Charity registration number 1200313 (England and Wales)

Company registration number 13918382

PARENTING FOR LIFELONG HEALTH

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

PARENTING FOR LIFELONG HEALTH

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Lucie Cluver Patrick Hoffmann Bernadette Madrid Dr Bahbak Midemadi
Charity number (England and Wales)	1200313
Company number	13918382
Registered office	Barnett House 32 - 36 Wellington Square Oxford OX1 2ER
Auditor	Gravita Audit Oxford LLP First Floor, Park Central 40-41 Park End Street Oxford OX1 1JD
Bankers	Metro Bank One Southampton Row London WC1B 5HA

PARENTING FOR LIFELONG HEALTH

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PARENTING FOR LIFELONG HEALTH

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees present their annual report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's memorandum and articles of association, the Companies Act 2006 and "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 (FRS 102)" (effective 1 January 2019).

Objectives and activities

The trustees are satisfied that their purposes remain charitable and for public benefit, being:

- The promotion of human rights (as set out by the Universal Declaration of Human Rights and subsequent United Nations conventions and declarations), in particular children's rights throughout the world by all or any of the following means: relieving the need for victims of human rights abuse, research into human rights issues, providing technical advice to government and others on human rights matters, contributing to the sound administration of human rights law, commenting on proposed human rights legislation, raising awareness about human rights issues, promoting public support for human rights, promoting respect for human rights among individuals and corporations, international advocacy for human rights, and eliminating infringements of human rights. In furtherance of this object, but not otherwise, PLH Trustees have the power to engage in political activity provided that the PLH Trustees are satisfied that the proposed activities will further the purposes of the Charity to an extent justified by the resources committed and the activity is not the dominant means by which the Charity carries out the Objects;

- the relief of children and adolescents in need and parents in need;

- the advancement of the education of children and adolescents in need through the development of their individual capabilities, competencies, skills and understandings in subjects of educational value;

- the advancement of the education of the public in general (in particular but not exclusively parents and caregivers of children and adolescents) on the subject of parenting skills and children's rights;

- in particular but not exclusively by providing online and in-person resources, and by providing training, consultancy, monitoring and evaluation services to organisations that support parents.

Parenting for Lifelong Health’s activities to further its objects include (but are not limited to) the following:

- The design, implementation, and evaluation of national parenting education programmes;

- The development of manuals, apps, and chatbots for use in parenting education programmes;

- The training of parenting education delivery personnel.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

PLH expanded significantly in 2024, both in terms of projects delivered and impact created for children and their caregivers. In addition to expanding its staff, PLH delivered projects agreed in 2023 and secured grants for new projects over the course of 2024 - 2027. PLH projects reached 4,611,488 families through government and civil society services and 3,140,173 families in humanitarian crisis context settings.

Completed Projects

Scaling Positive Parenting to Reduce Violence Against Children in the Context of the Triple Threat of COVID-19, Conflict, and Climate Crisis (2023-2024). Funded by the Global Partnership to End Violence Against Children, PLH worked with UNICEF country offices and government ministries in Burkina Faso, Cote d'Ivoire, Ethiopia, Nigeria, and Zimbabwe to assess their parenting support programme implementation and capacity, identify recommendations to strengthen national parenting support programmes, and develop locally adapted and translated versions of PLH's parenting support materials for use in parent education programmes.

Naungan Kasih at Scale in Malaysia (2023-2024). Funded by The Human Safety Net, PLH partnered with UNICEF Malaysia, Universiti Putra Malaysia, Malaysian Association of Social Workers, and University of Oxford to develop a combined in-person / digital parenting support programme to deliver at a national scale for parents of children under 6 years of age. In 2024, PLH and partners piloted the parenting support programme, delivered both through government and civil society preschool providers.

Parenting for Refugees Malaysia (2023-2024). Funded by UNICEF Malaysia, PLH partnered with UNICEF Malaysia to design, user-test, and pilot a parenting support programme for Rohingya refugee families in Malaysia, with particular focus on male caregivers.

Ongoing Projects

Playful Parenting for All (2023-2025). Funded by the LEGO Foundation, this substantial investment is designed to enable PLH to establish itself as a new charity, including developing a collaborative leadership model with four other nonprofits in the Global South (the PLH Global Consortium) which coordinate the scale-up of evidence-based parenting support in their respective regions. These include Fundacion Apapacho in Colombia, Institut Alternativa in North Macedonia, Clowns Without Borders in South Africa, and Masayang Pamilya, Inc., in the Philippines. The grant also provides support for PLH to provide both technical and capacity-building support to governments and civil society organisations seeking to provide evidence-based parenting support on a national scale, with particular attention to supporting families in crisis settings. In 2024, the PLH Global Consortium launched communities of practice and case clinics to facilitate learning from each other, as well as held webinars open to the wider evidence-based parenting support community. PLH improved its digital asset management system, making it easier for other organisations to access open source evidence-based parenting support materials, and launched a monitoring and evaluation dashboard to enable real-time tracking of engagement with its digital tools.

Parenting for Children in Crisis (2023-2025). Funded as part of Playful Parenting for All and by University of Oxford, Parenting for Children in Crisis (PCC) is designed to build a first responder delivery model to provide inclusive playful parenting and child protection support during humanitarian emergencies and crisis situations. In 2024, PLH delivered humanitarian support in regions affected by crises (e.g., South Sudan, Philippines, DRC, Thailand, Pakistan and the Darién Gap), reaching millions of caregivers and children. PLH also launched innovative tools like the Crisis Parenting Chatbot for immediate caregiver support and the Parenting for Children in Crisis Toolkit. PLH expanded regional partnerships and developed open-source toolkits to enhance crisis preparedness and response effectiveness.

Crianza con ConCiencia (**2023-2025).** PLH and the National Institute of Psychiatry Ramon de la Fuente Muñiz initiated a project funded by UNICEF Mexico to promote positive parenting aiming to collaborate with Mexican government institutions in adapting, implementing, and expanding a program that supports caregivers in raising children and adolescents nationwide. In this initial stage of the project, collaboration will take place with the National System for the Integral Development of the Family (SNDIF), State DIF Systems, and the Ministry of Welfare. In 2024, PLH created a locally contextualised, hybrid in-person/digital version of PLH for young children and for teenagers (Crianza con ConCiencia Positiva, or CC+), created the technical infrastructure for translation and production, translated and produced audio and visual content, conducted user testing with parents, updated the content based on parent feedback, conducted design workshops with with delivery agencies to refine programme delivery, configured a parenting support facilitator app for delivery agencies, trained parenting support facilitators, developed a delivery monitoring dashboard, and piloted the CC+ programme with 296 caregivers of children ages 2 to 17 years. While originally planned to end in 2024, Crianza con ConCiencia was extended into 2025 for programme delivery to parents.

Development and Testing of Policy Benchmarks for Universal Parenting Support Policies (2023-2025). Funded by UNICEF Headquarters, PLH began a project to help policymakers assess their current policy context with respect to universal parenting support, identify policy gaps, and measure their progress when implementing new policies to support parents in need. While originally planned to end in 2024, the project was extended and additional funding secured to develop a synthesis of global parenting support frameworks. In 2024, PLH created the synthesis of global parenting support frameworks and piloted the benchmark tool in Mexico, Serbia, South Africa, United Arab Emirates, and Zambia.

Building a National Parenting Support System in Tanzania (2023-2024). A sub-grantee of Tanzania's National Institute of Medical Research (NIMR) (with funding provided by Wellspring Philanthropic Fund), PLH partnered with NIMR and Investing in Children and their Societies (ICS) to support the Tanzanian government with building a national parenting support programme. In 2024, the Parenting Consortium launched in 2023 designed a national parenting support programme, built the capacity of government personnel responsible for the parenting support programme delivery, and built the information system necessary for the Ministry of Community Development, Gender, Women, and Special Groups to deliver the programme. In 2025, PLH and the Consortium will support the government of Tanzania to scale-up the parenting support programme nationally.

New Projects

Parenting for Lifelong Health partnership with Kuwait Ministry of Health (2024-2025). Funded by the Ministry of Health in Kuwait, this project enabled PLH to develop a contextualised version of PLH for Young Children for use with families in need in Kuwait. In 2024, PLH adapted the PLH for Young Children content for delivery in Kuwait, created a version of ParentApp (PLH's app-based parenting support tool) for use in Kuwait, created the facilitator training and materials for use among programme parenting support facilitators in Kuwait, conducted initial user testing of the programme, and trained programme delivery personnel. Content revision based on user testing and the development of a final report will be completed in 2025.

ParentText 5 Day User Experience Randomised Controlled Trial (2024-2025). Funded by the University of Oxford, this project is part of the larger ParentText randomised controlled trial of ParentText delivery in South Africa. PLH developed a 5-module version of the ParentText chatbot, a 5-module water, sanitation, and hygiene chatbot (WashText), and a 4-module booster course on child development (ParentText-Plus). PLH also managed the development of survey tools and administered the implementation and tracking of the chatbot delivery during the randomised controlled trial with baseline, 1-month, and 3-month follow-up. In 2025, PLH supported a 7-month follow-up assessment and data management during the trial.

ParentApp Support (2024-2025). Funded by the University of Oxford via its International Science Partnerships Fund, PLH integrated evidence-based sexual violence prevention into ParentApp, its app-based parenting support programme, in Tanzania.

Building a global technical infrastructure for a parent support learning ecosystem (2024-2025). Funded by The Agency Fund, this project enables PLH to build a data repository and visualization solution that unifies data across our digital parenting support product deployments, enabling PLH to learn from parent support efforts around the world and apply those learnings to specific contexts via rapid testing.

Supporting Wellness Through Integrated Family Training Study South Africa (2024 - 2025). Funded by the University of Oxford and the University of Cape Town, this project is part of a larger study of PLH programme delivery in South Africa. In 2024, PLH worked with stakeholders to define ParentText requirements for the project, adapted ParentText for the study, created the adapted version of ParentText for the study, and conducted internal testing of ParentText delivery within the context of the project. In 2025, PLH will pilot and then deploy ParentText as part of a multilevel randomised trial.

Gender Transformative adaptation to ParentApp for Teens (2024-2025). Funded by the Wellspring Foundation, this project aims to enhance and test a gender-transformative digital-hybrid parenting programme - ParentApp for Teens - in Tanzania to address underlying factors associated with violence against women and children in Tanzania. In 2024, PLH reviewed the opportunities and risks for integration of gender transformative approaches into ParentApp for Teens and co-designed the integration of those approaches with local partners. In 2025, PLH will adapt ParentApp for Teens content and delivery and test and refine the adapted programme.

Generating Evidence on Gender Transformative Parenting Programmes (2024-2025). Funded by the Wellspring Foundation, PLH is sub-contracted by Proteus Fund (fiscal sponsor of Prevention Collaborative) to participate in a partnership with UNICEF, Equimundo: Center for Masculinities and Social Justice, and Prevention Collaborative. Together, the partnership is working to identify and rank possible sites and partners to develop and evaluate several novel parenting approaches designed to address violence against children and intimate partner violence using a gender-transformative approach. Initial mapping of potential programmes was conducted in 2024 with assessment and site visits planned for 2025.

UNICEF Mexico Guerrero Expansion (2024-2025). Funded by UNICEF Mexico, this project enabled PLH to expand Crianza con ConCiencia to an additional Mexican state: Guerrero. During this project, PLH trained 57 parenting support programme coaches and facilitators, conducted quality assurance supervision of programme delivery, updated the facilitator support app (Facilitator App) to enable facilitators to manage up to five parent groups simultaneously, and made other feature improvements and updates to the functionality of Facilitator App.

Naungan Kasih at Scale in Malaysia Phase II (2024-2027). Funded by The Human Safety Net, this project builds on the success of the first Naungan Kasih at Scale in Malaysia project to increase the number of preschools delivering the parenting support programme from 80 to 4,307, introduce the delivery of parenting support programmes to families with children ages 0 to 23 months, and expand the chatbot delivery of parenting support nationally for 210,000 parents of children ages 0-6. In late 2024, PLH began work on the technical infrastructure required for the scale-up of Naungan Kasih.

Financial review

The detailed accounts for the year ending 31 December 2024 are shown on pages 14-28. The accounts show that PLH's turnover for the year was £2,663,974. Of this total, £2,389,505 was grant funding restricted to project use and £274,469 was grant funding for unrestricted use.

PLH's principal funding sources in 2024 included the following donors:

Contract	Start Date	End Date	Duration (months)	Currency	Value per Contract	Invoice Amount i 2024
Building a National Parenting Support System in Tanzania	11/11/2023	01/11/2025	36	USD	543,317	236,250
Parenting for Refugees Malaysia	15/04/2023	15/10/2024		GBP	84,932	57,012.69
Playful Parenting for All	01/07/2023	31/12/2025	30	USD	3,000,000	1,464,335
Crianza con ConCiencia	01/08/2023	01/08/2025	24	USD	406,320.49	238,285.28
Development and Testing of Policy Benchmarks for Universal Parenting Support Policies	10/07/2023	31/08/2025	26	USD	93,880	15,492.00
Parenting for Lifelong Health partnership with Kuwait Ministry of Health	01/05/2024	30/06/2025	13	USD	432,718.26	10,775.70
ParentApp Support	31/10/2023	31/03/2024	5	USD	15,744	15,744
ParentText 5 Day User Experience	01/04/2024	31/12/2025	20	GBP	299,341.94	69,029.84
Building a global technical infrastructure for a parent support learning ecosystem	01/09/2024	31/08/2025	12	USD	100,000	50,000
Supporting Wellness Through Integrated Family Training Study South Africa	30/06/2024	30/06/2025	12	USD	169,962.02	71,839.11

Gender Transformative adaptation to ParentApp for Teens	30/08/2024	01/09/2025	12	USD	250,000	250,000
UNICEF Mexico Guerrero Expansion	15/09/2024	31/05/2025	8	USD	117,339.71	66,418.27
Naungan Kasih at Scale in Malaysia Phase II	15/12/2024	15/12/2027	36	EUR	1,510,000	680,000

Reserves policy

PLH's funds held at 2024 year end were £1,125,138 of which £972,682 were restricted for project use and £152,456 were unrestricted. To see restricted funds by project, please see Note 13 in PLH's financial statements.

PLH's reserve policy is to maintain its reserves at a level which equates to approximately 3 months of operating expenses. At close of the 2024 financial year, PLH was operating in compliance with this policy.

Major risks
Risk Management

The primary risks facing PLH include:

- **A drop in funding for core operations**: PLH's largest donor is the LEGO Foundation, which in 2023, signed an agreement to provide PLH with $3 million USD between July 2023 and June 2025 (now extended to December 2025) to carry out the Playful Parenting for All Project. This grant remains the primary source of funding for core operations in 2025. To address the risk of dependency on one large donation source, PLH invested in a Director of Strategic Partnerships who joined the team in August 2024. Since her joining, PLH has progressed in funding conversations with several unrestricted philanthropic funders. PLH also plans to adapt its staff structure in 2025 to reflect the larger proportion of project-based funding secured.

- **Trustee board residence in the UK:** PLH's bank requires that 50% or more of PLH's trustees reside in the UK. At present, this threshold is met, but PLH will recruit additional UK-resident trustees to ensure the requirement is met even as other UK-based trustees retire from the board.

- **A key supplier goes out of business or ceases to work with PLH:** Due to the specialised nature of PLH's work, PLH relies on a number of core suppliers and partnerships to deliver its parenting support programmes to parents. The team maintains strong relationships with those suppliers and is actively looking for similar suppliers to build a pipeline of alternative suppliers if necessary in the future.

Plans for future periods
Future Plans

In addition to the specific project plans detailed above, PLH will focus on the following core strategic objectives to advance its mission:

- **Create an inclusive, respectful, and playful work environment where teammates feel supported, productive, and inspired**. This objective reflects the importance of PLH staff to the organisation's mission and sustainability. Activities identified to further this objective include designing and delivering internal training, instituting a monthly performance feedback system, proactive management of booking annual leave to ensure staff are recuperating throughout the year, holding quarterly team-wide celebrations, and conducting a diversity, equity, and inclusion review and training.

- **Secure long-term sustainable funding**. Activities planned for 2025 include outreach plans to prospective funders, writing an updated communications plan and organisational strategy, and targets for submitting both project and unrestricted funding proposals.

- **Demonstrate that PLH parenting programmes can reach parents at scale within existing service systems**. Activities planned for 2025 include building an updated global dashboard for tracking parent reach, training partners around the world to deliver digitally-enabled parenting interventions, revising the ParentText onboarding experience, and expanding support through rapid responses to crises.

- **Boldly pursue, test, and deploy innovative solutions to improve our impact on behaviour change.** Activities planned for 2025 include exploring the use of generative AI in PLH parenting programmes, applying for Google's AI accelerator, generating a report with recommendations on how AI can be incorporated into PLH's digital parenting programme development processes, and finalising scaling strategies for PLH's 5 countries of strategic focus: Philippines, South Africa, Malaysia, Mexico, and Tanzania.

Structure, governance and management
Parenting for Lifelong Health (PLH) uses a memorandum and articles of association as its governing document. The charity is a private limited company by guarantee without share capital use of "Limited" exemption.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Lucie Cluver	
Patrick Hoffmann	
Bernadette Madrid	
Dr Bahbak Midemadi	
Olutoyin Olakanpo	(Resigned 30 September 2024)

Recruitment and appointment of trustees

Trustees are recruited to fill gaps in knowledge and skills identified by the board. The board approves trustee role descriptions for recruitment, subject to the maximum number of trustees that is permitted in PLH's Articles of Association. The vacancy is then openly advertised. Candidates for any open roles are shortlisted and interviewed by at least 2 trustees and the CEO Trustees are appointed by existing trustees. This group then recommends a candidate to the wider board. A majority vote of 75% must be achieved in order for an offer to be made to the candidate.

A trustee may not act as a trustee unless they are admitted as a Member, sign a written declaration of willingness to be a trustee of the charity, are over 16 years of age, and are not disqualified from acting as a trustee or company director under the Charities Act or Companies Act.

PLH Trustees serve for a period of three years from the date of their appointment. Upon expiration of their term of office, they are eligible for reappointment for a further three year term for a maximum of three consecutive terms.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

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Organisational structure

For the year ended 31 December 2024, PLH was governed by Professor Lucie Dale Cluver (appointed 15 February 2022), Dr Bernadette Madrid (appointed 26 April 2022), Mr Patrick Hoffmann (appointed 9 February 2023), Olutoyin Olakanpo (appointed 8 November 2022, resigned 30 September 2024), and Dr Bahbak Miremadi (appointed 8 November, 2022).

The day to day operations of the charity are delegated to the staff team under the direction of Dr Jamie Lachman, Chief Executive Officer (CEO). In 2024, the staff team grew to 16 people.

Laura White joined the executive team as Interim Chief Operating Officer (with a term of 16 January 2024 through 30 June 2025) to oversee PLH's internal operations. Oscar Kadenge joined the team as the Director of Programmes in January 2024 to oversee PLH's parenting programme delivery across countries. Nguza Yikona joined the team in February 2024 as Senior Engineer to lead the technological infrastructure and data pipeline work within the organisation. Cathryn Wood joined the team as the Director of Strategic Partnerships in August 2024 to lead the organisation's resource mobilisation efforts.

Auditor

In accordance with the company's articles, a resolution proposing that Gravita Audit Oxford LLP be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The trustees' report was approved by the Board of Trustees.

Lucie Cluver

....

Lucie Cluver

Trustee

27th August 2025

Date: ....

PARENTING FOR LIFELONG HEALTH

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees, who are also the directors of Parenting for Lifelong Health for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF PARENTING FOR LIFELONG HEALTH

Opinion

We have audited the financial statements of Parenting for Lifelong Health (the 'charity') for the year ended 31 December 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with directors and other management, and from our knowledge and experience;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence where applicable; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims;
- reviewing relevant correspondence.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities is available on the Financial Reporting Council’s website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company’s members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company’s members those matters we are required to state to them in an auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company’s members as a body, for our audit work, for this report, or for the opinions we have formed.

Robert Kirtland (Senior Statutory Auditor)
For and on behalf of Gravita Audit Oxford LLP, Statutory Auditor
Chartered Accountants
First Floor, Park Central
40-41 Park End Street
Oxford
OX1 1JD
Date: ....

PARENTING FOR LIFELONG HEALTH

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds 2024	Restricted funds 2024	Total 2024	Unrestricted funds 2023	Restricted funds 2023	Total 2023
		£	£	£	£	£	£
Income from:							
Donations and legacies	**3**	265,326	2,389,505	2,654,831	5,247	1,646,821	1,652,068
Charitable activities	**4**	9,143	-	9,143	-	-	-
Total income		274,469	2,389,505	2,663,974	5,247	1,646,821	1,652,068
Expenditure on:							
Raising funds	**5**	-	843	843	-	-	-
Charitable activities	**6**	100,337	2,327,699	2,428,036	35,330	939,526	974,856
Total expenditure		100,337	2,328,542	2,428,879	35,330	939,526	974,856
Net income		174,132	60,963	235,095	(30,083)	707,295	677,212
Other recognised gains and losses:							
Other gains		296	6,044	6,340	-	-	-
Net movement in funds		174,428	67,007	241,435	(30,083)	707,295	677,212
Reconciliation of funds:							
Fund balances at 1 January 2024		(21,972)	905,675	883,703	8,111	198,380	206,491
Fund balances at 31 December 2024		152,456	972,682	1,125,138	(21,972)	905,675	883,703

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

PARENTING FOR LIFELONG HEALTH

BALANCE SHEET

AS AT 31 DECEMBER 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Current assets					
Debtors	**11**	267,888		92,259	
Cash at bank and in hand		1,160,593		865,610	
		1,428,481		957,869	
Creditors: amounts falling due within one year	**12**	(303,343)		(74,166)	
Net current assets			1,125,138		883,703
Net assets excluding pension liability			1,125,138		883,703
The funds of the charity					
Restricted income funds	**13**		972,682		905,675
Unrestricted funds			152,456		(21,972)
			1,125,138		883,703

The financial statements were approved by the trustees on ....

....
Lucie Cluver
Trustee

Company registration number 13918382 (England and Wales)

PARENTING FOR LIFELONG HEALTH

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2024

		2024		Unaudited 2023	
	Notes	**£**	**£**	**£**	**£**
Cash flows from operating activities					
Cash generated from operations	**17**		294,983		647,839
Net cash used in investing activities			-		-
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			294,983		647,839
Cash and cash equivalents at beginning of year			865,610		217,771
Cash and cash equivalents at end of year			1,160,593		865,610

1 Accounting policies

Charity information

Parenting for Lifelong Health is a private company limited by guarantee, registered as a charity, incorporated in England and Wales. The registered office is Barnett House, 32 - 36 Wellington Square, Oxford, OX1 2ER.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's memorandum and articles of association, the Companies Act 2006, FRS 102 “The Financial Reporting Standard applicable in the UK” (“FRS 102”) and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset’s use.

1 Accounting policies **(Continued)**

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 ‘Basic Financial Instruments’ and Section 12 ‘Other Financial Instruments Issues’ of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee’s services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2 Critical accounting estimates and judgements

In the application of the charity’s accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

2 Critical accounting estimates and judgements **(Continued)**

Key sources of estimation uncertainty

Accruals and deferred income

Accruals are calculated based on invoices received post year end, relating to the current financial year. Deferred income is calculated based on amounts received during the year, but where income is recognised in a future financial period. The value of accruals and deferred income as at 31st December 2024 was £205,617 (2023: £16,452).

Prepayments and accrued income

Prepayments are calculated based on invoices for costs that cover future financial periods. Accrued income is calculated based on income received after the year end date, but relating to the current financial year. The value for prepayments and accrued income for the year ended 31st December 2024 was £14,542 (2023: £12,716).

3 Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Grants	265,326	2,389,505	2,654,831	5,247	1,646,821	1,652,068

4 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Other income		
Other income	9,143	-

5 Expenditure on raising funds

	Restricted funds 2024 £	Restricted funds 2023 £
Fundraising and publicity		
Advertising	843	-

6 Expenditure on charitable activities

	Project costs 2024 £	Project costs 2023 £
Direct costs		
Staff costs	929,177	461,564
Project costs	1,226,629	428,667
	2,155,806	890,231
Share of support and governance costs (see note 7)		
Support	254,817	45,550
Governance	17,413	39,075
	2,428,036	974,856
Analysis by fund		
Unrestricted funds	100,337	35,330
Restricted funds	2,327,699	939,526
	2,428,036	974,856

7 Support costs allocated to activities

	2024 £	2023 £
Bank charges	4,020	4,184
Payroll service charges	42,114	14,115
Recruitment costs	1,503	2,772
IT costs	20,255	23,196
Other support costs	200,425	1,284
Governance costs	3,913	39,074
	272,230	84,625
Analysed between:		
Project costs	272,230	84,625

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

9 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
Project and support	17	10

Employment costs	**2024 £**	**2023 £**
Wages and salaries	814,396	412,432
Social security costs	28,904	28,056
Other pension costs	85,877	21,076
	929,177	461,564

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2024 Number	2023 Number
£90,001 to £100,000	-	1
£110,001 to £120,000	1	-

Remuneration of key management personnel
The remuneration of key management personnel was as follows:

	2024 £	2023 £
Aggregate compensation	267,954	200,417

10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

11 Debtors

Amounts falling due within one year:	**2024 £**	**2023 £**
Trade debtors	182,210	5,150
Other debtors	71,136	74,393
Prepayments and accrued income	14,542	12,716
	267,888	92,259

12 Creditors: amounts falling due within one year

	Notes	2024 £	2023 £
Other taxation and social security		9,197	5,467
Trade creditors		86,927	51,007
Other creditors		1,602	1,240
Accruals and deferred income		205,617	16,452
		303,343	74,166

13 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2024 £	Incoming resources £	Resources expended £	Gains and losses £	At 31 December 2024 £
GPEVAC - Kenya	47,299	-	(24,393)	-	22,906
PAHO - LAC	11,852	-	(6,051)	-	5,801
Africa 5 Nations	439,698	-	(421,647)	-	18,051
GNCA - Oxford	23,514	-	(7,682)	-	15,832
Oak Tides	(36)	-	345	-	309
Oxford Oak Tides	188	-	37	-	225
PPfA - LEGO Foundation	255,605	1,046,236	(954,877)	(117)	346,847
THSN - Malaysia	126,709	(6,589)	(132,968)	32	(12,816)
UNICEF Malaysia	7,556	51,448	(36,128)	(2)	22,874
UNICEF Mexico	(16,223)	183,860	(234,338)	(7)	(66,708)
UNICEF Policy benchmarking	(1,838)	-	-	-	(1,838)
Wellspring - NIMR Tanzania	2,911	-	6,551	-	9,462
WHO Parenting Handbook	8,440	-	(4,224)	-	4,216
Agency Fund/GDI Solutions	-	31,879	(1,396)	-	30,483
Kuwait MOH	-	125,400	(63,156)	3,873	66,117
MAK CHDC Elma Foundation	-	-	(38)	1,227	1,189
Oxford ISPF (International Science Partnership Fund)	-	13,383	15,744	-	(2,361)
ParentText 5 Day UX	-	145,624	197,470	-	(51,846)
Swift Study	-	44,335	5,239	-	39,096
THSN – Malaysia Phase 2	-	510,386	437	-	509,949
UNICEF Mexico GG Expansion	-	50,967	41,746	-	9,221
UNICEF PROJECT SUPPORT NY	-	28,607	8,463	1,884	22,028
Wellpsring GTMapping	-	16,293	3,162	-	13,131
Wellspring - NIMR -Tanzania Phase 2	-	(17,763)	119,540	-	(137,303)
Wellspring ParentApp GT	-	165,439	56,776	(846)	107,817
	905,675	2,389,505	(2,328,542)	6,044	972,682

13 Restricted funds **(Continued)**

Previous year:	**At 1 January 2023**	**Incoming resources**	**Resources expended**	**Gains and losses**	**At 31 December 2023**
	£	**£**	**£**	**£**	**£**
GPEVAC - Kenya	169,566	-	(122,267)	-	47,299
PAHO - LAC	28,814	817	(17,779)	-	11,852
Africa 5 Nations	-	486,682	(46,984)	-	439,698
GNCA - Oxford	-	101,150	(77,636)	-	23,514
Oak Tides	-	34,503	(34,539)	-	(36)
Oxford Oak Tides	-	35,486	(35,298)	-	188
PPfA - LEGO Foundation	-	596,447	(340,842)	-	255,605
THSN - Malaysia	-	209,313	(82,604)	-	126,709
UNICEF Malaysia	-	24,481	(16,925)	-	7,556
UNICEF Mexico	-	69,323	(85,546)	-	(16,223)
UNICEF Policy benchmarking	-	1,671	(3,509)	-	(1,838)
Wellspring - NIMR Tanzania	-	58,120	(55,209)	-	2,911
WHO Parenting Handbook	-	28,828	(20,388)	-	8,440
	198,380	1,646,821	(939,526)	-	905,675

13 Restricted funds **(Continued)**

GPEVAC - Kenya Uganda: Scaling up parenting programmes in Uganda and Kenya. The Purpose of this project was to strengthen positive parenting skills among parents and caregivers, enable children to grow-up in nurturing and supportive family environments, mitigate risks caused by COVID- 19 through promoting sustainable uptake of the programme, and facilitate scalability of evidence-based parenting programmes.

PAHO-LAC: Supporting parents and caregivers: A mapping and scoping review of experiences in Latin America and the Caribbean (LAC). The aim of this project was to explore and categorise evidence-based parenting programs in Latin America and the Caribbean (LAC), focusing on their approaches, content, delivery, targeted populations, and implementation processes.

Africa 5 Nations: Scaling Positive Parenting to Reduce Violence Against Children in Sub-Saharan Africa in the Context of the Triple Threat of COVID-19, Conflict and Climate Crises. With support from the Government of Japan, the objective of the Project is to help the pathfinding countries of Burkina Faso, Côte d'Ivoire, Ethiopia, Nigeria, and Zimbabwe start the process of enhancing their national infrastructure to provide and scale evidence-based and cost-effective parenting programmes.

GNCA Oxford: Child Abuse Prevention in Humanitarian Crises - COVID-19 Child Abuse Prevention Emergency Response. The aim of this project was to address the increased risk of child abuse caused by global crises such as pandemics, conflict, and climate change. It built on the success of earlier evidence-based parenting programs developed with UNICEF and WHO, which had reached 210 million people in 198 countries during COVID-19. This follow-on project adapted those resources to support families affected by the Ukraine war and Pakistan floods.

Oak Tides: Bridge funding to support the immediate development of the Parenting for Lifelong Health charity and Global Consortium. The bridged funding provided by Oak Foundation Children First Fund, a fund of Tides Foundation, has contributed significantly to the continued establishment of Parenting for Lifelong Health (PLH) as a leader in the catalytic scale-up of parenting support solutions to reduce violence against children (VAC), including child sexual abuse, and improve child development outcomes, across the Global South.

Oxford Oak-Tides: This bridging funding served as a strategic catalyst, accelerating PLH's capacity to deliver on its scaling and sustainability commitments under the Global Partnership Initiative (GPI) and build a robust Global Consortium of Global South implementation and capacity-strengthening partners. It also reinforced the continuing partnership between PLH and the Oak/Tides Foundation in their shared mission to reduce child sexual abuse globally.

PPfA - LEGO Foundation: "Playful Parenting for All: Building long-term sustainability for scaling playful parenting in the Global South through Parenting for Lifelong Health. This grant's purpose is to contribute to a global movement to accelerate the scale-up of evidence-based playful parenting support in the Global South.

THSN Malaysia: Naungan Kasih at Scale in Malaysia. The project's objectives include developing a national roadmap for scaling up universal parenting support, creating a hybrid in-person, remote, and digital parenting model, training government and civil society personnel to deliver this model, providing evidence-based parenting support to families with young children, monitoring and evaluating the programme's impact, and securing resources for sustained scale-up through 2024 and 2025.

UNICEF Malaysia: Parenting for Refugees Malaysia. The project aims to adapt the ParentText digital parenting program, including the Naungan Kasih, Gender Transformative, and Refugee Parenting Modules, to meet the specific cultural and contextual needs of parents and caregivers in Malaysia, particularly among refugees.

UNICEF Mexico: Crianza con ConCiencia. The project aims to test and establish a model for integrating evidence-based playful parenting support into existing systems in Mexico to address mental health issues and violence among children, adolescents, and caregivers.

13 Restricted funds (Continued)

Development and Testing of Policy Benchmarks for Universal Parenting Support Policies - **UNICEF Policy Benchmarking**. Between 2023 and 2025, PLH, with funding from UNICEF New York, launched a project to support policymakers in assessing and strengthening their universal parenting support policies. Initially scheduled to conclude in 2024, the project was extended with additional funding to develop a synthesis of global parenting support frameworks. In 2024, PLH completed this synthesis and successfully supported the piloting of the policy benchmark tool in Mexico, Serbia, South Africa, the United Arab Emirates, and Zambia.

Wellspring NIMR Tanzania. Building a National Parenting Support system in Tanzania. The overall project goal is to create an enabling environment for scaling evidence-based parenting support to reduce violence against children in Tanzania and improve child wellbeing.

WHO Parenting Handbook: Global Parenting Intervention Handbook. The project aimed to create a practitioner-focused handbook to guide the selection, design, evaluation, implementation, and scaling of evidence-based parenting interventions for preventing maltreatment and improving parent-child relationships in children aged 0-17. This resource will complement existing WHO guidelines on the topic.

Building a global technical infrastructure for a parent support learning ecosystem **- Agency Fund/GDI Solutions**. Funded by The Agency Fund, this project enables PLH to build a data repository and visualization solution that unifies data across our digital parenting support product deployments, enabling PLH to learn from parent support efforts around the world and apply those learnings to specific contexts via rapid testing.

Parenting for Lifelong Health partnership with Kuwait Ministry of Health - Funded by the **Ministry of Health in Kuwait**, this project supported the adaptation of PLH for Young Children for families in Kuwait. In 2024, PLH contextualised the programme content, developed a Kuwait-specific version of the ParentApp, produced facilitator training materials, conducted initial user testing, and trained programme delivery staff. Content revisions and the final project report are scheduled for completion in 2025.

Going to Scale: Investing in Organisational Capacity and Systems for Scaling Up Parenting Programmes to Promote ECD and End Violence Against Children in Uganda - **MAK CHDC Elma Foundation**. The purpose of this Agreement is to formalise the partnership between Mak-CHDC and PLH for the implementation of the project. The Agreement sets out their commitment to collaborate in achieving outcomes at three levels: strengthening government policy, strategy, and leadership; enhancing organisational capacity to deliver scalable ECD and parenting programmes; and improving parent-child relationships, parenting skills, reducing violence, and supporting early childhood development outcomes in five districts — Wakiso, Tororo, Busia, Nakasongola, and Amuru.

Oxford ISPF (International Science Partnership Fund) - Funded by the University of Oxford via its International Science Partnerships Fund, PLH integrated evidence-based online sexual violence prevention into ParentApp, its app-based parenting support programme, in Tanzania.

ParentText 5 Day User Experience Randomised Controlled Trial - **ParentText 5 DUX**. Funded by the University of Oxford and University of Cape Town , this project is part of the ParentText randomised controlled trial in South Africa. PLH developed a 5-module ParentText chatbot, a WashText chatbot on hygiene, and a ParentText-Plus booster on child development. PLH also led survey development, implementation, and monitoring during the trial, with follow-ups at baseline, 1 month, 3 months, and a 7-month assessment in 2025, alongside data management.

13 Restricted funds (Continued)

Supporting Wellness Through Integrated Family Training Study South Africa - **Swift Study**. Funded by the University of Oxford and the University of Cape Town, this project forms part of a broader study on PLH programme delivery in South Africa. In 2024, PLH collaborated with stakeholders to define project requirements, adapt ParentText for the study, and complete internal testing. In 2025, PLH will pilot and roll out ParentText within a multilevel randomised trial.

Naungan Kasih at Scale in Malaysia Phase II - **THSN – Malaysia Phase 2**. Continuation from Phase 1 of the Naungan Kasih at Scale in Malaysia (2023-2024). Funded by The Human Safety Net, PLH is partnering with UNICEF Malaysia, Universiti Putra Malaysia, Malaysian Association of Social Workers, and University of Oxford to develop a combined in-person / digital parenting support programme that can be delivered at a national scale for parents of children under 6 years of age. In 2023, PLH and partners developed the National Roadmap for Universal Access to Parenting Support, formed the Malaysian National Parenting Consortium and Parenting Scale-Up Working Group, co-developed an in-person / digital parenting support programme and translated it into Bahasa Melayu, and trained government and civil society parenting support facilitators. In 2024, PLH and partners piloted the parenting support programme delivered through government and civil society parenting support providers.

UNICEF Mexico Guerrero Expansion - **UNICEF Mexico GG Expansion**. The project aims to test and establish a model for integrating evidence-based playful parenting support into existing systems in Mexico to address mental health issues and violence among children, adolescents, and caregivers.

Global Parenting Support Framework **UNICEF PROJECT SUPPORT NY** - Funded by UNICEF New York, this project aims to support the development of UNICEF's global parenting framework by conducting a comprehensive literature review. The purpose of the review is to identify, analyse, and consolidate existing research, resources, and evidence on parenting support programmes and policies worldwide.

Gender Transformative adaptation to ParentApp for Teens - **Wellspring GTMapping**. Funded by the Wellspring Foundation, this project aims to enhance and test a gender-transformative version of ParentApp for Teens in Tanzania to address drivers of violence against women and children. In 2024, PLH assessed opportunities and risks for integrating gender-transformative approaches and co-designed these adaptations with local partners. In 2025, the programme will be adapted, tested, and refined for delivery.

Building a National Parenting Support system in Tanzania - **Wellspring - NIMR -Tanzania Phase 2**. The overall project goal is to create an enabling environment for scaling evidence-based parenting support to reduce violence against children in Tanzania and improve child wellbeing.

Generating Evidence on Gender Transformative Parenting Programmes **- Wellspring ParentApp GT**. Funded by the Wellspring Foundation, PLH is sub-contracted by Proteus Fund to partner with UNICEF, Equimundo, and Prevention Collaborative in identifying and ranking potential sites and partners for developing and testing gender-transformative parenting programmes addressing violence against children and intimate partner violence. Initial programme mapping was completed in 2024, with assessments and site visits planned for 2025.

Restricted Funds in Deficit
At the year-end, certain restricted funds were in deficit. These deficits arose where project expenditure was incurred in advance of receiving the corresponding restricted income. The deficits relate to expenditure on projects with confirmed, signed contracts, and are fully covered within the terms of those contracts. There is no risk of default from funders. The timing of income receipts does not always align with the related expenditure outflows, and management continues to work with funders to negotiate contract terms that better align income recognition with project expenditure.

14 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2024	Incoming resources	Resources expended	Gains and losses	At 31 December 2024
	£	£	£	£	£
General funds	(21,972)	274,469	(100,337)	296	152,456

Previous year:	At 1 January 2023	Incoming resources	Resources expended	Gains and losses	At 31 December 2023
	£	£	£	£	£
General funds	8,111	5,247	(35,330)	-	(21,972)

Unrestricted funds are funds received by **Parenting for Lifelong Health (PLH)** that are not subject to any specific conditions imposed by donors or funders. These funds can be allocated at the discretion of PLH's Leadership to support any of the organisation's operational activities, strategic initiatives, or overhead costs.

Unrestricted funds provide vital financial flexibility and organisational resilience, enabling PLH to cover core operating expenses, respond to unforeseen needs, and invest in future development opportunities.

The unrestricted funds of the charity also comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors regarding how they may be used. These funds are typically included in PLH's programme budgets as a separate line item.

15 Analysis of net assets between funds

	Unrestricted funds 2024	Restricted funds 2024	Total 2024
	£	£	£
At 31 December 2024:			
Current assets/(liabilities)	152,456	972,682	1,125,138
	152,456	972,682	1,125,138

	Unrestricted funds 2023	Restricted funds 2023	Total 2023
	£	£	£
At 31 December 2023:			
Current assets/(liabilities)	(21,972)	905,675	883,703
	(21,972)	905,675	883,703

16 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

17 Cash generated from operations

	2024	2023
	£	£
Surplus for the year	235,095	677,212
Adjustments for:		
Foreign exchange differences	6,340	-
Movements in working capital:		
(Increase) in debtors	(175,629)	(92,259)
Increase in creditors	229,177	62,886
Cash generated from operations	294,983	647,839

18 Analysis of changes in net funds

The charity had no material debt during the year.