

Company number: 05415454

Charity number: 1109348

Scotland: SC05119



**HOLOCAUST
MEMORIAL
DAY TRUST**

HOLOCAUST MEMORIAL DAY TRUST

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2023

**Holocaust Memorial Day Trust
Reference and Administrative Information**

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Holocaust Memorial Day Trust Reference and Administrative Information

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

Patron and Honorary Officers

Patron	HRH The Former Prince of Wales
Honorary President	We were honoured that Sir Ben Helfgott MBE was Our Hon President for so many years. He fulfilled the role during the period of this Report and sadly passed away on 16 June 2023
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 CBE
Vice-Chair of
Trustees: Sir Leigh Lewis KCB
Treasurer: Amanda King ACA

HE David Ashley
David Austin OBE (appointed 19 July 2022)
Dr Kate Ferguson (appointed 19 July 2022)
Paul Giannasi OBE (appointed 19 July 2022)
Dr John Howells OBE MP
Michael Marx
Joan Salter MBE (appointed 19 July 2022)
Naved Siddiqi
Tulip Siddiq MP
Peter Suchet
Revd. Dr Richard Sudworth OBE
Ruth Herzberg-Wellin
Marie Van der Zyl OBE

The following Trustees retired on 20 July 2022:

Hannah Lewis MBE
Dr Joe Mulhall
Dr Anita Peleg
Danny Stone MBE

**Holocaust Memorial Day Trust
Reference and Administrative Information**

Company Secretary

Amanda King

Staff

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

Olivia Marks-Woldman OBE, Chief Executive
Dr Rachel Century, Director of Public Engagement and Deputy Chief Executive

Chris Carling, Senior Public Affairs Officer
Louise Darbon, Senior Operations & Finance Manager
Rebecca Deakin, Operations Officer
Dr Toni Griffiths, Senior Outreach Officer
Pippa Harrison, Events Officer
Graham Jackson, Finance and Operations Administrator
Dr Anna Katila, Operations Officer
Julia Marcuson, Fundraising Manager
Joseph Miller, Head of Outreach
Farayi Mungazi, Senior Communications Officer
Eva Oddi, Senior Outreach Officer
Naomi Sheer, Executive Support Officer
Bethan Tribe, Senior Communications Officer

Carlo Sossella supported the work of HMDT as a Gedenkdiener. Harriet Galler and Philip Mears supported the work of HMDT as volunteers.

The following individuals were employed during the year but not at the date of this report: Alex Blake, Gayathiri Nadarajah and Paul O'Donnell.

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

**Holocaust Memorial Day Trust
Reference and Administrative Information**

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
Tribute to Sir Ben Helfgott

Tribute to Sir Ben Helfgott
Founder Trustee and Hon. President of the Holocaust Memorial Day Trust

Sir Ben Helfgott was a giant in the field of Holocaust education, commemoration, restitution and support for decades – and was our compass, our friend and guide.

He led from the front and expected us all to live up to his extraordinary standards. Ben was not only an exceptionally charismatic and passionate individual. He was also one who has made a lasting difference to our world.

Born in Piotrkow, Poland, Ben was forced into a ghetto aged nine, and spent his formative years as a slave labourer, in a ghetto, and in Buchenwald and Theresienstadt concentration camps. After liberation, Ben became one of 'The Children' who were able to recuperate in Windermere, England, and start a new life in the UK.

In addition to running a business and raising a family, over many decades, Ben ensured the world does not forget the Holocaust. Ben instinctively understood that in addition to sharing his testimony and impacting on individuals before him, national and international legacies could only be created and sustained through the establishment and long-term development of organisations. He realized too that no one organization could achieve all that is necessary. His active, engaged, meaningful involvement in the setting up and support over decades of so many UK and international organisations is quite simply astonishing.

In 2000, Sir Ben Helfgott was invited to be on the Steering Group advising the Government on the establishment of a Holocaust Memorial Day.

Over the next few years, the Steering Group supported the development of a model of HMD that is now an international leader in Holocaust commemoration: local events run in communities around the country, with a national Ceremony providing a focal point; commemorations that centre on the Holocaust and also demonstrate that the patterns and processes that led to it have been employed in subsequent genocides. As the Government established Holocaust Memorial Day Trust to take over the important duty for the nation in promoting and delivering Holocaust Memorial Day, Ben became a founder Trustee. When his term of office ended, he became our Hon President, a role he fulfilled until his death in June this year.

Ben knew that we can never take stability for granted, and that we must continue to work tirelessly to ensure the Holocaust is not forgotten. And that what we learn about and from it, spurs us to treat others with respect, to be kind and generous in heart, and to be courageous in challenging prejudice.

Holocaust Memorial Day Trust Trustees Report

1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2022 to 31 March 2023.

Our planning and delivery of Holocaust Memorial Day 2023 was conducted as the UK emerged from the pandemic, with uncertainties about potential further mutations of the coronavirus and uncertainties about whether or not HMD events could take place in person or would have to be online.

It was also conducted against the backdrop of the Russian invasion of Ukraine, prompting widespread anguish about atrocities and probable crimes against humanity, and provoking concerns about the security of Holocaust sites and archives in Ukraine.

Our core funding from government remained the same as in previous years in cash terms, in the context of sharply increasing costs.

In the face of these challenges we were delighted still to be able to deliver very substantial national commemorations (both in person and online) and to support thousands of local organisations to run community-based HMD activities.

We were particularly proud of our 'Light the Darkness' national moment, which captured very considerable media attention across broadcast, print, radio and online coverage. Our youth portrait exhibition was displayed both in Portcullis House and on the big screens at Piccadilly Circus. We were particularly pleased and proud that His Majesty The King marked Holocaust Memorial Day by inviting Dr Martin Stern MBE, a Holocaust survivor, and Amouna Adam, a survivor of the genocide in Darfur, to tea in Buckingham Palace. They met both Their Majesties, spoke of their personal experiences, and lit memorial candles together with His Majesty The King and Her Majesty The Queen. It was extremely moving to see the HMD candle later in the window of Buckingham Palace, marking the Light the Darkness national moment.

We were reassured that we were able to maintain our previous success in raising additional funds alongside our funding from government, without which many of our activities could not have been undertaken.

2. Impact of the pandemic

a) Staffing

Recruiting and retaining high calibre staff continues to be a significant problem – in common with many other charities and businesses in the UK. We have developed a hybrid-working policy, balancing time in the office on two core days with working from home. Staff are expected to work a minimum of 50% of their time in the office, rising to 80% over the HMD period (November – February). With limited flexibility to increase salaries, we continue and have expanded our activities to improve the terms and conditions we offer. As well as hybrid working, these include: an extensive learning and development programme, social activities, increased annual leave to reward length of service, pension provision and an employee support programme.

Holocaust Memorial Day Trust Trustees Report

b) Outreach

Local organisations which mark HMD are still building back from the pandemic. Our Outreach team is working hard to encourage organisations that used to mark HMD, but stopped in the pandemic, to restart their HMD activities.

c) UK Ceremony

To address the uncertainties about the coronavirus, we planned and delivered two national Ceremonies: an in person Ceremony for a smaller number of guests than pre-pandemic, and an online Commemoration. We also created an edited version of the Commemoration for local organisations to use within their HMD activities.

3. Key developments over the year

a) Future-proofing Holocaust education and commemoration

We continued our work to incorporate artefacts into all areas of our activity. Our Ordinary Objects, Extraordinary Journeys project, funded by the Leon Greenman Foundation, IHRA and the Arts Council, has been extremely successful. The website has had over 8,000 visits and the accompanying resource more than 2,000 downloads.

Our resource, *Days to remember*, which incorporates an artefact into each of six significant days, has had nearly 1,000 downloads.

b) 'Light the Darkness' national moment

This national moment is becoming further embedded as a central part of the national collective commemorations for Holocaust Memorial Day. This year saw buildings lit up in purple, people placed lit candles in the windows of their homes, Piccadilly Circus carried relevant images, and candles were placed in the windows of No 10 Downing Street and Buckingham Palace.

4) Review of HMDT activities, April 2022 – March 2023

HMDT activities are based around our five strategic goals, in order to help achieve our overall mission: to learn from genocide, for a better future. In the following sections we report on our achievements over the past year in respect of each of the five goals.

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

- Highly successful [Extra]ordinary Portraits competition featured prominently in our activities from the national in-person ceremony to Light the Darkness
- We sold over 1,000 commemorative HMD candles and 75 copies of Yelin's *Irmina*, extending our previous resource offering (this graphic novel was based on the life of the author's grandmother, an ordinary German woman who was a bystander to the Holocaust)
- Updated Get Involved Guides were shared with all our key stakeholder groups

Our theme

For HMD 2023 we developed the theme, **Ordinary People**, and launched it at an online event in March 2022. Our theme highlighted the fact that ordinary people were involved in all aspects of the Holocaust, Nazi persecution of other groups, and in the genocides that took place in Cambodia, Rwanda, Bosnia and Darfur. Ordinary people were victims, perpetrators, bystanders, rescuers and witnesses. Our theme recognised the different choices and decisions that ordinary people made in extraordinary situations, encouraging our audiences to reflect on and consider how ordinary people, such as ourselves, can play a bigger part than we might imagine in challenging prejudice today.

Resources

We continued to provide a range of resources for HMD 2023 to support local activity organisers, community groups, local authorities, young people and schools, amongst our other stakeholder groups.

For HMD 2023, we distributed over 28,000 *About HMD* booklets, more than 2,000 flame pin badges and more than 9,000 individual stickers, working together with our distribution partner, Blackdog. We also produced for the first time a branded commemorative HMD candle and sold over 1,500. Some candles were used for Light the Darkness and at the Scottish ceremony. Production of candles enabled us to establish relationships with new partners, such as Watford Workshop, a local charity that empowers adults with learning disabilities by providing opportunities for them to work and learn. A second new resource, unique to this year's theme, was Barbara Yelin's book *Irmina* about an ordinary German girl and woman. Before and after HMD 2023, including our impact event in March 2023, we sold 75 copies of the book.

In the lead up to HMD 2023, we ran a highly successful competition [Extra]ordinary Portraits in which young people under 25 years old submitted portraits they had created about the Holocaust and genocide survivors after learning their life stories. Organisation of the competition involved production and distribution of accompanying materials, guidance documents and videos, amongst other resources. We also created new resources for teachers and schools to support the use of the *Ordinary Objects*, *Extraordinary Journeys* website, created in collaboration with the National Holocaust Centre and Museum and the Jewish Museum of Greece, in their teaching of the Holocaust through the history curriculum

Holocaust Memorial Day Trust Trustees Report

or through a cross-curricular approach.

We also updated our *Take Action* and *Take Part* webpages, including our *Get Involved Guides* for different groups, such as faith and interfaith groups, cinemas, museums and galleries, prisons, emergency services, libraries, trade unions, workplaces, universities and colleges, and local authorities. Additionally, we updated our HMD blog template and added Marcel Hoffmann's life story to our growing collection of approximately 155 life stories.

Survivor engagement

We continue to put survivors at the heart of what we do. Working closely with them and hearing their stories is a tremendous privilege, and it is why sharing their testimonies with the country is so important to us as an organisation. We facilitated speaking engagements for survivors of the Holocaust and more recent genocides in schools, universities, local councils, and government departments. It is gratifying to observe that several of these survivor presentations have been followed by generous donations to HMDT. Regrettably, we have mourned the loss of a number of Holocaust survivors in recent months, including Ernest Simon and Freda Knoller, the widow of Freddie Knoller.

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 served on the Troika of IHRA's Committee on the Holocaust, Genocide and Crimes Against Humanity from 2018 – 2021. She continues to serve as a member of the Committee, and as a member of IHRA's Museums and Memorials Working Group, attending the Plenary meetings in Gothenburg and Stockholm.

HMDT Partnership Group

The HMD Partnership Group is facilitated by HMDT and brings together 25 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. This year we were delighted to welcome Generation 2 Generation as a new member of the Partnership Group.

'Short answers to big questions'

We are aware that the general public has very low levels of knowledge of specific facts about the Holocaust and recent genocides. Many public polls indicate that most people do not know what we would consider basic facts about the Holocaust, for example consistently significantly underestimating the number of Jewish people murdered.

Over the course of this financial year, we conducted extensive collaborative work with sister organisations in the HMD Partnership Group, to develop an agreed list of core facts that we believe all adults in the general population should know about the Holocaust and genocide.

Holocaust Memorial Day Trust Trustees Report

We have developed these facts into a concise document: 'Short answers to big questions'. Over the coming financial year we intend to focus on these core facts, supported by links to life stories, images and quotes from individuals who were murdered or who survived the Holocaust and genocide.

This project seeks to reinforce learning on these core basic facts, supported by encouraging greater empathy with the individuals affected.

Holocaust Memorial Day Trust
Trustees Report

- b) GOAL 2: To enable others to work towards a better future by promoting a society free from hostility or persecution that is based on a person's characteristics

Headline information:

- His Majesty The King visited members of the UK Sudanese community
- Over 720,000 visitors to our website from April 2022 – March 2023, which is a 77% increase from the same period the previous year

HMK visit to the Sudanese community

Following His Majesty The King's involvement in HMD 2023, we were asked to arrange for His Majesty to meet members of the UK Sudanese community. We worked in partnership with our sister organisation, Waging Peace, to arrange for His Majesty to meet approximately 40 Sudanese people. The event took place in March 2023, in a community centre in London.

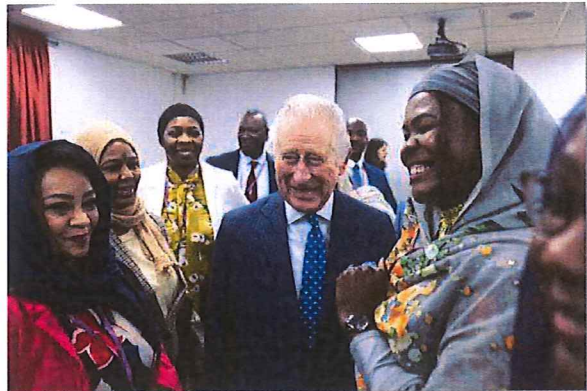
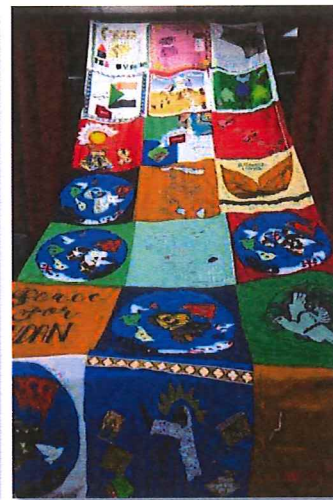


Image: Amouna Adam, a survivor of the genocide in Darfur, who commemorated Holocaust Memorial Day with HM The King and The Queen Consort, introduced His Majesty to members of her community © Sam Churchill

Amouna said:

It was such an honour to meet His Majesty. I'm deeply touched by his interest in my personal story and my community at large. His decision to meet and talk to us about our experiences is a source of strength and we also see it as a powerful symbol that the suffering we've endured over the last 20 years will not be forgotten.



Images: King Charles III meeting members of the Sudanese community © Sam Churchill

Holocaust Memorial Day Trust Trustees Report

Web and other digital content:

We developed a [‘Take action’](#) web page, which provides ideas about actions people can take after marking HMD to create a better future.

Our ‘Take part online’ web page was viewed nearly 4,400 times during April 2022 – March 2023 and our social media post templates resource was the ninth most downloaded item on our website, with over 1,000 downloads.

We also raised awareness of the link between climate change and mass violence in a blog we wrote in partnership with our sister charity Protection Approaches. The blog included tips on what we can all do to combat the problem.

We also released a new video about Nazi Persecution of LGBTQ people for LGBT History Month.

Volunteers:

Volunteers helped with research, contributing to new resources, providing event support and, most significantly, capturing data on what happened around the country to mark Holocaust Memorial Day. Their support across all the areas of our work is very much appreciated.

Updated library images and literature:

This year we arranged for professional photographers to photograph the portrait workshop with the Royal Drawing School and a local HMD activity in Poole. This has provided us with professional photographs which we can use to illustrate how HMD reaches a diverse range of people through local HMD activities.

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

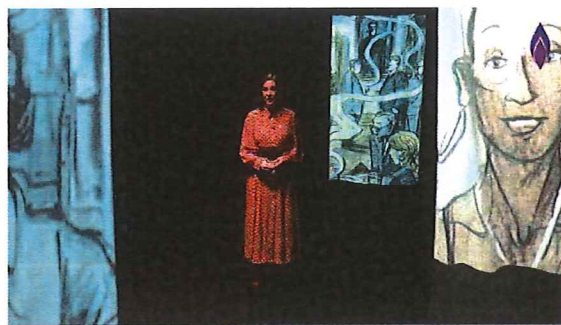
Headline information:

- Successful UK Ceremony, with some 250 VIP guests
- Well-received online Commemoration, with tens of thousands of views
- 'Light the Darkness' moment – candles in the windows of Buckingham Palace and No 10 Downing Street
- Extensive media coverage of HMD

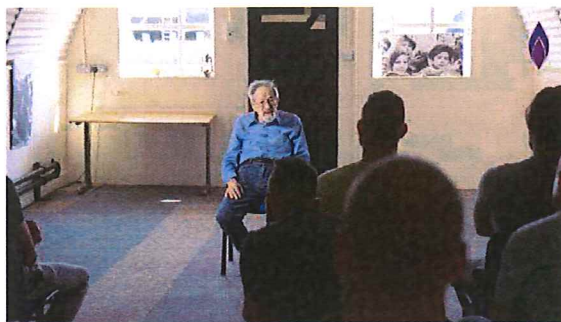
Plan and deliver UK Ceremony:

A) Online UK Commemoration broadcast

Despite the uncertainties due to covid, we planned and delivered a successful online Commemoration, broadcast on Thursday 26 January. It featured filmed contributions from the Prime Minister, the Rt Hon Rishi Sunak MP, the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP, leaders of the devolved nations, the Chief Rabbi, the Archbishop of Canterbury, Senior Imam Qari Asim, Dr Adam Rutherford, Rajnish Kashyap, Dr Desmond Biddulph and Dr Gurmel Singh. For the first time we included animated content from the graphic novel, *Irmina*, dramatized by students from the Royal College of Dramatic Arts.



The Commemoration film was viewed tens of thousands of times, though this was somewhat fewer views than last year's Commemoration film. We are reviewing how to engage a wider audience with the 2024 UK Ceremony.



Images: Online UK Commemoration broadcast

B) In person Ceremony

We held an in-person UK Ceremony for approximately 250 VIP guests. While this was significantly fewer than the nearly 8000 guests that we have had in pre-pandemic times, it was the most that we could safely accommodate this year.

Holocaust Memorial Day Trust Trustees Report

The UK Ceremony included speeches from the Secretary of State at the Department of Levelling Up, Housing and Communities, the Rt Hon Michael Gove MP, the Deputy Leader



of the Opposition, the Rt Hon Angela Rayner MP, the Archbishop of Canterbury, the Most Revd. and Rt Hon Justin Welby, and the Chief Rabbi Sir Ephraim Mirvis. Other contributors included Adrian Lester, Rob Rinder, and Olivier Nzaramba.

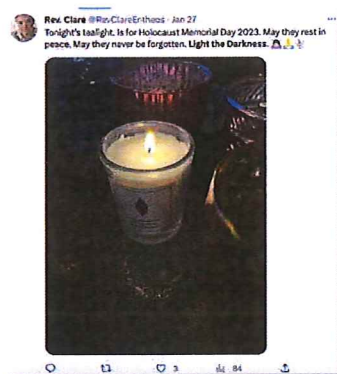
Images: UK Ceremony © Grainge Photography

‘Light the Darkness’ national moment

The Light the Darkness national moment took place at 4 pm on Friday 27 January, just before the Jewish Sabbath began. It was marked in households across the country – including in the window of Buckingham Palace and in No 10 Downing Street.

In addition, more than 150 major buildings lit up in the HMDT purple, including the Natural History Museum and Durham Castle.

Once again, the iconic screens in Piccadilly Circus were lit up with images of portraits created by young people for our [Extra]Ordinary Portraits exhibition, as well as with photographs of survivors taken by the renowned photographer Rankin. Survivors and young people gathered to Light the Darkness in Piccadilly Circus at 4 pm on 27 January.



Images: Light the Darkness © Clare Entheos, Newcastle Millennium Bridge © Sarah Dean, Candle in 10 Downing Street © 10 Downing Street

**Holocaust Memorial Day Trust
Trustees Report
Their Majesties The King and Queen**

We were immensely honoured that Holocaust survivor, Dr Martin Stern MBE, and Darfuri survivor, Amouna Adam, were invited to Buckingham Palace to meet Their Majesties on Holocaust Memorial Day 2023.

Their Majesties took tea with Martin, Amouna and HMDT's Chairperson, Laura Marks and Chief Executive, Olivia Marks-Woldman. Martin and Amouna spoke about their experiences of the Holocaust and genocide, and later lit memorial candles with Their Majesties.



Images: Their Majesties, King Charles III and Queen Camilla, Amouna Adams and Martin Stern © PA

Support for ceremonies in Scotland, Wales and Northern Ireland

For HMD 2023, HMDT Support Workers in Northern Ireland and Scotland worked with the HMD Steering Committees of those nations to deliver their respective regional and national ceremonies.

In person ceremonies took place at Belfast City Hall and at the Scottish Parliament in Edinburgh, the latter attended by then First Minister Nicola Sturgeon MSP, and by the HMDT Vice-Chair, Sir Leigh Lewis. In Belfast, the Ceremony was attended by The Lord Mayor of Belfast, Councillor Christina Black; The Permanent Secretary of TEO, Dr Denis McMahon; Child Survivor of the Holocaust, Eve Kugler BEM; Member of the Cambodian community, Den Soath and by Rabbi David Kale MBE as well as by HMDT trustee, Paul Giannasi. HMDT staff managed and supported the Support Workers in delivering the national ceremonies by assisting both in the preparation of, and at the ceremonies themselves. In Scotland a bespoke online ceremony was also produced by partners from the Edinburgh Interfaith Association, contracted by HMDT.

Holocaust Memorial Day Trust Trustees Report

In Wales, the Welsh Government chose to deliver an online ceremony. HMDT supported their efforts by facilitating survivors to speak as part of the online ceremony together with the HMDT Chief Executive.

Image: Lighting the Darkness at the Port of Glasgow, Inverclyde Council



Image: HMD Display at Belfast Central Library



Image: School pupils participate in HMD

Holocaust Memorial Day Trust Trustees Report

Increase knowledge and raise awareness through the media:

This year saw a welcome 40% increase in coverage of Holocaust Memorial Day compared to last year, and we also secured a larger proportion of national coverage this year compared to previous years. Although we placed fewer op-eds compared to previous years, broadcast coverage was generally of a better quality. On Holocaust Memorial Day itself, we were featured on:

- Good Morning Britain
(https://twitter.com/GMB/status/1618893087496933379?s=20&t=fbqX_3Z0BCGgT9R8YPb4vQ)
- BBC Breakfast
- BBC News
- ITV News
- Sky News (<https://news.sky.com/video/never-forget-what-happened-holocaust-memorial-day-12796407>)
- Channel 5

Other key broadcast coverage in the lead up to HMD included:

- The One Show
- Sunday Morning Live
- Multiple BBC Local radio stations

There was also more sustained media engagement in the lead-up to HMD, including coverage of the [Extra]Ordinary Portraits Competition, the Moment of Silence in Parliament, and op-eds, which helped strengthen relationships with key journalists and build interest from national outlets. Examples included coverage in The Guardian and Jewish Chronicle:

<https://www.theguardian.com/world/2022/dec/11/mps-to-mark-day-in-1942-when-the-commons-finally-recognised-the-holocaust>

<https://www.thejc.com/news/news/we-must-never-be-complacent-about-division-says-sadiq-khan-at-hmd-ceremony-3ql6agTxeXjcL01UdpibOv>

Increase knowledge and raise awareness through social media

We had over 8 million Twitter impressions (the number of times our organic and promoted tweets appeared on people's screens) in January and had a reach (the amount of unique accounts that saw our organic and promoted posts) of more than 1.3 million accounts across Instagram and Facebook in January.

We released a new slideshow video to promote 'Light The Darkness'. Holocaust Memorial Day, #HolocaustMemorialDay and #HMD2023 trended in the UK throughout 27 January:

Holocaust Memorial Day Trust Trustees Report

For you

Trending

News

Sports

Entertainment

United Kingdom trends

1 · Trending in Events

Holocaust Memorial Day

17.1K Tweets

...

2 · Holidays · Trending

#HMD2023 🕯️

11.4K Tweets

...

3 · Football · Trending

Dyche

Trending with [Bielsa](#), [Everton](#)

...

4 · Only on Twitter · Trending

#FridayFeeling

9,312 Tweets

...

5 · Sports · Trending

Caicedo

Trending with [Brighton](#), [Arsenal](#)

...

6 · Holidays · Trending

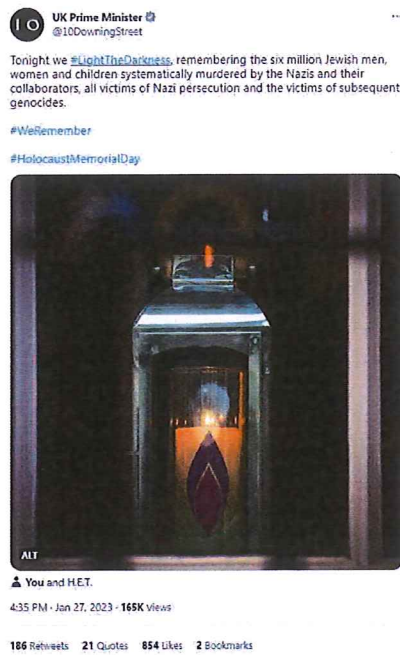
#LightTheDarkness 🕯️

3,255 Tweets

...

Holocaust Memorial Day Trust Trustees Report

Many high profile celebrities, organisations, politicians and influencers posted about HMD 2023 on social media, helping us to reach a wider audience:



Increase knowledge and raise awareness through events

We worked closely with Mr Speaker to enable Parliament to commemorate the moment, eighty years ago, when the British government first acknowledged that the Holocaust was taking place. In 1942, the Foreign Secretary's initial announcement was followed by a spontaneous moment of silence. We arranged for MPs, including the Prime Minister and Leader of the Opposition, to recreate this moment of silence eighty years later in the House of Commons chamber. Seven survivors of the Holocaust, representatives of HMDT, the Board of Deputies and the Jewish Leadership Council attended, watching the event from the prestigious Speaker's gallery. Before the silence, Mr Speaker hosted the survivors and other guests for breakfast in Speaker's House.



Image: MPs and Survivors stand for a moment of silence

**Holocaust Memorial Day Trust
Trustees Report**

Throughout January, a joint exhibition between HMDT and Mr Speaker was hosted in Portcullis House, Parliament's main thoroughfare and meeting place. The exhibition included our Short Answers to Big Questions and entries from our [Extra]Ordinary Portraits competition. The exhibition was shared on MPs' social media and reported in the Jewish Chronicle and Jewish News.



Image: Survivor of the Genocide in Cambodia, Sokphal Din, stands with his portrait in Portcullis House

For HMD itself, we organised a number of commemorative events with Mr Speaker. Survivors of the Holocaust and the genocides in Bosnia and Darfur gave their testimonies in Speaker's House to an audience of MPs and parliamentary staff. The talk was featured on BBC Radio 4's PM programme. The survivors then joined Mr Speaker and MPs for a commemorative ceremony attended by dozens of MPs.



Image: Mr Speaker introduces Dr Rachel Century, John Hajdu, Smajo Beso and Debay Manees in Speaker's House

Holocaust Memorial Day Trust
Trustees Report



Image: MPs, Survivors and Representatives of HMDT pose
after the Parliamentary Ceremony for HMD 2023.

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:

- 4,300 local HMD organisations marked HMD across the country (up from 3,200 in 2022)
- One-third of state secondary schools marked HMD 2023 (up from one-quarter in 2022)
- 23% increase in youth organisations – this category comprises youth groups, higher education and further education organisations - marking HMD
- 23% increase in the number of local authorities marking HMD. HMD is now marked by 78% of all local authorities across the UK

Examples of local HMD events:

Holocaust survivor Eve Kugler spoke to cadets and their parents in Northern Ireland:

Eve's delivery of her experiences, quite simply, has changed the lives of the 120 young people and their parents who witnessed her presentation. The audience was made up of Army Cadets, their parents and adult volunteers. An emotional and highly charged delivery with relevance, which the cadets picked up on immediately, that was not lost on the young people. Eve's testimony of her childhood and adult experiences resonated with all the attendees and they left the event energised by what they had heard.

Brian Sykes, Activity organiser RFCA and Army Cadet Force

The University of Glasgow used Prisoner Registration Cards to reconstruct the lives of 140 young Hungarian Jewish women born in the interwar period who were deported to Auschwitz Birkenau in 1944 and sent for forced labour in Germany:

This was my first time attending a Holocaust Memorial Day event and I found myself reflecting on the true scale of the Holocaust. I am keen to learn more about subsequent genocides and stand up against prejudice today.

Theo Frater, attendee

Pupils across Manchester Hospital School sites watched the National Literacy Trust's Zoom Q&A with Holocaust survivor Mala Tribich, led by author Tom Palmer. In advance, they had an introductory lesson giving some background to the Holocaust and thinking of questions they might like to ask. In the week leading up to HMD, pupils were introduced to the interactive Ordinary Objects, Extraordinary Journeys website.

Holocaust Memorial Day Trust
Trustees Report

For some of our students, the impact the Ordinary Objects, Extraordinary Journeys lessons had on them was seen through their actions afterwards: they were able to relate elements of the lesson to the story of the survivor interview we watched and also applied their prior knowledge of the Holocaust to elements of the stories. It was effective in helping pupils to understand the Holocaust as an event that had a significant and terrible impact on ordinary people, rather than as just a distant historical event. We will certainly use the resource in future teaching of the Holocaust.

Tom Kelly, Lead Practitioner –
Global Curriculum at Manchester Hospital School

Outreach activity

Overall statistics

Table 1 UK country and regional breakdown of number of organisations marking HMD

Region	2021	2022	2023	Change	Percentage change
East Midlands	173	184	245	61	33%
East of England	196	283	406	123	43%
Greater London	509	586	757	171	29%
North East	125	181	196	15	8%
North West	289	365	458	93	25%
Northern Ireland	41	99	173	74	75%
Scotland	234	215	333	118	55%
South East	431	347	501	154	44%
South West	169	219	310	91	42%
Wales	147	223	331	108	48%
West Midlands	243	244	307	63	26%
Yorkshire and Humber	225	246	282	36	15%
Channel Islands	7	10	15	5	50%
Virtual	8	0	n/a		
International	5	10	n/a		
Total	2,802	3,212	4,314	1,112	35%

In 2023 we saw an increase of 1,112 in the number of organisations marking HMD, rising from 3,202 in 2022 to 4,314 in 2023 – a 35% increase. Of the 13 countries and regions of the UK, in which the Channel Islands and the Isle of Man are included, 12 saw double digit percentage increases in the number of organisations marking HMD, with the largest single percentage increase occurring in Northern Ireland.

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Table 2 Organisations marking HMD by Organisation type

Organisation Type	2021	2022	2023	2022-23 Difference
Arts Organisation	71	70	73	3
Business	62	72	81	9
Charity	90	80	118	38
Cinema	1	21	15	-6
Community Group	79	74	97	23
Education – FE	46	54	109	49
Education – HE	177	197	209	12
Education – Primary	406	494	518	24
Education – Secondary	939	1051	1395	344
Education – SEN	34	53	90	37
Embassy	3	1	27	26
Emergency Service	34	102	39	-63
Faith and Interfaith	256	225	310	85
Government departments	16	24	25	1
Individual	19	10	14	4
Library	134	189	277	88
Local Authority	277	259	319	60
Member of Parliament*UK	15	n/a	206	n/a
Member of Scottish Parliament	n/a	n/a	56	n/a
Member of Welsh Assembly	n/a	n/a	6	n/a
Member of Northern Ireland Assembly	n/a	n/a	12	n/a
Military Base	n/a	n/a	1	n/a
Museum and Heritage	45	80	61	-19
Other	20	16	59	43
Prison	4	17	15	-2
Publishers	2	7	10	3
Pupil referral unit	3	7	7	0
Social Care and Health	13	16	28	12
Sport	17	18	45	27
Trade Union	10	22	22	0
Trust or Foundation	6	3	3	0
Youth Organisation	34	49	67	18

* Data only relates to Unique Primary Organisations

** Elected representatives for UK Parliament and devolved nations, and military bases, were not included in this table previously

Compared to 2022 where 19 sectors saw an increase in organisations marking HMD, this rose to 20 sectors in 2023 (excluding elected representative and military bases). Overall, outside our strategic areas (local authorities, Education and Youth) the number of organisations marking HMD increased by 553 in 2023, from 1,047 in 2022 to 1,600 in 2023 (this excludes the figures for elected representatives and military bases).

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Schools

Table 3 – 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
HMD 2023	2,010	2,449

HMD 2020 marked the 75th anniversary of the liberation of Auschwitz, and many schools undertook large numbers of additional HMD activities for different year groups and in separate subject classes – hence the significantly larger number of activities in this year.

In 2023, 405 more schools marked HMD than in 2022 – an increase of 25%. This was accompanied by an increase of 359 in the number of activities between 2022 and 2023 – an increase of 17%.

Table 4 UK - breakdown of schools marking HMD

	Total Number of Schools marked HMD	Total state schools in UK	% of UK state schools marking HMD 2023	% of UK state schools marking HMD 2022	% of UK state schools marking HMD 2021
Primary	518	20,795	2	2	2
Secondary	1,395	4,189	33	25	20
SEN	90	1,546	6	4	2
PRU	7	348	2	2	Not calculated

The number of schools marking HMD in 2023 rose in all sectors bar Pupil Referral Units where it remained unchanged. The increase both in overall numbers, and in percentage, of secondary schools marking HMD should also be set in the context of an increase in the number of secondary schools within the UK.

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Table 5 England - breakdown of schools marking HMD

	Total Number of Schools marked HMD 2023	Change from HMD 2022	Total state schools in England	% of English schools marking HMD 2023	% of English schools marking HMD 2022	% of English schools marking HMD 2021
Primary	460	19	16,791	3	3	2
Secondary	1,197	268	3,458	35	40	30
SEN	83	32	1,005	8	5	2
PRU	7	0	348	2	2	
Total	1,747	319	21,602	8	7	5

The percentage of secondary schools in England marking HMD has dropped, despite an increase in the total number of schools marking it, because of an increase in the overall number of secondary schools within England.

Table 6 Integration Areas

	Number of secondary schools in integration area marking HMD	Year on year change
HMD 2018	13	-
HMD 2019	37	+24
HMD 2020	64	+27
HMD 2021	48	-16
HMD 2022	56	+8
HMD 2023	48	-8

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Table 7 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	Number of secondary schools that marked HMD 2023
Bradford	14*	15	8	15
Blackburn with Darwen	10	8(+3)**	15	6
Peterborough	9	4	6	5
Walsall	7	5	9	5
Waltham Forest	11	4	6	4
Dundee	4	7	1	2
Cardiff	5	3	6	6
Belfast	4	5	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

In 2023 we placed less focus and resource specifically on Integration Areas which the Government has indicated it intends to end as a focus for their work in this area. In the 162 secondary schools across the eight integration areas, HMD 2023 was marked in 29%.

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Local authorities

Table 8 Local Authorities by Region/Nation

Region	HMD 2020	HMD 2021	HMD 2022	Change 2021-2022	%	HMD 2023	Change 2022-2023	%
Channel Islands	1	0	0	0	0	2	2	100
East Midlands	28	22	21	-1	-5	31	39	79
East of England	31	23	25	2	9	36	51	71
Greater London	30	29	29	0	0	31	33	94
North East	8	10	11	1	10	13	15	87
North West	23	18	22	4	22	35	43	81
Northern Ireland	4	7	9	2	49	11	11	100
Scotland	18	18	14	-4	-22	25	32	78
South East	30	25	25	0	0	43	68	63
South West	18	15	19	4	27	30	34	88
Wales	13	13	15	2	15	20	22	91
West Midlands	19	15	12	-2	-20	23	34	68
Yorkshire and the Humber	9	9	14	5	6	19	24	79
Total	232	204	216	12	6	319	408	78

HMDT places a particular focus on encouraging local authorities to hold or support civic events for HMD, thereby ensuring local government support for HMD alongside national government commitment, and also ensuring that adults across the country have a local HMD event that they can attend.

We have analysed the local authority HMD events by region; the numbers of HMD organisations in table 1 include the specific local authorities in table 8.

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The number of local authorities that marked HMD 2023 increased compared to 2022 and surpassed the target of 285 for the year. 2023 saw an additional 60 local authorities marking HMD, an increase of 23% from 2022. Within these figures were 46 returning organisations that marked HMD in previous years but did not do so in 2022. Conversely, 24 different local authorities marked in 2022 but did not return to mark in 2023. With 78% of local authorities currently marking HMD, the strategic target of 90% by 2025 is within reach.

Table 9 Local Authorities and Integration Areas

Local Authority	2020	2021	2022	2023
Belfast	Yes	Yes	Yes	Yes
Blackburn with Darwen	Yes	Yes	Yes	Yes
Bradford	Yes	Yes	Yes	Yes
Cardiff	Yes	Yes	Yes	Yes
Dundee	Yes	No	No	No
Peterborough	Yes	Yes	Yes	Yes
Walsall	Yes	Yes	Yes	Yes
Waltham Forest	Yes	Yes	Yes	Yes

In 2023 the number of local authorities that participated in a HMD activity from integration areas was unchanged from previous years at 7 out of 8. The last time there was 100% participation from integration areas was 2020. Dundee will feature in the *HMD 2024 Engagement Strategy* with a view to achieving 100% engagement from integration areas in the coming year.

Youth engagement

a) Youth-related organisations marking HMD 2023

This year saw a 23% increase in the number of youth related organisations running HMD activities compared to 2022, with a total of **398** youth organisations marking HMD, an increase of **46%** compared to 2021. These comprised activities noted in the tables above, in higher and further education settings, and in youth organisations/ groups.

Organisation type	Total number that marked HMD 2023	Change from HMD 2022
Higher Education	212	+5%
Further Education	110	+103%
Youth org/ group	75	+19%
Total	398	+23%

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a) Youth engagement project

To increase engagement with young people (aged 25 and under), we launched [Extra]Ordinary Portraits - a portrait competition open to young people in the UK, which offered young people an opportunity to learn about and honour someone affected by the Holocaust, genocide or identity-based persecution by creating a portrait of them. The competition took inspiration from the theme for Holocaust Memorial Day 2023 - **Ordinary People** - and entrants were asked to highlight the extraordinary elements of seemingly 'ordinary' people. Portraits were allowed to be submitted in any art form, provided they could be displayed digitally.

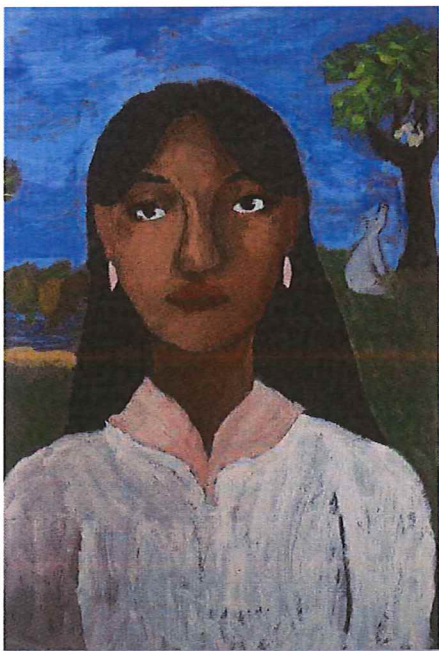
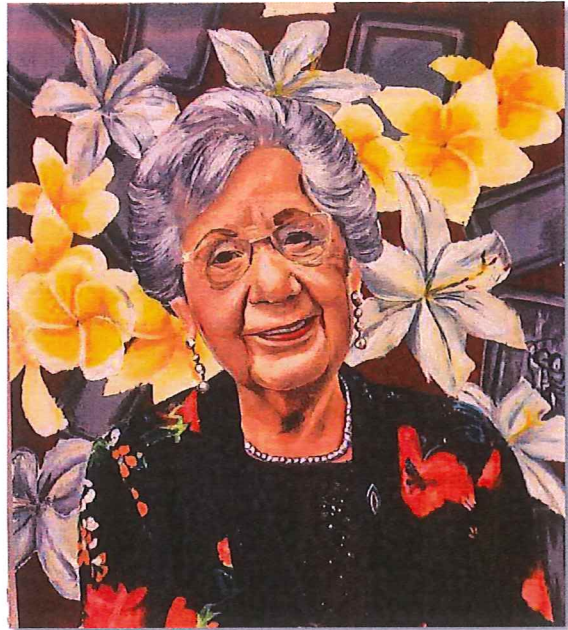
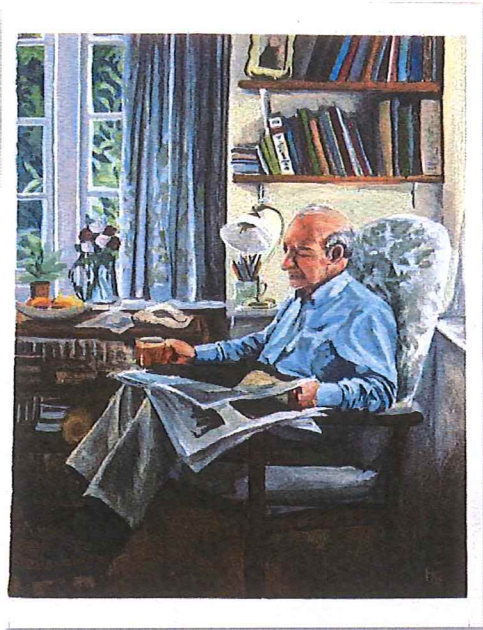
After the competition closed, people were encouraged to continue to take part by creating and posting portraits online using the hashtag #HMDExtraOrdinaryPortraits.

123 young people entered, with portraits covering a variety of themes; Holocaust, Nazi-Persecution, recent genocides and examples of modern identity-based persecution. The youngest entrant was 10, and the oldest was 25. We received entries from all four UK nations, and from the Channel Islands.

30 winning portraits were selected by a high-profile judging panel, including the Director of the Royal Drawing School and acclaimed photographer Rankin. The panel was chaired by HMDT trustee, Tulip Siddiq MP. The winning portraits were launched as an exhibition on HMDT's website, and were made available to event organisers and venues via a Digital Display Pack. The full exhibition was shown at the start of the Online Commemoration and was on the screens at Piccadilly Circus on Holocaust Memorial Day. As noted earlier, a selection of the portraits was also displayed at an exhibition in Parliament which ran for most of January.

The project resulted in an online exhibition of images which HMDT can continue to promote throughout the year, as well as a library of high-quality photos to be used for marketing and media purposes. The images were taken by young people and shortlisted by a youth panel, so are likely to appeal to a youth audience. We have received permission from all entrants to use their artworks in perpetuity. This will help us to grow a youth following, providing us with content which we can use on Instagram as well as other social media platforms.

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Images (top left to bottom right): A comfortable place by Hannah Brennan (age 24); Helen Aronson BEM by Nancy Akuffobe (21); Denise Uwimana by Eviemae Thompson (13); Sophari Ashley by Lucy Anderson (13)

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 the [Extra]Ordinary Portraits project to a diverse youth audience.

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HMDT Youth Forum: We brought an additional six volunteers to the forum, which meets around four times per year. All of its members 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.

75 Memorial Flames

The final Memorial Flames from our 2020 exhibition were returned to their owners, with a select number remaining with HMDT for display at future events. This year, six of the Memorial Flames were displayed as part of the in-person Ceremony for HMD 2023.



*Image: UK
Ceremony ©
Grainge
Photography*

Materials & impact studies

As in previous years, we commissioned a public awareness poll of the general public to assess 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 (up to 92%, compared to 85% last year) and in those saying that they know it well (up to 42% compared to 39% last year).

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

Funding

We remain very grateful to the Department for Levelling Up, Housing and Communities (DLUHC), which continues to support the Holocaust Memorial Day Trust by providing the great majority of our funding (79% of our income in 2022-23). 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 and online National Commemoration, giving advice and guidance, and championing HMD and HMDT.

Financial Review

Our income in the year April 2022 – March 2023 was £1,133,139.

Our expenditure in the year was £1,210,237.

This overspend was covered by funds brought forward from the previous financial year and was considerably lower than the originally budgeted overspend. Our original budget allowed for reserves to be utilised up to £94,000 but, due to savings from staff vacancies, a stronger than expected fundraising year and significant efforts by our staff team, we managed to reduce this figure.

We ended the year with £179,961 carried forward into the next financial year. This is within the Charity Commission's recommended guidelines.

Fundraising

Strategy

We continued to follow our Board approved fundraising strategy, increasing our applications to trusts and foundations, continuing to seek support from individual supporters and philanthropists and continuing to seek support from community and online fundraising. We were particularly pleased to be awarded grants from each of the UK's devolved administrations.

Fundraising compliance

HMDT is registered with the Fundraising Regulator, and is committed to complying fully with its requirements.

Activity

We were successful in raising some £36,905 online from community supporters who use our resources and materials in their local HMD activities, and/or who registered to view our online commemoration. Over the year we raised an additional £10K from on-line donations.

We piloted an initiative to sell memorial candles for our Light the Darkness moment. This was successful in raising the profile of the Light the Darkness moment, and covered its

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costs. While it did not bring in additional funding in its first year, we believe it is likely to do so in the future.

For the first time, we held a small dinner for high-net-worth supporters and potential supporters at the House of Lords. We are extremely grateful to our Hon Vice President, Lord Pickles, for hosting this event, and to all those who attended.

We also developed our Friends of HMDT programme. We started the year with 16 Friends and finished the year with 45 regular supporters.

Over this year, we made six successful applications to Trusts and Foundations. Of the successful applications, two grants are multi-year and will enable us to increase our outreach work with new sectors including minority faith communities and workplaces, prisons and places of culture. We worked in partnership with the National Holocaust Centre and Museum and with the Jewish Museum of Greece to secure three grants to develop and launch Ordinary Objects Extraordinary Journeys, an interactive Holocaust education website.

Ensuring sound governance

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 December 2022.

Sub-committees of the Board meet regularly to oversee the work of the Trust.

The Outreach Committee oversees our progress towards achieving Goals 1 and 4 (increasing knowledge, supporting people to mark HMD). This year their focus has been particularly in support of our *Short answers to big questions* initiative, and the analysis and development of local HMD events. We are delighted to benefit from two non-trustee members of this Committee, Liz Arif-Fear and Yusuf Patel.

The External Affairs Committee oversees our progress towards achieving Goals 2 and 3, in particular the development of the UK Ceremony and Light the Darkness.

The Finance and Operations Committee ensures our progress to achieving Goal 5: it 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 Fundraising Committee supports progress towards achieving Goal 5, in particular to develop income streams and fundraising projects. We are indebted to non-Trustee members John Maxted and Helen Varma.

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Our Holocaust Survivors' Legacy Group and Genocide Survivors' Consultative Group are both chaired by Trustees. These Groups meet regularly through the year to ensure survivor input to key organisational matters.

HMDT's Trustees are expert and generous with their time and guidance, and we remain hugely grateful to them. HMDT's Trustee Board is chaired by Laura Marks CBE, who steers HMDT with energy, creativity and wisdom, and the Board is sincerely grateful to her for her commitment. The Board would also like to give particular thanks to the other Honorary Officers, Sir Leigh Lewis and Amanda King, and Committee Chairs, Michael Marx, David Ashley and Danny Stone (until July 2022) / Paul Giannasi (since March 2023).

Change of Trustees

During this financial year Tulip Siddiq MP and Ruth Wellin stood down on reaching the end of their eligible periods. Trustees wish to place on record our considerable gratitude to these trustees for their support and contributions.

We were delighted to appoint Taiwo Owatemi MP as an incoming Trustee.

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 (2022/23 £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, and by an outstanding Deputy Chief Executive, Dr Rachel Century, who are 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 Trust's activities against its agreed goals at regular Board and sub-committee meetings, and participate in an annual Trustees' away day. Almost all 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.

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 the Association of Chief Executives of Voluntary Organisations. We have conducted extensive work to update consents and procedures to ensure

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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:

- 1) 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. Our 'future-proofing' work includes the development of the *Ordinary Objects, Extraordinary Journeys* project and other work to highlight and educate about artefacts.

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.

- 2) An ongoing 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 both ministers and senior officials at 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.
- 3) 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.

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- 4) 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, 'Light the Darkness', to engage even more widely and ensure a national moment of collective commemoration.
- 5) An additional risk is that stakeholders fail to understand the rationale for why HMD commemorates only certain specific genocides in addition to the Holocaust (i.e. 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.

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 2023 was carried out by Knox Cropper LLP.

Legal & HR

HMDT now obtains specialist HR advice and guidance from HR Services Partnership (now taken over by and known as Worknest). Our employee support programme is 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.

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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 2023. It has been agreed that this level will be reviewed and increased for future years.

Total free reserves available for these purposes at 31 March 2023 amounted to £172,836 (2021/22 - £252,747).

Going concern

HMDT received a one-year grant from DLUHC for the year April 2022-March 2023, and was invited to apply for a further one-year grant of the same amount for the year April 2023-March 2024.

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 to our liaison advisor at DLUHC throughout the year on the grant and our activities and have a close relationship with officials and Ministers in DLUHC. The Trustees are confident that this support will continue beyond March 2024.

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

- The £900k grant from DLUHC for 2023-24 is now in place; we received the initial 50% of £450k in July 2023, with the remaining 50% due in October 2023. This grant covers the vast majority of our core costs and the delivery of HMD 2024.
- We have received indications from DLUHC that we will receive a grant of £900k for 2024-25.
- 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 administrations 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.

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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 is its greatest asset; staff have worked exceptionally hard to ensure that, despite the uncertainties as we emerge from 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 as we emerge from 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 a bespoke skills workshops. As noted above, HMDT has an Employee Assistance Programme.

Additionally, staff enjoy many organisational social occasions (eg a summer picnic) to make sure HMDT is a good and enjoyable place to work.

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, Senior Operations and Finance Manager 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. We have a Performance Related Pay policy and process.

Maintaining an effective office environment

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.

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Being an effective organisation

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.

We have ambitions to commission a further impact study, but it would be expensive to run it robustly, including with a longitudinal element, so this is unlikely to happen in the next financial year.

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2023 activities.

Comments included the following:

Having marked HMD many times in the past, I found this year's theme of 'Ordinary

People' particularly impactful. Through events I held myself and events I attended, I think many people connected with this event and understood the humanity and individual stories of those affected by the Holocaust and subsequent genocides.

Lucy, online and in-person HMD activity attendee

I was inspired by the event we organised, because it brought people together from so many different communities, across the age-groups.

Ed Pawson, HMD activity attendee

I'm always moved by events of this nature. It inspired me to have conversations with friends and family.

Chris Slee, who attended HMD activities and took part in Light the Darkness

It inspired me to be an activist in anti-genocide movements and to understand the value in talking to and listening to survivors.

Robyn Bradbury, who attended an online HMD activity, watched the UK Online Commemoration and took part in Light the Darkness

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It reinvigorated my unsuccessful efforts to know my father's Holocaust history. Miraculously I've just received a letter containing much of this after very many years of searching!!

Tim, HMD activity attendee

I noticed that the number of events and people attending has increased greatly this year and am interested to see how holding these events helps to bring communities together. They offer a chance for people to have more intimate and meaningful conversations together which deepens the connections between us.

Christine Abbas, who attended HMD activities, watched the UK Online Commemoration and took part in Light the Darkness

It had an enormous impact and made me ask myself how I can make a difference.

Suzie Almond, who watched the UK Online Commemoration

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 judgements 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.

**Holocaust Memorial Day Trust
Trustees Report**

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.

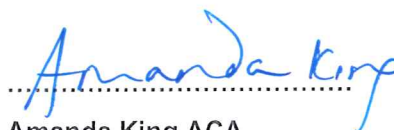
The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees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

This report was approved by the Trustees on 21 September 2023 and signed on their behalf by:



Laura Marks CBE

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 2023 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 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the 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.

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

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

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

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. 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.

Knox Cropper LLP

11 October 2023

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 2023

		2023	2023	2023	2022
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	Notes				
Income from:					
Donations and grants	2	122,931	1,000,699	1,123,630	1,144,266
Other income	3	-	13,003	13,003	877
Total income		<u>122,931</u>	<u>1,013,702</u>	<u>1,136,633</u>	<u>1,145,143</u>
Expenditure on:					
Cost of raising funds	4	-	51,126	51,126	45,876
Fundraising costs		-	51,126	51,126	45,876
Charitable activities					
Goal 1 (Increase Knowledge)		-	239,898	239,898	165,371
Goal 2 (Work to a Better Future)		-	183,503	183,503	132,862
Goal 3 (National Commemoration)		-	430,724	430,724	410,773
Goal 4 (Outreach)		122,931	185,373	308,304	331,983
Total expenditure	4	<u>122,931</u>	<u>1,090,624</u>	<u>1,213,555</u>	<u>1,086,865</u>
Net income /(expenditure) for year		-	(76,922)	(76,922)	58,278
Funds brought forward		-	257,059	257,059	198,781
Funds carried forward		-	180,137	180,137	257,059

All activities are derived from continuing operations.

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

The notes on pages 51-60 form part of these financial statement

Holocaust Memorial Day Trust
Balance Sheet
As at 31 March 2023

	Notes	£	2023 £	£	2022 £
Fixed assets	10		7,301		4,311
Current assets:					
Debtors	11	53,347		25,912	
Cash at bank and in hand		282,676		390,717	
		<u>336,023</u>		<u>416,629</u>	
Creditors: amounts falling due within one year	12	(163,187)		(163,881)	
			<u>172,836</u>		<u>252,748</u>
Net current assets					
			<u>180,137</u>		<u>257,059</u>
Net assets					
Represented by:					
Restricted funds			-		-
Unrestricted funds			180,137		257,059
Total Funds			<u>180,137</u>		<u>257,059</u>

The notes on pages 51-60 form part of these financial statements.

Approved and authorised for issue by the Trustees on 21 September 2023 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
Statement of Cash Flows
For the year ended 31 March 2023

	Notes	2023 £	2022 £
Cash flows from operating activities:			
Net cash provided by (used in) operating activities	A	(103,825)	110,951
Cash flows from investing activities:			
Investment income		1,220	128
Purchase of tangible fixed assets		(5,437)	(4,102)
Net cash (used in) provided by investing activities		(4,217)	(3,974)
Change in cash and cash equivalents in the year		(108,041)	106,977
Cash and cash equivalents brought forward	B	390,717	283,740
Cash and cash equivalents carried forward	B	<u>282,676</u>	<u>390,717</u>

Holocaust Memorial Day Trust
Statement of Cash Flows
For the year ended 31 March 2023

Notes to the statement of cash flows for the year to 31 March 2023

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

	2023	2022
	£	£
Net movement in funds (as per the statement of financial activities)	(76,922)	58,278
Adjustments for:		
Depreciation charge	5,941	7,754
Investment income	(1,220)	(128)
Profit/loss on disposal of fixed asset	(3,495)	-
(Increase)/Decrease in debtors	(27,435)	(10,110)
Increase/(Decrease) in creditors	(694)	55,157
Net cash provided by (used in) operating activities	(103,825)	110,951

B Analysis of cash and cash equivalents

	2023	2022
	£	£
Cash at bank and in hand	282,676	390,717
Total cash and cash equivalents	282,676	390,717

C Analysis of changes in net debt

Cash and cash equivalents	At 1st April 2022	Cash flows	Other non-cash changes	At 31st March 2023
Cash	390,717	(108,041)	-	282,676
	390,717	(108,041)	-	282,676

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

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 2023 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, Housing and Communities has provided grant funding for the year to 31 March 2023. A grant of £900k has been awarded for 2023-24. The Trustees are confident that this support will continue beyond March 2024.

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 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 - 3 year 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 DLUHC 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.

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

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.

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

2 Donations and Grants

	2023 £	2022 £
<u>Unrestricted Funds</u>		
Grant from Department of Levelling Up, Housing and Communities (DLUHC)	900,000	900,000
Donations	100,699	90,353
Legacies	-	35,000
Total Unrestricted Funds	1,000,699	1,025,353
<u>Restricted funds</u>		
Grants from Devolved Nations	52,500	47,596
Grants from Trusts and Foundations	70,431	71,317
Total Restricted Funds	122,931	118,913
Total Donations & Grants	1,123,630	1,144,266

3 Other income

	2023 £	2022 £
Bank Interest receivable	1,220	128
Other income	11,783	749
Total	13,003	877

4 Analysis of Expenditure

Current Year (2023):-

Cost of raising funds	Restricted	Unrestricted	Total 2023
Fundraising Costs	-	51,126	51,126

	Activities Undertaken Directly (£)		Governance (Note 5) (£)		Other (Note 6) (£)		Total Expenditure (£)		
	R	U	R	U	R	U	R	U	Total
Goal 1 – Increase Knowledge	-	187,233	-	3,769	-	48,896	-	239,898	239,898
Goal 2 – Work to a better future	-	141,005	-	3,769	-	38,729	-	185,503	185,503
Goal 3 – National Commemoration	-	380,531	-	5,654	-	44,539	-	430,724	430,724
Goal 4 - Outreach	122,931	116,298	-	5,654	-	63,421	122,931	185,373	308,304
	122,931	825,067	18,846	-	195,585	122,931	1,039,498	1,162,429	

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

Prior Year (2022):-

Cost of raising funds	Restricted	Unrestricted	Total 2022
Fundraising Costs	-	45,876	45,876

	Activities Undertaken Directly (£)		Governance (Note 5) (£)		Other (Note 6) (£)		Total Expenditure (£)		
	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
	118,913	795,632	-	13,600	-	158,718	118,913	967,952	1,086,865

5 Governance costs

	2023	2022
	£	£
Audit fees	8,760	7,992
Accounting fees	1,800	-
Legal fees and other prof fees	4,289	2,887
Trustees' and meeting expenses	2,779	487
Trustee training and development	-	2,076
Bank charges	1,218	158
Total	18,846	13,600

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 2023

	2023	2022
	£	£
Other Support Costs		
Salaries and related costs	145,246	116,650
Rent, insurance and office equipment	16,797	15,911
Telephones and internet	875	1,200
IT and support costs	5,940	5,123
Other office costs	26,727	19,834
Total	<u>195,585</u>	<u>158,718</u>

7 Net income/(expenditure) for the year

This is stated after charging:

	2023	2022
	£	£
Operating leases – land and buildings	52,871	52,871
Depreciation	5,941	7,754
Auditor's remuneration (including VAT)	7,210	6,650
Auditor's fees for other services (including VAT)	<u>1,550</u>	<u>1,342</u>

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £nil (2022: £30). The charity directly incurred £2,779 (2022: £1,966) on Trustees' meetings and £422 on travel and other expenses in the year.

9 Employees

During the period of this report there were on average 13 full time equivalent (FTE) employees (2022: 10)

	2023	2022
	£	£
Salaries and wages	510,611	464,608
Social security costs	48,436	41,591
Employer's contribution to defined contribution pension schemes	21,935	19,689
Total	<u>580,982</u>	<u>525,888</u>

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

	2023	2022
£90,000-£99,999	-	1
£100,000-£109,999	<u>1</u>	<u>-</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, Senior Operations & Finance Manager, Head of Outreach, Head of Communications (left on 31 March 2023, and a replacement commenced employment 9th May 2023). The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £256,212 (2022 - £269,664).

10 Fixed assets

	2023
	£
Cost	
Balance at 1 April 2022	30,704
Additions during the year	5,467
Disposals	(941)
Balance at 31 March 2023	<u>35,200</u>
Depreciation	
Balance at 1 April 2022	26,393
Charge for the period	5,941
Disposals	(4,435)
Balance at 31 March 2023	<u>27,899</u>
Net book value at 31 March 2023	<u>7,301</u>
Net book value at 31 March 2022	<u>4,311</u>

All of the above assets are used for charitable purposes.

11 Debtors

	2023	2022
	£	£
Rent deposits	6,133	6,133
Other debtors and prepayments	<u>47,214</u>	<u>19,779</u>
	<u>53,347</u>	<u>25,912</u>

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

12 Creditors: amounts falling due within one year

	2023	2022
	£	£
Trade creditors	19,176	67,190
Taxation and social security	20,090	5,842
Other creditors	5,376	1,441
Accruals and deferred income	118,545	89,408
	<u>163,187</u>	<u>163,881</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 2023 (2022: none).

15 Commitments under operating leases

Total commitments under non-cancellable operating leases at 31 March 2023 were as follows:

	2023	2022
	£	£
Due within one year	20,041	31,423
Due within 2-5 years	<u>10,368</u>	<u>-</u>

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

16 Movement in Funds

Current Year (2023):

	At 1 April 2022 £	Income & Gains £	Expenditure & Losses £	At 31 March 2023 £
Scotland HMD project	-	20,500	(20,500)	-
Wales HMD project	-	15,000	(15,000)	-
Northern Ireland HMD project	-	17,000	(17,000)	-
Shoresh Charitable Trust	-	2,000	(2,000)	-
Chidwick Trust	-	12,500	(12,500)	-
Leon Greenman/Arts Council	-	40,300	(40,300)	-
IHRA	-	15,631	(15,631)	-
Total Restricted Funds	-	122,931	(122,931)	-

Previous Year (2022):

	At 1 April 2021 £	Income & gains £	Expenditure & losses £	At 31 March 2022 £
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)	-
Total Restricted Funds	-	118,913	(118,913)	-

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 £10.

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2023

18 Comparative 2022 Statement of Financial Activities

Year ended 31 March 2022

		2022	2022	2022
		Restricted	Unrestricted	Total
		£	£	£
	Notes			
Income from:				
Donations and grants	2	118,913	1,025,353	1,144,266
Other income	3	-	877	877
Total income		<u>118,913</u>	<u>1,026,230</u>	<u>1,145,143</u>
Expenditure on:				
Cost of raising funds	4	-	45,876	45,876
Fundraising costs		-	45,876	45,876
Charitable activities				
Goal 1 (Increase Knowledge)		-	165,371	165,371
Goal 2 (Work to a Better Future)		-	132,862	132,862
Goal 3 (National Commemoration)		-	410,773	410,773
Goal 4 (Outreach)		118,913	213,070	331,893
Total expenditure	4	<u>118,913</u>	<u>967,952</u>	<u>1,086,865</u>
Net income/(expenditure) for year		-	58,278	58,278
Funds brought forward		-	198,781	198,781
Funds carried forward		-	257,059	257,059