

HOLLIE GAZZARD TRUST

England & Wales · Charity number 1156804

Details

Status Registered

Legal form CIO

Registered 2014-04-25

Register [View on the Charity Commission register](#)

Contact

Address Office P9
Cheltenham Film Studios
Arle Court
Hatherley Lane
Cheltenham
GL51 6PN

Phone 07538575229

Email info@holliegazzard.org

Website www.holliegazzard.org

Activities

Objects: 3.1 THE OBJECTS OF THE CIO ARE:3.1.1 FOR THE PUBLIC BENEFIT TO ADVANCE THE EDUCATION (INCLUDING SOCIAL AND PHYSICAL TRAINING) OF PEOPLE [UNDER THE AGE OF 25] IN SUCH WAYS AS THE CHARITY TRUSTEES THINK FIT, INCLUDING BY:(A) AWARDING TO SUCH PERSONS SCHOLARSHIPS, MAINTENANCE ALLOWANCES OR GRANTS TO SUPPORT THEM AT ANY UNIVERSITY, COLLEGE OR ANY INSTITUTION OF HIGHER OR FURTHER EDUCATION, WHETHER FULL TIME OR PART TIME;(B) SUPPORTING YOUNG PEOPLE IN THEIR EDUCATION TO PREPARE FOR ENTRY TO ANY OCCUPATION, TRADE OR PROFESSION ON LEAVING ANY EDUCATIONAL ESTABLISHMENT.3.1.2 TO FURTHER SUCH PURPOSE OR PURPOSES WHICH ARE EXCLUSIVELY CHARITABLE ACCORDING TO THE LAW OF ENGLAND AND WALES IN SUCH MANNER AS THE TRUSTEES IN THEIR ABSOLUTE DISCRETION THINK FIT.

Activities: THE TRUST WAS CREATED FOLLOWING THE MURDER OF 20-YEAR-OLD HOLLIE GAZZARD IN 2014 BY AN EX-PARTNER. HGT HELPS REDUCE DOMESTIC VIOLENCE THROUGH CREATING AND DELIVERING PROGRAMMES ON DOMESTIC ABUSE AND PROMOTING HEALTHY RELATIONSHIPS TO SCHOOLS AND COLLEGES. IN ADDITION, IT FUNDS HAIRDRESSING TRAINING FOR YOUNG PEOPLE WHO MAY NOT OTHERWISE HAVE THE FUNDS TO STUDY

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Other Finance
- **What:** General Charitable Purposes, Education/training
- **Who:** Children/young People, Other Charities Or Voluntary Bodies

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£319,954	£299,435	-	-
2024-04-30	£514,917	£531,977	£100,459	6
2023-04-30	£449,090	£449,054	-	-
2022-04-30	£192,495	£188,580	-	-
2021-04-30	£212,352	£190,375	-	-

Trustees

Name	Role	Appointed
Jodie Fraser	Chair	2024-01-30
Christopher Phelan		2021-09-30
Elizabeth Campbell		2022-10-18
Faye Kamara		2017-02-20
Kirstie Louise Carr		2023-07-27
Matthew Andrew Bennett		2022-10-18
Mhairi Vivienne Mackie Ball		2023-07-27
Nicholas Charles Gazzard OBE		2025-04-01
Robert Anthony Mayo		2025-04-01

HOLLIE GAZZARD TRUST

England & Wales - Charity number 1156804

Accounts

Trustees' Annual Report

for the year ended 2025

1. Reference and Administrative Details

Charity Name: Hollie Gazzard Trust

Registered Charity Number: 1156804

Principal Address:

Ilex Accountancy Services Ltd

41 Brunswick Road

Gloucester

GL1 1JS

Commented [NG1]: Need to check to see if new address needs to be here.

Trustees (during the year and at the date of this report)

- Jodie Fraser – Chair (appointed 30 January 2024)
- Nicholas Charles Gazzard OBE – Trustee (appointed 01 April 2025) – also trustee of My Body is My Body Foundation
- Robert Anthony Mayo – Trustee (appointed 01 April 2025)
- Kirstie Louise Carr – Trustee (appointed 27 July 2023)
- Mhairi Vivienne Mackie Ball – Trustee (appointed 27 July 2023)
- Matthew Andrew Bennett – Trustee (appointed 18 October 2022)
- Elizabeth Campbell – Trustee (appointed 18 October 2022)
- Christopher Phelan – Trustee (appointed 30 September 2021)
- Faye Kamara – Trustee (appointed 20 February 2017)

Independent Examiner / Auditor

Holly Siddall, Ilex Accountancy,

41 Brunswick Road

Gloucester

GL1 1JS

Bankers

Barclays Bank

2. Structure, Governance and Management

The Hollie Gazzard Trust is governed by a governing document, adopted on 25th April 2014. Trustees are appointed in accordance with the governing document. The board of trustees meets regularly to oversee the work of the charity and ensure compliance with its charitable purposes.

3. Objectives and Activities

The Trust was established in 2014 following the tragic murder of 20-year-old Hollie Gazzard by an ex-partner.

The objects of the Trust are to:

- Reduce domestic violence and promote healthy relationships.
- Provide education, support, and awareness programmes for schools, colleges, and communities.
- Promote personal safety through our safety app Hollie Guard

During the year, the Trust has pursued these aims through:

- Delivering education and awareness programmes on domestic abuse and healthy relationships in schools, colleges and Universities
- Developing resources to support young people in recognising and avoiding abusive behaviours.
- Providing training to workplaces on domestic abuse, coercive control, lone-working and bystander intervention.
- Promoting our safety app Hollie Guard and Hollie Guard EXTRA to ensure that as many people as possible benefit from using it.

4. Achievements and Performance

Highlights of the year include:

Educational Outreach & Training

- Delivered extensive workshops, assemblies, and training on Active Bystander, Healthy Relationships, Coercive Control & Behaviour, Risk Management, Knife Crime Awareness, and Stalking Awareness.
- Strong repeat bookings from schools, colleges, universities, workplaces, and community organisations.
- Notable delivery partners: Chosen Hill, Newent, Bristol Free, Hartpury College, Thomas Keble, Cleeve, Tewkesbury, University of Gloucestershire, Royal Agricultural University, and multiple businesses.

- Expanded scalable approaches (train-the-trainer, lesson plans, digital resources).

Key Collaborations & Initiatives

- **Streetwise 365:** Developing pilot sessions with a train-the-trainer model to extend reach.
- **Narrative Alchemy:** Co-developed new lesson plans and safeguarding resources, film and platform launch imminent.
- **University of Gloucestershire:** Introduced tailored Active Bystander programme addressing hazing and initiation, with excellent uptake and feedback.

Awareness Raising

- National Stalking Awareness Week: Co-produced tutor resource and teacher pack with Alice Ruggles Trust.
- Media engagement, parliamentary recognition, awards nominations, ambassador appointments, and community fundraising to raise awareness and honour Hollie's legacy.

Hollie Guard – Growth & Recognition

- Record uptake: 11,000+ new sign-ups in February, driven by TikTok campaigns and anniversary promotion.
- Strategic engagement with MPs and VAWG leadership; Hollie Guard Extra considered in national framework.
- Partnerships with multiple police forces

Workplace Safety & Business Engagement

- Expanded Women's Safety Charter and consultancy services across businesses.
- Delivered workplace training sessions with organisations such as Insurety, Cass Stephens, Colemore BID, EDF, and probation services.
- Strengthened partnerships embedding personal safety as a workplace priority.

5. Financial Review

The charity's total income for the year was £319,954 with total expenditure of £299,435. At year end, the Trust held reserves of £120,978. The trustees have a reserves policy of maintaining sufficient unrestricted funds to cover 6 months. The trustees confirm the charity remains financially sustainable and a going concern.

6. Plans for Future Periods

- Expand delivery of domestic abuse and healthy relationships programmes to more schools and colleges.
- Strengthen partnerships with local authorities, safeguarding boards, and other charities.
- Continue developing innovative approaches to tackling domestic abuse through awareness campaigns and resources.
- Under the leadership of our incoming CEO Jane Harvey who is a subject matter expert on stalking, we aim to develop a number of projects to expand our training on stalking and further promote Hollie Guard EXTRA as an effective tool for victims.

7. Risk Management

The trustees regularly review the major risks facing the Trust, including financial sustainability, safeguarding responsibilities, and reputational risks. Policies and procedures are in place for safeguarding, financial control, and health and safety, and are reviewed annually.

8. Statement of Trustees' Responsibilities

The trustees are responsible for preparing this Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

9. Approval

This report was approved by the trustees on [date] and signed on their behalf by:

Signature: _____

Name: [Trustee's Name]

Position: Trustee

REGISTERED CHARITY NUMBER: 1156804

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 30 April 2025
for
Hollie Gazzard Trust

Hollie Gazzard Trust

**Contents of the Financial Statements
for the Year Ended 30 April 2025**

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Hollie Gazzard Trust

Legal and Administrative Information
for the Year Ended 30 April 2025

Trustees	J Fraser (Chair: Joined 30.01.2024) N Gazzard OBE – Trustee (appointed 01 April 2025) – also trustee of My Body is My Body Foundation F Kamara R Mayo – (appointed 01 April 2025) C Phelan M Bennett E Campbell M Ball K Carr
Charity number	1156804
Registered office	41 Brunswick Road Gloucester GL1 1JS
Independent examiner	iLex Accountancy Services Ltd 41 Brunswick Road Gloucester GL1 1JS
Bankers	Barclays Bank

Hollie Gazzard Trust

Report of the Trustees **for the Year Ended 30 April 2025**

The trustees present their report and financial statements for the year ended 30 April 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the trust's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Structure, Governance and Management

The Hollie Gazzard Trust is governed by a governing document, adopted on 25th April 2014. Trustees are appointed in accordance with the governing document. The board of trustees meets regularly to oversee the work of the charity and ensure compliance with its charitable purposes.

Objectives and Activities

The Trust was established in 2014 following the tragic murder of 20-year-old Hollie Gazzard by an ex-partner.

The objects of the Trust are to:

- Reduce domestic violence and promote healthy relationships.
- Provide education, support, and awareness programmes for schools, colleges, and communities.
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During the year, the Trust has pursued these aims through:

- Delivering education and awareness programmes on domestic abuse and healthy relationships in schools, colleges and Universities
- Developing resources to support young people in recognising and avoiding abusive behaviours.
- Providing training to workplaces on domestic abuse, coercive control, lone-working and bystander intervention.
- Promoting our safety app Hollie Guard and Hollie Guard EXTRA to ensure that as many people as possible benefit from using it.

Achievements and Performance

Highlights of the year include:

Educational Outreach & Training

- Delivered extensive workshops, assemblies, and training on Active Bystander, Healthy Relationships, Coercive Control & Behaviour, Risk Management, Knife Crime Awareness, and Stalking Awareness.
- Strong repeat bookings from schools, colleges, universities, workplaces, and community organisations.
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- Expanded scalable approaches (train-the-trainer, lesson plans, digital resources).

Key Collaborations & Initiatives

- **Streetwise 365:** Developing pilot sessions with a train-the-trainer model to extend reach.
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- Record uptake: 11,000+ new sign-ups in February, driven by TikTok campaigns and anniversary promotion.
- Strategic engagement with MPs and VAWG leadership; Hollie Guard Extra considered in national framework.
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Workplace Safety & Business Engagement

- Expanded Women's Safety Charter and consultancy services across businesses.
- Delivered workplace training sessions with organisations such as Insurety, Cass Stephens, Colemore BID, EDF, and probation services.
- Strengthened partnerships embedding personal safety as a workplace priority.

Hollie Gazzard Trust

Report of the Trustees **for the Year Ended 30 April 2025**

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Financial Review

The charity's total income for the year was £319,954 with total expenditure of £299,435. At year end, the Trust held reserves of £120,978. The trustees monitor the financial statements through the trustee's board meetings by way of monthly management accounts.

Plans for Future Periods

- Expand delivery of domestic abuse and healthy relationships programmes to more schools and colleges.
- Strengthen partnerships with local authorities, safeguarding boards, and other charities.
- Continue developing innovative approaches to tackling domestic abuse through awareness campaigns and resources.
- Under the leadership of our incoming CEO Jane Harvey who is a subject matter expert on stalking, we aim to develop a number of projects to expand our training on stalking and further promote Hollie Guard EXTRA as an effective tool for victims.

Risk Management

The trustees regularly review the major risks facing the Trust, including financial sustainability, safeguarding responsibilities, and reputational risks. Policies and procedures are in place for safeguarding, financial control, and health and safety, and are reviewed annually.

Statement of Trustees' Responsibilities

The trustees are responsible for preparing this Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

Approval

This report was approved by the trustees on 23rd September 2025 and signed on their behalf by:

Name: Jodie Fraser (Chair)
Date: 23rd September 2025

Hollie Gazzard Trust

Report of the Trustees
for the Year Ended 30 April 2025

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Hollie Gazzard Trust

Independent Examiner's Report to the Trustees for the Year Ended 30 April 2025

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust (the trust) for the year ended 30 April 2025.

Responsibilities and basis of report

As the trustees of the trust you are responsible for the presentation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the trust's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, or the options I have formed.

Independent examiner's statement

Since the trust's gross income exceeded £250,000 your examiner must be a member of a body listed in the section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants and the Institute of Financial Accountants, which are both listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination, giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of the trust as required by section 130 of the 2011 Act; or
- 2) the financial statements do not accord with those records: or
- 3)

the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view, which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in the report, in order to enable a proper understanding of the financial statements to be reached.

Holly Siddall FCCA
iLex Accountancy Services Ltd
41 Brunswick Road
Gloucester
GL1 1JS

Date: 25th September 2025

Hollie Gazzard Trust

Statement of Financial Activities including Income and Expenditure account for the Year Ended 30 April 2025

		Unrestricted funds	Restricted Funds	Total Funds	Unrestricted funds	Restricted Funds	Total Funds
	Notes	£	£	£	£	£	£
Income from:							
Donations and legacies	4	139,926	62,905	202,830	79,491	358,904	438,395
Other trading activities	5	116,092	-	116,092	75,634	-	75,634
Investment income	6	1,032	-	1,032	887	-	887
Total Income		257,049	62,905	319,954	156,013	358,904	514,917
Expenditure on:							
Expenditure on raising funds:							
Costs of other trading activities	7	16,304	-	16,304	12,749	-	12,749
Expenditure on charitable activities		-	90,045	90,045	-	368,927	368,927
Support and governance costs		193,086	-	193,086	150,301	-	150,301
		209,390	90,045	299,435	163,050	368,927	531,977
Net Income/(expenditure)		47,660	-27,141	20,519	-7,037	-10,023	-17,060
Transfers between funds				-			-
Net movement in funds		47,660	-27,141	20,519	-7,037	-10,023	-17,060
Reconciliation of funds							
Total funds brought forward		113,278	-12,820	100,459	120,315	-2,797	117,519
Total funds carried forward		160,938	-39,960	120,978	113,278	-12,820	100,459

The statement of financial activities include all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Hollie Gazzard Trust

Balance Sheet
for the Year Ended 30 April 2025

		2024	2024
	Notes	£	£
Fixed assets			
Tangible assets	13	3,191	3,191
Investments		-	-
		<u>3,191</u>	<u>3,191</u>
Current assets			
Stocks	14	500	1,000
Debtors	15	25,513	25,701
Cash at bank and in hand		109,789	88,185
		<u>135,802</u>	<u>114,886</u>
Creditors: amounts falling due within one year	16	-18,015	-17,619
Net current assets		<u>117,787</u>	<u>97,267</u>
Total assets less current liabilities		<u><u>120,977</u></u>	<u><u>100,459</u></u>
Income funds			
Restricted funds		-39,114	-12,670
Unrestricted funds		160,091	113,128
	17	<u><u>120,977</u></u>	<u><u>100,459</u></u>

The financial statements were approved by the Board of Trustees on 23rd September 2025 and were signed on its behalf by:

Jodie Fraser (Chair)

**Notes to the Financial Statements
for the Year Ended 30 April 2025**

1. Accounting policies

Charity Information

Hollie Gazzard Trust is a charitable incorporated organisation registered with the Charity Commission in England & Wales.

The registered office is Corinium House, Barnwood Point Business Park, Gloucester GL4 3HX

1.1 Accounting convention

The financial statements have been prepared in accordance with the trust's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from January 2016). The trust is a Public Benefit Entity as defined by FRS102.

The trust has taken advantage of the provisions in the SORP for charities applying FRS 102 Updated Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations, but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the trust. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the trust has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes of the financial statements.

1.4 Incoming resources

Income is recognised when the trust is legally entitled to it after performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the trust has been notified of the donation, unless performance conditions require deferral of the amount.

1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated to the applicable expenditures headings.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets, less their residual values over their useful lives on the following bases:

Fixtures & Fittings	25% straight line
Equipment	25% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

Hollie Gazzard Trust

Notes to the Financial Statements for the Year Ended 30 April 2025

1. Accounting policies (continued)

1.7 Impairment of fixed assets

At each reporting date, the trust reviews the carrying amounts of its tangible assets to determine whether there is an indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash Equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial Instruments

The trust has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all its financial instruments.

Financial instruments are recognised in the trust's balance sheet, when the trust becomes party to the contractual provisions of the

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at the transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present values of the future payments, discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current

Derecognition of financial liabilities

Financial liabilities are derecognised when the trust's contractual obligations expire, or are discharged, or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense, as they fall due.

2. Critical accounting estimates and judgements

In the application of the trust's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised; where the revision affects only that period, or in the period of the revision and future periods, where the revision affects both current and future periods.

3. Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2025**

4. Donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
Donations			
Donations	103,186	12,905	116,091
Gift Aid	2,239	-	2,239
Grants			
Panic Guard	-	50,000	50,000
Other Grants	34,500	-	34,500
	<u>139,926</u>	<u>62,905</u>	<u>202,830</u>

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations			
Donations	76,480	33,481	109,961
Gift Aid	1,826	-	1,826
Grants			
Office of the Police & Crime Commissioner	-	57,000	57,000
Panic Guard	-	268,423	268,423
Other Grants	1,185	-	1,185
	<u>79,491</u>	<u>358,904</u>	<u>438,395</u>

5. Other trading activities

	Unrestricted funds 2025 £	Total Funds 2025 £	Unrestricted funds 2024 £	Total Funds 2024 £
Golf Day	9,420	9,420	12,409	12,409
Hollie Ball	21,432	21,432	16,340	16,340
Business Partners	12,020	12,020	14,887	14,887
Training	38,288	38,288	21,798	21,798
Amazon Sales	-	-	1,404	1,404
Other fundraising events and donations	34,931	34,931	8,796	8,796
	<u>116,092</u>	<u>116,092</u>	<u>75,634</u>	<u>75,634</u>

Of all the income received £nil related to restricted funds

6. Investment Income

	Unrestricted funds 2025 £	Total Funds 2025 £	Unrestricted funds 2024 £	Total Funds 2024 £
Dividend income	-	-	-	-
Interest received	1,032	1,032	887	887
	<u>1,032</u>	<u>1,032</u>	<u>887</u>	<u>887</u>

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2025**

7. Total expenditure

	Raising Funds	Charitable activities	Support and governance costs	Total Funds 2025
	£	£	£	£
Fundraising expenses	15,879	-	-	15,879
Business Partners	425	-	-	425
Hollie Guard	-	58,495	-	58,495
Hollie Project	-	-	-	-
Staff costs	-	30,329	139,608	169,936
Consulting	-	-	10,200	10,200
Accountancy and bookkeeping	-	-	4,378	4,378
Marketing	-	542	2,292	2,834
Website and IT costs	-	-	5,281	5,281
Insurance	-	-	1,839	1,839
Other support costs	-	642	8,625	9,267
Premises expenses	-	-	18,010	18,010
Independent examination	-	-	1,701	1,701
Depreciation	-	38	1,153	1,190
	<u>16,304</u>	<u>90,045</u>	<u>193,086</u>	<u>299,434</u>

7.1 Total expenditure (Prior year comparative)

	Raising Funds	Charitable activities	Support and governance costs	Total Funds 2024
	£	£	£	£
Fundraising expenses	12,630	-	-	12,630
Ambassador Scheme	119	-	-	119
Hollie Guard	-	326,824	-	326,824
Hollie Project	-	-	-	-
Staff costs	-	40,050	101,186	141,236
Consulting	-	-	7,135	7,135
Accountancy and bookkeeping	-	-	4,982	4,982
Marketing	-	1,228	2,945	4,172
Website and IT costs	-	-	4,995	4,995
Insurance	-	-	3,032	3,032
Other support costs	-	787	7,219	8,006
Premises expenses	-	-	16,574	16,574
Independent examination	-	-	1,295	1,295
Depreciation	-	38	940	977
	<u>12,749</u>	<u>368,927</u>	<u>150,301</u>	<u>531,977</u>

8. Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):	2025	2024
	£	£
Depreciation of tangible fixed assets	<u>1,190</u>	<u>977</u>

9. Independent examination fees

Fees payable to the independent examiner for:	2025	2024
	£	£
Independent examination of the financial statements	<u>1,701</u>	<u>1,295</u>

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2025**

10. Staff costs	2025	2024
	£	£
Wages and salaries	166,967	139,147
Other pension costs	2,360	1,401
	<u>169,328</u>	<u>140,548</u>

Number of employees

The average monthly number of employees during the year was:

2025	2024
Number	Number
<u>8</u>	<u>7</u>

11. Trustees remuneration and benefits

There were no trustee' remuneration or other benefits for the year ended 30th April 2025 nor for the year ended 30th April 2024.

12. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

13. Tangible fixed assets

	Furniture &		
	Fixtures	Equipment	Total
	£	£	£
Cost			
At 1 May 2024	1,438	5,955	7,393
Additions	740	450	1,190
	<u>2,178</u>	<u>6,405</u>	<u>8,583</u>
At 30 April 2025			
	<u>2,178</u>	<u>6,405</u>	<u>8,583</u>
Depreciation and impairment			
At 1 May 2024	463	3,739	4,202
Charge for the year	544	646	1,190
	<u>1,007</u>	<u>4,385</u>	<u>5,392</u>
At 30 April 2025			
	<u>1,007</u>	<u>4,385</u>	<u>5,392</u>
Carrying amount			
At 30 April 2025	<u>1,170</u>	<u>2,020</u>	<u>3,191</u>
At 30 April 2024	<u>975</u>	<u>2,216</u>	<u>3,191</u>

14. Stocks	2025	2024
	£	£
Raw materials and consumables	500	1,000
	<u>500</u>	<u>1,000</u>

15. Debtors	2025	2024
	£	£
Trade debtors	15,476	16,097
Prepayments and accrued income	6,135	5,085
Other debtors	3,902	4,519
	<u>25,513</u>	<u>25,701</u>

16. Creditors	2025	2024
	£	£
Amounts falling due within one year:		
Trade creditors	2,157	1,126
Other creditors	15,006	13,745
Accruals and deferred income	851	2,747
	<u>18,015</u>	<u>17,619</u>

**Notes to the Financial Statements
for the Year Ended 30 April 2025**

17. Analysis of charitable funds`

Unrestricted funds	Balance at	Incoming	Resources	Balance at	
	30 April 2024	resources	expended	Transfers	30 April 2025
	£	£	£	£	£
General funds	105,982	255,321	-209,390	-	151,913
Other income	7,147	1,032	-	-	8,179
	<u>113,128</u>	<u>256,353</u>	<u>-209,390</u>	<u>-</u>	<u>160,092</u>

General funds	Balance at	Incoming	Resources	Balance at	
	30 April 2023	resources	expended	Transfers	30 April 2024
	£	£	£	£	£
General funds	114,056	154,976	-163,050	-	105,982
	6,259	887	-	-	7,147
	<u>120,315</u>	<u>155,863</u>	<u>-163,050</u>	<u>-</u>	<u>113,128</u>

Restricted funds	Balance at	Incoming	Resources	Balance at	
	30 April 2024	resources	expended	Transfers	30 April 2025
	£	£	£	£	£
Hollie Guard	-6,280	63,601	-90,045	-	-32,723
Hollie's Project	-6,390	-	-	-	-6,390
	<u>-12,670</u>	<u>63,601</u>	<u>-90,045</u>	<u>-</u>	<u>-39,113</u>

Hollie Guard	Balance at	Incoming	Resources	Balance at	
	30 April 2023	resources	expended	Transfers	30 April 2024
	£	£	£	£	£
Hollie Guard	3,593	359,054	-368,927	-	-6,280
Hollie's Project	-6,390	-	-	-	-6,390
	<u>-2,797</u>	<u>359,054</u>	<u>-368,927</u>	<u>-</u>	<u>-12,670</u>

Purpose of restricted fund

Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone - free of charge.

18. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	2025	2025	2025
	£	£	£
Tangible fixed assets	-	3,191	3,191
Investments	-	-	-
Current assets	80,789	55,013	135,802
Creditors less than 1 year	-1,979	-16,036	-18,015
	<u>78,810</u>	<u>42,168</u>	<u>120,978</u>

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2025**

18. Analysis of net assets between funds (continued)

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Tangible fixed assets	-	3,191	3,191
Investments	-	-	-
Current assets	63,901	50,984	114,886
Creditors less than 1 year	-2,000	-15,618	-17,619
	<u>61,901</u>	<u>38,557</u>	<u>100,459</u>

19. Related party transactions

There are no related party transactions.

Hollie Gazzard Trust

Independent Examiner's Report to the Trustees for the Year Ended 30 April 2025

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust (the trust) for the year ended 30 April 2025.

Responsibilities and basis of report

As the trustees of the trust you are responsible for the presentation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the trust's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, or the opinions I have formed.

Independent examiner's statement

Since the trust's gross income exceeded £250,000 your examiner must be a member of a body listed in the section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants and the Institute of Financial Accountants, which are both listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination, giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of the trust as required by section 130 of the 2011 Act; or
- 2) the financial statements do not accord with those records: or
- 3) the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view, which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in the report, in order to enable a proper understanding of the financial statements to be reached.

Holly Siddall FCCA
iLex Accountancy Services Ltd
41 Brunswick Road
Gloucester
GL1 1JS

Date: 25th September 2025

HOLLIE GAZZARD TRUST

England & Wales - Charity number 1156804

Accounts

REGISTERED CHARITY NUMBER: 1156804

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 30 April 2024
for
Hollie Gazzard Trust

Hollie Gazzard Trust

Contents of the Financial Statements
for the Year Ended 30 April 2024

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Statement of Financial Activities	6
Balance Sheet	7
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Hollie Gazzard Trust

Legal and Administrative Information
for the Year Ended 30 April 2024

Trustees	A Hook (Chair: Resigned 30.01.2024) J Fraser (Chair: Joined 30.01.2024) F Kamara J Rooke (Resigned 27.07.2023) R Grant C Phelan M Bennett L Campbell Mhairi Ball (Joined 27.07.2023) Kirstie Carr (Joined 27.07.2023) Sara Hutchings (Joined 27.07.2023)
Charity number	1156804
Registered office	41 Brunswick Road Gloucester GL1 1JS
Independent examiner	iLex Accountancy Services Ltd 41 Brunswick Road Gloucester GL1 1JS

Hollie Gazzard Trust

Report of the Trustees for the Year Ended 30 April 2024

The trustees present their report and financial statements for the year ended 30 April 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the trust's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

Structure & Governance

Hollie Gazzard Trust is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission and governed by its constitution, registered on 25 April 2014. The Trust is managed by the Board of Trustees, which meets regularly throughout the year.

The trust revised its charitable objects by resolution on 25th April 2014.

The Trust is managed by the Board of Trustees, which meets regularly throughout the year. A Board of Directors consisting of HGT Trustees and Non-Conflicted Non-Executive Directors whose responsibility is to oversee the running and Governance of the Trading Company. By the 2006 Companies Act, the Trading Company is governed by Articles of Association.

Trustees

Alison Hook (Resigned 30.01.2024)
Jodie Fraser (Joined 30.01.2024 Chair)
Faye Kamara
Jon Rooke (Resigned 27.07.2023)
Rebekah Grant
Chris Phelan
Matt Bennett
Lizzie Campbell
Mhairi Ball (Joined 27.07.2023)
Kirstie Carr (Joined 27.07.2023)
Sara Hutchings (Joined 27.07.2023)

Aims & Objectives of the Charity

The Hollie Gazzard Trust (HGT) was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner. HGT helps reduce domestic violence by creating and delivering programmes on domestic abuse and promoting healthy relationships in schools and colleges.

HGT also campaigns to reduce anti-social behaviour and knife crime. The Trust aims to positively change the lives of young people through partnerships in communities, as well as working alongside other charities and professional agencies.

HGT was set up by Hollie's parents, Nick and Mandy, and her sister Chloe. They have been instrumental in developing concepts including Hollie Guard and the Hollie GaZZette

The objectives of HGT are:

- To educate teenagers on healthy relationships and how to identify and deal with, domestic abuse, coercive control and stalking.
- To work to promote peace and divert young people away from anti-social behaviour and knife crime.
- To help prevent harm and keep people safe through the use of Hollie Guard.

Hollie Guard

The Hollie Guard app is a personal safety application designed to provide protection and security for individuals, especially those at risk of domestic abuse, stalking, or other potential threats. Downloaded by over half a million users, Hollie Guard offers evidence-capturing capabilities and a suite of features to enhance the user's safety.

- **Alerts:** In case of immediate danger, users can shake their phone or tap the alert button to trigger an alert. This alert sends the user's location and audio/video evidence to pre-selected emergency contacts.
- **Journeys:** Users can set their destination and allow chosen contacts to monitor their journey in real-time, with the option to trigger an alert if they have not arrived at the destination in time.

Hollie Gazzard Trust

Report of the Trustees for the Year Ended 30 April 2024

- **Meeting Timer:** Users can set a timer for meetings or appointments. If the timer expires without being deactivated, an alert is sent to the emergency contacts.
- **Reports:** Users can document incidents by capturing photos, categorising the report and including notes. These are stored securely in the cloud for later review or evidence.
- **Accident Detection:** Designed for situations where the user may be on the move, this feature activates if there is a sudden fall/movement or the user stops moving for a specified period, automatically sending an alert.
- **App Masking:** For discreet use, users can change the app icon of Hollie Guard to a functioning calculator or weather app. In addition, there is the option to use the 'default' masks, these include variations of logo and logo colour.

Hollie Guard Extra

Hollie Guard Extra is an enhanced version of the standard Hollie Guard app, providing 24/7 police-approved alert monitoring. It is particularly suited for high-risk individuals who require more comprehensive protection measures. Trained professionals will respond to alerts and coordinate with emergency services if necessary.

Hollie Guard Extra has been purchased by nine police forces across the country and endorsed by many other local authorities and charities for victims of crime.

The number of people downloading and using Hollie Guard is continuously growing and the Trust is constantly developing the service in conjunction with PanicGuard to ensure the functionality is fit for purpose. In 2023, the evidence captured through Hollie Guard and the fast response from the Hollie Guard Extra 24/7 alert monitoring team resulted in a successful prosecution of a perpetrator of domestic abuse in Humberside.

Finances

The trustees monitor the financial statements through the trustee's board meetings by way of monthly Management Accounts.

Events

We held a number of fundraising events throughout the financial year. 2024 saw the start of our 10th anniversary as a Trust and as a result we held some additional events that included:

- Service of remembrance at Gloucester Cathedral
- Spring Quiz
- Walk4Hollie
- Purple Hollie Day
- Annual Golf Day
- Annual Hollie Ball

Training and Education

Training has gone from strength to strength, and we have delivered training to approximately 30 schools, colleges and universities – some involved multiple days with multiple year groups and in some cases, we were invited back (during the same academic year – examples are Bristol Free School and Q3 Langley.)

We have delivered staff CPD sessions to CBOE, CBRE, Epping Forest District Council, and Cirencester RAU, Newent School and The Falkland Islands Probation Service (the latter 3 all include repeat bookings.)

Training has covered Active Bystander at KS3, 4 and 5 and also at university and staff level. C+CB has also been frequently requested. We have also delivered Knife Crime Awareness sessions in a number of settings.

We have attended several wellbeing days and offered information sessions to foster carer groups, other charities (GRASAC, Guardians, RSASS) to raise awareness of the work we do and to ensure they are aware of the benefits of HollieGuard.

February 2024 marked the 10-year anniversary of Hollie's death and there was considerable media interest from many outlets – TV, radio and magazines. Nick and the rest of the team were involved in this. During this period, the local BBC news accompanied me (Sara) to Thomas Keble School so that they could film the session and interview me and some of the students for a feature piece on the work we do. This was broadcast and generated many positive comments and some additional training enquiries.

Hollie Gazzard Trust

Report of the Trustees for the Year Ended 30 April 2024

In June, a similar situation occurred, and the ITV Southwest News reporter and camera crew came with me to Highclare School in Birmingham to film me delivering training to students. The filming will form part of a bigger piece around coercive controlling behaviour with a focus on young people – it is due to be broadcast across all ITV local news regions on 13th August 2024.

We are currently in the early stage of setting up an Associate Trainer Scheme. This involves us working with external trainers with the intention of them delivering some of our training on our behalf. We have 3 trainers in place – Jodie and George from RSASS Bucks, and Samantha Billingham based in Birmingham. Once they have been observed and approved, they will be seeking opportunities to deliver a select number of our training sessions on our behalf. We hope that this will be a way to generate additional income for HGT. We are also exploring a collaboration with Streetwise 365 – a local training provider that focus on personal safety. Their work fits well alongside our Active Bystander offerings, and we are looking at ways to offer a training package that incorporates both.

Business Partners Community

The Trust has enjoyed strong support from businesses, locally and nationally since the Trust was first established, but there was a sense that a more structured approach to business engagement would be beneficial in raising awareness in the business community of the Trust's aim and objectives, which in turn would lead to higher and more predictable financial support from these organisations.

Corporate Ambassadors

With this in mind, we launched our Corporate Ambassadors Scheme, with several businesses setting up to support with monthly direct debit amounts ranging from £50 p/m to £100 p/m, with a range of services available to them in return for their support (typically a training day of their choice, quarterly meetings together with their fellow Ambassadors, and a host of other benefits). The scheme has been well received and continues to be something available to businesses, locally in Gloucestershire but also further afield (we have Ambassadors in Birmingham and Hertfordshire as examples), but under a rebranded name of Business Partners.

Women's Safety Charter

Acting on feedback from several businesses, we decided to develop a Women's Safety Charter to help organisations improve women's safety.

This charter allows organisations to demonstrate their commitment to creating a safer working environment.

Signing up to the Charter gives access to our expertise, Training Workshops, Hollie Guard and Hollie Guard Extra and consultancy to help ensure a strong working culture that is focused on fostering a positive and safe workplace for all.

Organisations are encouraged to sign up for a minimum period of 3 years. Organisations are invoiced quarterly. Our intention is to have a minimum of 14 organisations signed up to the Charter and working closely with the Trust in 2024-2025.

Declaration

The trustees declare that they have approved the trustees' report

Signed on behalf of the charity's trustees:



Jodie Fraser (Chair)

Dated: 25th September 2024

Hollie Gazzard Trust

**Independent Examiner's Report to the Trustees
for the Year Ended 30 April 2024**

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust (the trust) for the year ended 30 April 2024.

Responsibilities and basis of report

As the trustees of the trust you are responsible for the presentation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the trust's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, or the opinions I have formed.

Independent examiner's statement

Since the trust's gross income exceeded £250,000 your examiner must be a member of a body listed in the section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants and the Institute of Financial Accountants, which are both listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination, giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of the trust as required by section 130 of the 2011 Act; or
- 2) the financial statements do not accord with those records; or
- 3) the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view, which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in the report, in order to enable a proper understanding of the financial statements to be reached.



Holly Siddall AFA MIPA
iLex Accountancy Services Ltd
41 Brunswick Road
Gloucester
GL1 1JS

Date: 25th September 2024

Hollie Gazzard Trust

**Statement of Financial Activities
including Income and Expenditure account
for the Year Ended 30 April 2024**

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
	Notes						
Income from:							
Donations and legacies	4	79,491	358,904	438,395	52,550	322,747	375,297
Other trading activities	5	75,634	-	75,634	70,840	-	70,840
Investment income	6	887	-	887	2,954	-	2,954
Total Income		156,013	358,904	514,917	126,343	322,747	449,090
Expenditure on:							
Expenditure on raising funds:							
Costs of other trading activities	7	12,749	-	12,749	21,078	-	21,078
Expenditure on charitable activities		-	368,927	368,927	-	315,378	317,378
Support and governance costs		150,301	-	150,301	112,598	-	110,598
		163,050	368,927	531,977	133,676	315,378	449,054
Net Income/(expenditure)		-7,037	-10,023	-17,060	-7,333	7,369	37
Transfers between funds				-			-
Net movement in funds		-7,037	-10,023	-17,060	-7,333	7,369	37
Reconciliation of funds							
Total funds brought forward		120,315	-2,797	117,519	127,648	-10,166	117,482
Total funds carried forward		113,278	-12,820	100,459	120,315	-2,797	117,519

The statement of financial activities include all gains and losses recognised in the year.

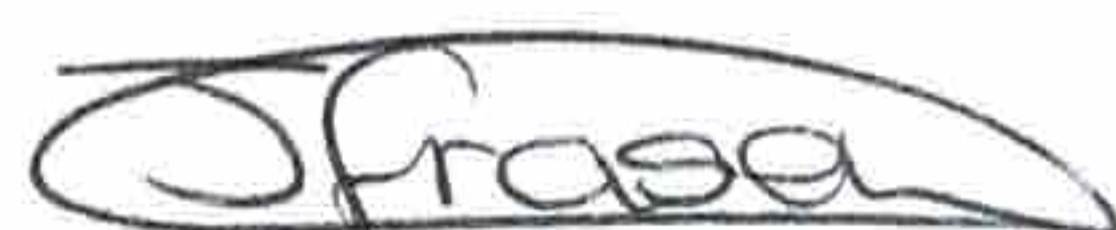
All income and expenditure derive from continuing activities.

Hollie Gazzard Trust

Balance Sheet
for the Year Ended 30 April 2024

	Notes	2024 £	2023 £
Fixed assets			
Tangible assets	13	3,191	2,874
Investments		-	-
		<u>3,191</u>	<u>2,874</u>
Current assets			
Stocks	14	1,000	1,000
Debtors	15	25,701	293,129
Cash at bank and in hand		<u>88,185</u>	<u>114,055</u>
		114,886	408,184
Creditors: amounts falling due within one year	16	-17,619	-293,538
Net current assets		<u>97,267</u>	<u>114,646</u>
Total assets less current liabilities		<u>100,459</u>	<u>117,519</u>
Income funds			
Restricted funds		-12,670	2,692
Unrestricted funds		<u>113,128</u>	<u>114,826</u>
	17	<u>100,459</u>	<u>117,519</u>

The financial statements were approved by the Board of Trustees on 25th September 2024 and were signed on its behalf by:



Jodie Fraser (Chair)

Hollie Gazzard Trust

Notes to the Financial Statements for the Year Ended 30 April 2024

1. Accounting policies

Charity Information

Hollie Gazzard Trust is a charitable incorporated organisation registered with the Charity Commission in England & Wales.

The registered office is Corinium House, Barnwood Point Business Park, Gloucester GL4 3HX

1.1 Accounting convention

The financial statements have been prepared in accordance with the trust's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from January 2016). The trust is a Public Benefit Entity as defined by FRS102.

The trust has taken advantage of the provisions in the SORP for charities applying FRS 102 Updated Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations, but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the trust. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the trust has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes of the financial statements.

1.4 Incoming resources

Income is recognised when the trust is legally entitled to it after performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the trust has been notified of the donation, unless performance conditions require deferral of the amount.

1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated to the applicable expenditures headings.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets, less their residual values over their useful lives on the following bases:

Fixtures & Fittings	25% straight line
Equipment	25% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

Hollie Gazzard Trust

Notes to the Financial Statements for the Year Ended 30 April 2024

1. Accounting policies (continued)

1.7 Impairment of fixed assets

At each reporting date, the trust reviews the carrying amounts of its tangible assets to determine whether there is an indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash Equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial Instruments

The trust has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of

Financial instruments are recognised in the trust's balance sheet, when the trust becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at the transaction price including transaction

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans, are initially recognised at transaction price unless the arrangement constitutes a

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers.

Derecognition of financial liabilities

Financial liabilities are derecognised when the trust's contractual obligations expire, or are discharged, or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense, as they fall due.

2. Critical accounting estimates and judgements

In the application of the trust's accounting policies, the trustees are required to make judgements, estimates and assumptions about the

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in

3. Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of

4. Donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations			
Donations	76,480	33,481	109,961
Gift Aid	1,826	-	1,826
Grants			
Office of the Police & Crime Commissioner	-	57,000	57,000
Panic Guard	-	268,423	268,423
Other Grants	1,185	-	1,185
	<u>79,491</u>	<u>358,904</u>	<u>438,395</u>

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2024**

4. Donations and legacies (continued)	Unrestricted	Restricted		
	funds	funds	Total	
	2023	2023	2023	
	£	£	£	
Donations				
Donations	51,053	44,382	95,435	
Gift Aid	1,496	-	1,496	
Grants				
Office of the Police & Crime Commissioner	-	21,739	21,739	
Panic Guard	-	256,626	256,626	
Other Grants	-	-	-	
	<u>52,550</u>	<u>322,747</u>	<u>375,297</u>	

5. Other trading activities	Unrestricted	Total	Unrestricted	
	funds	Funds	funds	Total Funds
		2024		2023
	£	£	£	£
Golf Day	12,409	12,409	10,554	10,554
Hollie Ball	16,340	16,340	18,083	18,083
Ambassadors	14,887	14,887	-	-
Training	21,798	21,798	26,428	26,428
Amazon Sales	1,404	1,404	5,489	5,489
Other fundraising events and donations	8,796	8,796	10,285	10,285
	<u>75,634</u>	<u>75,634</u>	<u>70,840</u>	<u>70,840</u>

Of all the income received £nil related to restricted funds

6. Investment Income	Unrestricted	Total	Unrestricted	
	funds	Funds	funds	Total Funds
		2024		2023
	£	£	£	£
Dividend income	-	-	2,840	2,840
Interest received	887	887	114	114
	<u>887</u>	<u>887</u>	<u>2,954</u>	<u>2,954</u>

7. Total expenditure	Support and			Total	
	Raising Funds	Charitable activities	governance		Funds
			costs		
	£	£	£	£	
Fundraising expenses	12,630	-	-	12,630	
Ambassador Scheme	119	-	-	119	
Hollie Guard	-	326,824	-	326,824	
Hollie Project	-	-	-	-	
Staff costs	-	40,050	101,186	141,236	
Consulting	-	-	7,135	7,135	
Accountancy and bookkeeping	-	-	4,982	4,982	
Marketing	-	1,228	2,945	4,172	
Website and IT costs	-	-	4,995	4,995	
Insurance	-	-	3,032	3,032	
Other support costs	-	787	7,219	8,006	
Premises expenses	-	-	16,574	16,574	
Independent examination	-	-	1,295	1,295	
Depreciation	-	38	940	977	
	<u>12,749</u>	<u>368,927</u>	<u>150,301</u>	<u>531,977</u>	

Hollie Gazzard Trust

Notes to the Financial Statements for the Year Ended 30 April 2024

7. Total expenditure (continued)

7.1 Total expenditure (Prior year comparative)

	Raising Funds	Charitable activities	Support and governance costs	Total Funds 2023
	£	£	£	£
Fundraising expenses	13,138	-	-	13,138
Ambassador Scheme	7,940	-	-	7,940
Hollie Guard	-	277,160	-	277,160
Hollie Project	-	-	2,000	2,000
Staff costs	-	36,949	66,005	102,954
Consulting	-	-	6,165	6,165
Accountancy and bookkeeping	-	-	4,527	4,527
Marketing	-	1,148	5,406	6,554
Website and IT costs	-	-	6,513	6,513
Insurance	-	-	1,419	1,419
Other support costs	-	120	6,917	7,037
Premises expenses	-	-	11,782	11,782
Independent examination	-	-	1,295	1,295
Depreciation	-	-	569	569
	<u>21,078</u>	<u>315,378</u>	<u>112,598</u>	<u>449,054</u>

8. Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation of tangible fixed assets	<u>977</u>	<u>569</u>

9. Independent examination fees

	2024	2023
	£	£
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>1,295</u>	<u>1,295</u>

10. Staff costs

	2024	2023
	£	£
Wages and salaries	139,147	99,904
Other pension costs	<u>1,401</u>	<u>12</u>
	<u>140,548</u>	<u>99,916</u>

Number of employees

The average monthly number of employees during the year was:

	2024	2023
	Number	Number
	<u>7</u>	<u>4</u>

11. Trustees remuneration and benefits

There were no trustee remuneration or other benefits for the year ended 30th April 2024 nor for the year ended 30th April 2023.

12. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2024**

13. Tangible fixed assets

	Furniture & Fixtures		Total
	£	£	£
Cost			
At 1 May 2023	1,438	4,660	6,098
Additions	-	1,295	1,295
At 30 April 2024	1,438	5,955	7,393
Depreciation and impairment			
At 1 May 2023	103	3,121	3,225
Charge for the year	359	618	977
At 30 April 2024	463	3,739	4,202
Carrying amount			
At 30 April 2024	975	2,216	3,191
At 30 April 2023	1,334	1,539	2,874

14. Stocks

	2024	2023
	£	£
Raw materials and consumables	1,000	1,000

15. Debtors

	2024	2023
	£	£
Trade debtors	16,097	21,484
Prepayments and accrued income	5,085	265,398
Other debtors	4,519	6,248
	25,701	293,129

16. Creditors

	2024	2023
	£	£
Amounts falling due within one year:		
Trade creditors	1,126	19,811
Other creditors	13,745	272,309
Accruals and deferred income	2,747	1,418
	17,619	293,538

17. Analysis of charitable funds (continued)

Unrestricted funds	Balance at	Incoming	Resources	Balance at	
	30 April 2023	resources	expended	Transfers	30 April 2024
	£	£	£	£	£
General funds	114,056	154,976	-163,050	-	105,982
Other income	6,259	887	-	-	7,147
	120,315	155,863	-163,050	-	113,128

General funds	Balance at	Incoming	Resources	Balance at	
	30 April 2022	resources	expended	Transfers	30 April 2023
	£	£	£	£	£
General funds	124,342	123,390	-133,676	-	114,056
	3,305	2,954	-	-	6,259
	127,648	126,343	-133,676	-	120,315

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2024**

17. Analysis of charitable funds

Restricted funds	Balance at	Incoming	Resources	Transfers	Balance at
	30 April 2023	resources	expended		30 April
	£	£	£	£	2024
Hollie Guard	3,593	359,054	-368,927	-	-6,280
Hollie's Project	-6,390	-	-	-	-6,390
	<u>-2,797</u>	<u>359,054</u>	<u>-368,927</u>	<u>-</u>	<u>-12,670</u>

	Balance at	Incoming	Resources	Transfers	Balance at
	30 April 2022	resources	expended		30 April
	£	£	£	£	2023
Hollie Guard	-3,776	322,747	-315,378	-	3,593
Hollie's Project	-6,390	-	-	-	-6,390
	<u>-10,166</u>	<u>322,747</u>	<u>-315,378</u>	<u>-</u>	<u>-2,797</u>

Purpose of restricted fund

Hollie Guard Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone - free of charge.

19. Analysis of net assets between funds

	Unrestricted	Restricted	Total
	funds	funds	
	2024	2024	2024
	£	£	£
Tangible fixed assets	-	3,191	3,191
Investments	-	-	-
Current assets	63,901	23,216	87,118
Creditors less than 1 year	-2,000	-15,618	-17,619
	<u>61,901</u>	<u>10,789</u>	<u>72,691</u>

	Unrestricted	Restricted	Total
	funds	funds	
	2023	2023	2023
	£	£	£
Tangible fixed assets	-	2,874	2,874
Investments	-	-	-
Current assets	363,208	44,976	408,184
Creditors less than 1 year	-289,814	-3,724	-293,538
	<u>73,394</u>	<u>44,125</u>	<u>117,519</u>

20. Related party transactions

There are no related party transactions.

HOLLIE GAZZARD TRUST

England & Wales - Charity number 1156804

Accounts



Corinium House, Barnwood Point Business Park, Corinium Avenue, Gloucester, GL4 3HX

Trustees Annual Report 1st May 2022 - 30 April 2023

Structure & Governance

Hollie Gazzard Trust is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission and governed by its constitution, registered on 25 April 2014. The Hollie Gazzard Trust is also the only shareholder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd, Company Number 9673235 registered with Companies House, Cardiff on 7th July 2015.

The Trust is managed by the Board of Trustees, which meets regularly throughout the year. A Board of Directors consisting of HGT Trustees and Non-Conflicted Non-Executive Directors whose responsibility is to oversee the running and Governance of the Trading Company. By the 2006 Companies Act, the Trading Company is governed by Articles of Association.

Trustees

Alison Hook (Chair)
Faye Kamara
Jon Rooke
Kim Whalen-Blake (Resigned March 2023)
Rebekah Grant
Paul Goring (Resigned December 2022)
Chris Phelan
Jane Nitka (Resigned January 2023)
Matt Bennett (Joined 18.10.22)
Lizzie Campbell (Joined 18.10.22)

Aims & Objectives of the Charity

The Hollie Gazzard Trust (HGT) was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner. HGT helps reduce domestic violence by creating and delivering programmes on domestic abuse and promoting healthy relationships in schools and colleges.

HGT also campaigns to reduce anti-social behaviour and knife crime. The Trust aims to positively change the lives of young people through partnerships in communities, as well as working alongside other charities and professional agencies.

HGT was set up by Hollie's parents, Nick and Mandy, and her sister Chloe. They have been instrumental in developing concepts including Hollie Guard and the Hollie GaZZette
The objectives of HGT are:

- To educate teenagers on healthy relationships and how to identify and deal with, domestic abuse, coercive control and stalking
- To work to promote peace and divert young people away from anti-social behaviour and knife crime.
- To help prevent harm and keep people safe through the use of Hollie Guard.





Review of activities and developments

Hollie Guard

Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts. The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It is a safety device available to anyone – free of charge.

Key features of the app include:

- **Journey** - This feature can help you travel safely. Whenever you use this feature, your emergency contacts are informed about where you are going so, they can check on you in case you are in trouble. Ideal for travelling from one location to another.
- **Meeting** - This function allows the person to identify when they are going to a potentially dangerous meeting or working alone. An alert will automatically be created if the timer expires, or they do not cancel the meeting.
- **Man Down** - Man Down will send an alert to the dedicated contacts to make them aware if a person has not moved in a while. The app will flag sudden non-movement and impact, for example, if someone has been assaulted or fallen.
- **Reports** – The report feature allows users to record an incident quickly and easily with supporting photo evidence that is automatically categorised, time-stamped, and geo-tagged. This feature can be used to create a log of events which can be used as evidence if required.

New features that have been added this year include:

- **Reports** – Additional categories such as ‘bullying’, ‘harassment’, ‘spiking’ and ‘hate crime’ have been added to give a wider range of incidents that can be reported.
- **App masking** – Users can now choose between the default app icon for Hollie Guard, or they can disguise the app to appear as a functioning weather or calculator application. In addition, there is also the option to change the default icon with variations of colour and style to be selected.

The number of people downloading and using Hollie Guard is growing rapidly and the Hollie Gazzard Trust is constantly developing the service in conjunction with PanicGuard to ensure its functionality is fit for purpose. The Crown Prosecution Service has declared that the data that Hollie Guard holds is admissible evidence in court.

Hollie Guard Extra

As well as all the features of Hollie Guard, users can choose to upgrade their service to Hollie Guard Extra, a service through which an alert response centre will monitor any alerts triggered 24/7. The monitoring centre will determine a suitable response to the alert, which could include calling the emergency services on the user’s behalf. Individuals can upgrade through the app on a monthly or annual basis. In addition, annual subscriptions can now be purchased through Amazon.

We are continuing to work alongside various police forces, local authorities, businesses, and charities to provide Hollie Guard Extra to help safeguard individuals. As of 2023, we have partnered with 9 police forces across the country to provide Hollie Guard Extra. In total over 4,000 codes have been purchased and assigned to various individuals including lone workers and victims of domestic abuse and stalking.





Nottingham Trent University Evaluation

The students evaluated our Sexual Harassment Active Bystander workshop to compress down to an hour session we could deliver in schools. They came up with various recommendations and found some new and relevant statistics which were very insightful. We were then able to use some of the work they completed to help us to create an hours of Active Bystander session and an hour Sexual harassment Active Bystander session to deliver in schools which we broke down into KS3 and KS4.

Finances

The trustees monitor the financial statements through the trustee's board meetings. Accounting statements and bank statements are provided for monitoring. The reserves policy is reviewed at each meeting and will be adjusted accordingly to business needs.

Events

We have held our four main events for the year as well as attended various events such as the Knife Angel in Gloucester to help to raise awareness of what we do and to also raise vital funds. We have held:

- **Purple Hollie Day 2022**
Purple Hollie Day went well, with lots of schools and businesses participating. We expect this to become a much bigger event and to grow each year now that we have been into more schools, colleges and businesses as we will get them involved alongside the corporate ambassador programme that is blossoming.
- **Golf Day 2022**
The Golf day went well and sold out quickly. This year it was organised by Kirby & Knott which we have been working closely with and have been giving us lots of support! It was enjoyed by all and a few teams booked in for the 2023 golf day straight away!
- **Dinner 2022**
The Dinner ran smoothly with the theme of Enchanted Garden and sold out within two weeks of offering tickets!
- **Walk4Hollie 2023**
We ran the Walk4Hollie from the Glevum again this year with some new merchandise for sale. The weather was fantastic for us being warm and sunny which meant we had a good turn out and the event was enjoyed by all.

Training and Education

In the United Kingdom, domestic abuse is thought to cost £14 billion in lost economic output due to decreased productivity, administration difficulties from unplanned time off, lost wages and sick pay. Working Without Fear is a tailored programme of workshops designed to show employers the vital role they play in safeguarding their employees against domestic violence & abuse, coercive control and stalking. We help them to do this through training, education and raising awareness. The Working Without Fear programme is delivered by the Charitable Trading Company and supported by Gloucestershire's Police and Crime Commissioner.

We have delivered workshops and training on raising awareness in educational facilities and businesses on; Hollie Guard, Stalking, Healthy Relationships, Coercive Control, Sexual Harassment Active Bystander and Knife Crime. With increasing demand, we have now employed another team member to assist with training.





We have delivered to 12 schools across the country, repeatedly at some and we have attended numerous well-being and freshers events. An exciting project that has We have also been invited to speak as part of training sessions delivered by other organisations such as foster carers, women's groups, and police training days, as well as being asked to speak on various media outlets – the Netflix documentary that we were asked to be part of aired in February which further raised awareness of the issues Hollie faced and resulted in an influx of people reaching out.

Details of Future Developments

The promotion of Hollie Guard and Hollie Guard Extra with Police forces will continue. Hollie Guard Business is still being rolled out to the business community to help businesses comply with the various Health & Safety and the new domestic abuse act. We have had various companies take on Hollie Guard Business and renew again this year.

The commencement of a new project, Hollie's Project provides a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The hub would aim to bring together administration, training and hairdressing, providing a community resource with a focus on keeping people safe. This will be a huge development for the Trust and ensure a place in the community with the potential of developing in other areas. This is still on hold for now as we develop in other areas and navigate the current economic climate.

The team have been working hard in creating an Ambassador Scheme which is a great way for local businesses to give support to the Trust, whilst mutually benefitting from being part of the Scheme. By setting up a monthly charitable donation (recognised as a charitable donation for Corporation Tax Purposes), businesses can join a community of like-minded people, all aligned to the aims of the Trust, ultimately helping to reduce the instances and impact of domestic abuse and stalking, through our collective work.

With Corporate, Not-For-Profit and Retail Ambassador Schemes, there is a tailored package for most types of business. Benefits of joining the growing community of Ambassadors include discounted access to various training workshops (Active Bystander, Working Without Fear, Healthy Relationships) delivered by the Trust, regular Ambassador networking days, and much more.

3 types of Ambassador Scheme are now live:

Corporate: £100 per month on recurring Direct Debit

Supporter: £600 per annum invoiced (typically)

Retail: £25 per month on recurring Direct Debit

Declaration

The trustees declare that they have approved the trustees' report
Signed on behalf of the charity's trustees:

Signature: *Alison Hook*

Name: Alison Hook

Position: Chair

Date:



REGISTERED CHARITY NUMBER: 1156804

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 30 April 2023
for
Hollie Gazzard Trust

Hollie Gazzard Trust

**Contents of the Financial Statements
for the Year Ended 30 April 2023**

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Independent Examiner's Report	5
Statement of Financial Activities	6
Balance Sheet	7
Notes to the Financial Statements	8 to 13

Hollie Gazzard Trust

Legal and Administrative Information
for the Year Ended 30 April 2023

Trustees	A Hook (Chair) F Kamara J Rooke R Grant C Phelan M Bennett (Appointed October 2022) L Campbell (Appointed October 2022) K Whalen-Blake (Resigned March 2023) P Goring (Resigned December 2022) J Nitka (Resigned January 2023)
Charity number	1156804
Registered office	41 Brunswick Road Gloucester GL1 1JS
Independent examiner	iLex Accountancy Services Ltd 41 Brunswick Road Gloucester GL1 1JS

Hollie Gazzard Trust

Report of the Trustees for the Year Ended 30 April 2023

The trustees present their report and financial statements for the year ended 30 April 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the trust's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

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The trust revised its charitable objects by resolution on 25th April 2014.

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Hollie Gazzard Trust

Report of the Trustees (Continued) **for the Year Ended 30 April 2023**

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Hollie Gazzard Trust

Report of the Trustees (Continued) **for the Year Ended 30 April 2023**

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We have also been invited to speak as part of training sessions delivered by other organisations such as foster carers, women's groups, and police training days, as well as being asked to speak on various media outlets – the Netflix documentary that we were asked to be part of aired in February which further raised awareness of the issues Hollie faced and resulted in an influx of people reaching out.

Details of Future Developments

The promotion of Hollie Guard and Hollie Guard Extra with Police forces will continue. Hollie Guard Business is still being rolled out to the business community to help businesses comply with the various Health & Safety and the new domestic abuse act. We have had various companies take on Hollie Guard Business and renew again this year.

The commencement of a new project, Hollie's Project provides a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The hub would aim to bring together administration, training and hairdressing, providing a community resource with a focus on keeping people safe. This will be a huge development for the Trust and ensure a place in the community with the potential of developing in other areas. This is still on hold for now as we develop in other areas and navigate the current economic climate.

The team have been working hard in creating an Ambassador Scheme which is a great way for local businesses to give support to the Trust, whilst mutually benefitting from being part of the Scheme. By setting up a monthly charitable donation (recognised as a charitable donation for Corporation Tax Purposes), businesses can join a community of like-minded people, all aligned to the aims of the Trust, ultimately helping to reduce the instances and impact of domestic abuse and stalking, through our collective work.

With Corporate, Not-For-Profit and Retail Ambassador Schemes, there is a tailored package for most types of business. Benefits of joining the growing community of Ambassadors include discounted access to various training workshops (Active Bystander, Working Without Fear, Healthy Relationships) delivered by the Trust, regular Ambassador networking days, and much more.

3 types of Ambassador Scheme are now live:

Corporate: £100 per month on recurring Direct Debit

Supporter: £600 per annum invoiced (typically)

Retail: £25 per month on recurring Direct Debit

The trustees declare that they have approved the trustees' report

Signed on behalf of the charity's trustees:

Alison Hook (Chair)

Dated:

Hollie Gazzard Trust

**Independent Examiner's Report to the Trustees
for the Year Ended 30 April 2023**

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust (the trust) for the year ended 30 April 2023.

Responsibilities and basis of report

As the trustees of the trust you are responsible for the presentation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the trust's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, or the options I have formed.

Independent examiner's statement

Since the trust's gross income exceeded £250,000 your examiner must be a member of a body listed in the section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants and the Institute of Financial Accountants, which are both listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination, giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of the trust as required by section 130 of the 2011 Act; or
- 2) the financial statements do not accord with those records: or
- 3) the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view, which is not a matter considered as part of an independent examination.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in the report, in order to enable a proper understanding of the financial statements to be reached.



Holly Siddall AFA MIPA
iLex Accountancy Services Ltd
41 Brunswick Road
Gloucester
GL1 1JS

Date: 30th November 2023

Hollie Gazzard Trust

**Statement of Financial Activities
including Income and Expenditure account
for the Year Ended 30 April 2023**

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	Notes	2023	2023	2023	2022	2022	2022
		£	£	£	£	£	£
Income from:							
Donations and legacies	4	52,550	322,747	375,297	64,089	81,451	145,540
Other trading activities	5	70,840	-	70,840	43,649	-	43,649
Investment income	6	2,954	-	2,954	3,305	-	3,305
Total Income		126,343	322,747	449,090	111,044	81,451	192,495
Expenditure on:							
Expenditure on raising funds:							
Costs of other trading activities	7	21,078	-	21,078	8,625	-	8,625
Expenditure on charitable activities		-	315,378	317,378	87,536	92,419	179,955
Support and governance costs		112,598	-	110,598			
		133,676	315,378	449,054	96,161	92,419	188,580
Net Income/(expenditure)		-7,333	7,369	37	14,883	-10,968	3,915
Transfers between funds				-			-
Net movement in funds		-7,333	7,369	37	14,883	-10,968	3,915
Reconciliation of funds							
Total funds brought forward		127,648	-10,166	117,482	112,765	802	113,567
Total funds carried forward		120,315	-2,797	117,519	127,648	-10,166	117,482

The statement of financial activities include all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Hollie Gazzard Trust

Balance Sheet

for the Year Ended 30 April 2023

	Notes	2023 £	2022 £
Fixed assets			
Tangible assets	13	2,874	657
Investments		-	1
		<u>2,874</u>	<u>658</u>
Current assets			
Stocks	14	1,000	2,200
Debtors	15	293,129	192,414
Cash at bank and in hand		114,055	161,068
		<u>408,184</u>	<u>355,682</u>
Creditors: amounts falling due within one year	16	-293,538	-238,858
Net current assets		<u>114,646</u>	<u>116,824</u>
Total assets less current liabilities		<u><u>117,519</u></u>	<u><u>117,482</u></u>
Income funds			
Restricted funds		2,692	-10,166
Unrestricted funds		<u>114,826</u>	<u>127,648</u>
	17	<u><u>117,519</u></u>	<u><u>117,482</u></u>

The financial statements were approved by the Board of Trustees on 30th November 2023 and were signed on its behalf by:

A Hook (Chair)
Trustee

Hollie Gazzard Trust

**Notes to the Financial Statements
for the Year Ended 30 April 2023**

1. Accounting policies

Charity Information

Hollie Gazzard Trust is a charitable incorporated organisation registered with the Charity Commission in England & Wales.

The registered office is Corinium House, Barnwood Point Business Park, Gloucester GL4 3HX

1.1 Accounting convention

The financial statements have been prepared in accordance with the trust's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from January 2016). The trust is a Public Benefit Entity as defined by FRS102.

The trust has taken advantage of the provisions in the SORP for charities applying FRS 102 Updated Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations, but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the trust. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the trust has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes of the financial statements.

1.4 Incoming resources

Income is recognised when the trust is legally entitled to it after performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the trust has been notified of the donation, unless performance conditions require deferral of the amount.

1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated to the applicable expenditures headings.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets, less their residual values over their useful lives on the following bases:

Fixtures & Fittings	25% straight line
Equipment	25% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Impairment of fixed assets

At each reporting date, the trust reviews the carrying amounts of its tangible assets to determine whether there is an indication that those assets

1.8 Cash and cash Equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of

Notes to the Financial Statements (continued)
for the Year Ended 30 April 2023

1. Accounting policies (continued)

1.9 Financial Instruments

The trust has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all its financial instruments.

Financial instruments are recognised in the trust's balance sheet, when the trust becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at the transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present values of the future payments, discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the trust's contractual obligations expire, or are discharged, or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense, as they fall due.

2. Critical accounting estimates and judgements

In the application of the trust's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised; where the revision affects only that period, or in the period of the revision and future periods, where the revision affects both current and future periods.

3. Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

Hollie Gazzard Trust

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2023**

4. Donations and legacies	Unrestricted funds	Restricted funds	Total		
	2023	2023	2023	funds	Total Funds
	£	£	£	£	2022
Donations					
Donations	51,053	44,382	95,435		
Big Give	-	-	-		
Gift Aid	1,496	-	1,496		
Grants					
Gloucestershire County Council	-	-	-		
Office of the Police & Crime Commissioner	-	21,739	21,739		
Panic Guard	-	256,626	256,626		
Other Grants	-	-	-		
	<u>52,550</u>	<u>322,747</u>	<u>375,297</u>		
	Unrestricted funds	Restricted funds	Total		
	2022	2022	2022	funds	Total Funds
	£	£	£	£	2022
Donations					
Donations	29,501	-	29,501		
Big Give	4088.67	-	4088.67		
Grants					
Gloucestershire County Council	20,000	-	20,000		
Office of the Police & Crime Commissioner	7,500	22,750	30,250		
Panic Guard	-	57,701	57,701		
Other Grants	3,000	1,000	4,000		
	<u>64,089</u>	<u>81,451</u>	<u>145,540</u>	<u>43,649</u>	<u>43,649</u>
5. Other trading activities	Unrestricted funds	Total Funds			
	2023	2023	funds	Total Funds	2022
	£	£	£	£	£
Golf Day	10,554	10,554	7,794	7,794	7,794
Hollie Ball	18,083	18,083	17,729	17,729	17,729
Training	26,428	26,428	14,128	14,128	14,128
Amazon Sales	5,489	5,489	-	-	-
Other fundraising events and donations	10,285	10,285	3,999	3,999	3,999
	<u>70,840</u>	<u>70,840</u>	<u>43,649</u>	<u>43,649</u>	<u>43,649</u>
	Of all the income received £nil related to restricted funds				
6. Investment Income	Unrestricted funds	Total Funds			
	2023	2023	funds	Total Funds	2022
	£	£	£	£	£
Dividend income	2,840	2,840	3,298	3,298	3,298
Interest received	114	114	7	7	7
	<u>2,954</u>	<u>2,954</u>	<u>3,305</u>	<u>3,305</u>	<u>3,305</u>
7. Total expenditure	Raising Funds	Charitable activities	Support and governance costs		
	2023	2023	2023	Total Funds	2022
	£	£	£	£	£
Fundraising expenses	13,138	-	-	13,138	13,138
Ambassador Scheme	7,940	-	-	7,940	7,940
Hollie Guard	-	277,160	-	277,160	277,160
Hollie Project	-	-	2,000	2,000	2,000
Staff costs	-	36,949	66,005	102,954	102,954
Consulting	-	-	6,165	6,165	6,165
Accountancy and bookkeeping	-	-	4,527	4,527	4,527
Marketing and website costs	-	1,148	5,406	6,554	6,554
Website and IT costs	-	-	6,513	6,513	6,513
Insurance	-	-	1,419	1,419	1,419
Other support costs	-	120	6,917	7,037	7,037
Premises expenses	-	-	11,782	11,782	11,782
Independent examination	-	-	1,295	1,295	1,295
Depreciation	-	-	569	569	569
	<u>21,078</u>	<u>315,378</u>	<u>112,598</u>	<u>449,054</u>	<u>449,054</u>

Hollie Gazzard Trust

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2023**

7. Total expenditure (continued)

7.1 Total expenditure (Prior year comparative)

	Raising Funds	Charitable activities	Support and governance costs	Total Funds
	£	£	£	£
				2022
Fundraising expenses	8,625	-	-	8,625
Hollie Guard	-	62,320	-	62,320
Hollie Project	-	7,390	-	7,390
Staff costs	-	22,346	35,937	
Consulting	-	-	5,252	
Accountancy and bookkeeping	-	-	2,109	2,109
Marketing and website costs	-	-	21,839	21,839
Website and IT costs	-	-	8,470	8,470
Insurance	-	-	26	26
Other support costs	-	-	4,455	4,455
Premises expenses	-	-	8,201	8,201
Independent examination	-	-	1,295	1,295
Depreciation	-	-	316	316
	<u>8,625</u>	<u>92,056</u>	<u>87,899</u>	<u>125,045</u>

8. Net income/(expenditure)

Net income/(expenditure) is stated after charging.(crediting):	2023	2022
	£	£
Depreciation of tangible fixed assets	<u>569</u>	<u>316</u>

9. Independent examination fees

	2023	2022
	£	£
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>1,295</u>	<u>1,295</u>

10. Staff costs

	2023	2022
	£	£
Wages and salaries	99,904	56,427
Other pension costs	<u>12</u>	<u>187</u>
	<u>99,916</u>	<u>56,614</u>

Number of employees

The average monthly number of employees during the year was:	2023	2022
	Number	Number
	<u>4</u>	<u>4</u>

11. Trustees remuneration and benefits

There were no trustee' remuneration or other benefits for the year ended 30th April 2023 nor for the year ended 30th April 2022.

12. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

13. Tangible fixed assets

	Furniture & Fixtures	Equipment	Total
	£	£	£
Cost			
At 1 May 2022	-	3,312	3,312
Additions	<u>1,438</u>	<u>1,348</u>	<u>2,786</u>
At 30 April 2023	<u>1,438</u>	<u>4,660</u>	<u>6,098</u>
Depreciation and impairment			
At 1 May 2022	-	2,656	2,656
Charge for the year	<u>103</u>	<u>465</u>	<u>569</u>
At 30 April 2023	<u>103</u>	<u>3,121</u>	<u>3,225</u>
Carrying amount			
At 30 April 2023	<u>1,334</u>	<u>1,539</u>	<u>2,874</u>
At 30 April 2022	<u>-</u>	<u>657</u>	<u>657</u>

Hollie Gazzard Trust

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2023**

14. Stocks	2023	2022
	£	£
Raw materials and consumables	1,000	2,200

15. Debtors	2023	2022
	£	£
Trade debtors	21,484	5,820
Prepayments and accrued income	265,398	186,594
Other debtors	6,248	-
	<u>293,129</u>	<u>192,414</u>

16. Creditors	2023	2022
	£	£
Amounts falling due within one year:		
Trade creditors	19,811	9,157
Other creditors	272,309	226,249
Accruals and deferred income	1,418	3,451
	<u>293,538</u>	<u>238,857</u>

17. Analysis of charitable funds

Unrestricted funds	Balance at	Incoming	Resources	Transfers	Balance at
	1 May 2022	resources	expended		30 April
	£	£	£	£	2023
					£
General funds	124,343	123,390	-133,676	-	114,057
Other income	3,305	2,954	-	-	6,259
	<u>127,648</u>	<u>126,343</u>	<u>-133,676</u>	-	<u>120,315</u>

General funds	Balance at	Incoming	Resources	Transfers	Balance at
	1 May 2021	resources	expended		30 April
	£	£	£	£	2022
					£
General funds	112,765	107,738	-96,161	-	124,342
	-	3,305	-	-	3,305
	<u>112,765</u>	<u>111,044</u>	<u>-96,161</u>	-	<u>127,648</u>

Restricted funds	Balance at	Incoming	Resources	Transfers	Balance at
	1 May 2022	resources	expended		30 April
	£	£	£	£	2023
					£
Hollie Guard	-3,776	322,747	-315,378	-	3,593
Hollie's Project	-6,390	-	-	-	-6,390
	<u>-10,166</u>	<u>322,747</u>	<u>-315,378</u>	-	<u>-2,797</u>

Hollie Guard	Balance at	Incoming	Resources	Transfers	Balance at
	1 May 2021	resources	expended		30 April
	£	£	£	£	2022
					£
Hollie Guard	802	80,451	-85,029	-	-3,776
Hollie's Project	-	1,000	-7,390	-	-6,390
	<u>802</u>	<u>81,451</u>	<u>-92,419</u>	-	<u>-10,166</u>

Purpose of restricted fund

Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone - free of charge.

Hollie Gazzard Trust

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2023**

19. Analysis of net assets between funds	Unrestricted funds	Restricted funds	Total
	2023	2023	2023
	£	£	£
Tangible fixed assets	-	2,874	2,874
Investments	-	-	-
Current assets	363,208	44,976	408,184
Creditors less than 1 year	-289,814	-3,724	-293,538
	<u>73,394</u>	<u>44,125</u>	<u>117,519</u>
	Unrestricted funds	Restricted funds	Total
	2022	2022	2022
	£	£	£
Tangible fixed assets	-	657	657
Investments	-	1	1
Current assets	261,755	93,927	355,682
Creditors less than 1 year	-214,817	-24,040	-238,857
	<u>46,938</u>	<u>70,545</u>	<u>117,483</u>

20. Related party transactions

The Hollie Gazzard Trust is a sole shareholder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd. A board of directors, including charity trustees oversees the running of the business. The charity received a dividend of £2,840.00 during the year (2022 - £3,298.39).

Hollie Gazzard Trust

**Independent Examiner's Report to the Trustees
for the Year Ended 30 April 2023**

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust (the trust) for the year ended 30 April 2023.

Responsibilities and basis of report

As the trustees of the trust you are responsible for the presentation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the trust's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, or the options I have formed.

Independent examiner's statement

Since the trust's gross income exceeded £250,000 your examiner must be a member of a body listed in the section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants and the Institute of Financial Accountants, which are both listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination, giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of the trust as required by section 130 of the 2011 Act; or
- 2) the financial statements do not accord with those records: or
- 3) the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view, which is not a matter considered as part of an independent examination.

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I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in the report, in order to enable a proper understanding of the financial statements to be reached.



Holly Siddall AFA MIPA
iLex Accountancy Services Ltd
41 Brunswick Road
Gloucester
GL1 1JS

Date: 30th November 2023

HOLLIE GAZZARD TRUST

England & Wales - Charity number 1156804

Accounts



Corinium House, Barnwood Point Business Park, Corinium Avenue, Gloucester, GL4 3HX

Trustees Annual Report 1st May 2021 - 30 April 2022

Structure & Governance

Hollie Gazzard Trust is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission and governed by its constitution, registered on 25 April 2014. The Hollie Gazzard Trust is also the only share holder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd, Company Number 9673235 registered with Companies House, Cardiff on 7th July 2015.

The Trust is managed by the Board of Trustees, which meets on a regular basis throughout the year. A Board of Directors consisting of HGT Trustees and Non-Conflicted Non-Executive Directors whose responsibility is to oversee the running and Governance of the Trading Company. In accordance with the 2006 Companies Act, the Trading Company is governed by Articles of Association.

Trustees

Alison Hook (Chair)
Faye Kamara
Sophie Perkins
Jon Rooke
Kim Whalen-Blake
Rebekah Grant
Paul Goring
Chris Phelan
Jane Nitka

Aims & Objectives of the Charity

The Hollie Gazzard Trust (HGT) was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner. HGT helps reduce domestic violence through creating and delivering programmes on domestic abuse and promoting healthy relationships in schools and colleges.

HGT also campaigns to reduce anti-social behaviour and knife crime. The aim of the Trust is to positively change the lives of young people through partnerships in communities, as well as working alongside other charities and professional agencies.

HGT was set up by Hollie's parents, Nick and Mandy, and her sister Chloe. They have been instrumental in developing concepts including Hollie Guard and the Hollie GaZZette
The objectives of HGT are:

- To educate teenagers on healthy relationships and how to identify and deal with, domestic abuse, coercive control and stalking
- To work to promote peace and divert young people away from anti-social behaviour and knife crime.
- To help prevent harm and keep people safe through the use of Hollie Guard.





Review of activities and developments

Hollie Guard

Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts. The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone – free of charge.

Key features of the app include:

- **Journey** - This feature can help you travel safely. Whenever you use this feature, your emergency contacts are informed about where you are going so, they can check on you in case you are in trouble. Ideal for travelling from one location to another.
- **Meeting** - This function allows the person to identify when they are going to a potentially dangerous meeting or working alone. An alert will automatically be created if the timer expires, or they do not cancel the meeting.
- **Man Down** - Man Down will send an alert to the dedicated contacts to make them aware if a person has not moved in a while. The app will flag sudden non-movement and impact, for example if someone has been assaulted or fallen.
- **Reports** – The report feature allows users to record an incident quickly and easily with supporting photo evidence that is automatically categorised, time stamped, and geo tagged. This feature can be used to create a log of events which can be used as evidence if required. The number of people downloading and using Hollie Guard is growing rapidly and the Hollie Gazzard Trust is constantly developing the service in conjunction with PanicGuard to ensure its functionality is fit for purpose for users. We have worked with the Crown Prosecution service and the data that Hollie Guard holds is admissible evidence in court.

Hollie Guard Extra

As well as all the features of Hollie Guard, users can choose to upgrade their service to Hollie Guard Extra, a service through which an alert response centre will monitor any alerts triggered 24/7. The response monitor will be able to see the user's location in real-time as soon as an alert is activated. They will then be able to access the audio and video evidence created at the location, allowing them to determine a suitable response to the alert, which could include calling the emergency services. During the year because of grant funding, we were able to support vulnerable victims of domestic abuse and stalking across 16 police forces, a number of charities and other supporting agents. In total we supported 1132 victims with Hollie Guard Extra.

Nottingham Trent University Evaluation

The students evaluated one of our Healthy Relationships workshops. They came up with various recommendations in order to ensure that the workshop was diverse in order to reach all. We ensured we took note of the recommendations and updated all workshops in accordance.

Masters students project

Grant Funding





We obtained funding from Gloucestershire's Police and Crime Commissioners office to complete 20 courses of the Sexual Harassment Active Bystander Training. We received £1,000 from South West Community Benefit and £2,000 from Co-operative Community Funding to deliver Healthy relationships workshops in schools.

Finances

The trustees monitor the financial statements through the trustee's board meetings. Accounting statements and bank statements are provided for monitoring. The reserves policy is reviewed at each meeting and will be adjusted accordingly to business needs.

Events

We have been able to hold events again this year due to settling of the pandemic. We have held:

- **Purple Hollie Day 2021**
Purple Hollie Day went well, however as it was the first after the pandemic it was a slow start. We expect this to become a much bigger event and to grow each year now that we have been in to more schools, colleges and businesses as we will get them involved. We raised: £2011
- **Golf Day 2021**
The Golf day went really well and sold out quickly. It was enjoyed by all and a few teams booked in for the 2022 golf day straight away! We raised: £5871.00
- **Dinner 2021**
The Dinner ran smoothly and we raised: £11,077.00
- **Walk4Hollie 2022**
We ran the Walk4Hollie from the Glevum this year with some new merchandise for sale and a tombola. The weather forecast was not the best which may have deterred some.

Training and Education

In the United Kingdom, domestic abuse is thought to cost £14 billion in lost economic output due to decreased productivity, administration difficulties from unplanned time off, lost wages and sick pay. Working Without Fear is a tailored programme of workshops designed to show employers the vital role they play in respect to safeguarding their employees against domestic violence & abuse, coercive control and stalking. We help them to do this through training, education and raising awareness. The Working Without Fear programme is delivered by the Charitable Trading Company and supported by Gloucestershire's Police and Crime Commissioner.

We have delivered workshops and training on raising awareness to educational facilities and businesses on; Hollie Guard, Stalking, Healthy Relationships, Coercive Control, Knife Crime. We have been able to get back in to schools and businesses to deliver due to the settling of the pandemic, therefore able to reach far more people.

We have delivered to 14 schools across the country and attended numerous wellbeing and freshers events.

We have been in to two large organisations to deliver the Working Without Fear Programme and delivered the Sexual Harassment Active Bystander training to four organisations.

We have also been invited to speak as part of training sessions delivered by other organisations, police training days, as well as being asked to speak on various media outlets – including Netflix - to raise awareness and talk about Hollie Guard/Extra.

Details of Future Developments

The promotion of Hollie Guard and Hollie Guard Extra with Police forces will continue. We have also developed Hollie Guard Business that has been rolled out to the business community to help businesses comply with the various Health & Safety and new domestic abuse act. We will also be





Hollie
Gazzard Trust

rolling this out to the educational sector. We have had various companies take on Hollie Guard Business and had our first renewal this year.

The commencement of a new project, Hollie's Project providing a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The aim of the hub would be to bring together administration, training and hairdressing, providing a community resource with a focus of keeping people safe. The business planning has been completed and we were in the process of sourcing a suitable premise that meets the needs of the hub, however due to the current climate we have decided to put this on hold for now and revisit later on in the year. This will be a huge development for the Trust and ensure a place in the community with the potential of developing in other areas.

Declaration

The trustees declare that they have approved the trustees' report
Signed on behalf of the charity's trustees:

Signature: *Alison Hook*

Name: Alison Hook

Position: Chair

Date: 18.10.22



REGISTERED CHARITY NUMBER: 1156804

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 30 April 2022
for
Hollie Gazzard Trust

Hollie Gazzard Trust

**Contents of the Financial Statements
for the Year Ended 30 April 2022**

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Hollie Gazzard Trust

Legal and Administrative Information
for the Year Ended 30 April 2022

Trustees	A Hook (Chair) F Kamara S Perkins J Rooke K Whalen-Blake R Grant P Goring C Phelan J Nitka
Charity number	1156804
Registered office	12 Martindale Road Churchdown Gloucester Gloucestershire GL3 2DW
Independent examiner	iLex Accountancy Services Ltd 41 Brunswick Road Gloucester GL1 1JS

Hollie Gazzard Trust

Report of the Trustees for the Year Ended 3 April 2022

The trustees present their report and financial statements for the year ended 30- April 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the trust's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from 1 January 2016)

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The trust revised its charitable objects by resolution on 25th April 2014.

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Hollie Gazzard Trust

Report of the Trustees (Continued) **for the Year Ended 30 April 2022**

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Hollie Gazzard Trust

Report of the Trustees (Continued) **for the Year Ended 30 April 2022**

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The trustees declare that they have approved the trustees' report

Signed on behalf of the charity's trustees:

Alison Hook (Chair)

Dated: 26th January 2023

Hollie Gazzard Trust

**Independent Examiner's Report to the Trustees
for the Year Ended 30 April 2022**

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust (the trust) for the year ended 30 April 2022.

Responsibilities and basis of report

As the trustees of the trust you are responsible for the presentation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the trust's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, or the options I have formed.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination, giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of the trust as required by section 130 of the 2011 Act; or
- 2) the financial statements do not accord with those records; or
- 3) the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view, which is not a matter considered as part of an independent examination.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in the report, in order to enable a proper understanding of the financial statements to be reached.



Holly Siddall AFA MIPA
iLex Accountancy Services Ltd
41 Brunswick Road
Gloucester
GL1 1JS

26th January 2023

Hollie Gazzard Trust

Statement of Financial Activities
including Income and Expenditure account
for the Year Ended 30 April 2022

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	Notes	2022	2022	2022	2021	2021	2021
		£	£	£	£	£	£
Income from:							
Donations and legacies	4	64,089	81,451	145,540	35,536	172,029	207,565
Other trading activities	5	43,649	-	43,649	4,741	-	4,741
Investment income	6	3,305	-	3,305	46	-	46
Total Income		111,044	81,451	192,495	40,323	172,029	212,352
Expenditure on:							
Expenditure on raising funds:							
Costs of other trading activities	7	8,625	-	8,625	13,434	-	13,434
Expenditure on charitable activities	7	87,536	92,419	179,955	13,127	163,814	176,941
		96,161	92,419	188,580	26,561	163,814	190,375
Net Income/(expenditure)		14,883	-10,968	3,915	13,762	8,215	21,977
Transfers between funds				-	7,413	-7,413	0
Net movement in funds		14,883	-10,968	3,915	21,175	802	21,977
Reconciliation of funds							
Total funds brought forward		112,765	802	113,567	91,590	-	91,590
Total funds carried forward		127,648	-10,166	117,482	112,765	802	113,567

The statement of financial activities include all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Hollie Gazzard Trust

Balance Sheet

for the Year Ended 30 April 2022

	Notes	2022 £	2021 £
Fixed assets			
Tangible assets	13	657	248
Investments	14	<u>1</u>	<u>1</u>
		658	249
Current assets			
Stocks	15	2,200	1,000
Debtors	16	192,414	0
Cash at bank and in hand		<u>161,068</u>	<u>115,820</u>
		355,682	116,820
Creditors: amounts falling due within one year	17	(238,858)	(3,502)
Net current assets		<u>116,824</u>	<u>113,318</u>
Total assets less current liabilities		<u>117,482</u>	<u>113,567</u>
Income funds			
Restricted funds		(10,166)	802
Unrestricted funds		<u>127,648</u>	<u>112,765</u>
	18	<u>117,482</u>	<u>113,567</u>

The financial statements were approved by the Board of Trustees on 26th January 2023 and were signed on its behalf by:

A Hook (Chair)
Trustee

Hollie Gazzard Trust

Notes to the Financial Statements for the Year Ended 30 April 2022

1. Accounting policies

Charity Information

Hollie Gazzard Trust is a charitable incorporated organisation registered with the Charity Commission in England & Wales.

The registered office is Corinium House, Barnwood Point Business Park, Gloucester GL4 3HX

1.1 Accounting convention

The financial statements have been prepared in accordance with the trust's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (as amended for accounting periods commencing from January 2016). The trust is a Public Benefit Entity as defined by FRS102.

The trust has taken advantage of the provisions in the SORP for charities applying FRS 102 Updated Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations, but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the trust. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the trust has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes of the financial statements.

1.4 Incoming resources

Income is recognised when the trust is legally entitled to it after performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the trust has been notified of the donation, unless performance conditions require deferral of the amount.

1.5 Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated to the applicable expenditures headings.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets, less their residual values over their useful lives on the following bases:

Equipment	33% straight line
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Impairment of fixed assets

At each reporting date, the trust reviews the carrying amounts of its tangible assets to determine whether there is an indication that those assets

1.8 Cash and cash Equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2022**

1. Accounting policies (continued)

1.9 Financial Instruments

The trust has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all its financial instruments.

Financial instruments are recognised in the trust's balance sheet, when the trust becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at the transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present values of the future payments, discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the trust's contractual obligations expire, or are discharged, or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense, as they fall due.

2. Critical accounting estimates and judgements

In the application of the trust's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised; where the revision affects only that period, or in the period of the revision and future periods, where the revision affects both current and future periods.

3. Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

Hollie Gazzard Trust

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2022**

4. Donations and legacies

	Unrestricted funds 2022	Restricted funds 2022	Total 2022
	£	£	£
Donations			
Donations	29,501	-	29,501
Big Give	4,089	-	4,089
Grants			
Gloucestershire County Council	20,000	-	20,000
Home Office	-	-	-
The National Lottery Community Fund	-	-	-
Office of the Police & Crime Commissioner	7,500	22,750	30,250
Panic Guard	-	57,701	57,701
Other Grants	3,000	1,000	4,000
	<u>64,089</u>	<u>81,451</u>	<u>145,540</u>

	Unrestricted funds 2021	Restricted funds 2021	Total 2021
Donations			
Donations	35,536	-	35,536
Grants			
Julia and Hans Rausing Trust	-	20,000	20,000
Home Office	-	82,409	82,409
The National Lottery Community Fund	-	39,996	39,996
Office of the Police & Crime Commissioner	-	6,683	6,683
Panic Guard	-	13,544	13,544
Other Grants	-	9,397	9,397
	<u>35,536</u>	<u>172,029</u>	<u>207,565</u>

	2022		2021	
	Unrestricted funds	Total Funds	Unrestricted funds	Total Funds
	£	£	£	£
5. Other trading activities				
Golf Day	7,794	7,794	-	-
Hollie Ball	17,729	17,729	-	-
Purple Hollie Day	2,012	2,012	-	-
Walk4Hollie	1,972	1,972	-	-
Training	14,128	14,128	-	-
Cheltenham Town Football Club related activities	-	-	4,501	4,501
Other fundraising events and donations	15	15	240	240
	<u>43,649</u>	<u>43,649</u>	<u>4,741</u>	<u>4,741</u>

Of all the income received £nil related to restricted funds

	2022		2021	
	Unrestricted funds	Total Funds	Unrestricted funds	Total Funds
6. Investment Income				
Dividend income	3,298	3,298	-	-
Interest received	7	7	46	46
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

	2022			2021
	Raising Funds	Charitable activities	Support and governance costs	Total Funds
	£	£	£	£
7. Total expenditure				
Fundraising expenses	8,625	-	-	8,625
Hollie Guard	-	62,320	-	62,320
Hollie Project	-	7,390	-	7,390
Staff costs	-	22,346	35,937	58,283
Consulting	-	-	5,252	5,252
Accountancy and bookkeeping	-	-	2,109	2,109
Marketing and website costs	-	-	21,839	21,839
Website and IT costs	-	-	8,470	8,470
Insurance	-	-	26	26
Other support costs	-	-	4,455	4,455
Premises expenses	-	-	8,201	8,201
Independent examination	-	-	1,295	1,295
Depreciation	-	-	316	316
	<u>8,625</u>	<u>92,056</u>	<u>87,899</u>	<u>188,580</u>

Hollie Gazzard Trust

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2022**

7. Total expenditure (continued)

	2021			Total Funds £
	Raising Funds £	Charitable activities £	Support and governance costs £	
Fundraising expenses	13,434	-	-	13,434
Hollie Guard	-	124,905	-	124,905
Hollie Project	-	3,640	-	3,640
Recharge of staff costs	-	19,957	-	19,957
Marketing and website costs	-	-	9,238	9,238
Website and IT costs	-	-	8,675	8,675
Insurance	-	-	925	925
Other support costs	-	-	3,260	3,260
Premises expenses	-	-	4,923	4,923
Independent examination	-	-	600	600
Depreciation	-	-	818	818
	<u>13,434</u>	<u>148,502</u>	<u>28,439</u>	<u>190,375</u>

8. Net income/(expenditure)

	2022 £	2021 £
Net income/(expenditure) is stated after charging.(crediting):		
Depreciation of tangible fixed assets	<u>316</u>	<u>818</u>

9. Independent examination fees

	2022 £	2021 £
Fees payable to the independent examiner for:		
Independent examination of the financial statements	<u>1,295</u>	<u>600</u>

10. Staff costs

	2021 £
Wages and salaries	56,427
Other pension costs	<u>187</u>
	<u>56,614</u>

Number of employees

	2022 Number	2021 Number
The average monthly number of employees during the year was:	<u>4</u>	<u>0</u>

11. Trustees remuneration and benefits

There were no trustee' remuneration or other benefits for the year ended 30th April 2022 nor for the year ended 30th April 2021.

12. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

13. Tangible fixed assets

	Equipment £	Total £
Cost		
At 1 May 2021	2,588	2588
Additions	<u>724</u>	<u>724</u>
At 30 April 2022	<u>3312</u>	<u>3312</u>
Depreciation and impairment		
At 1 May 2021	2340	2340
Depreciation charged in the year	<u>316</u>	<u>316</u>
At 30 April 2022	<u>2656</u>	<u>2656</u>
Carrying amount		
At 30 April 2022	<u>656</u>	<u>656</u>
At 30 April 2021	<u>248</u>	<u>248</u>

Hollie Gazzard Trust

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2022**

14. Investments	Shares in group undertakings	
	£	
Cost or valuation		
At 30 April 2022		<u>1</u>
Carrying amount		
At 30 April 2022		<u>1</u>
At 30 April 2021		<u>1</u>
Investment entities		
Subsidiaries and other investments		
Subsidiary undertakings	Class of share	Percentage of shares held
Hollie Gazzard Consulting Ltd	1	100
15. Stocks		
	2022	2021
	£	£
Raw materials and consumables	<u>2,200</u>	<u>1,000</u>
16. Debtors		
	2022	2021
	£	£
Trade debtors	5,820	-
Prepayments and accrued income	186,594	-
	<u>192,414</u>	<u>-</u>
17. Creditors		
	2022	2021
	£	£
Amounts falling due within one year:		
Trade creditors	9,157	1,487
Other creditors	226,249	600
Accruals and deferred income	3,451	1,415
	<u>238,857</u>	<u>3,502</u>

**Notes to the Financial Statements (continued)
for the Year Ended 30 April 2022**

18. Analysis of charitable funds

Unrestricted funds

	Balance at	Incoming	Resources	Transfers	Balance at	
	1 May 2021	resources	expended		30 April	2022
	£	£	£		£	£
General funds	112,765	107,738	-96,161	-	-	124,343
Other income	-	3,305	-	-	-	3,305
	<u>112,765</u>	<u>111,044</u>	<u>-96,161</u>		<u>-</u>	<u>127,648</u>

	Balance at	Incoming	Resources	Transfers	Balance at	
	1 May 2020	resources	expended		30 April	2021
	£	£	£		£	£
General funds	91,590	40,323	-26,561	7,413	-	112,765

Restricted funds

	Balance at	Incoming	Resources	Transfers	Balance at	
	1 May 2021	resources	expended		30 April	2022
	£	£	£		£	£
Hollie Guard	802	80,451	-85,029	-	-	-3,776
Hollie's Project	-	1,000	-7,390	-	-	-6,390
	<u>802</u>	<u>81,451</u>	<u>-92,419</u>		<u>-</u>	<u>-10,166</u>

	Balance at	Incoming	Resources	Transfers	Balance at	
	1 May 2020	resources	expended		30 April	2021
	£	£	£		£	£
Hollie Guard	-	172,029	-160,174	-11,053	-	802
Hollie's Project	-	-	-3,640	3,640	-	-
	<u>-</u>	<u>172,029</u>	<u>-163,814</u>	<u>-7,413</u>	<u>-</u>	<u>802</u>

Purpose of restricted fund

Hollie Guard Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone - free of charge.

Hollie's Project To provide a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The aim of the hub would be to bring together administration, training and hairdressing, providing a community resource with a focus of keeping people safe.

19. Analysis of net assets between funds

	Unrestricted	Restricted	Total
	funds	funds	2022
	2022	2022	2022
	£	£	£
Tangible fixed assets	-	657	657
Investments	-	1	1
Current assets	261,755	93,927	355,682
Creditors less than 1 year	-214,817	-24,040	-238,857
	<u>46,938</u>	<u>70,545</u>	<u>117,483</u>

	Unrestricted	Restricted	Total
	funds	funds	2021
	2021	2021	2021
	£	£	£
Tangible fixed assets	-	248	248
Investments	-	1	1
Current assets	2,216	114,604	116,820
Creditors less than 1 year	-1,414	-2,088	-3,502
	<u>802</u>	<u>112,765</u>	<u>113,567</u>

20. Related party transactions

The Hollie Gazzard Trust is a sole shareholder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd. A board of directors, including charity trustees oversees the running of the business. The charity receives a dividend of £3298.39 during the year (2021 - £0).

Hollie Gazzard Trust

**Independent Examiner's Report to the Trustees
for the Year Ended 30 April 2022**

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust (the trust) for the year ended 30 April 2022.

Responsibilities and basis of report

As the trustees of the trust you are responsible for the presentation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the trust's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, or the options I have formed.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination, giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of the trust as required by section 130 of the 2011 Act; or
- 2) the financial statements do not accord with those records; or
- 3) the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view, which is not a matter considered as part of an independent examination.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with the Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable to in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for the reporting periods beginning on or after 1 January 2015.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in the report, in order to enable a proper understanding of the financial statements to be reached.



Holly Siddall AFA MIPA
iLex Accountancy Services Ltd
41 Brunswick Road
Gloucester
GL1 1JS

26th January 2023

HOLLIE GAZZARD TRUST

England & Wales - Charity number 1156804

Accounts



Corinium House, Barnwood Point Business Park, Corinium Avenue, Gloucester, GL4 3HX

Trustees Annual Report 1st May 2020 - 30 April 2021

Structure & Governance

Hollie Gazzard Trust is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission and governed by its constitution, registered on 25 April 2014. The Hollie Gazzard Trust is also the only share holder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd, Company Number 9673235 registered with Companies House, Cardiff on 7th July 2015.

The Trust is managed by the Board of Trustees, which meets on a regular basis throughout the year. A Board of Directors consisting of HGT Trustees and Non-Conflicted Non-Executive Directors who's responsibility is to oversee the running and Governance of the Trading Company. In accordance with the 2006 Companies Act, the Trading Company is governed by Articles of Association.

Trustees

Alison Hook (Chair)
Faye Kamara
Jon Rooke
Sophie Perkins
Kim Whalen-Blake
Rebekah Grant
Charlie Tilley (Resigned 17.02.21)

Aims & Objectives of the Charity

The Hollie Gazzard Trust (HGT) was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner. HGT helps reduce domestic violence through creating and delivering programmes on domestic abuse and promoting healthy relationships in schools and colleges.

In addition, it funds hairdressing training for young people who may not otherwise have the funds to study – Hollie was passionate about hairdressing and HGT enables others to follow their dream. HGT also campaigns to reduce anti-social behaviour and knife crime. The aim of the Trust is to positively change the lives of young people through partnerships in communities, as well as working alongside other charities and professional agencies.

HGT was set up by Hollie's parents, Nick and Mandy, and her sister Chloe. They have been instrumental in developing concepts including Hollie Guard and the Hollie GaZZette
The objectives of HGT are:

- To provide educational and financial support to young hairdressers and beauticians in Gloucestershire
- To educate teenagers on healthy relationships and how to identify and deal with, domestic abuse and stalking
- To work to promote peace and divert young people away from anti-social behaviour and knife crime.





Review of activities and developments

Hollie Guard

Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone – free of charge.

Key features of the app include:

- **Journey** - This feature can help you travel safely. Whenever you use this feature, your emergency contacts are informed about where you are going so, they can check on you in case you are in trouble. Ideal for travelling from one location to another.
- **Meeting** - This function allows the person to identify when they are going to a potentially dangerous meeting or working alone. An alert will automatically be created if the timer expires, or they do not cancel the meeting.
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- **Reports** – The report feature allows users to record an incident quickly and easily with supporting photo evidence that is automatically categorised, time stamped, and geo tagged. This feature can be used to create a log of events which can be used as evidence if required.

The number of people downloading and using Hollie Guard is growing rapidly (over 250k) and the Hollie Gazzard Trust is constantly developing the service in conjunction with PanicGuard to ensure its functionality is fit for purpose for users. We have worked with the Crown Prosecution service and the data that Hollie Guard holds can now be used as admissible evidence in court.

Hollie Guard Extra

As well as all the features of Hollie Guard, users can choose to upgrade their service to Hollie Guard Extra, a service through which an alert response centre will monitor any alerts triggered 24/7. The response monitor will be able to see the user's location in real-time as soon as an alert is activated. They will then be able to access the audio and video evidence created at the location, allowing them to determine a suitable response to the alert, which could include calling the emergency services.

During the year because of grant funding, we were able to support vulnerable victims of domestic abuse and stalking across 16 police forces, a number of charities and other supporting agents. In total we supported 1132 victims with Hollie Guard Extra.





Nottingham Trent University Evaluation

We partnered with Nottingham Trent University on undertaking an evaluation of Hollie Guard and Hollie Guard Extra. We asked Students from the Criminology department to evaluate the “Hollie Guard” and “Hollie Guard Extra” apps and look at how effective they are in helping users feel safe and stay safe. The research aimed to help gain a better understanding of user experience and highlight any recommendations that may be useful to improve the apps in the future. Research was undertaken as a ‘Criminology in the Real World’ project as a part of their criminology course.

The outcomes from the project were very positive providing examples of user experience and feedback and recommendations.

Grant Funding

Our first large grant came from the Julia and Hans Rausing Trust for a sum of £20,000. This funding was to support Hollie Guard, including staff and text costs.

In June 2020 we received funding of £6,683 from the Office of the Police and Crime Commissioner, Gloucestershire for 50 Hollie Guard Extra vouchers.

In July 2020 funding from the Home Office of £54,990 was agreed. This funded 672 vouchers for Hollie Guard Extra as well as a small sum to administer, evaluate and report on the project.

We received £1,000 from the Gloucestershire Emergency fund - Gloucestershire Community Foundation for a bespoke social media campaign and Hollie Guard costs inc design, print and distribution of leaflets.

We received £500 from Tesco Bags of Help. This went towards the costs of texts associated with people downloading or using Hollie Guard.

We were awarded a £1,000 grant by Tewkesbury Borough Council in April 2020. This provided us with a social media budget to create a campaign aimed at men/women of all ages in Tewkesbury via Facebook and Instagram over two-week period to alert them to new, improved Hollie Guard and costs to fund Hollie Guard.

We received £799.90 grant funding from Cheltenham Borough Council for 10 Hollie Guard Extra vouchers for Gloucestershire police to be used in Cheltenham. Vivid Housing/Aurora New Dawn funded a small pilot Hollie Guard Extra project. The funding of £957.30 paid for 10 HGE vouchers for Aurora New Dawn and a small sum for us to administer and evaluate the project. As with the Home Office funded project the aim was to use these projects to create an evidence base, on which we could apply for more funds to roll the project out.

Building on the Home Office funded project, we successfully applied for funding from The National Lottery Community Fund of £39,996. This funded 400 Hollie Guard Extra vouchers and administration costs.





In December 2020 we received confirmation that we had successfully bid for some of the Home Office Second Phase Covid 19 funding. We were awarded £27,419 to support the provision of Hollie Guard until 31.03.2021.

Events

Holding events to generate income and raise the awareness of the charity are an important part of what we do however, a number of fundraising events were either cancelled or moved to online as a result of Covid-19. The following events were run:

- Gloucestershire Sporting Quiz Night
- Cheltenham Town v Leighton Orient Sponsored Match
- Hollie Trust Glitter Ball
- Virtual Quiz
- Big Give Campaign
- Virtual Easter Balloon Race

Training and Education

In the United Kingdom, domestic abuse is thought to cost £14 billion in lost economic output due to decreased productivity, administration difficulties from unplanned time off, lost wages and sick pay. Working Without Fear is a tailored programme of workshops designed to show employers the vital role they play in respect to safeguarding their employees against domestic violence & abuse, coercive control and stalking. We help them to do this through training, education and raising awareness. The Working Without Fear programme is delivered by the Charitable Trading Company and supported by Gloucestershire's Police and Crime Commissioner. Due to the COVID-19 pandemic these have been delivered VIA video communication platforms, such as ZOOM, Webex and Teams.

We have delivered workshops and training on raising awareness to educational facilities and businesses on; Hollie Guard, Stalking, Healthy Relationships, Coercive Control, Knife Crime. Ten workshops and training sessions have been delivered reaching 157 people. We have also been invited to speak as part of training sessions delivered by other organisations, as well as being asked to speak on various media outlets to raise awareness and talk about Hollie Guard/Extra following issues raised by the high profile case of Sarah Everard.

Details of Future Developments

The promotion of Hollie Guard and Hollie Guard Extra with Police forces will continue. We have also developed Hollie Guard Business that will be rolled out to the business community to help businesses comply with the various Health & Safety and new domestic abuse act. We will also be rolling this out to the educational sector.

The commencement of a new project, Hollie's Project providing a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The aim of the hub would be to bring together administration, training and hairdressing, providing a community resource with a focus of keeping people safe. The business planning has been completed and we are in the process of sourcing a suitable premise that meets the needs of the hub. This will be a huge development for the Trust and ensure a place in the community with the potential of developing in other areas.





With the Covid-19 lockdown coming to end we will begin rolling out our training and educational workshops across schools, colleges and universities along with the business community.

The trustees monitor the financial statements through the trustee's board meetings. Accounting statements and bank statements are provided for monitoring. The reserves policy is reviewed at each meeting and will be adjusted accordingly to business needs.

Declaration

The trustees declare that they have approved the trustees' report
Signed on behalf of the charity's trustees:

Signature: *Alison Hook*

Name: Alison Hook

Position: Chair

Date: 08.11.21



CHARITY REGISTRATION NUMBER: 1156804

Hollie Gazzard Trust
Unaudited Financial Statements
30 April 2021

Hollie Gazzard Trust

Financial Statements

Year ended 30 April 2021

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Statement of financial position	9
Notes to the financial statements	10

Hollie Gazzard Trust

Trustees' Annual Report

Year ended 30 April 2021

The trustees present their report and the unaudited financial statements of the charity for the year ended 30 April 2021.

Reference and administrative details

Registered charity name Hollie Gazzard Trust

Charity registration number 1156804

Principal office 12 Martindale Road
Churchdown
Gloucester
GL3 2DW

The trustees A Hook - Chair
C Tilley – (resigned 17.02.21)
F Kamara
J Rooke
S Perkins
K Whalen Blake
R Grant

Independent examiner Michael Bull Bsc FCA
BPC Partners Ltd
Chartered Accountants
3 Royal Crescent
Cheltenham
GL50 3DA

Hollie Gazzard Trust

Trustees' Annual Report *(continued)*

Year ended 30 April 2021

Structure, governance and management

Hollie Gazzard Trust is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission and governed by its constitution, registered on 25 April 2014.

The members of the CIO are the Charity Trustees. Membership of the CIO cannot be transferred to anyone else.

The Charity Trustees may create associate or other classes of non-voting membership and may determine the rights and obligations of such members.

The affairs of the charity are managed by the Trustees who may exercise all the powers of the CIO.

The Trustees who served during the year are shown on page 1 of this report.

The Trust is managed by the Board of Trustees, which meets on a regular basis throughout the year. A treasurer was appointed to manage the Trust's financial functions on a day to day basis.

The Hollie Gazzard Trust is also the only shareholder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd, Company Number 9673235 registered with Companies House, Cardiff on 7th July 2015.

A Board of Directors consisting of HGT Trustees and Non-Conflicted Non-Executive Directors who's responsibility is to oversee the running and Governance of the Trading Company.

In accordance with the 2006 Companies Act, the Trading Company is governed by Articles of Association.

Public Benefit

The Trustees confirmed they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives for the year. The public benefit has been met through the achievements and activities as outlined below.

Objectives and activities

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Hollie Gazzard Trust

Trustees' Annual Report *(continued)*

Year ended 30 April 2021

The objectives of HGT are:

- To provide educational and financial support to young hairdressers and beauticians in Gloucestershire
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Review of the developments in the year

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As well as all the features of Hollie Guard, users can choose to upgrade their service to Hollie Guard Extra, a service through which an alert response centre will monitor any alerts triggered 24/7. The response monitor will be able to see the user's location in real-time as soon as an alert is activated. They will then be able to access the audio and video evidence created at the location, allowing them to determine a suitable response to the alert, which could include calling the emergency services.

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Hollie Gazzard Trust

Trustees' Annual Report *(continued)*

Year ended 30 April 2021

Nottingham Trent University Evaluation

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Hollie Gazzard Trust

Trustees' Annual Report *(continued)*

Year ended 30 April 2021

Events

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- Virtual Easter Balloon Race

Training and Education

In the United Kingdom, domestic abuse is thought to cost £14 billion in lost economic output due to decreased productivity, administration difficulties from unplanned time off, lost wages and sick pay. Working Without Fear is a tailored programme of workshops designed to show employers the vital role they play in respect to safeguarding their employees against domestic violence & abuse, coercive control and stalking. We help them to do this through training, education and raising awareness. The Working Without Fear programme is delivered by the Charitable Trading Company and supported by Gloucestershire's Police and Crime Commissioner. Due to the COVID-19 pandemic these have been delivered VIA video communication platforms, such as ZOOM, Webex and Teams.

We have delivered workshops and training on raising awareness to educational facilities and businesses on; Hollie Guard, Stalking, Healthy Relationships, Coercive Control, Knife Crime. Ten workshops and training sessions have been delivered reaching 157 people. We have also been invited to speak as part of training sessions delivered by other organisations, as well as being asked to speak on various media outlets to raise awareness and talk about Hollie Guard/Extra following issues raised by the high profile case of Sarah Everard.

Details of Future Developments

The promotion of Hollie Guard and Hollie Guard Extra with Police forces will continue. We have also developed Hollie Guard Business that will be rolled out to the business community to help businesses comply with the various Health & Safety and new domestic abuse act. We will also be rolling this out to the educational sector.

The commencement of a new project, Hollie's Project providing a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The aim of the hub would be to bring together administration, training and hairdressing, providing a community resource with a focus of keeping people safe. The business planning has been completed and we are in the process of sourcing a suitable premise that meets the needs of the hub. This will be a huge development for the Trust and ensure a place in the community with the potential of developing in other areas.

With the Covid-19 lockdown coming to end we will begin rolling out our training and educational workshops across schools, colleges and universities along with the business community.

Investment powers

In accordance with the Declaration of Trust the Trustee's have the absolute discretion to apply or invest money as they see fit.

Financial review

The trustees monitor the financial statements through the trustee's board meetings. Accounting statements and bank statements are provided for monitoring. The reserves policy is reviewed at each meeting and will be adjusted accordingly to business needs.

Hollie Gazzard Trust

Trustees' Annual Report *(continued)*

Year ended 30 April 2021

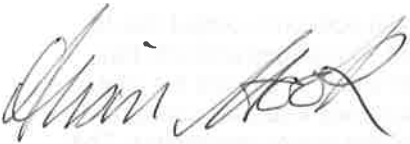
Reserves policy

It has been the Trustees' policy, after meeting all approved expenditure, to hold surplus income for future spending on its programmes and projects.

Risk Management

The Trustees have assessed the major risks to which the charity is exposed, those related to the operations and finances of the Trust and are satisfied that systems are in place to mitigate exposure to the major risks.

The trustees' annual report was approved on 25 January 2022 and signed on behalf of the board of trustees by:



A Hook - Chair
Trustee

Hollie Gazzard Trust

Independent Examiner's Report to the Trustees of Hollie Gazzard Trust *(continued)*

Year ended 30 April 2021

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust ('the charity') for the year ended 30 April 2021.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trustee's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, for this report, or the opinions I have formed.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Michael Bull Bsc FCA
Independent Examiner

BPC Partners Ltd
Chartered Accountants
3 Royal Crescent
Cheltenham
GL50 3DA

Date: 26th January 2022

Hollie Gazzard Trust

Statement of Financial Activities

Year ended 30 April 2021

			2021		2020
	Note	Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
Income and endowments					
Donations and legacies	4	35,536	172,029	207,565	35,788
Other trading activities	5	4,741	–	4,741	19,974
Investment income	6	46	–	46	6,688
Total income		<u>40,323</u>	<u>172,029</u>	<u>212,352</u>	<u>62,450</u>
Expenditure					
Expenditure on raising funds:					
Costs of other trading activities	7	13,434	–	13,434	13,497
Expenditure on charitable activities	7	13,127	163,814	176,941	73,687
Total expenditure		<u>26,561</u>	<u>163,814</u>	<u>190,375</u>	<u>87,184</u>
Net income/(expenditure)		<u>13,762</u>	<u>8,215</u>	<u>21,977</u>	<u>(24,734)</u>
Transfers between funds		7,413	(7,413)	–	–
Net movement in funds		<u>21,175</u>	<u>802</u>	<u>21,977</u>	<u>(24,734)</u>
Reconciliation of funds					
Total funds brought forward		91,590	–	91,590	116,324
Total funds carried forward		<u>112,765</u>	<u>802</u>	<u>113,567</u>	<u>91,590</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 10 to 18 form part of these financial statements.

Hollie Gazzard Trust

Statement of Financial Position

30 April 2021

	Note	2021 £	2020 £
Fixed assets			
Tangible fixed assets	13	248	1,066
Investments	14	1	1
		<u>249</u>	<u>1,067</u>
Current assets			
Stocks	15	1,000	400
Debtors	16	—	1,432
Cash at bank and in hand		115,820	98,327
		<u>116,820</u>	<u>100,159</u>
Creditors: amounts falling due within one year	17	<u>3,502</u>	<u>9,636</u>
Net current assets		<u>113,318</u>	<u>90,523</u>
Total assets less current liabilities		<u>113,567</u>	<u>91,590</u>
Net assets		<u>113,567</u>	<u>91,590</u>
Funds of the charity			
Restricted funds		802	—
Unrestricted funds		112,765	91,590
Total charity funds	18	<u>113,567</u>	<u>91,590</u>

These financial statements were approved by the board of trustees and authorised for issue on 25 January 2022, and are signed on behalf of the board by:



Ms. A Hook

The Charity's registration number is 1156804

The notes on pages 10 to 18 form part of these financial statements.

Hollie Gazzard Trust

Notes to the Financial Statements

Year ended 30 April 2021

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 12 Martindale Road, Churchdown, Gloucester, GL3 2DW.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Taxation

The Charity's activities fall within the exemptions afforded by the provision of the Income and Corporation Taxes Act 1988. Accordingly, there is no taxation charge in these financial statements. The company is not registered for VAT.

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

The Charity relies on the donations and trusts to support its charitable activities.

The Trustees have prepared the financial statements on a going concern basis on the assumption that their funding will be met. Due to the nature of cash flows, there is always some uncertainty. Should the charity not be able to continue as a going concern, adjustments would be necessary to write down the value of assets to their recoverable amounts, make provisions for further liabilities that would arise on cessation of activities and to reclassify fixed assets and non-current assets and liabilities.

Judgements and key sources of estimation uncertainty

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Hollie Gazzard Trust

Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

3. Accounting policies *(continued)*

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Incoming resources

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Hollie Gazzard Trust

Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

3. Accounting policies *(continued)*

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment - 33% straight line

Investments

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

Hollie Gazzard Trust

Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

3. Accounting policies *(continued)*

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £
Donations			
Donations	35,536	–	35,536
Grants			
Julia and Hans Rausing Trust	–	20,000	20,000
Home Office	–	82,409	82,409
The National Lottery Community Fund	–	39,996	39,996
Office of the Police & Crime Commissioner	–	6,683	6,683
Panic Guard	–	13,544	13,544
Other Grants	–	9,397	9,397
	<u>35,536</u>	<u>172,029</u>	<u>207,565</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
Donations			
Donations	34,788	–	34,788
Grants			
Tewkesbury Borough Council	1,000	–	1,000
	<u>35,788</u>	<u>–</u>	<u>35,788</u>

Hollie Gazzard Trust

Notes to the Financial Statements *(continued)*

Year ended 30 April 2021

5. Other trading activities

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
Golf day	–	–	3,000	3,000
A night to remember	–	–	9,559	9,559
Cheltenham Town Football Club related activities	4,501	4,501	5,970	5,970
Other fund raising events and donations	240	240	1,445	1,445
	<u>4,741</u>	<u>4,741</u>	<u>19,974</u>	<u>19,974</u>

Of all of the income received £nil related to restricted funds.

6. Investment income

	Unrestricted Funds £	Total Funds 2021 £	Unrestricted Funds £	Total Funds 2020 £
Dividend income	–	–	6,514	6,514
Interest received	46	46	174	174
	<u>46</u>	<u>46</u>	<u>6,688</u>	<u>6,688</u>

7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	Total funds 2021 £
Fundraising expenses	13,434	–	–	13,434
Hollie Guard	–	124,905	–	124,903
Hollie Project	–	3,640	–	3,640
Recharge of staff costs	–	19,957	–	19,957
Marketing and website costs	–	–	9,238	9,238
Website and IT costs	–	–	8,675	8,675
Insurance	–	–	925	925
Other support costs	–	–	3,260	3,260
Premises expenses	–	–	4,923	4,923
Independent examination	–	–	600	600
Depreciation	–	–	818	818
	<u>13,434</u>	<u>148,502</u>	<u>28,439</u>	<u>190,375</u>

Hollie Gazzard Trust

Notes to the Financial Statements (continued)

Year ended 30 April 2021

Total expenditure (Prior year comparative)

	Raising funds	Charitable activities	Support and governance costs	Total funds 2020
	£	£	£	£
Fundraising expenses	13,497	–	–	13,497
Hollie Guard	–	14,338	–	14,338
Hollie Project	–	14,723	–	14,723
Recharge of staff costs	–	23,719	–	23,719
Marketing and website costs	–	–	9,639	9,639
Website and IT costs	–	–	3,848	3,848
Insurance	–	–	898	898
Other support costs	–	–	5,104	5,104
Independent examination	–	–	600	600
Depreciation	–	–	818	818
	<u>13,497</u>	<u>52,780</u>	<u>20,907</u>	<u>87,184</u>

All of the expenditure in 2020 was charged to unrestricted funds.

8. Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation of tangible fixed assets	<u>818</u>	<u>818</u>

9. Independent examination fees

	2021	2020
	£	£
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>600</u>	<u>600</u>

10. Staff costs

There were no employees during the year or the preceding year.

11. Trustees remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 30th April 2021 nor for the year ended 30th April 2020.

12. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

Hollie Gazzard Trust

Notes to the Financial Statements (continued)

Year ended 30 April 2021

13. Tangible fixed assets

	Equipment £
Cost	
At 1 May 2020 and 30 April 2021	2,588
Depreciation	
At 1 May 2020	1,522
Charge for the year	818
At 30 April 2021	2,340
Carrying amount	
At 30 April 2021	248
At 30 April 2020	1,066

14. Investments

	Shares in group undertakings £
Cost or valuation	
At 1 May 2020 and 30 April 2021	1
Carrying amount	
At 30 April 2021	1
At 30 April 2020	1

All investments shown above are held at valuation.

14. Investment entities

Subsidiaries and other investments

	Class of share	Percentage of shares held
Subsidiary undertakings		
Hollie Gazzard Consulting Ltd	1	100

15. Stocks

	2021 £	2020 £
Raw materials and consumables	1,000	400

Hollie Gazzard Trust

Notes to the Financial Statements (continued)

Year ended 30 April 2021

16. Debtors

	2021	2020
	£	£
Prepayments and accrued income	—	1,432

17. Creditors: amounts falling due within one year

	2021	2020
	£	£
Trade creditors	1,487	8,435
Accruals and deferred income	600	1,200
Other creditors	1,415	1
	<u>3,502</u>	<u>9,636</u>

18. Analysis of charitable funds

Unrestricted funds

	At 1 May 2020	Income £	Expenditure £	Transfers £	At 30 April 2021
General funds	91,590	40,323	(26,561)	7,413	112,765

	At 1 May 2019	Income £	Expenditure £	Transfers £	At 30 April 2020
General funds	116,324	62,450	(87,184)	—	91,590

Restricted funds

	At 1 May 2020	Income £	Expenditure £	Transfers £	At 30 April 2021
Hollie Guard	—	172,029	(160,174)	(11,053)	802
Hollie's Project	—	—	(3,640)	3,640	—
	<u>—</u>	<u>172,029</u>	<u>(163,814)</u>	<u>(7,413)</u>	<u>802</u>

Purpose of restricted fund

Hollie Guard

Hollie Guard is our personal safeguarding app and turns your smartphone into a personal safety device. If ever you feel threatened, you can send out an alert by either shaking your phone or pressing the icon button. Once you activate an alert, your location along with video and audio evidence is automatically sent to your nominated emergency contacts.

Hollie Gazzard Trust

Notes to the Financial Statements (continued)

Year ended 30 April 2021

The app is widely used by victims of domestic abuse and/or stalking to help them feel safe and report incidents. Hollie Guard also has many features that make it suitable for general use, such as; travelling to and from school/work, walking alone at night, attending meetings alone, going out for a run and many more. It really is a safety device available to anyone – free of charge.

Hollie's Project -

To provide a hub for training and education, as well as a working hairdresser, based on a social enterprise module. The aim of the hub would be to bring together administration, training and hairdressing, providing a community resource with a focus of keeping people safe.

19. Analysis of net assets between funds

	Restricted Funds	Unrestricted Funds	Total Funds 2021
	£	£	£
Tangible fixed assets	–	248	248
Investments	–	1	1
Current assets	2,216	114,604	116,820
Creditors less than 1 year	(1,414)	(2,088)	(3,502)
Net assets	802	112,765	113,567

	Unrestricted Funds	Total Funds 2020
	£	£
Tangible fixed assets	1,066	1,066
Investments	1	1
Current assets	100,158	100,158
Creditors less than 1 year	(601)	(601)
Net assets	100,624	100,624

20. Related party transactions

The Hollie Gazzard Trust is the sole shareholder of its Charitable Trading Company, Hollie Gazzard Consulting Ltd. A board of directors, including charity trustees oversees the running of the business. The charity did not receive an annual dividend in the year (2020 - £1,036).

Hollie Gazzard Trust

Independent Examiner's Report to the Trustees of Hollie Gazzard Trust *(continued)*

Year ended 30 April 2021

I report to the trustees on my examination of the financial statements of Hollie Gazzard Trust ('the charity') for the year ended 30 April 2021.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trustee's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act. To the fullest extent permitted by law, I do not accept or assume any responsibility to anyone other than the charity and the Trustees, as a body, for my work, for this report, or the opinions I have formed.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Michael Bull Bsc FCA
Independent Examiner

BPC Partners Ltd
Chartered Accountants
3 Royal Crescent
Cheltenham
GL50 3DA

Date: 26th January 2022

The notes on pages 10 to 18 form part of these financial statements.