

Parentkind

Report and Accounts
for the year ended 31 December 2024

Parentkind - Company Number 3680271

Contents	Page
Company Information	3
Trustees’ Report	4
Independent Auditors’ Report	13
Consolidated Statement of Financial Activities	17
Consolidated and Charity Balance Sheets	18
Consolidated Cash Flow Statement	19
Notes to the Financial Statements	20

Parentkind - Company Number 3680271

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	

Parentkind - Company Number 3680271

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,

Parentkind - Company Number 3680271

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

Parentkind - Company Number 3680271

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

Parentkind - Company Number 3680271

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.

Parentkind - Company Number 3680271

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

Parentkind - Company Number 3680271

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

Parentkind - Company Number 3680271

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:

Parentkind - Company Number 3680271

- 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.

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 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.

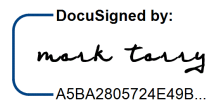
This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees.

Signed by:

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Alex Peace-Gadsby (Chair of the Board)

DocuSigned by:

 A5BA2805724E49B...

Mark Tarry (Treasurer)

9th September 2025

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 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

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 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

Parentkind - Company Number 3680271

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.

Parentkind - Company Number 3680271

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:

Helen Wilkie

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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

Parentkind - Company Number 3680271

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.

Parentkind - Company Number 3680271

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.

Parentkind - Company Number 3680271

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 parentfriendlyschoools.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
	691	2,463	(2,370)	45	829
Restricted funds					
Asda Cashpot for schools	-	5,784	(5,158)	-	626
PTA launchpad project	-	43	(20)	-	23
No Cold Child Campaign	-	41	(21)	-	20
	-	5,868	(5,199)	-	669
Total funds	691	8,331	(7,569)	45	1,498

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
Financial assets measured at fair value	£'000	£'000	£'000	£'000
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.