

Trustees' Report & Financial Statements



FOR THE PERIOD ENDED 31 MAY 2023



CHARITY NUMBER: 1198478

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Horatio's Garden Ambassador, Raquel Siganporia, visiting Horatio's Garden at RHS Chelsea Flower Show 2023

All photography by Britt Willoughby Dyer
Design by Laura Quinn, Studio Mepa

SECTION 1

Who we are

1.1. Our founding ethos

Project Giving Back (PGB) was founded on the vision of two private philanthropists who wanted to support a wide range of charitable causes which suffered during the global Covid-19 pandemic and continue to be affected by the economic downturn and cost-of-living crisis.

We believe that to achieve change and have the widest public benefit, good causes need to be engaged with and supported by as many people as possible.

1.2 Our purpose and public benefit

Through our grants, Project Giving Back gives UK-based charities and other charitable organisations the chance to apply for a fully-funded garden at the RHS Chelsea Flower Show, subject to the usual RHS selection process. This provides charitable organisations a unique opportunity to raise awareness of and support for their work at the world's most famous horticultural event.

The gardens are first a catalyst for engagement for the charities at the world-renowned show before being relocated or repurposed to permanent sites across the UK, creating an ongoing legacy and benefit to the charitable cause and the local community.

1.3 Our values

We recognise that being a grant-making charity comes with responsibility. It's vital that we behave and act in a way that remains true to our founding ethos and enables the best outcomes for everyone with whom we work. We are guided by three core values — integrity, innovation, and collaboration.

1.4 Our trustees and CEO

To ensure that Project Giving Back operates as effectively as possible as a grant-making organisation and that successful applicants are able to leverage the opportunity to its full extent, four founding trustees and a CEO were appointed to oversee and be responsible for Project Giving Back's charitable activities.

Our Trustees and CEO



ROSIE ATKINS
Chair of Trustees

Rosie started her journalistic career at the Sunday Times. In 1992 she launched and edited the award-winning magazine Gardens Illustrated,

leaving to become Curator of Chelsea Physic Garden in 2001. During that time she served on the Council of the Linnean Society and the Royal Horticultural Society where she is now a Vice-President. Rosie is a founding trustee of London Gardens' Network; chairman emeritus of RHS Woody Plant Committee and Trustee of Great Dixter Charitable Trust.



ALEXANDRA DENMAN
Trustee

Alexandra (Alex) is an experienced horticulturist and was the RHS Chelsea Flower Show Manager and then Head of Shows

Development, from 2006 to 2014. During this time, she curated the horticultural content of the show, overseeing hundreds of exhibits. She worked closely with designers, charities and sponsors to manage the complexities of exhibiting and help them realise their dreams. She is passionate about the RHS Chelsea Flower Show, the opportunities it presents for designers and growers to showcase their talents and she appreciates the outstanding benefits it can provide for charities and sponsors. Alex is a Trustee of the Royal Windsor Rose and Horticultural Society and is an independent event consultant and project manager.



MARK FANE
Trustee

Mark is co-founder and Chief Executive of online garden retailer Crocus and has worked with many of the top garden designers over

the last 20 years, building over 39 show gardens at the RHS Chelsea Flower Show and winning 33 Gold Medals and 12 Best in Show awards. Between 2009 and 2019 he was a RHS Council member as well as serving on the RHS Commercial Board, the Investment Board and the Nominations and Governance Board. He became a Vice-President of the RHS in 2019. He was also the Chairman of the Garden Museum from 2011 until 2023, and is a Trustee of the Chatsworth House Trust.



ARNE MAYNARD
Trustee

Arne is known for his award-winning gardens at the Royal Horticultural Society's Chelsea Flower Show (2000, 2012) and for

his beautiful and sympathetic gardens for private houses across the world. Central to his work as a designer is his ability to identify and draw out the essence of a place, something that gives his gardens a particular quality of harmony and belonging. Arne is also a passionate gardener himself, and is in the process of transforming the garden and landscape around his house in Monmouthshire, Wales. He is an advocate for encouraging talent in the industry and champions growers and specialist nurseries across the UK and Europe.

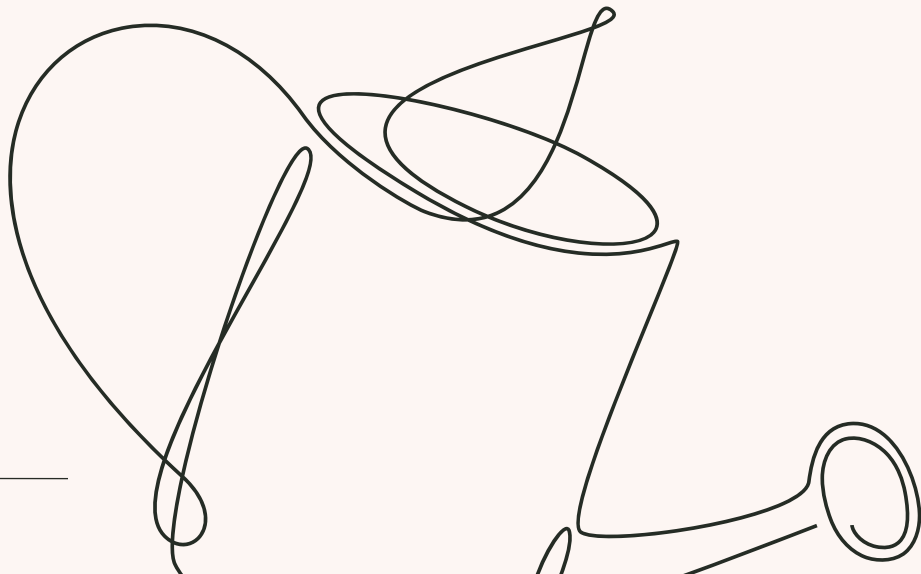


HARRIET GHAI
CEO

Harriet (Hattie) has a passion for philanthropy and a career that has spanned strategy, project management and consumer branding. Hattie

joined Project Giving Back in July 2021 as Project Director, helping to shape the organisation from its inception.

She is responsible for the day-to-day management of the charity's activities, overseeing all funding applications from good causes and designers, monitoring impact, and steering strategic direction accordingly. She was appointed Chief Executive Officer in May 2022 at the point that Project Giving Back became a registered charity. Alongside her role as CEO, Hattie is studying for a Masters in Philanthropy, Grantmaking and Social Investment with the Centre for Charity Effectiveness at Bayes Business School City, University of London.



SECTION 2

A message from our trustees

During the Covid-19 pandemic, in its aftermath and now in the ongoing cost-of-living crisis, the demand for services offered by charitable organisations has risen and, at the same time, the opportunities for charitable organisations to raise awareness and funds for their causes have dropped. According to data shared by nfpResearch, charities' exposure to the public has significantly declined, with 'giving levels at a historic low' between 2020 and 2022.*

At the heart of Project Giving Back is the vision of two anonymous philanthropists who wish to give back in an innovative way to bring attention to charitable organisations in the UK that are providing support and services to people and communities most affected by the pandemic and the cost-of-living crisis.

The RHS is a leading horticultural charity and the Chelsea Flower Show is a world-renowned event that draws wide media attention and a significant number of visitors – many of whom have a platform to promote or the financial ability to support good causes. In 2022, the show attracted over 140,000 visitors for whom the average income per annum is £70k; 3,044 online articles were published about the show, reaching 700 million people, and there were 55.8k social media posts about the show with over 4 million engagements. The BBC featured the show in 13 hours of coverage, reaching an average audience of 22.6 million people.**

As RHS Life Members, Project Giving Back's founding philanthropists saw an opportunity to invest in the RHS charity and its show and give other UK charitable organisations access to a platform where they can promote their cause, fundraise and engage supporters.

As trustees of this creative philanthropic endeavour, it has been a privilege to oversee the development of the strategic plan to realise our founders' vision and we are thrilled to see the ripple effect each of Project Giving Back's grants has made this year. In 2023, gardens supported by Project Giving Back generated 1,210 press articles, which achieved an audience reach of 620 million, and an advertising value equivalent of £18.5 million; for the charities that measured fundraising as a metric of success, a combined £650k+ was raised during show week.

The year ending 31 May 2023 marks our second year funding gardens for good causes, and our first year doing so as a registered charity. During this time we have given 15 charitable organisations the opportunity to engage with the public and further their charitable purposes. This brings the total number of gardens for good causes that we have funded to 27 and gives us strong momentum as we plan to deliver more impact through our garden grants in the future.

We value the collaborative relationship we have with the RHS and its partners who organise the RHS Chelsea Flower Show – it is not often that you see a charity open its gates for the wider charity sector to take part in such a key event like the RHS has – and together, we have been able to demonstrate the value of funding gardens for good causes.

We thank you for taking an interest in Project Giving Back's activity and outcomes and we would like to express our deep gratitude to all those who have contributed to making this year such a successful one.

We welcome your engagement and feedback and look forward to building on this year's achievements and learnings.

Rosie Atkins

Rosie Atkins
Chair, on behalf of
Project Giving Back's Trustees

*nfp Research sources: Charity Awareness Monitor December 2021, 502 respondents, 16+, Great Britain; Charity Awareness Monitor January 2010 to July 2022, 45186 respondents, 16+, Great Britain

**RHS data source: RHS Chelsea Flower Show 'Why Exhibit' Guide



The team at Talitha Arts in the repurposed garden in St Margaret's House, East London.

SECTION 3

What we do

3.1 Our strategic plan

The RHS Chelsea Flower Show is a high-profile, well-renowned charity-run event. We believe that when charities are given the opportunity to collaborate with other charities, the potential positive impact is amplified. Exhibiting at the RHS Chelsea Flower Show is not easily affordable for UK charitable organisations and that is where Project Giving Back’s gardens for good causes grants provide value and public benefit. Through our grants, charities can work with the very best UK horticultural talent to create high-quality, engaging exhibits that provide unrivalled campaigning and fundraising opportunities, while greatly enhancing the experience for Chelsea Flower Show visitors and viewers.

Project Giving Back was set up with an initial 3-year funding commitment from the founders and sole donors; this commitment has recently been extended for a further 2 years, meaning that Project Giving Back’s grant-making activity will continue until 2026.



Right: Under the guidance of garden designer, Alexa Ryan-Mills, students tend the repurposed garden at School 21 in Stratford, just 15 minutes’ walk from Sadler’s Wells East.

3.2 Our core activities

Core activities



3.2.1.

Grantmaking

The majority of our income and activity is focused on funding gardens for good causes that exhibit at the RHS Chelsea Flower Show before being repurposed for sites and communities across the UK.

3.2.2.

Project and relationship management

To ensure grantees leverage the opportunity as effectively as possible, we play an active part in collaborating and supporting individual teams through the grant-making process — from application through to delivery. To ensure the board and team works effectively together, we make sure that trustees feel supported in their duties and responsibilities. To keep our founders and sole donors informed, we actively update and engage them through a detailed activity and outcome reporting process.

3.2.3.

Storytelling

We invest in the creation of high-quality promotional material, marketing and communication of the gardens and charitable organisations that Project Giving Back supports, as well as data-gathering and evaluation so that we can understand and communicate the impact of our funding in a compelling way to attract as many people as possible to get involved.

3.2.4.

Community-building

We recognise that the success of a project is often rooted in peer-to-peer learning and a meaningful sense of community, so we invest in bringing people together to connect, share their experience and learnings, to be ambassadors and ultimately give back in their own way.



Right: Charlotte Harris and Hugo Bugg, of Harris Bugg Studio, standing in the Horatio’s Garden they designed.

KEY

- G – Grantmaking
- P – Project and relationship management
- S – Storytelling
- C – Community building

3.3. How we track and measure our activity and performance

There are a number of indicators that we monitor in relation to our core activities. These are mapped out opposite and documented if an indicator is vital in our decision making process and helps us measure success for a particular activity.

		G	P	S	C
1	Data relating to state of the charity sector in the UK	●	●	●	●
2	Number of grant applications	●	●	●	
3	Number and level of grants we make each year	●	●		
4	Types of charitable causes we fund, their size and regional distribution	●	●	●	
5	The range of charitable causes	●	●	●	
6	Who or how the charitable organisations help	●	●	●	
7	The estimated investment in the horticulture industry	●	●		
8	The number of events and supporter ‘touchpoints’ a charity hosts	●			
9	Media statistics and press coverage	●		●	
10	Visitor/viewer engagement (in person and online)	●		●	
11	Charities’ engagement with corporate partners and major donors	●			
12	Testimonial feedback from grantees and stakeholders	●		●	●
13	Funds raised by charities as a result of being at RHS Chelsea	●		●	
14	Volunteer registration and support	●		●	
15	Celebrity or influencer engagement (in person or online)	●		●	●
16	Feedback from monthly status updates and check-in calls	●	●		●
17	The costs of creating a garden and repurposing it after the show	●	●		
18	Testimonials from design teams and charity reps	●	●	●	●
19	Trustee and founder feedback		●		
20	Website traffic and user experience			●	
21	Number of videos created, photographs taken and distributed			●	
22	Number of alumnae ‘opt-ins’ to support or mentor future grantees		●	●	●
23	Number of PGB-hosted events and attendees		●	●	●
24	Number of PGB-hosted webinars and attendees			●	●
25	Number of PGB podcast episodes and subscribers			●	●
26	Newsletter sign-ups and engagement			●	●
27	Social media following and engagement			●	●



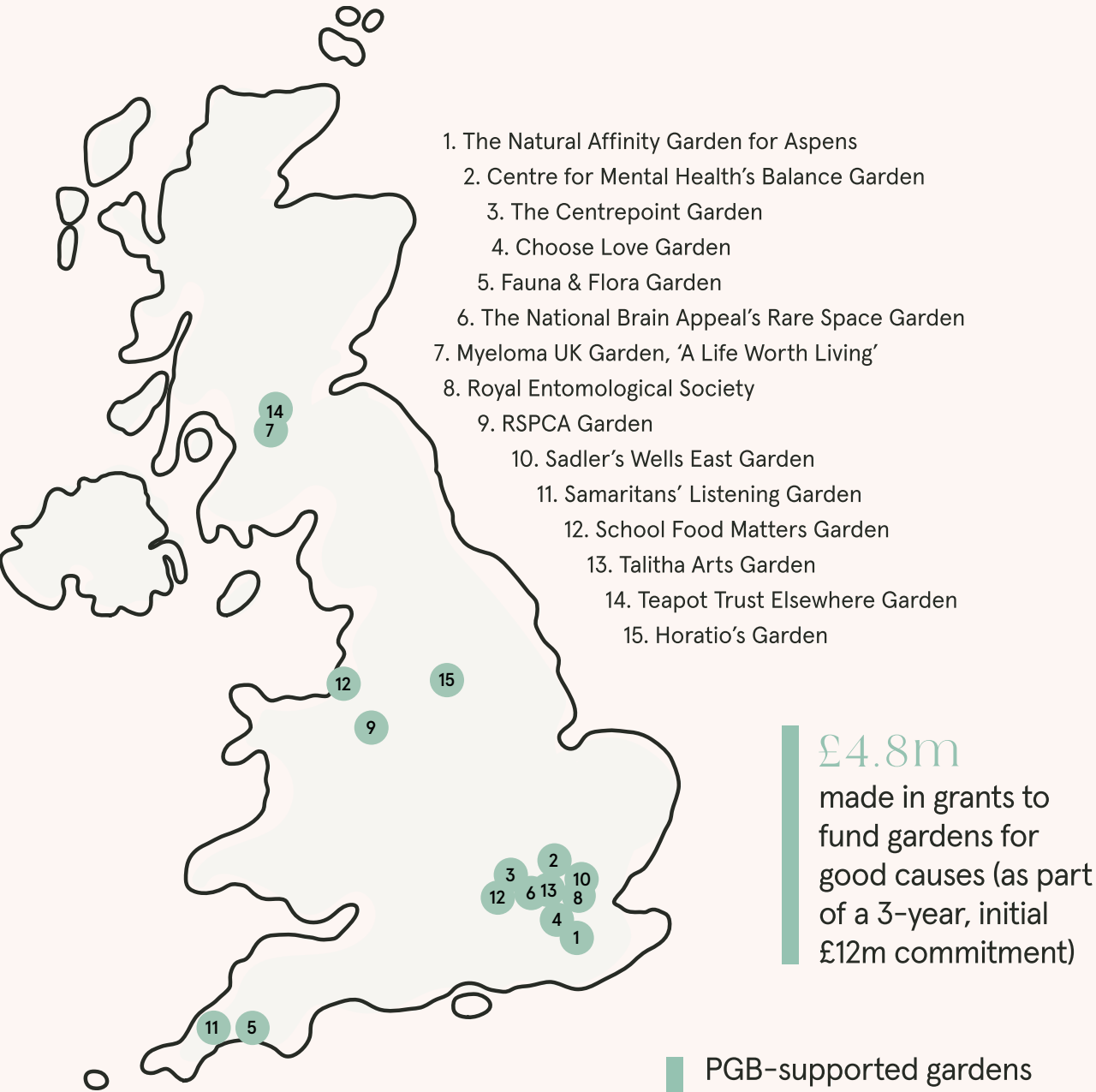
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HRH The Princess of Wales, speaks with garden designer, Darren Hawkes, at the Samaritans’ Listening Garden at RHS Chelsea 2023.



3.4. Highlight achievements in numbers 2022–2023

15 gardens for good causes supported
at RHS Chelsea Flower Show 2023



£4.8m
made in grants to
fund gardens for
good causes (as part
of a 3-year, initial
£12m commitment)

PGB-supported gardens
generated 1,210 press articles,
which achieved an audience reach
of 620m, and an advertising
value equivalent of £18.5m
(calculation based on media coverage
reports from Kantar/Onclusive)

The PHILANTHROPIC ripple effect

4.4m
Combined social media reach
for Sadler's Wells East during May

£24k
Raised by Royal Entomological
Society during show week

£200k+
Combined income raised at
the show by Horatio's Garden

£6k
Raised by Talitha Arts from
memberships and donations

£145k+
Secured by RSPCA in sponsorship
towards events and the garden's
relocation plan

5,000
Additional visitors to Aspen's
website during May 2023

£61k
Raised by Myeloma UK at
events during show week

500+
New supporter sign-ups to the
Royal Entomological Society's
first public e-newsletter
launched at the show

£50k
Pledged to Fauna & Flora in
a single donation as a result
of the show garden

185
People received support from
Samaritans as a direct result
of seeing the garden

1,000
Potential supporters entered
the National Brain Appeal's draw
for show tickets

100
Potential donors attended
Teapot Trust's hospitality
events during show week



3.5. Beneficiary testimonials



“ We had a unique opportunity to shine a light on inequalities in access to the mental-health boosting benefits of nature. Funding from Project Giving Back enables us to showcase how communities can come together to reclaim spaces as climate-resilient community gardens which bring healing and hope.

Jenny Banks
Associate Director of
Business Development,
Centre for Mental Health

“ Not only did it allow us to raise awareness around the critical issues of youth homelessness, but it also generated a positive response in terms of support. We’re now able to transform an outside space at one of our hostels, creating a lasting legacy of The Centrepont Garden that will be experienced by the residents and all the team who work there.

Orla Constant
Relationship Director,
Centrepont

“ Seeing Reece, one of the people we support, volunteering at the Show and proudly telling our visitors about how being supported by Aspens has changed his life and how excited he is to have the garden return to his home when it is rebuilt, was an absolute delight.

Susan Sawyer
Fundraiser,
Aspens

“ One visitor told us she now felt able to talk about the fact that her daughter had attempted suicide, something she had been hiding from friends, and was in denial about. It was a heart-rending moment but she genuinely looked as though a weight had been lifted. The garden helped her to do that.

Samaritans Volunteer

“ The opportunity to have a garden at Chelsea was truly the sort of gift that money cannot buy. We were introduced to a completely new pool of people who have now started their journey supporting our work and doing what they can to advocate for and support displaced people.

Philli Boyle
Director of Partnerships,
Choose Love

“ Chelsea was an incredible opportunity for our small charity to have a large platform. It was a mighty project to take on, but its lasting impact will go well beyond the show itself, and we will be appreciating the benefits for years to come. The garden started at Chelsea but its legacy for Talitha Arts has only just begun.

Jenna Thorne
Executive & Artistic Director,
Talitha Arts

“ All of our children are in need of a little extra TLC. Amid the busyness of day-to-day life, this garden is somewhere the children will be able to find small pockets of inner silence which will allow healing and help them to feel more positive, productive and to be kind.

Headteacher
Alec Reed Academy in London,
recipient of The School Food
Matters Garden



Left: Garden Designer, Jane Porter with Choose Love co-founder, Dawn O'Porter in the Choose Love Garden.

Right: Students at the opening of the School Food Matters Garden at Alec Reed Primary School post RHS Chelsea 2023.



Project Giving Back CEO, Hattie Ghau

3.6. The difference our activities make

“ For 2023, we received 195 expressions of interest for funding. From this we selected 77 longlisted applications, which we shortlisted to 31. Ultimately, we issued 15 applicants with intention of funding letters and 15 gardens were successfully selected by the RHS for the Chelsea Flower Show in 2023.

Hattie Ghau
CEO of Project Giving Back



3.6.1. Grant-making achievements

1. We managed a high level of applications through a clear assessment process.
2. We granted 15 charitable organisations access to an influential platform.
3. We funded a wide range of charitable purposes and their beneficiaries.
4. We invested in the RHS, the horticultural industry and its talent.
 - In 2023, 6/15 (40%) of PGB supported gardens were designed by Chelsea newcomers.
 - 8 of 19 (42%) designers involved in PGB supported gardens in 2023 were female.
 - PGB gardens in 2023 were supplied by over 25 specialist nurseries and suppliers, including large commercial plant stock nurseries and smaller, local specialists.
 - All PGB supported gardens are using plants supplied by nurseries that are either already 100% peat free or in the process of transitioning to 100% peat free.
5. We enabled ongoing legacies and benefit to communities across the UK after the show.

“ The garden provided a unique national platform to talk about the importance of insects and those who study them. This allowed the RES to increase its reach and profile and improve the understanding of the animals and habitats on our doorstep, and the help we can provide through simple measures showcased in the garden.

Clare Boyes
Entomologist and supporter
of the Royal Entomological Society

Left: A volunteer helps out at the the Royal Entomological Society at RHS Chelsea 2023.

Right: Centrepont's Relationship Director, Órla Constant stands with the charity's ambassador, Vicky Pattison, (television and media personality) in the Centrepont Garden at RHS Chelsea 2023.

3.6.2. Project & relationship management achievements

- We supported 15 garden teams and charity collaborations to successfully leverage the funding opportunity.
- We provided valuable resources and information throughout the process.
- We invested in mentoring and knowledge-sharing.
- We operated effectively as a small and agile organisation.
- We kept our founders/donors informed, engaged and excited about the future and the value their funding can achieve.

“ I didn't want to make another show garden after 2016 and promised myself that if I did it would have to be for a charity. When Centrepont approached me my ears pricked up and, when I learned that it would be funded by Project Giving Back, I welcomed the opportunity. The support, professionalism and encouragement from the team has been second to none and has made the whole experience, from start to finish, both delightful and memorable.

Cleve West
Garden Designer
The Centrepont Garden



3.6.3. Storytelling achievements

- We invested in high-quality creative assets and experiences for marketing purposes
- Gardens for good causes at RHS Chelsea achieved a high level of media coverage
- Gardens for good causes achieved a high level of online engagement
- Charitable organisations were able to engage with celebrities and influencers at RHS Chelsea
- Project Giving Back's unusual philanthropic approach and impact was publicly highlighted

“ As a charity that creates gardens, a show garden at Chelsea was always a pipe dream, but thanks to Project Giving Back, it was made a reality. It's been extraordinary to create the first garden on Chelsea's main avenue with mobility needs at its heart with an inclusive, pioneering and exquisite garden by Harris Bugg Studio. This opportunity provided Horatio's Garden as a charity with an unprecedented platform and profile from front page media coverage, generating income and reaching new prospects and supporters. We have been able to demonstrate how well-designed gardens can support physical and psychological recovery on a national stage.

Dr Olivia Chapple
Founder and Chair of Trustees,
Horatio's Garden

“ A particular high point for us was hearing BBC presenters Monty Don and Joe Swift discussing rare forms of dementia on national television. This was awareness-raising beyond our wildest dreams! We feel that being part of Chelsea has taken our charity to the next level and we are grateful beyond words to Project Giving Back for enabling this dramatic shift.

Eva Tait
Major Appeals Manager,
The National Brain Appeal

“ Project Giving Back was an idea born during the pandemic when two anonymous philanthropists decided to pay for charities to have a garden at Chelsea, enabling them to tell their story and benefit from media coverage and fundraising opportunities. PGB has had a significant impact on the organisations involved so far but also on Chelsea itself. The word on the showground is that it has been a breath of fresh air and given the show a new impetus. This year is the second of the three-year project. PGB has sponsored 15 gardens, including seven show gardens, with a stipulation that all the gardens they fund are relocated or repurposed at the end of the show.

Louise Curley
The Sunday Times

Below: From L to R at the opening of the Choose Love Garden at Good Food Matters in Croydon: Amanda of Good Food Matters, Alejandro – volunteer, Designer Jane Porter, Philli Boyle of Choose Love, Hattie Ghau.



3.6.4. Community-building achievements

- We hosted five online webinars and in-person events to provide insight and inspiration and networking opportunities
- We have established a growing alumnae community who want to give back by sharing their experience with future teams
- We have a growing following online who support and engage with key messages
- The relocated gardens have acted as a catalyst for engagement and partnership between local organisations and communities

“ It is the first time the RSPCA has been involved at Chelsea, so Project Giving Back's support throughout was essential and allowed us to make the most of this unique opportunity. Not only did they help us find our fantastically talented garden designer, Martyn Wilson, but also facilitated the sharing of learning between charities, giving those of us new to the event an invaluable insight into the opportunities and challenges it would offer. We certainly felt we made the most of it! Not only did it allow us to engage staff and branch colleagues through volunteering opportunities in the garden, it brought us face to face with the public in a way the RSPCA is not normally seen, allowing us to share messages about our work with wildlife that were new to many people.

Justine Webb
Assistant Director,
Partnerships & Philanthropy,
RSPCA

“ This opportunity has been excellent for our relationships with partners – from corporate partners and the fundraising potential to the involvement of volunteers from Good Food Matters where the garden is relocated who loved being a part of the install and who now cherish the garden at their centre in Croydon.

Philli Boyle
Director of Partnerships,
Choose Love



SECTION 4

Our plans for the future

We have seen through our funding that the RHS Chelsea Flower Show provides a valuable platform and opportunity for charitable organisations to garner more support and engagement. Each garden we have funded to date has been a catalyst for bringing people and communities together, engaging existing and new supporters, establishing the foundations for future collaborations and partnerships that will last far beyond the show.

The outcomes that have been achieved thus far have exceeded our expectations and we were therefore thrilled to announce in October 2023 that, with the generous extended funding commitment from our founding philanthropists, we will continue funding gardens for good causes at the RHS Chelsea Flower Show until 2026. This updates our initial goal of funding 42 gardens across three years to 60 gardens over five years.

We also look ahead with excitement to 2024 where we will be supporting a further 15 charitable organisations at RHS Chelsea, all of which will be repurposed or relocated at permanent locations across the UK.

We are delighted to be bringing a part-time Finance and Compliance Director on board in January 2024 to enhance our ways of working, our approach to grantmaking, our ability to evaluate and demonstrate our impact, and our accountability. We will continue to invest in and develop our existing team and trustees so that we can continue to operate effectively and efficiently.

As our alumni community grows, we will continue to collaborate with respected horticulture and charity sector leaders to provide perspective, experience and insight as guest panellists in our funding assessment process. Drawing on experience, we will review how we can most effectively support charitable organisations to garner as much media coverage and public engagement as possible in the build up to and during the show. And we will continue to strive to return maximum impact for the philanthropic investment made by Project Giving Back’s founders in the range of charitable organisations that inspire the gardens for good causes we fund.

Hattie Ghau

Hattie Ghau

Project Giving Back’s CEO



Above: Schoolchildren at the RHS Chelsea Children’s Picnic, visit the Royal Entomological Garden designed by Tom Massey.

SECTION 5

Our governance matters

5.1. Structure

Project Giving Back was set up on 31 March 2022 as a Charitable Incorporated Organisation (CIO) Foundation and is now a registered charity in England and Wales, with the charity number 1198478.

5.2. Objects

The objects of the charity are to ‘provide funding and assistance to other charitable institutions, community interest companies and such organisations that are not operating with a profit-seeking motive, whom wish to develop and exhibit a garden exhibition at The Royal Horticultural Society Chelsea Flower Show.’

5.3. Governance

The charity is governed by its Constitution dated 31 March 2023. Full administrative details are given on page 45 of these accounts.

The charity is governed by a board of trustees who comply with the duty in the Charities Act 2011 to have due regard to the Charity Commission’s general guidance on public benefit when considering the charity’s aims and objectives; and who take full responsibility for the effective management of the charity and the stewardship and care of its funds.

The charity does not solicit donations from the public and therefore has no need to develop formal policies on its fundraising approach.

The charity does not recruit or make use of volunteers and therefore has no need to develop formal policies on its volunteer approach.

The charity does not invest its assets and therefore has no need to develop formal policies on its investment approach.

The trustees are appointed by the Board of Trustees. The Constitution provides for a maximum of 12 trustees and a minimum of 3. Trustees are appointed by the existing Board of Trustees for a term of 3 years. On appointment, new trustees are provided with a copy of the Constitution and the latest Trustees’ Annual Report and financial statements. The skillset of new trustees will be reviewed and an appropriate programme of training developed for the new trustee based on the findings of this review. As described in section 5.9 the trustees have reviewed the risks facing the charity.

At the biannual trustees’ meetings, the trustees agree the broad strategy and areas of activity of the charity including consideration of grants, reserves and risk management. The day-to-day administration of grants and the processing and handling of grant applications is delegated to the CEO who consults with the Board on a regular basis.

The Board keeps the skill requirements of the trustees under review and in the event that a trustee permanently retires or additional trustees are required, the current Board of Trustees will consider potential candidates. No new trustees have been identified in the current period.

A full list of the trustees that have been in position throughout the year is shown on page 45.

5.4. Key personnel

Project Giving Back’s trustees consider the full Board and the CEO to be the key management personnel of the charity – in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis.

The charity has a reliance on its CEO for the day-to-day running of the charity; recent recruitment of a Finance and Compliance Director, who will join the organisation in January 2024, will reduce the potential risk of this reliance.

5.6. Training and development

Project Giving Back’s trustees recognise the importance of training and developing both the team and all trustees to enhance the performance of a small group. There are a number of training opportunities available including:

- 1. **PROFESSIONAL COACHING** – Project Giving Back has engaged with Iceberg Coaching to provide a programme of executive coaching for Hattie Ghau to support them in the leadership of the project; and a programme of coaching was offered to the trustees for whom Project Giving Back is their first trusteeship
- 2. **NCVO** – Project Giving Back is a member of NCVO which provides resources to the team and trustees as well as training modules. The course attended during this period was focused on outcomes and impact measurement.
- 3. **INTERNAL WORKSHOPS AND GUEST SPEAKERS** – On a bi-annual basis, Project Giving Back’s CEO and trustees review activity, results and strategic direction of the charity. As a part of this, a view of the charity sector is given, either through data gathered from sources such as nfpResearch, or by inviting guest speakers with expertise in the charity sector to provide an insight into pressures and trends faced by the sector.

Students tend the repurposed Sadler’s Wells Garden at School 21 in Stratford, just 15 minutes’ walk from Sadler’s Wells East.



5.7. Recruitment

Hattie Ghai's path to being appointed to CEO at Project Giving Back was through an initial open and competitive recruitment process for the freelance role of Project Director. Following 10 months of high performance in the role, and once Project Giving Back was registered as a charity and as an employer, the trustees sought professional advice and agreed that, given her knowledge of the role and the organisation, the appointment of Hattie Ghai to CEO was a sensible one in the best interests of the charity. Hattie Ghai had originally been registered as a trustee for Project Giving Back in its founding constitution and so Baker McKenzie supported the process of getting approval from the Charity Commission for Hattie Ghai to step down as a trustee and be appointed as Project Giving Back's CEO instead. This process was completed and approval was issued on 26 August 2022.

For the recruitment of the incoming part-time Finance and Compliance Director, Project Giving Back developed and oversaw a process that received 85 applications, refined to a longlist of 32 applicants, and then to a shortlist of 10 applicants and a final round of interviews for four applicants before the final candidate completed background checks and was offered the position.

5.8. Related parties, managing independence and interests

From 14 May 2021 until 31 March 2022, Project Giving Back Limited, a limited company set up for the purpose, funded the 2022 gardens while waiting for the COVID-19 backlog of charity registrations to abate and for the Charity Commission to complete the charity's registration process. The decision to operate as a limited company initially was driven by the time-sensitive need to be operational well ahead of the RHS Chelsea Flower Show 2022. On incorporation, the charity took over responsibility of the activities. The limited company is now dormant and will be struck off in due course.

Before being employed, Project Giving Back's CEO, Hattie Ghai operated as a freelance consultant through a limited company (Ghai Limited), providing consultancy services to Project Giving Back Limited and subsequently to the newly formed charity Project Giving Back from 31 March 2022 until 30 September 2022 while an employment contract was being agreed and while the trustees awaited the Charity Commission's approval of Hattie Ghai's appointment to CEO.

The trustees also recognise that Project Giving Back is operating within the horticultural industry, in which all four trustees have developed their careers and, in some cases, still operate or have connections with parties that may directly or indirectly relate to Project Giving Back (for example, the Garden Museum, the Royal Horticultural Society, and Gardens Illustrated). The career context of each trustee and Project Giving Back's CEO is provided in their biographies on page 5 and details of related party transactions can be found in note 11. The trustees also recognise that they or the team may have links to charities or garden designers who may subsequently be awarded a grant. This is considered to be a potential risk for Project Giving Back and the following steps are taken to maintain independence and mitigate against potential conflicts of interest:

- All key personnel are required to complete an annual declaration of interests and these interests are regularly reviewed by the CEO and trustees.
- Project Giving Back invites guest panellists to take part in the grant application decision-making process to provide a wider perspective.
- Ahead of each grant assessment process, each panellist is asked to review the list of applicants and declare their interests (personal or professional). If an interest is declared, they are removed from the process relating to that particular applicant.

5.9. Principal risks and uncertainties

The trustees review the key risks facing the charity on an annual basis and maintain these on a risk register that is reviewed at strategy meetings and Chelsea debrief meetings. The trustees have examined the principal areas of the Charity's operations and considered the major risks faced in each of those areas. Project Giving Back's CEO, Hattie Ghai, has also written a white paper for Project Giving Back's trustees as part of a fieldwork assignment for her Masters in Philanthropy, Grantmaking and Social Investment (Centre for Charity Effectiveness, Bayes Business School – City, University of London) that looks at how risk can be reframed and managed in philanthropic organisations. In line with NCVO guidance, the white paper explores the topic of risk management in relation to Project Giving Back's strategic objectives, the nature and scale of its activity; its operating structure; the outcomes being targeted; external factors such as legal requirements, reputational value and trust; relationships with donors, grantees, supporters, partners and associated organisations; and other approaches to risk planning and management.

Opening day of the National Brain Appeal Garden in its temporary location, post-RHS Chelsea at Exbury Gardens.



Once the key risks are identified, Project Giving Back’s CEO and trustees use CC26 guidance to assess the likelihood and impact of a risk occurring, as well as estimating the financial impact of a risk.

The major risks identified are:

- The risk of the RHS Chelsea Flower Show being cancelled, postponed, or poorly managed.
- The risk of a garden not being relocated or repurposed successfully or benefiting a community as intended.
- The risk of Project Giving Back founders and sole donors not seeing value/impact, having a poor donor experience and ending their funding commitment.
- The risk of reliance on a small team (CEO and Project Lead).
- The risk of a grantee charity or a designer being investigated for a compliance issue or reputational scandal.
- The risk of grant fraud, misuse or mismanagement of funds.

Where possible, the trustees seek to mitigate the potential impact of these risks through oversight and controls. For example, through the appointment of external advisors to perform due diligence on the applications.

Project Giving Back’s trustees and executive also use their annual skills audit as a tool to identify areas where professional advice may need to be sought to support the management of the charity.

These areas currently include: audit, charity law and regulation, company law and regulation, cyber security, data protection, financial management and accounting, PR and media relations.

5.10. Further considerations for relocating and repurposing gardens

Project Giving Back’s trustees acknowledge that ensuring the gardens are relocated and repurposed effectively poses reputational risk to Project Giving Back. While the responsibility sits with designers and charities, there are a number of mitigations Project Giving Back has put in place including:

- Requirement for the designers/charities to apply for funding with a clear relocation and management plan for the garden that can be approved and included in the Exhibitor Agreement.
- Holding back a payment milestone until Project Giving Back can be assured that the relocation/repurposing of the project is underway as indicated.
- Alignment with the RHS, that requires designers to provide a breakdown and relocation plan as part of their acceptance criteria for the show.
- Organising an exhibition at the Garden Museum each year to shine a light on the legacy of the gardens to provide a positive incentive and deadline for relocations to be completed.
- Investing in filming and photography of the final relocation plan to provide another positive incentive for completing the relocations effectively.

SECTION 6
Our finance matters

6.1. Our source of funding

Project Giving Back was founded by and is solely funded by two private individuals who wish to remain anonymous. They are RHS Life Members, British/EU citizens, UK residents and UK tax residents. Having enjoyed successful individual careers, they are now committed to helping UK-based good causes recover their fundraising and awareness-raising potential in the wake of the Covid-19 pandemic.

Their generosity has enabled Project Giving Back to be established as a grant-making organisation, with the sole purpose of giving charitable organisations the opportunity to stage a garden at the RHS Chelsea Flower Show, and benefit from the unique public platform the show provides.

Project Giving Back is supported by a team of professionals to ensure the correct due-diligence processes have been met with regards to the founders’ donations each year, and that funds are managed appropriately and efficiently.

6.2. How we spend our money

Project Giving Back’s funds are used in line with our four core activities:

- Making grants to fund gardens for good causes at the RHS Chelsea Flower Show and ensuring their ongoing legacy beyond the show.
- Project and relationship management of grantees to ensure that individuals and teams receiving Project Giving Back’s grants maximise the funding opportunity.
- Storytelling to promote the garden stories and to demonstrate the impact our funding.
- Community-building, to create a network of individuals and organisations that can share their experience and learnings.

In addition to this, Project Giving Back’s funding is used to cover our administrative costs which may include: finance and administration costs, communication and marketing costs, consulting costs, staff costs, professional fees, and governance costs.

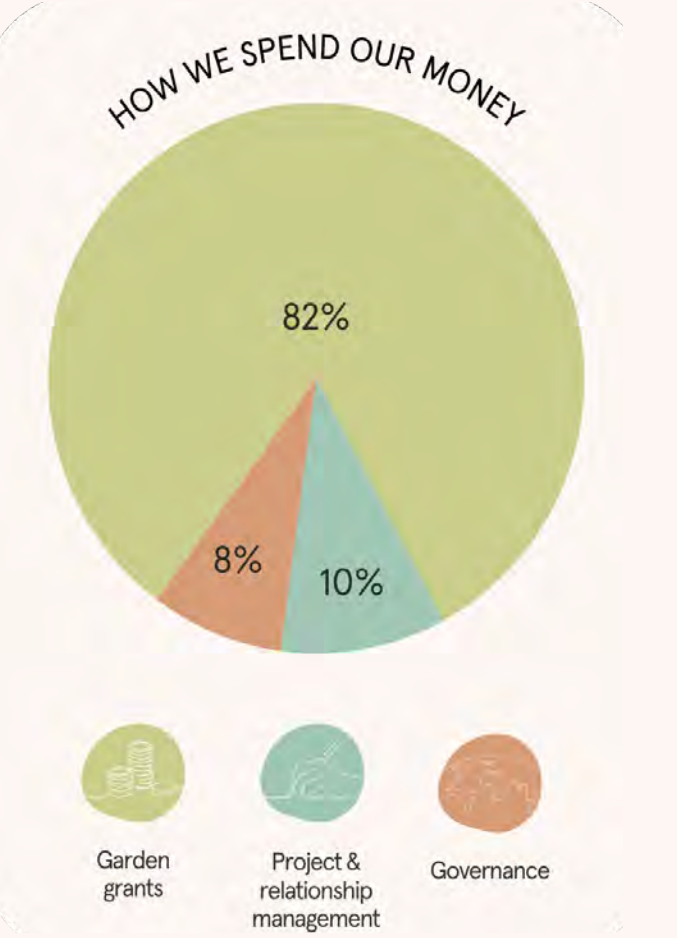
6.3. Grantmaking policy

Project Giving Back makes grants in two ways: either by invitation, if PGB trustees wish to promote a particular cause or raise the profile of Project Giving Back’s funding opportunity, or by open application. In this second case, Project Giving Back welcomes expressions of interest for grants from UK-based charities and other charitable organisations through its website. Applicants submit an expression of interest which is screened and reviewed by the charity’s panel consisting of trustees, CEO and guest panellists. Shortlisted applicants will further be required to submit a written brief and mood board, followed by an in-person presentation for final consideration.

Grants are awarded on an annual basis ahead of the RHS Chelsea Flower Show the year following the grant.

In view of the fact that the majority of our funds are spent on grants, we take a series of steps to ensure these grants are awarded fairly and appropriately, and that the funds are used effectively for public benefit.

We therefore provide guidance to applicants and successful grantees about what Project Giving Back’s funding should and should not be used for.



6.4. Grant conditions

WHAT CAN PROJECT GIVING BACK’S GRANTS COVER?

Project Giving Back’s grants can cover the design, build and logistics of creating a show garden at RHS Chelsea. Below is a summary of what will be considered as reasonable to include within PGB’s funding budget:

Hard landscaping	Walls, paths and paving, water features, garden buildings and other structures, any other non-planted features integral to the design
Soft landscaping	Trees, shrubs, hedging, herbaceous perennials, annuals and wild flowers, any other plant material required to realise the design
Labour & machinery	Garden contractor labour and any other labour required to build the garden at the show, van and machinery hire (including drivers), planting volunteer subsistence costs
Other reasonable show costs	<p>RHS site fees including water and electricity costs</p> <p>Accommodation, travel (including parking) and subsistence for anyone associated with designing and building the garden at the show</p> <p>Designer fees (not recommended to be higher than 10% of total budget)</p> <p>Any costs associated with the dismantling of the garden at the show and its complete removal from the site (this might include temporary storage costs while relocation plans are finalised)</p> <p>Printed garden leaflet costs can be included in the budget covered by Project Giving Back, but this depends on whether surplus is available</p>
Relocation and/or repurposing of the garden	<p>Storage and transport</p> <p>Soft landscaping costs to augment or replace plants from the RHS Chelsea garden</p> <p>Labour, machinery and other costs associated with the construction of the garden in its permanent site</p> <p>(In some cases not all of the relocation costs will be covered by the Project Giving Back grant, and teams will look to source other forms of funding.)</p>

WHAT CANNOT BE COVERED BY PROJECT GIVING BACK’S GRANT WITHOUT EXPRESS PERMISSION?

PGB funding does not cover any costs the designer or charity might incur that fall outside of the garden design and build parameters outlined above. Some of these potential additional costs are outlined below, but this is not an exhaustive list and we encourage garden teams to contact us with individual queries.

PR & Marketing	<p>Specialist PR services that complement your in-house team and/or provide support for the duration of the campaign.</p> <p>Printed materials associated with the garden including, but not limited to, the garden leaflet for distribution to show visitors (assuming it has not been included in the garden budget covered by Project Giving Back).</p> <p>Any advertising or paid-for promotion of the garden you intend to do online or offline to encourage support and raise awareness.</p> <p>Any costs associated with the digital materials you will produce to help promote the garden.</p>
Fundraising	<p>Costs associated with supporter and cultivation events held at RHS Chelsea in the lead up to and during show week to encourage charitable support. This includes but is not limited to: cost of tickets, catering, printed materials, labour, accommodation and travel and subsistence for staff required at the events.</p> <p>Any charity staff costs incurred as a result of the garden, including, but not limited to, time involved in planning and implementing public awareness and fundraising campaigns, time spent at the show including travel, accommodation and subsistence and time spent planning and implementing the garden’s relocation and ongoing work around that.</p>
Other additional potential costs	<p>Any other specialist consultants or contractors you take on to help support and project manage the campaign</p> <p>Any costs associated with volunteers involved during show week</p>

Grantees are able to secure additional financial support to help cover any additional costs they might choose to incur as a result of being at the RHS Chelsea Flower Show, but any public recognition of additional financial supporters must be approved by PGB.

6.5. Grant management

Each successful grant applicant is required to prepare a budget breakdown and payment schedule which is then included in Project Giving Back’s Exhibitor Agreement. This is a tripartite agreement that covers the roles, responsibilities and conditions of funding. Within this agreement, there is a schedule that outlines the payment dates and the associated reporting milestone. Grantees are required to provide status updates on a monthly basis and, if a status update has not been provided, the subsequent grant payment can be withheld until the Project Giving Back team and trustees are satisfied that relevant progress and reporting requirements have been met.

6.6. Financial review

The charity is reliant on the donations from its founders, the income from which was £8,208,261 (including an accrual for gift aid of £1,635,832). Expenditure from unrestricted resources in the period amounted to £6,944,644 resulting in a net income on unrestricted funds in the period of £1,263,617.

During the financial period PGB helped 15 charities partner with garden designers to host gardens at the RHS Chelsea Flower Show 2023. At the outset of the projects a budget is set and it was pleasing to see that, by and large, each of the projects came within the agreed budget. At the beginning of the financial period there was expenditure of £1,299,813 in relation to the relocation and repurposing of the gardens that were hosted at the RHS Chelsea Flower 2022.

6.7. Reserves policy and cash flow

The trustees’ policy is to retain a minimum three month’s expenditure within unrestricted reserves. Unrestricted funds at the end of the period were £1,263,617. Whilst this is higher than the minimum amount as stated in the reserves policy it should be noted that cash balances at the period end stood at £52,204 and there are plans in place to spend the reserves in the forthcoming year. There are no restricted funds held within the charity.

Project Giving Back is able to continue its operations due to the regular donations received, which are covered by a signed letter of intent from Project Giving Back’s founders/ donors and an agreed donation schedule ahead of each grantmaking cycle. The prudent grantmaking policy mitigates the risk of being unable to meet any future commitments should donations cease.

6.8. Remuneration

All of PGB’s trustees give their time freely and no trustee remuneration was paid in the year. Remuneration of Project Giving Back’s employees is benchmarked against both the charity sector and equivalent roles in organisations of a similar nature and, on an annual basis, an inflationary adjustment is made using ONS RPI data. Details of key management personnel remuneration and trustee expenses are disclosed in note 5 to the accounts.

6.9. Charitable commitments

At 31 May 2023 the trustees have accrued grant commitments of £183,637 payable within 12 months of the year end date. A further amount of £416,296 related to relocation costs (see note 3) will become payable subject to beneficiaries meeting the requirements set out by the trustees.

6.10. Going concern

The trustees consider that there are no material uncertainties about the charity’s ability to continue as a going concern, and therefore have concluded that it is appropriate to use the going concern basis in the preparation of these accounts.

6.11. Related party transactions

The charity received a donation of £29,101 in the period from Project Giving Back Limited, an entity which preceded the registration of the charity.

Further information on all related party transactions can be found within note 11.



SECTION 7

Statement of trustees' responsibilities

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

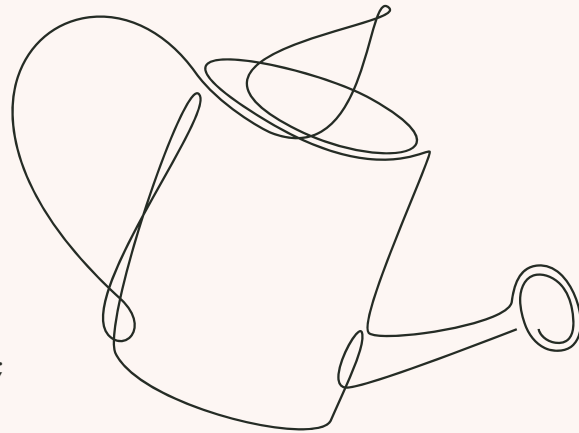
Under charity law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations 2008 and regulations made thereunder and the provisions of the constitution. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the board of Trustees on 19 March, 2024 and signed on its behalf by Rosie Atkins.

Rosie Atkins



SECTION 8

Independent auditors report to the Members of Project Giving Back

OPINION

We have audited the financial statements of Project Giving Back (the 'charity') for the period ended 31 May 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 May 2023 and of its income and expenditure for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Charities Act 2011.

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the Trustees' Report and Financial Statements, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' Report and Financial Statements. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- sufficient accounting records have not been kept; or
- the information given in the financial statements is inconsistent in any material respect with the Trustees' Annual Report; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the Statement of Trustees’ Responsibilities on page 30, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity’s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

AUDITOR’S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below:

We obtained a general understanding of the charity’s legal and regulatory framework through enquiry of management in respect of their understanding of the relevant laws and regulations. We obtained an understanding of the charity’s policies and procedures in relation to compliance with relevant laws and regulations. We also drew on our existing understanding of charity regulation.

We understand that the charity complies with the framework through:

- Updating operating procedures and internal controls as legal and regulatory requirements change;
- Regular reviews of risk by management and the Trustees;
- Approval by the Trustees of the grants awarded;
- The Trustees’ close oversight through regular board meetings and compliance reporting.

In the context of the audit, we considered those laws and regulations which determine the form and content of the financial statements, which are central to the charity’s ability to conduct operations and where failure to comply could result in material penalties. We have identified the following laws and regulations as being of significance in the context of the charity:

- FRS 102 and the requirements of the Charities Act 2011 in respect of the preparation and presentation of the financial statements; and
- Charity law and regulation.

We performed the following specific procedures to gain evidence about compliance with the significant laws and regulations above:

- Making enquiries with management and a Trustee (as representative of the Trustees as a whole) as to the risks of non-compliance and any instances thereof;
- Reading minutes of trustee meetings.

The senior statutory auditor led a discussion with senior members of the engagement team regarding the susceptibility of the charitable company’s financial statements to material misstatement, including how fraud might occur. The key areas identified as part of the discussion were:

- Management override of control; and
- Occurrence of expenditure.

The procedures carried out to gain evidence in the above areas included:

- Testing of a sample of journal entries, selected through applying specific risk assessments based on the charity’s processes and controls surrounding journal entries; and
- substantive work on expenditure transactions.

A further description of our responsibilities is available on the Financial Reporting Council’s website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor’s report.

USE OF OUR REPORT

This report is made solely to the charity’s trustees as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity’s trustees those matters we are required to state to them in an auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity’s trustees as a body, for our audit work, for this report, or for the opinions we have formed.

CLA Evelyn Partners Limited
CLA Evelyn Partners Limited (Mar 21, 2024 14:27 GMT)

CLA EVELYN PARTNERS LIMITED
Statutory Auditor
Chartered Accountants

Onslow House
Onslow Street
Guildford
GU1 4TL

16/02/2024

CLA Evelyn Partners Limited is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

SECTION 9

Statement of financial activities

(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE 14 MONTH PERIOD ENDING 31 MAY, 2023

	Notes	Funds 2023 £
INCOME FROM		
Donations	1	8,208,261
TOTAL		8,208,261
EXPENDITURE ON:		
Raising funds		(4,755)
Charitable activities	2	(6,939,889)
TOTAL		(6,944,644)
NET INCOME AND NET MOVEMENT IN FUNDS		1,263,617
RECONCILIATION OF FUNDS:		
TOTAL FUNDS CARRIED FORWARD		1,263,617

SECTION 10

Balance sheet

AS AT 31 MAY, 2023

		Charity Registration No. 1198478
	Notes	Funds 2023 £
CURRENT ASSETS		
Debtors	7	1,777,753
Cash at bank and in hand		52,204
		1,829,957
CREDITORS: Amounts falling due within one year	8	(566,340)
NET CURRENT ASSETS AND NET ASSETS		1,263,617
RESERVES		
Unrestricted funds	9	1,263,617
Total Funds		1,263,617

The financial statements on pages 34 to 44 were approved by the Board
and authorised for issue on 19 March, 2024 and are signed on its behalf by

Rosie Atkins

Rosie Atkins

SECTION 11

Statement of cash flows

FOR THE 14 MONTH PERIOD ENDING 31 MAY 2023

	Notes	Funds 2023 £
OPERATING ACTIVITIES		
Cash generated from operations		52,204
INCREASE IN CASH AND CASH EQUIVALENTS IN THE PERIOD	13	52,204
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD		52,204

SECTION 12

Accounting policies

FOR THE 14 MONTH PERIOD ENDING 31 MAY 2023

BACKGROUND INFORMATION

Project Giving Back is a charitable incorporated organisation registered in England and Wales by the Charity Commission (Charity number 1198478) on 31 March 2022. Details of the registered office address of the Charity are given on page 45 of the accounts. The Charity’s operations and principal activities are described in the Trustees’ Report.

REPORTING PERIOD

The financial statements to 31 May 2023 cover the period from the registration of the charitable incorporated organisation on 31 March 2022 to 31 May 2023.

BASIS OF ACCOUNTING

The financial statements have been prepared under historical cost convention. The financial statements have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) second edition (effective 1 January 2019) and the Charities Act 2011.

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 Charity constitutes a public benefit entity as defined by FRS 102.

FUNCTIONAL CURRENCY

The financial statements are presented in sterling which is also the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

GOING CONCERN

The Trustees have prepared cashflow forecasts and reviewed the expected future cash outflows for the Charity against expected cash inflows for 12 months from the approval of these financial statements. The Trustees consider that there are no material uncertainties about the Charity’s ability to continue as a going concern, and therefore have concluded that it is appropriate to use the going concern basis in the preparation of these financial statements. In making this assessment the Trustees have been provided with confirmation of intent from the donors that they will continue to support the charity until 2026.

INCOME

Income is included in the statement of financial activities when the Charity is legally entitled to the income, there is sufficient probability of receipt, and the amount can be quantified with reasonable accuracy.

GIFT AID

Gift aid is claimed on all eligible donations at a rate of 25% and is included within donations in the statement of financial activities. Gift aid is recognised in line with the donation it relates too.

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.

Expenditure on charitable activities comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them. Irrecoverable VAT is charged against the expenditure heading for which it was incurred.

All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. As there is only one charitable activity, all support and governance costs have been allocated against this activity. Governance costs comprise all costs involving the public accountability of the Charity and its compliance with regulation and good practice. These costs include costs relating to statutory audit, legal fees and trustee training.

Cost of raising funds comprises costs incurred in relation to activities that assist with raising donations.

GRANTS

Grants payable are agreed by the Trustees, as detailed in the Trustees’ Report. The liability is included in the accounts once a commitment has been made and communicated to the beneficiary and any performance commitments have been met.

Grants in relation to the relocation costs of the gardens are recognised in the Statement of Financial Activities when due provided the beneficiaries meet their requirements set out in the grant funding contract. Relocation costs occur in the financial period following the RHS flower show.

FUNDS

Unrestricted funds are income receivable or generated for the objects of the Charity without further specified purpose. There are no restricted or designated funds.

FINANCIAL INSTRUMENTS

Financial instruments are classified and accounted for according to the substance of the contractual arrangement as financial assets or financial liabilities.

Financial assets

Basic financial assets, which include accrued income, are initially measured at the transaction price and are subsequently measured at amortised cost, being the transaction price less any amounts settled and any impairment losses.

Financial liabilities

Basic financial liabilities, which include trade creditors and accruals, are initially measured at the transaction price and are subsequently measured at amortised cost, being the transaction price less any amounts settled.

CASH AT BANK AND IN HAND

Cash and cash equivalents comprises cash held at bank.

RETIREMENT BENEFITS

For defined contribution schemes the amount charged to profit or loss are the contributions payable in the period.

Differences between contributions payable in the period and contributions actually paid are shown as either accruals or prepayments.

CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

In the application of the Charity’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.

The Trustees do not consider that there are any critical estimates or areas of judgement that need to be brought to the attention of the readers of the financial statements.

SECTION 13

Notes to the financial statements

FOR THE 14 MONTH PERIOD ENDING 31 MAY 2023

1	INCOME FROM DONATIONS	Unrestricted funds 2023 £
	Donations	8,208,261
		8,208,261
2	EXPENDITURE ON CHARITABLE ACTIVITIES	Unrestricted funds 2023 £
	Grants (see note 3)	5,706,363
	Other direct costs	689,977
	Support costs	543,549
		6,939,889
	Support costs include the following:	Unrestricted funds 2023 £
	Finance and administration	123,685
	Communications and marketing	281,205
	Consulting	28,899
	Staff costs	19,509
	Professional costs	18,660
	Governance costs	71,591
		543,549
	Fees payable to CLA Evelyn Partners Limited and Evelyn Partners LLP in respect of both audit and non-audit services are as follows:	Unrestricted funds 2023 £
	Statutory Audit of accounts (included within governance)	20,700
	Other non-audit services (included within support or direct costs)	49,850
		70,550

3	ANALYSIS OF GRANTS PAYABLE (UNRESTRICTED FUNDS)	Total Commitment 2023 £
	Aspens Charities	72,000
	Centre for Mental Health	324,000
	Centrepont Soho	540,000
	Choose Love	72,000
	Fauna & Flora International	400,467
	Horatio's Garden	540,489
	Myeloma UK	570,000
	The National Hospital for Neurology and Neurosurgery Development Foundation	324,002
	Royal Entomological Society of London	411,600
	Royal Society for the Prevention of Cruelty to Animals	324,001
	Sadler's Wells Trust Limited	72,000
	Samaritans	540,000
	School Food Matters	72,000
	Talitha Arts	72,000
	Teapot Trust	72,000
	Total 2023 Garden Costs (see note below)	4,406,550
	Relocation Costs relating to 2023 gardens (see note below)	416,296
	Total commitments relating to 2023 applications	4,822,846
	2023 Garden Costs (as per above)	4,406,550
	2022 Garden Costs (see note below)	1,299,813
	Total grants recognised in the period (note 2)	5,706,363

2023 GARDENS

Grants are awarded to charities in order to cover the costs of exhibiting a garden at the RHS Chelsea Flower Show and for the relocation and repurposing of the garden to its agreed location after the event. There are 4 grants sizes awarded and irrecoverable VAT is also included in the level of the grant award where this is applicable. Please see page 27 for further detail in relation to the grantmaking policy and processes.

GARDEN COSTS

Garden costs include the portion of the grant that has been awarded to a charity in relation to the costs of creating a garden exhibit at the 2023 RHS Chelsea Flower Show.

RELOCATION COSTS

Total garden costs of £416,296 relating to the relocation and repurposing of the gardens have not been recognised within the period in line with the grant policy on page 27. These amounts will be recognised within the Statement of Financial Activities in the year ended 31 May 2024.

2022 GARDENS

2022 Gardens includes the garden and relocation costs for the 2022 RHS Chelsea Flower Show– the majority of the original costs for the gardens were recognised within Project Giving Back Limited (see note 11), following the cessation of trading and the registration of the Charity the remaining costs for the 2022 shows were subsequently paid for through Project Giving Back

4	STAFF COSTS	2023 £
	Salaries and wages	86,547
	Social security costs	2,855
	Pension costs	1,300
		90,702

There were 2 employees during the period.

5	REMUNERATION OF KEY MANAGEMENT PERSONNEL	2023 Number
	The key management personnel of the Charity is comprised of the Chief Executive Officer and Trustees. The total employment benefits of the key management personnel of the Charity were £117,614 which consists of salary, consultancy fees, national insurance and pension costs.	
	The number of employees whose total employment benefits exceeded £60,000 during the period for the Charity were:	1
	£60,001 – £70,000	1

The Trustees did not receive any remuneration in the period.

During the period, 2 Trustees were reimbursed £4,998. These costs related to travel and other out of pocket expenses.

6 RETIREMENT BENEFIT SCHEME

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Charity in an independently administered fund.

The employer's pension costs charged to the Statement of Financial Activities during the period amounted to £1,300, an amount of £452 is included in accruals at the period end.

7	DEBTORS			2023 £
	Prepayments and accrued income			1,777,753
				<u>1,777,753</u>
8	CREDITORS: Amounts falling due within one year			2023 £
	Trade creditors			300,314
	Accruals			240,349
	Other tax and social security			25,677
				<u>566,340</u>
9	FUNDS	Income £	Expenditure £	At 31 May 2023 £
	Unrestricted funds	8,208,261	(6,944,644)	1,263,617
	Total funds	<u>8,208,261</u>	<u>(6,944,644)</u>	<u>1,263,617</u>
10	ANALYSIS OF NET ASSETS BETWEEN FUNDS		Unrestricted Funds As at 31 May 2023 £	
	Debtors			1,777,753
	Cash			52,204
	Current liabilities			(566,340)
				<u>1,263,617</u>

11 RELATED PARTY TRANSACTIONS

Project Giving Back Limited, a company incorporated in the UK, was set up to fulfil the aims and objectives during the period in which Project Giving Back was being registered as a charitable incorporated organisation. Harriet Ghauai is a director and shareholder of the company. Due to delays caused by the COVID 19 pandemic it took a significant amount of time to get the charitable incorporated organisation set up and registered. In order to meet the timetable of the 2022 RHS Chelsea Flower Show Project Giving Back Limited was set up as a vehicle to commence the activities that then transitioned to the charity once registration was complete on 31 March 2022. At the period end October 2022 Project Giving Back Limited donated its reserves of £29,101 (donation of £48,005 less expenses incurred on behalf of the Limited company of £18,904) to Project Giving Back and this has been recognised within donations. Once the Charity was registered, trade transitioned from Project Giving Back Limited to Project Giving Back and the last period of accounts for the Limited company was to 31 October 2022 and subsequent to this the process of striking off the company has commenced.

Ghauai Limited, of which Harriet Ghauai is a director and shareholder, operated as a consultant to

Project Giving Back while Harriet Ghauai was acting as Project Director and before being employed as Project Giving Back's CEO. Ghauai Limited charged Project Giving Back £54,736 during the period in relation to consultancy fees. No balance was outstanding at the period end.

Charlie Hawkes Limited, a company controlled by a connected party of Mark Fane, partnered with the National Brain Appeal charity, was awarded a grant to supply services to exhibit at the 2023 RHS Chelsea Flower Show. The application for the grant went through a stringent application process and the grant making and conflicts of interest policy was followed throughout so that Mark Fane was removed from the decision-making process. Project Giving Back paid £255,505 directly to Charlie Hawkes Limited in lieu of paying the grant directly to the participating charity for the contracted services. No balance was outstanding at the period end.

The Garden Museum, of which Mark Fane was a Trustee until 7 June 2023, and its subsidiary company, charged Project Giving Back £47,128 during the period in relation to event costs. No balance was outstanding at the period end.

For further information about how Project Giving Back manages related parties, independence and interests, please see section 5.8 in the narrative.

12 TAXATION

The Charity is exempt from tax on income and gains under sections 466 to 493 of the Corporation Tax Act 2010 to the extent that these are applied to its charitable objects.

13	RECONCILIATION OF NET INCOME TO NET CASH GENERATED FROM OPERATIONS	2023 £
	NET INCOME FOR THE REPORTING PERIOD	1,263,617
	Increase in debtors	(1,777,753)
	Increase in creditors	566,340
	NET CASH GENERATED BY OPERATORS	<u>52,204</u>

14	ANALYSIS OF CHANGES IN NET CASH	Cashflow £	As at May 2023 £
	Cash at bank and in hand	52,204	52,204
		<hr/> 52,204	<hr/> 52,204

SECTION 14

Administrative details

TRUSTEES

Rosie Atkins (Chair) (appointed 31 March 2022)
Mark William Fane (appointed 31 March 2022)
Alexandra Denman (appointed 31 March 2022)
Arne Jens Maynard (appointed 31 March 2022)

SENIOR MANAGEMENT PERSONNEL

Harriet Ghau (CEO) (Appointed 30 September 2023)

REGISTERED CHARITY NUMBER

1198478

AUDITOR

CLA Evelyn Partners Limited
Onslow House
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GU1 4TL

REGISTERED OFFICE

6 Floor,
25 Farringdon Street
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BANK

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1 Centenary Square,
Birmingham
B1 1HQ

ACCOUNTING & BOOKKEEPING

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LAW FIRM

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United Kingdom

