased visibility and engagement. Similarly, at Manchester Grammar School, a Sukkot celebration involving around 200 pupils held by our Manchester team, just days after a lethal local synagogue attack, served as a meaningful act of communal resilience and continuity.



TAE also supported the establishment and growth of Jewish student societies at schools including the establishment, for the first time, of a Jewish Society at Marlborough College. This achievement followed the appointment of Rabbi Hughes as the school's Visiting Rabbi. They now meet weekly. At Eton College, TAE contributed to a doubling in participation in the Jewish faith class and other activities including regular events, visiting speakers and cross communal dialogue, addressing the very significant increase in antisemitism.



The charity's reach expanded geographically with new schools joining our network. Many of the schools now engage more frequently too. This reflects both growing demand and increasing recognition of our work. To meet this demand, TAE engages additional rabbis and educators as and when required.

One of TAE's objectives is to develop new leaders of, and advocates for, the Jewish community. These are enhanced by contributions from high profile speakers, including senior political and media figures. They engage pupils in discussions on contemporary issues and spark their interest to get more involved in issues affecting the Jewish community. We have also started an interfaith podcast at a school in which Rabbi Hughes is Jewish Chaplain to promote, amongst other things, respectful dialogue across faith communities.

Holocaust education remains a key part of the charity's work. TAE played a leading role in two educational visits to Auschwitz involving 400 non-Jewish pupils, delivered in partnership with the Holocaust Educational Trust. Many of the pupils said that the experience was profound and transformative. TAE has been asked to lead on more trips scheduled for 2026. Further, TAE, together with Eton College, organised a recent trip to Auschwitz for a selection of Eton's non-Jewish pupils.

Events celebrating Jewish festivals played a key role in achieving the charity's objectives. Chanukah and Sukkot events, including large assemblies and multi-school gatherings, enabled pupils to experience Jewish traditions in an accessible and engaging way. They provided a positive experience for Jewish pupils some of whom would not otherwise experience these festivals at all and meaningful educational exposure for their non-Jewish peers.



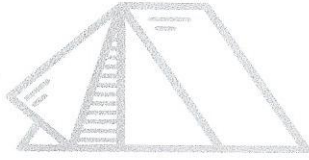
Testimonies from pupils indicate that involvement in TAE's programs has strengthened their confidence, identity and leadership capacity, particularly important for when they progress to further education and, hopefully, become involved in community life.

In summary, The Abraham Effect has demonstrated significant, measurable, progress in advancing its charitable objectives. It has (a) increased the scale of its delivery, (b) deepened institutional partnerships and (c) responded effectively to a challenging external environment. TAE is focused on providing education to both Jewish and non-Jewish pupils, contributing to a greater understanding, resilience and social cohesion within the school communities it serves.

Signed:

Gary Sacks, Chair of Trustees

21st April 2026



the abraham effect עברי אנכי

Registered charity number 1200014

Accounts for the year from 1st July 2024 to 30th June 2025

£

Donations		220,048
Salary and payroll costs	134,355	
Pension costs	4,400	
Printing, postage, stationery & connectivity	2,447	
Event costs	2,852	
Educators fees	2,200	
Travel	2,930	
Marketing	-	
Office costs	-	
Bank charges	375	
Less: Interest received	(2,079)	
		147,480
Surplus for the year		72,568
Brought forward funds at 30th June 2024		204,879
Carried forward funds at 30th June 2025		277,447

Tel: 07817 202 209
E-mail: jonny@theabrahameffect.org

Rabbi Jonathan Hughes
22 Hillside Drive
Edgware
Middx HA8 7PG

Registered Office : 22 Hillside Drive, Edgware, Middx HA8 7PG
Tel: 07817 202 209 E-mail: jonny@theabrahameffect.org
Inspiring our youth with Judaism



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
THE ABRAHAM EFFECT

**On accounts for the
period**

Year ended 30th June 2025

**Charity no
(if any)**

1200014

Set out on pages

2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 30th June 2025.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

21st April 2026

Name:

Mr A S Granatt

**Relevant professional
qualification(s) or body
(if any):**

ACEA

Address:

17 Highpoint, Eversleigh Road

New Barnet

Herts EN5 1LS

THE ABRAHAM EFFECT

England & Wales - Charity number 1200014

Accounts

THE ABRAHAM EFFECT

Registered charity number 1200014

ANNUAL REPORT FOR THE PERIOD 9TH AUGUST 2022 TO 30TH JUNE 2023

Towards the end of 2021, Rabbi Jonathan Hughes had a vision to inspire, enlighten and educate Jewish youth in the UK and strengthen their connections with Judaism. In particular, Rabbi Jonathan saw innovative ways to teach our youth about their religion, identity and heritage. The project's modus operandi is to engage with our youth through programmes at mainstream British secondary schools. The vision became known as The Abraham Effect which takes its name from our biblical patriarch, Abraham, who spoke to his generation and empowered people to embrace ethical monotheism which developed into what we now call the Orthodox Jewish faith. Rabbi Jonathan approached many benefactors and raised funds in anticipation of The Abraham Effect gaining charitable status so that it could begin meeting its charitable purpose in the first full year. He received very favourable responses which invigorated his efforts and gave him confidence in The Abraham Effect's ability to begin to accomplish its aims.

The trustees who Rabbi Jonathan Hughes approached were inspired by his ideas and an application was made to The Charity Commission for The Abraham Effect to gain charitable status which was granted on 9th August 2022.

Rabbi Jonathan took up his role as CEO of the charity on 16th May 2023. Prior to his appointment, Rabbi Jonathan succeeded in securing relationships at a number of schools, including Eton College and Harrow School, where he was invited by both to become their Jewish Chaplain. The recognition by these schools provided additional accreditation to enable Rabbi Jonathan to gain the confidence and trust of other schools. Indeed, in September 2023, Rabbi Jonathan was invited by Westminster School to be their Jewish chaplain.

During the first six full weeks covered by this Annual Report from 16th May to 30th June 2023, Rabbi Jonathan made 12 school visits, delivering talks and leading public meetings. He gave lectures and led discussions about Jewish tradition and orthodoxy, its meaning and relevance to pupils and young adults today. He was able to provide spiritual and pastoral support to Jewish pupils and his presence was welcomed and acclaimed by both staff and pupils of all faiths. The schools he visited included: Eton College, Henrietta Barnet, Watford Grammar School for Boys, Harrow School, Westminster School, North London Collegiate School and St Paul's School. In total Rabbi Jonathan spoke to over 1,200 pupils.

Rabbi Jonathan also launched The Abraham Effect's social media presence and the charity's website to provide further education and inspiration to Jewish youth in the UK. He has produced six professional video clips which have been viewed by nearly 4,000 people to date. The initial period of activity has been highly successful for the charity and has formed a solid foundation for it to develop and increase its endeavours.

Signed: Gary Sacks,

17th April 2024

Chair of Trustees





the abraham effect עברי אנכי

Registered charity number 1200014			
Accounts for the period from 9th August 2022 to 30th June 2023			£
Donations			182,008
Other			
Salary and payroll costs		13,933	
Accountancy		75	
Marketing		17	
Office costs		259	
Bank charges		120	
Travel		10	
			14,414
Surplus for the year			167,594
Brought forward funds at 8th August 2022			-
Carried forward funds at 30th June 2023			167,594
Tel:	07817 202 209	Rabbi Jonathan Hughes	
E-mail:	jonny@theabrahameffect.org	22 Hillside Drive	
		Edware	
		Middx HA8 7PG	
Registered Office : 22 Hillside Drive, Edware, Middx HA8 7PG			
Tel: 07817 202 209 E-mail: jonny@theabrahameffect.org			
Inspiring our youth with Judaism			



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
THE ABRAHAM EFFECT

**On accounts for the
period**

9th August 2022 to 30th June 2023

**Charity no
(if any)**

1200014

Set out on pages

2

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**Independent
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Signed:

Date:

17th April 2024

Name:

Mr A S Granatt

**Relevant professional
qualification(s) or body
(if any):**

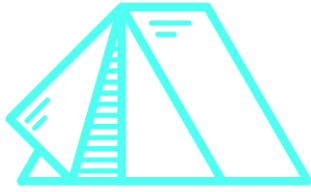
ACEA

Address:

17 Highpoint, Eversleigh Road

New Barnet

Herts EN5 1LS



the abraham effect עברי אנכי

Registered charity number 1200014

Accounts for the year from 1st July 2023 to 30th June 2024	£	£
Donations		161,739
Salary and payroll costs	114,486	
Pension costs	2,067	
Printing, postage, stationery & connectivity	1,578	
Event costs	1,486	
Educators fees	750	
Travel	1,702	
Marketing	3,708	
Office costs	-	
Bank charges	377	
Less: interest received	- 1,495	
		124,659
Surplus for the year		37,080
Brought forward funds at 30th June 2023		167,594
Carried forward funds at 30th June 2024		204,674

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E-mail: jonny@theabrahameffect.org

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Middx HA8 7PG

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Tel: 07817 202 209 E-mail: jonny@theabrahameffect.org
Inspiring our youth with Judaism



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

THE ABRAHAM EFFECT

**On accounts for the
period**

Year ended 30th June 2024

**Charity no
(if any)**

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Signed:

Date:

21st April 2025

Name:

Mr A S Granatt

**Relevant professional
qualification(s) or body
(if any):**

ACEA

Address:

17 Highpoint, Eversleigh Road

New Barnet

Herts EN5 1LS

Give here brief details of
any items that the
examiner wishes to
disclose.

NONE

THE ABRAHAM EFFECT

England & Wales - Charity number 1200014

Accounts

THE ABRAHAM EFFECT

Registered charity number 1200014

ANNUAL REPORT FOR THE PERIOD 9TH AUGUST 2022 TO 30TH JUNE 2023

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17th April 2024

Chair of Trustees





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Tel: 07817 202 209 E-mail: jonny@theabrahameffect.org			
Inspiring our youth with Judaism			



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
THE ABRAHAM EFFECT

**On accounts for the
period**

9th August 2022 to 30th June 2023

**Charity no
(if any)**

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Signed:

A. Granatt

Date:

17th April 2024

Name:

Mr A S Granatt

**Relevant professional
qualification(s) or body
(if any):**

ACEA

Address:

17 Highpoint, Eversleigh Road

New Barnet

Herts EN5 1LS