Company registration number 13918382 (England and Wales)

Charity registration number 1200313 (England and Wales)

PARENTING FOR LIFELONG HEALTH

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

PARENTING FOR LIFELONG HEALTH

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Lucie Cluver	
	Patrick Hoffmann	
	Bernadette Madrid	
	Dr Bahbak Midemadi	
	Lisa Jordan	(Appointed 11 December 2025)
	William Parr	(Appointed 11 December 2025)
Country of incorporation	United Kingdom (England and Wales)	13918382
Charity registration	England and Wales	1200313
Registered office	Barnett House 32 - 36 Wellington Square Oxford OX1 2ER	
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PARENTING FOR LIFELONG HEALTH

CONTENTS

	Page
Trustees' report	1 - 20
Statement of trustees' responsibilities	21
Independent auditor's report	22 - 24
Statement of financial activities	25
Balance sheet	26
Statement of cash flows	27
Notes to the financial statements	28 - 42

PARENTING FOR LIFELONG HEALTH

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2025

The trustees present their annual report and financial statements for the year ended 31 December 2025.

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).

Legal Status and Background

Parenting for Lifelong Health was originally founded in 2012 as a collaborative initiative between the University of Oxford, the University of Cape Town, UNICEF, and the World Health Organization (WHO), with the aim of preventing sexual, physical, and emotional abuse and exploitation of children through scalable, evidence-based parenting interventions. It was established as a registered UK charity in 2022 to respond to global demand for the implementation, innovation, and scaling of evidence-based parenting programmes.

Mission

Parenting for Lifelong Health’s mission is to reduce violence, improve child development, and promote mental health at scale.

Vision

A world where every parent, everywhere is able to protect and support their children’s health, safety, and development.

Problem

Every year, over one billion children experience violence, more than 500 million face delays in development and learning, and one in five struggle with mental health challenges. One in five girls and one in seven boys are also subjected to sexual violence during childhood. Sexual, physical, and emotional violence against children, along with delayed development and poor mental health, have lifelong negative consequences for children’s education, health, and economic opportunities. Parents and caregivers play a critical role in protecting children from harm and fostering their healthy development - but they often require the knowledge, skills, and support to do so.

Solution

We give parents the support they need, the skills that work, and trusted advice they can count on to protect and support their children’s health, safety and development. Our parenting courses are developed with families, powered by low-cost and accessible technology, backed by rigorous evidence, and delivered within systems.

Our approach

Parenting for Lifelong Health takes a systems-strengthening approach to scaling evidence-based parenting support. We invest in building the capacity of governments and local systems to deliver, sustain, and scale parenting interventions.

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
Scaling

During 2025, Parenting for Lifelong Health continued to build the global infrastructure for delivering evidence-based parenting support at population scale. We reached 3.9 million caregivers through national programmes and a further 7.1 million through humanitarian response while deepening government integration, expanding to new country contexts, and strengthening our capacity to support families affected by crisis.

Scaling in Core Countries

Across our five core countries – Malaysia, Mexico, Philippines, South Africa, and Tanzania – we worked closely with governments and national partners to embed parenting support within existing service delivery systems. In Malaysia, our partnership with KEMAS and The Human Safety Net expanded Naungan Kasih through the national preschool system, combining teacher-led onboarding, WhatsApp group facilitation, chatbots, and a new facilitator application to support quality implementation. In Mexico, we completed the first phase of Crianza con Conciencia, supported the development of a national scaling strategy with UNICEF Mexico, strengthened institutionalisation within government systems, expanded delivery in Guerrero, and enhanced digital tools that support facilitators and programme quality.

In the Philippines, we continued supporting the integration of evidence-based parenting within the Department of Social Welfare and Development's national conditional cash transfer programme, further embedding parenting support within one of the world's largest social protection systems. In Tanzania, we worked alongside the National Institute for Medical Research and Investing in Children and their Societies to strengthen the country's national parenting support system while advancing a gender-transformative adaptation of ParentApp for Teens. In South Africa, we supported the adaptation of ParentText for the SWIFT trial, strengthening the digital platform, monitoring systems, and user experience in preparation for large-scale evaluation.

Expanding Global Reach

Building on this foundation, Parenting for Lifelong Health continued transferring its evidence-based model to new countries and contexts through close collaboration with governments, UNICEF, and national implementing partners. During the year, we supported the adaptation of parenting programmes and digital tools in Panama, Kuwait, and across the Pacific Islands, while partnering with the Government of Aruba to develop a Family-Friendly Workplace initiative that promotes supportive environments for working parents. In Uganda, we strengthened national implementation capacity by supporting training on programme scale-up, monitoring, and quality improvement, alongside further development of the locally adapted Parenting for Respectability platform.

Parenting for Children in Crisis

We also continued expanding our humanitarian parenting strategy, strengthening our capacity to provide rapid, evidence-based support for families affected by conflict, displacement, and crisis. During 2025, Parenting for Lifelong Health reached more than 7.1 million caregivers through parenting resources delivered across South Sudan, the Democratic Republic of Congo, Pakistan, Thailand, the Philippines, and the Darién Gap. We further developed our first-responder parenting model through new crisis toolkits, open-source preparedness resources, expanded regional partnerships, and continued innovation of Crisis ParentText. New chatbot adaptations were developed for Palestinian families and for humanitarian settings in Romania, Georgia, and Afghanistan in partnership with World Vision and local organisations, further demonstrating the adaptability of digital parenting support in emergency contexts.

Evidence

Parenting for Lifelong Health substantially expanded the evidence base of our programmes on reducing violence against children, supporting caregiver and child mental health, and promoting positive child development. Findings from the ParentApp for Teens randomised controlled trial in Tanzania demonstrated significant reductions in sexual violence risk alongside improvements in parenting, caregiver and adolescent mental health, social support, financial wellbeing, and attitudes towards violence and gender equality. Complementing these findings, the ParentText 5-Day User Experience trial in South Africa showed improvements in parenting practices, child maltreatment prevention, father involvement, caregiver mental health, gender-equitable behaviours, and child wellbeing. These studies provide further evidence that digitally delivered parenting support can achieve meaningful outcomes across multiple domains while offering a scalable and cost-effective approach for reaching families.

Innovation

Innovation increasingly serves as the engine for Parenting for Lifelong Health's scaling strategy, as we continue building the technological infrastructure needed to deliver evidence-based parenting support at population scale. During 2025, we integrated generative artificial intelligence across our product development pipeline to accelerate localisation, strengthen user-centred design, and improve operational efficiency. AI-enabled tools supported content adaptation, translation, persona development, notification design, illustration generation, and analysis of caregiver feedback, substantially reducing the time and cost required to adapt interventions for new countries while maintaining programme quality. We also advanced new capabilities in personalised onboarding, adaptive user engagement, voice-enabled interactions, automated facilitation support, and AI-assisted skills practice, laying the foundation for more responsive and engaging digital parenting experiences.

We also strengthened our capacity to learn continuously from programme implementation. New integrated data systems combined information across ParentApp, ParentText, and FacilitatorApp to provide real-time insights into user engagement, implementation quality, and behaviour change. Enhanced analytics and AI-supported monitoring enabled us to identify where parents disengaged, understand barriers to participation, and rapidly test improvements to the user experience. These insights informed redesigned onboarding journeys in Mexico and Malaysia that substantially increased user conversion and engagement. These investments are creating a continuously learning digital ecosystem that enables Parenting for Lifelong Health to improve effectiveness, quality, and efficiency as our programmes reach increasing numbers of families.

Improving Our Capacity for Impact at Scale

Parenting for Lifelong Health strengthened the foundations for achieving population-level impact by improving both the parent experience and the long-term sustainability of our digital platforms. Drawing on evidence from our implementation and research in Tanzania, we undertook a comprehensive redesign of ParentApp to create a more engaging, personalised, and intuitive experience for caregivers. This included redesigned user journeys, simplified navigation, enhanced motivation and rewards systems, and a modernised technical architecture capable of supporting future innovation. We also developed the first integrated version of ParentApp spanning early childhood through adolescence, creating a single platform that can support families across children's developmental stages.

Alongside product improvements, we advanced our long-term strategy for sustainable scale by strengthening the systems required to embed parenting support within national service delivery. Our work increasingly focuses on supporting government ownership of digital infrastructure, building national capacity for quality assurance and accreditation, and developing sustainable financing approaches through government partnerships, earned revenue, and direct-to-consumer models. With ongoing investments in artificial intelligence, data systems, and evidence generation, these developments position Parenting for Lifelong Health to reach substantially more families while maintaining the quality, affordability, and effectiveness that underpin our evidence-based approach.

The achievements of 2025 reflect the continued maturation of Parenting for Lifelong Health from an organisation developing and testing evidence-based parenting programmes into one building the infrastructure required to deliver parenting support at population scale. By combining scientific evidence, digital innovation, systems strengthening, and equitable partnerships, we are creating the conditions for millions more families to access high-quality parenting support through the institutions that serve them.

Strengthening Partnerships

Parenting for Lifelong Health continued to strengthen the global partnerships that underpin our scaling strategy. Working alongside governments, universities, UN agencies, civil society organisations, and philanthropic partners, we expanded a collaborative ecosystem that supports the adaptation, implementation, evaluation, and long-term sustainability of evidence-based parenting support.

A key priority during 2025 was strengthening the PLH Global Community, an international network of implementing organisations committed to scaling parenting support with quality and equity. Through the Playful Parenting for All initiative, community members collaborated to strengthen workforce development, quality assurance, accreditation, implementation guidance, and regional technical support, while sharing practical learning across countries and contexts. These investments are building the institutional capacity needed to support governments to independently deliver, improve, and sustain evidence-based parenting support over the long term.

Our partnerships also continued to drive innovation and evidence generation. We worked closely with UNICEF to support national integration of parenting programmes, collaborated with the University of Oxford and the Global Parenting Initiative to strengthen the evidence base for digital parenting interventions, partnered with World Vision to expand parenting support in humanitarian settings, and continued working with governments and implementing organisations across multiple countries to embed parenting support within existing service delivery systems. These collaborations demonstrate the value of a shared, open-access approach to achieving population-level impact.

Organisational Sustainability and Growth

2025 marked an important year of organisational maturation for Parenting for Lifelong Health as we strengthened the capabilities needed to achieve sustainable, long-term impact. We invested in the financial, organisational, and operational foundations required to scale evidence-based parenting support over the coming decade.

We made significant progress towards financial sustainability by strengthening fundraising systems, increasing engagement with prospective donors, expanding trustee involvement in resource mobilisation, and developing a more strategic approach to philanthropic partnerships. At the same time, we advanced our exploration of earned revenue opportunities and developed decision-making frameworks to diversify income sources, reflecting our commitment to building a more resilient and sustainable funding model.

We also strengthened organisational capacity. New performance management systems, salary frameworks, and management processes enhanced organisational accountability and supported the continued growth of our international team. These investments have improved our ability to manage increasing organisational complexity while maintaining a strong culture of collaboration, learning, and inclusion.

Operationally, Parenting for Lifelong Health continued its evolution from a project delivery organisation to one focused on enabling sustainable scale through national systems. We invested in implementation frameworks, quality assurance, country planning, digital infrastructure, and organisational systems that support governments and partners to deliver parenting programmes independently while maintaining evidence-based quality.

These developments leave Parenting for Lifelong Health better positioned to deliver on its long-term strategy. With stronger governance, more sustainable financing, enhanced organisational systems, and an increasingly scalable operating model, we are well placed to accelerate our mission of ensuring that every parent, everywhere has access to evidence-based parenting support.

Resource Mobilisation

Resource mobilisation was a strategic priority throughout 2025 as Parenting for Lifelong Health continued to build a more resilient and sustainable funding model. Alongside securing project-based funding to expand innovation and country implementation, we focused on increasing unrestricted support that enables long-term organisational development, investment in core capabilities, and continuous innovation.

A significant milestone during the year was the expansion of our portfolio of unrestricted philanthropic partners. New support from the Draper Richards Kaplan Foundation, the Wellspring Philanthropic Fund, and the World Childhood Foundation reflects growing confidence in Parenting for Lifelong Health's long-term vision and organisational strategy. These partnerships represent an important shift towards more flexible funding that strengthens our ability to respond to emerging opportunities, invest in organisational capacity, and accelerate innovation beyond the constraints of project-specific grants.

We also secured strategic investments that advanced key priorities within our 2026–2030 Strategy. Support from The Human Safety Net continued to accelerate the scale-up of digital parenting support in Malaysia, while funding from The Agency Fund enabled further development of our digital products, artificial intelligence capabilities, and user engagement systems. These investments complement our broader strategy of combining organisational sustainability with targeted innovation funding to maximise long-term impact.

Governance and Accountability

During 2025, Parenting for Lifelong Health continued to strengthen its governance and accountability systems to support responsible organisational growth and effective stewardship of resources. The Board of Trustees expanded its expertise, established a dedicated Finance Committee, and increased its oversight of financial performance, organisational risk, strategic planning, and fundraising.

We also strengthened internal governance through improved financial forecasting, clearer organisational policies, enhanced performance management, and more robust monitoring and reporting systems. Investments in data and evaluation further improved our ability to monitor implementation quality, measure outcomes, and support evidence-informed decision-making across the organisation.

These developments have enhanced organisational transparency, strengthened accountability to our funders, partners, and the families we serve, and reinforced the governance systems needed to support Parenting for Lifelong Health's continued growth and impact.

Financial Review

Parenting for Lifelong Health maintained a stable financial position during 2025 while continuing to invest in the organisational capacity required for long-term growth. Our financial strategy remained focused on balancing investment in innovation, global scale-up, and organisational development with prudent financial management and responsible stewardship of resources.

During the year, the organisation also undertook regular reviews of project performance and funding agreements to ensure that income and expenditure were recognised appropriately in line with the delivery of programme activities and applicable accounting standards. These reviews supported the accurate recognition of project income within the audit period and strengthened financial oversight across our portfolio.

Table 1 (see appendix 1) summarises the revenue recognised during the year following the completion of project reviews and year-end assessments, reflecting income earned through programme delivery during the reporting period.

The global funding environment remained highly competitive, with increased pressure on philanthropic resources and longer funding decision cycles. In response, we strengthened financial planning and forecasting, prioritised strategic investments, and continued to build a diversified funding pipeline that positions the organisation for greater resilience over time.

Parenting for Lifelong Health remains committed to building a sustainable financial model that combines philanthropy, government and institutional partnerships, technical assistance, and earned revenue. This diversified approach will enable us to continue investing in evidence, innovation, and systems strengthening while expanding access to high-quality parenting support for families around the world.

Reserves policy

The charity's reserves policy is to maintain unrestricted reserves equivalent to approximately three months of operating expenditure. This level of reserves provides sufficient financial resilience to manage short-term cash flow fluctuations, meet operational commitments, and respond to unforeseen circumstances while supporting the charity's long-term sustainability. At 31 December 2025, the charity held total unrestricted funds of £536,962. Based on an average monthly operating expenditure of approximately £192,731, the Trustees are satisfied that the level of unrestricted reserves exceeded the charity's target of maintaining approximately three months of operating expenditure. Restricted funds continue to be held solely for the purposes specified by donors.

2025 Project Overview

Scaling in Core Countries

Malaysia

Naungan Kasih at Scale in Malaysia Phase II (2024–2027)

Funded by The Human Safety Net, this project is expanding parenting support across Malaysia through KEMAS, the national rural government preschool system. The programme trains preschool educators to onboard parents in the Naungan Kasih parenting programme. Parents learn through teacher-moderated group chats and a chatbot available on WhatsApp. Teachers implement the programme with support from a mobile application, FaciNK, which offers pre-drafted group messages, reporting tools, and troubleshooting support.

Mexico

Crianza con Conciencia (CC+) Phase I (2023–2025)

PLH closed Phase I of the CC+ programme in Mexico in 2025. Closing project activities included support for a national parenting strategy meeting, organised by UNICEF Mexico, and the development of a national scaling strategy for CC+.

Crianza con ConCiencia Phase II (2024–2025)

This phase focused on institutionalising CC+ within government systems, strengthening delivery capacity, and improving programme user experience.

Guerrero Expansion (2024–2025)

PLH partnered with the state government of Guerrero to train facilitators and deliver CC+ to parents. In addition, PLH improved the local app, Formando Con Conciencia +, designed to support CC+ facilitators, to include multi-group management tools, facilitator data feedback loops, and multimedia sharing.

Philippines

Ongoing support of integrating evidence-based parenting within the conditional cash transfer system.

Funded through the Playful Parenting for All grant from the LEGO Foundation, PLH continued to support our Philippines partners, Masayang Pamilya and Ateneo de Manila University, to integrate our evidence-based parenting courses within the Department of Social Welfare and Development’s conditional cash transfer programme for low-income families.

South Africa

Supporting Wellness Through Integrated Family Training (SWIFT) Study South Africa (2024–2026)

Funded by the University of Oxford and the University of Cape Town, this project adapted ParentText for a multilevel randomised trial in South Africa. In 2025, PLH supported the SWIFT research team to complete content and user experience adaptations in preparation for a 2026 trial, including the integration of updated survey tools, an upgraded GDPR-compliant hosting environment, and monitoring dashboards.

Tanzania

Building a National Parenting Support System in Tanzania (2023–2024)

As a sub-grantee of Tanzania's National Institute of Medical Research, PLH partnered with NIMR and Investing in Children and their Societies (ICS) to support development of a national parenting support programme.

Gender Transformative Adaptation to ParentApp for Teens (2024–2026)

Funded by the Wellspring Foundation, this project integrates gender-transformative approaches into ParentApp for Teens in Tanzania.

Scaling in Other Countries

Aruba

Promoting Family-Friendly Workplace Initiatives in Aruba (2025–2026)

This programme, developed with support from UNICEF Netherlands and the Ministry of Social Affairs in Aruba, supported organisations and businesses in Aruba to adopt parent-friendly workplace policies that improve caregiver wellbeing and work-life balance.

Kuwait

Partnership with Kuwait's Ministry of Health (2024–2025)

Funded by Kuwait's Ministry of Health, this project supported the development of a contextualised PLH for Young Children programme for families in Kuwait.

Pacific Islands

Pacific Regional Parenting Toolkit (2025–2026)

In partnership with UNICEF Pacific, this initiative supported the development of a culturally grounded parenting support toolkit promoting nurturing care, child wellbeing, nutrition, and violence prevention across the Pacific region.

Panama

Strengthening the Parenting Ecosystem in Panama (2025–2026)

In partnership with the Ministry of Social Development and UNICEF Panama, ParentApp and ParentText were adapted to the Panamanian context. The initiative, Crianza Responsable y Amorosa, offers a two-tiered strategy to reach parents at scale in Panama through digital campaigns and facilitated onboarding sessions. In 2025, PLH supported the co-design of the programme content adaptation and development of facilitator training materials.

Uganda

Going to Scale in Uganda (2025–2026)

Funded by ELMA Foundation, Echidna Giving, and Wellspring Foundation through Makerere University, this initiative strengthens government leadership, organisational systems, and parenting programme scale-up in Uganda. In 2025 PLH supported the training of programme implementers on scaling and monitoring evidence-based parenting programmes and made improvements to the local app, Parenting for Respectability

Parenting in Crisis

Parenting for Children in Crisis (2023–2025)

Funded through the Playful Parenting for All project and the University of Oxford, we established a first-responder parenting and child protection delivery model for humanitarian emergencies.

In 2025, Parenting for Lifelong Health delivered support across South Sudan, the Philippines, the Democratic Republic of Congo, Thailand, Pakistan, and the Darién Gap, reaching 7.1 million caregivers.

Key innovations included a) Crisis Parenting Chatbot; b) Parenting for Children in Crisis Toolkit; c) Expanded regional partnerships; and d) Open-source crisis preparedness resources

ParentText for Palestinian Parents of in Children Crisis

In 2025 PLH continued our commitment to support parents of children in crisis with a crisis-focused adaptation of the ParentText. The chatbot was co-designed with parents who had previously experienced crisis and deeply rooted in the local perspectives of Palestinian caregivers with support from Sanadak, Anar, and World Without Orphans. In 2025, PLH supported product adaptation and design for a randomized control trial, led by the University of Oxford, to evaluate the effectiveness of the chatbot. In 2025, the chatbot reached 1,073 parents.

ParentText for Parents in Crisis in Romania, Georgia, Afghanistan

Funded by World Vision Middle East and Eastern Europe, this pilot explored chatbot technology for parenting support in humanitarian and crisis-affected settings.

Innovation

Building a Global Technical Infrastructure for a Parent Support Learning Ecosystem (2024–2025)

Funded by The Agency Fund, this project supports development of a unified data repository and visualisation system to strengthen learning from global digital parenting deployments.

From RCT to Real World: Scalable Measurements and Data Feedback for Sustained Impact (2025–2026)

Funded by The Agency Fund, this project aims to transform PLH digital tools into adaptive systems capable of learning and responding dynamically to user engagement and programme outcomes.

ParentText 5-Day User Experience Randomised Controlled Trial (2024–2025)

Funded by the University of Oxford, this study delivered a large ParentText randomised controlled trial in South Africa with 23,864 participants.

PLH developed: a five-module ParentText chatbot on positive parent-child relationships, ParentText-Plus booster on child development, and a WashText sanitation and hygiene chatbot as an active control.

PLH also managed survey implementation, chatbot tracking, and follow-up assessments.

ParentApp Support Online Safety (2024–2025)

Funded by the University of Oxford, this project strengthened ParentApp through integration of online sexual violence prevention and safeguarding content.

Advocacy

Playful Parenting for All (2023–2025)

Funded by the LEGO Foundation, this initiative enabled Parenting for Lifelong Health to establish itself as an independent charity and strengthen a collaborative leadership model with four Global South nonprofit partners through the PLH Global Consortium.

Consortium partners included Fundación Apapacho (Colombia), Institut Alternativa (North Macedonia), Clowns Without Borders (South Africa), Masayang Pamilya, Inc. (Philippines). The programme supported technical assistance and capacity strengthening for governments and civil society organisations implementing parenting support at scale, particularly in crisis settings.

Key achievements included a) Launch of communities of practice and case clinics; b) Open webinars for the wider parenting support sector; c) Improved digital asset management systems; and d) Development of a real-time monitoring and evaluation dashboard

Development and Testing of Policy Benchmarks for Universal Parenting Support Policies (2023–2025)

Funded by UNICEF Headquarters, this project supported policymakers to assess parenting support systems, identify policy gaps, and monitor implementation progress.

Generating Evidence on Gender Transformative Parenting Programmes (2024–2025)

PLH partnered with UNICEF, Equimundo, Prevention Collaborative, and Proteus Fund to identify and evaluate innovative gender-transformative parenting approaches.

Draper Richards Kaplan Foundation (2025–2028)

The Draper Richards Kaplan Foundation supports PLH through a three-year investment and strategic board partnership focused on organisational impact, sustainability, and scale. Key priorities include a) Scaling parenting interventions to reach at least 10 million families by 2028, b) Supporting government ownership of parenting systems, c) Integrating generative AI into digital tools, and d) Strengthening quality assurance.

Wellspring Philanthropic Fund Transformative Adaptations to Parenting Programs (2025–2028)

The Wellspring Philanthropic Fund is supporting PLH to strengthen its sustainability, digital innovation, organisational capacity, and integration of gender-transformative approaches across parenting programmes.

Annex 1: Recognised Revenue

Revenue Recognised During the 2025 Financial Year

Project Short Name	Type of Funding	Amount - GBP	Funder Souce
AGENCY FUND	Restricted	30 627	Foundation
ISPF ONLINE SAFETY	Restricted	98 903	Partnership
Kuwait MOH	Restricted	88 984	Government
MAK CHDC ELMA FOUNDATION	Restricted	33 516	Foundation
Parent Text 5DUX	Restricted	12 8438	Partnership
PPfA - LEGO FOUNDATION	Restricted	57 6075	Foundation
SWIFT STUDY	Restricted	75 885	Partnership
THSN – Malaysia Phase 2	Restricted	426 353	Foundation
UNICEF - THE NETHERLANDS (A&C)	Restricted	224 903	Service Contract
UNICEF MEXICO	Restricted	54 668	Service Contract
UNICEF MEXICO GG EXPANSION	Restricted	37 921	Service Contract
UNICEF MEXICO PHASE II	Restricted	111 306	Service Contract
UNICEF PACIFIC	Restricted	189 551	Service Contract
UNICEF PANAMA	Restricted	103 496	Service Contract
UNICEF PROJECT SUPPORT NY	Restricted	29 376	Service Contract
WCF AI CHATBOX	Restricted	35 000	Foundation
WCF PARENT APP	Restricted	20 151	Foundation
WELLSPRING - NIMR -TANZANIA PHASE II	Restricted	354 252	Partnership
WELLSPRING GTMAPPING	Restricted	4 858	Foundation
WELLSPRING PARENTAPP GT	Restricted	(536)	Foundation
WVI - CRISIS TEXT	Restricted	393 08	Service Contract
TOTAL RESTRICTED SOURCES		**2 663 035**	
DRK	Unrestricted	37 424	Foundation
WELLSPRING 3YR	Unrestricted	348 184	Foundation
Other Charitable Activities	Unrestricted	10,081	Individuals - Misc.
Grants and Donations	Unrestricted	395 689	Grants - Overhead coverage
TOTAL UNRESTRICTED SOURCES		**602 149**	
TOTAL ALL SOURCES		**3 265 184**	

Annex 2: 2025 Project Overview

Scaling

Aruba

Promoting Family-Friendly Workplace Initiatives in Aruba (2025–2026)

This programme, developed with support from UNICEF Netherlands and the Department of Social Affairs in Aruba, supports organisations and businesses in Aruba to adopt parent-friendly workplace policies that improve caregiver wellbeing and work-life balance. Key achievements in 2025 included:

- National Employer & Employee Survey Completed: A national survey on family-friendly workplace practices was conducted in collaboration with the Department of Social Affairs and UNICEF Netherlands, reaching 167 working parents and caregivers and 49 employer representatives across public and private sectors, providing a strong evidence base to inform the AFFW Certification design.
- Co-Design Workshops & Situation Analysis Delivered: Three co-design workshops brought together government, NGOs, unions, and private sector stakeholders to collaboratively shape the certification. A comprehensive Situation Analysis Report was also developed, mapping existing frameworks, identifying gaps between policy and practice, and benchmarking Aruba's efforts against international standards.
- Certification Criteria & Guidance Materials Finalized: PLH developed the AFFW certification criteria through a structured, evidence-informed process in close collaboration with DSA and UNICEF Netherlands. Four guidance documents were produced (an Applicant Handbook, Evaluator Handbook, Manager Onboarding brief, and HR two-pager) ensuring consistency, clarity, and practical usability across organizations of different sizes and sectors.
- Web Platform Developed & User-Tested: A fully functional web-based platform was developed to support the end-to-end certification application process. Three user-testing workshops (January 19–21) engaged representatives from micro, small, medium, and large organizations to validate the platform's clarity and feasibility, with all findings incorporated into final materials prior to launch.

Kuwait

Partnership with Kuwait’s Ministry of Health (2024–2025)

Funded by Kuwait’s Ministry of Health, this project supported development of a contextualised PLH for Young Children programme for families in Kuwait. In 2025, PLH trained 24 facilitators and 12 supervisors in comprehensive facilitation, safeguarding, and app utilization. The project reached 213 parents who completed the in-person 29 years program, while the Parent App (locally known as DAYEM App) reached a total of 268 people. Despite high attrition among approximately 200 participants, the trial showed promising reductions in child maltreatment and emotional abuse, as well as improved caregiver well-being, highlighting the need for a larger trial to definitively confirm these causal effects.

Pacific Islands

Pacific Regional Parenting Toolkit (2025–2026)

This UNICEF Pacific initiative supports development of a culturally grounded parenting support toolkit promoting nurturing care, child wellbeing, nutrition, and violence prevention across the Pacific region. In 2025, key accomplishments included the completion of a draft comprehensive desk review and mapping of parent support initiatives in the region, conducting interviews with 36 key regional and national stakeholders, and completing 5 national co-design workshops to inform the development of the toolkit in Fiji, Vanuatu, Solomon Islands, Kiribati, and the FMS.

Panama

Strengthening the Parenting Ecosystem in Panama (2025–2026)

This project adapts ParentApp and ParentText to the Panamanian context in partnership with the Ministry of Social Development (MIDES) and UNICEF Panama. The initiative, Crianza Responsable y Amorosa, offers a two-tiered strategy to reach parents at scale in Panama through digital campaigns and facilitated onboarding sessions. In 2025, PLH supported the co-design of the programme content adaptation and development of facilitator training materials.

Malaysia

Naungan Kasih at Scale in Malaysia Phase II (2024–2027)

Funded by The Human Safety Net, this project expands parenting support across Malaysia through KEMAS, the national rural government preschool system. The programme trains preschool educators to onboard parents in the Naungan Kasih parenting programme. In the programme, parents learn through teacher-moderated group chats and a chatbot available on WhatsApp. Teachers implement the programme with support from a mobile application, FaciNK, which offers pre-drafted group messages, reporting tools, and troubleshooting support. In 2025, key project achievements include training 180 preschool teachers and delivering Nangan Kasih to 1,300 parents. We also completed implementation of the cluster-randomised controlled trial (RCT) of the Naungan Kasih parenting programme across 50 KEMAS preschools in Selangor.

Mexico

Crianza con Conciencia (CC+) Phase I (2023–2025)

PLH closed Phase I of the CC+ programme in Mexico in 2025. Closing project activities included support for a national parenting strategy meeting, organised by UNICEF Mexico, and the development of a national scaling strategy for CC+.

Crianza con ConCiencia Phase II (2024–2025)

This phase focused on institutionalising CC+ within government systems, strengthening delivery capacity, and improving programme user experience. Key achievements from Phase II in 2025 included:

- **Facilitator Training Exceeded Targets:** PLH and Juconi trained 109 facilitators, 39 coaches, and 119 trainers bringing the cumulative total to 267, well above the original target of 100. Training covered five states: Mexico City, Baja California, Chihuahua, Ciudad Juárez, and Morelia.
- **CC+ Dashboard Completed:** The CC+ dashboard was fully delivered with updated trigger words by institution, campaign-level filters, and new indicators from the facilitator app, giving UNICEF and implementing partners key stakeholders real-time visibility into programme performance across implementing partners and states.
- **Asynchronous Facilitator Training Model Completed:** The full online asynchronous training model for CC+ facilitators was completed in collaboration with DIF Continuing Education, including a thematic index and content development materials enabling scalable, self-paced capacity building for facilitators without requiring in-person delivery.
- **Chatbot Updates Implemented:** Two co-design workshops with 22 caregivers (18 women, 4 men) from two Mexico City delegations yielded actionable UX improvements, which were successfully integrated into the CC+ chatbot and facilitator app , including streamlined onboarding, personality options, and enhanced implementer registration by role, state, and institution.

Guerrero Expansion (2024-2025)

This initiative had two priorities:

1. PLH partnered with the state government of Guerrero through SEP and DIF Acapulco Municipality to train 48 facilitators and 9 coaches. Through facilitator engagement, 171 caregivers were enrolled in the CC+ program, with 151 completing the full four-week hybrid model. PLH dashboards showed that between January and March 2025, 355 parents were onboarded into CC+ in Guerrero, with over 81% completing the core course.

2. PLH upgraded the local facilitator app, Formando con Conciencia+, designed to support CC+ facilitators at scale. The app now includes the ability to manage up to five simultaneous parent groups, all capable of submitting group reports. Key improvements include simplified group management, expanded content access, multi-group reporting, improved user navigation, and more efficient report submissions. The app has been fully updated, tested, and is now more user-friendly, better aligned with stakeholder needs.

South Africa

Supporting Wellness Through Integrated Family Training (SWIFT) Study South Africa (2024–2026)

Funded by the University of Oxford and the University of Cape Town, this project adapted ParentText for a multilevel randomised trial in South Africa. In 2025, PLH supported the SWIFT research team to complete content and user experience adaptations in preparation for a 2026 trial, including the integration of updated survey tools, an upgraded GDPR-compliant hosting environment, and monitoring dashboards.

Tanzania

Building a National Parenting Support System in Tanzania (2023–2024)

As a sub-grantee of Tanzania's National Institute of Medical Research, PLH partnered with NIMR and Investing in Children and their Societies (ICS) to support the development of a national parenting support programme. Key achievements included the development of the National Roadmap for Scaling Digitally Enhanced Parenting Interventions and the National Coordination Framework for Parenting Interventions, providing the governance and implementation architecture for coordinated, government-led scale-up of evidence-based parenting support, specifically ParentApp, across Tanzania.

Gender Transformative Adaptation to ParentApp for Teens (2024–2026)

Funded by the Wellspring Foundation, this project integrates gender-transformative approaches into ParentApp for Teens in Tanzania. Key achievements in 2025 include the completion of a desk review to identify opportunities to gender transformative content changes, a risk assessment to capture culturally specific considerations when adapting for gender transformation in Tanzania, and co-design workshops to inform gender transformative content adaptation.

Uganda

Going to Scale in Uganda (2025–2026)

Funded by ELMA Foundation, Echidna Giving, and Wellspring Foundation through Makerere University, this initiative strengthens government leadership, organisational systems, and parenting programme scale-up in Uganda. In 2025 PLH supported the training of programme implementers on scaling and monitoring evidence-based parenting programmes and made improvements to the local app, Parenting for Respectability

Parenting in Crisis

Parenting for Children in Crisis (2023–2025)

Funded through the Playful Parenting for All project and the University of Oxford, we established a first-responder parenting and child protection delivery model for humanitarian emergencies.

In 2025, Parenting for Lifelong Health delivered support across South Sudan, the Philippines, the Democratic Republic of Congo, Thailand, Pakistan, and the Darién Gap, reaching 7.1 million caregivers.

Key innovations included a Crisis Parenting Chatbot, the Parenting for Children in Crisis Toolkit, expanded regional partnerships, and open-source crisis preparedness resources.

ParentText for Palestinian Parents of in Children Crisis

In 2025 PLH continued our commitment to support parents of children in crisis with a crisis-focused adaptation of the ParentText. The chatbot was co-designed with parents who had previously experienced crisis and deeply rooted in the local perspectives of Palestinian caregivers with support from Sanadak, Anar, and World Without Orphans. In 2025, PLH supported product adaptation and design for a randomized control trial, led by the University of Oxford, to evaluate the effectiveness of the chatbot. In 2025, the chatbot reached 1,073 parents.

ParentText for Parents in Crisis in Ukraine, Romania, Georgia, Afghanistan

Funded by World Vision Middle East and Eastern Europe, this pilot successfully deployed a rules-based chatbot to deliver crucial mental health and positive parenting support to over 2000 caregivers in humanitarian and crisis-affected settings. This collaborative regional initiative achieved high user onboarding rates (80%) across all deployment sites by late 2025. A major cornerstone of this success was the comprehensive localization of parenting support content across three languages, which featured custom-tailored illustrations and videos designed specifically for each unique country context.

Innovation

Building a Global Technical Infrastructure for a Parent Support Learning Ecosystem (2024–2025)

Funded by The Agency Fund, this project supports the development of a global technical infrastructure that integrates data across PLH's digital parenting platforms into a unified learning ecosystem, enabling consistent monitoring, cross-country learning, and evidence-informed decision-making.

We integrated data from ParentText, ParentApp and the Facilitator App into a single global platform, enabling programmes to understand participant journeys across digital and facilitated delivery for the first time.

We established automated data pipelines, a unified global data repository and standardised data structures across countries and platforms, improving the consistency, quality and comparability of programme data.

We also developed a global dashboard that provides real-time insights into programme reach, engagement, retention and implementation, giving teams a shared view of performance across deployments and creating the technical foundation for future AI-enabled analytics.

From RCT to Real World: Scalable Measurements and Data Feedback for Sustained Impact (2025–2026)

Funded by The Agency Fund, this project aims to transform PLH digital tools into adaptive systems capable of learning and responding dynamically to user engagement and programme outcomes.

ParentText 5-Day User Experience Randomised Controlled Trial (2024–2025)

Funded by the University of Oxford, this study delivered a large ParentText randomised controlled trial in South Africa with 23,864 participants.

PLH developed: a five-module ParentText chatbot on positive parent-child relationships, ParentText-Plus booster on child development, and a WashText sanitation and hygiene chatbot as an active control.

PLH also managed survey implementation, chatbot tracking, and follow-up assessments.

ParentApp Support Online Safety (2024–2025)

Funded by the University of Oxford, this project strengthened ParentApp through integration of online sexual violence prevention and safeguarding content.

Advocacy

Playful Parenting for All (2023–2025)

Funded by the LEGO Foundation, this initiative enabled Parenting for Lifelong Health to establish itself as an independent charity and strengthen a collaborative leadership model with four Global South nonprofit partners through the PLH Global Consortium.

Consortium partners include:

- Fundación Apapacho (Colombia)
- Institut Alternativa (North Macedonia)
- Clowns Without Borders (South Africa)
- Masayang Pamilya, Inc. (Philippines)

The programme supported technical assistance and capacity strengthening for governments and civil society organisations implementing parenting support at scale, particularly in crisis settings.

Key achievements included the launch of communities of practice and case clinics, open webinars for the wider parenting support sector, improved digital asset management systems, the development of a real-time monitoring and evaluation dashboard, and successful project closure.

Development and Testing of Policy Benchmarks for Universal Parenting Support Policies (2023–2025)

Funded by UNICEF Headquarters, this project supported policymakers to assess parenting support systems, identify policy gaps, and monitor implementation progress. PLH developed and piloted the **Policy Analysis and Benchmarking Tool for Universal Parenting Support** across Mexico, Serbia, South Africa, the United Arab Emirates, and Zambia, providing the first evidence-based framework for assessing national parenting support systems. The tool is informing national planning and helping governments strengthen coordinated, government-led parenting systems while supporting UNICEF's global efforts to institutionalise parenting support within violence prevention and child wellbeing strategies.

Generating Evidence on Gender Transformative Parenting Programmes (2024–2025)

With support from UNICEF Headquarters, PLH delivered two landmark global resources in 2025 to strengthen parenting support systems worldwide.

The Global Conceptual Framework for Universal Parenting Support provides a roadmap for countries to move beyond isolated programmes and build integrated national systems that deliver universal, targeted, and intensive support for families.

Complementing the Framework, the Policy Analysis and Benchmarking Tool for Universal Parenting Support enables governments and partners to assess the strength of existing parenting support systems and identify priorities for scaling across 12 core domains.

Unrestricted Funds

Draper Richards Kaplan Foundation (2025–2028)

The Draper Richards Kaplan Foundation supports PLH through a three-year investment and strategic board partnership focused on organisational impact, sustainability, and scale. Key priorities include: scaling parenting interventions to reach 10 million families by 2028, supporting government ownership of parenting systems, integrating generative AI into digital tools, and strengthening quality assurance.

Wellspring Philanthropic Fund Transformative Adaptations to Parenting Programs (2025–2028)

Supported by the Wellspring Philanthropic Fund, this unrestricted funding initiative strengthens PLH’s sustainability, digital innovation, organisational capacity, and integration of gender-transformative approaches across parenting programmes.

Completed Projects

Scaling up parenting programmes in Uganda and Kenya. Funded by the Global Partnership to End Violence Against Children, this project responded to the trend of increasing violence against children in Uganda and Kenya in the wake of the COVID-19 pandemic. PLH supported UNICEF, government, and civil society leaders in both countries to document challenges and lessons learned as both countries introduced national parenting support programmes. PLH also facilitated exchanges between partners in both countries to share learnings and identify potential solutions to common challenges. The project closed with a report detailing recommendations for programme improvements and insights for other countries considering introducing national parenting programmes.

Designing and Implementing Parenting Interventions in Latin America and Caribbean: A guide for decision-makers. Funded by the Pan-American Health Organization (part of the World Health Organization), this project reviewed existing evidence-based parenting programmes in Latin America and the Caribbean and detailed principles for the design of effective parenting support programmes at national scale. The resulting report equipped regional policymakers and civil society leaders with a catalogue of existing evidence-based parenting programmes and their features, an analysis of the programmes' commonalities and differences, and guidance for selecting a parenting programme to best serve families in need in a given context.

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

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.

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.

Global Parenting Intervention Handbook. Funded by the World Health Organization, PLH was asked to create a handbook for policymakers and civil society leaders on how to select, design, evaluate, implement, monitor, and scale up evidence-based parenting interventions to prevent maltreatment and enhance parent-child relationships in children aged 0-17 years. The handbook included practical guidance for evaluating the evidence supporting a parenting programme's impact on families in need, matching available evidence-based programmes to intended goals, recruiting families most in need, managing financial and operational sustainability of parenting programmes, and adapting evidence-based programmes to new contexts.

Conclusion

2025 was a year of transformation, innovation, and accelerated global impact for Parenting for Lifelong Health. Through strengthened partnerships, scalable digital innovation, and a growing commitment to locally led systems change, we continued expanding access to evidence-based parenting support for families worldwide.

As Parenting for Lifelong Health looks toward the future, we remain committed to advancing sustainable, equitable, and scalable parenting support systems that improve outcomes for children, caregivers, and communities globally.

Plans for future periods
Looking Ahead

As we begin implementing our 2026–2030 Strategic Plan, Parenting for Lifelong Health enters its next phase with a stronger foundation and a clear ambition: to ensure that every parent, everywhere has access to evidence-based parenting support. Building on the progress achieved during 2025, we will continue to expand delivery through governments and strategic partners while strengthening the digital platforms, implementation systems, and organisational capabilities that enable sustainable impact at scale.

Our priorities for the years ahead include accelerating government integration and country ownership, advancing artificial intelligence and digital innovation to improve the parent experience, expanding the evidence base for scalable parenting support, and strengthening the global ecosystem of partners that deliver our programmes. We will also continue to diversify our funding base and develop sustainable revenue models that support long-term organisational resilience and independence.

As demand for accessible, effective parenting support continues to grow among parents alongside increasing commitment from governments and implementing partners, Parenting for Lifelong Health is well positioned to transform how evidence-based parenting support is delivered at population scale. By combining scientific evidence, digital innovation, and systems strengthening, we aim to reach millions more families while improving children's safety, wellbeing, and lifelong opportunities.

Closing Remarks

2025 was a year of significant organisational progress for Parenting for Lifelong Health. Across research, innovation, implementation, and organisational development, we strengthened the foundations needed to deliver evidence-based parenting support at population scale. Each milestone brings us closer to a future where every parent has access to practical, effective support that helps children grow up safe, healthy, and able to thrive.

None of this would have been possible without the commitment and collaboration of our staff, trustees, researchers, implementing partners, governments, funders, and, most importantly, the parents and caregivers who continue to shape and strengthen our work. We are deeply grateful for their trust, partnership, and shared commitment to improving children's lives.

Together, we are helping build a world where every parent, everywhere has access to the support they need to raise children who are safe, healthy, and able to thrive.

Structure, governance and management
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
Lisa Jordan (Appointed 11 December 2025)
William Parr (Appointed 11 December 2025)

Organisational structure

Risk management

The Trustees are responsible for identifying, monitoring, and managing the principal risks facing the charity. Risks are reviewed monthlt by the PLH Leadership Team through the organisation's risk register and management reporting processes and reported to the Trustees on quarterly basis, with mitigating actions agreed where appropriate. During 2025, the key risks continued to include securing sustainable unrestricted funding, maintaining appropriate governance and operational capacity to support organisational growth, and ensuring continuity of critical technology and operational partners. The Trustees are satisfied that appropriate systems of internal control, financial oversight, and operational management are in place to manage these risks effectively while supporting the charity's strategic objectives.

The principal risks identified in 2024 remained broadly consistent during 2025; however, the charity's mitigation strategies continued to evolve in response to organisational growth. To reduce reliance on a single major donor, PLH strengthened its resource mobilisation efforts, diversified its funding pipeline, and secured additional unrestricted funding to support core operations and long-term sustainability. In addition, PLH continued to strengthen business continuity by broadening its network of key suppliers and service providers, reducing dependency on individual partners while maintaining the specialised expertise required to deliver its programmes.

Governance

Parenting for Lifelong Health is governed by a Board of Trustees, who are also the directors of the charitable company for the purposes of company law. The Board provides strategic oversight, approves the organisation's direction, and monitors financial and operational performance.

Governance capacity was further strengthened during 2025 through the appointment of Maxim Parr and Lisa Jordan as Trustees. Together, they bring significant expertise in organisational strategy, financial management, scaling, sustainability, and resource mobilisation, further enhancing the Board's ability to provide effective strategic oversight.

Organisational Structure

Responsibility for the day-to-day management of the charity is delegated to the Chief Executive Officer, who is supported by the Executive Leadership Team. During 2025, the Executive Leadership Team continued to oversee programme delivery, finance, operations, technology, and strategic partnerships, ensuring the organisation remained well positioned to deliver its charitable objectives while strengthening organisational systems and governance to support continued growth.

During the year, the charity also undertook an organisational review to ensure its organisational structure remained aligned with its evolving strategic priorities and long-term sustainability. As part of this process, the roles of Interim Chief Operating Officer, Director of Programmes, Parenting for Children in Crisis Manager, and Content Assistant (following the conclusion of the PPFA project) were concluded. These changes were made to position the organisation for a revised strategic direction commencing in 2026 and to ensure that staffing and resources remained aligned with the charity's future priorities.

Foreword by the CEO and Chair of Trustees

2025 marked a defining year in Parenting for Lifelong Health's journey from an evidence-driven initiative into a globally recognised organisation advancing playful, evidence-based parenting support at scale.

Building on more than a decade of research, implementation, and systems partnerships, Parenting for Lifelong Health strengthened its role as a convenor, innovator, and trusted partner to governments, multilateral agencies, and civil society organisations worldwide.

Demand for evidence-based parenting programmes continued to grow rapidly throughout the year. In response, Parenting for Lifelong Health prioritised strengthening sustainable systems, investing in regional leadership, and expanding scalable digital solutions capable of reaching families in low-resource and crisis-affected settings.

The Playful Parenting for All (PPfA) initiative supported by the LEGO Foundation demonstrated the power of Global South leadership and partnership-driven scale. Ending in June 2025, the programme strengthened Regional Centres of Excellence across Africa, Southeast Asia, Eastern Europe, and Latin America, enabling local partners to move beyond programme delivery toward systems leadership, institutional sustainability, and regional coordination.

2025 also reflected our growing institutional maturity. Strategic investments in governance, safeguarding, operations, leadership development, and fundraising infrastructure strengthened organisational resilience and positioned Parenting for Lifelong Health for long-term sustainability. We significantly diversified its funding base, reducing reliance on a single donor while securing new philanthropic partnerships and core institutional support.

Most importantly, our work continued to improve the lives of parents, caregivers, and children globally. Parenting support was embedded into health, education, social protection, and humanitarian systems across multiple countries, ensuring that families could access practical and culturally relevant support through the services they already use.

As we look ahead, Parenting for Lifelong Health remains committed to achieving large-scale systems change through evidence, partnership, innovation, and local leadership. With strengthened delivery systems, mature digital infrastructure, and growing global momentum, we are well positioned to expand our impact over the coming years.

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

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Lucie Cluver

Trustee

Date: 16.09.26 .....

PARENTING FOR LIFELONG HEALTH

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2025

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.

PARENTING FOR LIFELONG HEALTH

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 2025 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 2025 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: 16/9/2026

PARENTING FOR LIFELONG HEALTH

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income and endowments from:							
Donations and legacies	**3**	590,444	2,663,035	3,253,479	265,326	2,389,505	2,654,831
Charitable activities	**4**	10,081	-	10,081	9,143	-	9,143
Other income	**5**	1,624	-	1,624	-	-	-
Total income		602,149	2,663,035	3,265,184	274,469	2,389,505	2,663,974
Expenditure on:							
Raising funds	**6**	-	4,388	4,388	-	843	843
Charitable activities	**7**	117,722	2,600,122	2,717,844	100,337	2,327,699	2,428,036
Total expenditure		117,722	2,604,510	2,722,232	100,337	2,328,542	2,428,879
Net income		484,427	58,525	542,952	174,132	60,963	235,095
Transfers between funds		(48,263)	48,263	-	-	-	-
Other recognised gains and losses:							
Other gains/(losses)		(51,658)	(20,387)	(72,045)	296	6,044	6,340
Net movement in funds		384,506	86,401	470,907	174,428	67,007	241,435
Reconciliation of funds:							
Fund balances at 1 January 2025		152,456	972,682	1,125,138	(21,972)	905,675	883,703
Fund balances at 31 December 2025		536,962	1,059,083	1,596,045	152,456	972,682	1,125,138

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 2025

	Notes	2025		2024	
		£	£	£	£
Current assets					
Debtors	**12**	93,095		267,888	
Cash at bank and in hand		1,569,626		1,160,593	
		1,662,721		1,428,481	
Creditors: amounts falling due within one year	**13**	(66,676)		(303,343)	
Net current assets			1,596,045		1,125,138
Net assets excluding pension liability			1,596,045		1,125,138
The funds of the charity					
Restricted income funds	**14**		1,059,083		972,682
Unrestricted funds			536,962		152,456
			1,596,045		1,125,138

The financial statements were approved by the trustees on .....16/09/2026.....

Lucie Cluver

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Lucie Cluver

Trustee

Company registration number 13918382 (England and Wales)

PARENTING FOR LIFELONG HEALTH

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	2025		Unaudited 2024	
		£	£	£	£
Cash flows from operating activities					
Cash generated from operations	**18**		409,033		294,983
Net cash used in investing activities			-		-
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			409,033		294,983
Cash and cash equivalents at beginning of year			1,160,593		865,610
Cash and cash equivalents at end of year			1,569,626		1,160,593

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 Basis of preparation

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 2025 was £19,000 (2024: £205,617).

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 2025 was £8,126 (2024: £14,542).

3 Income from donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations and gifts	2,500	-	2,500	-	-	-
Grants	587,944	2,663,035	3,250,979	265,326	2,389,505	2,654,831
	590,444	2,663,035	3,253,479	265,326	2,389,505	2,654,831

4 Income from charitable activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Other income		
Consulting income	10,081	9,143

5 Other income

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Other income	1,624	-

6 Expenditure on raising funds

	Restricted funds 2025 £	Restricted funds 2024 £
Fundraising and publicity		
Advertising	4,388	843

7 Expenditure on charitable activities

	Project costs 2025 £	Project costs 2024 £
Direct costs		
Staff costs	1,020,918	929,177
Project costs	1,468,034	1,226,629
	2,488,952	2,155,806
Share of support and governance costs (see note 8)		
Support	214,608	254,817
Governance	14,284	17,413
	2,717,844	2,428,036
Analysis by fund		
Unrestricted funds	117,722	100,337
Restricted funds	2,600,122	2,327,699
	2,717,844	2,428,036

8 Support costs allocated to activities

	2025 £	2024 £
Bank charges	4,165	4,020
Payroll service charges	38,558	42,114
Recruitment costs	885	1,503
IT costs	38,361	20,255
Other support costs	132,639	200,425
Governance costs	14,284	3,913
	228,892	272,230
Analysed between:		
Project costs	228,892	272,230

9 Trustees

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

10 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
Project and support	15	17

Employment costs	**2025 £**	**2024 £**
Wages and salaries	914,080	814,396
Social security costs	84,855	28,904
Other pension costs	21,983	85,877
	1,020,918	929,177

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

	2025 Number	2024 Number
£70,001 to £80,000	1	-
£110,001 to £120,000	1	1

Remuneration of key management personnel

The remuneration of key management personnel was as follows:

	2025 £	2024 £
Aggregate compensation	186,034	267,954

11 Taxation

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

12 Debtors

	2025	2024
Amounts falling due within one year:	**£**	**£**
Trade debtors	2,108	182,210
Other debtors	82,861	71,136
Prepayments and accrued income	8,126	14,542
	93,095	267,888

13 Creditors: amounts falling due within one year

	Notes	2025	2024
		£	**£**
Other taxation and social security		9,742	9,197
Trade creditors		16,908	86,927
Other creditors		21,026	1,602
Accruals and deferred income		19,000	205,617
		66,676	303,343

14 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 2025	Incoming resources	Resources expended	Transfers	Gains and losses	At 31 December 2025
	£	£	£	£	£	£
GPEVAC - Kenya	22,906	-	-	-	-	22,906
PAHO - LAC	5,801	-	-	-	-	5,801
Africa 5 Nations	18,051	-	-	-	-	18,051
GNCA - Oxford	15,832	-	-	-	-	15,832
Oak Tides	309	-	-	-	-	309
Oxford Oak Tides	225	-	-	-	-	225
PPfA - LEGO Foundation	346,847	576,075	(831,999)	-	(1,253)	89,670
THSN - Malaysia	(12,816)	-	-	12,816	-	-
UNICEF Malaysia	22,874	-	(25)	-	-	22,849
UNICEF Mexico	(66,708)	54,668	3,911	8,152	(23)	-
UNICEF Policy benchmarking	(1,838)	-	-	1,838	-	-
Wellspring - NIMR Tanzania	9,462	-	-	-	-	9,462
WHO Parenting Handbook	4,216	-	-	-	-	4,216
Agency Fund/GDI Solutions	30,483	30,627	(63,139)	1,560	469	-
Kuwait MOH	66,117	88,984	(90,345)	-	(2,917)	61,839
MAK CHDC Elma Foundation	1,189	33,516	(21,994)	-	202	12,913
Oxford ISPF (International Science Partnership Fund)	(2,361)	98,903	(99,323)	2,586	195	-
ParentText 5 Day UX	(51,846)	128,438	(59,728)	-	(3,117)	13,747
Swift Study	39,096	75,885	(118,922)	-	(1,369)	(5,310)
THSN – Malaysia Phase 2	509,949	426,353	(321,449)	-	(3,521)	611,332
UNICEF Mexico GG Expansion	9,221	37,921	(48,459)	295	1,022	-
UNICEF PROJECT SUPPORT NY	22,028	29,376	(40,656)	-	(2,049)	8,699
Wellpsring GTMapping	13,131	4,858	(15,705)	-	(824)	1,460
Wellspring - NIMR -Tanzania Phase 2	(137,303)	354,252	(216,992)	4,437	(4,394)	-
Wellspring ParentApp GT	107,817	(536)	(80,227)	-	(1,319)	25,735
UNICEF - The Netherlands (A&C)	-	224,903	(176,222)	-	295	48,976
UNICEF Mexico Phase II	-	111,306	(103,554)	-	(854)	6,898
UNICEF Pacific	-	189,551	(152,456)	-	(1,392)	35,703
UNICEF Panama	-	103,496	(76,972)	-	92	26,616
WCF AI ChatBox	-	35,000	(30,491)	-	303	4,812

14 Restricted funds **(Continued)**

WCF Parent App	-	20,151	(3,809)	-	-	16,342
WVI - Crisis Text	-	39,308	(55,954)	16,579	67	-
	972,682	2,663,035	(2,604,510)	48,263	(20,387)	1,059,083

14 Restricted funds **(Continued)**

Previous year:	At 1 January 2024	Incoming resources	Resources expended	Transfers	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

14 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.

14 Restricted funds **(Continued)**

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.

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.

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.

14 Restricted funds **(Continued)**

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.

UNICEF Netherlands and the Ministry of Social Affairs in Aruba, supported organisations and businesses in Aruba to adopt parent-friendly workplace policies that improve caregiver wellbeing and work-life balance.

UNICEF Mexico Phase II - This phase focused on institutionalising CC+ within government systems, strengthening delivery capacity, and improving programme user experience.

14 Restricted funds **(Continued)**

UNICEF Pacific - this initiative supported the development of a culturally grounded parenting support toolkit promoting nurturing care, child wellbeing, nutrition, and violence prevention across the Pacific region.

In partnership with the Ministry of Social Development and **UNICEF Panama**, ParentApp and ParentText were adapted to the Panamanian context. The initiative, Crianza Responsable y Amorosa, offers a two-tiered strategy to reach parents at scale in Panama through digital campaigns and facilitated onboarding sessions

WCF AI ChatBox - Funded by the University of Oxford, this study delivered a large ParentText randomised controlled trial in South Africa with 23,864 participants.

WCF Parent APP - Funded by the University of Oxford, this project strengthened ParentApp through integration of online sexual violence prevention and safeguarding content.

WVI - Crisis - Funded by World Vision Middle East and Eastern Europe, this pilot successfully deployed a rules-based chatbot to deliver crucial mental health and positive parenting support to over 2000 caregivers in humanitarian and crisis-affected settings.

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.

15 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 2025	Incoming resources	Resources expended	Transfers	Gains and losses	At 31 December 2025
	£	£	£	£	£	£
General funds	152,456	602,149	(117,722)	(48,263)	(51,658)	536,962

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

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.

16 Analysis of net assets between funds

	Unrestricted funds 2025	Restricted funds 2025	Total 2025
	£	£	£
At 31 December 2025:			
Current assets/(liabilities)	536,962	1,059,083	1,596,045
	536,962	1,059,083	1,596,045

	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

17 Related party transactions

There was one disclosable related party transaction during the year (2024 - none). An unrestricted donation of $50,000 (£37,424) was given to the charity as part of a multi-year grant from a trustees' other trusteeship, where the trustee has a senior managing role.

18 Cash generated from operations

	2025	2024
	£	£
Surplus for the year	542,952	235,095
Adjustments for:		
Foreign exchange differences	(72,045)	6,340
Movements in working capital:		
Decrease/(increase) in debtors	174,793	(175,629)
(Decrease)/increase in creditors	(236,667)	229,177
Cash generated from operations	409,033	294,983

19 Analysis of changes in net funds

The charity had no material debt during the year.