

Anne Frank House

Annual Report 2020

The Anne Frank House is an independent organisation dedicated to the preservation of the place where Anne Frank went into hiding and wrote her diary during the Second World War. The organisation brings the life story and the work of Anne Frank to the attention of as many people as possible worldwide, partly with the aim of raising awareness of the dangers of antisemitism, racism and discrimination and the importance of freedom, equal rights and democracy.



Foreword

For the last year and a half, the world has been going through an unprecedented crisis, which has had an enormous impact on people everywhere and also on the Anne Frank House. As part of the global effort to stop the spread of the coronavirus, we had to close the museum doors three times in 2020. Today, the museum is still closed and has been since the middle of December last. In 2019, we welcomed 1.3 million visitors; in 2020, this number dropped to 396,779 visitors.

In the 64 years of its existence, the Anne Frank House, an independent museum and educational organisation, has always never needed structural government support. However, in 2020, the disappointing revenues from entrance fees forced us to take a series of painful measures. We had to make organisational adjustments to reduce costs while ensuring that the core of our museum and educational mission could still be carried out. We had to say goodbye to almost a fifth of our employees.

Fortunately, 2020 also had its highlights and successes. The Anne Frank video diary, which we launched with Every Media in March 2020, attracted no fewer than 6.5 million viewers. We received a lot of positive feedback from all around the world. Thanks to leading actress Luna Cruz Perez's amazing performance, many young people felt a connection with Anne. In addition, the Anne Frank House opened its online doors with special educational workshops. These provided a suitable alternative for schools unable to visit the Anne Frank House due to the COVID-19 measures. Another success was the publication of the book *Na het Achterhuis* ('After the Secret Annex') by our colleague Bas von Benda-Beckmann in November. The book meticulously follows the conditions the people from the Secret Annex faced in the camps and how they died.

On 1 June, we said goodbye to our managing director Garance Reus-Deelder, who started working at Plan Netherlands as its executive director. Garance worked at the Anne Frank House for over eight years and made significant contributions to the organisation. We are very grateful to her for her drive, knowledge, and commitment.

Over the next few years, the number of activities will be reduced, but the urgency of our core mission has not changed, especially now, in the light of the pandemic. Fortunately, many people have indicated that they consider the Anne Frank House and our educational work necessary. We appreciate their input very much. We are also grateful to the government for the support we have received.

Please take care of yourself and your loved ones.

Ronald Leopold
executive director

Amsterdam, May 2021

On 29 August 2020, Albert Gomes de Mesquita died at the age of 90. Albert was a classmate of Anne Frank and shared his wartime experiences well into his eighties. 'What really matters is eliminating discrimination. Anything we can do towards that goal is good.'

Albert was always ready to contribute his time to the Anne Frank House. Whether it was by telling his story to a class of children, doing an interview for the Anne Frank Magazine, or attending the opening of a new Anne Frank exhibition – we could always count on him. We are very grateful for everything he has done. The final time he honoured one of our requests was on 12 June 2019, Anne Frank's 90th birthday. Together with Jacqueline van Maarsen, a friend and classmate of Anne Frank at the Jewish Lyceum, he returned to Anne Frank's former home at Merwedeplein to talk with young people about Anne's life and its significance for our times.

The Anne Frank video diary

Together with Every Media, the Anne Frank House developed the Anne Frank video diary: an online video series airing on YouTube and based on the diary of Anne Frank. In 13-year-old Luna Cruz Perez, they found a girl who was able to deliver an enchanting interpretation of Anne Frank and who translated Anne's diary letters into diary videos in her own words.

On 30 March 2020, the Anne Frank House and Every Media launched The Anne Frank video diary, a new way to introduce young people worldwide to Anne Frank's life story. The Anne Frank video diary consists of fifteen episodes and can be viewed in over 60 countries on youtube.com/annefrank.

The video series is in Dutch and was initially subtitled in German, English, Portuguese, and Spanish. French, Hebrew, Japanese, and Russian were added later. The series got many views; in nine months, the counter reached 4.9 million views for the series and 770,000 views for the educational videos.

Watch the video diary on [Youtube.com/annefrank](https://youtube.com/annefrank).

Anne films herself

The Anne Frank video diary starts following Anne Frank on 29 March 1944. At that point, she is 14 years old and has been living in hiding for over a year and a half, together with her parents Otto and Edith, sister Margot, Auguste and Hermann van Pels, their son Peter, and Fritz Pfeffer. Anne films herself and the events in the Secret Annex, looks back on the time before they went into hiding, talks about the war, and shares her deepest thoughts and feelings. The video diary ends on 4 August 1944, the day on which Anne and the seven other people from the Secret Annex, as well as two of their non-Jewish helpers, were arrested.

Jacqueline van Maarsen, Anne Frank's now 91-year-old friend: *'I'm excited about this video diary. By replacing the diary with a camera, young people can easily imagine being in the situation back then, when Anne Frank lived. The idea took some getting used to, but I think it's a good idea to transfer Anne Frank's story to these modern times.'*

Educational videos

The fifteen episodes of the video diary are accompanied by seven educational videos that emphasise the fact that the video diary is based on a true story, and that deal with themes such as discrimination, scapegoating, making choices, and freedom. The educational videos are also available in five different languages. Teachers can use the Anne Frank video diary and combine it with the educational videos and other lesson materials.

Personal and poignant

Ronald Leopold, executive director of the Anne Frank House: *'The Anne Frank video diary is one-on-one, personal and poignant. Unlike the films about Anne Frank in which Anne is played by older actresses and which take an outside perspective, young Luna uses her camera to invite the viewers to connect with Anne, the girl, in a direct way. I hope that many young people will be moved by the video diary and that they will learn about Anne Frank's life story and start to think about antisemitism and discrimination today. I also hope that the video diary will encourage young people to read Anne's diary, her beautifully written diary letters, for themselves.'*

The Anne Frank video diary received rave reviews from press and audiences worldwide.

I was watching this just before my online class, and my eyes welled up. This girl brings out the beauty in the darkest times. So, just now I was asked if I was doing all right and I immediately recommended this series to my English teacher!

Comment from Sarah Louise on our YouTube channel.

Lovie Awards

The Anne Frank video diary won two Lovie Awards: a silver jury award and the people's vote in the category Video: Entertainment and Sports. The jury announced the winners on 19 November 2020. *'Together we can keep Anne's story alive,'* leading actress Luna Cruz Perez said at the Lovie Awards virtual award ceremony.

Organisation

The Anne Frank Stichting was founded on 3 May 1957, with Otto Frank as one of the founders. It had the dual aim of preserving Anne Frank's hiding place and opening it up to the public, and of drawing worldwide attention to Anne's life story.

The mission statement of the Anne Frank Stichting

The Anne Frank Stichting is an independent organisation that manages the place where Anne Frank lived in hiding during the Second World War, and where she wrote her diary. The organisation aims to achieve global awareness of Anne Frank's life story and her work in an effort to encourage people to reflect on the dangers of antisemitism, racism, and discrimination, and the importance of freedom, equal rights, and democracy.

'The organisation's work is not limited to managing the House. It was set up to increase awareness of the events of the dark years of the Second World War and the persecution of the Jews and to fight discrimination, prejudice, and oppression in the world today.' Otto Frank in an interview with Basler Magazin in 1979

Organisational adjustments

The corona pandemic has had significant implications for the Anne Frank House. The Anne Frank House depends on the revenues from museum visits and does not receive ongoing government funding. As a result, it could not avoid making organisational adjustments.

Ronald Leopold, executive director of the Anne Frank House: *'The world is faced with a major crisis. Like many other organisations, we are going through a rough patch and cannot avoid taking drastic measures. Since the museum opened in 1960, visitors from all over the world have come to Amsterdam to visit the Anne Frank House. Entrance fees form the financial basis for managing and opening Anne Frank's hiding place and for carrying out our educational projects around the globe. The absence of visitors resulted in a collapse in revenues, which put severe pressure on our finances. We are grateful to the government for the support we have received. Nevertheless, we are still dealing with substantial deficits. No one can say for sure how the pandemic will develop and what the long-term consequences will be. We need to adapt our organisation to the reduced revenues while ensuring that the essence of our museum and educational mission is upheld.'*

Three pillars

The Anne Frank House implemented cost savings and started looking for additional income. In addition, it needed to draw on its reserves. The cost savings were realised in part by reorganising the workforce.

Ronald Leopold: *'We are having to let go a number of dedicated colleagues who have been with the organisation for many years. The process is painful. We will carry out the reorganisation with the utmost care. A good social plan has been put in place for those who are made redundant.'*

Board and organisation

The Anne Frank House adheres to the Governance Code for the Cultural Sector. The Governance Code for the Cultural Sector provides guidelines for the proper, responsible, and transparent

governance of and by cultural institutions as well as guidelines for supervision of their governance. The code applies to all Dutch subsidised cultural institutions. Please refer to the appendix for a more detailed explanation of the way in which the Anne Frank House complies with the eight principles of the Governance Code for the Cultural Sector.

The museum is managed according to a Supervisory Board model, in which the Executive Board is responsible for managing the Anne Frank House. The Executive Board is appointed by the Supervisory Council. The Supervisory Council supervises the Executive Board's course of action and provides advice.

Supervisory Council

The Supervisory Council supervises all aspects of the organisation. The report of the Supervisory Board on the way the Board fulfilled its role in 2020, as well as the items that were on the agenda for the Supervisory Board meeting, can be found on the website.

The Executive Board

The Executive Board is responsible for managing the Anne Frank House. Ronald Leopold has been the House's executive director since 2011. Garance Reus-Deelder, who became the House's managing director in 2012, stepped down on 1 June 2020 to become Plan Nederland's executive director. Ronald Leopold has taken over her duties.

Remuneration policy

The Anne Frank House has its own terms and conditions of employment and, for the most part, observes the Museum CAO. The Executive Board is paid in conformity with the Governance Code for the Cultural Sector. The members of the Supervisory Council and the Advisory Council are not paid.

GDPR

The Anne Frank House values proper compliance with the GDPR. In our collaborations with other parties, for instance, we invariably use a so-called processing agreement drawn up in accordance with GDPR guidelines. Our compliance is periodically assessed by an external party. The Supervisory Board also receives a report about our compliance with the GDPR.

Inclusion and diversity

The Anne Frank House adheres to the Code Cultural Diversity. In view of the objects clause contained in the articles of association of the Anne Frank House and the House's history, diversity and inclusion are essential values. Our recruitment policy was set up to secure a diverse workforce.

Works Council

The Works Council represents the interests of the organisation and the employees of the Anne Frank Stichting and participates in discussions about proposed organisational developments. New elections were held in 2020. Nine AFS employees ran for office, seven of whom were elected. In

2020, several topics were covered, the most important of which was the reorganisation of the Anne Frank Stichting.

Partners

The Anne Frank House collaborates with long-standing partner organisations in Argentina, Germany, Great Britain, Austria, and the United States. They host the travelling Anne Frank exhibitions and organise the accompanying educational activities in their countries.

Finances

The Anne Frank House does not receive ongoing government funding for the museum and largely depends on the revenues from the entrance fees.

For the funding of major museum renovations and educational projects, the organisation depends on charity funds, donations, and subsidisers such as the European Union and the Dutch government.

Examples of project support

- The Dutch Ministry of Health, Welfare, and Sports (VWS) supported the development and implementation of educational projects in the Netherlands for teachers and teachers in training, young people, the police, and for educational activities in professional and amateur football. In addition, they made it possible for a staff member of the Anne Frank House to participate in the International Holocaust Remembrance Alliance (IHRA).
- The Stichting 75 jaar vrijheid ('75 Years of Freedom Foundation') sponsored educational interactive theatre performances for Dutch secondary schools and vocational schools (mbo), and additional workshops for students.
- The Ministry of Foreign Affairs supported the presentation of the Anne Frank exhibition *Let Me Be Myself* in various countries. (Because of the coronavirus, these exhibitions were postponed.)
- Veterans Affairs Canada, a programme of the Canadian government, co-funded the presentation of the travelling Anne Frank exhibition in Quebec, Ontario, Manitoba, and Alberta. (Because of the coronavirus, these exhibitions were postponed.)
- The VSB Fund made a financial contribution to the development and installation of a corona-proof outdoor version of the travelling exhibition *Let Me Be Myself*.
- With the support of the Dutch agency of the EU programme Erasmus+ (the subsidy programme European Solidarity Corps), two European volunteers were placed with the Anne Frank House for a year.
- With the support of the Austrian Ministry of Social Affairs, an Australian volunteer of the 'Gedenkdienst' worked at the Anne Frank House for a year.
- The German Stiftung Erinnerung, Verantwortung, Zukunft (EVZ) supported the implementation of the European online learning tool 'Stories that Move', about racism, antisemitism, and discrimination against Roma and Sinti, Muslims, and LGBT people.
- Digital consulting firm SparkOptimus supervised the *Stories that Move. Tools against Discrimination* project to help us reach a wider audience by providing their expertise free of charge. Companies and donors supported the crowdfunding campaign for *Stories that Move. Tools against Discrimination*.

Income and expenditure

2020 Balance Sheet and statement of income and expenditure can be found on pages 19 to 22. The management report and the annual accounts 2020 are available on our website.

BankGiro Loterij

Since 2007, the Anne Frank House has been an annual beneficiary of the BankGiro Loterij. The Stichting receives a fixed annual amount of € 200,000. In 2020, we received an additional amount of € 90,959, thanks to the BGL participants who indicated that they wanted to play for the Anne Frank House.

Anne Frank

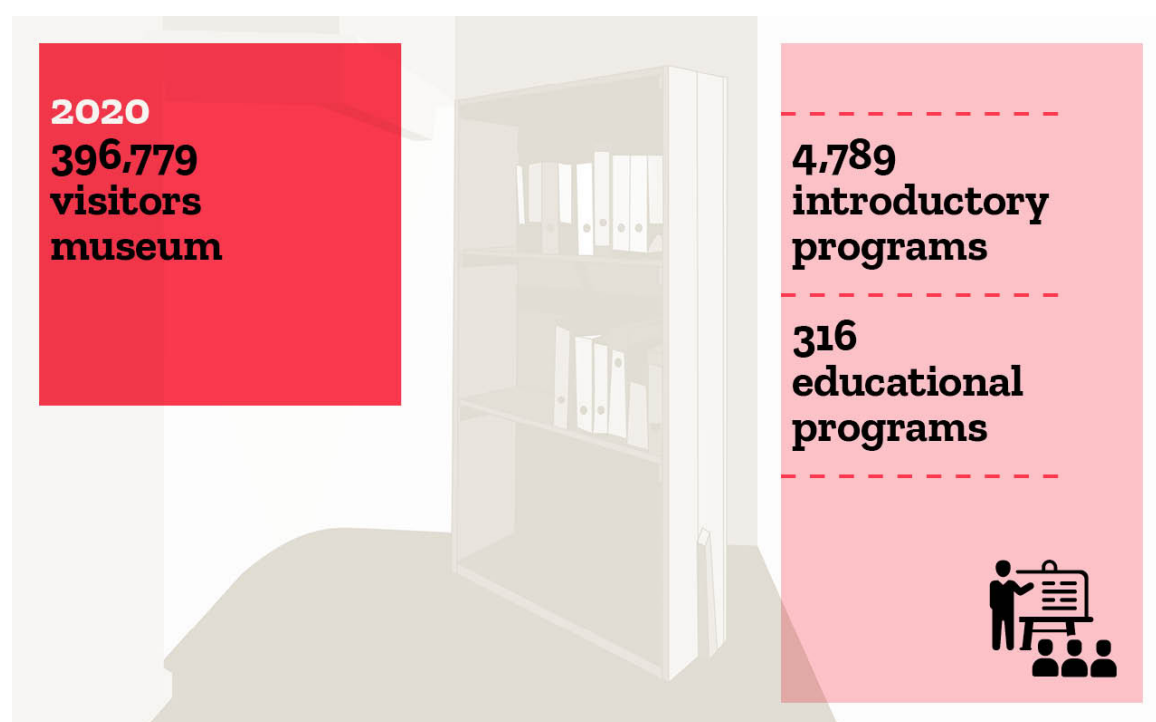
In the museum, in our publications, and in our (online) exhibitions, we tell the life story of Anne Frank in the context of the persecution of the Jews and the Second World War.

Museum

The museum had to close its doors...

As a result of the pandemic, the Anne Frank House closed its doors for the first time in March 2020. After being closed for more than two and a half months, people were able to visit the museum again from 1 June. The Anne Frank House complied with the coronavirus protocol of the museum association, for instance by adapting the signs inside the museum in observance of the one-and-a-half-meter distance, adopting additional hygiene measures and cleaning rounds, and reducing the number of visitors per fifteen minutes. Since the international visitors stayed away, there were enough tickets available, and many Dutch people seized the opportunity to visit the museum. After the summer, the number of COVID-19 infections flared up again, and the Netherlands went into lockdown from 5 to 18 November. After that, the museum opened for another month until the third lockdown was implemented on 15 December. The Anne Frank House closed its doors again, this time for a longer period of time.

Number of visitors



The coronavirus crisis had major implications for the Anne Frank House. Visitor numbers plummeted due to the lockdowns and corona measures.

In 2019, the Anne Frank House welcomed a record number of 1.3 million visitors; in 2020, the number sank to 396,779 visitors.

Educational and introductory workshops

In 2019, 1,650 school groups from primary and secondary schools, teacher's training colleges, and intermediate vocational schools participated in two-hour educational workshops in Dutch, German, or English. In 2020, there were only 316 workshops.

Museum visitors can start off their visit with an introductory workshop of half an hour. In 2019, we held 6,500 introductory workshops; in 2020, this number fell to 4,789. Still quite a high number, but with fewer people per workshop, in compliance with the coronavirus measures.

Evening visits for Amsterdammers

On Thursday evening 6 February and Friday evening 7 February 2020, the Anne Frank House opened its doors to Amsterdam residents. As in previous years, 2,000 Amsterdammers were invited to visit the museum for free. Both evening sessions were booked up in no time.

The visit came with an audio tour. And that was kind of fun because they were actually reading aloud, bits from the diary, but also just information about herself. In this one fragment, she says for example: Dad, it's 8:30, you really shouldn't run the water anymore. They had to be super-duper quiet for two years.

From the review of Naniki, a young teenager,
on mocca.amsterdam

Anne Frank House celebrates its 60th anniversary

On Sunday, 3 May 2020, it was sixty years to the day since the Anne Frank House opened its doors to the public on 3 May 1960. Otto Frank, Anne's father and the only one of the eight people who had been in hiding in the Secret Annex to survive the Holocaust, laid the foundation for the preservation and opening of the building at Prinsengracht 263: as a warning from the past, with an eye to the future.

Otto Frank

Otto Frank was the driving force behind the publication of the diary written by his daughter and behind the opening of the Anne Frank House, his previous business premises and hiding place. In doing so, he was assisted by a committee of prominent Amsterdammers. The Anne Frank House organisation was established in 1957, and its main purpose was to preserve the hiding place and open it up to the public. And to promote Anne Frank's ideals in the process.

On Sunday, 3 May 1960, the moment had come, and the Anne Frank House opened its doors to the public. During the opening, Otto Frank spoke emotional words of thanks: *'I beg your forgiveness for not speaking from this House after today. You will understand that the memories of everything that happened here are too painful. I can only thank you all for the interest you have shown in coming here today, and I hope that you will continue to support the work of the Anne Frank House and the International Youth Centre, morally and in every other respect.'*

60 years later

After the opening, the number of visitors to the Anne Frank House kept increasing almost continuously. From several tens of thousands in the first years to 1.3 million visitors in 2019. This

trend was interrupted in 2020. The Anne Frank House, which always opens every day of the year, except for Yom Kippur, now closed its doors for extended periods. For the first time in sixty years, visitors were not allowed inside Anne Frank's former hiding place. The 60th anniversary of the Anne Frank House was commemorated online.

Anne Frank's 91st birthday

Friday, 12 June 2020, marked the 91st celebration of Anne Frank's birthday. The Anne Frank House, which had opened again on 1 June, offered special introductory workshops, and every visitor received a special postcard. For young people, there was a meet and greet and a postcard signed by Luna Cruz Perez, who played Anne Frank in the Anne Frank video diary. On 12 June at 2 p.m., carillonneur Boudewijn Zwart played a musical ode on the carillon of the Westerkerk in celebration of Anne Frank's birthday.

'I shall not remain insignificant; I shall work in the world and for mankind!' Anne wrote in her diary on 11 April 1944. Seventy-six years later, Anne Frank's words and meaning are still as powerful as ever.

BankGiro Lottery extends partnership

In these corona-ridden times, the news was particularly welcome: the BankGiro Lottery extended its partnership with the Anne Frank House for five years. The BankGiro Lottery supports artistic and cultural initiatives. In 2020, its cultural partners in the Netherlands received €83,491,428, thanks to the Lottery's nearly 750,000 participants.

Ronald Leopold, executive director of the Anne Frank House: *'We are delighted with this collaboration. The BankGiro Lottery lends valuable support to our museum, as with the renovation of the Anne Frank House in 2018, and it allows us to introduce the Anne Frank House and the story of Anne Frank to a wider audience.'*

Online

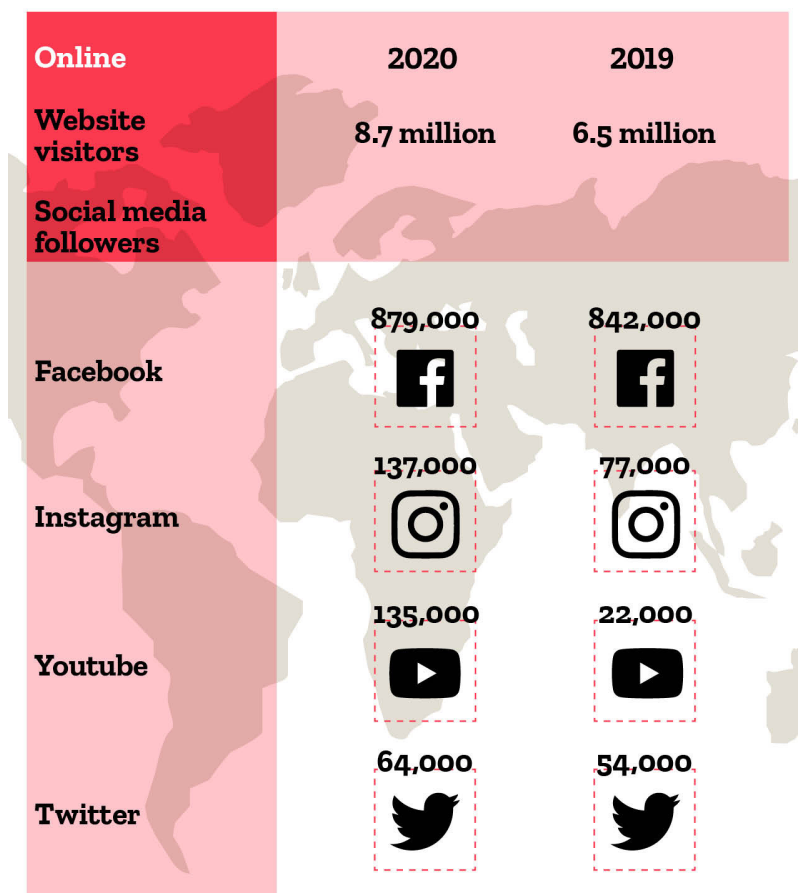
Through its social media platforms and the website annefrank.org, the Anne Frank House reaches millions of people all around the world.

Social media

In 2020, we noticed that our social media strategy was paying off. We increased our efforts on Instagram and YouTube, essential channels for young people, by developing specific posts that appealed to people on a personal level. Anne Frank is (usually) our point of departure. On Instagram, the number of followers increased from 77,000 in 2019 to 137,000 in 2020, and on YouTube, the number of subscribers increased from 22,000 in 2019 to 135,000 in 2020. The Anne Frank video diary played a large role in the increase on YouTube. As a result, the total number of views of all videos on the channel rose significantly from 10 million to 18 million. Our Facebook fans remained loyal to our channel, and their numbers grew from 842,000 to 879,000 followers.

#3 in the Netherlands

At the end of the year, Somention presented the 'Top 10 of the best Instagram account in the Netherlands' for 2020, based on independent research. Only Dutch brands or international brands with Dutch Instagram accounts were considered. The focus was on the engagement rate (the number of comments and likes per post divided by the number of followers) combined with the number of followers. The account of the Anne Frank House came third on the list.



Website

In 2020, the website attracted 8.7 million visitors, who watched an average of 3.5 pages in 7 minutes. Visits varied between 1.1 million in April and 0.5 million in December. Most of the visitors came from the United States (2.3 million) and the Netherlands (0.9 million), followed by Great Britain, Germany, Mexico, India, and Spain. As a consequence, the website was mainly (53%) read in English. 53% of the visitors accessed the site on their smartphones and 40% on their computers.

About 15% of the visitors spent more time on the website, with an average of 31 minutes. During their visit, they typically looked at almost everything about Anne Frank.

Kennisbank Online (Online Knowledge Base)

The Anne Frank House researches the history of Anne Frank in the context of the Second World War and the persecution of the Jews, and it has a wealth of information on the subject in the form of biographies, documents, photographs, film footage, research, and testimonies. We want to share all of this in-depth and layered information with our audience, and we want to do so in an innovative and accessible way: through the Online Knowledge Base. In 2020, we applied for a grant with the Mondrian Fund and were awarded the sum of €250,000. In 2021, we will start building the Online Knowledge Base.

Research

New publication: After the Secret Annex

In November 2020, the book *Na het Achterhuis* ('After the Secret Annex') was published by Querido publishers. Based on in-depth archival research and the available testimonies, the book attempts to reconstruct what happened to the eight people from the Secret Annex: Otto and Edith Frank and their daughters Margot and Anne, Hermann and Auguste van Pels, their son Peter, and Fritz

Pfeffer, after their arrest on 4 August 1944. By bringing together the available archival material, supplemented by witness statements and ‘circumstantial evidence’, the writer has made every effort to learn as much as possible about the camp experiences of these eight people. Moreover, he shows how the life stories of the main characters can be understood in the broader historical context of genocide and persecution by the Nazi regime.

Research

Bas von Benda-Beckmann, a historian who works at the Anne Frank House, wrote *Na het Achterhuis* and drew on the research into the camp experiences of the eight people from the Secret Annex conducted by the Anne Frank House since 2014. Bas von Benda-Beckmann: *‘The research provided several new insights. We now know that Anne and Margot probably died in early February rather than in late March 1945, as had long been assumed. We publicised this finding in 2015. We have also learned more about the deaths of Hermann van Pels and his son Peter. Hermann van Pels was almost certainly murdered in one of the gas chambers in Auschwitz-Birkenau on 3 October 1944, and Peter died in Mauthausen on 10 May 1945, five days after the camp was liberated. He was so close and only 18 years old. The meticulous study of the conditions under which the people from the Secret Annex lived in the camps and how they died made their history even more tangible and even more painful.’*

de Volkskrant, 19 February 2021, 4 out of 5 stars: *‘Historian Bas von Benda-Beckmann, staff member of the Anne Frank House, has made an admirable attempt to reconstruct life after the Secret Annex. Admirable, because he has supplemented the lack of sources referring directly to the people from the Secret Annex with testimonies of people with similar experiences. And when those testimonies are contradictory, or when the memories cannot be substantiated by other sources, Von Benda-Beckmann does not attempt to mask the gaps in the life stories.’*

Education

Our educational programmes and products are designed to encourage young people to reflect on social developments, then and now, with a focus on prejudice, discrimination, racism, and antisemitism. These programmes and products are always based on Anne Frank's life story.



Tackling racism in football

In early February 2020, the Royal Dutch Football Association KNVB, together with Minister Bruno Bruins (Sports) and Minister Wouter Koolmees (Social Affairs), presented a plan to combat racism on the field. The racist remarks directed at Excelsior player Ahmad Mendes Moreira by Den Bosch supporters from the previous November were the last straw. The cabinet allocated 14 million euros for a period of three years for tackling racism in football.

The plan consisted of several measures: punitive, criminal, and educational. The number of smart cameras in and around stadiums will be increased, and football clubs that do not take sufficient action against racism may lose points and face fines. In addition, a special prosecutor will be appointed to fight racism in football, and offenders will be prosecuted more readily. In addition, the campaign *Ons voetbal is van iedereen* ('Our football belongs to everyone') will be launched with the participation of influencers.

Last but not least, two of the Anne Frank House's educational projects are part of the plan: *Fair Play* workshops and the *Football Chanting Project*.

Anne Frank Magazine

'Luna plays Anne' read the headline of the 2020 Anne Frank Magazine. Through the Anne Frank Magazine, students in grades 7 and 8 of elementary school learn about the story of Anne Frank in the context of freedom and liberty. This edition was dedicated to 75 years of freedom and offered a glimpse behind the scenes of the Anne Frank video diary.

The article 'Van democratie naar dictatuur' ('From democracy to dictatorship') by Menno Metselaar, with illustrations by Karst-Janneke Rogaar, described how un-freedom begins. A large illustration by Merel Corduwer depicted the mixed feelings of 5 May 1945: it wasn't a celebration for everyone. The last contribution was Abdelkader Benali's beautiful story 'Oorlog op bezoek' ('The war comes to visit'), which is also available as an audio story. This year, a Freedom Garland and a poster with Corduwer's large illustration came with the magazine. The magazine was also available online.

Campaign for teachers: dealing with differences

Discrimination, diversity, and democracy have frequently made the headlines this year. These themes have a bearing on the lives of young people, and teachers play an important role in the way they deal with them. The Anne Frank House concerns itself with these themes and has developed a wide range of educational materials.

In early October 2020, we launched a campaign called 'Omgaan met verschillen. Hoe doe je dat?' ('Dealing with Differences: How to go about it') and provided teachers in primary, secondary, and vocational schools with new online lesson material, training courses, and webinars. Teachers can use the material within the context of their history, social studies, or citizenship classes.

Citizenship

Norbert Hinterleitner, Head of Educational Projects of the Anne Frank House: *'We created a campaign clip to make teachers aware of the educational materials they can use in their citizenship classes. Our materials encourage students to reflect on and discuss ways of dealing with differences. This is a first step towards our goal of getting pupils and students to make a positive contribution to a diverse society in which everyone can be themselves. In addition to our lesson materials, we offer teacher workshops and webinars with in-depth information and tools.'*

Online workshops

The pandemic also offers opportunities, as demonstrated by the fact that we continued to reach teachers through online meetings. Existing workshops were adapted and presented online. The 'Responding to Discriminatory Comments' workshop, for instance, was broadcast online as a pilot for future online training. 'Stories that Move - toolbox against discrimination' was promoted through webinars, since the tool consists largely of online components anyway. Sixteen sessions were held in total, including ten webinars. During the webinars, teachers learned how to use the toolbox in remote teaching. The workshop on 'Teaching about the Holocaust' was set up for future teachers in primary and secondary schools. We presented seven training sessions for PABO students (two of which were taught online) and organised an online seminar for future history teachers.

Youth Team

In 2020, the Anne Frank House Youth Team consisted of sixteen young people. The training programme consisted of ten meetings: a two-day introductory weekend, two physical meetings

in Amsterdam, six online meetings, and an online certificate ceremony. The participants learned about the Second World War and the persecution of the Jews, about prejudice and discrimination, and were trained in the art of dialogue, in responding to discriminatory remarks, and organising events. They worked in small teams on project plans: two social media campaigns, lesson materials, a YouTube series, a song, and a photo campaign. Due to the pandemic, five of the six projects went online, reaching approximately 2,000 young people.

Several educational meetings were held for alumni, usually online. In addition, these former participants of the Youth Team organised their own activities. They guided tours around the Anne Frank House, organised a four-day online summer school for young people, designed educational materials for teachers, and were guest speakers in workshops.

We conducted an evaluation among former participants of the Anne Frank House Youth Team. They reported having grown in knowledge, behaviour, and skills as a result of their participation. They also reported being more aware of their prejudices, open to other opinions, helpful and action-oriented, and (more) confident about giving presentations to other students. 71% of the alumni indicated that they want to continue to be involved in the activities of the Anne Frank House.

Police force

During the Police & WWII City Tours, police officers paused at Amsterdam monuments and historic sites related to the Second World War. The city tour contained personal stories from police officers who had served during the German occupation. Participants were asked to reflect on the dilemmas and choices their colleagues from the Second World War had faced. After the tour, the participants discussed discrimination and polarisation in our times and the role of the police force in today's society.

The Anne Frank House Police Team consists of team leaders who aim to discuss dilemmas related to equal treatment and diversity in police work. In 2020, the new members underwent a training course that equipped them with the knowledge and skills to engage in conversations about diversity and equal treatment. The 37 team leaders from the Anne Frank House Police Team each launched initiatives for their colleagues. These ranged from informal meetings, regular briefings, working visits to conferences about specific themes. In the summer of 2020, for instance, following developments in the United States after the death of George Floyd, a conference was held on racism and policing.

Police professionals were invited to call on the Anne Frank House for advice on bringing diversity, prejudice, and discrimination up for discussion. In 2020, discussions ranged from educational approaches to a meeting about anti-discrimination legislation, the commemoration of the Second World War, the Black Lives Matter movement, and dealing with diversity within the police department.

Virtual visits

In early November 2020, the Anne Frank House opened its online doors and offered special educational workshops for schools. These provided a suitable alternative for schools unable to visit the Anne Frank House due to the coronavirus measures.

Teachers and pupils were guided through The Secret Annex Online by a member of the Anne Frank House educational staff. They passed the bookcase and walked, as it were, through the rooms of the hiding place. They were able to make 360 degrees turns, listen to detailed information (for instance about the pictures in Anne's room) and ask questions. In addition to a good internet connection, schools needed a Digiboard and access to Microsoft Teams, Zoom, or Google Meet. Students were also able to participate individually on their tablets or laptops. The tours lasted one hour, were tailored to the different school types, and could be booked online.

Alternative

‘Now that schools are unable to visit the Anne Frank House, we are happy to offer an alternative,’ Norbert Hinterleitner, Head of Educational Projects of the Anne Frank House said. ‘We believe that it’s important for young people to learn about Anne Frank’s life story and to visit the place where she lived in hiding and wrote her diary. Nothing beats the authentic experience, but a virtual visit is a good alternative. Moreover, the Secret Annex Online shows the hiding place with its furniture and gives an impression of what the rooms looked like during the hiding period. Of course, we look forward to welcoming back the schools before long.’

The programme was set up to meet the teachers’ need for a ‘cultural outing’ during the coronavirus crisis or to bring a guest speaker on the topic of the Second World War into the classroom. Schools and organisations outside the Netherlands were also invited to visit the Anne Frank House online, guided by a member of the educational staff of the Anne Frank House and its partner organisations.

In the autumn of 2020, 27 national and 28 international ‘tours’ were held. These activities were successful and will continue – in larger numbers – in 2021.

Crowdfunding for Stories that Move

In order to get one million young people to interact with Stories that Move, the Anne Frank House launched a crowdfunding campaign in early November 2020.

In the online toolbox *Stories that Move*, young people talk about their experiences with discrimination. The strength of the project lies in the recognisable, sometimes harrowing, personal stories that form the starting point for examining discrimination more closely and for exchanging experiences and points of view. The toolbox provides in-depth information about discrimination and other topics, such as diversity and media use, and contains educational handouts for teachers, such as ways to provide a safe group atmosphere and to guide group discussions.

Erasmus+ grant

Since the launch of *Stories that Move* in 2018, the Anne Frank House and its seven European partners have reached 5,000 teachers and 250,000 young people across Europe. Thanks to a grant application to the European Union, the Anne Frank House had the opportunity to reach another 20,000 teachers and, through them, another one million students.

The *Erasmus+* grant of the European Union awarded the sum of €500,000 for *Stories that Move*: for conducting workshops, creating a Spanish-language version, and for developing modules for international youth exchanges. An important condition for obtaining the *Erasmus+* grant was 30% co-financing. Because of the corona crisis, the Anne Frank House lacked the museum revenues needed to co-finance € 150,000 and started a crowdfunding campaign to raise the money. Donations could be made through Gofundme. Although generous donations were made, the crowdfunding campaign failed to raise the required amount. Fortunately, the German Foundation Erinnerung, Verantwortung, Zukunft (EVZ) came to the rescue.

Katarzyna Strycharska teaches Polish and Social Studies at the District Technical and Sports College No. 1 in Auschwitz, Poland: ‘By going through the online “discrimination machine,” students learn to take an empathetic view of intolerance and social inequality. I love the idea of using the individual stories of the students’ peers from different European countries. Personal experiences of discrimination have more impact than talking about the problem of intolerance in general terms.’

Travelling exhibitions



Since 1996, the international travelling exhibition ‘Anne Frank – a history for today’ has been on display in at least 4,557 places in 80 countries. The exhibition ‘Let Me Be Myself – The life story of Anne Frank’ has been shown at 251 venues in 21 countries since 2015.

The Anne Frank House trains young people to show their peers around the exhibition. The new guides learn about the content and background of the exhibition, how best to transfer the information, and how to address current social developments. This format, known as peer education, is highly successful in involving the young people visiting the exhibition. In 2020, 91 guide training sessions were held.

As of March 2020, due to the corona pandemic, several hundred planned presentations of Anne Frank exhibitions in more than 30 countries had to be cancelled. Schools and universities around the world closed their doors that month. Some presentations were easily replaced by webinars, but the online programmes with larger numbers of participants only really got off the ground after the summer, especially in the United States. Our partner organisation in Brazil was particularly active and conducted over 160 sessions. After the schools in France closed, our partner organisation in Paris moved some of its activities to Switzerland, where the exhibition toured the French-speaking part of the country. After the lockdown measures had been lifted, New Zealand, Australia, and the Far East were the first to resume the previously planned educational projects.

Income and expenditure 2020

Balance sheet as at 31 december 2020

(after appropriation of result)	<u>31.12.2020</u>	<u>31.12.2019</u>
	€	€
Assets		
Fixed assets		
Intangible fixed assets	256.450	350.910
	256.450	350.910
Tangible fixed assets		
Refurbishments	281.043	319.676
Fixtures and furniture	213.706	355.959
Plant and machinery	11.227	32.151
Hardware	31.411	
	537.387	707.786
Current assets		
Inventories	576.009	472.639
Receivables	107.176	547.628
Prepayments and accrued income	858.188	430.604
Cash	1.781.356	4.097.691
	<u>3.322.729</u>	<u>5.548.562</u>
	<u><u>4.116.566</u></u>	<u><u>6.607.258</u></u>

(after appropriation of result)	31.12.2020	31.12.2019
	€	€
Liabilities		
Foundation's capital		
Other reserves	617.444	2.860.325
Earmarked reserves	840.000	605.000
	1.457.444	3.465.325
Provisions	37.428	32.428
Current liabilities and accruals and deferred income		
Accounts payable	506.651	962.120
Wage tax, national insurance contributions and pensions	275.482	286.367
Pensions	11.033	7.681
Grants and project contributions still to be spent	591.672	309.216
Accruals and deferred income	<u>1.236.856</u>	<u>1.544.121</u>
	<u>2.621.694</u>	<u>3.109.505</u>
	<u><u>4.116.566</u></u>	<u><u>6.607.258</u></u>

Statement of income and expenditure 2020

	Actual figures_ 2020	Budget 2020	Actual figures 2019
	€	€	€
Income			
Entrance fees	4.131.332	4.133.454	12.078.188
Income from delivery of products and/or services	641.666	667.732	2.226.392
Income from projects and activities	1.143.595	914.800	1.097.684
Other income	<u>1.192.054</u>	<u>945.000</u>	<u>95.063</u>
Total	<u><u>7.108.647</u></u>	<u><u>6.660.986</u></u>	<u><u>15.497.327</u></u>
Expenditure			
Cost of delivered products	302.664	279.211	987.895
Staff costs	4.252.589	4.266.153	7.488.859
Depreciation fixed assets	302.303	310.000	310.712
Costs of projects and activities	1.667.612	1.605.138	2.536.519
Other expenses	<u>2.591.360</u>	<u>2.748.370</u>	<u>3.531.442</u>
Total	<u><u>9.116.528</u></u>	<u><u>9.208.872</u></u>	<u><u>14.855.427</u></u>
Operating result	-2.007.881	-2.547.886	641.900
Financial income	<u>0</u>	<u>0</u>	<u>251</u>
Result from ordinary business operations before taxes	-2.007.881	-2.547.886	642.151
Extraordinary expenditure	<u>0</u>	<u>0</u>	<u>0</u>
Result before taxes	-2.007.881	-2.547.886	642.151
Taxes	<u>0</u>	<u>0</u>	<u>0</u>
Result after taxes (before appropriation of result)	-2.007.881	-2.547.886	642.151

Statement of income and expenditure 2020

	Actual figures 2020	Budget 2020	Actual figures 2019
	€	€	€
Proposal for appropriation of result:			
Result after taxes (before appropriation of result)	-2.007.881	-2.547.886	642.151
Addition to / Withdrawal from earmarked	475.000	115.000	0
Addition to earmarked reserve employee arrangements	-650.000	0	0
Addition earmarked reserve edition scientific research	-60.000	0	0
Addition earmarked reserve Foundation US	0	0	-/-200.000
Addition to / Withdrawal Other reserves	<u>+2.242.881</u>	<u>+2.432.886</u>	<u>-/-442.151</u>
Result after appropriation	0	0	0

