

PARENTKIND

England & Wales · Charity number 1072833

Details

Other names	NATIONAL CONFEDERATION OF PARENT TEACHER ASSOCIATIONS, NATIONAL CONFEDERATION OF PARENT TEACHER ASSOCIATIONS OF ENGLAND AND WALES, PARENT TEACHER ASSOCIATIONS UK, PTA-UK, NCPTA, PTA UK, PTA-CYMRU, PTA-NI, PTAUK
Status	Registered
Legal form	Charitable company
Company number	03680271
Registered	1998-12-07
Register	View on the Charity Commission register

Contact

Address	78-79 Pall Mall London SW1Y 5ES
Phone	0300 123 5460
Email	info@parentkind.org.uk
Website	www.parentkind.org.uk

Activities

Objects: TO ADVANCE EDUCATION BY ENCOURAGING THE FULLEST CO-OPERATION BETWEEN HOME AND SCHOOL, EDUCATION AUTHORITIES, CENTRAL GOVERNMENT AND ALL OTHER INTERESTED PARTIES AND BODIES

Activities: Parentkind is a charity that champions parents so that they can participate in their child's education and school life to the full. We are also the largest membership body of Parent Teacher Associations and other parent groups in England, Wales and Northern Ireland.

Classification

- **How:** Acts As An Umbrella Or Resource Body
- **What:** Education/training
- **Who:** Children/young People

Geography

- Northern Ireland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£8,361,000	£7,554,000	£1,498,000	34
2023-12-31	£1,746,000	£1,883,000	£691,000	31
2022-12-31	£1,501,414	£1,823,476	£816,269	29
2021-12-31	£1,469,217	£1,526,703	£1,208,256	27
2020-12-31	£1,518,983	£1,438,973	£1,228,306	27

Trustees

Name	Role	Appointed
Alexandra Elizabeth Peace-Gadsby OBE	Chair	2021-06-09
Consola Evans		2022-06-29
David Thomas Hatchett		2020-06-09
Elizabeth Milovidov		2022-06-29
Jo Walmsley		2020-06-18
Laura Stagg		2025-11-25
Mark Tarry		2022-06-29
Patricia Jacqueline Sowa		2019-06-04
Robert Charles Hayter		2019-06-04
Steven George		2022-06-29

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Accounts

Parentkind

Report and Accounts
for the year ended 31 December 2024

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Company Information as at 31 December 2024

Incorporated	England and Wales 2 nd December 1998	
Company Number	3680271	
Charity Number	1072833	
Trustees	Alex Peace-Gadsby, Chair of Board David Hatchett Rob Hayter, Vice Chair Jo Walmsley Pat Sowa	Victoria Bacon (resigned 29 Jan 2025) Elizabeth Milovidov Steven George Mark Tarry, Treasurer Consola Evans
Chief Executive	Jason Elsom	
Company Secretary	Teck Kua	
Registered Office	78-79 Pall Mall London SW1Y 5ES	
Bankers	CAF Bank Ltd 25 Kings Hill Avenue West Malling Kent ME19 4TA	HSBC Bank Plc 1/5 Week Street Maidstone Kent ME14 1QW
Solicitors	WoodsWhur 42-46 Princelet Street London E1 5LP	
Independent Auditors	Saffery LLP 71 Queen Victoria Street London EC4V 4BE	

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Report of the Trustees for the year ended 31 December 2024

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiaries for the year ended 31 December 2024, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland (FRS 102).

Overview

Objectives for the public benefit

The principal objects contained within the Charity's memorandum and articles of association are:

'To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.'

The Trustees have considered the Charity Commission's guidance on public benefit while developing plans for activities during the year.

What does Parentkind do?

- We are a charity that champions parents so that they can participate in their child's education and school life to the full
- We are the largest membership body for Parent Teacher Associations (PTAs) and other parent groups in the United Kingdom
- We provide parental participation training across the United Kingdom
- We provide parents with information and resources on getting involved in school life and supporting their child's learning.

In 2022, the Trustees revised Parentkind's strategy to continue to achieve the charity's objectives and to realise its vision, mission, and ambition. The strategy covers activities between 2023 and 2025.

Achieving Parentkind's Strategic Goals

Parentkind's strategic goals are focused on four key pillars that guide the charity's efforts to support parents, PTAs, and schools in enhancing children's education. Good progress continues to be made across each of these.

Growth

Parentkind continues to operate as one of the largest 'federated charities' in the United Kingdom. Its membership includes almost 6% of all registered UK charities which, during the past decade, have raised an estimated £1 billion for 'Charitable Activities', making a fundamental positive difference to the educational experiences of countless young people across our communities. The charity has a strong reach, supporting 91% of primary schools and also contributes to a significant impact in secondary schools.

During the year, Parentkind continued its good work across England, Wales and Northern Ireland and also extended its support to Parent Councils, Parent Teacher Associations, Schools and Parents in Scotland,

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developing the charity's ambition to fully support the four nations. The charity remains committed to continuing to broaden its support across UK schools as well as to begin to extend to support early years education.

Parentkind has continued to focus on PTA membership growth and has consequently benefitted from year-on-year growth since 2022 (12,665) to 12,709 as at June 2024. This trend has continued beyond the financial year and the charity remains on target to achieve its targeted 13,178 paid members by the close of 2025, as defined in the current strategy.

Inclusivity

Inclusivity remains fundamental across Parentkind's activities and, in addition to continuing our work to ensure that our PTAs are as diverse and inclusive as possible, the charity has also undertaken some exciting projects over the reporting period including such impactful partnerships as:

- No Cold Child:** Initially launched in September 2024 with the support of FatFace, 'No Cold Child' is an ongoing campaign subsequently also supported at a smaller scale by Decathlon and Regatta. The campaign offered ten thousand £60 primary-aged children's winter coats, with an overall retail value of £600,000, to PTAs and Schools for a purchase price of £10. These branded coats would discreetly be given to children living in poverty in the school so that they could arrive at school warm, dry and ready to learn. £10 was significantly below the FatFace sourcing cost thanks to a generous donation by FatFace and the campaign was oversubscribed by a factor of more than two to one. This campaign won the 'Fashion & Retail' category at the 'Third Sector Business Charity Awards' and was highly commended in the 'Best response to the cost-of-living crisis' category at the same awards. The campaign has been further shortlisted in the 'Charity Times Awards', which are scheduled for September 2025.
- All Dressed Up:** In December 2024, Parentkind partnered with Rubies Masquerade in an 'All Dressed Up' campaign to provide 100,100 dressing up costumes, with a £1 million retail value, to children living in poverty, within just eight school weeks so that as many children as possible had a quality costume for World Book Day celebrations within schools. Costumes were distributed to 1,360 schools during February and early March 2025, to schools with a Free School Meal entitlement above 25%. This added enormous joy to the parents and children celebrating World Book Day 2025 and helped prevent absenteeism. This campaign has also been shortlisted for the 2025 'Charity Times Awards' scheduled in September 2025.

Credibility

The charity continues to develop its credible position. One of the key tools in achieving this is the National Parents Survey which, in 2024 included questions on a broad range of topics such as mental health, screen time, the cost-of-living crisis and school attendance. 2024 was also the first year in which Parentkind developed the datasets further into individual nations so that nuances within the different education systems across the UK, and different challenges that may be nation specific could be considered individually. The success of the NPS continues to grow year on year with strong aspirations for 2025.

Collaboration

Parentkind continues to successfully collaborate with stakeholders in many different ways including continuing to secure money for PTA's and through representing the voice of those with parental responsibility to improve the educational life chances of young people.

During the spring of 2024, Parentkind agreed to support Asda as its schools partner on 'Cashpot for Schools'. This innovative campaign, that transcended the financial year being reported and beyond, delivered £5.784m to more than 17,000 primary schools directly or via their parent groups. The campaign also generated significant brand exposure for Parentkind through Asda's television, online and in-store marketing efforts, where Parentkind was

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featured. The donation was received from Asda in January 2025 and distributed to over 17,000 beneficiaries between March 2025 and July 2025. This campaign was 'Highly Commended' in the 'Community Impact' Award category at the Business Charity Awards, for its significant contribution to supporting UK primary schools and providing essential resources to children.

Fundraising Highlights

Parentkind's fundraising efforts aim to both support and grow the charity's central programmes and activities, and also secure funds/items to distribute directly to PTAs to amplify the impact of our members in their local communities. We are immensely grateful to all donors and partners who give so generously to Parentkind and thank them for their support making a difference to the lives of so many young people.

Parentkind did not have a fundraising team so, at the end of 2023, Parentkind recruited its first new members and rolled out a national fundraising programme across 2024 to support the charity's mission of empowering parents and enhancing educational outcomes. This included a grant-making programme with the ability to leverage large-scale funding and channel it to PTA members and schools. The charity was delighted to secure an exceptional £5.784m donation from Asda in 2024, which accelerated its ability to distribute funds at scale to member communities. As a result, annual income saw a large uplift for the 2024 financial year compared to previous years.

Approach to Fundraising

To date, we have focused our efforts on developing Corporate Partnerships and engaging with Trusts and Foundations. Our strategy is to continue diversifying our approaches. We focus on building long-term relationships with our donors and partners, ensuring that our fundraising efforts align with our values and mission and can lead to sustainable growth.

Parentkind follows relevant fundraising legislation at all times and complies with sector best practice. We manage our fundraising compliance through a combination of staff training, internal processes and reviews, taking into account the collection and use of personal data, identifying and supporting vulnerable people, legal compliance and fundraising regulations. We prioritise ethical and transparent fundraising practices and ensure that all donations are utilised effectively and responsibly. During 2024 all fundraising was conducted by a Parentkind team of employed fundraisers. Parentkind has not utilised third-party fundraisers during 2024.

Monitoring of Fundraising

We have robust CRM systems in place to monitor and evaluate our fundraising activities. Our fundraising team works closely with the finance team to track donations and expenditures, providing transparency and accountability.

Use of Third-Party Fundraisers

Parentkind has not utilised third-party fundraisers during 2024.

Steps Taken to Protect Vulnerable People from Fundraising

We are committed to protecting vulnerable individuals from undue pressure or exploitation in our fundraising activities. Our staff and volunteers receive training on ethical fundraising practices, including how to identify and support vulnerable people. We adhere to the Fundraising Regulator's guidelines to ensure all interactions are respectful and considerate.

Number of Complaints Regarding Fundraising Received in the Year

In 2024, Parentkind has not received any complaints related to fundraising activities.

Key Highlights

- Parentkind successfully raised a total of £5.868m for Parentkind and its members through corporate partnerships.
- Parentkind additionally raised in-kind donations for its members of £1m in the form of dressing up

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costumes from Rubies Masquerade and brokered £0.503m discounts on coats from FatFace and Decathlon.

- The Asda Cash Pot campaign was Highly Commended in the Community Impact Award at the Third Sector Business Charity Awards.
- The No Cold Child campaign won the 'Fashion & Retail' Award in the Third Sector Business Charity Awards and was Highly Commended in the 'Best response to the cost-of-living crisis' award in the Third Sector Business Charity Awards, and has been shortlisted for the 2025 Charity Times Awards.
- The 'All Dressed Up' dressing-up costume donation campaign has been shortlisted in the 2025 Charity Times Awards.

Future Plans

Looking ahead, Parentkind aims to expand our fundraising through continuing to diversify fundraising streams and strengthening existing partnerships. We are dedicated to maintaining the trust of our supporters and continuing to make a positive impact on the educational landscape.

Financial Review

Income

Total incoming resources for the year increased by £6.557m to £8.311m (£1.754m in 2023).

Funding was primarily from PTA membership, which continued to exceed our 2022-2025 strategy, increasing by £179k to £1.772m (£1.593m in 2023).

The Charity's wholly-owned trading subsidiary, Parentkind Enterprises Limited (PEL), continued to trade satisfactorily, and commercial income was £228k (£125k in 2023). In 2024, the Charity formed a separate wholly-owned trading subsidiary, Parentkind Trading Ltd (PTL), to take over the trading activities of PEL so PEL could focus solely on lottery activity from January 2025. PTL successfully generated income of £270k (nil in 2023). The trading subsidiaries' only shareholder is the parent charity, and profits are committed to the charity through Deed of Covenant.

In this period, PEL donated £63k (£42k in 2023) under Gift Aid to the Charity, representing an increase of £30k from the prior year.

The investment income for the year was £31k (£23k in 2023). The increase has been mainly due to the investment of the proceeds from the office disposal.

In 2024, the Charity has successfully fundraised from various sources, totalling £5.868m. The most significant donation was from the Asda Stores Ltd Cash Pot for Schools partnership, raising £5.784m for our members and non-members.

Net gain on investment for the year was £50k (£4k in 2023). At 31 December 2024, the investment was valued at £1.025m (£549k in 2023) due to the injection of the office sale proceeds and the stock market improvement.

The profit on disposals of £120k for the year was from the successful disposal of our office in Tonbridge.

Expenditure

The unrestricted expenditure for the year amounted to £2.370m (£1.883m in 2023), an increase of £487k: 26%. This was mainly due to the increase in our fundraising costs, which supported the significant growth in the Charity's income and impact for our beneficiaries.

The restricted donation expenditure of £5.179m relates to the donation to our members and non-members under the Asda Stores Ltd Cash Pot for Schools partnership, which ran between September 2024 to November 2024. The donation was distributed in line with the Asda Cash Pot nomination within the charity's discretion.

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to 17k PTAs, parent councils and schools in the UK during March 2025. £626k of the restricted grants to above-average IMD schools was yet to be determined at year-end. In addition to Asda's donation, the Charity also spent £20k of restricted funds received from the Guinness Partnership Ltd and £1k from Peridot Partners in support of the No Cold Child project to provide winter coats to our PTA members' pupils in need.

The net result for the Charity was a net unrestricted income of £143k (£125k deficit in 2023) and a net restricted income of £669k (NIL in 2023) for the year ended 31 December 2024.

Reserves policy

The Trustees consider that, in terms of good governance and to ensure the continuity of the organisation and the fulfilment of its charitable aims, it is necessary to maintain an adequate level of reserves.

Free reserves are part of Parentkind's unrestricted funds that are freely available to spend on any of the Charity's purposes. This definition excludes restricted income funds, although holding such funds may influence Parentkind's reserves policy.

The Trustees take a risk-based approach to reserves and review the reserves policy annually. The Board has set a reserves policy which requires:

- Reserves to be maintained at a level which ensures that Parentkind's core activity can continue during a period of unforeseen difficulty
- A proportion of reserves to be maintained in a readily realisable form

The calculation of the required level of free reserves takes into account:

- Risks associated with each stream of income and expenditure being different from that budgeted
- Planned activity level
- Organisational commitments
- The gap between the spending and receiving of income
- Retaining a level of funding to allow the Charity to exploit strategic opportunities

On this basis, Trustees decided that the level of free reserves as at 31 December 2024 should be at least £450k of which at least 20% should be held as cash.

At 31 December 2024, Parentkind's total reserves stand at £1.498m (£691k in 2023), comprising restricted reserves at £669k (Nil in 2023), tangible and intangible fixed assets reserves at £103k (£108k in 2023) and free reserves at £726k (£583k in 2023). There was no designated fund within the unrestricted reserves.

The £143k increase in unrestricted funds reflects net income for 2023/24 of £143k. The £669k increase in restricted funds reflects £626k held for Asda's General Cash Pot for above average IMD Schools and £43k for our regional PTA programme.

Parentkind successfully disposed of its land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS, in June 2024, realising a profit of £120k. The sale proceeds were transferred to the Sarasin Liquid Portfolio.

The decision to reduce stock market volatility led to an increase in cash balance at year-end. The group held cash of £359k at 31 December 2024 (£268k in 2023), which exceeded our target.

Our unrestricted free reserves at £726k (£583k in 2023) have exceeded our target due to the sale of the property, but it is also expected that the target level for reserves is also in the process of significantly increasing due to the charity's turnover and staff costs increasing quickly year-on-year. Trustees continue to evaluate the appropriate required level of reserves to ensure the sustainability of the charity.

Investment policy and performance

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Parentkind's investment policy is to manage investments in such a way as to:

- Provide supplementary income to enable the Charity to carry out its purposes effectively, both in the short term and over the longer term
- Maintain and preserve asset values, and where possible, the value of the assets should be enhanced to at least keep pace with inflation over the longer term
- Minimise the impact of:
 - Financial loss through inappropriate or speculative investment
 - Unforeseen severe adverse investment conditions
 - Financial loss through lack of investment advice and lack of diversity
 - Cash flow difficulties arising from lack of liquidity.

At 31 December 2024, in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposits in CAF bank and Sarasin & Partners LLP.

Pay Policy for Key Personnel

The trustees of Parentkind are committed to ensuring that the remuneration of key management personnel is fair, competitive, and aligned with the charity's objectives. The following disclosure provides details on the pay policy for key personnel, including the benchmarks used to determine these arrangements.

1. Pay Policy:

The pay policy for key management personnel is designed to attract, retain, and motivate individuals with the necessary skills and experience to lead the charity effectively. The policy is reviewed annually by the Board.

2. Benchmarking:

To ensure that remuneration levels are competitive, the Board uses the following benchmarks:

- Charity Sector Surveys by Charity Job and Harris Hill.
- Comparisons with similar-sized charities and non-profit organisations in the UK.
- Consideration of broader economic indicators, including inflation rates and cost of living adjustments.

3. Remuneration Components:

The total remuneration package for key management personnel includes:

- Base Salary as determined based on the benchmarks mentioned above.
- Contributions to a defined-contribution pension scheme.
- Performance bonuses based on the achievement of pre-agreed targets and objectives.
- Benefits such as income protection insurance, professional development opportunities, and other allowances.

4. Key management personnel remuneration as at 31 December 2024

Executive leadership team	Responsibilities	Annual Remuneration £'000	Salary £'000	Bonus £'000	Pension £'000
Chief executive officer Jason Elsom	Leading the growth of the organisation, which has an annual income of £8.36m and employs 34 employees, delivering services across the UK and the Channel Islands.	127	106	10	11
Chief financial officer Teck Kua	Manages the Finance, HR and Data functions. Responsible for the financial management of the organisation, ensuring effective financial controls to safeguard resources for appropriate use.	84	74	4	6

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5. Trustee Remuneration:

No trustees received remuneration or other benefits from employment with Parentkind or a related entity during the reporting period.

Structure, governance and management

Parentkind is both a company limited by guarantee and a registered charity. It is governed by the Board of Trustees, which is collectively responsible for the governance and strategic direction of Parentkind with its financial health, delivery of public benefit, probity of its activities and development of the organisation's aims, objectives, and goals.

Parentkind wholly owns three subsidiary companies; two trading subsidiaries: Parentkind Enterprises Limited (PEL) (company number 3884281) and Parentkind Trading Limited (PTL) (company number 15774627); and a dormant subsidiary, Parent Teacher Associations UK (PTA UK) (company number 11234157), whose Directors are selected by the Trustees from among their number and the staff team.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All trustees gave their time freely, and no trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in note 15 to the accounts.

The day-to-day management of the charity is delegated to the Chief Executive, who manages a team of 34 staff members (30.2 full-time equivalent).

Board Structure and Trustee Development

The trustees who served during the year and to the date of signing are detailed on page 3.

The Trustee skills matrix is updated regularly and all new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. New Trustees receive a comprehensive induction when they join, including an overview of their responsibilities and duties as Company Directors and Trustees. This induction is undertaken by the Board's Chair and the Company Secretary.

The Board meets four times per year and the Chair, Vice-Chair and Treasurer meet with the Executive Leadership Team on a regular virtual basis between board meetings.

A linked trustee structure is also set up as follows, with various trustees also supporting in areas such as communication and policy in a more ad hoc way as required:

- Jo Walmsley – HR
- Mark Tarry – Finance
- Elizabeth Milovidov – Digital Marketing

A Task and Finish Group was set up during 2024 for the office disposal and Task and Finish groups continue to be utilised when it is deemed good for governance for staff and trustees to collaborate on a discreet piece of work.

Overall, Trustee attendance at Board meetings was 74% (2023 80%) over the period, including the absence of one trustee who had taken a sabbatical for personal reasons.

The Board has also developed its own guiding principles called "What are the Hallmarks of an effective Trustee", which covers attendance and involvement at meetings, knowledge of Parentkind and its work, and behaviour as a Trustee to ensure that the Board can be as effective as possible. This is also included in the Trustee Manual.

Risk management

The major risks for Parentkind are reviewed and scrutinised by the Board of Trustees throughout the year. Major risks to the charity include:

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- Failure to secure affordable membership insurance
- Growth and retention of PTA membership
- Insufficient financial resources to sustain the organisation
- Public trust – reputational damage due to public perception or external factors
- Digital systems being able to support effective operational delivery

Staff and trustees have worked closely together across 2024 to mitigate these risks. Financial risks are mitigated by regularly reviewing our financial position through management accounts and conducting bi-annual forecasting and scenario planning. Our new CEO has started working to diversify our income and has focused on providing members with a relevant membership offer, including fundraising support and scrutiny of our expenditure to improve financial sustainability.

During 2024, Parentkind has continued to diversify its income streams and has increased its non-membership income from less than 10% to more than 25% of unrestricted income. The fundraising team is working hard to build long-term relationships with funders.

We recognise the importance of safeguarding in all aspects of our work. We provide our members with support, guidance, and access to training to ensure they understand their obligations to safeguard children and vulnerable adults.

Future plans

We plan to grow school membership beyond our current PTA membership and ensure that our benefits packages are relevant to the different groups of members. We are gaining momentum in fundraising, focusing on corporate and statutory fundraising.

We are launching the Parents Lottery to raise more funds for PTA's and schools (for both members and non-members). The funding will provide us with the resources to support our PTAs in the most needed regions.

Our Policy and Research team continues to improve the National Parent Survey with the ambition of doing it 'bigger and better' and with launch events to engage with multiple stakeholders.

We continue to restructure our teams and review our suppliers to ensure we are more effective, efficient and economical in delivering our mission.

We are enhancing the promotion of the Blueprint for Parent-Friendly Schools by launching Parent-Friendly Schools Accreditation to support schools in engaging with parents more effectively.

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Trustees' responsibilities in relation to the financial statements

The Charity Trustees (who are also the directors of Parentkind for the purposes of company law) are responsible for preparing a Trustees' annual report and financial statements in accordance with applicable law and United Kingdom Account Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year, which give a true and fair view of the state of affairs of the charitable company and the group and of incoming resources and applications of resources, including the income and expenditure of the charitable group for that period. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP (FRS102)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and the group and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, and the Memorandum and Articles of Association. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps to prevent and detect fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

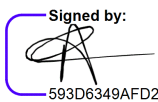
Statement as to disclosure to our auditors

In accordance with section 418 Companies Act 2006, the trustees confirm that, in the case of each of the persons who are trustees at the time when this report is approved, so far as each trustee is aware:

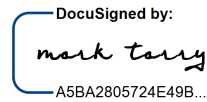
- There is no relevant audit information of which the company's auditors are unaware, and
- They have taken all the steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

Signed by:

593D6349AFD242B...

Alex Peace-Gadsby (Chair of the Board)

DocuSigned by:

A5BA2805724E49B...

Mark Tarry (Treasurer)

9th September 2025

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Independent auditors' report to the members and trustees

Opinion

We have audited the financial statements of Parentkind (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2024 which comprise the consolidated statement of financial activities, consolidated and charity balance sheets, consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 December 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have

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performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and to take advantage of the small companies exemption in preparing the Trustees' Annual Report and from the requirement to prepare a Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 12, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material

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misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

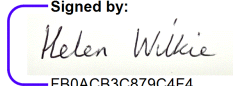
A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

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Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company and the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Signed by:



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Helen Wilkie (Senior Statutory Auditor)
for and on behalf of Saffery LLP

Statutory Auditors 71 Queen Victoria Street London
EC4V 4BE

Date: 10 September 2025

Saffery LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

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Consolidated Statement of Financial Activities for the year ended 31 December 2024

(Incorporating the income and expenditure account)

	Note	Unrestricted funds £'000	Restricted funds £'000	Total funds 2024 £'000	Total funds 2023 £'000
Income from:					
Charitable activities	2	1,772	-	1,772	1,593
Other trading activities	3	520	-	520	125
Investments	4	31	-	31	23
Donations	5	20	5,848	5,868	5
Profit on disposals	15	120	-	120	8
Total income		2,463	5,848	8,311	1,754
Expenditure on:					
Charitable activities	6	(1,600)	(5,179)	(6,779)	(1,763)
Raising Funds	7	(770)	-	(770)	(120)
Total expenditure		(2,370)	(5,179)	(7,549)	(1,883)
Net gain on investments	14	50	-	50	4
Net income / (expenditure) for the year		143	669	812	(125)
Taxation	9	(5)	-	(5)	-
Net movement in funds		138	669	807	(125)
Total funds brought forward 1 January	19	691	-	691	816
Total funds carried forward 31 December	19	829	669	1,498	691

All activities for the years ended 31 December 2024 and 2023 relate to continuing operations.

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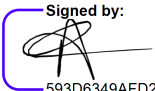
Consolidated and Charity Balance Sheets as at 31 December 2024

	Note	Group 2024 £'000	Group 2023 £'000	Charity 2024 £'000	Charity 2023 £'000
Fixed assets					
Tangible assets	12	27	28	27	28
Intangible assets	13	76	80	76	80
Investments	14	1,025	549	1,026	550
		1,128	657	1,129	658
Current assets					
Assets held for resale	15	-	367	-	367
Stock	16	1,000	-	1,000	-
Debtors	17	6,242	180	6,273	180
Cash at bank and in hand		145	63	97	52
Cash on deposit		-	1	-	1
		7,387	611	7,370	600
Creditors: amounts falling due within one year	18	(7,017)	(577)	(7,001)	(567)
Net current assets		370	34	369	33
Total net assets		1,498	691	1,498	691
Funds of the Charity					
Total funds (Restricted)		669	-	669	-
Total funds (unrestricted)		829	691	829	691
Total Funds	19	1,498	691	1,498	691

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

As permitted by S408 Companies Act 2006, the charitable company has not presented its own profit and loss account and related notes. The charitable company's net movement in funds for the year was £807k (-£125k in 2023).

The financial statements on pages 17 to 30 were approved and authorised for issue by the Board of Trustees on 9th September 2025 and signed on its behalf by:

Signed by:

 593D6349AFD242B...
Alex Peace-Gadsby
 Chair of the Board

DocuSigned by:

 A5BA2805724E49B...
Mark Tarry
 Treasurer

Parentkind - Company Number 3680271

Consolidated Cash Flow Statement for the year ended 31 December 2024

	Note	Group 2024 £'000	Group 2023 £'000
Net cash provided by operating activities	22	17	13
Cash flows from investing activities:			
Dividends from investments and interest		31	23
Purchase of tangible fixed assets		(11)	(40)
Purchase of intangible fixed assets		(17)	-
Proceeds from the sale of office		487	-
Proceeds from the sale of investments		-	171
Purchase of Investment		(416)	-
Net cash provided by investing activities		74	154
Change in cash and cash equivalents during year		91	167
Cash and cash equivalents at start of year		268	101
Cash and cash equivalents at end of year	23	359	268

Notes to the Financial Statements for year ended 31 December 2024

1 Accounting policies

Parentkind is a charitable company limited by guarantee and the registered address of the charity is stated on page 3 of the trustees' report.

Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed asset investments. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees confirm that the Charity is a public benefit entity under FRS 102.

Having considered the improvement in reserves in 2024 and the cashflow forecast extending to August 2026, the Trustees are satisfied that they have a reasonable expectation that the charity will be able to meet its liabilities as they fall due for at least a year from the date these accounts are signed. Accordingly the accounts have been prepared on a going concern basis.

Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiaries, Parentkind Enterprises Limited (PEL) company number 3884281 and Parentkind Trading Limited (PTL) company number 15774627, on a line-by-line basis.

Incoming resources

Membership income (net of discounts) is taken to the Statement of Financial Activities over the period of the subscription, taking into account the type of membership involved. Discounts are offered to member associations for payment of subscription fees by Direct Debit.

All grants received are credited to the Statement of Financial Activities upon receipt and where there is entitlement. Any gifts in kind received by the Charity during a financial period are recognised as income with a corresponding equivalent amount of expenditure. These are recognised at market value. All other incoming resources are accounted for when there is entitlement, receipt is probable and the amount can be reliably measured.

Resources expended

All expenditure is accounted for on an accruals basis.

Charitable activities includes expenditure on providing and developing charitable services, fundraising, research into member opinions, engagement with key audiences, and promotion of Parentkind. Governance costs include those incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements.

Expenditure not directly attributable to charitable activities, including staff costs, fundraising costs and support costs, are allocated to each activity on the basis of estimated time spent on the activities as follows:

Charitable services	47% (2023: 50%)
Raising funds	23% (2023: 13%)
PR, policy and research	30% (2023: 37%)

Investments

Investment funds surplus to operational requirements are invested in deposits in the name of Parentkind to optimise income or in investments selected by a professional investment manager as approved by the Board. Investments are stated at market value at the balance sheet date. The Consolidated Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year.

Investments in subsidiaries are carried at historical cost in the charity's balance sheet.

Notes to the Financial Statements for year ended 31 December 2024(Continued)**Tangible fixed assets**

Expenditure on the acquisition of individual fixed assets that are either trackable (for example via serial numbers) or that cost more than £1,000 are capitalised at cost. Depreciation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets excluding freehold land over their expected useful lives. It is calculated at the following rates:

Freehold property (buildings only)	2% on cost
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

Intangible fixed assets

Expenditure on the acquisition of intangible fixed assets costing more than £1,000 where it is probable that the asset will generate future economic benefit, and the cost or value of the asset can be measured reliably, are capitalised at cost. Amortisation is provided to write off the cost or valuation, less estimated residual values, of intangible fixed assets calculated at the following rates:

Website build costs	20% on cost
---------------------	-------------

Stock

Stock inventory is valued at the lower of cost and net realisable value (NRV). Where stock is donated the NRV reflects estimated value to the charity as stock is distributed to further the charitable activities and not held for resale.

Fund accounting

Unrestricted funds are available to spend on activities that further any purpose of the Charity. Designated funds are unrestricted funds which have been set aside at the discretion of the Trustees for a specific, but not legally binding, purpose. Restricted funds are amounts which are specified by the donor to be used solely for particular projects undertaken by the Charity.

Pension costs

Employees of the Charity join a defined contribution 'money purchase' pension scheme upon starting their employment. The Charity contribution is restricted to the contributions disclosed in note 10. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by the Charity during the year. The Charity has no liability beyond making its contributions and paying across deductions for the employee's contribution.

Irrecoverable VAT

The Charity is partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources.

The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

There were no critical accounting estimates at the year-end.

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Notes to the Financial Statements for year ended 31 December 2024 (Continued)**2 Charitable activities**

Membership subscriptions received are derived from the Charity's principal activity wholly undertaken in the UK. Direct Debit discounts were taken up by many members and are included in the discounts allowed.

	2024	2023
	£'000	£'000
Members' subscriptions	1,891	1,693
Discounts allowed	(123)	(108)
<i>Members' subscriptions (after discounts)</i>	<i>1,768</i>	<i>1,585</i>
Training	4	6
Kickstarters	-	2
Total charitable activities	1,772	1,593

3 Analysis of income from raised funds

	2024	2023
	£'000	£'000
Commercial activities	22	-
Subsidiaries Trading		
Parentkind Enterprises Ltd (note 11)	228	125
Parentkind Trading Ltd (note 11)	270	-
	520	125

4 Interest Income

	2024	2023
Investments	31	23

5 Analysis of Donations

	Unrestricted	Restricted	Total 2024	Total 2023
Corporates and trusts	20	5,848	5,868	-

Restricted income from corporates and trusts includes £5.784m restricted donation from the Asda Cash Pot for Schools scheme in December 2024. We have also received £25k from the Barratt Development Plc Charitable Foundation and £18k from Amazon UK Services Ltd, supporting our PTA launchpad project to support the setting up of Parent Teacher Associations in targeted regions. Additionally, a £1,000 donation was received from Peridot Partners Limited to support the No Cold Child Campaign.

6 Analysis of charitable activities

	Staff costs	Other direct costs	Governance & support costs (see note 6a)	Total 2024
2024	£'000	£'000	£'000	£'000
Membership services	419	379	228	1,026
Grants & Donation (note 19)	-	5,179	-	5,179
PR, policy & research	339	147	88	574
Total resources expended	758	5,705	316	6,779

Notes to the Financial Statements for year ended 31 December 2024 (Continued)**6 Analysis of charitable activities**

	Staff costs	Other direct costs	Governance & support costs (see note 5)	Total 2024
2023	£'000	£'000	£'000	£'000
Membership services	937	282	223	1,442
PR, policy & research	215	80	63	358
Total resources expended	1,152	362	286	1,800

6a. Analysis of governance and support costs 2024

	General support	Governance function	Total 2024
	£'000	£'000	£'000
Legal & professional fees	61	11	72
Meeting costs – venue hire, travel and catering	42	8	50
Staff training	9	2	11
Premises costs	-	-	-
IT and communications	74	14	88
General office	60	11	71
Audit fees	-	24	24
Total governance and support costs	246	70	316

	General support	Governance function	Total 2023
2023	£'000	£'000	£'000
Legal & professional fees	32	8	40
Meeting costs – venue hire, travel and catering	38	10	48
Staff training	11	3	14
Premises costs	27	7	34
IT and communications	73	19	92
General office	28	7	35
Audit fees	-	23	23
Total governance and support costs	209	77	286

7 Raising Funds

	2024	2023
	£'000	£'000
Salary cost - Fundraising	339	31
Delivery and support costs	431	83
	770	114

8 Total expenditure

	2024	2023
	£'000	£'000
Included in total expenditure is the following:		
Audit fee	24	23
Non-Audit fee	4	-
Depreciation	12	12
Amortisation	21	22

Notes to the Financial Statements for year ended 31 December 2024 (Continued)

9 Taxation

The company is a registered charity and as such is not liable to corporation tax on its income derived wholly from charitable activities. £4,710 of tax was paid by PEL in year 2024 (2023 -£nil).

10 Employees

The monthly average number of employees for the year was 34 (compared to 31 in 2023) and the monthly average Full-Time Equivalent was 30 (compared to 27 in 2023) whose total remuneration was:

	2024	2023
	£'000	£'000
Salaries and wages	1,293	1,052
Social security costs	125	99
Pension costs	75	68
	<u>1,493</u>	<u>1,219</u>
	2024	2023
£60,001 - £70,000	1	-
£70,001 - £80,001	2	-
£100,001 - £110,000	-	1
£110,001 - £120,000	1	-

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated. During 2024, we had two members of the Executive Team – the Chief Executive Officer (CEO) and the Chief Finance Officer (CFO). The total employee benefits of the key management personnel, including employer’s national insurance contributions and pension contributions in 2024, were £228k (£205k in 2023). The Charity operates a defined contribution pension scheme in respect of employees. The scheme and its assets are held by independent managers. The number of employees to whom benefits were accruing under a money purchase pension scheme was 34 (2023: 31).

Redundancy Costs

During the financial year, the charity incurred redundancy costs as part of its restructuring and cost-saving measures. The total redundancy costs amounted to £9k (£23k in 2023).

Parentkind - Company Number 3680271

Notes to the Financial Statements for year ended 31 December 2024 (Continued)**11 Subsidiary companies and their activities**

The Charity has three wholly-owned subsidiaries. Information and financial data on these companies are detailed below.

a) Parentkind Enterprises Ltd (PEL)

The wholly owned trading subsidiary PEL, company number 3884281, is incorporated in England and Wales and pays all of its profits to the Charity by Gift Aid. Its registered office is at 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ. PEL operates all commercial trading activities on behalf of the Charity in 2024 but will operate solely on the Parents Lottery in 2025. The Charity owns the entire share capital of 1,000 ordinary shares of £1 each.

The summary financial performance of PEL alone is:

	2024	2023
	£'000	£'000
Commercial activities	225	125
Training	3	6
Cost of sales and administration costs	(161)	(83)
Net profit	67	42
Taxation	(5)	
Payment made via Gift Aid to the Charity	(62)	(42)
Retained in subsidiary	-	-
Current assets	131	46
Current liabilities	(130)	(45)
Total net assets	1	1
Aggregate share capital and reserves	1	1

b) Parentkind Trading Ltd (PTL)

The wholly owned trading subsidiary PTL, company number 15774627, is incorporated in England and Wales and pays all of its profits to the Charity by Gift Aid. Its registered office is at 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ. PTL operates all commercial trading activities on behalf of the Charity. The Charity owns the entire share capital of 1 ordinary shares of £1 each.

The summary financial performance of PTL alone is:

	2024	2023
	£'000	£'000
Commercial activities	270	-
Cost of sales and administration costs	(270)	-
Net profit	-	-
Payment made via Gift Aid to the Charity	-	-
Retained in subsidiary	-	-
Current assets	22	-
Current liabilities	(22)	-
Total net assets	-	-

c) Parent Teacher Associations UK (PTA-UK)

The wholly owned trading subsidiary PTA-UK, company number 11234157, is incorporated in England and Wales. Its registered office is at 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ. During this accounting period it remained dormant and has no assets or liabilities.

Notes to the Financial Statements for year ended 31 December 2024 (Continued)**12 Tangible fixed assets (Group and Charity)**

	Furniture, equipment, fixtures & fittings	Total
Cost	£'000	£'000
At 1 January 2024	40	40
Additions	11	11
At 31 December 2024	51	51
Depreciation		
At 1 January 2024	12	12
Charge for year	12	12
At 31 December 2024	24	24
Net book value		
31 December 2024	27	27
31 December 2023	28	28

13 Intangible fixed assets (Group and Charity)

	Website	Total
Cost	£'000	£'000
At 1 January 2024	107	107
Additions	17	17
At 31 December 2024	124	124
Amortisation		
At 1 January 2024	27	27
Charge for year	21	21
At 31 December 2024	48	48
Net book value		
31 December 2024	76	76
31 December 2023	80	80

The additions in intangible fixed assets consisted of the creation of parentfriendlyschools.org (£11k) to support the launch of the parent-friendly schools accreditation and the alldressedup.org (£6k) to support the distribution of Rubies' donated stock for World Book Day.

14 Fixed asset investments

Market value	Group 2024 £'000	Group 2023 £'000	Charity 2024 £'000	Charity 2023 £'000
At 1 January	549	511	550	512
Additions	416	30	416	30
Disposals	-	(200)	-	(200)
Change in cash held by investment manager	10	204	10	204
Net gain on investments	50	4	50	4
At 31 December	1,025	549	1,026	550
Historic cost	953	507	954	508

Notes to the Financial Statements for year ended 31 December 2024 (Continued)**14 Fixed asset investments (Continued)**

The Charity holds investments in the Alpha Charity Authorised investment funds for Endowments Long Term Reserve and cash managed by Sarasin & Partners LLP. In December 2023 the trustees decided to hold more funds in the liquid portfolio to achieve a higher rate of interest and reduce the risk of investment volatility. The proceeds from the office disposal was also held in the liquid portfolio in 2024.

	Charity & Group	
	2024	2023
	£'000	£'000
Listed investments	811	345
Cash within investments	214	204
Total	1,025	549

The Charity owns 100% of the issued share capital of PEL and the balance of reserves at 31 December 2023 was £1,000. A new subsidiary, Parentkind Trading Ltd, was set up in 2024 with a share capital of £1. The Charity is also the sole member of Parent Teacher Associations UK (PTA UK) which is a company limited by guarantee. PTA UK does not have any share capital and the liability of Parentkind is limited to the sum of £1.

15 Assets held for resale	Group	Group	Charity	Charity
	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Freehold property	-	365	-	365
Furniture, fixtures and fittings	-	2	-	2
	-	367	-	367

The vacated office at Tonbridge was disposed of in June 2024. The property was sold for £487k giving rise to a profit on disposal of £120k.

16 Stock

Rubies Masquerade Company donated 100,000 World Book Day costumes to Parentkind on 19 December 2024 with a minimum value of £1m. These stocks were held in the donor's warehouse at year-end and fully distributed to our PTA members in February 2025 as instructed by the charity.

17 Debtors	Group	Group	Charity	Charity
Amounts falling due within one year	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Trade debtors	5,921	24	5,816	9
Balances due from subsidiary	-	-	136	42
Prepayments and accrued income	321	156	321	129
	6,242	180	6,273	180

Notes to the Financial Statements for year ended 31 December 2024 (Continued)

18 Creditors: Amounts falling due within one year	Group	Group	Charity	Charity
Amounts falling due within one year	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Trade creditors	328	215	315	214
Balances due to subsidiary	-	-	-	2
Membership subscriptions paid in advance	340	274	340	274
Accruals & deferred income	1,080	54	1,080	52
Other taxation and social security	37	34	35	25
Other creditors	5,232	-	5,231	-
	7,017	577	7,001	567

Other Creditors includes £5.158m grants payable in relation to the Asda Cash Pot for Schools scheme.

a) Membership subscriptions paid in advance	2024	2023
	£'000	£'000
Balance at 1 January	274	205
Amount released to income earned from charitable activities	(274)	(205)
Amount deferred in year	340	274
Balance at 31 December	340	274

b) Deferred income	1 January	Deferred	Released	31 December
	2023			2024
	£'000	£'000	£'000	£'000
Deferred Grant/Donation	-	1,021		1,021

The Cardiff Education Grant of £21k and World Book Day stock donation of £1m have been deferred as income because they were not allocated to specific beneficiaries at year end , and are expected to be released to income in 2025 when the related activities occur.

19 Analysis of charitable funds

a) Analysis of group net assets between funds	General fund	Restricted fund	Total	Total and unrestricted
	2024	2024	2024	2023
	£'000	£'000	£'000	£'000
Investments	1,025	-	1,025	549
Tangible fixed assets	27	-	27	28
Intangible fixed assets	76	-	76	80
Assets held for resale	-	-	-	367
Cash	145	-	145	64
Other net current assets/(liabilities)	(444)	669	225	(397)
At 31 December	829	669	1,498	691

Notes to the Financial Statements for year ended 31 December 2024 (Continued)**19 Analysis of charitable funds (Continued)**

b) Analysis of funds	Brought forward	Income	Expenditure	Net gains on investments and taxation	Carried forward
	£'000	£'000	£'000	£'000	£'000
Unrestricted funds					
General funds	663	2,463	(2,369)	45	802
Designated fixed asset fund	28	-	(1)	-	27
	<u>691</u>	<u>2,463</u>	<u>(2,370)</u>	<u>45</u>	<u>829</u>
Restricted funds					
Asda Cashpot for schools	-	5,784	(5,158)	-	626
PTA launchpad project	-	43	(20)	-	23
No Cold Child Campaign	-	41	(21)	-	20
	<u>-</u>	<u>5,868</u>	<u>(5,199)</u>	<u>-</u>	<u>669</u>
Total funds	<u>691</u>	<u>8,331</u>	<u>(7,569)</u>	<u>45</u>	<u>1,498</u>

Restricted funds

Asda Cashpot for schools:

Restricted income from corporates and trusts includes £5.784m restricted donation from the Asda Cash Pot for Schools scheme in December 2024. The donation distribution was in two phases. The first distribution of £5.158m to 17k nominated PTAs, parent councils and schools in the UK between March 2025 and July 2025. The second was £626k to approximately 1,700 deprived schools (those above average IMD) in July 2025.

PTA launchpad project:

We received £25k from Barratt Development Plc Charitable Foundation and £18k from Amazon UK Services Limited supporting the PTA launchpad project to support the setting up of Parent Teacher Associations in targeted regions.

No Cold Child Campaign:

We received £20k from Guinness Partnership and £1k from Periodot Partners to support the No Cold Child Campaign, aiming to ensure that all children have a warm coat for the winter.

20 Related Party Transactions

The Trustees do not receive any remuneration. 3 of the 10 Trustees who served during the year received in total £1,023 (compared to 3 Trustees receiving £605 in 2023) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business.

During the financial year, the Charity provided staffing support to its subsidiary, PEL, to the value of £127k (£74k in 2023), and PTL (new in 2024), to the value of £265k, which was recharged to the subsidiary. The gift aid payment from the subsidiary is disclosed in note 3. The amounts due from PEL and PTL at the year end are shown in note 15.

Other than the single related party transaction identified above, there were no other transactions with any persons and entities closely connected to the charity or its trustees.

21 Commitments

At 31 December 2024 the Charity had no commitments payable under non-cancellable leases. (2023:None)

Notes to the Financial Statements for year ended 31 December 2024 (Continued)**22 Reconciliation of net incoming / (outgoing) resources to net cash flow from operating activities**

	2024	2023
	£'000	£'000
Net incoming / (outgoing) resources for the year	807	(125)
Depreciation	12	12
(Gains) on investments	(50)	(4)
(Gains) on Disposal	(120)	(8)
Amortisation and impairment of intangible fixed assets	21	22
Dividends from investments	(31)	(23)
(Increase) in Stock	(1,000)	-
(Increase) in debtors	(6,062)	(12)
Increase in creditors	6,440	151
Net cash provided by operating activities	17	13

23 Analysis of changes in net funds

	At start of year	Cashflows	At end of year
	£'000	£'000	£'000
Cash	64	81	145
Cash held with investment manager	204	10	214
Total	268	91	359

24 Limited by Guarantee

The Trustees are members of the Charity. Every member promises, if the Charity is dissolved while they remain a member or within 12 months afterwards, to pay up to £1 towards the costs of dissolution and the liabilities incurred by the Charity while the contributor was a member. The total of such guarantees at 31 December 2024 was £10 (£10 in 2023).

25 Financial instruments

	Group	Group	Charity	Charity
	2024	2023	2024	2023
	£'000	£'000	£'000	£'000
Financial assets measured at fair value				
Investments	1,025	549	1,026	550

26 Post Balance Sheet Event

In February 2025, the costumes donated by Rubies Masquerade were successfully distributed for the celebration of World Book Day. The total value of the costumes delivered was £1.344m due to a higher mix of branded costumes. The £5.158m donation from Asda Cash Pot was distributed to 17k nominated donees between March to July 2025 and £626k was distributed to approximately 1,700 deprived schools (those above average IMD) in July 2025.

PARENTKIND

England & Wales - Charity number 1072833

Accounts

Parentkind

Report and Accounts
for the year ended 31 December 2023

Parentkind - Company Number 3680271

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Company Information as at 31 December 2023

Incorporated	England and Wales 2 nd December 1998	
Company Number	3680271	
Charity Number	1072833	
Trustees	Alex Peace-Gadsby, Chair of Board David Hatchett Rob Hayter Pat Sowa Jo Walmsley	Victoria Bacon Elizabeth Milovidov Steven George Mark Tarry Consola Evans
Chief Executive	Jason Elsom	
Company Secretary	Sarah Welford (From Feb 2023)	
Registered Office	16 Old Queen Street London SW1H 9HP	
Bankers	CAF Bank Ltd 25 Kings Hill Avenue West Malling Kent ME19 4TA	
Solicitor	Cripps LLP 22 Mount Ephraim Tunbridge Wells Kent TN4 8AS	
Independent Auditors	Saffery LLP 71 Queen Victoria Street London EC4V 4BE	

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Report of the Trustees for the year ended 31 December 2023

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ended 31 December 2023, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland (FRS 102).

Overview

Objectives for the public benefit

The principal objects contained within the Charity's memorandum and articles of association are:

'To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.'

The Trustees have considered the Charity Commission's guidance on public benefit while developing plans for activities during the year.

What does Parentkind do?

- We are a charity that champions parents so that they can participate in their child's education and school life to the full
- We are the largest membership body for Parent Teacher Associations (PTAs) and other parent groups in the United Kingdom
- We provide parental participation training across the United Kingdom
- We provide parents with information and resources on getting involved in school life and supporting their child's learning.

In 2022, the Trustees revised its strategy to achieve Parentkind's objectives, covering activities up until 2025 and to realise its vision, mission, and ambition.

Our purpose

Parentkind exists to empower all with parental or educational responsibility to improve the life chances of children, young people, and their communities.

Our values

We are:

- Brave – We address issues head-on.
- Informed – We base our decisions and actions on fact.
- Co-operative – We work together to achieve more than we can on our own.
- Entrepreneurial – We embrace ideas knowing we will sometimes make mistakes, but we will learn from them.
- Progressive – We challenge ourselves and others to make change.

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Our Strategic Objectives

Parentkind's four strategic pillars in 2023-25 are:

1. GROWTH

To develop our ambitious plans for Parentkind, we need to grow as a network by attracting and retaining more PTAs to broaden our opportunity to influence the education system and provide vital financial resources to support our charitable work.

The key to achieving this is through an active focus on both PTA membership recruitment and retention: continuing to develop a relevant and useful product offering and through advocating for the addition of a PTA within schools.

2. INCLUSIVITY

Equality, diversity and inclusion are at the core of all four pillars of the Parentkind strategy.

Reflecting the diversity of the school community through our PTAs, our research and general parental participation in children's education is vital if we are to have the biggest positive impact on children and young people's lives and if we are to remain relevant and important advocates for those with parental responsibility. To achieve this, we need to work to break down any barriers to participation and ensure that we are reaching and supporting parents in education who are most in need in the most disadvantaged areas.

3. CREDIBILITY

To achieve the best outcomes for children and young people, we need to ensure that we have the gravitas to be able to influence. This comes through the size of our representation (growth), being relevant (inclusivity) and ensuring that we have strong evidence to support our assertions so that we are seen as a key authority.

The key to achieving this is through leveraging our 'industry' knowledge and professionalism to continue to establish our credible position, using the strong evidence base that we are developing and maximising the coverage of our work.

4. COLLABORATION

To maximise our impact, we recognise that this will not be achieved by working alone, and it is important that we work collaboratively with other stakeholders to achieve our goals. Because we are outcomes-focused, it means that we recognise that it will not always be Parentkind's 'name above the door' but that we will be the influencers to affect the change that we have identified the need for.

The key to achieving this is very clearly linked to our other strategic pillars and hinges on our credibility and relevance (inclusivity and growth) as well as ensuring our policies are developed 'open book' and that we are establishing clearly defined plans for stakeholder engagement so that interactions with us are seen as adding value to the other parties.

Achieving Parentkind's Strategic Goals

The arrival of Parentkind's new Chief Executive, Jason Elsom, toward the end of 2022 and the departure of all members of the Executive Leadership Team have afforded Parentkind the opportunity to undertake a root and branch review of its position in the market and of its services.

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For the first time in recent memory, Parentkind colleagues and stakeholders came to understand that Parentkind is one of the largest 'federated charities' in the United Kingdom in terms of membership locations (other federated charities include: The Scout Association; Girlguiding; Home Start; Samaritans; and Age UK). Further, based on Parentkind's members survey in the past decade, our members have spent more than £1 Billion on 'Charitable Activities', which exceeded that of the NSPCC or BBC Children in Need in supporting young people at school. It is estimated that the total monies spent by all PTAs (in membership and not in membership) are similar to that of the NSPCC and BBC Children in Need combined.

Formed by its membership 68 years ago, Parentkind has played a significant role in the successful delivery of this impact through its membership support, advice, guidance, materials, and partnerships, and during the decade ahead, Parentkind aspires to deliver even greater impact to help its members exceed £2.5 Billion in fundraising during the following decade.

To help achieve this, 2023 has seen a sizeable reshaping of work. Not only has this reduced the deficit by almost two-thirds, but it has also increased investments in Fundraising, Marketing, Policy, and Research. The successful launch of a new PTA Magazine (PTA Extra), the relaunch of 'The Annual Parent Voice' as 'The National Parent Survey', and the recruitment and forming of an in-house fundraising team have been critical in raising the profile and impact of Parentkind among stakeholders. This has been complemented by Parentkind's move toward becoming 'apolitical', putting the support of children, parents, and parent's voices at the heart of everything we do, rather than following the political winds of change. We believe this makes Parentkind a long-term partner to any organisation with an aligned mission.

Consideration will now be given to each of Parentkind's strategic goals, in turn, reporting on activities and achievements against each goal so far:

1. Supporting and engaging parents to help them maximise their contribution to their child's education.

Giving parents a voice

Parentkind has continued to regularly gather a parent's voice through online polls and surveys, covering a wide range of current topics. These polls are short, giving a measure of parent views, with the potential to generate media coverage and influence policy. There is no doubt that these additions to Parentkind's research have been a quick way to inspire many parents to respond and give their voice seriously. Parentkind has continued to be a reference organisation for governments, political parties, media, and other stakeholders working in the education and parent space. Strong media coverage has been gained by polls, including parental views on industrial action by teachers.

Parentkind has built upon this through improvements to the research programme and research capability to better understand which parent groups are responding to our research. This ensured a representative range of feedback that reflects the demographics of parents across the UK.

Parent programme development

In 2023, we developed and launched a series of live, free-of-charge, online parent webinars to benefit PTA member schools' parent bodies to help parents navigate parenthood. Delivering parent webinars in a proactive and planned way, with regular weekly webinars on a range of subjects such as 'A nutritionist's guide to dealing with fussy eating', 'Helping your child achieve in school' and 'Supporting your child's mental health', has been part of the development and expansion of our parent programme. The growth of our webinar offer has enabled us to increase our support to parents in navigating parenthood and broaden the benefits to our Parentkind PTA members. Webinar content was designed and delivered by freelance

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facilitators and trainers or through a charity partner. The webinars were broad in topic to support parents in developing their knowledge and skills and receiving guidance. 228 parents attended and benefited from the webinar series, and robust feedback was provided. 97% agreed that they were satisfied with the content and delivery of the webinar, 96% agreed that they would recommend the session to other parents, and 94% agreed that they gained greater knowledge and awareness of the topic area and that they can apply what they've learned to improve their parenting approaches or support themselves and others more effectively.

In addition to the parent webinar series, we hosted a webinar in partnership with the Foundation for Education Development (FED) in late November, which has open access for all parents. The webinar was entitled: "Use your Parent Voice, Help Shape an Education System Fit for the Future." It consulted parents and captured their views on the FED's goal for long-term planning in education in England.

In Summer/Autumn 2023, we launched our 'Be School Ready' campaign. The aims were to promote the existing 'Be School Ready' guides to support those with children starting school in September 2023, position us as a voice of authority for parents, and support parents with this transitional moment in their child's lives. We continued to share resources throughout the Autumn term, including top tips and a preparation checklist, a blog on how to speak to your child on the first day of school, a yearly planner, a video from Parentkind staff on what they wish they knew before their children started school, and a video on what parents can expect from their first parents' evening.

In addition to the 'Be School Ready' campaign and resources, we have shared advice with parents about choosing a primary and secondary school and the admissions process. We also shared regular tips on dealing with bullying in collaboration with Parenting NI to coincide with Anti-Bullying Week in November.

2. Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible.

PTA Membership

As of December 2023, Parentkind had 12,912 PTA members (47% of all schools in England, Wales and Northern Ireland).

	Year to 31 December 2023	Year to 31 December 2022	% Change
PTA Members (Year Start)	12,722	12,588	+1.1%
PTA Members – who did not renew	745	800	-6.9%
PTA Members – new & returning	935	934	+0.1%
PTA Members (Year End)	12,912	12,722	+1.5 %
PTA Member Retention Rate	94.1%	93.7%	+0.4%

Our presence in the three nations as at 31 December 2023 was as follows:

	PTA Members	Number of Schools	% Market
England	11,762	24,323	48.4%
Wales	690	1,494	46.2%
Northern Ireland	407	1,094	37.2%
International	53	-	-
TOTAL	12,912	26,911	48.0%

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PTA membership benefits

Parentkind continued to provide high-quality support to PTA members via the telephone and email. In addition, we introduced live chat via the website and expanded our responses on our main Facebook group, PTA Hangout by Parentkind.

	At 31st December 2023	At 31st December 2022	% Change
Total Number of Enquiries	9,742	14,947	-34.8%
PTA Member – support via telephone	3,087	3,133	-1.5%
PTA Members – receiving e-newsletter	21,870	23,247	-5.9%

Having recovered from the pandemic, PTA members have required less campaign support, so we ceased providing the 'BIG's' fundraising programme. We have started to introduce two comprehensive fundraising guides per term with all of the assets and materials needed to run a successful event, allowing members to be more flexible around timings and the events they want to use to fundraise. In 2023, we produced guides covering Christmas Fairs and Quizzes.

After a break of more than ten years without a PTA membership magazine, the summer of 2023 saw the launch of a new termly magazine for PTAs in the form 'PTAextra'. PTAextra is distributed in hard copy to all members and in digital format on our website every term. PTAextra includes ideas, inspiration, and helpful advice for PTA committees. We distributed two editions of 25,000 hard copies in 2023; the Autumn edition launched in July, and our Spring edition launched in December. The print magazine is free of charge to members, supported by advertising revenue. Feedback has been very positive, and digital readership exceeds 2,000 readers each edition, making PTAextra an unequivocal success.

The Big PTA Cash Draws have been withdrawn after the contract with our External Lottery Manager ended.

In addition, Parentkind held its third National PTA Week, which included online training videos and awards. 160 PTA members viewed our online training videos, and the number of awards nominations increased to 131 entries. Ten PTAs and three volunteers collectively won £3,250 across eight award categories, Three PTAs won a collective £3,000 across the nation-level awards (England, Wales, and Northern Ireland), and one PTA won £2,000 for PTA of the Year.

Parentkind continued to successfully work with several long-term partners to offer a wider range of exclusive benefits, help PTA members be as effective as possible, and raise more money. Parentkind's ongoing partnership with Easyfundraising meant that in 2023, over 993 PTAs registered to use the service raising £673,422.

Annual PTA membership survey

Our most recent PTA membership survey (2022) was completed online by Parentkind PTA members. The key headlines are summarised below:

- PTA members raised an average of £7,814 (£4,874 in 2021).
- The total amount raised by all PTA members that goes directly into schools is estimated to be more than £99 million, a significant increase from the estimated £60.8 million raised in 2021.
- Committee members of Parentkind's PTA members collectively volunteered 3.98 million hours, worth at least £35.4 million (based on the national living wage).

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3. Helping schools to become more Parent-Friendly.

Blueprint for Parent-Friendly Schools

Throughout 2023, we delivered CPD-accredited training to school staff and leaders. Based on our Blueprint for Parent-Friendly Schools model, this has included our Introductory Workshop, *Overcoming Barriers for Parental Participation* and our two masterclasses, *A Whole School Approach to Parental Participation* and *Successful Parent Consultation*. In April this year, we launched our offer of free training for PTA member schools to broaden the benefits to PTAs and their associated schools and make the training as accessible as possible. Training for non-members and all bespoke training remains at cost.

We saw a strong response to the offer of free training. This year, we have trained 122 school staff, 69 for our introductory workshops and 53 for masterclasses. 77% of those trained booked training via their free-to-access option as PTA member schools. We ran nine masterclasses and seven introductory workshops. In addition to the off-the-shelf training, Southern University Network, which we trained via our Train the Trainer product, we have delivered training to their network of schools. We also ran bespoke training with TEAM Education Trust in Nottinghamshire and the cluster of eight Northern Ireland schools participating in the Blueprint action research as part of our funded student Sarah Gowan's MTeach course.

We continued to engage users with the Blueprint for Parent-Friendly Schools Audit Tool - a free self-assessment tool enabling schools to measure the effectiveness of parental engagement methods - launched in October 2022. By the end of 2023, we had 235 registered users.

Sara Gowan, a Parentkind-funded Master of Teaching (MTeach) student at Stranmillis University College in Belfast, completed her course and action research project on parental engagement and implementing the Blueprint this year. Sara's academic findings will be translated into a report for Parentkind in 2024, giving us more data and case studies and heightening our understanding of the effectiveness and impact of the Blueprint in action.

4. Developing new partnerships to reach more parents and schools.

Partnership work has continued this year. Speaking engagements included the APPG for Schools Learning and Assessment evidence session, the Fatherhood Institute PIECE research launch, the Governors for Schools conference on effective parental participation for governors, the Senedd Insight conference on ALN reform and parental participation and the Confederation of School Trusts on The Blueprint and best practice for effective communication. We gave an interview to the Social Innovation Partnership on engagement between families and school, and we have continued to chair the Foundation for Education Development's parent and carer steering group, as well as co-producing a parent webinar on parents' views on the future of education. We have developed partnerships with several external facilitators and organisations to lead webinars, including Parenting NI, who facilitated three Parent webinars with us. We continue to grow our relationships with organisations across the sector, where we meet regularly through joint forums and steering groups.

Due to the higher profile that parent polls have given Parentkind, it has collaborated on the following research projects:

- Independent Assessment Commission, reviewing potential changes to exams
- Education Authority Northern Ireland on Area Planning for the future of schools
- Child Poverty Action Group on free school meals and extending the school day

5. Championing the role of parents in education and their importance in education policy.

The National Parent Survey (NPS) was published in December with coverage across the national media. This survey is one of the most extensive parent polls in the UK with a sample size of over 5,000 parents. The NPS was conducted by YouGov and represented the parent population by gender, age, region, and social

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grade. The report covers topics on parental engagement, cost of living, mental health and wellbeing, and connecting schools with the wider community.

The All-Party Parliamentary Group on Parental Participation in Education is sponsored by Parentkind and chaired by Ian Mearns MP. Meetings are increasingly well attended by both MPs and Peers. In 2023 the meetings discussed:

- Free School Meals, hearing from Zarah Sultana MP, Magic Breakfast and Parentkind's Research Manager
- Disadvantage, heading from Professor Lee Elliot Major, the National Governance Association and Parentkind's Research Manager
- Mental health, hearing from Suzanne Alderson of Parenting Mental Health, Citizens UK, Beyond and Parentkind's Research Manager
- The National PTA Awards, bringing National PTA Award-winning parents into Parliament, along with Parentkind's Head of Marketing and Campaigns
- School buildings and RAAC, hearing from the National Audit Office, Professor Chris Goodier and Sir Jon Coles of United Learning
- School attendance, hearing from the Education Endowment Foundation, Public First, Dr Markus Klein and Parentkind's Research Officer

Parentkind continues to work closely with a wide range of organisations, including Ofsted, Ofqual, Qualifications Wales, the Welsh Government, NEU, NAHT and We also continued to be approached by government stakeholders, with policy leads at the Welsh Government approaching Parentkind for advice and support on consulting parents ahead of future policy changes.

Parentkind works closely with an array of partners, meeting regularly with the Department for Education, Ofsted, Ofqual, teaching unions and other non-governmental groups interested in education. Parentkind recognises the importance of these relationships as we strive to amplify parents' voices in policy debates.

Through Parentkind's Chief Executive Jason Elsom's membership of its board, Parentkind represented parents' views in the NEU's Beyond Ofsted Inquiry. Chaired by the former minister for schools, Lord Jim Knight, the Inquiry was set up to research stakeholders' views of Ofsted, explore different models of school inspection from across the globe, and produce recommendations for a new model for school inspections. The findings of its report were presented at the Houses of Parliament to members from both Houses of Parliament and a broad range of stakeholders.

Parentkind responded to numerous consultations and submitted written evidence to the Education Select Committee's inquiry into Ofsted's work with schools. This led to Parentkind's Chief Executive Jason Elsom being called as a witness to give evidence in Parliament to the Committee. Parentkind's polling and written evidence were extensively cited in the Committee's resulting report. Written evidence was also sent to the Committee's Financial Education inquiry and was published online.

Parentkind also submitted written evidence to the Lords' Education for 11 - 16 Year Olds Committee. Parentkind's polling and written evidence were extensively cited in the Committee's resulting report.

The National Audit Office approached Parentkind to submit evidence to their consultation on the attainment of disadvantaged children. The basis of this response has been crafted into a disadvantage report, using the data on free school meals from the National Parent Survey to evidence it.

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Parentkind was approached by the Department for Education to provide a quotation for its press release on RSHE, which was subsequently widely picked up and reported by the media.

Parentkind submitted briefings to parliamentarians ahead of debates to represent parents' voices in education and share relevant polling or research.

In research, collaborations were made with ASCL on behaviour polling and with BBC Radio 4 on RSHE. There were two separate polls on teaching staff strike action, the results of which were mentioned by the NEU's General Secretary, Kevin Courtney, on national television. In Northern Ireland, there was a collaboration with Ulster University to better understand education in NI and EIRE Border Communities. Collaboration with the Welsh Government continued to explore the challenges to pupil attendance, as combatting absenteeism remains a high priority. There was also polling to help the Welsh Government to better understand the views of parents on the teaching of RSE.

Financial Review

Income

Total incoming resources for the year increased by £245k to £1.746m (£1.501m in 2022).

Funding was primarily from PTA membership, which continued to exceed our 2022 strategy, increasing by £232k to £1.593m (£1.361m in 2022).

The Charity's wholly-owned trading subsidiary, Parentkind Enterprises Limited (PEL), continued to trade satisfactorily, and commercial income was £125k (£124k in 2022).

In this period, PEL donated £42k (£32k in 2022) under Gift Aid to the Charity, representing an increase of £10k from the prior year.

The Charity received an income of £6k (£11k in 2022) related to training workshops provided to enhance parental reach into schools as part of our wider school programme. This represents a decrease from the prior year of 45% as we decided to provide them free to all member schools during 2023.

Investment income for the period was £23k (£17k in 2022). At 31 December 2023, the investment was valued at £549k (£511k in 2022) as the market improved.

Expenditure

Total expenditure for the year amounted to £1.883m (£1.823m in 2022), an increase of £60k: 3.3%. The new management team has scrutinised the expenditure and restructured the team to improve value for money.

The net result of the Charity was a deficit of £125k for the year ended 31 December 2023 (£392k deficit in 2022).

Reserves policy

The Trustees believe that in terms of good governance and to ensure the continuity of the organisation and the fulfilment of its charitable aims, it is necessary to maintain an adequate level of reserves.

Free reserves are part of Parentkind's unrestricted funds that are freely available to spend on any of the Charity's purposes. This definition excludes restricted income funds, although holding such funds may influence Parentkind's reserves policy.

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The Trustees take a risk-based approach to reserves and review the reserves policy annually. The Board has set a reserves policy which requires:

- Reserves to be maintained at a level which ensures that Parentkind's core activity could continue during a period of unforeseen difficulty
- A proportion of reserves to be maintained in a readily realisable form

The calculation of the required level of free reserves takes into account:

- Risks associated with each stream of income and expenditure being different from that budgeted
- Planned activity level
- Organisational commitments
- The gap between the spending and receiving of income
- Retaining a level of funding to allow the Charity to exploit strategic opportunities

On this basis, Trustees decided that the level of free reserves as at 31 December 2023 should be at least £450k of which at least 20% should be held as cash. At 31 December 2023, Parentkind unrestricted funds (excluding tangible and intangible fixed assets) exceeded this at £583k (£337k in 2022). The decision to reduce stock market volatility led to an increase in the cash balance at year-end, and our unrestricted funds. The group held cash of £268k at 31 December 2023 (£101k in 2022).

Additionally, Parentkind owns the land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS, which the Board has decided to dispose of due to the property being underutilised in the wake of the move to home working during the pandemic. The net book value of the property, furniture and fittings have been reclassified as assets held for resale. At 31 December 2023, 39 Shipbourne Road was expected to realise more than £400k.

The reclassification of the fixed assets as assets held for resale in current assets resulted in a net current assets position at year-end, compared to a net current liabilities position in the previous year.

Investment policy and performance

Parentkind's investment policy is to manage investments in such a way as to:

- Provide supplementary income to enable the Charity to carry out its purposes effectively, both in the short term and over the longer term
- Maintain and preserve asset values, and where possible, the value of the assets should be enhanced to at least keep pace with inflation over the longer term
- Minimise the impact of:
 - Financial loss through inappropriate or speculative investment
 - Unforeseen severe adverse investment conditions
 - Financial loss through lack of investment advice and lack of diversity
 - Cash flow difficulties arising from lack of liquidity.

At 31 December 2023, in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposits in CAF bank and Sarasin & Partners LLP.

Structure, governance and management

Parentkind is both a company limited by guarantee and a registered charity. It is governed by the Board of Trustees, which is collectively responsible for the governance and strategic direction of Parentkind with its financial health, delivery of public benefit, probity of its activities and development of the organisation's aims, objectives, and goals.

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Parentkind wholly owns two subsidiary companies: a trading subsidiary, Parentkind Enterprises Limited (PEL) (company number 3884281) and a dormant subsidiary, Parent Teacher Associations UK (PTA UK) (company number 11234157), whose directors are selected by the Trustees from among their number and the staff team.

All new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. New Trustees receive a comprehensive induction when they join, including an overview of their responsibilities and duties as Company Directors and Trustees. This induction is undertaken by the Chair and the Company Secretary.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All trustees gave their time freely, and no trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in note 15 to the accounts.

The day-to-day management of the charity is delegated to the chief executive, who manages a team of 32 staff members (29.2 full-time equivalent).

Pay policy for senior staff

The Charity's performance-related pay system measures all staff against work performance and our agreed values and behaviours. The same system applies to the Senior Leadership Team, with a cost of living rise and consolidated and non-consolidated bonuses being dependent upon performance.

Board Structure and Trustee Development

The Board meets four times per year. To improve inclusivity, the Board dispensed the subcommittees. The Executive Leadership Team meets fortnightly with the Chair and Vice Chair. A linked trustee structure was set up as follows:

- Jo Walmsley – HR
- Mark Tarry – Finance and Risk
- Elizabeth Milovidov – Digital Marketing
- David Hatchett – Education Policy

A Task and Finish Group was set up for the office disposal.

Overall, Trustee attendance at Board meetings was 80% over the period.

The Board has also developed its own guiding principles called "What are the Hallmarks of an effective Trustee", which covers attendance and involvement at meetings, knowledge of Parentkind and its work, and behaviour as a Trustee to ensure that the Board can be as effective as possible. This is also included in the Trustee Manual.

Risk management

The major risks for Parentkind are reviewed and scrutinised by the Board of Trustees. This year, the top risks have been:

- Lack of mixed-income portfolio
- Failure to retain PTA membership
- Insufficient financial resources to sustain the organisation
- Digital systems not adequate to support effective operational delivery
- Failure to deliver upon strategy & realise the potential of Parentkind

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Staff and trustees have worked closely together in 2023 to mitigate these risks. Financial risks are mitigated by regularly reviewing our financial position through management accounts and conducting bi-annual forecasting and scenario planning. Our new CEO has started working to diversify our income and has focussed on providing members with a relevant membership offer, including fundraising support and scrutiny of our expenditure to improve financial sustainability.

Further to this, we have seen a gradual diversification of income streams. Parentkind has, for the first time, begun to build an experienced fundraising team to help support its activities and provide match funding opportunities for its membership. At the end of 2023, Parentkind received commitments for 2024 from an online retailer to provide an in-kind donation valued at £25k and a commitment by a branding agency to support its rebranding, valued at more than £100k. Conversations are progressing well with several other potential funding partners.

We recognise the importance of safeguarding in all aspects of our work. We provide our members with support, guidance, and access to training to ensure they understand their obligations to safeguard children and vulnerable adults.

Future plans

In 2024, we plan to further strengthen our PTA membership and ensure it remains relevant to our members. We are enhancing our PTA membership's benefits with the launch of the 'Be School Ready' magazine with the existing 'PTA Extra' magazine; we are gaining momentum in fundraising with our new fundraising team focusing on grant and corporate fundraising. The funding will provide us with the resources to support our PTAs in the most needed regions.

We continue to enhance our parent and school programmes with webinars and training to improve the engagement of parents with schools.

During 2024, the newly formed Policy and Research team will publish the second National Parent Survey with the ambition of doing it 'bigger and better'. In 2024, we will also see a Parentkind manifesto published ahead of an expected General Election and greater attempts to build policy relationships for the organisation to promote our work in support of parents.

We continue to restructure our teams and review our suppliers to ensure we are more effective, efficient and economical in delivering our mission.

We expect to complete the sale of our office in mid-2024, and the proceeds will be invested in line with our investment policy.

Parentkind - Company Number 3680271

Trustees' responsibilities in relation to the financial statements

The Charity Trustees (who are also the directors of Parentkind for the purposes of company law) are responsible for preparing a Trustee's annual report and financial statements in accordance with applicable law and United Kingdom Account Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year, which give a true and fair view of the state of affairs of the charitable company and the group and of incoming resources and applications of resources, including the income and expenditure of the charitable group for that period. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP (FRS102)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and the group and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, and the Memorandum and Articles of Association. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps to prevent and detect fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

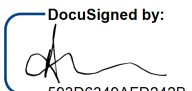
Statement as to disclosure to our auditors

In accordance with section 418 Companies Act 2006, the trustees confirm that, in the case of each of the persons who are trustees at the time when this report is approved, so far as each trustee is aware:

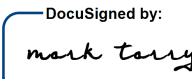
- There is no relevant audit information of which the company's auditors are unaware, and
- He/she has taken all the steps that he ought to have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

DocuSigned by:

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Alex Peace-Gadsby (Chair of the Board)

DocuSigned by:

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Mark Tarry (Treasurer)

24th April 2024

Parentkind - Company Number 3680271

Independent auditors' report to the members and trustees

Opinion

We have audited the financial statements of Parentkind (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2023 which comprise the consolidated statement of financial activities, consolidated and charity balance sheets, consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 December 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have

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performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and to take advantage of the small companies exemption in preparing the Trustees' Annual Report and the Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 15, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material

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misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

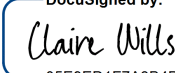
There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

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Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company and the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

DocuSigned by:

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Claire Wills (Senior Statutory Auditor)
for and on behalf of Saffery LLP

Chartered Accountants	71 Queen Victoria Street
Statutory Auditors	London
	EC4V 4BE

Date: 01/05/2024

Saffery LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Parentkind - Company Number 3680271

Consolidated Statement of Financial Activities for the year ended 31 December 2023

(Incorporating the income and expenditure account)

	Note	Unrestricted funds £'000	Total funds 2023 £'000	Total funds 2022 £'000
Income from:				
Charitable activities	2	1,593	1,593	1,361
Commercial activities	3	125	125	124
Investments		23	23	17
Donations		5	5	-
Total income		1,746	1,746	1,502
Expenditure on:				
Charitable activities	4	(1,800)	(1,800)	(1,732)
Commercial activities	3	(83)	(83)	(92)
Total expenditure		(1,883)	(1,883)	(1,824)
Net gains / (losses) on investments	10	4	4	(70)
Profit / (loss) on disposals		8	8	-
Net (expenditure)/income for the year		(125)	(125)	(392)
Transfer between funds	14	-	-	-
Net movement in funds		(125)	(125)	(392)
Total funds brought forward 1 January	14	816	816	1,208
Total funds carried forward 31 December	14	691	691	816

All activities for the years ended 31 December 2023 and 2022 relate to continuing operations and all income and expenditure was unrestricted.

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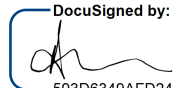
Consolidated and Charity Balance Sheets as at 31 December 2023

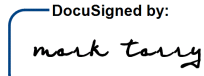
	Note	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
Fixed assets					
Tangible assets	8	28	377	28	377
Intangible assets	9	80	102	80	102
Investments	10	549	511	550	512
		657	990	658	991
Current assets					
Assets held for resale	11	367	-	367	-
Debtors	12	180	168	180	159
Cash at bank and in hand		63	82	52	76
Cash on deposit		1	1	1	1
		611	251	600	236
Creditors: amounts falling due within one year	13	(577)	(425)	(567)	(411)
Net current assets / (liabilities)		34	(174)	33	(175)
Total net assets		691	816	691	816
Funds of the Charity					
Total funds (unrestricted)	14	691	816	691	816

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

As permitted by S408 Companies Act 2006, the charitable company has not presented its own profit and loss account and related notes. The charitable company's net movement in funds for the year was -£125k (-£392k in 2022).

The financial statements on pages 20 to 31 were approved and authorised for issue by the Board of Trustees on 24th April 2024 and signed on its behalf by:

DocuSigned by:

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Alex Peace-Gadsby
 Chair of the Board

DocuSigned by:

 A5BA2805724E49B...
Mark Tarry
 Treasurer

Parentkind - Company Number 3680271

Consolidated Cash Flow Statement for the year ended 31 December 2023

	Note	Group 2023 £'000	Group 2022 £'000
Net cash provided by / (used in) operating activities	17	13	(140)
Cash flows from investing activities:			
Dividends from investments and interest		23	17
Purchase of tangible fixed assets		(40)	(6)
Purchase of intangible fixed assets		-	(63)
Proceeds from the sale of investments		171	-
Net cash provided by / (used in) investing activities		154	(52)
Change in cash and cash equivalents during year		167	(192)
Cash and cash equivalents at start of year		101	293
Cash and cash equivalents at end of year		268	101

Notes to the Financial Statements for year ended 31 December 2023**1 Accounting policies****Basis of preparation and assessment of going concern**

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed asset investments. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees confirm that the Charity is a public benefit entity under FRS 102.

The Trustees consider that the Charity's has the ability to continue as a going concern. 2023 continued to be a challenging year with the inflationary challenges and key staff movement, the Trustees are confident with the new leadership team to ensure the charity's financial sustainability as outlined in the Trustees' report. The trustees have based their going concern assessment on the cashflow forecast extending to May 2025. The trustees acknowledge that despite the deficit in the year, the trustees expect to return to profitability in 2024.

Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary, Parentkind Enterprises Limited (PEL) company number 3884281, on a line-by-line basis. The Trustees consider that control exists due to the subsidiary being wholly owned, and there are no restrictions on the ability of the subsidiary to transfer funds or cash to the Charity. A separate Statement of Financial Activities, Income and expenditure account and cash flow statement for the Charity itself are not presented because the Charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

Incoming resources

Membership income (net of discounts) is taken to the Statement of Financial Activities over the period of the subscription, taking into account the type of membership involved. Discounts are offered to member associations for payment of subscription fees by Direct Debit.

All grants received are credited to the Statement of Financial Activities upon receipt and where there is entitlement. Any gifts in kind received by the Charity during a financial period are recognised as income with a corresponding equivalent amount of expenditure. These are recognised at market value. All other incoming resources are accounted for when there is entitlement, receipt is probable and the amount can be reliably measured.

Resources expended

All expenditure is accounted for on an accruals basis.

Charitable activities includes expenditure on providing and developing member services, research into member opinions, engagement with key audiences, and promotion of Parentkind. Governance costs include those incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements.

Expenditure not directly attributable to charitable activities, including staff costs, governance costs and support costs, are allocated to each activity on the basis of estimated time spent on the activities as follows:

Membership services	78% (2022: 69%)
PR, policy and research	22% (2022: 31%)

Investments

Investment funds surplus to operational requirements are invested in deposits in the name of Parentkind to optimise income or in investments selected by a professional investment manager as approved by the Board. Investments are stated at market value at the balance sheet date. The Consolidated Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year.

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**Tangible fixed assets**

Expenditure on the acquisition of individual fixed assets that are either trackable (for example via serial numbers) or that cost more than £1,000 are capitalised at cost. Depreciation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets excluding freehold land over their expected useful lives. It is calculated at the following rates:

Freehold property (buildings only)	2% on cost
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

Intangible fixed assets

Expenditure on the acquisition of intangible fixed assets costing more than £1,000 where it is probable that the asset will generate future economic benefit, and the cost or value of the asset can be measured reliably, are capitalised at cost. Amortisation is provided to write off the cost or valuation, less estimated residual values, of intangible fixed assets calculated at the following rates:

Website build costs	20% on cost
---------------------	-------------

Fund accounting

Unrestricted funds are available to spend on activities that further any purpose of the Charity. Designated funds are unrestricted funds which have been set aside at the discretion of the Trustees for a specific, but not legally binding, purpose. Restricted funds are amounts which are specified by the donor to be used solely for particular projects undertaken by the Charity.

Pension costs

Employees of the Charity join a defined contribution 'money purchase' pension scheme upon starting their employment. The Charity contribution is restricted to the contributions disclosed in note 7. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by the Charity during the year. The Charity has no liability beyond making its contributions and paying across deductions for the employee's contribution.

Irrecoverable VAT

The Charity is partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The value of land is estimated at 33% of the total property value, this judgement is based upon advice from a surveyor, who revalued the building in 2016. Following the decision to dispose of the property, it has been transferred to the current assets held for resale and no depreciation was charged in 2023.

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**2 Charitable activities**

Membership subscriptions received are derived from the Charity's principal activity wholly undertaken in the UK. Direct Debit discounts were taken up by many members and are included in the discounts allowed.

	2023	2022
	£'000	£'000
Members' subscriptions	1,693	1,395
Discounts allowed	(108)	(57)
<i>Members' subscriptions (after discounts)</i>	1,585	1,338
Training	6	11
CJRS + Kickstarters	2	12
Total charitable activities	1,593	1,361

3 Incoming resources from activities for generating funds

The wholly owned trading subsidiary PEL, company number 3884281, is incorporated in the United Kingdom and pays all of its profits to the Charity by Gift Aid. PEL operates all commercial trading activities on behalf of the Charity. The Charity owns the entire share capital of 1,000 ordinary shares of £1 each.

The summary financial performance of the subsidiary alone is:

	2023	2022
	£'000	£'000
Commercial activities	125	124
Cost of sales and administration costs	(83)	(92)
Net profit	42	32
Payment made via Gift Aid to the Charity	(42)	(32)
Retained in subsidiary	-	-
Current assets	46	55
Current liabilities	(45)	(54)
Total net assets	1	1
Aggregate share capital and reserves	1	1

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**4 Analysis of charitable activities
2023**

	Staff costs	Other direct costs	Governance & support costs (see note 4a)	Total 2023
	£'000	£'000	£'000	£'000
Membership services	937	282	223	1,442
PR, policy & research	215	80	63	358
Total resources expended	1,152	362	286	1,800

**Analysis of charitable activities
2022**

	Staff costs	Other direct costs	Governance & support costs (see note 4a)	Total 2022
	£'000	£'000	£'000	£'000
Membership services	773	252	161	1,186
PR, policy & research	358	115	73	546
Total resources expended	1,131	367	234	1,732

**4a. Analysis of governance and support costs
2023**

	General support	Governance function	Total 2023
	£'000	£'000	£'000
Legal & professional fees	32	8	40
Meeting costs – venue hire, travel and catering	38	10	48
Staff training	11	3	14
Premises costs	27	7	34
IT and communications	73	19	92
General office	28	7	35
Audit fees	-	23	23
Total governance and support costs	209	77	286

**Analysis of governance and support costs
2022**

	General support	Governance function	Total 2022
	£'000	£'000	£'000
Legal & professional fees	41	13	54
Meeting costs – venue hire, travel and catering	19	7	26
Staff training	10	4	14
Premises costs	25	8	33
IT and communications	54	18	72
General office	14	4	18
Audit fees	-	17	17
Total governance and support costs	163	71	234

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**5 Total expenditure**

Included in total expenditure is the following:

	2023	2022
	£'000	£'000
Audit fee	23	17
Depreciation	12	14
Amortisation	22	5

6 Taxation

The company is a registered charity and as such is not liable to corporation tax on its income derived wholly from charitable activities.

7 Employees

The monthly average number of employees for the year was 31 (compared to 32 in 2022) and the monthly average Full-Time Equivalent was 27 (compared to 29 in 2022) whose total remuneration was:

	2023	2022
	£'000	£'000
Salaries and wages	1,052	1,042
Social security costs	99	93
Pension costs	68	69
	1,219	1,204

	2023	2022
£60,001 - £70,000	-	1
£80,001 - £90,000	-	1
£100,001 - £110,000	1	-

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated.

During 2023, we had two members of the Executive Team – the Chief Executive Officer (CEO), the Chief Finance Officer (CFO). During the financial year, the Executive Director of Programmes, Membership and Charitable Services resigned and the post was not replaced. The CFO replaced the Executive Director of Corporate Services. The total employee benefits of the key management personnel, including employer's national insurance contributions and pension contributions in 2023, were £205k (£267k in 2022).

The Charity operates a defined contribution pension scheme in respect of employees. The scheme and its assets are held by independent managers. The number of employees to whom benefits were accruing under a money purchase pension scheme was 31 (2022: 32).

Redundancy Costs

During the financial year, the charity incurred redundancy costs as part of its restructuring and cost-saving measures. The total redundancy costs amounted to £23k (£14k in 2022).

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**8 Tangible fixed assets (Group and Charity)**

	Freehold property	Furniture, equipment, fixtures & fittings	Total
Cost	£'000	£'000	£'000
At 1 January 2023	457	46	503
Additions	-	40	40
Transferred to Current Assets	(457)	(12)	(469)
Disposals	-	(34)	(34)
At 31 December 2023	-	40	40
Depreciation			
At 1 January 2023	92	34	126
Charge for year	-	12	12
Transferred to Current Assets	(92)	(10)	(102)
Disposals	-	(24)	(24)
At 31 December 2023	-	12	12
Net book value			
31 December 2023	-	28	28
31 December 2022	365	12	377

9 Intangible fixed assets (Group and Charity)

	Website	Total
Cost	£'000	£'000
At 1 January 2023	107	107
Additions	-	-
Disposals	-	-
At 31 December 2023	107	107
Amortisation		
At 1 January 2023	5	5
Charge for year	22	22
Disposals	-	-
At 31 December 2023	27	27
Net book value		
31 December 2023	80	80
31 December 2022	102	102

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**10 Fixed asset investments**

Market value	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
At 1 January	511	566	512	567
Additions	30	-	30	-
Disposals	(200)		(200)	
Change in cash held by investment manager	204	15	204	15
Net gains/(losses) on investments	4	(70)	4	(70)
At 31 December	549	511	550	512
Historic cost	507	473	508	523

The Charity holds investments in the Alpha Charity Authorised investment funds for Endowments Long Term Reserve and cash managed by Sarasin & Partners LLP. In December 2023 the trustees decided to hold more funds in cash to achieve a higher rate of interest and reduce the risk of investment volatility.

The Charity owns 100% of the issued share capital of PEL and the balance of reserves at 31 December 2023 was £1,000. The Charity is also the sole member of Parent Teacher Associations UK (PTA UK) which is a company limited by guarantee. PTA UK does not have any share capital and the liability of Parentkind is limited to the sum of £1. During this accounting period PTA UK remained dormant.

11 Assets held for resale

	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
Freehold property	365	-	365	-
Furniture, fixtures and fittings	2	-	2	-
	367	-	367	-

The Board has set up a property sale task group to sell the vacated office at Tonbridge. The net book value of the property, the furniture and fixtures have been reclassified as assets held for resale. Further details are disclosed in note 21

12 Debtors

Amounts falling due within one year	Group 2023 £'000	Group 2022 £'000	Charity 2023 £'000	Charity 2022 £'000
Trade debtors	24	39	9	-
Balances due from subsidiary	-	-	-	1
Amount due from subsidiary under Gift Aid	-	-	42	30
Value added tax receivable	-	5	-	5
Prepayments and accrued income	156	124	129	123
	180	168	180	159

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**13 Creditors: Amounts falling due within one year**

	Group	Group	Charity	Charity
Amounts falling due within one year	2023	2022	2023	2022
	£'000	£'000	£'000	£'000
Trade creditors	215	147	214	147
Balances due to subsidiary	-	-	2	-
Membership subscriptions paid in advance	274	205	274	205
Accruals & deferred income	54	20	52	20
Other taxation and social security	34	53	25	39
	577	425	567	411

a) Membership subscriptions paid in advance	2023	2022
	£'000	£'000
Balance at 1 January	205	168
Amount released to income earned from charitable activities	(205)	(168)
Amount deferred in year	274	205
Balance at 31 December	274	205

14 Analysis of charitable funds

a) Analysis of group net assets between funds	Total and unrestricted	Total and unrestricted
	2023	2022
	£'000	£'000
Investments	549	511
Tangible fixed assets	28	377
Intangible fixed assets	80	102
Assets held for resale	367	-
Cash	64	83
Other net current assets/(liabilities)	(397)	(257)
At 31 December	691	816

b) Analysis of unrestricted funds

	General fund	Website fund	Fixed Asset fund	Total
	£'000	£'000	£'000	£'000
At 1 January 2023	439	-	377	816
Net movement in funds	224	-	(349)	(125)
At 31 December 2023	663	-	28	691
At 1 January 2022	768	56	384	1,208
Allocation of designated funds	(46)	46	-	-
Net movement in funds	(283)	(102)	(7)	(392)
At 31 December 2022	439	-	377	816

The unrestricted funds relate to free reserves, subject to designated funds, available to spend on any purpose of the Charity. The designated fixed asset fund is equivalent to the net book value of our tangible fixed assets.

Notes to the Financial Statements for year ended 31 December 2023 (Continued)**15 Related Party Transactions**

The Trustees do not receive any remuneration. 3 of the 10 Trustees who served during the year received in total £605 (compared to 3 Trustees receiving £554 in 2022) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business.

During the financial year, the Charity provided staffing support to its subsidiary, ParentKind Enterprises Ltd (PEL), to the value of £73,712 (£84,634 in 2022) which was recharged to the subsidiary. The gift aid payment from the subsidiary is disclosed in note 3. The amounts due from PEL at the year end are shown in note 12.

Other than the single related party transaction identified above, there were no other transactions with any persons and entities closely connected to the charity or its trustees.

16 Commitments

At 31 December 2023 the Charity had no commitments payable under non-cancellable leases.

17 Reconciliation of net (outgoing) / incoming resources to net cash flow from operating activities

	2023	2022
	£'000	£'000
Net (outgoing) / incoming resources for the year	(125)	(392)
Depreciation	12	14
Loss / (Gains) on investments	(4)	70
Loss / (Gains) on Disposal	(8)	-
Amortisation and impairment of intangible fixed assets	22	5
Dividends from investments	(23)	(17)
Decrease/(increase) in debtors	(12)	1
(Decrease)/increase in creditors	151	179
Net cash (used in) / provided by operating activities	13	(140)

18 Analysis of changes in net debt

	At start of year	Cashflows	At end of year
	£'000	£'000	£'000
Cash	83	(19)	64
Cash held with investment manager	18	186	204
Total	101	167	268

19 Limited by Guarantee

The Trustees are members of the Charity. Every member promises, if the Charity is dissolved while they remain a member or within 12 months afterwards, to pay up to £1 towards the costs of dissolution and the liabilities incurred by the Charity while the contributor was a member. The total of such guarantees at 31 December 2023 was £10 (£10 in 2022).

20 Financial instruments

	Group	Group	Charity	Charity
	2023	2022	2023	2022
Financial assets measured at fair value	£'000	£'000	£'000	£'000
Investments	549	511	550	512

21 Post Balance Sheet Event

In March 2024, the trustees accepted an unconditional offer of £500k for the Tonbridge office.

PARENTKIND

England & Wales - Charity number 1072833

Accounts

ParentiKind

Report and Accounts
for the year ended 31 December 2022

Parentkind - Company Number 3680271

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Parentkind - Company Number 3680271

Company Information as at 31 December 2022

Incorporated	England and Wales 2 nd December 1998	
Company Number	3680271	
Charity Number	1072833	
Trustees	Alex Peace-Gadsby, Chair of Board David Hatchett Rob Hayter Joni Alexander (Left Jun 2022) Steve Bannister (Left Jun 2022) Ellen Broome (Left Jun 2022) Amanda Shepard (Left Jun 2022)	Mos Somji (Left 07.12.2022) Pat Sowa Jo Walmsley Victoria Bacon (Joined 29.06.2022) Elizabeth Milovidov (Joined 29.06.2022) Steven George (Joined 29.06.2022) Mark Tarry (Joined 29.06.2022) Consola Evans (Joined 29.06.2022)
Chief Executive	John Jolly (Left Dec 2022) Jason Elsom (Became CEO Dec 2022)	
Company Secretary	Graham Stone (Left Sep 2022) Kerry-Jane Packman (from Sep 2022 to Mar 2023) Sarah Welford (From Feb 2023)	
Registered Office	16 Old Queen Street London SW1H 9HP	
Bankers	CAF Bank Ltd 25 Kings Hill Avenue West Malling Kent ME19 4TA	
Solicitor	Cripps LLP 22 Mount Ephraim Tunbridge Wells Kent TN4 8AS	
Independent Auditors	Saffery Champness LLP 71 Queen Victoria Street London EC4V 4BE	

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Report of the Trustees for the year ended 31 December 2022

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ended 31 December 2022, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland (FRS 102).

Overview

Objectives for the public benefit

The principal objects contained within the Charity's memorandum and articles of association are:

'To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.'

The Trustees have considered the Charity Commission's guidance on public benefit while developing plans for activities during the year.

What does Parentkind do?

- We are a charity that champions parents so that they can participate in their child's education and school life to the full
- We are the largest membership body for Parent Teacher Associations (PTAs) and other parent groups in England, Wales and Northern Ireland
- We provide parental participation training across the UK
- We provide parents with information and resources on how they can get involved in school life and support their child's learning.

In 2022 the Trustees revised its strategy to achieve Parentkind's objectives covering activities up until 2025 and to realise its vision, mission and ambition.

Our purpose

Parentkind exists to empower all with parental or educational responsibility to improve the life chances of children, young people and their communities.

Our values

We are:

- Brave – We address issues head on;
- Informed – We base our decisions and actions on fact;
- Co-operative – We work together to achieve more than we can on our own;
- Entrepreneurial – We embrace ideas knowing we will sometimes make mistakes but we will learn from them;
- Progressive – We challenge ourselves and others to make change.

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Our Strategic Objectives

Parentkind's four strategic pillars in 2022-25 are:

1. GROWTH

In order to develop our ambitious plans for Parentkind, we need to grow as a network by attracting and retaining more PTAs to both broaden our opportunity to influence within the education system and to provide vital financial resource to support our charitable work. The key to achieving this is through an active focus on both PTA membership recruitment and retention: continuing to develop a relevant and useful product offering and through advocating for the addition of a PTA within schools.

2. INCLUSIVITY

Equality, diversity and inclusion is at the core of all four pillars of the Parentkind strategy. Reflecting the diversity of the school community through our PTAs, our research and general parental participation in children's education is vital if we are to have the biggest positive impact on children and young people's lives and if we are to remain a relevant and important advocate for those with parental responsibility. To achieve this, we need to work to break down any barriers to participation and ensure that we are reaching and supporting parents in education that are most in need in the most disadvantaged areas.

3. CREDIBILITY

In order to achieve the best outcomes for children and young people, we need to ensure that we have the gravitas to be able to influence. This comes through the size of our representation (growth), being relevant (inclusivity) and ensuring that we have strong evidence to support our assertions so that we are seen as a key authority.

The key to achieving this is through leveraging our 'industry' knowledge and professionalism to continue to establish our credible position, using the strong evidence base that we are developing and maximising the coverage of our work.

4. COLLABORATION

In order to maximise our impact, we recognise that this will not be achieved by working alone and it is important that we work collaboratively with other stakeholders to achieve our goals. Because we are outcomes focussed, it means that we recognise that it will not always be Parentkind's 'name above the door' but that we will be the influencer to affect the change that we have identified the need for.

The key to achieving this is very clearly linked to our other strategic pillars and hinges on our credibility and relevance (inclusivity and growth) as well as ensuring our policies are developed 'open book' and that we are establishing clearly defined plans for stakeholder engagement so that interactions with us are seen as adding value to the other parties.

Achieving Parentkind's Strategic Goals

Consideration will now be given to each of Parentkind's strategic goals in turn, reporting on activities and achievements against each goal so far:

Parentkind - Company Number 3680271

1. Supporting and engaging parents to help them maximise their contribution to their child's education

Giving parents a voice

Parentkind has continued to regularly gather a parent voice through online polls and surveys, covering a wide range of current topics. These polls are short, giving a measure of parent views, with a potential to generate media coverage and influence policy. There is no doubt that these additions to Parentkind's research have been a quick way to seriously inspire a large number of parents to respond and give their voice. Parentkind has built upon this through improvements to the research programme and research capability to better understand which parent groups are responding to our research. This ensured a representative range of feedback that reflects the demographics of parents across the UK.

Providing parents with resources and support

Parentkind's support for parents in 2022 included updated and expanded information for parents on our newly launched website (launched in August 2022), including sections on Understanding Education, Home and School, Careers, Health and Wellbeing and a hub of Parent resources. We contributed to joint guidance for parents with Fastn on Talking to your Child about Relationships and Values and we hosted webinars for parents with all of the following: Ofqual on exams and grading for the 2022 exam season, Baroness Barran MBE, Parliamentary Under Secretary of State (Minister for the School System) on Ofsted's review into sexual abuse in schools, the Independent Assessment Commission (IAC) on exam reform and Ofsted on what parents can expect from an Ofsted inspection.

	At 31st December 2022	At 31st December 2021	% Change
Website Session Visits	410,536	420,109	-2%
Website Unique Users	293,521	303,181	-3%
Page Views	1,395,295	1,396,281	-0.07%
Average Minutes Per Web Page	Old website (Jan-Aug) 02:30 (150 seconds) New website (Aug-Dec) 05:22 (322 seconds)	02:18 (138 seconds)	+141%
Facebook Likes	7,400	7,001	+6%
Twitter Followers	10,079	9,723	+4%
Parent E-Bulletin	22,893	23,451	-2%

2. Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible

PTA Membership

As of December 2022, Parentkind had 12,722 PTA members (47% of all schools in England, Wales and Northern Ireland).

	Year to 31 December 2022	Year to 31 December 2021	% Change
PTA Members (Year Start)	12,588	12,779	-1.5%
PTA Members – who did not renew	800	892	-10%
PTA Members – new & returning	934	701	+25%
PTA Members (Year End)	12,722	12,588	+1%
PTA Member Retention Rate	93.7%	93.1%	+0.6%

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Our presence in the three nations as at 31 December 2022 was as follows:

	PTA Members	Number of Schools	% Market
England	11,662	24,323	48%
Wales	652	1,494	44%
Northern Ireland	386	1,094	35%
Other	22	-	-
TOTAL	12,722	26,911	47%

PTA membership benefits

Parentkind continued to provide high-quality support to PTA members via telephone and email despite many PTAs being out of action due to the pandemic.

	At 31st December 2022	At 31st December 2021	% Change
Total Number of Enquiries	14,947	10,834	+38%
PTA Member – support via telephone	3,133	2,319	+35%
PTA Members – receiving e-newsletter	23,247	24,865	-7%

Parentkind continued the implementation and expansion of its annual 'BIG's' fundraising programme including; Big PTA Walk in March, Big PTA Quiz 2022 in October and the Big PTA Raffle in the summer and Christmas. The Big PTA Cash Draw (formally known as the Big PTA Christmas Raffle) for Christmas was run under a Society Lottery license issued by the Gambling Commission working with Gatherwell Limited as External Lottery Manager, achieving a combined income for PTA members of £91,474.

In addition, Parentkind held its second National PTA Week, including workshops and awards. 150 PTA members took part across 7 workshops and the awards nominations increased to 75 entries. With ten PTAs and one volunteer winning £2,750 collectively across six award categories and one PTA winning £1,000 for PTA of the Year.

Parentkind continued to successfully work with a number of long-term and new partners to offer a wider range of exclusive benefits, to help PTA members be as effective as possible, as well as raise more money including; Easyfundraising and BOPP. Parentkind's ongoing partnership with easyfundraising meant that in 2022, over 480 PTAs registered to use the service raising £590,795. 130 members have taken advantage of BOPP's payment service with an exclusive 20% membership discount in 2022.

Annual PTA membership survey

The 2022 annual PTA membership survey was completed online by 530 PTA members. The key headlines are summarised below:

- PTA members raised an average of £4,874 (£6,187 in 2021).
- The total amount raised by all PTA members that goes directly into schools is estimated to be more than £60 million, a reduction from the estimated £79 million raised in 2021.
- Covid-19 continued to have a huge impact on PTAs' ability to fundraise. Across Parentkind's PTA membership, the estimated lost income by PTAs as a result of the pandemic is more than £54 million over the school year.
- Committee members of Parentkind's PTA members collectively volunteered 3.87 million hours, worth at least £34 million (based on the national living wage).

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3. Helping schools to become more parent-friendly

Blueprint for Parent-Friendly Schools

Throughout 2022 we have continued to deliver Parentkind's online, CPD accredited training to support schools in utilising the Blueprint for Parent Friendly Schools model to embed effective parental participation strategies. Our training includes our introductory workshop "Overcoming Barriers to Parental Participation" and our two masterclasses "Successful Parent Consultation" and "A Whole School Approach". 153 delegates were trained in 2022, which includes delegates trained with our introductory workshop by the Southern Universities Network, as part of our bespoke train-the-trainer programme. Parentkind optimised its marketing of training through regular promotion and the use of a purchased list of school contacts.

In 2022 we launched our Blueprint for Parent-Friendly Schools Audit Tool, developed in partnership with Learning Ladders Education. The Audit Tool, as a free self-assessment tool, enables schools to measure the effectiveness of parental engagement measures, map plans and actions against the Blueprint, see how they score against the five key drivers and track how their school improves over time. The results signpost to resources, recommendations and next steps and enable schools to work towards optimum scores in each driver. Promotion of this tool will be ongoing to enable us to build up a response from schools and a picture of their needs and what we can do to support them further.

We were further able to promote the Blueprint and our training and resources through presentations to the Association of Education Advisers and the Education Workforce Council, Wales. We contributed information on our Blueprint and best practice on parental participation to a Careers and Enterprise Company Talking Futures toolkit to support careers leaders in schools.

Sara Gowan, our funded Master of Teaching (MTeach) student at Stranmillis University College in Belfast, has continued her course with a focus on parental engagement this year. Sara is now leading into the final part of her course and the action research project that will see her produce a Research Dissertation based on eight participating schools and their implementation of the Blueprint.

4. Developing new partnerships to reach more parents and schools

Due to the higher profile that parent polls has given Parentkind, it has collaborated on the following research projects:

- Independent Assessment Commission, reviewing potential changes to exams
- Education Authority NI on Area Planning for the future of schools
- Child Poverty Action Group on free school meals and extending the school day.

5. Championing the role of parents in education and their importance in education policy.

Parentkind's flagship research report, Parent Voice Report 2022, using a sample of 3,750 parents in England (3,000), Northern Ireland (250) and Wales (500), representative of the parent population by gender, age, region and social grade. The report covers topics on parental engagement, cost of living, mental health and wellbeing, and connecting schools with the wider community.

A set of nine potential policy recommendations were proposed based on analysis of the results, developed with input from the Centre for Education and Youth (CFEY).

Parentkind continues to work closely with a wide range of organisations, including Ofsted, Ofqual, Qualifications Wales, NEU, NAHT and ASCL. We also continued to be approached by government stakeholders, with policy leads at the Welsh Government approaching Parentkind for advice and support on consulting parents ahead of future policy changes.

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This included research into the SEND Green Paper and National Tutoring Programme, joint research with the Incorporated Society of Musicians and Edge Foundation on the role of arts in the curriculum, supporting the Independent Assessment Commission in reviewing approaches to exams and collaborating with education publisher Pearson to explore parents views on equality, diversity and inclusion in the curriculum alongside their own research with teachers.

Parentkind conducted a joint piece of research with the Welsh Government, collecting input from 2,600 parents in Wales; including 654 parents of children with significant absenteeism issues. The research explores barriers to attendance, feedback on existing support mechanisms in place amongst schools and local authorities and explores parents' opinions on what support was most effective and their suggestions for what would be helpful in the future. Findings from the research are being built into developing a new policy approach to be presented to Welsh government in Q3 2023.

Parentkind were also commissioned by Qualifications Wales to help communicate and encourage parent responses to their consultation on the 'Full Offer' of additional non-GCSE qualification options in addition to changes to GCSEs in the new Curriculum for Wales.

Focusing our recent parent polls on salient and topical issues has helped to raise awareness of Parentkind in the public policy space such as school attendance, exams, online safety and curriculum reform.

The All Party Parliamentary Group on Parental Participation in Education is sponsored by Parentkind and chaired by Ian Mearns MP. Meetings are increasingly well attended by both MPs and Peers and have included pressing education topics like disadvantage, the system of exams and assessment and the impact that successful PTAs have in their schools. During the year, the All-Party Parliamentary Group (APPG) has also been host to meaningful discussions involving partner organisations like the Social Mobility Commission, the National Education Union and the National Governance Association.

Parentkind works closely with an array of partners, meeting regularly with the Department for Education, Ofsted, Ofqual, teaching unions and other non-governmental groups interested in education. Parentkind recognises the importance of these relationships as we strive to amplify the voices of parents' voices in policy debates.

During 2022, Parentkind responded to seventeen policy consultations across England. These consultations covered topics including:

- Schools and their admissions, attendance and behaviour policies
- The government's review of education for young people with special educational needs and disabilities
- The impact of Covid-19 on parental participation in education.

Parentkind works across three nations, England, Wales and Northern Ireland and seeks to amplify the voices and views of parents in each of these nations.

In Wales, Parentkind engages regularly with politicians and other key stakeholders, particularly on the back of polling that the charity has carried out. These engagements include one-to-one meetings with politicians, civil servants and senior figures from other parenting focussed charities and campaigns. In 2022, our engagement has tended to focus on proposed policy changes, including reforms to assessments, school admissions and school uniform.

In Northern Ireland, Parentkind continues to gain momentum with MLAs and partner organisations, including interaction with the All-Party Group on Parental Participation in Education. Parentkind has regular contact with decision-makers and policy professionals in Northern Ireland, particularly during the recent

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period where no executive has been formed. Parentkind, through partnership working, retains a presence in Northern Ireland and a commitment to families living there.

Financial Review

Income

Total incoming resources for the year amounted to £1.501m (£1.469m in 2021).

Funding was primarily from PTA membership, which provided £1.361m (£1.298m in 2021).

The Charity's wholly-owned trading subsidiary Parentkind Enterprises Limited (PEL) continued to trade satisfactorily and income from commercial was £124k (£149k in 2020).

In this period, PEL donated £30k (£53k in 2021) under Gift Aid to the Charity, representing a reduction of £23k from the prior year.

The Charity received an income of £10,571 related to training workshops provided to enhance parental reach into schools as part of our wider school programme (£11,302 in 2021). This represents a decrease from the prior year of 6%.

Investment income for the period was £17k (£16k in 2021). At 31 December 2022, the investment was valued at £511k (£566k in 2021) due to the turbulent financial market.

The only form of direct fundraising undertaken by Parentkind during the year was through our Big PTA Raffles. The purpose of the raffles was primarily to raise funds on behalf of our PTA members. The Big PTA Cash Draw is operated under our subsidiary, PEL, with a full regulatory Lottery Licence (no. 57904) issued by the Gambling Commission and run on our behalf by Gatherwell, a reputable External Lottery Manager certified by the Gambling Commission. ParentKind meets with Gatherwell periodically to review their performance and operation of the raffles.

Gatherwell provides safeguarding for vulnerable individuals in line with the guidance from the Gambling Commission and supports BeGambleAware financially to keep people safe from gambling harms. ParentKind provides a link to BeGambleAware.org website to provide support to vulnerable individuals. We have not received any complaints from the players during the year.

The Big PTA Raffles raised £91k for PTAs and £6k for the charity, incurring £2k of expenditure.

Expenditure

Total expenditure for the year amounted to £1.823m (£1.527m in 2021), an increase of £296k: 19.4%. This has been mainly due to a 16% increase in staff number, turnover of senior staff, and pay increase responding to inflation pressure.

The net result of the Charity was a deficit of £392k for the year ended 31 December 2022 (£20k deficit in 2021).

Reserves policy

The Trustees believe that in terms of good governance and to ensure the continuity of the organisation and the fulfilment of its charitable aims, it is necessary to maintain an adequate level of reserves.

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Free reserves are the part of Parentkind's unrestricted funds that is freely available to spend on any of the Charity's purposes. This definition excludes restricted income funds, although holding such funds may influence Parentkind's reserves policy.

The Trustees take a risk-based approach to reserves and review the reserves policy annually. The Board has set a reserves policy which requires:

- Reserves to be maintained at a level which ensures that Parentkind's core activity could continue during a period of unforeseen difficulty
- A proportion of reserves to be maintained in a readily realisable form.

The calculation of the required level of free reserves takes into account:

- Risks associated with each stream of income and expenditure being different from that budgeted
- Planned activity level
- Organisational commitments
- The gap between the spending and receiving of income
- Retaining a level of funding to allow the Charity to exploit strategic opportunities.

On this basis, the Trustees consider that the ideal level of free reserves as at 31 December 2022 is £450k of which at least 20% should be held as cash. The group held cash of £83k at 31 December 2022 (£289k in 2021). The cash level was below the reserves policy, but the board accepted this as a temporary position and did not draw down from the endowment investment. The Board will review our reserves and investment strategies in 2023.

Additionally, Parentkind owns the land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS.

The balance held in unrestricted funds (excluding tangible and intangible fixed assets) was £337k at 31 December 2022 (£779k in 2021).

The net current liabilities position at year-end has been mainly due to a higher level of deferred membership income and the deficit in the year. The Charity has accepted this position by not drawing down from its investment at year-end to increase its cash. The charity has taken steps to address this position, as outlined in the Future Plans section.

Investment policy and performance

Parentkind's investment policy is to manage investments in such a way, as to:

- Provide supplementary income to enable the Charity to carry out its purposes effectively, both in the short term and over the longer term
- Maintain and preserve asset values and where possible, the value of the assets should be enhanced so as to at least keep pace with inflation over the longer term
- Minimise the impact of:
 - Financial loss through inappropriate or speculative investment
 - Unforeseen severe adverse investment conditions
 - Financial loss through lack of investment advice and lack of diversity
 - Cash flow difficulties arising from lack of liquidity.

At 31 December 2022, in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposit in CAF.

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Structure, governance and management

Parentkind is both a company limited by guarantee and a registered charity. It is governed by the Board of Trustees which is collectively responsible for the governance and strategic direction of Parentkind together with its financial health, delivery of public benefit, probity of its activities and the development of the organisation's aims, objectives and goals.

Parentkind wholly owns a trading subsidiary, Parentkind Enterprises Limited (PEL) (company number 3884281) whose Directors are selected by the Trustees from among their number and the staff team.

All new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. New Trustees receive a comprehensive induction when they join, including an overview of their responsibilities and duties as Company Directors and Trustees. This induction is undertaken by the Chair of the People Committee and the Company Secretary.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All Trustees give their time freely, and no Trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in note 15 to the accounts.

Day-to-day management of the Charity is delegated to the Chief Executive, who manages a team of 32 staff (29.2 full-time equivalent).

Board Structure and Trustee Development

The Board meets four times per year. To improve inclusivity, the Board decided to dispense the subcommittees. A linked trustee structure was set up as follows:

- Jo Walmsley – HR
- Mark Tarry – Finance

Overall Trustee attendance at Board meetings was 84% over the period.

The Board has also developed its own set of guiding principles called "What are the Hallmarks of an effective Trustee" which covers attendance and involvement at meetings, knowledge of Parentkind and its work, and behaviour as a Trustee to ensure that the Board can be as effective as possible. This is also included in the Trustee Manual.

Risk management

The major risks for Parentkind are reviewed and scrutinised by the Board of Trustees. This year, the top risks have been:

- Lack of mixed income portfolio
- Loss of share in relation to PTA membership market
- Insufficient financial resources to sustain organisation
- Digital systems not adequate to support effective operational delivery
- Failure to deliver upon strategy & realise the potential of Parentkind

Staff and trustees have worked closely together in 2022 to mitigate these risks. Financial risks are mitigated by regularly reviewing our financial position through management accounts, and conducting bi-annual forecasting and scenario planning. Our new CEO has started working to diversify our income and has focussed on providing members with a relevant membership offer, including fundraising support, together with close scrutiny of our expenditure to improve financial sustainability.

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We recognise the importance of safeguarding in all aspects of our work. We provide our members with support, guidance and access to training to ensure they understand their obligations in relation to safeguarding children and vulnerable adults.

Future plans

In 2023 we plan to focus further on strengthening our PTA membership, ensuring it remains relevant to our members. We are enhancing our PTA membership's benefits with the launch of the PTA Extra magazine, support in Fundraising, and an improved lottery facility. We are launching our parent and school programmes with webinars and training to improve the engagement of parents with schools. We are increasing our influence on policymakers in preparation for the forthcoming election. Our new Director of Fundraising will raise funds for the charity and the PTA's by identifying opportunities to fundraise collectively instead of by individual PTA. We continue to restructure our teams and review our suppliers to ensure that we are more effective, efficient and economical in delivering our mission.

The Charity plans to restructure in 2023 to improve its effectiveness and financial sustainability.

Post-year-end as the charity adopted a fully remote working policy leading to the office premises being vacated. The board is looking to dispose of the premises to release resources to increase our impact.

Parentkind - Company Number 3680271

Trustees' responsibilities in relation to the financial statements

The Charity Trustees (who are also the directors of Parentkind for the purposes of company law) are responsible for preparing a Trustee's annual report and financial statements in accordance with applicable law and United Kingdom Account Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the group and of incoming resources and applications of resources, including the income and expenditure, of the charitable group for that period. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP (FRS102)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and the group and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, and the Memorandum and Articles of Association. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps to prevent and detect fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

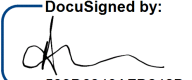
Statement as to disclosure to our auditors

In accordance with section 418 Companies Act 2006, the trustees confirm that, in the case of each of the persons who are trustees at the time when this report is approved, so far as each trustee is aware:

- There is no relevant audit information of which the company's auditors are unaware, and
- He/she has taken all the steps that he ought to have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

DocuSigned by:

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Alex Peace-Gadsby (Chair of the Board)



Mark Tarry (Treasurer)

16th August 2023

Parentkind - Company Number 3680271

Independent auditors' report to the members and trustees

Opinion

We have audited the financial statements of Parentkind (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2022 which comprise the consolidated statement of financial activities, consolidated and charity balance sheets, consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 December 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have

Parentkind - Company Number 3680271

performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and to take advantage of the small companies exemption in preparing the Trustees' Annual Report and the Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 14, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material

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misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

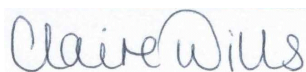
There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

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Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company and the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



.....
Claire Wills (Senior Statutory Auditor)
for and on behalf of Saffery Champness LLP

Chartered Accountants	71 Queen Victoria Street
Statutory Auditors	London
	EC4V 4BE

Date: 18 August 2023

Saffery Champness LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Consolidated Statement of Financial Activities for the year ended 31 December 2022

(Incorporating the income and expenditure account)

	Note	Unrestricted funds	Restricted funds	Total funds 2022	Total funds 2021
		£	£	£	£
Income from:					
Charitable activities	2	1,360,809	-	1,360,809	1,297,979
Commercial activities	3	123,731	-	123,731	149,250
Investments		16,874	-	16,874	15,988
Donations		-	-	-	6,000
Total income		1,501,414	-	1,501,414	1,469,217
Expenditure on:					
Charitable activities	4	(1,731,510)	-	(1,731,510)	(1,430,946)
Commercial activities	3	(91,966)	-	(91,966)	(95,757)
Total expenditure		(1,823,476)	-	(1,823,476)	(1,526,703)
Net (losses)/gains on investments	10	(69,925)	-	(69,925)	37,436
Net (expenditure)/income for the year		(391,987)	-	(391,987)	(20,050)
Transfer between funds	14	-	-	-	-
Net movement in funds		(391,987)	-	(391,987)	(20,050)
Total funds brought forward 1 January	14	1,208,256	-	1,208,256	1,228,306
Total funds carried forward 31 December	14	816,269	-	816,269	1,208,256

All activities for the years ended 31 December 2022 and 2021 relate to continuing operations and all income and expenditure was unrestricted.

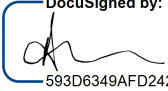
Consolidated and Charity Balance Sheets as at 31 December 2022

	Note	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Fixed assets					
Tangible assets	8	377,045	384,465	377,045	384,465
Intangible assets	9	101,895	44,693	101,895	44,693
Investments	10	510,870	566,220	511,870	567,220
		989,810	995,378	990,810	996,378
Current assets					
Debtors	11	168,180	169,206	159,519	294,689
Cash at bank and in hand		82,279	177,209	75,847	50,726
Cash on deposit		671	112,140	671	112,140
		251,130	458,555	236,037	457,555
Creditors: amounts falling due within one year	12	(424,671)	(245,677)	(410,578)	(245,677)
Net current (liabilities) / assets		(173,541)	212,878	(174,541)	211,878
Total net assets		816,269	1,208,256	816,269	1,208,256
Funds of the Charity					
Total funds (unrestricted)	14	816,269	1,208,256	816,269	1,208,256

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

As permitted by S408 Companies Act 2006, the charitable company has not presented its own profit and loss account and related notes. The charitable company's net movement in funds for the year was - £391,987 (£20,050 in 2021).

The financial statements on pages 19 to 30 were approved and authorised for issue by the Board of Trustees on 16th August 2023 and signed on its behalf by:

DocuSigned by:

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 Alex Peace-Gadsby
 Chair of the Board


 Mark Tarry
 Treasurer

Consolidated Cash Flow Statement for the year ended 31 December 2022

	Note	Group 2022 £	Group 2021 £
Net cash (used in) / provided by operating activities	17	(139,869)	(46,039)
Cash flows from investing activities:			
Dividends from investments and interest		16,874	15,988
Purchase of tangible fixed assets		(6,279)	(10,132)
Purchase of intangible fixed assets		(62,563)	(44,693)
Purchase of investments		-	(14,845)
Proceeds from the sale of investments		-	-
Net cash (used)/provided by investing activities		(51,968)	(53,682)
Change in cash and cash equivalents during year		(191,837)	(99,721)
Cash and cash equivalents at start of year		293,046	392,767
Cash and cash equivalents at end of year		101,209	293,046

Notes to the Financial Statements for year ended 31 December 2022**1 Accounting policies****Basis of preparation and assessment of going concern**

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed asset investments. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees confirm that the Charity is a public benefit entity under FRS 102.

The Trustees consider that the Charity's has the ability to continue as a going concern. Although 2022 has been a challenging year with the inflationary challenges and key staff movement, the Trustees are confident with the new leadership team to ensure the charity's financial sustainability as outlined in the Trustees' report. The trustees have based their going concern assessment on the cashflow forecast extending to July 2024. The trustees acknowledge that despite the deficit in the year and the net current liabilities, the trustees expect to return to profitability in 2023.

Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary, Parentkind Enterprises Limited (PEL) company number 3884281, on a line-by-line basis. The Trustees consider that control exists due to the subsidiary being wholly owned, and there are no restrictions on the ability of the subsidiary to transfer funds or cash to the Charity. A separate Statement of Financial Activities, Income and expenditure account and cash flow statement for the Charity itself are not presented because the Charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

Incoming resources

Membership income (net of discounts) is taken to the Statement of Financial Activities over the period of the subscription, taking into account the type of membership involved. Discounts are offered to member associations for payment of subscription fees by Direct Debit.

All grants received are credited to the Statement of Financial Activities upon receipt and where there is entitlement. Any gifts in kind received by the Charity during a financial period are recognised as income with a corresponding equivalent amount of expenditure. These are recognised at market value. All other incoming resources are accounted for when there is entitlement, receipt is probable and the amount can be reliably measured.

Resources expended

All expenditure is accounted for on an accruals basis.

Charitable activities includes expenditure on providing and developing member services, research into member opinions, engagement with key audiences, and promotion of Parentkind. Governance costs include those incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements.

Expenditure not directly attributable to charitable activities, including staff costs, governance costs and support costs, are allocated to each activity on the basis of estimated time spent on the activities as follows:

Membership services	69% (2021: 74.2%)
PR, policy and research	31% (2021: 25.8%)

Investments

Investment funds surplus to operational requirements are invested in deposits in the name of Parentkind to optimise income or in investments selected by a professional investment manager as approved by the Board. Investments are stated at market value at the balance sheet date. The Consolidated Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year.

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**Tangible fixed assets**

Expenditure on the acquisition of individual fixed assets that are either trackable (for example via serial numbers) or that cost more than £1,000 are capitalised at cost. Depreciation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets excluding freehold land over their expected useful lives. It is calculated at the following rates:

Freehold property (buildings only)	2% on cost
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

Intangible fixed assets

Expenditure on the acquisition of intangible fixed assets costing more than £1,000 where it is probable that the asset will generate future economic benefit, and the cost or value of the asset can be measured reliably, are capitalised at cost. Amortisation is provided to write off the cost or valuation, less estimated residual values, of intangible fixed assets calculated at the following rates:

Website build costs	20% on cost
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Following the completion of the website, there has been a review of the useful economic life extending it from three years to five with the continuous improvement cost written off in year.

Fund accounting

Unrestricted funds are available to spend on activities that further any purpose of the Charity. Designated funds are unrestricted funds which have been set aside at the discretion of the Trustees for a specific, but not legally binding, purpose. Restricted funds are amounts which are specified by the donor to be used solely for particular projects undertaken by the Charity.

Pension costs

Employees of the Charity join a defined contribution 'money purchase' pension scheme upon starting their employment. The Charity contribution is restricted to the contributions disclosed in note 7. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by the Charity during the year. The Charity has no liability beyond making its contributions and paying across deductions for the employee's contribution.

Irrecoverable VAT

The Charity is partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The value of land is estimated at 33% of the total property value, this judgement is based upon advice from a surveyor, who revalued the building in 2016. The depreciation policy for the building was changed from on net book value to the on cost basis, to better reflect the useful economic life. This change in estimation was applied from 1 January 2018 onwards.

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**2 Charitable activities**

Membership subscriptions received are derived from the Charity's principal activity wholly undertaken in the UK. Direct Debit discounts were taken up by many members and are included in the discounts allowed.

	2022	2021
	£	£
Members' subscriptions	1,395,023	1,332,286
Discounts allowed	(56,675)	(55,705)
<i>Members' subscriptions (after discounts)</i>	1,338,348	1,276,581
Training	10,571	11,302
CJRS + Kickstarters	11,890	10,096
Total charitable activities	1,360,809	1,297,979

3 Incoming resources from activities for generating funds

The wholly owned trading subsidiary PEL, company number 3884281, is incorporated in the United Kingdom and pays all of its profits to the Charity by Gift Aid. PEL operates all commercial trading activities on behalf of the Charity. The Charity owns the entire share capital of 1,000 ordinary shares of £1 each.

The summary financial performance of the subsidiary alone is:

	2022	2021
	£	£
Commercial activities	123,731	149,250
Cost of sales and administration costs	(91,966)	(95,757)
Net profit	31,765	53,493
Payment made via Gift Aid to the Charity	(31,765)	(53,493)
Retained in subsidiary	-	-
Current assets	55,007	160,110
Current liabilities	(54,007)	(159,110)
Total net assets	1,000	1,000
Aggregate share capital and reserves	1,000	1,000

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**4 Analysis of charitable activities
2022**

	Staff costs	Other direct costs	Governance & support costs (see note 4a)	Total 2022
	£	£	£	£
Membership services	772,776	252,196	160,774	1,185,746
PR, policy & research	358,115	114,604	73,045	545,764
Total resources expended	1,130,891	366,800	233,819	1,731,510

**Analysis of charitable activities
2021**

	Staff costs	Other direct costs	Governance & support costs (see note 4b)	Total 2021
	£	£	£	£
Membership services	621,792	246,186	156,287	1,024,265
PR, policy & research	265,310	81,588	59,783	406,681
Total resources expended	887,102	327,774	216,070	1,430,946

**4a. Analysis of governance and support costs
2022**

	General support	Governance function	Total 2022
	£	£	£
Legal & professional fees	40,935	13,498	54,433
Meeting costs – venue hire, travel and catering	19,367	6,387	25,754
Staff training	10,278	3,390	13,668
Premises costs	24,945	8,227	33,172
IT and communications	53,817	17,748	71,565
General office	13,775	4,543	18,318
Audit fees	-	16,909	16,909
Total governance and support costs	163,117	70,702	233,819

**Analysis of governance and support costs
2021**

	General support	Governance function	Total 2021
	£	£	£
Legal & professional fees	42,025	10,333	52,358
Meeting costs – venue hire, travel and catering	12,050	3,456	15,506
Staff training	10,372	2,975	13,347
Premises costs	27,039	7,756	34,795
IT and communications	52,843	15,157	68,000
General office	14,978	4,296	19,274
Audit fees	-	12,790	12,790
Total governance and support costs	159,307	56,763	216,070

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**5 Total expenditure**

Included in total expenditure is the following:

	2022	2021
	£	£
Audit fee	16,909	12,790
Depreciation	13,699	13,472

6 Taxation

The company is a registered charity and as such is not liable to corporation tax on its income derived wholly from charitable activities.

7 Employees

The monthly average number of employees for the year was 32 (compared to 27 in 2021) and the monthly average Full-Time Equivalent was 29 (compared to 25 in 2021) whose total remuneration was:

	2022	2021
	£	£
Salaries and wages	1,041,791	832,374
Social security costs	93,168	69,657
Pension costs	69,017	55,533
	1,203,976	957,564

	2022	2021
£60,000 - £70,000	1	-
£80,000 - £90,000	1	1

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated. During 2022, we had three members of the Executive Team – the Chief Executive Officer (CEO), the Executive Director of Corporate Services (EDoCS) and the Executive Director of Programmes, Membership and Charitable Services (EDoPMCS). Jon Jolly resigned as the CEO and was replaced by Jason Elsom. Graham Stone resigned as the EDoCS and was replaced by Dean Daniels as the interim EDoCS. The total employee benefits of the key management personnel, including employer's national insurance contributions and pension contributions in 2022, were £266,918 (compared to £232,839 in 2021).

The Charity operates a defined contribution pension scheme in respect of employees. The scheme and its assets are held by independent managers. The number of employees to whom benefits were accruing under a money purchase pension scheme was 37 (2021: 29).

Redundancy Costs

During the financial year, the charity incurred redundancy costs as part of its restructuring and cost-saving measures. The total redundancy costs amounted to £14,114 (Nil in 2021).

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**8 Tangible fixed assets (Group and Charity)**

	Freehold property	Furniture, equipment, fixtures & fittings	Total
Cost	£	£	£
At 1 January 2022	456,559	39,502	496,061
Additions	-	6,279	6,279
Disposals	-	-	-
At 31 December 2022	456,559	45,781	502,340
Depreciation			
At 1 January 2022	86,023	25,573	111,596
Charge for year	5,581	8,118	13,699
Disposals	-	-	-
At 31 December 2022	91,604	33,691	125,295
Net book value			
31 December 2022	364,955	12,090	377,045
31 December 2021	370,536	13,929	384,465

9 Intangible fixed assets (Group and Charity)

	Website	Total
Cost	£	£
At 1 January 2022	44,693	44,693
Additions	62,563	62,563
Disposals	-	-
At 31 December 2022	107,256	107,256
Amortisation		
At 1 January 2022	-	-
Charge for year	5,361	5,361
Disposals	-	-
At 31 December 2022	5,361	5,361
Net book value		
31 December 2022	101,895	101,895
31 December 2021	44,693	44,693

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**10 Fixed asset investments**

Market value	Group 2022	Group 2021	Charity 2022	Charity 2021
	£	£	£	£
At 1 January 2022	566,220	514,007	567,220	515,007
Additions	-	-	-	-
Change in cash held by investment manager	14,575	14,777	14,575	14,777
Net gains/(losses) on investments	(69,925)	37,436	(69,925)	37,436
31 December 2022	510,870	566,220	511,870	567,220
Historic cost	472,671	458,096	522,671	459,096

The Charity holds investments in the Alpha Charity Authorised investment funds for Endowments Long Term Reserve managed by Sarasin & Partners LLP.

The Charity owns 100% of the issued share capital of PEL and the balance of reserves at 31 December 2022 was £1,000. The Charity is also the sole member of Parent Teacher Associations UK (PTA UK) which is a company limited by guarantee. Parent Teacher Associations UK does not have any share capital and the liability of Parentkind is limited to the sum of £1. During this accounting period PTA UK remained dormant.

11 Debtors

Amounts falling due within one year	Group 2022	Group 2021	Charity 2022	Charity 2021
	£	£	£	£
Trade debtors	39,225	10,400	71	431
Balances due from subsidiary	-	-	825	93,638
Amount due from subsidiary under Gift Aid	-	-	29,668	53,494
Value added tax receivable	5,273	23,676	5,273	35,654
Prepayments and accrued income	123,682	135,130	123,682	111,472
	168,180	169,206	159,519	294,689

12 Creditors

Amounts falling due within one year	Group 2022	Group 2021	Charity 2022	Charity 2021
	£	£	£	£
Trade creditors	147,081	42,673	147,081	42,673
Membership subscriptions paid in advance	205,255	167,788	205,255	167,788
Accruals & deferred income	19,631	15,139	19,630	15,139
Other taxation and social security	52,704	20,078	38,612	20,078
	424,671	245,678	410,578	245,678

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**13 Membership subscriptions paid in advance**

	2022	2021
	£	£
Balance at 1 January	167,788	144,783
Amount released to income earned from charitable activities	(167,788)	(144,783)
Amount deferred in year	205,255	167,788
Balance at 31 December	<u>205,255</u>	<u>167,788</u>

14 Analysis of charitable funds**a) Analysis of group net assets between funds**

	Total and unrestricted	Total and unrestricted
	2022	2021
	£	£
Investments	510,870	566,220
Tangible fixed assets	377,045	384,465
Intangible fixed assets	101,895	44,693
Cash	82,950	289,349
Other net current assets/(liabilities)	(256,491)	(76,471)
At 31 December	<u>816,269</u>	<u>1,208,256</u>

b) Analysis of unrestricted funds

	General fund	Website fund	Fixed Asset fund	Total
	£	£	£	£
At 1 January 2021	840,501	-	387,805	1,228,306
Allocation of designated funds	(100,000)	100,000		
Net movement in funds	27,983	(44,693)	(3,340)	(20,050)
At 31 December 2021	<u>768,484</u>	<u>55,307</u>	<u>384,465</u>	<u>1,208,256</u>
At 1 January 2022	768,484	55,307	384,465	1,208,256
Allocation of designated funds	(46,588)	46,588	-	-
Net movement in funds	(282,672)	(101,895)	(7,420)	(391,987)
At 31 December 2022	<u>439,224</u>	<u>-</u>	<u>377,045</u>	<u>816,269</u>

The unrestricted funds relate to free reserves, subject to designated funds, available to spend on any purpose of the Charity. The designated fixed asset fund is equivalent to the net book value of our tangible fixed assets.

15 Related Party Transactions

The Trustees do not receive any remuneration. 3 of the 15 Trustees who served during the year received in total £554 (compared to 5 Trustees receiving £449 in 2021) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business.

During the financial year, the Charity provided staffing support to its subsidiary, ParentKind Enterprises Ltd (PEL), to the value of £84,634 (£89,179 in 2021) which was recharged to the subsidiary. The gift aid payment from the subsidiary is disclosed in note 3. The amounts due from PEL at the year end are shown in note 11. Other than the single related party transaction identified above, there were no other transactions with any persons and entities closely connected to the charity or its trustees.

Notes to the Financial Statements for year ended 31 December 2022 (Continued)**16 Commitments**

At 31 December 2022 the Charity had no commitments payable under non-cancellable leases.

17 Reconciliation of net (outgoing) / incoming resources to net cash flow from operating activities

	2022	2021
	£	£
Net (outgoing) / incoming resources for the year	(391,987)	(20,050)
Depreciation	13,699	13,472
Loss / (Gains) on investments	69,925	(37,436)
Amortisation and impairment of intangible fixed assets	5,361	-
Dividends from investments	(16,874)	(15,988)
Decrease/(increase) in debtors	1,026	14,978
(Decrease)/increase in creditors	178,981	(1,015)
Net cash (used in) / provided by operating activities	(139,869)	(46,039)

18 Analysis of changes in net debt

	At start of year	Cashflows	At end of year
	£	£	£
Cash	289,349	(206,399)	82,950
Cash held with investment manager	3,697	14,562	18,259
Total	293,046	(191,837)	101,209

19 Limited by Guarantee

The Trustees are members of the Charity. Every member promises, if the Charity is dissolved while they remain a member or within 12 months afterwards, to pay up to £1 towards the costs of dissolution and the liabilities incurred by the Charity while the contributor was a member. The total of such guarantees at 31 December 2022 was £10 (£10 in 2021).

20 Financial instruments

	Group	Group	Charity	Charity
	2022	2021	2022	2021
Financial assets measured at fair value	£	£	£	£
Investments	510,870	566,220	511,870	567,220

PARENTKIND

England & Wales - Charity number 1072833

Accounts

Parentkind

Parentkind

Report and Accounts
for the year ended 31 December 2021

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Company Information as at 31 December 2021

Incorporated	England 2 nd December 1998		
Company Number	3680271		
Charity Number	1072833		
Trustees	Joe Saxton, Chair of the Board (to 9 th June 2021) Alex Peace-Gadsby, Chair of the Board (from 9 th June 2021) Joni Alexander Amanda Shepard Steve Bannister Mos Somji Ellen Broome Pat Sowa David Hatchett Jo Walmsley Rob Hayter Karen Wespieser (to 9th June 2021)		
Chief Executive	John Jolly		
Company Secretary	Graham Stone		
Registered Office	39 Shipbourne Road Tonbridge Kent TN10 3DS		
Bankers	CAF Bank Ltd 25 Kings Hill Avenue West Malling Kent ME19 4TA	Aldermore Bank PLC 1st Floor, Block B Western House Lynch Wood Peterborough PE2 6FZ	
Investment Managers	Sarasin and Partners LLP Juxon House 100 St Paul's Churchyard London EC4M 8BU	Solicitors	Cripps LLP 22 Mount Ephraim Tunbridge Wells Kent TN4 8AS
Independent Auditors	Saffery Champness LLP 71 Queen Victoria Street London EC4V 4BE	Insurer	Zurich Insurance plc The Zurich Centre 3000 Parkway Whiteley Fareham Hampshire PO15 7JZ

Report of the Trustees for the year ended 31 December 2021

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ended 31 December 2021, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland (FRS 102).

Overview

Objectives for the public benefit

The principal objects contained within the Charity's memorandum and articles of association are:

'To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.'

The Trustees have considered the Charity Commission guidance on public benefit while developing plans for activities during the year.

What does Parentkind do?

- We are a charity that champions parents so that they can participate in their child's education and school life to the full
- We are the largest membership body for Parent Teacher Associations (PTAs) and other parent groups in England, Wales and Northern Ireland
- We provide parental participation training across the UK
- We provide parents with information and resources on how they can get involved in school life and support their child's learning.

In 2018 the Trustees agreed a strategy to achieve Parentkind's objects covering activities up until the end of 2021 and to realise its vision, mission and ambition.

Our vision

Our vision is that the active participation of parents is considered an essential ingredient in the success of our children's education by society, schools and parents themselves.

Our mission

Parentkind will tirelessly support and champion all the ways parents can participate in education and have their voices heard. We want to be a powerful force for good in education in the UK that strives to bring homes and schools together for the good of all children and society as a whole.

Our ambition

We want more parents to be involved and engaged in their child's education, and in more ways – both at home and at school.

Parentkind's five strategic goals guiding work in 2018-21 were:

1. Supporting and engaging parents to help them maximise their contribution to their child's education
2. Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible
3. Helping schools to become more parent-friendly
4. Developing new partnerships to reach more parents and schools
5. Championing the role of parents in education and their importance in education policy.

Throughout the pandemic, work was carried out to keep Parentkind at the heart of education debates in all three nations in which it operates. This is because Parentkind has chosen to take the opportunities presented to it, representing a parent voice on key issues and proactively collaborating with a wide range of organisations in England, Wales and Northern Ireland, in a fast changing situation.

During the pandemic Parentkind's four key priorities have been:

1. To ensure that Parentkind is positioned as an organisation PTAs cannot live without in 2021 and one that reflects the new normal (e.g. non-event based fundraising).
2. To ensure that Parentkind is able to keep a track on the financial impact of COVID19, against worst case scenarios, against different levels of membership revenue in January 2021, given all of its risk sits against January 2021.
3. To recognise the transformational nature of current events in speeding-up the using virtual technology instead of face-to-face training and conferences, and develop training accordingly.
4. To continue to increase the influence and profile of Parentkind in the context of parental participation (Blueprint) and parent consultation at a school, local, regional and national government level.

Achieving Parentkind's Strategic Goals

Consideration will now be given to each of Parentkind's five strategic goals in turn, reporting on activities and achievements against each goal so far:

(1) Supporting and engaging parents to help them maximise their contribution to their child's education

Giving parents a voice

In March 2020 parents were suddenly empowered to make choices in their child's education and were actively involved in children's learning at home due to the unprecedented school closures. In response, Parentkind piloted a small online survey to gauge a reaction of parents' thoughts at this time in terms of their child's education. In under five days, almost 700 parents (691 in total) representing 1,181 schoolchildren across the three nations submitted their views.

With the situation changing daily, Parentkind released a second short online survey to gain further clarity on parent views in April 2020. An unprecedented 257,392 parents responded. This high level of engagement demonstrated the strength of feeling among parents at this time as well as Parentkind's ability to be agile in gathering a collective 'parent voice'. Parentkind has continued to regularly gather a parent voice through online polls and surveys, covering topics such as; exams and assessment, new curriculum for Wales, vaccinations, face masks and school uniform. These polls are short, giving a measure of parent views, in one situation, almost immediately generating media coverage and influencing policy. There is no doubt that these additions to Parentkind's research have been a quick way to seriously inspire a large number of parents to respond and give their voice. Parentkind is looking to build upon this during the coming year through improvements to the research programme and research capability to allow for a greater understanding of which parent groups are responding to our research. This will ensure a representative range of feedback that reflects the demographics of parents across the UK.

Providing parents with resources and support

Parentkind continued to slightly increase the number of likes and followers across social media channels Twitter and Facebook. As well as a significant increase in sign-ups to the parent e-bulletin by over 10,000.

	At 31 st December 2021	At 31 st December 2020	% Change
Website Session Visits	420,109	518,611	-19%
Website Unique Users	303,181	373,414	-19%
Page Views	1,396,281	2,689,602	-48%
Average Minutes Per Web Page	02:18 (138 seconds)	02:03 (123 seconds)	+12%
Facebook Likes	7,001	6,441	+9%
Twitter Followers	9,723	9,165	+6%
Parent E-Bulletin	33,451	20,654	+62%

(2) Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible

PTA Membership

As of December 2021, Parentkind had 12,588 **PTA members** (45% of all schools in England, Wales and Northern Ireland).

	Year to 31 December 2021	Year to 31 December 2020	% Change
PTA Members (Year Start)	12,779	13,583	-6%
PTA Members – who did not renew	892	1,326	-33%
PTA Members – new & returning	701	522	34%
PTA Members (Year End)	12,588	12,779	-1%
PTA Member Retention Rate	93.0%	90.3%	3%

Our presence in the three nations is as follows:

	PTA Members	Number of Schools	% Market
England	11,563	24,323	48%
Wales	645	1,494	43%
Northern Ireland	377	1,094	34%
Other	3	-	-
TOTAL	12,588	26,911	47%

PTA membership benefits

Parentkind continued to provide high quality support to PTA members via telephone and email despite many PTAs being out of action due to the pandemic.

	At 31 st December 2021	At 31 st December 2020	% Change
Total Number of Enquiries	10,834	9,746	+11%
PTA Member – support via telephone	2,319	2,935	-21%
PTA Members – receiving e-newsletter	24,865	27,384	-9%

Parentkind continued the implementation of its annual 'BIG's' fundraising programme including; Big PTA Quiz 2021 in October and the Big PTA Raffle in the summer and Christmas. The Big PTA Raffle for

Christmas was run under a Society Lottery license issued by the Gambling Commission working with Gatherwell Limited as External Lottery Manager School Lottery, achieving a combined income for PTA members of £194,627.

In addition, Parentkind launched its first National PTA Week, including workshops and awards. 205 PTA members took part across 7 workshops and the awards generated 65 entries. With four PTAs and two volunteers winning £2,250 collectively across five award categories.

Parentkind continued to successfully work with a number of long-term and new partners to offer a wider range of exclusive benefits, to help PTA members be as effective as possible, as well as raise more money including; Easyfundraising and BOPP. Parentkind's ongoing partnership with easyfundraising meant that in 2021, over 480 PTAs registered to use the service raising £628,930. Over 200 members have taken advantage of BOPP's new payment service with an exclusive 20% membership discount.

Annual PTA membership survey

The 2021 annual PTA membership survey was completed online by nearly 1,000 PTA members. The key headlines are summarised below:

- PTA members raised an average of £6,187 compared to £9,006 in 2020.
- The total amount raised by all PTA members that goes directly into schools is estimated to be more than £79 million, a reduction from the estimated £121 million raised in 2020.
- Covid-19 has had a huge impact on PTAs' ability to fundraise. Across Parentkind's PTA membership, the estimated lost income by PTAs as a result of the pandemic is more than £75 million.
- Committee members of Parentkind's PTA members collectively volunteered 2.05 million hours, worth at least £17.8 million (based on the national living wage).

(3) Helping schools to become more parent-friendly

Blueprint for Parent-Friendly Schools

Parentkind's online parental participation for schools continued, with 89 delegates trained in 2021 across three training courses; including an introductory workshop on overcoming barriers to parental participation and masterclasses on successful parental consultation and implementing a whole school approach. CPD accreditation was re-established for all Parentkind courses, a new marketing list of senior education leaders was purchased and Parentkind continued to optimise the marketing of its training products.

There has been continued development of resources to complement the Blueprint for Parent-Friendly Schools five key drivers. This included a revised joint guidance piece with the National Governance Association about effective governance when engaging with parents and carers and how to implement a policy and strategy in their schools. A webinar was delivered with The Reading Agency about reading for pleasure and supporting reading at home. A number of projects were in development in 2021, including; a Train-the-trainer pilot model where Parentkind staff will train others to deliver its introductory workshop onwards to their networks, a comprehensive e-guide on Parent Councils, the Blueprint for Parent-Friendly Schools Audit Tool which will allow schools to measure their implementation of parental participation methods and funding and supporting a Master of Teaching (MTeach) student at Stranmillis University College in Belfast who is undertaking action research with a focus on parental engagement.

(4) Developing new partnerships to reach more parents and schools

Due to the higher profile that parent polls has given Parentkind, it has collaborated on the following research projects:

- Brookings Institution's global Parent Engagement in Education Project looking at the role of parental engagement in children's education.
- Inclusivity in the curriculum with Pearson, following a teacher survey.

(5) Championing the role of parents in education and their importance in education policy.

Parentkind executed its 7th Annual Parent Survey with a 3,000 sample size across England, Wales and Northern Ireland. The results were launched in a Parent Voice Report across social and wider media.

The Parent Voice Report has been cited in The Times which covered donations, costs and spending. Teach Primary, Teach Secondary, Sunderland Echo, Hartlepool Mail and The Shields Gazette all covered the Parent Voice Report. CEO John Jolly appeared on LBC Radio to talk about parents' financial contributions to the school fund. On television, John also joined Alex Phillips on GB News to talk about the latest Parent Voice Report, focusing on the mental health findings.

Executive Director Kerry-Jane Packman contributed the article 'Parents must be included in the national conversation about assessment reform' to Rethinking Assessment, which was based on insights from [Parentkind's Parent Voice Report 2021](#).

The Parent Voice Report has also been mentioned by MPs in parliamentary debates in the House of Commons. Former Shadow Education Secretary Kate Green mentioned Parentkind's mental health in children research during the General Debate on the effectiveness of the Government's Education Catch-Up and Mental Health Recovery Programmes. Rachel Hopkins MP referenced Parentkind's Parent Voice Report 2021 in the Children's Mental Health debate. Shadow Schools Minister Stephen Morgan cited research on parents' views on careers guidance in school during a debate. MPs Munira Wilson, John McDonnell and Rachel Hopkins mentioned Parentkind's Annual Parent Survey 2021 results in the House of Commons during a debate on School-based Counselling Services.

Key headlines are as follows:

- Parents reported higher levels of overall involvement in their child's school and education than in any year previously, with a mean score of 7.13 in 2021 compared to 6.60 in 2020.
- 85% of parents want to play an active role in their child's education. However, there continues to be a gap between parents' desire to have a say in their child's education and the extent to which parents feel they are listened to.
- 54% of parents say their child's school takes action based on their feedback, and 51% feel they are able to have a say on school decisions. 50% of parents say their child's school should be more accountable to parents.
- The importance of child mental health has become more widely accepted than ever before, with 88% of parents saying mental health development should be an important focus within the curriculum.
- 58% of parents believe that the current state education system enables children from more privileged backgrounds to succeed more than others and 50% don't feel their child's personal background is reflected in what is taught in schools today.

The All Party Parliamentary Group on Parental Participation in Education that Parentkind sponsors at Westminster continues to gain momentum with Ian Mearns MP as chair. Meetings have been attended by the following MPs and Peers: Mary Glendon MP, Grahame Morris MP, Lord Watson of Invergowrie, Graeme Dolphin representing Margaret Greenwood MP; Ian Byrne MP, Tracey Crouch MP, Kate Green MP, Margaret

Greenwood MP, Emma Hardy MP, Rachel Hopkins MP, David Johnston MP, Baroness Bennett of Manor Castle, Lord Knight of Weymouth, Lord Ramsbotham; and Chris Waterman (APPG for the Teaching Profession).

Parentkind continues to work closely with DFE, Ofsted, Ofqual, NEU, The Chartered College of Teaching, NGA, NAHT, ASCL and reaching out to a wide range of other organisations and top influential individuals both to introduce Parentkind and raise concerns expressed by parents.

Parentkind responded to fifteen policy focused consultations across England, including:

- consultations regarding Ofqual, where important evidence of parent voice on the subject of exams and assessment was presented,
- consultations conducted by the Department for Education,
- parent views on the financial sustainability of schools and schooling, submitted to the Public Accounts Committee and
- evidence from Parent Voice Report 2021 to help inform the Online Safety Bill.

Parentkind continued to engage with politicians and other key stakeholders in Wales. It secured some key political connections in Wales, including: Kirsty Williams MS, Education Minister, Suzy Davies MS Welsh Conservatives Education spokesperson and member of Children, Young People and Education Committee, Jane Hutt MS, Deputy Minister and First Whip, Welsh Labour and Sian Gwenllian MS, Education spokesperson and member of the Children, Young People and Education Committee, Plaid Cymru.

Parentkind continued to gain momentum with MLAs, peers and organisations within the APWG in Northern Ireland where Parentkind is the secretariat. Regular contact is maintained with the Education Minister and other politicians involved in Education in NI, providing insights as to parents' thoughts and opinions on an array of matters. Parentkind research has been used extensively in NI, for example, by the Department of Education. The Education Minister used Parentkind survey findings in several reports to the NI Assembly, when presenting evidence to the Education Committee, when answering general questions to the Committee and again in the Assembly answering open questions.

Our new strategy

During 2022 the Trustees agreed a new three year strategy to achieve Parentkind's objects. This means embracing new ideas, trialing innovation and, in some ways, changing the way we work. During a vital time for education we want to ensure that the voice of parents is heard.

Our purpose

Parentkind exists to empower all with parental or educational responsibility to improve the life chances of children, young people and their communities.

Parentkind's four strategic pillars:

Our plan for the next three years is to focus on four strategic pillars:

1. Growth
2. Inclusivity
3. Credibility
4. Collaboration

We have put together a list of actions to help us achieve our goals in these four pillars and working together, as a team, is a crucial part of meeting being able to achieve this. It is also expected that, over the next three years, new actions will emerge and these will be considered as they become relevant.

Download Strategy 2022-2025 document here:

https://www.parentkind.org.uk/uploads/files/1/Resources/test-strategy/Parentkind-Strategy-2022--2025_Final.pdf

Our values

As Parentkind we are guided by these values which gives us the strength to succeed:

- Brave – We address issues head on;
- Informed – We based our decisions and actions on fact;
- Co-operative – We work together to achieve more than we can on our own;
- Entrepreneurial – We embrace ideas knowing we will sometimes make mistakes but we will learn from them;
- Progressive – We challenge ourselves and others to make change.

Financial Review

Income

Total incoming resources for the year amounted to £1,469,217 (compared with £1,518,983 for 2020, a decrease of £49,766 : 3.3%).

Funding was primarily from PTA membership, which provided £1,276,581 (compared with £1,312,067 for 2020, a decrease of £35,486 : 2.7%).

The Charity's wholly owned trading subsidiary Parentkind Enterprises Limited (PEL) continued to trade well and income from commercial was £149,250 (compared with £142,360 for 2020).

In this period, PEL made a payment of £53,493 (compared with £46,393 for 2020) under Gift Aid to the Charity, representing an increase of £7,100 on the prior year.

The Charity received income of £11,302 related to training workshops provided to enhance parental reach into schools as part of our wider schools programme (compared to £1,886 for 2020). This represents an increase on the prior year of 499.3%. This increase was a direct result of restarting our training programme following Covid-19 Pandemic disruption in the prior year.

Investment income for the period was £15,988 (compared to £17,086 for 2020). At 31 December 2021, the investment was valued at £566,220 (compared to £514,007 for 2020)

The only form of direct fundraising undertaken by Parentkind during the year was through our Big PTA Raffles. The purpose of the raffles was primarily to raise funds on behalf of our PTA members. Raffles were undertaken in partnership with an External Lottery Manager, Gatherwell Ltd, firstly under a small society lottery licence issued to Parentkind by Tonbridge and Malling Borough Council and then under a gambling licence issued by The Gambling Commission. We ensured that Gatherwell Ltd conducted our raffle with due regard to protecting vulnerable people through ensuring that they had appropriate policies in place that were followed throughout our Raffle. We did not receive any complaints in relation to our direct fundraising activity in the year.

Expenditure

Total expenditure for the year amounted to £1,526,703 (compared with £1,438,973 in 2020 an increase of £87,730 : 6.1%).

The net result of the Charity was a deficit of £20,050 for the year ended 31 December 2021.

Reserves policy

The Trustees believe that in terms of good governance and to ensure the continuity of the organisation and the fulfilment of its charitable aims, it is necessary to maintain an adequate level of reserves.

Free reserves are the part of Parentkind's unrestricted funds that is freely available to spend on any of the Charity's purposes. This definition excludes restricted income funds, although holding such funds may influence Parentkind's reserves policy.

The Trustees take a risk-based approach to reserves and review the reserves policy annually. The Board has set a reserves policy which requires:

- Reserves to be maintained at a level which ensures that Parentkind's core activity could continue during a period of unforeseen difficulty
- A proportion of reserves to be maintained in a readily realisable form.

The calculation of the required level of free reserves takes into account:

- Risks associated with each stream of income and expenditure being different from that budgeted
- Planned activity level
- Organisational commitments
- The gap between the spending and receiving of income
- Retaining a level of funding that will allow the Charity to respond to opportunities arising which enable the organisation to meet its strategic objectives.

On this basis, the Trustees consider that the ideal level of free reserves as at 31 December 2021 is £450,000 of which at least 20% should be held as cash. The group held cash of £289,349 at 31 December 2021 (compared to £389,002 at 31 December 2020).

Additionally, Parentkind owns the land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS. The board has agreed to retain the land and building for use of the Charity until such time that the liquidation of the asset is required in order to provide access to free reserves as per the policy.

The balance held in unrestricted funds (excluding tangible and intangible fixed assets) was £779,098 at 31 December 2021 (compared to £840,501 at 31 December 2020). The Trustees are satisfied that the Charity is operating on a going concern basis.

Consideration has been given to the impact of the Coronavirus pandemic upon our ongoing operations and a basis of going concern. Given limited exposure to reductions in income, as previously described, the cost cutting measures enacted during the year and current level of reserves the Trustees are satisfied that the pandemic does not affect the ability of the Charity to operate on a going concern basis.

The Trustees consider ways by which the free reserves above the assessed reserves level could be invested or used for the long term benefit of the charity. In March 2021 the Trustees decided to allocate £100,000 as a designated fund representing their commitment to develop a new website during 2021. It is intended that the new website will be launched in 2022.

Investment policy and performance

Parentkind's investment policy is to manage investments in such a way, as to:

- Provide supplementary income to enable the Charity to carry out its purposes effectively, both in the short term and over the longer term
- Maintain and preserve asset values and where possible, the value of the assets should be enhanced so as to at least keep pace with inflation over the longer term
- Minimise the impact of:
 - Financial loss through inappropriate or speculative investment
 - Unforeseen severe adverse investment conditions
 - Financial loss through lack of investment advice and lack of diversity
 - Cash flow difficulties arising from lack of liquidity.

At 31 December 2021, in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposits spread between two UK banks.

Structure, governance and management

Parentkind is both a company limited by guarantee and a registered charity. It is governed by the Board of Trustees which is collectively responsible for the governance and strategic direction of Parentkind together with its financial health, delivery of public benefit, probity of its activities and the development of the organisation's aims, objectives and goals.

Parentkind wholly owns a trading subsidiary, Parentkind Enterprises Limited (PEL) (company number 3884281) whose Directors are selected by the Trustees from among their number and the staff team.

Early in 2021 a new Chair of the Board was recruited as Joe Saxton approached the end of his term of service. Joe stepped down as Chair and Trustee at our AGM on 9th June 2021 and at the same meeting Alex Peace-Gadsby was appointed by the board as both a Trustee and Chair of the Board. The Trustees and Staff Team of Parentkind extend their appreciation and thanks to Joe, who provided exceptional leadership of the board for six years during a period of substantial transformation of the organisation.

All new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. New Trustees receive a comprehensive induction when they join, including an overview of their responsibilities and duties as Company Directors and Trustees. This induction is undertaken by the Chair of the People Committee and the Company Secretary.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All Trustees give their time freely and no Trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in note 15 to the accounts.

Day to day management of the Charity is delegated to the Chief Executive, who manages a team of 29 staff (26.8 full time equivalent).

Board Structure and Trustee Development

The Board meets four times per year, with the following committees meeting at least twice a year, consisting of the following Trustees (voting) and Executive staff (non-voting):

- People Committee
 - Rob Hayter (Chair)
 - Steve Bannister
 - Pat Sowa
 - Jo Walmsley
 - Two members of the Executive Team.
- Money Committee
 - Mos Somji (Chair)
 - Jennifer Dyer (to 9th June 2021)
 - Amanda Shepard
 - Two members of the Executive Team.

Our Chair of the Board sits ex officio (with voting rights) on each committee.

Overall Trustee attendance at committees was an average of 86% over the period and Trustee attendance at Board meetings was 84%.

The Board has also developed its own set of guiding principles called “What are the Hallmarks of an effective Trustee” which covers attendance and involvement at meetings, knowledge of Parentkind and its work, and behaviour as a Trustee to ensure that the Board can be as effective as possible. This is also included in the Trustee Manual.

Risk management

The major risks for Parentkind are reviewed and scrutinised by the Money Committee and the Board of Trustees. This year, the top risks have been:

- Lack of mixed income portfolio
- Loss of share in relation to PTA membership market
- Insufficient financial resources to sustain organisation
- Digital systems not adequate to support effective operational delivery
- Failure to deliver upon strategy & realise the potential of Parentkind

Staff and trustees have worked closely together in 2021 to mitigate these risks, especially in light of the impact of the Covid-19 Pandemic. Financial risks are mitigated by regularly reviewing our financial position through management accounts, conducting quarterly reforecasting and scenario planning. During the year we have continued new initiatives such as the Big PTA Raffle, working to diversify our income and have focussed upon providing members with a relevant membership offer during the Pandemic, including running webinars. We have continued the focus on our digital infrastructure and started a project to replace our website.

We recognise the importance of safeguarding in all aspects of our work. We provide our members with support, guidance and access to training to ensure they understand their obligations in relation to safeguarding children and vulnerable adults.

Future plans

In 2022 we are planning on further focus on strengthening our PTA membership, ensuring it remains relevant to our members.

As our current strategy period ended during 2021 we have worked to build upon our achievements and develop a new strategy, which launched early in 2022.

Trustees' responsibilities in relation to the financial statements

The Charity Trustees (who are also the directors of Parentkind for the purposes of company law) are responsible for preparing a Trustee's annual report and financial statements in accordance with applicable law and United Kingdom Account Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the group and of incoming resources and applications of resources, including the income and expenditure, of the charitable group for that period. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP (FRS102)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and the group and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, and the Memorandum and Articles of Association. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

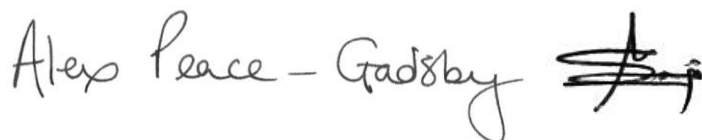
Statement as to disclosure to our auditors

In accordance with section 418 Companies Act 2006, the trustees confirm that, in the case of each of the persons who are trustees at the time when this report is approved, so far as each trustee is aware:

- There is no relevant audit information of which the company's auditors are unaware, and
- He/she has taken all the steps that he ought to have taken as a trustee in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

The image shows two handwritten signatures. The first signature, on the left, is 'Alex Peace - Gadsby' written in a cursive, flowing script. The second signature, on the right, is 'Mos Somji' written in a more stylized, bold cursive script.

Alex Peace-Gadsby (Chair of the Board)

Mos Somji (Chair of the Money Committee)

29th June 2022

Independent auditors' report to the members and trustees

Opinion

We have audited the financial statements of Parentkind (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2021 which comprise the consolidated statement of financial activities, consolidated and charity balance sheets, consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 December 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have

performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and to take advantage of the small companies exemption in preparing the Trustees' Annual Report and the Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 14, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material

misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

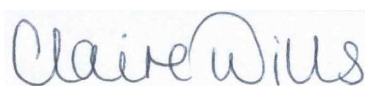
During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company and the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



.....
Claire Wills (Senior Statutory Auditor)
for and on behalf of Saffery Champness LLP

Chartered Accountants	71 Queen Victoria Street
Statutory Auditors	London
	EC4V 4BE

Date: 20 July 2022

Saffery Champness LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Consolidated Statement of Financial Activities for the year ended 31 December 2021
(Incorporating the income and expenditure account)

	Note	Unrestricted funds £	Restricted funds £	Total funds 2021 £	Total funds 2020 £
Income from:					
Charitable activities	2	1,297,979	-	1,297,979	1,353,208
Commercial activities	3	149,250	-	149,250	142,360
Investments		15,988	-	15,988	17,086
Donations		6,000	-	6,000	6,329
Total income		1,469,217	-	1,469,217	1,518,983
Expenditure on:					
Charitable activities	4	(1,430,946)	-	(1,430,946)	(1,343,006)
Commercial activities	3	(95,757)	-	(95,757)	(95,967)
Total expenditure		(1,526,703)	-	(1,526,703)	(1,438,973)
Net gains/(losses) on investments	10	37,436	-	37,436	29,595
Net income/(expenditure) for the year		(20,050)	-	(20,050)	109,605
Transfer between funds	14	-	-	-	-
Net movement in funds		(20,050)	-	(20,050)	109,605
Total funds brought forward 1 January	14	1,228,306	-	1,228,306	1,118,701
Total funds carried forward 31 December	14	1,208,256	-	1,208,256	1,228,306

All activities for the years ended 31 December 2021 and 2020 relate to continuing operations and all income and expenditure was unrestricted.

Consolidated and Charity Balance Sheets as at 31 December 2021
Company number 3680271

	Note	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
Fixed assets					
Tangible assets	8	384,465	387,805	384,465	387,805
Intangible assets	9	44,693	-	44,693	-
Investments	10	566,220	514,007	567,220	515,007
		995,378	901,812	996,378	902,812
Current assets					
Debtors	11	169,206	184,184	294,689	253,122
Cash at bank and in hand		177,209	153,082	50,726	83,144
Cash on deposit		112,140	235,920	112,140	235,920
		458,555	573,186	457,555	572,186
Creditors: amounts falling due within one year	12	(245,677)	(246,692)	(245,677)	(246,692)
Net current assets		212,878	326,494	211,878	325,494
Total net assets		1,208,256	1,228,306	1,208,256	1,228,306
Funds of the Charity					
Total funds (unrestricted)	14	1,208,256	1,228,306	1,208,256	1,228,306

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

As permitted by S408 Companies Act 2006, the charitable company has not presented its own profit and loss account and related notes. The charitable company's net movement in funds for the year was -£20,050 (compared to £109,605 in 2020).

The financial statements on pages 19 to 32 were approved and authorised for issue by the Board of Trustees on 29th June 2022 and signed on its behalf by:



Alex Peace-Gadsby
Chair of the Board



Mos Somji
Chair of the Money Committee

Consolidated Cash Flow Statement for the year ended 31 December 2021

	Note	Group 2021 £	Group 2020 £
Net cash provided by/(used in) operating activities	17	(46,039)	26,809
Cash flows from investing activities:			
Dividends from investments and interest		15,988	17,086
Purchase of tangible fixed assets		(10,132)	(4,019)
Purchase of intangible fixed assets		(44,693)	-
Purchase of investments		(14,777)	(15,007)
Proceeds from the sale of investments		-	-
Net cash (used)/provided by investing activities		(53,614)	(1,940)
Change in cash and cash equivalents during year		(99,653)	24,869
Cash and cash equivalents at start of year		389,002	364,133
Cash and cash equivalents at end of year		289,349	389,002

Notes to the Financial Statements for year ended 31 December 2021

1 Accounting policies

Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed asset investments. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees confirm that the Charity is a public benefit entity under FRS 102.

The Trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern. While we recognise a small reduction in our PTA membership during the year as a result of the impact of the Covid-19 Pandemic upon schools, we demonstrated our ability to flex our expenditure to match this reduction in income through careful budgeting. We anticipate that as restrictions upon society are relaxed as part of the Government's roadmap for recovery in 2022 our decline in membership will be reversed. Further signs of recovering membership numbers have been observed in the first half of 2022.

Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary, Parentkind Enterprises Limited (PEL) company number 3884281, on a line-by-line basis. The Trustees consider that control exists due to the subsidiary being wholly owned, and there are no restrictions on the ability of the subsidiary to transfer funds or cash to the Charity. A separate Statement of Financial Activities, Income and expenditure account and cash flow statement for the Charity itself are not presented because the Charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

Incoming resources

Membership income (net of discounts) is taken to the Statement of Financial Activities over the period of the subscription, taking into account the type of membership involved. Discounts are offered to member associations for payment of subscription fees by Direct Debit.

All grants received are credited to the Statement of Financial Activities upon receipt and where there is entitlement. Any gifts in kind received by the Charity during a financial period are recognised as income with a corresponding equivalent amount of expenditure. These are recognised at market value. All other incoming resources are accounted for when there is entitlement, receipt is probable and the amount can be reliably measured.

Resources expended

All expenditure is accounted for on an accruals basis.

Charitable activities includes expenditure on providing and developing member services, research into member opinions, engagement with key audiences, and promotion of Parentkind.

Governance costs include those incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements.

Notes to the Financial Statements for year ended 31 December 2021 (continued)

Expenditure not directly attributable to charitable activities, including staff costs, governance costs and support costs, are allocated to each activity on the basis of estimated time spent on the activities as follows:

Membership services	74.2% (2020: 78.5%)
PR, policy and research	25.8% (2020: 21.5%)

Investments

Investment funds surplus to operational requirements are invested in deposits in the name of Parentkind to optimise income or in investments selected by a professional investment manager as approved by the Board. Investments are stated at market value at the balance sheet date. The Consolidated Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year.

Tangible fixed assets

Expenditure on the acquisition of individual fixed assets that are either trackable (for example via serial numbers) or that cost more than £1,000 are capitalised at cost. Depreciation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets excluding freehold land over their expected useful lives. It is calculated at the following rates:

Freehold property (buildings only)	2% on cost (previously net book value)
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

Intangible fixed assets

Expenditure on the acquisition of intangible fixed assets costing more than £1,000 where it is probable that the asset will generate future economic benefit, and the cost or value of the asset can be measured reliably, are capitalised at cost. Amortisation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets calculated at the following rates:

Website build costs	33% on cost
---------------------	-------------

Fund accounting

Unrestricted funds are available to spend on activities that further any purpose of the Charity. Designated funds are unrestricted funds which have been set aside at the discretion of the Trustees for a specific, but not legally binding, purpose. Restricted funds are amounts which are specified by the donor to be used solely for particular projects undertaken by the Charity.

Pension costs

Employees of the Charity join a defined contribution 'money purchase' pension scheme upon starting their employment. The Charity contribution is restricted to the contributions disclosed in note 7. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by the Charity during the year. The Charity has no liability beyond making its contributions and paying across deductions for the employee's contribution.

Irrecoverable VAT

The Charity is partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Critical estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The value of land is estimated at 33% of the total property value, this judgement is based upon advice from a surveyor, who revalued the building in 2016. The depreciation policy for the building was changed from on net book value to the on cost basis, to better reflect the useful economic life. This change in estimation was applied from 1 January 2018 onwards.

2 Charitable activities

Membership subscriptions received are derived from the Charity's principal activity wholly undertaken in the UK. Direct Debit discounts were taken up by many members and are included in the discounts allowed.

	2021	2020
	£	£
Members' subscriptions	1,332,286	1,369,237
Discounts allowed	(55,705)	(57,170)
Training	11,302	1,886
Grants/Contracts	-	35,179
CJRS + Kickstarters	10,096	4,076
Total charitable activities	1,297,979	1,353,208

Notes to the Financial Statements for year ended 31 December 2021 (continued)

3 Incoming resources from activities for generating funds

The wholly owned trading subsidiary PEL, company number 3884281, is incorporated in the United Kingdom and pays all of its profits to the Charity by Gift Aid. PEL operates all commercial trading activities on behalf of the Charity. The Charity owns the entire share capital of 1,000 ordinary shares of £1 each. A summary of the trading results is shown below.

The summary financial performance of the subsidiary alone is:

	2021	2020
	£	£
Commercial activities	149,250	142,360
Donations	-	-
Cost of sales and administration costs	(95,757)	(95,967)
Net profit	53,493	46,393
Payment made via Gift Aid to the Charity	(53,493)	(46,393)
Retained in subsidiary	-	-
Current assets	160,110	135,697
Current liabilities	(159,110)	(134,697)
Total net assets	1,000	1,000
Aggregate share capital and reserves	1,000	1,000

Notes to the Financial Statements for year ended 31 December 2021 (continued)

4a) Analysis of charitable activities 2021	Staff costs	Other direct costs	Governance & support costs (see note 4b)	Total 2021
	£	£	£	£
Membership services	621,792	246,186	156,287	1,024,265
PR, policy & research	265,310	81,588	59,783	406,681
Total resources expended	887,102	327,774	216,070	1,430,946

Analysis of charitable activities 2020	Staff costs	Other direct costs	Governance & support costs (see note 4b)	Total 2020
	£	£	£	£
Membership services	610,119	221,304	131,242	962,665
PR, policy & research	275,914	60,752	43,675	380,341
Total resources expended	886,033	282,056	174,917	1,343,006

4b) Analysis of governance and support costs 2021	General support	Governance function	Total 2021
	£	£	£
Legal & professional fees	42,025	10,333	52,358
Meeting costs – venue hire, travel and catering	12,050	3,456	15,506
Staff training	10,372	2,975	13,347
Premises costs	27,039	7,756	34,795
IT and communications	52,843	15,157	68,000
General office	14,978	4,296	19,274
Audit fees	-	12,790	12,790
Total governance and support costs	159,307	56,763	216,070

Analysis of governance and support costs 2020	General support	Governance function	Total 2020
	£	£	£
Legal & professional fees	28,727	6,217	34,944
Meeting costs – venue hire, travel and catering	9,188	2,514	11,702
Staff training	3,747	1,025	4,772
Premises costs	29,686	8,121	37,807
IT and communications	56,946	15,578	72,524
General office	814	223	1,037
Audit fees	-	12,131	12,131
Total governance and support costs	129,108	45,809	174,917

Notes to the Financial Statements for year ended 31 December 2021 (continued)

5 Total expenditure

Included in total expenditure is the following:

	2021	2020
	£	£
Audit fee (current year)	12,790	11,950
Audit fee (prior year under accrual)	-	181
Depreciation	13,472	14,382
Operating lease rentals	-	-

6 Taxation

The company is a registered charity and as such is not liable to corporation tax on its income derived wholly from charitable activities.

7 Employees

The monthly average number of employees for the year was 27.1 (compared to 27.4 in 2020) and the monthly average Full Time Equivalent was 24.9 (compared to 24.3 in 2020) whose total remuneration was:

	2021	2020
	£	£
Salaries and wages	832,374	856,246
Social security costs	69,657	68,412
Pension costs	55,533	55,789
	957,564	980,447

No employees received emoluments which fell within the band £60,000 - £70,000 (2020: 0).

1 employee received emoluments which fell within the band £70,000 - £80,000 (2020: 1).

A payment for termination of employment of £3,500 was made during the year (compared to £9,456 in 2020). This cost was recognised as an accrued salary cost within 2020.

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated. During 2021, we had three members of the Executive Team – the Chief Executive, the Executive Director of Corporate Services and the Executive Director of Programmes, Membership and Charitable Services. The total employee benefits of the key management personnel, including employer's national insurance contributions and pension contributions in 2021, were £232,839 (compared to £231,224 in 2020).

The Charity operates a defined contribution pension scheme in respect of employees. The scheme and its assets are held by independent managers. The number of employees, to whom benefits were accruing under a money purchase pension scheme was 29 (2020: 23).

Notes to the Financial Statements for year ended 31 December 2021 (continued)
8 Tangible fixed assets (Group and Charity)

	Freehold property	Furniture, equipment, fixtures & fittings	Total
Cost	£	£	£
At 1 January 2021	456,559	29,370	485,929
Additions	-	10,132	10,132
Disposals	-	-	-
At 31 December 2021	456,559	39,502	496,061
Depreciation			
At 1 January 2021	79,935	18,189	98,124
Charge for year	6,088	7,384	13,472
Disposals	-	-	-
At 31 December 2021	86,023	25,573	111,596
Net book value			
31 December 2021	370,536	13,929	384,465
31 December 2020	376,624	11,181	387,805

All assets are used in the administration of the Charity. Freehold land is held at a value of £152,186 and is not depreciated.

9 Intangible fixed assets (Group and Charity)

	Website	Total
Cost	£	£
At 1 January 2021	-	-
Additions	44,693	44,693
Disposals	-	-
At 31 December 2021	44,693	44,693
Amortisation		
At 1 January 2021	-	-
Charge for year	-	-
Disposals	-	-
At 31 December 2021	-	-
Net book value		
31 December 2021	44,693	44,693
31 December 2020	-	-

The website was being developed during 2021 and is planned to launch in September 2022 at which point the asset will start to be amortised.

Notes to the Financial Statements for year ended 31 December 2021 (continued)
10 Fixed asset investments

Market value	Group and Charity Listed investments	Charity Subsidiary company	Charity total
	£	£	£
At 1 January 2021	514,007	1,000	515,007
Additions	14,777	-	14,777
Net gains/(losses) on investments	37,436	-	37,436
31 December 2021	566,220	1,000	567,220
Historic cost			
31 December 2021	458,096	1,000	459,096
31 December 2020	443,319	1,000	444,319

The Charity holds investments in the Alpha Charity Authorised investment funds for Endowments Long Term Reserve managed by Sarasin & Partners LLP.

The Charity owns 100% of the issued share capital of PEL and the balance of reserves at 31 December 2021 was £1,000. The Charity is also the sole member of Parent Teacher Associations UK (PTA UK) which is a company limited by guarantee. Parent Teacher Associations UK does not have any share capital and the liability of Parentkind is limited to the sum of £1. During this accounting period PTA UK remained dormant.

11 Debtors

	Group 2021	Group 2020	Charity 2021	Charity 2020
Amounts falling due within one year	£	£	£	£
Trade debtors	10,400	42,197	431	-
Balances due from subsidiary	-	-	93,638	82,160
Amount due from subsidiary under Gift Aid	-	-	53,494	46,393
Value added tax receivable	23,676	2,891	35,654	9,035
Prepayments and accrued income	135,130	139,096	111,472	115,534
	169,206	184,184	294,689	253,122

12 Creditors

	Group 2021	Group 2020	Charity 2021	Charity 2020
Amounts falling due within one year	£	£	£	£
Trade creditors	42,673	40,299	42,673	40,299
Membership subscriptions paid in advance	167,788	144,783	167,788	144,783
Accruals and deferred income	15,139	43,519	15,139	43,519
Other taxation and social security	20,078	18,091	20,078	18,091
	245,678	246,692	245,678	246,692

Notes to the Financial Statements for year ended 31 December 2021 (continued)
13 Membership subscriptions paid in advance

	2021	2020
	£	£
Balance at 1 January	144,783	179,421
Amount released to income earned from charitable activities	(144,783)	(179,421)
Amount deferred in year	167,788	144,783
Balance at 31 December	167,788	144,783

14 Analysis of charitable funds
a) Analysis of group net assets between funds

	Total and unrestricted 2021 £	Total and unrestricted 2020 £
Investments	566,220	514,007
Tangible fixed assets	384,465	387,805
Intangible fixed assets	44,693	-
Cash	289,349	389,002
Other net current assets/(liabilities)	(76,471)	(62,508)
At 31 December	1,208,256	1,228,306

b) Analysis of movements in funds

	Total and unrestricted 2021 £	Total and unrestricted 2020 £
At 1 January	1,228,306	1,118,701
Net movement in funds	(20,050)	109,605
At 31 December	1,208,256	1,228,306

c) Analysis of unrestricted funds

	General fund £	Website fund £	Fixed Asset fund £	Total £
At 1 January 2020	720,533	-	398,168	1,118,701
Net movement in funds	119,968	-	(10,363)	109,605
At 31 December 2020	840,501	-	387,805	1,228,306
At 1 January 2021	840,501	-	387,805	1,228,306
Allocation of designated funds	(100,000)	100,000	-	-
Net movement in funds	27,983	(44,693)	(3,340)	(20,050)
At 31 December 2021	768,484	55,307	384,465	1,208,256

Notes to the Financial Statements for year ended 31 December 2021 (continued)

The unrestricted funds relate to free reserves, subject to designated funds, available to spend on any purpose of the Charity.

15 Transactions with Trustees and connected persons

The Trustees do not receive any remuneration. 5 of the 15 Trustees who served during the year received in total £449 (compared to 4 Trustees receiving £859 in 2020) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business. This included two gifts to Trustees who were stepping down from their roles at a total cost of £165.

Included in both income and expenditure is £6,000 (2020: £6,000) relating to survey services gifted to the Charity by nfpSynergy, a research consultancy specialising in the not-for-profit sector, of which Joe Saxton was also a Director. These services would otherwise have been performed by Parentkind staff.

Other than the single related party transaction identified above, there were no other transactions with any persons and entities closely connected to the charity or its trustees.

16 Commitments

At 31 December 2021 the Charity had no commitments payable under non-cancellable leases.

17 Reconciliation of net incoming/(outgoing) resources to net cash flow from operating activities

	2021	2020
	£	£
Net incoming/(outgoing) resources for the year	(20,050)	109,605
Depreciation	13,472	14,382
(Gains)/loss on investments	(37,436)	(29,595)
Amortisation and impairment of intangible fixed assets	-	-
Dividends from investments	(15,988)	(17,086)
Decrease/(increase) in debtors	14,978	(38,812)
(Decrease)/increase in creditors	(1,015)	(11,685)
Net cash provided by/(used in) operating activities	(46,039)	26,809

18 Analysis of changes in net debt

	At start of year	Cashflows	At end of year
	£	£	£
Cash	389,002	(99,653)	289,349
Total	389,002	(99,653)	289,349

Notes to the Financial Statements for year ended 31 December 2021 (continued)

19 Limited by Guarantee

The Trustees are members of the Charity. Every member promises, if the Charity is dissolved while they remain a member or within 12 months afterwards, to pay up to £1 towards the costs of dissolution and the liabilities incurred by the Charity while the contributor was a member. The total of such guarantees at 31 December 2021 was £10 (compared to £15 in 2020).

20 Financial instruments

	Group	Group	Charity	Charity
	2021	2020	2021	2020
	£	£	£	£
Financial assets measured at fair value				
Investments	566,220	514,007	567,220	515,007

PARENTKIND

England & Wales - Charity number 1072833

Accounts

Parentkind

Parentkind

Report and Accounts
for the year ended 31 December 2020

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Company Information as at 31 December 2020

Incorporated	England 2 nd December 1998		
Company Number	3680271		
Charity Number	1072833		
Trustees	Joe Saxton, Chair of the Board (to 9 th June 2021) Alex Peace-Gadsby, Chair of the Board (from 9 th June 2021) Joni Alexander Steve Bannister Ellen Broome (from 28 th June 2020) Jennifer Dyer (to 9 th June 2020) David Hatchett (from 9 th June 2020) Rob Hayter Doris Neville-Davies (to 9 th June 2020) Charlie Samuda (to 9 th June 2020) Amanda Shepard Mos Somji Pat Sowa Jo Walmsley (from 18 th June 2020) Karen Wespieser Yvonne Wood (to 9 th June 2020)		
Chief Executive	John Jolly		
Company Secretary	Graham Stone		
Registered Office	39 Shipbourne Road Tonbridge Kent TN10 3DS		
Bankers	CAF Bank Ltd 25 Kings Hill Avenue West Malling Kent ME19 4TA	Aldermore Bank PLC 1st Floor, Block B Western House Lynch Wood Peterborough PE2 6FZ	
Investment Managers	Sarasin and Partners LLP Juxon House 100 St Paul’s Churchyard London EC4M 8BU	Solicitors	Cripps LLP 22 Mount Ephraim Tunbridge Wells Kent TN4 8AS
Independent Auditors	Saffery Champness LLP 71 Queen Victoria Street London EC4V 4BE	Insurer	Zurich Insurance plc The Zurich Centre 3000 Parkway Whiteley Fareham Hampshire PO15 7JZ

Report of the Trustees for the year ended 31 December 2020

The Trustees are pleased to present their annual report together with the consolidated financial statements of the Charity and its subsidiary for the year ended 31 December 2020, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland (FRS 102).

Overview

Objectives for the public benefit

The principal objects contained within the Charity's memorandum and articles of association are:

'To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.'

The Trustees have considered the Charity Commission guidance on public benefit while developing plans for activities during the year.

What does Parentkind do?

- We are a charity that champions parents so that they can participate in their child's education and school life to the full
- We are the largest membership body for Parent Teacher Associations (PTAs) and other parent groups in England, Wales and Northern Ireland
- We provide parental participation training across the UK
- We provide parents with information and resources on how they can get involved in school life and support their child's learning.

Our vision

Our vision is that the active participation of parents is considered an essential ingredient in the success of our children's education by society, schools and parents themselves.

Our mission

Parentkind will tirelessly support and champion all the ways parents can participate in education and have their voices heard. We want to be a powerful force for good in education in the UK that strives to bring homes and schools together for the good of all children and society as a whole.

Our ambition

We want more parents to be involved and engaged in their child's education, and in more ways – both at home and at school.

In 2018 the Trustees agreed a two year strategy to achieve our objects (covering activities up until the end of 2020) and to realise our vision, mission and ambition.

Parentkind's five strategic goals guiding our work in 2018-20 are:

- 1) Supporting and engaging parents to help them maximise their contribution to their child's education
- 2) Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible
- 3) Helping schools to become more parent-friendly
- 4) Developing new partnerships to reach more parents and schools
- 5) Championing the role of parents in education and their importance in education policy.

Despite working from home, and the limits imposed by lockdown, we have managed to place Parentkind at the heart of the schools debate in all three nations in which we operate. In a large part, this is because we have chosen to take the opportunities that have presented to us, and proactively supported and worked with a wide range of organisations in England, Wales and Northern Ireland, in a fast changing situation.

During the pandemic our four key priorities have been:

1. To ensure that we are able to position Parentkind as an organisation PTAs cannot live without in 2021 and one that reflects the new normal (e.g. non-event based fundraising).
2. To ensure that we are able to keep a track on the financial impact of COVID19, against our scenarios, and develop a stress-test to extinction, against different levels of membership in January 2021, given all of our risk sits against January 2021. We will then plan our responses at different levels of funding way below the worst case (plan for the worst and hope for the best)!
3. To recognise the transformational nature of current events in speeding-up the use of Webinars instead of face-to-face training and conferences, and develop our training accordingly.
4. Continue to increase the influence and profile of Parentkind in the context of parental engagement (Blueprint) and the growing power of parental voice in decision making. Suddenly, parents are empowered to make choices and are actively involved in children's education in a way that has not been seen before. Even sending children to school is currently a parental choice.

Achieving Our Strategic Goals

We will now take each of our five strategic goals in turn and report on our activities and achievements against each goal so far:

(1) Supporting and engaging parents to help them maximise their contribution to their child's education

Giving parents a voice

In March 2020, parents were suddenly empowered to make choices in their child's education and were actively involved in children's learning at home due to the unprecedented school closures. In response, we piloted a small online survey to gauge a reaction of parent's thoughts at this time in terms of their child's education. We were encouraged that in under five days, almost 700 parents (691 in total) representing 1,181 schoolchildren across the three nations gave us their views. The results gave us a snapshot parents' voice in the week that school closures and the wider 'stay at home' message was announced.

With the situation changing daily, we released a second short online survey to gain further clarity on parent views in April/May 2020. An unprecedented 257,392 parents responded and submissions were still coming in thick and fast by the time we closed it at 9am on Monday 4th May. This high level of engagement demonstrated the strength of feeling among parents at this time as well as our ability to be agile in gathering a collective 'parent voice'. We published our results via a press release, which generated media coverage beyond any expectations.

We have continued to gather data from parents with a series of online surveys during 2020, which has enabled us to understand the shift or transformation in the thought process of parents over the pandemic period. To compliment above, we also released online snap polls to gauge parent's reactions on specific announcements or key topics of interest (at that point in time) for example exams. These have often been at the request of our partners or media, which we are happy to help. These snap polls are short and ready to answer and can measure parent opinion, in one particular situation, almost immediately.

Using online surveys and polls have been a useful (and quick) way to get solid, usable data from parents to generate media coverage and influence policy. There is no doubt that these additions to our research have been an easy way to seriously inspire a large number of parents to respond and give their voice.

Providing parent with resources and support

We increased the number of parents visiting our website, social media channels and mailing lists.

Communication channel	At 31 December 2020	At 31 December 2019	% change
Website session visits	518,611	455,611	14%
Website unique users	373,414	252,681	48%
Page Views	2,689,602	3,344,817	-20%
Average length of web session (minutes)	02:03	03:15	-37%
Parent Facebook page 'likes'	6,441	4,898	32%
Twitter followers	9,165	7,697	19%
Parent eBulletin mailing list	20,654	18,565	11%

We created an online version of the Be School Ready magazine, for distribution to parents with 853 downloads

(2) Supporting and engaging PTAs, Parent Councils and other parent groups to be as effective as possible

PTA Membership

As of December 2020, we had 12,770 **PTA members** (46% of all schools in England, Wales and Northern Ireland).

	Year to 31 December 2020	Year to 31 December 2019
PTA members at year start	13,548	13,633
Members who did not renew	-855	-517
New & Returning PTA members	77	432
Total PTA members at year end	12,770	13,548
PTA member retention rate	90.3%	94.5%

Our presence in the three nations is as follows:

Nation	Parentkind PTA Members	All Schools	% School Market Penetration
England	11,720	24,566	48%
Wales	664	1,603	41%
Northern Ireland	374	1,569	24%
Other	12	N/A	N/A
Total	12,770	27,738	46%

PTA membership benefits

We continued to support our PTA members with 9,746 enquiries via telephone and email, as well as developed the ability for our PTA members to self-serve through our website, to complete a range of functions including contact detail changes and renewals.

Types of contact with members	At 31 December 2020	At 31 December 2019	% change
Total enquiries from PTA members	9,746	16,693	-42%
PTA membership support via telephone	2,935	6,831	-57%
PTA membership newsletter mailing list numbers	27,384	29,733	-8%
Other	0	11	N/A
Total	40,065	53,268	-25%

We successfully introduced informal webinar coffee mornings and monthly “Webinar Wednesdays”. These have been run on a range of subjects by both staff and third parties, such as The Charity Commission and Zurich.

We launched a digital PTA Expert magazine, to replace the annual printed magazine. We successfully tested our first annual virtual fundraising event the Big PTA Quiz 2020 in September/October. We provided everything a PTA would need to make it as simple as possible to host an evening. Over 10% of our PTA members downloaded the activity pack. We launched the Big PTA Raffle 2020 in October. We have completed the annual review of information sheets and resources including adaptations to be as covid-19 related as possible.

We continued to successfully work with a number of long-term and new partners to offer a wider range of exclusive benefits, to help our PTA members be as effective as possible, as well as raise more money including: PTA Events, Easyfundraising and Your School Lottery. Our ongoing partnership with easyfundraising meant that in 2020, over 400 PTAs registered to use the service with nearly 6,000 members now registered.

Annual PTA membership survey

Our 2020 annual PTA membership survey was completed online by nearly 700 PTA members and highlights the important role that they play in contributing to improving children’s education and to society as a whole. The key results of the survey are summarised below:

- Our PTA members raised an average of £6,187 compared to £9,006 in 2019.
- The total amount raised by all our PTA members that goes directly into schools is estimated to be more than £79 million, far less than the estimated £121 million raised in 2019.
- Covid-19 has had a huge impact on PTAs’ ability to fundraise. Across all our PTA membership, the estimated lost income by PTAs as a result of the pandemic is more than £75 million.
- Committee members in our PTA members collectively volunteered 2.05 million hours, worth at least £17.8 million (based on the national living wage).

(3) Helping schools to become more parent-friendly

Blueprint for Parent Friendly Schools

We have collated consultation comments and feedback to those who participated, the changes that were made as a result and established the Blueprint for Parent-Friendly Schools five key drivers.

We have developed a sub-brand to use across all the Blueprint for Parent-Friendly Schools elements and successfully completed the Doncaster government contract. Despite the schools closing due to Covid-19 we established best practice and a number of resources to take us forward and created a Blueprint for Parent-Friendly Schools promotional brochure for school-leaders and partners.

Training

We have reviewed our workshops so that they could be delivered online, including training our associate trainers on these new delivery methods.

(4) Developing new partnerships to reach more parents and schools

Due to the higher profile our snapshot surveys have given us, we have been approached to partner on the following research projects:

- We are one of two UK partners in the Brookings Institution's global Parent Engagement in Education Project looking at the role of parental engagement in children's education.
- We have undertaken consultancy services for The Education People, developing, hosting and analysing the results of a survey to Kent parents.

(5) Championing the role of parents in education and their importance in education policy.

We executed our 6th Annual Parent Survey with a 1,500 sample size across England, Wales and Northern Ireland to continue to reinforce our authority on parent views. The results were highlighted heavily in the IPPR report – The 'new normal' – The future of education after Covid-19 and the research report released alongside. To accompany our media launch, we prepared a further analysis report based on key policy areas.

A Data Analyst joined us from the Cabinet Office, on secondment for six months, to further analyse the past six annual parent surveys. Working into 2021, the outcome will be a series of evidence based reports on our key policy asks.

We established three overarching policy asks for the organisation:

- Parent Voice at MAT, Local Government and National Government
- Parent Participation in Schools
- Parent Consultation at School

England highlights:

We secured Ian Mearns MP's agreement to set up and chair an All Party Parliamentary Group on Parental Participation in Education at Westminster and launched in July. The following people were agreed as Vice Chairs, Baroness Blower, John McDonnell, and Tom Tugendhat (Vice-Chair).

Meetings have been attended by the following MP's and Peers: Mary Glendon MP, Grahame Morris MP, Lord Watson of Invergowrie, and Graeme Dolphin representing Margaret Greenwood MP; Ian Byrne MP, Tracey Crouch MP, Kate Green MP, Margaret Greenwood MP, Emma Hardy MP, Rachel Hopkins MP, David Johnston MP, Baroness Bennett of Manor Castle, Lord Knight of Weymouth, Lord Ramsbotham; and Chris Waterman (APPG for the Teaching Profession).

We have been working closely with DFE, Ofsted, Ofqual, NEU, The Chartered College of Teaching, NGA, the Parent Education Network and reaching out to a wide range of other organisations.

We have actively sought to raise our concerns and the parent viewpoint with Ministers, the Education Select committee and MP's. This has included letters to Gavin Williamson and the schools Minister along with

letters to Rebeca Long-Bailey and shadow Schools Minister Margret Greenwood. We have written to both the new Shadow Schools Minister Wes Streeting and Schools Minister Nick Gibb to both introduce Parentkind and raise concerns expressed to us by parents.

We have ensured that our COVID19 surveys have been circulated to all MPs and Peers and that parents concerns have been raised with the Education Select Committee.

Along with NAHT ASCL, NGA, NEU and other key organisations we attended and presented at two meetings in relation to schools with Keir Starmer and the shadow cabinet including, Angela Raynor, Kate Green, Margret Greenwood, Anneliese Dodds.

We responded on a number of policy focused consultations across England, including:

- National Audit Office; Free schools meals investigation.
- Future Perfect Education Commission.
- Education Select Committee's Home Education enquiry.
- NAO's inquiry "support for children's education during the Covid-19 pandemic".
- DFE School Admissions Code.

Wales highlights:

We engaged with politicians and other key stakeholders in Wales (where there is not an appetite to create an All Party Working Group) with a Parent Advisory Group, that immediately addressed the need for parent consultation and input into their Covid responses / guidance / communications etc. The work of this group continues longer term to support the implementation phase of the Curriculum for Wales (and other policy delivery).

We have secured some key political connections in Wales, these include: Kirsty Williams MS, Education Minister, Suzy Davies MS Welsh Conservatives Education spokesperson and member of Children, Young People and Education Committee, Jane Hutt MS, Deputy Minister and First Whip, Welsh Labour and Sian Gwenllian MS, Education spokesperson and member of the Children, Young People and Education Committee, Plaid Cymru.

We continued to respond to key stakeholder consultations, such as those of Qualifications Wales and Estyn and other partner organisations. Our Parent research has been used by the Welsh Government Research service, used to inform Welsh Government reports and quoted as the source. For example, in a number of responses to Welsh Government consultations, including our submission the Children, Young People and Education committee enquiry. We have used supporting evidence to respond to Welsh Government policy based consultations and gathered via snapshot surveys.

Ready for elections due to take place in May 2021, we have attended a number of round table/discussion group events with the Welsh Labour, Welsh Conservatives and Plaid Cymru parties, held to inform their policy and election manifesto developments. As well as one to one meetings with Senedd Members and policy advisors as follow-ups.

Northern Ireland (NI) highlights:

We established MLA's, peers and organisations within the APWG in Northern Ireland from January 2020. Now fully functioning with Parentkind are the secretariat. We are in regular contact with the Education Minister and other politicians involved in Education in NI providing insights as to parent's thoughts and opinions on an array of matters, during school closures including full time return to school, the transfer test and much more.

We used evidence obtained through our Parents' Parliaments to design resources that could be used as a model for schools to replicate to support learning from home. We worked alongside policy-makers and stakeholders to inform and influence the development of information materials for parents on supporting learning from home and develop Ask the Expert sessions.

We presented our survey findings to an array of stakeholders including Stranmillis University, Education Committee members, and APG members. Our research has been used extensively in NI, for example, the Department of Education. The Education Minister used our survey findings in several reports to the NI Assembly, when presenting evidence to the Education Committee, when answering general questions to the Committee and again in the Assembly answering open questions. Our survey was also included in the NI Assembly Research Matters papers.

Financial Review

Income

Total incoming resources for the year amounted to £1,518,983 (compared with £1,519,170 for 2019, a decrease of £187 : 0.0%).

Funding was primarily from PTA membership, which provided £1,312,067 (compared with £1,299,220 for 2019, an increase of £12,847 : 1.0%).

The Charity's wholly owned trading subsidiary Parentkind Enterprises Limited (PEL) continued to trade well and income from commercial was £142,360 (compared with £130,844 for 2019).

In this period, PEL made a payment of £46,393 (compared with £17,565 for 2019) under Gift Aid to the Charity, representing an increase of £28,828 on the prior year. This increase was as a result of our Big PTA Raffle initiative generating additional funds and reduced costs due to stopping the production of our Welcome Packs.

The Charity received income of £1,886 related to training workshops provided to enhance parental reach into schools as part of our wider schools programme (compared to £19,106 for 2019). This represents a decrease on the prior year of 90.1%. This decrease was a direct result of cancelling face to face training sessions and disruption within schools due to Covid-19 Pandemic. We hope to build on this income stream going forward through introducing a remote training option.

Investment income for the period was £17,086 (compared to £17,250 for 2019). At 31 December 2020, the investment was valued at £514,007 (compared to £469,405 for 2019)

The only form of direct fundraising undertaken by Parentkind during the year was through our Big PTA Raffle. The purpose of the raffle was primarily to raise funds on behalf of our PTA members. The Raffle was undertaken in partnership with an External Lottery Manager, Gatherwell Ltd, under a small society lottery licence issued to Parentkind by Tonbridge and Malling Borough Council. We ensured that Gatherwell Ltd conducted our raffle with due regard to protecting vulnerable people through ensuring that they had appropriate policies in place that were followed throughout our Raffle. We did not receive any complaints in relation to our direct fundraising activity in the year.

Expenditure

Total expenditure for the year amounted to £1,438,973 (compared with £1,579,654 in 2019 a decrease of £140,681 : 8.9%).

The net result of the Charity for the year ended 31 December 2020 was a surplus of £109,605 – this was a direct result of cost savings achieved during the Pandemic, good performance of our investments and an increase in income generated by our commercial activities.

Reserves policy

The Trustees believe that in terms of good governance and to ensure the continuity of the organisation and the fulfilment of its charitable aims, it is necessary to maintain an adequate level of reserves.

Free reserves are the part of Parentkind's unrestricted funds that is freely available to spend on any of the Charity's purposes. This definition excludes restricted income funds, although holding such funds may influence Parentkind's reserves policy.

The Trustees take a risk-based approach to reserves and review the reserves policy annually. The Board has set a reserves policy which requires:

- Reserves to be maintained at a level which ensures that Parentkind's core activity could continue during a period of unforeseen difficulty
- A proportion of reserves to be maintained in a readily realisable form.

The calculation of the required level of free reserves takes into account:

- Risks associated with each stream of income and expenditure being different from that budgeted
- Planned activity level
- Organisational commitments
- The gap between the spending and receiving of income
- Retaining a level of funding that will allow the Charity to respond to opportunities arising which enable the organisation to meet its strategic objectives.

On this basis, the Trustees consider that the ideal level of free reserves as at 31 December 2020 is £450,000 of which at least 20% should be held as cash. The group held cash of £389,002 at 31 December 2020.

Additionally, Parentkind owns the land and building at 39 Shipbourne Road, Tonbridge, TN10 3DS. The board has agreed to retain the land and building for use of the Charity until such time that the liquidation of the asset is required in order to provide access to free reserves as per the policy.

The balance held in unrestricted funds (excluding tangible and intangible fixed assets) was £840,501 at 31 December 2020. The Trustees are satisfied that the Charity is operating on a going concern basis.

Consideration has been given to the impact of the Coronavirus pandemic upon our ongoing operations and a basis of going concern. Given limited exposure to reductions in income, as previously described, the cost cutting measures enacted during the year and current level of reserves the Trustees are satisfied that the pandemic does not affect the ability of the Charity to operate on a going concern basis.

The Trustees consider ways by which the free reserves above the assessed reserves level could be invested or used for the long term benefit of the charity. In March 2021 the Trustees decided to allocate £100,000 as a designated fund representing their commitment to develop a new website during 2021. It is hoped that the new website will be launched in 2022. During the summer of 2021, a new strategy will be developed and further investment of reserves will be considered as part of this strategy.

Investment policy and performance

Parentkind's investment policy is to manage investments in such a way, as to:

- Provide supplementary income to enable the Charity to carry out its purposes effectively, both in the short term and over the longer term
- Maintain and preserve asset values and where possible, the value of the assets should be enhanced so as to at least keep pace with inflation over the longer term
- Minimise the impact of:
 - Financial loss through inappropriate or speculative investment
 - Unforeseen severe adverse investment conditions
 - Financial loss through lack of investment advice and lack of diversity
 - Cash flow difficulties arising from lack of liquidity.

At 31 December 2020, in addition to the funds invested with Sarasin & Partners LLP, the Charity held cash deposits spread between two UK banks.

Structure, governance and management

Parentkind is both a company limited by guarantee and a registered charity. It is governed by the Board of Trustees which is collectively responsible for the governance and strategic direction of Parentkind together with its financial health, delivery of public benefit, probity of its activities and the development of the organisation's aims, objectives and goals.

Parentkind wholly owns a trading subsidiary, Parentkind Enterprises Limited (PEL) (company number 3884281) whose Directors are selected by the Trustees from among their number and the staff team.

During 2019 and 2020, we recruited some new Trustees. All new Trustee positions are advertised publicly to ensure a diverse board with the right mix of skills is appointed. Three new Trustees were appointed at the AGM in June 2020.

Early in 2021 a new Chair of the Board was recruited as Joe Saxton approached the end of his term of service. Joe stepped down as Chair and Trustee at our AGM on 9th June 2021 and at the same meeting Alex Peace-Gadsby was appointed by the board as both a Trustee and Chair of the Board. The Trustees and Staff Team of Parentkind extend their appreciation and thanks to Joe, who provided exceptional leadership of the board for six years during a period of substantial transformation of the organisation.

New Trustees receive a comprehensive induction when they join, including an overview of their responsibilities and duties as Company Directors and Trustees. This induction is undertaken by the Chair of the People Committee and the Company Secretary.

Trustees bring a broad range of experience and skills, and Parentkind values their input across activities. All Trustees give their time freely and no Trustee remuneration was paid in the year. Details of Trustee expenses and related party transactions are disclosed in note 14 to the accounts.

Day to day management of the Charity is delegated to the Chief Executive, who manages a team of 25 staff (22.4 full time equivalent), of whom 23 are based in the office and 2 work remotely.

Board Structure and Trustee Development

The Board meets five times per year, with the following committees meeting at least twice a year, consisting of the following Trustees (voting) and Executive staff (non-voting):

- People Committee
 - Doris Neville-Davies (Chair to 9th June 2020)
 - Rob Hayter (Chair from 9th June 2020)
 - Steve Bannister
 - Yvonne Wood (to 9th June 2020)
 - Pat Sowa
 - Two members of the Executive Team.
- Money Committee
 - Mos Somji (Chair)
 - Jennifer Dyer (to 9th June 2020)
 - Amanda Shepard
 - Two members of the Executive Team.

Our Chair of the Board, Joe Saxton, sits ex officio (with voting rights) on each committee.

Overall Trustee attendance at committees was an average of 96% over the period and Trustee attendance at Board meetings was 94%.

The Board has also developed its own set of guiding principles called “What are the Hallmarks of an effective Trustee” which covers attendance and involvement at meetings, knowledge of Parentkind and its work, and behaviour as a Trustee to ensure that the Board can be as effective as possible. This is also included in the Trustee Manual.

Risk management

The major risks for Parentkind are reviewed and scrutinised by the Money Committee and the Board of Trustees. This year, the top risks have been:

- Lack of diversity in income
- Loss of share in relation to PTA membership market
- Digital systems not adequate to support effective operational delivery
- Failure to deliver upon strategy & realise the potential of Parentkind
- Organisational Strategy and priority/ambition is not clear

Staff and trustees have worked closely together in 2020 to mitigate these risks, especially in light of the impact of the Covid-19 Pandemic. Financial risks are mitigated by regularly reviewing our financial position through management accounts, conducting quarterly reforecasting and scenario planning. During the year we have introduced new initiatives such as the Big PTA Raffle, working to diversify our income and have focussed upon providing members with a relevant membership offer during the Pandemic, including running webinars. We have continued the focus on our digital infrastructure and are planning replacement of our website during 2021 and 2022. We have addressed pain points in our digital infrastructure, particularly related to membership, and have worked on ensuring that our database system operates as efficiently as possible through reviewing background coding.

We recognise the importance of safeguarding in all aspects of our work. We provide our members with support, guidance and access to training to ensure they understand their obligations in relation to safeguarding children and vulnerable adults.

Future plans

In 2021 we are planning on further focus on strengthening our PTA membership, ensuring it remains relevant to our members. Following the success of our Big PTA Raffle in 2020 and selling out of tickets, we

are planning on running the raffle again in 2021. To increase the number of tickets that can be sold we will need to obtain a licence from the Gambling Commission.

As our current strategy period ends we will be developing a new strategy for Parentkind during 2021 to build upon our achievements, particularly our increased profile as a result of the Pandemic. This strategic planning process is planned to commence in Summer 2021 with a series of staff and Trustee away days.

Trustees' responsibilities in relation to the financial statements

The Charity Trustees (who are also the directors of Parentkind for the purposes of company law) are responsible for preparing a Trustee's annual report and financial statements in accordance with applicable law and United Kingdom Account Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the group and of incoming resources and applications of resources, including the income and expenditure, of the charitable group for that period. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP (FRS102)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statement on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and the group and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, and the Memorandum and Articles of Association. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

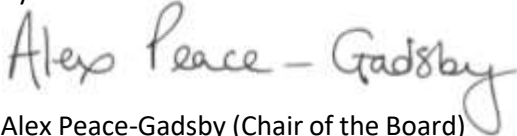
Statement as to disclosure to our auditors

In accordance with section 418 Companies Act 2006, the trustees confirm that, in the case of each of the persons who are trustees at the time when this report is approved, so far as each trustee is aware:

- There is no relevant audit information of which the company's auditors are unaware, and
- He/she has taken all the steps that he ought to have taken as a trustee in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

Alex Peace-Gadsby (Chair of the Board)

Mos Somji (Chair of the Money Committee)

9th June 2021

Independent auditors' report to the members and trustees

Opinion

We have audited the financial statements of Parentkind (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2020 which comprise the consolidated statement of financial activities, consolidated and charity balance sheets, consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 December 2020 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have

performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report which includes the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and to take advantage of the small companies exemption in preparing the Trustees' Annual Report and the Strategic Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities set out on page 14, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material

misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the parent charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the parent charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the parent charitable company and the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



.....
Claire Wills (Senior Statutory Auditor)
for and on behalf of Saffery Champness LLP

Chartered Accountants	71 Queen Victoria Street
Statutory Auditors	London
	EC4V 4BE

Date: 10 June 2021

Saffery Champness LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Consolidated Statement of Financial Activities for the year ended 31 December 2020
(Incorporating the income and expenditure account)

	Note	Total funds 2020 £	Total funds 2019 £
Income from:			
Charitable activities	2	1,353,208	1,363,576
Commercial activities	3	142,360	130,844
Investments		17,086	17,250
Donations		6,329	7,500
Total income		1,518,983	1,519,170
Expenditure on:			
Charitable activities	4	(1,343,006)	(1,455,758)
Commercial activities	3	(95,967)	(123,896)
Total expenditure		(1,438,973)	(1,579,654)
Net gains/(losses) on investments	9	29,595	61,741
Net income/(expenditure) for the year		109,605	1,257
Transfer between funds	13	-	-
Net movement in funds		109,605	1,257
Total funds brought forward 1 January	13	1,118,701	1,117,444
Total funds carried forward 31 December	13	1,228,306	1,118,701

All activities for the years ended 31 December 2020 and 2019 relate to continuing operations.

In 2019 £10,000 was recognised as restricted grant income as part of income from charitable activities. This grant was fully spent on restricted charitable activities. In 2020 all income and expenditure was unrestricted.

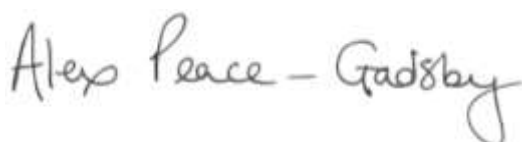
Consolidated and Charity Balance Sheets as at 31 December 2020
Company number 3680271

	Note	Group 2020 £	Group 2019 £	Charity 2020 £	Charity 2019 £
Fixed assets					
Tangible assets	8	387,805	398,168	387,805	398,168
Investments	9	514,007	469,405	515,007	470,405
		901,812	867,573	902,812	868,573
Current assets					
Debtors	10	184,184	145,372	253,122	260,865
Cash at bank and in hand		153,082	178,904	83,144	56,256
Cash on deposit		235,920	185,229	235,920	185,229
		573,186	509,505	572,186	502,350
Creditors: amounts falling due within one year	11	(246,692)	(258,377)	(246,692)	(252,220)
Net current assets		326,494	251,128	325,494	250,130
Total net assets		1,228,306	1,118,701	1,228,306	1,118,703
Funds of the Charity					
Total funds (unrestricted)	13	1,228,306	1,118,701	1,228,306	1,118,701

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

As permitted by S408 Companies Act 2006, the charitable company has not presented its own profit and loss account and related notes. The charitable company's net movement in funds for the year was £109,605 (compared to £1,257 in 2019).

The financial statements on pages 19 to 32 were approved and authorised for issue by the Board of Trustees on 9th June 2021 and signed on its behalf by:



Alex Peace-Gadsby
Chair of the Board



Mos Somji
Chair of the Money Committee

Consolidated Cash Flow Statement for the year ended 31 December 2020

	Note	Group 2020 £	Group 2019 £
Net cash provided by/(used in) operating activities	16	26,809	(120,399)
Cash flows from investing activities:			
Dividends from investments and interest		17,086	17,250
Purchase of tangible fixed assets		(4,019)	(9,382)
Purchase of intangible fixed assets		-	-
Purchase of investments		(15,007)	(14,312)
Proceeds from the sale of investments		-	-
Net cash (used)/provided by investing activities		(1,940)	(6,444)
Change in cash and cash equivalents during year		24,869	(126,843)
Cash and cash equivalents at start of year		364,133	490,976
Cash and cash equivalents at end of year		389,002	364,133

Notes to the Financial Statements for year ended 31 December 2020

1 Accounting policies

Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed asset investments. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Trustees confirm that the Charity is a public benefit entity under FRS 102.

The Trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern. While we recognise a small reduction in our PTA membership during the year as a result of the impact of the Covid-19 Pandemic upon schools, we demonstrated our ability to flex our expenditure to match this reduction in income through careful scenario planning and budgeting. We anticipate that as restrictions upon society are relaxed as part of the Government's roadmap for recovery in 2021 our decline in membership will be reversed. Early signs of recovering membership numbers have been observed in the first half of 2021.

Group financial statements

The financial statements consolidate the results of the Charity and its wholly owned subsidiary, Parentkind Enterprises Limited (PEL) company number 3884281, on a line-by-line basis. The Trustees consider that control exists due to the subsidiary being wholly owned, and there are no restrictions on the ability of the subsidiary to transfer funds or cash to the Charity. A separate Statement of Financial Activities, Income and expenditure account and cash flow statement for the Charity itself are not presented because the Charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

Incoming resources

Membership income (net of discounts) is taken to the Statement of Financial Activities over the period of the subscription, taking into account the type of membership involved. Discounts are offered to member associations for payment of subscription fees by Direct Debit.

All grants received are credited to the Statement of Financial Activities upon receipt and where there is entitlement. Any gifts in kind received by the Charity during a financial period are recognised as income with a corresponding equivalent amount of expenditure. These are recognised at market value. All other incoming resources are accounted for when there is entitlement, receipt is probable and the amount can be reliably measured.

Resources expended

All expenditure is accounted for on an accruals basis.

Charitable activities includes expenditure on providing and developing member services, research into member opinions, engagement with key audiences, and promotion of Parentkind.

Governance costs include those incurred in the governance of the Charity and are primarily associated with constitutional and statutory requirements.

Notes to the Financial Statements for year ended 31 December 2020 (continued)

Expenditure not directly attributable to charitable activities, including staff costs, governance costs and support costs, are allocated to each activity on the basis of estimated time spent on the activities as follows:

Membership services	78.5% (2019: 82.9%)
PR, policy and research	21.5% (2019: 17.1%)

Investments

Investment funds surplus to operational requirements are invested in deposits in the name of Parentkind to optimise income or in investments selected by a professional investment manager as approved by the Board. Investments are stated at market value at the balance sheet date. The Consolidated Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year.

Tangible fixed assets

Expenditure on the acquisition of individual fixed assets that are either trackable (for example via serial numbers) or that cost more than £1,000 are capitalised at cost. Depreciation is provided to write off the cost or valuation, less estimated residual values, of all fixed assets excluding freehold land over their expected useful lives. It is calculated at the following rates:

Freehold property (buildings only)	2% on cost (previously net book value)
Office equipment	33% on cost
Furniture, fixtures and fittings	20% on cost

Fund accounting

Unrestricted funds are available to spend on activities that further any purpose of the Charity. Designated funds are unrestricted funds which have been set aside at the discretion of the Trustees for a specific, but not legally binding, purpose. Restricted funds are amounts which are specified by the donor to be used solely for particular projects undertaken by the Charity.

Pension costs

Employees of the Charity join a defined contribution 'money purchase' pension scheme upon starting their employment. The Charity contribution is restricted to the contributions disclosed in note 7. The costs of the defined contribution scheme are allocated to staff costs and represent the contributions payable by the Charity during the year. The Charity has no liability beyond making its contributions and paying across deductions for the employee's contribution.

Irrecoverable VAT

The Charity is partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

Financial instruments

The Charity has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Notes to the Financial Statements for year ended 31 December 2020 (continued)

Critical estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The value of land is estimated at 33% of the total property value, this judgement is based upon advice from a surveyor, who revalued the building in 2016. The depreciation policy for the building was changed from on net book value to the on cost basis, to better reflect the useful economic life. This change in estimation was applied from 1 January 2018 onwards.

2 Charitable activities

Membership subscriptions received are derived from the Charity's principal activity wholly undertaken in the UK. Direct Debit discounts were taken up by many members and are included in the discounts allowed.

	Unrestricted funds	Total funds
	£	2019
		£
Members' subscriptions	1,369,237	1,356,700
Discounts allowed	(57,170)	(57,480)
Training	1,886	19,106
Grants/Contracts	35,179	45,250
Coronavirus Job Retention Scheme	4,076	-
Total charitable activities	1,353,208	1,363,576

Notes to the Financial Statements for year ended 31 December 2020 (continued)

3 Incoming resources from activities for generating funds

The wholly owned trading subsidiary PEL, company number 3884281, is incorporated in the United Kingdom and pays all of its profits to the Charity by Gift Aid. PEL operates all commercial trading activities on behalf of the Charity. The Charity owns the entire share capital of 1,000 ordinary shares of £1 each. A summary of the trading results is shown below.

The summary financial performance of the subsidiary alone is:

	2020	2019
	£	£
Commercial activities	142,360	139,961
Donations	-	1,500
Cost of sales and administration costs	(95,967)	(123,896)
Net profit	46,393	17,565
Payment made via Gift Aid to the Charity	(46,393)	(17,565)
Retained in subsidiary	-	-
Current assets	135,697	153,903
Current liabilities	(134,697)	(152,903)
Total net assets	1,000	1,000
Aggregate share capital and reserves	1,000	1,000

Notes to the Financial Statements for year ended 31 December 2020 (continued)

4a) Analysis of charitable activities 2020	Staff costs	Other direct costs	Governance & support costs (see note 4b)	Total 2020
	£	£	£	£
Membership services	610,119	221,304	131,242	962,665
PR, policy & research	275,914	60,752	43,675	380,341
Total resources expended	886,033	282,056	174,917	1,343,006

Analysis of charitable activities 2019	Staff costs	Other direct costs	Governance & support costs (see note 4b)	Total 2019
	£	£	£	£
Membership services	547,319	230,321	232,356	1,009,996
PR, policy & research	343,042	47,531	55,189	445,762
Total resources expended	890,361	277,852	287,545	1,455,758

4b) Analysis of governance and support costs 2020	General support	Governance function	Total 2020
	£	£	£
Legal & professional fees	28,727	6,217	34,944
Meeting costs – venue hire, travel and catering	9,188	2,514	11,702
Staff training	3,747	1,025	4,772
Premises costs	29,686	8,121	37,807
IT and communications	56,946	15,578	72,524
General office	814	223	1,037
Audit fees	-	12,131	12,131
Total governance and support costs	129,108	45,809	174,917

Analysis of governance and support costs 2019	General support	Governance function	Total 2019
	£	£	£
Legal & professional fees	63,323	18,652	81,975
Meeting costs – venue hire, travel and catering	30,246	9,842	40,088
Staff training	8,504	2,767	11,271
Premises costs	32,723	10,648	43,371
IT and communications	57,920	18,846	76,766
General office	12,735	4,144	16,879
Audit fees	-	17,195	17,195
Total governance and support costs	205,451	82,094	287,545

Notes to the Financial Statements for year ended 31 December 2020 (continued)

5 Total expenditure

Included in total expenditure is the following:

	2020	2019
	£	£
Audit fee (current year)	11,950	11,500
Audit fee (prior year under accrual)	181	5,695
Depreciation	14,382	12,252
Operating lease rentals	-	629

6 Taxation

The company is a registered charity and as such is not liable to corporation tax on its income derived wholly from charitable activities.

7 Employees

The monthly average number of employees for the year was 27.4 (compared to 29.7 in 2019) and the monthly average Full Time Equivalent was 24.3 (compared to 26.6 in 2019) whose total remuneration was:

	2020	2019
	£	£
Salaries and wages	856,246	831,243
Social security costs	68,412	74,497
Pension costs	55,789	54,107
	980,447	959,847

No employees received emoluments which fell within the band £60,000 - £70,000 (2019: 0).

1 employee received emoluments which fell within the band £70,000 - £80,000 (2019: 0).

A payment for termination of employment of £9,456 was made during the year (compared to £nil in 2019). This is recognised as a salary cost.

During the year the charity recognised a liability to make a future termination payment to an employee totalling £3,500 (compared to £nil in 2019). This cost is recognised as a salary cost and included as an accrual within 2020.

The key management personnel of both the Charity and the group comprise the Trustees and the Executive Team. The Trustees are not remunerated. During 2020, we had three members of the Executive Team – the Chief Executive, the Executive Director of Corporate Services and the Executive Director of Programmes, Membership and Charitable Services. The total employee benefits of the key management personnel, including employer's national insurance contributions and pension contributions in 2020, were £231,224 (compared to £205,567 in 2019).

The Charity operates a defined contribution pension scheme in respect of employees. The scheme and its assets are held by independent managers. The number of employees, to whom benefits were accruing under a money purchase pension scheme was 23 (2019: 25).

Notes to the Financial Statements for year ended 31 December 2020 (continued)
8 Tangible fixed assets (Group and Charity)

	Freehold property	Furniture, equipment, fixtures & fittings	Total
Cost	£	£	£
At 1 January 2020	456,559	32,534	489,093
Additions	-	4,019	4,019
Disposals	-	(7,183)	(7,183)
At 31 December 2020	456,559	29,370	485,929
Depreciation			
At 1 January 2020	73,847	17,078	90,925
Charge for year	6,088	8,294	14,382
Disposals	-	(7,183)	(7,183)
At 31 December 2020	79,935	18,189	98,124
Net book value			
31 December 2020	376,624	11,181	387,805
31 December 2019	382,712	15,456	398,168

All assets are used in the administration of the Charity. Freehold land is held at a value of £152,186 and is not depreciated.

9 Fixed asset investments

Market value	Group and Charity Listed investments	Charity Subsidiary company	Charity total
	£	£	£
At 1 January 2020	469,405	1,000	470,405
Additions	15,007	-	15,007
Net gains/(losses) on investments	29,595	-	29,595
31 December 2020	514,007	1,000	515,007
Historic cost			
31 December 2020	443,319	1,000	444,319
31 December 2019	414,000	1,000	415,000

Notes to the Financial Statements for year ended 31 December 2020 (continued)

The Charity holds investments in the Alpha Charity Authorised investment funds for Endowments Long Term Reserve managed by Sarasin & Partners LLP.

The Charity owns 100% of the issued share capital of PEL and the balance of reserves at 31 December 2020 was £1,000. The Charity is also the sole member of Parent Teacher Associations UK (PTA UK) which is a company limited by guarantee. Parent Teacher Associations UK does not have any share capital and the liability of Parentkind is limited to the sum of £1. During this accounting period PTA UK remained dormant.

10 Debtors

	Group	Group	Charity	Charity
Amounts falling due within one year	2020	2019	2020	2019
	£	£	£	£
Trade debtors	42,197	1,682	-	1,224
Balances due from subsidiary	-	-	82,160	129,182
Amount due from subsidiary under Gift Aid	-	-	46,393	17,565
Value added tax receivable	2,891	2,223	9,035	(4,467)
Prepayments and accrued income	139,096	141,467	115,534	117,361
	184,184	145,372	253,122	260,865

11 Creditors

	Group	Group	Charity	Charity
Amounts falling due within one year	2020	2019	2020	2019
	£	£	£	£
Trade creditors	40,299	33,370	40,299	33,370
Membership subscriptions paid in advance	144,783	179,421	144,783	179,421
Accruals and deferred income	43,519	26,846	43,519	20,689
Other taxation and social security	18,091	18,740	18,091	18,740
	246,692	258,377	246,692	252,220

12 Membership subscriptions paid in advance

	2020	2019
	£	£
Balance at 1 January	179,421	161,840
Amount released to income earned from charitable activities	(179,421)	(161,840)
Amount deferred in year	144,783	179,421
Balance at 31 December	144,783	179,421

Notes to the Financial Statements for year ended 31 December 2020 (continued)
13 Analysis of charitable funds
a) Analysis of group net assets between funds

	Total and unrestricted 2020 £	Total and unrestricted 2019 £
Investments	514,007	469,405
Tangible fixed assets	387,805	398,168
Cash	389,002	364,133
Other net current assets/(liabilities)	(62,508)	(113,005)
At 31 December	<u>1,228,306</u>	<u>1,118,701</u>

b) Analysis of movements in funds

	Total and unrestricted 2020 £	Total and unrestricted 2019 £
At 1 January	1,118,701	1,117,444
Net movement in funds	109,605	1,257
At 31 December	<u>1,228,306</u>	<u>1,118,701</u>

c) Analysis of unrestricted funds

	General fund £	Development fund £	Fixed Asset fund £	Total £
At 1 January 2019	983,622	133,822	-	1,117,444
Net movement in funds	(263,089)	(133,822)	398,168	1,257
At 31 December 2019	<u>720,533</u>	<u>-</u>	<u>398,168</u>	<u>1,118,701</u>
At 1 January 2020	720,533	-	398,168	1,118,701
Net movement in funds	119,968	-	(10,363)	109,605
At 31 December 2020	<u>840,501</u>	<u>-</u>	<u>387,805</u>	<u>1,228,306</u>

The unrestricted funds relate to free reserves, subject to designated funds, available to spend on any purpose of the Charity.

Notes to the Financial Statements for year ended 31 December 2020 (continued)**14 Transactions with Trustees and connected persons**

The Trustees do not receive any remuneration. 4 of the 15 Trustees who served during the year received in total £859 (compared to 9 Trustees receiving £3,903 in 2019) as reimbursement for out of pocket expenses (travel and subsistence) while carrying out the Charity's business.

Included in both income and expenditure is £6,000 (2019: £6,000) relating to survey services gifted to the Charity by nfpSynergy, a research consultancy specialising in the not-for-profit sector, of which Joe Saxton is also a Director. These services would otherwise have been performed by Parentkind staff.

Other than the single related party transaction identified above, there were no other transactions with any persons and entities closely connected to the charity or its trustees.

15 Commitments

At 31 December 2020 the Charity had the following commitments payable relating to office equipment held under non-cancellable leases:

	2020	2019
	£	£
Non-cancellable operating leases which fall due as		
within one year	-	472
two to five years	-	-

16 Reconciliation of net incoming/(outgoing) resources to net cash flow from operating activities

	2020	2019
	£	£
Net incoming/(outgoing) resources for the year	109,605	1,257
Depreciation	14,382	12,252
(Gains)/loss on investments	(29,595)	(61,741)
Amortisation and impairment of intangible fixed assets	-	-
Dividends from investments	(17,086)	(17,250)
Decrease/(increase) in debtors	(38,812)	60,644
(Decrease)/increase in creditors	(11,685)	(115,561)
Net cash provided by/(used in) operating activities	26,809	(120,399)

17 Analysis of changes in net debt

	At start of year	Cashflows	At end of year
	£	£	£
Cash	364,133	24,869	389,002
Total	364,133	24,869	389,002

Notes to the Financial Statements for year ended 31 December 2020 (continued)

18 Limited by Guarantee

The Trustees are members of the Charity. Every member promises, if the Charity is dissolved while they remain a member or within 12 months afterwards, to pay up to £1 towards the costs of dissolution and the liabilities incurred by the Charity while the contributor was a member. The total of such guarantees at 31 December 2020 was £15 (compared to £13 in 2019).

19 Financial instruments

	Group	Group	Charity	Charity
	2020	2019	2020	2019
	£	£	£	£
Financial assets measured at fair value				
Investments	514,007	469,405	515,007	470,405