

Company number: 05415454

Charity number: 1109348

Scotland SC05119



**HOLOCAUST  
MEMORIAL  
DAY TRUST**

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**HOLOCAUST MEMORIAL DAY TRUST**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2022**

**Holocaust Memorial Day Trust**  
**Reference and administrative information**

	<b>Page</b>
Reference and administrative information	<b>3</b>
Trustees' report	<b>5</b>
Independent auditor's report	<b>39</b>
Statement of financial activities	<b>43</b>
Balance sheet	<b>44</b>
Statement of cash flows	<b>45</b>
Notes to the financial statements	<b>47</b>

## **Holocaust Memorial Day Trust**

### **Reference and administrative information**

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

### **Patron and Honorary Officers**

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

### **Trustees and Staff**

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

Chair of Trustees: Laura Marks OBE

Vice-Chair of

Trustees: Sir Leigh Lewis KCB

Treasurer: Amanda King ACA

HE David Ashley

Dr John Howells OBE MP

Hannah Lewis MBE

Michael Marx

Dr Joe Mulhall

Dr Anita Peleg

Naved Siddiqi

Tulip Siddiq MP

Danny Stone MBE

Peter Suchet (appointed 20 July 2021)

Revd. Dr Richard Sudworth (appointed 20 July 2021)

Ruth Herzberg-Wellin

Marie Van der Zyl

The following Trustee retired on 20 July 2021:

Revd. Mark Poulson

### **Company Secretary**

Amanda King

### **Staff**

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

Olivia Marks-Woldman OBE, Chief Executive

Alex Blake, Senior Education Officer

Dr Rachel Century, Director of Public Engagement and Deputy CEO

Rebecca Deakin, Operations Officer

Dr Toni Griffiths, Senior Outreach Officer

Pippa Harrison, Events Officer

Graham Jackson, Finance and Operations Administrator

Gayathiri Nadrajah, Head of Finance and Operations

## **Holocaust Memorial Day Trust**

### **Reference and administrative information**

Julia Marcuson, Fundraising Manager  
Farayi Mungazi, Senior Communications Officer  
Eva Oddi, Senior Outreach Officer  
Naomi Sheer, Executive Support Officer  
Bethan Tribe, Senior Communications Officer

Felix Baur supported the work of HMDT as a Gedenkdiener. Leanne Marx supported the work of HMDT as a volunteer.

The following individuals were employed during the year but not at the date of this report: Commeletia Allison, Barnabas Balint, Asel Guillot, Alexandra Haxton, Claudia Hyde, Paul Lautman, Laura Newlyn, Amber Pinto and Hin Thi.

The following individuals were temporary staff employed through an agency during the year but not at the date of this report: Roseanna Johnson and Ibbby Lawson.

#### **Principal address**

PO Box 61074  
London  
SE1P 5BX

#### **Registered Office**

130 Wood Street  
London  
EC2V 6DL

#### **Country of registration**

England & Wales

#### **Auditor**

Knox Cropper LLP  
65 Leadenhall Street  
London  
EC3A 2AD

#### **Bankers**

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

Scottish Widows Bank plc  
67 Morrison Street  
Edinburgh  
EH3 8YJ

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

**Company Number:** 05415454

# Holocaust Memorial Day Trust Trustees' Report

## 1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2021 to 31 March 2022.

This has been a particularly challenging year for the Trust, with successive waves of coronavirus and consequent changes to regulations impacting significantly on the planning and delivery of Holocaust Memorial Day 2022. The Trustees are delighted that, notwithstanding these challenges, HMDT was still able to deliver the national Holocaust Memorial Day commemorations with unprecedented impact and success. In particular, the Trust was able to deliver hybrid national UK commemorations, with the main UK ceremony held online on 27 January preceded by a smaller in person event on 17 January.

In respect of local commemorations, both in-person and online, many organisations were forced to make last-minute changes to their plans, and some decided not to hold commemorations at all, when additional restrictions came into effect in December 2021, as this was for many their key planning time for HMD events in late January. Nevertheless, the HMDT outreach team successfully supported many local organisers to hold successful events, despite the frequent changes to the covid situation, regulations and guidance.

## 2. Impact of the pandemic

In common with the rest of the country, and in particular with other charities, the pandemic had a significant impact on HMDT this year:

### a) Staffing

Over the two years of the pandemic, there has been considerable staff turnover and challenges in recruitment. 50% of the staff team have joined since the pandemic which means they have not fully experienced office working as part of the team. This has posed significant challenges for a small team. Additionally there have been difficulties in recruiting staff to some posts, resulting in several posts being filled by temporary staff.

### b) Outreach

As noted above, the pandemic impacted local organisers who were frequently forced to amend or cancel plans as regulations changed. Many locations that usually provide venues for HMDT events were closed or grappling with hybrid activity and trying to persuade visitors to return.

### c) UK Ceremony

We took an early decision to hold a hybrid national Ceremony, with the main online Ceremony screened on 27 January, preceded by a preview of elements of the Ceremony to a small, invited audience on 17 January, using this opportunity also to undertake filming of some VIPs to be edited into the final broadcast.

HMDT remains gravely concerned that the societal context for our work has been impacted very negatively by the pandemic. As we saw last year, and has continued this year, the pandemic has been deliberately exploited (most often, online) by some to increase division and scapegoat minority groups – for example, 'Jews' or 'Zionists' being blamed for spreading

## **Holocaust Memorial Day Trust Trustees' Report**

the disease and/or for profiting from the disease (using age-old antisemitic tropes) and with 'Asian' and/or specifically 'Chinese' people being blamed for spreading the virus.

The Trustees of the charity would like to place on record their thanks and admiration for the way in which the Chief Executive and her staff rose to these challenges, demonstrating the very best of which the Trust is capable.

### **3. Key developments over the year**

#### **a) Artefacts**

We are developing ways to incorporate artefacts into all aspects of our work. Artefacts are evidence of the historical truth of the past, and will be an important element of 'future-proofing' Holocaust education, as fewer survivors remain able to share their experiences in person. Artefacts will also provide challenges to those who seek to deny or distort the historical record.

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

Last year, in January 2021, we initiated a 'national moment' to 'Light the Darkness' while the nation was in lockdown. We were delighted with the huge and very positive response, and we made the decision this year to keep this as an annual opportunity for households around the country to place candles in windows to mark HMD, and to ask for major public buildings to be lit up in purple to support the national moment. We were delighted that, in January 2022, there was once again enormous positive support for this initiative.

### **4) Review of HMDT activities, April 2021 – March 2022**

HMDT activities carry forward our strategic goals, in order to help achieve our mission: to learn from genocide, for a better future.

# Holocaust Memorial Day Trust Trustees' Report

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

## Headline information

- **Days to remember** we produced 6 worksheets (each focused on a significant date relating to the Holocaust, Nazi persecution of minority groups, and recent genocides) and included a different artefact for each.
- We produced 2 Kindertransport lesson plans aimed at primary and secondary age groups.

## Our theme

For HMD 2022 we developed the theme, **One Day**, and launched it at an online event in March 2021.

## Resources

We created new educational resources to support the theme and fill gaps in our 'offer' to schools, and we also promoted again our **HMD Together** suite of resources aimed at meaningful, interactive online commemorations.

**HMD Together** covers six areas: Remember Together, Read Together, Watch Together, Cook Together, Inspire Together and Create Together.



### INSPIRE TOGETHER

Make a moving film from your home by each reading lines from a poem about the Holocaust or genocide. Alternatively, your group could put pen to paper and write your own poem, which you could then film.



### COOK TOGETHER

Food is a great way to learn about other cultures and share a new experience, even while apart. Use these resources to organise your own online cook-along event.



### REMEMBER TOGETHER

Online commemoration events with your local community can be powerful and engaging acts of collective remembrance. Get started with our template online ceremony and advice for organisers.



### CREATE TOGETHER

Work together to create an artwork for HMD. Inspired by the life story of a person affected by genocide. A creative and accessible activity suitable for all ages.



### READ TOGETHER

Whether fictional, historical or survivor testimony, books are a great way to increase your knowledge of the Holocaust and genocide. Find out how to organise a virtual book club and learn more together.



### WATCH TOGETHER

There are many engaging and educational films you can watch with your group to learn more about the Holocaust and genocide. Explore our suggestions and resources for running a film club from your home.

## **Holocaust Memorial Day Trust Trustees' Report**

We launched these resources at an online event in September 2021, with more than 200 people logging on from across the UK. This event was carefully planned with external support to assist with logistics and moderation. Lord Dubs spoke powerfully about what we can learn from the Kindertransport, and Vera Schaufeld MBE spoke to our Gedenkdiener, Jakob Riegler, about her experience of antisemitism before traveling to the UK on the Kindertransport as a child.

With more in person local activities taking place this year, we distributed nearly 90,000 copies of our **About HMD** booklet, up from 25,000 in 2021 (which was at the height of the pandemic).

### **Survivor engagement**

We continued to hold online meetings with our Holocaust Survivors' Legacy Consultative Group and the Genocide Survivors Consultative Group. Not all members were able to use technology and join the meetings, but those who did were profoundly grateful for the contact and for the ability to maintain their involvement with HMDT. They were pleased to be able to continue advising us, and we were delighted that we were able to keep their insights contributing to our work.

In addition, HMDT staff made frequent calls to survivors to keep in touch, and check in on their welfare.

### **International activities**

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

### **HMDT Partnership Group**

The HMD partnership Group is facilitated by HMDT and brings together 20 national organisations working together, in the fields of genocide commemoration and education, with a view to extending the reach and impact of Holocaust Memorial Day. Many of these organisations have branches across the UK which are active in planning local HMD activities each year.

### **Royal Portraits**

We were delighted to assist Clarence House with the project initiated by our Patron, HRH The Prince of Wales, to commission portraits of Holocaust survivors. This had been initiated in 2019 but delayed by the pandemic. We facilitated links with survivors throughout the pandemic, adding new contributors to the project as necessary. The final portraits were unveiled at Holocaust Memorial Day 2022, exhibited at The Queen's Gallery in Buckingham Palace, and were the subject of a major BBC documentary, broadcast on HMD 2022. We have encouraged those engaged by the exhibition and/or documentary to learn more about the individuals portrayed and about their experiences during the Holocaust.



## Holocaust Memorial Day Trust Trustees' Report

- b) **GOAL 2: To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution**

### Headline statistics:

- Nearly 400,000 website visitors over the year
- 1.1 million website page views over the year
- Twitter followers increased from 35,000 to 40,000
- Instagram followers increased from 5,000 to 8,500

**Web and other digital content:** Website use has substantially increased over the past year, with 34% more visits and 41% more page views, and a 131% increase in file downloads in January 2022 compared with January 2021.

We published a range of blogs on different subjects, including tips for faith schools marking HMD, the fight to feel safe for young LGBTQ+ people, and a blog by the Imperial War Museum telling the story of one of their artefacts. We created numerous videos with information on subjects ranging from the ten stages of genocide, to Nazi persecution of black people.

All our digital content is designed to be factually based, to increase readers' knowledge, and to be well-designed with accessible language and imagery, for more engagement online.

Engagement rates and followers have increased across Instagram, Twitter and Facebook, with over 20 million impressions of our Twitter hashtag and an 875% increase in organic Instagram reach in January 2022 compared to January 2021.

Facebook page likes have increased during the financial year from 23,423 to 24,836.

HMDT's Twitter followers have increased from 35,238 to 39,338.

HMDT's Instagram followers have increased from 5,246 to 8,598.

**Volunteers:** As in earlier years we involved volunteers in helping us capture data on the thousands of local HMD activities. Volunteers supported us in particular over the period from December 2021 to February 2022.

**Update library images and literature:** Updating our image library is a major project to audit current images in the library, to check that we have up-to-date permissions for use and to check the scope of the permission (eg website only, social media platforms, length of use etc). This project has been made harder by working from home, without easy access to the server. We nevertheless made a start on the project in the last financial year, completing initial work, and we have made further progress this financial year. We have updated our image library, creating guidance for staff on saving and using images, and we have begun subscribing to Getty images to increase our access to quality images.

Updating our language and literature is another ongoing project that requires significant research. This year trustees discussed and agreed to update our language so that we now refer to 'the Roma Genocide', and to 'the Genocide in Rwanda Against the Tutsi'. It is a major piece of work to update language across all web pages and resources which will be continued in the coming financial year.

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

**Headline statistics:**

- Tens of thousands of viewers for the UK Ceremony broadcast
- Contributions to the UK Ceremony from the Prime Minister, the Rt Hon Boris Johnson MP; the Secretary of State for MHCLG, the Rt Hon Michael Gove MP; the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP; the Archbishop of Canterbury Justin Welby and the Chief Rabbi, Ephraim Mirvis
- Increased media coverage of HMD: 1,300 pieces (up from 1,200 in 2021)
- Increased broadcast coverage: 18% coverage (up from 12% in 2021)
- The 'One Show' on BBC television included a large segment on HMD, including Ceremony clips, reaching 2.5 million viewers
- More than 200 buildings 'Lit up the Darkness'
- Piccadilly Lights showed Generations images and candle-lighting sequence to Light the Darkness.

**Plan and deliver UK Ceremony:** Following our evaluation of the 2021 UK Ceremony, we agreed that for 2022 we wanted to keep the huge reach of online viewers and therefore to repeat an online Ceremony that was open to all to view. However, we also wanted to ensure that collective commemorations could take place in person and accordingly we decided to screen a preview of elements of the UK Ceremony film to a small audience of VIPs and survivors, and to use this as an opportunity to conduct filming which could then be edited into the final broadcast.

**A) Online UK Ceremony broadcast**

Broadcast: As in 2021, we ensured that the Ceremony was presented 'as live', invited guests (who had been invited to the auditorium event pre-pandemic), and sent the programme and candles in advance to guests. We completed many elements of the filming in advance, and were able to use clips to promote the Ceremony and encourage members of the public to register to watch the Ceremony broadcast.

Survivors: Survivors were invited to watch the UK Ceremony broadcast, and HMDT sent gift boxes with treats and refreshments to them to enjoy alongside the Ceremony, together with a memorial candle and the programme. These were hugely appreciated, and helped make the survivors feel honoured.

Ceremony film content: The Ceremony was anchored by narrator, Sandi Toksvig, who referenced her father's and grandparents' experiences of hiding Jewish families during the Holocaust. The core content of the Ceremony film was based on the concept of survivors telling different audiences about their experiences of genocide. This enabled viewers to feel drawn into the experience of hearing the testimony, as well as showcasing the different audiences who mark HMD around the country (eg a Scout group in Surrey and members of the South Yorkshire Fire and Rescue Service). We were delighted that these contributions included the Prime Minister, listening to Holocaust survivor Manfred Goldberg, who shared testimony about 'one day' when his brother was taken by the Nazis.

## Holocaust Memorial Day Trust Trustees' Report

Short films, narrated by Stephen Fry, gave factual historical background, with archive imagery, of each recent genocide, ensuring personal testimony was contextualised with accurate information.

We were delighted that the Secretary of State, the Rt Hon Michael Gove MP, gave a powerful and supportive speech as a central part of the Ceremony film.



*Images  
from the  
UK HMD  
2022  
Ceremony*



Content tailored for online broadcast: We created Ceremony content that could not have been included had the Ceremony been in an auditorium, for example:

- Joining messages from people across the country, including National Trust volunteers in the Farne Islands in Northumberland, the station-master at Mortlake Station, the Kew Park girls football team, staff in a Nat West branch, paediatric staff in an NHS ward, and a lifeguard in North Devon;
- Survivors of the Holocaust and recent genocides sharing their experiences with different groups around the country; and
- Contributions from senior political and faith leaders.

## **Holocaust Memorial Day Trust Trustees' Report**

Audience reach: Because we brought our production timelines earlier, we were able to work with the BBC and other broadcasters to show clips of the Ceremony. The BBC's The One Show included a major segment on Holocaust Memorial Day, anchored by Rob Rinder and showing several clips of the UK Ceremony.

Fewer devices logged on to watch the Ceremony than in previous year, but anecdotal evidence suggests that more people watched per device – with elderly people in particular, who in 2021 were isolated in their homes, this year joining family members to watch the Ceremony together. We estimate that, overall, similar numbers of people viewed the ceremony – amounting in total to some tens of thousands of individuals.

Millions more watched segments through mainstream broadcasters. The One Show was watched by more than 2.5 million people, and millions viewed clips shown on news programmes.

*'As a former history teacher, I was so interested to find out more about personal stories, and I learned so much. It was in the details rather than overviews of events, and I certainly learnt more about genocides that have taken place since the Holocaust. I was only young when the genocide in Cambodia took place but was an adult when the genocides in Eastern Europe and Rwanda took place, for example. And yet I feel this is where I knew the least, so understanding more about what happened in each was an eye opener for me.'*

Nancy Kirk, Ceremony viewer

*'Watching the Ceremony made me feel that we all need to be strong and united in supporting survivors of the Holocaust and genocides, and ensure that we speak up against countries where racism and genocides are taking place.'*

Peter Knight, Ceremony viewer

### **B) In person event**

This event – held on the 17<sup>th</sup> of January 2022 - was initially planned for approximately 150 people, but, due to the pandemic, had to be reduced to approximately 50 people. They included VIPs who were filmed making speeches (the Secretary of State, the Rt Hon Michael Gove MP, and the Chief Rabbi) and lighting candles (including the Metropolitan Police Commissioner, Dame Cressida Dick; the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP, and faith leaders), and survivors who were featured in the Ceremony. Additionally a small number of donors were invited, as well as senior officials from DLUHC, and key stakeholders who had supported HMDT.

### **C) Light the Darkness**

Last year we initiated a national moment of collective commemoration at 8pm on Holocaust Memorial Day: 'Light the Darkness'. The response was so enthusiastic that Trustees have decided to make this an annual event.

The Light the Darkness moment was promoted across many platforms, including radio stations such as Heart and Classic. Additionally, we were given billboard advertising space at greatly reduced cost, across the UK.

## Holocaust Memorial Day Trust Trustees' Report

The engagement was extraordinary and went far beyond our hopes.

More than 200 buildings lit up in purple, Piccadilly Circus screened images of Holocaust survivors on the vast Piccadilly Lights screens, and Light the Darkness led the national news at 8pm and 10pm.

We felt we had really achieved our ambition to bring people together in a collective national endeavour.

We thank all those organisations who supported us in this powerful and very visual way.



*Top left: Titanic Belfast lights up in purple © Richie Lavery; Top right: Sandi Toksvig lights the darkness (Twitter); bottom left: Households lighting candles to commemorate HMD © John Sheer; bottom right: London Eye lights up in purple © Grainge Photography*

The reach was extraordinary and went far beyond our initial ambitions. On the social media platform Twitter there were **49.1K** #LightTheDarkness mentions and **25.6k** @HMD\_UK

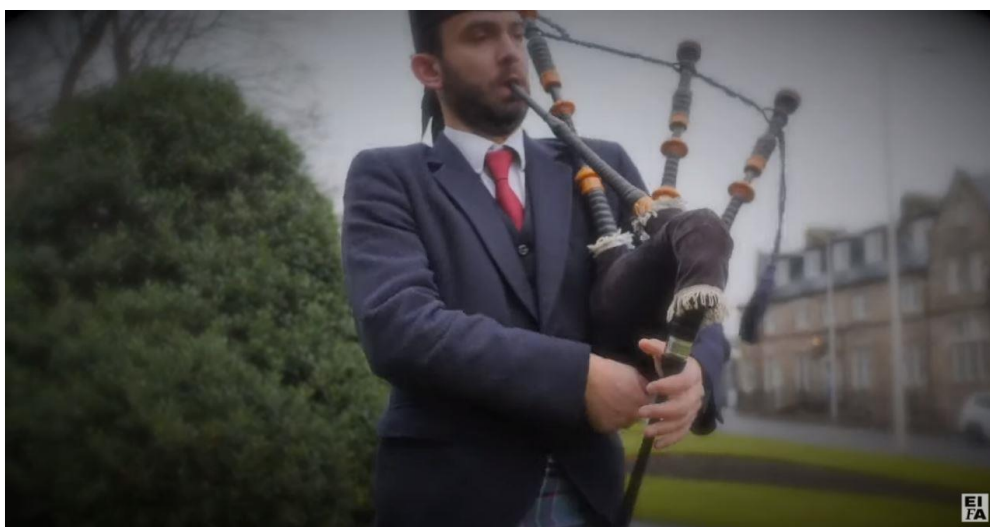
## Holocaust Memorial Day Trust Trustees' Report

mentions on 27 January, with **24million** trend impressions (how many people saw the Trend on the day).

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

As in previous years, we supported Ceremonies in Scotland, Wales and Northern Ireland. This year for the first time HMDT received grants in support of our work from each of the home nations; for Northern Ireland and Scotland the grant was to co-ordinate the Ceremonies which were held.

Scotland: We worked with the Edinburgh Interfaith Association to plan and deliver a filmed Ceremony, supported by the Scottish HMD Steering Group (chaired by HMDT).



*Image from the  
Scottish  
Ceremony*

Northern Ireland: We worked with a Belfast-based Support Worker to plan and deliver a filmed Ceremony, supported by the Northern Ireland HMD Steering Group (chaired by HMDT).



*Image from the  
Northern Ireland  
Ceremony*

## Holocaust Memorial Day Trust Trustees' Report

Wales: HMDT supported the Welsh Government's plans for a filmed national Ceremony.



*Image from the  
Welsh  
Ceremony*

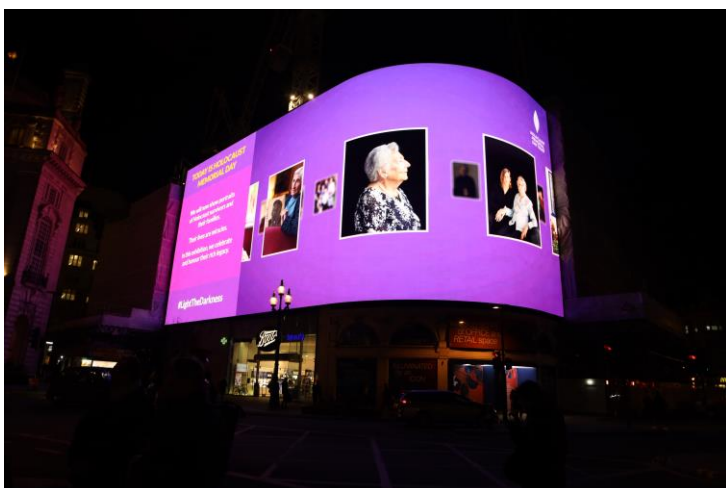
**Increase knowledge and raise awareness through the media:** As in previous years, we carefully considered the best way to support media interest in HMD. Given the weight of demand around Holocaust Memorial Day and the challenges posed by the pandemic, Trustees felt that the most cost-effective way to achieve media reach was to bring in external expertise and assistance in the run-up to HMD. To make the most of this brief, we included support for media interest through more of the year, not only in the HMD period.

We again commissioned Trafalgar Strategy, in June 2021, for this purpose and were very grateful to them for their efforts.

Their assistance helped HMDT reach people during the year with op-eds from HMDT at key points in the year as well as in January. They also helped ensure that Light the Darkness achieved its very considerable reach and profile and supported extensive coverage of the UK Ceremony, ensuring that many millions of people were aware of HMD and able to learn about its purpose and key messages.

We were particularly pleased with coverage in the Metro of parliamentarians across the House wearing the HMD pin badge; of the Piccadilly Lights coverage; of The One Show featuring Ceremony clips; and of the BBC documentary about the Seven Portraits of Holocaust survivors.

# Holocaust Memorial Day Trust Trustees' Report



## What badge are MPs wearing today? Holocaust Memorial Day badge explained – and where to get one

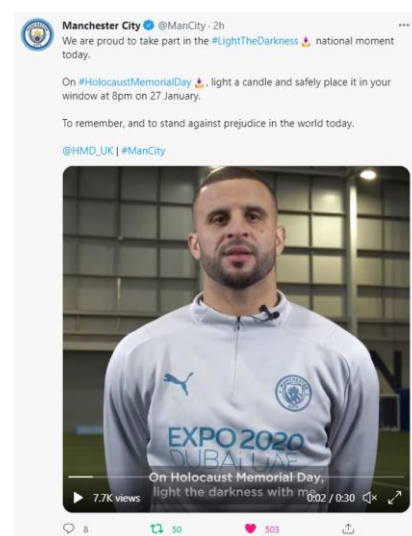


Top left: Piccadilly Lights screening the Ceremony © Grainge Photography; Top right: Olivia-Marks-Woldman OBE on BBC Breakfast; Bottom left: article in the Metro; Bottom right: House of Parliament lit up in purple

## Increase knowledge and raise awareness through social media

Our social media posts continued to focus heavily on statistical and contextual information, as well as life stories of individuals affected by genocide, in order to achieve our desired outcomes of increasing knowledge and empathy. We created and shared short films and blogs, as well as retexting relevant articles from reputable sources.

As well as maintaining our Facebook and Twitter accounts, we also focussed on increasing our Instagram reach, and were delighted to see a significant increase.



Tweet by Manchester City on HMD 2022



## **Holocaust Memorial Day Trust Trustees' Report**

### **Increase knowledge and raise awareness through events**

We held a Parliamentary reception in January 2022; originally planned as an in-person event, it was in the end held as an online event due to the pandemic. The purpose of the event was to raise awareness of HMD 2022 amongst parliamentarians, encouraging them to attend local constituency HMD events, watch the UK Ceremony and participate in Light the Darkness. The event included a private screening of some elements of the online Ceremony, and ended with participants being invited to light a candle. We were honoured that DLUHC Minister, Kemi Badenoch MP, spoke at the event.

In March 2022, we held an event to reflect on the reach and impact of HMD 2022, and to learn more about the war in Ukraine. We were delighted to have as speakers journalist Lyndsay Hilsum, who had recently returned from reporting from Ukraine, and policy expert Dr Kate Ferguson, who spoke about the architectures and developments of violence. The event was held for approximately 50 stakeholders.

## Holocaust Memorial Day Trust Trustees' Report

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

### Headline stats:

- 3,200 organisations marked HMD in 2022 (2,800 in 2021)
- 4,200 activities took place (3,600 in 2021)
- Number of local authorities involved in marking HMD stayed about the same (an increase of 3 in 2021)
- 25% of state secondary schools marked HMD in 2022 (compared with just over 20% in 2021)
- Successful youth engagement, with 323 youth-related organisations marking HMD 2022 (compared with 265 youth organisations in 2021)

### Examples of local HMD events:

Students at Brannock High School in North Lanarkshire created memorial pebbles which were laid under a tree at an HMD memorial service led by students.



Image: Students at Brannock High School in North Lanarkshire, created memorial pebbles which were laid under a tree at an HMD memorial service led by students.



Image: Participants at HMP Low Moss used 'The World at War' documentaries as a point of discussion during philosophy sessions and read 'The Diary of Anne Frank' during a book group. They also created artworks in response, as pictured.

Participants at HMP Low Moss used 'The World at War' documentaries as a point of discussion during philosophy sessions and read 'The Diary of Anne Frank' during a book group. They also created artworks in response, as pictured.

Eden Girls, an all-girls Muslim faith-based secondary school in East London, hosted Smajo Bešo, a survivor of the genocide in Bosnia. Smajo spoke to a group of students about his experiences as a child in Bosnia, and what it was like to come to the UK as a refugee. Students had time to ask questions and discuss what they had learnt. In response they created a banner for the front of their school to welcome refugees in their area, and brought donations of clothes, books and toys for recently arrived refugee families. These were distributed by Hackney Migrant Centre, Care4Calais East London and Waging Peace.



One student reflected: *'It's not just words in a history textbook anymore. It's someone who we've seen and he's told us his own story about how his life has been affected, so everything just became a lot more real.'*

## Holocaust Memorial Day Trust Trustees' Report

### Outreach activity

#### Overall statistics

Table 1 UK Regional breakdown of number of organisations marking HMD

Region	2021	2022	Change	Percentage change
East Midlands	173	184	11	6%
East of England	196	283	87	44%
Greater London	509	586	77	15%
North East	125	181	56	45%
North West	289	365	76	26%
Northern Ireland	41	99	58	141%
Scotland	234	215	-19	-8%
South East	431	347	-84	-19%
South West	169	219	50	30%
Wales	147	223	76	52%
West Midlands	243	244	0	0%
Yorkshire and Humber	225	246	21	9%
Channel Islands	7	10	3	43%
Virtual	8	0	-8	-100%
International	5	10	5	100%
<b>Total</b>	<b>2,802</b>	<b>3,212</b>		<b>14%</b>

We were delighted to see growth in most regions of the UK. The locations with the largest increases were those with a dedicated support worker based in the area and able to focus particularly on encouraging and supporting local organisations to mark HMD. These were Northern Ireland and Wales, whose support workers were funded by the devolved government administrations.

## Holocaust Memorial Day Trust Trustees' Report

Table 2 UK Regional breakdown of local HMD activities

Region	2021	2022	2021-2022 change	Percentage change
East Midlands	187	231	44	24%
East of England	250	358	108	43%
Greater London	713	790	77	11%
North East	163	206	43	26%
North West	498	476	-22	-4%
Northern Ireland	49	170	121	247%
Scotland	372	361	-11	-3%
South East	415	416	1	0%
South West	289	516	227	79%
Wales	179	259	80	45%
West Midlands	275	264	-11	-4%
Yorkshire and Humber	209	154	-55	-26%
Channel Islands	5	4	-1	-20%
Other		5		
<b>Total activities</b>	<b>3,604</b>	<b>4,208</b>	<b>604</b>	<b>17%</b>

Taking the above tables together in 2022 more than 3,200 organisations held over 4,200 activities. Both figures represent a notable increase on the number recorded in 2021.

## Holocaust Memorial Day Trust Trustees' Report

Table 3 Organisations marking HMD by Organisation type

Organisation Type	2020*	2021	2022	2021-22 Difference
Arts Organisation	59	71	70	-1
Business	41	62	72	10
Charity	79	90	80	-10
Cinema	191	1	21	20
Community Group	72	79	74	-5
Education – FE	53	46	54	8
Education – HE	107	177	197	20
Education – Primary	394	406	494	88
Education – Secondary	706	939	1051	112
Education – SEN	43	34	53	19
Embassy	1	3	1	-2
Emergency Service	26	34	102	68
Faith and Interfaith	306	256	225	-31
Government departments	24	16	24	8
Individual	37	19	10	-9
Library	1227	134	189	55
Local Authority	246	277	259	-18
Members of Parliament*		15		-15
Museum and Heritage	49	45	80	35
Other		20	16	-4
Prison	24	4	17	13
Publishers		2	7	5
Pupil referral unit		3	7	4
Social Care and Health	18	13	16	3
Sport	32	17	18	1
Trade Union	17	10	22	12
Trust or Foundation		6	3	-3
Youth Organisation		34	49	15

\*MPs being analysed separately for 2022

These figures need to be seen with the pandemic in mind: for example, in 2020 nearly 200 cinemas marked HMD, whereas in the lockdown in January 2021 cinemas were closed and only 1 conducted an online event. This year, as places of entertainment were slowly coming out of the pandemic though many were still closed completely, we were pleased to support 21 cinemas to mark HMD.

HMDT will use these data to inform our outreach work over the coming financial year. For example, there is clearly scope to expand HMD within faith and interfaith environments, and in the health and social care fields, and we would like to consolidate the growth in HMD in prisons and cultural centres (museums, galleries etc). The growth in these sectors (prisons and cultural centres) is in large measure due to HMDT having received funding for targeted outreach in these areas.

## Holocaust Memorial Day Trust Trustees' Report

### Schools

*Table 4 – Overview of schools engaged with HMD*

	Total Number of schools marking HMD	Total Number of HMD activities in schools
HMD 2019	686	7,986
HMD 2020	1,144	13,300
HMD 2021	1,255	1,619
HMD 2022	1,605	2,090

We are delighted that HMD activity has grown in schools to more than 2020 levels, despite the pressures that teachers have been under during the pandemic. The HMDT team has worked hard to support school staff in marking HMD, and focused more on engaging new schools to mark HMD than in encouraging existing schools to undertake multiple HMD activities. This change in approach is to increase the impact of HMD.

*Table 5 UK - breakdown of schools marking HMD*

	Total Number of Schools marked HMD	Total state schools in UK	% of UK state schools marking HMD 2022	% of UK state schools marking HMD 2021
Primary	494	20,806	2	2
Secondary	1,051	4,190	25	20
SEN	53	1,238	4	2
PRU	7	348	2	Not calculated

We are delighted that HMD is now marked in a quarter of state secondary schools in the UK, though of course this indicates the potential scope for further growth. As noted above, these data include the HMD activities run or facilitated by sister organisations (eg 290 schools joining HET's webcast with 40 schools holding survivor talks, 157 schools joined events by the Anne Frank Trust and Big Ideas engaged 125 schools).

The data also include HMD events run by other organisations whom HMDT has supported with HMD materials, eg 332 schools joined events run by the National Literacy Trust whilst 91 schools joined events run by the National Centre for Children's Books.

While some schools joined events run by more than one organisation, HMDT has sought to remove duplication so that the figures shown record the total number of individual schools which marked HMD and the total number of HMD activities which were held.

## Holocaust Memorial Day Trust Trustees' Report

Table 6 England - breakdown of schools marking HMD

	Total Number of Schools marked HMD 2022	Change from HMD 2021	Total state schools in England	% of English schools marking HMD 2022	% of English schools marking HMD 2021
<b>Primary</b>	441	+92	16,769	3	2%
<b>Secondary</b>	929	+230	2,319	40	30%
<b>SEN</b>	51	+29	1,044	5	2%
<b>PRU</b>	7		348	2	
<b>Total</b>	<b>1,428</b>	<b>+358</b>	<b>20,480</b>	<b>7</b>	<b>5</b>

Whilst the UK-wide figure for state secondary schools marking HMD 2022 is 25%, in England this figure rises to 40%. This large-scale participation in HMD in English schools is very welcome but it also points to the scope for increasing the number of schools that mark HMD in Scotland, Wales and Northern Ireland, and will inform our approach next year.

All but two of the SEN schools marking HMD are in England.

The disparities between English schools and those in the devolved nations marking HMD is likely to be due to a number of factors including:

- In January 2022, Covid was affecting parts of the UK differently, and regulations were different across the devolved nations; in particular large numbers of schools in Scotland were closed completely;
- HMDT is doing focused work in integration areas, most of which are in England; and
- Most of our sister charities engaged in HMD work are based in England.

Table 7 Integration Areas

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

## Holocaust Memorial Day Trust Trustees' Report

Table 8 Integration Area Breakdown

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

\*Including Bradford Central Pupil Referral Unit

\*\*includes 3 schools who posted about HMD on their social media but where activities could not be verified



## Holocaust Memorial Day Trust Trustees' Report

### Local authorities, esp integration areas

Table 9 Local Authorities by Region/Nation

Region	HMD 2020	HMD 2021	Change 2020-2021	%	HMD 2022	Change 2021-2022	%
Channel Islands	1	0	-1	-100	0	0	0
East Midlands	28	22	-6	-21	21	-1	-5
East of England	31	23	-8	-26	25	2	9
Greater London	30	29	-1	-3	29	0	0
North East	8	10	2	25	11	1	10
North West	23	18	-5	-22	22	4	22
Northern Ireland	4	7	3	75	9	2	29
Scotland	18	18	0	0	14	-4	-22
South East	30	25	-5	-17	25	0	0%
South West	18	15	-3	-17	19	4	27
Wales	13	13	0	0	15	2	15
West Midlands	19	15	-4	-21	12	-3	-20
Yorkshire and the Humber	9	9	0	0	14	5	6
<b>Total</b>	<b>232</b>	<b>204</b>	<b>-28</b>	<b>-12</b>	<b>216</b>	<b>12</b>	<b>6</b>

The overall number of local authorities which engaged in HMD 2022 activities as a primary organiser notably increased compared to 2021.

## Holocaust Memorial Day Trust Trustees' Report

Table 10 Local Authorities and Integration Areas

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

In 2022 the number of local authorities that participated in a HMD activity from integration areas was 7 out of 8, consistent and unchanged in comparison with 2021.

### Youth engagement

This year our key success was in overseeing an increase in the number of youth organisations marking Holocaust Memorial Day, despite the challenges brought on by the global pandemic. Additionally, the Scout Association included HMD in their social action badge, thus significantly increasing the number of cubs and scouts engaging with HMD.

Our youth engagement covers two strands: (a) encouraging young people to run HMD events, and (b) encouraging young people to take part in a specific HMDT youth engagement project. To do this we have the support of two groups that we established a couple of years ago: our Youth Consultative Group (YCG), comprising representatives from national youth organisations, and our Youth Voices, comprising young people themselves.

#### a) Youth-related organisations marking HMD 2021

This year we saw an increase in the number of youth related organisations running HMD activities, with a total of **265** youth organisations marking HMD. These comprised activities noted in the tables above, in higher and further education settings, and in youth organisations and groups.

Overall this represents an increase of **37 %** in the number of youth-related organisations marking HMD compared to 2020, and an increase of **119 %** compared to 2019. Of the total of 265 youth organisations marking HMD, **118** were the primary organisers (the others were events where the youth-related organisation supported and assisted, rather than led, the development of the event). This reflects the collaborative nature of many higher education events, which made up the highest proportion of events.

We also saw a notable engagement from the university community, with Higher Education (HE) making up **75%** of the youth related organisations. HE organisations include

## Holocaust Memorial Day Trust Trustees' Report

universities, university departments, student unions and societies (eg Jewish or History Societies). Most university events involved multiple organisations, for example the Student Union and the History Department, or the Jewish Society and the Student Union.

### a) Youth engagement project

We again ran a youth photography competition, connecting directly with young people under 25 years old. The theme for Holocaust Memorial Day (HMD) 2022 was **One Day**. To find out what this theme meant to young people across the UK, we asked them to send us a photo that finished the sentence 'One Day...'.

The competition was launched with a youth event *One Day: The power of photography*, held on 14<sup>th</sup> October 21, and attended by approximately 50 people. Three leading youth voices in Holocaust and genocide education each shared a photo and spoke about *One Day* in the past, present and future. They were joined by Mussa Uwitonze, a Rwandan survivor and photographer, who spoke about using photography as a tool for social change.

We were delighted to announce a formidable line up of competition judges, including star photographer Rankin, Open Eye curator Mariama Attah, and Rwandan survivor and photographer Mussa Uwitonze. They were joined by HMDT Trustee, Tulip Siddiq MP, and our CEO, Olivia Marks-Woldman OBE.

Young people submitted photos directly to HMDT and the judges chose a selection of the best ones to form an exhibition: *One Day*. The exhibition was launched in the run up to HMD 2021, and shown at the small in-person event to mark the UK Ceremony. The exhibition can be viewed online and was also screened before the online national ceremony and at the small in-person ceremony. The exhibition was subsequently displayed at the National Liverpool Museum for the whole of April and at Leicester Guildhall Museum for the whole of June.

The competition was run differently this year, which unfortunately did not prove to be successful. For HMD 2021, the youth organisations on our Youth Consultative Group (YCG) ran their own parallel photography competitions whereas this year they asked us to run one national competition and promoted it to their membership. This resulted in under 100 entries, compared with 400 the previous year. We shall be looking at this experience in our planning for the current year.

### b) Youth engagement support groups

Youth Consultative Group (YCG): We worked closely with the existing members of the YCG: the Scout Association, Girlguiding UK, NUS, UJS, and welcomed a new member, Access Sports. They worked with HMDT to promote HMD to a diverse youth audience. This year the Scout Association linked HMD to two badges, and all members promoted HMD on their websites and across internal and external communications channels.

Youth Voices: We worked with five existing youth members, and additionally welcomed five new members to the group. All are young people aged between 18 and 26 years old who volunteer their time to support HMDT, discussing ideas for youth engagement and giving us feedback on youth projects.

# Holocaust Memorial Day Trust Trustees' Report

## 75 Memorial Flames

Our exhibition of 75 Memorial Flames, created by community groups across the country, had been developed during 2019-2020, and launched at HMD 2020. The initial plan had been to take the exhibition to venues across the UK throughout the 75<sup>th</sup> anniversary year of 2020, ie during the financial year 2020-2021. However, due to the pandemic, these plans had unfortunately to be cancelled.

## Materials & impact studies

As in previous years, we produced and distributed flame pin badges, and produced HMD banners.

We surveyed local HMD activity organisers and others through our networks to find out about the reach of HMD, and the impact it had this year.

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

## Funding

We are deeply grateful to the Department for Levelling Up, Housing and Communities, which continues to support the Holocaust Memorial Day Trust by providing the great majority of our funding (some 80% of our income in 2021-22). In addition to their financial support, the Secretary of State and colleagues in DLUHC continued their long-standing support for Holocaust Memorial Day, participating at the UK Ceremony, giving advice and guidance and championing HMD and HMDT.

## Financial Review

HMDT's total income for the year ended 31 March 2022 amounted to £1,144,266 (2020/21- £985,796), primarily comprised of the 2021/22 grant received from DLUHC of £900,000 (2020/21- £900,000).

After deducting total expenditure in the year of £1,086,866 (2020/21 - £956,223) *the Trust had* a net surplus of £58,278 (2020/21 - net surplus £29,573). The Trustees are satisfied with the financial position of the charity as at the year end.

## Fundraising

### Strategy

We continued during the year to pursue, successfully, the fundraising strategy developed in 2019-20, with the aim of bringing in an increased amount in the past financial year of around 15% of our income (up from 10% in 2020-21). We anticipated further grants from the Scottish and Welsh Governments, a grant from the Northern Ireland Executive and donations from High Net Worth Individuals (HNWIs). We also aimed to attract more community donations and grants from trusts and foundations in support of our work..

## **Holocaust Memorial Day Trust Trustees' Report**

### Fundraising compliance

During the year, we reviewed our fundraising governance and administration, including our 'Know your donor' policy and process. A key aim of the Fundraising sub-committee of the Board is to ensure that we remain fully compliant with fundraising regulations.

### Activity

At the outset of the year our plans were to build on our initial successes in the previous year, to extend our fundraising practice to include fundraising via social media, and to undertake initial work to develop legacy fundraising.

We were delighted during the year to receive donations from a significant number of HNWI's, totalling approximately the same amount as in the previous year. We were also successful in obtaining grants from all three devolved administrations for the first time, receiving grants from the Scottish, Welsh and Northern Irish administrations. We also received a growing number of donations via our website especially in the final quarter of the year following the UK Ceremony.

### Trusts and Foundations

We are particularly grateful to the following Trusts and Foundations for their support during the year:

- Arts Council,
- Blavatnik Family Foundation,
- Childwick Trust,
- Gerald and Gail Ronson Family Foundation,
- Heathside Charitable Trust,
- International Holocaust Remembrance Alliance (IHRA),
- Leon Greenman Charitable Trust,
- Rachel Charitable Trust,
- Shoreside Charitable Trust.

More generally we are indebted to all of the many donors - large and small - who generously contributed to our work and enabled us to reach more organisations and individuals and have a greater impact than we otherwise would have been able to do. In particular, our sincere thanks go to Addleshaw Goddard, David Gabbay, Ruby Granger, Sir Michael and Lady Heller, Ella Marks, Laura Marks, Michael and Jeanette Marx, Judith Taylor and U&I.

### **Ensuring sound governance**

The Holocaust Memorial Day Trust is a charitable company limited by guarantee, incorporated on 6 April 2005 and registered with the Charity Commission for England and Wales on 8 May 2005 (Charity number: 1109348) and with the Charity Commission for Scotland OSCR (Charity Number: SC051197). HMDT is a cross border charity and subject to legislation from both regulators. HMDT is governed by its Articles of Association.

## **Holocaust Memorial Day Trust Trustees' Report**

### Trustees

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

New Trustees are recruited by open advertising, supported by other methods of search, and potential candidates are interviewed by members of the Finance and Operations sub-committee of the Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board sub-committees which are held as required. Trustees held an in person 'away day' in September 2021.

Sub-committees of the Board meet regularly to oversee the work of HMDT. The Finance and Operations Committee reviews key financial reports including Annual Budgets and Quarterly Management Accounts, and seeks to ensure that HMD has strong financial management systems in place. It also reviews staff pay, including pay for senior staff.

The HMDT Trustees are exceptionally expert and generous with their time and guidance. We remain hugely grateful to them for their unstinting support, advice and wisdom. HMDT's Trustee Board is chaired by Laura Marks OBE, whose leadership is of immense value to the organisation. She steers HMDT with energy, creativity and wisdom, and we are sincerely grateful to her for her commitment. Particular thanks are due to the other Honorary Officers, Sir Leigh Lewis and Amanda King, and Committee Chairs, Michael Marx, Anita Peleg and Danny Stone.

### Change of Trustees

During this financial year the Revd Mark Poulson stood down. Trustees wish to place on record our considerable gratitude to him for his support and contributions. Open recruitment took place and we were delighted to appoint the Revd Richard Sudworth and Peter Suchet as Trustees.

### Trustees' expenses & company administration

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

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2020/21 £nil). Details of Trustee expenses are disclosed in note 8.

### Key management personnel

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

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

## **Holocaust Memorial Day Trust Trustees' Report**

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

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

### **Risk management**

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

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

Key strategic risks include the following:

a) The most immediate risk facing us is that a continuation of hybrid working and commemoration as the world emerges from the global pandemic leads to weaker team working at HMDT, and weaker engagement with HMD around the country. We need to encourage meaningful online commemorations, and to support effective in-person events.

More strategically, as noted in the opening paragraphs, there are risks arising from a post-pandemic world, where financial and health worries and heightened tensions are creating division, and fostering identity-based hostility (especially towards members of minority groups).

As noted in Section 2, HMDT is gravely concerned that the societal context for our work has been impacted negatively by the pandemic. The pandemic has been deliberately exploited by a virulent minority and there has been a growth in hatred and in far right extremism which poses significant risks to our work.

The pandemic also poses risks of reduced income in future years from government and from other potential donors, and risks to maintaining staff morale when working remotely in isolation.

These risks are being mitigated by:

- Our experience of running successful HMD activities during the pandemic in both 2020-2021 and 2021-2022;
- Plans for hybrid events in 2022-2023;

## Holocaust Memorial Day Trust Trustees' Report

- Having a fundraising strategy and enhanced Trustee and professional capacity in place;
- Regular consultation with staff, a continued Employee Assistance Programme and encouraging a measured return to work.

b) The risk that the cost of living crisis impacts negatively on HMDT's work: As we write this report, the cost of living crisis is only just beginning to be felt. Operationally, this is likely to impact on our ability to fundraise and support our high calibre team, and likely to impact on stakeholders around the country who organize local HMD events and who may struggle to do so. More strategically, it is likely to exacerbate the concerns alluded to above, with the risk of societal grievances leading to division and extremism.

These risks are being mitigated by:

- Continuing to support the professional development of our staff team appropriately, including performance related pay rises within our budget;
- Continuing our work to highlight the dangers of extremism and prejudice;
- Continuing to practice good financial management by ensuring spend is reviewed regularly and within budget.

Other risks noted in last year's Trustees' Report still pertain today:

c) As Holocaust survivors reach the end of their lives, there are fewer survivors able to contribute to our work (eg to act as media spokespeople, and add to the development of our resources). There is a risk as a result that our work will become less effective and attract less interest. The implications of survivors passing away was addressed in our updated organisational strategy, 2020-2025, and is being addressed through our organisational work as noted earlier in the Report. Trustees also address this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. This risk is also addressed operationally through a range of measures including developing life stories of people who were targeted for persecution, by conveying these life stories in a variety of ways, by regular staff consultation with Holocaust survivors, and by involving survivors in all HMDT activities and events.

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

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

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



## **Holocaust Memorial Day Trust Trustees' Report**

'Light the Darkness', to engage even more widely and ensure a national moment of collective commemoration.

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

Further risks discussed with trustees during the past year include:

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

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

### **Audit**

An independent audit of the Financial Statements for the financial year ended 31 March 2022 was carried out by Knox Cropper LLP.

### **Legal & HR**

HMDT now obtains specialist HR advice and guidance from HR Partnership (changed from Peninsula in previous years). This move necessitated identifying a new supplier for our employee support programme, which is now provided by BUPA.

### **Reserves policy**

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

## **Holocaust Memorial Day Trust Trustees' Report**

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

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

The current reserves policy was reviewed by the Board of Trustees in June 2020. Following the review the Board adopted a higher minimum reserves target of £155k which the charity exceeded at 31 March 2022.

*Total free reserves available for these purposes at 31 March 2022 amounted to £252,747 (2020/21 - £190,818).*

### **Going concern**

HMDT received a one-year grant from DLUHC for the year April 2021-March 2022, and was invited to apply for a further one-year grant of the same amount for the year April 2022-March 2023.

Grant expenditure is monitored closely throughout the year, with Trustee oversight exercised via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly throughout the year on the grant and our activities to our liaison adviser at DLUHC and have a close relationship with officials and Ministers in DLUHC. The Trustees are confident that this support will continue beyond March 2023.

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

- The £900k grant from DLUHC for 2022-23 is now in place; we received the initial 50% of £450k in June 2022, with the remaining 50% due in November 2022. This grant covers the vast majority of our core costs and the delivery of HMD 2023
- The grant for 2023-24 cannot be confirmed by DLUHC as all funding is subject to Ministerial sign off and a business case and is decided year on year. However, we consider it highly unlikely that the Government will not continue to financially support HMD in the future. Should the grant be reduced, we would look to reduce our expenditure accordingly eg by reducing the spend on the National Ceremony, National Moment and public affairs events. The reserves held would cover the organisation's committed spend for at least 3 months after the year end.
- We are confident of our ability to continue to secure fundraising from both individuals and organisations, including Trusts and Foundations, and we expect also that we will continue to receive grants from the Devolved Nations to support our work in Scotland, Wales and Northern Ireland.
- Certain areas of our expenditure could be reduced if we were unable to achieve our target for fundraised income; these include the National Moment, community projects and public affairs events.

## **Holocaust Memorial Day Trust Trustees' Report**

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

#### **Staff**

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

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

#### **Remuneration policy**

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

#### **Maintaining an effective office environment**

Over the past year we have adjusted our office management to address hybrid working. Staff are now working in the office more than 50% of their time, with equipment to support home working as well as office working.

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

#### **Diversity and inclusion**

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

#### **Being an effective organisation**

##### Public awareness

As in previous years, we commissioned a public awareness poll of the general public regarding their familiarity with Holocaust Memorial Day. We were delighted to see a continuing increase in the proportion of respondents saying that they knew about HMD with 85% of respondents saying that they had heard of HMD (up from 83% in 2021 and 79% in 2020), and 39% saying that they knew HMD well (up from 32% in 2021).

## Holocaust Memorial Day Trust Trustees' Report

### Impact study

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

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

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

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2022 activities.

Comments included the following:

*'I have always lit a candle, but that was the first online memorial that I watched. It was incredibly moving and left me feeling very humble and grateful for my life.'*  
Sally Hendrix, Ceremony viewer

*'I felt part of a bigger picture to never forget, and to witness the damage man has done and seems to continue to do so.'*  
Malcolm, online HMD activity attendee

*'I felt sad and angry, but very inspired by the courage and honesty of the speakers. The whole event was superb, as always.'*  
Anna Schiffer, Ceremony viewer

*'It made me reflect on the continuing relevance to our lives today and the obligation to try to ensure genocides do not occur again by calling out prejudice and hate speech wherever and whenever one encounters it.'*  
Jon Rawson, online HMD activity attendee and Ceremony viewer

## **Holocaust Memorial Day Trust Trustees' Report**

### **Trustees' responsibilities statement**

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

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

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

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

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

Each of the Trustees confirms that:

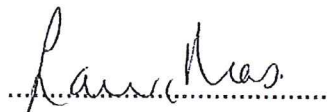
- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish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

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

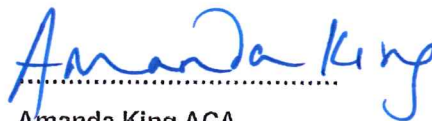
The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees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

Holocaust Memorial Day Trust  
Trustees' Report

This report was approved by the Trustees on 19 July 2022 and signed on their behalf by:



Laura Marks OBE  
Chair – Trustee



Amanda King ACA  
Treasurer - Trustee

## **Holocaust Memorial Day Trust**

### **Independent Auditors' Report to the Members of Holocaust Memorial Day Trust**

#### **Opinion**

We have audited the financial statements of the Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2022 which comprise the statement of financial activities, the balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

#### **Basis for opinion**

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

#### **Conclusions relating to going concern**

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

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

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

## **Other information**

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

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

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

We have nothing to report in this regard.

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

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

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

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

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

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

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



#### Responsibilities of Trustees

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

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

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

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

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

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

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

# **Holocaust Memorial Day Trust**

## **Independent Auditors' Report to the Members of Holocaust Memorial Day Trust**

### **Use of our report**

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

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

**Holocaust Memorial Day Trust**  
**Statement of Financial Activities (SOFA)**  
**For the year ended 31 March 2022**

		2022	2022	2022	2021
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	Notes				
<b>Income from:</b>					
Donations and grants	2	118,913	1,025,353	<b>1,144,266</b>	<b>985,524</b>
Other income	3	-	877	<b>877</b>	<b>272</b>
Total income		<u>118,913</u>	<u>1,026,230</u>	<u><b>1,145,143</b></u>	<u><b>985,796</b></u>
<b>Expenditure on:</b>					
Cost of raising funds	4	-	45,876	<b>45,876</b>	<b>26,258</b>
Fundraising costs			45,876	<b>45,876</b>	<b>26,258</b>
Charitable activities					
Goal 1 (increase knowledge)		-	165,371	<b>165,371</b>	<b>175,326</b>
Goal 2 (work to a better future)		-	132,862	<b>132,862</b>	<b>121,434</b>
Goal 3 (National Commemoration)		-	410,773	<b>410,773</b>	<b>407,535</b>
Goal 4 (Outreach)		118,913	213,070	<b>331,983</b>	<b>225,670</b>
Total expenditure	4	<u><b>118,913</b></u>	<u><b>967,952</b></u>	<u><b>1,086,865</b></u>	<u><b>956,223</b></u>
Net income /(expenditure) for year	7	-	58,278	<b>58,278</b>	<b>29,573</b>
Funds brought forward		-	198,781	<b>198,781</b>	<b>169,208</b>
Funds carried forward		-	257,059	<b>257,059</b>	<b>198,781</b>

All activities are derived from continuing operations.

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

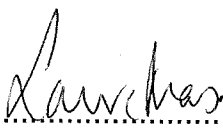
The notes on pages 56-64 form part of these financial statement

Holocaust Memorial Day Trust  
Balance Sheet  
As at 31 March 2022

	Notes	£	2022 £	£	2021 £
Fixed assets	10		4,311		7,963
Current assets:					
Debtors	11	25,912		15,802	
Cash at bank and in hand		390,717		283,740	
		<u>416,629</u>		<u>299,542</u>	
Creditors: amounts falling due within one year	12	(163,881)		(108,724)	
			<u>252,748</u>		<u>190,818</u>
Net current assets					
Net assets			<u>257,059</u>		<u>198,781</u>
Represented by:					
Restricted funds			-		-
Unrestricted funds			257,059		198,781
Total Funds			<u>257,059</u>		<u>198,781</u>

The notes on pages 46-55 form part of these financial statements.

Approved and authorised for issue by the Trustees on 19 July 2022 and signed on their behalf by:



.....

**Laura Marks OBE**

**Chair – Trustee**

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Scotland SC05119

## Holocaust Memorial Day Trust Trustees' Report

### Trustees' responsibilities statement

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

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

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

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

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

Each of the Trustees confirms that:

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

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

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

**Holocaust Memorial Day Trust**  
**Statement of Financial Activities (SOFA)**  
**For the year ended 31 March 2022**

		2022	2022	2022	2021
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	Notes				
<b>Income from:</b>					
Donations and grants	2	118,913	1,025,353	1,144,266	985,524
Other income	3	-	877	877	272
<b>Total income</b>		<b>118,913</b>	<b>1,026,230</b>	<b>1,145,143</b>	<b>985,796</b>
<b>Expenditure on:</b>					
Cost of raising funds	4	-	45,876	45,876	26,258
Fundraising costs			45,876	45,876	26,258
<b>Charitable activities</b>					
Goal 1 (increase knowledge)		-	165,371	165,371	175,326
Goal 2 (work to a better future)		-	132,862	132,862	121,434
Goal 3 (National Commemoration)		-	410,773	410,773	407,535
Goal 4 (Outreach)		118,913	213,070	331,983	225,670
<b>Total expenditure</b>	4	<b>118,913</b>	<b>967,952</b>	<b>1,086,865</b>	<b>956,223</b>
Net income /(expenditure) for year	7	-	58,278	58,278	29,573
Funds brought forward		-	198,781	198,781	169,208
Funds carried forward		-	257,059	257,059	198,781

All activities are derived from continuing operations.

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

The notes on pages 56-64 form part of these financial statement

**Holocaust Memorial Day Trust**  
**Statement of Cash Flows**  
**For the year ended 31 March 2022**

	Notes	2022 £	2021 £
<b>Cash flows from operating activities:</b>			
Net cash provided by (used in) operating activities	A	110,951	10,963
<b>Cash flows from investing activities:</b>			
Investment income		128	272
Purchase of tangible fixed assets		(4,102)	(10,751)
<b>Net cash (used in) provided by investing activities</b>		<b>(3,974)</b>	<b>(10,479)</b>
<b>Change in cash and cash equivalents in the year</b>		<b>106,977</b>	<b>484</b>
<b>Cash and cash equivalents brought forward</b>	B	<b>283,740</b>	<b>283,256</b>
<b>Cash and cash equivalents carried forward</b>	B	<b>390,717</b>	<b>283,740</b>

**Notes to the statement of cash flows for the year to 31 March 2022**

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

	2022 £	2021 £
<b>Net movement in funds (as per the statement of financial activities)</b>	<b>58,278</b>	<b>29,573</b>
<b>Adjustments for:</b>		
Depreciation charge	7,754	7,831
Investment income	(128)	(272)
Profit/loss on disposal of fixed asset		2,565
(Increase)/Decrease in debtors	(10,110)	45,525
Increase/(Decrease) in creditors	55,157	(74,259)
<b>Net cash provided by (used in) operating activities</b>	<b>110,951</b>	<b>10,963</b>

**Holocaust Memorial Day Trust**  
**Statement of Cash Flows**  
**For the year ended 31 March 2022**

**B Analysis of cash and cash equivalents**

	<b>2022</b>	2021
	<b>£</b>	£
Cash at bank and in hand	<u><b>390,717</b></u>	<u>283,740</u>
<b>Total cash and cash equivalents</b>	<u><b>390,717</b></u>	<u>283,740</u>

**C Analysis of changes in net debt**

<b>Cash and cash equivalents</b>	At 1st April 2021	Cash flows	Other non-cash changes	At 31st March 2022
Cash	283,740	106,977	-	390,717
	<u><b>283,740</b></u>	<u><b>106,977</b></u>	<u>-</u>	<u><b>390,717</b></u>



**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

**1 Principal Accounting policies**

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

**1.1 Statutory information**

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

**1.2 Basis of accounting**

These financial statements have been prepared for the year to 31 March 2022 presented in sterling and rounded to the nearest pound.

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

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

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

**1.3 Assessment of going concern**

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

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

The Department of Levelling Up, Communities and Housing has provided grant funding for the year to 31 March 2022. A grant of £900k has been awarded for 2022-23. The Trustees are confident that this support will continue beyond March 2023.

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

#### **1.4 Tangible fixed assets**

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

Computer and office equipment - 50% straight line

Items costing more than £500 are capitalised.

#### **1.5 Fund accounting**

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

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

#### **1.6 Income recognition**

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

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

#### **1.7 Expenditure recognition**

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

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

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

## 1.8 Pensions

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

## 1.9 Operating leases

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

## 1.10 Debtors

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

## 1.11 Cash at bank and in hand

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

## 1.12 Creditors and provisions

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

## 2 Donations and Grants

	2022 £	2021 £
<b>Unrestricted Funds</b>		
DLUCH Grant – core funding	900,000	900,000
High Net Worth Income donations	47,000	51,000
Community donations	43,353	-
Legacy Donation	35,000	-
<b>Total Unrestricted Funds</b>	<b>1,025,353</b>	<b>968,524</b>
<b><u>Restricted funds</u></b>		
Devolved Nations HMD grants	47,596	17,000
Support workers & project grants	71,317	-
<b>Total Restricted Funds</b>	<b>118,913</b>	<b>17,000</b>
<b>Total Donations &amp; Grants</b>	<b>1,144,266</b>	<b>985,524</b>

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

**3 Other income**

	2022	2021
	£	£
Bank Interest receivable	128	272
Other income	749	-
<b>Total</b>	<b>877</b>	<b>272</b>

**4 Analysis of Expenditure**

**Current Year (2022):-**

**Cost of raising funds**

Fundraising costs	45,876	45,876	45,876
-------------------	--------	--------	--------

	Activities Undertaken Directly (£)		Governance (Note 5) (£)		Other (Note 6) (£)		Total Support Costs (£)		
	R	U	R	U	R	U	R	U	Total
	Goal 1 – Increase Knowledge	123,337		2,720		-	39,314	-	165,371
Goal 2 – Work to a better future	97,607		2,720		-	32,536	-	132,862	132,862
Goal 3 – National Commemoration	365,674		4,080		-	41,019	-	410,773	410,773
Goal 4 - Outreach	118,913	163,138	4,080		-	45,849	118,913	213,070	331,983
	<b>118,913</b>	<b>795,632</b>	<b>13,600</b>		<b>-</b>	<b>158,718</b>	<b>118,913</b>	<b>967,952</b>	<b>1,086,865</b>

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

<b>Prior Year (2021)</b>	<b>Unrestricted</b>	<b>Total</b>
Cost of Raising Funds		
Fundraising costs	<b>26,258</b>	<b>26,258</b>

	Activities Undertaken Directly (£)		Governance (Note 5) (£)		Other (Note 6) (£)		Total Support Costs (£)		
	R	U	R	U	R	U	R	U	Total
	Goal 1 – Increase Knowledge	136,828	-	2,408	-	36,090	-	-	<b>175,326</b>
Goal 2 – Work to a better future	89,269	-	2,408	-	29,756	-	-	<b>121,434</b>	<b>121,434</b>
Goal 3 – National Commemoration	363,952	-	3,613	-	39,971	-	-	<b>407,535</b>	<b>407,535</b>
Goal 4 - Outreach	17,000	162,546	-	3,613	-	42,511	17,000	<b>208,670</b>	<b>225,670</b>
	<b>17,000</b>	<b>778,852</b>	<b>-</b>	<b>12,042</b>	<b>-</b>	<b>148,328</b>	<b>17,000</b>	<b>939,223</b>	<b>956,223</b>

**5 Governance costs**

	<b>2022</b>	2021
	<b>£</b>	£
Audit fees	<b>7,992</b>	7,560
Legal fees and other prof fees	<b>2,887</b>	3,226
Trustees' and meeting expenses	<b>487</b>	103
Trustee training and development	<b>2,076</b>	1,084
Bank charges	<b>158</b>	69
<b>Total</b>	<b>13,600</b>	<b>12,042</b>

**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.

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

**Other Support Costs**

	<b>2022</b>	2021
	£	£
Salaries and related costs	<b>116,650</b>	117,299
Rent, insurance and office equipment	<b>15,911</b>	17,184
Telephones and internet	<b>1,200</b>	1,617
IT and support costs	<b>5,123</b>	5,399
Other office costs	<b>19,833</b>	6,830
<b>Total</b>	<b><u>158,717</u></b>	<u>148,329</u>

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

**This is stated after charging:**

	<b>2022</b>	2021
	£	£
Operating leases – land and buildings	<b>52,871</b>	49,680
Depreciation	<b>7,754</b>	7,831
Auditor's remuneration (including VAT)	<b>6,650</b>	6,360
Auditor's fees for other services (including VAT)	<b>1,342</b>	1,200

**8 Trustees**

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £30 (2021: £nil). The charity also incurred £1,933 (2021: £103) on Trustees' meetings in the year.

**9 Employees**

There were 10 employees during the period (2021 – 12 employees) on an average head count basis.

	<b>2022</b>	<b>2021</b>
	£	£
Salaries and wages	<b>464,608</b>	<b>441,931</b>
Social security costs	<b>41,591</b>	<b>34,849</b>

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

Employer's contribution to defined contribution pension schemes	<b>19,689</b>	<b>19,960</b>
<b>Total</b>	<b><u>525,888</u></b>	<b><u>496,740</u></b>

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

	<b>2022</b>	<b>2021</b>
£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, Director of Public Engagement and Deputy CEO, Head of Finance & Operations, Head of Outreach (left on 30 March 2022, replacement recruited and will start in June 2022), The Head of Research role has been absorbed within other roles. The Head of Communications (left on 31 March 2022, and a replacement is being recruited. The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £269,664 (2021 - £233,278).

**10 Fixed assets**

	<b>2022</b>
	<b>£</b>
<b>Cost</b>	
Balance at 1 April 2021	26,602
Additions during the year	<u>4,102</u>
Balance at 31 March 2022	<u>30,704</u>
<b>Depreciation</b>	
Balance at 1 April 2021	18,639
Charge for the period	<u>7,754</u>
Balance at 31 March 2022	<u>26,393</u>
<b>Net book value at 31 March 2022</b>	<b><u>4,311</u></b>
Net book value at 31 March 2021	<u>7,963</u>

All of the above assets are used for charitable purposes.

**11 Debtors**

	<b>2022</b>	2021
	<b>£</b>	£
Rent deposits	<b>6,133</b>	6,133
Other debtors and prepayments	<b><u>19,779</u></b>	<u>9,669</u>
	<b><u>25,912</u></b>	<u>15,802</u>

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

**12 Creditors: amounts falling due within one year**

	<b>2022</b>	2021
	£	£
Trade creditors	<b>67,190</b>	34,394
Taxation and social security	<b>5,842</b>	14,504
Other creditors	<b>1,441</b>	4,401
Accruals and deferred income	<b>89,408</b>	55,425
	<u><b>163,881</b></u>	<u>108,724</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**

There are no related party transactions to disclose for 2022 (2021: none).

**15 Commitments under operating leases**

Total commitments under non cancellable operating leases at 31 March 2022 were as follows:

	<b>2022</b>	2021
	£	£
<b>Due within one year</b>	<b>31,423</b>	32,498
<b>Due within 2-5 years</b>	<u>-</u>	<u>4,547</u>



**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

**16 Movement in Funds**

Current Year (2022):

	<b>At 1 April 2021</b>	Income & gains	Expenditu re & losses	<b>At 31 March 2022</b>
	£	£	£	£
Scotland HMD project		19,000	(19,000)	-
Wales HMD project		14,096	(14,096)	-
Northern Ireland HMD project		14,500	(14,500)	-
Leon Greenman - Outreach support workers		36,001	(36,001)	-
Ordinary Objects, Extraordinary Journeys		35,316	(35,316)	-
<b>Total restricted funds</b>	<b>-</b>	<b>118,913</b>	<b>(118,913)</b>	<b>-</b>

Prior Year (2021):

	<b>At 1 April 2020</b>	Income & gains	Expenditure & losses	Transfers	<b>At 31 March 2021</b>
	£	£	£	£	£
<b>Restricted funds:</b>					
Scotland HMD project	-	15,000	(15,000)	-	-
Shoresh	-	2,000	(2,000)	-	-
<b>Total restricted funds</b>	<b>-</b>	<b>17,000</b>	<b>(17,000)</b>	<b>-</b>	<b>-</b>

**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.

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2022**

**18 Comparative 2021 Statement of Financial Activities**

		<u>Year ended 31 March 2021</u>		
		2021	2021	2021
		Restricted	Unrestricted	Total
		£	£	£
	Notes			
<b>Income from:</b>				
Donations and grants	2	17,000	968,524	<b>985,524</b>
Other income	3	-	272	<b>272</b>
Total income		<u>17,000</u>	<u>968,796</u>	<b><u>985,796</u></b>
<b>Expenditure on:</b>				
Cost of raising funds	4	0	26,258	<b>26,258</b>
Fundraising costs		0	26,258	<b>26,258</b>
Charitable activities				
Increase knowledge		-	175,326	<b>175,326</b>
Work to a better future		-	121,434	<b>121,434</b>
National Commemoration		-	407,535	<b>407,535</b>
Outreach		17,000	208,670	<b>225,670</b>
Total expenditure	4	<u>17,000</u>	<u>939,223</u>	<b><u>956,223</u></b>
Net income/(expenditure) for year	7	-	29,573	<b>29,573</b>
Funds brought forward		-	169,208	<b>169,208</b>
Funds carried forward		-	198,781	<b>198,781</b>