



# Sponsorship Pack

# Annual Dinner

hope, **passion** & a life fulfilled



## About the Hollie Gazzard Trust

The Hollie Gazzard Trust was formed in April 2014, after the horrific murder of Hollie Gazzard at her place of work, on February 18th. Hollie's family wanted something positive to come out of their tragic loss, therefore, a Charitable Incorporated Organisation (CIO) was created. Hollie's parents, Nick and Mandy, alongside her sister, Chloe, formed the Trust to give opportunities to other young people that Hollie had been fortunate to have and to raise awareness of the circumstances and signs which lead to Hollie's murder.

The terrible abuse started when she was just 19 years old, after much painful reflecting and research, the abuse Hollie received is now understood to be domestic violence, coercive control and stalking, which resulted in Hollie being horrifically stabbed to death at her place of work by her ex-partner.

While Hollie's family are devastated by her untimely death and unable to change the events of that fateful day, they hope that the funds raised through the Hollie Gazzard Trust will help young people and those around them to spot the signs of unhealthy relationships, have the confidence and support to leave violent and abusive partners to create a better future and reach their full potential.



♥ The Trust relies solely on donations from individuals and companies that generously support its work ♥

## What we do

### Deliver Training & Education in School

#### General Assembly Presentation

What happened to Hollie was unthinkable. Nick and the Trust are determined to help young people understand the dangers of unhealthy relationships and what this can lead to, using Hollie's tragedy as a way of getting the message across. Nick explains in detail what happened to Hollie and how he turned this awful tragedy into something positive with the creation of HGT as Hollie's legacy.

#### School Workshops

The Hollie Gazzard Trust offer a series of workshops designed to fit into a single or double lesson and explores several topics, including:

- ♥ Promoting healthy relationships
- ♥ Stalking
- ♥ Coercive control
- ♥ Knife Crime

### Helping Talented Young People

A strong partnership with Gloucestershire College, enables young hairdressers and beauticians to follow in Hollie's footsteps as they carve out a successful career in the industry. The Trust supports students in education and training by providing equipment, resources and meeting individual requirements.

### Working Without Fear

As Hollie was murdered at her place of work, Nick Gazzard wanted to create awareness of domestic violence/abuse, stalking and coercive control in the workplace. Working Without Fear is a tailor-made programme designed to help organisations recognise what domestic abuse and stalking is, the implications and help them respond appropriately so that staff are protected.

### Hollie Guard / Hollie Guard Extra / Hollie Guard Business

Hollie Guard, our free personal safety app, is highly recommended by police forces across the UK and used daily by thousands of subscribers. With Hollie Guard, if ever you feel threatened, you can send out an alert by either shaking or tapping your phone. Once you activate an alert, your location along with video and audio evidence is automatically sent to your emergency contacts.

In addition to Hollie Guard, we also offer a new 24-hour monitored service (7 days a week) for those who need an additional level of security; Hollie Guard Extra and Hollie Guard Business. These services are provided by a dedicated emergency response team who are fully equipped to assess emergency situations and are trained in appropriate escalation procedures. There is a small charge to cover the costs.







## Annual Dinner 2021

Our annual dinners are the highlight of the year! It's always a very glamorous night where we all get dressed up. The theme changes every year and it's always a sell-out!

### Sponsor our Annual Dinner - £1,000

#### What we will do for you:

Provide social media coverage 6 weeks prior to the Dinner and 2 weeks after

Add your logo to the Dinner's poster to market the event

Official press release and coverage in print and online

Add your logo to our website

Add your logo to the official table card



2016



2017



2018



2019



2020





## How your business can support the Hollie Gazzard Trust

We have created a full range of amazing opportunities for businesses to get involved with our charity. We have ensured that every company can support the inspirational work we do every day, regardless of their size! We will of course, fully support you in return through online marketing, Hollie Gazzard Trust merchandise and even forming great ideas to fundraise!

### Charity of the Year

We would love you to select us as your Charity of the year and raise whatever amount you can for us. Every pound is essential to us – £400 will mean that a teenager can attend a Crush course and receive the required support.

On agreement that the Hollie Gazzard Trust has become your chosen charity of the year, we will carry out the following:

#### ♥ Engaging your staff

Throughout the year your employees will be invited to attend, support and participate in the events that are organized by the Trust. They are also welcome to become official Hollie Helpers who are volunteers of the Trust.

#### ♥ Organising an event

We will send you a fundraising pack to give you ideas on how to raise money for the charity, including events such as; cake sales, charity auctions, dinner and dances, arrange walks and participate in runs. Fundraising event posters, sponsorship forms to download along with donations tins can be placed at your premises along with Hollie Gazzard Trust merchandise available for people to buy.

#### ♥ Promoting an event

Any event or activities that you arrange we will help you to promote, through our website, Hollie Gazette and social media channels. You can also use our charity checkout, set up fundraising events, bespoke, provide links where people can donate online.

#### ♥ Marketing

We will promote your business on our website, detailing your involvement with the Trust, along with a description of your business and a link through to your website. The Trust receives many visitors to the website each month.

Your business can feature in our monthly Hollie Gazette.

We will also promote your event on our social media channels. We have over 26,000 Facebook followers and 5,000 Twitter and Instagram followers.



### Regular Donations

You can set up regular donations to support the work of The Trust all year-round with a regular donation. It is easy to set up through our Fundraising page. Click Donate and choose whether to make a monthly, quarterly or annual donation.

For example, if you set up a monthly donation for the following amounts this is what you would enable us to provide:

£5 per month – would pay for 3000 alerts to be sent on Hollie Guard

£10 per month – would pay for one day's dedicated support for Hollie Guard users from our Help Desk

£15 per month – would enable us to deliver a presentation at a school, college or university

£20 per month – would enable us to provide an educational workshop to a school or college

£25 per month – would enable us to offer our 24/7 professionally monitored Hollie Guard Extra service free of charge to THREE victims of domestic abuse or stalking for 12 months

*Thank you*  
*hope, passion & a life fulfilled*