

# PARENTING MENTAL HEALTH

England & Wales · Charity number 1188036

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2020-02-18

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

## Contact

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**Address** 254 Pentonville Road  
London  
N1 9JY

**Phone** 0300 102 0103

**Email** [info@parentingmentalhealth.org](mailto:info@parentingmentalhealth.org)

**Website** [www.parentingmentalhealth.org](http://www.parentingmentalhealth.org)

## Activities

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**Objects:** TO RELIEVE THE PARENTS AND CARERS OF YOUNG PEOPLE WITH A MENTAL ILLNESS WHO ARE IN NEED AS A RESULT OF THE YOUNG PERSON'S MENTAL ILLNESS IN PARTICULAR BUT NOT EXCLUSIVELY BY ALL OR ANY OF THE FOLLOWING:1. THE PROVISION OF A FORUM AND WEBSITE THAT WILL PROVIDE SUPPORT, EDUCATION AND ADVICE.2. THE PROVISION OF ADVICE, ASSISTANCE AND PROMOTION OF BEST PRACTICE IN THE FIELD OF MENTAL HEALTH, ILLNESS AND WELL-BEING.3. THE PROVISION OF ASSOCIATED EDUCATION OF PEER MENTORS AND PROFESSIONALS.

**Activities:** Training, support, and peer mentorship of parents of young people with mental health issues and other complex needs.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Other Defined Groups, The General Public/mankind

## Geography

- Isle Of Man
- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31		-	-	-
2023-09-30	£221,547	£217,451	-	-
2022-09-30	£197,598	£125,409	-	-
2021-03-31	£108,156	£71,869	-	-

## Trustees

Name	Role	Appointed
Edward William John Davie	Chair	2022-05-18
Francesca Coleman		2025-08-02
Karlie Parker		2025-08-02
Khalida Haque		2025-08-02
Marie Banks		2025-08-02
Rocio Nava-Ruelas		2025-08-02
Swati Suri		2025-08-02
Tamsin Watson		2025-08-02

**PARENTING MENTAL HEALTH**

England & Wales - Charity number 1188036

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# Accounts

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Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 30 September 2023  
for  
Parenting Mental Health

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

## Parenting Mental Health

### Contents of the Financial Statements for the Year Ended 30 September 2023

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## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

The trustees present their report with the financial statements of the charity for the year ended 30 September 2023. The trustees have adopted the provisions of 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 2019).

## **ACHIEVEMENT AND PERFORMANCE**

### **WELCOME FROM THE CEO AND CHAIR**

A confluence of factors has significantly impacted the mental health of young people and families over the past 12 months. These include the continuing after-effects of the pandemic, economic instability, global conflicts, growing societal pressures and exposure to an always on media culture.

The statistics produced by the Office for National Statistics (ONS) and NHS continue to highlight the scale of the problem specifically in the UK, with 1-in-5 young people aged 7-16 and 1-in-4 aged 17 - 25 having a probable mental health condition.

Significant challenges prevail in the provision of timely and adequate mental health care. A lack of resources and expertise, stringent eligibility criteria which can exclude neurodivergent young people and those who are not deemed to be in crisis, gaps between child and adult services, a lack of continuity due to excessive pressures, and simply a postcode, can all influence access to treatment. At present only 1 in 3 young people who need care are receiving treatment in the NHS.

Parenting Mental Health (PMH) is one of the few charities in the UK that specifically supports parents of children with poor mental health and our growth in numbers over the last 12 months demonstrates the significant lack of resources for families, who find themselves bridging the gaps in professional services with always-on care, while dealing with other life pressures and responsibilities.

Our Peer Support Community, housed on Facebook's platform, which is at the heart of our support service has grown by 26% (against an average social media growth of 1.5%) and more than 40,000 parents now receive care and support from us every day. We've also seen a significant increase in access to our resources and materials with our website users growing by 42% and subscribers to our information packs growing by 45%.

This year, we've undertaken a parent survey to begin to examine the wider impact that young people's poor mental health has on parents, family, and society. Key findings include an 'invisible' impact on the NHS, with 80% of parents highlighting that their physical wellness has been affected by their child's poor mental health, including notable issues such as weight gain, dependence on alcohol, and long-term chronic pain.

There are also impacts on the economy with 70% of parents needing to take time off work due to their child's illness and 49% spending more than 24 hours a week caring for their child. We also noted the potential for future impacts on society; our survey found 94% of children had to take time off from school because of their poor mental health, yet only 17% of parents stated that schools have adapted well to the challenges associated with pupils' poor mental health.

With the scale of the impact growing in 2023, we continued to focus on building a robust infrastructure within the charity. This included the appointment of more paid members of staff, embedding a full volunteer development and recruitment strategy, and a robust test and learn approach for our services. We expanded our fundraising strategies to include corporate partnerships and increased community fundraising alongside our work with Grants and Trusts. Whilst our income grew in 2023, so did our overheads and the need for us to maintain a sensible reserves policy, meaning funding will require an even greater focus in 2024.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

We are extremely grateful to everyone who supported us in 2023 from small donations to Grant and Trust funders. We would particularly like to thank Global's Make Some Noise, who supported us with significant funding in 2023 which will continue into 2024. This has allowed us to appoint our Community Manager. Their media reach also allowed more parents to find our service via the exposure they provided via radio interviews and social media promotion.

We'd also like to thank Global Action Plan and Dove for their partnership and support. In 2023, we featured on Dove's 'Mary campaign' which highlighted the harsh realities of poor mental health in young people and called on social media companies and governments to review the impact social media is having. The exposure the campaign provided allowed more parents to find us and their kind donation enabled us to provide more of our critical services including scholarship places on the Partnering not Parenting programme.

The core objects of the charity continue to be developed via our operational pillars of Support, Skill and Inform. In 2023 we particularly focused on the measurable impact of each of the services we provide both in terms of breadth (our community) and depth (our services including Chat & Connect, the Partnering not Parenting course and our Parent Retreat). This will form the basis of our strategy for services implementation for maximum impact, a programme for continuous improvement and help us identify gaps where new programmes and services can be developed.

We continue to rely heavily on volunteers and during 2023 implemented new training and development for them so we can ensure 'lived experience' and 'peer-to-peer' support is at the heart of what we do. Volunteers will remain a critical part of PMH's infrastructure so we can cost effectively scale in line with need and maintain the connection to the deep and unique impacts of this experience.

Whilst we face new challenges in 2024, particularly in growing our fundraising during a recession to support the growing need of our beneficiaries, we do so with confidence that our service continues to positively impact parents and the young people they support, and the foundations of our organisation are strong



Suzanne Alderson  
Chair



Nikki Neale  
Interim Chief Executive

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

#### OUR VISION

To support and skill 1 million parents through their child's poor mental health by 2026

#### OUR MISSION

To improve the experience of parenting a child with poor mental health

#### OUR GOALS

The objects of the charity - 'to provide education, support and empowerment of parents and carers of young people with mental illness', 'to provide advice, assistance and promotion of best practice in the field of mental health, illness and wellbeing' and 'to provide associated education of peer mentors and professionals' - were the focus of our four operational pillars in 2023.

- Support - to provide 24/7 support and empowerment to parents based on lived-experience
- Skill - develop best in practice training and coaching programmes for parents and volunteers
- Inform - develop proprietary content to support parents throughout the mental health curve and provide referrals and access to other charitable organisations and/or support services
- Reach - reach as many parents who need our service as possible, through a diverse range of channels

#### OUR ACTIONS - ACHIEVEMENTS AND PERFORMANCE

##### SUPPORT

At the core of PMH's robust support program is our thriving Facebook community, now boasting over 40,000 actively engaged parents. On an average month, this dynamic hub sees over 1,000 original posts, garnering more than 25,000 comments and 70,000 reactions. Serving as a peer-to-peer support platform, our community has been a vital source of connection and understanding for parents facing the challenges of poor mental health in their children.

This year, recognising the need for professional moderation due to the volume of parents accessing our service, we welcomed a dedicated Community Manager. Their role includes ensuring parents adhere to community standards and codes of conduct, guiding conversations via our parent volunteers, and directing members to valuable resources. To enhance our support capabilities, we've developed an internal database, implemented best practice responses, safeguarding plans/policies and enriched our content offerings.

This collective 'hive-mind' enables parents to access a wealth of information, address diverse challenges and offer and obtain practical tips and advice no matter the illnesses or conditions their children might be facing. This collaborative knowledge-sharing reinforces the sense of solidarity within our community, enhancing our commitment to comprehensive and compassionate support.

In addition, our sub-groups strategy is designed to alleviate the isolation often experienced by parents navigating the complexities of a child's poor mental health. Initiatives like Crafts, Creations, and Hobbies, or Wellbeing, empowers parents to invest in their self-care, fostering resilience to confront the myriad challenges posed by their child's condition.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

For the first time, we've directly measured the impact that our community has on its members and the feedback has been extremely promising. Unlike many online platforms which can add to a parents' load and feel unsafe and judgemental, PMH's community receives very positive reviews. Our Net Promoter Score (NPS) for the community +81 and we have clear indicators of where we'd like to improve in 2024, mainly focused on delivering more content and information and guiding conversations more often. This will rely on the development of our volunteer team and the implementation of our recruitment and onboarding plan in 2024, which is already underway.

In our pursuit of comprehensive support, PMH acknowledges the importance of both breadth and depth in our services. Some additional highlights under our Support pillar in 2023 include:

Chat & Connect - Throughout 2023, our Chat and Connect program continued to provide a safe space for parents to engage in group Zoom sessions with trained volunteer facilitators. While the program received excellent feedback, participant engagement dwindled due to challenges in promotion, scheduling, evolving time constraints, as society returns to a post-pandemic 'normal', and the value that can be gained from a one-off, one hour session.

Consequently, recognising the need for an enhanced and more in-depth service, we initiated fundraising efforts for the Be Programme, scheduled to pilot in 2024. This eight-week program will delve into crucial topics such as confidence, burnout, anxiety, relationships, and self-care, addressing key support issues faced by parents. A successful pilot of this will pave the way for a full-scale implementation in 2025, contingent upon fundraising investment, particularly for volunteer training, to ensure a robust peer-to-peer element.

Parent Retreat - In 2023, we successfully organised our inaugural Parent Retreat, generously funded by the Helen Hamlyn Trust. The retreat garnered unanimous positive feedback, with 100% of participants expressing a recommendation to other parents. The impact on participants' mental health was profound; before the retreat, 100% rated their mental health negatively, post-retreat 67% felt positive, and 33% felt neutral. Words like "refreshed," "stronger," and "open" describing their mental health post-retreat.

One participant emphasised its transformative significance, stating, "it was the chance of a lifetime and at such an important part of my life, I feel more grounded, supported, and able to support my family better because of it." With plans to host two more retreats in 2024, contingent on securing adequate funding, we remain committed to delivering impactful and transformative experiences for parents.

#### SKILL

Under our skill pillar, our Partnering not Parenting initiative is our primary focus aiming to empower parents and caregivers in navigating the challenges of raising a child with poor mental health.

Partnering not Parenting Bite-Sized - Originating from the Stephen Lloyd award (highlighted in our 2022 report), our 'bite-sized' Partnering not Parenting program, a series of free video courses, was successfully rolled out during 2023 accumulating over 8000 views on our website and YouTube channel.

To enhance its impact, we conducted pre and post-surveys, resulting in a positive Net Promoter Score (NPS) of +75. The positive feedback, including sentiments like "it gave me hope" and "relief that others were experiencing what I was," has guided our plans for further development in our new financial year. Fundraising permitting, we have developed a strategy to build on these bite-sized courses to incorporate participant feedback which will include more prompts, examples, case studies, visual aids, and downloads.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

Partnering not Parenting Scholarships - In addition to the bite-sized course in 2023 we also funded more than 140 places on the full 8-week Partnering not Parenting program. This valuable 'bought-in' service has the most significant impact on parents of all those provided by PMH and receives a perfect +100 NPS. The Partnering course has proved life-changing for many - one parent from our March 2023 course commented 'I joined feeling utterly broken. Now I feel life is worth living, I'm in a good place and I've gained a lot of self-belief.' One parent from our January 2023 course commented 'it has empowered me and equipped me to be the parent my daughter needs me to be - not the parent others say I should be'.

During 2024 we hope to maintain our commitment to scholarship places, as we have witnessed a consistent rise in applications, particularly post-engagement with the free bite-sized course and as the cost-of-living crisis continues. Subject to funding, our goal for 2024 is to increase the availability of free places on Partnering not Parenting to over 200, recognising the continued importance of accessibility for participants facing financial constraints.

#### INFORM

We believe one of our strengths is a steadfast commitment to be a resource for all parents supporting children with poor mental health, no matter their age and encompassing a spectrum of conditions, from eating disorders to neurodivergence, anxiety, and depression. The core of our 'inform' pillar is dedicated to addressing the challenge of fragmented information prevalent in this space, particularly given the extended waiting lists for professional services. In 2023, our focus on becoming a comprehensive mental health aggregator saw notable successes, including the distribution of hundreds of copies of the book "Never Let Go - How To Parent Your Child Through Mental Illness," serving as an introduction to the principles of Partnering not Parenting.

Guides and information - Furthermore, we undertook the redevelopment of our online guides to address common challenges faced by parents, such as school non-attendance, issues with hygiene, sleep deprivation, and concerns related to digital and social media usage. Our commitment to efficiency and support was underscored by the development of a digital database for our volunteer team, facilitating quicker referrals to other services through searchable categories based on geography, condition, and support type.

Monthly content - To expand our information offerings, we introduced a series of monthly webinars and new content delving into core topics, including body image, school avoidance, self-care, and overall well-being. Looking ahead to 2024, our ambitious goal is to further enhance our 'Inform' pillar, responding to the expressed needs of parents by providing more extensive content, including FAQs, myth-busting resources, additional guides, and insightful case studies. Through these initiatives, we aim to fortify our position as a go-to hub for comprehensive and accessible mental health information for parents navigating the challenges associated with their children's mental well-being.

#### REACH

Under our Reach pillar with a focus on our vision of reaching 1 million parents with our message of support and hope by 2026, 2023 marked significant achievements.

Social Media - Our non-community-based social media channels experienced notable growth, with Instagram followers increasing by 14%, Youtube by 85%, LinkedIn by 60%, our website by 42%, and our database subscribers by 45%. This expansion aligns with our strategic aim to amplify our outreach and disseminate our crucial message across diverse platforms.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

Press Coverage - Our press presence remained robust, with over 75 mentions in national media, reaching an audience of approximately 10 million. Featured in renowned titles and channels like the BBC, The Guardian, The Mirror, and prominent commercial radio networks such as Capital, Heart, and LBC, Parenting Mental Health continued to assert its influence on a broad scale.

Podcasts - Our Founder, Suzanne, serving as a key brand ambassador, played a vital role in promoting the charity through various podcasts tailored to our target parent group, including appearances on platforms like Made by Mammias and Teenage Kicks. This active engagement extended to extensive coverage in local media titles, reinforcing our local and community ties.

Campaigns - The impactful collaboration with the Dove 'Mary campaign' significantly boosted our TV presence during the Summer of 2023, elevating our visibility as the campaign addressed issues surrounding eating disorders and challenges with social media. Our logo prominently featured in campaign commercials, leading to a noticeable surge in online interactions during this time.

Recognising the importance of breaking the stigma surrounding parents of children with poor mental health, our focus on marketing and media presence remains crucial. Our research indicates that 92% of parents in our community feel guilt or shame, emphasising the necessity of our online and media presence as a lifeline for parents seeking support.

Looking ahead to 2024, we aspire to further invest in our Reach pillar. This involves a strategic focus on both above and below-the-line campaigning. In terms of public relations, we aim to increase our presence on TV, leveraging its wide reach. In the digital space, heightened emphasis on SEO strategies will ensure that our vital resources and support reach those who need them most, aligning with our mission to be a beacon of support for parents facing the challenges of their children's mental health.

## OPERATIONS

We hope this report highlights the substantial achievements of Parenting Mental Health in 2023 particularly noteworthy given a modest budget/fundraising increase. It is important that we acknowledge our reliance on dedicated volunteers and our resilient team, and we emphasise the need for sustained support.

The survey, involving 650 parents of children experiencing poor mental health, provides crucial insights. Parents express dissatisfaction with mental health services' effectiveness, encounter challenges in school adaptation, and note societal compassion deficits. Parenting stress is evident, necessitating significant caregiving time for children's mental health and significant change in the support levels offered.

Despite our commendable impact and reach, we recognise the imperative of continuing to invest in a paid team to ensure sustained and sustainable growth and the level of service parents deserve. Our ambitious 2024 growth plan hinges on meeting fundraising targets, as failure to do so may result in the contraction of charitable services. The strategic goal must be to properly resource the charity for long-term viability.

Parenting Mental Health stands out with a notable Net Promoter Score of +86 over-all, serving as a beacon that empowers and connects parents while enhancing their understanding of mental health. Our commitment persists in advocating for impactful change, fostering a more compassionate and supportive environment for parents and families grappling with significant mental health challenges.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

#### OUR THANKS TO CHARITABLE TRUSTS, CORPORATE PARTNERS AND FUNDERS

We wish to extend our thanks to all of our supporters throughout 2023 who have helped us to make this impact.

##### Corporate/Business

We would like to extend our gratitude to The Direct Line Group as our collaboration enters its third successful year, providing tailored support to their parent staff and their generous funding.

The impactful campaign with Dove addressing mental health, social media, and eating disorders, aligned with their award-winning 'Mary' campaign, garnered a substantial contribution.

Additionally, partnerships with esteemed organisations such as GSK, Farrans Construction and BDO Accounting.

##### Schools

We would like to thank Bedes and St Catherines Independent Schools for their donations and fundraising efforts.

##### Special Projects

Thank you to Rollercoaster for your partnership and kind donations to transfer your digital community to Parenting Mental Health, now known as Parenting Mental Health North East.

##### Community Fundraising.

We would like to thank all of those who raised money independently and through our community with diverse events, including charity balls, participation in the London Landmarks Half Marathon, birthday fundraisers, regular monthly donations, and more.

##### Grants and Funds

We would particularly like to thank Global's Make Some Noise for their funding, unexpectedly granted over 2 years and their kind and sensitive understanding of project change and development over time.

We are also grateful for funding secured from the following Grants and Trusts for such generous support.

- Fineman Trust
- Blueberry Wellbeing
- Belaqua Charitable Trust
- Chapman Charitable Trust
- Helianthus Charitable Trust
- Basil Samuel Charitable Trust
- Lillie Johnson Charitable Trust
- Ennismore Foundation
- Archer Trust
- Brian Shaw Memorial Trust
- Lord Austin Trust
- Tilehouse Trust
- Clare King Charitable Trust
- ME Sargeant Charitable Trust
- Pilkington Trust
- Marsland McAdoo
- Alfred Haines

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

- The Dagleish Trust
- James Wise Charitable Trust
- Sir James Roll Foundation
- Owen Family Trust
- PF Charitable Trust
- Iron Bridge Trust
- Mindelsohn Charitable Trust
- Souter Charitable Trust
- D R Fine
- Belvedere Trust
- Stockwell Clifford Trust
- The David Family Trust
- Thomas Sivewright Catto Charity Trust
- Vera Outhwaite Charitable Trust
- Louis Nicholas Residual Charitable Trust
- Marsh Christian Trust
- Park Family Trust
- Mbili Charitable Trust
- GIL Trust

## FINANCIAL REVIEW

### Statement of financial activities

The Trustees are pleased to report a strong financial performance for 2023. Revenues increased by 7.5% to £212,503 driven by continued strong contribution from Grants (£106,547 vs. £97,569 in 2022) and substantial increase in Corporate Donations (£41,321 vs. £344 in 2022) including our partnership with Dove, with a drop in General Fundraising (£60,058 vs. £94,105 in 2022). Fundraising remains a key priority in 2024.

In terms of expenditure, this rose again significantly year on year to £217,451 (vs. £125,409 in 2022) reflecting focus on building core infrastructure to support growing our impact, including increasing paid members of staff.

During 2023 the charity has made a small surplus of £4,096 (down from £72,301 in 2022) split between an unrestricted funds surplus of £17,974 (down from £44,232 in 2022) and restricted funds deficit of £13,878 (down from £28,069 surplus in 2022) with all projects complete with the exception of Global Make Some Noise which is a multi-year project.

### Reserves Policy

The charity sets a Minimum Reserve of 3 months of Administration/Overhead costs plus wind down costs of £2,000. Unrestricted Funds at year end was £98,493.

### Risk Management

The Trustees have a duty to identify and review the risks to which the Trust is exposed. The Trustees identified the following principal risks facing the charity:

- sustainability and diversification of income to deliver the Trust's charitable objectives, including people costs relating to employees and support for volunteers
- reliance on volunteers and loss of key personnel, including the Chair and founder, impacting on its ability to fulfil its charitable objectives and activities

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2023

To mitigate these risks the charity:

- has developed a fundraising strategy to increase and diversify its sources of income in 2024
- extended the fixed term of our CEO and secured key appointments across Community & Volunteer Manager and Finance Manager

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Governing document**

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

## **REFERENCE AND ADMINISTRATIVE DETAILS**

### **Registered Charity number**

1188036

### **Principal address**

Ground Floor  
174 Great Hampton Row  
Birmingham  
West Midlands  
B19 3JP

### **Trustees**

S M Flesher (resigned 3.7.23)  
S Alderson - Chair  
J W Donovan  
S E Glennie (resigned 30.11.23)  
A J L Hazan  
E W J Davie  
S England (appointed 24.1.23)  
E Herridge (resigned 30.11.23)

### **Independent Examiner**

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

Approved by order of the board of trustees on 28 March 2024 and signed on its behalf by:



S Alderson - Chair - Trustee

Independent Examiner's Report to the Trustees of  
Parenting Mental Health

**Independent examiner's report to the trustees of Parenting Mental Health**

I report to the charity trustees on my examination of the accounts of Parenting Mental Health (the Trust) for the year ended 30 September 2023.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

**Independent examiner's statement**

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

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

Stephen Brown FCCA

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

28 March 2024

## Parenting Mental Health

### Statement of Financial Activities for the Year Ended 30 September 2023

	Notes	Unrestricted fund £	Restricted funds £	30.9.23 Total funds £	30.9.22 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	188,753	23,750	212,503	197,598
Other trading activities	3	8,900	-	8,900	110
Investment income	4	144	-	144	2
<b>Total</b>		<u>197,797</u>	<u>23,750</u>	<u>221,547</u>	<u>197,710</u>
<b>EXPENDITURE ON</b>					
Raising funds		3,799	-	3,799	2,512
<b>Charitable activities</b>					
Cost of charitable activities		69,283	37,628	106,911	52,236
Other resources expended		100,028	-	100,028	56,043
Raising donations and legacies		6,713	-	6,713	14,618
<b>Total</b>		<u>179,823</u>	<u>37,628</u>	<u>217,451</u>	<u>125,409</u>
<b>NET INCOME/(EXPENDITURE)</b>		17,974	(13,878)	4,096	72,301
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		80,519	28,069	108,588	36,287
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>98,493</u>	<u>14,191</u>	<u>112,684</u>	<u>108,588</u>

The notes form part of these financial statements

Parenting Mental Health

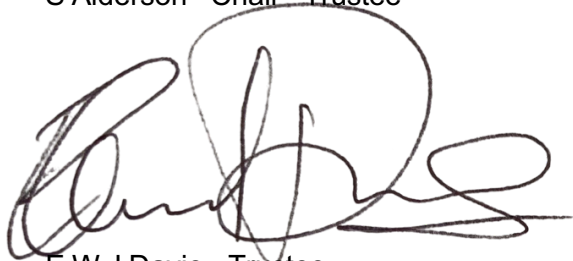
Balance Sheet  
30 September 2023

	Notes	Unrestricted fund £	Restricted funds £	30.9.23 Total funds £	30.9.22 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	7	613	-	613	527
<b>CURRENT ASSETS</b>					
Stocks	8	215	-	215	2,932
Debtors	9	8,257	-	8,257	4,842
Cash at bank		101,476	14,191	115,667	113,908
		<u>109,948</u>	<u>14,191</u>	<u>124,139</u>	<u>121,682</u>
<b>CREDITORS</b>					
Amounts falling due within one year	10	(12,068)	-	(12,068)	(13,621)
		<u>97,880</u>	<u>14,191</u>	<u>112,071</u>	<u>108,061</u>
<b>NET CURRENT ASSETS</b>					
		<u>98,493</u>	<u>14,191</u>	<u>112,684</u>	<u>108,588</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>98,493</u>	<u>14,191</u>	<u>112,684</u>	<u>108,588</u>
<b>NET ASSETS</b>					
		<u>98,493</u>	<u>14,191</u>	<u>112,684</u>	<u>108,588</u>
<b>FUNDS</b>					
Unrestricted funds	11			98,493	80,519
Restricted funds				14,191	28,069
				<u>112,684</u>	<u>108,588</u>
<b>TOTAL FUNDS</b>					
				<u>112,684</u>	<u>108,588</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 28 March 2024 and were signed on its behalf by:



S Alderson - Chair - Trustee



E W J Davie - Trustee

The notes form part of these financial statements

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 33% on cost

### **Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

### **Taxation**

The charity is exempt from tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2023

**1. ACCOUNTING POLICIES - continued**

**Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**2. DONATIONS AND LEGACIES**

	30.9.23	30.9.22
	£	£
Corporate donations	41,321	344
General fundraising	60,058	94,105
Gift aid	4,577	5,580
Grant funding	106,547	97,569
	<u>212,503</u>	<u>197,598</u>

Grants received, included in the above, are as follows:

	30.9.23	30.9.22
	£	£
Other grants	<u>106,547</u>	<u>97,569</u>

**3. OTHER TRADING ACTIVITIES**

	30.9.23	30.9.22
	£	£
Other income	-	110
Corporate service delivery	8,900	-
	<u>8,900</u>	<u>110</u>

**4. INVESTMENT INCOME**

	30.9.23	30.9.22
	£	£
Deposit account interest	<u>144</u>	<u>2</u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2023

**5. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30 September 2023 nor for the year ended 30 September 2022.

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	169,529	28,069	197,598
Other trading activities	110	-	110
Investment income	2	-	2
<b>Total</b>	<u>169,641</u>	<u>28,069</u>	<u>197,710</u>
<b>EXPENDITURE ON</b>			
Raising funds	2,512	-	2,512
<b>Charitable activities</b>			
Cost of charitable activities	52,236	-	52,236
Other resources expended	56,043	-	56,043
Raising donations and legacies	14,618	-	14,618
<b>Total</b>	<u>125,409</u>	<u>-</u>	<u>125,409</u>
<b>NET INCOME</b>	44,232	28,069	72,301
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	36,287	-	36,287
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>80,519</u></u>	<u><u>28,069</u></u>	<u><u>108,588</u></u>

## Parenting Mental Health

### Notes to the Financial Statements - continued for the Year Ended 30 September 2023

#### **7. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
At 1 October 2022	791
Additions	525
	<hr/>
At 30 September 2023	1,316
	<hr/>
<b>DEPRECIATION</b>	
At 1 October 2022	264
Charge for year	439
	<hr/>
At 30 September 2023	703
	<hr/>
<b>NET BOOK VALUE</b>	
At 30 September 2023	613
	<hr/> <hr/>
At 30 September 2022	527
	<hr/> <hr/>

#### **8. STOCKS**

	30.9.23	30.9.22
	£	£
Finished goods	215	2,932
	<hr/> <hr/>	<hr/> <hr/>

#### **9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	30.9.23	30.9.22
	£	£
Trade debtors	360	2,510
VAT	6,759	2,332
Prepayments and accrued income	1,138	-
	<hr/>	<hr/>
	8,257	4,842
	<hr/> <hr/>	<hr/> <hr/>

Parenting Mental Health

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2023

**10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	30.9.23	30.9.22
	£	£
Trade creditors	8,179	10,745
Taxation and social security	1,001	(206)
Other creditors	2,888	3,082
	<u>12,068</u>	<u>13,621</u>

**11. MOVEMENT IN FUNDS**

	At 1.10.22 £	Net movement in funds £	At 30.9.23 £
<b>Unrestricted funds</b>			
General fund	80,519	17,974	98,493
<b>Restricted funds</b>			
Counselling Sessions	1,670	(1,670)	-
SL Awards	10,000	(10,000)	-
Spa Retreat	7,500	(7,500)	-
Lottery Listening Circles	8,899	(8,899)	-
Global Make Some Noise	-	14,191	14,191
	<u>28,069</u>	<u>(13,878)</u>	<u>14,191</u>
<b>TOTAL FUNDS</b>	<u>108,588</u>	<u>4,096</u>	<u>112,684</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	197,797	(179,823)	17,974
<b>Restricted funds</b>			
Counselling Sessions	-	(1,670)	(1,670)
SL Awards	-	(10,000)	(10,000)
Spa Retreat	-	(7,500)	(7,500)
Lottery Listening Circles	-	(8,899)	(8,899)
Global Make Some Noise	23,750	(9,559)	14,191
	<u>23,750</u>	<u>(37,628)</u>	<u>(13,878)</u>
<b>TOTAL FUNDS</b>	<u>221,547</u>	<u>(217,451)</u>	<u>4,096</u>

11. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.10.21 £	Net movement in funds £	At 30.9.22 £
<b>Unrestricted funds</b>			
General fund	36,287	44,232	80,519
<b>Restricted funds</b>			
Counselling Sessions	-	1,670	1,670
SL Awards	-	10,000	10,000
Spa Retreat	-	7,500	7,500
Lottery Listening Circles	-	8,899	8,899
	-----	-----	-----
	-	28,069	28,069
	-----	-----	-----
<b>TOTAL FUNDS</b>	<u>36,287</u>	<u>72,301</u>	<u>108,588</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	169,641	(125,409)	44,232
<b>Restricted funds</b>			
Counselling Sessions	1,670	-	1,670
SL Awards	10,000	-	10,000
Spa Retreat	7,500	-	7,500
Lottery Listening Circles	8,899	-	8,899
	-----	-----	-----
	28,069	-	28,069
	-----	-----	-----
<b>TOTAL FUNDS</b>	<u>197,710</u>	<u>(125,409)</u>	<u>72,301</u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2023

**11. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.10.21 £	Net movement in funds £	At 30.9.23 £
<b>Unrestricted funds</b>			
General fund	36,287	62,206	98,493
<b>Restricted funds</b>			
Global Make Some Noise	-	14,191	14,191
<b>TOTAL FUNDS</b>	<u>36,287</u>	<u>76,397</u>	<u>112,684</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	367,438	(305,232)	62,206
<b>Restricted funds</b>			
Counselling Sessions	1,670	(1,670)	-
SL Awards	10,000	(10,000)	-
Spa Retreat	7,500	(7,500)	-
Lottery Listening Circles	8,899	(8,899)	-
Global Make Some Noise	23,750	(9,559)	14,191
	<u>51,819</u>	<u>(37,628)</u>	<u>14,191</u>
<b>TOTAL FUNDS</b>	<u>419,257</u>	<u>(342,860)</u>	<u>76,397</u>

**12. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 September 2023.

**PARENTING MENTAL HEALTH**

England & Wales - Charity number 1188036

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# Accounts

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Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 30 September 2022  
for  
Parenting Mental Health

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

## Parenting Mental Health

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Statement of Financial Activities	12
Balance Sheet	13 to 14
Notes to the Financial Statements	15 to 22

Parenting Mental Health

Report of the Trustees  
for the Year Ended 30 September 2022

The trustees present their report with the financial statements of the charity for the year ended 30 September 2022. The trustees have adopted the provisions of 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 2019).

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

#### **ACHIEVEMENT AND PERFORMANCE** **WELCOME FROM THE CHAIR AND CEO**

Over the last 12 - 18 months, events continue to have a deeply negative impact on mental health; the ongoing affects of the pandemic, the cost-of-living crisis and global uncertainty have all played a significant part. The statistics produced by the NHS highlight the scale of the problem, with 1 in 6 young people aged 7-16 having a diagnosable mental health condition, yet 2/3rds are not receiving treatment from the NHS. When there is no NHS, care is left to parents.

As Parenting Mental Health (PMH) is one of the few charities in the UK that specifically helps parents of children with poor mental health, we feel the scale of the problem very keenly, not just through government statistics, but from the growth in our own numbers. At the heart of PMH is a closed Facebook community which has grown by 40% to 35,000 members (against an average social media growth of 1.5%) over the last 12 months.

With services so in demand, we recognised the importance of establishing solid foundations for growth in 2022. We continued to develop our Trustees and appointed our first Chief Executive Officer (FTC) to ensure we built an effective operational strategy. Our first consistent fundraising strategy via Grants and Trusts was implemented and it enabled us to consider the development of more services and ways to reach parents.

We are extremely grateful to those who funded us for a variety of projects, from the large-scale development of the 'Partnering not Parenting' Approach into bite-sized films that were shared in a variety of formats including digital parent packs, to the smaller, but no less important, development of guides on a range of issues parents face.

We continued to learn more about the needs of our beneficiaries during this period. Our understanding of what impact our digital community has in providing social connection, a sense of belonging and the ability to share experiences during an isolating and incredibly challenging time of a parent's life continues to be the cornerstone of our service and a key focus. Our community is a safe, non-judgemental space thanks to the commitment and care of our volunteer team, whose unwavering support means no parent experiences this journey alone.

Moving into our new financial year and beyond, we are excited to build on these foundations, leaning into the core objects of the charity, which are now organised under 3 operational pillars - Support, Skill, Inform. We will continue to rely heavily on volunteers and aim to support them to develop their confidence and skills in order to reach their personal potential and provide positive, consistent succession planning within the charity - harnessing the knowledge that comes with 'lived experience' is crucial.

Above all we will continue to be there for parents 24 hours a day, 7 days a week, with a hug, with advice and with the tools to keep going.

Suzanne Alderson  
Chair

Nikki Neale  
Interim Chief Executive

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

#### OUR VISION

To support and skill 1 million parents through their child's poor mental health by 2026

#### OUR MISSION

To improve the experience of parenting a child with poor mental health

#### OUR GOALS

The objects of the charity - 'to provide education, support and empowerment of parents and carers of young people with mental illness', 'to provide advice, assistance and promotion of best practice in the field of mental health, illness and wellbeing' and 'to provide associated education of peer mentors and professionals' - have been developed into 3 strategic pillars for delivery:

- o Support - provide 24/7 support and empowerment to parents based on lived-experience
- o Skill - develop best in practice training and coaching programmes for parents and volunteers
- o Inform - develop proprietary content to support parents throughout the mental health curve and provide referrals and access to other charitable organisations and/or support services

In addition, we add 'reach' as a key area of focus to ensure that we are communicating the works of the charity effectively and to ensure parents in need can both find and access what we do. We recognise that although our private Facebook community continues to be a cornerstone of the service we provide, social media is not something everyone wishes to engage with and we have to ensure we have the widest reach possible to meet our self imposed target of supporting 1 million parents by 2026.

#### OUR ACTIONS | ACHIEVEMENTS AND PERFORMANCE

##### COMMUNITY

Parenting a child through poor mental health can be both lonely and isolating. There are countless examples within PMH of parents who have lost jobs and connections with friends and even family due to the demands of caring for their young person. All humans need community, particularly when experiencing an environment which is so challenging.

This social isolation is tackled head on by our Facebook Community which operates 24 hours a day, 7 days a week, 365 days a year, unlike many of the much larger charities and organisations operating in the mental health space.

When parents initially join the PMH Community it is likely that they seek solace or knowledge from other parents, wanting to find solutions, expertise and shared experience. Our skilled Volunteer team support their onboarding via welcome posts, signposting and engagement. It's essential that we take parents on a journey which can help support them as far as possible.

In addition to the main group our sub-groups strategy supports parents on a number of deeper levels:

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

o Experience based sub-groups connect parents facing similar challenges/experiences such as the LGBTQIA+ or Inpatient for example. The goal here is share very specific knowledge, understanding and experience. It is particularly important that the moderation of these groups is high, as they can be areas where emotional reactions are heightened and judgment is easily passed.

o Interests based sub-groups connect parents via self-care programmes or by encouraging creativity including PMH Crafts, Hobbies and Creations, PMH Wellbeing or PMH Small Acts of Kindness, for example. The goal here is to provide community, respite and the opportunity for self-care to reduce a parent's own anxiety and stress levels, which in turn will impact positively on their child, as well as remind parents that they are people too beyond this extraordinary experience.

As parents become more engaged in the widest reaches of the community, there is also opportunity to volunteer and develop skills and build confidence, with the long term view of them returning to work or into active volunteering roles within Parenting Mental Health.

The engagement with our community has been exceptionally high over the last 12 months, with more than 75% highly engaged, posting, sharing, liking, and commenting.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

#### MAINTAINING THE COMMUNITY

The training and support we offer our admin and moderator team within the community is key to maintain the high standards in our online spaces. All moderators and admins complete a 4-week live training program delivered remotely and have to complete a 4 week probation. Each team member is mentored by another admin through regular check-ins and calls, and there is a scheduled supervision session with a qualified supervisor to reflect on and process the stories and experiences our volunteers see in the community, to help mitigate the risk of vicarious and secondary trauma that our volunteers can be exposed to, and reinforce the messages around self-care, self-responsibility, and positive emotional wellbeing.

#### OTHER CHANNELS

It's important to note that during 2022 we also began to make inroads into other channels where parents may wish to seek our support. This was undertaken for several reasons:

- o The Facebook channel provides challenges around algorithms and its own business model (despite continuing to support PMH and offering opportunities to trial new products ahead of other communities, for example)
- o Our current audience is dominated by mums/women (93%) - we wanted to access more dads/men both as an important role model and due to the challenges around men's mental health
- o The opportunity to grow our own database to ensure we could connect parents more quickly and easily with our services

Our initial developments in this area have proved positive. Thanks to grant funding we have been able to:

- o Fully redevelop our website, including access to analytics and better data capture
- o Build a parenting database with initial data collection of 2,400 contacts and growing
- o Build out our YouTube channel which since its inception has had over 6,000 views of our video content (with an 69% male audience)
- o Develop our non-private social media channels with a following on Instagram of 5,130 (with a 12% male audience) and Facebook (non-group) of 14,816

#### SUPPORT

Throughout 2022 we have continued to develop and run our support programmes; Chat and Connect (an informal drop-in group where parents can share their experience) which was attended by approximately 1500 parents; and Listening Circles, a more formalised 6-week programme managed by trained facilitators, with lived experience (and devised alongside Creative Counsellors,) where we support parents to explore and understand their challenges and build their emotional resources and self-esteem.

More than 100 parents completed Listening Circles in the last year, and being fully measurable, we know participants use words such as 'exhausted, over-whelmed, lost, tired and anxious' to describe themselves before attending a 6-week programme. At the end of the 6 weeks, they use words such as 'hopeful, supported and heard'. In addition, we saw the following impact:

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

- o 60% had better control of their life
- o 75% saw an improvement in mental health
- o 69% had better control of their emotions
- o 77% had more confidence dealing with professionals

We have continued to fund a limited number of one-to-one counselling sessions for parents with qualified counsellors where there is exceptional need. We received grant funding to implement a weekend respite care programme for a group of parents, which has been planned but will not be implemented until our new financial year.

In addition, next year, alongside Creative Counsellors, we plan to develop Listening Circles into an even more comprehensive programme of guided sessions to build empowerment and self-esteem.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

#### SKILL

During 2022, our skills programme has focused on rolling out the 'Partnering not Parenting' approach developed by our Founder, Suzanne, in her best-selling book 'Never Let Go - How to Parent Your Child Through Mental Illness'. As well as funding copies of the book direct to parents in need, the approach has been delivered via training courses and materials.

The full 'Partnering not Parenting' Course has been accessed by 371 parents in this financial year. This includes all training sessions and access to course materials for up to 12 months. Measurement to date from this activity has been qualitative, with us asking parents for confidential feedback after they have completed the programme. Moving into our new financial year, we're also implementing a quantitative element to the measurement. The course feedback to date is best summed up by this parent "My teenage son started self-harming and having suicidal thoughts. Unable to attend school and no support. This group and Partnering not Parenting has literally saved my family."

In 2021 we identified that a bigger reach for the practices of 'Partnering not Parenting' would be beneficial. We received grant funding with huge thanks to the Stephen Lloyd Awards to develop the programme into 11 short films, called 'Partnering not Parenting' Bite-Sized, which could be distributed to parents via a 'digital parent pack', be built into our website and accessed via our YouTube channel in the first instance.

In addition, the plan has been to spread the word more widely on PMH's services by offering these resources to CAMHS and other organisations supporting children and parents such as Barnado's. Roll out is now in full swing, with some key CAMHS areas trialling the approach alongside their own initiatives, in Lincolnshire for example.

In an effort to capture feedback on the 'Partnering not Parenting' Bite-Sized programme, parents are offered a before and after survey via QR code in the films (as well as in a specific sub-group in the Facebook community). To date in the before survey, parents described their own mental health as 'fragile' and after the course the majority of parents used the word 'good' to describe their mental health, with a Net Promoter Score (NPS) for the bite-sized course of +70, a highly positive score recommending the materials to others.

During our new financial year, we hope to continue to grow the impact of the 'Partnering not Parenting' by investing in CRM and data which will connect us directly with parents in schools and GP practices.

#### INFORM

We continue to offer access to information and resources via our 'guides' programme including guidance on specific challenges parents may be facing, both at the beginning of a journey into poor mental health, at crisis point and into recovery. We provide information on specific needs, such as eating disorders, lack of attendance at school, or gaming/online addiction, through to more informal support and information around key moments in the life of a young person like exam stress or puberty. We have also developed a weekly blog programme which is released into the community and online, based on common issues faced by parents, reflecting on our experiences within the community over the last 6 years. Topics have included worry, busyness and self-care.

#### REACH

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

Finally, during 2022 we redeveloped the Parenting Mental Health brand, to improve the consistency of our look and feel across all communications. We implemented a new website which would allow parents to access our information and services more easily and we implemented an extensive PR programme which has enabled us to share our message on large influential platforms such as Heart FM, BBC Radio, and The Daily Telegraph amongst others.

#### FINANCIAL REVIEW

#### 2022 RESULTS

During 2022 the charity has made an overall surplus of £72,301 (2021: £36,287) split between an unrestricted funds surplus of £44,232 (2021: £36,287) and restricted funds surplus of £28,069 (2021: £0). This surplus was driven by substantial increase in Grant fundraising which contributed to overall income of £197,710 (2021: £108,156).

In terms of expenditure, this totalled £125,409 (2021: £71,869) with increases year on year driven by targeted spend to Skill (e.g. running Partnering Not Parenting courses) and Support (predominantly counselling sessions and Listening Circles) totalling £36,745 (2021: £0) and Salaries of £28,106 (2021: £962) reflecting full time communications manager and appointment of interim CEO, as well as increase in fundraising costs and volunteer training, offset by reduction in Advertising and specific projects completed in prior financial year.

#### RESERVES POLICY

The charity sets a Minimum Reserve of 3 months of Administration/Overhead costs plus wind down costs of £2,000. Unrestricted Funds at year end was £80,519 (2021: £36,287).

#### RISK MANAGEMENT

The Trustees, with input from the interim Chief Executive have conducted a review of the risks to which the charity is exposed in its ongoing activities, and have put in place or plan to put in place key risk policies.

The Trustees identified the following principal risks facing the charity:

- o sustainability and diversification of income to deliver the Trust's charitable objectives, including people costs relating to employees and support for volunteers
- o reliance on volunteers and loss of key personnel, including the Chair and founder, impacting on its ability to fulfil its charitable objectives and activities

To mitigate these risks the charity:

- o has developed its first fundraising strategy and plan to increase and diversify its sources of income in 2022 and beyond
- o onboarded interim CEO on a Fixed Term Contract and agreed cost budget to support build out of operational team

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2022

#### OUR THANKS | TO CHARITABLE TRUSTS AND FUNDERS

We would particularly like to thank the Stephen Lloyd Awards for their funding of 'Partnering not Parenting' Bite-Sized. We'd also like to thank Direct Line Group for their generous donation and the implementation of a workplace programme alongside PMH.

We are also very grateful for funding secured from the following Grants and Trusts for such generous support.

Souter Charitable Trust James Frederick and Ethel Anne Measures Charity  
HDH Wills Charitable Trust Grey Court Trust  
Archer Trust Park Foundation Charitable Trust  
PF Charitable Trust Michael Marsh Charitable Trust  
Mrs Yvonne Flux Charitable Trust Denman Charitable Trust  
Irving Memorial Trust William A Cadbury Charitable Trust  
Matthews Wrightson Louis Nicholas Residuary Charitable Trust  
R S Brownless Charitable Trust Awards for All  
MBILI Charitable Trust Roger and Douglas Turner Charitable Trust  
Christadelphian Samaritan Fund Albert Hunt Trust  
Lillie C Johnson Charitable Trust Grace Trust  
Truemark Trust Edward Cadbury Charitable Trust  
N Smith Charitable Society Fineman Trust  
Culra Charitable Trust Belaqua Charitable Trust  
Broughton Foundation Charitable Trust Chapman Charitable Trust  
Sir Cliff Richard Charitable Trust Helianthus Charitable Trust  
Edward and Dorothy Cadbury Trust Basil Samuel Charitable Trust  
WED Charitable Trust Lillie Johnson Charitable Trust  
Anthony and Elizabeth Mellows Charitable Trust Ennismore Foundation  
Gledswood Charitable Trust Archer Trust  
DR Fine Charitable Trust Brian Shaw Memorial Trust  
Thomas Sivewright Catto Charitable Society Lord Austin Trust  
Edgar E Lawley Trust Tilehouse Trust  
David F Foundation James Frederick and Ethel Anne Measures C  
Newby Trust Ltd Grey Court Trust  
Helen Hamlyn Trust Park Foundation Charitable Trust  
Cecil Pilkington Charitable Trust Michael Marsh Charitable Trust

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

#### **REFERENCE AND ADMINISTRATIVE DETAILS**

##### **Registered Charity number**

1188036

Parenting Mental Health

Report of the Trustees  
for the Year Ended 30 September 2022

**Principal address**

Ground Floor  
174 Great Hampton Row  
Birmingham  
West Midlands  
B19 3JP

**Trustees**

S M Flesher  
R N Alderson (resigned 1.2.22)  
S Alderson - Chair  
J W Donovan  
S E Glennie (appointed 4.11.21)  
N C Neale (resigned 31.7.22)  
A J L Hazan  
E W J Davie (appointed 18.5.22)  
S England (appointed 24.1.23)  
E Herridge (appointed 18.5.22)

**Independent Examiner**

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

Approved by order of the board of trustees on 18 April 2023 and signed on its behalf by:

S Alderson - Chair - Trustee

Independent Examiner's Report to the Trustees of  
Parenting Mental Health

**Independent examiner's report to the trustees of Parenting Mental Health**

I report to the charity trustees on my examination of the accounts of Parenting Mental Health (the Trust) for the year ended 30 September 2022.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

**Independent examiner's statement**

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

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act;  
or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

Helen Lester

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

18 April 2023

## Parenting Mental Health

### Statement of Financial Activities for the Year Ended 30 September 2022

	Notes	Unrestricted fund £	Restricted funds £	30.9.22 Total funds £	30.9.21 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	169,529	28,069	197,598	108,071
Other trading activities	3	110	-	110	85
Investment income	4	2	-	2	-
<b>Total</b>		<u>169,641</u>	<u>28,069</u>	<u>197,710</u>	<u>108,156</u>
<b>EXPENDITURE ON</b>					
Raising funds		2,512	-	2,512	571
<b>Charitable activities</b>					
Cost of charitable activities		52,236	-	52,236	12,463
Other resources expended		56,043	-	56,043	52,525
Raising donations and legacies		14,618	-	14,618	6,310
<b>Total</b>		<u>125,409</u>	<u>-</u>	<u>125,409</u>	<u>71,869</u>
<b>NET INCOME</b>		44,232	28,069	72,301	36,287
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		36,287	-	36,287	-
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>80,519</u></u>	<u><u>28,069</u></u>	<u><u>108,588</u></u>	<u><u>36,287</u></u>

The notes form part of these financial statements

Parenting Mental Health

Balance Sheet

30 September 2022

	Notes	Unrestricted fund £	Restricted funds £	30.9.22 Total funds £	30.9.21 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	7	527	-	527	791
<b>CURRENT ASSETS</b>					
Stocks	8	2,932	-	2,932	4,097
Debtors	9	4,842	-	4,842	1,728
Cash at bank		85,839	28,069	113,908	36,772
		<u>93,613</u>	<u>28,069</u>	<u>121,682</u>	<u>42,597</u>
<b>CREDITORS</b>					
Amounts falling due within one year	10	(13,621)	-	(13,621)	(7,101)
<b>NET CURRENT ASSETS</b>		<u>79,992</u>	<u>28,069</u>	<u>108,061</u>	<u>35,496</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>80,519</u>	<u>28,069</u>	<u>108,588</u>	<u>36,287</u>
<b>NET ASSETS</b>		<u><u>80,519</u></u>	<u><u>28,069</u></u>	<u><u>108,588</u></u>	<u><u>36,287</u></u>

The notes form part of these financial statements

Parenting Mental Health

Balance Sheet - continued  
30 September 2022

<b>FUNDS</b>	11		
Unrestricted funds		80,519	36,287
Restricted funds		28,069	-
<b>TOTAL FUNDS</b>		<u>108,588</u>	<u>36,287</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 18 April 2023 and were signed on its behalf by:

S Alderson - Chair - Trustee

E W J Davie - Trustee

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 33% on cost

### **Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

### **Taxation**

The charity is exempt from tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2022

**1. ACCOUNTING POLICIES - continued**

**Pension costs and other post-retirement benefits**

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**2. DONATIONS AND LEGACIES**

	30.9.22	30.9.21
	£	£
Corporate donations	344	-
General fundraising	94,105	97,722
Gift aid	5,580	3,349
Grant funding	97,569	7,000
	<u>197,598</u>	<u>108,071</u>

Grants received, included in the above, are as follows:

	30.9.22	30.9.21
	£	£
Other grants	<u>97,569</u>	<u>7,000</u>

**3. OTHER TRADING ACTIVITIES**

	30.9.22	30.9.21
	£	£
Other income	<u>110</u>	<u>85</u>

**4. INVESTMENT INCOME**

	30.9.22	30.9.21
	£	£
Deposit account interest	<u>2</u>	<u>-</u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2022

**5. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30 September 2022 nor for the year ended 30 September 2021.

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted fund £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	92,730	15,341	108,071
Other trading activities	85	-	85
<b>Total</b>	<u>92,815</u>	<u>15,341</u>	<u>108,156</u>
<b>EXPENDITURE ON</b>			
Raising funds	571	-	571
<b>Charitable activities</b>			
Cost of charitable activities	12,463	-	12,463
Other resources expended	37,184	15,341	52,525
Raising donations and legacies	6,310	-	6,310
<b>Total</b>	<u>56,528</u>	<u>15,341</u>	<u>71,869</u>
<b>NET INCOME</b>	<u>36,287</u>	-	<u>36,287</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>36,287</u></u>	<u><u>-</u></u>	<u><u>36,287</u></u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2022

**7. TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
At 1 October 2021 and 30 September 2022	791
<b>DEPRECIATION</b>	
Charge for year	264
<b>NET BOOK VALUE</b>	
At 30 September 2022	527
At 30 September 2021	791

**8. STOCKS**

	30.9.22 £	30.9.21 £
Finished goods	2,932	4,097

**9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	30.9.22 £	30.9.21 £
Trade debtors	2,510	451
VAT	2,332	656
Prepayments and accrued income	-	621
	4,842	1,728

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2022

**10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	30.9.22	30.9.21
	£	£
Trade creditors	10,745	81
Taxation and social security	(206)	20
Other creditors	3,082	7,000
	<u>13,621</u>	<u>7,101</u>

**11. MOVEMENT IN FUNDS**

	At 1.10.21	Net movement in funds	At 30.9.22
	£	£	£
<b>Unrestricted funds</b>			
General fund	36,287	44,232	80,519
<b>Restricted funds</b>			
Counselling Sessions	-	1,670	1,670
SL Awards	-	10,000	10,000
Spa Retreat	-	7,500	7,500
Lottery Listening Circles	-	8,899	8,899
	<u>-</u>	<u>28,069</u>	<u>28,069</u>
<b>TOTAL FUNDS</b>	<u>36,287</u>	<u>72,301</u>	<u>108,588</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	169,641	(125,409)	44,232
<b>Restricted funds</b>			
Counselling Sessions	1,670	-	1,670
SL Awards	10,000	-	10,000
Spa Retreat	7,500	-	7,500
Lottery Listening Circles	8,899	-	8,899
	<u>28,069</u>	<u>-</u>	<u>28,069</u>
<b>TOTAL FUNDS</b>	<u>197,710</u>	<u>(125,409)</u>	<u>72,301</u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2022

**11. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	Net movement in funds £	At 30.9.21 £
<b>Unrestricted funds</b>		
General fund	36,287	36,287
	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>36,287</u>	<u>36,287</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	92,815	(56,528)	36,287
<b>Restricted funds</b>			
Global Giving	15,341	(15,341)	-
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>108,156</u>	<u>(71,869)</u>	<u>36,287</u>

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2022

**11. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.10.20 £	Net movement in funds £	At 30.9.22 £
<b>Unrestricted funds</b>			
General fund	-	80,519	80,519
<b>Restricted funds</b>			
Counselling Sessions	-	1,670	1,670
SL Awards	-	10,000	10,000
Spa Retreat	-	7,500	7,500
Lottery Listening Circles	-	8,899	8,899
	-	28,069	28,069
<b>TOTAL FUNDS</b>	-	108,588	108,588

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	262,456	(181,937)	80,519
<b>Restricted funds</b>			
Global Giving	15,341	(15,341)	-
Counselling Sessions	1,670	-	1,670
SL Awards	10,000	-	10,000
Spa Retreat	7,500	-	7,500
Lottery Listening Circles	8,899	-	8,899
	43,410	(15,341)	28,069
<b>TOTAL FUNDS</b>	305,866	(197,278)	108,588

**12. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 September 2022.

**PARENTING MENTAL HEALTH**

England & Wales - Charity number 1188036

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# Accounts

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REGISTERED CHARITY NUMBER: 1188036

Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 30 September 2021  
for  
Parenting Mental Health

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

Parenting Mental Health

Contents of the Financial Statements  
for the Year Ended 30 September 2021

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Detailed Statement of Financial Activities	13 to 14

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2021

The trustees present their report with the financial statements of the charity for the year ended 30 September 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

#### **REFERENCE AND ADMINISTRATIVE DETAILS**

##### **Registered Charity number**

1188036

##### **Principal address**

Ground Floor  
174 Great Hampton Row  
Birmingham  
West Midlands  
B19 3JP

##### **Trustees**

S M Flesher  
R N Alderson  
S Alderson - Chair  
J W Donovan - appointed 26.1.21  
S E Glennie - appointed 4.11.21  
N C Neale  
A J L Hazan

##### **Independent examiner**

Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes an unincorporated charity.

##### **Risk management**

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

#### **ACHIEVEMENT AND PERFORMANCE**

Parenting Mental Health is a member-led charity that supports, empowers and up skills parents of young people with mental health issues through a digital community and a range of programmes, training and events.

Receiving our charity status just before the world went into lockdown due to COVID-19 made the first year of our incorporation a unique one, impacting on our plans to activate our community fundraising and apply to foundations for grants, and seeing us dealing with an unprecedented number of parents in need of our support.

## **ACHIEVEMENT AND PERFORMANCE**

Lockdown brought enormous challenge for all parents and we saw a rise in the numbers seeking support for the everyday challenges that no-one was prepared for - from the physical isolation, behaviour changes, a lack of interaction with friends and peers, a lack of face to face support, extended waiting lists for child and adolescent mental health services, coping with personal loss in many forms, not to mention homeschooling, home working, financial difficulties, and the uncertainty of an open ended, ever changing situation.

While some of the parents we were already supporting welcomed the benefits of a lockdown to give their child the space and time to heal and to not have to engage with school work, clinical support or the ever present spectre of school attendance, many more found their child's psychological support reduced or cancelled, leaving parents to deal with challenging behaviours and a sense that they were not seen, heard or cared for.

And our volunteers were also hit hard by COVID. Our volunteer base was made up solely of parents with lived experience, many of whom found themselves overwhelmed with the impacts of the pandemic and who couldn't offer as regularly or as freely as they had done before the lockdown due to the impacts on their mental health.

Yet, despite these challenges, our team continued to provide online support for around 11,000 parents at that time. During the first lockdown, we offered free daily support with live video sessions, small group sessions and interviews with specialists to offer insight and information. We ran the Dove Self Esteem Program with small coaching groups to help parents improve their own self esteem and learn how to talk to their child about it. More than anything, we wanted to offer a safe, judgement free space online for parents.

Over the past 12 months we have more than doubled the size of the community and now support over 23,000 parents with 24/7 peer support.

The unfortunate timing of our incorporation meant that from a financial perspective the charity was dormant until September 2020, due to the uncertainty of the time, its impact on our team, volunteers and the parents we serve, and the level of restrictions in place that prevented us from commencing our proposed operations. We took the decision to commence the charity's financial year on 1st October 2020.

We used this time to set up the internal structures so we could begin to fundraise from our community when appropriate as well as understand our impact so we could share with prospective foundations and grant making organisations when appropriate.

As part of the set up of our systems, we reclaimed Gift Aid on direct donations and fundraisers made via the Facebook platform and became VAT registered enabling us to reclaim the VAT we have paid out. The board of Trustees agreed to maintain a Reserve of 3 times monthly overheads plus £2,000 to cover wind-down costs.

During this time, we were selected to take part in the Facebook Community Accelerator with funding via Global Giving. Our proposal to train volunteers to become certified Listening Circle Facilitators was one of just 4 projects selected to receive follow on funding. We also received a direct donation of £16,000 plus several other smaller donations and regular growing donations from the community.

### **ACHIEVEMENT AND PERFORMANCE**

To meet the need in the community for items that showed their support and affiliation to Parenting Mental Health, we decided to create a line of merchandise. Instead of taking funds from the charity at such a nascent stage, one of our Trustees, Susan Flesher, made a Trustee Loan of £5,000 repayable from 1st January 2022 over a period of 10 months at a rate of 0% interest, to enable us to invest in a range of merchandise for our community.

Our community continues to offer free, 24/7/365, non-judgemental peer support and we are investing in regular emotional support sessions for our Admin team. Run by qualified counsellors, these monthly sessions offer a safe space to make sense of the the extreme and upsetting experiences shared with them and to mitigate the impacts of vicarious trauma and burnout. We will also be offering more opportunities to upskill to our admin team with Facebook Community Management Certification and digital marketing; we believe in the professional development of our volunteers and want to empower them economically because so many have had to leave or change careers due to their child's mental health issues.

In addition to the free online peer support community and other initiatives mentioned, we have run the following free programmes for parents:

6 Week Creative Connections Program - 6 free online sessions led by a qualified counsellor using creativity to support parents' emotional wellbeing during lockdown.

Daily Zooms: Nicknamed the Cocktail Crew because of the time they were held (although they were alcohol free!) these sessions were a daily means of connection for parents and were held daily for 3 months, with some 20 members still connecting over Zoom most days.

Weekly Open Hour - these free weekly Zoom sessions are a safe space where parents can come to vent, get advice, emotional support or simply connect with others with similar lived experience, and continue to date.

The 16% Club - a free 16 week program of sustainable behaviour change for parents with weekly Zoom calls around physical and emotional wellbeing. We have run this twice this year and it is a highly rated course and support to parents.

PMH Creative Club - weekly drop in sessions for parents to craft together, connect and chat. These sessions continue to date.

Listening Circle Facilitator Training - this 8 week intensive course was developed by PMH and Creative Counsellors to help those with lived experience to run Listening Circles that offer emotional support to parents in need. Following a pilot with counsellors running the sessions, we devised this program to enable those with lived experience to deliver the sessions. The training is awaiting accreditation but our first Listening Circle Facilitators are ready to commence more Open hour drop ins and 6 week Listening Circles programs in January 2022.

Free courses - we have offered 74 free places on courses designed to support parents, including the 10 week 'Partnering not Parenting' course and the 2 day 'An Insight into the World of Autism' course and intend to offer more in 2022.

## Parenting Mental Health

### Report of the Trustees for the Year Ended 30 September 2021

#### **ACHIEVEMENT AND PERFORMANCE**

Counselling Sessions - we have piloted supporting parents directly with 1-1 counselling and offered over 90 free 1 hour sessions with qualified counsellors. Parents often can't access this via the NHS because the weight of parenting a child with a mental health issue isn't recognised as something that will require professional therapeutic intervention. We have seen the impact when you give someone the space to talk freely, without judgement or fear. These sessions are an extension to this, offering therapeutic support that is enabling parents to cope better and be stronger and more supportive to their children as they navigate poor mental health.

Information for Parents - we have developed 10 Guides for Parents created in collaboration with a qualified counsellor and available free to parents on our website to help them understand and cope with common issues such as anxiety, a child not wanting to go to school, or how to support siblings.

Moderator Training - 4 week online training program for our moderation team on roles, responsibilities, how to deal with difficult situations, how to use the platform, etc. in order to professionalise the volunteer role and ensure the highest standards in our peer support community.

Live Training Sessions - we have run a number of regular training sessions including 'Partnering, not Parenting Your Child Through Mental Illness', ADHD, Autism, preparing for college, self care for frazzled parents, amongst other topics. These sessions continue to date and we have an expanded calendar for 2022.

"Vent Bot" - we developed a messaging service that allows parents to vent and share what they are going through anonymously, accessed via Facebook Messenger. This has been received well because we often need to say something we don't mean and don't need to be reminded of.

Since Summer 2021, we have begun to communicate our impact to trusts and foundations who may be interested in the work we do. From this, we have received £20,700 to date and will be using these funds to deliver our Listening Circles and In Person Meet Ups and to fund more free places on courses that will up-skill parents.

In 2022, we will be applying to foundations and grant making organisations to secure continued funding for these programs and initiatives.

As the majority of our work is done thanks to the commitment of our volunteers, we recognise the need to onboard, train, reward and retain them correctly. To this end, we will seek funding in 2022 to develop our own Volunteer Onboarding and Development program, and for 1.5 paid roles; a full time volunteer lead and coach.

Subject to funds, we will continue to fund courses, offer Listening Circles, Meet Ups and events, free counselling sessions for parents and also support the existing volunteers with emotional support and training.

Our community support and sentiment is strong, and we expect to see the need for the support and training we offer to parents to increase in line with the data on adolescent mental health issues as parents find themselves dealing with challenging situations that they are not equipped for.

We are confident that the impact we have will encourage foundations and grant making organisations to support our work; it will encourage partnerships with other charities to maximise our collective impact and donations and support from our community and beyond.

Parenting Mental Health

Report of the Trustees  
for the Year Ended 30 September 2021

Approved by order of the board of trustees on 22 November 2021 and signed on its behalf by:

S Alderson - Chair - Trustee

Independent Examiner's Report to the Trustees of  
Parenting Mental Health

I report on the accounts for the year ended 30 September 2021, which are set out on pages seven to twelve.

**Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I have examined your charity's accounts as required under section 145 of the Charities Act 2011 ('the 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.

My role is to state whether any material matters have come to my attention giving me cause to believe:

1. that accounting records were not kept as required by section 130 of the Act; or
2. that the accounts do not accord with those records; or
3. that the accounts do not comply with the accounting requirements of the Act; or
4. that there is further information needed for a proper understanding of the accounts.

**Independent examiner's statement**

I have completed my examination and have no concerns in respect of the matters (1) to (4) listed above and, in connection with following the Directions of the Charity Commission I have found no matters that require drawing to your attention.

Helen Lester  
ACCA  
Amherst Accountancy  
Room 2  
1st Floor  
7 Bligh's Walk  
Sevenoaks  
Kent  
TN13 1DB

22 November 2021

Parenting Mental Health

Statement of Financial Activities  
for the Year Ended 30 September 2021

	Notes	Unrestricted fund £	Restricted fund £	Total funds £
<b>INCOMING RESOURCES</b>				
<b>Incoming resources from generated funds</b>				
Voluntary income		57,317	15,341	72,658
Activities for generating funds	2	35,498	-	35,498
<b>Total incoming resources</b>		92,815	15,341	108,156
<b>RESOURCES EXPENDED</b>				
<b>Costs of generating funds</b>				
Costs of generating voluntary income	3	55,319	15,341	70,660
Fundraising trading: cost of goods sold and other costs		571	-	571
<b>Other resources expended</b>		638	-	638
<b>Total resources expended</b>		56,528	15,341	71,869
<b>NET INCOMING RESOURCES</b>		36,287	-	36,287
<b>TOTAL FUNDS CARRIED FORWARD</b>		36,287	-	36,287

The notes form part of these financial statements

Parenting Mental Health

Balance Sheet  
At 30 September 2021

	Notes	Unrestricted fund £	Restricted fund £	Total funds £
<b>FIXED ASSETS</b>				
Tangible assets	6	791	-	791
<b>CURRENT ASSETS</b>				
Stocks	7	4,097	-	4,097
Debtors	8	1,728	-	1,728
Cash at bank		36,772	-	36,772
		<u>42,597</u>	<u>-</u>	<u>42,597</u>
<b>CREDITORS</b>				
Amounts falling due within one year	9	(7,101)	-	(7,101)
		<u>35,496</u>	<u>-</u>	<u>35,496</u>
<b>NET CURRENT ASSETS</b>				
		<u>35,496</u>	<u>-</u>	<u>35,496</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>				
		<u>36,287</u>	<u>-</u>	<u>36,287</u>
<b>NET ASSETS</b>		<u>36,287</u>	<u>-</u>	<u>36,287</u>
<b>FUNDS</b>	10			
Unrestricted funds				36,287
Restricted funds				-
<b>TOTAL FUNDS</b>				<u>36,287</u>

The financial statements were approved by the Board of Trustees on 22 November 2021 and were signed on its behalf by:

S Alderson - Chair -Trustee

S M Flesher -Trustee

The notes form part of these financial statements

## 1. ACCOUNTING POLICIES

### Accounting convention

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Charities Act 2011 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

### Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

### Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

### Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

### Taxation

The charity is exempt from tax on its charitable activities.

### Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

## 2. ACTIVITIES FOR GENERATING FUNDS

Fundraising events	£ 22,333
Merchandise sales	2,129
Social lotteries	2,102
Book sales	455
Course sales	5,519
Commercial fundraising	2,960
	<hr/>
	35,498
	<hr/> <hr/>

**3. COSTS OF GENERATING VOLUNTARY INCOME**

	£
Staff costs	962
Postage and stationery	1,770
Advertising and marketing	11,873
DBS checks	111
Consulting	188
Design Facebook Growth Project	25,849
Funding generation costs	3,570
Fundraising event entry costs	2,740
Rewards and gifts to volunteers	1,118
IT software and consumables	2,933
Just Giving processing fees	549
Licences for courses	4,940
Merchandise design costs	250
Parental support	3,897
Research	780
Volunteer, trustee and staff training	2,735
Subscriptions	610
Travel and subsistence	944
Website costs	2,330
Support costs	2,511
	<hr/>
	70,660
	<hr/> <hr/>

**4. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30 September 2021.

**Trustees' expenses**

During the year, S Flesher, a trustee, was reimbursed a total of £183 in respect of expenses incurred on behalf of the charity.

During the year, S Alderson, a trustee, was reimbursed a total of £13,040 in respect of expenses incurred on behalf of the charity. The expenses related to direct expenses to pay for licences for software, host and run the website, PR and marketing services, subscriptions, postage and travel.

Parenting Mental Health

Notes to the Financial Statements - continued  
for the Year Ended 30 September 2021

**5. STAFF COSTS**

Wages and salaries	£ 962
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The average monthly number of employees during the year was as follows:

-  
          

No employees received emoluments in excess of £60,000.

**6. TANGIBLE FIXED ASSETS**

	Computer equipment
	£
<b>COST</b>	
Additions	791
	<u>          </u>
<b>NET BOOK VALUE</b>	
At 30 September 2021	791
	<u>          </u>

**7. STOCKS**

Finished goods	£ 4,097
----------------	------------

**8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

Trade debtors	£ 451
Other debtors	1,277
	<u>          </u>
	1,728
	<u>          </u>

**9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

Trade creditors	£ 81
Taxation and social security	20
Other creditors	7,000
	<u>          </u>
	7,101
	<u>          </u>

**10. MOVEMENT IN FUNDS**

	Net movement in funds £	At 30.9.21 £
<b>Unrestricted funds</b>		
General fund	36,287	36,287
	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>36,287</u>	<u>36,287</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	92,815	(56,528)	36,287
<b>Restricted funds</b>			
Global Giving	15,341	(15,341)	-
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>108,156</u>	<u>(71,869)</u>	<u>36,287</u>

**11. RELATED PARTY DISCLOSURES**

During the year, J Alderson, the son of one of the trustees, was paid a total of £26,940 in respect of website development, design, community program management, volunteer management, and growth project management expenditure carried out on behalf of the charity. All transactions were carried out at below market rates and on normal commercial terms. The expenditure related to the setting up of the charity and the Facebook Growth Project. The projects have come to an end and won't be ongoing in the future.

At the balance sheet date, S Flesher, a trustee, was owed £5,000 by the charity in respect of an interest free loan which she provided to the charity and will be repaid in equal instalments from January 2022 to October 2022.

## Parenting Mental Health

### Detailed Statement of Financial Activities for the Year Ended 30 September 2021

£

#### **INCOMING RESOURCES**

##### **Voluntary income**

Donations	69,309
Gift aid	3,349
	<hr/>
	72,658

##### **Activities for generating funds**

Fundraising events	22,333
Merchandise sales	2,129
Social lotteries	2,102
Book sales	455
Course sales	5,519
Commercial fundraising	2,960
	<hr/>
	35,498

<b>Total incoming resources</b>	<b>108,156</b>
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#### **RESOURCES EXPENDED**

##### **Costs of generating voluntary income**

Wages	962
Postage and stationery	1,770
Advertising and marketing	11,873
DBS checks	111
Consulting	188
Design Facebook Growth Project	25,849
Funding generation costs	3,570
Fundraising event entry costs	2,740
Rewards and gifts to volunteers	1,118
IT software and consumables	2,933
Just Giving processing fees	549
Licences for courses	4,940
Merchandise design costs	250
Parental support	3,897
Research	780
Volunteer, trustee and staff training	2,735
Subscriptions	610
Travel and subsistence	944
Website costs	2,330
	<hr/>
	68,149

This page does not form part of the statutory financial statements

Parenting Mental Health

Detailed Statement of Financial Activities  
for the Year Ended 30 September 2021

	£
<b>Fundraising trading: cost of goods sold and other costs</b>	
Purchases	501
Raffle prizes	70
	<hr/>
	571
<b>Support costs</b>	
<b>Management</b>	
Insurance	397
<b>Finance</b>	
Bank charges	241
<b>Other 4</b>	
Accountancy and legal fees	2,511
	<hr/>
<b>Total resources expended</b>	71,869
	<hr/>
<b>Net income</b>	<u><u>36,287</u></u>