

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





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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

(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 period 9th August 2022 to 30th June 2023.

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:

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

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



CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

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)

1200014

Set out on pages

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

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