

A photograph of a person's feet in high-heeled shoes walking on a wooden floor next to a red curtain. The person is wearing dark trousers and light-colored high-heeled shoes. The scene is lit with warm, orange-toned light, creating a dramatic atmosphere. The red curtain is on the left, and the wooden floor is in the foreground.

Activity Report 2025

anne frank house



Mireille Pondman and
Ronald Leopold.
Photo Annelien Nijland

FOREWORD

Wars, rising hatred against Jews, against Muslims, against people who are perceived as “different”, democratic values under pressure, and elected representatives embracing autocratic ideas—these issues continue to dominate the daily news and public debate. Especially in times like these, Anne Frank’s story remains profoundly relevant. In her diary, Anne makes it possible to understand the human consequences of discrimination, exclusion, and persecution. At the same time, she shows that hope, humanity, and ideals can endure even under the most difficult circumstances.

In 2025, our museum and educational mission remained at the heart of everything we do. We focussed on building bridges between people from different backgrounds and beliefs. We welcomed visitors from around the world to the Anne Frank House and developed programs and educational resources that help young people understand the consequences of antisemitism, racism, and discrimination, as well as the importance

of freedom, equal rights, and democracy. Our capacity and social impact continued to grow through the expansion of our educational projects, training programmes, and learning materials.

On January 27, 2025, we opened a major museum exhibition in New York—*Anne Frank The Exhibition*—featuring more than 100 original collection items and a full-scale, fully furnished reconstruction of the Annex, the former hiding place of the Frank family, the Van Pels family, and Fritz Pfeffer. Over the course of twelve months, the exhibition attracts 321,874 visitors, who rate it an outstanding 9.6 out of 10. The exhibition is now on display in Chicago.

Our activities are only possible thanks to the dedication of our staff, volunteers, partners, and donors. Their support enables us to continue our educational mission and engage new generations with Anne Frank’s life story and diary.

We commemorate Jacqueline Sanders-Van Maarsen, Anne Frank’s classmate and close friend, who passed away in Amsterdam on February 13, 2025, at the age of 96. Until late in life, she continued to share her memories of her friendship with Anne. In April 2024, we were honored to receive a remarkable donation from Jacqueline: her friendship album containing a handwritten verse by Anne Frank dated March 23, 1942. Jacqueline had carefully preserved the album and Anne’s inscription throughout the years as a testament to their deep friendship.

We also commemorate Eva Schloss-Geiringer, Holocaust survivor and Otto Frank’s stepdaughter, who passed away in London on January 3, 2026, at the age of 96. For more than forty years, Eva remained silent about her traumatic experiences in Auschwitz. Reflecting on this, she said: “I first spoke publicly about it in 1988, when the Anne

Frank exhibition came to London. I had kept my distance from politics, but I realized that the world had learned nothing from the events of 1939–1945: wars continued, and persecution, racism, and intolerance still existed. That was when I began sharing my experiences and calling for change in the world.”

Let us continue to work together for a better world.

RONALD LEOPOLD, EXECUTIVE DIRECTOR ANNE FRANK HOUSE
MIREILLE PONDMAN, MANAGING DIRECTOR ANNE FRANK HOUSE
 AMSTERDAM, JUNE 2026



Organisation

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

The Anne Frank House mission statement

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, with the aim of raising awareness of the dangers of antisemitism, racism and discrimination and the importance of freedom, equal rights and democracy.

Board and organisation

The Anne Frank House adheres to the Cultural Governance Code, which provides guidelines for the proper, responsible and transparent governance of and by cultural institutions, as well as guidelines for the supervision of their governance. The code applies to all Dutch subsidised cultural institutions. Please see the appendix for a more detailed explanation of the ways in which the Anne Frank House complies with the eight principles of the Cultural Governance Code.

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 Board. The Supervisory Board supervises the Executive Board's course of action and provides advice.

Executive Board

The Executive Board is responsible for managing the Anne Frank House. Ronald Leopold has been its executive director since 2011, and Mireille Pondman has been managing director since November 2022.

Supervisory Board

The Supervisory Board supervises all aspects of the organisation. This report provides insight into how the Board fulfilled its role in 2025, including the matters discussed during its meetings.



“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

REPORT OF THE SUPERVISORY BOARD 2025

Composition

The composition of the Supervisory Board in 2025 is as follows:

Mr. Paul Doop

Ms. Kathleen Ferrier

Mr. Itay Garmy

Ms. Martine Gosselink

Mr. Wouter Koolmees, chair

Ms. Marianne van Praag

Ms. Mirjam van Praag, vice chair.

Meetings

The Supervisory Board met four times in 2025: on 5 March, 4 June, 10 September, and 3 December.

Key agenda items included:

- Amendments to the statutes of both supporting foundations
- *Anne Frank The Exhibition* in New York
- Approval of the 2026 annual plan and budget
- Approval of the 2024 annual accounts
- Mid-term review of the Strategic Plan 2024–2027
- Introduction of a new ticketing system within the Visitor & Impact Programme
- Education in relation to social media, including TikTok
- Presentation of research on the COVID generation.

The Audit Committee met twice in 2025, on 14 May and 26 November.

No consultation meeting pursuant to Article 24 of the Dutch Employee Councils Act was held with the Employee Council in 2025. Following the appointment of an entirely new Employee Council, it was decided to postpone this meeting until 2026.

In June 2025, a delegation of the Supervisory Board conducted performance reviews with the executive director and the managing director.

Remuneration policy

Members of the Supervisory Board receive no remuneration or attendance fees for their services. They are entitled to reimbursement of reasonable expenses incurred in the performance of their duties.

In closing

On 4 June 2025, the Supervisory Board approved the 2024 annual accounts and formally discharged the Executive Board from liability for its management during that financial year, expressing its appreciation for the Board's efforts.

Remuneration policy

The Anne Frank House has its own terms and conditions of employment, and for the most part observes the Collective Labour Agreement (CAO) for museums. The directors are remunerated within the framework of the Cultural Governance Code. The Supervisory Board is unpaid.

General Data Protection Regulation (GDPR)

The Anne Frank House values proper compliance with the GDPR. In our collaborations with other parties, for instance, we invariably use a processing agreement drawn up in accordance with GDPR guidelines. Our compliance is periodically assessed by an external party. Within the Anne Frank House, employees are periodically involved in compliance with policies and procedures regarding the processing of personal data and the GDPR.

Inclusion and diversity

The Anne Frank House adheres to the Cultural Diversity Code. On the basis of the objects clause in the Anne Frank House's articles of association and the House's history, diversity and inclusion are key values. Our recruitment policy was set up to ensure a diverse workforce.

Employee Council

The Employee Council represents the interests of the organisation and the employees of the Anne Frank House, and participates in discussions about proposed organisational developments. The Employee Council is made up of six employees. The Employee Council Report provides insight into how it fulfilled its role in 2025.

Partners

In more than thirty countries, we collaborate with local partners such as embassies, non-governmental organisations, schools, and museums. Nearly 5,000 volunteers are involved in these efforts worldwide. In Argentina, Germany, the United Kingdom, Austria, and the United States, we work with long-standing partner organisations. These partners organise travelling Anne Frank exhibitions and related educational activities in their respective countries.

EMPLOYEE COUNCIL REPORT 2025

Composition

The composition of the Employee Council in 2025 is as follows:

Tamar Goodall (Museum Café)

Youssou Haagsman (Visitor Services)

Kjell Rotteveel (Educational Projects),
chair

Thomas Schotten (Museum, via Hôtes
Culture)

Esther Seifert (Educational Projects)

Jelle van Vlierberghe-van Kuik (Museum,
via Hôtes Culture), secretary.

Vision

The Employee Council believes it is important that every employee feels heard, valued, and safe. Social safety is therefore a key priority. In our view, a working environment based on openness and trust forms the foundation for effective performance and collaboration.

The Council also aims to strengthen employee engagement across all levels of the organisation. We actively seek feedback and involve employees in matters that affect them, adopting an accessible and approachable attitude. Transparency and open communication are central, both in our communication with employees and in consultations with management.

ACTIVITIES IN 2025

This Employee Council took office midway through 2025. The initial period focused on familiarization, establishing working procedures, and taking over ongoing matters. In this report, we reflect on the main topics and activities of the year.

Advice on the restructuring of the Museum Department

The Employee Council issued advice on proposed changes to the staffing structure of the Museum Department. The restructuring introduced two new job profiles within the department. The Council requested a clear division of responsibilities between the different roles and expressed concerns regarding potential hierarchical challenges between the new positions and the existing or future Hôtes Culture roles.

Consent to changes in the remuneration policy

The Employee Council considered the proposed changes to the remuneration policy to be an improvement and therefore granted its consent. At the same time, the Council requested that the proposed

gratuity scheme be removed from the package of amendments.

Monitoring social safety

In line with its vision, the Employee Council made social safety a recurring agenda item during consultations with management. Feedback and concerns raised by employees regarding social safety were discussed with both management and HR. The Council was pleased to see that management generally addressed these concerns promptly and constructively.

Building Bridges

The strategic plan 2024–2027 *Building Bridges* sets the direction and framework to secure and strengthen the continuity of the Anne Frank House as a mission-driven organisation. We aim to achieve this by optimising and innovating our activities—working towards greater effectiveness and impact in response to today’s global challenges. The following pillars and strategic focus areas are central to this plan.

Pillars

- Our activities are based on the story of Anne Frank.
- We place the dangers of antisemitism, racism and discrimination in the perspective of freedom, equal rights, democracy and the rule of law. Not only are these important values in themselves for us, they are also prerequisites for combating antisemitism, racism and discrimination.
- The memory of Anne Frank has global reach. With a view to reach, impact and effectiveness, we weigh up which activities we want to implement in which countries.

Strategic plan 2024–2027 *Building Bridges*

Five focal points to increase our impact and reach

Focuspoint 1

The life and work of Anne Frank and the history of her time

Focuspoint 2

Increasing reach and impact among young people (engagement)

Focuspoint 3

Proper functioning of the democratic rule of law in a polarised environment

Focuspoint 4

Education, antisemitism and discrimination

Focuspoint 5

Diversification of income sources

Five programmes to realise ambitions in the focus areas

Programme 1

Anne Frank in our time

Programme 2

Young people take the lead

Programme 3

Visits and impact

Programme 4

Education now!

Programme 5

Fundraising

Strategic focal points

Five strategic priorities guide our choices within the framework of our mission, helping us increase our impact and reach while improving effectiveness. The fifth priority concerns the Anne Frank House's revenue model and is essential to securing our mission-driven activities:

- 1 The life and work of Anne Frank and the history of her time.
- 2 Strengthening reach, impact and engagement among young people as the main target group.
- 3 Proper functioning of the democratic rule of law in a polarised environment as a key educational point.
- 4 A continued focus on Holocaust education, combating antisemitism and discrimination.
- 5 Diversification of income sources to reduce dependence on museum income.

The rise in antisemitism, increasing polarization, and the ongoing war in the Middle East continue to present major challenges for our organisation. These developments require even greater commitment, resilience, adaptability, and effectiveness. Following the introduction of programme-based working in 2024, we continued

this approach in 2025 by implementing significant innovations across our activities. These innovations are necessary to respond to current developments and to increase the impact of our efforts. At the same time, we continue to invest in both safeguarding and renewing our core activities—activities that contribute every day to fulfilling our mission.



*“Since 2024, we have been working on the implementation of our strategic plan **Building Bridges**. The title was chosen very deliberately.*

Even then, we saw a world in which people were increasingly standing against one another rather than alongside one another. Building bridges is the common thread running through all our activities and symbolizes where we want to place our emphasis during this period: connecting. Connecting minds and hearts, connecting people with one another, and connecting the past with the present. We have translated this idea of connection into a range of ambitions and programmes. Now that we are two years into the plan, it is interesting to see how far we have progressed. In this annual report, our five programme managers reflect on that journey.”

MIREILLE PONDMAN, MANAGING DIRECTOR



Rhyme written by Margot
in Freddy Coster's friend-
ship book. Freddy was a
classmate at Jekenschool,
23 January 1938



Finances

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

For the funding of major museum renovations and educational projects the organisation depends on charitable funds, donations, and grant-giving bodies such as the European Union and the Dutch government.



The German-language fairy tale book *Aus Grimms Märchen*. Photo collection Anne Frank House, Amsterdam

Examples of project support

- The Ministry of Health, Welfare and Sport has supported the development and implementation of educational projects in the Netherlands for teachers and trainee teachers, young people and police officers, and of educational activities in professional and amateur football. The Ministry also made it possible for an employee of the Anne Frank House to become a delegate of the International Holocaust Remembrance Alliance (IHRA).
- The Ministry of Social Affairs and Employment supported the development and implementation of educational projects in amateur and professional football in the Netherlands.
- The European Solidarity Corps (an EU program implemented in the Netherlands by the Netherlands Youth Institute) helped the Anne Frank House recruit three volunteers within the Educational Projects department.
- The Ministry of Veterans Affairs in Canada sponsored our educational activities in Canada.
- Dutch embassies supported our educational activities in numerous countries.
- Various funders enabled young people from

Europe and Latin America to participate in a gathering of the International Anne Frank Youth Network in the United States, fostering exchange, learning, and inspiration.

- The Friends Lottery supported the acquisition of the German-language fairy tale book *Aus Grimms Märchen*, which Anne and Margot Frank owned as children.
- Philanthropic foundations and individual donors contributed to the development and installation of the museum exhibition *Anne Frank The Exhibition* in New York. They also enabled students from New York and the surrounding area to visit the exhibition free of charge. In addition, 30,000 copies of Anne Frank's diary were distributed to students in New York.



Statue of Anne Frank in the Anne Frank House.
Photo Rosa Krastel



“We developed a fundraising strategy with a strong digital component, placing storytelling at its core. The strategy is built around compelling fundraising propositions combined with effective and sustainable relationship management. In 2024 and 2025, we worked together with a team of external advisors to further develop and implement this strategy. A key focus was the establishment of a robust fundraising infrastructure. In November 2025, our CRM system went live, enabling us to gradually launch our online fundraising activities. In addition, a major donor strategy was developed in 2025. The organisation now has a dedicated team of three fundraising professionals.”

MAATJE MOSTART, PROGRAMME MANAGER FUNDRAISING AND HEAD OF COMMUNICATIONS & FUNDRAISING, ON THE PROGRESS MADE UNDER THE STRATEGIC PLAN *BUILDING BRIDGES*



Friends Lottery

Since 2006, the Anne Frank House has been a beneficiary of the Friends Lottery (formerly the BankGiro Loterij). The Friends Lottery supports organisations committed to the well-being of people and to culture. From the proceeds of 2025, an impressive total of €160 million was distributed among 64 cultural partners and over 4,400 other charities, clubs, and associations.

The Friends Lottery donated an amount of €434,194 to the Anne Frank House. In addition to the fixed contribution of €350,000, the Anne Frank House received an extra contribution of €84.194 from the 2025 proceeds, thanks to participants who chose to play in support of the Anne Frank House.



“The Friends Lottery surprised us with a wonderful contribution. We warmly thank the Friends Lottery and all its participants for this support. With this contribution, we will make the Anne Frank House more accessible and meaningful for the more than one million visitors who visit the museum from all over the world each year. In doing so, we will pay extra attention to visitors with disabilities.”

RONALD LEOPOLD, EXECUTIVE DIRECTOR

Ronald Leopold receives the cheque from the Friends Lottery together with staff of the Anne Frank House and the Friends Lottery.
Photo Friends Lottery

Annual account 2025

*in 1933 naar Holland.
Nederlandse Opekta Mij. voor jamberiding.*

20 juni 1942

*I lived in Frankfurt until I was four. Because we're
Jewish, my father emigrated to Holland in 1933,
when he became the Managing Director of the
Dutch Opekta Company.*

21 juni 1942

ANNUAL ACCOUNT 2025

BALANCE SHEET AS AT 31 DECEMBER 2025

(After appropriation of result)

	31.12.2025	31.12.2024
	€	€
Non-current assets		
Intangible fixed assets	-	2,508
	-	2,508
Tangible fixed assets		
Renovations	26,420	35,862
Inventory	220,854	211,941
Machinery and installations	12,761	17,014
Hardware	43,927	92,208
Prepayments on fixed assets	327,771	21,797
	631,733	378,822
Current assets		
Inventory	842,117	862,846
Short-term receivables and accrued assets		
Accounts receivables	500,153	237,911
Subsidies receivable	9,539	296,835
VAT	501,791	692,150
Loan granted	6,076,389	6,000,000
Other receivables and accrued assets	1,240,759	729,391
	8,328,631	7,956,287
Cash and cash equivalents / Liquid assets		
Cash in hand / Cash	12	12
Bank	7,735,016	11,921,324
	7,735,028	11,921,336
ASSETS	17,537,509	21,121,800

	31.12.2025	31.12.2024
	€	€
Equity		
Other reserves	1,000,000	1,000,000
Earmarked	10,223,627	8,055,632
	11,223,627	9,055,632
Provisions		
Long-Service Awards	83,840	58,307
Long-Term Sick Leave	164,195	352,000
	248,035	410,307
Liabilities		
Short-term liabilities and accrued liabilities		
Accounts payable	2,610,517	2,180,716
Taxes payable	-	-
Payroll taxes and social security contributions	357,656	301,462
Pension premiums payable	186,568	223,910
Grants received in advance	960,907	762,166
Accrued liabilities and other debts	1,950,199	8,187,607
	6,065,847	11,655,861
LIABILITIES	17,537,509	21,121,800

STATEMENT OF INCOME AND EXPENSES 2025

	ACTUAL FIGURES 2025 €	BUDGET 2025 €	ACTUAL FIGURES 2024 €
Profit and Loss Statement Revenue			
Entrance fees	18,455,288	18,200,000	18,294,976
Other public income	2,714,581	3,050,000	2,847,915
Project and subsidy income	6,015,753	1,586,862	3,933,678
Other income	458,587	919,598	667,042
Total	27,644,209	23,756,460	25,743,611
Expenses			
Cost of goods sold	1,265,843	1,455,000	1,361,514
Personnel costs	12,496,699	12,806,000	11,786,058
Depreciation of fixed assets	149,333	171,525	135,641
Project costs	5,422,027	3,852,436	4,755,136
Other expenses	6,274,856	5,650,823	5,318,273
Total	25,608,758	23,935,784	23,356,622
Operating result	2,035,451	-179,324	2,386,989
Financial income	132,544	140,000	234,658
Result from ordinary operations before taxes	2,167,995	-39,324	2,621,647
Taxes	-	-	-
Net result after taxes (before appropriation of result)	2,167,995	-39,324	2,621,647
Allocation to or withdrawal from earmarked reserves	2,167,995	280,000	2,621,647
Result after withdrawal from designated reserves	-	240,676	-





Museum

At the Anne Frank House we present Anne Frank's life story in the context of the persecution of Jews and World War II. The museum is open daily from 9 AM to 10 PM.

Number of visitors

The Anne Frank House received 1,207,501 visitors from 153 different countries in 2025. It is wonderful that so many people from all over the world are touched by Anne Frank's life story.

Educational and introductory programmes

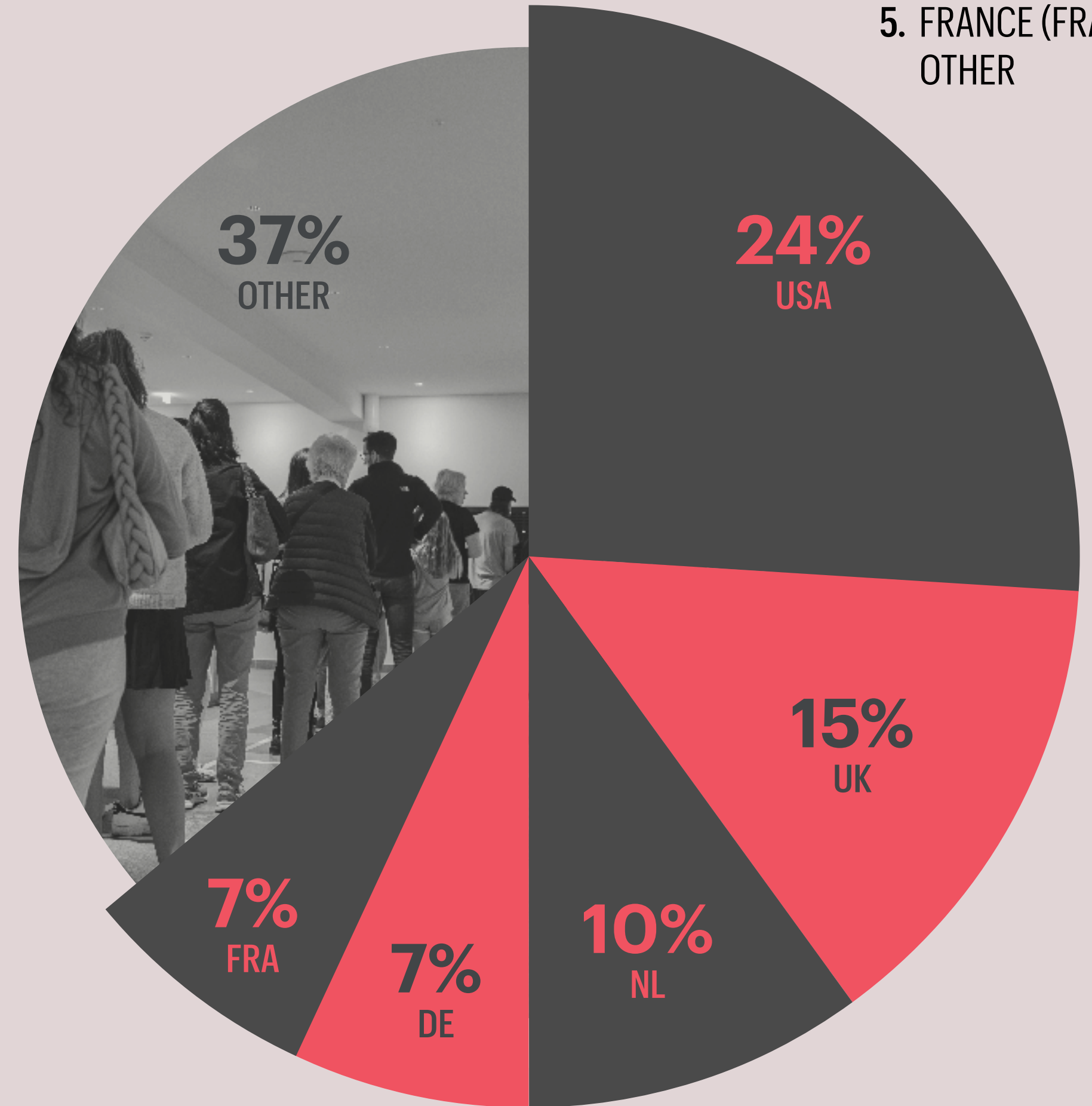
In 2025, 1,795 school groups from primary and secondary schools, secondary vocational education students and trainee primary school teachers followed an educational program in the Anne Frank House. Using a timeline, we discuss Anne Frank's life against the background of the Second World War and the persecution of the Jews. Students then actively engage with personal stories of the people in and around the Annex. An educational programme lasts for one hour and is given in Dutch, German or English. Afterwards the students visit the museum.

For museum visitors there are introductory programmes lasting half an hour, in Dutch or English, prior to their museum visit. In 2025 we provided 8,869 introductory programmes. The programmes add depth to the museum visit and are greatly appreciated.



ORIGIN VISITORS ANNE FRANK HOUSE

- 1. USA
- 2. UK
- 3. NETHERLANDS (NL)
- 4. GERMANY (DE)
- 5. FRANCE (FRA)
- OTHER





Amsterdam residents voting at the Anne Frank House.
Photo Ton Mascini

On 23 January and 4 December 2025, we welcomed visitors with visual impairments to the Anne Frank House with a specially designed introductory programme. Prior to the museum visit, one of our museum educators described the rooms in the front and Back house and gave an account of the events that took place there during the Second World War and the persecution of the

Jews. Visitors had the opportunity to ask questions and were then able to explore the museum independently and at their own pace.

Polling Station

On 29 October 2025, the national elections took place. On that day, the Anne Frank House was, for the third consecutive time, one of the polling

“A thought-provoking and respectful memorial to the life of this girl, her family and friends. We opted for the 30 minute introduction which gave a background and timeline to their life in the context of WW2 and the rise of the Nazi party, and their time in hiding. The tour around the house with an audio guide tells their story with dignity and sensitivity. Booking ahead is essential.”

VISITOR, OCTOBER 2025

stations. Residents of Amsterdam could cast their vote in the polling booth in the entrance hall between 9 AM and 8 PM, after which they could visit the museum free of charge. The Anne Frank House is a place that serves as a reminder of what can happen when democracy and the rule of law disappear.



The Westerbork Memorial Center, the National Monument Kamp Amersfoort, the National Monument Kamp Vught, and the National Monument Oranjestad also served as polling stations. Under the slogan *Strengthen Democracy with Your Vote*, these remembrance centers and World War II museums draw attention to the importance of freedom, democracy, and the

rule of law. Each of the five locations, in its own way, commemorates the loss of freedom and the oppression during the Second World War. It is precisely in these places, where freedom and human rights were once severely restricted or even entirely abolished, that the importance of democratic values becomes tangible. By opening their doors as polling stations, the remembrance

centers and WWII museums jointly emphasize how precious and fragile freedom is—and that voting is a vital pillar of our democracy.

Temporary Exhibition

On 3 June 1945, Otto Frank returned to Amsterdam after ten months. He had survived the Auschwitz concentration and extermination camp and had spent four months travelling home, together with others who had also endured the horrific camp experiences and the long journey back.

This journey is explored in the temporary exhibition *From Auschwitz to Amsterdam. Otto Frank's long journey home*. The exhibition at the Anne Frank House opened on 3 June 2025, eighty years after Otto Frank's arrival in Amsterdam.

During his return journey, Otto learned that his wife Edith had died in Auschwitz. He received no information about the fate of his daughters Margot and Anne. His fellow Jewish travellers were also searching for news about their loved ones.

Otto Frank made brief notes during his journey; others kept diaries or later recorded their



Museum Night at the Anne Frank House. Photo Irith Halm

experiences in memoirs published after the war. The exhibition presents various diaries from this period, as well as photographs and video footage. An interactive map of Europe traces the route of the journey.

Particularly notable are photographs by Arnhem-based photographer P.J. de Booys, who documented survivors waiting for the next stage of their journey home. Otto Frank could have been among them.

Museum Night Amsterdam

On Saturday 1 November, Museumnight took place once again. From 7:00 AM to 2:00 AM, visitors of all ages were able to visit more than 75 cultural venues across Amsterdam with a pre-purchased pass. The Anne Frank House also took part. In total, our front-of-house staff welcomed 1,342 visitors, including many young people.

For this occasion, DJ Melandru provided a fitting musical welcome. In one of the educational group rooms, a collections manager gave an introduction to our collection and to restoration work in a museum that is open to the public on a daily basis. In the Secret Annex, staff members spoke about

the history of the hiding place. They also read passages from Anne Frank's diary and answered visitors' questions. In the diary room, three 13-year-old heritage ambassadors told the moving story of two Amsterdam Holocaust survivors. At the end of the museum route, visitors were invited to creatively reflect on their visit.

In the museum café, visitors could engage in conversations about contemporary prejudice and discrimination.

Opening of *Anne Frank The Exhibition*

On 27 January 2025, International Holocaust Remembrance Day and the 80th anniversary of the liberation of Auschwitz, we opened the major new museum exhibition *Anne Frank The Exhibition* at the Center for Jewish History in New York City. The exhibition highlights Anne Frank's life in the context of the Second World War and the persecution of the Jews. It also presents Anne Frank's work and its global significance, which her father strongly advocated. *Anne Frank The Exhibition* features a unique full-scale reconstruction of the Annex, furnished in the style

of the hiding period. The exhibition also includes more than 100 original collection items from the collection of the Anne Frank House.

The exhibition was made possible in part thanks to the support of several philanthropic foundations and individual donors. It is free of charge for school groups in the New York region.

Anne Frank The Exhibition at the Center for Jewish History in New York City has made a profound impression on visitors, as shown by impact research conducted among them. The overall rating of the exhibition is 9.6. More than 90% of visitors consider it important that this exhibition is shown in the United States.



Her Majesty Queen Máxima visits *Anne Frank The Exhibition* in NYC, here with Ronald Leopold, executive director of the Anne Frank House. Photo John Halpern

“We are very pleased to collaborate with the Anne Frank House on this exhibition. Anne Frank’s story is more urgent than ever. In a time of rising antisemitism, her diary is both a warning and a call to action. The exhibition challenges us to confront the dangers head-on and to honour the memory of the victims of the Holocaust.”

DR. GAVRIEL ROSENFELD, DIRECTOR CENTER FOR JEWISH HISTORY



After the Arrest
After the people hiding in the Annex were arrested, they were taken to Westerbork, a Nazi transit camp for Jews in the northeast of the Netherlands. A few weeks later, their names were called for deportation to Auschwitz-Birkenau, a concentration and extermination camp in Nazi-occupied Poland.

In the Annex, the group had often discussed the fate of arrested and deported Jews, believing that they would be murdered. However, they had no idea of the full extent of the Nazis' actions.

Part of Anne Frank The Exhibition.
Photo Erica Terpstra



“A great deal has happened in recent years. We worked on the series Anne Frank was here, in which, together with Leyb Elias (grandchild of Buddy Elias, Anne Frank’s cousin), we visited key places in Anne Frank’s life and explored her contemporary relevance. The series is shaping up beautifully and is scheduled to premiere on YouTube in spring 2026. I also think of the Anne Frank exhibition in New York, a milestone for the organisation. Interwoven Lives, the publication that brings together more than ten years of research on the Frank family, the other people in hiding, and their helpers, was another highlight. I truly consider it a gem. The book goes beyond individual stories and events by extensively describing the origins and socio-economic and political backgrounds of the main characters and showing how they were connected in time and place. A must-read for everyone, but especially for all colleagues.”

TOM BRINK, PROGRAMME MANAGER ANNE FRANK IN OUR TIME AND HEAD OF COLLECTIONS & PRESENTATIONS, ON PROGRESS WITHIN THE STRATEGIC PLAN BUILDING BRIDGES



Prinsengracht 263, Amsterdam (left).
© Carel Blazer/MAI/Amsterdam

Publication

New standard work: *Interwoven Lives*

For the first time, all fourteen main characters of the Annex are brought together in a compelling group portrait. In *Interwoven Lives*, historians Gertjan Broek and Elias van der Plicht combine their personal stories. Published by Querido in collaboration with the Anne Frank House, the book is based on fifteen years of research and offers new insights that shed a more complete and nuanced light on this world-famous history. The standard work was published in September 2025.

Where attention traditionally focuses primarily on Anne Frank, the authors instead centre all fourteen main characters of the Annex in *Interwoven Lives*. At Prinsengracht 263 in Amsterdam, Otto, Edith, Margot and Anne Frank, Hermann, Auguste and Peter van Pels, and Fritz Pfeffer hid from the Nazis for more than two years, assisted by Jo Kleiman, Victor Kugler, Miep and her husband Jan Gies, Bep, and her father Johan Voskuil. Risking their own lives, the helpers supported those in hiding while also keeping Otto Frank's businesses running at the same address.

“With this book, we show that the story of the Annex is broader and more complex than has been told so far. By giving all fourteen main characters a voice and sharing new insights, a more complete and richer picture of this history emerges.”

GERTJAN BROEK AND ELIAS VAN DER PLICHT,
AUTHORS OF *INTERWOVEN LIVES*



Book launch of *Interwoven lives*, with from left to right Elias van der Plicht, Gertjan Broek and Ernst Hirsch Ballin. Photo Rosa Krastel

Visit and Impact

Accessibility

In 2025, the accessibility project formally started. With the appointment of a project manager in the summer and the formation of a cross-departmental project team, the foundation was laid for an equal and meaningful visit to the Anne Frank House for everyone.

In the museum, the first accessibility improvements were implemented over the past year. For example, the introductory programme for blind and partially sighted visitors was further developed, and adjustments were made in the temporary exhibition, including the height and positioning of display cases and objects.

Attention was also paid to raising awareness within the organisation. In 2026, we will continue working on a shared vision and concrete next steps to further and sustainably improve accessibility at the Anne Frank House.

Visitor satisfaction and impact

Since February 2025, the Anne Frank House has

been measuring visitor satisfaction and the impact of visits to the Anne Frank House using the Museum Monitor. This longitudinal study enables a more detailed and continuously up-to-date understanding of our visitors' profiles and experiences.

In 2025, 10% of visitors came from the Netherlands. The majority of international visitors came from the United States (24%), the United Kingdom (15%), Germany (7%), and France (7%). More than 80% of visitors visited the museum for the first time, most often accompanied by other adults (77%). The overall visitor rating was 9.4. The introductory programme also received a score of 9.4. The Annex was mentioned as the most impactful part of the visit (77%), followed by the video of Otto Frank and the bookcase.

Of respondents, 94% indicated that their visit to the Anne Frank House made them think, an experience that nearly 80% shared with others. More than a quarter of visitors decided to read or reread Anne Frank's diary after their visit, and over 20% stated that they spoke out against antisemitism and discrimination following their visit.



“The Visit & Impact programme is divided into six projects: segmentation, visitor journeys, accessibility, impact, programming, and

shop. We built the programme from the ground up: designing it, structuring it, and making it measurable. I am extremely proud of the model we developed to segment our visitors into target groups. It is truly innovative—even beyond the Anne Frank House—and provides many tools for more tailored engagement. For example, you can imagine that a teacher visiting the Anne Frank House with a class has very different needs than someone visiting because their family history is connected to the Second World War.”

KOEN BRAKENHOFF, PROGRAMME MANAGER VISIT & IMPACT, ON PROGRESS WITHIN THE STRATEGIC PLAN *BUILDING BRIDGES*





Online

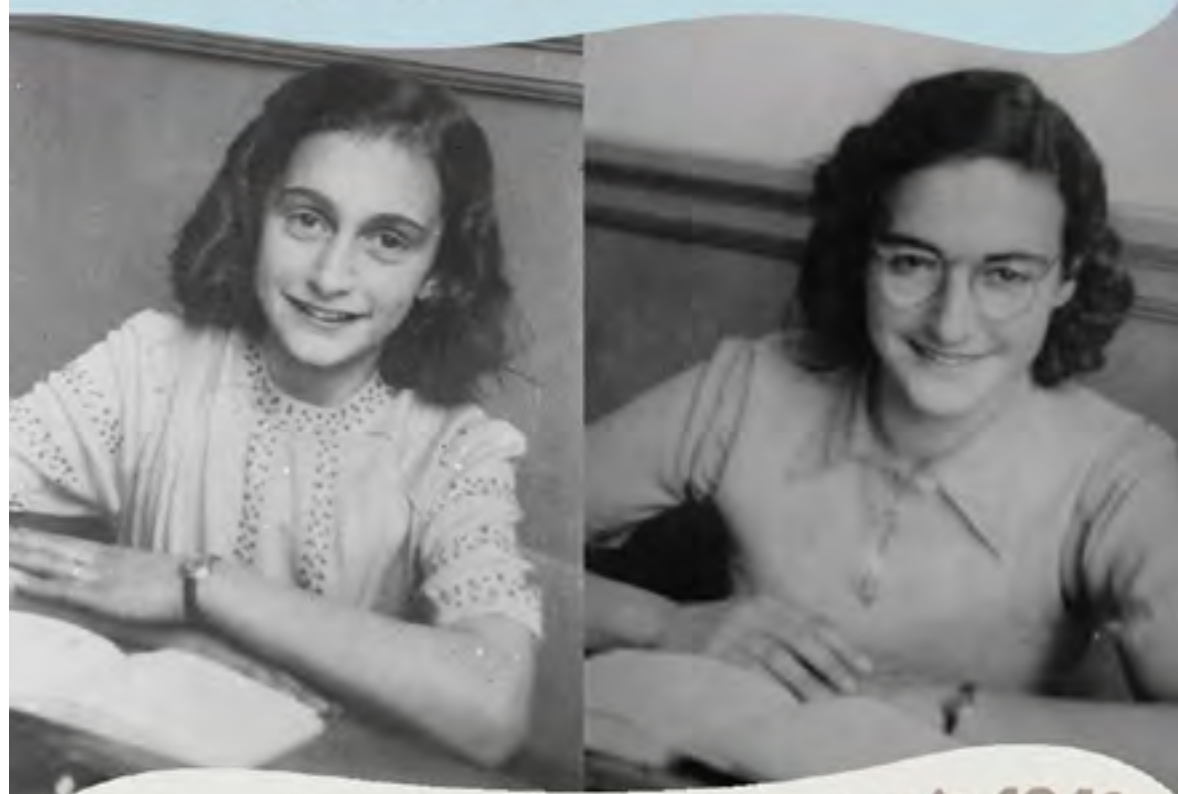
Through its social media platforms and the *annefrank.org* website the Anne Frank House reaches millions of people all around the world.

Social Media

The Anne Frank House aims to introduce as many people as possible—especially young people—to the life story of Anne Frank, while also raising awareness of the dangers of antisemitism, racism, and discrimination, and the importance of freedom, democracy, and equal rights. Social media are particularly well suited for this purpose. Instagram, YouTube, and TikTok are important channels for reaching young audiences. Through our social media channels, we have a huge reach and stay connected with a young target group. We develop posts that resonate with our followers, often using Anne Frank as the starting point.

Our online presence continues to grow strongly. On Instagram, we increased by 13% to 254,500 followers, while TikTok, the popular platform among young audiences, grew by 37% to 198,000 followers. YouTube now has 228,000 subscribers, and our videos were viewed 40 million times. On Facebook, our many followers remain loyal to our channel, and we continued to grow steadily to 960,000 followers.

Anti-Jewish measures: changing schools



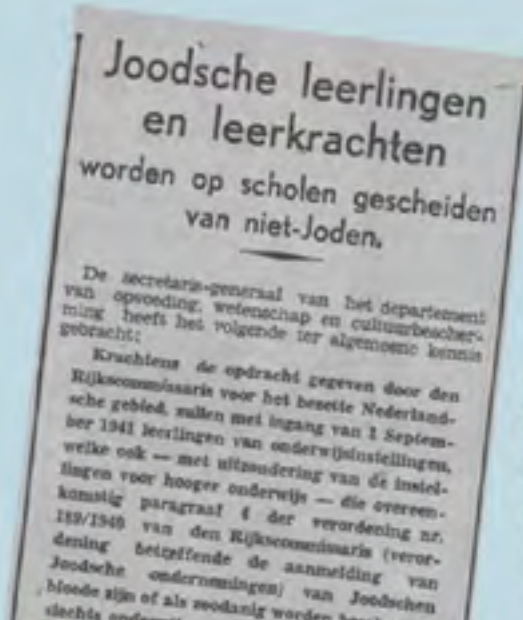
On this day in 1941

Anne Frank and her sister Margot had to start at a new school. They were no longer allowed to attend their old school simply because they were Jewish.

In 1941 it was announced that Jewish children were no longer allowed to attend non-Jewish schools.

They had to go to separate schools with only Jewish students and teachers.

This was yet another step in the exclusion of Jewish people from society.



Article about the new measure in a Dutch newspaper.



Anne and Margot in 1933

On 6 July 1942, their school career came to a forced end as they had to go into hiding.

Anne and Margot transferred to the Jewish Lyceum in Amsterdam, where they would spend their last months of school.

Fewer and fewer students showed up at school after the summer of 1942. They had been deported or had gone into hiding.



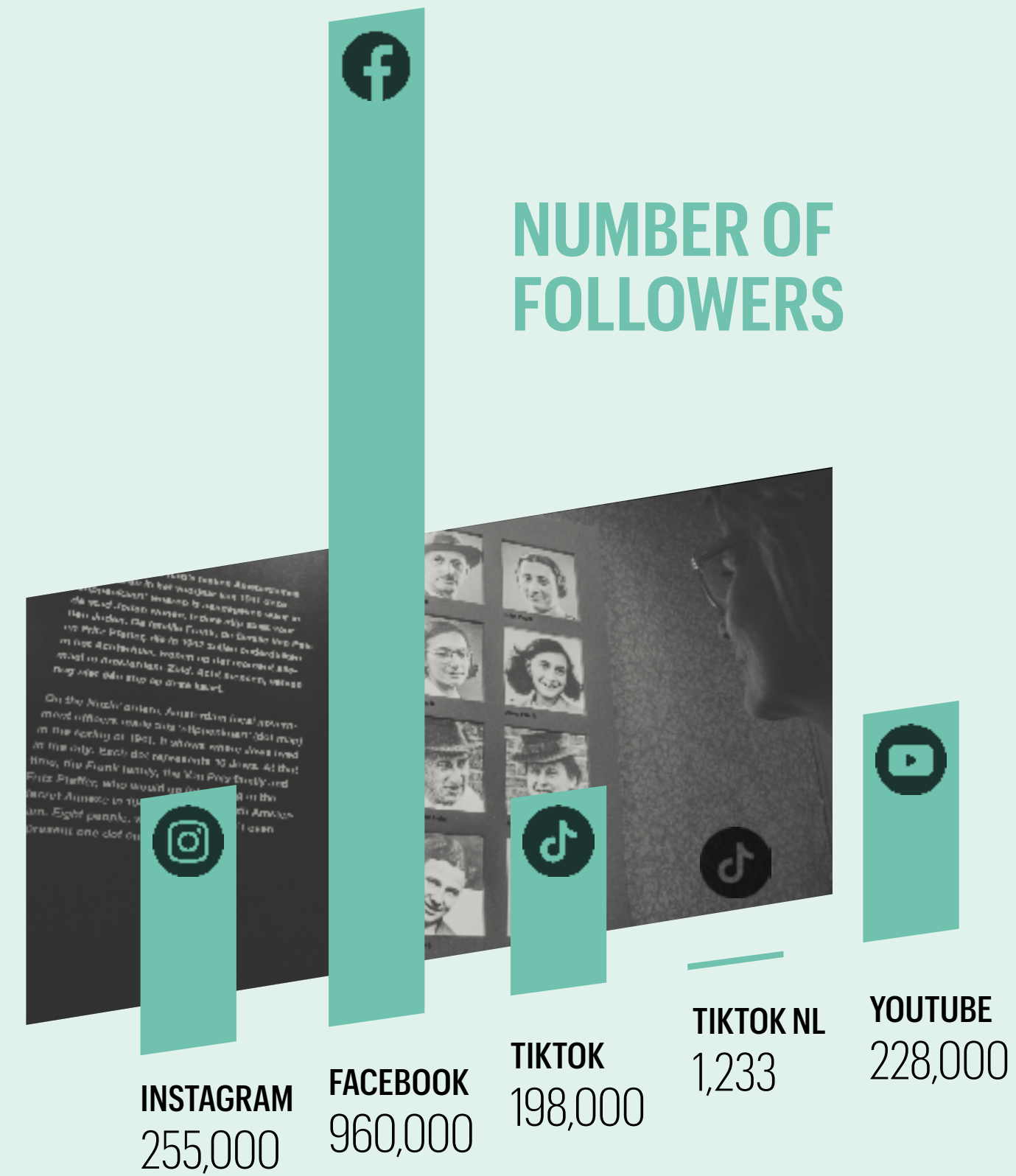
After the last raid in Amsterdam in September 1943, the Jewish Lyceum closed. There were no students or teachers left.

Social media post *On this day* on 15 October 2025 about 15 October 1941.

More important than the number of followers may be the reach of our social media posts—the total number of unique users who see our content on their screens. Thanks to the expansion of the social media team, reach increased significantly. On Instagram, our reach grew by 57% to over 12 million, while on TikTok it rose sharply by 95% to 18 million. On Facebook, reach decreased slightly to 17 million, and on YouTube we saw strong growth to over one million in reach and views, thanks to the introduction of Shorts (short vertical videos), which allows us to engage a new group of YouTube users.

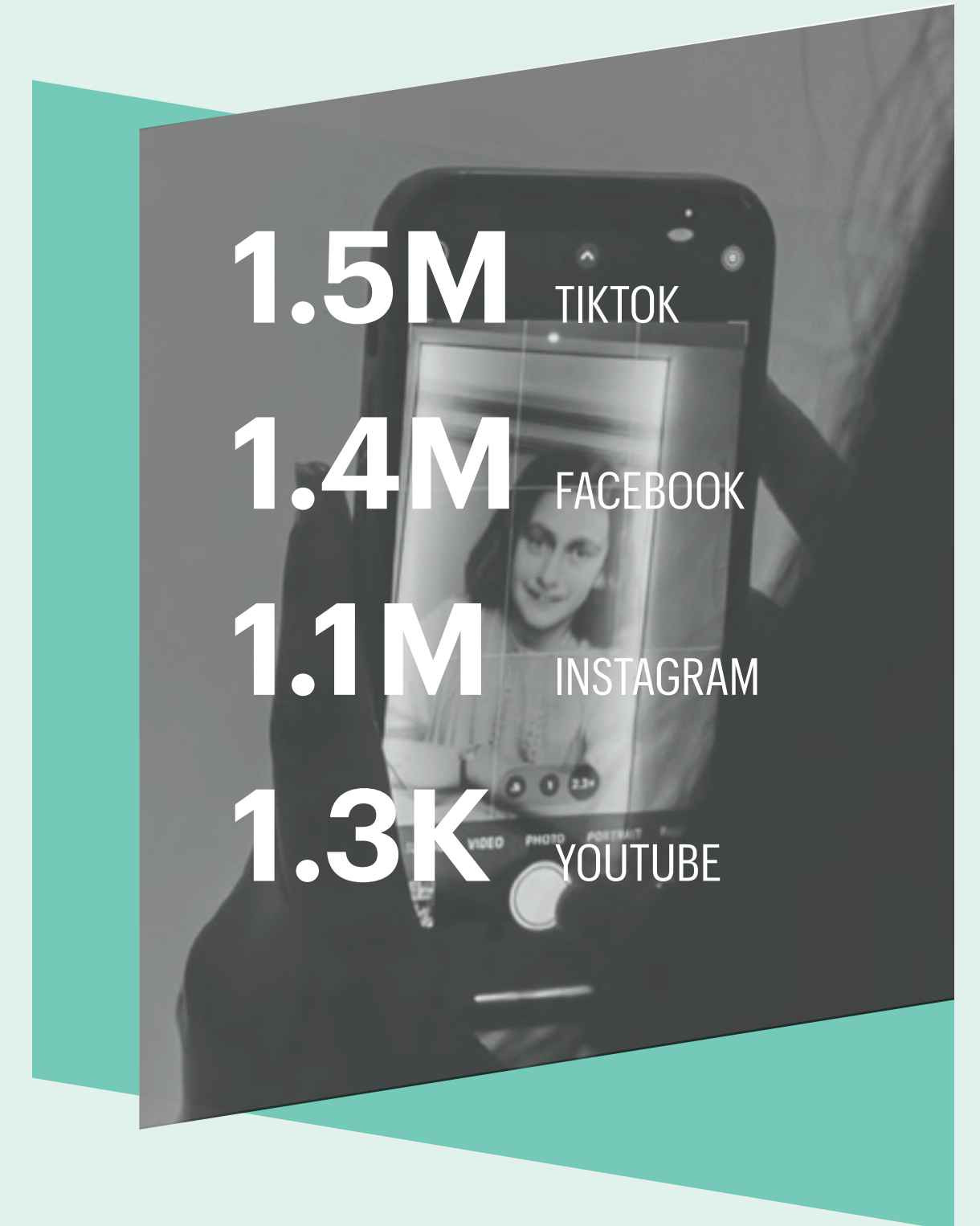
Series *Between Kosher and Halal*

We launched the series *Between Kosher and Halal* on 15 April on our new Dutch TikTok channel. The friendship between six duos—one Jewish and one Muslim—takes centre stage. Across twenty short videos, they share stories about their friendship and what connects them. With these short-form videos, we aim to present inspiring examples of meaningful relationships between people from Jewish and Muslim communities to young audiences on social media.



NUMBER OF FOLLOWERS

MONTHLY REACH



In the TikTok series, the duos reflect on their friendship in a society that has become increasingly divided since 7 October 2023. They note that polarisation is driving people apart and call for genuine dialogue: listening to one another, sharing concerns, and maintaining hope for the future.

As Fatima Akalai explains: *“We also had conversations that were painful at times, or where we each held on to our own perspective. But we always respected each other, even when we sometimes disagreed.”* And Chantal Aviva Runne responds: *“You can insist on being right, and then what? There will always be people who think differently from you. And maybe that’s where you can learn the most. You learn the most from people you trust, even when they are different.”*

On the Dutch TikTok channel, we put our educational mission into practice. We publish explainer videos on topics such as prejudice and discrimination, as well as on subjects like the persecution of Jews in the Netherlands. This is important, as young people often use social media platforms as search engines and increasingly turn to TikTok in particular when looking for information.



One of the six duos, Chantal Aviva Runne and Fatima Akalai, from the TikTok series *Between Kosher and Halal*. Photo Ton Mascini

Website

Our website www.annefrank.org attracted 9,5 million visitors in 2025. Most visitors came from the United States (25%), followed by visitors from the Netherlands (12%), Germany (10%), the United

Kingdom (9%), Spain (4%), and France (4%). Sixty-three percent of all visitors accessed the website via their smartphones.



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.



Anne Frank Journal

In the Anne Frank Journal 2025, the commemoration of 80 years of freedom was central. Students explored Anne Frank's experiences during the Second World War and her longing for freedom. They read about different perspectives on the period following liberation. The supplement to the magazine, *Read and Write with Anne Frank*, contained four short stories by Anne Frank, accompanied by illustrations from the book *Pen-and-Inklings. Stories and events from the Back House*. Through these four stories, students deepened their understanding of Anne Frank's life and her writing. In addition, two digital

enrichment lessons were available on the teacher platform LessonUp. In total, approximately 200,000 students worked with the Anne Frank Journal in the Netherlands, Belgium, and Germany.

Tackling Football-Related Racism

Since 2014, the Anne Frank House has worked to combat discrimination, racism, and antisemitism in the world of sport. One of the ways this is done is through the *Fair Play* workshop, delivering in both professional and amateur football. In this context, we collaborate with the community departments of Dutch professional football clubs. In 2025, we had eleven partnerships with professional football organisations (BVOs), enabling us to offer the *Fair Play* workshop in settings where it is most relevant. Recently, in collaboration with the sports umbrella organisation NOC*NSF, we also began offering the workshop to other sports clubs.

During the *Fair Play* workshop, young athletes explore themes such as discrimination, respect, and exclusion in an interactive and accessible way. Through active learning methods and realistic situations from a sports context, they engage in dialogue, explore different perspectives, and reflect

on the role they themselves can play in challenging situations. In this way, they gain insight into how they can help create an environment in which everyone feels included. Thanks in part to these partnerships, our own scaling efforts, and financial support from the Ministry of Social Affairs and Employment, we delivered a total of 266 workshops in 2025, reaching nearly 6,000 young people.

In addition, in 2025 we worked with three professional football clubs on tackling antisemitic chanting. FC Utrecht and Feyenoord had already been running the chanting project for seven and eight years respectively. In 2025, PSV Eindhoven joined the programme. Across these three clubs, a total of 102 supporters participated in 2025.

Travelling Educational Exhibitions

In 2025, 276 exhibitions about Anne Frank and the history of her time were organised in 32 countries. At each location, guided tours took place, often led by young people. Approximately 300,000 people visited the exhibitions.

Young people were trained as guides to lead their peers through the exhibition. They learned

about its content and historical context, how to effectively communicate the information, and how to address contemporary social issues. This form of learning, known as peer education, creates strong engagement among young visitors. In 2025, 4,062 young people were trained as guides, and 34,830 young people participated in workshops and training sessions.

Hungary is one of the countries in Central and Eastern Europe where the Anne Frank House places particular focus. In 2025, eight presentations of the travelling exhibitions took place there. Young people from the Hungarian Anne Frank Youth Network helped train students who led the tours for their peers. The exhibition *Reading and Writing with Anne Frank*, which focuses on Anne Frank's writing, was particularly successful. Using the accompanying materials, students were encouraged to put their thoughts in writing about Anne Frank's life story, as well as broader themes such as freedom and democracy.

On 18 May 2025, the exhibition *Longing for Freedom. The World of Anne Frank* opened at the renovated Jewish Museum Curaçao. The

museum is connected to the Mikvé Israel-Emanuel Synagogue, the oldest synagogue in the Western Hemisphere still in use today. This new exhibition centres on Anne Frank's life story, from her birth in Frankfurt am Main to her death in the Bergen-Belsen concentration camp and the publication of her diary. In addition, the exhibition addresses themes of identity and discrimination and makes connections to the present day. Four young people from Curaçao share their experiences with discrimination. Through their stories, they invite their peers to reflect on what happens when you are not accepted by others, and what you can do to challenge prejudice and discrimination yourself. Educational programmes linked to the exhibition have been developed, which students will be able to follow from 2026 onwards.

Teacher Support

Teaching topics such as discrimination, antisemitism, the Holocaust, and democracy can be challenging for educators. The Anne Frank House supports teachers (in training) in their work by offering educational materials and training programmes. In 2025, we delivered more than thirty training sessions and workshops, including

Teaching about the Holocaust, More Effective Dialogue, and the workshop *Stereotypes, Prejudice and Discrimination*. In addition, 2025 was dedicated to the revision of these training programmes.

Collaboration with teachers is also reflected in the Anne Frank House Teacher Team, in which we share our expertise and educational materials during four meetings with secondary education (VO) and vocational education (MBO) teachers. These teachers serve as a sounding board for new teaching materials. We also cooperate with other educational organisations and remembrance centres, for example in the project *Strengthening Holocaust Education*.

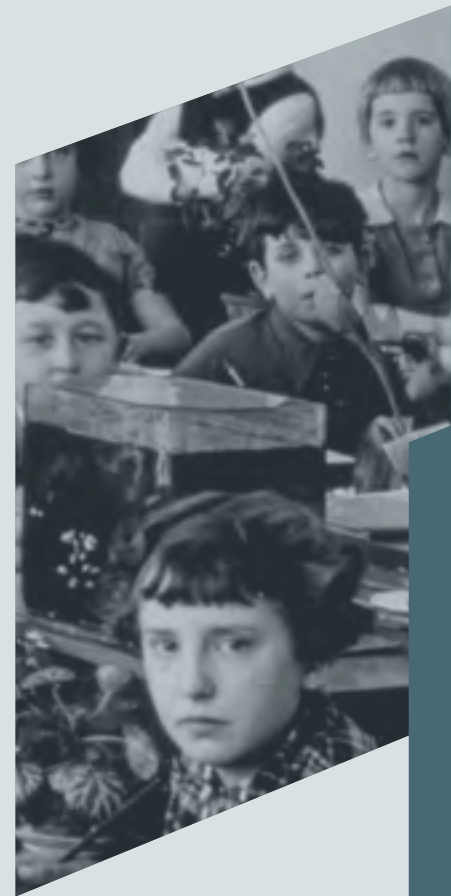
In order to continue supporting teachers effectively, we conducted research into their needs regarding teaching materials and training. The results of this study were incorporated into a review of our entire educational offering. We updated educational materials on Anne Frank and the Holocaust and developed an educational video library.

For the first time, we organised a study trip to Berlin in cooperation with partner institutions including the



Young participant in the Anne Frank exhibition in the renovated Jewish Museum Curaçao. Photo Jurmet Huitema-de Waal

Jewish Cultural Quarter and the National Monument Kamp Vught. The five-day trip to Berlin, which we had organised for many years together with the Haus der Wannsee-Konferenz Memorial, had become increasingly difficult to fill in recent years.



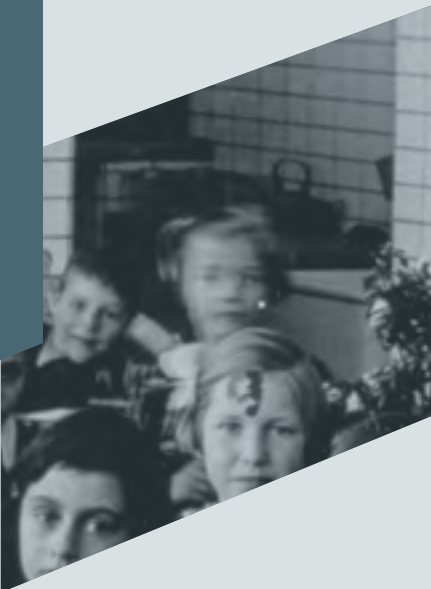
PROGRAMS ANNE FRANK HOUSE

1,795
Educational Programs

44,344
Students

8,869
Introduction Programs

187,308
Visitors



EDUCATIONAL REACH WORLD WIDE



About
300,000

Visitors to the traveling exhibition in 32 countries

3,000
Youth Network Members in 17 countries

200,000
Students worked with the Anne Frank Journal in the Netherlands, Belgium and Germany

4,000
Young people were trained as guides

35,000
Young people participated in workshops and training sessions

The collaboration with Dutch partner organisations resulted in an oversubscription of interested teachers (in training), museum educators, and other education professionals. The preparatory days and the trip itself were organised and guided by the Jewish Cultural Quarter and the House. The follow-up day was organised by the National Monument Kamp Vught.

New educational materials

As part of our focus on the democratic constitutional state, we developed new educational materials. These materials are suitable for a broad target group, from primary education to vocational education. The lessons encourage young people to reflect on their role within a democratic society, the value of the democratic rule of law, and its vulnerability. The materials include: *Democracy Is Everywhere*, *Fundamental Rights*, *The Scapegoating Mechanism*, *An Ordinary Day*, and *Democracy or Dictatorship*. The latter was sent to 5,000 teachers. All materials are also used by our international partners and the Anne Frank Youth Network (AFYN).

In the various workshops and training sessions we delivered, we discussed with teachers how to respond to antisemitism and which teaching

materials are effective in countering it. We worked together with the organisation Fawaka and trained their trainers so that they are equipped with in-depth knowledge on antisemitism. In 2025, we also developed new educational materials on polarisation in relation to the war between Israel and Hamas, and the rise in antisemitism since then. During the lesson *Opposites?*, young people explore different bridge builders who seek to connect with one another.

In 2025, we reviewed and updated our Holocaust and Anne Frank educational offer, using the findings from the needs assessment among teachers. Various teaching formats were revised and updated, such as the LessonUps on Anne Frank. We also created new educational materials on Anne Frank and the anti-Jewish measures. Finally, we renewed the training *Teaching about the Holocaust* by adding modules on perpetration, the use of film, and antisemitism.

Conference on Holocaust education

In October 2025, the Anne Frank House organised a conference on Holocaust education in the Netherlands: *Holocaust education: Recalibrating the*

Moral Compass?. The central question was whether the aims and forms of Holocaust education needed to be recalibrated in order to remain future-proof.

The conference took place against the backdrop of rising antisemitism and other forms of group hatred, as well as a declining appreciation of democratic values and the rule of law. At the same time, according to the National Freedom Survey 2025, half of the Dutch population feels connected to the history of the Second World War. This raised the question of what significance the memory of the Holocaust holds today, and whether Holocaust education still meets the expectations placed upon it.

Sixty participants from education and academia listened to contributions from Bas Heijne, writer, translator, and interviewer, and Marc van Berkel, professor of Holocaust Education. They then engaged in discussions on the aims, dilemmas, and future of Holocaust education. The conference did not seek ready-made answers, but rather new questions, critical perspectives, and innovative directions.



“Within Educational Projects, we recruited new colleagues to conduct research, develop new educational offerings, and expand our activities. For example, we carried out a study among teachers on their needs regarding the aforementioned topics, developed new educational materials on democracy and the rule of law, and scaled up our activities in the sports sector. We also recruited a new colleague who develops new educational programmes within Group Visits. Last but not least, on behalf of the Ministry of Health, Welfare and Sport, we are collaborating with five remembrance centres to improve Holocaust education, including within teacher training programmes.”

NORBERT HINTERLEITNER, PROGRAMME MANAGER *EDUCATION NOW!* AND HEAD OF EDUCATIONAL PROJECTS, ON PROGRESS WITHIN THE STRATEGIC PLAN *BUILDING BRIDGES*



Participants of the International Anne Frank Youth Forum 2025 in South Carolina. Photo Morgan Bailey

“This year we had the honour of hosting the Anne Frank Youth Forum 2025 in South Carolina, where 42 young people from 17 countries came together. This event gave a strong boost to AFYN USA and helped us expand and strengthen the reach of our programme, in collaboration with international partners and the Anne Frank House.”

**SAM LIVOTI, ANNE FRANK CENTER AT THE UNIVERSITY OF SOUTH CAROLINA,
AFYN COORDINATOR FOR THE UNITED STATES AND CANADA**

Anne Frank Youth Network

The Anne Frank House considers it important to involve young people in its educational work and recruits them for the international Anne Frank Youth Network (AFYN). This is done with the support of country coordinators in 17 different countries. The young participants meet—mostly online—to discuss and address social issues in their own communities,

ranging from topics related to the Second World War, the Holocaust, prejudice, discrimination, democracy, and identity. In total, 3,000 young people worldwide actively participate in the AFYN.

In 2025, the focus was on further expanding the youth network. A key milestone was the launch of a new network in Italy.

In the summer of 2025, the International Anne Frank Youth Forum took place in South Carolina, in collaboration with the Anne Frank Center at the University of South Carolina. Participants from various countries came together to attend workshops and exchange experiences on combating antisemitism and other forms of discrimination, and on strengthening citizenship and democracy.

Police Support

The police have a formal responsibility to combat discrimination in society. This may involve discrimination between citizens, but police officers themselves can also be involved in such cases. The Anne Frank House organises programmes for police officers who wish to learn more about diversity, equal treatment, and bias in policing, and to exchange experiences on these topics.

In 2025, the House organised five network days for the Anne Frank House Police Team. Members exchanged views on current issues and challenges within the policing profession, such as dealing with individuals who declare themselves sovereign citizens or handling difficult conversations with colleagues in the workplace. The team leaders of the Anne Frank House Police Team were equipped with the knowledge and skills to facilitate dialogue on themes such as diversity and inclusion within the police organisation.

For lecturers at the Police Academy and for field supervisors, two inspiration days were organised in 2025. During these sessions, experiences were shared regarding the education and practical



“The programme focuses on young people and consists of two projects. For the international Anne Frank Youth Network (AFYN), we focus on young people aged 18 to 26. Through our programmes, they are introduced to themes prioritised in the strategic plan, such as democracy and the rule of law, and are given the tools to make a positive difference in their own communities, inspired by the ideals of Anne Frank. To expand our reach, we are also further developing and scaling up AFYN. The network is currently being established in Curaçao and Poland. In addition, we focus on

young people aged 28 to 34 through the new Anne Frank Young Civic Leadership module. This leadership module is aimed at future leaders in fields such as politics, journalism, and business. Participants are equipped to deal with complex moral dilemmas, with the aim of developing them into moral leaders and bridge builders. For the Anne Frank Young Civic Leadership module, we have refined the objectives and principles and are now moving into the design phase.”

KARIMA HAZZOUTI, PROGRAMME MANAGER YOUTH IN ACTION, ON PROGRESS WITHIN THE STRATEGIC PLAN BUILDING BRIDGES

supervision of police students in relation to their moral resilience. The focus was on the “learning dialogue” with students about the importance of the rule of law in a pluralistic society that takes into

account diverse groups of citizens.

In December 2025, a year-end meeting took place, during which fifty participants of the Anne Frank

House Police Team reflected on developments over the past year and on interventions they themselves had carried out to combat discrimination. The meeting also featured a lecture on the importance of remaining connected despite seemingly irreconcilable differences, and the role of human dignity in this context.

Activities in Ukraine

Our Ukrainian partner Tolerspace in Kyiv continued to carry out various educational activities despite the ongoing war. Tolerspace worked according to the principles of trauma-sensitive practice, taking into account the profound war experiences of young people.

Since April 2025, young people have met regularly in person in Kyiv for a discussion group. These discussions stimulated interest in topics such as human rights, tolerance, and democracy. Some participants travelled from outside Kyiv to attend the meetings. The discussions were often combined with artistic expression, which provided a sense of relief and resulted in thoughtful works of art.



“How wonderful it is that nobody needs to wait a single moment before starting to improve the world!”

ANNE FRANK, 26 MARCH 1944 (FROM ANNE FRANK'S BOOK OF SHORT STORIES, *THE STORY GIVE*)



anne frank house