

THE WOODPECKER PROJECT

England & Wales · Charity number 1204232

Details

Status Registered

Legal form CIO

Registered 2023-08-07

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

Contact

Address The Woodpecker Project
12 Foxley Lane
High Salvington
Worthing
BN13 3AB

Phone 07955865631

Email admin.team@thewoodpeckerproject.co.uk

Website www.thewoodpeckerproject.co.uk

Activities

Objects: THE RELIEF OF THOSE IN NEED BY WAY OF MENTAL ILL HEALTH, THROUGH THE PROVISION OF: I. THE PROVISION OF GRANTS TO, BUT NOT LIMITED TO REGISTERED CHARITIES, AND COMMUNITY GROUPS FOR PROJECTS AND INITIATIVES THAT PROMOTE POSITIVE MENTAL HEALTH AMONG THE PUBLIC. II. THE PROVISION OF GRANTS TO ORGANISATIONS PROVIDING MENTAL HEALTH FIRST AID COURSES TO INDIVIDUALS III. THE CREATION AND MAINTENANCE OF A NETWORK OF VOLUNTEERS, TO BENEFIT THE WELLBEING OF THE PUBLIC SUFFERING FROM MENTAL HEALTH WITHIN THE UK. IV. THE PROMOTION OF AWARENESS TO THE GENERAL PUBLIC IN ALL AREAS RELATING TO MENTAL HEALTH THROUGH THE PROVISION OF FREE INFORMATION, ADVICE AND SIGNPOSTING SERVICE

Activities: We use fitness challenges to start conversations around Mental Health. We aid Grants to those wanting to become trained in Mental Health First Aid and we use Campaigns to promote the importance of Mental Health Awareness

Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Disability, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-05	£35,552	£14,552	-	-
2024-06-05	£9,611	£3,286	-	-

Trustees

Name	Role	Appointed
AMANDA WYMAN		2026-04-12
BEN BUTLER		2025-06-12
Ben Henry Pirt		2025-08-07
Oliver Bullen		2023-08-07

THE WOODPECKER PROJECT

England & Wales - Charity number 1204232

Accounts



Trustees' Annual Report for the period

**From 6 June 2024
end date**

Period start date To 5 June 2025

Period

Charity name: The woodpecker project

Charity registration number: 1204232

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	Raise awareness around mental health and train mental health first aiders in gyms and communities around the UK. Create a support network for our trained MHFA's
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	We successfully trained seven Mental Health First Aiders (MHFA). We expanded last year's "Do What It Takes" campaign — originally focused on education around the signs and symptoms of poor mental health — into a long-term suicide prevention programme, which has been highly successful in reaching a wider awareness audience. We also created additional video resources to provide support and information on social media, encouraging people to join our support community. In addition, we hosted a public awareness event at a local cinema, which was attended by more than 120 members of the public.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	Yes the trustees have reviewed the guidance and are pleased with the charity's activities toward public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	

Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	<p>This year, the charity welcomed three volunteers who supported social media, administration, and event delivery across eight events over a six-month period. Their involvement at public events strengthened our community engagement, allowing us to speak with more people about mental health awareness.</p> <p>Our social media and admin volunteers assisted with monitoring accounts, posting awareness videos, and managing follow-up outreach after events. All volunteers agreed to our volunteer policy and were excellent representatives of the charity's ethos.</p>
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Attracted 24 applications for MHFA training — double last year's interest — and successfully trained 7 new Mental Health First Aiders, significantly strengthening our community support capacity.</p> <ul style="list-style-type: none"> - The London2Paris challenge amplified our reach to 150,000 people (five times our usual audience) and generated £11,500 in vital fundraising, dramatically increasing visibility and engagement. - Delivered an online challenge that mobilised 25 participants to actively fundraise or champion mental health awareness, expanding our grassroots advocacy. - Produced a powerful mental health awareness video campaign sharing an individual's lived experience. The cinema screening drew 120 attendees, raised £7,500, and the campaign's wider release reached 300,000 viewers — our largest audience to date. - Our growing public presence prompted multiple individuals to seek help through our social media channels. We were able to guide each person toward appropriate

		<p>support services, directly fulfilling our core mission of connecting people with life-saving help.</p>
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	At the end of the period the charity had a balance of £27,325 and nothing was owed.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	As the charity operates with low overheads, our policy states that we will maintain reserves sufficient to cover six months of operational costs. This ensures we can continue delivering our charitable objectives without interruption and provides adequate time to secure additional fundraising if needed.
Amount of reserves held	Para 1.22	The period opened with a reserve of £6,325 and will maintain a reserve of £10,000 for the year.
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A - No Material Deficit
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:		The charity is governed by a board of trustees.
Type of governing document (trust deed, royal charter)	Para 1.25	Charity constitution.
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO with no view for corporate expansion.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are nominated by a board member, and chosen via interview. Trustees must have the right skills and expertise to lead the charity effectively and the application and interview are evidence based. The applicant must pass a unanimous vote for successful election as a trustee. Trustees are reviewed/re-elected every three years.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	The Woodpecker Project
Other name the charity uses	N/A
Registered charity number	1204232
Charity's principal address	12 Foxley Lane, Worthing, West Sussex, BN13 3AB

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Amanda Wyman	Chair	Appointed 22/08/2024	
2	Oliver Bullen			
3	Ben Pirt		Appointed 07/08/2025	
4	Ben Butler		Appointed 12/06/2025	
5	Charles Mears		August 7th 2023 - Jan 2024	
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20				

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

	Type of adviser	Name	Address
	Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

	Signature(s)	<i>A Wyman</i>	
	Full name(s)	Amanda Wyman	
	Position (eg Secretary, Chair, etc)	Chair	
	Date	05/05/2026	

Charity Name THE WOODEPECKER PROJECT	No (if any) 1204232
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CC16a

Receipts and payments accounts

For the period from	Period start date 06/06/2024	To	Period end date 05/06/2025
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	31,924	-	-	31,924	9,326
CAF	2,527	-	-	2,527	262
Other	1,101	-	-	1,101	23
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	35,552	-	-	35,552	9,612
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	35,552	-	-	35,552	9,612
A3 Payments					
Operational Costs Including Staffing	5,916	-	-	5,916	242
Events	2,297	-	-	2,297	105
Awareness and Marketing	4,818	-	-	4,818	1,590

MHFA Training	1,521	-	-	1,521	1,350
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	14,552	-	-	14,552	3,287

A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-

Total payments	15,147	-	-	15,147	4,410
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Net of receipts/(payments)	21,000	-	-	21,000	5,201
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	6,325	-	-	6,325	-
Cash funds this year end	27,325	-	-	27,325	5,201

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		27,325	-	-
		-	-	-
		-	-	-
	Total cash funds	27,325	-	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	PAYE	145	-	
	Examiners Fee	450	-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
<i>AWyman</i>	Amanda Wyman	05/05/2026
<i>BButler</i>	Ben Butler	05/05/2026



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name

The Woodpecker Project

**On accounts for the year
ended**

5 June 2025

**Charity no
(if any)**

1204232

Set out on pages

9 - 12

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **05/06/2025**.

**Responsibilities and basis of
report**

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


I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

Signed:		Date: 7 May 2026

Name:	P M Landergan
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Relevant professional qualification(s) or body (if any):	ICAEW Member 7643305 (FCA)
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Address:	Landergan & Co Ltd
	26 Burney Street
	London, SE10 8EX

Section B Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

THE WOODPECKER PROJECT

England & Wales - Charity number 1204232

Accounts



Trustees' Annual Report for the period

From 7 August 2023 Period start date **To 5 June 2024** Period end date

Charity name: The Woodpecker Project

Charity registration number: 1204232

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	Raise awareness around mental health and train mental health first aiders in gyms and communities around the UK.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	We started training mental health first aiders (MHFA) with 6 candidates successfully trained. We created a headline campaign called "Do What It Takes" to promote education around signs and symptoms of poor mental health which was highly successful in reaching a wider awareness audience. We created a support group for our MHFAs and we signposted 10 people to receive much needed support.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	Yes the trustees have reviewed the guidance and are pleased with the charity's activities toward public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<ul style="list-style-type: none"> *Had 12 applications for training and successfully trained 6 MHFAs *Educational campaign reached an audience of 250,000 people *Hosted online challenge with 75 participants either fundraising or raising awareness *Promoted a walking/mental health campaign that had 20 participants *Created and produced a video mental health awareness campaign that introduced the charity and explained the mission of the Woodpecker Project. The campaign had 7 participants, was viewed by over 25,000 people and resulted in an additional 3 fundraisers/campaigners come forward. *From our campaigns, 10 people reached out to the charity for help and we were able to get them appropriate support for their mental health.

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	At the end of the period the charity had a balance of £6,325.07 and nothing was owed.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	As the charity was in its initial period there were no reserves and the policy will be reviewed updated.
Amount of reserves held	Para 1.22	None
Reasons for holding zero reserves	Para 1.22	The charity was first established and taking in its initial income with minimal outgoings.
Details of fund materially in deficit	Para 1.24	One, there is no material deficit.
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	None

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	All funds are from fundraising activities and donations freely given.
Investment policy and objectives including any social investment policy adopted	Para 1.46	None
A description of the principal risks facing the charity	Para 1.46	No financial risks.
Other		

Structure, Governance and Management

Description of charity's trusts:		The charity is governed by a board of trustees.
Type of governing document (trust deed, royal charter)	Para 1.25	Charity constitution.
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO with no view for corporate expansion.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are nominated by a board member, and chosen via interview. Trustees must have the right skills and expertise to lead the charity effectively and the application and interview are evidence based. The applicant must pass a unanimous vote for successful election as a trustee. Trustees are reviewed/re-elected every three years.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	The Woodpecker Project
Other name the charity uses	None
Registered charity number	1204232
Charity's principal address	55 Warren Drive, Southwater, West Sussex RH13 9GL

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Charles Mears		Whole year	
2	Oliver Bullen		Whole year	
3	Amy Wilson Hardy		Whole year	
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Corporate trustees – names of the directors at the date the report was approved

Director name		
None		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
None		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	None
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	None

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Charity Advisor	Amanda Wyman	7 The Mews, Pulborough RH20 2DG

Name of chief executive or names of senior staff members (Optional information)

N/A

Exemptions from disclosure

Reason for non-disclosure of key personnel details

None



Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Charles Mears	Amanda Wyman
Position (eg Secretary, Chair, etc)	Chair	Charity/trustee Advisor
Date	01/04/2025	

Accounts period start date: 07/08/2023

Total Out	IN	BALANCE
3286.51	9611.58	6325.07

Income 9611.58 0

Outgoings 3286.51

Unfiltered from bank account statements

OUTS	INS		6561.36	2765.03	23.2	261.99	0	189.87	1400	1350	11.35	105	163.31	66.98	Info
NEW ACCOUNT	NIL.							Vistaprint (marketing)	Videos (MHA)	Training	Expenses	Events	Clothing	Other	
16 OCT 23 THE WOODPECK Deposit from ltd	1,000.00	1,000.00		1,000.00											
6 NOV 23 WOOCOMMERCE INC WOOPAYMENTS /PA	11.63	1,011.63			11.63										
6 NOV 23 JUSTGIVING 3502949 THE WOODPE	97.9	1,109.53	97.9												
13 NOV 23 JUSTGIVING 3504519 THE WOODPE	781.54	1,891.07	781.54												
17 NOV 23 THE WOODPECK Deposit from ltd	765.03	2,656.10		765.03											
20 NOV 23 JUSTGIVING 3514199 THE WOODPE	878.77	3,534.87	878.77												
24 NOV 23 000000 CREDIT 4525301468880000	1,000.00	4,534.87		1,000.00											
27 NOV 23 JUSTGIVING 3519278 THE WOODPE	485.88	5,020.75	485.88												
4 DEC 23 JUSTGIVING 3534885 THE WOODPE	467.87	5,488.62	467.87												
11 DEC 23 JUSTGIVING 3543225 THE WOODPE	1,205.40	6,694.02	1,205.40												
18 DEC 23 JUSTGIVING 3559049 THE WOODPE	63.16	6,757.18	63.16												
31 JAN 24 2545 Vistaprint	189.87	6,567.31						189.87							FLAG / SAIL
6 FEB 24 LLOYD HUNT Client 1	300	6,267.31							300						HUNT VISUAL
12 FEB 24 JUSTGIVING 3641665 THE WOODPE	115.71	6,383.02	115.71												
27 FEB 24 BROUGHT FORWARD		6,383.02													
4 MAR 24 Military Functional Bo	105	6,278.02										105			MILITARY FUNCTIONAL FITNESS
4 MAR 24 THE ROYAL ASSOC	200	6,078.02								200					INDIE DAF
4 MAR 24 BTG Training invoice	1150	4,928.02								1150					BTG
4 MAR 24 JUSTGIVING 3655545 THE WOODPE	36.41	4,964.43	36.41												
7 MAR 24 LLOYD HUNT Client 1	300	4,664.43							300						HUNT VISUAL
11 MAR 24 JUSTGIVING 3690721 THE WOODPE	91.99	4,756.42	91.99												
18 MAR 24 JUSTGIVING 3700343 THE WOODPE	289.68	5,046.10	289.68												
25 MAR 24 JUSTGIVING 3719015 THE WOODPE	272.47	5,318.57	272.47												
27 MAR 24 BROUGHT FORWARD		5,318.57													
2 APR 24 WOOCOMMERCE INC WOOPAYMENTS /PA	11.57	5,330.14			11.57										
2 APR 24 JUSTGIVING 3728086 THE WOODPE	199.9	5,530.04	199.9												
8 APR 24 JUSTGIVING 3737289 THE WOODPE	208.91	5,738.95	208.91												
10 APR 24 2545 STREETSHIRT	163.31	5,575.64											163.31		BRANDING FOR VOLUNTEERS AND TRUSTEES
16 APR 24 JUSTGIVING 3751840 THE WOODPE	107.08	5,682.72	107.08												
22 APR 24 JUSTGIVING 3768633 THE WOODPE	207.05	5,889.77	207.05												
23 APR 24 2545 APPLE.COM/BI	11.99	5,877.78												11.99	REFUND IG TICK
26 APR 24 BROUGHT FORWARD															
29 APR 24 2545 ASHINGTON S	11.35	5,866.43													
29 APR 24 LLOYD HUNT Do wh	350	5,516.43							350		11.35				FILMING DAY EXPENSES
29 APR 24 2545 APPLE.COM/BIL	11.99	5,528.42				11.99									HUNT VISUAL
29 APR 24 JUSTGIVING 3777704 THE WOODPE	77.88	5,606.30	77.88												
8 MAY 24 JUSTGIVING 3793031 THE WOODPE	121.62	5,727.92	121.62												
10 MAY 24 CAF2405077060CF 2405077060CF	250	5,977.92				250									
13 MAY 24 JUSTGIVING 3805789 THE WOODPE	342.34	6,320.26	342.34												
14 MAY 24 LLOYD HUNT extra l	100	6,220.26							100						HUNT VISUAL
14 MAY 24 LLOYD HUNT camp	350	5,870.26							350						HUNT VISUAL
21 MAY 24 JUSTGIVING 3818780 THE WOODPE	256.94	6,127.20	256.94												
24 MAY 24 BROUGHT FORWARD															
30 MAY 24 2545 APPLE.COM/B	54.99	6,072.21												54.99	IG TICK REFUND
3 JUN 24 JUSTGIVING 3841122 THE WOODPE	252.86	6,325.07	252.86												

Financial period end date: 05/06/2024

