

PURPLE

HOLLIEDAY

HOPE



Hollie
Gazzard Trust

LOVE

HGT

TRUST

RESPECT

#GOPURPLE



PURPLE HOLLIEDAY #GOPURPLE

What is Purple HollieDay?

Purple HollieDay is the Hollie Gazzard Trust's annual day to celebrate Hollie Gazzard's life and takes place each year in July, Hollie's birth month. Hollie was a fun-loving young person, with a zest for life and a passion for hairdressing.

Tragically Hollie had experienced domestic abuse and stalking prior to being fatally stabbed by an ex-partner at her place of work.

Purple HollieDay celebrates the joy for life that Hollie had; we encourage you to be creative and have fun as you **#GoPurple** to raise funds for and awareness of the work of The Trust.

Purple HollieDay is a day for Hollie, but it is also a special day for all of us to think about how we would like to be treated in our relationships.

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Hollie
Gazzard Trust

Get involved!

Purple HollieDay takes place all day on **Friday 9th July 2021**, in workplaces, homes, schools, colleges, and other organisations.

On Purple Hollie you can join with friends, family, work colleagues or fellow students to **#GoPurple** and raise funds for our work to address domestic abuse and stalking.

#GOPURPLE





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Hollie

Hollie was a determined and successful individual, a true inspiration for others; loved by her family and friends and highly regarded by colleagues and clients alike. Hollie was vibrant, fun, vivacious, talented and beautiful. She is sadly missed by all who knew her.

Hollie loved sports and took part in football, athletics, gymnastics, Jujitsu and horse riding and went on to represent Tewkesbury Borough at tag rugby at Millfield School. During her time at Chosen Hill School, she undertook work experience at Stuart Holmes Hairdressing in Cheltenham.

Hollie later decided to become a hairdresser, she wanted practical experience, so gained an apprenticeship before embarking on the start of a very promising career.

In August 2013, Hollie he found a position at Fringe Benefits & Le Belle Hair and Beauty in Gloucester where her flair and creativity made her popular with her colleagues and clients.

Hollie's story has touched the hearts of many. Her family and The Trust want to turn tragedy into something positive, providing a safer future for all.

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Purple HollieDay at Work!

Workplaces and businesses are warmly invited to take part in Purple HollieDay; with employees thinking creatively about how to **#GoPurple** to be part of this special fundraising day.

- **Going purple for Purple HollieDay gets your team working together towards a common goal; fantastic for team building**
- Challenge your teams to see who can be the most creative in raising the most money
- **Being part of Purple HollieDay, and helping raise vital funds to support our education and training, will give staff a huge sense of achievement**
- Send photographs to us of your Purple HollieDay fundraising, we will share them on our social media, to help create a real buzz around the event
- **Your fundraising will support our Healthy Relationships Workshops in schools and colleges, making a real difference to young people**
- Your involvement in Purple HollieDay will show solidarity with all who are affected by domestic abuse and help raise awareness
- **Your involvement in Purple HollieDay will help raise staff awareness of the importance of healthy relationships**

PURPLE HOLLIEDAY



Here are a few ideas of ways to fundraise on Purple HollieDay:

- Decorate your workplace or office with purple bunting
- Dress down 'wear purple' day
- A wrong trousers day
- Purple hair/wig day
- Purple themed cake sale
- **Sponsored silence: challenge your staff to stay quiet for an hour, a whole morning or even a whole day!**
- Purple themed office quiz
- **A static cycle challenge**
- Illuminate the outside of your business premises purple
- Holding a purple themed raffle on the day

#GOPURPLE





Your business or organisation can make a difference!

We understand that the issues Hollie faced before her tragic death may be difficult to discuss. But our work is focussed on making a positive difference.

We are helping young people create happy and healthy relationships, through the **Domestic Abuse and Stalking Workshops** we deliver in schools and colleges.

We also support businesses create robust domestic abuse policies through our **Working Without Fear** programme.


Through our free **Hollie Guard** app we are helping people of all ages and all situations stay safe.

Your donation or fundraising for Purple HollieDay will be used to provide workshops and training in schools and colleges - because we believe education is the key to addressing abuse in relationships.



LET LOOSE THE LILAC AND MAKE A DIFFERENCE ON PURPLE HOLLIEDAY!

Here is how your fundraising and donations can help us address domestic abuse and stalking....





Will pay for 250
emergency
Hollie Guard alerts

£5

£15

Would pay for one hours
support for Hollie Guard
users from our Help Desk




Will enable us to provide
one person with Hollie
Guard Extra for 12 months

£80

£180

Would enable us to deliver
a workshop at a school,
college or university



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Friday 9th July 2021

Please use this poster to write what happy, healthy relationships means to you, and put it up in your office or window





PURPLE HOLLIEDAY

SPONSORSHIP FORM

*giftaid it**

HOLLIE GAZZARD TRUST SPONSORSHIP FORM

Name _____

Is going to _____

_____ For Purple Hollie Day 2021

Full Name	Home address	Postcode	Total amount	Date Paid	Gift Aid? ✓
Mrs Susan Smith	A house, a town	AB12 3CD	£	DD/MM/YY	✓
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					

*You must be a UK taxpayer and understand that if you pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all your donations, it is your responsibility to pay any difference.

When you tick the Gift Aid* box, the government will give us 25% on top of your donation. It doesn't cost you a penny and it means that every pound that you donate can go towards helping to address domestic abuse and stalking. This declaration can be used to collect Gift Aid on any donations you make in the future or have made in the past 4 years. If you are making a personal donation, please give your full name and home address and tick the box so we can claim Gift Aid. We won't use this information for any other purpose. Find out more about how we use your personal data at

<https://holliegazzard.org/privacy-policy>

*giftaid it**



Full Name	Home address	Postcode	Total amount	Date Paid	Gift Aid? ✓
Mrs Susan Smith	A house, a town	AB12 3CD	£	DD/MM/YY	✓
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					
26.					
27.					
28.					
29.					
30.					
Total donations received			£		
Total Gift Aid donations			£		
Date donations given to Charity					

Details of person being sponsored

Title Full name

Address

Postcode

Signed

Please return this sponsorship form with a cheque made payable to 'Hollie Gazzard Trust' to **Hollie Gazzard Trust (Purple HollieDay)**, Corinium House, Barnwood Point Business Park, Corinium Avenue, Gloucester GL4 3HX (please don't send cash by post). **Thank you.**

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Every
donation
makes a
difference

It is very simple to donate or to send in the money you have kindly raised, either **online** or by **post**.

To donate or pay in the funds you have raised online, please visit our dedicated fundraising page for Purple HollieDay:

<https://holliegazzard.enthuse.com/cf/purplehollieday>



To donate or pay in the funds you have raised by cheque, made cheques payable to 'Hollie Gazzard Trust' and send to:

**Hollie Gazzard Trust (Purple HollieDay),
Corinium House, Barnwood Point
Business Park, Corinium Avenue,
Gloucester GL4 3HX** (please don't send
cash by post).

To donate by text:

TEXT PURPLEHOLLIEDAY 3 TO 70085 TO DONATE £3

Corporate support for the Hollie Gazzard Trust

When Hollie Gazzard was murdered by a former partner in February 2014, her family wanted something positive to come out of their tragic loss.

Hollie had experienced domestic abuse and stalking prior to being fatally stabbed at her place of work.

Since then, The Trust has developed close links and partnerships with many businesses.

This support has been crucial to the success of our work addressing domestic abuse and stalking.

In England and Wales domestic abuse costs £14 billion a year in lost economic output.

This is due to decreased productivity, administration difficulties from unplanned time off, lost wages and sick pay.

Domestic abuse can impact negatively on an employee's health and wellbeing.

In response to this, we have developed our accredited **Working Without Fear Programme**.

We have delivered **Working Without Fear** to many businesses; helping organisations recognise what domestic violence and stalking is, the implications and how to respond appropriately so that staff are protected.

If you would like to find out more about our **Working Without Fear** Workshop please contact us via email: info@holliegazzard.org



Hollie

G a z z a r d T r u s t

For more information about the Hollie Gazzard Trust, including our Working Without Fear Workshops please visit our website:

<https://holliegazzard.org>



Or contact our Office Manager - info@holliegazzard.org

For more information about Purple HollieDay or Corporate Sponsorship opportunities please contact our Fundraising Manager - fundraising@holliegazzard.org

Thank you!