

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

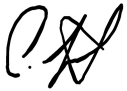
Accountants

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.



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Parties involved with this document

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Tue, 27th Jan 2026 17:59:27 GMT	Clare Latchem - Signer (42ff4d85cf7c82d22061a2d4da4d94bd)

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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)