

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

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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.

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

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

The notes form part of these financial statements

Parenting Mental Health

Balance Sheet

At 30 September 2021

	Notes	Unrestricted fund £	Restricted fund £	Total funds £
FIXED ASSETS				
Tangible assets	6	791	-	791
CURRENT ASSETS				
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>
CREDITORS				
Amounts falling due within one year	9	(7,101)	-	(7,101)
NET CURRENT ASSETS		<u>35,496</u>	<u>-</u>	<u>35,496</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>36,287</u>	<u>-</u>	<u>36,287</u>
NET ASSETS		<u>36,287</u>	<u>-</u>	<u>36,287</u>
FUNDS	10			
Unrestricted funds				36,287
Restricted funds				-
TOTAL FUNDS				<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/>

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/>

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.

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 £
COST	
Additions	791
NET BOOK VALUE	
At 30 September 2021	791

7. STOCKS

Finished goods	£ 4,097
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8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Trade debtors	£ 451
Other debtors	1,277
	1,728

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Trade creditors	£ 81
Taxation and social security	20
Other creditors	7,000
	7,101

10. MOVEMENT IN FUNDS

	Net movement in funds £	At 30.9.21 £
Unrestricted funds		
General fund	36,287	36,287
TOTAL FUNDS	<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 £
Unrestricted funds			
General fund	92,815	(56,528)	36,287
Restricted funds			
Global Giving	15,341	(15,341)	-
TOTAL FUNDS	<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.

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

Total incoming resources	108,156
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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

Parenting Mental Health

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

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