



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

## **Trustees Annual Report** **1<sup>st</sup> 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 7<sup>th</sup> 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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**Hollie Gazzard Trust**

**Legal and Administrative Information**  
**for the Year Ended 30 April 2023**

<b>Trustees</b>	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)
<b>Charity number</b>	1156804
<b>Registered office</b>	41 Brunswick Road Gloucester GL1 1JS
<b>Independent examiner</b>	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.

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.

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

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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:

**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 2023	Restricted funds 2023	Total 2023	Unrestricted funds 2022	Restricted funds 2022	Total 2022
	Notes	£	£	£	£	£	£
<b>Income from:</b>							
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
<b>Total Income</b>		<b>126,343</b>	<b>322,747</b>	<b>449,090</b>	<b>111,044</b>	<b>81,451</b>	<b>192,495</b>
<b>Expenditure on:</b>							
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			
		<b>133,676</b>	<b>315,378</b>	<b>449,054</b>	<b>96,161</b>	<b>92,419</b>	<b>188,580</b>
<b>Net Income/(expenditure)</b>		<b>-7,333</b>	<b>7,369</b>	<b>37</b>	<b>14,883</b>	<b>-10,968</b>	<b>3,915</b>
Transfers between funds				-			-
<b>Net movement in funds</b>		<b>-7,333</b>	<b>7,369</b>	<b>37</b>	<b>14,883</b>	<b>-10,968</b>	<b>3,915</b>
<b>Reconciliation of funds</b>							
Total funds brought forward		127,648	-10,166	117,482	112,765	802	113,567
<b>Total funds carried forward</b>		<b>120,315</b>	<b>-2,797</b>	<b>117,519</b>	<b>127,648</b>	<b>-10,166</b>	<b>117,482</b>

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

**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
	£	£	£
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	-	-	-
	52,550	322,747	375,297

	Unrestricted funds	Restricted funds	Total
	2022	2022	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
	64,089	81,451	145,540

5.

Other trading activities

	Unrestricted funds	Total Funds	Unrestricted funds	Total Funds
		2023		2022
	£	£	£	£
Golf Day	10,554	10,554	7,794	7,794
Hollie Ball	18,083	18,083	17,729	17,729
Training	26,428	26,428	14,128	14,128
Amazon Sales	5,489	5,489	-	-
Other fundraising events and donations	10,285	10,285	3,999	3,999
	70,840	70,840	43,649	43,649

Of all the income received £nil related to restricted funds

6.

Investment Income

	Unrestricted funds	Total Funds	Unrestricted funds	Total Funds
		2023		2022
	£	£	£	£
Dividend income	2,840	2,840	3,298	3,298
Interest received	114	114	7	7
	2,954	2,954	3,305	3,305

7.

Total expenditure

	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 and website costs	-	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
	21,078	315,378	112,598	449,054



**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
	8,625	92,056	87,899	125,045

**8. Net income/(expenditure)**

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

**9. Independent examination fees**

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

**10. Staff costs**

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

**Number of employees**

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

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

# Hollie Gazzard Trust

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

<b>14. Stocks</b>	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Raw materials and consumables	1,000	2,200

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

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

## **17. Analysis of charitable funds**

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

	<b>Balance at 1 May 2021</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>Balance at 30 April 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
General funds	112,765	107,738	-96,161	-	124,342
	-	3,305	-	-	3,305
	<b>112,765</b>	<b>111,043</b>	<b>-96,161</b>	<b>-</b>	<b>127,648</b>

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

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

## **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 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.

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