

Holly's Heart

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EIN: 87-1045160
Report Generated on: 11/18/2025

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Holly's Heart

 Cedar Park, TX

 <http://www.hollysheart.org>

 [View GuideStar Profile](#)



MISSION

The mission of Holly's Heart is to transform the medical experience by providing patients with functional apparel that is a comfortable and empowering alternative to the hospital gown.

EIN

87-1045160

RULING YEAR

2022

IRS SUBSECTION

501(c)(3) Public Charity

FOUNDING YEAR

2021

MAIN ADDRESS

4209 Lazy River Bnd
Cedar Park, TX
78613-3167

AFFILIATION TYPE

Independent Organization

CONTACT

Holly Hancock, Executive
Director
(615) 4293321
hh@hollysheart.org

EXECUTIVE DIRECTOR

Holly Hancock

BOARD CHAIR

Holly Hancock

SUBJECT AREA

Health care quality

In-patient medical care

NTEE Code

Human Service Organizations
(P20)

PROGRAMS

1. Clothing Patients with Love

Population(s) served:People with physical disabilities, Children and youth, Adults

POPULATIONS SERVED

1. Children and youth

2. Adults

3. People with diseases and illnesses

COMPLIANCE

- ✓ IRS Pub 78 Verified as of November 2025
- ✓ IRS BMF 509(a) (1) as of November 14, 2025
- Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)

TRANSPARENCY MEASURES

- ✓ Board Practices Reported?
- ✓ Diversity Data Reported?

Programs & Results

PROGRAMS

Source: Self-Reported by Organization, April 2025

Clothing Patients with Love

Population(s) Served: n/a

The mission is to spread joy to hospitalized patients and to offer encouragement to individuals suffering from a medical condition by, in part, providing garments that are specifically and specially designed to offer functionality and comfort to such patients and individuals. By doing so, Holly's Heart is furthering its charitable purpose by promoting the health, the mental well-being, and the physical comfort of patients, which promotes a better recovery and health outcome for the patients.

Financials

FISCAL YEAR START: 01/01 FISCAL YEAR END: 12/31

Revenue & Expenses

Revenue		2024
Contributions		\$93,258
Program Services		\$0
Investments		\$0
Special Events		\$0
Sales		\$0
Other		\$0
Total Revenue		\$93,258
Expenses		
Grants		\$0
Salaries & Employee Benefits		\$0
Professional Fees		\$1,720
Occupancy		\$0
Printing, Publications, Postage, etc.		\$0
Other Expenses		\$88,313
Total Expenses		\$90,033
Net Gain/Loss		
Net Gain/Loss		\$3,225

Balance Sheet

Assets	1/1/2024	12/31/2024	Change
Cash & Equivalent	\$47,969	\$51,193	\$3,224
Fixed Assets (LBE - Depreciation)	\$0	\$0	\$0
Other	\$28,541	\$28,542	\$1
Total Assets	\$76,510	\$79,735	\$3,225
Liabilities	1/1/2024	12/31/2024	Change
Total Liabilities:	\$0	\$0	\$0
Fund Balance	1/1/2024	12/31/2024	Change
Net Assets:	\$76,510	\$79,735	\$3,225

[☑ 'Key Revenue & Expense Data from Form 990'](#)
[☑ 'Key Balance Sheet Data from Form 990'](#)

Operations

Source: Self-Reported by Organization, April 2025

EXECUTIVE DIRECTOR

Holly Hancock

BOARD CHAIR
Holly Hancock
BOARD MEMBERS
Amy Senical
Andrea Dieckmann
Anne Currie
Ashlee Box
Holly Hancock
Javier Quiroz
Jill Alden
John Hancock
Slalom
Kate Gibbons
BMO Harris Bank
Laura Thomson
Sarah Kraye
Sarah Moench

Officers Directors, Trustees, Key Employees

FISCAL YEAR 2024

Name	Title	Compensation	Benefits/Deferred Compensation	Expense Account, Other
Holly Hancock	EXECUTIVE DI	\$0	\$0	\$0
Kate Gibbons	TREASURER	\$0	\$0	\$0
Jill Alden	SECRETARY	\$0	\$0	\$0

Paid Preparers

FISCAL YEAR 2024

Firm Name	Firm EIN	Firm Address	Firm Phone
HOOD PROFESSIONAL SERVICES LLC	88-2904487	124 S 4TH ST, MUSKOGEE OK 74401 USA	918-747-7000

BOARD LEADERSHIP PRACTICES

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices.

BOARD ORIENTATION & EDUCATION

Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

Not Applicable

CEO OVERSIGHT

Has the board conducted a formal, written assessment of the chief executive within the past year?

Not Applicable

ETHICS & TRANSPARENCY

Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements in the past year?

Yes

BOARD COMPOSITION

Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Not Applicable

BOARD PERFORMANCE

Has the board conducted a formal, written self-assessment of its performance within the past three years?

Not Applicable

Organizational Demographics

Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy.

Leadership

The organization's leader identifies as:

Race & Ethnicity	White/Caucasian/European
Gender Identity	Female, Not transgender
Sexual Orientation	Heterosexual or Straight
Disability Status	Person without a disability

Race & Ethnicity

No data

Gender Identity

Transgender Identity

No data

Sexual Orientation

No data

Disability

No data.

Appendix

Key Documents	
IRS Forms 990	2024 990
IRS Forms 990T	Not Available
Audited Financial Statements	Not Available
Key Organization Documents	'Key Revenue & Expense Data from Form 990'
	'Key Balance Sheet Data from Form 990'

Holly's Heart

4209 Lazy River Bnd
Cedar Park, TX 78613-3167

- ✓ Foundation Status Code: PC*
- ✓ Public charity described in section 509(a)(1) or (2)

IRS Publication 78 Details



Organization name	Location	Most recent IRS Publication 78
Hollys Heart	Cedar Park, TX	September 2025
EIN	Deductibility status description	Verified with most recent Internal Revenue Bulletin
87-1045160	A public charity (50% deductibility limitation).	November 17, 2025

IRS Business Master File Details



Organization name	Most recent IRS BMF	Reason for Non-Private Foundation Status
HOLLYS HEART	September 09 2025	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)
EIN	IRS subsection	Ruling date
87-1045160	This organization is a <u>501(c)(3) Public Charity</u>	04/2022
Foundation Code	Foundation Code Description	
15	Organization which receives a substantial part of its support from a governmental unit or the general public	

This organization was not included in the Office of Foreign Assets Control Specially Designated Nationals (SDN) list.

On September 8, 2011, the IRS issued [regulations](#) which eliminated the advance ruling process for a section 501(c)(3) organization. [Learn more](#)

* The Foundation Status Code is the code that foundations are required to provide for each grantee annually on part XV of Form 990PF. Note that this code cannot be derived in some cases (e.g., supporting organizations for which 'type' can't be determined).

[IRS Revenue Procedure 2011-33](#) allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee's public charity classification under section 509 (a) (1), (2) or (3).

GuideStar Charity Check Data Sources

- GuideStar acquires all IRS data directly from the Internal Revenue Service.
- The [IRS Automatic Revocation of Exemption List](#) contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.
- [IRS Publication 78 \(Cumulative List of Organizations\)](#) lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.
- The Foundation Status Code is a value derived by mapping the codes found on the [990PF filing instructions](#) to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.
- The [IRS Internal Revenue Bulletin](#) (IRB) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.
- The Office of Foreign Assets Control (OFAC) [Specially Designated Nationals \(SDN\) list](#) organizations that are owned or controlled by targeted individuals, groups, and entities, such as terrorists or narcotics traffickers. Their assets are blocked and U.S. persons are generally prohibited from dealing with them.
- The [IRS Business Master File](#) lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.