

Organization Information

Organization name:	Holocaust Memorial Center		
City:	Farmington	Year organization founded:	1982
State:	MI	Organization type:	501(c)3 nonprofit organization
County:	Oakland	DUNS #:	
Federal ID #:	382402635	Full-time staff:	31
NISP Discipline:	11 - Interdisciplinary	Board Members:	26
NISP Institution:	9 - Other Museum	Fiscal year end date:	12-31
NTEE:	A54 - History Museums		

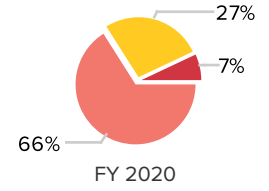
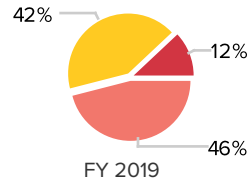
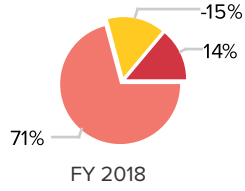
Applicant is audited or reviewed by an independent accounting firm.

Financial Summary

Unrestricted Activity	FY 2018	FY 2019	% Change	FY 2020	% Change
Unrestricted operating revenue					
Earned program	\$498,104	\$552,622	11%	\$339,295	-39%
Earned non-program	\$84,275	\$83,977	-0%	\$10,343	-88%
Total earned revenue	\$582,379	\$636,599	9%	\$349,638	-45%
Investment revenue	-\$655,100	\$2,267,220	446%	\$1,315,616	-42%
Contributed revenue	\$2,992,247	\$2,458,858	-18%	\$3,187,010	30%
Total unrestricted operating revenue	\$2,919,526	\$5,362,677	84%	\$4,852,264	-10%
Less in-kind			n/a		n/a
Unrestricted operating revenue less in-kind	\$2,919,526	\$5,362,677	84%	\$4,852,264	-10%
Operating expenses					
Program	\$2,445,159	\$2,961,909	21%	\$2,954,568	-0%
Management & general	\$637,707	\$474,463	-26%	\$505,544	7%
Fundraising	\$363,016	\$433,893	20%	\$538,937	24%
Total operating expenses	\$3,445,882	\$3,870,265	12%	\$3,999,049	3%
Less in-kind			n/a		n/a
Unrestricted operating expenses less in-kind	\$3,445,882	\$3,870,265	12%	\$3,999,049	3%
Unrestricted change in net assets - operating	-\$526,356	\$1,492,412	384%	\$853,215	-43%
Unrestricted change in net assets	-\$526,356	\$1,492,412	384%	\$853,215	-43%
Restricted change in net assets	\$30,966	\$272,984	782%	\$992,767	264%
Total change in net assets	-\$495,390	\$1,765,396	456%	\$1,845,982	5%

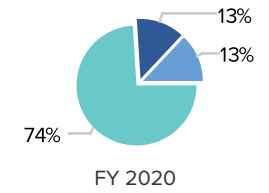
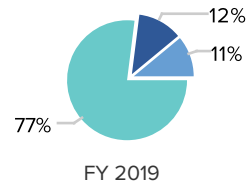
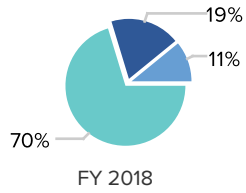
Unrestricted Operating Revenue by Source

- Earned
- Investment
- Contributed



Operating Expenses by Functional Grouping

- Program
- Management & General
- Fundraising



Revenue Details

Operating Revenue Earned - Program	FY 2018 Total	FY 2019 Total	FY 2020 Total	FY 2020 Unrestricted	FY 2020 Restricted
Subscriptions					
Membership fees - individuals	\$284,566	\$299,641	\$278,701	\$278,701	\$0
Membership fees - organizations					
Ticket sales & admissions	\$199,319	\$187,374	\$60,594	\$60,594	
Education revenue	\$0				
Publication sales					
Gallery sales	\$0				
Contracted services & touring fees					
Royalty & reproduction revenue					
Earned - program not listed above	\$14,219	\$65,607			
Total earned - program	\$498,104	\$552,622	\$339,295	\$339,295	
Earned - Non-program					
Rental revenue					
Sponsorship revenue					
Attendee-generated revenue not listed above	\$84,275	\$83,476	\$10,343	\$10,343	
Earned non-program not listed above		\$501			
Total earned - non-program	\$84,275	\$83,977	\$10,343	\$10,343	
Total earned revenue	\$582,379	\$636,599	\$349,638	\$349,638	

Contributed	FY 2018 Total	FY 2019 Total	FY 2020 Total	FY 2020 Unrestricted	FY 2020 Restricted
Trustee & board	\$436,372	\$795,578	\$817,630	\$817,630	
Individual	\$873,489	\$893,713	\$1,025,503	\$1,025,503	
Corporate	\$714,017	\$465,847	\$318,473	\$318,473	
Foundation	\$455,000	\$395,000	\$1,252,557		\$1,252,557
County government	\$0	\$0	\$77,500	\$77,500	
State government	\$607,000	\$30,000	\$39,050	\$39,050	
Federal government	\$0	\$0	\$556,745	\$556,745	
In-kind operating contributions	\$0	\$0	\$0		
Special fundraising events					
Net assets released from restriction	\$0	\$0	\$0	\$352,109	-\$352,109
Total contributed revenue	\$3,085,878	\$2,580,138	\$4,087,458	\$3,187,010	\$900,448
Operating investment revenue	-\$717,765	\$2,418,924	\$1,315,616	\$1,315,616	
Total operating revenue	\$2,950,492	\$5,635,661	\$5,752,712	\$4,852,264	\$900,448
Total operating revenue less operating in-kind	\$2,950,492	\$5,635,661	\$5,752,712	\$4,852,264	\$900,448
Non-operating revenue					
Non-operating investment revenue	\$0		\$92,319		\$92,319
Total non-operating revenue	\$0		\$92,319		\$92,319
Total revenue	\$2,950,492	\$5,635,661	\$5,845,031	\$4,852,264	\$992,767
Total revenue less in-kind	\$2,950,492	\$5,635,661	\$5,845,031	\$4,852,264	\$992,767

Revenue Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	We do not spend the entire unrestricted investment revenue. Our board has set a spending target of 4% of our current investments, based on prior year end's balance.

Expense Details

	FY 2018 Total	FY 2019 Total	% Change	FY 2020 Total	% Change	FY 2020 Program	FY 2020 General & Administrative	FY 2020 Fundraising
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$1,826,404	\$2,029,220	11%	\$2,319,532	14%	\$1,787,064	\$267,828	\$264,640
Independent contractors	\$6,348	\$6,721	6%	\$10,320	54%	\$10,320		
Professional fees	\$260,895	\$394,976	51%	\$444,777	13%	\$112,572	\$129,692	\$202,513
Total personnel expenses - Operating	\$2,093,647	\$2,430,917	16%	\$2,774,629	14%	\$1,909,956	\$397,520	\$467,153
Non-personnel expenses - Operating								
Occupancy costs	\$339,634	\$288,521	-15%	\$192,875	-33%	\$175,396	\$9,249	\$8,230
Depreciation	\$337,549	\$355,145	5%	\$360,013	1%	\$334,940	\$11,012	\$14,061
Interest expense	\$103,292	\$88,584	-14%	\$51,307	-42%	\$46,905	\$2,201	\$2,201
Non-personnel expenses not listed above	\$571,760	\$707,098	24%	\$620,225	-12%	\$487,371	\$85,562	\$47,292
Total non-personnel expenses - Operating	\$1,352,235	\$1,439,348	6%	\$1,224,420	-15%	\$1,044,612	\$108,024	\$71,784
Total operating expenses	\$3,445,882	\$3,870,265	12%	\$3,999,049	3%	\$2,954,568	\$505,544	\$538,937
Total expenses	\$3,445,882	\$3,870,265	12%	\$3,999,049	3%			
Total expenses less in-kind	\$3,445,882	\$3,870,265	12%	\$3,999,049	3%			
Total expenses less depreciation	\$3,108,333	\$3,515,120	13%	\$3,639,036	4%			
Total expenses less in-kind and depreciation	\$3,108,333	\$3,515,120	13%	\$3,639,036	4%			

Expense Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Balance Sheet

Assets	FY 2018	FY 2019	% Change	FY 2020	% Change
Current assets					
Cash and cash equivalents	\$133,737	\$359,167	169%	\$263,927	-27%
Receivables	\$641,844	\$360,945	-44%	\$565,034	57%
Investments - current	\$10,472,841	\$12,554,690	20%	\$14,009,249	12%
Prepaid expenses & other	\$80,100	\$116,105	45%	\$97,680	-16%
Total current assets	\$11,328,522	\$13,390,907	18%	\$14,935,890	12%
Long-term/non-current assets					
Investments - non current			n/a		n/a
Fixed assets (net of accumulated depreciation)	\$12,377,112	\$12,193,436	-1%	\$11,889,735	-2%
Non-current assets not listed above	\$1,008,173	\$1,325,371	31%	\$1,451,878	10%
Total long-term/non-current assets	\$13,385,285	\$13,518,807	1%	\$13,341,613	-1%
Total assets	\$24,713,807	\$26,909,714	9%	\$28,277,503	5%
Liabilities & Net Assets					
	FY 2018	FY 2019	% Change	FY 2020	% Change
Current liabilities					
Accounts payable and accrued expenses	\$188,434	\$372,336	98%	\$251,468	-32%
Deferred revenue		\$0	n/a	\$157,410	n/a
Loans - current		\$2,406,957	n/a	\$1,892,236	-21%
Additional current liabilities not listed above			n/a		n/a
Total current liabilities	\$188,434	\$2,779,293	1,375%	\$2,301,114	-17%
Long-term/non-current liabilities					
Long-term/non-current loans	\$2,019,260		-100%		n/a
Additional long-term/non-current liabilities not listed above			n/a		n/a
Total long-term/non-current liabilities	\$2,019,260		-100%		n/a
Total liabilities	\$2,207,694	\$2,779,293	26%	\$2,301,114	-17%
Net assets					
Unrestricted	\$21,071,576	\$22,422,900	6%	\$23,478,636	5%
Restricted	\$1,434,537	\$1,707,521	19%	\$2,497,753	46%
Total net assets	\$22,506,113	\$24,130,421	7%	\$25,976,389	8%
Total liabilities & net assets	\$24,713,807	\$26,909,714	9%	\$28,277,503	5%

Balance Sheet Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a

Balance Sheet Metrics

	FY 2018	FY 2019	% Change	FY 2020	% Change
Months of operating cash -- Unrestricted	0.47	1.11	139%	0.79	-29%
Working capital -- Unrestricted	\$10,706,724	\$10,056,970	-6%	\$11,369,454	13%
Current ratio -- Unrestricted	57.82	4.62	-92%	5.94	29%
Net assets as a % of total expenses	653%	623%	-5%	650%	4%
Fixed assets (net)	\$12,377,112	\$12,193,436	-1%	\$11,889,735	-2%
Condition of fixed assets	41%	45%		49%	
Leverage -- Unrestricted	9%	10%	10%	7%	-23%
Total debt	\$2,019,260	\$2,406,957	19%	\$1,892,236	-21%
Debt service impact	3%	2%	-24%	1%	-44%

Months of operating cash -- unrestricted (Unrestricted Cash & Cash Equivalents/(Total Expense/12)) indicates the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents. This ratio is calculated using unrestricted numbers only.

Working capital -- unrestricted (Unrestricted Current Assets minus Unrestricted Current Liabilities) consists of the unrestricted resources available for operations. This calculation of working capital may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.

Current ratio -- unrestricted (Unrestricted Current Assets divided by Unrestricted Current Liabilities) determines the organization's ability to pay current debt using current assets. A ratio of 1.0 indicates that current assets are equal to current liabilities. A ratio of around 1.5 is a more comfortable position, allowing for more cushion against uncollected receivables or timing discrepancies between expected receipts and disbursements. Ideally this number should approach 2 which indicates ample short-term liquidity to obviate the need to borrow or sell assets.

Net assets as % of total expenses measures the net worth of an organization in relationship to its operating size. It is calculated as total net assets divided by total expenses. If the trend is level or increasing, then total net assets are keeping pace with growth in operating expenses.

Condition of fixed assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props). This is especially significant for organizations that own a building or carry a long-term lease. Accumulated depreciation of less than 50% of the total value of fixed assets indicates a stock of relatively new assets. A high percentage (>80%) of accumulated depreciation could indicate aging infrastructure and need for funding the replacement or repair of fixed assets in the near future.

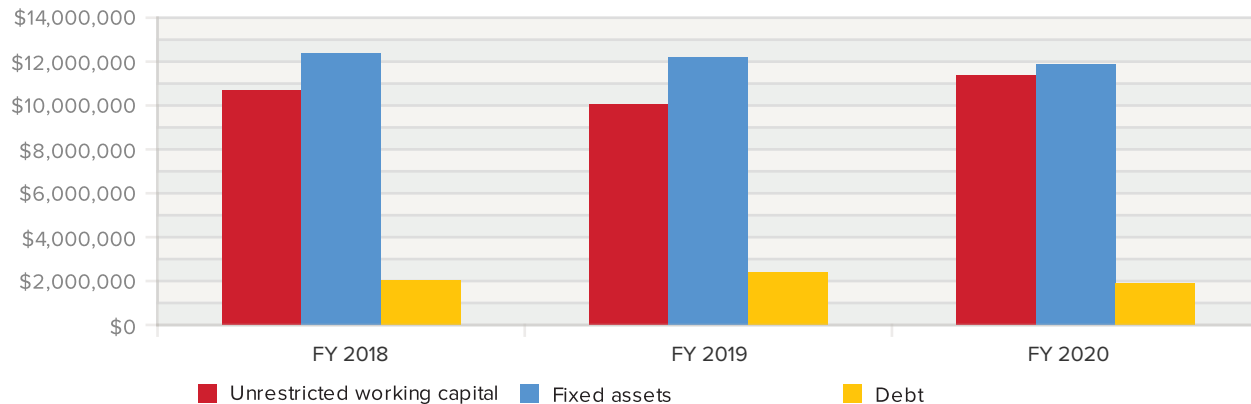
Leverage ratio (Total Debt divided by Total Unrestricted Assets) measures what proportion of your unrestricted assets are supported by debt. A number in excess of 50% may indicate liquidity problems, or reduced capacity for future borrowing.

Fixed assets net is the value of all land, buildings, equipment, leasehold improvements and other property and equipment owned by the organization. It is calculated net of accumulated depreciation to reflect the reduction in the value of an asset as it ages and is used.

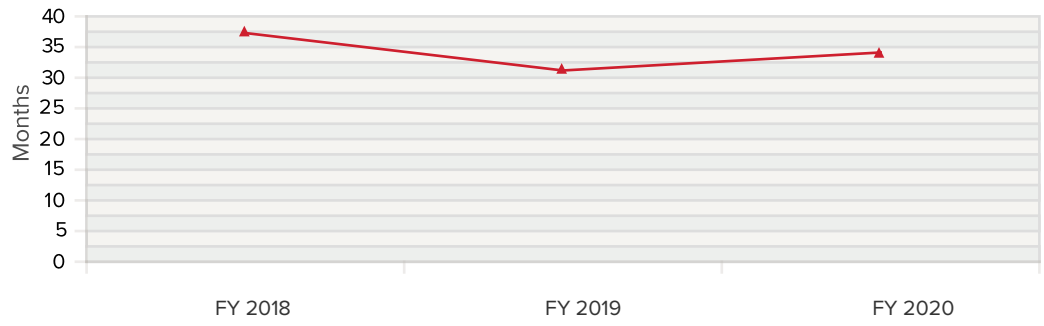
Total debt consists of all short and long-term contractual obligations of the organization, including lines of credit, loans, notes, bonds, and capital leases.

Debt service impact (Total Debt Service, including principal and interest, divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden. The higher the percentage, the more the organization has to dedicate its resources to debt repayment rather than programming and other operating expenses.

Components of Net Assets



**Months of
Unrestricted
Working Capital**



Attendance

	FY 2018	FY 2019	% Change	FY 2020	% Change
Total attendance					
Paid	61,215	60,975	-0%	33,159	-46%
Free	3,785	4,025	6%	16,581	312%
Total	65,000	65,000	0%	49,740	-23%
In-person attendance					
Paid	61,215	60,975	-0%	32,789	-46%
Free	3,785	4,025	6%	1,395	-65%
Total	65,000	65,000	0%	34,184	-47%
Digital attendance					
Paid			n/a	370	n/a
Free			n/a	15,186	n/a
Total			n/a	15,556	n/a
In-person attendees 18 and under	33,000	35,000	6%	524	-99%
Programs in schools	FY 2018	FY 2019	% Change	FY 2020	% Change
Children served in schools			n/a	0	n/a
Hours of instruction			n/a	0	n/a

Workforce

Number of People	FY 2018	FY 2019	% Change	FY 2020	% Change
Employees: Full-time permanent	26	27	4%	31	15%
Employees: Part-time permanent	7	11	57%	6	-45%
Volunteers	221	221	0%	34	-85%
Independent contractors	20	21	5%	18	-14%
Interns and apprentices	6	2	-67%	0	-100%
Total positions	280	282	1%	89	-68%

Visual & Performing Artists

	FY 2018	FY 2019	% Change	FY 2020	% Change
Number of visual & performing artists			n/a		n/a
Payments to artists & performers			n/a	\$0	n/a

Covid-19 Impact

	FY 2018	FY 2019	FY 2020
Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization:			
Number of employees laid off			0
Number of employees furloughed			0
Of those furloughed or laid off employees, how many (if any) have been brought back?			0

Mission and Constituency

Mission statement

It is the mission of the Holocaust Memorial Center Zekelman Family Campus to remember those who perished and survived the Holocaust and, in a world increasingly faced with sectarian strife and intolerance, to set forth the lessons of the Holocaust as a model for teaching ethical conduct and responsible decision-making. By highlighting those individuals who, in the midst of evil, stood for the best rather than the worst of human nature, the Holocaust Memorial Center seeks to contribute to maintaining an open, free society.

Mission demographics

This organization's mission is rooted in an explicitly identified ethnic, cultural or other demographic voice.

Racial/ethnic group Additional Group (please state);

Additional group (please state) Jewish

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability No

Additional characteristics

If the fields above are blank, this organization does not serve that demographic specifically.

Audience

The organization does not seek to primarily serve a specific audience.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

Additional group (please state)

Community type served Urban

If the fields above are blank, this organization does not serve that demographic specifically.

Program Activity

In-person activity	FY 2018		FY 2019		FY 2020	
	Distinct offerings	# of times offered	Distinct offerings	# of times offered	Distinct offerings	# of times offered
Productions (self-produced)	2	2		0	0	0
Productions (presented)					0	0
Classes/assemblies/other programs in schools					0	0
Classes/workshops (outside of schools)	35	67	31	70	0	0
Field trips/school visits					135	373
Guided tours	3	641	3	529	2	434
Lectures	46	438	40	395	17	100
Permanent exhibitions	8		8		8	
Temporary exhibitions	1		2		1	
Traveling exhibitions (hosted)	5		5		1	
Films screened	5	9	4	4	1	2
Festivals/conferences	0		0		0	0
Readings/workshops (developing works)					15	19
Community programs (not included above)					0	0
Additional programs not listed above	0	0	0	0	0	0

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity

Digital activity	FY 2018			FY 2019			FY 2020		
	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand
Productions (self-produced)							0	0	0
Productions (presented)							0	0	0
Classes/assemblies/other programs in schools							0	0	0
Classes/workshops (outside of schools)							0	0	0
Field trips/school visits							0	0	0
Guided tours							0	0	0
Lectures							12	12	13
Permanent exhibitions									0
Temporary exhibitions									0
Traveling exhibitions (hosted)									0
Films screened							1	0	0
Broadcast productions							2	2	2
Festivals/conferences							0	0	0
Readings/workshops (developing works)							14	28	0
Community programs (not included above)							0	0	0
Additional programs not listed above							1	1	0

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Digital activity financials	FY 2018		FY 2019		FY 2020	
	Total	Associated with digital program delivery	Total	Associated with digital program delivery	Total	Associated with digital program delivery
Earned revenue	\$582,379		\$636,599		\$349,638	
Contributed revenue	\$3,085,878		\$2,580,138		\$4,087,458	
Operating expense	\$3,445,882		\$3,870,265		\$3,999,049	

Program Activity

	FY 2018	FY 2019	% Change	FY 2020	% Change
Fiscally sponsored projects			n/a	0	n/a
Amount distributed to fiscally sponsored projects			n/a		n/a
Residencies			n/a	0	n/a
Scholarships awarded			n/a	0	n/a
Amount awarded in scholarships			n/a		n/a
Other grants awarded			n/a	0	n/a
Amount awarded in grants			n/a		n/a
Public art installations			n/a	0	n/a
Works commissioned	1	0	-100%	0	n/a
Films produced			n/a	2	n/a
World premieres	4	2	-50%	2	0%
National premieres			n/a	0	n/a
Local/regional premieres	5	1	-80%	0	-100%
Published works (physical)			n/a	0	n/a
Published works (digital)			n/a	0	n/a
Private lessons (in-person)			n/a	0	n/a
Private lessons (digital)			n/a	0	n/a
Competitions			n/a	1	n/a
Open rehearsals			n/a	0	n/a

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity Narrative

FY 2018	n/a
FY 2019	n/a
FY 2020	n/a