

**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  
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**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  
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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.

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**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](http://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

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

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**

<b>Company No. CE020544</b>	<b>Notes</b>	<b>2021 £</b>
<b>Current assets</b>		
Cash at bank and in hand		3,143
		<u>3,143</u>
<b>Creditors:</b> Amount falling due within one year	7	(212)
<b>Net current assets</b>		<u>2,931</u>
<b>Total assets less current liabilities</b>		<u>2,931</u>
<b>Net assets excluding pension asset or liability</b>		<u>2,931</u>
<b>Total net assets</b>		<u><u>2,931</u></u>
<b>The funds of the charity</b>		
<b>Restricted funds</b>	8	
Restricted income funds		1,349
		<u>1,349</u>
<b>Unrestricted funds</b>	8	
General funds		1,582
		<u>1,582</u>
<b>Reserves</b>	8	
Revaluation reserve		-
Pension reserve		-
		<u>-</u>
<b>Total funds</b>		<u><u>2,931</u></u>

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
	<u>3,501</u>	<u>3,501</u>

## 4 Income from charitable activities

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

**Parental Alienation Awareness  
NOTES TO THE ACCOUNTS**

**5 Expenditure on raising funds**

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

**6 Expenditure on charitable activities**

	<b>Unrestricted</b>	<b>Total</b>
	<b>£</b>	<b>2021</b>
		<b>£</b>
<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
	<u>1,791</u>	<u>1,791</u>

**7 Creditors:**

amounts falling due within one year

	<b>2021</b>
	<b>£</b>
Accruals and deferred income	212
	<u>212</u>

**Parental Alienation Awareness**  
**NOTES TO THE ACCOUNTS**

**8 Movement in funds**

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

	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total</b>
	£	£	£
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.