

**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  
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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 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  
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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 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  
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**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.

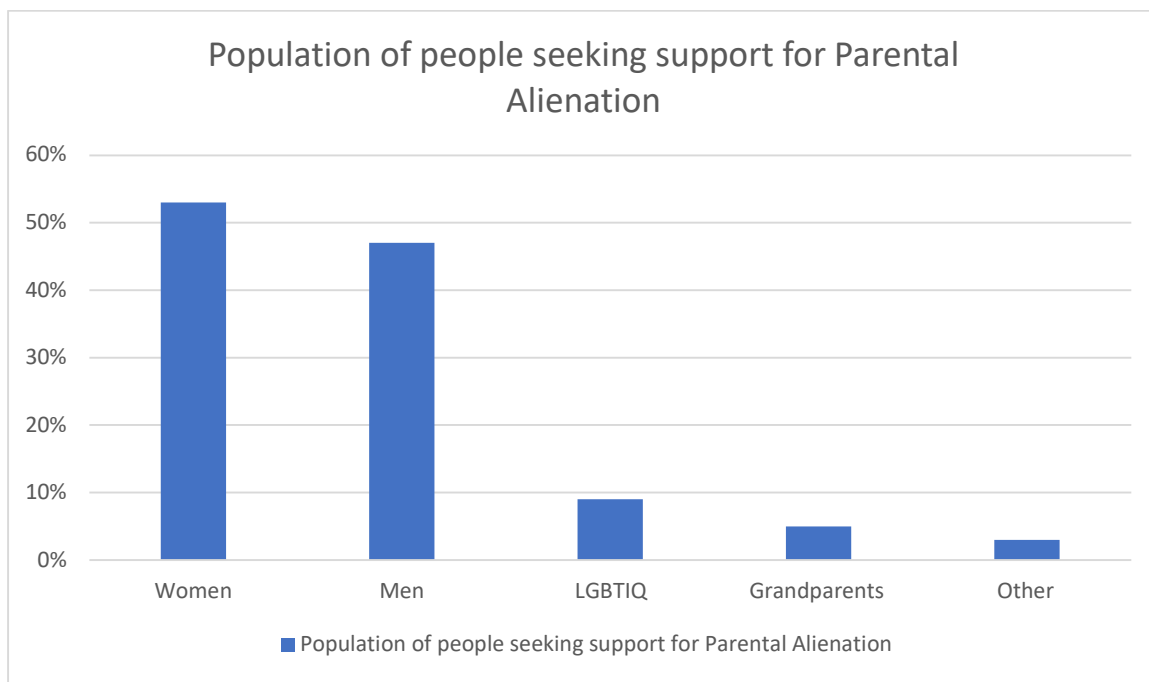
As a relatively new charity it was an exceptionally challenging year. Our ability to fundraise or access funding was drastically impacted at a time when parents and families needed our support more than ever.

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

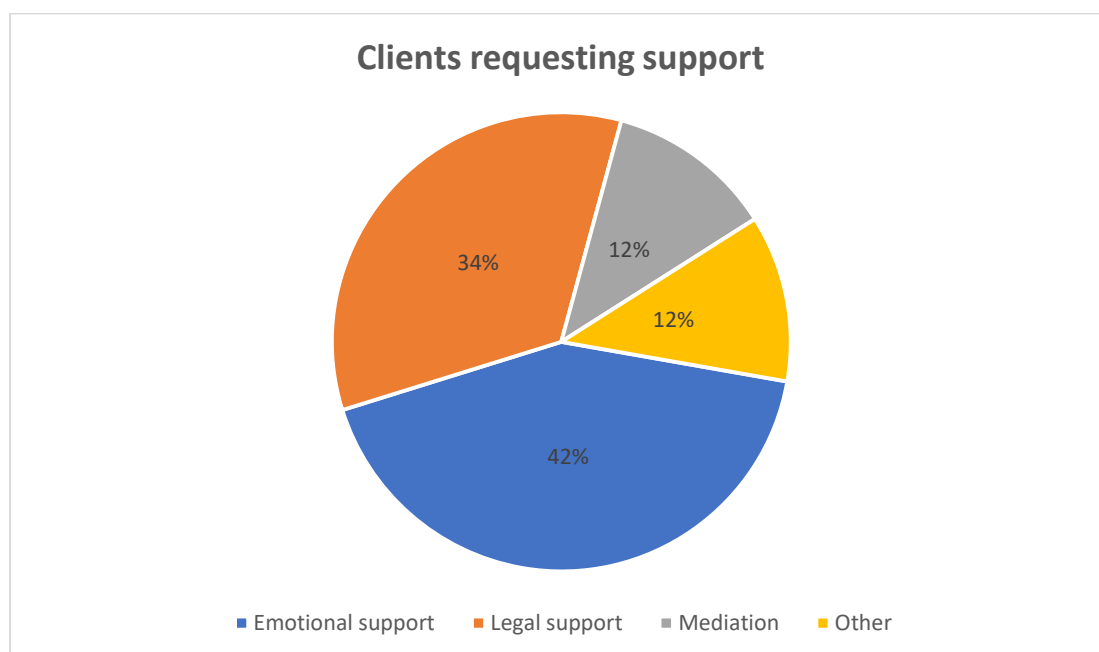


## **Demographics and diversity**

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

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

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

**Parental Alienation Awareness  
NOTES TO THE ACCOUNTS**

**4 Income from donations and legacies**

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

**5 Income from charitable activities**

	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2022</b>	<b>Total 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
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**

	<b>Unrestricted</b>	<b>Total 2022</b>	<b>Total 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<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
	<u>8,209</u>	<u>8,209</u>	<u>1,791</u>

**8 Creditors:**

amounts falling due within one year

	2022	2021
	£	£
Accruals and deferred income	99	212
	<u>99</u>	<u>212</u>



**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 £
<b>Restricted funds:</b>				
<b>Restricted income funds:</b>				
Co-op Grant	1,349	569	-	1,918
<i>Total</i>	<u>1,349</u>	<u>569</u>	<u>-</u>	<u>1,918</u>
<b>Unrestricted funds:</b>				
<b>General funds</b>	1,582	8,107	(8,345)	1,344
<b>Revaluation Reserves:</b>				
<b>Total funds</b>	<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.