THE PDA SOCIETY

England & Wales · Charity number 1165038

Details

Status	Registered
Legal form	CIO
Registered	2016-01-05
Register	View on the Charity Commission register

Contact

Address	P O Box 6080 Sheffield S12 9EW
Phone	0333 002 0781
Email	info@pdasociety.org.uk
Website	www.pdasociety.org.uk

Activities

Objects: TO PROMOTE THE RELIEF OF PERSONS WITH PATHOLOGICAL DEMAND AVOIDANCE (PDA) AN AUTISTIC SPECTRUM DISORDER, AND THEIR FAMILIES AND CARERS IN PARTICULAR BUT NOT EXCLUSIVELY BY:A) PROVIDING INFORMATION, ADVICE AND SUPPORT TO THOSE PERSONS WITH PDA, THEIR FAMILIES AND CARERS INCLUDING THOSE AWAITING DIAGNOSIS; ANDB) ADVANCING THE EDUCATION OF THE GENERAL PUBLIC, IN PARTICULAR THOSE RESPONSIBLE FOR THE CARE, TREATMENT AND DIAGNOSIS OF PDA BY RAISING AWARENESS IN ALL MATTERS RELATING TO PDA.

Activities: We provide information, support and training for parents, carers, teachers and individuals with PDA, we also work independently and in collaboration with other organisations to raise awareness and understanding of this profile of ASD.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training
- **Who:** Children/young People, People With Disabilities, Other Charities Or Voluntary Bodies, The General Public/mankind

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Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£412,195	£411,663	-	-
2024-03-31	£356,223	£243,006	-	-
2023-03-31	£182,548	£181,364	-	-
2022-03-31	£172,073	£115,070	-	-
2021-03-31	£95,666	£84,064	-	-

Trustees

Name	Role	Appointed
Sally Cairns	Chair	2024-01-16
Amarath Singh Sokhi		2026-02-24
Hilary Harvey		2018-06-30
James Hulse		2022-01-14
Michael Pleasants		2023-12-02
Rachel Perrin		2024-01-04
Sally Russell		2018-04-01
Simon Mori Ringshall		2026-02-24
Yvonne McLintok		2024-04-23

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THE PDA SOCIETY

England & Wales - Charity number 1165038

Accounts

The PDA Society

Annual Review 2024/25



Charity number: 1165038

The PDA Society trustees are pleased to present their annual report and financial statements of the charity for the year ended 31st March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011, and the relevant version of the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard in the UK and Republic of Ireland (FRS 102).

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Dear Friends, Supporters and Partners,

It is an incredible privilege to serve as Chair of a charity so grounded in its purpose and powered by such a passionate community.

The PDA Society was born out of lived experience and driven by the belief that things can be different — and must be better — for PDAers and their families. That belief continues to guide everything we do.

In 2024-25, we made bold strides: supporting thousands of people through our enquiry line, launching our most ambitious research yet, increasing our fundraising, and growing our team as well as new partnerships that will carry us forward into the next chapter.

The scale of unmet need remains significant. But so too is our determination to close that gap. We've seen again and again that when PDAers and their families are truly understood — when they're met with empathy, tailored support and respect — it transforms lives.

This year, we've brought the PDA community together with academics, professionals and families to co-create research which is laying the groundwork for even more inclusive, accessible, and impactful support.

Our vision is a world where PDA is no longer misunderstood, where PDAers and their families are recognised, heard and supported. Thank you for helping us bring that vision closer to reality.

Sally Cairns

Chair of Trustees

The year at a glance



Our support service helped 2417 people and families.



We trained more than 4000 people, 60% of whom were professionals.



Over 967K people learned about PDA through our website.



Our social media following grew by 25%.



We expanded our research networks to share information and raise awareness.



The team has grown, and we now have the equivalent of 10.5 full-time roles.

About PDA Society

What we do

The PDA Society is the only UK charity focused specifically on the PDA profile of autism. Our mission is to improve the lives of PDA children, PDA adults and their carers, and families. We have been a charity for 9 years. Before that we were a parent support group, first established in 1997. Our work uses published research and lived expertise from PDAers, family members and clinicians to build understanding and support for PDAers and everyone in their lives.

In setting our objectives and planning our activities, our trustees have given serious consideration to the Charity Commission's general guidance on public benefit. The issues affecting PDA people and their families are found throughout the population. Our services and resources are available to any member of the public who needs information or support around PDA. Through our education, research and policy work, we attempt to raise awareness of PDA in the general public. All of our findings are available to members of the public, service providers, PDA people and their families.

Charitable objectives

To promote the relief of persons with Pathological Demand Avoidance (PDA), an Autistic Spectrum Disorder, and their families and carers, in particular, but not exclusively by:

a) providing information, advice and support to those persons with PDA, their families and carers including those awaiting diagnosis, and

b) advancing the education of the general public, in particular those responsible for the care, treatment and diagnosis of PDA by raising awareness in all matters relating to PDA.

What is PDA?

The term PDA stands for Pathological Demand Avoidance. This is widely understood to be a profile found within some autistic people.

PDA isn't a diagnosis, but during an autism assessment a person can be identified as having a PDA profile. This may be described in paperwork by saying a person 'has a PDA profile', or that they have 'demand avoidance traits'. In autism research and clinical practice, a 'profile' refers to a pattern of characteristics (traits/behaviours) that shape how an individual experiences and responds to the world.

People with the same 'profile' can be very different from each other but will share some common experiences.

To have a PDA profile you will likely have most or all of the 'characteristics' of PDA and you will also share some characteristics with the wider autistic population. PDAers benefit from being supported by specific approaches, many of which would also benefit the wider autistic population, and some which are particular to this profile.

There isn't enough research into the prevalence of PDA for us to make a confident assessment of population numbers, but the sole published research in this area suggests that prevalence could be as high as 1 in 5 autistic people.

PDA can have a profound impact on people's lives, making everyday tasks impossible. Everyone's experience is different and what helps one person may not work for another. Without the right support, many people find themselves unable to achieve their potential, trapped in lives that are restricted and deeply unhappy.

Our mission

At PDA Society, our focus is on making life easier for PDAers, their families and everyone affected by demand avoidance. We are building awareness and understanding around PDA and demand avoidance by providing information, training, and personalised support to everyone who needs it.

Our vision

We want to see a world where PDA and demand avoidance are better understood, so that everyone can get the understanding and support they need to thrive.

Our values

We understand

Our team is made up of neurodivergent people and parents, carers and family members of PDAers. Our personal experience means we know first-hand how challenging life can be.

We listen

We are committed to listening to PDAers, people who experience demand avoidance, and everyone in their lives. We work hard to understand what matters most to people and to ask the right questions.

We work together

We believe everyone has a role to play in making life easier. We bring professionals and researchers together with neurodivergent people and their families to share learning and make sure everyone's voice is heard.

We are human

We care deeply about making a difference, and we bring compassion, connection and honesty to everything we do. When we do get it wrong, we own up, learn, and focus on what we can do better.

We are focused

As a small charity, we have to make tough decisions about how we use our limited resources to create the greatest impact. We're transparent about our decisions, balancing individual needs with helping as many people as we can, as fast as we can.

Activities and impact

Support service

We provide three types of support:

- Solution based support through our support service
- Very occasionally we also provide more in-depth support for families at high risk of significant harm where we identify we can make a difference in a way other organisations can't
- Peer support through our forum

"I couldn't believe I was receiving a personalised phone call from a parent with lived experience of the same issues we were coping with. I felt heard and understood for the first time and so reassured. I haven't had this from any professional, even if they tried to be understanding they just didn't/don't get it. Thank you PDA Society!"

"The person who emailed me was well informed but was also a parent of a PDAer..... her information was genuine and honest. I knew she understood. It's hard for others to understand..."

Our support service provides information, guidance and signposting to PDA adults, families and professionals who are looking to get unstuck from a situation they find themselves in. Our trained support service team are made up of people who have lived experience, either as a PDA person or parent. When an enquiry is made through our site, we match the person enquiring with someone with expertise that can help, then they will get in touch via phone or email to:

- Identify and share helpful information
- Signpost to support that is relevant for the person enquiring
- Share their experiences, listen and empathise

This year the team supported 2417 people having on average 2.4 contacts with each person. Many people had their needs met in the first conversation, whilst others needed repeated contacts to support them through multiple and complex issues. The majority of people supported were parents, carers and family members (1782), followed by professionals and PDA people. The team have noted that the complexity of issues that are being brought to the support service is growing year on year.

In a very small number of cases (5 this year) we identify that there is significant risk to a family that is preventable (or minimisable) with our intervention, and where there is no other statutory or charitable body set up to provide support. In these cases we provide a slightly higher level of support and advocacy. This year, this has included taking advice from independent social workers, seeking professional support around PDA and eating disorders, and funding both family counselling and access to our training.

PDA Society's forum (which is maintained and moderated by volunteers) provides a safe place for community members to ask for information, advice and support from each other. Informally and empathically sharing what works. After consultation with forum users we have plans to move the forum onto a social media platform to increase accessibility in 25/26.



Case study

Helping Chloe access the support she deserves

When people contact our support service, they're often navigating situations that feel overwhelming and unfair. Claire's story is one of persistence, transformation, and the difference the right support can make.

Claire reached out to us about her 11-year-old daughter Chloe, who has a formal diagnosis of autism which includes reference to pathological demand avoidance (PDA), documented in line with NICE guidelines. Despite this, Chloe's school was not following her Education, Health and Care Plan (EHCP). She was struggling to attend, and her needs were being ignored. The school leadership team didn't accept Chloe was experiencing PDA and were refusing to make the adjustments needed for Chloe to be able to manage in school.

We listened to Claire's concerns and provided practical guidance about Chloe's rights and the steps she could take. As the situation escalated and Claire considered taking legal action for disability discrimination, we continued to support her with communicating constructively, helping her to feel heard without fueling conflict. At the same time, we offered the school the chance to speak directly with our specialist training team.

Our training team met with school staff and other professionals working with Chloe. Together, we explored how PDA affects children like Chloe, and what approaches could genuinely help her thrive. This collaborative approach helped to shift understanding across the team. Chloe's support began to reflect her actual needs, and her school attendance rapidly improved. Afterwards, Claire shared this message with us.

"You may have just not only saved my daughter's education, but her future and life. Not only in not giving up the fight, but also, supporting me to apply wisdom and strategy to that fight that got results... I know because you have been where I have been, that you completely understand how I feel, even if I can't put it into words."

Training and information

This year 967K people accessed information and resources through our website. The site provides a wide range of resources to help people understand what PDA is and how it can be identified, what support is helpful, and what PDA feels like for people in their own words. The resources from our site are used by organisations all over the world to build an understanding of the challenges PDA people face and how to best support them.

This year we worked together with members of the PDA community to review the accessibility of our website, and have undertaken work to make our content easier to find and understand. This culminated in the release of a new website on 14th May 2025.

Training

The PDA Society's training and consultancy team has further developed our training offer over the last year, creating new distinct offers for different groups of people. This year we provided:

- CPD accredited courses, aimed at supporting professionals across education, healthcare and social care
- A variety of bespoke courses/consultancy packages that supported organisations to face their particular challenges
- Q&A sessions on issues the PDA community are experiencing where experts focus on questions raised by the audience. These were available both live and recorded for a small fee
- Speakers at national and regional events, such as reaching an audience of over 700 people at the Autism Show.

In total this year the training team reached over 4000 people through training and presentations, 60% of whom were professionals. A further 1200 people were reached through our e-learning offer.

Feedback

Feedback on our training continues to be extremely positive. Based on responses from 800 people, we have a Net Promotor Score of 70.37%. An NPS score is a globally recognised standard where any score above 0 is considered good, and a score above 50 is considered excellent.

Here is the headline feedback averaged across all courses for the previous year. Attendees are asked to give a point score of between 0-10.

- The ease of the booking process 9/10
- The quality of the content 9/10
- The quality of trainer delivery 9/10
- The interactivity of the session 8/10
- The level of help and support with queries 9/10
- I have a better understanding of what PDA is 9/10
- I have a better understanding of helpful approaches for PDA 9/10
- I would recommend this course to others 9/10

"The information within this course has been very thought provoking. The strategies discussed will benefit our foster carers, and hopefully help them assume a different approach in meeting the needs of the children in their care."

"Completely perfectly pitched for me: I have suspected my child has PDA and done some reading, but not sure what strategies would be the most effective. It was also really important to hear from young people and adults with PDA as this is missing from most accounts."

Future Plans

Over the next year we will be offering new and updated content that will ensure our services reflect current research, and can adapt to the support required by the PDA community and the people in their lives.

We have begun to develop content that will better meet need by:
- Providing flexible access
- Creating focused content on a wider range of topics
- Providing the opportunity for personalised interactive learning

Research and networks

We believe that meaningful change for PDA people and their families happens when we work together. At the PDA Society, collaboration is core to the way we work. We bring together researchers, professionals, support group leaders, and PDAers themselves to share learning, spark new ideas, and drive progress.

This year, we've continued to build and strengthen our network of partners, contributing to and benefiting from collective knowledge and shared goals. Our involvement in a range of networks helps us ensure the voices of PDA people are represented at every level.

Some of the groups we've been proud to be part of include:

- The Autism Alliance, where we've joined as a member and our CEO now sits on the partnership board
- King's College London's research steering group, a focused team working to build a centre of expertise around PDA through two PhD placements we're supporting
- Our PDA research network, an invite-only group of researchers and academics, which meets every two months to share findings and ideas, helping to shape the future of PDA research
- Our adult PDAers reference group, a flexible, project-led group of 12 PDAers (and growing) who contribute lived experience and insight to key projects
- Our professionals Special Interest Group, a multidisciplinary group offering practical advice on our work and help us spot new opportunities to support PDA people
- Support Group Leaders Network, where people with lived experience who run local support groups share peer support, and help us stay connected to the issues families are facing
- An informal international network of PDA organisations in six countries, sharing resources and approaches to raise awareness globally

Our virtual education network, which feeds into our wider work and provides insight into how we can make education more accessible and inclusive.

Through all of these, our focus remains the same: listening to people with lived experience and using what we learn to make life better for everyone in the PDA community.

One example of this collaborative approach is our research project, In Our Words, which was released in November 2024. Based on almost 1000 responses from PDA adults and families, this report shares what life is really like for people in our community. Written by 4 PDAers, who we supported to analyse and reflect on the survey findings, the report is already being used to inform our conversations with health professionals and policy makers.

We were also delighted to see 2 PhD students begin their doctorate studies at Kings Colledge London. The students are funded by a philanthropist who has also made a three year commitment to our research and participation work in house, in the hope that together we can increase the amount and quality of research around PDA, and work with academics and institutions to encourage strategic funding of this work and the creation of a center of excellence.

This year we also worked in partnership with the University of Hertfordshire and the University of Birmingham to undertake what we believe to be the first piece of participatory research about PDA. This research will be published next year, and was co-created with a group of PDA adults to understand how PDAers conceptualise PDA and how they prefer to talk about it.

Community engagement

In 2024-25, our social media following increased by 25% from 106,064 to 133,532. This is slightly lower than the previous year because we took the ethical decision to leave Twitter/X. Interactions with our emails and social content have increased significantly and have become an important touchpoint for us in increasing awareness and understanding about PDA.

For PDA Day and Action Week in May 2024, we released early findings from our new research about the daily experiences of PDA people and their families. Members of the public contributed by sharing their own perspectives on post-it notes which we shared via the hashtag #PDAinOurWords.

The full research, PDA in Our Words, was released in autumn 2024 and was accompanied by a week-long campaign to highlight the human impact of these findings. We used information design and case studies across social media to help people understand how this data translated to people's daily lives - and what they could do to make a difference for PDA people. Our reach increased by 33% on social media during this week.

During our Christmas campaign we released an animation, You Can't See How I Feel, which focused on raising awareness about demand avoidance and helping people to understand this aspect of PDA. This was the central asset in our campaign which raised £39,138 for additional support for PDAers and their families. The film had 50,000 views during this week alone and has received overwhelmingly positive feedback from people with lived experienced, who felt that this could help to improve understanding of some of the barriers they face in their daily lives. It now features prominently on the home page of our website.

As part of our fundraising portfolio, this year we began running comedy events which have been a resounding success. This has been a really joyful way to raise funds without focusing purely on the challenges facing PDAers and their families. Some incredible comedians donated their time and talent to help raise money, and our event in July was a complete sell-out. For some people and families in the PDA community, accessing an in-person event isn't always possible. That's why in February 2025 we ran the first online streamed event to allow supporters to join in from home. This was well-received and we plan to make this an annual event.

Our incredible and dedicated supporters continued to participate in community fundraising events this year. This included Ben, a father who raised £2251 when training for a half-marathon (almost double his initial target), and Rianna, who raised £427 through a Christmas Pilates class. Building on these successes, this summer we'll be running a six-week community fundraising campaign, bringing together the PDA community to raise funds through a range of activities which work for them.

Our corporate partners, Safer Sphere, donated £2000 towards our Christmas Big Give campaign, which we were able to quadruple through their match funding model. After seeing the impact their donation was able to make, they have just decided to renew our partnership for a further year.

Thank you to our funders

The PDA Society can only continue to do the work we do because the community we support put so much effort in to raising funds for us. It means a great deal to us that so many people walk, run, cycle, put on craft auctions, play Minecraft, donate book royalties, ask their companies to donate, donate themselves monthly (or as a one off), or ask their wedding guests to donate - all of which have happened for us this year. The majority of our income comes from your generosity, and we promise to continue to do our best to make the greatest possible impact with every penny you donate. Thank you.

Thank you to the trusts and foundations that have put their faith in us this year. We know funders are oversubscribed, and when paired with how relatively unknown and misunderstood PDA is, this makes it difficult to secure funding. Thank you for seeing the value of our charity and the community we support.

Everyone who funds us is making a vital contribution towards securing happier lives for PDAers and their families everywhere. If we are to continue meeting need in the coming years, we will need your ongoing support.

Find out about how you can visit our website, or contact us directly at **comms@pdasociety.org.uk.**

Governance

Trustee information

The Charity is a Charitable Incorporated Organisation, number 1165038, and is operated under the rules of its constitution, the documents of which are dated 5 January 2016. The charity previously operated as an unregistered group. The assets and liabilities of this organisation were transferred to the CIO on 1 April 2016.

Strategic management of the charity is the responsibility of the trustees who are elected and co-opted under the terms of the constitution. Our employed staff team supported by volunteers (including trustees) and self-employed contractors are responsible for delivering the strategy that is set by the board. The trustees confirm that they have referred to the Charity Commission's guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Trustees

Sally Cairns, Chair	Elected chair 30th April 2025
Michael Pleasants, Vice Chair	Elected vice chair 30th April 2025
Sally Russell OBE	Resigned chair 30th April 25, remains a trustee
Hilary Harvey	
James Hulse	
Sacha Wheatley	
Rachel Perrin	
Yvonne McLintock, Treasurer	Appointed 23 April 2024
Craig McCormack	Resigned 24th October 2024

Key management

Elizabeth Archer, Chief Executive

Principal Address

PO Box 6080
Sheffield
S12 9EW

Accountants

Seven Hills Accountants Limited
57 Burton Street
Sheffield
S6 2HH

Bankers

HSBC
5 Wimbledon Hill Road
Wimbledon
London
Sw19 7NF

Organisational structure

This year has been another year of growth and change for our team. Our staff count has now increased to 16 employees, of which two are full time and the remainder are all part time.

New roles include Support Service Coordinator, Training Coordinator, Training Administration and Participation and Networks Co-ordinator, all part time.

The majority of our team are either a parent/carer of a PDA person or are neurodivergent themselves. This influences the way our team works, with everyone working flexible hours from home in order to make the roles accessible to people at a high risk of personal or familial burnout.

Our previous volunteer managers continue to be involved in the organisation, some as trustees, and all of them are available to support the employed team where they feel they need extra help or advice.

We have a bank of volunteers and meet with them every quarter to discuss suggestions and ensure they are involved with the charity and supporting it to reach its goals.

Policies and procedures

This year we reviewed, updated and added to our whole policy suite, including Safeguarding; Reserves; Governance; Health and Safety; Data Protection and GDPR; Diversity, Equality and Inclusion; Complaints, Compliments and Feedback; Employee handbook; Social Media and Conflicts of Interest. A detailed document on recruitment principles was drawn up as well as a statement on modern slavery.

A statement on sexual harassment was added to the employee handbook following on from the legal changes in October 2024 and training was rolled out to all employees. Further policies are scheduled to be looked at during the next year.

We also implemented several low-cost benefits and employee wellness initiatives for our team including enhancing our holiday and sick pay allowances, introducing life insurance for employees, as well as a healthcare cash back scheme and employee assistance programme that employees are regularly reminded of.

We also continue to improve our systems by carrying out annual demographics reports, changing how we pay our training contractors to ensure fairness and consistency, and conducting annual salary reviews.

Financial overview

Financial review and reserves policy

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to between 4 and 6 months of costs associated with the operation of essential services. Currently this approximates to £143,694 based on budgeted expenditure for 2025/26. The trustees consider that this level will provide sufficient funds to deliver core services and ensure that office and governance costs are covered.

The free reserves (general funds excluding the value of any tangible fixed assets) as at 31 March 2025 were £178,713 (2024: £157,928).

Trustees responsibilities in relation to financial statements

The charity trustees are responsible for preparing a Trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales 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 charity and of the incoming resources and application of resources, of the charity 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 applicable Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements
- Prepare the financial statements 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 to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

The Trustees declare that they have approved the above report on 4th October 2025.

Signed on their behalf by:



Name: Yvonne McLintok

Position: Treasurer and trustee

Date: 4th October 2025

Independent examiner's report to the trustees of PDA Society ("the CIO")

I report to the charity Trustees on my examination of the accounts of The PDA Society ("the CIO") for the year ended 31 March 2025.

Responsibilities and basis of report

As the charity trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

Your attention is drawn to the fact that the charity has prepared the accounts (financial statements) in accordance with the relevant version of the 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn. We understand that this has been done in order for the accounts to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: S Cochrane _____

Susan Cochrane FCA, DChA
Seven Hills Accountants Limited
57 Burton Street
Sheffield
S6 2HH

Date: 11 Nov 2025 _____

The PDA Society
Statement of financial activites (incorporating the income and expenditure account)
For the year ended 31 March 2025

	Notes	Unrestricted funds £	Restricted funds £	Total 2025 £	Unrestricted funds £	Restricted funds £	Total 2024 £
Income from:							
Donations, grants and legacies	**2**	98558	85385	183943	83128	95057	178185
Charitable activities	**3**	182520	-	182520	137403	-	137403
Fundraising activities		45732	-	45732	40635	-	40635
Total income		**326810**	**85385**	**412195**	261166	95057	356223
Expenditure on:							
Charitable Activities	**4**	275684	90285	365969	160398	77413	237811
Fundraising activities	**5**	45694	-	45694	5195	-	5195
Total expenditure		**321378**	**90285**	**411663**	165593	77413	243006
Net income/(expenditure)		**5432**	**(4900)**	**532**	95573	17644	113217
Transfers between funds	**12**	-	-	-	-	-	-
Net movement in funds		**5432**	**(4900)**	**532**	95573	17644	113217
Total funds brought forward		231643	24888	256531	136070	7244	143314
Total funds carried forward		**237075**	**19988**	**257063**	231643	24888	256531

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The PDA Society
Balance sheet
As at 31 March 2025

	Notes	Total 2025 £	Total 2024 £
Fixed assets	**8**	1875	964
Current assets			
Debtors	**9**	18989	12284
Cash at bank and in hand		281939	262299
Total current assets		**300928**	**274583**
Creditors: amounts falling due within one year	**10**	(45740)	(19016)
Net current assets		255188	255567
Total assets less current liabilities		**257063**	**256531**
Creditors: amounts falling due after more than one year		-	-
Total net assets		**257063**	**256531**
Represented by:			
Funds of the Charity			
General funds		180588	158892
Designated funds	**12**	56487	72751
Total unrestricted funds		237075	231643
Restricted income funds	**13**	19988	24888
	14	**257063**	**256531**

Approved by the Board on 4th October 2025

and signed on behalf of the Board by Yvonne McLintok, Treasurer and trustee

1 Accounting Policies

a General

The PDA Society is a Charitable Incorporated Organisation. In the event that the charity is wound up, the liability in respect of the guarantee is limited to £nil per member of the charity. The address of the registered office is given in the charity information on page 2 of these financial statements.

The accounts (financial statements) have been prepared in accordance with the relevant version of the 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) and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Accounting Practice. The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following the relevant version of the 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) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have taken advantage of the exemption to prepare a Statement of Cash Flows.

The PDA Society meets the definition of a public benefit entity under FRS 102. The financial statements are prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to the accounts. The financial statements are presented in sterling which is the functional currency of the charity and are rounded to the nearest £.

b Income - revenue recognition

Income is recognised when the organisation has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from Government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income is deferred when income in received in advance of the service being delivered.

c Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

d Tangible fixed assets

Depreciation has been calculated to write down the cost or valuation, less estimated residual value, of all tangible fixed assets over their expected useful live, as follows:

Computer equipment	25% Straight Line

All items of capital expenditure below £100 are written off as incurred.

e Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

f Trade debtors

Trade debtors are amounts due from customers for services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

g Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

h Funds

Unrestricted funds are donations and other income receivable or generated for the objects of the organisation without further specified purpose and are available as general funds.

Designated fund are funds set aside by the trustees for a specific purpose.

Restricted funds are to be used for specific purposes as laid down by the funder.

i Pensions

The organisation has a defined contributions pension scheme. Contributions are charged in the accounts as they become payable in accordance with the rules of the scheme.

j Leases

Rental payable and receivable under operation leases are charged to the SOFA on a straight line basis over the period of the lease.

k Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

l Going Concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2 Income from donations, grants and legacies

	Unrestricted Funds £	**Restricted Funds £**	**Total 2025 £**	Unrestricted Funds £	Restricted Funds £	Total 2024 £
Donations	98558	-	98558	83128	-	83128
Grants:						
National Lottery Community Fund	-	85385	85385	-	53457	53457
Openwork Foundation	-	-	-	-	14964	14964
Jonathan de Pass	-	-	-	-	26636	26636
	98558	**85385**	**183943**	**83128**	**95057**	**178185**

3 Income from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Unrestricted Funds £	Restricted Funds £	Total 2024 £
Training	178700	-	178700	130794	-	130794
Book royalties	2485	-	2485	2472	-	2472
Sale of merchandise	1335	-	1335	4137	-	4137
	182520	**-**	**182520**	**137403**	**-**	**137403**

4 Expenditure on charitable activities

	Note	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Unrestricted Funds £	Restricted Funds £	Total 2024 £
General administrative expenses		5893	2224	8117	4179	-	4179
Other professional expenses		1242	138	1380	635	-	635
Research costs		542	8013	8555	445	466	911
Staff costs	6	214405	76512	290917	102761	76947	179708
Training costs		40344	1352	41696	35872	-	35872
Enquiry line costs		1284	1505	2789	976	-	976
Travel & accommodation		467	-	467	33	-	33
Postage, printing & stationery		467	52	519	1303	-	1303
Merchandise		-	-	-	4777	-	4777
Website		217	354	571	269	-	269
Insurance		1218	135	1353	205	-	205
Accountancy and business advice		66	-	66	1	-	1
Independent Examination fee	7	2127	-	2127	2070	-	2070
Paypal fees		1951	-	1951	193	-	193
Eventbrite fees- courses		4308	-	4308	5323	-	5323
Bad debt provision		747	-	747	1055	-	1055
Depreciation		406	-	406	66	-	66
Loss on disposal of fixed assets		-	-	-	235	-	235
		275684	**90285**	**365969**	160398	77413	237811

5 Expenditure on Fundraising Activities

	Note	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Unrestricted Funds £	Restricted Funds £	Total 2024 £
Staff costs	6	30940	-	30940	-	-	-
Event costs		11318	-	11318	-	-	-
Other costs		3436	-	3436	5195	-	5195
		45694	-	45694	5195	-	5195

6 Staff Costs

	2025	2024
	£	£
Salaries	258905	148787
Employer's National Insurance	21796	12501
Employer's allowance	-5000	-5000
Employer's pension contributions	7342	2884
Freelance staff	38814	20536
	321857	179708

There was an average of 12 employees during the year (2024: 7). No employee received emoluments of more than £60,000.

7 Fees paid to the independent examiner's organisation

	2025	2024
	£	£
Independent examination fee	2127	2070
Other fees were paid to the independent examiner's organisation.		
Other services	324	270

8 Tangible Fixed Assets

	Office equipment	Total
	£	£
Cost or Valuation		
At 1 April 2024	1030	1030
Additions	1317	1317
At 31 March 2025	2347	2347
Depreciation		
At 1 April 2024	66	66
Charge this period	406	406
At 31 March 2025	472	472
Net Book Value		
At 31 March 2025	**1875**	**1875**
At 31 March 2024	964	964

9 Debtors

	2025	2024
	£	£
Trade debtors	8813	8016
Prepayments	10176	4268
	18989	**12284**

10 Creditors: amounts falling due within one year

		2025	2024
		£	£
Trade Creditors		893	-
Other creditors		65	-
Accruals		27690	5738
Deferred income	11	17092	13278
		45740	**19016**

11 Deferred income

	2025	2024
Deferred income b/fwd	13278	-
Released in the year	(13278)	-
Deferred in the year	17092	13278
Deferred income c/fwd	**17092**	13278

Deferred income relates to training income received in advance of the service being delivered and grant income received in advance of the agreed project start date.

12 Designated funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Operational Development Fund	72751	-	(16264)	-	56487
	72751	**-**	**(16264)**	**-**	**56487**

Operational Development fund
Fund designated to support planned operational development costs.

Prior period comparison

	Brought forward £	*Income £*	*Expenditure £*	*Transfers £*	*Carried forward £*
Strategic Growth Fund	*3526*	*-*	*(3526)*	*-*	*-*
Operational Development Fund	*-*	*-*	*-*	*72751*	*72751*
	3526	*-*	*(3526)*	*72751*	*72751*

13 Restricted funds

	Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
PDA Research Fund	24888	-	(24888)	-	-
PDA Community Project	-	65397	(65397)	-	-
Supporting the PDA Community	-	19988	-	-	19988
	24888	**85385**	**(90285)**	**-**	**19988**

PDA Research Fund
Funding to contribute towards the five year research goal to "Promote high quality multi-disciplinary research to extend understanding of PDA and the approaches needed, informing policy and practice, with improved outcomes for PDA individuals".

PDA Community Project
Funding from the National Lottery Community Fund to improve the quality of life outcomes for autistic children/ adults with a PDA profile and their parents/ carers.

Supporting the PDA Community
Funding from the National Lottery Community Fund to create a supportive and empowering community for individuals with Pathological Demand Avoidance (PDA) and their families that makes a material change to how professionals treat PDAers and their parents

Prior period comparison	*Restated Brought forward £*	*Income £*	*Expenditure £*	*Transfers £*	*Restated Carried forward £*
PDA Research Fund	*7244*	*26636*	*(8992)*	*-*	*24888*
PDA Community Project	*-*	*53457*	*(53457)*	*-*	*-*
PDA Household Support Project	*-*	*14964*	*(14964)*	*-*	*-*
	7244	*95057*	*(77413)*	*-*	*24888*

14 Analysis of net assets between funds

	General Funds £	Designated Funds £	Restricted Funds £	Total 2025 £
Tangible fixed assets	1875	-	-	1875
Net current assets	178713	56487	19988	255188
	180588	56487	19988	257063

Prior period comparison	*Restated General Funds £*	*Restated Designated Funds £*	*Restated Restricted Funds £*	*Restated Total Funds £*
Tangible fixed assets	*964*	*-*	*-*	*964*
Net current assets	*157928*	*72751*	*24888*	*255567*
	158892	*72751*	*24888*	*256531*

15 Trustee remuneration and expenses, and the cost of key management personnel

No trustees received expenses during the financial year (2024: one trustee received £220)

Trustees donated £12,121 (2024: £4,070) before gift aid without conditions

The key management personnel of the charity, comprise the trustees and the CEO. The total employee benefits of the key management personnel of the charity were £66,164 (2024: £56,958).

16 Related Party Transactions

Apart from as detailed in note 15, there were no other related party transactions during the year.

THE PDA SOCIETY

England & Wales - Charity number 1165038

Accounts

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Registered Charity Number: 1165038



The PDA Society

Annual Report and Unaudited Financial Statements for the year ended 31 March 2024

Docusign Envelope ID: 0A76B0D3-F93D-48CF-9D9F-51DE673A8C00

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The PDA Society Trustees' annual report for the year ended 31 March 2024

The Trustees are pleased to present the annual report and financial statements of the charity for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and the relevant version of the 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).

Structure, governance and management

The Charity is a Charitable Incorporated Organisation, number 1165038 and is operated under the rules of its constitution, the documents of which are dated 5 January 2016. The charity previously operated as an unregistered group. The assets and liabilities of this organisation were transferred to the CIO on 1 April 2016.

Strategic management of the charity is the responsibility of the trustees who are elected and co-opted under the terms of the constitution. Our employed staff team supported by volunteers (including trustees) and self employed contractors are responsible for delivering the strategy that is set by the board. The trustees confirm that they have referred to the Charity Commission's guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Charitable Objectives

To promote the relief of persons with Pathological Demand Avoidance (PDA), a profile of Autistic Spectrum Disorder, and their families and carers, in particular, but not exclusively by:

a.) Providing information, advice and support to those persons with PDA, their families and carers including those awaiting diagnosis, and

b.) Advancing the education of the general public, in particular those responsible for the care, treatment and diagnosis of PDA by raising awareness in all matters relating to PDA.

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Objectives and activities

PDA society exists to make life better for PDA people and everyone in their lives.

PDA stands for Pathological Demand Avoidance and this name is used to describe autistic people for whom any kind of demand triggers a fear response. This is more than not wanting to do something, or refusing to do something, it is the experience of being unable to do things (even things you desperately want to do) if at a conscious or unconscious level you perceive them as threatening your autonomy. For some people even bodily urges like thirst or hunger can be perceived as demands.

Yet autistic people with a PDA profile often don't get the support they need to thrive. This causes completely avoidable harm and can lead to very poor mental health outcomes. And this is where PDA Society comes in. We care about PDA people and believe that happy autonomous lives are possible – everything we do is about trying to make life better for PDA people and the people who care about them.
We do this in three ways, all underpinned by research:

1) By **providing high quality trustworthy information about PDA** through our website and social channels.

2) Offering **training and consultancy** to professionals and to family members of PDA people to help them understand PDA and approaches that are helpful.

3) Providing **personalised information, support and signposting** to people who need it to find a way through a particular issue.

Everything we do is based on the evidence that is currently available, and we actively encourage the creation of new high quality research, and seek to **use research and learning from practitioners to influence changes in policy and practice** that make life easier for everyone in the PDA community.

In setting our objectives and planning our activities, our trustees have given serious consideration to the Charity Commission's general guidance on public benefit. The issues affecting PDA people and their families are found throughout the population. Our services and resources are available to any member of the public who needs information or support around PDA. Through our education, research and policy work, we attempt to raise awareness of PDA in the general public. All of our findings are available to members of the public, service providers, PDA people and their families.

We are the UK's only charity dedicated to supporting Autistic people with a Pathological Demand Avoidance (PDA) profile. Founded in 1997 by parents of PDA children and registered as a charity in 2016, we have 27 years' experience working with the PDA community to make positive change happen.

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Achievements and performance

Providing high quality information

This year 1.1 million people accessed information and resources through our website.

The site provides a wide range of resources to help people understand what PDA is, what support is helpful, how to identify PDA, and what the experience of PDA being part of your profile feels like for people in their own words. The resources from our site are used by organisations all over the world to build an understanding of the challenges PDA people face, and how to best support them.

We have grown to 116,512 social subscribers (a 37% increase on previous years) across our platforms. We are particularly proud of the community engagement and support around our win of the week posts where PDA people and their families can share what has gone well.

This year we worked together with PDA Community members to produce a number of new resources including:

- Guidance on finding safe and appropriate services.
- Information for researchers on the areas of research that were the highest priority for the PDA community.
- Information for professionals and policy makers about the struggles PDA people face accessing support around their Mental Health.

What people said about our information:

"Accessible 27/7 and user-friendly interface."

"High standard of information and LOTS of it. Yippee!"

"The information I was given has set me on the right path to understanding and advocating for my daughter which in turn has improved life for all of us in the family."

"The website is an incredible resource, as is the helpline. Thank you."

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Training and Consultancy

PDA Society's training and consultancy team has developed our training offer over the last year, creating new distinct offers for different groups of people. This year we offered:

- CPD accredited courses, aimed at supporting professionals across education, healthcare and social care.
- A variety of bespoke courses/ consultancy packages that supported organisations to face their particular challenges.
- A lecture series delivered by world renowned academics.
- Q&A sessions focused on issues the PDA community are experiencing, with experts addressing questions raised by the audience. These were available both live and recorded for free and reached 5000 people.
- Speakers at national and regional events such as reaching an audience of 1558 people.

In total this year the training team reached 8900 people through training and presentations.

4987 people attended our formal courses, 68% of whom were professionals.

Feedback on our training continues to be extremely good. Here is the headline feedback averaged across all courses. Attendees are asked to give a point score of between 0-10.

- The quality of the content 9/10.
- The quality of the trainer delivery 9/10.
- The level of help and support with queries 9/10.
- I have a better understanding of what PDA is 9/10.
- I have a better understanding of helpful approaches for PDA 9/10.
- I feel better able to support the PDA person I care for 9/10.
- I would recommend this course to others 9/10.

Our new educational consultancy service has supported 7 schools this year and has received excellent feedback.

Training income has shown a significant increase this year, supporting our objectives of providing information and support to the PDA community.

What people said about our training:

"real experience by people who have lived with (PDA) but also explain their point of view- brilliant linkage to resources - loved the slides- very interesting and I am constantly thinking of other people I work with even as I am just listening to your presentation"

"Was really informative, made me realise I am not crazy and helpful tips and understanding from PDAers to help me understand how my child might be feeling"

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We provide three types of support:

- Peer support through our online forum.
- Solution based support through our enquiry line.
- (Very occasionally) more in-depth support for families at high risk of significant harm where we identify we can make a difference in a way other organisations can't.

PDA Society's online forum (which is maintained and moderated by volunteers) provides a safe place for community members to ask for information, advice and support from each other. Informally and empathically sharing what works. There are currently 4300 live users of the forum.

Our enquiry line provides support, information and signposting to PDA adults, families and to professionals who are looking to get unstuck from a situation they find themselves in. Our trained enquiry line team are made up of trained professionals who have lived experience of either being or parenting a PDA person. When an enquiry is made through our site we match the person enquiring with someone with expertise that can help – then through email or phone calls our team will:

- Identify if there is information that could be helpful and share this.
- Signpost to support that is relevant for the person enquiring.
- Share their experiences, listen and empathise.

This year the team supported 1359 people having on average 3 contacts with each person, with many people having their needs met in the first conversation and others needing repeated contacts to support through multiple and complex issues. The majority of people supported were parents, carers and family members (1186) followed by professionals and PDA people. The team have noted that the complexity of issues that are being brought to the enquiry line is growing year on year.

In a very small number of cases (5 this year) we identified that there is significant risk to a family that is preventable (or minimizable) with our intervention and where there is no other statutory or charitable body set up to provide support. In these cases, with trustee approval, we provide a slightly higher level of support and advocacy.

Our enquiry line services get consistently excellent feedback.

92% of people who used the service in the last 6 months said they learnt something new.

94% of people said they were likely or very likely to recommend the service to others.

93% of people said we helped them identify positive actions they could take to improve their situation.

74% of people said they saw improvements in the area they contacted us about as a result of the service.

97% of people said we were helpful or very helpful to them in at least one area of their life.

89% of people felt less lonely.

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What people said about our support:

”(The person I spoke to) was amazing. So much information, support, links to further info and support. So much was covered in one email. The reply was thoughtful, supportive and invaluable. I am so grateful for the enquirer line. ”

”Where do I start! I would consider it a lifeline and the two calls I had (and emails) have changed everything for us I am forever grateful. My advisor was so kind, friendly and knowledgeable and it was nice she could draw on personal experiences so I felt less alone. The information I was given has set me on the right path to understanding and advocating for my daughter which in turn has improved life for all of us in the family. I felt validated, believed and understood. I have recommended the service to many others since! Thank you. ”

“The service has been invaluable. I have received guidance and advice for every step of our PDA journey. I receive empathy, understanding and some chuckles. My family breathe a sigh of relief when they know I have a 'PDA' chat scheduled!! The service has quite literally been a life saver on so many levels, unlikely we would have survived without it.”

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Underpinned by research and evidence

This year we undertook a large scale survey to understand what life is like for PDA people and received 921 responses. The findings for this are being released in 3 stages.

Stage one was the release of PDA lives worth living in November 2023. PDA lives worth living report showed that autistic-PDA people are experiencing a mental health crisis.

Key findings were:

- 87% of PDA children & 82% of PDA adults have experienced severe anxiety in the last year.
- 84% of PDA adults and 40% of PDA children have considered taking their own lives.
- Despite the fact that 66% of PDA children and 82% of PDA adults felt they needed professional support for their mental health in the last year, one in four autistic-PDA adults couldn't identify anyone, either personally or professionally, who could give them the support that they needed. Those who could identify sources of help were mostly named friends or family members, as opposed to professionals.

We have since worked collectively with PDA adults, parent carers and professionals to identify key areas which could improve this situation for PDA autistic people, which would likely also benefit other autistic people. The report focused on our belief that autistic-PDA people would have better health outcomes if:

- Receiving a formal diagnosis was no longer a barrier to accessing support, with a focus instead on assessing and meeting the needs of all disabled people, even when the cause of their disability is not fully understood.
- Professionals embraced the complexity and diversity within autistic communities, sharing widely different approaches that are helpful for people with different profiles, rather than assuming one size fits all.
- Barriers in asking for help were reduced, by offering choice and flexibility in how that help is asked for and received. Signposting and specialist support was available to professionals, so they could offer effective help to PDA people in crisis.

The report has been disseminated to key health professionals and has become the starting point for conversations with statutory bodies about how we can improve outcomes for PDA people.

Stages 2 & 3 of analysis of the report have had their prep work in year. These will result in the release of Headline findings in May 2024 and a coproduced full report in July 2024.

We also completed the research priorities work this year. In 2022, the PDA Society began a process of defining the top unanswered PDA research questions. The PDA community, professionals and researchers were invited to share their top unanswered questions through a survey, to which 551 people responded. Over 3,000 questions were proposed, which were refined to 1,146 unique questions. A further two stages of analysis were undertaken, refining these questions to a further 39 questions, summarised by nine overarching 'key questions'. We hope that the questions detailed provide a helpful basis to inform PDA research priorities and provide an evidence base for research funding. The nine research priorities identified were (in no particular order):

- What are the origins of the experience of the PDA profile, including the specific nature of the demand avoidance?
- How do people experience PDA, and the world around them, day-to-day?

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- What impacts a PDA person's quality of life and what changes would improve outcomes?
- How can professionals be better informed and services better configured or adapted to meet needs of PDA people?
- How can specific needs and strengths of individual PDA people be better understood to make a difference to them?
- How should we best and most usefully define and describe PDA?
- What relational and therapeutic approaches help and what harm a PDA child or adult?
- What learning environment and approaches are effective in meeting a PDA learner's needs?
- How do a PDA person's needs change over time?

Working in partnership with Kings College London we have supported the creation of two PhD opportunities focused on increasing the quality of research around demand avoidance in autism. The two successful candidates will begin their studies in September 2024.

Our Research co-ordinator acts as a touch point for academics looking to undertake research into this area and has had contact with 12 ongoing projects and acted as a liaison and advisor on a range of research-related topics this year.

We manage 4 specialist evidence gathering and dissemination groups for:

- clinical experts
- researchers
- education professionals
- short-term group focusing on commissioning safe services.

Led by the PDA community the focus of our inclusion work has been the safer PDA professionals work and ensuring feedback from our latest survey shapes our work. The safer network is a time limited collaboration between PDA adults and safeguarding professionals to consider what guidance PDA people and professionals need to work safely together. It was released in time for Adult Safeguarding week in November.

We also held working groups around parental blame and access to mental health with the PDA community.

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Our funders – a thank you

PDA Society can only continue to do the work we do because the community we support put so much effort in to raising funds for us. It means a great deal to us that so many people walk, run, cycle, put on craft auctions, play Minecraft, donate book royalties, ask their companies to donate, donate themselves monthly, or as a one off, or ask their wedding guests to donate, all of which have happened for us this year. The majority of our income comes from your generosity – we promise to continue to do our best to wring the greatest possible impact from every penny you donate. Thank you.

Thank you to the trusts and foundations that have put their trust in us this year. We know funders are oversubscribed and this paired with how relatively unknown and misunderstood PDA is makes it difficult to secure funding. Thank you for seeing the value of our charity and the community we support.

Everyone who funds us is making a vital contribution to securing happier lives for PDAers and their families everywhere.

People, Systems & Resources

This year has been a year of growth and change for our team.

At the beginning of the year 3 themes of our work were managed by Trustee Volunteers, and in our core (employed) team alongside our CEO, we had a Training Co-ordinator, Communications Co-ordinator, Enquiry Line Co-ordinator and Finance & Operations Officer. Everyone except the Training Co-ordinator was part time.

All our team are either a parent/ carer of a PDA person or are neurodivergent themselves. This influences the way our team works with everyone working flexible hours, from home in order to make the roles accessible to people at a high risk of personal or familial burnout. By the end of the year we have become an employee team of 9, including all but one of the employed team we started the year with. New roles include Training Administration, Community & Events Co-ordinator, People & Operations Lead, and an IT & Website Support Officer, all part time. The three original Co-ordinator roles have been deleted from the structure and replaced by management roles, which Co-ordinators have stepped up into from 1st April 2024.

Our previous voluntary managers continue to be involved in the organisation, two as trustees and all three as members of our new managers advisory group – supporting our new managers where they feel they need extra support or advice.

Systems

This year we reviewed our governance policy in order to ensure that there was a clearer organisational schedule for undertaking quality checks and reviewing risk. We have begun a wholesale review of our policy suite, completely rewriting three core policies and scheduling fundamental changes to a further 8 in the coming year.

We moved the whole team (including volunteers) onto a HR database that keeps their details secure and provides a single source of truth for accessing policies and procedures, managing leave, wellness and support for the team. Our newly recruited People and Operations Lead manages this database and is reviewing the use of other organisational systems to ensure we are working at or above industry standards.

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Financial review and reserves Policy

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to approximately six months of costs associated with the operation of essential services. Currently this approximates to £148,756 based on budgeted expenditure for 2024/25. The trustees consider that this level will provide sufficient funds to deliver core services and ensure that office and governance costs are covered. The trustees consider that a level of six months is sufficient.

The balance held as unrestricted funds on 31 March 2024 was £231,804 (2023: £136,070). Included in this is a balance held as designated funds of £72,251 (2023: £3,526). These funds were designated to support the planned operational development costs which includes the website development. The Reserves Policy is reviewed annually by the Trustees.

The free reserves (general funds excluding the value of any tangible fixed assets) as at 31 March 2024 were £157,928 (2023: £132,309).

Legal and administrative information

Trustees

Sally Russell OBE	Chair	
Paula Webb	Enquiry Line, Events and Safeguarding Lead	Resigned October 2023
Hilary Harvey	HR, Admin, Training and Forum Lead	
Jill Davis	Education Lead	Resigned October 2023
James Hulse	Fundraising Lead	
Sacha Wheatley	Inclusion Lead	
Craig Mc Cormack	Treasurer (until 22nd April 2024)	
Sally Cairns		Appointed 16 January 2024
Rachel Perrin		Appointed 04 January 2024
Michael Pleasants		Appointed 2 December 2023
Yvonne McLintok	Treasurer (from 23rd April 2024)	Appointed 23 April 2024

Key management

Elizabeth Archer Chief Executive

Principal Address

PO Box 6080
Sheffield
S12 9EW

Bankers

HSBC
5 Wimbledon Hill Road
Wimbledon
London
SW19 7NF

Accountants

Seven Hills Accountants Limited
57 Burton Street
Sheffield
S6 2HH

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Trustees' responsibilities in relation to the financial statements

The charity trustees are responsible for preparing a Trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales 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 charity and of the incoming resources and application of resources, of the charity 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 applicable Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements;
- Prepare the financial statements 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 to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

The Trustees' declare that they have approved the above report on 30 September 2024 and are signed on their behalf by:

Signed by:
7F2D3B16836C42E...

Name Yvonne McLintock

Position Treasurer

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Independent Examiner's Report to the trustees of The PDA Society ("the CIO")

I report to the charity Trustees on my examination of the accounts of The PDA Society ("the CIO") for the year ended 31 March 2024.

Responsibilities and basis of report

As the charity trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

Your attention is drawn to the fact that the charity has prepared the accounts (financial statements) in accordance with the relevant version of the 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn. We understand that this has been done in order for the accounts to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed by: S Cochrane 515520C756D7468...

Signed: _____

Susan Cochrane FCA, DChA
Seven Hills Accountants Limited
57 Burton Street, Sheffield, S6 2HH

Date: 10/1/2024

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Statement of financial activities (incorporating the income and expenditure account)
For the year ended 31 March 2024

	Notes	Unrestricted funds £	Restricted funds £	Total 2024 £	Restated Unrestricted funds £	Restated Restricted funds £	Restated Total 2023 £
Income from:							
Donations, grants and legacies	**2**	83,128	95,057	178,185	44,593	9,659	54,252
Charitable activities	**3**	137,403	-	137,403	104,763	-	104,763
Fundraising activities		40,635	-	40,635	22,488	-	22,488
Total income		**261,166**	**95,057**	**356,223**	171,844	9,659	181,503
Expenditure on:							
Charitable Activities	**4**	160,398	77,413	237,811	172,032	2,415	174,447
Fundraising activities		5,195	-	5,195	-	-	-
Total expenditure		**165,593**	**77,413**	**243,006**	172,032	2,415	174,447
Net income/(expenditure)		**95,573**	**17,644**	**113,217**	(188)	7,244	7,056
Transfers between funds	**12**	-	-	-	-	-	-
Net movement in funds		**95,573**	**17,644**	**113,217**	(188)	7,244	7,056
Total funds brought forward		136,070	7,244	143,314	136,258	-	136,258
Total funds carried forward		**231,643**	**24,888**	**256,531**	136,070	7,244	143,314

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Docusign Envelope ID: 0A76B0D3-F93D-48CF-9D9F-51DE673A8C00

The PDA Society

Balance Sheet
As at 31 March 2024

	Notes	Total 2024 £	Restated Total 2023 £
Fixed assets	**7**	964	235
Current assets			
Stock	**8**	-	3,381
Debtors	**9**	12,284	1,715
Cash at bank and in hand		262,299	142,251
Total current assets		**274,583**	**147,347**
Creditors: amounts falling due within one year	**10**	(19,016)	(4,268)
Net current assets		255,567	143,079
Total assets less current liabilities		**256,531**	**143,314**
Creditors: amounts falling due after more than one year		-	-
Total net assets		**256,531**	**143,314**
Represented by:			
Funds of the Charity			
General funds		158,892	132,544
Designated funds	**12**	72,751	3,526
Total unrestricted funds		231,643	136,070
Restricted income funds	**13**	24,888	7,244
	14	**256,531**	**143,314**

Approved by the Board on 16/07/2024 and signed on behalf of the board by:

Signed by:
7F2D3B16836C42E...

Print name: Yvonne McLintock
Trustee

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1 Accounting Policies

a General

The PDA Society is a Charitable Incorporated Organisation. In the event that the charity is wound up, the liability in respect of the guarantee is limited to £nil per member of the charity. The address of the registered office is given in the charity information on page 2 of these financial statements.

The accounts (financial statements) have been prepared in accordance with the relevant version of the 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) and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Accounting Practice. The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following the relevant version of the 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) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have taken advantage of the exemption to prepare a Statement of Cash Flows.

The PDA Society meets the definition of a public benefit entity under FRS 102. The financial statements are prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to the accounts. The financial statements are presented in sterling which is the functional currency of the charity and are rounded to the nearest £.

b Income - revenue recognition

Income is recognised when the organisation has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from Government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income is deferred when income in received in advance of the service being delivered.

c Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

d Tangible fixed assets

Depreciation has been calculated to write down the cost or valuation, less estimated residual value, of all tangible fixed assets over their expected useful live, as follows:

Computer equipment	25% Straight Line

All items of capital expenditure below £100 are written off as incurred.

e Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

f Trade debtors

Trade debtors are amounts due from customers for services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

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1 Accounting Policies - continued

g Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

h Funds

Unrestricted funds are donations and other income receivable or generated for the objects of the organisation without further specified purpose and are available as general funds.

Designated fund are funds set aside by the trustees for a specific purpose.

Restricted funds are to be used for specific purposes as laid down by the funder.

i Pensions

The organisation has a defined contributions pension scheme. Contributions are charged in the accounts as they become payable in accordance with the rules of the scheme.

j Leases

Rental payable and receivable under operation leases are charged to the SOFA on a straight line basis over the period of the lease.

k Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

l Going Concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

2 Income from donations, grants and legacies

	Unrestricted Funds £	**Restricted Funds £**	**Total 2024 £**	Restated Unrestricted Funds £	Restated Restricted Funds £	Restated Total 2023 £
Donations	83,128	-	83,128	38,343	-	38,343
Grants:						
National Lottery Community Fund	-	53,457	53,457	-	-	-
Openwork Foundation	-	14,964	14,964	-	-	-
Ursula Ströher Stiftung	-	-	-	6,250	-	6,250
Jonathan de Pass	-	26,636	26,636	-	9,659	9,659
	83,128	**95,057**	**178,185**	**44,593**	**9,659**	**54,252**

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3 Income from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Restated Unrestricted Funds £	Restated Restricted Funds £	Restated Total 2023 £
Training	130,794	-	130,794	97,318	-	97,318
Book royalties	2,472	-	2,472	2,397	-	2,397
Sale of merchandise	4,137	-	4,137	4,873	-	4,873
Other income	-	-	-	175	-	175
	137,403	**-**	**137,403**	**104,763**	**-**	**104,763**

4 Expenditure on charitable activities

	Note	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Restated Unrestricted Funds £	Restated Restricted Funds £	Restated Total 2023 £
General administrative expenses		4,179	-	4,179	2,872	355	3,227
Other professional expenses		635	-	635	1,128	2,060	3,188
Other expenses		445	466	911	6,214	-	6,214
Staff costs	5	102,761	76,947	179,708	107,801	-	107,801
Training costs		35,872	-	35,872	32,243	-	32,243
Enquiry line costs		976	-	976	11,468	-	11,468
Travel & accommodation		33	-	33	233	-	233
Postage, printing & stationery		1,303	-	1,303	1,484	-	1,484
Merchandise		4,777	-	4,777	1,249	-	1,249
Website		269	-	269	176	-	176
Insurance		205	-	205	1,062	-	1,062
Accountancy and business advice		1	-	1	825	-	825
Independent Examination fee	6	2,070	-	2,070	834	-	834
Paypal fees		193	-	193	133	-	133
Eventbrite fees- courses		5,323	-	5,323	4,296	-	4,296
Bad debt provision		1,055	-	1,055	-	-	-
Depreciation		66	-	66	14	-	14
Loss on disposal of fixed assets		235	-	235	-	-	-
		160,398	**77,413**	**237,811**	172,032	2,415	174,447

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5 Staff Costs

	2024	Restated 2023
	£	£
Salaries	148,787	97,834
Employer's National Insurance	12,501	9,502
Employer's allowance	(5,000)	(5,000)
Employer's pension contributions	2,884	2,007
Freelance staff	20,536	3,458
	179,708	107,801

There was an average of 7 employees during the year (2023: 4). No employee received emoluments of more than £60,000.

6 Fees paid to the independent examiner's organisation

	2024	2023
	£	£
Independent examination fee	2,070	834

No other fees were paid to the independent examiner's organisation.

7 Tangible Fixed Assets

	Office equipment	Total
	£	£
Cost or Valuation		
At 1 April 2023	249	249
Additions	1,030	1,030
Disposals	(249)	(249)
At 31 March 2024	1,030	1,030
Depreciation		
At 1 April 2023	14	14
Charge this period	66	66
Disposals	(14)	(14)
At 31 March 2024	66	66
Net Book Value		
At 31 March 2024	**964**	**964**
At 31 March 2023	235	235

8 Stocks

	2024	2023
	£	£
Goods held for resale	-	3,381

9 Debtors

	2024	Restated 2023
	£	£
Trade debtors	8,016	1,715
Prepayments	4,268	-
	12,284	**1,715**

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10 Creditors: amounts falling due within one year

		2024	Restated 2023
		£	£
Trade Creditors		-	3,224
Other creditors		-	210
Accruals		5,738	834
Deferred income	11	13,278	-
		19,016	**4,268**

11 Deferred income

	2024	2023
Deferred income b/fwd	-	-
Released in the year	-	-
Deferred in the year	13,278	-
Deferred income c/fwd	**13,278**	-

Deferred income relates to training income received in advance of the service being delivered.

12 Designated funds

	Restated Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
Strategic Growth Fund	3,526	-	(3,526)	-	-
Operational Development Fund	-	-	-	72,751	72,751
	3,526	**-**	**(3,526)**	**72,751**	**72,751**

Strategic Growth Fund
Funds designated for strategic planning and organisational growth (principally CEO consultancy costs)

Operational Development fund
Fund designated to support planned operational development costs.

Prior period comparison

	Restated Brought forward £	*Income £*	*Expenditure £*	*Transfers £*	*Restated Carried forward £*
Strategic Growth Fund	*35,000*	*-*	*(31,474)*	*-*	*3,526*
	35,000	*-*	*(31,474)*	*-*	*3,526*

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13 Restricted funds

	Restated Brought forward £	Income £	Expenditure £	Transfers £	Carried forward £
PDA Research Fund	7,244	26,636	(8,992)	-	24,888
PDA Community Project	-	53,457	(53,457)	-	-
PDA Household Support Project	-	14,964	(14,964)	-	-
	7,244	**95,057**	**(77,413)**	**-**	**24,888**

PDA Research Fund
Funding to contribute towards the five year research goal to "Promote high quality multi-disciplinary research to extend understanding of PDA and the approaches needed, informing policy and practice, with improved outcomes for PDA individuals".

PDA Community Project
Funding from the National Lottery Community Fund to improve the quality of life outcomes for autistic children/ adults with a PDA profile and their parents/ carers.

PDA Household Support Project
Funding from the Openwork Foundation to support 5500 households which include a PDA person to access Q&A sessions/ written resources by PDA experts, so they are better equipped to tackle challenges they face.

Prior period comparison	*Restated Brought forward £*	*Income £*	*Expenditure £*	*Transfers £*	*Restated Carried forward £*
PDA Research Fund	*-*	*9,659*	*(2,415)*	*-*	*7,244*
	-	*9,659*	*(2,415)*	*-*	*7,244*

14 Analysis of net assets between funds

	General Funds £	Designated Funds £	Restricted Funds £	Total 2024 £
Tangible fixed assets	964	-	-	964
Net current assets	157,928	72,751	24,888	255,567
	158,892	72,751	24,888	256,531

Prior period comparison	*Restated General Funds £*	*Restated Designated Funds £*	*Restated Restricted Funds £*	*Restated Total Funds £*
Tangible fixed assets	*235*	*-*	*-*	*235*
Net current assets	*132,309*	*3,526*	*7,244*	*143,079*
	132,544	*3,526*	*7,244*	*143,314*

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15 Trustee remuneration and expenses, and the cost of key management personnel

One trustee received the following expenses during the financial year (2023: no trustees), not including the payments for services listed below.

	2024	2023
	£	£
Travel and accommodation	220	-

The following trustees were paid during the financial year for services provided to the organisation:

Name	Service provided	2024 £	2023 £
Jilly Davis	Workshop facilitation	1,174	2,250

Trustees donated £4,070 (2023: £120) before gift aid without conditions

J Hulse, a trustee, is a director of Hindsight Consultancy Ltd. The company made a donation of £10,000 during the financial year.

The key management personnel of the charity, comprise the trustees and the CEO. The total employee benefits of the key management personnel of the charity were £51,313 (2023: £42,690).

16 Related Party Transactions

Apart from as detailed in note 14, there were no other related party transactions during the year.

17 Conversion from receipts and payments accounts to accruals accounts

Since the income was over £250,000 in the year, the Charity is required to prepare accruals accounts. Previous accounts have been prepared under the receipts and payments format.

Balance sheet items as at 31 March 2022 have been adjusted for, providing total funds brought forward for the opening funds shown in the comparative.

Balance sheet items have then been incorporated as at 31 March 2023 and 2024.

THE PDA SOCIETY

England & Wales - Charity number 1165038

Accounts

Registered Charity Number: 1165038



The PDA Society

Annual Report and Unaudited Financial Statements for the year ended 31 March 2023

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The PDA Society

Legal and administrative information for the year ended 31 March 2023

Trustees

Sally Russell OBE	Chair	
Victoria Threlfall	Secretary, Vice-Chair, Comms Lead	Resigned February 2023
Paula Webb	Enquiry Line, Events and Safeguarding Lead	
Hilary Harvey	HR, Admin, Training and Forum Lead	
Jill Davis	Education Lead	
James Hulse	Fundraising Lead	
Sacha Wheatley	Inclusion Lead	Appointed 19 October 2022
Craig Mc Cormack	Treasurer	Appointed 19 October 2022

Key management

Helen Evans	Chief Executive	Resigned December 2022
Elizabeth Archer	Chief Executive	Appointed February 2023

Principal Address

PO Box 6080
Sheffield
S12 9EW

Bankers

HSBC
5 Wimbledon Hill Road
Wimbledon
London
Sw19 7NF

Independent Examiner

Susan Cochrane, FCA
Seven Hills Accountants Limited
57 Burton Street
Sheffield
S6 2HH

Trustees' annual report
For the year ended 31 March 2023

Structure, governance and management

The Charity is a Charitable Incorporated Organisation, number 1165038 and is operated under the rules of its constitution, the documents of which are dated 5 January 2016. The charity previously operated as an unregistered group. The assets and liabilities of this organisation were transferred to the CIO on 1 April 2016.

Overall management of the charity is the responsibility of the trustees who are elected and co-opted under the terms of the constitution. Day to day project activity is managed and carried out by employees, trustees, self-employed contractors and volunteers.

Objectives and activities

To promote the relief of persons with Pathological Demand Avoidance (PDA) an Autistic Spectrum Disorder, and their families and carers, in particular, but not exclusively by:

a.) Providing information, advice and support to those persons with PDA, their families and carers including those awaiting diagnosis, and

b.) advancing the education of the general public, in particular those responsible for the care, treatment and diagnosis of PDA by raising awareness in all matters relating to PDA.

Overview & Activities During Financial Year

The PDA Society is the UK's only charity dedicated to supporting Autistic people with a Pathological Demand Avoidance (PDA) profile. Founded in 1997 by parents of PDA children and registered as a charity in 2016, we have 25 years' experience working with the PDA community to make positive change happen. We believe our biggest strength is being an organisation run by and for the PDA community. No-one understands the needs of our community better than us, or has the knowledge, skills or experience of PDA that we do, alongside the wider understanding of other activities and services currently available in the community.

PDA is an uncommon and complex presentation of autism, involving the avoidance of everyday demands and the use of social strategies as part of this avoidance. A PDA profile of autism is often missed, mis-diagnosed and misunderstood, and conventional support approaches recommended for autism are typically ineffective and counter-productive.

As an organisation our overall aim is to facilitate improved quality of life outcomes for all PDA individuals and the people who support them by bringing the PDA community together to define and deliver the changes needed to improve the lives of PDA.

Overview & Activities During Financial Year (continued)

We aim to achieve positive change within the community by giving PDA people and parents/carers a better understanding of PDA and the approaches that help, as well as confidence to self-advocate when engaging with professionals, a sense of belonging to a community that understands, and opportunities for meaningful paid work with the PDA Society. We also support this change by giving professionals (e.g. clinicians, teachers, social workers) more confidence and ability to identify PDA and apply PDA approaches, in turn giving PDA people improved access to a diagnosis and support that helps.

In response to this high level of unmet need, we support the PDA community through a range of different peer-led services, building strong relationships in and across the PDA community and helping people reach their potential by supporting them at the earliest possible stage. This year, we directly supported around 4,500 PDA people, parents/carers and professionals through our Enquiry Line, online forum, training, live Q&As and information resources.

Enquiry Line and Peer Support

Between 1st April 2022 – 31st March 2023 our Enquiry Line provided 1,318 people with free practical and emotional support via Zoom, telephone or email delivered by peer supporters. We support on a range of issues including diagnosis, education and challenging behaviours, taking a person-centred, holistic approach.

Our enquiry line team members all have a direct connection to PDA and are specially trained to answer enquiries in a supportive, caring, and confidential manner. For enquiries about children, our team members who are parents to PDA children can help. For enquiries about adults, our team of PDA adults and parents of PDA adults can help.

The Enquiry Line enables people to feel more connected with the PDA community and less isolated, with improved mental and physical well-being. In our 2022 feedback survey, PDA adults gave our Enquiry Line service an average 7.3/10 for improved quality of life. We also received many positive comments, for example:

"Receiving support from the PDA Society parent line saved my relationship with my son and ultimately saved my life as I was suicidal from the lack of non-judgemental support. "

Our moderated Online Forum, with 5,900 registered users, is a safe virtual space for people to connect outside of social media. We also proactively promote and engage independent PDA Support Groups, offering opportunities for training and information resources as needed.

Training and events

In the 22/23 year, 3,500 people attended our wide range of training courses and monthly live Q&As, providing specialist information about PDA and the approaches that help, delivered by trainers with lived experience. As a minimum, each course covers what PDA is, demands and their effects, how PDA can feel, helpful approaches (including collaborative problem solving) and signposting to resources & support.

A better understanding of PDA was scored an average 9/10 in our 2022 feedback survey, with attendees also benefitting from approaches that can help and more confidence to self-advocate when engaging with professionals (e.g. teachers, social workers, clinicians). It also helps the professionals who attend to better identify PDA and apply personalised approaches, giving improved access to diagnosis and helpful strategies.

This year we've also had an increasing number of requests from PDA people, parent carers and professionals for more in-depth topic-specific training. In response, we've undertaken work to develop new on-demand learning modules for PDA people and parents which we hope to launch in 2023.

Information resources

Our information resources, including our website and social media platforms, provide the PDA community with the latest information about PDA, informed by lived experience and research, as well as signposting to in-person support groups, blogs from PDA adult advocates and more.

We know people can wait years for a neurodevelopmental assessment, typically 1 to 3 years for children being assessed by Child and Adolescent Mental Health Services (CAMHS), so it's particularly important people can freely access this information through our website or social media when they first suspect a PDA profile.

In 2022-23, over 750,000 people visited our website and we were followed by 84,756 people on social media. Our surveys showed that 87% of respondents reported benefits from accessing our information.

Research

Understanding of PDA is in its early stages. Some clinics identify PDA as a profile of autism, whilst others don't recognise PDA because it's not listed in the diagnostic manuals. More research is needed before everyone can agree on what PDA is, what helps and its inclusion in the diagnostic manuals. Research needs to involve PDA individuals and the people who support them because PDA can't be properly understood without listening to the PDA community's lived experiences.

This year we have worked with the community to identify their PDA research priorities. We employed a one day a week research coordinator who is working establishing a PDA research network of like-minded professionals and is supporting the establishment of a PDA Centre of Expertise at an academic institution. As new research is undertaken, we will use this to inform our resources and training; and share it with policy makers to inform their decisions.

Partnerships

We've partnered with UK-wide and local organisations in the following areas:

The PDA Community: We partner with bloggers and authors from the PDA community, featuring them on our live Q&As, re-sharing their content on our social media platforms and in turn they promote us amongst their followers and readers. These partners include Sally Cat PDA, Riko's Blog, Julia Daunt, Kristy Forbes, PDA Dad, PDA Parenting, Positively PDA and Steph's Two Girls.

Autism charities: We collaborate with various organisations on our live Q&As, events and information resources. These have recently included Spectrum Gaming, (a charity dedicated to supporting Autistic young gamers), and A2ndVoice (a London based charity supporting the needs of Autistic people particularly from global majority and dual heritage communities). We have a good working relationship with the leading national autism charities.

Health: Partners include Help 4 Psychology, Psychiatry in London, Childrens Choice Therapy and Autism Associates.

Education: We recently signed a partnership agreement with Twinkl, one of the UK's leading publishers of educational materials for teachers. We have co-produce 5 educational resources for PDA learners and will develop a further 5 this year, building on our existing engagement with schools, with over 80 schools having received PDA Society training to date. Our events for the National Education Group and the National Education Union each reached hundreds of professionals.

Social care: We work with independent social workers, including award winning Vivacity Social Work, on projects of interest to the PDA community. Most recently this has included our Chair of Trustees being a cited author for the British Association of Social Workers' (BASW) new guidance for Fabricated and Induced Illness (FII), with false allegations being a common challenge for parents of PDA children, given poor awareness and understanding of PDA as a profile of autism.

PDA Community Inclusion

Inclusion underpins our work – our first inclusion trustee was recruited in October 2023. One of our strategic objectives is to 'Be inclusive of all PDA individuals and the people who support them, working closely with the PDA community and other organisations to ensure PDA Society services are accessible and accountable.'

All services are delivered by the PDA community. Our Peer Supporters and Trainers are all either PDA adults or supporters of PDA people, as are the majority of our team. Our team survey showed 38% of staff, volunteers and trustees identifying as neurodivergent and 72% as carers. Of our core team of 5 employees, 4 are disabled. We empower the PDA community to feel valued as they are entrusted to deliver all our activities and take all our decisions. Beyond our team, we work closely with a panel of PDA adults.

PDA Community Inclusion (continued)

Community fundraising events, with two successful fundraisers held in May 2022 with a 1.5 million steps campaign and Gaming Marathon delivered in partnership with Spectrum Gaming raising a combined total of over £10k

Staffing and structure.

In April 2022 we took on our first contracted team members, undertaking part time roles looking after our training, administration and communications functions. Trustees continue to lead areas of work around Communications, Training, Enquiry Line and research. We also recruited 2 new trustees via open recruitment Sacha Wheatley (Inclusion Lead) and Craig McCormack (Treasurer)

The number of active volunteers (excluding trustees) was 27 for this period.

The number of paid training facilitators (training facilitators are self-employed) was 25 at 31 March 2023. Please note that some of the paid training facilitators also carry out voluntary work with the PDA Society. The PDA Society now has 6 self-employed contactors for the enquiry line service.

Future Plans

The PDA Society is beginning year 2 of our Five-Year Strategy. This strategy has provided a road-map for the PDA Society's future plans. These include:

- Supporting 25% more people year-on-year through our Enquiry Line services
- Launching an Enquiry Line Plus service, offering enhanced support for people most in need
- Supporting between 5% to 10% more people year-on-year through our training services
- Launching on-demand learning, including modules for PDA adults and young people
- Seeking CPD accreditation for our training services and continue to invest in extended content
- Defining the top 10 unanswered PDA research questions with the PDA community
- Hosting an annual research conference, bringing researchers together with the PDA community
- Growing income so we have the funds needed to deliver our planned growth in services
- Investing in our systems, introducing a new CRM and HR database, to facilitate growth
- Updating our policies and procedures

Future Plans (continued)

To deliver these planned activities (over next 4 years), the PDA Society will be aiming to grow its income in the coming years. Historically, the PDA Society has not pro-actively applied for grants from trusts and foundations. Going forward the PDA Society will be applying for a combination of large multi-year grants and small to medium sized grants. In addition, the PDA Society will be seeking to grow existing income from training, one-off giving and regular giving. We are relaunching our online shop in October 2023 and have our first corporate sponsor on board.

Our ability to deliver our Five-Year Strategy will be contingent on whether or not we can grow our income as planned. If we are unable to achieve this then it is our plan to sustain existing core services, until such time as we are able to secure sufficient income to grow our services.

Reserves Policy

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to approximately six months of staffing and essential running costs. Currently this approximates to £111,227 based on budgeted expenditure for 2023/24. The trustees consider that this level will provide sufficient funds to deliver core services and ensure that office and governance costs are covered. The trustees consider that a level of six months is sufficient.

The balance held as unrestricted funds on 31 March 2023 was £135,007 (2022: £141,067). The balance held as designated funds on 31 March 2023 was £3,526 (2022: £39,115). These funds were designated to support the implementation of the strategic plan, published at the start of 2021/22. The Reserves Policy is reviewed annually by the Trustees.

Thank you to our supporters

The PDA Society is only able to make a difference because of the community that support us. The generosity of individuals, organisations and trusts donating their time, expertise and money to making life better for PDA people and people who love them. Thank you to everyone who has contributed this year.

The Trustees' declare that they have approved the above report on 7/12/2023 and are signed on their behalf by:

Name (printed) Craig mccormack

Position TRUSTEE / TREASURER

Independent Examiner's Report to the trustees of The PDA Society ("the Charity")

I report to the trustees on my examination of the accounts of the Charity for the year ended 31 March 2023.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept as required by section 130 of the Act; or
2. the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: SCochrane

Susan Cochrane FCA
Seven Hills Accountants Limited
57 Burton Street
Sheffield
S6 2HH

Date: 18/12/2023

The PDA Society

Receipts & payments account

For the year ended 31 March 2023

	Notes	Unrestricted funds £	Restricted funds £	Total 2023 £	Unrestricted funds £	Restricted funds £	Total 2022 £
Receipts							
Charitable activities		98,363	-	98,363	82,678	-	82,678
Donations	**2**	60,831	-	60,831	54,172	-	54,172
Grants	**3**	6,250	9,659	15,909	24,160	-	24,160
Sale of merchandise		4,873	-	4,873	11,063	-	11,063
Book royalties		2,397	-	2,397	-	-	-
Other income		175	-	175	-	-	-
Total receipts		**172,889**	**9,659**	**182,548**	172,073	-	172,073
Payments							
General administrative expenses		3,091	385	3,476	3,649	-	3,649
Other professional expenses		844	2,030	2,874	67,590	-	67,590
Other expenses		6,214	-	6,214	782	-	782
Staff costs		115,804	-	115,804	-	-	-
Training facilitator		30,803	-	30,803	22,970	-	22,970
Enquiry line costs		11,593	-	11,593	9,230	-	9,230
Travel & accommodation		233	-	233	106	-	106
Postage, printing & stationery		1,484	-	1,484	2,106	-	2,106
Merchandise		1,587	-	1,587	4,195	-	4,195
Website		176	-	176	256	-	256
Insurance		1,062	-	1,062	608	-	608
Accountancy and business advice		825	-	825	-	-	-
Independent Examination fee		804	-	804	600	-	600
Paypal fees		133	-	133	191	-	191
Eventbrite fees- courses		4,296	-	4,296	2,787	-	2,787
Total payments		**178,949**	**2,415**	**181,364**	115,070	-	115,070
Net receipts/(payments) for the yea		**(6,060)**	**7,244**	**1,184**	57,003	-	57,003
Total cash funds brought forward		141,067	-	141,067	84,064	-	84,064
Total cash funds carried forward		**135,007**	**7,244**	**142,251**	**141,067**	**-**	**141,067**

The PDA Society

Statement of assets and liabilities
As at 31 March 2023

	2023	2022
	£	£
Cash assets		
Bank balance	140,254	132,060
Paypal Balance	1,997	9,007
	142,251	**141,067**
Fixed assets		
Projectors	580	580
Other fixed assets	349	1,048
	929	**1,628**
Other assets		
Merchandise	2,036	2,493
Booklets	1,345	550
Charitable activities - income due	1,715	2,760
	5,096	**5,803**
Liabilities		
Accountancy & Independent examination fee	834	804
Other creditors	3,434	9,808
	4,268	**10,612**

Approved by the board of trustees on 7/12/2023 and signed on their behalf by;

Print name: Craig mccormack

Position: TRUSTEE/TREASURER

Print name: JAMES HULSE

Position: TRUSTEE

Notes to the accounts
For the year ended 31 March 2023

1 Receipts & payments account

Receipts and payments accounts are statements that summarise the movement of cash into and out of the organisation during the financial year. In this context "cash" includes cash equivalents, for example, bank accounts where cash can be readily withdrawn to pay for debts as they become due.

Funds

General funds are donations and other income received or generated for the objects of the orgainisation without further specified purpose and are available for general funds without restriction.

Restricted funds are either donations which the donor has specified are to be solely used for particular areas of the charity's work or grant income sought for specified activities.

2 Donations

	Unrestricted funds £	**Restricted funds £**	**Total 2023 £**	Unrestricted funds £	Restricted funds £	Total 2022 £
Donations	38,343	-	38,343	54,172	-	54,172
Community fundraising	22,488	-	22,488	-	-	-
	60,831	**-**	**60,831**	54,172	-	54,172

3 Grants

	Unrestricted funds £	**Restricted funds £**	**Total 2023 £**	Unrestricted funds £	Restricted funds £	Total 2022 £
Ursula Ströher Stiftung	6,250	-	6,250	5,049	-	5,049
Aluminium Stockholders Association	-	-	-	19,111	-	19,111
Jonathan de Pass	-	9,659	9,659	-	-	-
	6,250	**9,659**	**15,909**	**24,160**	**-**	**24,160**

4 Trustees remuneration, benefits and expenses

No trustee received the following expenses during the financial year (2022: Two trustees), not including those payments listed under the related party transactions.

	Total 2023	Total 2022
	£	£
Travel and Accommodation	-	109
	-	109

The following trustees were paid during the financial year for services provided to the organisation as follows:

Name	Services Provided	**Total 2023**	Total 2022
		£	£
Jilly Davies	Workshop Facilitation	2,250	1,550
		2,250	*1,550*

Trustees donated £120 (2022: £4,120) before gift aid without conditions.

The son of S Russell, a trustee, was paid £415 to provide training services to the charity.

No other payments other than those shown in this note were paid to trustees.

5 Designated funds

	Balance at 01-Apr-22	**Income**	**Expenditure**	**Transfers**	**Balance at 31-Mar-23**
Strategic growth fund	39,115	-	(35,589)	-	3,526
	39,115	**-**	**(35,589)**	**-**	**3,526**

During the year funds were designated for strategic planning and organisational growth (principally CEO consultancy costs

Prior year

	Balance at 01-Apr-21	**Income**	**Expenditure**	**Transfers**	**Balance at 31-Mar-22**
Strategic growth fund	-	-	(30,531)	69,646	39,115
	-	**-**	**(30,531)**	**69,646**	**39,115**

6 Restricted funds

	Balance at 01-Apr-22	Income	Expenditure	Transfers	Balance at 31-Mar-23
PDA Research fund	-	9,659	(2,415)	-	7,244
	-	**9,659**	**(2,415)**	**-**	**7,244**

PDA Research fund
Funding to contribute towards the five year research goal to "Promote high quality multi-disciplinary research to extend understanding of PDA and the approaches needed, informing policy and practice, with improved outcomes for PDA

THE PDA SOCIETY

England & Wales - Charity number 1165038

Accounts

Registered Charity Number: 1165038

The PDA Society

Annual Report and Unaudited Financial Statements

For the year ended 31 March 2022

The PDA Society
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The PDA Society

Legal and administrative information
For the year ended 31 March 2022

Trustees

Sally Russell OBE	Chair	
Debra West	Treasurer	Resigned 31 August 2021
Victoria Threlfall	Secretary, Vice-Chair, Comms and Fundraising Lead	
Paula Webb	Enquiry Line, Events and Safeguarding Lead	
Hilary Harvey	HR, Admin, Training and Forum Lead	
Jill Davis	Education Lead	
James Hulse	Fundraising Lead	Appointed 14 January 2022
Sacha Wheatley	Inclusion Lead	Appointed 19 October 2022
Craig McCormack	Treasurer	Appointed 19 October 2022

Key management

Helen Evans	Chief Executive	Appointed 19 July 2021

Principal Address
PO Box 6080
Sheffield
S12 9EW

Bankers
HSBC
5 Wimbledon Hill Road
Wimbledon
London
Sw19 7NF

Independent Examiner
Susan Cochrane, FCA
Employee of:
VAS Community Accountancy
The Circle
33 Rockingham Lane
Sheffield
S1 4FW

The PDA Society

Trustees' annual report
For the year ended 31 March 2022

Structure, governance and management

The Charity is a Charitable Incorporated Organisation, number 1165038 and is operated under the rules of its constitution, the documents of which are dated 5 January 2016. The charity previously operated as an unregistered group. The assets and liabilities of this organisation were transferred to the CIO on 1 April 2016.

Overall management of the charity is the responsibility of the trustees who are elected and co-opted under the terms of the constitution. Day to day project activity is managed and carried out by trustees, self-employed contractors and volunteers.

Objectives and activities

To promote the relief of persons with Pathological Demand Avoidance (PDA) an Autistic Spectrum Disorder, and their families and carers in particular but not exclusively by:

a.) Providing information, advice and support to those persons with PDA, their families and carers *including those awaiting diagnosis; and*

b.) advancing the education of the general public, in particular those responsible for the care, treatment and diagnosis of PDA by raising awareness in all matters relating to PDA.

Activities during the financial year

Five-Year Strategy

In January 2022, the PDA Society launched its first published strategy. The strategy was shaped through conversations with PDA people and their supporters, including feedback from our 5th Anniversary Survey (2021) and Being Misunderstood Survey (2018). We also reached out to a range of sectors for their input including health, social care, education, voluntary and community. Throughout these conversations we heard the same themes. PDA people are struggling to have their needs identified by professionals, who recommend more 'typical' approaches for supporting autistic people that do not help or make things worse. We also heard the transformational difference made when a PDA profile was identified, and personalised approaches that took this profile into consideration were applied.

In defining our new strategy, we were mindful of the growing demand for our existing services. In 2021/22, we saw the number of people contacting our Enquiry Line double. Training courses for parents and carers were regularly sold out with waiting lists. Each month 48,000 people visited our website to access our resources. Our team was routinely asked for specialist support that went beyond the practical advice and emotional support offered. As an outcome we defined six strategic objectives, which we hoped would tackle these challenges being faced by the PDA community. We also defined a five-year work plan, budget, people plan and fundraising strategy. The six objectives that we defined were:

1. Research - Promote high quality multi-disciplinary research to extend understanding of PDA and the approaches needed, informing policy and practice, with improved outcomes for PDA individuals.
2. Information/training for professionals - Embed awareness and understanding of PDA with health, social care, education and other professionals, focusing on personalised approaches and improved outcomes not terminology.

Five-Year Strategy (continued)

3. training needed to help themselves and, should they wish, to self-advocate impactfully as experts by their own experience.
4. Support - Provide specialist support delivered by the PDA community and for the PDA community that is unavailable elsewhere and meets the needs of PDA individuals, transforming their quality of life.
5. Inclusivity - Be inclusive of all PDA individuals and the people who support them, working closely with the PDA community and other organisations to ensure PDA Society services are accessible and accountable.
6. Sustainability and compliance - Be a resilient organisation adapting to a rapidly changing external context, with a diverse income portfolio, high professional standards and culture of monitoring, evaluation and learning.

To support the design and delivery of this strategy the PDA Society appointed its first Chief Executive Officer (CEO) who is Autistic, a parent of a PDA child and has previously been CEO of three other charities. We also reviewed the skills and experience of Trustees and appointed a Trustee with a background in income generation who identifies as PDA and is a parent to a PDA young person. We are excited to have launched our first published five-year strategy and look forward to reporting in 2022/23 on the progress made against our ambitious goals.

Enquiry Line

The PDA Society Enquiry Line provides information, advice and support to approximately 130 new enquiries each month, (from parents, individuals with a PDA Profile and professionals in education, health & social care).

The support is delivered via email, telephone and online (if needed). We have continued to have an increase in enquiries each month, doubling our numbers from the same period last year. Enquiries continue to increase in complexity, length of time taken to reply and the number of repeat enquiries needed for each person. The enquiry line co-ordinator held three enquiry line meetings (on Zoom due to covid) with the contractors to further their training.

In April 2021 we had 6 Contractors and 1 volunteer delivering the service. This volunteer became a Contractor in January 2022. We had 0 contractors leave the service. One previous volunteer returned as a contractor in February 2022. As of 05/04/22, we have a team of 8 Contractors (1 contractor for over 18's service and 7 contractors for under 18's). We began recruitment for additional Enquiry Line contractors in February 2022 which resulted in one new contractor from April 2022.

In January 2022 we sent a feedback survey to all enquiry line users from the previous 12 months. We identified that a minority of email replies were not being received (some had gone into the spam folder). We took steps to rectify this and contacted service users to encourage them to re-submit their enquiries. Many did and were appreciative of our efforts to contact them.

An example of the difference made by the enquiry line to the lives of PDA people and their supporters are given in the following quotes, taken from the Enquiry Line Feedback Survey

"We have found your advisors to be extremely helpful, empathetic and knowledgeable. Would highly recommend."

Enquiry Line (continued)

"The lady I spent time with on the phone was deeply compassionate, understanding, knowledgeable and supportive."

"The person I spoke to took plenty of time to hear, understand and discuss my concerns and had very helpful advice from a position of real understanding. Invaluable. "

"The answer I received to a very specific question regarding my son was so thorough, detailed, clear and relevant, and the lady who wrote it clearly cared deeply about giving the correct information and was very knowledgeable. As a result, it was incredibly helpful."

"The support I received was phenomenal."

"Unique service. Centred truly around the needs of the person with PDA. Incredibly informative and supportive. Invaluable."

Training

Over these 12 months the PDA Society has:

- Further developed our online training to facilitate all types of courses being delivered via zoom or teams both via public events run by ourselves and sessions delivered to third parties.
- Diversified our training offering to include monthly Q&A sessions on specific topics with invited guest speakers, more bespoke training sessions, education consultations and adult care courses.
- Improved and updated the content of our courses to include our new practice guidance, updated terminology, approaches and resources.
- Grown our public online course offering and delivered a total of 38 public courses to both parents, carers and professionals from health, education and social care.
- Facilitated a further 82 PDA courses all of which were organised and funded by other charities, organisations and local authorities. Attended 4 speaking events.
- Recruited and trained 10 potential new training facilitators in September 2021 and March 2022, of whom 2 have signed contacts with a further 5 currently going through the joining process. 3 have deferred their decision.
- Took the decision to resume offering in-person training from April 2022 whilst continue to follow any COVID-19 restrictions.

At the end of our training courses delegates are invited to complete a feedback questionnaire to help us understand what difference the training has made. In this reporting period the average scores out of 10 (with 1 being the lowest and 10 being the highest score) from the responses given were as follows:

- 9/10 I have a better understanding of what PDA is
- 9/10 I have a better understanding of helpful approaches for PDA
- 10/10 The session leaders were knowledgeable
- 9/10 I would recommend this course to others

Training (continued)

Feedback given also included the following positive comments:

Parent/Carer:
"Incredibly informative and engaging by people who 'know.'"
"Very informative & hosts had invaluable knowledge of PDA"

Education:
"Very interesting, informative and enlightening - could relate back to a number of students"
"The presenters were both knowledgeable and friendly and sharing their own experiences with us was both useful and real."

Adult care:
"Neurodivergent approach which felt very accepting and non-judgemental"
"I really enjoyed this course. The real-life experiences shared by both trainers were really informative and they were both honest in their answers even on difficult subjects. It was a good opportunity to engage with other professionals supporting PDAers."

Website

The website had an average of 48,032 visitors a month and 1,894,353 total views this year (an average of 157,862 views per month). Compared to last year, this is an increase of 17,593 average visitors a month, 593,692 total views this year and 49,474 average views per month. The website content was updated to reflect the latest thinking and terminology, and with helpful signposting links, throughout the year when relevant. With the publication of multiple new resources and surveys.

In preparation for PDA Day 2022, we announced our plans for a PDA research consultation survey, launched our Stepping up for PDA fundraising campaign and updated our PDA Day pack. We continued to add third party links to our existing Coronavirus support pages as and when relevant. These included useful links about coming out of lockdown. We continued to expand and update the third-party resources, books, blogs, support groups, events, training and research listed on the website, including international translations of our resources in Spanish, Russian, Hungarian, Polish and Finnish.

Online Discussion Forum

The PDA Society discussion forum received 93 new requests to join our private forums (not the public pages) compared with 40 in the previous accounting period although we also identified a registration issue that was rectified within this reporting period. The forum is monitored daily by 4 volunteers (plus Forum Lead) for safeguarding concerns.

Support Groups

A new project commenced in October 2021 to contact all in-person support groups listed on the website for England and Wales (Facebook groups and those outside England and Wales to follow) to check their authenticity, seek views on whether support from the charity would be helpful and/or if they'd be interested in joining a regular meeting to share information and offer support to group leaders themselves (first meeting scheduled June 2022). Disappointingly only 8 groups initially replied, but we believe many have closed due to the pandemic. We are contacting groups directly as well as encouraging responses via our social media platforms. Any groups who do not respond by a stated date will be removed from the website and all new groups seeking to be listed will be asked to complete a registration form first. Currently we have 26 groups (in-person & online) with completed forms.

Shop

Updated PDA Alert and Awareness Cards went on sale in our online shop along with digital versions of both. New 2021 Christmas card designs went on sale and we launched a new range of eco-friendly clothing and tote bags.

Social Media

We have worked hard to have an active social media presence and to share PDA related information, resources and research opportunities to followers and the wider public via Facebook, twitter, Instagram, LinkedIn and YouTube.

Our social media following grew to 65,390 (an increase of 13,423)

- Facebook followers grew to 46,947 (an increase of 7,645)
- Twitter followers grew to 7,936 (an increase of 1,414)
- Instagram followers grew to 6,625 (an increase of 2,550)
- LinkedIn follower grew to 830 (an increase of 482)
- YouTube subscribers grew to 3,052 (an increase of 1,332) and our videos received 204,994 views this year taking our total views to 303,593

The PDA Society's social media posts gained good engagement with a high number of 'likes' and 'shares'.

In addition to our day-to-day activity on social media, we also participated in the following social media events, sharing PDA-specific information relating to the topics:

- #AutismAwarenessWeek / #AutismAcceptanceWeek (April 2021)
- #SmallCharityWeek (June 2021)
- #AutisticPrideDay (June 2021)
- #BackToSchool campaign - sharing information about PDA to help education professionals prepare for an inclusive return to school (Aug 2021)
- #EatingDisorderAwarenessWeek (Feb 2022)
- #SocialWorkWeek (March 2022)
- #NeurodiversityCelebrationWeek (March 2022)
- #AutismAcceptanceWeek (March 2022)

PDA Day (15th May 2021)

The theme for PDA Day 2021 was 'Professionals', with a focus on sharing information about best practice for professionals from all sectors. We launched a survey to gather examples of best practice and thoughts on what professionals need to know about PDA and created a new one-page letter about PDA that's easy to share with professionals, two videos about best practice (the PDA community's voice and the professional voice) and a new page with many examples of best practice. All resources were published on our website (in a PDA Day Newsletter) and shared on social media and circulated via email.

We also shared details of our National Diversity Award nomination and how to vote for which we subsequently short-listed as a finalist, Dr Gloria Dura-Vila's panda art competition, details of the latest local position statement about PDA, and activities and posts by people all over the world marking the day.

Angela Crawley MP tabled an Early Day Motion for PDA Day and Tom Arthur MSP submitted a Scottish Parliament motion for PDA Day as well – we encouraged people to ask their MPs and MSPs to sign and support these motions.

PDA Development Group

The PDA Development Group was originally established around the time of the first National Autistic Society PDA conference held in January 2011, in conjunction with the Elizabeth Newson Centre. When the pandemic hit in early 2020, face to face meetings had to stop giving an opportunity to pause and reflect on the group's future. As an outcome the PDA Development Group is no longer meeting.

Autism and Complex Needs Special Interest Group

Towards the end of 2021/22 the PDA Society joined a newly formed Autism and Complex Needs Special Interest Group. This is an informal group bringing together professionals with an interest in autism and complex needs, including PDA. The aim of this group is to improve standards of care and support and outcomes for autistic people with complex needs.

Media articles and interviews

The PDA Society assisted with and consulted on various articles and interviews about PDA including:

- PDA: Our journey so far | My Family Our Needs
- BBC Radio 4 - Woman's Hour, Stella Creasy, Libby Scott and her mum Kym on Autism, Sexual Harassment
- Trustee Vikki Threlfall spoke to Parent Suportal about PDA and the PDA Society's plans moving forward on 20th May 2021
- Article about the appointment of CEO, Helen Evans: Oxfam whistleblower to become first chief executive of autism charity | Third Sector (July 2021)
- CEO Helen Evans writes about her experiences as an openly autistic CEO What is it like to be an openly autistic charity CEO? – ACEVO (Aug 2021)
- CEO Helen Evans talks to Amy Richards about the PDA profile, social justice and being an openly autistic CEO in this episode of the Squarepeg podcast (Nov 2021)
- Trustee Jilly Davis wrote What is PDA? – Understanding pathological demand avoidance for TeachWire (for education professionals) (Nov 2021)

Media articles and interviews (continued)

- **CEO Helen Evans:** The visible autistic Leader leading the way for others to live authentic lives - Dimensions (dimensions-uk.org) **(Dec 2021)**
- **CEO Helen Evans was interviewed for this** Coverage of PDA on BBC Look North **(March 2022)**

Supporting research projects

The PDA Society has circulated details of PDA related research to its members via the website, newsletters and social media.

Attendance at events

- PDA Summit (online) (23rd -25th April 2021)
- Wythall Unlocked Family Fun Day on 22nd May 2021 with information stand
- South Yorkshire Autism Fayre on 12th September 2021
- SENDhelp Online Conference on 16th October 2021
- Neurodiversity Celebration Week panel on Let's talk about seldom discussed neurological differences (March 2022)

Other activities

- **We supported the** Let Us Learn Too open letter**) (Sept 2021)**
- **We supported an** open letter **calling for the Secretary of State for Education to rewrite attendance guidance (Feb 2022)**
- We were nominated for a 2021 National Diversity Award and were shortlisted as a finalist for the Community Organisation Award (Disability).
- We entered the 2021 Charity Film Awards with our short film What is PDA? and won the People's *Choice Award in our turnover category.*
- CEO Helen Evans was awarded a 2021 Learning Disability and Autism Leaders List winner.

Thank you to our supporters

The PDA Society would like to thank all the people who have supported us by making one off or regular donations, organising fundraising events, helping us to develop literature and information for the website, and helping with the design of graphics and illustrations. We are truly grateful to you all.

Volunteers

The number of active volunteers (excluding trustees) was 18 for this period.

Self-employed contractors

The number of paid training facilitators (training facilitators are self-employed) was 19 at 31 March 2022. Please note that some of the paid training facilitators also carry out voluntary work with the PDA Society. The PDA Society now has 6 self-employed contactors for the enquiry line service.

Employees

In this reporting period a review was under-taken of the status of self-employed contractors, with advice taken from a suitably qualified Human Resources expert. As an outcome in the next reporting period, it will be recorded that 4 self-employed contractors have transitioned to employee contracts effective 6 April 2022. These are the Chief Executive Officer and 3 administrative staff; Training Administrator, Resources and Engagement Officer and Communications & HR, Systems & General Administrator.

Future Plans

As detailed at the start of this report, in January 2022 the PDA Society published a new Five-Year Strategy. This strategy has provided a road-map for the PDA Society's future plans. These include:

- Supporting 25% more people year-on-year through our Enquiry Line services
- Launching an Enquiry Line Plus service, offering enhanced support for people most in need
- Piloting a counselling service, with an experienced volunteer undertaking counselling training
- Supporting between 5% to 10% more people year-on-year through our training services
- Launching on-demand learning, including modules for PDA adults and young people
- Seeking CPD accreditation for our training services and continue to invest in extended content
- Defining the top 10 unanswered PDA research questions with the PDA community
- Hosting an annual research conference, bringing researchers together with the PDA community
- Appointing a Trustee Lead for Inclusion and to define and deliver a new inclusion plan
- Growing income so we have the funds needed to deliver our planned growth in services
- Investing in our systems, introducing a new CRM and HR database, to facilitate growth
- Updating our policies and procedures in readiness to apply for the Trusted Charity Mark

To deliver these planned activities (over next 5 years), the PDA Society will be aiming to grow its income in the coming years. Historically, the PDA Society has not pro-actively applied for grants from trusts and foundations. Going forward the PDA Society will be applying for a combination of large multi-year grants and small to medium sized grants. It will also be investing in PDA Society organised community fundraising events, with two successful fundraisers held in May 2022 with a 1.5 million steps campaign and Gaming Marathon delivered in partnership with Spectrum Gaming raising a combined total of over £10k. In addition, the PDA Society will be seeking to grow existing income from training, one-off giving, regular giving, Facebook fundraisers and online shopping. In 2023/23 we will also be seeking to secure Corporate Sponsorship starting with our biennial PDA Society Conference.

Our ability to deliver our Five-Year Strategy will be contingent on whether or not we can grow our income as planned. If we are unable to achieve this then it is our plan to sustain existing core services, until such time as we are able to secure sufficient income to grow our services. In 2021/22 demand for our Enquiry Line doubled without publicity and our training courses are regularly sold-out meaning the drive to grow our services particularly pressing to tackle unmet need.

Reserves Policy

Historically, the Trustees have aimed to maintain free reserves in unrestricted funds at a level which equates to approximately twelve months of unrestricted charitable expenditure. With the launch of the charity's first published Five-Year Strategy in January 2022 and its plans for growth this position was reviewed and a decision taken to maintain free reserves in unrestricted funds at a level which equates to approximately eight months of unrestricted charitable expenditure.

Currently eight months of unrestricted charitable expenditure approximates to £106.2k based on the charity's budgeted expenditure for 2022/23. The Trustees consider that this level will provide sufficient funds to deliver core services and ensure the office and governance costs are covered.

The balance held as unrestricted funds on 31 March 2022 was £101,952 (2021: £84,064). The balance held as designated funds on 31 March 2022 was £39,115. These funds were designated to support the year one implementation of our new strategic plan, published at the start of 2021/22. The Reserves Policy is reviewed annually by the Trustees.

The Trustees declare that they have approved the above report on 16 November '22 and are signed on their behalf by:

S. C. Russell

Name (printed) S. C. RUSSELL

Position CHAIR

Independent Examiner's Report to the trustees of The PDA Society ("the Charity")

I report to the trustees on my examination of the accounts of the Charity for the year ended 31 March 2022.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept as required by section 130 of the Act; or
2. the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: SCochrane

Susan Cochrane FCA
Employee of:
VAS Community Accountancy
The Circle
33, Rockingham Lane
Sheffield
S1 4FW

Date: 05/12/2022

The PDA Society

Receipts & payments account

For the year ended 31 March 2022

	Notes	Unrestricted funds £	Restricted funds £	Total 2022 £	Unrestricted funds £	Restricted funds £	Total 2021 £
Receipts							
Charitable activities		82,678	-	82,678	22,158	-	22,158
Donations	2	54,172	-	54,172	59,666	-	59,666
Grants	3	24,160	-	24,160	-	-	-
Reimbursement of conference costs		-	-	-	12,232	-	12,232
Sale of merchandise		11,063	-	11,063	1,515	-	1,515
Other income		-	-	-	95	-	95
Total receipts		**172,073**	**-**	**172,073**	95,666	-	95,666
Payments							
General administrative expenses		3,649	-	3,649	1,462	-	1,462
Other professional expenses		67,590	-	67,590	23,831	-	23,831
Other expenses		782	-	782	125	-	125
Training facilitator		22,970	-	22,970	10,470	-	10,470
Enquiry line costs		9,230	-	9,230	-	-	-
Travel & accommodation		106	-	106	-	-	-
Postage, printing & stationery		2,106	-	2,106	705	-	705
Other conference costs		-	-	-	12,154	-	12,154
Advertising/Promotional		-	-	-	152	-	152
Merchandise		4,195	-	4,195	1,242	-	1,242
Website		256	-	256	299	-	299
Insurance		608	-	608	533	-	533
Independent Examination fee		600	-	600	540	-	540
Paypal fees		191	-	191	114	-	114
Eventbrite fees- courses		2,787	-	2,787	746	-	746
Total payments		**115,070**	**-**	**115,070**	52,373	-	52,373
Net receipts/(payments) for the year		**57,003**	**-**	**57,003**	43,293	-	43,293
Total cash funds brought forward		84,064	-	84,064	40,771	-	40,771
Total cash funds carried forward		**141,067**	**-**	**141,067**	**84,064**	**-**	**84,064**

The PDA Society

Statement of assets and liabilities
As at 31 March 2022

	2022	2021
	£	£
Cash assets		
Bank balance	132,060	83,880
Paypal Balance	9,007	184
	141,067	**84,064**
Fixed assets		
Projectors	580	580
Other fixed assets	1,048	1,048
	1,628	**1,628**
Other assets		
Merchandise	2,493	1,760
Booklets	550	808
Charitable activities - income due	2,760	6,250
	5,803	**8,818**
Liabilities		
Accountancy & Independent examination fee	804	600
Other creditors	9,808	3,713
	10,612	**4,313**

Approved by the board of trustees on 16 Nov '22 and signed on their behalf by;

S. C. Russell

Print name: S. C. RUSSELL

Position: CHAIR

Print name: HILARY HARVEY

Position: TRUSTEE

Notes to the accounts
For the year ended 31 March 2022

1 Receipts & payments account

Receipts and payments accounts are statements that summarise the movement of cash into and out of the organisation during the financial year. In this context "cash" includes cash equivalents, for example, bank accounts where cash can be readily withdrawn to pay for debts as they become due.

Funds

General funds are donations and other income received or generated for the objects of the orgainisation without further specified purpose and are available for general funds without restriction.

Restricted funds are either donations which the donor has specified are to be solely used for particular areas of the charity's work or grant income sought for specified activities.

2 *Donations*

	Unrestricted funds £	**Restricted funds £**	**Total 2022 £**	Unrestricted funds £	Restricted funds £	Total 2021 £
Donations	54,172	-	54,172	59,666	-	59,666
	54,172	**-**	**54,172**	59,666	-	59,666

3 Grants

	Unrestricted funds £	**Restricted funds £**	**Total 2022 £**	Unrestricted funds £	Restricted funds £	Total 2021 £
Ursula Ströher Stiftung	5,049	-	5,049	-	-	-
Aluminium Stockholders Association	19,111	-	19,111	-	-	-
	24,160	**-**	**24,160**	**-**	**-**	**-**

4 Trustees remuneration, benefits and expenses

Two trustee received the following expenses during the financial year (2021: One trustee), not including those payments listed under the related party transactions.

	Total 2022	Total 2021
	£	£
Travel and Accommodation	109	-
Training & resources	-	109
	109	109

The following trustees were paid during the financial year for services provided to the organisation as follows:

Name	Services Provided	**Total 2022**	Total 2021
		£	£
Jilly Davies	Workshop Facilitation	1,550	1,000
		1,550	*1,000*

Trustees donated £4,120 (2021: £120) before gift aid without conditions.

The spouse of V Threlfall, a trustee, is a member of Aluminium Stockholders Asociation who made a grant to the charity as detailed in note 3.

The son of S Russell, a trustee, was paid £300 to provide training services to the charity.

No other payments other than those shown in this note were paid to trustees.

5 Designated funds

	Balance at 01-Apr-21	**Income**	**Expenditure**	**Transfers**	**Balance at 31-Mar-22**
Strategic growth fund	-	-	(30,531)	69,646	39,115
	-	**-**	**(30,531)**	**69,646**	**39,115**

During the year funds were designated for strategic planning and organisational growth (principally CEO consultancy costs)

THE PDA SOCIETY

England & Wales - Charity number 1165038

Accounts

Registered Charity Number: 1165038

The PDA Society

Annual Report and Unaudited Financial Statements

For the year ended 31 March 2021

The PDA Society

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The PDA Society

Legal and administrative information
For the year ended 31 March 2021

Trustees

Sally Russell OBE	Chair
Debra West	Treasurer – resigned 31 August 2021
Victoria Threlfall	Secretary, Vice-Chair, Comms and Fundraising Lead
Paula Webb	Enquiry Line, Events and Safeguarding Lead
Hilary Harvey	HR, Admin, Training and Forum Lead
Jill Davis	Education Lead (Appointed October 2020)

Principal Address
PO Box 6080
Sheffield
S12 9EW

Bankers
HSBC
5 Wimbledon Hill Road
Wimbledon
London
Sw19 7NF

Independent Examiner
Susan Cochrane, FCA
Employee of:
VAS Community Accountancy
The Circle
33 Rockingham Lane
Sheffield
S1 4FW

The PDA Society

Trustees' annual report
For the year ended 31 March 2021

Structure, governance and management

The Charity is a Charitable Incorporated Organisation, number 1165038 and is operated under the rules of its constitution, the documents of which are dated 5 January 2016. The charity previously operated as an unregistered group. The assets and liabilities of this organisation were transferred to the CIO on 1 April 2016.

Overall management of the charity is the responsibility of the trustees who are elected and co-opted under the terms of the constitution. Day to day project activity is managed and carried out by trustees, self-employed contractors and volunteers.

Objectives and activities

To promote the relief of persons with Pathological Demand Avoidance (PDA) an Autistic Spectrum Disorder, and their families and carers in particular but not exclusively by:

a.) Providing information, advice and support to those persons with PDA, their families and carers including those awaiting diagnosis; and

b.) advancing the education of the general public, in particular those responsible for the care, treatment and diagnosis of PDA by raising awareness in all matters relating to PDA.

Activities during the financial year

5th Anniversary (5th January 2021)

5th January 2021 was the 5-year anniversary since the PDA Society became a registered charity. We launched a survey in October 2020 asking for feedback, to enable us to review our impact to date and shape our services and projects for the future. We published a summary of the main findings and a more detailed report with statistics and comments from respondents, along with a summary of what the PDA Society is planning during 2021. Within these findings we were pleased to hear that our information resources are making a positive difference to the lives of PDA people and their supporters:

- 87% of respondents had benefitted from our written information
- 81% valued having information about PDA to share with others
- 77% benefitted from information about helpful approaches

We also heard that our work is having a positive impact in terms of improving understanding of an otherwise perplexing presentation:

- 88% of PDA adults 'strongly agreed' or 'agreed' that the services or support they've had from the PDA Society had a positive impact on understanding themselves
- Over 96% of parents/carers and professionals 'strongly agreed' or 'agreed' that these services or support had improved their understanding of PDA and knowing what approaches are helpful

Comments received from respondents also included the following:

> "Because of the PDA Society, and only the PDA Society, as a family we have been able to learn, to breathe, to open our hearts and minds to view a different world. A beautiful world, a world that needs time, support, patience, encouragement, understanding, nurturing, love and laughter."
>
> "It's very hard not having the information and support that people with different disorders have and for most my life I have been depressed and suicidal thinking there was something wrong with me, but when I first read about PDA I was reading about myself and it was the first time I'd been able to put my struggles into words. Without the PDA Society I would likely be in an ATU at this rate. Without the PDA Society I would still feel very alone with my struggles, because of the case studies and information I was able to relate to other people for what felt like the first time in my life."
>
> "As an educational psychologist I have found your information to be invaluable for parents, especially those who have no access to a diagnosis through the medical route. Because of the PDA Society my staff have a much better understanding of the needs of many of the young people who come to our specialist college."

In response to 80% of respondents telling us that the challenge they'd most like our help with is raising awareness of PDA with the general public, we created and published a short 'What is PDA?' video introduction to some essential information about PDA in a quick and easily shareable format.

In addition, we also put together 5 ways to help mark the occasion on the theme of the number 5. This consisted of ideas for everyone to get involved and have fun, whilst helping to raise awareness and vital funds for the charity. Several PDA Society trustees, volunteers and friends also teamed up to do various 5-themed fundraising challenges.

All resources were published on our website and shared on social media and circulated via email.

<u>Website</u>

The website had an average of 30,439 visitors a month and 1,300,661 total views this year (an average of 108,388 views per month).

The website content was updated to reflect the latest thinking and terminology, and with helpful signposting links, throughout the year when relevant. We also updated the design and layout of the homepage and section landing pages.

We created and published the following pages, resources and surveys:

- What is PDA? booklet
- Benefits of understanding the PDA profile
- PDA Day 2020 resources (see below)
- EHCP guide - Education, Health and Care Plans to support a PDA profile of autism
- 5th Anniversary resources (see below)
- Transition to adulthood
- Introduction to PDA webinar
- Home education "hub"

- Sources of further understanding
- Helen's story – PDA in families and deciding to home education
- Animals & PDA survey
- Local position statements on PDA
- Parenting as a PDAer

In preparation for PDA Day 2021, we created and published the following:

- PDA Day Survey
- Letter to professionals
- PDA Day pack - event and fundraising resources
- Registration page for new identification guide

We continued to add third party links to our existing Coronavirus support pages as the pandemic progressed throughout the year as and when relevant. These included official government guidance, free resources and other useful links for the PDA community. We also created and published new Coronavirus-related resources including:

- Q&A video series with PDA Society advisors – answering questions relating to PDA during the coronavirus pandemic
- PDA: life under lockdown – we carried out a short survey to gather information about the impact of lockdown on the PDA community and published the results in May 2020
- Returning to School and College - to help PDA students and their families and teachers prepare for the return to school and college in September 2020, we collated some helpful resources and advice.

Hidden Disabilities PDA Lanyards and PDA panda wristbands went on sale in our online shop in August 2020 and November 2020 respectively. Panda e-cards were also made available in the shop, for a donation to the PDA Society via a third party eCard website.

We continued to expand and update the third party resources, books, blogs, support groups, events, training and research listed on the website, including international translations of our resources.

<u>Social Media</u>

We have worked hard to have an active social media presence and to share PDA related information, resources and research opportunities to followers and the wider public via Facebook, twitter, Instagram, LinkedIn and YouTube.

Our social media following grew to 51,967 (an increase of 15,285)

- Facebook followers grew to 39,302 (an increase of 10,168)
- Twitter followers grew to 6,522 (an increase of 974)
- Instagram followers grew to 4,075 (an increase of approx. 2,075)
- LinkedIn follower grew to 348
- YouTube subscribers grew to 1,720 (an increase of 1,085) and at year end our videos had received 98,599 views (an increase of 68,313)

The PDA Society's social media posts gain good engagement with a high number of 'likes' and 'shares'.

In addition to our day-to-day activity on social media, we also participated in the following social media events, sharing PDA-specific information relating to the topics:

- #WorldAutismAwarenessWeek (April 2020)
- #WorldOTDay (October 2020) – we produced a 30 second video about the benefits of PDA-informed occupational therapy
- #SocialWorkWeek2021 (March 2021)
- #NeurodiversityCelebrationWeek (March 2021)

Training

Over these 12 months the PDA Society has:

- Developed our online training to facilitate all types of courses being delivered via zoom
- Diversified our training offering to include social care for adults and children, health care and began development of a new workshop for parents and carers.
- Improved and updated the content of our courses to include up to date helpful approaches, information, and terminology.
- Organised and delivered 10 Parent/Carer public courses and 2 professional courses online.
- Facilitated a further 36 PDA courses all of which were organised and funded by other charities/organisations: 10 for parent/carers, plus 12 courses within the education sector, 4 within adult social care and 1 for a national charity. We also delivered 9 out of 12 sessions for a tender within a local authority for adult social care.
- Trustee and education advisor Jilly Davis also spoke at an online conference on behalf of the PDA Society.
- Recruited and trained 11 potential new training facilitators in March 2019, of whom 6 have signed contacts with a further 4 currently going through the joining process. 1 candidate withdrew.
- Took the decision to suspend and cancel all face-to-face training until at least January 2022 due to COVID-19.

After someone has attended a training session, people are invited to complete a feedback questionnaire to help us understand what difference the training has made. In this reporting period the average scores out of 10 (with 1 being the lowest and 10 being the highest score) from the responses given were as follows:

- 9/10 I have a better understanding of what PDA is
- 9/10 I have a better understanding of helpful approaches for PDA
- 10/10 The session leaders were knowledgeable
- 9/10 I would recommend this course to others

Feedback given also included the following positive comments:

"This was phenomenal. It's all great explaining what a condition is but receiving tools and techniques and methods to try at home with our children is powerful. I raised a complex question at the end and have been advised I will receive a personal direct reply which values me and my enquiry and brings reassurance" (Parent)

"The training gave myself and the team a real insight into a person with PDA, strategies that we can put in place that may benefit the individual we support. Speaking with <redacted> was particularly insightful, I understand that it was difficult for him to have a true understanding of what was going on and how things looked. But from the information he shared he really provided us with information from someone with a PDA profile, it was truly informative in everyway". (Social worker)

"Wealth of trainer's knowledge and expertise. Fast pace and practical suggestions" (Educator)

Enquiry Line

The PDA Society enquiry line provides information, advice and support to approx. 100 parents, adults and professionals (education, health & social care) per month. This support is given via email, telephone and Skype (if requested from overseas). We have continued to have an increase in enquiries each month.

The enquiry Line recruited 4 Self-Employed contractors to ensure continuity of service during the challenging pandemic. We continued to have the support of 5 Volunteers and Trustee Paula Webb as enquiry line co-ordinator throughout this period.

The coordinator held three enquiry line meetings with the volunteers and contractors to further their training. We had 2 volunteers leave the service. We currently have a team of 4 Contractors and 3 volunteers.

The coordinator provides supervision every 6-8 weeks to each volunteer and ensures the efficient delivery of the enquiry line service, making sure all enquiries are answered within 5 working days. The coordinator undertakes quality control each week, checking a sample of replies from each volunteer and contractor. The coordinator undertakes the authorisation of monthly timesheets and invoices ensuring the time recorded matches the enquiry responses.

The coordinator provides reports for trustees' meetings and annual reports.

An example of the difference made by the enquiry line to the lives of PDA people and their supporters is given in the following quote, taken from the 5 -year survey report:

> "I am especially grateful for the times we have had individual support through the PDA Society helpline - often when we have been at crisis point and completely without other forms of support. We won't forget that - the value of a person who truly understands, who doesn't judge and knows their way through the utter shambles of statutory support service was huge."

Literature

The distribution of printed information was put on hold during this period due to the Covid-19 pandemic. Our Literature was reviewed and a new What is PDA? Leaflet introduced with the out-of-date material removed. Our current leaflets continued to be available to download free of charge on the website.

PDA day (15th May 2020)

The theme for PDA Day 2020 was 'Support' with a switch in focus (due to the coronavirus pandemic) to supporting our PDA and wider community with a variety of resources including fun PDA Panda activities (colouring sheet, find the panda page and DIY panda ears) to use at home and a website scavenger hunt leading to different sources of support. We shared our life under lockdown survey results. All resources were published on our website (in a PDA Day Newsletter) and shared on social media and circulated via email. We also assisted with the placement of an article in nasen Connect ahead of PDA Day titled "Providing PDA support by Aileen Hosty (nasen Connect)". And we published a PDA Day summary with a round-up of activities carried out by people all over the world to mark the day.

PDA Development Group

The PDA Society is the voice of parents and adults at the PDA Development Group meetings, though there have been no formal meetings in the past year because of the pandemic. (The PDA Development group includes several practitioners who meet to share information about developments in understanding of the PDA profile). The PDA Society have taken on the secretariat role for the group.

Articles/ news stories

The PDA Society assisted with and consulted on various articles and interviews about PDA including:

- Providing PDA support by Aileen Hosty (nasen Connect)
- What Does Pathological Demand Avoidance Have to Do With Autism? by Rachel Jackson (Autism Parenting Magazine)
- 'Life was a battle until my child was diagnosed with a lesser-known form of autism' by Francesca Manca (The i Paper)
- Leanne (The Light Bulb Moment PDA) spoke to Stephanie Hirst on BBC Radio Leeds about PDA

Trustee Vikki Threlfall spoke to Julia Hartley-Brewer on talkRADIO about the additional struggles autistic people and their families are facing during the coronavirus pandemic and the online support available – April 2020

Trustee Vikki Threlfall spoke to Catherine Mackie at the BBC about Special Needs parents in survival mode due to COVID 19. The film was show on the local BBC news, and also available on the app and main news pages.

Trustees Paula Webb and Vikki Threlfall spoke to The Great Minds Podcast about the PDA Society, terminology around PDA, helpful approaches, differences between ODD & PDA, EHCPs, working with professionals and more. (March 2021)

We wrote a website news pieces: 'Care in hospitals is 'inhumane'.' about the Care Quality Commission's 'Out of sight – who cares?' review into the use of seclusion and restraint in the care of autistic people and people with a learning disability and/or mental health condition in hospitals. (October 2020)

Supporting research projects

The PDA Society has circulated details of PDA related research to its members via the website and social media.

The PDA Society also has continued involvement in a project to investigate the much higher numbers of cases of mothers being investigated for 'Fabricated and Induced Illness (FII) and to work with leading experts in the field to consider possible improvements to the guidance on the topic.

Identification Project

A project was initiated to describe current best practice for clinicians and other practitioners to help them identify PDA in neurodevelopmental assessments. A survey was undertaken of a group active in assessments within both the NHS and independent practice.

Attendance at events

Due to the pandemic the PDA Society did not attend any events in person during this period. However we focused our energies into increasing online support and training to ensure support was available despite the pandemic. We also made sure more of our literature was available to download from our website and our merchandise was available from our online shop.

Positive PDA Summit

Communications for the 2020 Positive PDA Summit included:

- Providing a recorded webinar about the PDA essentials
- Watching and commenting on all other webinars
- Actively answering questions in the Positive PDA summit Facebook group and signposting resources

PDA Society Conference

Due to the continuing pandemic and restrictions the PDA Society decided that the planned new date for the conference of March 2021 was not appropriate, and this has now been put on hold until the situation stabilises. The PDA Society have instead decided to focus their efforts on improving awareness and understanding of PDA withing the Professional community, including health care, social care and education.

Other activities

We launched a regular giving campaign in September 2020 and a text giving facility in December 2020.

We launched a monthly newsletter in September 2020 and a quarterly professionals' newsletter in February 2021. Both provide news, resources and events relating to PDA via email subscription. At year end the monthly newsletter had 1,387 subscribers and the professionals' newsletter had 222 subscribers.

We partnered with Great Minds Together and the NHS Health Education England Autism Peer Education programme in March 2021 – working together to increase understanding of PDA and what helps in order to improve outcomes for individuals and families.

We supported Independent Social Worker Cathie Long in looking to form a network with likeminded professionals to develop expertise in assessments and advocacy. We're hoping this network will develop a group of social workers with understanding of PDA & expertise in assessments, advocacy and acting as expert witnesses. (March 2021)

<u>Thank you to our supporters</u>

The PDA Society would like to thank all the people who have supported us by making one off or regular donations, organising fundraising events, helping us to develop literature and information for the website, and helping with the design of graphics and illustrations. We are truly grateful to you all.

Trustee information and meetings

Sally Russell OBE	Chair
Debra West	Treasurer Resigned 31 August 2021
Victoria Threlfall	Secretary, Vice-Chair, Comms and Fundraising Lead
Paula Webb	Enquiry Line, Events and Safeguarding Lead
Hilary Harvey	HR, Admin, Training and Forum Lead
Jill Davis	Education Lead (Appointed October 2020)

A total of 10 trustee meetings were held within this financial year.

Volunteers

The number of active volunteers (excluding trustees) is 23 for this period.

Self-employed contractors

The number of paid training facilitators (training facilitators are self-employed) was 16 at 31.03.21. Please note that some of the paid training facilitators also carry out voluntary work with the PDA Society. The PDA Society also pays for admin, training and comms support from two self-employed contractors. The PDA Society now has 4 self-employed contactors for the enquiry line service.

Future Plans

In 2020/21 the PDA Society was fortunate to see growth in income, from £58,939 to £95,666 (including £12,232 of reimbursed conference costs), driven by increased demand for training and several generous individual donations. With a healthy carry-forward balance £84,064 this positive year-end position enabled the PDA Society to appoint its first CEO in July 2021, who will be working with the Board of Trustees to grow the charity's reach and impact. Planned activities from 2021/22 onwards are expected to include:

- 5-Year PDA Society Strategy
- PDA research priority setting exercise, followed by annual research meetings
- Autism and Complex Needs Special Interest Group and PDA professionals' network
- "Enquiry Line Plus" service for complex cases involving PDA people
- "PDA Voice" project reviewing the way the charity engages PDA people
- "PDA Perspectives" project, engaging UK autism charities
- Engaging organisations that train professionals who support PDA people

- PDA Society Conference planned for early 2023
- Review of internal policies/procedures, including equal opportunities

Alongside these activities the PDA Society will continue to deliver its core services of providing information, support and training; and will fundraise to meet increased demand for services with year-on-year increases seen in people seeking PDA Society services. These fundraising activities will include applications for grants from trusts/foundations.

Reserves Policy

Historically, the Trustees have aimed to maintain free reserves in unrestricted funds at a level which equates to approximately twelve months of unrestricted charitable expenditure. Currently this approximates to £84,000 based on the charity's budgeted expenditure for 2021/22. The Trustees consider that this level will provide sufficient funds to deliver core services and ensure that office and governance costs are covered. The Trustees consider that a level of twelve months is sufficient.

The balance held as unrestricted funds on 31 March 2021 was £84,064 (2020: £40,771).

The Reserves Policy is reviewed annually by the Trustees.

The Trustees' declare that they have approved the above report on 14/12/21 and are signed on their behalf by:

S. C Russell

Name (printed) SARAH C. RUSSELL

Position CHAIR OF TRUSTEES.

Independent Examiner's Report to the trustees of The PDA Society ("the Charity")

I report to the trustees on my examination of the accounts of the Charity for the year ended 31 March 2021.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

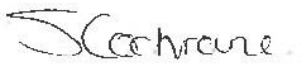
I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept as required by section 130 of the Act; or
2. the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Signed:
Susan Cochrane FCA
Employee of:
VAS Community Accountancy
The Circle
33, Rockingham Lane
Sheffield
S1 4FW

Date: 14/12/2021

The PDA Society

Receipts & payments account

For the year ended 31 March 2021

	Notes	Unrestricted funds £	Restricted funds £	Total 2021 £	Unrestricted funds £	Restricted funds £	Total 2020 £
Receipts							
Conference receipts		-	-	-	10,091	-	10,091
Charitable activities		22,158	-	22,158	17,509	-	17,509
Donations	**2**	59,666	-	59,666	28,314	-	28,314
Grants		-	-	-	-	964	964
Reimbursement of conference costs		12,232	-	12,232	-	-	-
Sale of merchandise		1,515	-	1,515	2,061	-	2,061
Other income		95	-	95	-	-	-
Total receipts		**95,666**	**-**	**95,666**	57,975	964	58,939
Payments							
General administrative expenses		1,462	-	1,462	1,102	-	1,102
Other professional expenses		23,831	-	23,831	12,201	-	12,201
Raising funds		-	-	-	21	-	21
Other expenses		125	-	125	172	-	172
Training facilitator		10,470	-	10,470	2,200	-	2,200
Travel & accommodation		-	-	-	5,763	-	5,763
Postage, printing & stationery		705	-	705	4,904	964	5,868
Books		-	-	-	273	-	273
Room hire		-	-	-	735	-	735
Other conference costs		12,154	-	12,154	14,834	-	14,834
Advertising/Promotional		152	-	152	1,034	-	1,034
Merchandise		1,242	-	1,242	2,576	-	2,576
Website		299	-	299	2,787	-	2,787
Insurance		533	-	533	477	-	477
Independent Examination fee		540	-	540	480	-	480
Paypal fees		114	-	114	170	-	170
Eventbrite fees- conference		-	-	-	1,469	-	1,469
Eventbrite fees- courses		746	-	746	249	-	249
Refreshments		-	-	-	411	-	411
Equipment rental		-	-	-	27	-	27
Total payments		**52,373**	**-**	**52,373**	51,885	964	52,849
Net receipts/(payments) for the year		**43,293**	**-**	**43,293**	6,090	-	6,090
Total cash funds brought forward		40,771	-	40,771	34,681		34,681
Total cash funds carried forward		**84,064**	**-**	**84,064**	**40,771**	**-**	**40,771**

The PDA Society

Statement of assets and liabilities
As at 31 March 2021

	2021	2020
	£	£
Cash assets		
Bank balance	83,880	39,537
Paypal Balance	184	1,234
	84,064	**40,771**
Fixed assets		
Projectors	580	580
Other fixed assets	1,048	1,048
	1,628	**1,628**
Other assets		
Merchandise	1,760	1,334
Booklets	808	1,840
Charitable activities - income due	6,250	1,000
Other debtors	-	12,232
	8,818	**16,406**
Liabilities		
Accountancy & Independent examination fee	600	540
Other creditors	3,713	11,447
	4,313	**11,987**

Approved by the board of trustees on 14/12/21 and signed on their behalf by;

S.C.Russell

Print name: SARAH C. RUSSELL

Position: CHAIR OF TRUSTEES

Print name: HILARY HARVEY

Position: TRUSTEE

Notes to the accounts
For the year ended 31 March 2021

1 Receipts & payments account

Receipts and payments accounts are statements that summarise the movement of cash into and out of the organisation during the financial year. In this context "cash" includes cash equivalents, for example, bank accounts where cash can be readily withdrawn to pay for debts as they become due.

Funds

General funds are donations and other income received or generated for the objects of the orgainisation without further specified purpose and are available for general funds without restriction.

Restricted funds are either donations which the donor has specified are to be solely used for particular areas of the charity's work or grant income sought for specified activities.

2 Donations

	Unrestricted funds	**Restricted funds**	**Total 2021**	Unrestricted funds	Restricted funds	Total 2020
	£	**£**	**£**	£	£	£
Donations	59,666	-	59,666	28,314	-	28,314
	59,666	**-**	**59,666**	28,314	-	28,314

3 Restricted funds

There was no restricted income received during the year ended 31 March 2021.

Prior year comparison	*Balance b/fwd*	*Income*	*Expenditure*	*Balance c/fwd*
	£	*£*	*£*	*£*
CAF America	*-*	*964*	*(964)*	*-*
	-	*964*	*(964)*	*-*

A grant was received from CAF America to contribute towards the printing costs of PDA literature for distribution.

4 Trustees remuneration, benefits and expenses

One trustee received the following expenses during the financial year (2020: Six trustees), not including those payments listed under the related party transactions.

	Total 2021	Total **2020**
	£	£
Travel and Accommodation	**-**	2,342
Refreshments	**-**	110
Training & resources	109	-
	109	2,452

The following trustees were paid during the financial year for services provided to the organisation as follows:

Name	Services Provided	**Total 2021**	Total 2020
		£	£
Jilly Davies	Workshop Facilitation	1,000	-
		1,000	-

Trustees donated £120 (2020: £143) before gift aid without conditions.

No other payments other than those shown in this note were paid to trustees.