

Company number: 05415454

Registered charity number (England and Wales): 1109348

Registered charity number (Scotland): SC051197



**HOLOCAUST
MEMORIAL
DAY TRUST**

Holocaust Memorial Day Trust

Trustees' report and financial statements

For the year ended 31 March 2026

Remember the past. Protect the future.

Contents

Reference and administrative information	4
Patron and Honorary Officers	4
Trustees and staff	4
Registered details	5
Foreword	6
Thank you to Sir Leigh Lewis KCB	7
Introduction	8
Holocaust Memorial Day 2026 in numbers	9
Objectives and activities	10
Our purpose and values	10
Public benefit statement.....	10
Our strategy 2026 to 2029	11
Achievements and performance	12
Goal 1: Holocaust Memorial Day at national level.....	12
Goal 2: Holocaust Memorial Day at local level	15
Goal 3: Holocaust commemoration and education	17
Goal 4: Lessons of the Holocaust for contemporary prejudice in the UK	18
Goal 5: Lessons of the Holocaust for international persecution	18
Goal 6: Organisation	19
Financial review	21
Results for the year	21
Income	21
Expenditure	21
Reserves policy.....	22
Going concern.....	22
Strategy 2026 - 2029	23
Goal 1: Holocaust Memorial Day at national level.....	23
Goal 2: Holocaust Memorial Day at local level	23
Goal 3: Holocaust commemoration and education	23
Goal 4: Lessons of the Holocaust for contemporary prejudice in the UK	24
Goal 5: Lessons of the Holocaust for international persecution	24
Goal 6: Organisation	25
Structure, governance and management.....	26
Trustees	26

Honorary Officers	26
Committees	26
Changes to the Board	27
Trustees' expenses and company administration	27
Key management personnel	27
Remuneration policy	27
Risk management	27
Audit	29
Legal and HR	29
Staff wellbeing and development	29
Maintaining an effective office environment	29
Diversity and inclusion	29
Trustees' responsibilities statement	30
Independent auditor's report to the members of Holocaust Memorial Day Trust	32
Statement of financial activities for the year ended 31 March 2026	35
Balance sheet as at 31 March 2026	36
Statement of cash flows for the year ended 31 March 2026	37
Notes to the statement of cash flows for the year to 31 March 2026	38
Notes to the financial statements for the year ended 31 March 2026	39
Thank you	50
Our supporters	50

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-Presidents	Laura Marks CBE Sir Leigh Lewis KCB (appointed 8 September 2026)

Trustees and staff

The work of the Holocaust Memorial Day Trust (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	The Rt Hon Sir Sajid Javid
Vice-Chair of Trustees	Sir Leigh Lewis KCB (retired 8 September 2026) Michael Marx MBE (appointed 8 September 2026)
Treasurer	Brian Markeson
Trustees	HE David Ashley Dr Linda Asquith David Austin OBE Julian Blake Paul Giannasi OBE Tom Godwin (appointed 8 September 2026) Michael Marx MBE Phil Rosenberg (resigned 8 September 2026) Joan Salter MBE Dame Robina Shah DBE DL JP Jonathan Slater (appointed 8 September 2026) Dawn Waterman MBE
Company Secretary	Brian Markeson
Executive Team	Olivia Marks-Woldman OBE, Chief Executive Officer Paul Lopez-Salzedo, Chief Operating Officer

Registered details

Principal address	PO Box 61074, London SE1P 5BX
Registered office	Unit A, 82 James Carter Road, Mildenhall, Suffolk IP28 7DE
Country of registration	England and Wales
Auditor	Knox Cropper LLP, 65 Leadenhall Street, London EC3A 2AD
Bankers	CAF Bank Limited, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4JQ Scottish Widows Bank plc, 67 Morrison Street, Edinburgh EH3 8YJ
Charity number	1109348 (England and Wales) SC051197 (Scotland)
Company number	05415454

Remember the past. Protect the future.

Holocaust Memorial Day (HMD) 2026 reached further than in any previous year. On 27 January we came together to remember the 6 million Jewish men, women and children murdered during the Holocaust and the millions more murdered under the Nazi persecution of other communities. We also remembered where persecution led in Cambodia, Rwanda, Bosnia and Darfur. As antisemitism and other forms of prejudice continue today, Holocaust Memorial Day brought the nation together to remember persecutions of the past and to stand against hatred and division in the present.

The theme for HMD 2026 was **Bridging Generations**. At the UK National Ceremony at Sinfonia Smith Square, Holocaust survivors lit candles alongside survivors from Cambodia, Rwanda, Bosnia and Darfur, and members of the second and third generations. At Buckingham Palace, Their Majesties The King and Queen brought together Holocaust survivors and their families, and lit Holocaust Memorial Day candles. It was a powerful message to the nation about the enduring importance of remembrance.

Our Light the Darkness national moment reached a wider audience than ever before, carrying the message 'Together we can bring light by standing against antisemitism and all prejudice today'. Six giant 3D candles appeared on the Piccadilly Lights. More than 3,000 digital billboards carried the message nationwide, and 230 landmarks and buildings were illuminated in purple. Our radio ad was broadcast across the Global network. Together the billboard and radio campaign had an extraordinary 24 million impacts.

Hundreds of thousands of people lit candles in their own homes and communities. In total, 3,800 organisations marked Holocaust Memorial Day. These included over 1,000 secondary schools: 17 per cent of all secondary schools in the country, up from 9 per cent the year before.

We launched a new educational film, *It Began with Words*, narrated by Rob Rinder MBE. It features testimony from Holocaust survivors Peter Lantos BEM and Joan Salter MBE, alongside Sokphal Din BEM, a survivor of the genocide in Cambodia. It was viewed by more than 130,000 students.

This was also the year in which the HMDT Trustees agreed a new strategy for 2026 to 2029, responding to contemporary challenges. The memory of the Holocaust is under deliberate attack. It is being undermined, distorted, denied, inverted, glorified and weaponised. In the UK today antisemitism (anti-Jewish hatred) is rising, as are other forms of prejudice. Our new strategy commits us to continue to safeguard the historical record, and also to do more to name and challenge the prejudice around us today.

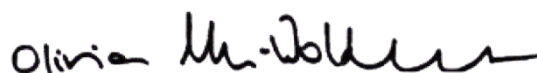
This report sets out how our work over the past year has empowered people across the UK to mark Holocaust Memorial Day 2026: with engagement, with learning and with action. Together, these show how critically important HMD is in the UK national calendar and how remembering and learning from the past help protect the future.

We are very grateful to the Ministry of Housing, Communities and Local Government for its enduring support. We also thank the devolved administrations in Scotland, Wales and Northern Ireland, and every trust, foundation, company and individual whose financial support made this year possible.

Above all we thank the people who make HMD happen: the survivors, whose testimony remains at the heart of everything we do, and our dedicated team of staff, Trustees and volunteers who work tirelessly to protect the memory of the Holocaust.



Rt Hon Sir Sajid Javid
Chair of Trustees



Olivia Marks-Woldman OBE
Chief Executive Officer

Thank you to Sir Leigh Lewis KCB

Sir Leigh Lewis retires from our trustee board at the September AGM 2026, at the end of an exceptional nine-year term. He has been a greatly respected Vice-Chair, bringing enormous expertise and valuable insight, alongside wisdom, patience and compassion.

Over the past nine years he has supported the growth of HMDT in reach and profile, contributing his sound judgement and steady leadership, ensuring strong governance, robust finances, and ambitious strategic development. He leaves HMDT the stronger for his years of service.

At the heart of Leigh's many contributions is his unwavering commitment to the memory of the 6 million Jewish men, women and children who were murdered in the Holocaust, and to our profound duty to honour their history. He has been tireless in supporting the Holocaust Memorial Day Trust to extend its reach, so that survivors' testimonies can educate audiences across the United Kingdom.

We are all indebted to Leigh for his dedication and expert support over so many years.

Introduction

The Trustees present their report and financial statements for the year from 1 April 2025 to 31 March 2026.

This year we delivered our widest-reaching Holocaust Memorial Day to date. The number of organisations marking the day rose from 3,500 to 3,800. Participation by secondary schools increased from 9 per cent to 17 per cent (UK secondary schools), reversing the decline we reported last year. A nationwide billboard and radio campaign, given to us pro bono by our media partners, carried the Light the Darkness message into towns and cities across the country.

We achieved this reach against a continuing backdrop of heightened antisemitism (anti-Jewish hatred), rising faith-based hate crime and polarised public discourse. Holocaust denial and distortion have spread further and faster through social media and through content generated by artificial intelligence (AI). They threaten the integrity of the historical record.

During the year the Board reviewed and agreed a new organisational strategy for 2026 to 2029. It strengthens our work within the principles of the Stockholm Declaration. It commits us to new work countering antisemitism where it manifests as Holocaust denial, distortion, inversion and glorification, and to challenging contemporary prejudice in the UK.

We remain deeply grateful to the Ministry of Housing, Communities and Local Government (MHCLG) for our core grant, to the devolved administrations in Scotland, Wales and Northern Ireland for their support, and to all who have made grants and donations to support our work.

Holocaust Memorial Day 2026 in numbers

3,800

organisations marked HMD 2026

3,500 in 2025

130,000

students watched the educational film 'It Began with Words'

New for 2026

14 million

impacts generated by the Light the Darkness radio advertising, airing over 900 times

New for 2026

10 million

impacts generated by 3000+ billboards carried the Light the Darkness campaign

400 billboards in 2025

1,000+

secondary schools marked HMD

17 per cent of secondary schools nationwide, up from 9 per cent in 2025

2,000

media mentions, the second highest on record

Broadcast accounted for 42 per cent of all coverage, our highest proportion to date

230

landmarks and buildings lit in purple for Light the Darkness

200 in 2025

12,000

civil servants attended HMD activities across 22 government departments

24,000

social media engagements

10,000 in 2025

Millions

of Royal Mail items stamped with the HMD 2026 postmark and our strapline

Objectives and activities

Our purpose and values

The Holocaust Memorial Day Trust is the charity established by the Government to promote and support Holocaust Memorial Day in the UK. We reach millions of people each year: we lead the National Commemoration, enable hundreds of thousands of people in communities, schools, and organisations to mark Holocaust Memorial Day each year through events and education, and run **Light the Darkness**, a collective moment of remembrance that takes place across the nation at 8pm on 27 January.

Through our work, we deepen understanding of the Holocaust, help protect against Holocaust denial and distortion and shape a better future built on empathy, understanding and respect.

Holocaust Memorial Day takes place on 27 January. It is a national day to commemorate the 6 million Jewish men, women and children murdered during the Holocaust, and the millions more murdered under the Nazi persecution of other communities. It was also founded to support learning and remembrance of where persecution led in Cambodia, Rwanda, Bosnia and Darfur. As antisemitism and other forms of prejudice continue today, Holocaust Memorial Day brings the nation together to remember persecutions of the past and stand against hatred and division in the present.

Public benefit statement

The Trustees confirm that they have complied with their duty under section 17 of the Charities Act 2011 to have due regard to the guidance on public benefit published by the Charity Commission in determining the activities undertaken by the charity.

We deliver public benefit by providing free educational resources, guidance and commemorative materials to schools, local authorities, faith and community organisations, workplaces, prisons and more throughout the UK. We design and deliver the National Ceremony and support the National Ceremonies in Scotland and Wales and the Regional Ceremony in Northern Ireland. We create the national **Light the Darkness** moment of collective remembrance. Holocaust Memorial Day is for everybody, regardless of age, faith or background.

Our strategy 2026 to 2029

We developed the strategy at a time when the memory of the Holocaust is under deliberate attack. It is being undermined, distorted, denied, inverted, glorified and even weaponised. Our primary concern is to protect and safeguard the historical record and memory of the Holocaust. Antisemitism (anti-Jewish hatred) is rising, in part through the misuse and abuse of the Holocaust itself. At the same time other forms of prejudice are increasing in the UK, including racism, anti-Muslim hatred and prejudice against Roma people, while prejudice against disabled people and LGBTQ+ people continues.

The strategy aligns our work more closely with the principles of the Stockholm Declaration, which led to our establishment. Those principles are: to recognise the unprecedented nature of the Holocaust; to safeguard its historical record and memory; to commemorate the 6 million Jewish men, women and children who were murdered; to honour the survivors; to commemorate the terrible suffering of many millions of other people murdered by the Nazis; and to strengthen our efforts to educate about the Holocaust so that people of all backgrounds may learn from it and help prevent prejudice and persecution in the future.

Financial note – As our strategic goals have changed from 4 to 5 goals during the financial year we have reported on 4 financial goals in this report, and this will change to 5 financial goals in next years (2026-27) report.

Our strategic goals for the period covered by the strategy are:

- 1. Holocaust Memorial Day at national level:** to lead and embed further Holocaust Memorial Day as the nation's national day of collective Holocaust remembrance, where people feel part of something bigger than themselves, and where it is part of the fabric of UK society.
- 2. Holocaust Memorial Day at local level:** to build and expand further local HMD commemorations, by engaging and supporting individuals, organisations, especially schools, and communities across the UK to mark HMD.
- 3. Holocaust commemoration and education:** to commemorate and educate about the Holocaust and Nazi persecution of other groups.
- 4. Lessons of the Holocaust for contemporary prejudice in the UK:** to link the history of the Holocaust and Nazi persecution of other groups with contemporary antisemitism (anti-Jewish hatred), with a focus on Holocaust denial, distortion, inversion and glorification, and with contemporary prejudice and hate, including racism, anti-Muslim hatred and prejudice against Roma people.
- 5. Lessons of the Holocaust for international persecution:** to learn and commemorate where persecution led in Cambodia, Rwanda, Bosnia and Darfur.
- 6. Organisation:** to increase significantly our total funding, improve the strength and resource of our team, and increase our efficiency through the use of technology.

Achievements and performance

This section reports the work of the year against each of our six strategic goals.

Goal 1: Holocaust Memorial Day at national level

To lead and embed further Holocaust Memorial Day as the nation's national day of collective Holocaust remembrance.

Theme: Bridging Generations

The theme for Holocaust Memorial Day 2026 was Bridging Generations. It encouraged people to engage actively with the past, and consider the role of the next generation in preserving the memory of the Holocaust and of Cambodia, Rwanda, Bosnia and Darfur. HMD participants were asked what responsibilities are placed on each generation – to listen to those who came before us, and to share their testimonies with those who will come after us. The theme shaped our educational resources, the UK National Ceremony and thousands of local activities.

UK National Ceremony

The UK National Holocaust Memorial Day Ceremony took place at Sinfonia Smith Square in Westminster. It was hosted by the broadcaster and journalist Clive Myrie, and opened by Sir Sajid Javid. Speakers included the Rt Hon Steve Reed OBE MP, Secretary of State for Housing, Communities and Local Government; the Chief Rabbi, Sir Ephraim Mirvis; the new Archbishop of Canterbury, Dame Sarah Mullally; and the actor Matt Lucas OBE. Electric Umbrella closed the Ceremony with a performance of the song *Tikkun Olam – Repair the World*.

The Deputy Prime Minister, the Rt Hon David Lammy MP; the Shadow Foreign Secretary, the Rt Hon Priti Patel MP; MHCLG Minister Miatta Fahnbulleh MP; and the Secretary of State for Culture, Media and Sport, the Rt Hon Lisa Nandy MP, were among the audience.

Guests heard testimony from Holocaust survivors Agnes Kaposi MBE, Peter Lantos BEM and Henny Franks. Holocaust survivors lit candles alongside survivors from Cambodia, Rwanda, Bosnia and Darfur, assisted by members of the second and third generations.

Support from our Patron, His Majesty King Charles III

Holocaust survivors and their families gathered at Buckingham Palace as Their Majesties The King and Queen marked Holocaust Memorial Day on 27 January. His Majesty The King is Patron of the Holocaust Memorial Day Trust.

The event, supported by the Holocaust Memorial Day Trust, the Anne Frank Trust and the Holocaust Educational Trust, took place with some of the survivors who featured in *Seven Portraits: Surviving the Holocaust*, now displayed as part of the Royal Collection. Other guests were welcomed to the event, including other survivors and stakeholders. Both Their

Majesties lit special Holocaust Memorial Day candles, assisted by Holocaust survivor Rachel Levy BEM.

Light the Darkness

At 8pm on 27 January the nation came together for Light the Darkness, our UK-wide moment of remembrance. Piccadilly Circus was transformed as the Piccadilly Lights displayed six giant 3D candles, representing the 6 million Jewish men, women and children murdered during the Holocaust. Across the country hundreds of thousands of people lit candles and placed them in their windows. In all, 230 landmarks and buildings were illuminated in purple.

A week-long nationwide billboard campaign extended the moment into towns and cities across the country. We created it in partnership with Ocean Outdoor, supported by JCDecaux, Global and Bauer Media. Advertisements appeared on more than 3,000 digital billboards, generating over 10 million impacts. Many screens let passers-by light a virtual candle by scanning a QR code. Radio advertising across Global's network generated more than 14 million impacts, airing over 900 times in the week leading up to and on Holocaust Memorial Day.

Thank you

We are grateful to Ocean Outdoor, JCDecaux, Global and Bauer Media for their pro bono support, which helped us reach more people than ever before this year.

Scotland, Wales and Northern Ireland

Alongside the UK National Ceremony we supported the national Ceremonies in Scotland and Wales and the regional Ceremony in Northern Ireland.

The Scotland Ceremony, held at the Scottish Parliament, featured testimony from Holocaust survivor Joan Salter MBE and from Var Ashe Houston BEM, a survivor of the genocide in Cambodia. The Rt Hon John Swinney MSP, First Minister of Scotland, and Siobhan Brown MSP, Minister for Victims and Community Safety, both spoke.

The Welsh Ceremony took place at the Temple of Peace in Cardiff. It included a poetry reading from Eluned Morgan MS, First Minister of Wales, reflections from the Lord Mayor of Cardiff, the Archbishop of Cardiff and HMDT Trustee Brian Markeson, and testimony from Holocaust survivor Peter Lantos BEM.

The Northern Ireland Ceremony, at Belfast City Hall, featured testimony from Holocaust survivor Janine Webber BEM, alongside Michelle O'Neill MLA, First Minister of Northern Ireland, and Emma Little-Pengelly MLA, deputy First Minister of Northern Ireland.

Government department HMD Champions

HMD Champions is a joint initiative between the Holocaust Memorial Day Trust, the Holocaust Educational Trust and champions within the civil service. We supported Holocaust Memorial Day activities in 22 government departments, attended by nearly 12,000 civil servants. Holocaust survivors, speakers from the second and third generations, and survivors of the genocide in Bosnia all gave powerful, thought-provoking testimony. Cabinet minister speakers included the Rt Hon Yvette Cooper MP, Foreign Secretary, and the Rt Hon Wes Streeting MP, Secretary of State for Health and Social Care. The events were also supported by other ministers and senior civil service representatives.

Media and public awareness

Our work to ensure that the public is aware of and understands Holocaust Memorial Day resulted in nearly 2,000 media mentions. This was the second highest on record, and comparable to the milestone of the previous year, which marked the 80th anniversary of the liberation of Auschwitz. Broadcast was particularly strong, accounting for 42 per cent of all coverage, our highest proportion to date. Television appearances included Sky News, ITV's Good Morning Britain, and the BBC's The One Show and Sunday Morning Live.

Social media amplified our reach and reinforced our messaging. Followers and engagement grew notably across Instagram, Facebook and LinkedIn. Collaborations with the historian Alice Loxton, the barrister and broadcaster Rob Rinder MBE, the Speaker of the House of Commons and sister organisations broadened our audience. The Prince and Princess of Wales further amplified our reach by lighting a Holocaust Memorial Day candle for **Light the Darkness**.

Royal Mail

We again worked with Royal Mail to mark Holocaust Memorial Day through a special postmark. It ran from Saturday 24 to Tuesday 27 January, reaching millions of people. It carried the wording Holocaust Memorial Day, 27 January, together with our strapline, **Remember the past. Protect the future.**

Goal 2: Holocaust Memorial Day at local level

To build and expand further local HMD commemorations, by engaging and supporting individuals, organisations, especially schools, and communities across the UK to mark HMD.

Headline information

- 3,800 local organisations marked HMD across the country, up from 3,500
- More than 1,000 secondary schools marked HMD, 17 per cent, up from 9 per cent (UK secondary schools)
- Prisons Engagement Competition engaged more than 360 learners across 23 sites
- HMDT NextGen Ambassadors delivered their own HMD activities and spoke at HMDT events

Schools

We were delighted to reverse the previous downward trend and significantly increase the number of secondary schools marking HMD. Our guidance and resources gave local organisers and teachers greater confidence that Holocaust commemoration should not be confused with current conflicts.

HMDT NextGen Ambassadors

Our NextGen Ambassador programme supports young people aged 18 to 24. It builds their knowledge, confidence and platforms, and helps them communicate the importance of Holocaust Memorial Day to new audiences. This year our Ambassadors delivered their own Holocaust Memorial Day activities for their peers and played an active role in major HMD moments. Joseph Knowles spoke at the National Ceremony, and Molly Phillips wrote a piece for *The Big Issue*. Ambassadors also led sessions across schools and universities throughout the year.

Simply raising awareness made a real impact and helped people see the relevance of Holocaust Memorial Day today. My presentation explored identity, linking conversations to how Jewish people were stripped of theirs during the Holocaust, which sparked meaningful discussions.

Antonio Coman, NextGen Ambassador

Case study: Newcastle City Council

Supported by Newcastle City Council, the Brundibár Arts Festival marked its tenth anniversary with a programme of activities across the city. The programme comprised eight concerts and a special screening of *The Last Musician of Auschwitz* at Tyneside Cinema, followed by a question and answer session with Simon Wallfisch, grandson of Anita Laskar-Wallfisch, the subject of the film.

Case study: St Albans Cathedral

St Albans Cathedral welcomed nearly 400 students from seven local schools for a two-day programme marking Holocaust Memorial Day. Workshops explored pre-Nazi Jewish life

and the significance of Holocaust Memorial Day, and students watched *It Began with Words*. A highlight was testimony from Holocaust survivors Susie Barnett BEM and Steven Frank BEM, and from Sophie Masereka, a survivor of the genocide against the Tutsi in Rwanda.

The students were respectfully engaged throughout. The opportunity to hear eyewitness accounts from survivors really brought home to all the reality of the subject.

Steve Clarke, Education Officer, St Albans Cathedral

Case study: Whitchurch Junior School

Students at Whitchurch Junior School in Shropshire marked Holocaust Memorial Day by planting the 21st cherry tree in the county-wide Memorial Orchard. The whole school gathered for an assembly attended by local councillors, the Mayor of Whitchurch and representatives from the Shrewsbury and South Shropshire Interfaith Forums. Students led the commemoration. They read their own poetry inspired by the **Bridging Generations** theme, and created a collaborative flame artwork made up of individual handprints filled with the names of family members.

The Reform Club

The Reform Club continues to support Holocaust Memorial Day. This year it hosted a special event led by our Vice-Chair, Sir Leigh Lewis - a member of the Club - and addressed by Holocaust survivor Alfred Garwood MBE.

Prisons Engagement Competition

Each year we run a Prisons Engagement Competition across adult prisons in England and Wales. It supports learners to explore the Holocaust, Nazi persecution of other groups, and where persecution led in Cambodia, Rwanda, Bosnia and Darfur, while reflecting on the continued relevance of prejudice today. This year we delivered the programme in collaboration with Novus, supported by HMPPS, engaging more than 360 learners across 23 sites. New for 2026, we facilitated some prisons to host talks from members of the second and third generations and from Holocaust survivor organisations.

The event had such an impact on both staff and prisoners who attended. Two months on, I am still having conversations about how the testimony shared by Holocaust survivor Steven Frank BEM made us reflect on our own lives and how blessed we are.

Denyse McNamee, Diversity and Inclusion Manager, HMP Aylesbury

HMD Partnership Group

We convene the HMD Partnership Group, which brings together nearly 25 national organisations working in fields of Holocaust and genocide commemoration and education. It extends 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. We continue to work in partnership with our respected sister organisations, in particular the Holocaust Educational Trust and the Anne Frank Trust.

Goal 3: Holocaust commemoration and education

To commemorate and educate about the Holocaust, and about Nazi persecution of other groups.

New educational resources

In preparation for Holocaust Memorial Day 2026 we launched a series of new education resources. These enabled schools, community groups and individuals to mark the day in meaningful and accessible ways. Our key new resource was *It Began with Words*, a new film narrated by Rob Rinder MBE for students aged 14 and over. This film features testimony from Holocaust survivors Peter Lantos BEM and Joan Salter MBE, alongside Sokphal Din BEM, a survivor of the genocide in Cambodia. It educates and empowers young people to understand where prejudice can lead and was viewed by over 130,000 students.

Additional resources this year included new life stories, commemorative candles, stickers, flyers and pin badges. All our resources ensure that Holocaust Memorial Day is not only a moment of remembrance but also an opportunity to learn, reflect and take action.

Survivor testimony

We continue to work closely with Holocaust survivors and Jewish refugees from Nazism, to honour their experiences and to incorporate their testimony wherever possible. We signpost to, and work with, members of the 'second and third generations'.

Holocaust survivors' legacy group

Chaired by HMDT Trustee Dr Linda Asquith, this group comprises Holocaust survivors and members of the second and third generations. It ensures their voices and perspectives are always core to our work.

Silent Witnesses (artefacts)

'Silent Witnesses' are the artefacts that provide evidence of the historical truth of the Holocaust. They are the belongings, photographs, documents and more that confirm the existence of individuals, and the experiences and journeys they were forced to endure. They belonged to Jewish people who were murdered in ghettos, forests and camps – and which were found after their death. They belonged to survivors who held them close and brought them across the borders of many countries, keepsakes and mementoes of a previous life.

They are inanimate, silent witnesses to a history that is passing beyond the lifespan of human witnesses: they give us a window to the humanity and the history of the Holocaust.

The Holocaust Memorial Day Trust's **Silent Witnesses** project ensures our education is founded on robust history and on personal experiences. It includes educational resources, photo galleries, specialist *Ordinary Objects*, *Extraordinary Journeys* website, and many more. In time, this work will expand to include educational materials that use Silent Witnesses to challenge Holocaust denial and distortion today.

International activities

We conduct our international work predominantly through the International Holocaust Remembrance Alliance (IHRA). Our Chief Executive, Olivia Marks-Woldman, is a member of the UK Delegation to IHRA and a former member of the Troika of the IHRA Committee on the Holocaust, Genocide and Crimes Against Humanity. She continues to serve as a member of that Committee and of the Museums and Memorials Working Group.

Goal 4: Lessons of the Holocaust for contemporary prejudice in the UK

To link the history of the Holocaust and Nazi persecution of other groups with contemporary antisemitism (anti-Jewish hatred), with a focus on Holocaust denial, distortion, inversion and glorification, and with contemporary prejudice and hate, including racism, anti-Muslim hatred and prejudice against Roma people.

This goal is new and commits us to workstreams that did not exist under the previous strategy. The year under review was one of preparation rather than delivery.

Goal 5: Lessons of the Holocaust for international persecution

To learn and commemorate where persecution led in Cambodia, Rwanda, Bosnia and Darfur.

Holocaust Memorial Day takes place on 27 January. It is a national day to commemorate the 6 million Jewish men, women and children murdered during the Holocaust, and the millions more murdered under the Nazi persecution of other communities.

It was also founded to support learning and remembrance of where persecution led in Cambodia, Rwanda, Bosnia and Darfur. As antisemitism and other forms of prejudice continue today, Holocaust Memorial Day brings the nation together to remember persecutions of the past and stand against hatred and division in the present.

National Ceremony

At the UK National Ceremony, Holocaust survivors lit candles alongside survivors from Cambodia, Rwanda, Bosnia and Darfur. At the Scotland Ceremony, Var Ashe Houston BEM, a survivor of the genocide in Cambodia, gave testimony alongside Holocaust survivor Joan Salter MBE. Sokphal Din BEM, also a survivor of the genocide in Cambodia, appears in our new educational film, *It Began with Words*. Sophie Masereka, a survivor of the genocide against the Tutsi in Rwanda, gave testimony at St Albans Cathedral. Survivors of the genocide in Bosnia spoke at government department activities.

Resources

We provide educational materials and information about where persecution led in each of these countries, including survivor testimony and artefacts. We support local HMD organisers who wish to include this commemoration in their activities.

Genocide survivors' consultative group

Chaired by HMDT Trustee HE David Ashley, this group comprises survivors of Cambodia, Rwanda, Bosnia and Darfur. Their voices and perspectives are invaluable in informing our work.

Goal 6: Organisation

To increase significantly our total funding, improve the strength and resource of our team, and increase our efficiency through the use of technology.

Funding

We are grateful to the Ministry of Housing, Communities and Local Government for their enduring and active support of our work. We were again pleased to receive grants from each of the devolved administrations.

Our organisational strategy commits us to working towards becoming a sustainable charity with an annual income of £3 million. This will mainly be achieved through growth in our non-governmental fundraising.

Fundraising

We continued to follow our Board-approved fundraising strategy. We increased our applications to trusts and foundations, sought support from individual supporters and philanthropists, and developed community and online fundraising. We are registered with the Fundraising Regulator and are committed to complying fully with its requirements.

Our annual Summer Tea was once again generously sponsored and hosted by Lady Lipworth. Taking place in June 2025, we also marked VE 80, with contributions from Ella Marks and Judi Masri with their personal memories of VE Day. Guests were delighted to hear Holocaust survivor Agnes Kaposi with her granddaughter Tabitha Steemson in conversation with Louisa Clein.

This year we hosted a special event in November 2025 in Inner Temple, marking the 80th anniversary of the Nuremberg Trials. Hosted by barrister and broadcaster Rob Rinder MBE, the expert panel comprised Sir William Shawcross CVO and Lady Rose of Colmworth DBE PC. This historic legal landmark was brought vividly to life by the speakers and a vibrant and engaging Q and A session followed.

Our annual HMD dinner at the House of Commons was attended by over 140 guests and was generously sponsored by Rathbones for the second year running. We were honoured to welcome the Rt Hon Wes Streeting MP Secretary of State for Health and Social Care as our keynote speaker. Guests also heard from members of the second generation, Tabitha Steemson and Louisa Clein; Sir Sajid Javid; Olivia Marks-Woldman OBE and Michael Marx MBE.

Fundraising compliance

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

Our team

Our staff team is our greatest asset. Staff worked exceptionally hard to ensure that Holocaust Memorial Day maintained and extended its impact. The Board of Trustees is grateful to all members of the staff team, and thanks them for their energy, commitment, creativity and passion.

Technology and efficiency

We have an ongoing commitment to improve our efficiency by responsible use of technology and systems. To this end we have introduced LLM AI products across the organisation. These are early days and we are developing our policies and training as we learn the dynamics of these evolving technologies.

Governance

We maintain sound governance and act in accordance with the Nolan Principles of Public Life. Our governance arrangements are set out in the Structure, governance and management section of this report.

New trustees are recruited through open processes, and follow a formal induction programme.

We are grateful to our Trustees who contribute their expertise with deep commitment to guide our work. The full Trustee board meets 5 times a year, where Trustees monitor our activities against our agreed goals at regular Board and Committee meetings.

Committees: The Trustee board is supported by three Committees – the Finance, Audit, Risk and Operations Committee, the Public Engagement Committee and the Fundraising Committee. The Committees are made up of Trustees and external experts, and we extend our sincere thanks to Peter Suchet and Helen Varma for their time and commitment.

Away day: Trustees take part in an annual Trustees' away day.

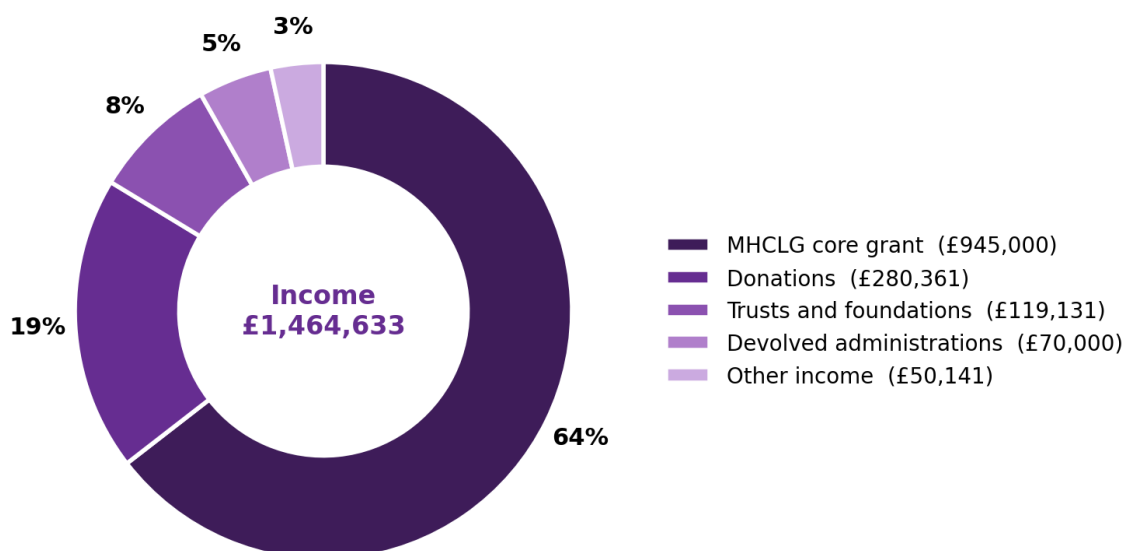
Survivor perspectives: As noted earlier in this report perspectives from the Survivor committees are integral to our work and governance. Our survivors' consultative groups are both chaired by Trustees, who report the meetings' discussions to the full Trustee board.

Financial review

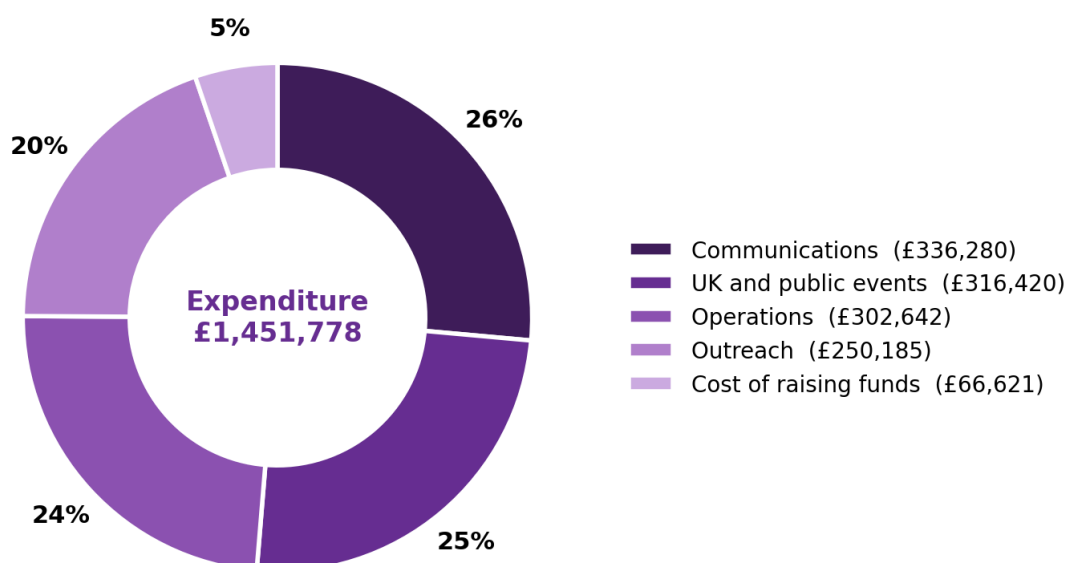
Results for the year

We are pleased to report that with income for the year of £1,464,633 and expenditure of £1,451,778 we achieved a surplus of £12,855 (2025- deficit of £49,300). Despite a challenging operating environment, we remain confident that with our increasing fundraising initiatives we shall continue to operate successfully and maintain a balanced budget.

Income



Expenditure



'UK and public events' include the UK National Ceremony and other national activities. It covers our Light the Darkness national moment, memory and legacy work, support for survivors to be involved in our work, and website and social media engagement.

'Outreach' includes support costs such as dedicated administration, activities and outreach, engagement with young people in formal and informal education settings, public office engagement, engagement with adults in civic settings and communities, and resource creation and maintenance.

'Operations' include central overheads such as office costs, audit and bookkeeping, staff recruitment and training, HR and responding to enquiries.

'Cost of raising funds' includes all costs associated with fundraising activities.

Reserves policy

MHCLG provides our core funding, specifically for the objectives set out in our governing documents. The funding does not specifically provide for the creation of reserves. However, MHCLG is committed to following the good practice recommended by the Charity Commission, given that the timing of the allocation of our annual grant can leave a funding gap during April-May and October-November each year.

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

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

The Board regularly reviews our reserves policy, and we are continuing our policy of increasing our reserves year-on-year, with a view to be at a minimum of £300k at the end of the current strategy period.

Going concern

We monitor grant expenditure closely throughout the year. The Finance, Audit, Risk and Operations Committee and the full Board of Trustees exercise oversight. We report regularly to our liaison advisor at MHCLG on the grant and our activities and maintain a close relationship with officials and ministers.

The Trustees believe that HMDT is a going concern on the following grounds:

- the MHCLG core grant covers many of our core costs and the delivery of Holocaust Memorial Day
- We have received an increased grant of £981k from MHCLG for 2026-27 (£945k 2025-26) with a letter of comfort for this level of funding to be maintained in 2027-28 and 2028-29
- we are confident of our ability to continue to secure fundraising from individuals and organisations, including individual donors and trusts and foundations
- we expect to continue to receive grants from the devolved administrations to support our work in Scotland, Wales and Northern Ireland
- we could reduce certain areas of expenditure if we were unable to achieve our target for fundraised income, including the national moment, community projects and public affairs activities

Our strategy for 2026 to 2029 sets out the actions by which we will progress each of our six strategic goals.

Goal 1: Holocaust Memorial Day at national level

To progress this goal we will:

- plan and deliver the UK Ceremony and grow its audience
- expand the national moment of Light the Darkness
- raise awareness of HMD across the UK through media, social media and new media
- support the planning and delivery of the national HMD Ceremonies in Scotland and Wales, and of the regional HMD Ceremony in Northern Ireland

Goal 2: Holocaust Memorial Day at local level

- To progress this goal we will:
- build engagement and expand local HMD activities
- develop and expand our NextGen Ambassadors programme
- continue our targeted, proactive approach to local engagement, prioritising local authorities, young people in formal and informal education settings, faith and interfaith settings, corporate workplaces, prisons and NHS settings, with reactive support for museum and heritage settings, libraries, bookshops, trades unions, cinemas and community spaces
- work with partner organisations to develop and deliver a specific programme of support for schools, encouraging and enabling them to commemorate Holocaust Memorial Day through assemblies, classroom activities and participation in local and national activities
- expand the work and profile of the HMD Partnership Group, and continue to work in partnership with our sister organisations, especially the Holocaust Educational Trust and the Anne Frank Trust

Goal 3: Holocaust commemoration and education

To progress this goal we will:

- ensure that the Holocaust is the central and explicit focus of all aspects of HMD
- increase our use of adult survivor testimony, gathered in the decades since the Holocaust
- prioritise artefacts, as silent witnesses, for educating about the Holocaust and about Nazi persecution of other groups
- continue to work closely with Holocaust survivors and Jewish refugees from Nazism, to honour their experiences and incorporate their testimony where possible

- expand input from external experts, including academics and practitioners
- continue to signpost to, and work with, members of the second and third generation

Goal 4: Lessons of the Holocaust for contemporary prejudice in the UK

To progress this goal we will:

- develop new workstreams to increase knowledge of, and to counter, antisemitism (anti-Jewish hatred), with a focus on Holocaust distortion, denial and inversion, including the emerging threats from artificial intelligence and social media
- develop new workstreams to increase knowledge of, and to counter, prejudice against other people and communities historically targeted by the Nazis and their collaborators
- develop new partnerships with organisations working in the field of contemporary prejudice
- encourage HMD participants to take action, individually and in their communities, to challenge and reduce prejudice today and to encourage greater social cohesion

Goal 5: Lessons of the Holocaust for international persecution

To progress this goal we will:

- continue to ensure HMD helps people to commemorate and learn where persecution led in Cambodia, Rwanda, Bosnia and Darfur
- support local HMD organisers who wish to include commemoration of, and education about, where persecution led in those countries
- provide educational materials and information, including survivor testimony and artefacts
- continue to work closely with survivors from Cambodia, Rwanda, Bosnia and Darfur, to honour their experiences and incorporate their testimony where possible
- include input from external experts, and work with partner organisations representing or working with survivors

Goal 6: Organisation

To progress this goal we will:

- seek to increase our core UK government funding
- seek to increase our grants from the Scottish, Welsh and Northern Ireland administrations
- work towards becoming a sustainable £3 million per year charity, including through our non-governmental fundraising
- maintain sound governance and act in accordance with the Nolan Principles of Public Life
- recruit, retain and support an effective and high calibre trustee and staff team
- increase the effective and appropriate use of artificial intelligence to improve our productivity

Structure, governance and management

Trustees

Trustees are appointed initially for a three-year term. They may be reappointed for one further term or, in certain exceptional circumstances, two. We recruit new Trustees by open advertising, supported by other methods of search. Members of the Finance, Audit, Risk and Operations sub-committee of the Board interview potential candidates. The Board of Trustees meets at least five times each year, in addition to meetings of Board sub-committees, which are held as required.

We maintain sound governance and act in accordance with the Nolan Principles of Public Life.

Honorary Officers

The Honorary Officers were Sir Sajid Javid (Chair), Sir Leigh Lewis (Vice-Chair) and Brian Markeson (Treasurer). We are grateful to them all for the immense amount of time they gave to HMDT throughout the year, and for their wise counsel.

Committees

Sub-committees of the Board meet regularly to oversee our work. We are particularly grateful to the Chairs of the Committees for the significant contribution they make to HMD.

The Outreach and External Affairs Committees merged to become our new Public Engagement Committee, which oversees our local and national engagement. This Committee oversees the planning for the National Ceremony and works to build and expand local HMD commemorations. It is chaired by Paul Giannasi, and its members are HE David Ashley, Dr Linda Asquith, David Austin, Phil Rosenberg, Joan Salter, Dame Robina Shah and Dawn Waterman.

The Finance, Audit, Risk and Operations Committee reviews key financial reports, including annual budgets and quarterly management accounts. It seeks to ensure that we have strong financial management systems in place. It also reviews staff pay, including pay for executive staff. It assesses organisational risk assessment and manages the audit process. It is chaired by Brian Markeson; its members are Sir Sajid Javid and Sir Leigh Lewis.

The Fundraising Committee supports the development of income streams and fundraising projects. It is chaired by Michael Marx; its members are Julian Blake, Sir Leigh Lewis, Brian Markeson and Sir Sajid Javid. Additionally, non-trustee members are 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.

Our Trustees are expert and generous with their time and guidance, and we remain hugely grateful to them.

Changes to the Board

As noted in the opening pages, Sir Leigh Lewis stood down as Vice-Chair at the AGM in September 2026 and was appointed Honorary Vice-President in September 2026. Appointed at the AGM were Tom Godwin and Jonathan Slater; Michael Marx MBE was appointed Vice-Chair.

Trustees' expenses and company administration

We keep the costs relating to the governance of the charity to a minimum. Trustees' expenses were minimal. Several meetings were held online, the trustees' away day was facilitated internally, and trustees in general did not seek 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. We are led by our Chief Executive, Olivia Marks-Woldman OBE, and our Chief Operating Officer, Paul Lopez-Salzedo, supported by a committed staff team.

Remuneration policy

The Finance, Audit, Risk and Operations Committee agrees staff remuneration, guided by the Executive, who utilise the NJC scales and benchmarking with charities of a similar size. The Committee also sets remuneration for executive pay, informed by sector benchmarking. We have a Performance Related Pay policy and process.

Risk management

Trustees regularly review the organisational risks we face, and manage them in the following ways:

- regular Trustee Board and committee meetings, at which financial, operational and strategic risks are considered
- the maintenance of a Risk Register, which the Finance, Audit, Risk and Operations Committee reviews regularly
- an annual Trustees' Away Day to consider strategic issues
- the establishment of policies, systems and procedures to mitigate risks and manage their impact should they materialise

The following is a summary of our key strategic risks; it does not reproduce the risk register in full.

Holocaust denial, distortion and the integrity of the historical record

The memory of the Holocaust is under deliberate attack, being undermined, distorted, denied, inverted, glorified and weaponised, increasingly through social media and content

generated by artificial intelligence. If the historical record is degraded, the foundation of our work is degraded with it. We address this through our educational work and resources, and through our commitment to survivor testimony and to artefacts as silent witnesses of the Holocaust.

Understanding and continued engagement with HMD

Stakeholders may not understand why HMD commemorates the genocides in Cambodia, Rwanda, Bosnia and Darfur alongside the Holocaust, and engagement may weaken as current affairs affect how our purpose is perceived and as fewer survivors are able to contribute. We address this by publishing clear guidance on why we mark the atrocities we do, by setting an adjusted balance in our new strategy with a higher focus on the Holocaust, and by integrating artefacts and digital testimony while our Legacy Group and genocide survivor partnership group ensure survivors continue to contribute.

Reputation

Public criticism of HMDT by stakeholders, or the actions of those associated with us, could cause reputational damage. We address this by ensuring stakeholders understand that their statements and actions can affect our reputation through association, and by reminding staff, stakeholders and contractors of their confidentiality obligations.

Financial sustainability

We could lose or see a significant reduction in our core MHCLG funding, including through funds being diverted to other projects and priorities, and we face cashflow pressure when expenditure falls due before income arrives later in the year. We address this by maintaining a strong relationship with MHCLG, through the fundraising expertise on our Board and Fundraising Committee, by following the Code of Fundraising Practice, and through sound financial management within clear delegated authorities.

People

We may fail to recruit and retain the teams, capabilities and culture needed to deliver our strategy, or to fill specific operational and frontline roles, affecting our work and the retention of organisational knowledge. We address this through strong governance and transition planning, thorough handover documentation, sector benchmarking of pay and benefits, and investment in staff development and wellbeing.

Operational resilience and security

We face risks to the safety of our people and events, including a safeguarding incident affecting survivors or a physical attack motivated by antisemitism or other hatred, alongside risks to our information security from cyber-crime, fraud or a data breach. We address these through safeguarding policies and event risk assessments, security at major events and close liaison with the police and the Community Security Trust, and through robust cyber protection, secure systems and regular review of our data protection policies.

Adoption of artificial intelligence

Our increasing use of artificial intelligence brings risks relating to ethical compliance, data privacy, bias and reputational harm, alongside the risk of acting too slowly and missing opportunities. We address this through cross-organisational training, an AI policy and procedures, and external expert advice.

Audit

Knox Cropper LLP carried out an independent audit of the financial statements for the financial year ended 31 March 2026.

Legal and HR

We obtain specialist HR advice and guidance from Worknest. Health Assured provides our employee support programme.

Staff wellbeing and development

We provide staff with mid-year and annual appraisals, monthly support and supervision, regular 1:1s and training opportunities. Our staff learning and development programme continues to evolve. We have an Employee Assistance Programme.

Maintaining an effective office environment

We hold full Employer's and Public Liability and contents insurance, and we have not made any claims in the year under review.

Diversity and inclusion

We are strongly and actively committed to advancing diversity and inclusion within all our activities. We aim to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote diversity and inclusion, and to 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.

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
- 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 auditor of the charitable company is unaware
- the Trustee has taken all the steps that he or she ought to have taken as a Trustee in order to become aware of any relevant audit information, and to establish that the auditor of the charitable company is aware of that information

This confirmation is given and should be interpreted in accordance with the provisions of section 418 of the Companies Act 2006.

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

This report was approved by the Trustees on 8th September 2026 and signed on their behalf by:

A handwritten signature in black ink, appearing to be 'S. Javid'.

Rt Hon Sir Sajid Javid
Chair and Trustee

A handwritten signature in black ink, appearing to be 'Brian Markeson'.

Brian Markeson
Treasurer and Trustee

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

Opinion

We have audited the financial statements of Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2026 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 2026 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, 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 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 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 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.

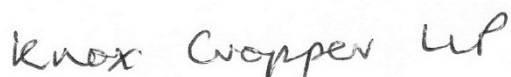
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting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



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

Statement of financial activities for the year ended 31 March 2026

		2026	2026	2026	2025
		Restricted	Unrestricted	Total	Total
		£	£	£	£
	Notes				
Income from:					
Donations and grants	2	189,131	1,225,361	1,414,492	1,351,836
Other income	3	-	50,141	50,141	23,663
Total income		<u>189,131</u>	<u>1,275,502</u>	<u>1,464,633</u>	<u>1,375,499</u>
Expenditure on:					
Cost of raising funds	4	-	66,621	66,621	65,514
Charitable activities					
Goal 1 (Increase Knowledge)		-	223,022	223,022	251,468
Goal 2 (Work to a Better Future)		-	165,157	165,157	186,222
Goal 3 (National Commemoration)		-	433,990	433,990	489,342
Goal 4 (Outreach)		179,631	383,357	562,988	432,253
Total expenditure	4	<u>179,631</u>	<u>1,272,147</u>	<u>1,451,778</u>	<u>1,424,799</u>
Net income /(expenditure) for year		9,500	3,355	12,855	(49,300)
Funds brought forward		-	194,903	194,903	244,203
Funds carried forward		<u>9,500</u>	<u>198,258</u>	<u>207,758</u>	<u>194,903</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 39 to 49 form part of these financial statements.

Balance sheet as at 31 March 2026

	Notes	£	2026 £	£	2025 £
Fixed assets	9		2,615		4,615
Current assets:					
Debtors	10	126,256		62,289	
Cash at bank and in hand		149,921		185,575	
		276,177		247,864	
Creditors: amounts falling due within one year	11	(71,034)		(57,576)	
Net current assets			205,143		190,288
Net assets			207,758		194,903
Represented by:					
Restricted funds	15		9,500		-
Unrestricted funds			198,258		194,903
Total Funds			207,758		194,903

The notes on pages 39 to 49 form part of these financial statements.

Approved and authorised for issue by the Trustees on 8th September 2026 and signed on their behalf by:



Brian Markeson – Treasurer - Trustee

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Scotland SC05119

Statement of cash flows for the year ended 31 March 2026

	Notes	2026 £	2025 £
Cash flows from operating activities:			
Net cash (used in) operating activities	A	(35,654)	(76,472)
Cash flows from investing activities:			
Purchase of tangible fixed assets		-	(1,500)
Net cash (used in) provided by investing activities		(35,654)	(1,500)
Change in cash and cash equivalents in the year	C	(35,654)	(77,972)
Cash and cash equivalents brought forward	B	185,575	263,547
Cash and cash equivalents carried forward	B	149,921	185,575

Notes to the statement of cash flows for the year to 31 March 2026

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

	2026	2025
	£	£
Net movement in funds (as per the statement of financial activities)	12,855	(49,300)
Adjustments for:		
Depreciation charge	2,000	2,750
(Increase) in debtors	(63,967)	(13,672)
Increase/(Decrease) in creditors	13,458	(16,250)
Net cash (used in)/ operating activities	(35,654)	(76,472)

B Analysis of cash and cash equivalents

	2026	2025
	£	£
Cash at bank and in hand	149,921	185,575
Total cash and cash equivalents	149,921	185,575

C Analysis of changes in net debt

Cash and cash equivalents	At 1st April 2025	Cash flows	Other non-cash changes	At 31st March 2026
Cash	185,575	(35,654)	-	149,921
	185,575	(35,654)	-	149,921

Notes to the financial statements for the year ended 31 March 2026

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 2026 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 2026. A grant of £981k has been awarded for 2026-27. The Trustees are confident that this support will continue beyond March 2027.

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

Single 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. the key goals in the 2020-2025 strategy: 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% of salary and employees contribute at least 3% of salary. The Trust acts as agent in collecting and paying over employee contributions.

1.9 Operating leases

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

1.10 Debtors

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

1.11 Cash at bank and in hand

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

1.12 Creditors and provisions

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

2 Donations and Grants

	2026 £	2025 £
Unrestricted Funds		
Grant from the Ministry of Housing, Communities & Local Government (MHCLG)	945,000	980,000
Donations	280,361	240,603
Total Unrestricted Funds	1,225,361	1,220,603
Restricted funds		
Grants from Devolved Nations	70,000	74,500
Grants from Trusts and Foundations	119,131	56,733
Total Restricted Funds	189,131	131,233
Total Donations & Grants	1,414,492	1,351,836

3 Other income

	2026 £	2025 £
Bank interest	6,225	9,931
Other income	43,916	13,702
Total	50,141	23,633

4 Analysis of Expenditure

Current Year (2026):-

Cost of raising funds

Fundraising Costs

Restricted Unrestricted Total 2026

-	66,621	66,621
---	--------	--------

Expenditure on Charitable Activities

	Goal 1	Goal 2	Goal 3	Goal 4	Total
Outreach	33,266	24,635	64,735	57,182	179,818
Communications	44,714	33,113	87,011	76,860	241,698
UK and Public Event	42,073	31,157	81,873	72,321	227,424
Operations	55,989	41,462	108,951	96,240	302,642
Support	46,980	34,790	91,420	80,754	253,944
	223,022	165,157	433,990	383,357	1,205,526
Unrestricted	223,022	165,157	433,990	383,357	1,205,526
Restricted	-	-	-	179,631	179,631
	223,022	165,157	433,990	562,988	1,385,157

Prior Year (2025):

	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

5 Support costs

	Goal 1	Goal 2	Goal 3	Goal 4	2026 £ Total	2025 £ Total
Staff Salaries	13,862	10,265	26,974	23,827	74,928	106,514
Other Staff Costs	2,281	1,689	4,439	3,921	12,330	9,934
IT Costs	3,270	2,422	6,364	5,622	17,678	18,403
Depreciation	370	274	720	636	2,000	2,750
Accountancy	3,646	2,700	7,094	6,266	19,706	28,312
Rent and Rates	13,175	9,756	25,637	22,646	71,214	70,780
Office and Administration Costs	4,806	3,559	9,352	8,261	25,978	22,053
Legal and Professional Fees	2,513	1,861	4,891	4,320	13,585	7,234
Governance Costs	3,027	2,242	5,891	5,204	16,364	18,686
Bank Fees	30	22	58	51	161	547
	46,980	34,790	91,420	80,754	253,944	285,213

6 Net income/ (expenditure) for the year

This is stated after charging:

	2026	2025
	£	£
Operating lease – land and buildings	66,150	62,250
Operating lease - other	1,152	1,536
Depreciation	2,000	2,750
Auditor's remuneration (including VAT)	<u>10,500</u>	<u>9,840</u>

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 £3,526 (2025: £186). The charity directly incurred £3,097 (2025: £723) on Trustees' meetings and £694 (2025: £18,562) 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 (2025: 17 employees and 14.5 FTE).

	2026	2025
	£	£
Salaries and wages	608,366	580,749
Social security costs	74,541	55,997
Employer's contribution to defined contribution pension schemes	26,692	21,435
Total	<u>709,599</u>	<u>658,175</u>

	2026	2025
£70,000-£79,999	1	-
£90,000-£99,999	-	1
£100,000- £109,999	<u>1</u>	<u>-</u>

During the year the key management remuneration for the CEO and a management team of 5 FTE employees, including pension contributions and employer's national insurance contributions, totalled £426,583 (2025 £319,963)

9 Fixed assets

	2026 £
Cost	
Balance at 1 April 2025	39,655
Additions during the year	-
Balance at 31 March 2026	<u>39,655</u>
Depreciation	
Balance at 1 April 2025	35,040
Charge for the year	<u>2,000</u>
Balance at 31 March 2026	<u>37,040</u>
Net book value at 31 March 2026	<u>2,615</u>
Net book value at 31 March 2025	<u>4,615</u>

All of the above assets are used for charitable purposes.

10 Debtors

	2026 £	2025 £
Rent deposits	6,133	6,133
Other debtors and prepayments	120,123	56,156
	<u>126,256</u>	<u>62,289</u>

11 Creditors: amounts falling due within one year

	2026 £	2025 £
Trade creditors	38,593	16,911
Other creditors	2,486	1,643
Accruals and deferred income	29,955	39,022
	<u>71,034</u>	<u>57,576</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 2026 (2025: none).

14 Commitments under operating leases

Total commitments under non-cancellable operating leases at 31 March 2026 were as follows:

	2026	2025
	£	£
Due within one year	24,451	66,150
Due within 2-5 years	3,125	22,050

15 Movement in Funds

Current year (2026)	At 1 April 2025	Income & Gains	Expenditure & Losses	At 31 March 2026
	£	£	£	£
Scotland HMD project	-	25,000	(25,000)	-
Wales HMD project	-	20,000	(20,000)	-
Northern Ireland HMD project	-	25,000	(25,000)	-
Philip King Charitable Trust	-	6,000	(6,000)	-
Culham St Gabriels	-	4,000	(4,000)	-
Claims Conference	-	41,131	(39,131)	2,000
Moriah	-	18,000	(10,500)	7,500
Childwick Trust	-	15,000	(15,000)	-
Rathbones	-	35,000	(35,000)	-
Total Restricted Funds	-	189,131	(179,631)	9,500

Previous 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)	-
Linn Foundation	-	1,000	(1,000)	-
Childwick Trust	-	15,000	(15,000)	-
Shoresh Trust	2,000	1,983	(3,983)	-
Total Restricted Funds	9,000	131,233	(140,233)	-

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.

17 Comparative 2025 Statement of Financial Activities

Year ended 31 March 2025

		2025	2025	2025
		Restricted	Unrestricted	Total
		£	£	£
	Notes			
Income from:				
Donations and grants	2	131,233	1,220,603	1,351,836
Other income	3	-	23,663	23,663
Total income		<u>131,233</u>	<u>1,244,266</u>	<u>1,375,499</u>
Expenditure on:				
Cost of raising funds	4	-	65,514	65,514
Charitable activities				
Goal 1 (Increase Knowledge)		-	251,468	251,468
Goal 2 (Work to a Better Future)		-	186,222	186,222
Goal 3 (National Commemoration)		-	489,342	489,342
Goal 4 (Outreach)		140,233	292,020	432,253
Total expenditure	4	<u>140,233</u>	<u>1,284,566</u>	<u>1,424,799</u>
Net (expenditure) /income for year		(9,000)	(40,300)	(49,300)
Funds brought forward		<u>9,000</u>	<u>235,203</u>	<u>244,203</u>
Funds carried forward		<u>-</u>	<u>194,903</u>	<u>194,903</u>

Thank you

It is only with the kindness and generosity of our supporters that we can continue to embed Holocaust Memorial Day as a national day of commemoration in the UK.

We thank the Ministry of Housing, Communities and Local Government, and the devolved administrations in Scotland, Wales and Northern Ireland. We thank the many trusts, foundations and organisations that have supported our work, and the individuals who have made donations or contributed their time and effort to Holocaust Memorial Day 2026.

Our supporters

- Atalanta
- Bauer Media
- Blavatnik Family Foundation
- British Airways
- Childwick Charitable Trust
- Claims Conference
- Clifford Chance
- Community Security Trust
- Culham St Gabriel's Trust
- Global
- JCDecaux
- Jones Day
- Lady Lipworth
- Michael and Morven Heller Foundation
- Moriah Legacy Trust
- Ocean Outdoor
- Pearl and Dean
- Philip King Charitable Trust
- Postcard Productions
- Rathbones
- Story
- The Ronson Foundation
- The Worshipful Company of Drapers



HOLOCAUST MEMORIAL DAY TRUST

Each year, Holocaust Memorial Day brings us together to commemorate the 6 million Jewish men, women and children murdered in the Holocaust. We remember the past, to protect the future. At a time when antisemitism (anti-Jewish hatred) and prejudice are on the rise, it is more important than ever that we, as a nation, come together to build a future rooted in empathy, understanding and respect.

Olivia Marks-Woldman OBE, Chief Executive

Remember the past. Protect the future.

hmd.org.uk | enquiries@hmd.org.uk | PO Box 61074, London SE1 5BX

Holocaust Memorial Day Trust is a Registered Charity No. 1109348 (England and Wales) and SC051197 (Scotland). Patron: His Majesty King Charles III.