

Company number: 05415454

Charity number: 1109348



**HOLOCAUST
MEMORIAL
DAY TRUST**

HOLOCAUST MEMORIAL DAY TRUST

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2020

Holocaust Memorial Day Trust Contents

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Holocaust Memorial Day Trust

Reference and administrative information

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

Patron and Honorary Officers

Patron	HRH The Prince of Wales
Honorary President	Sir Ben Helfgott
Honorary Vice-President	The Right Honourable The Lord Eric Pickles

Trustees and Staff

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

Chairperson:	Laura Marks OBE
Vice-Chairperson:	Sir Leigh Lewis KCB
Treasurer:	Amanda King ACA

David Ashley (appointed July 2019)

John Howells MP (appointed July 2019)

Hannah Lewis MBE

Michael Marx

Dr Joe Mulhall

Dr Anita Peleg

Mark Poulson (appointed July 2019)

Naved Siddiqi

Tulip Siddiq MP

Danny Stone MBE

Ruth Herzberg-Wellin

Marie Van der Zyl

Company Secretary

Amanda King

Holocaust Memorial Day Trust

Reference and administrative information

Staff

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

Olivia Marks-Woldman, Chief Executive

Dr Rachel Century, Head of Outreach

Claudia Hyde, Local Government HMD Officer

Alex Murphy, Education Officer (maternity leave from February 20)

Genevieve Carnell, Education Officer (maternity cover from January 20)

Eva Oddi, Youth Engagement Officer

Joseph Twilley, Head of Communications

Genevieve Lazar, Communications Officer

Bethan Tribe, Digital Communications Officer

Daniela Wegrostek, Project Officer

Hin Thi, Head of Finance and Operations

Lukasz Dobbek, Operations Officer

Laura Newlyn, Operations Officer

Rebecca Deakin, Operations Officer

Christian Grohs supported the work of HMDT as a 'gedenkdiener'.

The following individuals were employed during the year but not at the date of this report:

Jessica Benham (Outreach Officer), Meera Patel (Interim Head of Finance and Operations)

The following individual was employed after the financial year but before the date of this report: Julia Marcuson (Fundraiser).

Holocaust Memorial Day Trust
Reference and administrative information

Principal address

PO Box 61074
London
SE1P 5BX

Registered Office

130 Wood Street
London
EC2V 6DL

Country of registration

England & Wales

Auditor

Knox Cropper LLP
Leadenhall Street
London
EC3A 2AD

Bankers

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

Scottish Widows Bank plc
67 Morrison Street
Edinburgh
EH3 8YJ

Charity Number

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Company Number

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Holocaust Memorial Day Trust Trustees' Report

Introduction

The Trustees present their Report and Financial Statements for the year ended 31 March 2020.

Without doubt the cornerstone of the year to the end of March 2020 was the 75th anniversary of the liberation of the Auschwitz concentration camp which occurred on 27 January 2020. Our annual commemoration event, which took place on that day, was one of the most moving in our history attended by, amongst others, their Royal Highnesses, the Duke and Duchess of Cambridge; the Prime Minister, the Archbishop of Canterbury, the Secretary of State for the Ministry for Housing, Communities and Local Government, and the Chief Rabbi. We were particularly pleased that the BBC broadcast an hour long recording of the event which reached an audience of more than 1.2 million people. Beyond the commemoration event itself, and following extensive planning, we engaged millions of people with this significant anniversary through our 75 Memorial Flames project and through our support to thousands of organisations holding events to mark Holocaust Memorial Day 2020 throughout the UK.

Over the past year we also implemented a number of further strategic changes, including prioritizing events in organisations that had not previously marked Holocaust Memorial Day, resulting in hundreds more organisations doing so. Additionally, we extended our activities through the year to mark the anniversaries of the more recent genocides in Bosnia, Cambodia, Rwanda and Darfur.

Our work took place against a backdrop of increasing hostility to people who are identifiably members of minority groups, both domestically, and internationally. In the UK, hate crimes continued to rise through 2019. Abroad, there are several situations at risk of genocide. In January 2020, the International Court of Justice ordered Myanmar to protect Rohingya Muslims from acts of genocide, whilst there are extensive reports of persecution of Uyghur Muslims in China.

As we write our Trustees' Report, the world is subject to a global pandemic which is simultaneously exposing some of the best of which humanity is capable, in remarkable acts of community spirit and generosity on behalf of those in distress and isolation, but also some of the worst as in instances where groups, such as those of Asian descent, have been demonized and abused. The implications for our work are clear. Never has Holocaust Memorial Day been more important in bringing people together – physically and online – and showing not only the importance of solidarity with others but also the dangers of identity-based prejudice.

We know that 93% of people who attend Holocaust Memorial Day activities go on to take some form of positive action to create a better world, for example by learning more, encouraging others to learn more, challenging hostility and volunteering for local charities. Participants learn more, empathise with others, and do more to ensure the future will be better.

It has been a privilege to work over the past year with such a strong network of supporters, volunteers and advisors. We are grateful to the many survivors and refugees who support our work through speaking at local events across the UK, sharing their experiences in the media, and contributing to Holocaust Memorial Day Trust (HMDT) resources.

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We thank in particular the Ministry for Housing, Communities and Local Government for the consistent support of their Ministers and staff. We thank also the Scottish and Welsh Governments for their support to us over the past year.

We greatly appreciate the support of our Patron, His Royal Highness the Prince of Wales, and thank him for his ongoing commitment to Holocaust and genocide commemoration.

Key achievements in 2019-20

- Strong theme: **Stand Together**
- Greater engagement in local communities across the UK:
 - More than 17,000 local HMD activities (up from 10,000 in 2019)
 - More than 4,500 organisations planning and delivering HMD activities (an increase of 84%)
 - The launch of our acclaimed 75 Memorial Flames project and exhibition
- Extensive reach and status of the UK Commemorative Ceremony:
 - 1.2m people watching the UK Ceremony broadcast on BBC Two
 - Their Royal Highnesses the Duke and Duchess of Cambridge attended the Ceremony
 - The nation's senior political and faith leadership contributed to the UK Commemorative Ceremony: The Prime Minister, Archbishop of Canterbury, Chief Rabbi and Imam Qari Asim
 - Other high profile guests at the UK Ceremony included the MHCLG Secretary of State, the Rt Hon Robert Jenrick MP, the Chancellor of the Exchequer the Rt Hon Sajid Javid MP, the Leader of the Opposition the Rt Hon Jeremy Corbyn MP, the BBC Director General Lord Hall, the Commissioner of the Metropolitan Police Dame Cressida Dick, and many Ambassadors to the UK
- Extensive media and digital engagement:
 - HMD emoji used again on Twitter, and for a longer period of two weeks
 - 1.5 million views of HMDT films on social media in January and February
 - More than 1,600 print, online and broadcast pieces mentioning HMDT
 - More than 55% of print and online media pieces about HMD mentioned HMDT
 - 70% more visitors to our website in January 2020 compared with January 2019
 - Thousands of acts of remembrance in our Stand Together digital project

Holocaust Memorial Day Trust Trustees' Report

Mission, aims and charitable objectives

Our mission and aims are the promotion of and support for the commemoration of Holocaust Memorial Day, in order to promote harmony across different cultures, backgrounds and faiths; education in the history of the Holocaust and of Nazi Persecution; education in the history of subsequent genocides; and elimination of discrimination on grounds of race, disability, sexual orientation, gender or religion.

The charity's objectives are:

1. The promotion of the mental and moral improvement of mankind by:
 - a) Commemorating and remembering the victims of the Holocaust (the persecution and mass murder of six million Jews by the Nazis and their accomplices during the period 1933-45) and the victims of the persecution and murder that resulted from the targeting of other groups of people by Nazi policies – including Roma, Sinti, black people, mentally and physically disabled people, lesbian and gay people and many of the Slavic peoples – by the promotion, organisation and support of the annual Holocaust Memorial Day;
 - b) Promoting a public sentiment in favour of the exercise and protection of those fundamental human rights which constitute freedom from genocide, torture, inhuman or degrading treatment, slavery and unlawful forced labour, the right to freedom of thought, conscience, expression and religion and the right to asylum from persecution; and
 - c) Promoting harmony between communities including racial and religious harmony.
2. The advancement of education for the public benefit in the history of the Holocaust and also of the persecution and murder of other groups of people as part of Nazi policies together with the contemporary relevance of such events.
3. The promotion of equality and diversity for the public benefit and in particular the elimination of discrimination on the grounds of race, disability, sexual orientation or religion by raising the awareness of the public concerning the causes and effects of racism and prejudice in society including the significant impact of the Holocaust and subsequent acts of systematic discrimination, in particular those leading to genocide.

Vision and strategy

HMDT has continued to work towards achieving its vision of enabling everyone to learn from genocide – for a better future. We completed an organisational strategy review and implemented further changes in 2019 – 20. In particular in respect of each of our goals:

- 1) To promote Holocaust Memorial Day across the UK - We are now doing more to raise awareness of Nazi Persecution, recent genocides and current situations at risk of genocide
- 2) To support individuals and organisations across the UK in marking Holocaust Memorial Day - We agreed to do more targeted work with local authorities and with young people. We will continue to support HMD in other sectors by encouraging the use of existing resources. We agreed to prioritise supporting new organisations to mark HMD for the first time (rather than supporting existing organisations to undertake more HMD activities).

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- 3) To commemorate and seek to understand the past, with the experiences of survivors and those who were murdered at the heart of HMD - We agreed to focus more on key statistics and facts about the Holocaust, Nazi Persecution and recent genocides in our media and social media work (rather than the theme)
- 4) To enable others to work towards a safer, better future by promoting a society free from hatred, prejudice and persecution and working to reduce the likelihood of future genocide - We agreed to do more to highlight current persecutions such as that of the Rohingya Muslims.
- 5) To be a financially sound, effective organisation - We agreed that we would now actively explore ways to diversify our income whilst maintaining a strong relationship with MHCLG in respect of our core funding.

Goal 1: To promote Holocaust Memorial Day across the UK

Goal 1 expenditure is reported as 'Information and communication' and 'UK Event' in the finance pages of this report

This year we focused on aiming to ensure maximum coverage of the 75th anniversary of the liberation of Auschwitz. We made significant efforts to highlight all of the communities which were targeted and persecuted by the Nazis and their collaborators.

Theme for HMD 2020

Our theme for HMD 2020 was **Stand Together**.

'Don't be content in your life just to do no wrong, be prepared every day to try and do some good.'

Sir Nicholas Winton, who rescued 669 children from Nazi-occupied Europe

Stand Together explored how genocidal regimes throughout history have deliberately fractured societies by marginalising certain groups, and how these tactics can be challenged by individuals standing together with their neighbours, and speaking out against oppression.

In the years leading up to the Holocaust, Nazi policies and propaganda deliberately encouraged divisions within German society – urging 'Aryan' Germans to keep themselves separate from their Jewish neighbours. The Holocaust, Nazi Persecution of other groups and each subsequent genocide, was enabled by ordinary citizens not standing with their targeted neighbours.

Today there is increasing division in communities across the UK and the world. Now more than ever, we need to stand together with others in our communities in order to stop division and the spread of identity-based hostility in our society.

The theme, **Stand Together**, had a wide scope:

1. Steps leading to genocide

- a) **Us versus Them**
- b) **Propaganda to divide**

Policies were developed in the lead up to the Holocaust and subsequent genocides that deliberately separated people, causing certain groups to be treated as 'the other'. Propaganda using stereotypes and existing prejudices dehumanised the persecuted groups.

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2. 'Standing together' during genocide

- a) **Assisting persecuted people**
- b) **Standing together in resistance**
- c) **Speaking out against persecution and challenging a hostile culture**

Despite the introduction of oppressive policies, there were brave and inspiring examples of individuals who showed solidarity with, assisted or rescued those who were being persecuted in their communities and countries.

'Standing together' today

- a) **Standing together against rising division and hate**
- b) **Standing together in memory of people who were murdered**
- c) **Standing together to support those in need**

Holocaust Memorial Day is an opportunity each year for people around the UK to stand together with those in their local community, across boundaries of faith, age and ethnicity. We learn about those affected by genocide around the world and take action for the future.

Theme launch



Our 2020 theme was launched at an event with Dame Penelope Wilton, Holocaust survivor and artist Maurice Blik, Holocaust survivor Susan Pollack, and Bosnian survivor Safet Vukalic. Maurice Blik created the first Memorial Flame for our 75 Memorial Flames exhibition, and displayed it at the theme launch. The presence of Dame Penelope ensured considerable media coverage, assisting us to reach a wider audience and help many local organisers to begin planning their HMD activities.

Parliamentary reception



We held a Parliamentary Reception in January, just ahead of HMD itself. This new timing enabled MPs to participate in the digital project, **Stand Together**, (see below), and to encourage their constituents to mark HMD. We welcomed more Parliamentarians than at any previous receptions: 115 MPs and 7 Peers. We were delighted to have the support of MHCLG Minister, Lord Younger, and Holocaust survivor Rachel Levy BEM, who both delivered powerful addresses to our guests. Other speakers included HMDT Trustee, Tulip Siddiq MP, who kindly hosted

the event, and HMDT CEO, Olivia Marks-Woldman.

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HMD UK Commemorative Ceremony

HMDT welcomed a large audience of approximately 1,750 guests to the UK Ceremony at Methodist Central Hall, Westminster, including Their Royal Highnesses, the Duke and Duchess of Cambridge. The Ceremony was broadcast on BBC Two on the evening of Monday 27 January, and was anchored by BBC journalist Huw Edwards. Speakers included the Prime Minister and the Chief Rabbi; we were particularly delighted that the Archbishop of Canterbury, the Rt Hon Justin Welby, and leading Muslim cleric, Imam Qari Asim, joined the Chief Rabbi in lighting memorial candles alongside survivors.

Survivor of the Holocaust, Mala Tribich, liberator Ian Forsyth MBE, and member of the Roma community, Daniela Abraham, addressed guests.

Other high profile contributors were Sir Simon Russell Beale CBE, Martin Shaw, Georgina Campbell, Rebecca Front and Nina Wadia.

Music and prayers were performed by Cantor Jonny Turgel, who sang the traditional Jewish memorial prayer El Male Rachamim, The Fourth Choir (London's LGBT Choir), Gypsy Life (a London based band who play Klezmer, Gypsy and Balkan music) and the Wallace Ensemble (A Professional Chamber Orchestra). Cellist, Sheku Kanneh-Mason, and his brother, Braimah Kanneh Mason, performed Prayer No. 1 from Jewish Life. The musical director was conductor, composer, pianist and academic, Benjamin Wolf.

A powerful and symbolic candle-lighting ceremony was performed, led by six memorial candles lit by Holocaust and genocide survivors, and by Daniela Abraham, whose great-uncle was murdered by Nazis because he was Roma. Further candles were lit by the Archbishop of Canterbury, the Chief Rabbi and Imam Qari Asim. Their Royal Highnesses took part, passing on flames to representatives from community groups which mark HMD across the country. In total, 75 flames filled the hall, symbolising the 75 years since liberation.

Prominent guests at the Ceremony included the Secretary of State for Housing, Communities and Local Government, the Rt Hon Robert Jenrick MP, the Chancellor of the Exchequer, the Rt Hon Sajid Javid MP, the Leader of the Opposition, the Rt Hon Jeremy Corbyn MP, the Director General of the BBC Lord Hall, the Commissioner of the Metropolitan Police, Dame Cressida Dick and many Ambassadors to the UK.

Our working with the BBC enabled the content to be developed differently: BBC researchers enabled us to ensure that a liberator's experiences (Ian Forsyth MBE) could be included in person, and to produce films using extensive archive footage and including a segment filmed on location in Poland with Holocaust survivor, Arek Hirsh. The broadcast was watched by some 1.2 million people on BBC Two and BBC iPlayer, and received exceptionally positive audience feedback:

'Your program was very moving I wish to commend you on a most sensitive presentation this evening of testimony poems and prayers of the Holocaust and the broadening of the subject to Bosnia, Rwanda and Myanmar to show the relevance in current times.'

Feedback from a BBC viewer

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'As I stand here, in the presence of many of Britain's Holocaust survivors, I feel a special obligation towards the sanctity of their testimonies, because nothing can compare with hearing directly from a survivor.'

Prime Minister, Rt Hon Boris Johnson MP

Memorial candles were lit by survivors of the Holocaust and subsequent genocides, alongside TRH The Duke and Duchess of Cambridge



The Prime Minister spoke to guests during the Ceremony.



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Sheku and Braimah Kanneh-Mason perform 'Prayer No.1 from Jewish Life' by Ernest Bloch



Gypsy Life perform the traditional Roma piece 'Ederlezi' by Goran Bregović



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(Left) Holocaust survivor Mala Tribich MBE and World War Two liberator Ian Forsyth MBE, shared their testimony. (Right) Georgina Campbell reads testimony from Hansu Mala, a Rohingya refugee who fled persecution in Myanmar



(Left) Daniela Abraham, a member of the Roma community, shares her powerful testimony. (Right) Sir Simon Russell Beale reads testimony from Heinz Heiger's book 'The Men With The Pink Triangle'



Learn more about the UK Commemorative Ceremony: hmd.org.uk/UKCeremony

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Reception with Their Royal Highnesses



Their Royal Highnesses spent time after the Ceremony with the survivors who had lit candles. We were delighted Their Royal Highnesses were able to meet survivors in person – this not only enabled them to hear survivors' experiences at first hand, but also demonstrated their deep commitment to Holocaust Memorial Day and the necessity to commemorate the Holocaust, victims of Nazi Persecution and recent genocides.

VIP reception

A small reception was held prior to the Ceremony, with VIP guests and survivors from the HMDT Holocaust Survivors' Legacy Group and the HMDT Genocide Survivors' Consultative Group. We were delighted to welcome the Prime Minister, the Secretary of State for MHCLG, the Chancellor of the Exchequer, the Archbishop of Canterbury, the Chief Rabbi, Imam Qari Asim, Commissioner Dame Cressida Dick, BBC Director General Lord Hall and others.

National and regional ceremonies in the devolved nations (Outreach expenditure)

We worked closely with the Scottish and Welsh Governments, and with the Northern Ireland Executive, to support ceremonies in each devolved administration. We are indebted to colleagues in the Scottish and Welsh Governments and in the Northern Ireland Executive for their active support and commitment.

Scotland

Held in the Scottish Parliament, the Rt Hon Nicola Sturgeon MSP, the First Minister of Scotland, attended the Scottish National Ceremony, which was addressed by Janine Weber BEM, a survivor of the Holocaust, and Hasan Hasanovic, a survivor of the Srebrenica massacre. Interfaith Scotland created a week long programme of events for Holocaust Memorial Day in Scotland. This included a concert at the Royal Conservatoire of Scotland, a schools conference at St Mungo Museum, a visit to HMP Barlinnie, a dialogue event at the Scottish Jewish Archive Centre and multiple talks in schools. These events engaged with thousands of people and school children across Scotland.

Wales

The Welsh Ceremony, introduced by the Reverend Canon Stewart Lisk, included a talk from Dr Martin Stern MBE, Holocaust survivor, a reading by the Rt Hon The Lord Mayor of Cardiff, Councillor Dan De'Ath, and musical interludes from the Cardiff County & Vale of

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Glamorgan Youth Choir. The Rt Hon Mark Drakeford AM, First Minister of Wales read a poem by Iolo Lewis, who served in the British 11th Armoured Division, which liberated the Bergen-Belsen concentration camp in April 1945.

This year for the first time the Welsh Government, with the support of HMDT, organised a series of events after the main commemorative ceremony for Holocaust Memorial Day. Dr Martin Stern spoke 13 times in five days, to schools, HMP Cardiff, and at the Welsh Muslim Cultural Foundation.

The comprehensive programme saw Martin Stern speak at events organised by the schools consortiums for Central South Wales, South East Wales, and South West and mid Wales. Martin, who had encouraged the extensive programme, said "it was wonderful to participate in the Holocaust Memorial Day event in Cardiff City Hall at which the diverse communities of South Wales were so well represented and stood together in common purpose. Fine choral and chamber music made an outstanding Welsh contribution. The events further afield in Wales were an inspiration to me and the engagement by school pupils was especially heartwarming." These events increased the impact and reach of Holocaust Memorial Day 2020 in Wales.

Northern Ireland

In Northern Ireland, HMDT once again supported the Executive Office to deliver a schools and community engagement project in October, followed by the main Ceremony for HMD in January 2020. More than 500 people came together at Belfast City Hall on 27 January for an evening of music, readings, prayer and testimony from Holocaust survivor, Tomi Reichental.

The ceremony was attended by Junior Ministers, Gordon Lyons and Declan Kearney, many members of the local Jewish community and representatives from a range of faith communities, minority ethnic and other groups. Councillor Daniel Baker, Lord Mayor of Belfast, gave a speech and Statements of Commitment were read by young people. Prayers were read by Carl Nelkin and Rev David Kale and guests heard poetry readings by Michael Longley and Maureen Boyle, as well as a performance by Lagan College Choir.

Raise awareness of HMD

Traditional media

We encouraged and then built on the immense media interest in the 75th anniversary and ensured extensive coverage of HMD, reaching millions of people.

Our media strategy covered a number of inspiring strands of work, enabling us to reach a diverse audience. We were delighted at the breadth of coverage of the UK Ceremony, with news outlets from around the world sharing photos and stories from the event. The involvement of Their Royal Highnesses, The Duke and Duchess of Cambridge, along with many other high profile attendees, sparked huge attention and HMDT was able to add depth to this coverage.

In particular, we worked with Jewish News, the Royal Photographic Society and Her Royal Highness, The Duchess of Cambridge, to launch a photographic project featuring survivors of the Holocaust and their families. Four portraits were released for HMD 2020, including

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two taken by Her Royal Highness. This project was covered extensively in titles including The Telegraph, Vogue and People Magazine.

Our media work resulted in more than 5,300 mentions of Holocaust Memorial Day in press, online and broadcast pieces, with more than 1,600 pieces mentioning Holocaust Memorial Day Trust.

Amongst a very wide of range of coverage this year, we were particularly pleased with the following:

- *BBC Breakfast* – interviewed HMDT Chair Laura Marks in the studio on the morning of HMD
- *The Daily Telegraph* – featured the survivor portrait project on its front page, and ran a joint letter from members of our Legacy Consultative Group and Genocide Survivors' Consultative Group
- *This Morning* – interviewed Holocaust survivor Steven Frank in the studio
- *ITV News* – ran HMD content across it's regional news project and highlighted local contributions to the 75 Memorial Flames project
- *The Evening Standard* – ran an opinion piece on HMD from our Chief Executive Olivia Marks-Woldman, emphasising the power of our digital project *Stand Together*
- *Hello!* – reported from the UK Ceremony and ran multiple stories about the photographic project, enabling us to reach different audiences



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'Never forget': survivors of Holocaust mark 75th Auschwitz anniversary

Memorial event in Westminster one of thousands held across the United Kingdom



▲ Anek Hersh (centre) with fellow Holocaust survivors Mala Tribich (left) and Yvonne Bernstein, light candles at the Holocaust Memorial Day event in Westminster. Photograph: Chris Jackson/AFP via Getty Images

Survivors of the Holocaust in the UK and a second world war veteran have warned that the lessons of the atrocities that took place are being forgotten, as they marked the 75th anniversary of the liberation of Auschwitz concentration and extermination camp.

The national commemorative event in Westminster on Holocaust Memorial

BBC NEWS

Home UK World Business Politics Tech Science Health Family & Education

UK England N Ireland Scotland Alba Wales Cymru Local News

Duchess of Cambridge's personal portraits of Holocaust survivors

© 27 January 2020

The Holocaust

Steven Frank is seen alongside his granddaughters Maggie and Tricie

DUCHESS OF CAMBRIDGE

The Duchess of Cambridge has taken photographs of Holocaust survivors in a contribution to an exhibition marking 75 years since the end of the genocide.

BBC NEWS NEWS AT FIVE

Auschwitz commemorations

Prince Charles: A privilege to meet so many holocaust survivors who've moved to UK

- Royal Marine in critical condition following training incident near Plymouth
- 17:42

SPORT ON MONDAY

Liverpool are tamed by Shrewsbury in the FA Cup

Fluoride: Can HRT prevent the onset of dementia?

The Daily Telegraph

NEWS HIGHLIGHTS

Huawei is threat to UK sovereignty, US warns

Last-minute intervention in an SGI contract decision is set to be finalised tomorrow

Duchess marks Holocaust in poignant portrait

Health chiefs accused of coronavirus errors

Brexit 'will benefit farmers'

Placards 18

Outbursts 27

TV ratings 29

Weather 30

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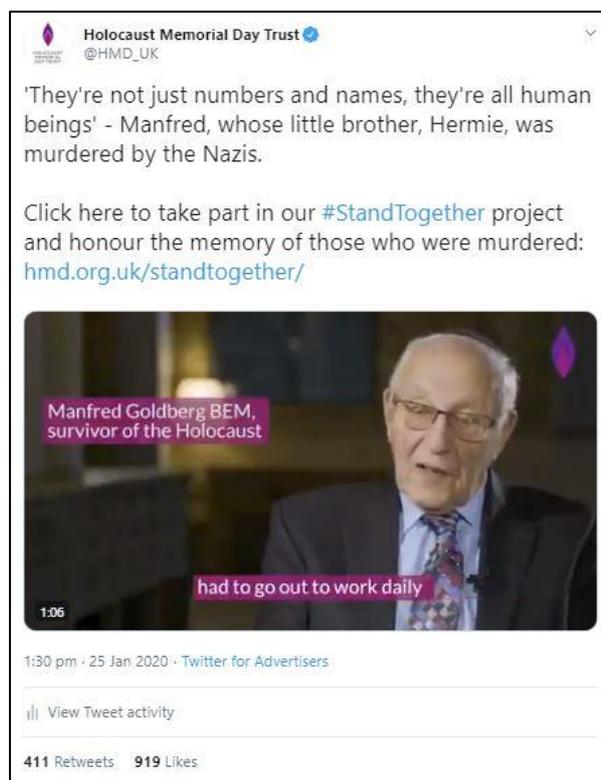
Social media

We were delighted to work again with Twitter, who displayed an HMD flame emoji for the third year. This year it was implemented for two and a half weeks on Twitter's global platform, enabling people marking HMD on Twitter to feel more strongly that they were part of an online community all engaging with HMD together.

We continued to engage with our online supporters through Facebook and Twitter. We used these social media platforms to promote our work, encourage people to access information on the website and engage in online interactions. Our online support increased from 18,588 to 20,938 Facebook page likes and from 24,770 to 30,265 Twitter followers.

We continued our social media strategy, focusing our online content on short films aimed at developing basic knowledge (see Goal 4 for more detail).

As part of our **Stand Together** project (see below), we produced several short films featuring survivors of the Holocaust reflecting on memories of their family members who were murdered. We were delighted to also include a film with Daniela Abraham, a member of London's Roma community, whose great-uncle was murdered by the Nazis because he was Roma. This was only possible after extensive, multi-year work to develop relationships with members of the Roma community. Collectively these films were viewed more than 570,000 times around HMD 2020.



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HMD 2020 – special projects to mark the 75th anniversary of the liberation of Auschwitz

Stand Together digital project

As part of the Holocaust Memorial Day 2020 commemoration, we developed an online engagement project to enable 'acts of remembrance' to be made on social media. People were invited to click to be given the name and brief information about an individual, murdered by the Nazis; these could then be shared on people's own social media feeds.

This project involved extensive development and research. We accessed information on Jewish people murdered in the Holocaust from Yad Vashem in Israel, and collated information on disabled people, Roma people, gay people, Black people and Jehovah's Witnesses from museums and archives in Poland, Austria and Germany. We ensured the project included commemoration for people whose names were unknown. The project was supported by online films to encourage people to make acts of remembrance.

The final project involved sophisticated technical infrastructure. While unfortunately it did not reach as many people as we had hoped, with nearly 15,000 acts of remembrance, it

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did, however, enable meaningful online commemoration for all those who took part. Participants were given a way of understanding how the Holocaust and Nazi Persecution impacted on the lives of different individuals, before giving them the option to share this with others. Whilst the project provided a simple action for individuals to take, it had a much wider reach through their own social media platforms, and ensured that individuals persecuted by the Nazis were appropriately and meaningfully remembered.

For the future we will seek to learn from the experience of the project to ensure that any similar projects that we initiate in the future secure greater participation. The potential of this project was not realized due to a multitude of factors, including the complexity necessitating extensive planning which reduced the opportunity for pilot testing, our web site crashing in HMD itself and a need for many revisions, all largely due to our choice of tech partner who, with hindsight, apologized and returned most of the fee.

Raising awareness of non-Jewish victims of Nazi Persecution and marking more recent genocides throughout the year

In line with our updated strategy, we conducted more activities through the year to highlight more recent genocides. This enabled greater awareness and knowledge of genocides that took place after the Holocaust. Given the 75th anniversary of the Holocaust, we decided to focus our efforts this year for other genocides on-line to deliver maximum impact on a limited budget. We deliberately used existing photography to keep costs low, and very simple messaging with clear information and statistics, and we clearly branded the films as HMDT.

In particular, we released a short film to mark the 25th anniversary of the Genocide in Rwanda (April – July 2019) which was viewed more than 50,000 times, as well as sharing the life stories of individuals affected by the genocide.

As 2020 marks the 25th anniversary of the genocidal massacre in Srebrenica, we developed our theme vision to encourage HMD activity organisers and participants to reflect on this milestone at their local events. We will continue this work into 2020/21 when we mark the anniversary in July.

Our chair attended the 75th anniversary commemoration of the liquidation of the 'Gypsy Family camp' at Auschwitz drawing attention to the Roma Genocide and our commitment to marking it meaningfully.

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Goal 2: To support individuals and organisations across the UK in marking HMD (Outreach)

Goal 2 expenditure is reported as 'Outreach' in the finance pages of this report

We particularly focused this year on encouraging local organisations who had not previously marked HMD to engage with HMD in this milestone anniversary year, and on engaging young people by working with national youth organisations.

Support for local HMD activities:

We knew there would be enormous interest in marking HMD in the 75th anniversary year of the liberation of Auschwitz, and we undertook extensive plans to increase awareness of the anniversary, encourage local commemorations and provide support and advice. In line with our strategy, we focused on increasing the number of organisations marking HMD.

In total, more than 4,500 organisations worked together to plan and deliver these commemorations.

There was also a large increase in the number of local activities – up from 10,000 in January 2019 to more than 17,000 in January 2020.

Number of HMD activities, by region, 2015- 2020

Region/Nation	2015	2016	2017	2018	2019	2020	2019-2020 change	2019-2020 percentage change
East Midlands	235	107	379	895	557	643	86	15.44%
East of England	212	534	720	898	1457	1381	-76	-5.22%
Greater London	467	497	984	1110	1712	3008	1296	75.70%
North East	592	944	1032	1089	569	864	295	51.85%
North West	557	710	1132	1954	1494	2488	994	66.53%
Northern Ireland	151	439	724	759	267	265	-2	-0.75%
Scotland	414	439	446	789	524	1652	1128	215.27%
South East	235	818	998	1173	1075	1788	713	66.33%
South West	226	249	368	1188	894	2289	1395	156.04%
Wales	163	268	356	547	148	566	418	282.43%
West Midlands	198	409	432	513	994	1843	849	85.41%
Yorkshire and Humber	157	184	206	292	793	725	-68	-8.58%
Channel Islands						10	10	
Total activities	3614	5598	7777	11207	10484	17522	7038	67.13%
Annual Increase	31.60%	54.89%	38.92%	44.10%	-6.45%			

Holocaust Memorial Day Trust Trustees' Report

The table below shows the number of local HMD activities recorded by type of activity organiser, and gives the comparison figure for 2019. This information gives a valuable picture of the different sectors involved in organising HMD events. The table shows the percentage of the total number of activities comprised by each type of organiser.

As can be seen, this year there was a very wide range of organisations marking HMD, including faith and interfaith organisations, cinemas, museums and prisons.

Organiser types (2019 and 2020)

By Organisation Type	Total Activities HMD 2019	Percentage of overall activities	Total activities HMD 2020	Percentage of overall activities
Arts Organisation	105	1.00%	157	0.89%
Business	67	0.64%	63	0.36%
Charity	69	0.66%	167	0.95%
Community Groups	108	1.03%	113	0.64%
Cinema	144	1.37%	348	1.98%
Education - Early Years	0	0.00%	2	0.01%
Education – FE	52	0.50%	352	2.00%
Education – HE	191	1.82%	217	1.23%
Education - Primary	344	3.28%	1185	6.73%
Education - Secondary	6518	62.15%	11933	67.73%
Education - SEN/ASN	114	1.09%	181	1.03%
Embassy	-	-	2	0.01%
Emergency Services	19	0.18%	39	0.22%
Faith and Interfaith	447	4.26%	561	3.18%
Government Depts.	-	-	45	0.26%
Individual	123	1.17%	40	0.23%
Library	813	7.75%	1354	7.69%
Local Authority	365	3.48%	428	2.43%
Military Base	0	0.00%	3	0.02%
Museum and Heritage	38	0.36%	115	0.65%
Other	59	0.56%	27	0.15%
Prison	41	0.39%	118	0.67%
Social Care and Health	778	7.42%	52	0.30%
Sport	13	0.12%	34	0.19%
Trade Union	10	0.10%	23	0.13%

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Please note: The table above shows our data recording the primary organiser of the HMD activity. Many HMD activities were held jointly (or with the support of) other organisations.

We know that there are more activities than this but it is impossible to collate them all as we depend on the organisers or our partner organisations to provide robust data. Where this is not made available we do not include the activity in our data.

This information is used to inform our outreach work.

Number of activities and number of unique primary organisations, 2019-2020

	Total Number of Activities	Total Number of Unique Primary Organisations
HMD 2019	10,486	2,465
HMD 2020	17,522	3,759

Number of activities per unique organisation, 2019 and 2020

Number Range of activities carried out per Unique Organisation	HMD 2019		HMD 2020	
	Total	Percentage	Total	Percentage
1-5	2,269	92%	3,468	92%
6-10	58	2%	94	3%
11-20	42	1%	56	1%
21-50	49	2%	83	2%
51-100	23	1%	31	1%
Over 100	24	1%	27	1%
Total Unique Primary Organisations	2,465		3,759	

Organisations and activities reaching young people/adults, HMD 2020

	Marking HMD mainly with young people	Marking HMD mainly with adults
% of organisations marking HMD	35%	65%
% of HMD activities	79%	21%

Workshops

We were very pleased to run a workshop together with the Council for Christians and Jews (CCJ). They recruited nine church leaders around the UK to attend the the workshop and then led HMD Information events for their local clergy/community. Of those, seven then went on to hold their own regional information event along the same lines as the workshop.

Last year for HMD 2019, CCJ recorded more than 7,000 people engaging with their HMD

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activities. For HMD 2020 their figure was approx 95,000 people.

Examples of local HMD activities:

The theme for Holocaust Memorial Day 2020 provided pupils from three South Lanarkshire Schools with the opportunity to research and reflect on the horror of the Holocaust and genocide. Their response has created a thought provoking and powerful display at Low Parks Museum which pushes the viewer to think about the catastrophic effect of discrimination, prejudice and hate.

'Once I had seen the work the schools produced I felt we had to extend the display beyond January, it allows us to ensure that the Holocaust is in the forefront of our visitors minds when visiting our WW2 exhibition.'

Rhona McKinnon, Assistant Museums Officer, South Lanarkshire Leisure and Culture, Low Parks Museum

Llanpumsaint Church held a multifaith HMD service and since then has continued to forge links with the wider community and to celebrate difference.

'We continue to work in partnership with our friends at the Skanda Vale community. Merlin's Explorer Scout unit who participated in the service have been inspired to reflect more on the Holocaust and will be visiting the National Holocaust Centre and Museum in Nottinghamshire in April 2020.'

Rev'd Gaynor Jones Higgs

HMD youth engagement

During the year we increased our engagement among 14-25 year olds both through the **Stand Together** digital project described above, and also by working to increase the number of youth organisations participating in Holocaust Memorial Day.

We set up a Youth Consultative Group, and established a youth representative panel – see below for details. This marks our commitment to our revised strategy deliberately finding new ways to reach young people

Overall the year saw an increase of 60% in youth related organisations marking HMD and 102% in activities. Most organisations carried out between 1-5 activities.

We also saw a notable engagement from the university community, particularly Student Unions and Jewish Societies. Given our developing relationship with the NUS, we hope to continue to grow these numbers next year.

'Marking Holocaust Memorial Day has left me humbled and inspired by the heartbreaking testimonies of sadness and loss and the incredible accounts of bravery and courage. I feel honoured to be able to carry victims' and survivors' stories forward to the future and play my part in combatting discrimination and hatred in our society today.'

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Barnabas Balint, HMD activity organiser and HMDT Youth Representative Panellist

Developing audiences for local HMD activities

As noted above, we have identified two main audiences for our proactive work to support local HMD activities: local authority-led groups, and young people. Both of these audiences are large, so prioritisation was carried out under the guidance of our trustees.

a) Young people

Our strategy in 2019-20 was to focus on reaching young people in schools, particularly in areas where HMD can have most impact, and to start initial work with national youth organisations. Moving forward, we intend to expand our work with national youth organisations.

i) Schools

We continued supporting schools in eight geographical areas where community cohesion and integration are significant issues, and where HMD can have a big impact. Five are closely aligned with the MHCLG integration areas, and we additionally focused on one area in each of Scotland, Wales and Northern Ireland. We proactively engaged with secondary schools within these areas.

We also conducted outreach to national schools and local authority networks eg Beacon Schools for Holocaust education, and the Vision Schools network in Scotland.

Overall engagement with HMD in UK educational establishments

	Total Number of Activities in Education Establishments	Total Number of Education Establishments
HMD 2019	7986	686
HMD 2020	13,875	1,305

HMD within different types of educational establishments

School Type	HMD 2019 Total Activities	HMD 2019 Total number of establishments	HMD 2020 Total Activities	HMD 2020 Total number of establishments
Education - HE	191	68	223	108
Education - FE	52	29	352	53
Education - Secondary	6518	446	11,935	705
Education - Primary	344	122	1,184	396
Education -	881	21	181	43

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SEN/ASN (inc CSSE)				
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Our strategy focuses on encouraging secondary schools to mark HMD. Additionally, we have resources appropriate for primary, tertiary and special schools.

Number of HMD activities and number of schools marking HMD in the UK, by primary, secondary and SEN

	Total Number of Activities	Total Number of Schools marked HMD	Total state schools in UK	Percentage of UK schools marking HMD 2020
Primary	1,184*	396*	20,831	1.9%
Secondary	11,935*	705*	3,079	22.9%
SEN	181	43	1,238	3.5%

Engagement with HMD in integration areas

	Number of Secondary Schools in the integration areas	Number of Secondary Schools in integration areas marking HMD	Number of HMD activities	% of schools marking HMD
Totals 2019	161	34	498	21.1%
Totals 2020	159	56	1331	35.2%

ii) Youth organisations

During the year we convened a Youth Consultative Group, comprising representatives of several major national youth organisations, including the Scout Association, GirlGuiding UK, the National Union of Students and the Union of Jewish Students. They ensured HMD reached widely through their membership and networks, engaging tens of thousands of young people with our digital Stand Together project and other online content for HMD. We will build on these partnerships in the coming years.

We held consultative meetings in person and online with youth representatives, who had been active in our former Youth Champion programme.

'It's a privilege to be a part of the Youth Panel and to help shape and deliver HMDT's message to a younger audience. The youth of today are the leaders of tomorrow and our work empowers them to create the better future we advocate for.'

Nikos Souslous, HMDT Youth Representative Panellist

b) Local government

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We prioritised local government engagement during the past year because reaching adult audiences is a core part of Holocaust Memorial Day, and because local government holds civic responsibility for whole communities across the country. Working with local government is both a symbolic and practical way of enabling HMD to be accessible to everyone, regardless of background or age.

During 2019-20 we proactively sought to engage local councillors, council staff, and metropolitan Mayors. We encouraged different models of HMD: where local authorities ran civic ceremonies themselves, and where local authorities commissioned community groups (for example Interfaith Councils) to run HMD events on their behalf. In both models, the HMD events put on were publicly accessible and open to all.

We placed a specific emphasis on libraries as a large proportion of these are managed or run by the local council.

Additionally, we continued to support local HMD activities in other sectors, for example in museums, libraries and prisons, encouraging the use of HMDT's existing resources.

More generally, HMDT staff continued to provide a high level of support to HMD activity organisers throughout the United Kingdom, responding to queries and providing advice over the telephone and by email.

Number of Local Authorities marking HMD 2020

Local Authority By Number	Total
Local Authority as Primary organiser of HMD activities	232
Local Authority as Secondary organiser of HMD activities	38
Total Local Unique Authorities	270

Included in these figures are 60 Local Authorities which organised HMD activities as both Primary organiser of some activities and Secondary organiser of other activities

Number of HMD activities with Local Authorities as primary and secondary organisers, 2019 and 2020

	HMD 2019	HMD 2020	Change 2019-2020	%
Number of activities with Local Authority as Primary Organiser	365	418	+53	14.52%
Number of activities with Local Authority as Secondary Organiser	651	1,102	+451	69.28%
TOTAL	1,016	1,520	504	49.61%

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Number of Local Authorities marking HMD, by region, 2018-2020

Region	Local authorities marking HMD 2018	Local authorities marking HMD 2019	Local authorities marking HMD 2020	Change 2019-2020	%
Channel Islands	0	0	1	+1	N/A
East Midlands	24	20	25	+5	25.00%
East of England	18	22	40	+18	81.82%
Greater London	46	26*	32	+6	23.08%
North East	12	10	11	+1	10.00%
North West	24	22	29	+7	31.82%
Northern Ireland	12	9	5	-4	-44.44%
Scotland	9	11	22	+11	100.00%
South East	17	28	39	+11	39.29%
South West	11	13	18	+5	38.46%
Wales	11	12	14	+2	16.67%
West Midlands	11	14	20	+6	42.86%
Yorkshire and the Humber	10	13	14	+1	7.69%
Total	205	200	270	+70	35.00%

Comparison between the number of local authorities in a region, and the number of local authorities marking HMD 2020

Region	Total local authorities	# marking HMD 2020	% marking HMD 2020
Channel Islands	1	1	100.00%
East Midlands	49	25	51.02%
East of England	47	40	85.11%
Greater London	33	32	96.97%
North East	12	11	91.67%
North West	39	29	74.36%
Northern Ireland	11	5	45.45%
Scotland	32	22	68.75%
South East	67	39	58.21%
South West	37	18	48.65%
Wales	22	14	63.64%
West Midlands	30	20	66.67%
Yorkshire and the Humber	21	14	66.67%
Total	401	270	67.33%

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"I feel honoured and humbled to be part of this year's Holocaust Memorial Day commemoration service. ..It is important that we look back and remember all those who have suffered, that we learn the lessons from the past and work even harder to make sure that they never happen again. This year's theme, 'Stand Together', prompts us to think about how we can all work together to build a cohesive and kind community where people can respect and love one another despite their differences.'

Cllr Kam Adams, Speaker of Hackney Council

HMD 2020 – special projects for the 75th anniversary of the liberation of Auschwitz

75 Memorial Flames

For this special project, we invited local community groups and schools to create a Memorial Flame, to given dimensions, to mark the 75th anniversary of the liberation of Auschwitz. The aim was to foster deeper engagement in the issues amongst organisations, providing them with a project allowing for increased learning, discussion and creativity.

Supported by our resources, hundreds of Memorial Flames were created: in collage, painting, sculpture, drawing and other arts media. We were delighted to assemble an expert panel of judges, chaired by our trustee Dr Anita Peleg: Holocaust survivor and artist Maurice Blik; arts journalist Sarah Donaldson; HMDT CEO Olivia Marks-Woldman; illustrator Nick Sharratt; and curator Kathleen Soriano. Together they selected 75 artworks (of the more than 300 submitted) from across the UK and from a wide range of organisations, which were unveiled at the HMD 2020 UK Ceremony.

The exhibition then travelled to Cardiff in March 2020, and was on display in a shop unit on Cardiff's central shopping street.

Artworks that were not selected for exhibition were included in local HMD commemorations around the country.

Strategic partnerships

Ministry for Housing, Communities and Local Government

We continued to work closely with MHCLG, including supporting their internal HMD event, attended by staff.

HMDT Partnership Group for HMD

This group, founded, hosted and chaired by HMDT, continued to meet quarterly, facilitating the coordinating and sharing of information in order to increase the reach and impact of HMD. The group comprises representatives of the following national organisations that have involvement in HMD commemoration. Its membership increased this year, with the addition of March of the Living UK and the Holocaust Survivors' Friendship Association.

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Group members:

Aegis Trust

The Archbishop of Canterbury's Office of Inter-Religious Affairs

Association of Jewish Refugees

Anne Frank Trust

Centre for Holocaust Studies, Institute of Education at University College, London (UCL)

Council of Christians and Jews

Foreign & Commonwealth Office

Holocaust Educational Trust

Holocaust Survivors' Friendship Association

Holocaust Survivors' Centre, Jewish Care

Imperial War Museum

Interfaith Scotland

Ishami Foundation

Jewish Museum London

JW3

March of the Living UK

Ministry for Housing, Communities and Local Government

National Holocaust Centre & Museum

Remembering Srebrenica

SURF, Survivors' Fund (supporting survivors of the Genocide in Rwanda)

URUMURI (group led by survivors of the Genocide in Rwanda)

Waging Peace (see below)

Wiener Library

Protection Approaches

We continued as a member of the UK Civil Society Atrocity Prevention Working Group, convened by Protection Approaches. The group exists to cooperate, collaborate, and share knowledge with the aim to improve the UK's prediction and prevention of mass atrocities. More information can be found here: protectionapproaches.org/ap-working-group

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Goal 3: To commemorate and seek to understand the past, with the experiences of survivors and those who were murdered at the heart of HMD

Goal 3 expenditure is reported within 'Theme' in the finance pages of this report

Asserting the primacy of remaining Holocaust survivors

We made strenuous efforts to identify and invite as many Holocaust survivors as possible to the UK Ceremony.

The content of the UK Ceremony was centred on the experiences of those affected during the Holocaust. In addition to including the experiences of Holocaust survivors Arek Hirsh and Mala Tribich within films screened as part of the UK Ceremony; we were delighted that Mala also contributed on stage at the UK Ceremony.

The HMDT Legacy Consultative Group continued to meet regularly during 2019-20. The meetings of this Group were invaluable in providing HMDT Trustees with ideas and perspectives. During this period Susan Pollack MBE stepped down from the Group. Membership comprises:

Steven Frank, BEM, survivor of the Holocaust
Nathan Helfgott, member of 'the second generation' (child of a Holocaust survivor)
Natasha Isaac, member of 'the third generation' (grandchild of a Holocaust survivor)
Bernd Koschland BEM, refugee from Nazism
Hannah Lewis MBE, survivor of the Holocaust
Ivor Perl BEM, survivor of the Holocaust
Joan Salter MBE, survivor of the Holocaust
Martin Stern MBE, survivor of the Holocaust

The Group is chaired by HMDT Chair, Laura Marks. We are very grateful to all its members for their thoughtful and helpful contributions.

We consulted regularly and widely with organisations working with Holocaust survivors through the year, such as Jewish Care's Holocaust Survivors' Centre and the Association of Jewish Refugees.

Through our HMDT Partnership Group for HMD, we established a small sub-group of members who work with Holocaust survivors throughout the year. This group enables staff to coordinate their work with survivors, ensuring that they are not inundated with calls from different organisations, and so that vital information is shared appropriately.

In partnership with sister organisations, we nominate survivors and refugees for honours. This year we were delighted that Mindu Hornick, John Hajdu, Rachel Levy, Bob and Ann Kirk and a number of others received honours. In total, in recognition of the landmark 75th anniversary of the liberation of Auschwitz, more than 30 survivors received honours. Please see Appendix 1 on P.65 for the list of survivors who received honours during this year – this list is as comprehensive as possible; any omissions are inadvertent and deeply regretted.

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Facilitating, wherever possible, the involvement of survivors and their families, including of the second and third generation, in HMD

HMDT ensures survivors are included and involved wherever possible in all HMDT events, including our theme and resources launches. Family members of survivors are included as guests at the UK Ceremony.

This year, we developed links with the new organisation, Generation to Generation, which trains and support members of the second generation in sharing the experiences of their Holocaust survivor relatives.

Ensuring the experiences of survivors and those who were murdered are central to Holocaust Memorial Day

This year, we continued to support our Genocide Survivors' Consultative Group to inform our work. The Group comprises individuals who survived each genocide commemorated on HMD, and is chaired by HMDT trustee Tulip Siddiq MP. Running in parallel to our Holocaust Survivors' Legacy Group, this group is also invaluable in providing HMDT Trustees with ideas and perspectives. We are very grateful to all of its members for their thoughtful and helpful contributions:

Var Ashe, survivor of the Genocide in Cambodia
Sokphal Din, survivor of the Genocide in Cambodia
Sabit Jakupovic, survivor of the Genocide in Bosnia
Eric Eugene Murangwa, survivor of the Genocide in Rwanda
Safet Vukalic, survivor of the Genocide in Bosnia
Two survivors of the Genocide in Darfur, who prefer to remain anonymous for security reasons

We also nominated survivors of more recent genocides for honours, and were delighted that Sokphal Din, who survived the Genocide in Cambodia, and Safet Vukalić, who survived the Genocide in Bosnia, were both recognised for their tireless work to educate others.

This year for the first time we arranged a joint meeting between our Holocaust Survivors' Legacy Group and our Genocide Survivors' Consultative Group. This proved very successful and effective. Discussions included production of a joint letter for HMD 2020, and consideration of the theme for HMD 2021. The letter, urging people to use their words carefully, was published in The Daily Telegraph in January 2020.

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HMDT educational resources include life stories of those who are survivors, as well as those who were murdered. Our web content also reflects the centrality of life stories to our work, with blogs, articles and news stories all featuring personal experiences.

Our media strategy ensures that life stories are central to the messages of Holocaust Memorial Day, and all our creative projects place survivors and those who were murdered at the heart of our work.

[Creating ways of ensuring that the voices and experiences of people with first-hand experience are included in HMD and our resources](#)

HMDT's resources include life stories. Criteria for identifying whose life story is chosen include: survivors of the Holocaust and subsequent genocides; people who were murdered in the Holocaust, under Nazi Persecution and in subsequent genocides; refugees from the Holocaust, Nazi Persecution and subsequent genocides; rescuers; and witnesses. We work hard to ensure that life stories are communicated in different ways such as narrative text in easy-to-read format (most life stories) and film (for example, the films screened at the UK Ceremony).

[Increase understanding of the steps that lead to genocide](#)

The resources and support for local activities based on our theme, **Stand Together**, highlighted the ways in which people from persecuted groups were separated from their neighbours, and how many people today suffer identity-based persecution. These resources encouraged people today to show solidarity and stand together with those who face prejudice.

HMDT's educational resources include the 'ten stages of genocide' developed by Gregory Stanton and the organisation Genocide Watch. The HMDT poster of the stages of genocide was included in the HMD activity pack and available to download from our website.

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HMD 2020 resources and materials

We ensured our Holocaust and genocide poster pack was freely available to download to support local HMD activity organisers, with an additional 3,200 physical copies distributed. A record 260,000 copies of our *About HMD* booklet were distributed to local activity organisers, up from 115,000 in 2019.

We produced a number of materials to support HMDT and HMD 2020: the *HMD 2020 in review* booklet (with information about the reach and impact of HMD 2020) and the metal HMD logo pin badges.

Creating, developing and signposting to educational resources

During this year we re-told six life stories, one of which was also available in an easy to read format. We also developed two school assemblies, a lesson plan focussing on Auschwitz, sensory and craft activities suitable for those with SEN, a 'make a memorial flame' activity and we refreshed our very popular British Heroes of the Holocaust resource.

Our new educational resources were downloaded from our website more than 20,000 times.

'I have personally delivered the assembly that you sent to 1000 students, and the tutors also used your resources for tutor time. The subject matter has deeply affected me and I appreciate everything that you do and how the resources helped me to deliver the assembly to so many students. I have since read the 'Tattooist of Auschwitz' and Eva Schloss' story, and priced up a trip to Krakow for myself in the October half term. I didn't study History at school and since getting the new job role of organising tutor time resources and assemblies (as well as being a chemistry teacher!) I have come across many things that shamefully I should have known more about. I have had students ask me questions, do their own research and congratulate me for pulling myself together when I had a wobble and my voice broke during my first assembly. I thank you most sincerely.'

Jenny Chappell, Hessle High School and Sixth Form

HMD 2020 Special project to mark the 75th anniversary of the liberation of Auschwitz

Portrait project with HRH the Duchess of Cambridge, the Royal Photographic Society and Jewish News

We were delighted to work with Her Royal Highness, The Duchess of Cambridge, the Royal Photographic Society and Jewish News on a project to take portrait photographs of Holocaust survivors and their family members. Four images were released to mark HMD, including two taken by the Duchess of Cambridge in her role as Patron of the Society (Yvonne Bernstein and Steven Frank). Two other images were taken by renowned photographers Jillian Edelstein (John Hajdu) and Frederic Aranda (Joan Salter).

These are wonderful records of extraordinary individuals, and attracted extensive media coverage, enabling millions of people to learn about those who had been persecuted by the

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Nazis. The media reach included papers and magazines that do not usually engage with HMD, such as Vogue, Hello and House and Garden, with international coverage in People Magazine, the Australian Broadcasting Corporation amongst others.

The project is likely to continue in 2020-21, involving more Fellows of the RPS and more Holocaust survivors from around the UK.



Develop ways in which individuals can reflect on the lessons to be learnt from the past

We continued our online blog series, with thought-provoking reflections coming from a range of contributors. These included: Mia Hasenson-Gross, Executive Director at René Cassin, sharing the ways her organisation is supporting the Roma Community, students from Hampton School reflecting on the impact of meeting Sophie Masareka (a survivor of the Genocide in Rwanda), and Elizabeth Arif-Fear, a member of the Jewish and Muslim women's network, Nisa-Nashim, exploring the idea of 'Active Allies'.

Members of our Experts' Reference Group continued to support our work via email and through attendance at relevant events.

For the first time, we invited members of the Group to lead a discussion at the AGM, on the challenges and opportunities facing HMDT. Dr Jane Clements, Jonathan Freedland, Dame

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Helen Hyde and Dr Joe Mulhall gave powerful and thoughtful presentations on faith and interfaith issues, on fake news, on genocide education and on Holocaust denial, which led to a very valuable discussion.

We are grateful to the members of this Group:

Amy Braier (Experts' Reference Group Chairperson)

Cathy Ashley OBE

Alex Brummer

Sir Andrew Burns

Dr Rachel Century

Dr Jane Clements

Professor Matt Craven

Daniel Finkelstein OBE

Jonathan Freedland

Julian Glicher

Henry Grunwald OBE QC

Dr Fahmia Huda OBE

Dame Helen Hyde DBE

Professor Tony Kushner

Diane Lees CBE

Dr Kishan Manocha

Dr Joe Mulhall

Dr Zoe Norridge

Andrew Pakes

Kemal Pervanić

Phillippe Sands QC

Professor Dan Stone

Dr Zoe Waxman

[Being an authoritative voice on commemoration of the Holocaust, Nazi Persecution and subsequent genocides](#)

We are pleased that HMDT is increasingly being recognised as an authority on Holocaust and genocide commemoration and was invited to present on many occasions.

These included at least 16 speeches, presentations at conferences, contributions on panels and at other events, at MHCLG, the Department for Transport, a Council for Christians and Jews event at the House of Lords, at the University of Sussex, and at the Culture as Testimony launch event in Birmingham.

UK Holocaust Memorial Foundation

HMDT has supported the work of the Foundation since its inception. In the past year HMDT has, for example, highlighted its consultation processes and encouraged people to submit views to Westminster Council, and facilitated the work of a freelancer to develop content for the proposed learning centre.

We have supported the work of the Big Ideas company, which is assisting the UKHMF in reaching communities across the UK. We have promoted the Foundation Stones project, encouraging people to paint stones in memory of individuals who were murdered in the Holocaust. These will be incorporated into the foundations of the new UK Holocaust Memorial when it is built, and provide a way for individuals and groups to reflect on the Holocaust and more recent genocides.

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Maintaining an accessible, interactive website with high quality information and resources

HMDT Website and newsletter

We enjoyed a fantastic year for digital engagement, with the HMDT website continuing to perform strongly. In particular:

- There were **57% more visitors** to our website in the period 1 April 2019 to 30 March 2020), compared with the previous year.
- There were **40% more website pageviews** in the period 1 April 2019 to 30 March 2020), compared with the previous year.

We capitalised on the significant interest in HMD 2020 and enabled people to learn more about the Holocaust and genocide on our website. The huge demand for content was exemplified by a 62% increase in website users in January compared to the previous year.

We continued to support our newsletter subscribers with news, activity ideas and announcements throughout the year, with the number of subscribers increasing by 52% year on year.

The online map successfully showed hundreds of local HMD events around the country.



Our online activity map enabled hundreds of the thousands of local activities to be visible and searchable through our website.

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Develop relevant partnerships, including with academics and international organisations such as Yad Vashem

International Holocaust Remembrance Alliance (IHRA)

We continued to play a significant role in the UK contributions to IHRA, and are held up as an exemplar organisation in Holocaust and genocide commemoration. HMDT's CEO Chaired the Committee on the Holocaust, Genocide and Crimes Against Humanity, developing international thinking on comparing recent genocides with the Holocaust, without distorting the historical record. She will continue on the Committee Troika for the year to come.

Yad Vashem, The Holocaust Martyrs' and Heroes' Remembrance Authority

We continue to have a mutually supportive relationship with Yad Vashem, both within the IHRA framework and for HMDT's own projects and resources.

Goal 4 To enable others to work towards a safer, better future by:

- **Promoting a society free from hatred, prejudice and persecution**
and
- **Working to reduce the likelihood of future genocide**

Goal 4 expenditure is reported in 'Theme' and 'Information and communication' in the finance pages of this report

We made progress towards achieving this goal by:

Creation of online content

Short films:

Our first such film was launched to coincide with Genocide Prevention Day on 9 December, and was viewed more than 200,000 times.

We developed a second film for Holocaust Memorial Day, and were delighted that it was viewed more than 1.5 million times (image right).

Blogs: We published 11 blogs during the year on a wide range of subjects (as noted above).

In addition to the theme-specific resources referenced above, we undertook the following activities to pursue this goal:

- We facilitated public discussion on relevant issues through our online and social media communications and website content, including blogs
- We encouraged local activity organisers to ensure that their HMD activities are demonstrating the contemporary relevance of the Holocaust, and our materials and resources supported this aspect of their work
- We highlighted relevant events and programmes, such as Gypsy, Roma Traveller History Month
- Our 'Dates to remember' online content included relevant content that related to Interfaith Week, International Women's Day, Black History Month and Disability Awareness Day.



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Marking recent genocides

We raised awareness of Nazi Persecution of non-Jewish communities and of recent genocides through online communications with our stakeholders and more broadly.

We produced a short film to highlight the 25th anniversary in April 2019 of the Genocide in Rwanda which received tens of thousands of view.

We created a short film to mark in August the 75th anniversary of the liquidation of the 'Gypsy Family Camp' in Auschwitz – it was viewed more than 327,000 times. In addition to this, HMDT generated media interest in the anniversary, appearing on Sky News with a representative from London's Roma Support Group. Our Chair, Laura Marks, travelled to Auschwitz to take part in formal commemorations with the Roma community.

We created a short film to mark the International Day of Disabled People, featuring the experiences of Anna Lehnkering. This was viewed more than 32,000 times.

We re-released our short film to highlight Genocide Prevention Day on 9 December; it was viewed more than 200,000 times.

Goal 5: To be a financially sound, effective organisation

We made progress towards achieving this goal by:

Ensure sufficient funding from central Government and the devolved Administrations in Scotland, Wales and Northern Ireland

We were very pleased to receive, and highly appreciative of, our grant from HMG for 2019-20, comprising an initial grant of £950,000 and a further grant of £50,000 towards the additional costs of the milestone 75th anniversary year. During this financial year, we also received a further £55,000 from the MHCLG to support the work of the UKHMF.

We also received confirmation of a grant from our sponsor department, the Ministry for Housing, Communities and Local Government (MHCLG), for 2020-21, and received reassurances regarding ongoing Government commitments beyond this time.

We report regularly to the MHCLG, and present detailed budgets for our activities.

Additional funding to support the growth in HMD

MHCLG has assured HMDT that the Government will continue to fund HMDT at current levels. However, as HMD continues to grow significantly, trustees initiated fundraising activities in 2019-2020. This income supported special projects and extended the reach of HMD for the 75th anniversary of the liberation of Auschwitz.

In total we received donations of £55,600 from major donors to support our activities in this milestone anniversary year. We are particularly grateful to them all.

We were also particularly pleased to be awarded grants from both the Scottish and Welsh governments during the past year. In respect of Wales, a grant of £40,500 from the Welsh Government to support local HMD activities across Wales, enabled us to bring the 75 Memorial Flames exhibition to Wales and to support the Stand Together digital project. In respect of Scotland, a grant of £22,234 from the Scottish Executive enabled us to support a range of local HMD activities across Scotland. We also remain in discussion with the devolved administration in Northern Ireland about the potential for it to support our work there.

Financial Review

Total income for the year ended 31 March 2020 amounted to £1,185,002 (2019- £1,149,962), primarily comprised of the 2019/20 grant received from MHCLG of £1,007,500 (2019- £1,000,000).

After deducting total expenditure in the year of £1,239,395 (2019- £1,061,611) there was a net deficit of £54,393 (2019 - net surplus £88,351). The Trustees are satisfied with the financial position of the charity as at the year end.

Holocaust Memorial Day Trust Trustees' Report

Support everyone involved in the organisation to understand and implement our strategic aims and objectives

Our Trustees monitor the organisation's activities against its agreed goals, and participate in an annual trustees' away day; staff report regularly to the Chief Executive. They are also members of at least one HMDT Committee, helping to shape our work in detail. Our targets are reviewed annually and updated where appropriate. Our strategy is set out on our website in a clear summary so that all of our stakeholders are able to understand and identify with our organisational aims and goals. The strategy review was completed in 2019-2020.

Ensure our organisational processes are accountable and transparent

Throughout the period under review HMDT has worked to ensure it operates effectively, follows good practice in all matters (including the Charity Governance Code endorsed by the Charity Commission) and provides value for money; and to ensure that our business practices are safe and effective. We are members of the National Council for Voluntary Organisations, and the Chief Executive is a member of Association of Chief Executives of Voluntary Organisations.

We have conducted extensive work to update consents and procedures to ensure we continue to work towards compliance with the recent GDPR guidelines. We continue in our efforts to further develop our data compliance.

Risk management: The Trustees manage risks in the following ways:

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered
- Establishment of policies, systems and procedures to mitigate those risks
- Implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise

Key strategic risks include the following:

As Holocaust survivors reach the end of their lives, there are fewer survivors able to contribute to our work (eg to act as media spokespeople, and add to the development of our resources). There is a risk as a result that our work will become less effective and attract less interest. Trustees have addressed this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. This risk is also addressed operationally through a range of measures including ensuring life stories are at the heart of our work, by conveying these life stories in a variety of ways, by regular staff consultation with Holocaust survivors, and by involving survivors in all HMDT activities and events. The issue of post-survivor HMD and HMDT was discussed at length in our last annual board awayday.

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

Holocaust Memorial Day Trust Trustees' Report

A further financial risk is that as we move to becoming a fundraising organisation, Government support is reduced, and we lose our intimate relationship with Government. This could result in the perception more widely that the Government is less committed to HMD itself, and HMD being perceived as less significant than it currently is. This is mitigated by our new policy set by our Board that commits us to raising no more than 30% of our income from non-Government sources so that Government will maintain 'ownership' of HMD.

A further risk is that the general public will fail to maintain interest and engagement in Holocaust Memorial Day. This is addressed by the identification each year of a new theme for HMD, and by the creative ways in which the HMDT staff team develop programmes of engagement.

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

Further risks discussed with trustees include the following:

- Fake news – distortion of the Holocaust and people distrusting information
- 'who cares?' – people losing interest in the Holocaust
- Holocaust distortions and denial

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

As this report is written, the world is subject to the global pandemic of corona-virus. Clearly, this presents many risks to HMDT:

- Reduced income in future years from government and other potential donors
- Limitations on our work as in-person events become riskier and less able to take place
- Difficulties in maintaining staff morale when working remotely in isolation

These risks are being mitigated by:

- Revised budgets for 2020-21 and redeveloped fundraising plans
- Pilot online events and planning for a range of scenarios
- Regular checks with staff, and a continued Employee Assistance Programme

Audit: An independent audit on the Financial Statements for the financial year ended 31 March 2020 was carried out by Knox Cropper LLP.

Reserves policy: The funding for HMDT is provided by the Ministry for Housing, Communities and Local Government specifically for the objectives set out in our governing

Holocaust Memorial Day Trust Trustees' Report

documents. Although the funding does not provide for the creation of reserves, MHCLG is committed to following the recommended good practice by the Charity Commission, given in particular that the timing of the allocation of our annual grant leaves a funding gap during April and May each year.

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

1. the funds needed for our ongoing working capital requirements, and
2. funds sufficient to enable HMDT to meet its contractual and statutory obligations in the event of our having to cease, or substantially alter, the way in which we operate.

Trustees reviewed and updated the reserves policy in June 2020. Following the review there is a new higher minimum reserves target of £155k which the charity exceeded at 31 March 2020.

Total free reserves available for these purposes at 31 March 2020 amounted to £161,600 (2019 - £220,018).

Going concern

HMDT submitted a three-year funding application to MHCLG for grants to cover the years 2020-21, 2021-22 and 2022-23. This was delayed due to the delayed Government Spending Review. A grant of £900,000 was awarded for 2020-21, and the MHCLG has invited us to update and defer the three-year application for the years 2021-22, 2022-23 and 2023-24. HMDT's understanding from MHCLG is that this three-year funding will then be awarded.

Grant expenditure is monitored closely throughout the year, with Trustee involvement via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly throughout the year on the grant and our activities to our liaison adviser at MHCLG and have a close relationship with civil servants and Ministers in MHCLG. The Trustees are confident that this support will continue beyond March 2021.

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

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

Ensure sound governance

The Holocaust Memorial Day Trust is a charitable company limited by guarantee, incorporated on 6 April 2005 and registered with the Charity Commission for England and Wales on 8 May 2005 (registered Charity number: 1109348).

HMDT is governed by Articles of Association. Trustees are appointed for a three year term

Holocaust Memorial Day Trust Trustees' Report

and may be reappointed for one or, in certain circumstances, two additional term or terms. New Trustees are sought by advertising and by other methods of search, and potential candidates are interviewed by members of the Finance and Operations Committee of the Trustee Board. Costs relating to the governance of the charity are kept to a minimum.

The Board of Trustees meets at least six times each year, in addition to meetings of Trustee Committees, which are held as required. We are particularly grateful to the HMDT Chairperson, Laura Marks OBE, and to its Honorary Officers, Sir Leigh Lewis (Vice-Chairperson) and Amanda King (Treasurer). All are unstinting in their time, energy, support and commitment, and provide HMDT with expert and sound leadership.

Trustees met for an Away Day in October 2019 to complete the review of the Trust's organisational strategy. Decisions made as outlined in the opening sections took effect for marking HMD this year (2019-20).

Key management personnel

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

The Trustees' Finance and Operations Committee meets regularly. Committee members review key financial reports such as Annual Budgets and Quarterly Management Accounts and seek to ensure that HMD has strong financial management systems in place. They also review staff pay, including pay for senior staff.

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2019-20). Details of Trustee expenses are disclosed in note 8.

Equal opportunities: The Holocaust Memorial Day Trust is committed to advancing equality and diversity within all its activities. It aims to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote equalities and tackle discrimination.

Effective office environment

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

Being an effective organisation

Public awareness: As in previous years, we commissioned a public awareness poll of the general public regarding their familiarity with Holocaust Memorial Day. 79% of respondents said they had heard of Holocaust Memorial Day, with 35% saying that they knew HMD well (up from 24% in 2019).

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

Holocaust Memorial Day Trust Trustees' Report

people, and what they actually do:

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

This study helped to inform our operating strategy and its findings are regularly considered.

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2020 activities. Comments included the following:

'Our community has been rocked by some terrifying events in recent years. It's at times like these, when people are nervous and uncertain, that we need to Stand Together the most and show each other some kindness and respect. We are from many different faiths, nationalities and backgrounds, and the 75 Memorial Flames project gave us the opportunity to come together as a community.'

Heidi Cutts, St George the Martyr Church, London

'Stevie and Jimmy have helped others learn about the Holocaust. This for Jimmy was one of those defining moments on his journey through imprisonment where he's started to really focus on other people and less about himself.'

Gary Milling, Governor of HMP Magilligan, Northern Ireland

Fundraising compliance

In 2019-20, HMDT developed a number of initiatives to ensure effective and compliant fundraising activities; these included expanding the membership of the Fundraising Committee, developing a 'Policy on declining donations', recruiting a part-time Fundraiser on a fixed term contract, and reviewing our GDPR responsibilities within fundraising. We will ensure we remain compliant with fundraising regulations.

Remuneration policy

Remuneration for staff is set via guidance from the NJC, and benchmarking with charities of a similar size. It is regularly reviewed by the CEO, Head of Finance and Operations and members of the Finance and Operations Committee. CEO remuneration is reviewed by the Chair and trustees on the Finance and Operations Committee.

Trustees' responsibilities statement

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

Holocaust Memorial Day Trust Trustees' Report

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

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

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

Each of the Trustees confirms that:

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

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

Holocaust Memorial Day Trust Trustees' Report

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

This report was approved by the Trustees on 21 July 2020 and signed on their behalf by:

Laura Marks OBE

Amanda King ACA

Chair – Trustee

Treasurer – Trustee

Holocaust Memorial Day Trust

Independent auditor's report to the members of the Holocaust Memorial Day Trust

Opinion

We have audited the financial statements of Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2020 which comprise the Statement of Financial Activities (including the Income and Expenditure Account), the Balance Sheet, statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 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;
- 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance

Holocaust Memorial Day Trust

Independent auditor's report to the members of the Holocaust Memorial Day Trust

conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are Required to Report by Exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

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

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

Responsibilities of Trustees

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

In preparing the financial statements, the trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related

Holocaust Memorial Day Trust

Independent auditor's report to the members of the Holocaust Memorial Day Trust

to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. A further description of our responsibilities for the audit of the financial statements is located 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 charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Simon Goodridge (Senior Statutory Auditor)

For and on behalf of Knox Cropper LLP (Statutory Auditor)

65 Leadenhall Street

London

EC3A 2AD

Date:

Holocaust Memorial Day Trust
Statement of Financial Activities (SOFA)
For the year ended 31 March 2020

		2020	2020	2020	2019
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	Notes				
Income from:					
Donations and grants	2	117,734	1,064,941	1,182,675	1,149,053
Other income	3	-	2,327	2,327	909
Total income		<u>117,734</u>	<u>1,067,268</u>	<u>1,185,002</u>	<u>1,149,962</u>
Expenditure on:					
Charitable activities					
UK Event (Goal 1)		-	502,736	502,736	294,018
Information and Communication (Goals 1 & 4)		-	211,755	211,755	209,101
Outreach (Goal 2)		62,734	250,486	313,220	245,469
Theme (Goals 3 & 4)		53,250	158,434	211,684	313,023
Total expenditure	4	<u>115,984</u>	<u>1,123,411</u>	<u>1,239,395</u>	<u>1,061,611</u>
Net income/(expenditure) for year	7	1,750	(56,143)	(54,393)	88,351
Transfer between funds	16	(1,750)	1,750	-	-
Net Movement in funds		-	(54,393)	(54,393)	88,351
Funds brought forward		-	223,601	223,601	135,250
Funds carried forward		-	169,208	169,208	223,601

All activities are derived from continuing operations.

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

The notes on pages 57-64 form part of these financial statements.

Holocaust Memorial Day Trust
Balance Sheet
As at 31 March 2020

	Notes	£	2020 £	£	2019 £
Fixed assets	10		7,608		3,583
Current assets:					
Debtors	11	61,327		11,842	
Cash at bank and in hand		283,256		310,585	
		344,583		322,427	
Creditors: amounts falling due within one year	12	(182,983)		(102,409)	
Net current assets			161,600		220,018
Net assets			169,208		223,601
Represented by:					
Unrestricted funds			169,208		223,601

The notes on pages 57-64 form part of these financial statements.

Approved and authorised for issue by the Trustees on 21 July 2020 and signed on their behalf by:

.....
Laura Marks OBE

Chair of Trustees

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Holocaust Memorial Day Trust
Statement of Cash Flows
For the year ended 31 March 2020

	Notes	2020 £	2019 £
Cash flows from operating activities:			
Net cash provided by (used in) operating activities	A	(18,967)	102,290
Cash flows from investing activities:			
Investment income		700	446
Purchase of tangible fixed assets		(9,062)	(6,459)
Net cash (used in) provided by investing activities		(8,362)	(6,013)
Change in cash and cash equivalents in the year		(27,329)	96,277
Cash and cash equivalents brought forward	B	310,585	214,308
Cash and cash equivalents carried forward	B	283,256	310,585

Notes to the statement of cash flows for the year to 31 March 2020

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

	2020 £	2019 £
Net movement in funds (as per the statement of financial activities)	(54,393)	88,351
Adjustments for:		
Depreciation charge	5,037	3,954
Investment income	(700)	(446)
(Increase)/Decrease in debtors	(49,486)	3,485
Increase/(Decrease) in creditors	80,575	6,946
Net cash provided by (used in) operating activities	(18,967)	102,290

B Analysis of cash and cash equivalents

	2020 £	2019 £
Cash at bank and in hand	283,256	310,585
Total cash and cash equivalents	283,256	310,585

Holocaust Memorial Day Trust
Statement of Cash Flows
For the year ended 31 March 2020

C Analysis of changes in net debt

Cash and cash equivalents	At 1 st April 2019	Cash flows	Other non- cash changes	At 31 st March 2020
	£	£	£	£
Cash	310,585	(27,329)	-	283,256
Overdrafts	-	-	-	-
Cash equivalents	-	-	-	-
	310,585	(27,329)	-	283,256
Borrowings				
Debt due within one year	-	-	-	-
Debt due after one year	-	-	-	-
	-	-	-	-

1 Principal Accounting policies

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

1.1 Statutory information

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

1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2020 presented in sterling and rounded to the nearest pound.

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

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

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

1.3 Assessment of going concern

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

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

The Ministry of Housing, Communities and Local Government has provided grant funding for the year to 31 March 2020. A grant of 900k has been awarded for 2020-21 and assurances have been given that a further grant will be awarded for 2021-22. The financial statements of Holocaust Memorial Day Trust have been prepared on a going concern basis, the charity only commits to expenditure for which it has committed funds, and will continue on this basis.

1.4 Tangible fixed assets

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

Computer and office equipment - 50% straight line

Items costing more than £500 are capitalised.

1.5 Fund accounting

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

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

1.6 Income recognition

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

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

1.7 Expenditure recognition

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

Resources expended comprise the costs of charitable activities, which comprise expenditure on the charity's primary charitable purposes, i.e. Theme, Outreach, Information and Communication and UK Event. These include support costs, which represent the costs incurred by staff directly providing support for the charity's programmes. Support costs include management, finance, HR, and IT as well as Governance costs which comprise the costs which are directly attributable to the management of the charity's assets and the necessary legal and organisational procedures for compliance with statutory and governance requirements.

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

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2020

1.8 Pensions

Following completion of their probationary period, employees of the Trust are entitled to join The Holocaust Memorial Day Trust Group Personal Pension Plan, a defined contribution pension scheme. Employees joining the pension scheme, operated by Aviva plc, contract directly with the insurance company. The Trust makes a minimum contribution of 2% of salary and will additionally match employee contributions up to a maximum of 5% of salary. The Trust acts as agent in collecting and paying over employee contributions.

1.9 Operating leases

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

1.10 Debtors

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

1.11 Cash at bank and in hand

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

1.12 Creditors and provisions

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

2 Donations and grants	2020	2019
	£	£
<u>Unrestricted funds</u>		
MHCLG Grant – core funding	1,007,500	1,000,000
Donations	57,441	2,953
Total Unrestricted Funds	<u>1,064,941</u>	<u>1,002,953</u>
<u>Restricted funds</u>		
MHCLG grant for UK Holocaust Memorial and Learning Centre	55,000	146,100
Scotland Local HMD	22,234	-
Wales Local HMD	40,500	-
Total Restricted Funds	<u>117,734</u>	<u>146,100</u>
Total Donations and Grants	<u><u>1,182,675</u></u>	<u><u>1,149,053</u></u>

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3 Other income

	2020	2019
	£	£
Bank Interest receivable	700	446
Other income	1,627	463
Total	<u>2,327</u>	<u>909</u>

4 Analysis of Expenditure

Current Year (2020):

	Activities Undertaken Directly		Support Costs				2020		
			Governance (Note 5)		Other (Note 6)		R	U	TOTAL
	R	U	R	U	R	U			
UK Event	-	457,193	-	7,328	-	38,215	-	502,736	502,736
Information and Communication	-	168,375	-	4,885	-	38,495	-	211,755	211,755
Outreach	62,734	195,346	-	7,328	-	47,812	62,734	250,486	313,220
Theme	53,250	124,536	-	4,886	-	29,012	53,250	158,434	211,684
Total 2020	115,984	945,450	-	24,427	-	153,534	115,984	1,123,411	1,239,395

Prior Year (2019):

	Activities Undertaken Directly		Support Costs				2019		
			Governance (Note 5)		Other (Note 6)		R	U	TOTAL
	R	U	R	U	R	U			
UK Event	-	249,183	-	11,948	-	32,887	-	294,018	294,018
Information and Communication	-	164,703	-	7,965	-	36,433	-	209,101	209,101
Outreach	-	182,921	-	11,948	-	50,600	-	245,469	245,469
Theme	146,100	131,797	-	7,965	-	27,161	146,100	166,923	313,023
Total 2019	146,100	728,604	-	39,826	-	147,081	146,100	915,511	1,061,611

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5 Governance costs

	2020	2019
	£	£
Audit fees	7,450	9,516
Accountancy fees	175	19,939
Legal fees	11,520	5,073
Trustees' and meeting expenses	3,024	2,826
Trustee training and development	2,100	2,196
Bank charges	158	276
Total	<u>24,427</u>	<u>39,826</u>

6 Analysis of other support costs

The Trust initially identifies the costs of its support functions. It then identifies those costs which relate to its governance function. Having identified its governance costs, the remaining support costs are apportioned between the charitable activities undertaken (see note 4) in the year. The basis of apportionment is staff time spent on key business area.

	2020	2019
	£	£
Salaries and related costs	114,166	113,820
Rent, insurance and office equipment	21,521	21,283
Telephones and internet	1,668	2,392
IT and support costs	3,216	4,189
Other office costs	12,963	5,397
Total	<u>153,534</u>	<u>147,081</u>

7 Net income/(expenditure) for the year

This is stated after charging:

	2020	2019
	£	£
Operating leases – land and buildings	70,623	78,085
Depreciation	5,037	3,955
Auditor's remuneration (including VAT)	6,300	6,900
Auditor's fees for other services (including VAT)	1,150	1,030

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £nil(2019: £273, 2 trustees). The charity also incurred £2,139 (2019: £2,275)

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on trustees' meetings in the year.

9 Employees

There were 12 employees during the period (2019 – 12 employees) on an average head count basis.

	2020	2019
	£	£
Salaries and wages	414,901	398,430
Social security costs	36,104	37,907
Employer's contribution to pension scheme	19,561	18,945
Total	<u>470,566</u>	<u>455,282</u>

The number of employees who received emoluments in excess of £60,000 were as follows:

	2020	2019
£80,000-£89,999	<u>1</u>	<u>1</u>

The key management personnel of the charity in charge of directing and controlling, running and operating the company on a day to day basis comprise the Chief Executive, Finance and Resources Manager, HMD Development Manager and Communications Manager. The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £219,401 (2019 - £180,770).

10 Fixed assets

	Computer and Office Equipment
	£
Cost	
Balance at 1 April 2019	12,434
Additions during the year	9,062
Disposals during the year	-
Balance at 31 March 2020	<u>21,496</u>
Depreciation	
Balance at 1 April 2019	8,851
Charge for the period	5,037
Relating to disposals	-
Balance at 31 March 2020	<u>13,888</u>
Net book value at 31 March 2020	<u>7,608</u>
Net book value at 31 March 2019	<u>3,583</u>

All of the above assets are used for charitable purposes.

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11 Debtors

	2020	2019
	£	£
Rent deposits	6,133	6,133
Other debtors and prepayments	55,194	5,709
	<u>61,327</u>	<u>11,842</u>

12 Creditors: amounts falling due within one year

	2020	2019
	£	£
Trade creditors	116,542	9,373
Taxation and social security	15,172	12,208
Other creditors	1,556	4,022
Accruals and deferred income	49,713	76,806
	<u>182,983</u>	<u>102,409</u>

13 Taxation

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

14 Related party transactions

HMDT and JW3 entered into an agreement several years ago with Verein Gedenkdiener for the shared services of a volunteer Gedenkdiener. The aim of the programme is for the volunteer to receive experience of working in an organisation which promotes commemoration of the victims of the Nazi regime as well as education activities related to the remembrance of these victims.

During the year ended 31 March 2020 the Holocaust Memorial Day Trust paid £2,100 to JW3 in respect of the shared administrative costs of the Gedenkdiener programme. As at 31 March 2020 £525 was due to JW3 in respect of outstanding invoices due for shared administrative costs.

There are no other related party transactions other than those already disclosed in note 8 above for 2020 (2019: £1,925).

15 Commitments under operating leases

Total commitments under non cancellable operating leases at 31 March 2020 were as follows:

	2020	2019
	£	£
Due within one year	41,372	17,655
Due within 2-5 years	<u>10,609</u>	<u>-</u>

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Notes to the Financial Statements
For the year ended 31 March 2020

16 Restricted Funds

Current Year (2020):

	At 1 April 2019	Income & gains	Expenditure & losses	Transfers	At 31 March 2020
	£	£	£	£	£
Restricted funds:					
MHCLG – Developing content for UK Holocaust Memorial	-	55,000	(53,250)	(1,750)	-
Scotland HMD project	-	22,234	(22,234)	-	-
Wales HMD Project	-	40,500	(40,500)	-	-
Total restricted funds	-	117,734	(115,984)	(1,750)	-

Prior Year (2019):

	At 1 April 2018	Income & gains	Expenditure & losses	Transfers	At 31 March 2019
	£	£	£	£	£
Restricted funds:					
MHCLG – Developing content for UK Holocaust Memorial	-	146,100	(146,100)	-	-
Total restricted funds	-	146,100	(146,100)	-	-

17 Legal Status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of a winding up is limited to £1.

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18 Comparative 2018 Statement of Financial Activities

Year ended 31 March 2019

	Restricted Fund £	Unrestricted Fund £	2019 Totals £
Income from:			
Donations and grants	146,100	1,002,953	1,149,053
Other income	-	909	909
Total income	146,100	1,003,862	1,149,962
Expenditure on:			
Charitable activities			
UK Event (Goal 1)	-	294,018	294,018
Information and Communication (Goals 1 & 4)	-	209,101	209,101
Outreach (Goal 2)	-	245,469	245,469
Theme (Goals 3 & 4)	146,100	166,923	201,981
Total expenditure	146,100	915,511	1,061,611
Net income/(expenditure) for year	-	88,351	88,351
Funds brought forward	-	135,250	135,250
Funds carried forward	-	223,601	223,601

Honours List

Rachel Barnett
Ruth Barnett
William Bergman
Leslie Brent
Renate Collins
Sokphal Din
Gisela Feldman
John Fieldsend
Manfred Goldberg
Bea Green
John Hajdu
Mindu Hornick
Walter Kammerling
Gabriele Keenaghan
Ann Kirk
Bob Kirk
Peter Frank Kuerer
Ruth Lachs
Lilian Levy
Kurt Marx
Eva Neumann
Dorit Oliver-Wolff
Wlodka Robertson
Ariel Henry Schachter
Wolfgang Marc Schtzberger
Trude Silman
Ernest Simon
Sonja Sternberg
Marianne Summerfield
Peter Summerfield
Safet Vukalic
George Vulkan
Eva Willman
Simon Winston
Uri Winterstein
Ingrid Wuga