



FUNDRAISING PACK 2025

About us

The Hollie Gazzard Trust was created following the murder of 20-year-old Hollie Gazzard in 2014 by an ex-partner.

Hollie had suffered domestic abuse and stalking prior to being fatally stabbed at her place of work. No one knew what Hollie was experiencing because, although there were warning signs, no one fully understood what they meant or the extreme danger she was in.

After Hollie lost her life, her family, determined to improve the way society understands the issues that affected their much-loved daughter, set up a charity in her name.

The aim of the Trust is simple – we work to save lives by building individual and community resilience to domestic abuse. We target this in three ways:



Raising Awareness

We raise awareness by helping young people understand the dangers of unhealthy relationships and what this can lead to, using Hollie's tragedy as an example



Providing Education

We help people create positive, happy and safe relationships, free from abuse by providing education and guidance in schools, colleges and other organisations.



Prevention (Hollie Guard)

We offer our free personal safety app, Hollie Guard to help individuals stay safe and to prevent others experiencing what Hollie did prior to her death.

Fundraising

By fundraising for the Hollie Gazzard Trust you will be contributing to our essential work of educating young people on domestic abuse, raising awareness of its' impact and also providing the funds to support our free personal safety app, Hollie Guard. On top of this, fundraising is not only a great way to help support causes close to your heart and make a difference in your community, but can also be a great opportunity to get a group of friends together and have some fun!

Getting Started

Planning for a fundraiser is exciting: there are so many things you could do!

To help you get started, we recommend asking yourself a few questions:

What are your interests?

What's a reasonable timeframe?

Do you have a target?

How many people will be attending?

Are there any skills you can draw on to help you? Could you ask your social network or your employer to support you?

Depending on the scale of your event, you'll want to make sure you set yourself enough time to plan, prepare, and fundraise.

Every fundraiser should have an appropriate target: how much do you want to raise? What's your budget?

Are you fundraising alone, with someone else, or as part of a group? Is it a one-off big event or a series of smaller events?



Event Ideas

We would like to think that fundraising doesn't have to be hard, so here are some event ideas to help you get started. Perhaps you can persuade your family, friends, colleagues or classmates to join you.

Bake Sale

A great excuse to put your baking skills to the test! Cakes not your thing? How about mixing it up with some savoury treats—pastries, bread, or even a selection of jams and chutneys.



Run a Marathon

If you're a keen runner, then why not raise money and keep fit? [We have specially designed running vests that we will give to you free of charge if you raise over £100 in sponsorship money during any event.](#)



Host a Tournament

Get everyone's competitive side going and host a fun and energetic tournament for the whole community to get involved in! You can do anything, from karaoke to bowling!

Jumble Sale

Spring cleaning and fundraising all in one package: holding a jumble sale can be a great way to declutter and raise money for a good cause!

Run a Car Wash

Organising a car wash can be a great way to get friends and family involved in raising money and awareness for a charitable cause.

While you could choose to do something from the list, there are so many other things that you might like to consider.

The possibilities for fundraising are endless!!

Planning your Fundraiser

Planning is an important part of any fundraiser, here are some tips to follow which will help you prepare for the event:

1 Confirm the who, what, when, where and how of your event.
Finalise any arrangements.

2 Get in touch with us on fundraising@holliegazzard.org to tell us about your fundraiser and we can help to promote and support your event with any merch/materials you may need!

3 Set up an online fundraising page. You can set up your Enthuse page with the Trust [here](#).

4 Think through your event as both an organiser and as an attendee. Are there any other steps you can take to help things run smoothly? E.g. are you hosting a ticketed event? Eventbrite is an online platform that might help.

5 Have a final think through of your budget—is there anything you might be able to source for free throughout the local community?

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Charities can claim back tax from HMRC that UK taxpayers have paid on their donations through Gift Aid. It makes the money you raise go further and doesn't cost anything to you or your sponsors.

Each sponsor, eligible to pay tax, just needs to make a declaration at the time of giving.



Promoting your fundraiser

So you've got the planning out the way, now to spread the word about your fundraiser and get everyone involved!



Social Media

Extend the reach of your fundraiser through social media.

Try some of these tips to get your fundraiser noticed:

Create engaging visual content: Posters, videos, reels.

Share your story: What makes this fundraiser so important to you?

Consider making live videos or stories on Facebook or Instagram.

Create an event page and start inviting!



Email Campaign

Plan a three-part email series for those prospective supporters.

Your email series should include:
Event Announcement / Call to Action – tell people to save the date, let them know to book a ticket or donate to your fundraiser

Event Reminder— with more details of what's in store,

A Final Thank You—offer your supporters, participants and guests a final thank you and a summary of the event.



Local Press

If your fundraiser is particularly unique, or large-scale, you might even want to get the press involved. This can be great publicity, and you can invite them to come along to feature your event.



Word of Mouth

Be sure you tell everyone about your fundraiser and let them know how they can support you and get involved.

Sponsorship Form

Click on our sponsorship form which can be found to the right of the page.

This will open a browser, press **ctrl + P** on your keyboard to print the document.

While online donations are fantastic, depending on the nature of your event, you might end up with cash. The easiest way to deal with this is to send us a cheque for the amount raised to:

Hollie Gazzard Trust,
Corinium House,
Barnwood Point Business Park,
Corinium Avenue,
Gloucester GL4 3HX

(Please do not send cash by post!).



Hollie Gazzard Trust Registered Charity 1156804

Hollie Gazzard Trust Sponsorship and Gift Aid declaration form

Please sponsor

To (event)

In aid of: Hollie Gazzard Trust

To 'gift aid' your donation, you confirm that you are a UK Income or Capital Gains taxpayer and have paid enough Income Tax and/or Capital Gains Tax in the tax year to cover your donated amount. Just place a tick in the appropriate box. Please make cheques payable to Hollie Gazzard Trust and send all monies, along with sponsorship forms to: Foundation Manager, Hollie Gazzard Trust, Capelstone House, Roman Road Business Park, Colchester, Essex, CO4 3AW.



Other ways to Help

We are working hard to change the world by addressing domestic abuse and stalking, the serious issues faced by Hollie before she was tragically murdered in 2014. We are a very small charity but our work has a huge impact across the country.

You can support our work by setting up a regular donation to the Trust. This is what your support would enable us to provide:

£5

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

**£15**

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

£10

If you feel able to support us with a regular gift, it is easy to set up via our Enthuse fundraising page. Simply [click here](#), choose the 'Donate Now' button, choose if you would like to make a one off, monthly, quarterly or annual regular payment.

**£20**

£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



Ambassadors

The Hollie Gazzard Trust is always delighted to work with organisations to develop mutually beneficial partnerships. Whether you are a large business or a sole trader, we are happy to tailor initiatives to create a strong synergy between organisations and charity projects.

By becoming an Ambassador, we're able to deliver a training programme or workshop of your choice, whether that's working with your own business or if more suitable, supporting a school or community group that's close to your heart.

We also hold a series of networking events throughout the year, to share updates on the great work your contribution helps us deliver. Attendance at these events will allow you as businesses do what you do best – network and do business! For more information and to become an Ambassador, please [click here](#).

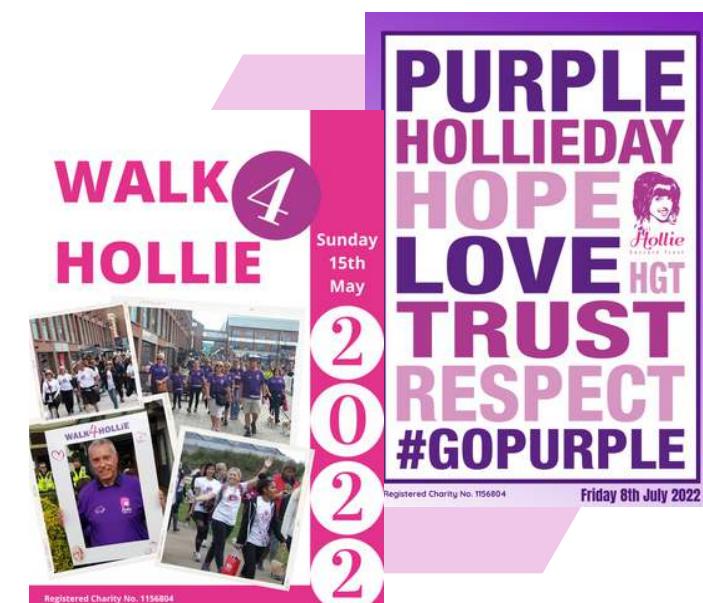


Sponsorships

Sponsorship is a fantastic way to get your business and employees involved in your community and provide vital support to the Hollie Gazzard Trust. Generating great brand awareness amongst your customers and our supporters.

We hold events including an annual Charity Dinner, Golf Day, Walk4Hollie and Purple HollieDay that influential audiences attend, with social media marketing promotions that are seen by hundreds of people in and around Gloucestershire.

Our sponsorship packages start at £150 and include full details of the coverage your business will receive. If you're interested in sponsoring an event or campaign please get in touch by emailing fundraising@holliegazzard.org.



The Legal Stuff

We need you and all your sponsors to stay safe while fundraising on behalf of The Trust.

Please read the following guidelines carefully.

All fundraising activities must be legal. It is your responsibility to ensure that your event is run legally and safely. If you are running an event that involves the public, you will need public liability insurance. If children may be involved at your event, make sure they are accompanied by an appropriate adult and that any activities provided for them are properly insured and licenced, for example, if you have organised a company to run a bouncy castle.

Agreements & Licenses

Some fundraising activities are restricted by law. If you are collecting money in a public place or going house-to-house/business-to-business, you will need a licence or permit from your local authority. See the relevant website for your local authority.

If you are planning a sweepstake, lottery or raffle, please see the guidance given by the Gambling Commission – www.gamblingcommission.gov.uk – because there are strict laws about these activities.

However, if you are holding a raffle that takes place entirely during a charity fundraising event at a single venue and tickets are not sold before or after the event, you can use cloakroom tickets and will not need a licence.

The most you can spend on prizes is £500 and £100 on costs. (If raffle prizes are donated, the value does not matter.) You will also need to contact PRS for Music with regard to using live music – www.prssformusic.com

The Legal Stuff

Food and Beverages

If you are selling food, there should be facilities to prepare and serve food hygienically and safely. If you require more information, please contact your local health authority's environmental health department or visit: www.food.gov.uk
If you plan to sell alcohol at your event, you will need a licence from your local authority. Most venues will have a licence, but if not, you may need a Temporary Event Notice.

Health and Safety

Larger events will require you to organise enough people to help supervise who have been properly briefed about all the necessary information they will need. You will also need an appropriate first aider.

If you would like advice on health and safety, including risk assessments, please visit www.hse.gov.uk

Please note that while we are extremely appreciative that you have chosen to raise funds for the Hollie Gazzard Trust, we are not responsible for organising, supervising or hosting your fundraising activity. All activities are at the organisers' and participants' own risk and the Trust does not accept responsibility or liability for any loss, damage, death or personal injury arising from fundraising carried out on its behalf. Organisers should ensure that they have taken out appropriate insurance and carried out a full risk assessment. If in doubt about specific points, please seek professional advice. Further information is available from The Charity Commission: www.charity-commission.gov.uk and the Institute of Fundraising: www.institute-of-fundraising.org.uk

Thank You



WWW.HOLLIEGAZZARD.ORG