

Company number: 05415454

Registered charity number (England and Wales): 1109348

Registered charity number (Scotland): SC05119



**HOLOCAUST
MEMORIAL
DAY TRUST**

HOLOCAUST MEMORIAL DAY TRUST

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

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 King Charles III
Honorary President	Formerly the late Sir Ben Helfgott, and respectfully kept vacant
Honorary Vice-President	The Right Honourable The Lord Eric Pickles (retired July 2025)
	Laura Marks CBE (from July 2025)

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 (retired July 2025)
	Sir Sajid Javid (from July 2025)
Vice-Chair of Trustees	Sir Leigh Lewis KCB
Treasurer	Brian Markeson (appointed July 2024)
Trustees	HE David Ashley Dr Linda Asquith (appointed July 2025) David Austin OBE Julian Blake (appointed October 2024) Paul Giannasi OBE Michael Marx Phil Rosenberg (appointed July 2024) Joan Salter MBE Dawn Waterman (appointed July 2025)

The following Trustees retired July 2025

	Dr Kate Ferguson Revd Richard Sudworth OBE Marie van der Zyl OBE	
Company Secretary	Brian Markeson	
Executive Team	Olivia Marks-Woldman OBE Paul Lopez-Salzedo	Chief Executive Officer Chief Operating Officer

Holocaust Memorial Day Trust
Reference and Administrative Information

Principal address

PO Box 61074
London
SE1P 5BX

Registered Office

Unit A 82 James Carter Road,
Mildenhall, Suffolk
IP28 7DE

Country of registration

England & Wales

Auditor

Knox Cropper LLP
65 Leadenhall Street
London
EC3A 2AD

Bankers

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

Scottish Widows Bank plc
67 Morrison Street
Edinburgh
EH3 8YJ

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

Company Number: 054154

Foreword - A year of powerful commemoration



Holocaust Memorial Day (HMD) 2025 was a year of extraordinary impact, as millions across the UK came together to remember the past for a better future. The UK commemorative Ceremony, broadcast on BBC One and iPlayer, was watched by over two million people, bringing the memory of the 6 million Jewish men, women and children murdered in the Holocaust and the message of remembrance into homes across the country.

Public engagement reached new heights with our national moment, *Light the Darkness*, illuminating 200 landmarks, four million people seeing our promotional campaign on 400 outdoor digital billboards and more than half a million visitors to our website - an increase of almost a quarter from the year before. Media interest was at an all-time high with over 2,000 stories across major media outlets, ensuring that HMD's message resonated nationwide.

From our 80 Candles for 80 Years project to commemorative events in schools, workplaces, museums and cinemas, communities across the UK found powerful ways to reflect on the Holocaust.

Our commemorative activities all came against a backdrop of sharply increased antisemitism, increasing faith-based hate crime, raised levels of anti-Muslim hatred and heightened community tensions as the UK has struggled this year with a more polarised political discourse. Specifically, there were some who actively disengaged from Holocaust Memorial Day and sought to undermine its importance and significance, even to boycott it. It was all the more important, therefore, that we were able to succeed in bringing the nation together on Holocaust Memorial Day and in enabling people from diverse backgrounds to learn where prejudice can lead when it becomes normalised and encouraged.

This report highlights the many ways in which people marked HMD 2025, demonstrating the strength of collective remembrance in shaping a more compassionate world.

Sir Sajid Javid
Chair of Trustees

Laura Marks CBE
Former Chair of Trustees

Olivia Marks-Woldman OBE
Chief Executive Officer

Farewell to Laura Marks CBE



Our past Chair, Laura Marks CBE, stepped down at our Annual General Meeting in July 2025 after 9 years in the role. There is not the slightest doubt that Laura left us incomparably stronger as an organisation than when she became our Chair in September 2016 and that, under her leadership, our reach, recognition, impact and professionalism all moved decisively forward.

There is so much that Laura brought to us. Her commitment: nothing was ever too much; nothing was ever too difficult. Her determination: no matter the challenges Laura was never daunted, nor ever wavered. Her passion: being our Chair was never for Laura just another role. She put body and soul, as well as heart and head, into leading us over her time in office. Last, but by no means least, her kindness: Laura gave her time to all her fellow trustees, and to every member of staff, on the bad days as well as the good. Laura's abiding preoccupation on every day of her time in office was quite

simply never to let the memory fade of the 6 million Jewish men, women and children who perished in the Holocaust; never to forget the other victims of Nazi tyranny and never to forget the victims of subsequent genocides.

We are delighted that Laura has now been appointed as our Hon Vice President in succession to Lord Eric Pickles, who we also thank for his immense contribution to our work over many years, and that she will now also be chairing our Experts' Reference Group. We hope to continue to benefit from her wisdom, experience and dedication to HMDT over many years to come.

With grateful thanks.

The trustees and staff of the Holocaust Memorial Day Trust

Holocaust Memorial Day Trust Trustees' Report

Welcome to Sir Sajid Javid

We are delighted to welcome Sir Sajid Javid as our incoming Chair of Trustees. He brings not only extensive experience at the highest levels of government, but also a profound commitment to, and knowledge of, our work. A steadfast and active supporter of the Holocaust Memorial Day Trust and of Holocaust Memorial Day, we are thrilled that his expertise, compassion and leadership will be brought to bear on our work. Sir Sajid also brings insights from his work within the broader fields of social cohesion and community connections.

He joins us at a significant time for our work, as we develop a new organisational strategy for the next five years, and address the challenges of an unstable world.

We look forward to working with Sir Sajid over the coming years.

The trustees and staff of the Holocaust Memorial Day Trust



Holocaust Memorial Day Trust Trustees' Report

Trustees' Report

Introduction

The Trustees present their Report and Financial Statements for the year from 1 April 2024 to 31 March 2025.

This year saw HMDT reach a wider audience as we worked hard to ensure that the 80th anniversary of the liberation of Auschwitz-Birkenau was appropriately marked across the UK. The HMD 2025 UK Ceremony was broadcast on BBC One, we undertook partnerships that extended our reach even more widely (eg with Pearl & Dean, with the Jewish News and the Football Association, and with the Royal Mail), and we maintained support in local communities.

This engagement was despite the very significant challenges we faced; 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 difficulties, including a call to boycott Holocaust Memorial Day, we were able to bring together hundreds of thousands of people at in-person and online events, and reach millions more through the BBC One broadcast of the national Ceremony, the national *Light the Darkness* moment, and through extensive coverage of HMD itself and the 80th anniversary of the liberation of Auschwitz. We remain deeply grateful to the Ministry of Housing, Communities and Local Government (MHCLG) for our core grant, to the administrations of Scotland, Wales and Northern Ireland for their support, and to all who have made grants and donations to support our work.

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

The UK has experienced the ongoing impact of the brutal Hamas attacks in Israel on October 7 2023 and of the subsequent war in Gaza. This impact has included increased antisemitism in the UK, and threats to the integrity of HMD. Many people disengaged from marking HMD – some actively, and some reluctantly because of a lack of confidence in how to address challenges and questions. The HMDT team worked hard to reassure local organisers and support them in developing and delivering HMD events with integrity. HMDT sought 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. Staff faced relentless questioning throughout the year about the war in Gaza and social media comments ranging from unpleasant to vile. We experienced significant staff turnover this year.

2. Governance review

HMDT made an error of judgement in the language of the Ceremony invitation. Criticism of this error prompted the Board of Trustees to establish a governance review into how it had occurred. We are immensely grateful to Lord Harrington of Watford for conducting this review so swiftly and thoroughly, and for his Report. Trustees have already implemented a number of the recommendations, and others are under consideration.

3. HMD 2025 in numbers

HMD 2025 **IN NUMBERS**

2 million

people watched the
UK Ceremony on
BBC One and iPlayer

200

landmarks lit in
purple for *Light
the Darkness*

(160 in 2024)



510,000

visitors to the
hmd.org.uk
website

(+23% from 2024)



4 million

people saw *Light
the Darkness* on
400 digital billboards
around the country

2.2 million

people watched
football legends meet
Holocaust survivors
on social media



700,000

cinema-goers saw our
1-min HMD film created
with and screened by
Pearl & Dean



3,500

organisations marked
Holocaust Memorial
Day 2025

(similar to 2024)

45,000

HMD resources
downloaded from the
hmd.org.uk website

(up from 40,000 in 2024)

4. Key developments over the year

Marking the 80th anniversary of the liberation of Auschwitz-Birkenau

We planned and delivered a national Ceremony on a significantly bigger scale this year, in order to mark the major milestone of the 80th anniversary of the liberation of Auschwitz-Birkenau. The Ceremony was developed in partnership with BBC Studios and with the support of Story Events, and was broadcast on BBC One at 7 pm on 27 January. It was held in the presence of Their Royal Highnesses, The Prince and Princess of Wales, and of the Prime Minister; both The Prince of Wales and the Prime Minister contributed to the Ceremony.

We held a very special reception immediately prior to the Ceremony, with nearly 40 Holocaust survivors, as well as with survivors from Cambodia, Rwanda, Bosnia and Darfur. Our principal guests were escorted round tables so that every survivor could meet at least one: The Prince and Princess of Wales, the Prime Minister the Rt Hon Sir Keir Starmer MP, the Deputy Prime Minister the Rt Hon Angela Rayner MP, the Secretary of State for Culture, Media and Sport the Rt Hon Lisa Nandy MP, the Home Secretary the Rt Hon Yvette Cooper MP, the Shadow Foreign Secretary the Rt Hon Dame Priti Patel MP, the leader of the Liberal Democrats, the Rt Hon Sir Ed Davey MP.

We developed and launched a major project to mark the 80th anniversary: 80 candles for 80 years. This was developed during the year and launched at the UK Ceremony.

We were delighted to support His Majesty The King in marking Holocaust Memorial Day in the UK, ahead of his visiting Auschwitz on HMD itself.

Marking the 30th anniversary of the genocide in Bosnia

We planned and delivered a special competition for secondary schools, to mark the 30th anniversary of the genocide in Bosnia. The winning entries were displayed at the UK Ceremony.

Light the Darkness national moment

The *Light the Darkness* national moment took place on Holocaust Memorial Day itself at 8pm. As the televised Ceremony broadcast ended at 8 pm, the BBC created a special two minute *Light the Darkness* film, showing buildings across the UK lit in purple.

In addition, thousands of people placed lit candles in the windows of their homes, Piccadilly Circus carried relevant images, and a candle was placed in the window of No 10 Downing Street. Watford Workshop was again our packaging and distribution partner – a social enterprise employing disabled people.

We were again supported by St Luke's PR agency, who created a digital poster on billboards and screens across the country, raising awareness of Holocaust Memorial Day and the *Light the Darkness* national moment.

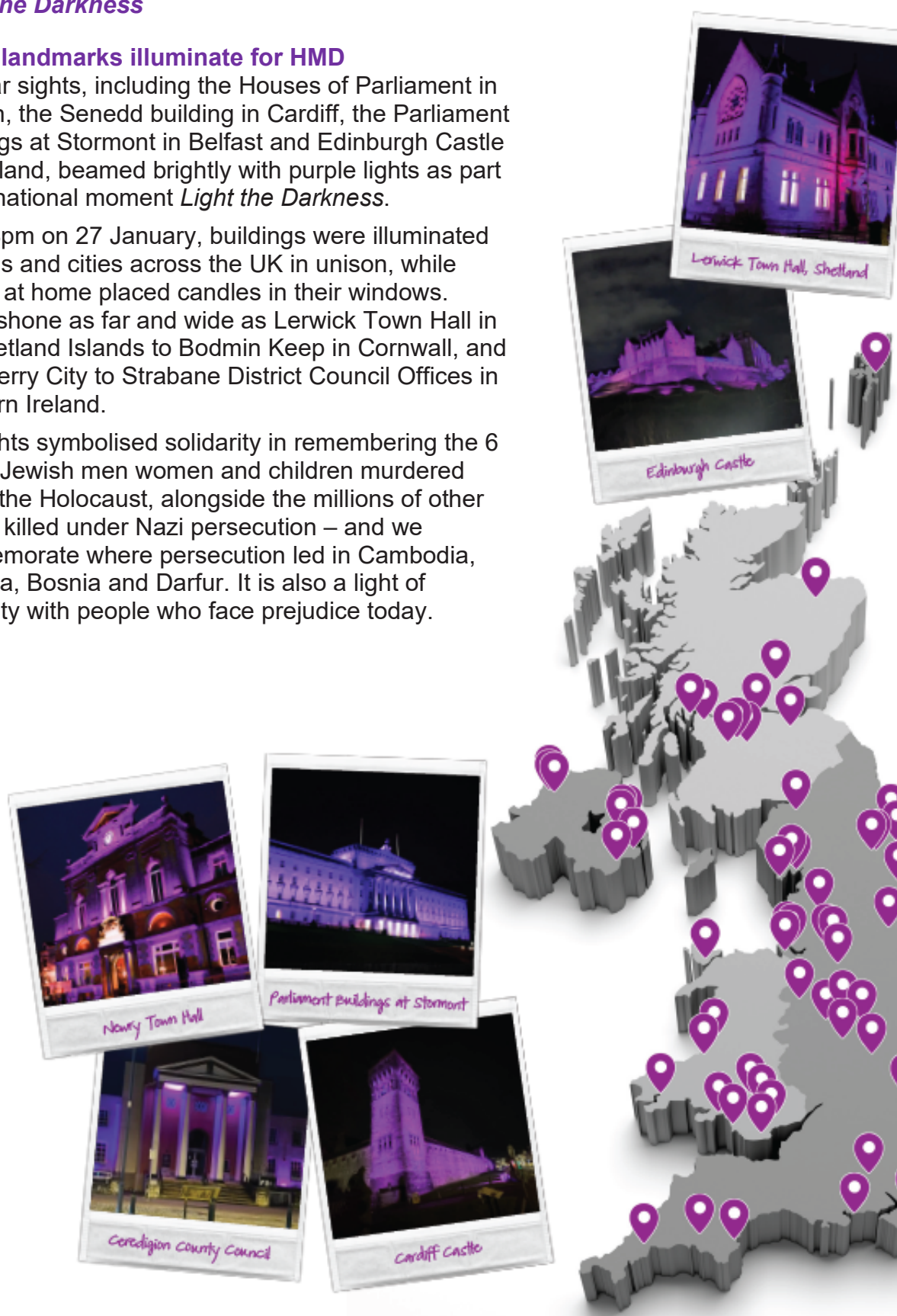
Light the Darkness

Iconic landmarks illuminate for HMD

Familiar sights, including the Houses of Parliament in London, the Senedd building in Cardiff, the Parliament Buildings at Stormont in Belfast and Edinburgh Castle in Scotland, beamed brightly with purple lights as part of our national moment *Light the Darkness*.

From 8pm on 27 January, buildings were illuminated in towns and cities across the UK in unison, while people at home placed candles in their windows. Lights shone as far and wide as Lerwick Town Hall in the Shetland Islands to Bodmin Keep in Cornwall, and from Derry City to Strabane District Council Offices in Northern Ireland.

The lights symbolised solidarity in remembering the 6 million Jewish men women and children murdered during the Holocaust, alongside the millions of other people killed under Nazi persecution – and we commemorate where persecution led in Cambodia, Rwanda, Bosnia and Darfur. It is also a light of solidarity with people who face prejudice today.



Images: Lerwick © Lerwick Town Hall / Shetland Islands Council; Edinburgh Castle © Alex Orr; Clifford's Tower © English Heritage; Nottingham © Nottingham Post - Marie Wilson / Derbyshire Live / Facebook; Cottage garden © Tweetcoxy68; Rock Inn © Sue Callow / The Rock Inn; Newry Town Hall © Newry, Mourne and Down District Council; Parliament Building at Stormont © Northern Ireland Assembly; Ceredigion Council © Ceredigion County Council; Cardiff Castle © Sam Riley; BFI IMAX, Piccadilly Circus Lights and Manchester Arndale Centre © Ocean Outdoor / HMDT.



400+
outdoor screens
displayed our
digital campaign



Nearly four million people saw our outdoor digital poster campaign in high footfall sites across the UK, including the Piccadilly Circus Lights in London and Manchester's Arndale Centre. At its heart was the moving image of a grandfather and granddaughter holding a candle - symbolising the passing of the light of remembrance to the next generation.

We're very grateful to portrait photographer James Day for capturing this image pro bono for the Holocaust Memorial Day Trust, which was developed by creative agency St Luke's and then amplified by partners Ocean Outdoor and JCDcaux.



Holocaust Memorial Day Trust Trustees' Report

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

Headline information

- Theme for HMD 2025: **For a better future**
- Youth programme for youth champions aged 14-25 yrs
- Educational resources
- Ensuring the voices of survivors contribute to our work

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.

HMDT Partnership Group

The HMD Partnership Group is convened by HMDT and brings together nearly 25 national organisations working together, in the fields of Holocaust and genocide commemoration and education, 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.

Holocaust Memorial Day Trust Trustees' Report

Increasing the knowledge of the past

We work throughout the year to increase awareness and knowledge of the six million Jewish men, women and children murdered during the Holocaust, and the millions more murdered under Nazi persecution. We also learn and commemorate where persecution led in Cambodia, Rwanda, Bosnia and Darfur.

Our mission is to deepen understanding of all these atrocities, fostering a world free from hatred and persecution. As well as creating and distributing educational resources and using social and national media to raise awareness of key anniversaries relating to the genocides we mark, we held a number of in-person and online events.

Survivors' tea party

In May 2024, Lady Lipworth CBE held a special afternoon tea for survivors of the Holocaust, and the genocides in Cambodia, Rwanda, Bosnia and Darfur, alongside supporters and special guests, including Smajo Bešo OBE, survivor of the genocide in Bosnia (*pictured right*).

The event highlighted our plans to mark the 80th anniversary of the liberation of Auschwitz-Birkenau and the 30th anniversary of the genocide in Bosnia at Holocaust Memorial Day (HMD) 2025.



© Gabriela Poppe / HMDT



Holocaust Memorial Day Trust Trustees' Report

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

- 2.2 million people watched interviews with Holocaust survivors and footballing legends on social media
- 45,000 HMD resources downloaded from the hmd.org.uk website

Web and other digital content

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

Holocaust Memorial Day Trust Trustees' Report

Partnering with Jewish News, Dangoor Education and the FA

Football legends meet Holocaust survivors

Footballing legends from five Premier League clubs welcomed Holocaust survivors to Wembley Stadium, The Emirates and Stamford Bridge to commemorate the 80th anniversary of the liberation of Auschwitz-Birkenau.

Several footballers, accompanied by youth players, interviewed Holocaust survivors. Clips from the filmed interviews were shared on the clubs' social media platforms - and were viewed by 2.2 million people. This amazing project enabled the personal history of the Holocaust to reach an enormous and diverse audience.

Arsenal's Per Mertesacker, Tottenham's Ledley King, Brighton's Glenn Murray, Chelsea's Katie Chapman and West Ham's Carlton Cole, alongside young fans aged between 14 to 18, heard personal testimonies from survivors Dr Alfred Garwood MBE, John Hajdu MBE, Joan Salter MBE, Dr Martin Stern MBE and Janine Webber MBE.

This fantastic initiative was made possible through the combined efforts of Jewish News, the Holocaust Memorial Day Trust, Dangoor Education and the Football Association (FA), using the power of football to unite communities. The project was produced in collaboration with social media agency, 8Original.



2.2 million
people watched the
interviews with Holocaust
survivors on social media

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

Headline information

- HMD event at Buckingham Palace with His Majesty The King
- In-person UK Ceremony with nearly 450 guests
- Contributions from HRH The Prince of Wales, the Prime Minister and filmed message from the Chief Rabbi
- Survivors' reception with Their Royal Highnesses The Prince and Princess of Wales, the Prime Minister, the Deputy Prime Minister, the Home Secretary, the Secretary of State for the Department for Digital, Culture, Media and Sport, the Shadow Foreign Secretary, and the Leader of the Liberal Democrats
- BBC broadcast on BBC One, watched by 2 million viewers
- 200 landmarks lit in purple for *Light the Darkness*, and HMD candle lit at No 10 Downing Street
- Film partnership with Pearl & Dean, with 700,000 cinema-goers watching the 1 min HMD film

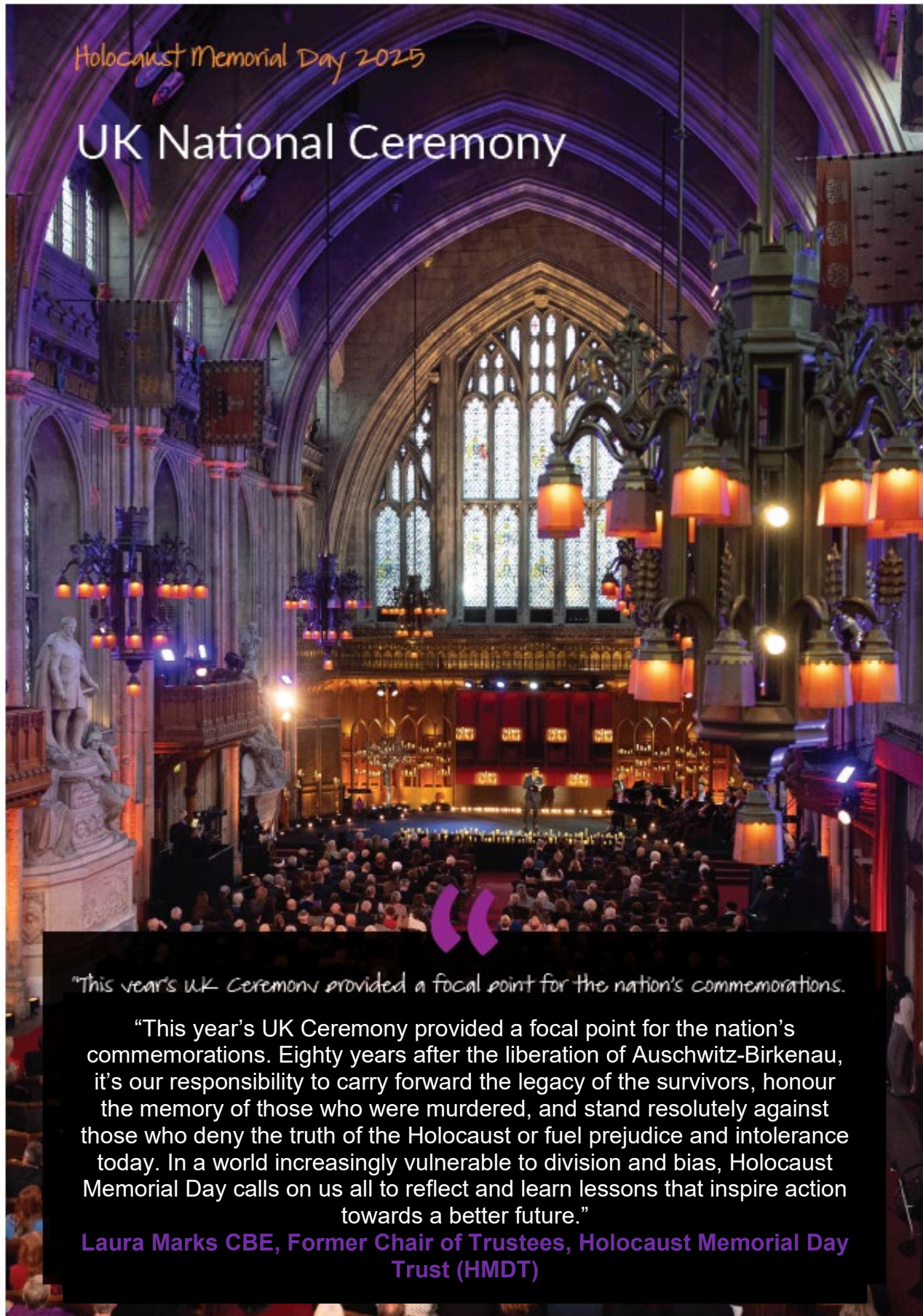
Holocaust Memorial Day Trust Trustees' Report



"The survivors' bravery in sharing and reliving the most harrowing moments of their lives, is extremely powerful and ensures we never forget. I assure them, we never will."

**His Royal Highness,
The Prince of Wales**





"This year's UK Ceremony provided a focal point for the nation's commemorations.

"This year's UK Ceremony provided a focal point for the nation's commemorations. Eighty years after the liberation of Auschwitz-Birkenau, it's our responsibility to carry forward the legacy of the survivors, honour the memory of those who were murdered, and stand resolutely against those who deny the truth of the Holocaust or fuel prejudice and intolerance today. In a world increasingly vulnerable to division and bias, Holocaust Memorial Day calls on us all to reflect and learn lessons that inspire action towards a better future."

Laura Marks CBE, Former Chair of Trustees, Holocaust Memorial Day Trust (HMDT)

Holocaust Memorial Day Trust Trustees' Report

HMD on the big screen with Pearl & Dean

We were delighted to work again with Pearl & Dean to screen a short 1-minute film to highlight Holocaust Memorial Day (HMD). It featured Holocaust survivor, Helen Aronson BEM and survivor of the Bosnian genocide, Safet Vukalic BEM.

The film highlighted the 80th anniversary of the liberation of Auschwitz-Birkenau and the 30th anniversary of the genocide in Bosnia.

Sincere thanks to Pearl & Dean for their support of HMD 2025.



2,500⁺

screens showed
the 1-min film for
HMD 2025

7,000⁺

times the film
was shown to
audiences

700,000⁺

cinema-goers saw the
1-min film for HMD 2025
thanks to Pearl & Dean

Holocaust Memorial Day Trust Trustees' Report

Support from our Patron, His Majesty King Charles III

Prior to this year's commemorations, the Holocaust Memorial Day Trust was invited to Buckingham Palace by our Patron, His Majesty King Charles III, to showcase the *80 Candles for 80 Years* initiative.

His Majesty viewed a wonderful collaboration between the Rumble Museum at the Cheney School and the Museum of Oxford. Students from the school told His Majesty how they had learnt about the life story of Holocaust survivor, Anita Lasker-Wallfisch MBE, who inspired their artwork. The candleholder incorporates musical notes, referencing Anita's musicianship, and broken glass, symbolising her experiences in Auschwitz.



Holocaust Memorial Day Trust Trustees' Report



Northern Ireland

The Northern Ireland HMD Steering Committee, chaired by HMDT and supported by the Northern Ireland Executive, organised a regional HMD Ceremony at Belfast City Hall.

Hundreds of guests heard from First Minister Michelle O'Neill and deputy First Minister Emma Little-Pengelly. The event included a moving video address from Holocaust survivor

Peter Lantos BEM, and reflections on the genocide in Bosnia from Munira Subasic, whose son and husband were murdered in Srebrenica.

The memorial candle was lit by Lu Lawrence (*pictured left bottom*), daughter of Holocaust survivor, the late Zigi Shipper BEM. Students from schools across Northern Ireland gave special readings with the ceremony concluding with a duet of an Irish blessing.



Holocaust Memorial Day Trust Trustees' Report

Scotland

The Holocaust Memorial Day Trust (HMDT) chaired Scotland's Holocaust Memorial Day (HMD) Steering Committee, supported by the Scottish Government, to ensure an exceptional national Ceremony.

Civic, faith and political leaders came together in the Scottish Parliament to hear from Dr Alfred Garwood MBE, a Holocaust survivor, and Smajo Bešo OBE, a survivor of the genocide in Bosnia (*pictured below*).

Members of the Rwandan, Bosnian and Roma communities of Scotland performed music and delivered readings for guests; First Minister John Swinney MSP (*pictured below*) and the Minister for Victims and Community Safety, Siobhian Brown MSP, spoke about what Holocaust Memorial Day in Scotland means to them.



Wales

The Welsh Government, supported by HMDT, created the national HMD Ceremony at Cardiff's Temple of Peace, with guests from across Wales.

The event featured moving testimonies from Eva Clarke BEM, a Holocaust survivor born in Mauthausen concentration camp, and Safet Vukalić BEM, who survived the genocide in Bosnia, as well as a speech from First Minister Eluned Morgan MS (*all pictured below*).

The Ceremony also included contributions from young people and reflections on the importance of remembrance in Wales today.



Holocaust Memorial Day Trust Trustees' Report

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

Headline information

- 3,500 local HMD organisations marked HMD across the country (similar to 2024)
- Decrease in secondary schools marking HMD (down to 9% of secondary schools)
- Increase in businesses and other workplaces marking HMD
- Increase in prisons marking HMD
- Competition run in prisons to mark HMD 2025
- Secondary schools competition

One disappointment, however, was the 9% reduction in the number of secondary schools marking HMD. The reasons for this are complex but one factor appears to have been a reluctance by some schools to hold events lest these became a focus for controversy on other issues, such as the ongoing conflict in Gaza. Looking forward to HMD 2026, HMDT will be seeking to work with the Department for Education to give schools greater confidence that Holocaust commemoration need not and should not be confused with current conflicts.

Holocaust Memorial Day Trust Trustees' Report

Workplaces - British Airways

The Holocaust Memorial Day Trust (HMDT) worked with British Airways' Jewish faith network, supported by its Muslim faith network, to organise their Holocaust Memorial Day (HMD) event. Hundreds of BA's staff heard from Sabit Jakupović (*pictured*), a survivor of the genocide in Bosnia, and watched filmed testimonies from Holocaust survivors.

Introducing the event, Olivia Marks-Woldman OBE, Chief Executive of HMDT, highlighted the ongoing importance and relevance of HMD in today's society. The event was then closed by Neil Chernoff, British Airways Chief Planning and Strategy Officer.

Staff at BA were motivated by the HMD event to plan a number of other activities to be run jointly by the Muslim and Jewish staff networks.

Local Authorities – Brent Council

The iconic Wembley Stadium was the venue for Brent Council's commemorative HMD service this year, led by CEO Kim Wright.

Attendees heard moving testimony from Holocaust survivor Dr Agnes Kaposi MBE (*pictured*) who shared her experiences of the Holocaust. Chief Imam Sedin-ef Sahman spoke about the genocide in Bosnia, while Dal Singh Darroch, the FA's Head of Diversity and Inclusion, spoke on the importance of remembrance.

The event featured powerful performances from JFS secondary school's choir and the London Cantorial Singers who led the Holocaust Memorial Prayer, *El Male Rachamim*. A memorial candle was then lit, followed by a minute's silence.

Brent Council staff, local politicians, faith leaders and residents attended, creating an atmosphere of reflection and solidarity. Contributions from representatives of Brent's diverse communities reinforced the messages of remembrance and unity, underscoring the need to learn from history and stand against hatred.



73%

of local authorities
marked HMD 2025

(similar to 2024)

Workplaces © HMDT; Local Authorities © Brent Council



100⁺

museums and
heritage sites
marked HMD 2025
(+20% from 2024)

Museums – Northern Ireland War Memorial

The Northern Ireland War Memorial (NIWM) held a special event to mark this year's Holocaust Memorial Day.

Dan Lewis, grandson of Holocaust survivor Helen Lewis MBE, shared his grandmother's history. Helen was a professional dancer and choreographer in Prague before being deported to a concentration camp in 1942. She survived Terezin, Auschwitz and Stutthof, and emigrated to Northern Ireland in 1947. She later resumed her career and is remembered by a blue plaque at the Crescent Arts Centre in Belfast.

Don Bigger, Chair of the NIWM (*pictured*), lit a candle to commemorate Helen's life and all 6 million Jews murdered in the Holocaust. The candle was commissioned by the NIWM from Belfast-based artist Leanne McClean as part of the HMDT 80 Candles for 80 Years project.

A collection of paintings by local artist Leslie Nicholl from the NIWM's collection were also on display. The artist knew Helen personally and was inspired by her experiences to create the artwork entitled *My Name is Might Have Been*.



Schools – St John the Baptist High School

St John the Baptist (Church in Wales) High School in Wales marked Holocaust Memorial Day 2025 with a memorial service and a series of assemblies where students explored topics relating to the day.

During a period of reflection, pupils and staff remembered Jerzy Bogusz and Josef Rosotowski, two survivors of Nazi persecution and former political prisoners. The students also learned about Lucjan Silezin, one of the lost children of Zamość - an entire community in Poland which had been displaced by the Nazis. Lucjan's son Martyn lives locally and his grandsons attended the school.

Museums © NI War Memorial; Schools © St John the Baptist (CiW) High School

Holocaust Memorial Day Trust Trustees' Report

Secondary Schools – Commemorating the genocide in Bosnia

In commemoration of the 30th anniversary of the genocide in Bosnia, the Holocaust Memorial Day Trust held a UK-wide secondary school competition.

Students learned about Holocaust Memorial Day, the Holocaust, the genocide in Bosnia and the meaning and significance of memorials. They then designed memorials which they submitted to the Holocaust Memorial Day Trust (HMDT), which were remarkable and of the highest quality. Representatives from the HMDT Youth Board then reviewed and selected ten winners whose designs stood out for their thoughtfulness, clarity and creativity.

The top three winners were St Helen's School, Northwood (*below*), Kendrick School, Reading (*top right*), and St Ninian's High School, East Renfrewshire (*bottom right*).

Left © St Helen's School; Right top © Kendrick School;
Right bottom © St Ninian's





80 Candles for 80 Years –

A creative and educational nationwide exhibition

The 80 Candles for 80 Years project marks 80 years since the liberation of the Auschwitz-Birkenau concentration camp.

Eighty communities and organisations across the UK created unique candleholders for Holocaust Memorial Day, each inspired by the life story of a person persecuted or killed by the Nazis. The result is a stunning collection of candleholders which will be exhibited in various locations across the UK throughout this significant 80th anniversary year.

The exhibition will also feature insights from participants about what they learnt about the history of Jewish people in the Holocaust, and from being part of this creative and educational initiative. Many have committed to holding their own commemorative events, using the candleholders they created, as well making a Take Action commitment to continue working to promote a society free from hostility and persecution.



Holocaust Memorial Day Trust Trustees' Report

Goal 5: To be a financially sound, effective organisation

Funding

We are grateful to the Ministry for Housing, Communities and Local Government, which provides our core grant, and which continues to be an active supporter of our work. The core grant remained at the same level as the previous year(s). We were particularly pleased to be awarded grants from each of the UK's devolved administrations.

We were delighted to receive an additional grant from MHCLG of £80k, to enable us to work with the BBC for a broadcast of the UK Ceremony.

We raised additional income, both restricted and unrestricted, representing approx. 25% of our total income.

Financial Review

We began the year with brought forward funds of £244,203 and raised £1,375,499 income through the year. Our expenditure of £1,424,799 meant that we ended the year with a carry forward of £194,903. This is within the Charity Commission recommendations and our own finance policy.

Fundraising

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.

The grant from the Ministry for Housing, Communities and Local Government represented approx. 71% of our income, 17% came from unrestricted donations, 5% from the devolved nations and 4% from trusts and foundations and 3% other income.

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 our annual donor dinner at the House of Lords, sponsored by Rathbones, a fundraising tea at the home of Lady Lipworth, and the growth of the Friends of HMDT programme to just over 100 Friends.

Ensuring sound governance

Trustees

Trustees are appointed initially for a three-year term and may be reappointed for one or, in certain 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.

Holocaust Memorial Day Trust Trustees' Report

Committees

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 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 members Peter Suchet and 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.

HMDT's Trustees are expert and generous with their time and guidance, and we remain hugely grateful to them. The Board would like to give particular thanks to the Honorary Officers Laura Marks CBE, Sir Leigh Lewis and Brian Markeson, and Committee Chairs Michael Marx, David Ashley and Paul Giannasi.

Chairperson of the Holocaust Memorial Day Trust

This year we said farewell to our chair, Laura Marks CBE, who stood down at the end of her eligible period, having served an exceptional nine years as Chair of Trustees.

We commissioned recruitment agency Prospect-us who led an open process led by our Vice-Chair, Sir Leigh Lewis, to recruit a new chair. We are delighted to welcome as incoming chair Sir Sajid Javid. Sir Sajid joins following a highly distinguished political career as former Chancellor, Home Secretary and Communities Secretary, and has a long-standing commitment to Holocaust commemoration and education, and track record in combatting hate crime.

Change of Trustees

In addition to Laura Marks stepping down, during this financial year Kate Ferguson, the Reverend Dr Richard Sudworth OBE and Marie van der Zyl OBE also stood down. Trustees wish to place on record our considerable gratitude to them for their support and contributions.

In addition to Sir Sajid Javid joining as Chair, we were delighted to appoint Dr Linda Asquith, Professor Dame Robina Shah and Dawn Waterman as incoming Trustees.

Holocaust Memorial Day Trust Trustees' Report

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, an internally-facilitated trustees' away day, and to trustees in general not seeking to claim expenses.

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2024/25 £nil). Details of Trustee expenses are disclosed in note 7.

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 Chief Operating Officer, Paul Lopez-Salzedo, 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. We were sad to say goodbye to Dr Rachel Century, our former Deputy Chief Executive, after eleven years at the Holocaust Memorial Day Trust and wish her all the best for her next step.

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.

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 risk materialised due to the challenges originating from the 7 October Hamas attacks, the subsequent war in Gaza, and the increased antisemitism in the UK. As noted previously, HMDT came under attack both for marking other genocides, with some stakeholders believing that this 'dilutes' commemoration of the Holocaust, and also for not including the war in Gaza as a 'genocide' to be marked on HMD.

This was addressed through our guidance to local organisers, 1:1 meetings with stakeholders and through FAQs on our website.

Holocaust Memorial Day Trust Trustees' Report

2. Disengagement from HMD

This risk is heightened as survivors pass away, and we have fewer tangible links to the history that is being commemorated. This is being addressed through our 'future-proofing' work including the integration of artefacts into many areas of work eg resources, website, special projects. 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. Additionally we hold regular staff consultation with Holocaust survivors, and involve survivors in all HMDT activities and events.

Disengagement has also manifested through concerns about the war in Gaza, and the concerns about potential dilution of the Holocaust. This has been addressed operationally through guidance as noted previously, and strategically through trustee review of the organisational strategy (ongoing).

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.

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 levels.

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.

Audit

An independent audit of the Financial Statements for the financial year ended 31 March 2025 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 sometimes leaves a funding gap during April and May each year.

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

Holocaust Memorial Day Trust Trustees' Report

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 2025 amounted to £194,903 (31 March 2024 £235,203).

Going concern

HMDT received a one-year grant from MHCLG for the year April 2024-March 2025, and was invited to apply for a further one-year grant for the year April 2025-March 2026. A grant has been awarded for the year April 2025-March 2026 of the same amount as the previous year plus an inflationary award of 5% (total £945k). This is extremely welcome and helpful, and is the first increase in many years.

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 2026.

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

- The £945k grant from MHCLG for 2025-26 is now in place; we received the initial 50% of £472,500 in May 2025, with the remaining 50% due in October 2025. This grant covers the vast majority of our core costs and the delivery of HMD 2026.
- We have received indications from MHCLG that we will receive continued support for 2026-27.
- 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.

Holocaust Memorial Day Trust Trustees' Report

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

Staff

HMDT's staff team 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. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including bespoke skills workshops. HMDT has an Employee Assistance Programme.

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 Chief Executive, Chief Operating Officer 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 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.

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.

Holocaust Memorial Day Trust Trustees' Report

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.

This report was approved by the Trustees on 18th September 2025 and signed on their behalf by:



Sir Sajid Javid – Chair – Trustee



Brian Markeson – Treasurer - Trustee

Holocaust Memorial Day Trust

Independent Auditors Report - For the year ended 31 March 2025

Opinion

We have audited the financial statements of Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities (including the Income and Expenditure Account), the Balance Sheet, statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

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 2025 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

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

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

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine

Holocaust Memorial Day Trust

Independent Auditors Report - For the year ended 31 March 2025

whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are Required to Report by Exception

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

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

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

Responsibilities of Trustees

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

In preparing the financial statements, the trustees are responsible for assessing the 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 charity 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

Holocaust Memorial Day Trust

Independent Auditors Report - For the year ended 31 March 2025

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 their 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 their 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 charities, considered the charitable company 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 at the Financial Reporting Council's ("FRC's") website at:

<https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

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

Knox Cropper LLP

27 October 2025

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- For the year ended 31 March 2025

		2025	2025	2025	2024
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	Notes				
Income from:					
Donations and grants	2	131,233	1,220,603	1,351,836	1,213,026
Other income	3	-	23,663	23,663	20,155
Total income		<u>131,233</u>	<u>1,244,266</u>	<u>1,375,499</u>	<u>1,233,181</u>
Expenditure on:					
Cost of raising funds	4	-	65,514	65,514	65,502
Charitable activities					
Goal 1 (Increase Knowledge)		-	251,468	251,468	267,224
Goal 2 (Work to a Better Future)		-	186,222	186,222	175,222
Goal 3 (National Commemoration)		-	489,342	489,342	288,563
Goal 4 (Outreach)		140,233	292,020	432,253	372,604
Total expenditure	4	<u>140,233</u>	<u>1,284,566</u>	<u>1,424,799</u>	<u>1,169,115</u>
Net (expenditure) /income for year		(9,000)	(40,300)	(49,300)	64,066
Funds brought forward		<u>9,000</u>	<u>235,203</u>	<u>244,203</u>	<u>180,137</u>
Funds carried forward		<u>-</u>	<u>194,903</u>	<u>194,903</u>	<u>244,203</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 42 to 50 form part of these financial statements.

Holocaust Memorial Day Trust
Balance Sheet – As at 31 March 2025

	Notes	£	2025 £	£	2024 £
Fixed assets	9		4,615		5,865
Current assets:					
Debtors	10	62,289		23,616	
Cash at bank and in hand		185,575		<u>263,547</u>	
		247,864		<u>287,163</u>	
Creditors: amounts falling due within one year	11	(57,576)		<u>(48,825)</u>	
Net current assets			190,288		<u>238,338</u>
Net assets			194,903		<u>244,203</u>
Represented by:					
Restricted funds	15		-		9,000
Unrestricted funds			194,903		<u>235,203</u>
Total Funds			194,903		<u>244,203</u>

The notes on pages 42 to 50 form part of these financial statements.

Approved and authorised for issue by the Trustees on 18 September 2025 and signed on their behalf by:



.....

Brian Markeson – Treasurer - 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 2025

	Notes	2025 £	2024 £
Cash flows from operating activities:			
Net cash (used in) operating activities	A	(76,472)	(16,174)
Cash flows from investing activities:			
Purchase of tangible fixed assets		(1,500)	(2,955)
Net cash (used in) provided by investing activities		(1,500)	(2,955)
Change in cash and cash equivalents in the year	C	(77,972)	(19,129)
Cash and cash equivalents brought forward	B	263,547	282,676
Cash and cash equivalents carried forward	B	185,575	263,547

Holocaust Memorial Day Trust
Statement of Cash Flows for the year ended 31 March 2025

Notes to the statement of cash flows for the year to 31 March 2025

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

	2025	2024
	<u>£</u>	<u>£</u>
Net movement in funds (as per the statement of financial activities)	(49,300)	64,066
Adjustments for:		
Depreciation charge	2,750	4,391
(Increase)/Decrease in debtors	(13,672)	29,731
(Decrease) in creditors	(16,250)	(114,362)
Net cash provided by (used in)/provided by operating activities	(76,472)	(16,174)

B Analysis of cash and cash equivalents

	2025	2024
	<u>£</u>	<u>£</u>
Cash at bank and in hand	185,575	263,547
Total cash and cash equivalents	185,575	263,547

C Analysis of changes in net debt

Cash and cash equivalents	At 1st April 2024	Cash flows	Other non- cash changes	At 31st March 2025
Cash	263,547	(77,972)	-	185,575
	263,547	(77,972)	-	185,575

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 Unit A, 82 James Carter Road, Mildenhall, Suffolk, IP28 7DE.

1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2025 presented in sterling and rounded to the nearest pound.

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

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

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

1.3 Assessment of going concern

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

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

The Ministry of Housing, Communities & Local Government has provided grant funding for the year to 31 March 2025. A grant of £945,000 has been awarded for 2025-26. The Trustees are confident that this support will continue beyond March 2026.

We are confident of our ability to continue to secure funding 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 £1,500 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 the Ministry of Housing, Communities & Local Government is subject to specific terms and conditions. However, all of the charity's activities fall within the scope of the grant and therefore it is presented as unrestricted income.

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

1.6 Income recognition

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

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

1.7 Expenditure recognition

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

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

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

1.8 Pensions

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

1.9 Operating leases

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

1.10 Debtors

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

1.11 Cash at bank and in hand

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

1.12 Creditors and provisions

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

2 Donations and Grants

	2025 £	2024 £
<u>Unrestricted Funds</u>		
Grant from the Ministry of Housing, Communities & Local Government (MHCLG)	980,000	900,000
Donations	240,603	134,006
Legacies	-	-
Total Unrestricted Funds	1,220,603	1,034,006
<u>Restricted funds</u>		
Grants from Devolved Nations	74,500	57,376
Grants from Trusts and Foundations	56,733	121,644
Total Restricted Funds	131,233	179,020
Total Donations & Grants	1,351,836	1,213,026

3 Other income

	2025 £	2024 £
Other income	23,663	20,155
Total	23,663	20,155

4 Analysis of Expenditure

<u>Current Year (2025):-</u>		Restricted	Unrestricted	Total 2025	
Cost of raising funds					
Fundraising Costs		-	65,514	65,514	
Expenditure on Charitable Activities					
	Goal 1	Goal 2	Goal 3	Goal 4	Total
Outreach	40,072	29,675	77,978	68,880	216,605
Communications	47,324	35,045	92,090	81,346	255,805
UK and Public Event	45,456	33,662	88,454	78,135	245,707
Operations	65,852	48,766	128,144	113,194	355,956
Support	52,764	39,074	102,676	90,698	285,212
	251,468	186,222	489,342	432,253	1,359,285
Unrestricted	251,468	186,222	489,342	292,020	1,219,052
Restricted	-	-	-	140,233	140,233
	251,468	186,222	489,342	432,253	1,359,285

Holocaust Memorial Day Trust

Notes to the Financial Statements – For the year ended 31 March 2025

Prior Year (2024):

Cost of raising funds

Fundraising Costs

Restricted	Unrestricted	Total 2024
-	65,502	65,502

Expenditure on Charitable Activities

	Goal 1	Goal 2	Goal 3	Goal 4	Total
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
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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
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5 Support costs

	Goal 1	Goal 2	Goal 3	Goal 4	2025 £ Total	2024 £ Total
Staff Salaries	19,705	14,592	38,345	33,872	106,514	118,732
Other Staff Costs	1,838	1,361	3,576	3,159	9,934	4,118
IT Costs	3,405	2,521	6,625	5,852	18,403	4,325
Depreciation	508	377	990	875	2,750	4,387
Audit & Accountancy	5,238	3,879	10,192	9,003	28,312	30,021
Rent and Rates	13,094	9,697	25,481	22,508	70,780	65,968
Office and Administration Costs	4,080	3,021	7,939	7,013	22,053	15,713
Legal and Professional Fees	1,338	991	2,605	2,300	7,234	258
Governance Costs	3,457	2,560	6,727	5,942	18,686	11,379
Bank Fees	101	75	197	174	547	200
	52,764	39,074	102,677	90,698	285,213	255,101

6 Net (expenditure)/(income) for the year

This is stated after charging:

	2025	2024
	£	£
Operating lease – land and buildings	62,250	63,896
Operating lease - other	1,536	1,646
Depreciation	2,750	4,391
Auditor's remuneration (including VAT)	9,840	8,844

7 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 £186 (2024: £694). The charity directly incurred £723 (2024:£1,776) on Trustees' meetings and £18,562 (2024: £9,604) on training, development, recruitment and other expenses in the year.

8 Employees

During the period of this report there were on average 16 employees, and 14 full time equivalent (FTE) employees (2024: 17 employees and 14.5 FTE)

	2025	2024
	£	£
Salaries and wages	580,749	594,041
Social security costs	55,997	60,555
Employer's contribution to defined contribution pension schemes	21,435	24,756
Total	658,175	679,352

	2025	2024
£70,000-£79,999	1	1
£100,000 - £109,999	1	1

During the year the key management remuneration for the CEO and a management team of 6 FTE employees, including pension contributions and employer's national insurance contributions, totalled £319,963 (2024 £340,100)

Holocaust Memorial Day Trust
Notes to the Financial Statements – For the year ended 31 March 2025

9 Fixed assets

	2025
	£
Cost	
Balance at 1 April 2024	38,155
Additions during the year	1,500
Balance at 31 March 2025	<u>39,655</u>
Depreciation	
Balance at 1 April 2024	32,290
Charge for the period	2,750
Balance at 31 March 2025	<u>35,040</u>
Net book value at 31 March 2025	<u>4,615</u>
Net book value at 31 March 2024	<u>5,865</u>

All of the above assets are used for charitable purposes.

10 Debtors

	2025	2024
	£	£
Rent deposits	6,133	6,133
Other debtors and prepayments	56,156	17,483
	<u>62,289</u>	<u>23,616</u>

11 Creditors: amounts falling due within one year

	2025	2024
	£	£
Trade creditors	16,911	7,683
Taxation and social security	-	8,381
Other creditors	1,643	4,368
Accruals and deferred income	39,022	28,393
	<u>57,576</u>	<u>48,825</u>

12 Taxation

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

13 Related party transactions

There are no related party transactions to disclose for 2025 (2024: none).

14 Commitments under operating leases

Holocaust Memorial Day Trust

Notes to the Financial Statements – For the year ended 31 March 2025

Total commitments under non-cancellable operating leases at 31 March 2025 were as follows:

	2025 £	2024 £
Due within one year	66,150	20,041
Due within 2-5 years	<u>22,050</u>	<u>8,832</u>

15 Movement in Funds

Current year (2025)	At 1 April 2024 £	Income & Gains £	Expenditure & Losses £	At 31 March 2025 £
Scotland HMD project	-	25,000	(25,000)	-
Wales HMD project	-	26,000	(26,000)	-
Northern Ireland HMD project	-	23,500	(23,500)	-
Philip King Charitable Trust	-	25,000	(25,000)	-
Culham St Gabriels	-	10,000	(10,000)	-
Leon Greenman CT	7,000	3,750	(10,750)	-
Childwick Trust	-	15,000	(15,000)	-
Shores Trust	2,000	1,983	(3,983)	-
Linn Foundation	-	1,000	(1,000)	-
Total Restricted Funds	<u>9,000</u>	<u>131,233</u>	<u>(140,233)</u>	<u>-</u>

Previous year (2024)	At 1 April 2023 £	Income & Gains £	Expenditure & Losses £	At 31 March 2024 £
Scotland HMD project	-	25,000	(25,000)	-
Wales HMD project	-	15,376	(15,376)	-
Northern Ireland HMD project	-	17,000	(17,000)	-
Philip King Charitable Trust	-	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 CT	-	66,250	(59,250)	7,000
Childwick Trust	-	13,555	(13,555)	-
Shores Trust	-	2,000	-	2,000
Total Restricted Funds	<u>-</u>	<u>179,020</u>	<u>(170,020)</u>	<u>9,000</u>

16 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 2025

17 Comparative 2024 Statement of Financial Activities

Year ended 31 March 2024

		2024	2024	2024
		Restricted	Unrestricted	Total
		£	£	£
	Notes			
Income from:				
Donations and grants	2	179,020	1,034,006	1,213,026
Other income	3	-	20,155	20,155
Total income		<u>179,020</u>	<u>1,054,161</u>	<u>1,233,181</u>
Expenditure on:				
Cost of raising funds	4	-	65,502	65,502
Fundraising costs		-	65,502	65,502
Charitable activities				
Goal 1 (Increase Knowledge)		-	267,224	267,224
Goal 2 (Work to a Better Future)		-	175,222	175,222
Goal 3 (National Commemoration)		-	288,563	288,563
Goal 4 (Outreach)		170,020	202,584	372,604
Total expenditure	4	<u>170,020</u>	<u>999,095</u>	<u>1,169,115</u>
Net income for the year		9,000	55,066	64,066
Funds brought forward		-	180,137	180,137
Funds carried forward		<u>9,000</u>	<u>235,203</u>	<u>244,203</u>