

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

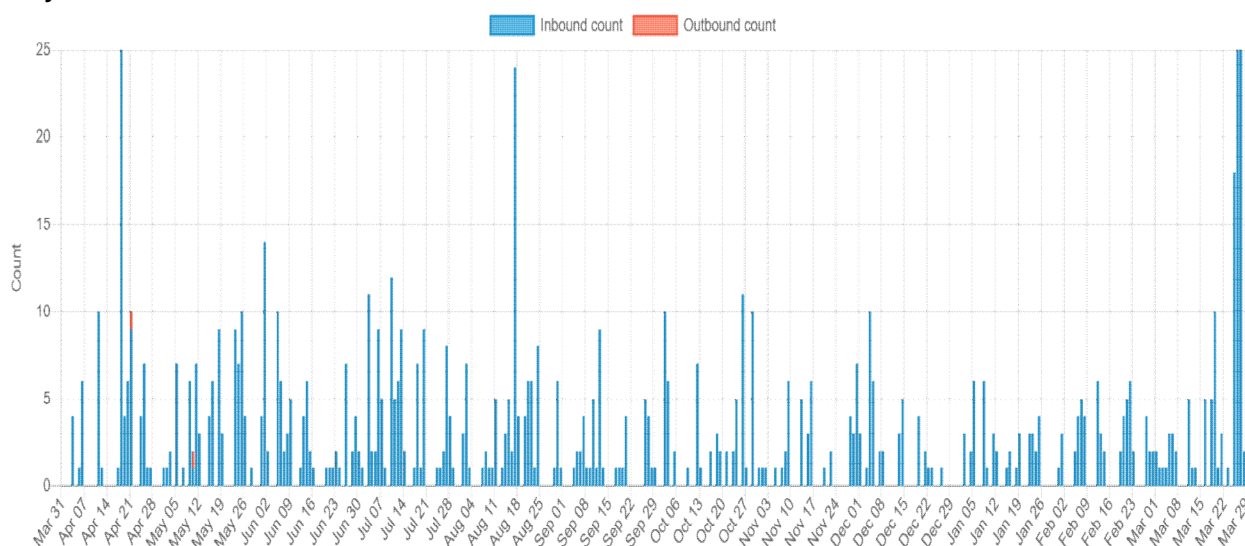
First Responder Helpline

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.

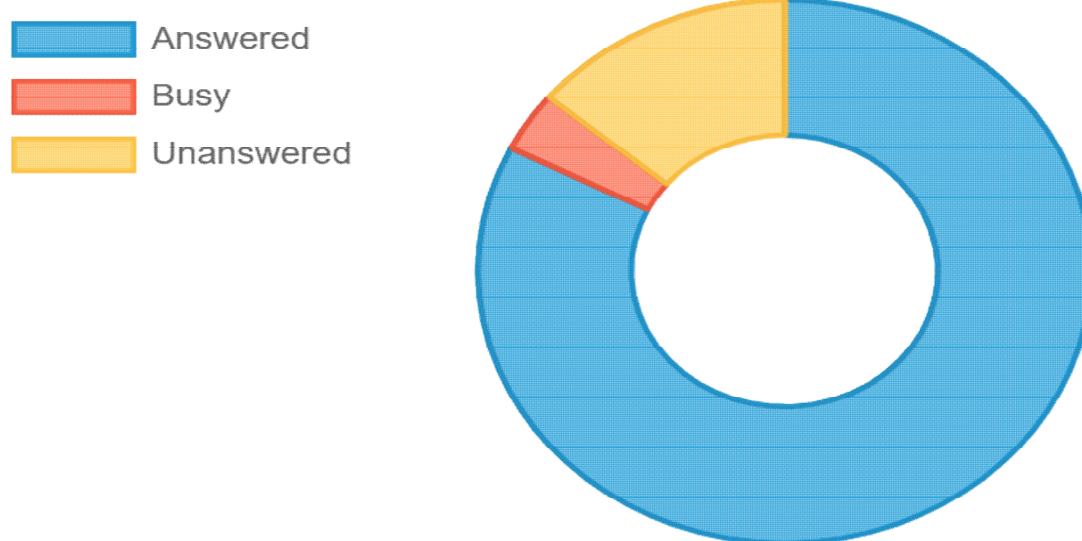
Where possible, our hope is to find additional funding to expand our service and meet the growing needs of those that contact our service in crisis.

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 5:59pm)
Dated: 27th January 2026

PARENTAL ALIENATION AWARENESS**STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2024**

	2024	2023
	£	£
Cash from operating activities - see[1]	-3,916	1,856
Cash flows from investing activities		
Interest Income	0	0
Cash provided by investing activities	0	0
Increase/(Decrease) in cash and cash equivalents in the year	-3,916	1,856
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	1,046	4,962
Restricted Funds - brought forward	3,801	1,918
Restricted Funds - Incoming	0	1,883
Restricted Funds - expended	4,051	0
Restricted Funds - total	7,852	3,801
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	1,046	1,161

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 f4ccebdfee8071fc34812d0ad50ca83

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 f4ccebdfee8071fc34812d0ad50ca83 (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)