



Achisomoch Aid Company

Annual Report

2022/23

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Who We Are: Our Purpose

Established in 1978, Achisomoch Aid Charity (AAC) dedicates itself to providing individuals, companies, and charitable trusts with a seamless and secure platform to contribute to charitable causes.

For more than 45 years, we've helped the community make a significant impact through their charitable giving, facilitating over £300 million being donated to reputable charities - worldwide.

THE MISSION

Our commitment

At AAC, we've remained steadfast in our commitment as a non-profit organisation. Using less than 1.5% of turnover for running costs, **we donate 100% of our profits to educational establishments throughout the UK, with a focus on NW London schools.** Last year, this amounted to nearly £1,000,000.

THE VISION

Our guiding light

We aim to strengthen our communities by supporting our members in their charitable giving, allowing them to make a significant and lasting difference.

THE BELIEF

Our dedication to you

We believe everyone should have the opportunity to contribute to charitable causes in a simple and efficient manner. Our user-friendly experience enables our members to engage in effortless philanthropy.

Life President's Report

It has been a few months since I was honoured with the title of Life President of AAC and stepped down as chair of the trustees.

I have been overwhelmed with messages of thanks and appreciation from AAC staff, members, charities, and friends. I now realise just how important a role AAC plays in simplifying the act of efficient charity-giving for thousands of our members. I reflect with pride how, over the last few years, we've helped our members and charities by supplementing a basic charity voucher system with online services, apps, and biometrics. Furthermore, direct links (API's) to the many crowdfunding services and campaigns allows our users to make safe and swift donations using their charitable funds. I know that there are more exciting developments in the pipeline, so watch this space.

The charities constantly mention how much easier their job now is, with up to 80% of donations coming in through online systems, without the need to process vouchers. They really appreciate the powerful portal that allows them to track their donations.

Finally, I wish much hatzlocho to the co-chairs Eli Katz and Akiva Hackenbroch who have taken over my role with dedication and wisdom. We are very much in touch and I hope that they, and all connected with AAC, will be blessed with much Siyata dishmaya.



Yitzchok Katz

My personal thanks also to all of the other trustees, staff, charities worldwide, and - of course - members, for helping AAC to continue to grow and establish itself as the UK's largest and most highly respected donor-advised fund (DAF), serving the Jewish community for the last 45 years.

A Message from our Co-Chairs

It's been a great responsibility and honour to take over from Mr Yitzchok Katz's chairmanship. He founded Achisomoch and has been the lifeblood of it for over 40 years and he continues to be a great role model for us.

We are fortunate he remains engaged as Lifetime President and together with our experiences as trustees, we've therefore benefited from a smooth transition.

As a £60 million organisation, we're proud to note that AAC is the UK's largest Jewish donor-advised fund.

Our goals as co-chairs build on AAC's years of success, experience and knowledge:

- To make charitable giving as easy, flexible and efficient as possible whilst maintaining a rigorous focus on meeting both HMRC and Charity Commission expectations.
- To be a significant supporter of our local schools and Yeshivas. By distributing all of our surplus income, last year we granted nearly £1,000,000 to educational establishments throughout the UK, with a focus on NW London schools.

A Message from our CEO

I'd like to begin with heartfelt thanks to Mr Yitzchok Katz for his incredible 45 years of dedicated trusteeship and chairmanship at AAC. His unwavering commitment has been instrumental in shaping the organisation's success.

Further thanks to our devoted trustees and volunteers for their continuous efforts in supporting AAC. Going forward, I'm very much looking forward to working with our newly appointed co-chairs Eli and Akiva.

A special thank you goes to our incredible team, who ensure the smooth operation of AAC. From maintaining our excellent systems to being on the frontline with members and charities, they consistently uphold the highest compliance standards.

We're thrilled to witness the continuous growth of AAC, both in terms of revenue and the number of members benefitting from our services. As a result, we're proud to be able to support an increasing number of charities with our surplus income.



Eli Katz and Akiva Hackenbroch

This has been made possible by our highly efficient team, expertly led by our CEO, Matti Fruhman.

We're currently expanding our board of trustees to enable us to provide our members with new products and services.

We're amazed at the incredible generosity and tzedokoh-giving the community consistently engages in.

The palindrome 'VeNosonu' ('And he will give') implies that someone who is a giver will be blessed with being able to continue to give. We, at AAC, are here to support you with all of your giving...may it continue for eternity.



Matti Fruhman

There's been tremendous growth in mobile donations but surprisingly enough, members still enjoy using our traditional voucher books.

We are delighted to have brought AAC to Gibraltar, where we have been able to help this very special community take philanthropy to new heights.

We're excited to roll out some new products and initiatives at AAC and always welcome feedback from our members.

Departmental Reports

IT Report

Isi Schnitzer

Head of IT

Enhancing user experience, through system advancements.

We constantly invest in our IT department to ensure our systems are robust and new features are efficiently developed.

This year we focussed on the following initiatives:

- Increased security for users and systems
- Faster allocation of incoming funds

- Enhanced alert messages by email and SMS
- Automated lookup of Charity Commission website for compliance checking
- Members can now view their voucher images online
- Development of systems and processes to accommodate our new Gibraltar members

We're looking forward to launching exciting new features in the coming months to further improve our members' experiences.

Compliance Report

Zvi Wanderer

Head of Compliance

Keeping your funds safe.

Compliance is of utmost importance to AAC.

For all incoming member donations, we verify that they are from legitimate sources.

For funds paid out to charities, we ensure:

- The recipient qualifies as charitable by the UK legal definition and that the funds are used for only charitable purposes.
- We follow the rigorous criteria set by HMRC for international grants.
- The presence of an audit trail to guarantee funds are paid to the intended recipient.

All new members, individuals and company directors are subject to ID and sanction checks mitigating potential money laundering and fraud risks. Foreign members require additional checks including verification from their professional advisors.

UK charities that receive substantial amounts of money through AAC are required to complete compliance questionnaires, which form the basis of further due diligence checks.

There's been a significant rise in charities running crowdfunding campaigns. To enable direct payments from AAC members to these campaigns, rigorous acceptance criteria have been implemented. These include checks on the authenticity of the end user and that the campaign falls within the legal definition of charitable activities.

AAC has a robust compliance database of UK and international charity recipients with financial metrics and regulatory information. It is regularly updated and includes details of how they operate - i.e. regulatory alerts, timely filing of accounts, net-asset position to ensure that the organisation appears as a bona-fide charity on our records.

Before onboarding international charities, AAC undertakes comprehensive due diligence including obtaining information from overseas regulatory authorities.

Further due diligence is undertaken on larger, higher risk, overseas transactions. Enhanced protection for charitable funds in these instances include written grant agreements, obtaining evidence of charitable expenditure of funds and site visits.

Operations Report

Shuli Chody
Head of Operations

Our members' satisfaction. The primary focus.

In line with our commitment to provide an outstanding and efficient service we take proactive steps to improve our operations and customer service.

In the last year we continued to:

- Ensure efficient, speedy and helpful customer service over phone, email and web-messages.
- Undertake staff training in customer care and governance awareness.
- Collaborate with both our IT and marketing team to refine current features that are most useful to our members.
- Improve our online system making it a more intuitive and seamless donating experience.
- Listen to feedback and ideas from our members resulting in development of new features.

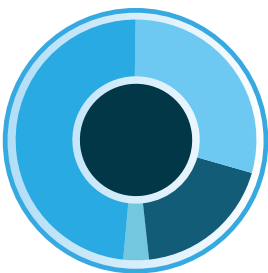
To ensure continued excellence in customer service, we now use reporting from our CRM to monitor all support queries and associated response times and have also implemented data tracking and a written summary of calls. This allows for all staff within the Operations team to view the history of calls and make immediate reference when members contact us again.

We aim to provide an ever-increasing quality of service and in the year ahead look forward to

- Increasing our contact with members, both to receive feedback and for us to provide updates on new features.
- Integrating cutting edge technology to provide members more convenient ways to donate.
- Working with our developers to innovate and design the online system.

Usage and Activity

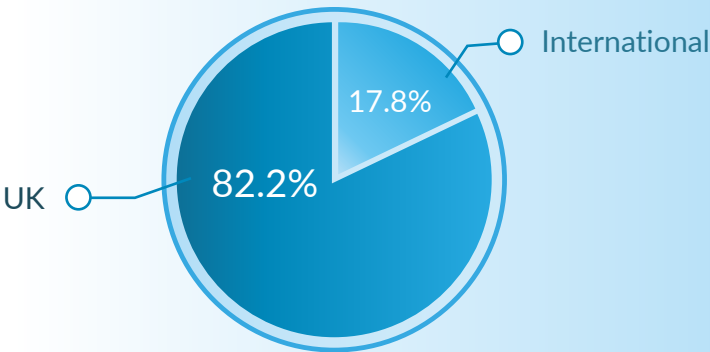
With the support of our members, our operations and impact have grown significantly.



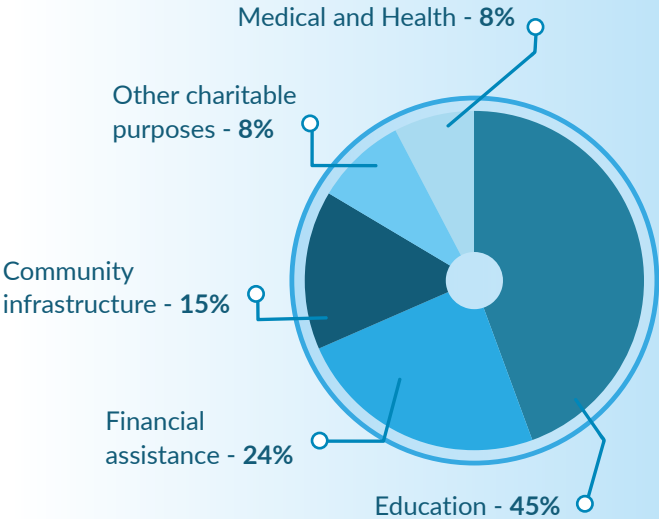
- Individual Giving - 32.6%
- Charitable Trusts - 17.5%
- Payroll Giving - 2.3%
- Company Giving - 47.6%

Giving by member account type

Charitable donations - by charity location



Charitable donations - by sector

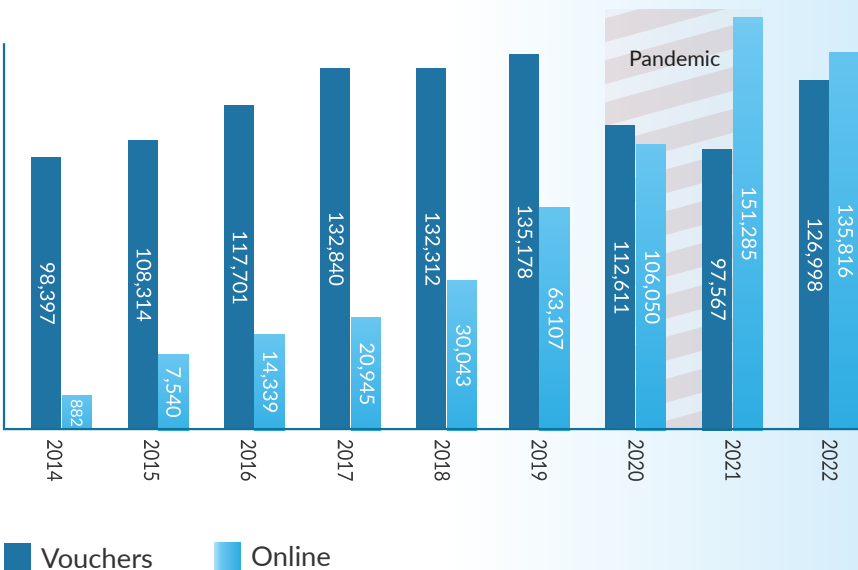


Number of active members

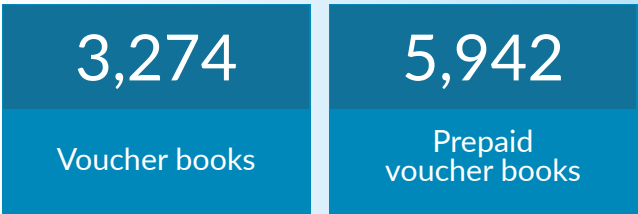


Number of transactions - online versus vouchers

Not including automated standing orders



Number of voucher books issued



Empowering Charities to Succeed

Amongst the 2,200 charities that AAC members supported last year, were the following five charities. We asked them to share with our members how AAC helps facilitate their essential fundraising.

KISHARON

Richard Franklin, Chief Executive

"We are delighted and grateful that AAC members have so generously donated to Kisharon for so many years. In fact, we have received over £2,264,000 from more than 2,000 AAC members.

AAC is the largest provider and facilitator of charitable donations. Their

Their service is quite amazing with...superb customer care to any queries we may have.

service is quite amazing with prompt payment of donations, and superb customer care to any queries we may have.

In practice their charity portal means that we can resolve

virtually all our queries ourselves - online - and at all times of the day

Their innovative YomTov Giving service provides additional funds to us each Pesach and Rosh Hashonoh without any work on our part. And of course, we greatly appreciate being able to share in their 'profits'



through their generous financial grants.

The AAC team truly provides a banking service that makes our life at Kisharon so much easier."

→ Kisharon offers education, opportunity and support for people with learning disabilities and their families throughout life's journey – creating opportunities together to thrive, grow, learn and fulfil everyone's unique potential.

GATESHEAD YESHIVA

S. Guttentag, Head of Finance

"AAC's service and customer care are way ahead of all the banks we use."

"AAC saves Gateshead Yeshiva many man-hours – and is a cornerstone in facilitating charity given in the UK.

We are extremely grateful for the essential support given to us over the last 40+ years.

AAC's service and customer care are way ahead of all the banks we use. Response to queries and payments of pledges from members is measured in hours, not days. We know we can totally rely on them to provide information - often more than we need. Their charity portal is amazing, allowing us to swiftly trace payments. Their comprehensive donor reports provide us with tracking information that's faster and easier to produce than our in-house system."



→ **Impacting Generations**

Gateshead Yeshiva's impact on UK and global communities is immeasurable, as it continues to develop communal leaders and educated laymen.

WST TOMCHEI SHABBOS

Dovi Heller, Trustee

"I find AAC to be efficient and reliable in processing donations..."

efficiently and I know that vouchers submitted get processed and paid out by return. AAC keeps track of any unpaid vouchers and pays those out as soon as funds are received from the donor.

Non-voucher transactions (NVTs) have become the primary method through which people donate. These are processed quickly and we typically receive notification and payment within 48 hours or so of the donation being made. A particularly useful function is that the AAC online portal for Charities shows transactions in progress so these can be searched instantly if necessary.

On the subject of the online portal, AAC continuously develops this resource but at its core, it allows for quick searching, filtering and reporting on donations, including CSV downloads etc. All in all, I find

"I think the best thing I can say about AAC is that I have very little to write. No news is good news! Their systems run



AAC to be efficient and reliable in processing donations, supported by continuously evolving technology that enables efficient administration."

→ Bridging the Gap

WST provides low-income working families in NW London with the funds to properly feed and clothe themselves - something they would otherwise not be able to do. We process numerous donations made to WST on a weekly basis as the community realises the tremendous need this charity fills.

TORAS MOSHE

Mrs. B. Lifshitz, Administrator

"...the ability to solicit funds from UK members in a simple and clear fashion."

use. The AAC portal is extremely clear with automatic notifications any time a donor makes a grant and prompt transferring of the funds. This allows us to track what has been received and thank our members. It's a pleasure working with AAC."

"Working with AAC gives us the ability to receive charitable funds from UK donors in a simple and clear fashion. With a direct link that we can send out to members, it is simple and easy to



→ Supporting Torah Learning in Israel

Founded in 1982, Toras Moshe has become one of the leading yeshivas for English-speaking students in Israel. Led by Rabbi Meiselman, the Yeshiva has experienced tremendous growth, catering to 180 bochurim and 50 avreichim.

We process many donations from the UK to Toras Moshe, through their easy-to-use, international charity-giving platform.

SHALOM NOAM PRIMARY SCHOOL

Mrs Chaya Posen, Headteacher

"...enabled us to provide additional facilities for our students."

We are particularly grateful that in 2019, AAC provided significant donations to help with the purchase of our brand-new state-of-the-art building in Burnt Oak.

We are excited to be partnering with AAC's split commission programme to invite our parents to open accounts with AAC. This is mutually beneficial for both Shalom Noam who will receive further funds for our wonderful school and our parents who will benefit from AAC's fantastic services. We recommend that all schools take advantage of this facility to increase their biannual donations from AAC."

"We are delighted to receive, twice each year, a substantial donation from AAC, which has enabled us to provide additional facilities for our students.



→ A Love of Learning

Shalom Noam Primary School is a voluntary aided school in NW London with over 230 pupils. We feel honoured to have shown our support to Shalom Noam over the past four years through generous donations to their school. We look forward to continuing to do so and strengthening our partnership through our split commission program.

Financial Review

Aidel Katzel, Finance Manager

Outlined below are the financial figures for the past two years:

	2022		2021	
	Unrestricted funds (£)	Restricted funds (£)	Total funds (£)	Total funds (£)
INCOME AND ENDOWMENTS				
Donations and legacies	—	50,349,454	50,349,454	35,981,620
Charitable activities	1,838,845	(1,753,474)	85,371	55,318
Investment income	13,576	—	13,576	55,546
Other income	157	—	157	8,641
TOTAL INCOME	1,852,578	48,595,980	50,448,558	36,101,125
EXPENDITURE				
Expenditure on charitable activities	(988,875)	(45,662,768)	(46,651,643)	(35,782,079)
TOTAL EXPENDITURE	(988,875)	(45,662,768)	(46,651,643)	(35,782,079)
NET INCOME AND NET MOVEMENT IN FUNDS	863,703	2,933,212	3,796,915	319,046
RECONCILIATION OF FUNDS				
Total funds brought forward	314,531	11,656,282	11,970,813	11,651,767
TOTAL FUNDS CARRIED FORWARD	1,178,234	14,589,494	15,767,728	11,970,813

In 2023, there has been a further increase in donations of close to 25%. We are pleased to have maintained minimal costs of less than 1.5% of turnover, while still enhancing our unrivalled customer service and efficiency, as well as constant innovation and enhancement of our online member and charity portals. This ensures we offer the finest service in the ever-evolving technological landscape, benefiting both members and charities.

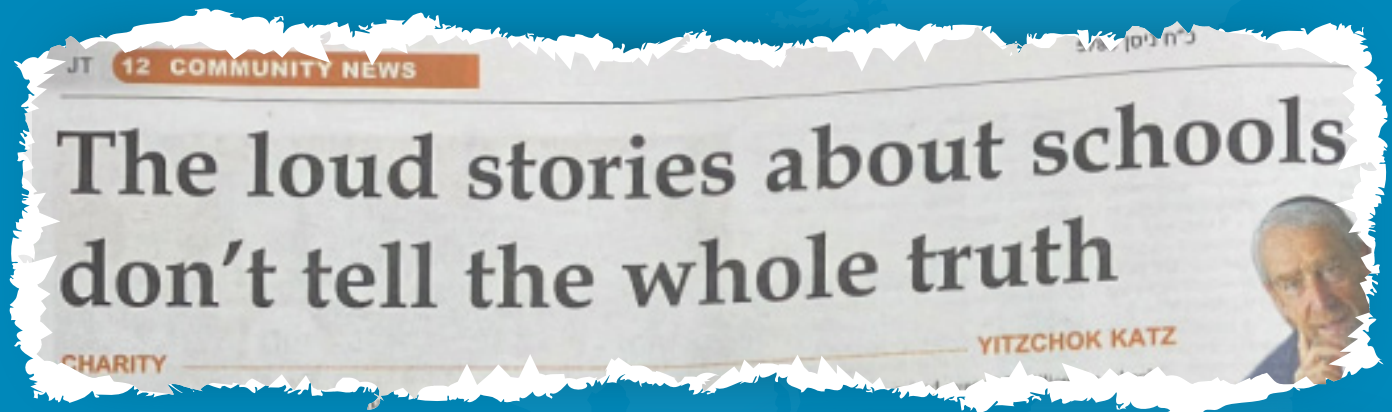
These figures clearly indicate that AAC is the community's

leading choice. Maintaining the highest levels of compliance, members have confidence that funds are being used responsibly and that all recipients receiving Achisomoch grants and donations are bona-fide.

We are privileged to witness our community's remarkable generosity, and eagerly anticipate continued growth in the years ahead.

To read our full accounts, please [click here](#).

In the News



Charity made simple

AAC Chair Yitzchok Katz has been telling the *Jewish Tribune* about his life and how Achisomoch revolutionised Anglo-Jewry



Achisomoch launches in Gibraltar

The UK charity organisation Achisomoch is expanding to Gibraltar. Otherwise known as Achisomoch Aid Company, AAC Gibraltar will enable the local Jewish community to maximise its charitable giving whilst benefiting local community organisations.

For over 40 years, AAC has helped people to give charity efficiently and easily, while

AAC's platform provides easy-to-digest information regarding a donor's charitable affairs, tax returns and Gift Aid. Users can give using vouchers, providing additional convenience for donors and recipients.

The new service offering was launched this week at an event in the Gibraltar Hebrew Primary School, which was founded in 1898.

During the event...

significantly simplify the preparation of the gift aid applications, whilst maintaining watertight compliance. AAC Gibraltar members will be able to use the platform inside and outside Gibraltar to support good causes all around the world.

James Levy CBE KC, President of the Gibraltar Jewish Community, said, "AAC will revolutionise the way



We need to support our schools as the cost-of-living crisis stretches *chinuch* to breaking point

MATTI FRUHMANN

While *chinuch* has faced myriad challenges in this country over recent years, 'keeping the lights on' has been one of them. Until now

often been their lifeline. This year we know that we all need to increase our assistance.

AAC is of course a familiar name to many within the community, and to many of our tzedakah

our schools. The referral programme is an incentive scheme in which new clients that open AAC accounts in conjunction with their school will get £50 credit for an amount of over £2000 and

Structure, Governance and Management

Governing documents

The charity is constituted as a company limited by guarantee and as such, its governing documents are its Memorandum and Articles of Association. Its registered charity number is 278387 and its company registration number is 01422574.

Appointment, training, and recruitment of trustees

The trustees have no beneficial interest in the company as it is a company limited by guarantee. The trustees are recruited by agreement of trustees at an annual meeting. The choice is based on applicants' business and community knowledge.

New trustees are subject to trustee induction training which includes an understanding of the content of the Memorandum and Articles of Association, their legal obligations under the Charity Act and Company Law, the organisational structure of the charity and the recent financial performance of the charity. Trustees are encouraged to attend appropriate external training events which enhance their knowledge and skills thereby improving the performance of their role.

Management of the charity

The day-to-day affairs of the charity are administered by the staff and managed by the board of trustees:

- Akiva Hackenbroch
- Eli Katz
- Richard Denton
- Jacky Emanuel
- Saul Meyer

As the organisation continues to grow both in terms of the number of members and recipient charities, the trustees have made a significant appointment.

Matti Fruhman was appointed as CEO in June 2020. Alongside the CEO, the organisation's professional staff includes Operations, IT and Compliance teams, enabling AAC to run effectively for the benefit of fulfilling its objectives. This is supported by staff members in each department as well as external advisors and professional firms.

Looking Forward

Following on from a record breaking 2022/3, AAC looks forward to a very successful 2023/4 with continuing growth of well over 10% in terms of members and their charitable donations. We continue to control our costs so that all our (increased) profits can be distributed to charitable organisations, with Siyata Dishmaya.

With our firm commitment to provide a service that is second to none, we continue to innovate and develop our systems.

Plans are well on the way for new technology implementation, product enhancements and even greater levels of security. We look forward to sharing these details with you and further enhancing our communications with our members and the broader community.



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Give with Confidence.

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