

Trustees' Report & Financial Statements

FOR THE PERIOD ENDED 31 MAY 2024



CHARITY NUMBER: 1198478

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A message from our trustees

On behalf of the trustees, it is our privilege to reflect on another remarkable year for Project Giving Back (PGB). In 2024, we were delighted to fund 15 inspiring gardens for good causes at the RHS Chelsea Flower Show. The range of charities supported this year spanned from Pulp Friction—a dynamic Nottingham-based charity empowering adults with learning disabilities—to WaterAid, an internationally recognised organisation ensuring access to clean water and sanitation for communities worldwide. Each of these charities made the most of this unique opportunity, leveraging their participation to enhance fundraising, awareness, and impact.

This now brings the total number of gardens funded by PGB to 42 over three years. Looking ahead, we remain excited for and committed to our ambitious target of 60 gardens by 2026, (up to which point funding is committed), with a particular focus on ensuring their relocation to permanent homes across the UK. We are thrilled to share that 11 of the 15 gardens funded this year have already found their forever homes, where they are being enjoyed and making a difference. The feedback from these communities has been heartwarming, affirming the transformative potential of these spaces.

Project Giving Back is a charity which is breaking new ground, and we are very proud to be a part of an initiative that grows in reach each year. Whilst we are a relatively small team of trustees and staff, the 'PGB family' expands each year as the designers and charity teams become a part of our work and mission. This community continues to evolve, with past participants supporting new teams—a testament to the spirit of giving back that underpins our mission. As trustees, we are immensely grateful for this reciprocity and the thriving network it fosters.

A central responsibility of the trustees is overseeing the grantmaking process. Each year, we are impressed by the volume and quality of expressions of interest, although the high demand means we can only fund around 10% of applications. To ensure fairness, we maintain a rigorous assessment process, which will guide the final grant allocations for 2026 in the coming months. Further details on our grantmaking policies

are provided later in this report and on our website.

None of this would be possible without the extraordinary generosity and vision of our founders, to whom we are profoundly grateful. Their desire to remain anonymous ensures the focus remains on the charities and their stories. On behalf of the entire PGB family, we extend our heartfelt thanks to them for making this all possible.

We also wish to recognise the invaluable contributions of our collaborators, namely the Royal Horticultural Society, who organise and host the RHS Chelsea Flower Show each year to the highest standard, and provide invaluable support to the charities we fund; the nurseries, whose dedication and skill ensure thriving plants despite challenging conditions; our mentors, who guide and advise garden teams along the way; and the artisans and contractors whose expertise brings these projects to life.

As we look ahead, the PGB team is excited to present another 10 PGB-funded gardens and charities at the RHS Chelsea Flower Show in May 2025. We look forward to continuing this journey with you all and to celebrating the positive impact these gardens create.

Rosie Atkins

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



We support gardens
for good causes.



Project Giving Back is a unique grant-making scheme that funds gardens for good causes at the RHS Chelsea Flower Show. PGB funding provides an incredible opportunity for charities to raise awareness and support of their work at the world's most famous horticultural event.

This year we are supporting 15 gardens that create and draw attention to the work of charitable organisations, community interest groups, and educational programmes across the UK.



PGB's Trustees (L to R), Alexandra Denman, Arne Maynard, Rosie Atkins and Mark Fane at The RHS Chelsea Flower Show 2024.

2024 in review

15

Charities and
gardens supported

11

New designers
exhibiting at
the show

2 week

Exhibition at the
Garden Museum

1,711

Articles on
PGB gardens

168,000

Visitors to The RHS
Chelsea Flower
Show in 2024

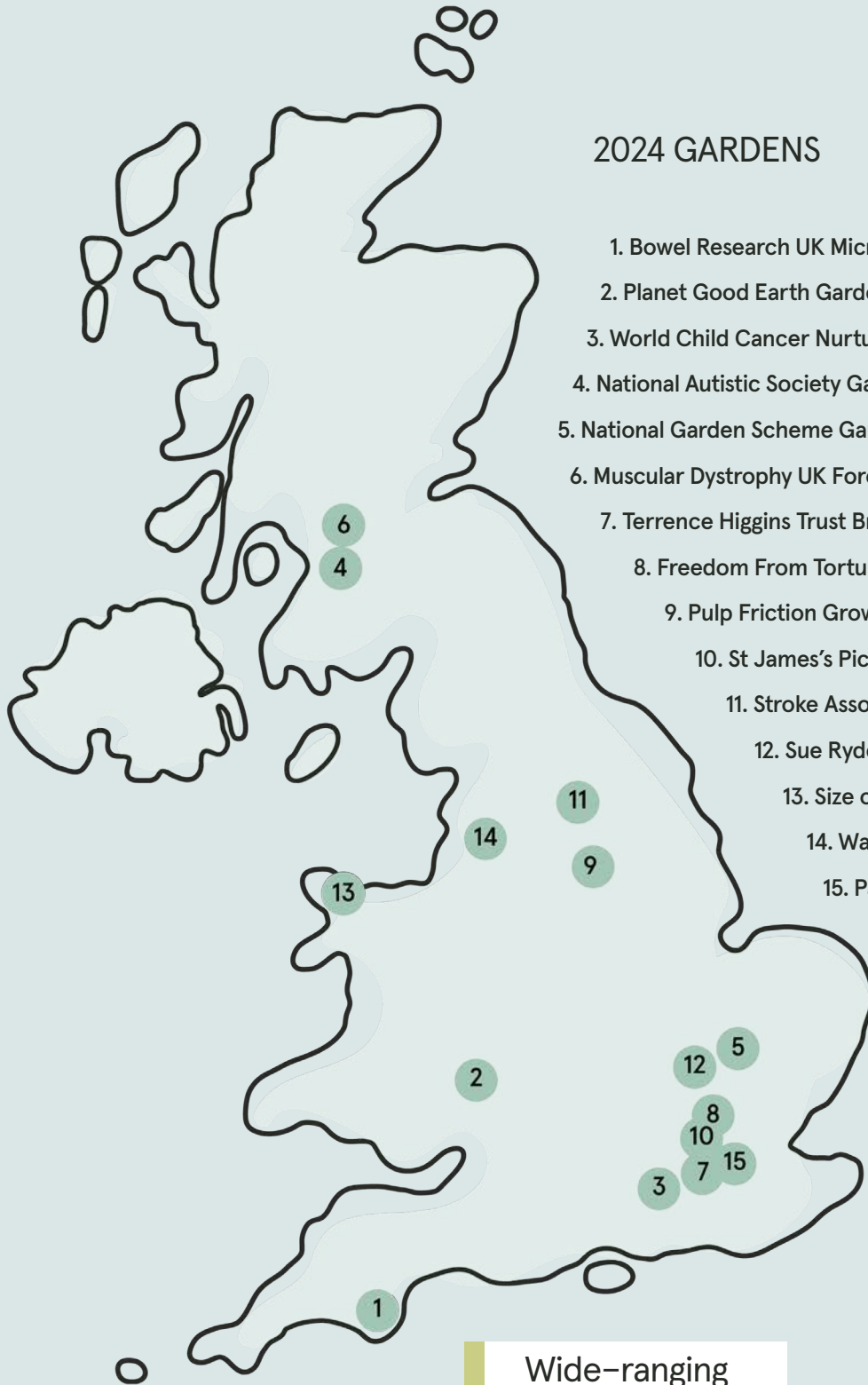


High-profile
engagement
and support



2024 GARDENS

1. Bowel Research UK Microbiome Garden
2. Planet Good Earth Garden
3. World Child Cancer Nurturing Garden
4. National Autistic Society Garden
5. National Garden Scheme Garden
6. Muscular Dystrophy UK Forest Bathing Garden
7. Terrence Higgins Trust Bridge to 2030 Garden
8. Freedom From Torture Sanctuary for Survivors
9. Pulp Friction Growing Skills Garden
10. St James's Piccadilly Garden
11. Stroke Association's Garden for Recovery
12. Sue Ryder Grief Kind Garden
13. Size of Wales Garden
14. WaterAid Garden
15. Panathlon Joy Garden



Wide-ranging
relocations
from Scotland
to Treborth to
Croydon

Scan this QR code to
see an interactive map
on the PGB website.



SECTION 1

Our purpose

OUR FUNDS

£20m is being donated to PGB by two founding donors who wish to remain anonymous.

PROVIDE GRANTS

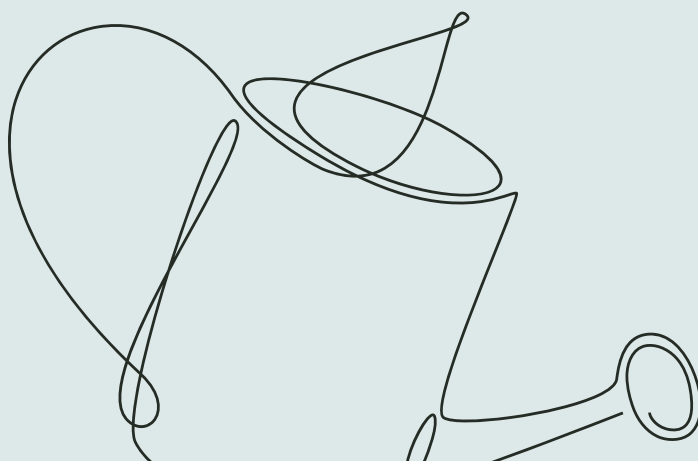
The funds are being used to sponsor 60 different charities to stage a garden at RHS Chelsea over 5 years.

HAVE A RIPPLE EFFECT

Helping to raise awareness and funds, and provide a platform at a world renowned event for a range of small to large charities.

WILL LEAVE A LASTING LEGACY FOR GOOD CAUSES

The gardens are relocated around the UK for people to access and enjoy for years to come.



1.1 Our founding ethos

Project Giving Back was founded on the vision of two private philanthropists who wanted to give back by supporting a wide range of charitable causes and ensure their giving had an impact

They believe that gardens have the power to change lives. As a result, the charities who are granted the opportunity to stage a garden at the RHS Chelsea Flower Show can benefit from: increased awareness of their cause, opportunities to raise funds, and the chance to experience a world renowned flower show with their members and benefactors. However, the charity is also gifted the garden as part of the grant and they therefore have the opportunity to re-home the garden to a site around the country where it will live on. There it can provide a space for members of the charity and often the wider public to: learn, grieve, contemplate, play, nurture or simply just to be together.

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 its 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 RHS Chelsea Flower Show, before being relocated or re-purposed to permanent sites in the UK, creating an ongoing legacy and benefit to the charitable cause and the local community.

Our relocation sites are geographically diverse and range from public parks to hospitals, from schools to hospices, and from botanic gardens to a sexual health clinic.

1.3 Our values

We recognise that being a grantmaking 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.

INTEGRITY

- We are honest
- We are fair
- We manage conflicts of interest
- We are transparent in our grant-making
- Our trustees are dedicated

INNOVATION

- We are not afraid to try new ideas
- We seek to support smaller charities, and charities across the range of causes
- We seek to give opportunities to less experienced designers

COLLABORATION

- We provide mentoring and coffee mornings
- We provide support with project management
- We work with expert photographers and videographers

SECTION 2

Our strategy

2.1 Our vision and purpose

The RHS Chelsea Flower Show is a high-profile, world-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 RHS Chelsea visitors and viewers.

2.2 Our objectives and strategy

Project Giving Back was set up with an initial 3-year funding commitment from the founders and sole donors; this commitment was then extended in 2023 for a further 2 years, meaning that Project Giving Back's grantmaking activity will continue until 2026.


The total funding commitment over the 5 years from the founders and sole donors is in excess of £20m. Those funds will be used to fund a target of 60 gardens in total across a range of charity sectors and sizes.



Assessment of strategy

In Project Giving Back's third year of funding gardens for good causes, and its second year as a registered charity, the strategy for engaging applicants, reviewing applications, awarding grants and supporting the project management of exhibiting at the RHS Chelsea Flower Show is now well established. Experience and

learnings from past relocations have also helped to ensure that these were completed quicker in 2024. The team has been strengthened to provide additional support on finance, compliance, brand and social media work. This will allow for greater focus on building awareness of the legacy of Project Giving Back, indirectly inspiring others to give back, in the final two years of the project.

Assessment	Strategic objective
	Set up as a charity and a team <ul style="list-style-type: none"> • Now well established as a UK-registered charity • Stable team which has been strengthened in 2024
	Engage charities and designers to apply for funding <ul style="list-style-type: none"> • High volume of applications with only c.10% being funded • Range of charities and range of designer experience funded
	Rigorously review grant applications <ul style="list-style-type: none"> • Grantmaking policy and processes are rigorously followed • Further information is in Section 7
	Provide support to designer and charity teams <ul style="list-style-type: none"> • Designer and charity teams have monthly meetings to track progress against milestones with the PGB team • Mentoring and in-person networking events with tailored advice sessions
	Monitor and support relocations <ul style="list-style-type: none"> • Learnings from the first 2 years have helped to ensure quicker relocations in 2024 • Only 5 relocations out of 42 gardens to date are still in progress
	Develop our brand <ul style="list-style-type: none"> • Recruitment of dedicated Social Media and Brand Executive in May 2024 • Initial trial of working with celebrities to raise awareness of PGB and the projects it supports
	Build awareness of PGB's legacy <ul style="list-style-type: none"> • Further investment in storytelling planned for 2025 and 2026 • 2026 applications can be made with match funding

2.3 Our core activities

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 re-purposed in sites and for communities across the UK. The charity has a grantmaking policy in place which is reviewed annually by the trustees. This helps to ensure a rigorous process is followed. Further details are provided in section 7.

MEASURING ACTIVITY

In 2024 we funded 15 gardens and made grants of £4.9m. These gardens generated 1,711 press articles, which achieved an estimated audience reach of 837.5m.



“Once again a high level of interest was shown in applying for a grant, meaning we funded 8% of applications. We initially received 187 expressions of interest (2023: 195 expressions of interest). From this we selected 90 long-listed applications (2023: 77 long-listed), which we short-listed to 45. 15 gardens went on to be allocated funding from the grantmaking process and were successfully selected by the RHS for the Chelsea Flower Show in 2024.”

Hattie Ghai
CEO, Project Giving

Right: Hattie Ghai, CEO of Project Giving Back at The RHS Chelsea Flower Show

SUMMARY OF GARDENS FUNDED

Gardens	2022 actual	2023 actual	2024 actual	2025 plan	2026 plan	Total
Large show gardens	3	5	7	4	TBC	TBC
Medium show gardens	5	4	2	2	TBC	TBC
All About Plants gardens	4	6	6	4	TBC	TBC
Total	12	12	15	10	8	60

We use the government's published list of charitable purposes to ensure the gardens we fund are benefiting the full range of charity sectors in the UK. The table below shows the purposes our gardens have benefited to date.

Note: Charities that benefit more than one purpose have been counted against each of their relevant purposes.

Charitable cause funded	2022	2023	2024	2025
The prevention or relief of poverty	2	1	2	5
The advancement of education	3	4	-	7
The advancement of religion	-	-	1	1
The advancement of health or saving lives	5	8	5	18
The advancement of citizenship or community development	1	3	6	10
The advancement of the arts, culture, heritage or science	2	2	1	5
The advancement of amateur sport	1	-	1	2
The advancement of human rights, conflict resolution or reconciliation or the promotion of religious or racial harmony or equality and diversity.	1	3	2	6
The advancement of environmental protection or improvement	3	2	4	9
The relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage	5	10	8	23
The advancement of animal welfare	1	3	-	4
The promotion of the efficiency of the Crown, or the efficiency of the police, fire and rescue services or ambulance services	2	5	1	8

LEGACY GARDEN SITES BY TYPE

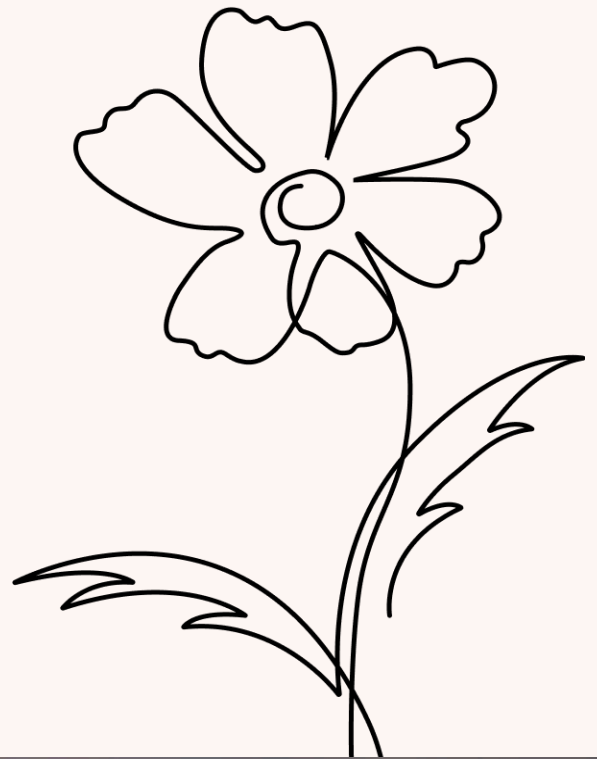
	2022	2023	2024	Total to date
Community garden	4	3	4	11
Hospital/hospice	2	2	3	7
School	2	2	1	5
Public access maintained garden unit	1	2	1	4
Charity: branch, residential unit	-	5	2	7
Other public space	2	1	-	3
Still in progress	1	-	4	5
TOTAL	12	15	15	42

LEGACY GARDENS

The aspiration is that all gardens supported by PGB will be relocated and re-purposed around the UK into a range of spaces. Of the gardens supported at the RHS Chelsea Flower Show 2024, 11 of the 15 were relocated by the end of summer 2024, with the remaining 4 gardens due to be relocated in due course as part of larger development projects. The re-purposing of gardens from 2022 and 2023 also continued throughout the year, with the majority from prior years now completed.

Legacy gardens will sometimes be established in a private space where they can benefit members or beneficiaries of the charity such as a hospice or vulnerable adult service. Most often, however, the legacy gardens are re-purposed in a publicly accessible space that can offer greater public benefit.

The geographic spread of legacy gardens is shown below.



Below: A map of PGB's relocated gardens, displayed at the 2024 Gardens for Good Causes Exhibition at The Garden Museum



2. PROJECT & 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 grantmaking 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.



MEASURING ACTIVITY

“For our 2024 cohort, we implemented a monthly status tracker which allowed both the designer and charity to provide regular status updates against our outlined milestones. This helped to ensure we could provide additional support where needed, such as mentoring.”

Isabella Nunes da Costa Project & Production

Whilst some of the garden designers involved have exhibited at RHS Chelsea before, for many of the teams we work with this is their first experience of RHS Chelsea Flower Show.

Isabella Nunes da Costa is our Project & Production Manager and provides ongoing support to each team throughout the project. A monthly project tracker, updated by each team, ensures everything is in place for the show, for the PR for the charity, and for the relocation. Milestones are carefully monitored and regular status updates on all the garden teams are provided to the PGB team and to the trustees.

In addition to the monthly status meetings she arranges with each team, Isabella also organises a series of online and in-person ‘coffee mornings’, which all teams are invited to attend. During this year they included presentations from:

- Richard Curle from Landscape Associates on the topic of building a garden at the RHS Chelsea Flower Show
- Frances Toase from Chris Beardshaw Garden Design on the topic of project management and build and breakdown schedules
- James Alexander-Sinclair and Alexandra Denman on the topic of how to prepare for judging



Jill Carter (Founder & CEO of Pulp Friction) and a volunteer help set out plants at Stockhill Fire Station in Nottingham where the Pulp Friction ‘Growing Skills’ Garden was relocated after RHS Chelsea 2024.

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.

MEASURING ACTIVITY

We invest in high-quality assets and experiences for marketing purposes. This means that each charity is provided with:

- a film in relation to the charity in advance of RHS Chelsea Flower Show, which can be used on social media channels and other digital platforms
- a set of photographs of their garden at RHS Chelsea Flower Show to support the ongoing promotion of the garden
- a film in relation to the relocation of their garden, which can be used on social media channels and other digital platforms
- a set of photographs of their garden once relocated, to help promote the legacy of the garden.

In 2024, we also invested in:

- additional 'behind the scenes' footage at RHS Chelsea for our own social media channels which indirectly promoted the gardens we were supporting
- additional filming during RHS Chelsea week which included interviewing a number of celebrities including Sally Philips, Elizabeth Day, Levison Wood and Kate Silverton and their reactions to the gardens and charitable causes time lapse videos of each of the gardens being built at Chelsea.

As a result, we noted:

- a 60% increase in the number of PGB Instagram followers year on year with a big increase around RHS Chelsea due to the reels and celebrity content
- a 60% increase in the number of likes on our posts showing higher interaction
- a 350% increase in our Instagram Reel plays



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.

MEASURING ACTIVITY

At the start of their journey with Project Giving Back, the garden teams are invited to a workshop during RHS Chelsea Flower Show week in the year before they are due to exhibit. This is designed to provide valuable insights about what will be involved and how the opportunity can be maximised, but also to bring the teams together as a cohort with the wider PGB team.

Once the garden teams have subsequently had their application approved by the RHS, they then embark on the project management process. The full cohort is brought back together a few weeks before the garden builds commence for an in-person coffee morning. This community of teams coming together involves both the designers and the representative from the charity, and panel presentations and insight are provided to help with the final preparations.

Following on from the RHS Chelsea Flower Show in May, we host an exhibition at the Garden Museum. The purpose of this is to highlight and share the relocations of the gardens – both completed and planned. The Garden Museum welcomes somewhere in the region of 100,000 visitors each year, and the exhibition is well attended. All teams are invited to the launch of this event to help celebrate their experience, and it is at this point we share the summary of their initial impact reporting from exhibiting at the RHS Chelsea Flower Show.

Each year the community of garden teams grows (the PGB family), and we are grateful to the many teams who continue to provide support to Project Giving Back with mentoring, attending panel discussions, or just simply passing on their RHS Chelsea top tips. A number of the garden designers involved have also gone on to support their partner charities on a longer term basis, as ambassadors, trustees, volunteers or advocates.

In 2024, Project Giving Back also ran a campaign with RHS Chelsea visitors and online, to enter our competition and nominate a charity of their choice. At the end of the flower show week, we selected a random winner and made a £1,000 donation to their chosen charity. We are pleased to report that the donation went to Younger People with Dementia, a new charity to PGB having not applied for or been awarded garden funding.



St James's Piccadilly Garden – Imagine the World to be Different

Designed by
Robert Myers

St James's Piccadilly is a historic church looking to the future, advocating for social and earth justice and empowering people. It is a thoughtful, inclusive, creative community, a place open to people of all faiths and none.



Ongoing legacy

The garden celebrates the restorative power of green spaces in cities, illustrating a sense of hope and recovery and inspiring future generations to 'Imagine the world to be different'. It is inspired by the architecture of St James's church, its bombing during the war and its restoration. Calm, contemplative and uplifting, it is a refuge in the city for humans and wildlife, offering dappled shade, lush multi-layered greenery, and water to engage the senses.

Following the show, the plants were relocated into the garden at St James's partner church, St Pancras Eastern Road. In time, the sculptural counselling cabin and other 'hard' landscaping features will be installed in the restored garden in Piccadilly as part of The Wren Project, a major restoration of the church, its courtyard and garden.

Built by: Stewart Landscape Construction

Plants provided by: Harbus Ltd, Deepdale Trees

Architectural: Architects: Jean Morrison, Castle Ring Oak Frame, PACE (Piquet-James Consulting Engineers), Lime Green, Water Arbours, Caribon, H.G. Matthews, Michemersh

St James's Piccadilly is a historic church looking to the future, advocating for social and earth justice and empowering people. It is a thoughtful, inclusive, creative community, a place open to people of all faiths and none.



The 2024 Gardens for Good Causes Exhibition at The Garden Museum.

SECTION 3

Our impact

Charities continue to benefit from the opportunity to exhibit at RHS Chelsea Flower Show long after the event.

PGB offers a form of creative philanthropy in which good causes receive a gift of opportunity rather than direct funding. Wide ranging benefits include opportunities for extensive press and social media coverage, hosting exclusive events for potential donors, engagement with thousands of show visitors, and supporting emerging talent in the UK horticulture industry.

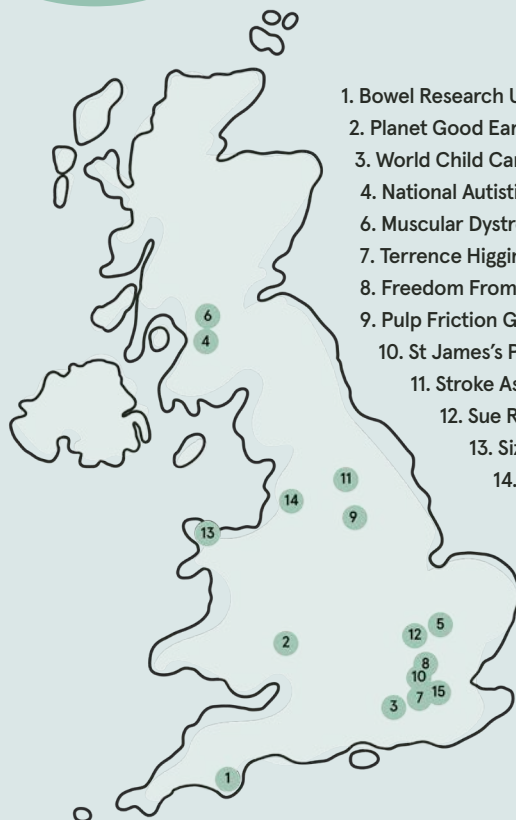


15 GARDENS
supported by PGB at RHS
Chelsea Flower Show 2024.

£4.9 MILLION IN FUNDING
for gardens for good causes
(as part of a 5 year, £20
million commitment).

"To see so many good causes make the most of exhibiting at the RHS Chelsea Flower Show each year is uplifting and inspiring; and to know that each garden will go on to make an impact somewhere in the UK after the show makes this project all the more special."

Hattie Ghaui
CEO, Project Giving Back



1. Bowel Research UK Microbiome Garden
2. Planet Good Earth Garden
3. World Child Cancer Nurturing Garden
4. National Autistic Society Garden
5. National Garden Scheme Garden
6. Muscular Dystrophy UK Forest Bathing Garden
7. Terrence Higgins Trust Bridge to 2030 Garden
8. Freedom From Torture Sanctuary for Survivors
9. Pulp Friction Growing Skills Garden
10. St James's Piccadilly Garden
11. Stroke Association's Garden for Recovery
12. Sue Ryder Grief Kind Garden
13. Size of Wales Garden
14. WaterAid Garden
15. Panathlon Joy Garden

All PGB
supported gardens
are repurposed at
permanent locations
throughout the UK
after the show.

£175K

raised by Bowel
Research UK's garden
appeal

£40K

received by Muscular
Dystrophy UK from
guests invited to
events at the show

£50K

sponsorship secured
by National Autistic
Society for After
Hours event

£15K

raised by National
Garden Scheme plant
sale after the show

500%

increase in St James's
Piccadilly social
media reach during
RHS Chelsea week

500

visitor email
addresses gathered
by Panathlon at
the show

4.7K

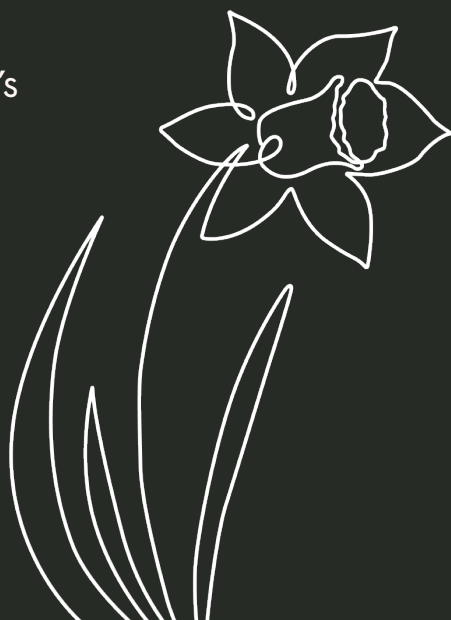
accounts on social
media reached by
Size of Wales

1000+

new supporters
entered Sue Ryder's
prize draw

100+

pieces of press
coverage for World
Child Cancer



The Stroke Association marking the opening of their
relocated garden at Chapel Allerton Hospital in Leeds.

£20K+

raised by Freedom
from Torture's auction
at the launch of their
relocated garden

1000+

new supporters
entered Sue Ryder's
prize draw

£35K

raised by Stroke
Association from
corporate partners

Stats are great, but stories are better...

- “ Seeing the impact of the garden on the public and listening to stories from people affected by The Chelsea garden at our skatepark has been a game-changer for us. It’s a place where people of all ages come together, share stories, and find inspiration. It’s more than just plants and pathways; it’s about creating a lasting legacy for future generations.

Charlie from Hereford Skatepark
recipient of the Planet Good Earth Garden

- “ It’s been an incredible opportunity to create an ‘otherworldly’ garden that not only tells the stories of survivors of torture, but also evokes happy homeland memories. To have the funds and the support to be able to give them and many others a permanent sanctuary at the charity’s headquarters makes the project truly worthwhile.

Emma O’Connell, garden designer,
Freedom From Torture Garden:
A Sanctuary for Survivors

Left: Actor Sally Phillips enjoyed meeting the Pulp Friction team on Press Day.

Far right: Pupils from Marjorie McClure School on the Panathlon Joy garden.



- “ Having a show garden at RHS Chelsea was like throwing a stone into a pond: the ripples will go on for a long time and some of the impact we may never be able to measure formally but will feel the effects for years to come. The garden was both an amplifier and a multiplier. We could tell our story, invite people to join our project and demonstrate our excellence

Rev’d Lucy Winkett, Rector,
St James’s Piccadilly

- “ On a personal level it was so moving. As a late diagnosed autistic woman, who masks almost all the time, it often feels like most people don’t understand masking at all. However, through the medium of the garden, I felt understood and seen.

Visitor to the National
Autistic Society Garden

“ Seeing the impact of the garden on the public and listening to stories from people affected by Muscular Dystrophy was quite simply amazing. I don't think we can underestimate the wider impact the publicity will have had on our community. Rather than Saturday being the end of the show, it was just the start of a new journey for the charity

Michelle Anthony, Trustee of Muscular Dystrophy UK

“ The garden allowed the charity to reach new audiences and drive awareness of their vision of a world with no new HIV cases. It created a platform, ignited conversation and most importantly has given a voice and visibility to people who had been marginalised for far too long.

Matthew Childs, garden designer, Terrence Higgins Trust Bridge to 2030 Garden

“ We are so excited to welcome and benefit from the Panathlon Joy Garden now relocated to our school. It certainly will bring much joy to the pupils, staff and visitors for many years to come

Rebecca Cottage, Headteacher at Marjorie McClure School – recipient of the Panathlon Joy Garden

IN 2024, GARDENS SUPPORTED BY PGB

- generated 1,711 press articles
- which had an estimated audience reach of 837.5m
- and £18.5m AVE (Advertising Value Equivalent)



SECTION 4

Our governance matters

As a charity we take governance seriously. Our trustees meet regularly and are actively involved in decision making, financial oversight and risk management.

4.1 Our Trustees and CEO

To ensure that Project Giving Back operates as effectively as possible as a grantmaking 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.



ROSIE ATKINS

Chair of Trustees

Rosie combines a passion for storytelling with her lifelong love of plants. A self-confessed plant-a-holic, she was awarded the RHS Elizabeth Medal of Honour (EMH) in March 2024 for her outstanding contributions to horticulture.

Rosie began her journalistic career at The Sunday Times and, in 1992, launched and edited the award-winning magazine Gardens Illustrated. She transitioned to the role of Curator at Chelsea Physic Garden in 2001. Rosie has served on the Councils of both the Linnean Society and the Royal Horticultural Society (RHS), where she now holds the position of Vice-President. A dedicated advocate for gardens, she is a founding trustee of the London Gardens Network, Chairman Emeritus of the RHS Woody Plant Committee, and a trustee of the Great Dixter Charitable Trust.



ALEXANDRA DENMAN

Trustee

Alex provides invaluable guidance to garden teams preparing for RHS Chelsea Flower Show, drawing on her extensive RHS Chelsea experience and now as Show Director of The Royal Windsor Flower Show, an event which she has taken from strength to strength.

Alex's horticultural career includes managing the RHS Chelsea Flower Show from 2006 to 2014, during which time she curated the show's horticultural content and oversaw hundreds of exhibits. She worked closely with designers, charities, and sponsors to navigate the complexities of exhibiting and turn their visions into reality. A passionate advocate for the opportunities the RHS Chelsea Flower Show provides, Alex appreciates the platform it creates for designers, growers, and charitable causes. She is a trustee of the Royal Windsor Rose and Horticultural Society and an independent consultant and project manager.



MARK FANE

Trustee

Mark brings robust financial oversight and extensive experience in exhibiting and building gardens at RHS Chelsea Flower Show.

As co-founder and Chief Executive of online garden retailer Crocus, Mark has collaborated with leading garden designers over the past two decades, creating 38 show gardens at RHS Chelsea, earning 35 RHS Gold Medals and 13 Best in Show awards. He served on the RHS Council from 2009 to 2019, contributing to the Commercial, Investment, and Nominations and Governance Boards, and was made an RHS Vice-President in 2019. Additionally, Mark was Chairman of the Garden Museum from 2011 to 2023 and is currently a trustee of the Chatsworth House Trust.



ARNE MAYNARD

Trustee

Arne provides invaluable support and advice on garden design for PGB-funded projects, bringing his meticulous attention to detail and creative design expertise.

A highly regarded garden designer, Arne has earned accolades at RHS Chelsea Flower Show (2000, 2012) and is renowned for creating harmonious gardens that reflect the essence of their surroundings. His work spans private homes worldwide, where his designs seamlessly integrate with their environments. Arne is also transforming the garden and landscape at his home in Monmouthshire, Wales, showcasing his passion for hands-on gardening. A committed advocate for emerging talent, he actively supports growers and specialist nurseries across the UK and Europe.



HARRIET GHAI

CEO

Hattie is a key driving force behind PGB's focus on creating impact, ensuring that the PGB team runs an effective grantmaking process, operates with an efficient project management style, and builds PGB's legacy through compelling storytelling and collaborative community building. She is passionate about the project and the impact philanthropy can have.

Harriet (Hattie) has a passion for philanthropy and a career that has spanned strategy, project management and 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 2022 at the point that Project Giving Back became a registered charity. Alongside her role as CEO, Hattie is studying for a Master's in Philanthropy, Grantmaking and Social Investment with the Centre for Charity Effectiveness at Bayes Business School – City, University of London.

4.2 Our charity's governing document

Project Giving Back was established on 31 March 2022 as a Charitable Incorporated Organisation (CIO). It became a charity on registration on 1 April 2023, with the charity number 1198478.

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.'

The charity is governed by its Constitution dated 31 March 2023. Full administrative details are given on page 62 of these accounts.

4.3 Our governance and compliance approach

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 charity does have policies in relation to; grantmaking reserves, risk management, conflicts of interest, complaints, privacy, controls on expenditure, various employment related policies: equal opportunities, grievances, disciplinary, family leave, flexible working, compassionate leave, expenses, and portable IT equipment.

These policies are reviewed and approved annually by the trustees.





Members from the Pantheon charity enjoying the garden at RHS Chelsea Flower Show 2024.

4

4.4 Board composition and activity

Summary of board activity across the year

Monthly update meetings	<ul style="list-style-type: none"> • Nine meetings in the year, held from September to May • Facilitates regular updates on activity, as well as review of financial information, budgets, risk reviews • One meeting a year is focussed on compliance: approval of policies and risk management review • One meeting a year is focussed on the audit and presentation of the annual report and accounts, including a going concern assessment
Strategy day	<ul style="list-style-type: none"> • Meet once a year to discuss strategy and plans for PGB • External information collated on the charity sector to support and inform discussions
Grantmaking presentations	<ul style="list-style-type: none"> • All trustees are members of the panel which determines the awarding of grants to garden teams each year • Includes review of the output of the due diligence work on applicants and the long list of applications • Two day review of in person presentations for the Show Garden applications • Two day online review of presentations for the All About Plants garden applications • Follow up meetings before final grants are awarded
Attendance at RHS Chelsea Flower Show	<ul style="list-style-type: none"> • All trustees attend the RHS Chelsea Flower Show each year
RHS Chelsea debrief meeting	<ul style="list-style-type: none"> • In June a debrief meeting takes place to review the most recent RHS Chelsea, and agree on learnings for the future
Attendance at other events to represent PGB	<ul style="list-style-type: none"> • Meetings with the RHS as required • Garden Museum exhibition • Events arranged by the charities being supported • Workshops and coffee mornings for the garden teams in each year's cohort
Ad hoc	<ul style="list-style-type: none"> • Ad hoc meetings are arranged (via Zoom) to discuss any emerging issues or risks as needed

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. In the last financial year training was provided to two of our trustees.

Through trustees' meetings, the trustees agree on an annual basis the broad strategy and areas of activity of the charity, including consideration of grants, reserves and risk management. The Board also receives regular financial information for review and scrutiny. 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 were to permanently retire or additional trustees were required, the current Board of Trustees would consider potential candidates. No requirement for new trustees was identified in the current period. In September 2024 the Board conducted an effective governance assessment. No areas of particular development were identified from this review. The Board noted that they want to continue to ensure Diversity and Inclusion remain an area of consideration.

A full list of the trustees who have been in position throughout the year is shown on page 62.

4.5 Risk management

Risk management is fundamental to Project Giving Back achieving its objectives. Our governance and risk processes are designed to enable risk to be managed effectively and to support the objects of the charity being achieved.

The Board has overall responsibility for risk management. 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, RHS Chelsea debrief meetings, and at other times as is deemed appropriate. This approach is documented in Project Giving Back's Risk Management policy, which was approved by the Board of Trustees in September 2024.

The trustees have examined the principal areas of the charity's operations and considered the major risks faced in each of those areas. Once the key risks are identified, Project Giving Back's CEO and trustees use the Charity Commission's guidance (CC26) to assess the likelihood and impact of a risk occurring, as well as estimating the financial impact of a risk. Risks which score highly are assessed to consider if mitigating actions can be taken, or to what extent an element of risk should be risk accepted.

The external environment remains high risk – a change in government, sluggish economic growth, and ongoing inflation uncertainty. Climate change is also impacting businesses through weather events. The trustees also consider these wider macro risks in their overall assessment of risk management.



The major risks identified are:

Risk	Change of assessment	Reputational impact	Financial impact	Likelihood	Mitigating actions
The risk of the RHS Chelsea Flower Show being cancelled, postponed, or poorly managed	Stable	High	High	Low	Force majeure clause in contracts with garden teams
The risk of PGB founders and sole donors not seeing value/impact, having a poor donor experience and ending their funding commitment	Up	High	High	Low	Increase as project matures. Letter of intent in place from the founders to fund to 2026
The risk of reliance on a small team	Stable	Low	High	High	Due to planned staff absence risk is assessed as stable
The risk of a grantee charity or a designer being investigated for a compliance issue or reputational scandal	Stable	High	Medium	Medium	Due diligence work is conducted by professional services firm
The risk of a grantee charity failing/becoming insolvent	Up	High	Medium	Medium	Due to difficult economic times and demand on charities, the risk is increasing. Due diligence work is performed on all charities
Risk of needing to fulfil financial commitments	Up	Low	Medium	High	We have experienced delays in Gift Aid claims being paid. Donations from the founders have been accelerated
The risk of a garden not being relocated or repurposed successfully or benefiting the community as intended	Down	High	Medium	Medium	Majority of gardens are relocating successfully due to PGB oversight
The risk of grant fraud, misuse, or mismanagement of funds	Down	Medium	Medium	Low	Reduced to medium risk following improvement in financial oversight and control

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 team 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.

4.6 Related parties, managing independence and interests

Related party transactions are considered carefully in preparing the accounts, and are disclosed in Note 12. The trustees 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. As such they recognise that they or the team may have links to charities or garden designers who may apply for and 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:

1. All key personnel are required to complete an annual declaration of interests and these interests are regularly reviewed by the CEO and trustees.
2. Project Giving Back invites guest panellists to take part in the grant application decision-making process to provide a wider perspective.
3. 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.



SECTION 5

Our people

5.1 Our team

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. In January 2024 the team was strengthened with the recruitment of a Finance and Compliance Director – Elisa Davies. She has over 20 years experience of financial accounting and risk expertise working for large regulated organisations.

Project Giving Back adopts a very agile approach and as such operates with a relatively small team. This year, in addition to the recruitment of a Finance Director, a new Social Media and Brand Executive – Chantelle Bartrup – joined the team to provide dedicated focus in this area.

The team also works effectively with a number of external partners who provide support on PR (with particular mentions to Jennie Spears and Clare Johnson from Bloom PR & Communications), accounting, legal, and HR.

We also continue to work closely with Britt Willoughby who captures our gardens so exquisitely with her photography, and Matt Greenwell who brings the stories of our gardens, and the charities they are inspired by, to life through his videography.



The Project Giving Back team on the tradestand at RHS Chelsea Flower Show May 2024
From L to R: Clare, Isabella, Elisa, Hattie, Chantelle and Jennie

PROJECT GIVING BACK | TRUSTEES' REPORT



ISABELLA NUNES DA COSTA
Project & Production
Manager

With experience in project management, and having worked for a range of NGOs in the field of humanitarian

aid, Isabella saw Project Giving Back as an exciting opportunity to work directly with charities, supporting them to make the most out of the experience and platform the RHS Chelsea Flower Show offers.



CHANTELLE BARTRUP
Social Media & Brand
Executive

Chantelle is a digital marketer experienced in design, content strategy, and brand management. She

joined PGB in April 2024 to help shape PGB's digital and online presence, seeing it as a fantastic opportunity to work alongside charities and help tell their stories through carefully crafted social media content.



ELISA DAVIES
Finance & Compliance
Director

Elisa trained as an accountant at a Big4 accountancy firm and has worked across a number of

large corporates heading up finance and risk teams. She joined PGB in January 2024 to provide dedicated oversight for finance and compliance. She works closely with Hattie to ensure PGB achieves its strategic objectives, and is on hand to support the garden teams with their budgets and relocations. Aside from a love of numbers, Elisa is a keen gardener.



**JENNIE SPEARS &
CLARE JOHNSON**
Bloom PR

Jennie (left) is an experienced and confident communications professional who specialises in

horticulture and charity PR and communications projects. With a background and training in horticulture, and over 15 years experience across gardening, lifestyle, environment, education and food and drink campaigns, Jennie supported the Project Giving Back launch in May 2021 and has supported the development of the charity, alongside her colleague Clare Johnson (right), since then.



HARRIET GHAUI
CEO



5.2. 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 continues to engage with an executive coach to provide coaching for Isabella to support her development. This resulted in Isabella being promoted to Project and Production Manager. A programme of coaching was provided 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. Charities Commission and other professional services updates: Project Giving Back has appreciated and made use of the increased communications and briefings on compliance matters from the Charities Commission. This information is shared regularly with trustees and Elisa Davies attends relevant training sessions and webinars with the ICAEW and those run by our professional advisors. This helps to ensure the charity remains up to speed with regulatory developments and changes, which in 2025 will likely include an update to the Charities SORP (the Charities Statement of Recommended Practice), and an update to the Charity Governance Code.

5.3 Recruitment

For the recruitment of our new Social Media and Brand Executive, the role was advertised on LinkedIn and attracted over 800 applications. The recruitment process required final stage candidates to submit two reels and undertake a two stage interview process.

Right: Ula Maria, garden designer for the Muscular Dystrophy UK garden, and Isabella Nunes da Costa at a Project Giving Back coffee morning





Nafa, a survivor, a chef and one of the Freedom From Torture Bread Group, helps serve refreshments at the relocated garden's opening at Freedom From Torture HQ in Finsbury Park, north London.

SECTION 6

Our finance matters

Over five years to 2026, we anticipate 77% of our income will be spent on garden grants benefitting 60 UK charities, and a further 10% will be invested on storytelling to promote the good causes we support and the positive impact of philanthropy

6.1. Financial review

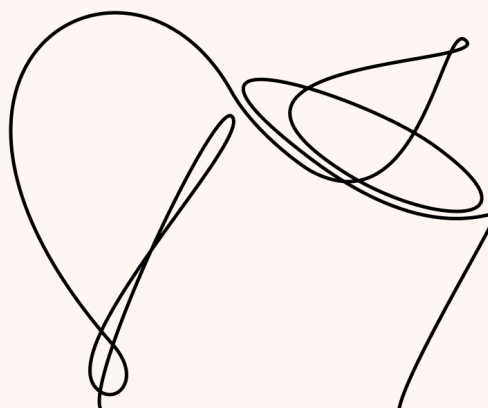
As a charity we monitor carefully how we spend our money, whilst ensuring a quality output and experience for all involved. This involves monitoring how the garden teams allocate their budget, but also how effectively we run as a charity. This is reviewed regularly by our Board of trustees.

In the financial year ending 31 May 2024, we were very grateful to our founders for their ongoing donations amounting to £6m in the year (and totalling £14.9m since Project Giving Back formed initially as a Limited company). As a registered charity we are able to claim Gift Aid on these donations and a further £0.827m was accrued on these donations in the year, bringing total income for the year to £6.863m (£8.208m: 14 months ending 31 May 2023). Our first Gift Aid claim for donations in the financial year to May 2023 was received, and further claims continue to be processed.

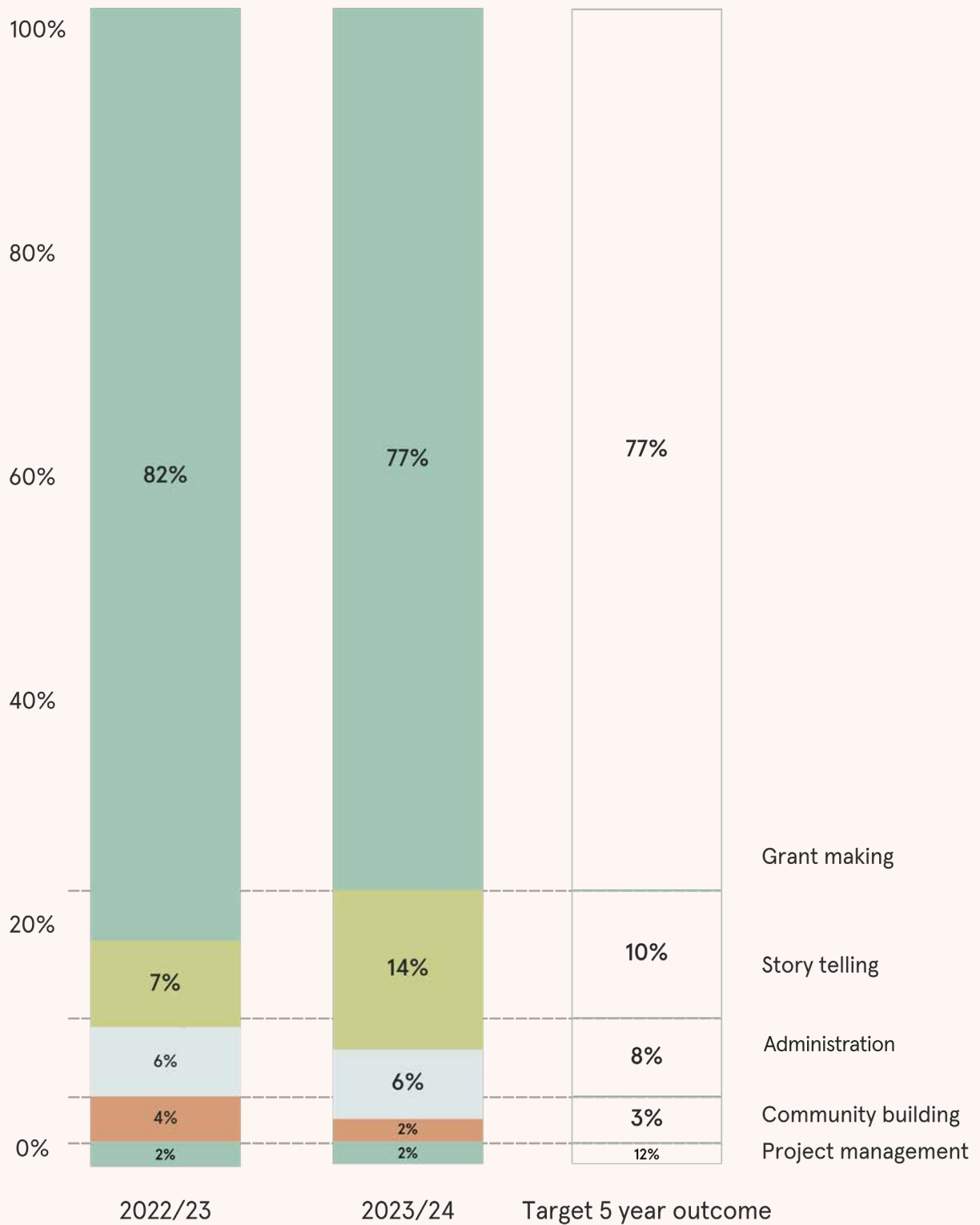
1. Grantmaking

The purpose of the charity is to fund gardens for good causes and in 2024 we funded 15 gardens. Grants recognised in the period for the Chelsea 2024 gardens came to £4,561,710, with a further £344,357 spent on relocating gardens from prior year's shows. A further amount of £604,896 is committed at the year end to fund future relocations.

The grants provided range from less than £100,000 to create a smaller garden in the All About Plants category, to £500,000 for the large show gardens on the show's 'Main Avenue' which involve greater amounts of construction and usually involve architectural structures.



HOW WE SPEND OUR FUNDS



2. Project management

Garden teams (designers and charities) are required contractually to meet milestones which Project Giving Back outlines as part of its funding commitment. These are phased over the course of the year leading up to RHS Chelsea and the payment of grants is aligned to these and predicated on the milestones being achieved. This includes ensuring that budgets are being managed carefully by the garden teams.

3. Storytelling & community building

A key feature of a Project Giving Back sponsored garden is the provision of support to tell the story of the charity and the garden. This is seen as an investment in storytelling through the provision of high quality films, social media reels, photography and high level PR advice and support. Project Giving Back also has its own presence at the RHS Chelsea Flower Show with a tradestand which creates an opportunity to connect with visitors about the charities being supported and direct them to the gardens or to further information. In 2024 our investment in storytelling was £0.9m (£0.4m in 14 months to 31 May 2023).



4. Administration and oversight

Finally, as a charity, we recognise the importance of ensuring good governance and strong financial control. Whilst our overall percentage of expenditure is at 6%, the investment made includes:

- The recruitment of a finance and compliance director who is a qualified and 'Big 4' trained accountant with over 20 years experience working in regulated companies
- The engagement of specialist professional services firms to provide support with accountancy, legal, tax, HR and due diligence work
- The development of our accounting system to improve automation and controls over payments
- Providing training and support to our trustees so they can fulfil their fiduciary duties
- A review of financial controls against the Charities Commission financial controls checklist (CC8) identified no gaps for a charity of our size.

Trustees receive quarterly management accounts, which includes analysis of expenditure against budget and against prior year. In addition, any material expenditure requires their sign off. An audit committee is held once a year to receive the accounts and a report from our independent auditors.



A Size of Wales team member speaks at the opening of the Size of Wales Garden at Treborth Botanic Garden on the outskirts of Bangor in North Wales.

FINANCIAL OUTLOOK

“ Looking forward, we plan to fund fewer gardens in both 2025 and 2026 than in previous years in order to reach our target of 60 over five years (with 42 completed over the last three years). This will reduce the percentage of expenditure on garden grants in these years, as we anticipate that our other ongoing expenditure on storytelling, project management and governance will be maintained at a similar value to 2023/24.

Elisa Davies

Finance & Compliance Director

6.2 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 following a period of economic uncertainty.

Their generosity has enabled Project Giving Back to be established as a grantmaking 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.

6.3 Reserves policy and cash flow

The trustees' policy is to retain a minimum three month's expenditure within unrestricted reserves which is set at £750,000. Unrestricted funds at the end of the period were £1,604,235. It should be noted that cash balances at the period end stood at £286,123, with the difference mostly explained by the accrual for Gift Aid receipts on donations made to date. We expect the excess reserves to be utilised once the gift aid debtors have been settled. The reserves policy is reviewed annually, with its most recent review and approval in September 2024. There are no restricted funds held within the charity.

The charity 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.

6.4 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



6.5 Charitable commitments

At 31 May 2024 the trustees have accrued grant commitments of £259,320 (31 May 2023: £183,637) payable within 12 months of the year end date. A further amount of £604,896 (2023: £416,296) related to relocation costs (see note 4) will become payable subject to beneficiaries meeting the requirements set out within the contract with PGB to successfully relocate the garden.

6.6 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.

The strategy is for Project Giving Back to continue to fund gardens up until at least summer 2026 and to continue to operate as it has been doing to receive donations and undertake grantmaking activity. This is based on the founders' commitment to fund gardens up until RHS Chelsea Flower Show May 2026. Looking further ahead, a plan is being developed to outline how the charity will finalise its work and legacy. This is not expected to take place until at least 2027.

Financial forecasts have been prepared which extend out to 2027 to ensure sufficient donations will be received to cover the ongoing costs of running the charity. Our founders and donors remain committed to meeting the full amount needed to fund the planned level of grantmaking and expenditure.

6.7 Related party transactions

All trustees and our CEO are key management personnel and are required to annually declare related party transactions. These are also managed on a day-to-day basis using the conflicts of interest policy, should they arise.

Further details on related party transactions are provided in Note 12 to the accounts.

SECTION 7

Grantmaking

7.1. Grantmaking policy

For 2024 Project Giving Back made grants by open application. 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. Our grantmaking policy is subject to annual review by the Board of Trustees.

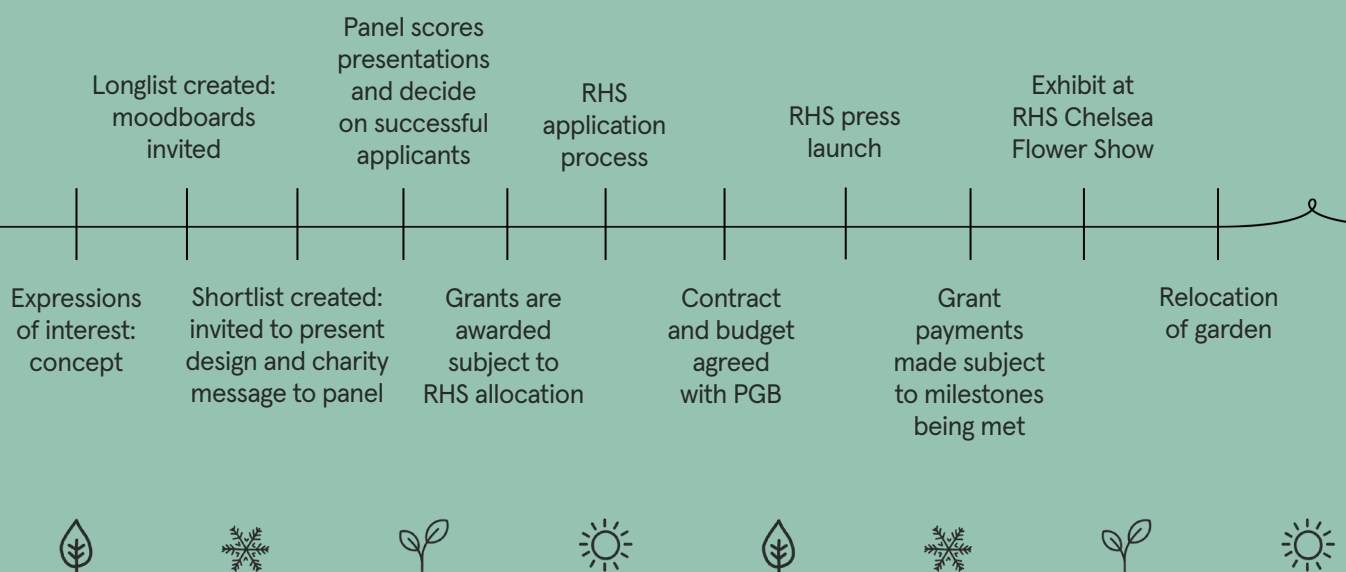
Expressions of interest were welcomed for grants from UK-based charities and other charitable organisations through our website. Applicants submitted an expression of interest which was screened and reviewed by the charity's panel consisting of trustees, CEO and guest panellists. Shortlisted applicants were then 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 taking place the year following the grant. They are paid in phased instalments subject to garden teams meeting the milestones set out in our contracts.

We therefore provide guidance to applicants and successful grantees about what PGB's funding should and should not be used for. Our grantmaking policy and FAQs on our website make clear that charities can only be funded once, but designers can be funded more than once, subject to the quality of their application and relevance of their charity's cause.

As shown on the timeline below, grants awarded by Project Giving Back do not preclude the charity and designer from then needing to apply to the RHS and getting through their rigorous assessment process.

TIMELINE



7.2 Grant conditions

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 the PGB's funding budget:

Hard landscaping	<ul style="list-style-type: none"> Walls, paths and paving, water features, garden buildings and other structures, any other non-planted features integral to the design
Soft landscaping	<ul style="list-style-type: none"> Trees, shrubs, hedging, herbaceous perennials, annuals and wild flowers, any other plant material required to realise the design
Labour and machinery	<ul style="list-style-type: none"> 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 how costs	<ul style="list-style-type: none"> RHS site fees including water and electricity costs Accommodation, travel (including parking) and subsistence for anyone associated with designing and building the garden at the show Designer fees (not recommended to be higher than 10% of total budget) 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)
Relocation and/or repurposing of the garden	<ul style="list-style-type: none"> Storage and transport Soft landscaping costs to augment or replace plants from the RHS Chelsea garden Labour, machinery and other costs associated with the construction of the garden in its permanent site



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 opposite. 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	<ul style="list-style-type: none"> Specialist PR services that complement your in-house team and/or provide support for the duration of the campaign 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) Any advertising or paid-for promotion of the garden you intend to do online or offline to encourage support and raise awareness. Any costs associated with the digital materials you will produce to help promote the garden
Fundraising	<ul style="list-style-type: none"> 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. 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.
Other additional potential costs	<ul style="list-style-type: none"> Any other specialist consultants or contractors you take on to help support and project manage the campaign Any costs associated with volunteers involved during show week

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 Project Giving Back.

7.3 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.

SECTION 8

Our plans for the future

Following the success of the 2024 RHS Chelsea Flower Show and the 15 inspiring charity gardens we funded, we are delighted to report that 11 of those gardens were fully relocated and repurposed by the end of August 2024. The remaining four gardens are part of larger development projects, and will be relocated in the coming months. We look forward to seeing these projects come to fruition, and updates will be shared regularly on our website and social media channels.

As the 2024 cohort concludes its journey, we are thrilled to welcome our 2025 group of charities and designers. All 10 of the gardens awarded grants have successfully secured their place for the RHS Chelsea Flower Show in May 2025. Once again, we will support a diverse range of charities spanning various sectors, sizes, and regions, with relocations planned across the country to ensure these gardens leave a lasting legacy.

To meet the growing demands of our work, the PGB team expanded in 2024. We welcomed Elisa Davies as our Finance and Compliance Director and Chantelle Bartrup as our Social Media and Brand Executive. They join and add experience to our existing team of Isabella Nunes da Costa, Project and Production Manager, and myself, both of whom have been with PGB since its inception. Together, and with Bloom PR & Communications and our financial advisers, we are well-equipped to support our garden teams with project management, storytelling, and community-building efforts in the year ahead. Additionally, we plan to continue developing our brand and inspiring others about the transformative potential of philanthropy.

Looking further ahead, our grantmaking process for 2026 is already underway to allocate funding for our final gardens for good causes. For this concluding year, we are reviewing past applications and inviting teams to apply with match-funding opportunities. By achieving our target of funding 60 gardens over five years, we aim to leave a lasting mark on communities across the UK.

The RHS Chelsea Flower Show experience is truly unique and fosters a strong bond among our garden teams—fondly referred to as the PGB family. We are deeply grateful to those who give back by mentoring, serving as guest panellists and speakers, or supporting our charities as ambassadors, trustees, volunteers, or friends.

As we look to the future, we remain focused on maximising the impact of our founders' generous investment and continuing to demonstrate the enduring power of giving back.

Hattie Ghau
CEO, Project Giving Back

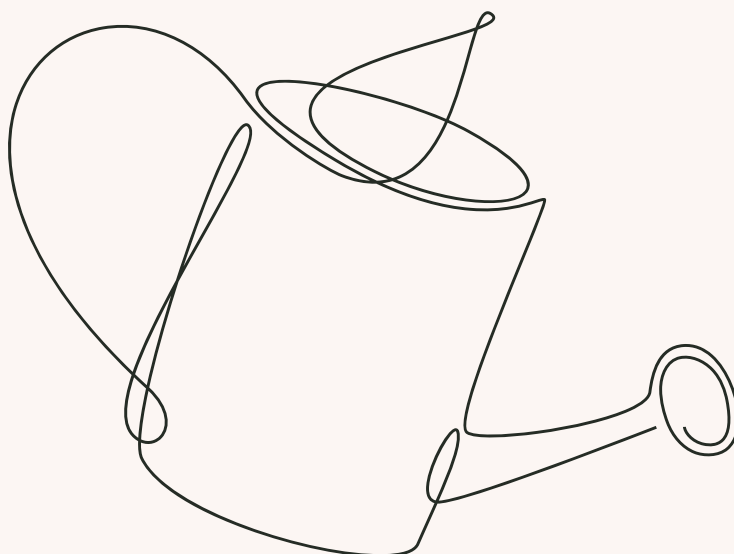
SECTION 9

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:

- 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
and signed on its behalf by Rosie Atkins.

Rosie Atkins

SECTION 10

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 2024 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 2024 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 45, 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

Statutory Auditor
Chartered Accountants

Onslow House
Onslow Street
Guildford
GU1 4TL

20/02/2025

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 11

Statement of financial activities

(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDING 31 MAY, 2024

	Notes	Unrestricted funds Year ended 2024 £	Unrestricted funds 14-month period ended 2023 £
INCOME FROM:			
Donations	1	6,826,750	8,208,261
Investments	2	36,122	-
		<u>6,862,872</u>	<u>8,208,261</u>
TOTAL			
EXPENDITURE ON:			
Raising funds		(15,878)	(4,755)
Charitable activities	3	(6,506,376)	(6,939,889)
		<u>(6,522,254)</u>	<u>(6,944,644)</u>
TOTAL			
		<u>340,618</u>	<u>1,263,617</u>
NET INCOME AND NET MOVEMENT IN FUNDS			
RECONCILIATION OF FUNDS:			
		1,263,617	-
TOTAL FUNDS BROUGHT FORWARD			
		1,604,235	1,263,617
TOTAL FUNDS CARRIED FORWARD		<u>1,604,235</u>	<u>1,263,617</u>

SECTION 12

Balance sheet

AS AT 31 MAY, 2024

	Notes	Unrestricted funds 2024 £	Unrestricted funds 2023 £
CURRENT ASSETS			
Debtors	8	1,774,300	1,777,753
Cash at bank and in hand		286,123	52,204
		<u>2,060,423</u>	<u>1,829,957</u>
CREDITORS: Amounts falling due within one year	9	<u>(456,188)</u>	<u>(566,340)</u>
NET CURRENT ASSETS AND NET ASSETS		<u>1,604,235</u>	<u>1,263,617</u>
RESERVES			
Unrestricted funds	10	<u>1,604,235</u>	<u>1,263,617</u>
Total Funds		<u>1,604,235</u>	<u>1,263,617</u>

The financial statements on pages 49 to 61 were approved by the Board and authorised for issue on 19 February 2025 and are signed on its behalf by

Rosie Atkins

Rosie Atkins

SECTION 13

Statement of cash flows

FOR THE YEAR ENDING 31 MAY 2024

	Notes	Unrestricted funds Year ended 2024 £	Unrestricted funds 14-month period ended 2023 £
OPERATING ACTIVITIES			
Cash generated from operations	14	233,919	52,204
INCREASE IN CASH AND CASH EQUIVALENTS IN THE PERIOD		233,919	52,204
CASH AND CASH EQUIVALENTS AT THE START OF THE PERIOD		52,204	-
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD		286,123	52,204

SECTION 14

Accounting policies

FOR THE YEAR ENDING 31 MAY 2024

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 62 of the accounts. The Charity's operations and principal activities are described in the Trustees' Report.

REPORTING PERIOD

The financial statements to 31 May 2024 cover the year 1 June 2023 to 31 May 2024. Whilst the financial statements to 31 May 2023 cover the 14 month period from the registration of the charitable incorporated organisation on 31 March 2022 to 31 May 2023. Therefore the current year is not entirely comparable to the comparative period.

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 fund the charity to enable it to fund gardens at the 2025 and 2026 RHS Chelsea flower shows, including their subsequent relocation. It is expected that the charity will then wind down its activities and close in 2027.

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 and is included within donations in the statement of financial activities. Gift aid is recognised in line with the donation it relates to.

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 15

Notes to the financial statements

FOR THE YEAR ENDING 31 MAY 2024

1	INCOME FROM DONATIONS	Unrestricted funds	Unrestricted funds
		Year ended 2024	14 month period ended 2023
		£	£
		<u>6,826,750</u>	<u>8,208,261</u>
	Donations	<u>6,826,750</u>	<u>8,208,261</u>
<hr/>			
2	INCOME FROM INVESTMENTS	Unrestricted funds	Unrestricted funds
		Year ended 2024	14 month period ended 2023
		£	£
		<u>36,122</u>	<u>-</u>
	Other interest	<u>36,122</u>	<u>-</u>

3 EXPENDITURE ON CHARITABLE ACTIVITIES

	Unrestricted funds Year ended 2024 £	Unrestricted funds 14 month period ended 2023 £
Grants (see note 4)	4,906,067	5,706,363
Other direct costs	1,085,789	689,977
Support costs	514,520	543,549
	<u>6,506,376</u>	<u>6,939,889</u>

Support costs include the following:	Unrestricted funds Year ended 2024 £	Unrestricted funds 14 month period ended 2023 £
Finance and administration	244,631	123,685
Communications and marketing	73,996	281,205
Consulting	5,152	28,899
Staff costs	60,025	19,509
Professional fees	24,816	18,660
Governance costs	105,900	71,591
	<u>514,520</u>	<u>543,549</u>

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 Year ended 2024 £	Unrestricted funds 14-month period ended 2023 £
Statutory Audit of accounts (included within governance)	31,317	20,700
Other non-audit services (included within support or direct costs)	44,382	49,850
	<u>75,753</u>	<u>70,550</u>

4	ANALYSIS OF GRANTS PAYABLE (UNRESTRICTED FUNDS)	Total Commitment 2024 £	Total Commitment 2023 £
	2023 Garden costs		
	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
	2024 Garden costs		
	Bowel Research UK	84,000	-
	Freedom From Torture	342,000	-
	Muscular Dystrophy Group of Great Britain & Northern Ireland	530,160	-
	The National Autistic Society	511,038	-
	The National Garden Scheme	540,000	-
	The Panathlon Foundation Limited	81,839	-
	Planet Good Earth CIC	84,000	-
	Pulp Friction Smoothie Bar CIO	88,622	-
	Size of Wales	85,000	-
	The Parochial Church Council of the Ecclesiastical Parish of St James, Westminster	444,000	-
	Stroke Association	418,230	-
	Sue Ryder	82,021	-
	The Terrence Higgins Trust	444,000	-
	WaterAid	540,000	-
	World Child Cancer UK	286,800	-
	Total	4,561,710	4,406,550
	2022 Relocation costs	-	1,299,813
	2023 Relocation costs	332,357	-
	2024 Relocation costs	12,000	-
	Total grants recognised in the period (note 3)	4,906,067	5,706,363

4	ANALYSIS OF GRANTS PAYABLE (UNRESTRICTED FUNDS) (CONTINUED)	Total commitment 2024 £	Total commitment 2023 £
	Grant commitments:		
	Garden costs as per above	4,561,710	4,406,550
	Relocation costs relating to gardens (see note below)	604,896	416,296
	Total commitments relating to applications	<u>5,166,606</u>	<u>4,822,846</u>

2024 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 re-purposing 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 41 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 RHS Chelsea Flower Show.

RELOCATION COSTS

Of the total garden relocation commitment of £604,896 (2023: £416,296), costs of £521,976 (2023: £416,296) relate to the relocation and repurposing of the 2024 gardens which have not been recognised within the period in line with the accounting policy on page 53. These amounts will be recognised in the financial period when the relocation has been substantially completed, this usually occurs in the period following the presentation of the garden at the RHS Chelsea Flower Show.

5	STAFF COSTS	Year ended 2024 £	14 month period ended 2023 £
	Salaries and wages	167,372	86,547
	Social security costs	13,429	2,855
	Pension costs	2,925	1,300
		<u>183,726</u>	<u>90,702</u>

There were 3 (2023: 2) employees during the period.

6	REMUNERATION OF KEY MANAGEMENT PERSONNEL	2024 Number	2023 Number
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The key management personnel of the Charity comprise of the Chief Executive Officer and Trustees. The total employment benefits of the key management personnel of the Charity were £112,656 (2023: £119,877 as restated) which consists of salary, consultancy fees, national insurance and pension costs.

The number of employees whose total employee benefits exceeded £60,000 during the period for the Charity were:

£60,001 – £70,000	–	1
£100,001 – £110,000	1	–
	<u>1</u>	<u>1</u>

The Trustees did not receive any remuneration in the period.

During the period, 3 (2023: 2) Trustees were reimbursed expenses of £7,811 (2023: £4,998). These costs related to travel and other out of pocket expenses.

7	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 £2,925 (2023: £1,300), an amount of £nil (2023: £452) is included in accruals at the year end.

8	DEBTORS	2024 £	2023 £
	Prepayments and accrued income	1,751,283	1,777,753
	Other debtors	23,017	–
		<u>1,774,300</u>	<u>1,777,753</u>

Included within accrued income are balances of £1,451,750 (2023: £1,635,832) relating to gift aid.

PROJECT GIVING BACK | FINANCIAL STATEMENTS

9	CREDITORS: Amounts falling due within one year	2024 £	2023 £
	Trade creditors	53,079	300,314
	Accruals	400,568	240,349
	Other tax and social security	2,541	25,677
		<u>456,188</u>	<u>566,340</u>

10	FUNDS	At 1 June 2023 £	Income £	Expenditure £	At 31 May 2024 £
	Unrestricted funds	1,263,617	6,862,872	(6,522,254)	1,604,235
	Total funds	<u>1,263,617</u>	<u>6,862,872</u>	<u>(6,522,254)</u>	<u>1,604,235</u>

		At 31 March 2022 £	Income £	Expenditure £	At 31 May 2023 £
	Unrestricted funds	-	8,208,261	(6,944,644)	1,263,617
	Total funds	<u>-</u>	<u>8,208,261</u>	<u>(6,944,644)</u>	<u>1,263,617</u>

11	ANALYSIS OF NET ASSETS BETWEEN FUNDS	Unrestricted Funds As at 31 May 2024 £	Unrestricted Funds As at 31 May 2023 £
	Current assets	2,060,423	1,829,957
	Current liabilities	(456,188)	(566,340)
		<u>1,604,235</u>	<u>1,263,617</u>

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, the company then stopped activities once Project Giving Back was set up in March 2022. Harriet Ghaui was a director and shareholder of the company until it was closed on 30 April 2024. In the prior period Project Giving Back Limited donated its reserves of £29,101 to Project Giving Back and this was recognised within donations.

Ghaui Limited, of which Harriet Ghaui is a director and shareholder, operated as a consultant to Project Giving Back in the prior period while Harriet Ghaui was acting as Project Director and before being employed as Project Giving Back's CEO. Ghaui Limited charged Project Giving Back £54,736 during the prior 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. Project Giving Back paid £25,546 (2023: £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.

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.

RECONCILIATION OF NET INCOME TO NET CASH GENERATED FROM OPERATIONS

	2024 £	2023 £
NET INCOME FOR THE REPORTING PERIOD	340,618	1,263,617
Increase in debtors	3,453	(1,777,753)
Decrease/(increase) in creditors	(110,152)	566,340
NET CASH GENERATED BY OPERATIONS	<u>233,919</u>	<u>52,204</u>

15	ANALYSIS OF CHANGES IN NET CASH	As at 31 May 2023 £	Cashflow £	As at 31 May 2024 £
	Cash at bank and in hand	52,204	233,919	286,123
		<u>52,204</u>	<u>233,919</u>	<u>286,123</u>

SECTION 16

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
Onslow Street
Guildford
GU1 4TL

REGISTERED
OFFICE

6 Floor,
25 Farringdon Street
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EC4A 4AB

BANK

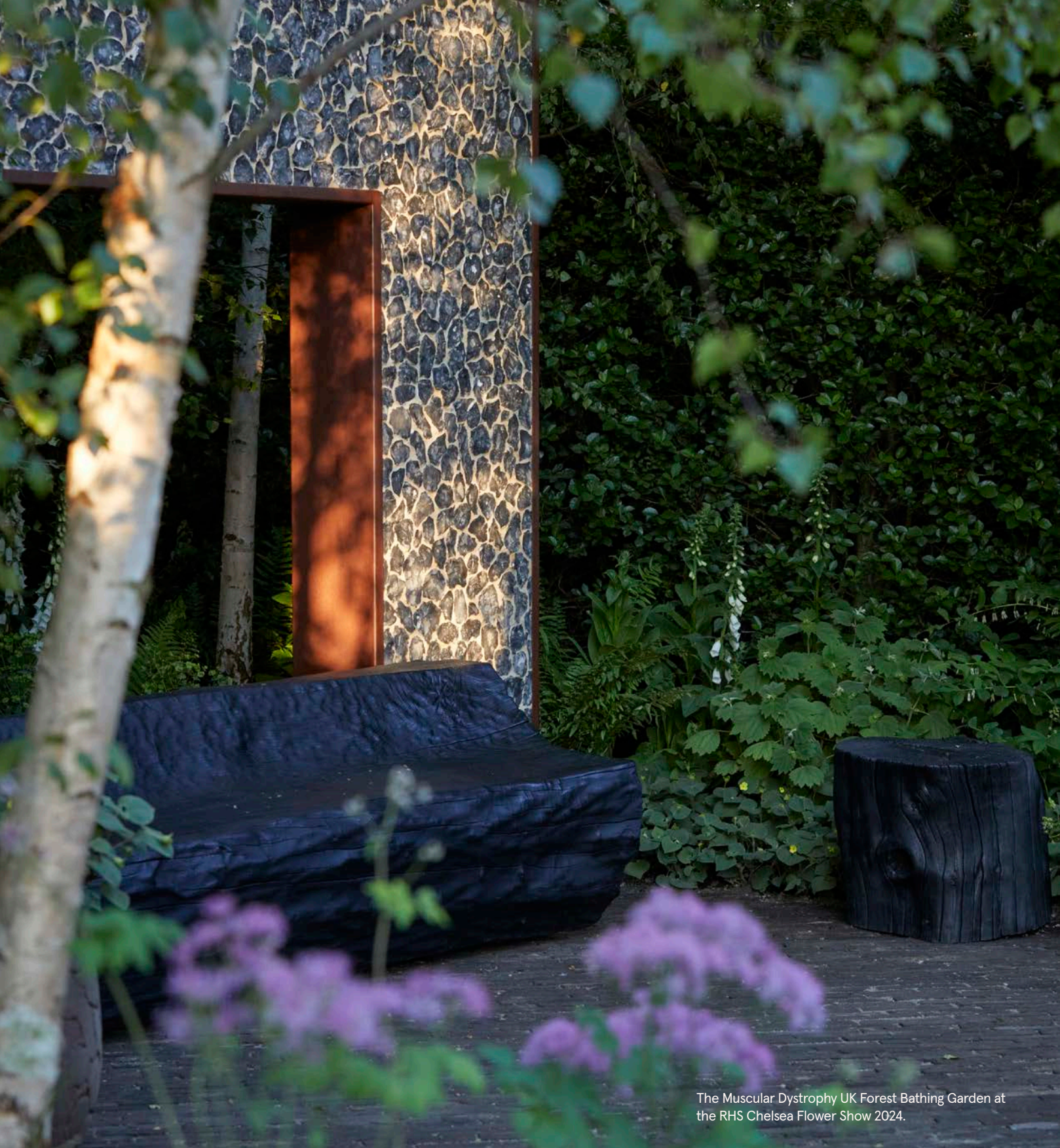
HSBC UK Bank plc.
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ACCOUNTING
& BOOKKEEPING

RSM UK Group LLP
25 Farringdon Street
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EC4A 4AB

LAW FIRM

Baker McKenzie LLP
100 New Bridge Street
London EC4V 6JA
United Kingdom



The Muscular Dystrophy UK Forest Bathing Garden at the RHS Chelsea Flower Show 2024.

CHARITY NUMBER: 1198478



For the period ended 31 May 2024