



Company number: 05415454

Charity number: 1109348

Scotland: SC05119



**HOLOCAUST  
MEMORIAL  
DAY TRUST**

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**HOLOCAUST MEMORIAL DAY TRUST**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2024**

**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	His Majesty The King
Honorary President	Formerly the late Sir Ben Helfgott, and respectfully kept vacant this year
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  
Dr Kate Ferguson  
Paul Giannasi OBE  
Dr John Howells OBE MP  
Michael Marx  
Taiwo Owatemi MP (appointed 18 July 2023)  
Joan Salter MBE  
Naved Siddiqi  
Peter Suchet  
Revd. Dr Richard Sudworth OBE  
Marie Van der Zyl OBE

The following Trustees retired on 18 July 2023:

Tulip Siddiq MP  
Ruth Herzberg-Wellin

### **Company Secretary**

Amanda King ACA

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

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

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

Louise Darbon, Senior Operations & Finance Manager  
Rebecca Deakin, Operations Officer  
Charlotte dos Remedios, Outreach Officer (Museums, Prisons and  
Workplaces)  
Alicia Frydman, Senior Development Officer  
Dr Toni Griffiths, Senior Outreach Officer  
Graham Jackson, Finance and Operations Administrator  
Hannah Jorsh, Outreach Officer (Youth and Education)  
Julia Marcuson, Head of Development  
Joseph Miller, Head of Outreach  
Farayi Mungazi, Senior Communications Officer  
Esther Renee Selman, Head of Communications  
Kirsty Robson, Outreach Officer (Scotland)  
Naomi Sheer, Executive Assistant  
Bethan Tribe, Senior Communications Officer

Carlo Sossella and Jaromir Blutaumuller supported the work of HMDT as  
Gedenkdienstleistende. Barnabas Balint supported the work of HMDT as a volunteer.

The following individuals were employed during the year but not at the date of this report:  
Chris Carling, Pippa Harrison, Dr Anna Katila, Eva Oddi.

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**Registered Office**

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**Country of registration**

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**Auditor**

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**Bankers**

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Scottish Widows Bank plc  
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EH3 8YJ

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

**Company Number:** 054154

## Holocaust Memorial Day Trust Tribute to Sir Ben Helfgott



Sir Ben Helfgott, a Holocaust survivor, educator, Olympic sportsman, and human rights campaigner was an inspirational man who worked tirelessly for a more peaceful and tolerant world.

Ben was a member of the Government's Holocaust Memorial Day Steering Committee, which advised on the establishment and early implementation of Holocaust Memorial Day across the UK. Along with several other members of this Committee, Ben became a founder Trustee of Holocaust Memorial Day Trust in 2005, and served on the Board for many years. When his term of office came to an end, we were delighted that Ben remained involved as our Honorary President.

Throughout his life he challenged people everywhere to heed the lessons of the Holocaust and make the pledge of 'never again' a reality. With his charisma and passion, Sir Ben touched the lives of countless people. The impact he made on those of us privileged to know him cannot be overstated. He led from the front and expected us all to live up to his extraordinary standards. We miss him dearly.

# Holocaust Memorial Day Trust

## Trustees Report

### 1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2023 to 31 March 2024.

This has been a particularly challenging year and we are proud of how the trustees and staff have addressed these challenges and supported local organisers in marking Holocaust Memorial Day (HMD). Despite the threats and difficulties, Holocaust Memorial Day was able to bring together thousands of people at in-person and online events, and reach millions more through the national Light the Darkness moment, and through coverage of the UK Ceremony and of HMD itself.

This year, we were deeply saddened at the passing of our Honorary President and one of our founding trustees, Sir Ben Helfgott. Ben was not only a staunch supporter of our work, he never failed to contribute his passion and knowledge to the betterment of HMDT. Please see our full tribute above on Page 4.

We remain deeply grateful to the Ministry of Housing, Communities and Local Government (MHCLG) for our core grant, and to all who have made grants and donations to support our work.

### 2. Impact of the Hamas attacks in Israel, and Israel's war against Hamas

On 7 October 2023, Hamas brutally attacked Israelis and other nationals in Israel. Barbaric rapes and murders took place, leaving approximately 1,200 people dead, and approximately 250 people taken hostage. Israel responded with a military assault against Hamas in Gaza which continues, with thousands of Palestinians displaced, injured or killed, and an unfolding humanitarian crisis.

The attacks and the subsequent war led to an instant and huge rise in antisemitism in the UK, leaving the Jewish community feeling extremely vulnerable. Many members of the community have responded by retreating back into the Jewish community and becoming fearful of other communities and of the more extreme pro-Palestinian protestors. Similarly, the effects have been felt in Muslim communities with attacks on Muslims, apparently held responsible for the conflict, also at record levels. These tensions have been deliberately exploited by extremists in the UK who have used the situation to increase anti-Muslim hatred, to drive division, both leading to the UK's Muslim community also feeling fearful and vulnerable.

These separate but linked elements had a significant impact on HMD, which threatened to become a lightning rod for these tensions and pressures.

As a result, some local organisers reluctantly disengaged from HMD events this year, citing reasons that included a fear of physical protests at events, or a lack of confidence in being able to deal appropriately with speakers or audience questions that might reference the Hamas attacks or the war.

A small number of organisers and participants, and even some highly visible faith and political leaders, actively disengaged from HMD events as a deliberate protest against the war in Gaza or made their participation conditional on HMDT denouncing the 'the genocide in Gaza' within HMD events.

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

For our part HMDT sought at all times to maintain our focus on our primary purpose of commemorating the Holocaust and not to become embroiled in issues that go far beyond our remit. There is no doubt, however, that these events had a significant impact on both the staff and the trustees of HMDT: we received a number of deeply distressing and offensive communications; we had to pivot our outreach activities, revise resources, communications and the Ceremony several times to address the evolving situation; and we had to spend very large amounts of time working with the Police and the Community Security Trust to address the security needs of our staff, our office and all HMD events, both local and national. We wish to acknowledge our sincere appreciation and gratitude to the Police and to the Community Security Trust for their full-hearted support. In addition, these wider events affected our fundraising with the numbers of community donors dropping by half.

Below we set out in more detail our activities to address this situation (goals 3 and 4).

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

#### **a) Addressing the impact of the Hamas attacks, Israel's war in Gaza, and increased antisemitism and anti-Muslim hatred in the UK**

We created new guidance for local HMD organisers to help them plan and deliver HMD events in the light of the ongoing situation. We pivoted from an outreach approach which encouraged extending HMD events and being more creative in HMD activities, to one of reassurance that HMD events could take place at all.

We have provided a clearer rationale for which genocides are marked on HMD by directly aligning with the UK Government's long-standing approach in this respect. In line with the Government, from now on we will as HMD only commemorate those genocides that are recognised as such by the UK Government (likely to be those where perpetrators have been found guilty of the crime of genocide at an international court or tribunal). We have agreed that, for historical reasons within HMDT, we will, however, maintain commemoration of the genocide in Darfur although the UK Government does not recognise it as such.

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

The Light the Darkness moment took place on Holocaust Memorial Day itself at 8pm, after Shabbat had gone out. Buildings again lit up in purple and 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 lit by Their Majesties King Charles and Queen Camilla. A special event took place at Watford Workshop, our packaging and distribution centre – a social enterprise employing disabled people. HMDT staff and trustees, and Holocaust survivor Steven Frank, visited the Workshop and met many of its employees.

We were supported by St Luke's, a PR agency, who organised a 'digital vigil', where screens around the country lit up with images of candles. At the LtD moment, the combined Number of candles on multiple screens around the country was 6 million. It was a hugely powerful moment.



### **Review of HMDT activities, April 2023 – March 2024**

HMDT activities are based around our five strategic goals, 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

- 'Short answers to big questions'
- Youth Forum created specialist resources for and about young people
- Effective partnerships

### Our theme

A successful event was held online in May 2023 to launch the theme for HMD 2024, The Fragility of Freedom.

### Resources

We created new educational resources which either filled gaps in our suite of resources or addressed the theme.

New resources in this year were:

- i) Green spaced – a resource on creating a memorial garden – developed in partnership with the Royal Horticultural Society
- ii) Resource pack for primary schools – developed in partnership with Purple Mash
- iii) Youth societies resource
- iv) Resource on young people who were persecuted by the Nazis – created in conjunction with our Youth Forum
- v) Prison lesson plan and teaching notes
- vi) Burns resource, teaching notes and life story

### Survivor engagement

Our Holocaust Survivors' Legacy Consultative Group and Genocide Survivors Consultative Group met throughout the year. We featured survivors in the UK ceremony in film as well as in person. We facilitated many survivors to speak at HMD events across the country, and also ensured survivors were the main focus of the national Light the Darkness moment. Survivors also supported us with media interviews and coverage over the HMD period, including being featured on an HMD edition of *Songs of Praise*.

## Holocaust Memorial Day Trust Trustees Report

### 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 is a former member of the Troika of IHRA's Committee on the Holocaust, Genocide and Crimes Against Humanity (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 Dubrovnik and Zagreb.

### HMDT Partnership Group

The HMD Partnership Group is facilitated by HMDT and brings together 25 national organisations working together, in the fields of Holocaust and genocide commemoration and education, with a view to extending the reach and impact of Holocaust Memorial Day. Many of these organisations have networks across the UK which are active in planning local HMD activities each year. Meetings this year included discussions on survivor testimony, engaging in the current context of increased antisemitism and anti-Muslim hatred, and core facts about the Holocaust and genocide.

### 'Short answers to big questions'

We promoted our core resource, **Short answers to big questions**, and have integrated it into all areas of our work. This resource was developed in collaboration with members of the HMD Partnership Group, and emphasises key facts about the Holocaust and genocide.

## 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:

- 16 million people reached on social media (excluding LinkedIn) in January 2024 (75% increase on January 2023)
- 400,000 website visits during Nov 2023 – Jan 2024 (14% increase on the same period last year)

### Web and other digital content:

We focused on upgrading our already existing content alongside producing new digital content. This included material for our website, short films for online sharing, posts for social media platforms and remarketing our YouTube channel. All were designed to be accessible whilst being factually based and engaging to increase readers' knowledge and engagement.

We updated and published YouTube shorts, re-editing archival material into easily accessible playlists. We also published a short film to promote Light the Darkness and the 6 Million candles campaign (see Goal 3). We also produced interviews of three Holocaust survivors and one survivor of the genocide against the Tutsi in Rwanda not only be used in the in-person ceremony but future proofed to enable repeated editing and re-use of the filmed testimony.

In January 2024 we had **153,007** website users - a 14% decrease from last January - and **230,870** website visits – a 3% decrease from last January. These decreases almost certainly reflected some of the tensions surrounding HMD that we describe above.

### 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.

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

**Headline information:**

- **In-person UK Ceremony with nearly 450 guests**
- **Contributions from the Secretary of State, the Rt Hon Michael Gove MP, Deputy Leader of the Opposition, the Rt Hon Angela Rayner MP, Chief Rabbi Sir Ephraim Mirvis; filmed message from the Prime Minister, the Rt Hon Rishi Sunak MP**
- **Extensive media coverage**
- **Successful Light the Darkness moment including candles lit by Their Majesties and No 10 Downing Street**
- **Digital vigil with 6 million candles on screens across the UK**

**Plan and deliver UK Ceremony:**

***A) In person Ceremony***

We held an in-person UK Ceremony at the Guildhall in the City of London, for approximately 450 guests. This was significantly fewer than the capacity of the venue, and was the result of us experiencing a higher than normal number of 'no shows'. We believe this reflected the disengagement we saw at local level, following the Hamas attacks in Israel and the subsequent war in Gaza.

The UK Ceremony included a message of support from the Prime Minister, the Rt Hon Rishi Sunak MP, in person speeches from the Secretary of State at the Department for Levelling Up, Housing and Communities, the Rt Hon Michael Gove MP, the Deputy Leader of the Opposition, the Rt Hon Angela Rayner MP and the Chief Rabbi, Sir Ephraim Mirvis. Other contributors included Sir Jonathan Pryce CBE, Louisa Clein and Nina Wadia, Mala Tribich MBE, Ivor Perl BEM, Vera Schaufeld MBE and Antoinette Mutabazi.

***B) Online Curated Moments***

Our UK ceremony was filmed by a production company and edited to be viewed from our website at 7.30pm on 27 January, ending in our Light the Darkness National moment at 8pm. The edited version featured; the Prime Minister, the Rt Hon Rishi Sunak MP, in person 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 and the Chief Rabbi, Sir Ephraim Mirvis. Other contributors included Sir Jonathan Pryce CBE, Louisa Clein and Nina Wadia, Mala Tribich MBE, Ivor Perl BEM and Vera Schaufeld MBE and Antoinette Mutabazi.

The curated moments were viewed just over 5,000 times. Although this was somewhat fewer views than last year's film we are aiming to engage a wider audience with the 2025 UK Ceremony through broadcasting on the BBC.

### **C) 'Light the Darkness' national moment**

The Light the Darkness national moment took place at 8pm on Saturday 27 January, after the Jewish Sabbath. It was marked in households across the country – including by Their Majesties. In addition, 160 major buildings lit up in HMD purple, including Blackpool Tower and the Royal Liver Building in Liverpool.

For the first time, this year we lit 6 million candles in a digital vigil across the nation's billboards, created in partnership with St Luke's creative agency. We increased our visibility by over 50% on Out of Home billboards with over 400 screens displaying the campaign across the nation, doubling our visibility from 2023. We also gained a new partner – Clear Channel - who joined top advertising agencies Ocean Outdoor and JCDcaux by donating advertising.

This was supported by Global advertising on the London Underground and a national radio advert with a reach of 1.85m. The iconic screen, Piccadilly Lights, was also donated and lit up with imagery of the campaign. This was heavily reported in Trade press, a first for HMDT, and on BBC Breakfast, the Standard and the Independent amongst others.

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

For HMD 2024, the HMDT Outreach Officer for Scotland and the HMDT Support Worker for Northern Ireland led on the creation and delivery of the HMD Ceremonies for both Scotland and Northern Ireland respectively. Working closely with the Scotland and Northern Ireland HMD steering committees, HMDT led in-person Ceremonies that took place at the Scottish Parliament in Edinburgh and in Belfast City Hall. Holocaust survivors spoke at both ceremonies: Peter Lantos in Scotland, and Alfred Garwood in Northern Ireland. Both ceremonies were attended by individuals from across communities, faiths and political parties, highlighting that HMD is for everyone.

In Wales, where the HMD Wales Ceremony is organised by the Welsh Government and supported by HMDT, we facilitated both a Holocaust survivor, John Hajdu, and a survivor of the genocide in Darfur, Isam Agieb, to speak at the Ceremony. In addition, a filmed version of the Wales ceremony was also made available through the HMDT website.

### **Increase knowledge and raise awareness through the media:**

This year we placed more op-eds compared with previous years, including in The Telegraph and New Stateman. Although we faced challenges in the total number of mentions of HMDT during the HMD period compared to previous years, broadcast coverage was excellent. On Holocaust Memorial Day itself, we were featured on:

- ITV News
- Sky News
- BBC News
- BBC Breakfast
- BBC London News

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

Other key broadcast coverage included:

- Songs of Praise special programme on Sunday 28 January
- BBC Radio 4

### **Increase knowledge and raise awareness through social media**

In January 2024 our social media (excluding LinkedIn) had a reach (the amount of unique accounts that saw our organic and promoted posts) of 15.8 million people – a 75% increase compared with January 2023.

Engagement rate across all social media platforms was good with increases in engagement on Facebook (6%), X (formerly Twitter), Instagram (9%) and our website (91%).

One of our highest performing social media posts across all channels was our animated HMDT candle gif for our Light the Darkness 6 Million Candles campaign:

- Highest reach on Instagram, reaching 19k people on a single post
- 3<sup>rd</sup> highest reaching post on Facebook, reaching nearly 6k people
- 3<sup>rd</sup> highest engagement rate on Facebook at 10%

Many high profile celebrities, organisations, politicians and influencers posted about HMD 2024 on social media, helping us to reach a wider audience, including:

- The Royal Family
- Downing Street
- Rob Rinder MBE
- Tottenham Hotspur

In addition, we were delighted to work with Pearl and Dean to create a short film that was screened approximately 22,000 times in cinema screens over HMD week, reaching more than 525,000 viewers. The film featured Holocaust survivor, Mindu Hornick.

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

For HMD itself, we organised a commemorative event in Portcullis House with Sir Lindsay Hoyle MP, the Speaker of the House of Commons. The welcome was delivered by Laura Marks CBE and the Statement of Commitment was read by Olivia Marks-Woldman OBE. Survivors of the Holocaust and the genocide in Rwanda gave their testimonies to an audience of MPs and parliamentary staff. The Ceremony was featured in the Jewish News. Banners were then displayed throughout the day with information provided by HMDT on the Holocaust, Nazi persecution and the genocides in Cambodia, Bosnia, Rwanda and Darfur.

©UK Parliament/Maria Unger

[Published Assets \(assetbank-server.com\)](https://assetbank-server.com)

<https://www.jewishnews.co.uk/commons-speaker-tells-westminster-hmd-event-we-must-call-out-hatred-wherever-it-exists/>

## Holocaust Memorial Day Trust Trustees Report House of Lords

We were invited by the Lord Speaker, Lord McFall, to mark Holocaust Memorial Day as part of the Lord Speaker's 2024 Lecture series. We were delighted to work with his office to facilitate a panel event entitled: *Holocaust Memorial Day Event: Fragility of Freedom*. HMDT's CEO, Olivia Marks-Woldman, gave an introductory speech on the context and history of HMD. Baroness Helic spoke about the processes that lead to genocide. Olivia Marks-Woldman then facilitated a discussion between Lord Dubs, kindertransportee and member of the House of Lords, and survivor of the genocide against the Tutsi in Rwanda, Antoinette Mutabazi. The event was well-attended by Peers and parliamentary staff, with an extensive Q + A session, followed by networking and refreshments.



© House of Lords / photograph by Roger Harris



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

**Headline stats:**

- 3,700 local HMD organisations marked HMD across the country (down from 4,300 in 2023)
- Increases in the number of MPs, MSPs and Members of the Senedd marking HMD
- 41% decrease in secondary schools marking HMD
- 67% increase in businesses marking HMD
- 61% decrease in libraries marking HMD
- 227% increase in prisons marking HMD
- Short film made with Pearl & Dean, viewed by more than 525,000 cinema visitors

**Overview**

As noted above, HMD 2024 was overshadowed by the Hamas massacre on 7 October and the ongoing conflict that ensued in Gaza. The conflict had a direct impact on the Outreach team's work in specific ways. Willingness to engage and mark HMD was markedly reduced, with the Outreach team receiving feedback from a number of organisations that we were trying to engage that made it clear they would not be marking HMD. For example, one school responded, "This year we will be commemorating the victims of the current ongoing genocide in Gaza". The Outreach team therefore pivoted from supporting local organisers to extend their HMD events or make them more creative, to reassuring local organisers that events could take place safely, and in line with the purpose of HMD.

It is important to note that the reduction in numbers was not only because of the Israel and Gaza conflict: other more local issues were also raised: budgets for local authorities, charities, libraries and others were under greater and greater pressure, and the ability to mark HMD by putting on an in-person activity has become increasingly challenging. We saw a greater number of organisations work together to put on a smaller number of activities. In addition, in libraries in Northern Ireland staff were striking for much of the HMD period reducing their ability to mark HMD.

To summarise the challenges for local engagement for HMD 2024 fell into two broad categories, longer term trends and shorter-term impacts. These issues include:

1. The shorter-term impact for 2024 is the situation in Israel and Gaza. However, this could quickly develop into a much wider and longer-term impact as it plays out not only in community relations across the UK but becomes a national political issue as we have seen increasingly at the UK and devolved nation level.
2. A reduction in budgets across public sector bodies, and for councils in particular we are seeing a growing number of bankruptcies.
3. As a result of lower budgets or fewer staff able to work on HMD activities, we are seeing a growing number of multi-organisational events, with some single activities including 5-10 partner organisations involved, increasing cross-community/organisational working but reducing the number of HMD activities.
4. Looking for "easier" or "safer" ways to mark HMD, which leads to greater use of social media in particular.



# Holocaust Memorial Day Trust Trustees Report

## Analysis of local HMD engagement

### Regional breakdown

**Table 1 UK Regional Breakdown of Organisations Marking HMD**

Region	2022	2023	2024	Change 2023 - 2024	% Change
Channel Islands inc Isle of Man	10	15	17	2	13%
East Midlands	184	245	195	-50	-20%
East of England	283	406	293	-113	-28%
Greater London	586	757	748	-9	-1%
North East	181	196	174	-22	-11%
North West	365	458	411	-47	-10%
Northern Ireland	99	173	184	11	6%
Scotland	215	333	357	24	7%
South East	347	501	408	-93	-19%
South West	219	310	235	-75	-24%
Wales	223	331	237	-94	-28%
West Midlands	244	307	232	-75	-24%
Yorkshire and the Humber	246	282	213	-69	-24%
<b>Total</b>	<b>3,202</b>	<b>4,314</b>	<b>3,704</b>		

# Holocaust Memorial Day Trust

## Trustees Report

**Table 2 Organisations marking HMD by organisation type**

Organisation Type	2022	2023	2024	2023-2024 difference	Percentage difference
Arts Organisation	70	73	96	23	32%
Business	72	81	135	54	67%
Charity	80	118	95	-23	-19%
Cinema	21	15	235	220	1,467%
Community Group	74	97	128	31	32%
Education - FE	54	109	74	-35	-32%
Education - HE	197	209	205	-4	-2%
Education - Primary	494	518	365	-153	-30%
Education - Secondary	1,051	1,395	830	-565	-41%
Education - SEN	53	90	46	-44	-49%
Embassy	1	27	23	-4	-15%
Emergency Service	102	39	38	-1	-3%
Faith and Interfaith	225	310	280	-30	-10%
Government depts	24	25	34	9	36%
Individual	10	14	7	-7	-50%
Library	189	277	107	-170	-61%
Local Authority	259	319	291	-28	-9%
MPs *UK	n/a	206	258	52	25%
MSPs (Scotland)	n/a	56	70	14	25%
MAAs (Welsh Assembly)	n/a	6	30	24	400%
MAAs (Northern Ireland Assembly)	n/a	12	10	-2	-17%
MAAs (London Assembly) inc. MoL	n/a	n/a	16	16	N/A
Military Base	n/a	1	4	3	300%
Museum and Heritage	80	61	91	30	49%
Other	16	59	19	-40	-68%
Prison	17	15	49	34	227%
Publishers	7	10	21	11	110%
Pupil Referral Unit	7	7	6	-1	-14%
Social Care and Health	16	28	17	-11	-39%
Sport	18	45	29	-16	-36%
Trade Union	22	22	29	7	32%
Trust or Foundation	3	3	3	0	0%
Youth Organisation	49	75	63	-12	-16%
	<b>3,211</b>	<b>4,314</b>	<b>3,704</b>		

\* Data only relates to Unique Primary Organisations

\*\* Elected representatives for the London Assembly were not included in this table as a separate category in previous year's data.

\*\*\* The figure for government depts contains UK government depts, devolved government

## Holocaust Memorial Day Trust Trustees Report

departments, agencies and bodies that come under the umbrella of UK government depts.

### Schools

**Table 3: Schools marking HMD**

	Total Number of Schools marked HMD 2024	Total state schools in UK	% of UK state schools marking HMD in 2023	% of UK state schools marking HMD 2024
Primary	365	20,806	2	2
Secondary*	830	6,674	33	12
SEN	46	1,603	6	3
PRU	6	348	2	2
<b>Total</b>	<b>1,196</b>	<b>29,431</b>	<b>7</b>	<b>4</b>

*\*The figure for Secondary Schools is made up of 4,190 are Secondary Schools, 2,461 Independent Schools, and 23 Middle Schools*

The number of schools marking HMD in 2024 fell across all school sectors. The biggest percentage fall was across secondary schools.

In 2024 overall 814 fewer schools mark HMD than in 2023, a total of 1,196 as opposed to 2,010. This represents a near 51% decrease in schools marking HMD in 2024.

### Local authorities

**Table 4.1 Total number of local authorities marking HMD**

	HMD 2022	HMD 2023	HMD 2024	Change 2022-23	%
Local authorities marking HMD	259	319	291	-28	-9%

In 2024, 291 out of 392 local authorities marked HMD, including 11 that had never marked before. Conversely, 42 'dropped off', having marked in 2023 but did not return in 2024. This is compared to a drop off rate of 24 for HMD 2023 and just 8 of these returned for 2024.

**Table 4.2 Local Authorities Marking HMD by Region**

Region	Local authorities marking HMD 2022	Local authorities marking HMD 2023	Local authorities marking HMD 2024	Change 2023-24	%
Channel Islands	0	2	2	0	0
East Midlands	23	31	20	-11	-36%
East England	28	36	38	2	6%
Greater London	31	31	32	1	3%
Northeast	14	13	14	1	8%
Northwest	28	35	33	-2	-6%
Northern Ireland	10	11	11	0	0
Scotland	19	25	25	0	0
Southeast	33	43	39	-4	-9%
Southwest	21	30	24	-6	-20%
Wales	16	20	16	-4	-20%
West Midlands	19	23	22	-1	-4%
Yorkshire & the Humber	17	19	15	-4	-21%
<b>Total</b>	<b>259</b>	<b>319</b>	<b>291</b>	<b>-28</b>	<b>-9%</b>

\* The Channel Islands as a region was missing from Salesforce prior to 2023

**Table 4.3 Proportion of Local Authorities in a region marking HMD**

Region	Local authorities marking HMD 2023	Total	%	Local authorities marking HMD 2024	Total	%
Channel Islands	2	2	100%	2	2	100%
East Midlands	31	39	79%	20	39	51%
East of England	36	51	71%	38	51	75%
Greater London	31	33	94%	32	33	97%
Northeast	13	15	87%	14	15	93%
Northwest	35	43	81%	33	38	87%
Northern Ireland	11	11	100%	11	11	100%
Scotland	25	32	78%	25	32	78%
Southeast	43	68	63%	39	68	57%
Southwest	30	34	88%	24	30	80%
Wales	20	22	91%	16	22	73%
West Midlands	23	34	68%	22	34	65%
Yorkshire & the Humber	19	24	79%	15	17	88%

## Holocaust Memorial Day Trust Trustees Report

<b>Total</b>	<b>319</b>	<b>408</b>	<b>78%</b>	<b>291</b>	<b>392</b>	<b>74%</b>
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### Youth engagement

#### a) Youth-related organisations marking HMD 2024

**Table 5 Number of Further Education, Higher Education and Youth Groups/Organisations that marked HMD 2024**

Organisation type	Total number that marked HMD 2024	Change from HMD 2023
Higher Education	205	-2%
Further Education	74	-32%
Youth org/ group	63	-16%
<b>Total</b>	<b>342</b>	<b>-14%</b>

The disengagement noted above in schools was replicated in the informal youth sector and in higher education.

#### b) Youth engagement arts educational project

Due to staff gaps early in the year, and the extra work later in addressing the engagement challenges, we were unable to carry out a youth engagement project for HMD 2024.

#### c) Engagement with youth representatives

Between April 2023 and March 2024, the HMDT Youth Programme representatives worked with the team to research and design two resources for use in colleges and universities.

The resources, the Youth Societies Tool Kit and Young People Persecuted By The Nazis: An Education Resource, were shared and discussed with many universities. The Tool Kit was also especially popular with many youth groups and had wide take-up.

Throughout this period, as a team we evaluated the previous Youth Programmes and concluded that it needed updating. We took the opinions of those who had completed the programme, researched similar programmes at other organisations and how they were effective and then planned a new year-long programme. The advertising and recruitment for this programme took place in March 2024 so that the new HMDT Youth Programme can run for the full year of April 2024-March 2025. We are planning to begin recruitment for the second cohort of participants in February 2025.

### Examples of local HMD events:

#### **Doonfoot Primary School (Scotland) - Your Voice is Amazing!**

The P6 class at Doonfoot Primary School wrote an assembly they delivered to the rest of

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

the school after learning about the Holocaust and Second World War. The class chose a film from the HMDT website called 'Your Voice is Amazing!' to share with their audience, and as the stimulus for their message. The children included music, poems and drama sketches which demonstrated how everyone at the school can use their voices to share kindness and include everyone.

### **National Museum Cardiff (Wales) – HMD 2024 Event**

The National Museum ran a day of activities to mark HMD 2024. They started with a film, 'Stories of Genocide: Lessons for Today' which consisted of interviews with Ruth Barnett, a kindertransportee, Eric Murangwa, a survivor of the Genocide against the Tutsi in Rwanda, and Kemal Pervanic, a survivor of the Genocide in Bosnia. Isameldin Agieb, a survivor of the genocide in Darfur, gave a talk about his experiences. The day included a craft workshop, and ended with a candlelight vigil.

### **The Crescent Arts Centre (Northern Ireland) - Remembering Helen Lewis**

Crescent Arts Centre screened two films reflecting the life and legacy of Holocaust survivor Helen Lewis. Helen taught modern dance in Belfast and in her honour the Crescent Arts Centre shared outline ideas for a new Scholarship Fund for dance artists named after Helen. Crescent Arts Centre is home to the Ulster History Circle's blue plaque in Helen Lewis' name, and to have their primary Dance Studio named after her. Several of the dancers taught by Helen also teach regularly at the centre.

### **Enfield Council (London) - Special Ceremony HMD 2024**

Enfield Council hosted a special ceremony at Dugdale Arts Centre to mark HMD 2024. Local religious and civic dignitaries were welcomed with a speech from Enfield Council's Deputy Leader, Cllr Ergin Erbil. A film presentation by pupils from Wolfson Hillel Primary School in Southgate was shown and was followed by readings from pupils at Chace Community School and St Anne's Catholic School. The event saw speeches from Rabbi Emanuel Levy from the Palmers Green and Southgate Synagogue, Rabbi Rich from Southgate Progressive Synagogue and Marija Hamza from the Roma Support Group charity. In the addition there was an exhibition at the Dugdale Arts Centre which included artefacts from Grete Rudkin (nee Glauber), who came to Britain on a Kindertransport in 1939.

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

### **Funding**

We are hugely grateful to the Ministry for Housing, Communities and Local Government, which provides our core grant, and which continues to be a very active supporter of our work, and provides us with helpful guidance. The core grant remained at the same level as in previous year(s).

We raised additional income, both restricted and unrestricted, as reported on pages 43-44, representing approx. 25% of our total income.

### **Financial Review**

We began the year with brought forward funds of £180,137 and raised £1,233,181 income through the year. Our expenditure of £1,169,115 meant that we ended the year with a carry

## Holocaust Memorial Day Trust Trustees Report

forward of £244,203. This is within the Charity Commission recommendations and our own finance policy.

### 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 for the second year running

However, it has been a challenging year, with our supporters hit by the cost-of-living crisis and high inflation. This was compounded by serious challenges post 7 October as antisemitism and anti-Muslim hatred were being recorded at record levels in response to the events in Israel and Gaza.

The number of donors making online donations halved almost certainly due to the conflict in Gaza, though fortunately this was off-set by those who continued to donate increasing the size of their donations. Clearly we cannot rely on larger gifts from a smaller number of donors; so this will inevitably be a worrying trend for us if it continues.

Despite these external pressures, most areas of fundraising at HMDT performed either above or just below the revised targets agreed in December 2023, with the exception of Trusts and Foundations. In every other area we raised the highest levels of income recorded at HMDT, with HNW and online donations performing particularly well. See table below for full details and year-on-year comparison.

HMDT Annual Fundraising Income Comparison Report 2019-2024							
	2019-2020	2020-2021	2021-2022	2022 - 2023	2023-2024	Target	% Target
<b>Trusts &amp; Foundation</b>	2,000	2,000	138,616	97,203	<b>53,839</b>	80,000	<b>67%</b>
<b>High Net Worth</b>	58,250	57,250	55,750	72,113	<b>96,438</b>	80,000	<b>120%</b>
<b>In Memory</b>	0	0	43,750	0	<b>0</b>		
<b>Devolved Govt</b>		15,000	32,920	18,925	<b>58,375</b>	50,000	<b>117%</b>
<b>Web Donations</b>	0	11,967	21,296	27,315	<b>32,598</b>	35,000	<b>93%</b>
<b>Off-line - community &amp; corporate &amp; social media</b>		4,315	7,544	8,438	<b>13,305</b>	15,000	<b>89%</b>
<b>Earned Revenue</b>					<b>9,771</b>	10,000	<b>98%</b>
<b>Social Media</b>	0	0	803				
<b>TOTAL</b>	<b>60,250</b>	<b>90,532</b>	<b>300,679</b>	<b>223,995</b>	<b>261,794</b>	<b>270,000</b>	

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

### Fundraising compliance

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

### Activity

Fundraising highlights this year include holding a bigger and better second annual donor dinner at the House of Lords and the growth of the Friends of HMDT programme which now has almost 100 regular givers.

## **Ensuring sound governance**

### Trustees

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

New Trustees are recruited by open advertising, supported by other methods of search, and potential candidates are interviewed by members of the Finance and Operations sub-committee of the Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board sub-committees which are held as required. Trustees held an in person 'away day' in September 2023.

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 engagement with local organisations in the light of the challenges prompted by the attacks on 7 October, and the analysis and development of local HMD events. We are delighted to benefit from three non-trustee members of this Committee, Liz Arif-Fear, Yusuf Patel and Anita Peleg.

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. This year they have additionally supported the development of guidance for local organisers.

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 member Helen Varma.

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.



## **Holocaust Memorial Day Trust**

### **Trustees Report**

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 KCB and Amanda King, and Committee Chairs, Michael Marx, David Ashley and Paul Giannasi.

#### 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 several 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 regularly update consents and procedures to ensure compliance with GDPR guidelines. We continue in our efforts to further develop our data compliance.

## **Risk management**

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

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered;
- The maintenance of a Risk Register which is regularly reviewed by the Finance and Operations Committee;
- An annual Trustees' 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) Lack of understanding about HMD's purpose and why HMDT commemorates only certain genocides on HMD

A key 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 has been addressed specifically this year through aligning our position with that of the UK Government, and creating specific guidance. It is also addressed through information on our website and our external communications activities.

- 2) Smaller number of Holocaust survivors

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.

- 3) Financial sustainability

An ongoing financial risk is that the UK Government may not renew or may substantially reduce its grant to HMDT, and that other sources of income are not obtained to sufficient

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

levels.

Holocaust Memorial Day. This is addressed by having a close working relationship with both ministers and senior officials at MHCLG, through investment in our Development team and building diverse income streams, 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.

### **4. Disengagement from HMD**

There is a risk the general public and/or civic and political leadership 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.

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 2024 was carried out by Knox Cropper LLP.

## **Legal & HR**

HMDT obtains specialist HR advice and guidance from Worknest. Our employee support programme is provided by Health Assured.

## **Reserves policy**

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

## Holocaust Memorial Day Trust Trustees Report

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

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

The current reserves policy was reviewed by the Finance and Operations Committee in February 2024. It was agreed to continue with the minimum reserves level of £155k which the charity exceeded at 31 March 2024. 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 2024 amounted to £229,339 (2023 - £172,936).

### **Going concern**

HMDT received a one-year grant from the then DLUHC for the year April 2023-March 2024, and was invited to apply for a further one-year grant of the same amount for the year April 2024-March 2025.

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 MHCLG throughout the year on the grant and our activities, and have a close relationship with officials and Ministers in MHCLG. The Trustees are confident that this support will continue beyond March 2025.

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

- The £900k grant from MHCLG for 2024-25 is now in place; we received the initial 50% of £450k in May 2024, with the remaining 50% due in October 2024. This grant covers the vast majority of our core costs and the delivery of HMD 2025.
- We have received indications from MHCLG that we will receive continued support for 2025-26.
- We are confident of our ability to continue to secure fundraising from both individuals and organisations, including individual donors and 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.

**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 challenges we experienced this year, 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 with staff working in hybrid fashion. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including bespoke skills workshops. As noted above, HMDT has an Employee Assistance Programme.

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 by the Finance and Operations Committee, guided by the NJC scales, 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.

## **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 2024 activities.

Comments included the following:

*It helped me to think about how we could bring different groups and faiths together to take action (I am a Christian chaplain at Aston University; it was an event in the chaplaincy).*

Symon, HMD activity organiser

*It always encourages me to think about my behaviour.*

Matt, HMD activity attendee

*It really made me feel like part of something bigger, and I had more confidence to speak about the Holocaust further.*

Alys, HMD activity attendee

**Holocaust Memorial Day Trust**  
**Trustees Report**  
**Trustees' responsibilities statement**

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

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

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make 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.

Each of the Trustees confirms that:

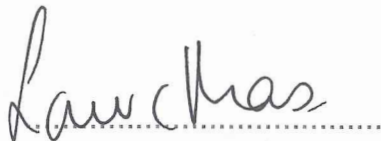
- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish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

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

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

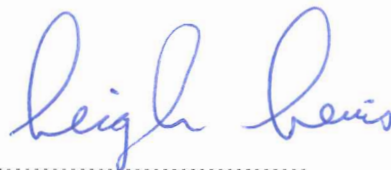
**Holocaust Memorial Day Trust  
Trustees Report**

This report was approved by the Trustees on 17 September 2024 and signed on their behalf by:

A handwritten signature in blue ink, appearing to read 'Laura Marks', written over a dotted line.

Laura Marks CBE

Chair – Trustee

A handwritten signature in blue ink, appearing to read 'Leigh Lewis', written over a dotted line.

Sir Leigh Lewis KCB

Vice Chair – 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 2024 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 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

#### **Basis for opinion**

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

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

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

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

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

#### **Other information**

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

## **Holocaust Memorial Day Trust**

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

the other information.

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

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

We have nothing to report in this regard.

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

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

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

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

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

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

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

### **Responsibilities of Trustees**

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and

## **Holocaust Memorial Day Trust**

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

fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

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

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

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

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

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

#### **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

**Holocaust Memorial Day Trust**

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

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*

2 December 2024

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 (Incorporating the Income and Expenditure Account))**  
**For the year ended 31 March 2024**

		2024	2024	2024	2023
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	<b>Notes</b>				
<b>Income from:</b>					
Donations and grants	2	179,020	1,034,006	<b>1,213,026</b>	<b>1,123,630</b>
Other income	3	-	20,155	<b>20,155</b>	<b>13,003</b>
Total income		<u>179,020</u>	<u>1,054,161</u>	<u><b>1,233,181</b></u>	<u><b>1,136,633</b></u>
<b>Expenditure on:</b>					
Cost of raising funds	4	-	65,502	<b>65,502</b>	<b>51,126</b>
Fundraising costs		-	65,502	<b>65,502</b>	<b>51,126</b>
Charitable activities					
Goal 1 (Increase Knowledge)		-	267,224	<b>267,224</b>	<b>239,898</b>
Goal 2 (Work to a Better Future)		-	175,222	<b>175,222</b>	<b>183,503</b>
Goal 3 (National Commemoration)		-	288,563	<b>288,563</b>	<b>430,724</b>
Goal 4 (Outreach)		170,020	202,584	<b>372,604</b>	<b>308,304</b>
Total expenditure	4	<u>170,020</u>	<u>999,095</u>	<u><b>1,169,115</b></u>	<u><b>1,213,555</b></u>
Net income /(expenditure) for year		9,000	55,066	<b>64,066</b>	<b>(76,922)</b>
Funds brought forward		-	180,137	<b>180,137</b>	<b>257,059</b>
Funds carried forward		<u>9,000</u>	<u>235,203</u>	<u><b>244,203</b></u>	<u><b>180,137</b></u>

All activities are derived from continuing operations.

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

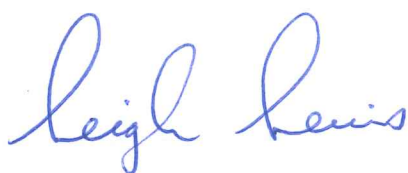
The notes on pages 40-49 form part of these financial statement

**Holocaust Memorial Day Trust**  
**Balance Sheet**  
**As at 31 March 2024**

	Notes	£	2024 £	£	2023 £
Fixed assets	10		5,865		7,301
Current assets:					
Debtors	11	23,616		53,347	
Cash at bank and in hand		263,547		282,676	
		<u>287,163</u>		<u>336,023</u>	
Creditors: amounts falling due within one year	12	(48,825)		(163,187)	
				<u></u>	
Net current assets			<u>238,338</u>		<u>172,836</u>
Net assets			<u>244,203</u>		<u>180,137</u>
Represented by:					
Restricted funds	16	9,000		-	
Unrestricted funds		235,203		180,137	
			<u>244,203</u>		<u>180,137</u>
Total Funds			<u>244,203</u>		<u>180,137</u>

The notes on pages 40-49 form part of these financial statements.

Approved and authorised for issue by the Trustees on 17 September 2024 and signed on their behalf by:



.....  
**Sir Leigh Lewis KCB**  
**Vice 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 2024**

	Notes	2024 £	2023 £
<b>Cash flows from operating activities:</b>			
Net cash provided by (used in) operating activities	A	(16,174)	(103,825)
<b>Cash flows from investing activities:</b>			
Investment income		0	1,220
Purchase of tangible fixed assets		(2,955)	(5,437)
<b>Net cash (used in) provided by investing activities</b>		<b>(2,951)</b>	<b>(4,217)</b>
<b>Change in cash and cash equivalents in the year</b>		<b>(19,129)</b>	<b>(108,041)</b>
<b>Cash and cash equivalents brought forward</b>	B	<b>282,676</b>	<b>390,717</b>
<b>Cash and cash equivalents carried forward</b>	B	<b>263,547</b>	<b>282,676</b>

**Holocaust Memorial Day Trust**  
**Statement of Cash Flows**  
**For the year ended 31 March 2024**

**Notes to the statement of cash flows for the year to 31 March 2024**

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

	2024	2023
	£	£
<b>Net movement in funds (as per the statement of financial activities)</b>	<b>64,066</b>	<b>(76,922)</b>
<b>Adjustments for:</b>		
Depreciation charge	4,391	5,941
Investment income	-	(1,220)
Profit/loss on disposal of fixed asset	-	(3,495)
(Increase)/Decrease in debtors	29,731	(27,435)
Increase/(Decrease) in creditors	(114,362)	(694)
<b>Net cash provided by (used in) operating activities</b>	<b>(16,174)</b>	<b>(103,825)</b>

**B Analysis of cash and cash equivalents**

	2024	2023
	£	£
Cash at bank and in hand	263,547	282,676
<b>Total cash and cash equivalents</b>	<b>263,547</b>	<b>282,676</b>

**C Analysis of changes in net debt**

<b>Cash and cash equivalents</b>	At 1st April 2023	Cash flows	Other non- cash changes	At 31st March 2024
Cash	282,676	(19,129)	-	263,547
	<b>282,676</b>	<b>(19,129)</b>	<b>-</b>	<b>263,547</b>



**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

**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 2024 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 2025. A grant of £900k has been awarded for 2024-25. The Trustees are confident that this support will continue beyond March 2025.

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

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 2024**

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 2024**

**2 Donations and Grants**

	2024 £	2023 £
<b><u>Unrestricted Funds</u></b>		
Grant from Department of Levelling Up, Housing and Communities (DLUHC)	900,000	900,000
Donations	134,006	100,699
<b>Legacies</b>	-	-
<b>Total Unrestricted Funds</b>	<b>1,034,006</b>	<b>1,000,699</b>
<b><u>Restricted funds</u></b>		
Grants from Devolved Nations	57,376	52,500
Grants from Trusts and Foundations	121,644	70,431
<b>Total Restricted Funds</b>	<b>179,020</b>	<b>122,931</b>
<b>Total Donations &amp; Grants</b>	<b>1,213,026</b>	<b>1,123,630</b>

**3 Other income**

	2024 £	2023 £
Other income	20,155	13,003
<b>Total</b>	<b>20,155</b>	<b>13,003</b>

**4 Analysis of Expenditure**

<u>Current Year (2024):-</u>	Restricted	Unrestricted	Total 2024		
<b>Cost of raising funds</b>					
Fundraising Costs	-	65,502	65,502		
<b>Expenditure on Charitable Activities</b>					
	<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>	<b>Total</b>
Outreach	79,358	22,652	22,652	160,604	285,266
Communications	65,931	63,144	92,684	71,263	293,022
UK and Public Event	28,830	28,830	87,265	31,961	176,886
Operations	31,345	20,086	19,253	22,654	93,338
Support	61,760	40,510	66,709	86,122	255,101
	267,224	175,222	288,563	372,604	1,103,613
Unrestricted	267,224	175,222	288,563	202,584	933,593
Restricted	-	-	-	170,020	170,020
	267,224	175,222	288,563	372,604	1,103,613

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

**Prior Year (2023):**

**Cost of raising funds**

Fundraising Costs

<b>Restricted</b>	<b>Unrestricted</b>	<b>Total 2023</b>
-	<b>51,126</b>	<b>51,126</b>

**Expenditure on Charitable Activities**

	<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>	<b>Total</b>
Outreach	39,079	3,757	1,384	31,612	75,832
Communications	32,951	27,163	52,271	21,042	133,427
UK and Public Event	5,049	5,049	217,581	5,049	232,728
Operations	127,496	86,828	107,310	178,436	500,070
Support	54,124	43,676	51,583	70,988	220,372
	<b>258,699</b>	<b>166,473</b>	<b>430,129</b>	<b>307,127</b>	<b>1,162,429</b>
Unrestricted	239,898	183,503	430,724	185,373	1,039,498
Restricted	-	-	-	122,931	122,931
	<b>239,898</b>	<b>183,503</b>	<b>430,724</b>	<b>308,304</b>	<b>1,162,429</b>

**5 Support costs**

	<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>	<b>2024 £ Total</b>	<b>2023 £ Total</b>
Staff Salaries	28,745	18,855	31,048	40,084	<b>118,732</b>	145,246
Other Staff Costs	997	654	1,077	1,390	<b>4,118</b>	-
IT Costs	1,047	687	1,131	1,460	<b>4,325</b>	5,940
Depreciation	1,062	697	1,147	1,481	<b>4,387</b>	5,941
Audit & Accountancy	7,268	4,767	7,850	10,135	<b>30,021</b>	10,560
Rent and Rates	15,971	10,476	17,251	22,271	<b>65,968</b>	16,797
Office and Administration Costs	3,804	2,495	4,109	5,305	<b>15,713</b>	27,602
Legal and Professional Fees	62	41	67	87	<b>258</b>	4,289
Governance Costs	2,755	1,807	2,976	3,842	<b>11,379</b>	2,779
Bank Fees	48	32	52	68	<b>200</b>	1,218
	<b>61,760</b>	<b>40,510</b>	<b>66,709</b>	<b>86,122</b>	<b>255,101</b>	<b>220,372</b>

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

**6 Change to accounting format and reporting of support costs**

We reviewed our financial reporting this year, and changed reporting on operations expenditure: It has now been split to reflect more accurately that a significant proportion of operations expenditure is used to progress all our goals. Therefore, some operations expenditure is now reported against Goals 1-5, and some operations expenditure is reported against Goal 5 only.

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

**This is stated after charging:**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Operating leases – land and buildings	<b>63,896</b>	52,871
Depreciation	<b>4,391</b>	5,941
Auditor's remuneration (including VAT)	<b>8,844</b>	7,210
Auditor's fees for other services (including VAT)	<b>-</b>	1,550

**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 (2023: £nil). The charity directly incurred £1,776 (2023: £2,779) on Trustees' meetings and £9,603 on training, development, recruitment and other expenses in the year.

**9 Employees**

During the period of this report there were on average 17 employees, and 14.5 full time equivalent (FTE) employees (2023: 16 employees and 13 FTE)

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Salaries and wages	<b>594,041</b>	510,611
Social security costs	<b>60,555</b>	48,436
Employer's contribution to defined contribution pension schemes	<b>24,756</b>	21,935
<b>Total</b>	<b>679,352</b>	580,982

	<b>2024</b>	<b>2023</b>
	<b>1</b>	<b>1</b>
£90,000-£99,999		

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

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 and Head of Development. The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £340,100 (2023 - £256,212).

**10 Fixed assets**

	<b>2024</b>
	<b>£</b>
<b>Cost</b>	
Balance at 1 April 2023	35,200
Additions during the year	2,955
Disposals	0
Balance at 31 March 2024	<u>38,155</u>
<b>Depreciation</b>	
Balance at 1 April 2023	27,899
Charge for the period	4,391
Disposals	0
Balance at 31 March 2024	<u>32,290</u>
<b>Net book value at 31 March 2024</b>	<u><b>5,865</b></u>
Net book value at 31 March 2023	<u>7,301</u>

All of the above assets are used for charitable purposes.

**11 Debtors**

	<b>2024</b>	2023
	<b>£</b>	<b>£</b>
Rent deposits	<b>6,133</b>	6,133
Other debtors and prepayments	<b>17,483</b>	47,214
	<u><b>23,616</b></u>	<u>53,347</u>

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

	<b>2024</b>	2023
	<b>£</b>	<b>£</b>
Trade creditors	<b>7,683</b>	19,176
Taxation and social security	<b>8,381</b>	20,090
Other creditors	<b>4,368</b>	5,376
Accruals and deferred income	<b>28,393</b>	118,545
	<u><b>48,825</b></u>	<u>163,187</u>

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

**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 2024 (2023: none).

**15 Commitments under operating leases**

Total commitments under non-cancellable operating leases at 31 March 2024 were as follows:

	<b>2024</b>	2023
	<b>£</b>	£
<b>Due within one year</b>	<b>20,041</b>	20,041
<b>Due within 2-5 years</b>	<b>8,832</b>	10,368

**16 Movement in Funds**

Current Year (2024):

	<b>At 1 April 2023</b>	<b>Income &amp; Gains</b>	<b>Expenditure &amp; Losses</b>	<b>At 31 March 2024</b>
	£	£	£	£
Scotland HMD project	-	25,000	(25,000)	-
Wales HMD project	-	15,376	(15,376)	-
Northern Ireland HMD project	-	17,000	(17,000)	-
Philip King	-	25,000	(25,000)	-
Culham St Gabriels	-	10,000	(10,000)	-
Association of Jewish Refugees	-	4,000	(4,000)	-
HNWI for Candles	-	1,000	(1,000)	-
Leon Greenman	-	66,250	(59,250)	7,000
Childwick Trust	-	13,555	(13,555)	-
Shores Trust	-	2,000	0	2,000
<b>Total Restricted Funds</b>	<b>-</b>	<b>179,020</b>	<b>(170,020)</b>	<b>9,000</b>

Previous Year (2023):

	<b>At 1 April 2022</b>	<b>Income &amp; gains</b>	<b>Expenditure &amp; losses</b>	<b>At 31 March 2023</b>
	£	£	£	£
Scotland HMD project	-	20,500	(20,500)	-



**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

Wales HMD project	-	15,000	(15,000)	-
Northern Ireland HMD project	-	17,000	(17,000)	-
Shoresh Charitable Trust	-	2,000	(2,000)	-
Childwick Charitable Trust		12,500	(12,500)	
Leon Greenman / Arts Council		40,300	(40,300)	
IHRA		15,631	(15,631)	
<b>Total Restricted Funds</b>	<b>-</b>	<b>122,931</b>	<b>(122,931)</b>	<b>-</b>

**17 Legal Status of the charity**

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of a winding up is limited to £10.

**Holocaust Memorial Day Trust**  
**Notes to the Financial Statements**  
**For the year ended 31 March 2024**

**18 Comparative 2023 Statement of Financial Activities**

**Year ended 31 March 2023**

		2023	2023	2023
		Restricted	Unrestricted	Total
		£	£	£
	<b>Notes</b>			
<b>Income from:</b>				
Donations and grants	2	122,931	1,000,699	<b>1,123,630</b>
Other income	3	-	13,003	<b>13,003</b>
Total income		<u>122,931</u>	<u>1,013,702</u>	<u><b>1,136,633</b></u>
<b>Expenditure on:</b>				
Cost of raising funds	4	-	51,126	<b>51,126</b>
Fundraising costs		-	51,126	<b>51,126</b>
Charitable activities				
Goal 1 (Increase Knowledge)		-	239,898	<b>239,898</b>
Goal 2 (Work to a Better Future)		-	185,503	<b>185,503</b>
Goal 3 (National Commemoration)		-	430,724	<b>430,724</b>
Goal 4 (Outreach)		122,931	185,373	<b>308,304</b>
Total expenditure	4	<u>122,931</u>	<u>1,090,624</u>	<u><b>1,213,555</b></u>
Net income/(expenditure) for year		-	(76,922)	<b>(76,922)</b>
Funds brought forward		-	257,059	<b>257,059</b>
Funds carried forward		-	180,137	<b>180,137</b>