

PARENTAL ALIENATION AWARENESS

England & Wales - Charity number 1187738

Details

Status Registered

Legal form CIO

Registered 2020-02-04

Register [View on the Charity Commission register](#)

Contact

Address 5 Brayford Square
London
E1 0SG

Phone 020 3778 1171

Email info@paawareness.co.uk

Website <http://www.paawareness.co.uk>

Activities

Objects: THE PRESERVATION AND PROTECTION OF THE PHYSICAL AND MENTAL HEALTH OF CHILDREN AND FAMILY MEMBERS WHO ARE EXPERIENCING, OR HAVE EXPERIENCED, THE BREAKDOWN OF FAMILY RELATIONSHIPS BY THE PROVISION OF INFORMATION, ADVICE, SIGNPOSTING AND THE AWARENESS OF PARENTAL ALIENATION AWARENESS DAY.

Activities: Our aims are to raise awareness, educate & campaign against Parental Alienation. We also promote a culture of equality in parental rights, reducing discrimination for parents & their families when accessing child related services & the family court system during divorce, separation, & child contact disputes. We hold an annual event for Parental Alienation Awareness Day on the 25th of April.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Other Charitable Purposes
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£30,038	£18,627	-	-
2024-03-31	£6,278	£10,194	-	-
2023-03-31	£15,464	£13,608	-	-
2022-03-31	£8,676	£8,345	-	-
2021-03-31	£3,517	£1,935	-	-

Trustees

Name	Role	Appointed
Debi Richens		2025-10-01
Matt Mill		2025-04-01
clare suzanne		2020-02-04

PARENTAL ALIENATION AWARENESS

England & Wales - Charity number 1187738

Accounts

PARENTAL ALIENATION AWARENESS

REGISTERED CHARITY No 1187738

COMPANY NO. CE020544

**UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

Keltic Accountancy
Certified Accountants
1 Rety Barn, Summercourt, TR8 5DE

PARENTAL ALIENATION AWARENESS
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2025

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 March 2023.

The Charity was established in 2020 and is registered charity no. 1187738.

1. Introduction

Parental Alienation Awareness (PAA) is a small, volunteer-led, gender-neutral charity dedicated to increasing understanding of parental alienation, supporting children and families affected by it, and promoting healthier, child-focused outcomes through awareness, education, and advocacy. The charity recognises that parental alienation can affect children and parents of any gender, as well as wider family members. All activity is delivered without bias or presumption and focuses solely on the wellbeing, voice, and safety of the child.

Despite operating with limited resources, the charity continues to deliver meaningful activity through the commitment of trustees, volunteers, and supporters. This report outlines the charity's activities, achievements, and challenges during the reporting period and demonstrates how the trustees have worked to further the charity's purposes for public benefit.

A central element of the charity's work is the promotion and delivery of Parental Alienation Awareness Day, held annually on 25 April since 2019. The day serves as a national focal point for awareness raising, education, and engagement, bringing together families and professionals to promote informed, child-focused discussion.

Despite increasing public and professional awareness, parental alienation is not formally recognised as a distinct issue within UK government policy or statutory guidance. As a result, there is no consistent national framework, training provision, or agreed professional approach across family justice, social care, health, and related services. This lack of recognition contributes to confusion and inconsistency in how concerns are identified and responded to, reinforcing the need for independent, balanced, and child-focused awareness, education, and support such as that provided by the charity.

The charity continues to experience a steady rise in enquiries from a wide range of individuals and professionals. These include mothers, fathers, grandparents, and other family members, as well as professionals such as Cafcass officers, social services staff, support workers, and health professionals. This breadth of enquiries reflects both increasing awareness and the absence of clear statutory guidance or training, resulting in growing reliance on the charity for information, clarity, and signposting.

2. Purpose and Objectives

The charity's mission is to raise awareness of parental alienation and its impact on children and families, encourage early recognition and informed responses, and promote compassionate, child-focused support. All activity is underpinned by a gender-neutral, non-judgemental approach that recognises the complexity of family breakdown and prioritises the best interests of the child.

Parental Alienation Awareness Day on 25 April, delivered annually since 2019, is a key vehicle for achieving this mission, acting as a focal point for national awareness, education, and informed discussion.

The charity's objectives are to:

- Educate the public and professionals about parental alienation and its effects on children.
- Provide information, signposting, and peer support to parents and carers affected by parental alienation, regardless of gender.
- Advocate for child-focused approaches within family, legal, and social care systems.
- Reduce stigma and misunderstanding surrounding family breakdown and parental alienation.
- Coordinate and deliver Parental Alienation Awareness Day annually to increase public understanding, encourage informed discussion, and amplify the voices of children and families affected by parental alienation.

3. Governance and Structure

Parental Alienation Awareness is governed by a small board of trustees who meet regularly to oversee strategy, risk management, and compliance with charity law. Trustees are responsible for ensuring the charity operates in line with its governing document, upholds its legal duties, and acts in the best interests of its beneficiaries.

During the reporting period, the composition of the board changed to support continuity and effective governance. One trustee stepped down, and a new trustee was appointed in February 2025, bringing valuable skills in IT and digital operations. This expertise has strengthened the charity's systems, ensuring continuity, security, and efficiency in its digital and administrative processes.

4. Activities and Achievements

Awareness and Education

The charity delivered ongoing awareness activity through social media, online platforms, and educational campaigns. Clear, accessible, and balanced information about parental alienation was provided to parents, carers, professionals, and the wider public.

Monthly newsletters were distributed to supporters, providing updates on developments, events, resources, and opportunities to engage with the charity's work.

Parental Alienation Awareness Day has been delivered annually since 2019 and continues to serve as a national awareness campaign. The event increases understanding of parental alienation, reaches new audiences, encourages informed discussion, and promotes child-focused, non-judgemental approaches.

An annual Parental Alienation Awareness Day conference was held during the reporting period and was attended by approximately 60 participants, including parents, carers, and professionals. Attendees reported feeling validated and valued the opportunity to connect with others facing similar challenges.

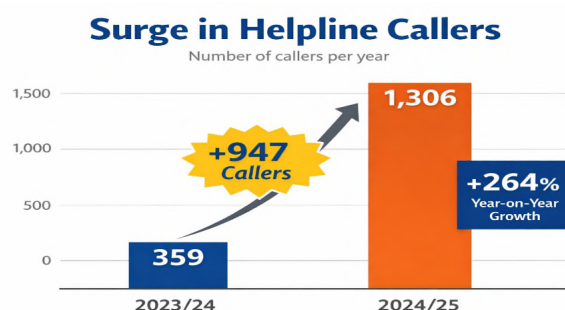
Support and Signposting

During the reporting period, the charity received a growing volume of enquiries from mothers, fathers, grandparents, and other family members affected by parental alienation. Enquiries were also received from professionals, including Cafcass officers, social workers, support workers, and health professionals, seeking information, guidance, and appropriate signposting.

This increasing demand reflects both rising awareness of parental alienation and the continued absence of consistent statutory training or guidance. Many professionals reported uncertainty in how to respond, resulting in increased reliance on the charity as an independent source of balanced information.

In August 2024, the charity received Lottery funding to recruit additional Helpline volunteers and to employ a Helpline Supervisor. This funding enabled the expansion of the Helpline volunteer team from three to six and supported the management of increasing demand and complexity. As a result, the total number of calls rose from 359 in 2023/24 to 1,306 in 2024/25—an increase of 947 callers, representing 264% year-on-year growth.

However, this funding was time-limited and ended in August 2025. As a result, the charity was no longer able to employ the Helpline Supervisor. Despite continued high demand, there is no ongoing funding to support paid staff, and the Helpline and all enquiries are now managed entirely by volunteers and trustees.



Advocacy and Engagement

The charity engaged with professionals, organisations, and stakeholders to promote informed, balanced, and evidence-based discussion around parental alienation. Trustees consistently encouraged practices that prioritise children's safety and wellbeing, free from gendered assumptions.

The charity met with the Department for Work and Pensions (DWP), engaging approximately 70 representatives to raise awareness of parental alienation and its impact on employment and wellbeing.

Work with social prescribers across the UK supported improved identification and signposting for individuals affected by parental alienation.

Development of UK Support Groups

In August, the charity received £19,902 in National Lottery funding, enabling the development of structured peer-led support groups. Funding supported volunteer training, DBS checks, venue hire, and contracted roles.

Due to sustainability, safety, and attendance challenges, the charity transitioned from in-person groups to a moderated online model. Following the departure of the County Host Manager in December 2024, trustees reviewed the model and scaled back activity to ensure quality, safeguarding, and volunteer wellbeing.

Fundraising

Fundraising activity included partnerships with Run for Charity and Facebook birthday fundraisers, supporting core services such as the Helpline, awareness campaigns, and peer support.

Media and Public Engagement

The charity supported the short film *The Stranger I Love* by Theresa Godly, using it as an educational and awareness-raising tool. The film received international recognition, increasing visibility of parental alienation and the charity's work.

5 Impact

Families reported reduced isolation and improved understanding after accessing the charity's support. Professionals highlighted the value of the charity's balanced, gender-neutral, and child-focused approach.

Helpline usage increased significantly, with enquiries from parents, grandparents, extended family members, and professionals, demonstrating the growing reach and relevance of the service.

Parental Alienation Awareness Day – Monitoring and Evaluation

Approximately 60 participants attended Awareness Day 2024. Feedback indicated:

- 80% felt validated
- 75% reported reduced isolation
- 70% reported improved wellbeing through peer connection
- Over two-thirds would attend again or recommend the event

6. FINANCIAL REVIEW

We thank all individual and charitable donations to Parental Alienation Awareness during the year. All donations are valued and put to good use to achieve the objectives of the organisation. We are extremely grateful to the COOP community fund for making it possible for Parental Alienation Awareness to maintain this critical service for the public and provide our Parental Alienation Awareness Day event, which is held on the 25th of April each year.

On the evidence of clients coming forward, and of the issues that are being brought to us (this continues to increase year on year) there is a need and demand for our charity to continue its support and awareness campaigns.

Therefore, we intend to seek further funding to expand our capacity further in the coming year.

Financial Review and volunteer time

The Trustees confirm that these accounts comply with requirements of relevant statute law, the Constitution of Parental Alienation Awareness, and the appropriate edition of the Charity Commissioners' Statement of Recommended Practice.

Reserves

Parental Alienation Awareness has no permanent endowment and has never been able to build up significant long-term reserves. The balance of restricted funds carried forward each year covers scheduled expenditure in the short or medium-term future. The balance of unrestricted funds carried forward is to protect Parental Alienation Awareness against becoming vulnerable to any short-term funding-gap; the Trustees aim to achieve a position where there is an unrestricted reserve able to cover three months' operating expenses.

Structure, Governance & Management

Parental Alienation Awareness is a Charitable Incorporated Organisation that was registered with the charity commission on 4th February 2020. It is governed by a foundation model constitution that was adopted on 1st February 2020. The charity is governed by a board of trustees. The board comprises of a minimum of three trustees and a maximum of twelve, which have legal, financial and managerial responsibility for the charity.

New trustees are appointed at duly convened meetings for a period of three years after which they are eligible for reelection for a further three years.

Trustees Responsibilities

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 Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

7. Challenges and Risks

Lack of Policy Recognition and Training

Parental alienation is not formally recognised within UK government policy or statutory guidance. Consequently, there is no standardised training, policy framework, or clear professional guidance on how to identify, assess, or manage parental alienation in a child-focused and proportionate way. This results in variable understanding and practice across statutory and frontline services.

As a result, families and professionals increasingly seek guidance, clarity, and signposting from the charity, significantly contributing to the rising volume and complexity of enquiries and placing additional pressure on a small, volunteer-led organisation operating without funding for paid staff.

Volunteer Experience, Trauma, and Wellbeing

Due to the absence of recognised statutory training routes or professional pathways relating to parental alienation, the charity's volunteer base is largely comprised of individuals with lived experience, most commonly parents and carers who have been directly affected. While this brings valuable insight, empathy, and authenticity to the charity's work, it also means that many volunteers are supporting others while continuing to process their own experiences and trauma.

This requires careful oversight and additional support to ensure volunteers are emotionally safe, appropriately supported, and not placed under undue pressure. Trustees are mindful of the importance of maintaining clear boundaries, providing supervision and peer support where possible, and monitoring volunteer wellbeing closely. Supporting volunteers in this way places additional demands on a small, volunteer-led organisation but is essential to ensuring ethical, safe, and sustainable service delivery.

Operational Capacity

Volunteer recruitment and retention remained challenging, particularly for county support groups. The charity has also experienced a substantial increase in email and online enquiries. Without funding for full-time staff, all work continues to be carried out by volunteers and trustees, creating challenges in maintaining response times and capacity. Trustees continue to monitor workloads and explore sustainable delivery models within available resources.

8. Plans for the Coming Year

The charity will continue moderated online support, strengthen governance and volunteer support structures, further develop Parental Alienation Awareness Day, and expand professional engagement where resources allow. Trustees will also continue to advocate for improved understanding, training, and child-focused responses across statutory services.

9. Acknowledgements

The trustees thank all volunteers, supporters, and donors for their continued commitment and contribution to the charity's work.

10. Trustee Statement

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

The trustees confirm that this report is a true and accurate summary of the charity's activities and performance during the reporting period.

Directors

The Directors who served during the year were:

Clare Latchem
Karen Scott
Mathew Fitton
Kevin Webb

Address for Correspondence

PAA, 5 Brayford Square, London, E1 0SG

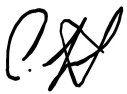
Accountants

Mr Steve Ashby of Keltic Accountancy, 1 Retyn Barn, Summercourt, Newquay, TR8 5DE.

Bankers

The Co-operative Bank, PO Box 250, Delf House, Southway, Skelmersdale, WN8 6WT.

Clare Latchem (Chairman)



Clare Latchem (Jan 27, 2026, 5:59pm)
On behalf of the Board

Dated: 27th January 2026

PARENTAL ALIENATION AWARENESS**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2025**

	Notes	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Income							
Income from generated funds							
Legacies & Donations	2	6,636	0	6,636	6,076	-	6,076
Charitable Activities	3	23,402	0	23,402	202	-	202
Total Income		30,038	0	30,038	6,278	0	6,278
Expenditure							
Costs of raising funds	4	2,408	0	2,408	0	-	-
Charitable activities	5	14,087	2,132	16,219	8,525	1,669	10,194
Total Resources Expended		16,495	2,132	18,627	8,525	1,669	10,194
Net Incoming resources for the year		13,543	(2,132)	11,411	(2,247)	(1,669)	(3,916)
Net movement in funds		13,543	(2,132)	11,411	(2,247)	(1,669)	(3,916)
Transfers between funds		-	-	-	-	-	-
Reconciliation of Funds		13,543	(2,132)	11,411	(2,247)	(1,669)	(3,916)
Total funds brought forward		-1,086	2,132	1,046	1,161	3,801	4,962
Total funds carried forward		12,457	0	12,457	-1,086	2,132	1,046

PARENTAL ALIENATION AWARENESS**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2025**

	Notes	2025 £	2024 £
CURRENT ASSETS			
Cash at Bank and in hand		<u>12,707</u>	<u>1,296</u>
		12,707	1,296
CURRENT LIABILITIES: Amounts falling due within one year			
Creditors and Accruals	7	<u>-250</u>	<u>-250</u>
		(250)	(250)
NET CURRENT ASSETS			
		12,457	1,046
TOTAL NET ASSETS			
		<u>£ 12,457</u>	<u>£ 1,046</u>
REPRESENTED BY			
Unrestricted Funds			
General Funds	9	<u>12,457</u>	<u>-1,086</u>
		12,457	(1,086)
Restricted Funds	8	<u>0</u>	<u>2,132</u>
		<u>£ 12,457</u>	<u>£ 1,046</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its movement in funds for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to small companies subject to small companies regime and in accordance with FRS 102 SORP.

Approved by the Board of Directors:

Clare Latchem



Clare Latchem (Jan 27, 2026, 5:59pm)
Dated: 27th January 2026

PARENTAL ALIENATION AWARENESS**STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2025**

	2025	2024
	£	£
Cash from operating activities	<u>11,411</u>	<u>-3,916</u>
Cash flows from investing activities		
Interest Income	0	0
Cash provided by investing activities	<u>0</u>	<u>0</u>
Increase/(Decrease) in cash and cash equivalents in the year	<u>11,411</u>	<u>-3,916</u>
Cash and cash equivalents at the beginning of the year	1,046	4,962
Total cash and cash equivalents at the end of the year	<u>12,457</u>	<u>1,046</u>
Restricted Funds - brought forward	2,132	3,801
Restricted Funds - Incoming	0	0
Restricted Funds - expended	<u>-2,132</u>	<u>-1,669</u>
Restricted Funds - total	<u>0</u>	<u>2,132</u>
General Funds - brought forward	-1,086	1,161
General Funds - Incoming	30,038	6,278
General Funds - expended	<u>-16,495</u>	<u>-8,525</u>
General Funds - total	<u>12,457</u>	<u>-1,086</u>

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025****1. ACCOUNTING POLICIES****a. General**

The financial statements have been prepared under the historical cost convention and in accordance with applicable Accounting Standards and the Statement of Recommended Practice on Accounting by Charities.

b. Depreciation

Depreciation of fixed assets held for use by the charity is calculated on the straight line basis at the following rates based on the estimated useful life of those fixed assets as follows:

General Equipment	10% per annum
Computer Equipment	33 1/3 % per annum
Viewing Equipment	10% per annum
Hides	10% per annum
Freehold Reserves	None

c. Cash at bank and in hand

Cash at bank and in hand includes cash and short term deposits with a short maturity of 30 days or less.

d. Subscriptions

Subscriptions are recognised in the period to which they relate, except for subscriptions for life membership which are amortised over 15 to 20 years

e. Unrestricted Funds

Unrestricted funds are grants and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

f. General Designated Funds

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes. The use of such funds is at the Trustees' discretion.

g. Freehold Property Designated Funds

The Freehold Property designated fund represents the amount of unrestricted funds invested in freehold property

h. Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund, together with a fair allocation of support costs.

2. LEGACIES & DONATIONS

	Unrestricted Funds	Restricted Funds	2025 Total	Unrestricted Funds	Restricted Funds	2024 Total
	£	£	£	£	£	£
Legacies	-	-	0	-	-	0
Donations	6,636	0	6,636	6,076	0	6,076
	6,636	0	6,636	6,076	0	6,076

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025**

3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES	Unrestricted Funds	Restricted Funds	2025 Total	Unrestricted Funds	Restricted Funds	2024 Total
	£	£	£	£	£	£
Grant Income	23402	0	23402	0	0	0
Sale of Merchandise	0	0	0	0	0	0
Gift Aid	0	0	0	202	0	202
	23402	0	23402	202	0	202

4. COSTS OF GENERATING VOLUNTARY INCOME

	2025	2024
	£	£
Fundraising Costs	2408	0
	2408	0

5. CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	2025 Total	Unrestricted Funds	Restricted Funds	2024 Total
	£	£	£	£	£	£
Travel & Subsistence	589	0	589	121	0	121
Insurance	160	0	160	159	0	159
Repairs & Renewals	0	0	0	0	0	0
Telephone & Fax	801	0	801	389	0	389
IT Expenses	1613	0	1613	2930	0	2930
Printing, Postage	1044	0	1044	1386	319	1705
Zoon Subscription	78	0	78	0	0	0
Stationary & Equipment	685	0	685	0	0	0
Equipment Hire	0	0	0	0	0	0
Marketing & Promotion	1241	0	1241	3240	1350	4590
Uniform / Clothing	324	0	324	0	0	0
Subscriptions	136	0	136	0	0	0
Salaries / Contractors	6579	2132	8711	0	0	0
Sundry Items	168	0	168	0	0	0
Governance costs (note 6)	670		670	300	0	300
	14087	2132	16219	8525	1669	10194

6. GOVERNANCE COSTS

	2025	2024
	£	£
Meeting room hire and costs	0	0
ICO Registration	0	50
Bank charges	0	0
Accountancy & Legal	670	250
	670	300

7. CREDITORS

amounts falling due within 1 year

	2025	2024
	£	£
Accruals and deferred income	250	250
	250	250

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025****8. RESTRICTED FUNDS**

	Balance 31.03.24 £	Incoming Resources £	Expenditure £	Balance 31.03.25 £
Co-op Grant	2,132	-	2,132	-
				-
				-
				-
	<u>2,132</u>	<u>£ -</u>	<u>£ 2,132</u>	<u>-</u>

9. UNRESTRICTED FUNDS

	Balance 31.03.24 £	Incoming Resources £	Expenditure £	Balance 31.03.25 £
Undesignated Funds				
General Fund	(1,086)	30,038	16,495	12,457
	<u>£ (1,086)</u>	<u>£ 30,038</u>	<u>£ 16,495</u>	<u>£ 12,457</u>

10. DIRECTORS' REMUNERATION AND EXPENSES

Reimbursement of costs and expenses paid on behalf of the Society

	2025 £	2024 £
Clare Latchem	<u>4,968</u>	<u>0</u>

11. RELATED PARTIES**Controlling Party**

The trustees are members of the charitable company thus no single party controls the organisation.



Issuer Keltic Accounting Services

Document generated Tue, 27th Jan 2026 17:04:53 GMT

Document fingerprint 07b13b9b3ea3922cebd3cdb3eda8474f

Parties involved with this document

Document processed	Party + Fingerprint
Tue, 27th Jan 2026 17:59:27 GMT	Clare Latchem - Signer (42ff4d85cf7c82d22061a2d4da4d94bd)

Audit history log

Date	Action
Tue, 27th Jan 2026 17:04:53 GMT	Envelope generated by Steve Ashby (51.6.45.155)
Tue, 27th Jan 2026 17:04:53 GMT	Document generated with fingerprint f4ccebdfcee8071fc34812d0ad50ca83 (51.6.45.155)
Tue, 27th Jan 2026 17:04:53 GMT	Document generated with fingerprint 07b13b9b3ea3922cebd3cdb3eda8474f (51.6.45.155)
Tue, 27th Jan 2026 17:06:32 GMT	Sent the envelope to Clare Latchem (clare@paawareness.co.uk) for signing (51.6.45.155)
Tue, 27th Jan 2026 17:06:32 GMT	Document emailed to clare@paawareness.co.uk
Tue, 27th Jan 2026 17:58:50 GMT	Clare Latchem opened the document email. (176.248.22.26)
Tue, 27th Jan 2026 17:58:50 GMT	Clare Latchem opened the document email. (176.248.22.26)
Tue, 27th Jan 2026 17:58:58 GMT	Clare Latchem viewed the envelope (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	Clare Latchem signed the envelope (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	This envelope has been signed by all parties (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	Signed document confirmation emailed to clare@paawareness.co.uk (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	Signed document confirmation emails have been sent to all parties.
	Document URL: https://api.signable.app/shareable/envelope?t=760c2a0f-1050-45a8-99c3-8bba5c38801f (176.248.22.26)

PARENTAL ALIENATION AWARENESS

England & Wales - Charity number 1187738

Accounts

PARENTAL ALIENATION AWARENESS

REGISTERED CHARITY No 1187738

COMPANY NO. CE020544

TRUSTEES ANNUAL REPORT & ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

Keltic Accountancy
Certified Accountants
1 Rety Barn, Summercourt, TR8 5DE

PARENTAL ALIENATION AWARENESS
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2024

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 March 2024.

The Charity was established in 2020 and is registered charity no. 1187738.

Parental Alienation Awareness is community-led charity that provides help, support, and advocacy to alienated parents across the UK, including their loved-ones and the professionals who work with them.

We have continued to experience an ever-increasing volume, severity, and complexity of need in those who seek our support. Clients continue to present to us with highly complex needs, including much more severe mental health problem, housing and debt issues.

We have yet again expanded our reach and developed our service offering, and we look forward to more exciting developments in the coming year.

The volunteer's welfare has also continued to be a priority for us this year. We could not be more grateful for the dedicated team we have, and we want to support them to flourish in their roles.

We must also continue to manage the political and social attitudes towards a more divisive and polarising approach to Parental Alienation.

Review of Activities, Achievements & Performance

Objectives

1. Educate and raise awareness of Parental Alienation and the consequences for parents, children, and their wider family.
2. We will also support organise events and forums that connect parents and other family members affected by parental alienation and signpost them to appropriate services according to their needs.
3. Promote equality in parenting and the active participation of parents in their children's lives.
4. Work with other organisations and allies to address all forms of Parental Alienation and support those affected by it.
5. Hold an annual event for Parental alienation awareness day, this is held on the 25th of April each year as part of a global campaign to raise awareness and highlight this issue in the UK.
6. We will enable connection between parents who are alienated from their children, through e-news, events, fundraising activities and focus groups for research and resource development. Promote events by supporters for fundraising or awareness raising.

Education and Raising Awareness

Social media

Our online presence continues to increase, and we have a large following across all of our social media platforms, approximately 12000 followers and growing. This has become our primary means of communication with the thousands of followers we have. It is a valuable tool for keeping our communities informed and engaged with the work we do and issues relevant to us. Traffic to our website continues to grow and more and more people are accessing the site.

Literature

In Early 2024 we redesigned our charities leaflet to include more information whether you're looking to support the charity or be supported. More volunteers came forward offering to distribute these across the UK.

Newsletters

We continue to send out monthly newsletter to our supporters keeping them up to date with all the latest news and activities of the Charity. This is also an opportunity to promote other information from partner organisations and promote fundraising events held by followers.

Parental Alienation Awareness Day

On the 25th of April (Parental Alienation Awareness Day) we organised our first ever in-person conference. This was held in Brent Knoll, Somerset. We had a total of 68 attendees, some travelling over 200 miles to attend. Guests consisted of alienated parents, grandparents and extended family members.

The feedback from the event was that attendees felt validated with their issues of Parental Alienation by hearing from other affected parents and from professionals on this topic. They also said that they found it informative, inclusive and that there was a good variety of speakers.

The only criticism received was that the event was not long enough, and attendees would have liked to have had more time to socialise with other affected family members.

The whole event was recorded on the day, and we have been able to use this content to raise more awareness and educate more people about this problem in the UK.

Support we provided

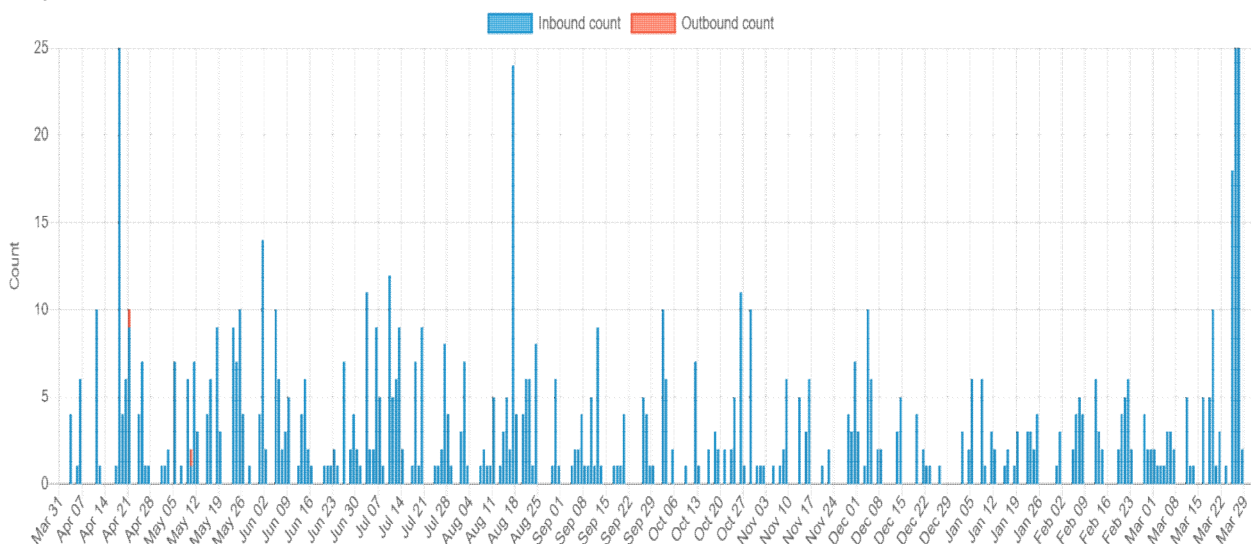
First Responder Helpline

Our Helpline provides immediate first responder support to those who need it, we have seen an increase in the number of people wishing to access our services and an increase in the complexity of issues that our clients often present with. This demand has had a knock-on effect on our capacity as a service and the length of time individuals may need to wait to receive our support.

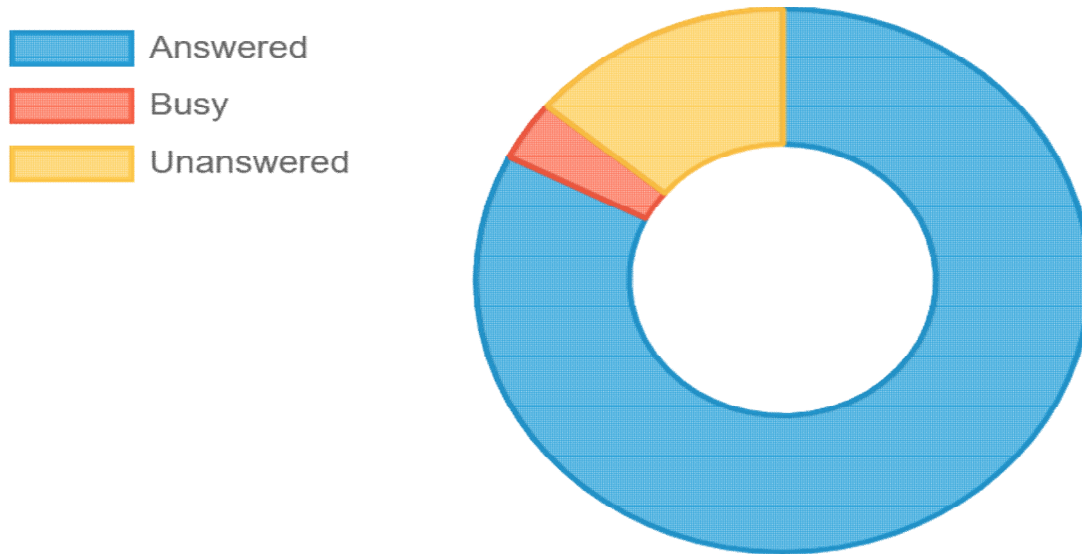
Where possible, our hope is to find additional funding to expand our service and meet the growing needs of those that contact our service in crisis.

Please see below a summary of the activity for the past twelve months

Daily Calls



Calls answered between April 2023 and March 2024



County In-person support groups

In October 2022 we set up our first Parental Alienation support group based on the feedback from clients requesting face to face support to reduce isolation and meet others in the same situation. The focus being on providing emotional support, shared experiences, education and practical activities, this also helped to enable connection between alienated parents and grandparents. We had 13 attendees at our first meeting in Essex, with many of these parents and grandparent’s travelling many miles to be there.

This demonstrated a need to expand this to other counties, so in 2023 we focused on identifying professionals and volunteers to help with creating more support groups across the UK. Although, limited funds and unsuccessful funding bids meant that we had to adapt to these financial constraints by using online platforms instead. We successfully delivered a series of online support sessions, which also enabled us to record and create educational material so service users could access these in their own time.

Corporate Activities

Partnerships

On a national level we have become much more recognised for the work that we do. This year we have collaborated and worked with other organisations and allies such as: The BBC, The Guardian, local radio stations and celebrities to raise the profile of Parental Alienation.

We continue our association with the fundraising regulators, and this year we have also partnered with Run for charity to advance our fundraising activities and events.

Our partnership with CAFTT (Child Attachment and Family Trauma Training) is proving successful as more people are accessing the CPD accredited training course through our website. We are also partnering with The Social prescribing service, which is a referral system accessed through a local GP surgery. This enables us to support more parents through the devastating impact of Parental Alienation.

PARENTAL ALIENATION AWARENESS
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2024

FINANCIAL REVIEW

We thank all individual and charitable donations to Parental Alienation Awareness during the year. All donations are valued and put to good use to achieve the objectives of the organisation. We are extremely grateful to the COOP community fund for making it possible for Parental Alienation Awareness to maintain this critical service for the public and provide our Parental Alienation Awareness Day event, which is held on the 25th of April each year. On the evidence of clients coming forward, and of the issues that are being brought to us (this continues to increase year on year) there is a need and demand for our charity to continue its support and awareness campaigns. Therefore, we intend to seek further funding to expand our capacity further in the coming year.

Financial Review and volunteer time

The Trustees confirm that these accounts comply with requirements of relevant statute law, the Constitution of Parental Alienation Awareness, and the appropriate edition of the Charity Commissioners' Statement of Recommended Practice. As the charity approaches its third year, we are still reliant on public donations to carry out our charities mission. The level of donations from members of the public has increased by nearly £2,500 this year, but continues to reflect the fact that the great majority of our service-users and supporters are not themselves financially secure. We are extremely grateful to all who have given what they can, whether in financial support or in hours of time, to support Parental Alienation Awareness's work.

Reserves

Parental Alienation Awareness has no permanent endowment and has never been able to build up significant long-term reserves. The balance of restricted funds carried forward each year covers scheduled expenditure in the short or medium-term future. The balance of unrestricted funds carried forward is to protect Parental Alienation Awareness against becoming vulnerable to any short-term funding-gap; the Trustees aim to achieve a position where there is an unrestricted reserve able to cover three months' operating expenses. We are of the opinion that we will reach the three-month reserve in 2024 - 2025. The intention is to raise the value of this reserve in line with the growth of the organisation over time.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Parental Alienation Awareness is a Charitable Incorporated Organisation that was registered with the charity commission on 4th February 2020. It is governed by a foundation model constitution that was adopted on 1st February 2020. The charity is governed by a board of trustees. The board comprises of a minimum of three trustees and a maximum of twelve, which have legal, financial and managerial responsibility for the charity.

New trustees are appointed at duly convened meetings for a period of three years after which they are eligible for reelection for a further three years.

Following the appointment of new members an induction program is arranged which aims to give the individuals the information and tools they need to fulfill their legal obligations as well as play an effective role on the board. They are provided with training days that cover the aims, values, operations and the responsibilities of charitable trustees. The induction also involves reading material, and new Trustees are required to attend Trustees meetings as observers. They are also given opportunities for ongoing training either through arranged sessions or less formally through recommended reading lists.

TRUSTEES RESPONSIBILITIES

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 Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

PARENTAL ALIENATION AWARENESS
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2024

Directors

The Directors who served during the year were:

Clare Latchem
Karen Scott
Kevin Webb from 27/02/24
Nadine Rae to 27/02/24

Address for Correspondence

PAA, 5 Brayford Square, London, E1 0SG

Accountants

Mr Steve Ashby of Keltic Accountancy, 1 Retyn Barn, Summercourt, Newquay, TR8 5DE.

Bankers

The Co-operative Bank, PO Box 250, Delf House, Southway, Skelmersdale, WN8 6WT.

Clare Latchem (Chairman)



Clare Latchem (Jan 27, 2026, 5:59pm)
On behalf of the Board

Dated: 27th January 2026

PARENTAL ALIENATION AWARENESS**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024**

	Notes	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Income							
Income from generated funds							
Legacies & Donations	2	6,076	0	6,076	10,381	-	10,381
Charitable Activities	3	202	0	202	3,200	1,883	5,083
Total Income		6,278	0	6,278	13,581	1,883	15,464
Expenditure							
Costs of raising funds	4	0	0	-	250	-	250
Charitable activities	5	6,393	3,801	10,194	13,358	0	13,358
Total Resources Expended		6,393	3,801	10,194	13,608	0	13,608
Net Incoming resources for the year		(115)	(3,801)	(3,916)	(27)	1,883	1,856
Net movement in funds		(115)	(3,801)	(3,916)	(27)	1,883	1,856
Transfers between funds		-	-	-	-	-	-
Reconciliation of Funds		(115)	(3,801)	(3,916)	(27)	1,883	1,856
Total funds brought forward		1,161	3,801	4,962	1,188	1,918	3,106
Total funds carried forward		1,046	0	1,046	1,161	3,801	4,962

PARENTAL ALIENATION AWARENESS**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024**

	Notes	2024 £	2023 £
CURRENT ASSETS			
Cash at Bank and in hand		<u>1,296</u>	<u>5,311</u>
		1,296	5,311
CURRENT LIABILITIES: Amounts falling due within one year			
Creditors and Accruals	7	<u>-250</u>	<u>-349</u>
		(250)	(349)
NET CURRENT ASSETS			
		1,046	4,962
TOTAL NET ASSETS			
		<u>£ 1,046</u>	<u>£ 4,962</u>
REPRESENTED BY			
Unrestricted Funds			
General Funds	9	<u>1,046</u>	<u>1,161</u>
		1,046	1,161
Restricted Funds	8	<u>-250</u>	<u>3,801</u>
		<u>£ 796</u>	<u>£ 4,962</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its movement in funds for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to small companies subject to small companies regime and in accordance with FRS 102 SORP.

Approved by the Board of Directors:

Clare Latchem



Clare Latchem (Jan 27, 2026, 8:59pm)
Dated: 27th January 2026

PARENTAL ALIENATION AWARENESSSTATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2024

	2024 £	2023 £
Cash from operating activities - see[1]	<u>-3,916</u>	<u>1,856</u>
Cash flows from investing activities		
Interest Income	0	0
Cash provided by investing activities	<u>0</u>	<u>0</u>
Increase/(Decrease) in cash and cash equivalents in the year	<u>-3,916</u>	<u>1,856</u>
Cash and cash equivalents at the beginning of the year	4,962	3,106
Total cash and cash equivalents at the end of the year	<u>1,046</u>	<u>4,962</u>
Restricted Funds - brought forward	3,801	1,918
Restricted Funds - Incoming	0	1,883
Restricted Funds - expended	4,051	0
Restricted Funds - total	<u>7,852</u>	<u>3,801</u>
General Funds - brought forward	1,161	1,188
General Funds - Incoming	6,278	13,581
General Funds - expended	-6,393	-13,608
General Funds - total	<u>1,046</u>	<u>1,161</u>

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024****1. ACCOUNTING POLICIES****a. General**

The financial statements have been prepared under the historical cost convention and in accordance with applicable Accounting Standards and the Statement of Recommended Practice on Accounting by Charities.

b. Depreciation

Depreciation of fixed assets held for use by the charity is calculated on the straight line basis at the following rates based on the estimated useful life of those fixed assets as follows:

General Equipment	10% per annum
Computer Equipment	33 1/3 % per annum
Viewing Equipment	10% per annum
Hides	10% per annum
Freehold Reserves	None

c. Cash at bank and in hand

Cash at bank and in hand includes cash and short term deposits with a short maturity of 30 days or less.

d. Subscriptions

Subscriptions are recognised in the period to which they relate, except for subscriptions for life membership which are amortised over 15 to 20 years

e. Unrestricted Funds

Unrestricted funds are grants and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

f. General Designated Funds

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes. The use of such funds is at the Trustees' discretion.

g. Freehold Property Designated Funds

The Freehold Property designated fund represents the amount of unrestricted funds invested in freehold property

h. Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund, together with a fair allocation of support costs.

2. LEGACIES & DONATIONS

	Unrestricted Funds	Restricted Funds	2024 Total	Unrestricted Funds	Restricted Funds	2023 Total
	£	£	£	£	£	£
Legacies	-	-	0	-	-	0
Donations	6,076	0	6,076	10,381	0	10,381
	6,076	0	6,076	10,381	0	10,381

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024**

3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES	Unrestricted Funds	Restricted Funds	2024 Total	Unrestricted Funds	Restricted Funds	2023 Total
	£	£	£	£	£	£
Grant Income	0	0	0	3200	1883	5083
Sale of Merchandise	0	0	0	0	0	0
Gift Aid	202	0	202	0	0	0
	202	0	202	3200	1883	5083

4. COSTS OF GENERATING VOLUNTARY INCOME

	2024	2023
	£	£
Fundraising Costs	0	250
	0	250

5. CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	2024 Total	Unrestricted Funds	Restricted Funds	2023 Total
	£	£	£	£	£	£
Travel & Subsistence	121	0	121	1032	0	1032
Insurance	159	0	159	158	0	158
Repairs & Renewals	0	0	0	0	0	0
Telephone & Fax	389	0	389	358	0	358
IT Expenses	2930	0	2930	2043	0	2043
Printing, Postage & Stationery	1386	319	1705	1442	0	1442
Subscriptions	0	0	0	239	0	239
Equipment Hire	0	0	0	0	0	0
Sundry Expenses	0	0	0	0	0	0
Marketing & Promotion	1108	3482	4590	7786	0	7786
			0		0	0
			0		0	0
Governance costs (note 6)	300		300	300	0	300
	6393	3801	10194	13358	0	13358

6. GOVERNANCE COSTS

	2024	2023
	£	£
Meeting room hire and costs	0	0
ICO Registration	50	50
Legal fees	0	0
Bank charges	0	0
Accountancy	250	250
	300	300

7. CREDITORS

amounts falling due within 1 year

	2024	2023
	£	£
Accruals and deferred income	250	349
	250	349

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024****8. RESTRICTED FUNDS**

	Balance 31.03.23 £	Incoming Resources £	Expenditure £	Balance 31.03.24 £
Co-op Grant	3,801	-	4,051	(250)
	<u>3,801</u>	<u>£ -</u>	<u>£ 4,051</u>	<u>(250)</u>

9. UNRESTRICTED FUNDS

	Balance 31.03.23 £	Incoming Resources £	Expenditure £	Balance 31.03.24 £
Undesignated Funds				
General Fund	1,161	6,278	6,393	1,046
	<u>£ 1,161</u>	<u>£ 6,278</u>	<u>£ 6,393</u>	<u>£ 1,046</u>

10. DIRECTORS' REMUNERATION AND EXPENSES

	2023 £	2022 £
Reimbursement of costs and expenses paid on behalf of the Society	<u>0</u>	<u>0</u>
There is no Directors' remuneration or travel expenses		

11. RELATED PARTIES***Controlling Party***

The trustees are members of the charitable company thus no single party controls the organisation.



Issuer Keltic Accounting Services

Document generated Tue, 27th Jan 2026 17:04:53 GMT

Document fingerprint f4ccebdfcee8071fc34812d0ad50ca83

Parties involved with this document

Document processed	Party + Fingerprint
Tue, 27th Jan 2026 17:59:27 GMT	Clare Latchem - Signer (42ff4d85cf7c82d22061a2d4da4d94bd)

Audit history log

Date	Action
Tue, 27th Jan 2026 17:04:53 GMT	Envelope generated by Steve Ashby (51.6.45.155)
Tue, 27th Jan 2026 17:04:53 GMT	Document generated with fingerprint f4ccebdfcee8071fc34812d0ad50ca83 (51.6.45.155)
Tue, 27th Jan 2026 17:04:53 GMT	Document generated with fingerprint 07b13b9b3ea3922cebd3cdb3eda8474f (51.6.45.155)
Tue, 27th Jan 2026 17:06:32 GMT	Sent the envelope to Clare Latchem (clare@paawareness.co.uk) for signing (51.6.45.155)
Tue, 27th Jan 2026 17:06:32 GMT	Document emailed to clare@paawareness.co.uk
Tue, 27th Jan 2026 17:58:50 GMT	Clare Latchem opened the document email. (176.248.22.26)
Tue, 27th Jan 2026 17:58:50 GMT	Clare Latchem opened the document email. (176.248.22.26)
Tue, 27th Jan 2026 17:58:58 GMT	Clare Latchem viewed the envelope (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	Clare Latchem signed the envelope (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	This envelope has been signed by all parties (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	Signed document confirmation emailed to clare@paawareness.co.uk (176.248.22.26)
Tue, 27th Jan 2026 17:59:27 GMT	Signed document confirmation emails have been sent to all parties.
	Document URL: https://api.signable.app/shareable/envelope?t=760c2a0f-1050-45a8-99c3-8bba5c38801f (176.248.22.26)

PARENTAL ALIENATION AWARENESS

England & Wales - Charity number 1187738

Accounts

PARENTAL ALIENATION AWARENESS

REGISTERED CHARITY No 1187738

COMPANY NO. CE020544

TRUSTEES ANNUAL REPORT & ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

Keltic Accountancy
Certified Accountants
1 Rety Barn, Summercourt, TR8 5DE

PARENTAL ALIENATION AWARENESS
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2023

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 March 2023.

The Charity was established in 2020 and is registered charity no. 1187738.

OBJECTIVES AND AIMS

Parental Alienation Awareness's objectives per the governing document for the public benefit are to: educate and raise awareness on this form of abuse, particularly the issues and difficulties faced by the lives of children, non-resident parents and extended family members affected by this form of emotional and psychological abuse. Promoting a culture of equality within parenting post separation and the active participation of parents in their children's lives.

We aim to reach out to parents, family law and social care professionals, researchers, and organisations to raise awareness, increase understanding of Parental Alienation and how to address it.

We will also support and organise events and forums that connect parents and other family members affected by this issue and signpost them to appropriate services according to their needs.

Enable connection between parents who are alienated from their children through e-news, fundraising activities and focus groups.

OVERVIEW OF THE YEAR

Parental Alienation Awareness has had a successful, if rather challenging, year between April 2022 and March 2023. It is hard to put a positive spin on the social, economic, and political climate over this last year. Release from pandemic restrictions has enabled us and our volunteers and communities to start to connect in person more, and this has demonstrated a much-needed service. However, the national cost-of-living crisis alongside emboldened socially conservative narratives has tainted the potential joy of post-pandemic freedom.

We have continued to experience ever-increasing volume, severity, and complexity of need in those who seek our support. Clients continue to present to us with highly complex emotional needs, including much more severe mental health problems and legal assistance.

The charity has done the best we can to adapt and grow to meet these needs, focusing on those who often feel distressed by the lack of validation and support for this issue, and the political narratives that dismiss this increasing problem. Also, the mythmaking and stereotyping that appears to accompany Parental Alienation.

There appears to be very polarised political and social attitudes towards Parental Alienation. Alongside other organisations, groups and professionals we are aware that there are individuals and groups who are taking action to prevent this issue being addressed. We must now spend more time advocating for Parents rights and focusing on publicity and reputation management in anticipation of the challenges in the months and years ahead.

PAA volunteers resiliently push on to provide support and awareness, to respectfully challenge prejudice and discrimination and bridge divides. We have yet again expanded our reach and developed our service offering, despite not having any funding or grants available to us. We look forward to more exciting developments in the coming year. We could not be more grateful for the dedicated volunteers we have, and we want to support them to flourish, recognising that the past few years have posed unprecedented challenges for everyone. As a charity, we have also had to cover significantly increased running costs.

PARENTAL ALIENATION AWARENESS
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2023

WORK THAT WE UNDERTOOK

EVENTS

The Hope Conference

Parental Alienation Awareness was proud to be the sponsors of The Hope Conference in Cambridge, on November 11th, 2022.

The vision of The Hope Conference was to bring together people from across industries and professional backgrounds to think differently about Parental Alienation and to come up with potential solutions to make important changes and a hope that together we could solve some of the issues surrounding this caustic form of child abuse.

The Conference hosted over 30 professionals and our keynote address was by one of the world's leading practitioners in the field of Parental Alienation. The conference also benefitted from; an innovation expert, high quality facilitators and people with lived experience.

It was an important event to raise awareness about parental alienation, to mobilise some action and to make connections with a broader network of people who will hopefully further our cause.

Parental Alienation Awareness Day

Parental Alienation Awareness Day is held on the 25th April each year as part of a global campaign to raise awareness of Parental Alienation. To highlight this issue in the UK our charity organises an annual event. This year we put together our charity video with affected parents and grandparents participating in the making of the awareness video.

Participants came from various counties across the United Kingdom and also from different countries from around the world, including Canada, USA, France, Spain and Germany. This has not only highlighted the magnitude of this issue in the United Kingdom, but also on a global scale.

Throughout the month of April, we also displayed our awareness flag in both Devon and Cornwall to help raise further awareness. The awareness flag is a sociopolitical symbol of community membership, unity, and visibility, it contains over 500 messages from parents and grandparents, which is constantly being updated with more messages on a regular basis.

The flag is an opportunity for parents and grandparents to express themselves and voice their opinion and feel heard.

The pain of one day being a grandma and now not knowing where you are, and having no contact is just heartbreaking. I miss you ❤️ Grandma Jackie

I've been alienated from my son for 3 years and haven't found any support, and nobody is listening from the Justice system. Corinne Lachayze

Me and my three children have been subjected to ongoing alienating behaviours from their other parent. Brett Bissell

PARENTAL ALIENATION AWARENESS
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2023

SUPPORT SERVICES

Our Confidential Helpline has remained busy; fielding queries, requests for help, providing listening and emotional support over phone and email. It is often the first point of contact for people looking for information or support and it is the key route into other services and signposting.

This year we have been able to increase the hours the helpline is available through the support of additional volunteers.

“Really nice talking to you as it feels like a safe space. Feels different talking to someone with lived experience of this issue. I felt so alone”

We have faced an increase in the number of people wishing to access support and an increase in the complexity of the issues that our clients often present with. This demand has had a knock-on effect on our capacity as a service. Our dedicated volunteers continuously strive to find ways to work smarter and more effectively.

Our hope is to secure funding to expand our service and meet the growing needs of those that contact our service in crisis.

“Massively helpful to me over the last year in terms of feeling supported, and being able to ask questions about my rights etc.”

“Not sure where we would be without you guys. My son was in a very dark place, the support he has received has been phenomenal”

The needs we support people with are often:

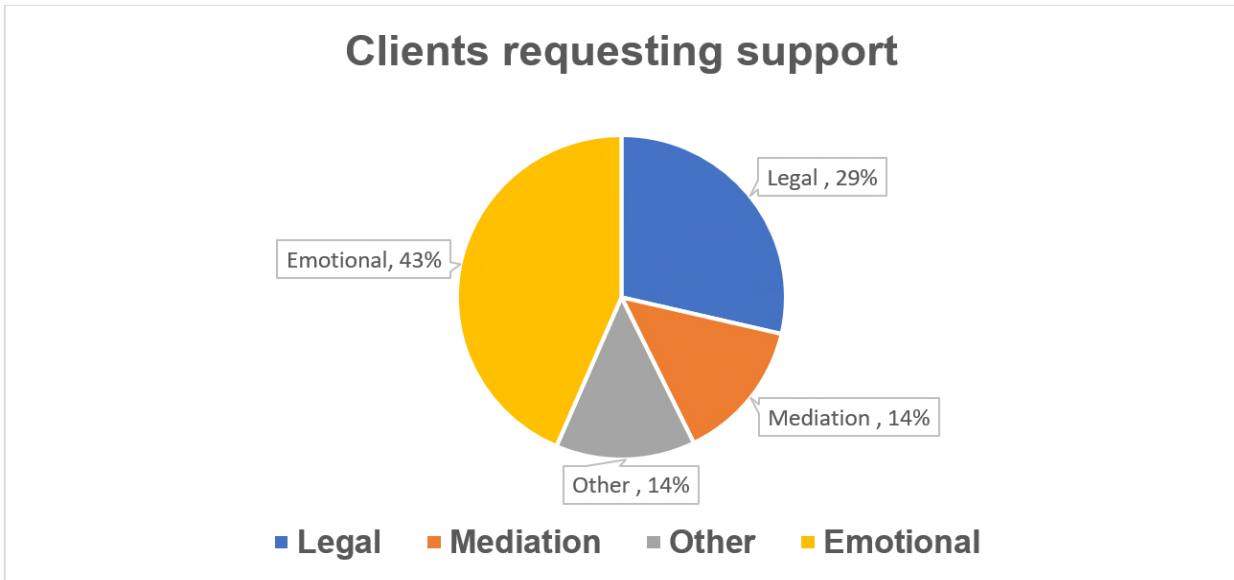
- To support with emotional difficulties relating to child contact denial and alienating behaviours imposed by the resident parent.
- The emotional impact of delayed and/or protracted family court proceedings.
- Issues with the primary carer refusing to attend mediation.
- To find and link in with other support services and legal assistance and to address barriers into accessing these services where possible.
- To address inequality, prejudice, discrimination, and systematic bias.

The chart below illustrates the most common difficulties that clients presented with. The most common being emotional support with 43% of clients seeking assistance with this. Followed by 29% of clients contacting the charity looking to access legal advice and 14% wanting to access mediation and a further 14% were looking for other services to help with Parental Alienation such as therapists, expert witnesses and psychologists.

PARENTAL ALIENATION AWARENESS

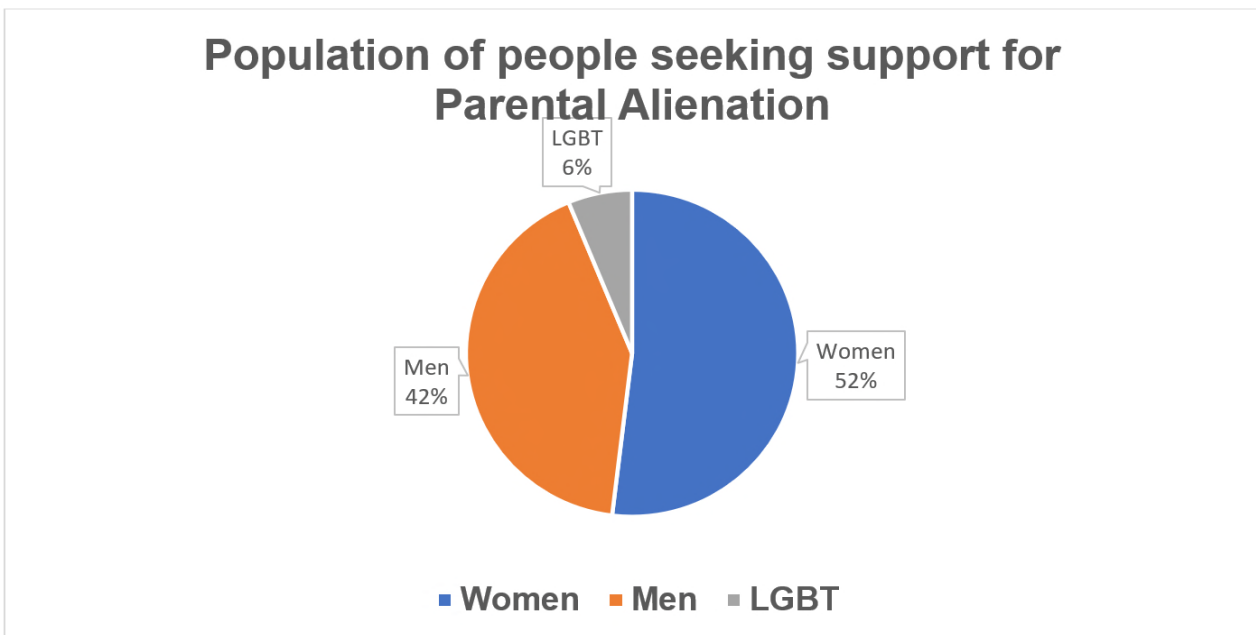
DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2023

Population of people seeking support for Parental Alienation



Demographics and diversity

Through our needs assessment process, we recorded that 52% of clients seeking support were women, another 42% were men and a further 6% identified as LGBT. In comparison to last year this has remained approximately the same, with women being the most affected and seeking support for this issue.



"I feel it has been really helpful for me to connect with other members of the community, as well as discussing issues facing me personally. It has been extremely helpful in validating what I have been going through and making me feel less alone when coming up against people who just don't seem to understand or help."

PARENTAL ALIENATION AWARENESS

DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2023

Support Group

In October we set up our first Parental Alienation support group based on feedback from clients requesting face to face support to reduce isolation and meet others in the same situation. The focus being on providing emotional support, shared experiences, education and practical activities, this helps to enable connection between alienated parents and grandparents. We had had 13 attendees at our first meeting, with many of these parents and grandparent's travelling many miles to be there. This has demonstrated a need to expand this to other counties.

NEWS AND MEDIA

We continue to send out monthly newsletter to our supporters keeping them up to date with all of the latest news and activities of the Charity. This is also an opportunity to promote other information from partner organisations and promote fundraising events held by followers. It is a valuable tool for keeping our communities informed and engaged with the work we do and issues relevant to us.

Our online presence continues to grow, and our following has increased across all our social media platforms.

Traffic to our website continues to grow and more and more people are accessing the site. Through our analytics the phrase 'Parental Alienation' has become an increasingly common term that the public are researching. Therefore, we are constantly improving our website to ensure that visitors get a seamless experience and are able to access up to date information.

FINANCIAL REVIEW

We thank all individual And charitable donations to Parental Alienation Awareness during the year. All donations are valued and put to good use to achieve the objectives of the organisation. We are extremely grateful to the COOP community fund for making it possible for us to produce our Parental Alienation Awareness video.

On the evidence of clients coming forward, and of the issues that are being brought to us (this continues to increase year on year) there is a need and demand for our charity to continue its support and awareness campaigns. Therefore, we intend to seek further funding to expand our capacity further in the coming year.

Financial Review and volunteer time

The Trustees confirm that these accounts comply with requirements of relevant statute law, the Constitution of Parental Alienation Awareness, and the appropriate edition of the Charity Commissioners' Statement of Recommended Practice. As the charity approaches its second year, we are still reliant on public donations to carry out our charities mission. The level of donations from members of the public continues to reflect the fact that the great majority of our clients and supporters are not themselves financially secure. We are extremely grateful to all who have given what they can, whether in financial support or in hours of time, to support Parental Alienation Awareness's work.

Reserves

Parental Alienation Awareness has no permanent endowment and has never been able to build up significant long-term reserves. The balance of unrestricted funds carried forward each year covers scheduled expenditure in the short or medium-term future. This is to protect Parental Alienation Awareness against becoming vulnerable to any short-term funding-gap. There is an unrestricted reserve able to cover three months' operating expenses. The intention is to raise the value of this reserve in line with the growth of the organisation over time.

PARENTAL ALIENATION AWARENESS

DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2023

STRUCTURE, GOVERNANCE AND MANAGEMENT

Parental Alienation Awareness is a Charitable Incorporated Organisation that was registered with the charity commission on 4th February 2020. It is governed by a foundation model constitution that was adopted on 1st February 2020. The charity is governed by a board of trustees. The board comprises of a minimum of three trustees and a maximum of twelve, which have legal, financial and managerial responsibility for the charity.

New trustees are appointed at duly convened meetings for a period of three years after which they are eligible for reelection for a further three years.

Following the appointment of new members an induction program is arranged which aims to give the individuals the information and tools they need to fulfill their legal obligations as well as play an effective role on the board. They are provided with training days that cover the aims, values, operations and the responsibilities of charitable trustees. The induction also involves reading material, and new Trustees are required to attend Trustees meetings as observers. They are also given opportunities for ongoing training either through arranged sessions or less formally through recommended reading lists.

TRUSTEES RESPONSIBILITIES

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 Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

PARENTAL ALIENATION AWARENESS

DIRECTORS REPORT FOR THE YEAR ENDED 31 MARCH 2023

Directors

The Directors who served during the year were:

Clare Latchem
Karen Scott
Nadine Rae

Address for Correspondence

PAA, 18 Gear Drive, Quintrell Downs, Cornwall, TR8 4WG.

Accountants

Mr Steve Ashby of Keltic Accountancy, 1 Retyn Barn, Summercourt, Newquay, TR8 5DE.

Bankers

The Co-operative Bank, PO Box 250, Delf House, Southway, Skelmersdale, WN8 6WT.

Clare Latchem

Clare Latchem (Jan 28, 2024, 5:51pm)
Clare Latchem (Chairman)

On behalf of the Board

Dated: 28th January 2024

PARENTAL ALIENATION AWARENESS**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2023**

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income							
Income from generated funds							
Legacies & Donations	2	10,381	0	10,381	7,888	-	7,888
Charitable Activities	3	3,200	1,883	5,083	219	569	788
Total Income		13,581	1,883	15,464	8,107	569	8,676
Expenditure							
Costs of raising funds	4	250	0	250	136	-	136
Charitable activities	5	13,358	0	13,358	8,209	0	8,209
Total Resources Expended		13,608	0	13,608	8,345	0	8,345
Net Incoming resources for the year		(27)	1,883	1,856	(238)	569	331
Net movement in funds		(27)	1,883	1,856	(238)	569	331
Transfers between funds		-	-	-	-	-	-
Reconciliation of Funds		(27)	1,883	1,856	(238)	569	331
Total funds brought forward		1,188	1,918	3,106	1,582	1,349	2,931
Total funds carried forward		1,161	3,801	4,962	1,344	1,918	3,262

PARENTAL ALIENATION AWARENESS**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2023**

	Notes	2023 £	2022 £
CURRENT ASSETS			
Cash at Bank and in hand		<u>5,311</u>	<u>3,361</u>
		5,311	3,361
CURRENT LIABILITIES: Amounts falling due within one year			
Creditors and Accruals	7	<u>-349</u>	<u>-99</u>
		(349)	(99)
NET CURRENT ASSETS			
		4,962	3,262
TOTAL NET ASSETS			
		<u>£ 4,962</u>	<u>£ 3,262</u>
REPRESENTED BY			
Unrestricted Funds			
General Funds	9	<u>1,161</u>	<u>1,344</u>
		1,161	1,344
Restricted Funds	8	<u>3,801</u>	<u>1,918</u>
		<u>£ 4,962</u>	<u>£ 3,262</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its movement in funds for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to small companies subject to small companies regime and in accordance with FRS 102 SORP.

Approved by the Board of Directors:

Clare Latchem

Clare Latchem

Dated (Clare Latchem 28th January 2024 4:51pm)

PARENTAL ALIENATION AWARENESS**STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2023**

	2023	2022
	£	£
Cash from operating activities - see[1]	<u>1,856</u>	<u>331</u>
Cash flows from investing activities		
Interest Income	0	0
Cash provided by investing activities	<u>0</u>	<u>0</u>
Increase/(Decrease) in cash and cash equivalents in the year	<u>1,856</u>	<u>331</u>
Cash and cash equivalents at the beginning of the year	3,106	2,931
Total cash and cash equivalents at the end of the year	<u>4,962</u>	<u>3,262</u>
Restricted Funds - brought forward	1,918	1,349
Restricted Funds - Incoming	1,883	569
Restricted Funds - expended	0	0
Restricted Funds - total	<u>3,801</u>	<u>1,918</u>
General Funds - brought forward	1,188	1,582
General Funds - Incoming	13,581	8,107
General Funds - expended	-13,608	-8,345
General Funds - total	<u>1,161</u>	<u>1,344</u>

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023****1. ACCOUNTING POLICIES****a. General**

The financial statements have been prepared under the historical cost convention and in accordance with applicable Accounting Standards and the Statement of Recommended Practice on Accounting by Charities.

b. Depreciation

Depreciation of fixed assets held for use by the charity is calculated on the straight line basis at the following rates based on the estimated useful life of those fixed assets as follows:

General Equipment	10% per annum
Computer Equipment	33 1/3 % per annum
Viewing Equipment	10% per annum
Hides	10% per annum
Freehold Reserves	None

c. Cash at bank and in hand

Cash at bank and in hand includes cash and short term deposits with a short maturity of 30 days or less.

d. Subscriptions

Subscriptions are recognised in the period to which they relate, except for subscriptions for life membership which are amortised over 15 to 20 years

e. Unrestricted Funds

Unrestricted funds are grants and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

f. General Designated Funds

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes. The use of such funds is at the Trustees' discretion.

g. Freehold Property Designated Funds

The Freehold Property designated fund represents the amount of unrestricted funds invested in freehold property

h. Restricted Funds

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund, together with a fair allocation of support costs.

2. LEGACIES & DONATIONS

	Unrestricted Funds	Restricted Funds	2022 Total	Unrestricted Funds	Restricted Funds	2021 Total
	£	£	£	£	£	£
Legacies	-	-	0	-	-	0
Donations	10,381	0	10,381	7,888	0	7,888
	10,381	0	10,381	7,888	0	7,888

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023**

3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES	Unrestricted Funds	Restricted Funds	2023 Total	Unrestricted Funds	Restricted Funds	2022 Total
	£	£	£	£	£	£
Grant Income	3200	1883	5083	0	569	569
Sale of Merchandise	0	0	0	219	0	219
	0	0	0		0	0
	3200	1883	5083	219	569	788

4. COSTS OF GENERATING VOLUNTARY INCOME

	2023	2022
	£	£
Fundraising Costs	250	136
	0	
	250	136

5. CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	2023 Total	Unrestricted Funds	Restricted Funds	2022 Total
	£	£	£	£	£	£
Travel & Subsistence	1032		1032	1477	0	1477
Insurance	158		158	110	0	110
Repairs & Renewals	0		0	168	0	168
Telephone & Fax	358		358	299	0	299
IT Expenses	2043		2043	1333	0	1333
Printing, Postage & Stationery	1442		1442	566	0	566
Subscriptions	239		239	1494	0	1494
Equipment Hire	0		0	0	0	0
Sundry Expenses	0		0	0	0	0
Marketing & Promotion	7786		7786	2663	0	2663
			0	0	0	0
			0	0	0	0
Governance costs (note 6)	300		300	99	0	99
	13358	0	13358	8209	0	8209

6. GOVERNANCE COSTS

	2023	2022
	£	£
Meeting room hire and costs	0	0
ICO Registration	50	0
Legal fees	0	0
Bank charges	0	0
Accountancy	250	99
	300	99

7. CREDITORS

amounts falling due within 1 year

	2023	2022
	£	£
Accruals and deferred income	349	99
	349	99

PARENTAL ALIENATION AWARENESS**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023****8. RESTRICTED FUNDS**

	Balance 31.03.22 £	Incoming Resources £	Expenditure £	Balance 31.03.23 £
Co-op Grant	1,918	1,883	-	3,801
	-			-
	-			-
	<u>1,918</u>	<u>£ 1,883</u>	<u>£ -</u>	<u>3,801</u>

9. UNRESTRICTED FUNDS

	Balance 31.03.22 £	Incoming Resources £	Expenditure £	Balance 31.03.23 £
Undesignated Funds				
General Fund	1,188	13,581	13,608	1,161
	<u>£ 1,188</u>	<u>£ 13,581</u>	<u>£ 13,608</u>	<u>£ 1,161</u>

10. DIRECTORS' REMUNERATION AND EXPENSES

	2023 £	2022 £
Reimbursement of costs and expenses paid on behalf of the Society	<u>0</u>	<u>0</u>
There is no Directors' remuneration or travel expenses		

11. RELATED PARTIES**Controlling Party**

The trustees are members of the charitable company thus no single party controls the organisation.



Issuer Keltic Accounting Services

Document generated Sun, 28th Jan 2024 10:30:05 UTC

Document fingerprint 510592cfa6d2cc10f5bbe1e27a3f0fa3

Parties involved with this document

Document processed	Party + Fingerprint
Sun, 28th Jan 2024 17:51:10 UTC	Clare Latchem - Signer (b1b6f4ee4c3b0fd2ea5b1efa8e313e07)

Audit history log

Date	Action
Sun, 28th Jan 2024 17:51:11 UTC	Clare Latchem viewed the envelope (90.219.159.107)
Sun, 28th Jan 2024 17:51:11 UTC	This envelope has been signed by all parties (90.219.159.107)
Sun, 28th Jan 2024 17:51:10 UTC	Clare Latchem signed the envelope (90.219.159.107)
Sun, 28th Jan 2024 17:46:52 UTC	Clare Latchem viewed the envelope (90.219.159.107)
Sun, 28th Jan 2024 11:19:23 UTC	Clare Latchem opened the document email. (90.219.159.107)
Sun, 28th Jan 2024 11:19:23 UTC	Clare Latchem opened the document email. (90.219.159.107)
Sun, 28th Jan 2024 10:31:52 UTC	Document emailed to clare@paawareness.co.uk (13.40.82.192)
Sun, 28th Jan 2024 10:31:52 UTC	Sent the envelope to Clare Latchem (clare@paawareness.co.uk) for signing (51.9.42.197)
Sun, 28th Jan 2024 10:30:22 UTC	Clare Latchem has been assigned to this envelope (51.9.42.197)
Sun, 28th Jan 2024 10:30:10 UTC	Document generated with fingerprint 510592cfa6d2cc10f5bbe1e27a3f0fa3 (51.9.42.197)
Sun, 28th Jan 2024 10:30:05 UTC	Envelope generated by Steve Ashby (51.9.42.197)

PARENTAL ALIENATION AWARENESS

England & Wales - Charity number 1187738

Accounts

Parental Alienation Awareness

A Charitable Incorporated Organisation

Charity No. 1187738

Company No. CE020544

Trustees' Report and Unaudited Accounts

31 March 2022

Cornwall Community Accountancy Service
The Elms,
61 Green Lane
Redruth
Cornwall
TR15 1LS

**Parental Alienation Awareness
CONTENTS**

	Pages
Trustees' Annual Report	2 to 8
Statement of Financial Activities	9
Balance Sheet	10
Notes to the Accounts	11 to 16

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

REFERENCE AND ADMINISTRATIVE DETAILS

Company No. CE020544

Charity No. 1187738

Registered Office

18 Gear Drive
Quintrell Downs
Cornwall
TR8 4WG

Directors and Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law.
The following Directors and Trustees served during the year:

Clare Latchem
Karen Scott
Nadine Rae

Accountants

Cornwall Community Accountancy
Service
The Elms, 61 Green Lane
Redruth
Cornwall
TR15 1LS

Bankers

The Co-operative Bank
PO Box 250
Delf House
Southway
Skelmersdale
WN8 6WT

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 March 2022.

OBJECTIVES AND ACTIVITIES

1. Educate and raise awareness of Parental Alienation and the consequences for parents, children, and their wider family.
2. We will also support organise events and forums that connect parents and other family members affected by parental alienation and signpost them to appropriate services according to their needs.
3. Promote equality in parenting and the active participation of parents in their children's lives.
4. Work with other organisations and allies to address all forms of Parental Alienation and support those affected by it.
5. Hold an annual event for Parental alienation awareness day, this is held on the 25th of April each year as part of a global campaign to raise awareness and highlight this issue in the UK.
6. We will enable connection between parents who are alienated from their children, through e-news, events, fundraising activities and focus groups for research and resource development. Promote events by supporters for fundraising or awareness raising

The Trustees have considered Parental Alienation Awareness's duty to report on the public benefit of its operations and believe that on the evidence of the activities detailed later in this report, Parental Alienation Awareness is providing a significant benefit to the public.

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

Activities, Achievements, and Performance

Corporate Activities

Our online presence continues to grow, and we have a large following across all of our social media platforms. This has become our primary means of communication with the thousands of followers we have. It is a valuable tool for keeping our communities informed and engaged with the work we do and issues relevant to us. Traffic to our website continues to grow and more and more people are accessing the site.

Partnerships

We continue to work and build connections with a wide range of professionals, organisations and groups in all sectors relating to family breakdown and child contact disputes. Throughout the year some of these professionals have offered a pro bono service to our clients to achieve better outcomes for families and children across the UK that are experiencing Parental Alienation or child contact denial.

We continue to signpost clients to partner organisations relevant and have developed our help and support page on the website, adding specialist support for those parents and family members affected by this issue. Our group section is also helpful for parents experiencing isolation due to parental alienation.

Who we supported

When we look back at the past year, it's hard not to think of the ongoing pandemic and the various lock-down laws that had a huge impact on so many lives. The year 2021 into 2022 was an extremely difficult time for many of us, navigating our way through the road-map out of lock-down. Parents impacted by parental alienation struggled to access the right help, with the backlog of family court cases and hearings being postponed or put on hold. This impacted alienated parents further. Meaning that parents and other family members requests for help / support and/or information from us continued to increase.

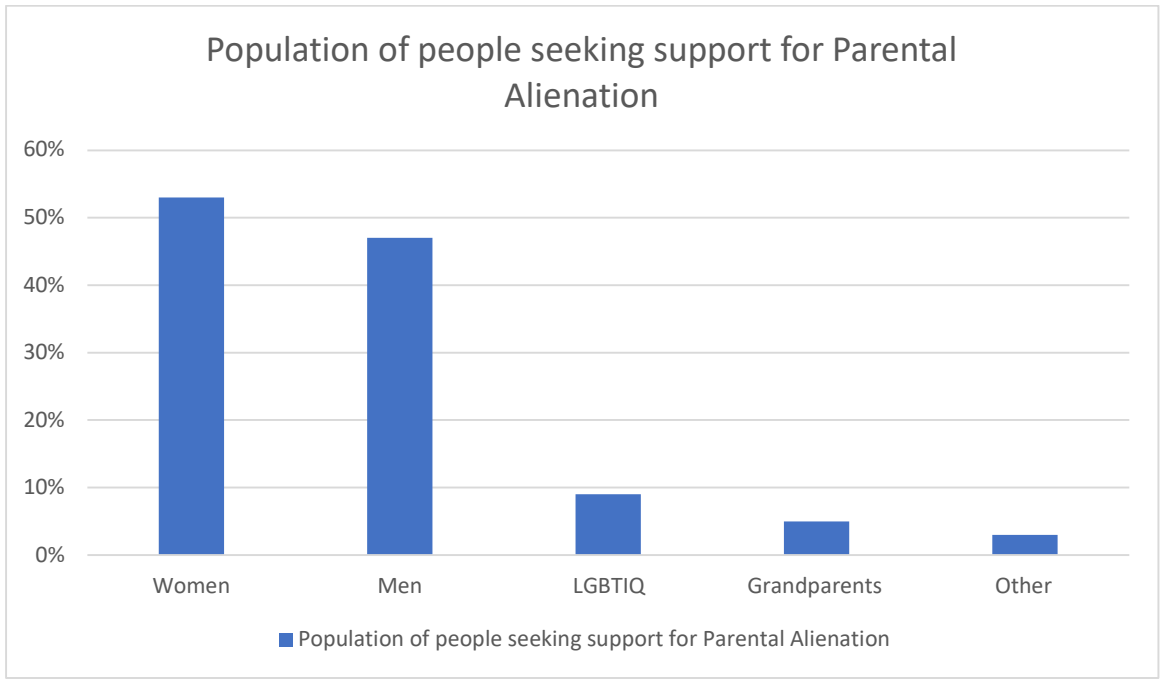
As a relatively new charity it was an exceptionally challenging year. Our ability to fundraise or access funding was drastically impacted at a time when parents and families needed our support more than ever.

In adding our needs assessment to the website, we were able to ascertain what clients were needing support and what sort of support they required.

Population of people seeking support for Parental Alienation

- **53%** women
- **47%** men.
- **9%** LGBTIQ
- **5%** were grandparents that were being alienated from their grandchildren
- **3%** were another family member, such as a stepparent, friend or a legal representative looking for support for their client.

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

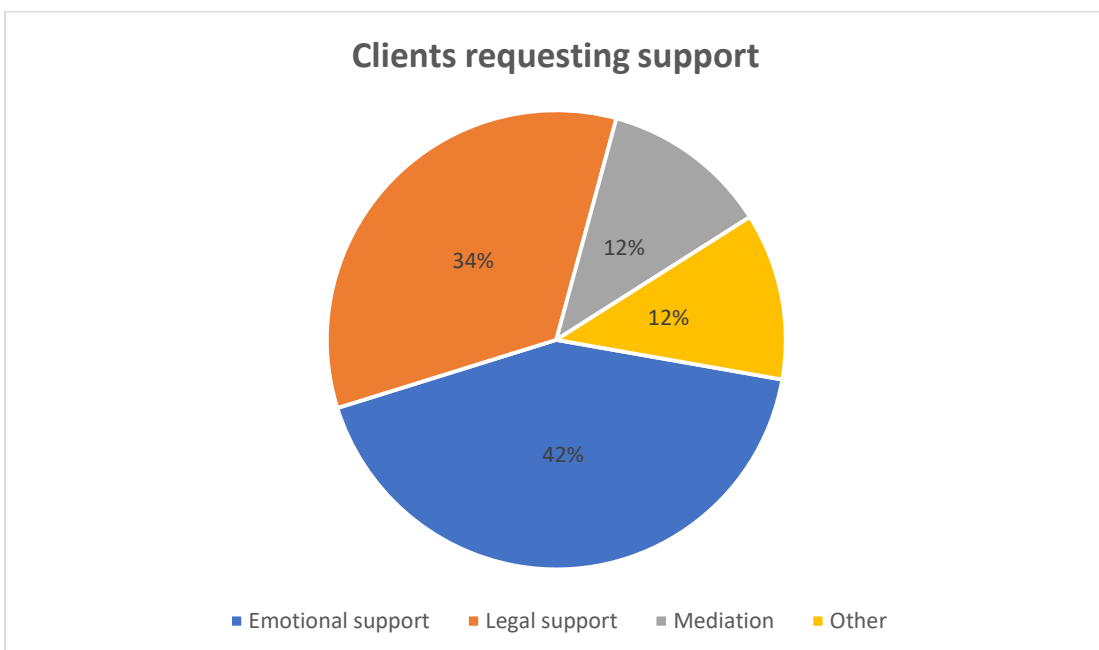


Demographics and diversity

At present **67%** of our clients are white British, with other clients identifying from a range of backgrounds. These are as follows:

- Indian, Asian, Chinese 8%
- Unknown 6%
- BME and mixed 5%
- Other 14%

The type of help our clients wanted to be able to access were Legal, Emotional, mediation and other. The average is listed in the graph below.



**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

Activity: What we did

Over the past two years we have endeavoured to reach out to parents, family law and social care professionals, political leaders, researchers and organisations providing child related services, to raise awareness, garner expertise and increase understanding of parental alienation and how to address it. We have supported and organised events and forums that connect parents and other family members affected by parental alienation. We have also signposted them to appropriate services according to their needs.

Educate and Raise Awareness

On the 25th of April we held an online event for Parental Alienation Awareness Day. This was extremely successful with 273 people registering for the event, this is an increase of 173 people in comparison to last year's event.

We sent out a post event survey for client feedback about the event with the aim of always listening to the needs of the community we serve. We asked parents, grandparents, other family members, and professionals to tell us how we have done and what they liked about the event. Many of the responses we had from people stated that they felt validated by hearing from others and from professionals about this issue. They also said that they found it informative, inclusive and that there was a good variety of speakers.

We replicated our leaflet into an online flip book for sharing and downloading to build our presence online and engage experts in developing further resources to raise awareness.

We have enabled connection between parents who are alienated from their children, this is through e-news and fundraising activities.

Promoted events by supporters for fundraising or awareness raising.

Developed a needs assessment that enables us to signpost parents and others to appropriate support, whilst we develop our capacity to provide direct support.

Work with other Organisations and Allies

We have Identified organisations that share our parenting values and have explored joint work.

Identified professionals who can train and support others to recognise signs of abusive and alienating behaviours and mitigate any bias and discrimination that could occur in processes determining child contact.

Established a Community of Practice of parents, researchers and professionals to address parental alienation, that explores how to reduce discrimination and progress change in child related services and the family courts.

Sought funding to enact our Strategic Plan and enable meaningful engagement with individuals and organisations.

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

FINANCIAL REVIEW

We thank all individual and charitable donations to Parental Alienation Awareness during the year. All donations are valued and put to good use to achieve the objectives of the organisation.

We are extremely grateful to the COOP community fund for making it possible for Parental Alienation Awareness to maintain this critical service for the public and provide our Parental Alienation Awareness Day event, which is held on the 25th of April each year.

On the evidence of clients coming forward, and of the issues that are being brought to us (this continues to increase year on year) there is a need and demand for our charity to continue its support and awareness campaigns. Therefore, we intend to seek further funding to expand our capacity further in the coming year.

Financial Review and volunteer time

The Trustees confirm that these accounts comply with requirements of relevant statute law, the Constitution of Parental Alienation Awareness, and the appropriate edition of the Charity Commissioners' Statement of Recommended Practice. As the charity approaches its second year, we are still reliant on public donations to carry out our charities mission. The level of donations from members of the public continues to reflect the fact that the great majority of our service-users and supporters are not themselves financially secure. We are extremely grateful to all who have given what they can, whether in financial support or in hours of time, to support Parental Alienation Awareness's work.

Reserves

Parental Alienation Awareness has no permanent endowment and has never been able to build up significant long-term reserves. The balance of restricted funds carried forward each year covers scheduled expenditure in the short or medium-term future. The balance of unrestricted funds carried forward is to protect Parental Alienation Awareness against becoming vulnerable to any short-term funding-gap; the Trustees aim to achieve a position where there is an unrestricted reserve able to cover three months' operating expenses. We are of the opinion that we will reach the three-month reserve in 2021 -2022. The intention is to raise the value of this reserve in line with the growth of the organisation over time.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Parental Alienation Awareness is a Charitable Incorporated Organisation that was registered with the charity commission on 4th February 2020. It is governed by a foundation model constitution that was adopted on 1st February 2020. The charity is governed by a board of trustees. The board comprises of a minimum of three trustees and a maximum of twelve, which have legal, financial and managerial responsibility for the charity.

New trustees are appointed at duly convened meetings for a period of three years which they are eligible for reelection for a further three years.

Following the appointment of new members an induction program is arranged which aims to give the individuals the information and tools they need to fulfill their legal obligations as well as play an effective role on the board. They are provided with training days that cover the aims, values, operations and the responsibilities of charitable trustees. The induction also involves reading material, and new Trustees are required to attend Trustees meetings as observers. They are also given opportunities for ongoing training either through arranged sessions or less formally through recommended reading lists.

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

TRUSTEES RESPONSIBILITIES

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 Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

Signed on behalf of the board

Clare Latcham
Trustee
31 January 2023

**Parental Alienation Awareness
STATEMENT OF
FINANCIAL ACTIVITIES**

for the year ended 31 March 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income and endowments from:					
Donations and legacies	4	7,888	-	7,888	3,501
Charitable activities	5	219	569	788	1,365
Total		8,107	569	8,676	4,866
Expenditure on:					
Raising funds	6	136	-	136	144
Charitable activities	7	8,209	-	8,209	1,791
Total		8,345	-	8,345	1,935
Net gains on investments		-	-	-	-
Net income		(238)	569	331	2,931
Net income before other gains/(losses)		(238)	569	331	2,931
Other gains and losses:					
Net movement in funds		(238)	569	331	2,931
Reconciliation of funds:					
Total funds brought forward		1,582	1,349	2,931	-
Total funds carried forward		1,344	1,918	3,262	2,931

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

**Parental Alienation Awareness
BALANCE SHEET**

at **31 March 2022**

Company No. CE020544	Notes	2022 £	2021 £
Current assets			
Cash at bank and in hand		3,361	3,143
		3,361	3,143
Creditors: Amount falling due within one year	8	(99)	(212)
Net current assets		3,262	2,931
Total assets less current liabilities		3,262	2,931
Net assets excluding pension asset or liability		3,262	2,931
 Total net assets		3,262	2,931
The funds of the charity			
Restricted funds			
Restricted income funds	9	1,918	1,349
		1,918	1,349
Unrestricted funds			
General funds	9	1,344	1,582
		1,344	1,582
 Total funds		3,262	2,931

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

For the year ended 31 March 2022 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 31 January 2023

And signed on its behalf by:

Clare Latham

Trustee

31 January 2023

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

for the year ended 31 March 2022

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The charity constitutes a public benefit entity as defined by FRS102.

Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.

Designated funds These are unrestricted funds earmarked by the trustees for particular purposes.

Revaluation funds These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.

Restricted funds These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

Parental Alienation Awareness NOTES TO THE ACCOUNTS

Income

Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Statement of cash flows

The charity is exempt from preparing a statement of cash flows on the grounds that it is a small charity

2 Company status

The organisation is a charitable incorporated organisation and consequently does not have share capital.

3 Statement of Financial Activities - prior year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Income and endowments from:			
Donations and legacies	3,501	-	3,501
Charitable activities	16	1,349	1,365
Total	3,517	1,349	4,866
Expenditure on:			
Raising funds	144	-	144
Charitable activities	1,791	-	1,791
Total	1,935	-	1,935
Net income	1,582	1,349	2,931
Net income before other gains/(losses)	1,582	1,349	2,931
Other gains and losses:			
Net movement in funds	1,582	1,349	2,931
Reconciliation of funds:			
Total funds carried forward	1,582	1,349	2,931

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

4 Income from donations and legacies

	Unrestricted	Total 2022	Total 2021
	£	£	£
Donations	7,888	7,888	3,501
	<u>7,888</u>	<u>7,888</u>	<u>3,501</u>

5 Income from charitable activities

	Unrestricted	Restricted	Total 2022	Total 2021
	£	£	£	£
Grant Income				
Co-op Grant	-	569	569	1,349
Primary Purpose Trading				
Sale of awareness raising merchandise	219	-	219	16
	<u>219</u>	<u>569</u>	<u>788</u>	<u>1,365</u>

6 Expenditure on raising funds

	Unrestricted	Total 2022	Total 2021
	£	£	£
<i>Fundraising trading costs</i>			
	136	136	144
	<u>136</u>	<u>136</u>	<u>144</u>

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

7 Expenditure on charitable activities

	Unrestricted	Total 2022	Total 2021
	£	£	£
<i>Support Costs</i>			
Travel and subsistence	1,477	1,477	-
Insurance	110	110	-
Repairs & renewals	168	168	-
Telephone and fax	299	299	17
IT expenses	1,333	1,333	839
Printing, postage and stationary	566	566	359
Subscriptions	1,494	1,494	-
Equipment Hire	-	-	91
sundry expenses	-	-	88
Marketing and promotion	2,663	2,663	295
Bank charges	-	-	3
<i>Governance costs</i>			
Accountancy fees	99	99	99
	8,209	8,209	1,791
	8,209	8,209	1,791

8 Creditors:

amounts falling due within one year

	2022	2021
	£	£
Accruals and deferred income	99	212
	99	212
	99	212

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

9 Movement in funds

	At 1 April 2021	Incoming resources (including other gains/losses) £	Resources expended £	At 31 March 2022 £
Restricted funds:				
Restricted income funds:				
Co-op Grant	1,349	569	-	1,918
<i>Total</i>	<u>1,349</u>	<u>569</u>	<u>-</u>	<u>1,918</u>
Unrestricted funds:				
General funds	1,582	8,107	(8,345)	1,344
Revaluation Reserves:				
Total funds	<u>2,931</u>	<u>8,676</u>	<u>(8,345)</u>	<u>3,262</u>

Purposes and restrictions in relation to the funds:

Restricted funds:

Co-op Grant Awareness raising day

Analysis of net assets between

10 funds

	Unrestricted funds £	Restricted funds £	Total £
Net current assets	1,344	1,918	3,262
	<u>1,344</u>	<u>1,918</u>	<u>3,262</u>

11 Related party disclosures

Controlling party

The trustees are the members of the charitable company thus no single party controls the organisation.

PARENTAL ALIENATION AWARENESS

England & Wales - Charity number 1187738

Accounts

Parental Alienation Awareness

A Charitable Incorporated Organisation

Charity No. 1187738

Company No. CE020544

Trustees' Report and Unaudited Accounts

31 March 2021

Cornwall Community Accountancy Service
The Elms,
61 Green Lane
Redruth
Cornwall
TR15 1LS

**Parental Alienation Awareness
CONTENTS**

	Pages
Trustees' Annual Report	2 to 6
Independent Examiner's Report	7
Statement of Financial Activities	8
Balance Sheet	9
Notes to the Accounts	10 to 14

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

REFERENCE AND ADMINISTRATIVE DETAILS

Company No. CE020544

Charity No. 1187738

Registered Office

18 Gear Drive
Quintrell Downs
Cornwall
TR8 4WG

Directors and Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law.
The following Directors and Trustees served during the year:

Clare Latcham
Karen Scott
Ross Latchem

Accountants

Cornwall Community Accountancy
Service
The Elms, 61 Green Lane
Redruth
Cornwall
TR15 1LS

Bankers

The Co-operative Bank
PO Box 250
Delf House
Southway
Skelmersdale
WN8 6WT

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

The Trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the period ended 31 March 2021.

OBJECTIVES AND ACTIVITIES

We review our aims, objectives and activities each year. This review looks at what we achieved and the outcomes of our work in the previous 12 months. The review looks at the success of each key activity and the benefits they have brought to those groups of people we are set up to help. The review also helps us ensure our aims, objectives and activities remained focused on our stated purposes. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aim and objectives and in planning our future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set.

The objects of the CIO are as follows:

The preservation and protection of the physical and mental health of children and family members who are experiencing, or have experienced, the breakdown of family relationships by the provision of information, advice, signposting and the awareness of Parental Alienation Awareness Say. These are carried out by the following:

1. Educate and Raise Awareness

1.1. Hold an annual event for PA Awareness Day, 25 April. In 2021 this will be an online event that will work towards one of the charity's strategic aims, and an in-person public event for 2022 (covid-19 dependent);

1.2. Replicate our leaflet into an online flip book for sharing, to build our presence online and engage experts in developing further resources to raise awareness;

1.3. Enable connection between parents who are alienated from their children, through e-news, events, fundraising activities, and focus groups for research and resource development;

1.4. Promote events by supporters for fundraising or awareness raising;

1.5. Develop a needs assessment that enables us to signpost parents and others to appropriate support, whilst we develop our capacity to provide direct support.

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

2. Promote Equality in Parenting

- 2.1. Develop video and written case studies of what non resident parents do to stay connected to their children, to help promote equality in parenting;
- 2.2. Launch a campaign to highlight the importance of positive connection between non resident parents and their children;
- 2.3. Identify organisations that share our parenting values and explore joint work.

3. Work with other Organisations and Allies

- 3.1. Hold a roundtable forum of legal professionals to identify changes required in the family court to recognise parental alienation and safeguard against it;
- 3.2. Identify researchers who will help create a body of evidence around the effects of parental alienation and the strategies to address it;
- 3.3. Identify professionals who can train others to recognise signs of abusive and alienating behaviours and mitigate any bias and discrimination that could occur in processes determining child contact;
- 3.4. Establish a Community of Practice of parents, researchers and professionals to address parental alienation, that explores how to reduce discrimination and progress change in child related services and the family courts.
- 3.5. Seek funding to enact our Strategic Plan and enable meaningful engagement with individuals and organisations.

HOW OUR ACTIVITIES DELIVER PUBLIC BENEFIT:

The Trustees have considered the charities duty to report on the public benefit of the Charities operations, and believe that on the evidence of the activities detailed below the charity is providing a significant public benefit.

The charity's activities focus on the preservation and protection of the physical and mental health of children and family members who are experiencing, or have experienced, difficulties with child contact issues arising from the breakdown of family relationships. This is by the provision of information, advice, signposting and the awareness of Parental Alienation Awareness Day. These activities are undertaken to further our charitable purposes for the public benefit. Our main activities and who we try to help are described below.

ACHIEVEMENTS AND PERFORMANCE

We have been able to help and support parents and other family members in a variety of ways, and where appropriate we have signposted clients to our partners or other organisations where assistance has been needed in relation to advocacy, emotional support or legal assistance when clients are accessing the family court system. In addition to this parents and family members that are experiencing parental alienation, and are leading a life apart from their children are often suffering associated traumatic experiences and problems such as; anxiety, depression, isolation and social stigma. We aim to provide a friendly sympathetic ear to those that reach out to our charity.

Parental Alienation Awareness Day is held on the 25th of April each year as part of a global campaign to raise awareness of Parental Alienation. Our charity organises an event annually to highlight this issue in the UK. This year due to the COVID restrictions for public events, we held an online event marking this occasion in line with our charity's strategic aims.

The event enabled a connection between parents and professionals which provided an opportunity for families to learn about how best to connect with their children and managing issues surrounding Parental Alienation and child contact denial. This has given parents and families a safe space to connect with others that have also been affected by this issue, reducing their sense of hopelessness and isolation.

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

We have produced an informational leaflet for the public benefit educating parents, families and professionals on what Parental Alienation is, how it affects people's lives and describes alienating behaviours to beware of. With some 1000 leaflets distributed to various organisations across the UK including; GP surgeries, Citizens Advice, Social Services and Magistrates' Courts. Feedback is that the plain English style has helped in both giving advice and stimulated conversation and debate. Only through understanding and educating can professionals and those at risk identify the signs of Parental Alienation and understand the dangers and how to mitigate against it.

We continue to raise awareness through the promotion of our cause ribbons and wristbands which are a symbol of awareness and support on the issue of Parental Alienation, creating public awareness on this important topic. Funds raised through the promotion of these have enabled the charity to hold our online event for Parental Alienation Awareness Day.

We commissioned Cornwall IT to design our website. which was launched in April 2021 on the Charities main domain www.paawareness.co.uk. The site includes links to our Facebook, Twitter, Youtube and LinkedIn profiles along with information for parents and other family members around the issues of Parental Alienation, this is being constantly updated with news and information.

The charities online needs assessment form has also recently been added to the website in order to ascertain the nature of support clients require and signposting to the appropriate services required. The information captured will also provide more in-depth data and evidence to assist with research and future funding requirements for developing direct support to our clients.

Our online presence continues to grow, and our following has increased across all our social media platforms. This, along with our newsletters has become our primary means of communication with the followers we have. It is a valuable tool for keeping our communities informed and engaged with the work we do and issues relevant to us. Traffic to our website continues to grow and more and more people are accessing the site and signing up to our newsletters.

In order to achieve better outcomes for families and children across the UK that are experiencing issues surrounding Parental Alienation or child contact denial we continue to develop our community of practice and are working with a wide range of professionals, organisations and allies in all sectors relating to family breakdown and child contact disputes. Currently our focus group meetings are held on a quarterly basis to discuss and explore how to progress change in child related services and the family court system.

FINANCIAL REVIEW

The Charity confirm that these accounts comply with requirements of relevant statute law. the Constitution of the Charity and the Charity Commissioners Statement of Recommended Practice. The level of donations from members of the public continues to reflect the volume of our work and we are deeply grateful to all those who have given what they can, whether in financial support or in hours of time to support a very important cause. Against the backdrop of limited resources and insecurities over funding, it has continued to be difficult to plan or develop services.

This first set of accounts covers the activities of the organisation from its inception to the end of March 21

**Parental Alienation Awareness
TRUSTEES ANNUAL
REPORT**

RESERVES POLICY

Parental Alienation Awareness has no permanent endowment, and as a newly established charity it has not been in a position to build up significant long-term reserves. However, the balance of unrestricted funds carried forward is to protect the Charity against becoming vulnerable to any short-term funding-gap; the Trustees aim to achieve a position where there is an unrestricted reserve able to cover three months' operating expenses, in case of need, and for the purpose of generating investment income. We are of the opinion that we will reach the three-month reserve in 2021 -2022.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Parental Alienation Awareness is a Charitable Incorporated Organisation that was registered with the charity commission on 4th February 2020. It is governed by a foundation model constitution that was adopted on 1st February 2020. The charity is governed by a board of trustees. The board comprises of a minimum of three trustees and a maximum of twelve, which have legal, financial and managerial responsibility for the charity.

New trustees are appointed at duly convened meetings for a period of three years which they are eligible for reelection for a further three years.

Following the appointment of new members an induction program is arranged which aims to give the individuals the information and tools they need to fulfill their legal obligations as well as play an effective role on the board. They are provided with training days that cover the aims, values, operations and the responsibilities of charitable trustees. The induction also involves reading material, and new Trustees are required to attend Trustees meetings as observers. They are also given opportunities for ongoing training either through arranged sessions or less formally through recommended reading lists.

TRUSTEES RESPONSIBILITIES

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 Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

Signed on behalf of the board

Clare Latcham
Trustee
14 January 2022

**Parental Alienation Awareness
INDEPENDENT EXAMINERS
REPORT**

Independent Examiner's Report to the trustees of Parental Alienation Awareness

I report to the charity trustees on my examination of the accounts of Parental Alienation Awareness for the period ended 31 March 2021 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet and the related notes.

Responsibilities and basis of report

As the trustees of the charity (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act).

Having satisfied myself that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

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

- accounting records were not kept in accordance with section 386 of the 2006 Act ; or
- the accounts do not accord with those records; or
- the accounts do not comply with the accounting requirements under section 396 of the 2006 Act 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; or
- the accounts have not been prepared in accordance with the Charities SORP (FRS 102).

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.

Debbie Risborough
Association of Chartered Certified Accountants
Cornwall Community Accountancy Service
The Elms, 61 Green Lane
Redruth
Cornwall

TR15 1LS
14 January 2022

**Parental Alienation Awareness
STATEMENT OF
FINANCIAL ACTIVITIES**

for the period ended 31 March 2021

	Notes	Unrestrict ed funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Income and endowments from:				
Donations and legacies	3	3,501	-	3,501
Charitable activities	4	16	1,349	1,365
Total		3,517	1,349	4,866
Expenditure on:				
Raising funds	5	144	-	144
Charitable activities	6	1,791	-	1,791
Total		1,935	-	1,935
Net gains on investments		-	-	-
Net income		1,582	1,349	2,931
Net income before other gains/(losses)		1,582	1,349	2,931
Other gains and losses:				
Net movement in funds		1,582	1,349	2,931
Reconciliation of funds:				
Total funds carried forward		1,582	1,349	2,931

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

**Parental Alienation Awareness
BALANCE SHEET**

at **31 March 2021**

Company No. CE020544

Notes **2021**
£

Current assets

Cash at bank and in hand		3,143
		3,143

Creditors: Amount falling due within one year	7	(212)
		(212)

Net current assets		2,931
		2,931

Total assets less current liabilities		2,931
		2,931

Net assets excluding pension asset or liability		2,931
		2,931

Total net assets		2,931
		2,931

The funds of the charity

Restricted funds	8	
Restricted income funds		1,349
		1,349

Unrestricted funds	8	
General funds		1,582
		1,582

Reserves	8	
Revaluation reserve		-
Pension reserve		-
		-

Total funds		2,931
		2,931

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

For the period ended 31 March 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 14 January 2022

And signed on its behalf by:

Clare Latcham
Trustee
14 January 2022

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

for the period ended 31 March 2021

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The charity constitutes a public benefit entity as defined by FRS102.

Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

Fund accounting

Unrestricted funds These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.

Designated funds These are unrestricted funds earmarked by the trustees for particular purposes.

Revaluation funds These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.

Restricted funds These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

Parental Alienation Awareness NOTES TO THE ACCOUNTS

Income

Recognition of income	Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.
Income with related expenditure	Where income has related expenditure the income and related expenditure is reported gross in the SoFA.
Donations and legacies	Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.
Tax reclaims on donations and gifts	Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates.
Donated services and facilities	These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material.
Volunteer help	The value of any volunteer help received is not included in the accounts.
Investment income	This is included in the accounts when receivable.
Gains/(losses) on revaluation of fixed assets	This includes any gain or loss resulting from revaluing investments to market value at the end of the year.
Gains/(losses) on investment assets	This includes any gain or loss on the sale of investments.

Expenditure

Recognition of expenditure	Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.
Expenditure on raising funds	These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.
Expenditure on charitable activities	These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.
Grants payable	All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.
Governance costs	These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.
Other expenditure	These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Trade and other debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Statement of cash flows

The charity is exempt from preparing a statement of cash flows on the grounds that it is a small charity

2 Company status

The organisation is a charitable incorporated organisation and consequently does not have share capital.

3 Income from donations and legacies

	Unrestricted	Total
	£	2021
	£	£
Donations	3,501	3,501
	3,501	3,501
	3,501	3,501

4 Income from charitable activities

	Unrestricted	Restricted	Total
	£	£	2021
	£	£	£
Grant Income			
Co-op Grant	-	1,349	1,349
Primary Purpose Trading			
Sales	16	-	16
	16	1,349	1,365
	16	1,349	1,365

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

5 Expenditure on raising funds

	Unrestricted	Total 2021
	£	£
<i>Fundraising trading costs</i>	144	144
	144	144
	144	144

6 Expenditure on charitable activities

	Unrestricted	Total 2021
	£	£
<i>Support Costs</i>		
Telephone and fax	17	17
IT expenses	839	839
Printing, postage and stationary	359	359
Equipment Hire	91	91
sundry expenses	88	88
Marketing and promotion	295	295
Bank charges	3	3
<i>Governance costs</i>		
Accountancy fees	99	99
	1,791	1,791
	1,791	1,791

7 Creditors:

amounts falling due within one year

	2021
	£
Accruals and deferred income	212
	212
	212

**Parental Alienation Awareness
NOTES TO THE ACCOUNTS**

8 Movement in funds

	Incoming resources (including other gains/losses)	Resources expended	At 31 March 2021
	£	£	£
Restricted funds:			
Restricted income funds:			
Co-op Grant	1,349	-	1,349
<i>Total</i>	<u>1,349</u>	<u>-</u>	<u>1,349</u>
Unrestricted funds:			
General funds	3,517	(1,935)	1,582
Revaluation Reserves:			
Total funds	<u><u>4,866</u></u>	<u><u>(1,935)</u></u>	<u><u>2,931</u></u>

Purposes and restrictions in relation to the funds:

Restricted funds:

Co-op Grant

9 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	£	£	£
Net current assets	1,582	1,349	2,931
	<u><u>1,582</u></u>	<u><u>1,349</u></u>	<u><u>2,931</u></u>

10 Related party disclosures

Controlling party

The trustees are the members of the charitable company thus no single party controls the organisation.