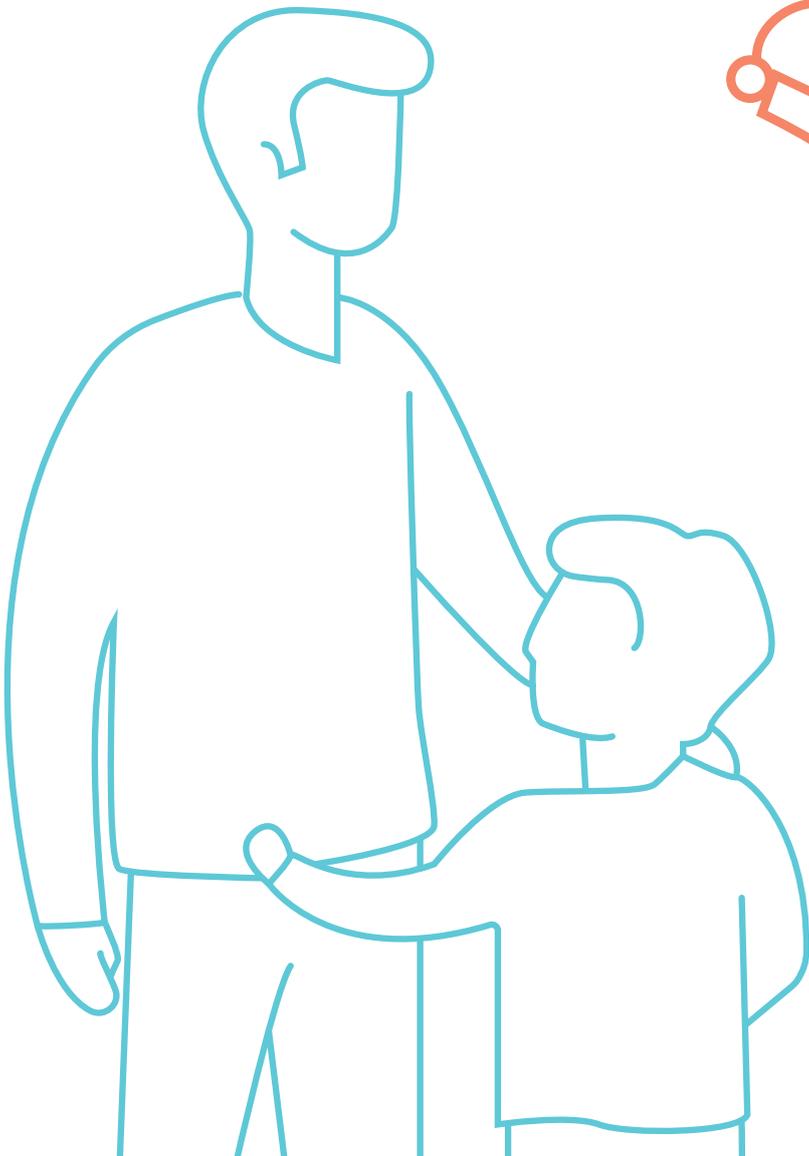


Annual Report 2020



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Company Registration Number

205515

Charity Registration Number (CRO)

20025410

Revenue Charity number (CHY)

10069

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Section One

Mission Statement

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Mission Statement



The main object for which Parentline is established is the advancement of community welfare by providing free, confidential and non-judgmental guidance and support to the parenting community, including, but not limited to parents, guardians, teachers and social workers, and to advance the education of the parenting community.

Chair's Statement

2020 was a difficult year; It was frightening, isolating and challenging for all of us at times. It was certainly a worrying time for parents. There were over 4000 calls to the Parentline helpline in 2020 and 233 facilitated Non-Violent Resistance (NVR) Programmes commenced or finished. This was made possible thanks to the loyalty and strong work ethic of Parentline volunteers, all 37 of them, who ensured that parents calling the helpline were supported.

When reflecting on Parentline's activities in 2020 the words challenge and resilience spring to mind. Our challenges were many and varied - Aileen Hickie had only joined Parentline as CEO in January 2020 and was still finding her feet when the world as we knew it stopped. The offices at Carmichael closed and we were told to remain at home.

Because of our resilience, we were able to transfer to remote calling without missing a day, with the agreement of our volunteers and the assistance of Ray McCarthy from Phone Pulse. Aileen moved the office to her home, Patrick Sheils, the CE scheme administration assistant, assisted from his and they carried on with flair and patience. Parentline did not skip a beat. The Board is very grateful to everyone involved.

While activity is great, it is our achievements that make the difference to our principal stakeholders - the parenting community. Despite the trials of 2020, there are many achievements worthy of mention. Additional funding of €11,000 was sourced from the What Works funding initiative, funded under Dormant Accounts and facilitated by Department of Children and Youth Affairs. This allowed Parentline to train nine more volunteers in delivering the NVR programme, increasing the number of facilitators to 18. The funding also supported a short, and very smart, advertisement on RTE television and subsequently on social media. This advertisement was possible in part due to the generosity of Ciaran O'Hara of Playmaker Media and Matt Cooper, Broadcaster who did the voice over. There is no doubt that this exposure resulted in Parentline raising awareness and opening the lid on child to parent violence in the home. It added to the large increase in requests from parents for the NVR Programme and referrals from State Agencies and other organisations.

Aileen's initiative of contacting retired volunteers meant that four familiar faces returned to the lines; we really needed the extra support and remote working suited these retired volunteers. In 2020 Parentline volunteers were able to take over 4000 calls - 1675 of them were first time callers. This was from a bank of 37 volunteers - supporting those

callers is a very worthwhile achievement. In line with the Strategic Plan, Aileen took the opportunity to revamp the Parentline website in 2020. Jerome Curtin from Jet Design remodelled the look and Aileen provided the content. The result is an attractive and informative website where we can direct clients and the public. Our Social Media interaction continues to expand on Instagram with over 1300 followers and Twitter with over 700 followers. The website provides accurate information on Parentline's services, together with the policies and procedures relevant to the public, including the Strategic Plan 2020-25. It is updated regularly and is a great first step for parents with parenting concerns.

The Board consisted of Terence Hayden, (Company Secretary), Shane Coleman (Board Secretary) Michéle Ridgway (Chair), Christine Norton, Dominique Le Goff, Frances Kelly (Treasurer) and Anna Barry who took over as Treasurer when Frances resigned in March 2020. Christine and Dominique resigned in July and Louise Mulholland and Mags Goddard joined at the Annual General Meeting (AGM). All the Board members deserve a big thank you for their hard work and genuine interest in Parentline's future. It was an extremely busy year.

The Board's principal duty is **Governance** and to that end it ensured that the Articles of Association were updated to a Constitution in line with the Companies Act of 2014. Many thanks to Fintan Kerins, of Arthur Cox Solicitors, who advised the Board pro-bono. The process was completed at the Extraordinary General Meeting (EGM) on November 10th 2020 when the members resolved to accept the changes. The Constitution has since been accepted by the Charity Regulator and the Companies Office. The Board ensured that Parentline was compliant with the Charity Regulator's Governance Code.

Finance is a responsibility of the Board. It must look forward and ensure there is sufficient funding to accomplish the Parentline objective:

"To advance community welfare by providing free, confidential and non-judgmental guidance, support and information to the parenting community."

The Board agreed to lobby for extra funds towards the end of 2020. Letters were sent to the Minister for Children, Roderic O'Gorman and the CEO of Tusla, Bernard Gloster. The correspondence was mentioned in the Dail, and subsequently a meeting was held with Tusla senior management. The outcome was positive. Parentline will receive an extra €19,500 in funding in 2021.

Agreeing **Strategy** is another important part of the Board's work and a five- year strategic plan was agreed by the Board in early March 2020. Despite the huge changes to life due to the pandemic, the first year of the plan is mostly accomplished, in fact we have achieved better outcomes despite the challenges. The complete plan is on our website.

Year One - Completed

- Mission Statement reviewed and still relevant in conjunction with Constitution
- Audit of PCs, phones and office equipment completed
- Parentline was able to train 9 more volunteers for NVR to a total of 18
- Increased first time calls by over 5% (actual 74%)
- Compliant with Governance Code; 28 policies renewed, reviewed and rewritten
- Improved website regularly updated
- New directors identified to enhance the Board

Year One - Pending

- Access Google adverts for charities.

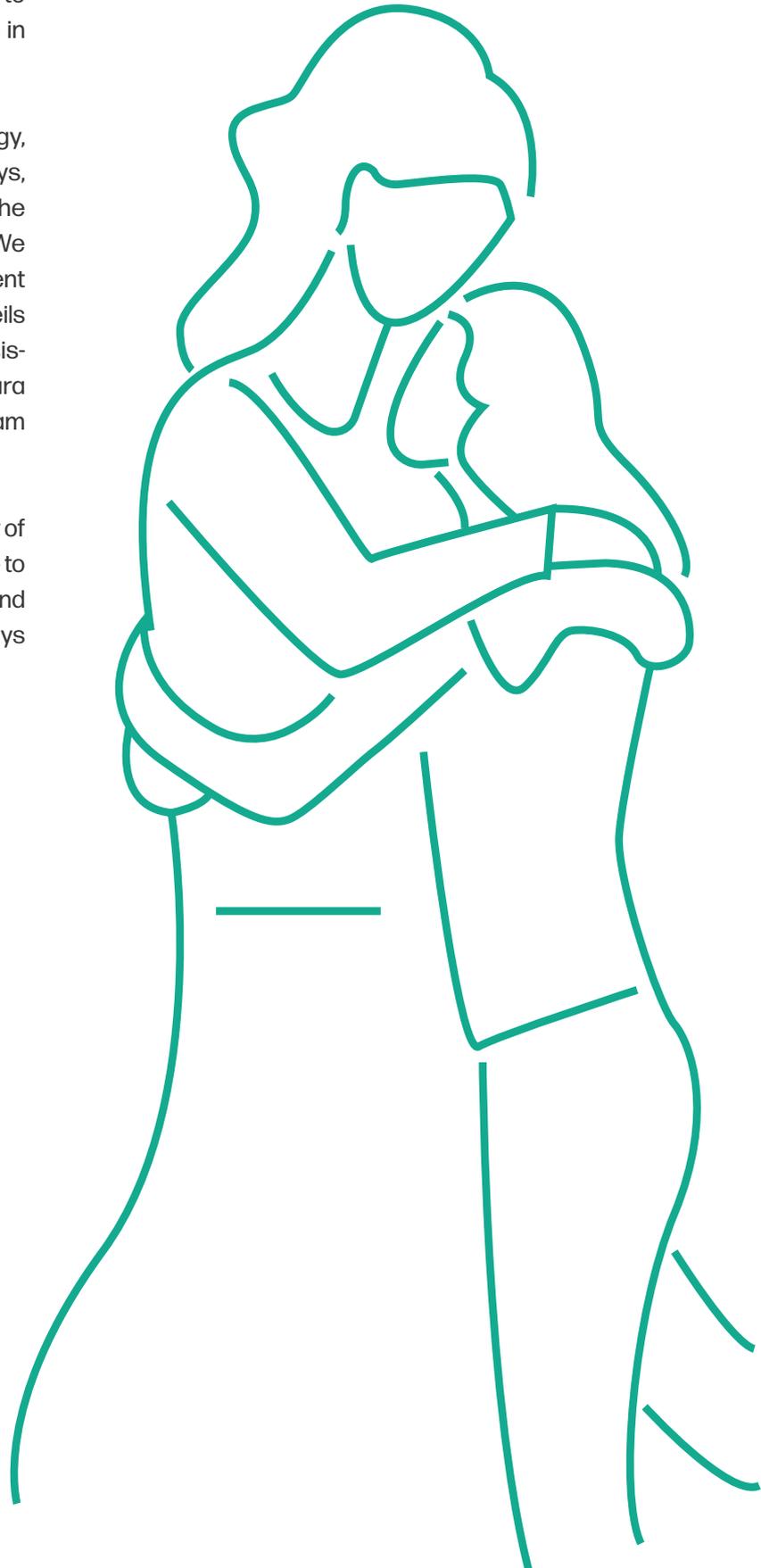
Parentline's success in 2020 is mainly due to the volunteers, who have consistently stepped up and pitched in, whether it was filling gaps in the roster or taking on an extra NVR client and just generally being available and ready to listen. Huge thanks to them, they are truly wonderful. Our callers are in good hands when they phone Parentline.

Thanks to CEO Aileen who with her high energy, unfailing good humour and her persuasive ways, has managed to keep all the balls in the air. The business end of Parentline is in good hands. We are very present in the media and she is excellent at keeping us all motivated. Thanks to Patrick Sheils for his work on the caller statistics and his assistance to Aileen. Thanks also and welcome to Laura Byrne who is a new addition to the Parentline team as part-time Executive Assistant.

I look forward to another productive year as Chair of Parentline. The Board and the CEO are a pleasure to work alongside. Parentline is growing, evolving and maturing and the parenting community is always at its heart.

Michèle Ridgway

Chair Parentline



A Message from the CEO

2020 is a year few will ever forget. It will be remembered forever as the year of the pandemic - and unfortunately it didn't end there. It was a year in which we developed resiliency and learned how to better conquer the obstacles that were thrown in front of us. It was also the year that I started with Parentline. I had exactly eight weeks of getting to understand the role and responsibilities of being the Parentline CEO while working from the offices in Carmichael House. Then suddenly everything changed and we were all asked by government to stay at home and work remotely. This was a time for creativity and flexibility. Parentline would just have to adapt. And adapt we did.

The Carmichael Centre shut its doors on Friday March 13. By Monday March 16 Parentline was up and running remotely. The wonderful Parentline volunteers adjusted and moved to taking diverted helpline calls at their own homes. Rosters were changed. Calls were logged remotely from laptops and computers in the volunteer's homes. Caller IDs were hidden to maintain confidentiality. The helplines rang and parents were oblivious to the new system of remote working as Parentline gave its usual excellent service to thousands of families seeking help and support.

2020 continued to be a challenging and exciting time as calls to the charity reached record levels.

From January to December there were 4,144 calls, which was a 40% increase on 2019 when there were 2,960 calls.

2020 was a very tough year for parents particularly when families were forced to spend days, weeks and months in close proximity in their homes. The schools closed from March to the end of August. There was no certainty about when they would reopen or what this reopening would look like. There was also no clarity in relation to the Junior and Leaving Cert exams, as the first were abandoned and the second were assessed on a new method called predicted or calculated grades, causing extra stress to both pupils and parents. More confusion surrounded the points that would be required for the offering of college places. Parents struggled with working from home while also being asked to be school-teacher, homework supervisor, sports coach, and a new one, Covid 19 restrictions enforcer, along with all the other roles parents play in their childrens lives every day.

Many parents were at breaking point. But Parentline volunteers were there to support and guide these parents with all of these issues and the many others which lead parents to call the helpline. Not only was there no break in service but for the two months of the summer Parentline operated an additional temporary if limited Saturday and Sunday helpline

service, which was very necessary at that time.

2020 also made us understand the value of staying connected despite working apart and taking calls remotely instead of in the collegiate atmosphere of the Carmichael helpline room. But we knew we were all in this together and Parentline volunteers pulled together to ensure no parent lost the valuable service of the helpline when they needed a listening ear. We got creative in other ways also with the Peer Support what's app groups and the what's app group for the Non-Violent Resistance trained practitioners. Volunteers supported each other.

The wonderful technology that brought us Zoom served Parentline exceptionally well in 2020. Monday evening training talks normally held in the meeting rooms of Carmichael House, where you could meet your fellow helpline volunteers and sip a coffee or tea, were suddenly a thing of the past. Temporarily at least.

But Zoom gave us back our Monday talks. After a few technical hiccups, all of the Parentline volunteers conquered Zoom and soon we were all online staring furtively into each other's living rooms and kitchens, while listening to various expert speakers talk about a parenting topic. It wasn't quite the same, but we could see and connect with each other. There was also the benefit of not having to leave our warm homes on a cold, dark evening to make the trip to North Brunswick Street. This worked to increase the numbers attending and participating in the Monday talks with average attendances per talk of 75% of the volunteers which was a great turnout.

Parentline Board meetings were also held by Zoom and this worked exceptionally well with almost 100% attendance by Board Directors no matter where they were located. We learned how to share documents on screen along with all the other Zoom capabilities to allow meetings to run effectively and smoothly.

The very first Parentline AGM by Zoom was held on July 6. This was attended by 28 members, which is a much higher number than the usual attendance for a Parentline AGM. It was followed by the EGM in November which was organised to approve the newly updated Parentline Constitution. Again, Zoom worked excellently to get the business of Parentline completed to the usual high standard.

Volunteers were also coached to become Non-Violent Resistance trained practitioners by Zoom. This was thanks to a fantastic pilot programme put in place by Dr Declan Coogan and Eileen Lauster. The Zoom training worked exceptionally well and meant that Parentline was able to increase the number of its NVR trained volunteer facilitators from nine to seventeen. This was crucial given the demand from parents for the help and support of the NVR programme with a 500% increase in the numbers of NVR programmes being facilitated by Parentline NVR trained volunteers.

Zoom was also the host for countless Peer Support sessions and NVR refresher training sessions. And sometimes Zoom was just there as a medium to allow volunteers to shoot the breeze and catch up with each other. We were still connected as an organisation.

2020 also saw the redevelopment of the Parentline website. Jerome Curtin of Jet Design was awarded the contract for the new website. He worked tirelessly and patiently on the project with the end result being an excellent website that offers clear information to parents and other organisations about all the elements of Parentline. Topics covered include anger, aggression, anxiety, alcohol and drugs, bullying and social media. The website has sharp signposting to various areas of parenting concern, from postnatal depression to school refusal, online safety and the Non-Violent Resistance programme. There are frequently asked questions and testimonials from parents and from volunteers. Additionally, there is recommended reading for parents and links to blogs. The website has been widely praised as an information source by other professional organisations and by parents who are unsure about an issue or area. Increasing the awareness and profile of Parentline

was another priority in 2020. This was brought about through numerous media interviews on various aspects of Parentline and the challenges being faced by parents. These interviews were a mixture of print media with a large variety of newspaper coverage in national and local papers, radio interviews on RTE, Today FM, Newstalk and numerous local radio stations and television interviews on RTE 1.

Print, radio and television advertising also increased the profile of Parentline. Parentline advertisements were a regular feature on the back of the Irish Times during the first few months of the lockdown. Radio advertisements ran in March/April 2020 to emphasize that the Parentline service was fully operational despite the pandemic. Television advertisements, funded by the What Works initiative, ran later in 2020 and concentrated on Child to Parent Violence and the NVR programme offered by Parentline.

Along with the more traditional forms of media, huge inroads were also made into getting the Parentline messages to the public on the various social media platforms. Instagram and Twitter were used regularly to both promote the awareness of the service nationally and to publicise the various Parentline services and events. Most importantly Instagram and Twitter are a way to stay relevant and connect with parents and other organisations.

All of the increased profile and the growth in the numbers of parents calling the helpline underlined the need for additional volunteers to help the existing volunteers take calls and support parents. But this was difficult with no facility for training new volunteers available to us because of the lockdown. Once again Parentline volunteers rose to the challenge and four volunteers who had previously manned the helplines, but who had left the organisation for various logistical and family reasons, now returned to the remote helplines. After some refresher training, they were soon taking helpline calls in their stride, as though they had never left. So, despite a pandemic and a global lockdown and the many setbacks and obstacles that Parentline faced in 2020, the organisation thrived and achieved record call rates and vastly increased

NVR programme delivery. Parentline volunteers deserve enormous thanks for making this happen. Parentline is nothing without its wonderful volunteers. It has been a privilege and pleasure for me to work with and get to know these volunteers who give their time and their empathy and knowledge to parents on a daily basis. In 2020, Parentline volunteers proved themselves to be adaptive and flexible and more than anything else totally committed to the organisation and the parents it helps to support. Thank you Parentline volunteers.

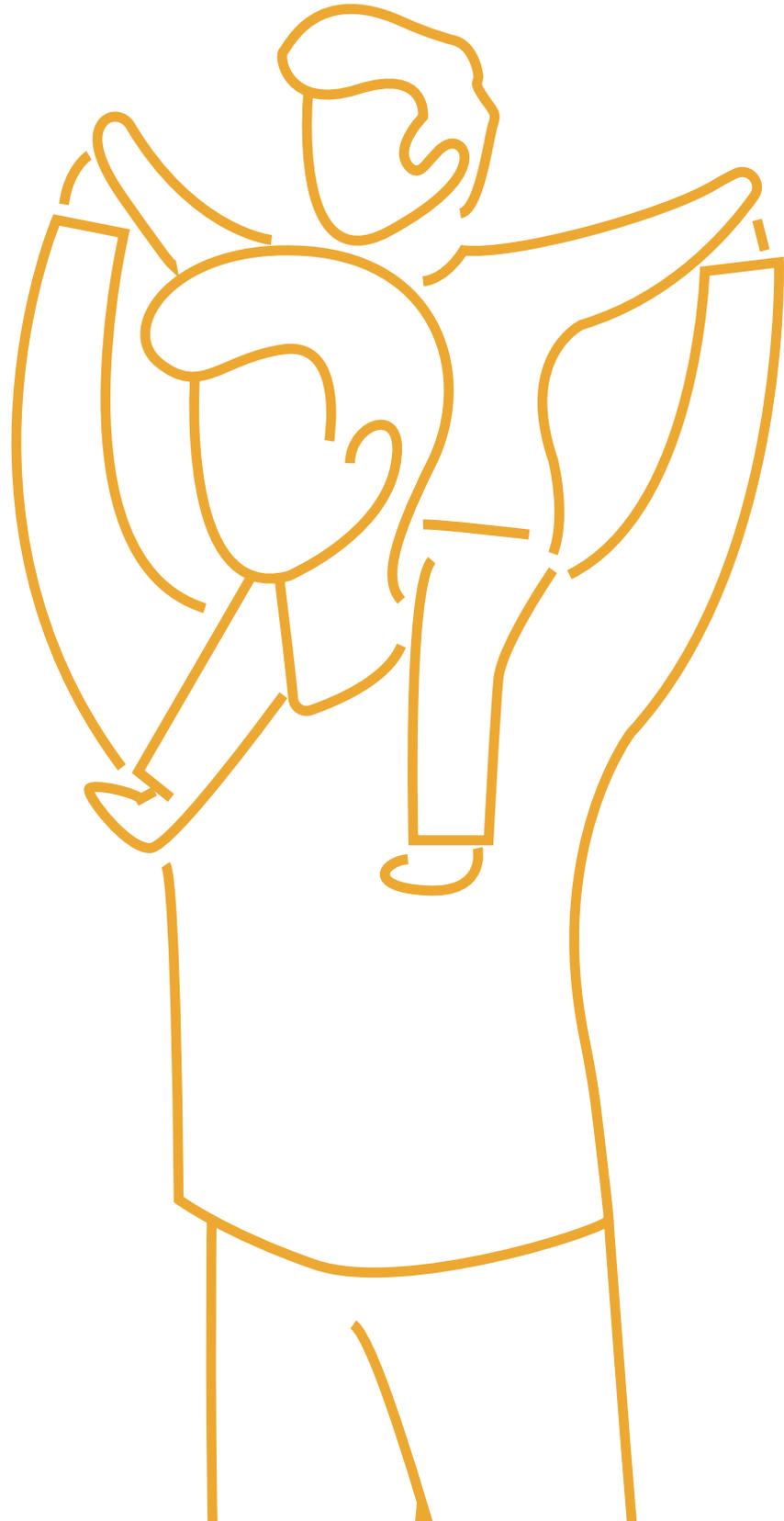
Thanks also go to the Parentline Board of Directors who give their time freely and generously to ensure the smooth running of Parentline. This are a fantastic group of people who take their supervisory responsibilities in relation to Parentline very seriously. Particular thanks are due to the Chair Michéle Ridgway who provides excellent and focussed leadership to develop and achieve the goals and aims of Parentline. Parentline is lucky to have a such a high calibre and committed board.

I would also like to thank Patrick Sheils who worked to support me with administration tasks and who was also working primarily from home. The staff of the Carmichael Centre were also fantastic at this time in facilitating the smooth running of operations for the organisations housed in the building. They offered excellent training right throughout 2020 in a variety of areas via Zoom and they were there at every turn to ensure the safety of staff and volunteers and full compliance with regulations and protocols while ensuring that they serviced their umbrella organisations to the best of their ability.

Final thanks go to Tusla, the Child and Family Agency, which funds Parentline to provide the service it gives to parents nationally. The Tusla staff have been incredibly encouraging of Parentline for many years recognising the value of the service it offers to the parenting community. This unstinting support continued during 2020 and underpinned the necessary work of Parentline.

2020 may have been a difficult and challenging year but Parentline rose to the occasion admirably and continues to grow and thrive. It is an honour to work with Parentline and the amazing community that make up this very special and necessary organisation.

Aileen Hickie
CEO



Board Meetings and Attendance

Nine Board meetings were held during 2020. The first two Board meetings were held in Carmichael House and the remaining seven were by Zoom and hosted by the Chair Michéle Ridgway. All of

the Board meetings achieved a quorum and CEO Aileen Hickie attended all of the nine Board meetings by invitation.

Board Meeting Dates 2020

- January 14th 2020 - Attendance 70%
- March 10th 2020 - Attendance 70%
- May 12th 2020 - Attendance 100%
- June 30th 2020 - Attendance 84%
- July 16th 2020 - Attendance 100%
- August 25th 2020 - Attendance 100%
- September 29th 2020 - Attendance 100%
- November 3rd 2020 - Attendance 100%
- November 24th 2020 - Attendance 100%

Secretary's Report

It was a year of significant change, with a new CEO. Aileen Hickie started in January 2020. There were several changes at Board level and extensive work was carried out to ensure Parentline's compliance with the Charity Regulator's Governance Code.

Two subcommittees were formed in early 2020 by the board. The Strategic Planning Committee met four times and completed a large body of work with the aim of establishing a new and relevant strategic plan. This plan set out Parentline's strategy for the next five years and was endorsed by the Board in May 2020.

A Governance Code subcommittee led by Frances Kelly met several times and started the process of compliance to the Charity Regulator's Governance Code. This subcommittee was disbanded in March 2020 and the full Parentline board, led by the Chair Michéle Ridgway, completed the task over the course of the year. Full compliance to the code was completed by the end of 2020.

The strategic plan recommended the development of a new website for Parentline. This was agreed by the Board and the contract was awarded to Jet Media.

A successful application was confirmed in May 2020 under the What Works funding initiative and designed by the Department of Children and Youth Affairs and funded under Dormant Accounts for a one-off grant of €11,000 to partially fund the additional development of the new website. The majority of this once off funding focussed on a national media campaign to raise the awareness of Child to Parent Violence and the supports available through Parentline. This ran in the Autumn on the RTE television channels. It was a great opportunity to promote the Parentline brand and the campaign was very well received.

Parentine moved to a system of remote call taking on March 16th 2020 because of the pandemic and the ensuing lockdowns. This move to remote working by all volunteers occurred seamlessly, which is a great tribute to all involved.

A radio campaign ran on RTE Radio 1 in late March, early April 2020, at the outset of the pandemic, to say that Parentline services were still available. To comply with Covid safety protocols for staff and volunteers the Parentline safety statement was updated by the Board and all necessary PPE equipment and signage was installed in the Parentline offices in July.

The demand for the NonViolent Resistance (NVR) programme increased sharply after the introduction of the first lockdown and new guidelines to provide NVR support over the phone for volunteers were put in place.

The pandemic also meant that for the first time the Annual General Meeting (AGM) which took place on July 6th, had to take place via zoom, as was the case with all Board meetings since the outbreak of Covid in March.

Frances Kelly resigned from the Board in March and also resigned her position as treasurer and was replaced by Anna Barry. Meanwhile, Terence Hayden had been appointed Company Secretary at the January Board meeting.

The Board agreed to trial an extended 7 days-a-week Parentline service during the summer months. Thanks to the generosity of our volunteers the service worked extremely well but was not sustainable over a long period as it asked too much of the already very hard-working volunteers.

Extensive work on governance was carried out by the Board throughout 2020. Thanks, in particular, must go to our Chair Michéle Ridgway for the extraordinary work she did in this area during the year. The Articles of Association, constituted in 2010, required updating, not least because of an impractical requirement that a third of the Board had to stand down each year. This would have resulted in Parentline quickly running out of directors. The highly respected law firm of Arthur Cox agreed to draft the new articles pro bono. A new Constitution agreed that directors would serve for a maximum of six years, in keeping with best corporate practice. That constitution was subsequently ratified at an Extraordinary General Meeting (EGM) held on November 10th. It was also deemed acceptable by the Charities Regulator and the Companies Registration Office.

At the two Board meetings in November all new and updated policies and procedures were presented and ratified unanimously by Board Directors.

It was further agreed that given the small size of the board, there was a need to expand the Board and bring in additional expertise during 2021.

The AGM was held on July 6th and was subsequently adjourned for completion on July 22nd when Louise Mulholland and Mags Goddard were deemed elected as Board members.

During the summer of 2020, two Board members Dominique Le Goff and Christine Norton tendered their resignations from the board.

At the August Board meeting, Michéle Ridgway was nominated and seconded to continue in the role of Chair. It was further agreed that the Chair and other office holders would put themselves forward for reappointment at the first Board meeting of each year.

In August 2020 Aileen Hickie agreed to take on the role of CEO on a permanent basis. The Board was delighted with this decision and agreed to explore the possibility of recruiting a separate administrator on a part time basis.

Finally, the Board would like to thank the Parentline volunteers for their great service and offer congratulations to those who have had new additions to their families during 2020. We also offer our deepest sympathies to those who lost family members and loved ones in that time. Everyone connected to Parentline should be immensely proud that at a time of such extraordinary challenges, our organisation managed to be of help and support to so many people. The future of Parentline has never looked brighter.

Treasurers Report

- The 2020 accounts show the organisation is in a healthy position financially. There was €46,615 in total in the Parentline accounts at the 31st December.
- Donations in 2020 amounted to €12,625. This included a once off grant of €11,000 from the What Works funding which was a grant funding scheme aimed at improving childrens futures and an initiative of the Department of Children and Youth Affairs and supported by the Dormant Accounts Fund.
- The Tusla grant was €74,192.
- Overall income for 2020 stood at €86,817.
- Net assets stood at the end of 2020 at €40,426 which was a decrease of €6,831 on 2019.
- Outgoings included items such as wages and salaries, PRSI contributions, rent and service charges, training of helpline and NVR volunteers, insurance, advertising including a new radio campaign and a new television advert and campaign, a new website, three new hard drives, recruitment, PPE for the Parentline office, telephone and printing. Full details can be found in the audited accounts. In total €93,648 was spent in 2020 with €47,947 being ex-pended on office expenses and maintenance.
- The deficit for the year was €6,831.



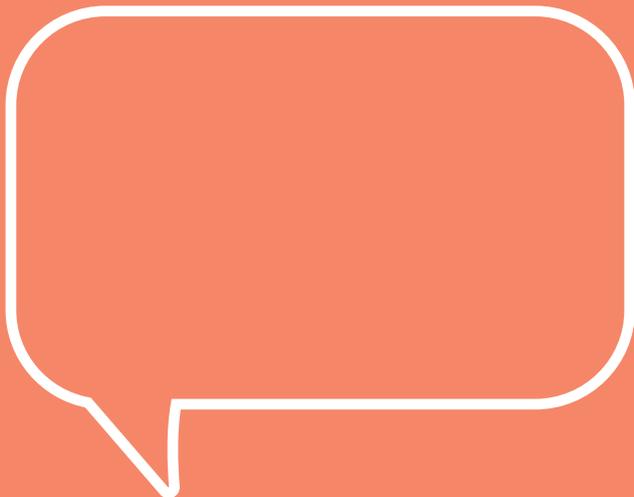
Section Two

History of Parentline

About Parentline

What Parentline Does

Parentline Constitution



History of Parentline

Parentline, formerly known as Parents Under Stress, (PUS) was founded in January 1982 by group of social workers and nurses including Sylva Langford, Mary O'Sullivan, Olga Garland, Sheila Scannell and Margaret Beaumont. Their remit was to form a confidential, non judgmental support service for parents.

Ireland at that time was undergoing major social and economic changes, including the rapid suburbanisation and development of its cities and towns and it was felt that many new parents, and new mothers in particular, living in these newly developed residential areas were often isolated from their informal support networks including their families of origin and their own parents, siblings and childhood friends.

Therefore, the founding members of Parents Under Stress established parent support groups that met once a week so that mothers of infants and young children could give each other support and watch out for each other. At that time the emphasis was on new mothers with young babies who were looking for support and guidance.

Parents Under Stress was initially run from a location on Marlborough Street in Dublin 1 before a decision was taken to move to telephone based helpline. Volunteers were trained to support call-

ers by active listening, talking through the problem and identify the issue with which the caller was having difficulty. Volunteers were trained to signpost other organisations and to suggest resources that might help.

Volunteers were trained to support parents with information and guidance on all parenting issues with the emphasis being on confidentiality and non judgemental listenership. The volunteers began taking calls in April 1983. This is viewed as the official start date of the Parents Under Stress/Parentline, as it was when the organisation started officially enrolling and training volunteers and taking calls.

During the 1980s, the Parents Under Stress telephone helpline service was being run from a room on the attic floor of a premises on Cathedral Street in Central Dublin. This was owned by a religious organisation. Social workers used the facility during the daytime and in the evenings the helpline service was run and staffed by volunteers.

In April 1990, the Parents Under Stress helpline service relocated to the newly established Carmichael Centre, an umbrella resource centre within which a growing number of charities and support groups operated. PUS was the first organisation to move into the Carmichael Centre building. The new facility enabled the telephone helpline service to expand

its operations with the establishment of a full daily service on weekdays and an increased number of volunteers operating the helpline.

As the service expanded, the issues that the volunteers dealt with moved beyond that of young mothers and their small children/infant. There were increasing numbers of callers to the helpline looking for guidance and support with respect to difficulties and concerns associated with older children and teenagers. Therefore, the remit of the helpline operated by Parents Under Stress expanded to encompass wider concerns and young adult children.

In 1993 Parents Under Stress was renamed Parentline. This was to mark the 10th anniversary of the helpline and it was celebrated with a major fundraiser along with the name change. It was felt that the organisation needed to incorporate the broader needs of parents and the new name of the organisation reflected the wider issues of parenting in general.

Parentline also officially took over the calls being taken by the Post Natal Depression support group, which had disbanded due to a lack of resources. The amalgamation was officially launched by Minister Mary O'Rourke.

In 2001 Rita O'Reilly was employed as Parentline administrator with her title subsequently changing to CEO in 2011. Rita remained at the helm of Parentline for the next 8 years until late 2019, giving a total of 18 years to the service of Parentline.

A Board of Management was established in 1994 to direct and drive the organisation forwards and to meet on a regular basis to monitor the operation of the helpline service, identify emerging issues and trends, and to provide a framework within which the Parentline service operated. The Board members are nominated and elected by the members. The Parentline Board was chaired by a number of wonderful volunteers over the years. These included Sheila Scannell, Alicia Carrigy, Valerie McLoughlin, Margaret O'Rorke, Margaret Lamont, Gerry Emmerson, Maura Hughes (deceased),

Davidine Grimes, Cora McEntee, Rita Lambert, Helen Purser, Geraldine Parker, Priscilla Conway, Nora Tuite and Deirdre Curtin.

Parentline celebrated its 21st birthday in The Bank of Ireland Arts Centre on the 10th of May 2001. Speakers at the event included John Lonergan, former Governor of Mountjoy Prison, Anne Marie McMahon, Psychologist and Sheila Wayman of the Irish Times.

Over the years, Parentline has organised a series of fundraising activities to provide funding to enable the service to continue. In the initial years of operation, donations from the public to Parentline were the sole source of funding. However the Eastern Health Board (EHB, now the EHRA) began providing funding in the mid-1990s. Today Parentline is primarily funded by TUSLA, The Child and Family Agency.

The fundraising events - known as "flag days" - and activities over the years have included fashion shows, sporting events, art sales, coffee mornings, table quizzes and collections in public areas such as shopping centres and commercial districts in the city and town centres throughout Ireland. These fundraising events have been devised and organised by the volunteers themselves and the range of events is a testament to their dedication to the Parentline service. Fundraising events continue to be an important source of funding for the service.

Currently, the Parentline service is headed by CEO Aileen Hickie, appointed in January 2020 as its CEO and an office administrative assistant. The CEO is supported by the Board of Directors, chaired by Michéle Ridgway.

The organisation is guided by a Strategic Plan which is devised on a five year basis and is regularly reviewed by a sub-committee comprised of Board members.

The challenges facing Parentline during 2020 were immense. The Covid-19 pandemic meant additional call volume and this combined with the

associated difficulties of remote working where the helpline volunteers operated the service from their own homes. There was also a sharp and marked increase in the number of calls to the helpline. Parents faced new difficulties associated with the Covid-19 pandemic, working from home and schools being closed in addition to the longstanding issues of concern. Almost 40 years of operation, Parentline continues to provide an excellent helpline service to parents throughout Ireland who are looking to avail of support and guidance from an empathetic and understanding volunteer.

None of this would be possible without the dedication and commitment of our wonderful team

of volunteers who work so very hard to ensure that parents in Ireland have a support service to turn to in times of need. Although the issues and challenges facing parents over the past 40 years may have evolved and changed in line with the sweeping social and economic changes Ireland has experienced, one thing that has not changed is the willingness of Parentline's team of volunteers in providing help and support to those who avail of our service.

Our volunteers have been the lifeblood of Parentline since its foundation and we look forward to another 40 years of the service - and meeting the challenges and the needs of parents in Ireland in the years to come.



About Parentline

Parentline is a national helpline offering support, information and guidance to parents on all aspects of being a parent in a confidential and non-judgemental way. The calls are taken by approximately forty experienced volunteers, all of whom have been extensively trained in listening and counselling skills. They connect with callers and make them feel heard and understood. The main reasons for parents accessing the helpline service include anxiety, school refusal, anger and aggression, along with teenage issues. Other key issues are access and custody, loneliness and isolation, sexuality, learning difficulties, self-harm and eating disorders.

The calls can relate to children of any age from infants to adult children. There is no typical call as all ages offer different challenges. The only thing the callers have in common is that they are all looking for help and support. Parentline is there to listen. Rarely has so much been asked of parents and in the pandemic times of 2020 Parentline experienced a large increase in calls to the helplines with call rates being up 40 per cent compared to 2019.

One of the areas that experienced the biggest increase in calls to the helplines in 2020 related to anger and aggression directed at parents by their children. This combined with emotional and physical abuse, verbal abuse, manipulation, controlling

behaviours and children damaging property and even physically assaulting their parents in the family home. This abusive and violent behaviour has left many parents in fear of their own child. Calls to the helplines on these issues increased by 97% in 2020 as compared to the previous year and comprised approximately 40% of the overall reasons why parents rang the helplines in 2020.

Even more significant was the large spike in the demand for the NonViolent Resistance (NVR) Programme offered by Parentline.

NonViolent Resistance is an evidence-based, non-blaming and relatively short-term intervention model that empowers parents and people working with them to take positive action to end the abusive and/or violent behaviour of a child. It also helps through respecting and protecting children and all family members.

Parentline has been offering the NVR programme since 2013 through its trained NVR volunteer facilitators. Parentline increased its numbers of trained NVR facilitators in 2020 from 9 to 18 because of the demand from families for the programme. At a time of COVID 19, social isolation and social distancing, providing NVR over a phonenumber, which is how Parentline volunteers have always offered NVR support, was a lifeline for parents.

In 2020 the demand for the programme increased by 500%. The programme has an enormous impact on reducing violence in families across Ireland as it is a response to child to parent violence (CPV). This is a form of domestic violence. Too often domestic violence is understood as to only refer to relationships between the romantically involved. But as we know domestic violence is any violence that takes place in a domestic setting, including child to parent violence. Additionally, Parentline is always conscious to emphasise that child to parent violence does not have to be physical to be abuse. Child to parent violence can be verbal or emotional abuse along with manipulation, intimidation and any other coercive and controlling behaviours.

Parentline continues to support the drive to end the shame and silence surrounding child to parent violence. Through NVR trained facilitators the organisation endeavours to give parents the tools and guidance that will allow them to respond to this family fear.

The programme has an extremely high success rate judging by the response from parents. Parentline has received e mails from grateful parents up to five years after they have had the programme and it has helped hundreds of families. Currently the demand for the NVR programme from Parentline has never been as high. Despite having eighteen NVR trained facilitators we have a waiting list at present.

Parentline is also the only national helpline offering support to new mothers experiencing symptoms of baby blues or Post Natal Depression, over the phone and in confidence. This is particularly important as there are approximately 62,000 births in Ireland each year and the vast majority of new mothers experience postnatal mood change ranging from the baby blues to postnatal depression and even puerperal psychosis in extreme cases.

Accessing a helpline can be crucial for new mothers as they don't have to organise themselves and their babies to leave their own home to get support. We stress the importance of seeking help early. The sooner they ask for support, the better they will feel.

These continue to be challenging times for parents. Parentline is there and continues to provide support, information and guidance to parents.

What Parentline Does

- Parentline is a national, confidential helpline offering parents and guardians support, information and guidance on all aspects of being a parent and any parenting issues. It was established almost 40 years ago and celebrates its fourth decade next year.
- Parents phone Parentline with a variety of issues and concerns in relation to their children. These include anxiety, anger, aggression, isolation and loneliness, bullying, discipline, frustration, school refusal, drugs, teenage issues and verbal and emotional abuse.
- There is no typical call. Calls come from parents of new-born babies, toddlers, pre-teens, teenagers and adult children. All ages offer different challenges. A problem which might seem trivial at an early stage can easily develop into a more serious issue for both the parent and the child if unaddressed. Sometimes all parents need is a listening ear.
- Parentline has 37 helpline volunteers and Non-Violent Resistance trained practitioners.
- All Parentline volunteers receive extensive training before going on the helplines. They are non-judgemental and have a broad knowledge and understanding of the wide range of problems that parents encounter. They will listen and guide parents to help them find the answers they seek.
- Parentline volunteers are real people who understand that sometimes the best help can be simply listening with understanding, compassion and care.
- Parentline offers the NonViolent Resistance programmes to parents dealing with Child to Parent Violence, NonViolent Resistance is an evidence-based, non-blaming and relatively short-term intervention model that empowers parents and people working with them to take positive action to end the abusive and/or violent behaviour of a child.
- Parentline recognises that perinatal mental health can be as important an issue as the physical health new mums. Parentline is the only national helpline, that offers support to

new mothers suffering with the baby blues or postnatal depression (PND), in confidence and over the phone. This is crucial with HSE figures showing that four out of five women get some form of baby blues and between 10% and 15% go on to develop PND. There are approximately 62,000 births in Ireland each year. Parentline also welcomes calls from partners who may be affected by this issue.

- Parentline helps parents deal with the issue of school refusal. School refusal can make parents feel as though they have somehow failed, even though it is generally not their fault. It can require collaborative interaction between the child, the parents and the school, to resolve it.
- Parentline listens to parents concerned about internet safety. This is a large concern for many parents, particularly because social media and internet connectivity are often a vital aspect of children's lives and especially the lives of teenagers allowing them to maintain friendships and share interests.



COMPANIES ACT 2014

Company Limited By Guarantee Not Having a Share Capital

Constitution of Parentline

Memorandum of Association

As Adopted By Special Resolution Dated November 10th 2020

1. **Name**

The name of the Company is PARENTLINE.

2. **Company type**

The Company is a company limited by guarantee, registered under Part 18 of the Companies Act 2014.

3. **Main Object**

The main object for which the Company is established (the “Main Object”) is the advancement of community welfare by providing free, confidential and non-judgmental guidance and support to the parenting community, including, but not limited to parents, guardians, teachers and social workers, and to advance the education of the parenting community.

4. **Subsidiary Objects**

As objects incidental and ancillary to the attainment of the Main Object, the Company shall have the following subsidiary objects:

4.1 to provide a telephone helpline service to the parenting community;

4.2 to meet and provide in-person support and guidance to members of the parenting community both individually and in groups;

4.3 to provide information to the parenting community and to refer members of the parenting community to State and other voluntary service providers;

4.4 to promote the education of the parenting community and the education of the public in understanding the needs of the parenting community;

4.5 to promote, encourage, support and cooperate with other organisations, groups, agencies and others whose purpose includes assisting the parenting community;

4.6 to provide input and advice to the formulation of policies and laws at national and local level concerning the parenting community;

4.7 to offer support to mothers suffering from post-natal depression;

4.8 to provide courses in parenting; and

4.9 to provide information and educate the parenting community on child to parent violence (CPV) and to support parents and families through the Non-Violent Resistance (NVR) programme

5. Powers

The Company shall in addition to the powers conferred on it by law have the following powers which are exclusively subsidiary and ancillary to the Main Object and which powers may only be exercised in promoting the Main Object. Any income generated by the exercise of these powers is to be applied to the promotion of the Main Object:

5.1 To solicit and procure by any lawful means and to accept and receive any donation of property of any nature and any devise, legacy or annuity, subscription, gift, contribution or fund, including by means of payroll giving or other similar arrangements, and including (but so as not to restrict the generality of the foregoing) the holding of lotteries in accordance with the law for the purpose of promoting the Main Object, and to apply to such purpose the capital as well as the income of any such legacy, donation or fund.

5.2 To undertake, accept, execute and administer, without remuneration, any charitable trusts.

5.3 To establish and support or aid in the establishment and support of any charitable association or institution, trust or fund, and to subscribe or guarantee money for any charitable purpose which the Company shall consider calculated to promote its Main Object.

5.4 To collect and to receive voluntary contributions, donations or bequests or money for any of the purposes aforesaid.

5.5 To make application on behalf of the Company to any authority, whether governmental, local, philanthropic or otherwise, for financial funding of any kind.

5.6 To apply, petition for or promote any Act of the Oireachtas or other legislation relating directly to the advancement of the Main Object.

5.7 Subject to clause 6, to employ such staff, and on such terms, as are necessary or desirable for the proper promotion of the Main Object.

5.8 To grant pensions, gratuities, allowances or charitable aid to any person who may have served the Company as an employee, or to the wives, husbands, children or other dependents of such person provided that such pensions, gratuities, allowances or charitable aid shall be no more than that provided by a pension scheme covered by Part 30 of the Taxes Consolidation Act 1997 and provided that such pension scheme has been operated by the company and the beneficiary of the pensions, gratuities, allowances or charitable aid, or their spouse or parent, has been a member of the pension scheme while employed by the Company; and to make payments towards insurance and to form and contribute to provident and benefit funds for the benefit of any persons employed by the Company and to subscribe or guarantee money for charitable objects.

5.9 To purchase, take on lease or in exchange, hire or otherwise acquire any real or personal property, patents, copyrights, licences, rights and privileges or any estate or interest whatsoever and any rights, privileges and easements over or in respect of any property which may be considered necessary for the purposes of the Company and to develop and turn to account any land acquired by the Company or in which it is interested and in particular by laying out and preparing the same for building purposes, constructing, altering, pulling down, decorating, maintaining, fitting up and improving buildings and conveniences and by planting, paving, draining, farming, cultivating, letting or building leases or building agreement and by advancing money to and entering into contracts and arrangements of all kinds with builders, tenants and others.

5.10 To acquire, hold, sell, manage, lease, mortgage, exchange or dispose of all or any part of the property of the Company with a view to the promotion, protection or encouragement of its Main Object and to vary investments.

5.11 To co-operate with any other society or institution in carrying out any investments hereby authorised in furtherance of the Main Object.

5.12 To borrow and raise money in such manner as may be considered expedient, and to issue debentures, debenture stock and other securities, and for the purpose of securing any debt or other obligation of the Company to mortgage or charge all or any part of the property of the Company, present or future, and collaterally or further to secure any securities of the Company by a trust deed or other assurance

5.13 To invest and deal with monies and property of the Company not immediately required in such manner as will most effectively provide funds for the advancement and promotion of the purposes aforesaid and this power shall include power from time to time to vary any investments made thereunder.

5.14 To invest in such ways as shall seem desirable to the Directors any moneys of the Company not immediately required for the use in connection with its Main Object and to place any such moneys on deposit with bankers and others; subject nevertheless as regards the making of

investments to such conditions (if any) and such consents (if any) as may for the time being be imposed or required by law and subject also as hereinafter provided; prior permission to be obtained from the Revenue Commissioners where the Company intends to accumulate funds over a period in excess of two years for any purposes.

5.15 To guarantee, support or secure, whether by personal covenant or by mortgaging or charging all or any part of the undertaking, property and assets (present and future) of the Company, or all such methods, the performance of the obligations of and the repayment or payment of the principal amounts and interest of any person, firm or company or the dividends or interest of any securities, including (without prejudice to the generality of the foregoing) any company which is the Company's holding company or a subsidiary or associated company.

5.16 To draw, accept, make, endorse, discount, execute, issue and negotiate bills of exchange, promissory notes, bills of lading, warrants, debentures and other negotiable or transferable instruments.

5.17 To insure the property of the Company against any foreseeable risk in its full value and take out other insurance policies to protect the Company when required.

5.18 To insure any or all of the Directors against personal liability incurred in respect of any act or omission which is or is alleged to be a breach of trust or breach of duty, provided he or she acted in good faith and in the performance of his or her functions as charity trustee (as defined in the Charities Act, 2009).

5.19 To apply for, purchase or otherwise acquire any patents, brevets d'invention, licences, concessions and the like conferring any exclusive or non-exclusive or limited rights to use or any secret or other information as to any invention which may seem capable of being used for any of the purposes of the Company or the acquisition of which may seem calculated directly or indirectly to benefit the Company, and to use, exercise, develop or grant licences in respect of or otherwise turn to account the property, rights or information so acquired.

5.20 To adopt such means of making known the products and/or services of the Company as may seem expedient and in particular by advertising in the press, by circulars, by purchase and exhibition of works of art or interest, by publication of books and periodicals and via the internet and by granting prizes, rewards and donations.

5.21 To maintain, improve or provide public amenities including recreational facilities, childcare, public health, home, welfare and youth facilities generally.

5.22 To enter into any arrangements with any governments or authorities, supreme, municipal, local or otherwise, that may seem conducive to the Main Object and to obtain from any such government or authority any rights, privileges and concessions which the Company may think it desirable to obtain and to carry out, exercise and comply with any such arrangements, rights, privileges and concessions.

5.23 To enter into a partnership or into any arrangement for sharing profits, union of interest, co-operation, joint venture, reciprocal concession or otherwise with any person, company, society, trust or other partnership whose objects are solely charitable, carrying on or engaged in, or are about to carry on or engage in, any business or transaction capable of being conducted so as directly or indirectly to benefit the Company and which prohibits the distribution of income and assets to at least as great a degree as the Company by virtue of Clause 6 hereof and to guarantee the contracts of, otherwise assist any such person, company, society, trust or other partnership, and to take over or otherwise acquire shares, stock, debentures, or debenture stock and securities of any such person, company society, trust or other partnership, and to sell, hold, reissue with or without guarantee or otherwise deal with same.

5.24 To procure the registration or incorporation of the Company in or under the laws of any place outside Ireland.

5.25 To pay all expenses of and incidental to the incorporation and establishment of the Company.

5.26 To carry on alone or in conjunction with others any other trade of business which may in the opinion of the Directors be advantageously carried on by the Company in connection with or as ancillary to any of the above businesses or the general business of the Company in pursuance of the Main Object.

5.27 To found, subsidise, and assist any charitable funds, associations or institutions calculated to promote or assist the Main Object.

5.28 To establish and maintain links with international and national organisations having similar objectives.

5.29 To do all such other lawful things as the Company may think incidental and conducive to the foregoing Main Object.

5.30 To do all or any of the things and matters aforesaid in any part of the world and as principals, agents, contractors, trustees or otherwise and by or through trustees, agents or otherwise and either alone or in conjunction with others. PROVIDED THAT:

(a) in case the Company shall take or hold any property which may be subject to any trusts, the Company shall only deal with or invest the same in such manner as allowed by law having regard to such trusts;

(b) nothing hereinbefore contained shall be construed as including in the purposes for which the Company has been established any purposes which are not charitable according to law.

6. Income and Property

6.1 The income and property of the Company shall be applied solely towards the promotion of Main Object(s) as set forth in this Constitution. No portion of the Company's income and property shall be paid or transferred directly or indirectly by way of dividend, bonus or otherwise howsoever by way of profit to members of the Company.

6.2 No Director shall be appointed to any office of the Company paid by salary or fees, or receive any remuneration or other benefit in money or money's worth from the Company. However, nothing shall prevent any payment in good faith by the Company of:

(a) reasonable and proper remuneration to any member or servant of the Company (not being a Director) for any services rendered to the Company;

(b) interest at a rate not exceeding 1% above the Euro Interbank Offered Rate (Euribor) per annum on money lent by Directors or other members of the Company to the Company;

(c) reasonable and proper rent for premises demised and let by any member of the Company (including any Director) to the Company;

ARTICLES OF ASSOCIATION PRELIMINARY

1. In these Articles, unless there is something in the subject or context inconsistent herewith:

The "Act" means the Companies Act, 2014.

The "Company" means the above named Company.

The "Directors" means the members for the time being of the Board of directors of the

Company and "Director" shall be construed accordingly.

The "Secretary" means any person appointed to perform the duties of the Secretary of the Company.

The "Seal" means the Common Seal of the Company.

"Volunteer" means a person who voluntarily provides of their time to the Company and meets such criteria as may from time to time be set by the Board;

Expressions referring to writing shall, unless the contrary intention appears, be construed as including reference to printing, lithography, photography and any other modes of representing or reproducing words in visible form.

MEMBERS

2. The members of the Company shall be:

(a) the subscribers to the Memorandum of Association; and

(b) such other persons as shall from time to time be admitted to membership and as shall sign a written consent to become a member, and for the avoidance of doubt Membership shall continue until such time as it is terminated in accordance with Article 6.

REGISTER OF MEMBERS

3. The Company shall keep a register of members which shall record the names and addresses of all members and their date of admission to membership.

ELIGIBILITY AND ADMISSION OF MEMBERS

4. The only persons who are eligible under Article 2(b) for membership of the Company are persons who have been Volunteers for a period of 6 months and meet such other criteria as to eligibility as may from time to time be set by the Board.

RIGHTS OF MEMBERS

5. A member shall be entitled to receive notice of, attend and vote at every general meeting of the Company.

TERMINATION OF MEMBERSHIP

6. Membership of the Company is not transferable and shall cease (including for the avoidance of doubt, in the case of membership of any person who in previous Articles of Association of the Company was referred to as a 'Life Member'):-

(a) on the member's death or bankruptcy;

(b) if the member resigns by serving notice in writing to the Directors of the Company at its registered office;

(c) if the Board passes a resolution to terminate the member's membership; or

(d) if a member ceases to fulfil such criteria for eligibility for membership as required pursuant to Article 4.

GENERAL MEETINGS

7. The Company shall hold a general meeting in every calendar year as its annual general meeting at such time and place as may be determined by the Directors and shall specify the meeting as such in the notices calling it provided that every annual general meeting except the first shall be held not more than fifteen months after the holding of the last preceding annual general meeting and that so long as the Company holds its first annual general meeting within eighteen months of the date of incorporation, it need not hold it in the year of its incorporation.
8. No business shall be transacted at any general meeting unless a quorum is present at the time when the meeting proceeds to business; save as herein otherwise provided, for a quorum to exist at least ten (10) of the Company's Members who are eligible to vote and who are present in person.
9. If within half an hour from the time appointed for the meeting a quorum is not present, the meeting, if convened upon the requisition of members, shall be dissolved; in any other case it shall stand adjourned to the same day in the next week at the same time and place, or to such other day and at

such other time and place as the Board may determine, and if at the adjourned meeting a quorum is not present within half an hour from the time appointed for the meeting, the members present shall be a quorum.

10. All general meetings other than annual general meetings shall be known as extraordinary general meetings.
11. Directors may, whenever they think fit, convene an extraordinary general meeting.
12. If, at any time, there are not sufficient directors capable of acting to form a quorum, any Director of the Company or any member of it may convene an extraordinary general meeting in the same manner as nearly as possible as that in which meetings may be convened by the Directors.
13. The Directors of the Company shall, on the requisition of one or more members holding, or together holding, at the date of the deposit of the requisition, not less than 10% of the total voting rights of all the members having, at the date of the deposit, the right to vote at general meetings of the Company, forthwith proceed duly to convene an extraordinary general meeting of the Company.
14. The requisition shall state the objects of the meeting and shall be signed by the requisitionists and deposited at the registered office of the Company and may consist of several documents in like form each signed by one or more requisitionists.
15. If the Directors do not within 21 days after the date of the deposit of the requisition proceed duly to convene a meeting to be held within 2 months after that date (the "requisition date"), the requisitionists, or any of them representing more than 50% of the total voting rights of all of them, may themselves convene a meeting but any meeting so convened shall not be held after the expiration of 3 months after the requisition date.
16. Any reasonable expenses incurred by the requisitionists by reason of the failure of directors duly to convene a meeting shall be repaid to the requisitionists by the company and any sum so repaid shall be retained by the company out of any sums due or to become due from the Company by way of fees or other remuneration in respect of their services to such of the Directors as were in default.
17. For the purposes of Articles 14 to 17, the Directors shall, in the case of a meeting at which a resolution is to be proposed as a special resolution, be deemed not to have duly convened a meeting if they do not give such notice of it as is required by Section 181 of the Act.
18. A meeting convened under Articles 14 or 16 shall be convened in the same manner as nearly as possible as that in which meetings are to be convened by directors.
19. The Chair of the Board of directors shall preside as Chair at every general meeting of the Company, or if there is no such Chair, or if he or she is not present within 15 minutes after the time appointed for the holding of the meeting or is unwilling to act, the directors present shall elect one of their number to be Chair of the meeting.
20. If at any meeting no director is willing to act as Chair or if no director is present within 15 minutes after the time appointed for holding the meeting, the members present shall choose one of their number to be Chair of the meeting.
21. The Chair may, with the consent of any meeting at which a quorum is present and shall if so directed by the meeting, adjourn the meeting from time to time and from place to place. However,

no business shall be transacted at any adjourned meeting other than the business left unfinished at the meeting from which the adjournment took place. When a meeting is adjourned for 30 days or more, notice of the adjourned meeting shall be given as in the case of an original meeting but, subject to that, it shall not be necessary to give any notice of an adjournment or of the business to be transacted at an adjourned meeting.

22. Unless a poll is demanded in accordance with Article 39, at any general meeting:
 - (a) a resolution put to the vote of the meeting shall be decided on a show of hands; and
 - (b) a declaration by the Chair that a resolution has, on a show of hands, been carried or carried unanimously, or by a particular majority, or lost, and an entry to that effect in the book containing the minutes of the proceedings of the Company shall be conclusive evidence of the fact without proof of the number or proportion of the votes recorded in favour of or against such resolution.
23. Where there is an equality of votes, whether on a show of hands or on a poll, the Chair of the meeting at which the show of hands takes place or at which the poll is demanded, shall be entitled to a second or casting vote.
24. Subject to section 193 of the Act (as modified by section 1208 of the Act) a resolution in writing signed by all the members of the Company for the time being entitled to attend and vote on such resolution at a general meeting (or being bodies corporate by their duly appointed representatives) shall be as valid and effective for all purposes as if the resolution had been passed at a general meeting of the Company duly convened and held and if described as a special resolution shall be deemed to be a special resolution within the meaning of the Act. Any such resolution in writing may consist of several documents in like form each signed by one or more members. It shall be deemed to have been passed at a meeting held on the date on which it was signed by the last member to sign, and, where the resolution states a date as being the date of his or her signature thereof by any member, this statement shall be prima facie evidence that it was signed by him or her on that date.
25. All general meetings (including annual and extraordinary general meetings) may be conducted by the use of a conference call or similar facility provided that all the members of the Company and the auditors have been notified of the convening of the meeting and the availability of the conference telephone or similar facility for the meeting and that such persons as are entitled to attend the meeting can hear and contribute to the meeting and such participation in a meeting shall constitute presence in person at the meeting and the members may be situated in any part of the world for any such meeting.
26. All general meetings of the Company shall be held in the State.

NOTICE OF GENERAL MEETINGS

27. A meeting of the Company, other than an adjourned meeting, shall be called:
 - (a) in the case of the annual general meeting or an extraordinary general meeting for the passing of a special resolution, by not less than 21 days' notice;

- (b) in the case of any other extraordinary general meeting, by not less than 7 days' notice.
28. A meeting of the Company shall, notwithstanding that it is called by shorter notice than that specified in Article 27, be deemed to have been duly called if it is so agreed by:
- (a) all the members entitled to attend and vote at the meeting; and
- (b) unless no statutory auditors of the Company stand appointed in consequence of the Company availing itself of the audit exemption, the statutory auditors of the Company.
29. In determining whether the correct period of notice has been given by a notice of a meeting, neither the day on which the notice is served nor the day of the meeting for which it is given shall be counted.
30. The notice of a meeting shall specify:
- (a) the place, date and time of the meeting;
- (b) the general nature of the business to be transacted at the meeting; and
- (c) in the case of a proposed special resolution, the text or substance of that proposed special resolution.
31. The accidental omission to give notice of a meeting to, or the non-receipt of notice of a meeting by, any person entitled to receive notice shall not invalidate the proceedings at the meeting.
32. Any notice of every general meeting shall be given in any manner hereinbefore authorised to:-
- (a) every Member; and
- (b) the auditor for the time being of the Company, and
- (c) the Directors of the Company.
- No other person shall be entitled to receive notice of general meetings.

VOTES OF MEMBERS

33. Where a matter is being decided (whether on a show of hands or on a poll), every member present shall have one vote, but so that no individual member shall have more than one vote.
34. No objection shall be raised to the qualification of any voter except at the meeting or adjourned meeting at which the vote objected to is given or tendered, and every vote not disallowed at such meeting shall be valid for all purposes. Any such objection made in due time shall be referred to the Chair of the meeting, whose decision shall be final and conclusive.
35. Where there is an equality of votes, whether on a show of hands or on a poll, the Chair of the meet-

(d) reasonable and proper out-of-pocket expenses incurred by any Director in connection with their attendance to any matter affecting the Company;

(e) fees, remuneration or other benefit in money or money's worth to any company of which a Director may be a member holding not more than one hundredth part of the issued capital of such company;

(f) insurance premia in respect of any Director's liability indemnity insurance policy or policies. Nothing shall prevent any payment by the Company to a person pursuant to an agreement entered into in compliance with section 89 of the Charities Act, 2009 (as for the time being amended, extended or replaced).

7. Additions, alterations or amendments

The Company must ensure that the Charities Regulator has a copy of its most recent Constitution. If it is proposed to make an amendment to the Constitution of the Company which requires the prior approval of the Charities Regulator, advance notice in writing of the proposed changes must be given to the Charities Regulator for approval, and the amendment shall not take effect until such approval is received.

8. Winding Up

If upon the winding up or dissolution of the Company there remains, after the satisfaction of all its debts and liabilities, any property whatsoever, it shall not be paid to or distributed among the members of the Company. Instead, such property shall be given or transferred to some other company or companies (being a charitable institution or institutions) having main objects similar to the main objects of the Company. The company or companies (being a charitable institution or institutions) to which the property is to be given or transferred shall prohibit the distribution of its or their income and property among its or their members to an extent at least as great as is imposed on the Company under or by virtue of Clause 6 hereof. Members of the Company shall select the company or companies (being a charitable institution or institutions) at or before the time of dissolution. Final accounts will be prepared and submitted that will include a section that identifies and values any assets transferred along with the details of the recipients and the terms of the transfer.

9. Limited Liability

The liability of the members is limited.

10. Undertaking to Contribute

Every member of the Company undertakes to contribute to the assets of the Company, if the Company is wound up while he or she is a member or is wound up within one year after the date on which he or she ceases to be a member, for

(a) payment of the debts and liabilities of the Company contracted before he or she ceases to be a member, and the costs, charges and expenses of winding up; and

(b) the adjustment of the rights of the contributories among themselves, such amount as may be required, not exceeding €1.

ing at which the show of hands takes place or at which the poll is demanded, shall be entitled to a second or casting vote.

VOTING ON A POLL

36. At a meeting, a poll may be demanded in relation to a matter (whether before or on the declaration of the result of the show of hands in relation to it).
37. 37. A demand for a poll may be made by:
- (a) the Chair of the meeting;
 - (b) at least three members present;
 - (c) any member or members present and representing not less than 10% of the total voting rights of all the members of the Company concerned having the right to vote at the meeting.
38. A demand for such a poll may be withdrawn by the person or persons who have made the demand. Subject to Article 40, if a poll is demanded it shall be taken in such manner as the Chair of the meeting directs, and the result of the poll shall be deemed to be the resolution, in relation to the matter concerned, of the meeting at which the poll was demanded.
39. A poll demanded with regard to the election of a Chair or on a question of adjournment shall be taken forthwith.
40. A poll demanded on any other question shall be taken at such time as the Chair of the meeting directs, and any business other than that on which a poll is demanded may be proceeded with pending the taking of the poll.

NUMBER OF DIRECTORS

41. The number of the Directors shall be not more than eleven (11): up to eight (8) of whom may be elected by the members and up to three (3) of whom may be co-opted by the

BOARD.

42. The only persons who are eligible to be elected to the office of Director at a general meeting of the Company shall be members of the Company but, for the avoidance of doubt, this requirement does not apply to persons who are appointed Directors by cooption pursuant to Article 58.
43. No alternate directors may be appointed.

REMUNERATION OF DIRECTORS

44. No remuneration shall be payable under any circumstances to any of the Directors in respect of his services as Director, or on any Committee of the Directors to which the Directors may delegate powers under Article 69. The Directors may be paid all 14 travelling, hotel and other expenses properly incurred by them in attending and returning from meetings of the Directors or any committee of the Directors or general meetings of the Company or otherwise in connection with the business of the Company.

BORROWING POWERS OF DIRECTORS

45. The Directors may exercise all the powers of the Company to borrow money and to mortgage or charge its undertaking and property or any part thereof, and to issue debentures, debenture stock and other securities, whether outright or as security for any debt, liability or obligation of the Company or of any third party.

POWERS AND DUTIES OF DIRECTORS

46. (1) The business of the Company shall be managed by the Directors, who may pay all expenses incurred in promoting and registering the Company, and may exercise all such powers of the Company as are not, by the Act or by these Articles required to be exercised by the Company in general meeting, subject nevertheless to the provisions of the Act and of these Articles and to such directions, not being inconsistent with the aforesaid provisions, as the Company in general meeting may (by special resolution) give. No such direction given by the Company in general meeting shall invalidate any prior act of the Directors which would have been valid if that direction had not been given.

(2) The Directors shall appoint any person (not being a director) to the position of "Chief Executive Officer" or such other name as the Directors determine (hereinafter "Chief Executive Officer") for such period and on such terms as they think fit, having regards to norms applying to similar posts in the public and private sector, and fix, determine and vary his or her duties, powers and functions. The Directors may revoke such appointment, but without prejudice to any claim such Chief Executive Officer may have for damages for breach of any contract of service between him or her and the Company. A Chief Executive Officer shall not be a member of the Board of Directors or any committee of Directors, he or she shall not attend meetings of Directors except on the invitation of the Board of Directors and shall not be entitled to vote at any meetings of Directors.

(3) The Directors shall ensure that in performing their duties and responsibilities they shall have regard to best practice and good corporate governance, particularly in relation to financial management and control.

(4) Nothing in section 228(1)(e) of the Act shall restrict a Director from entering into any commitment which has been approved by the Board of Directors or has been approved pursuant to such authority as may be delegated by the Board of Directors in accordance with these articles of asso-

ciation. It shall be the duty of each Director to obtain the prior approval of the Board of Directors, before entering into any commitment permitted by sections 228(1)(e)(ii) and 228(2) of the Act.

47. Without prejudice to Section 40 of the Act, the Directors may delegate any of their powers to such person or persons as they think fit, including committees; any such committee shall, in the exercise of the powers so delegated, conform to any regulations that may be imposed on it by the Directors.
48. The Directors may from time to time and at any time by power of attorney appoint any company, firm or person or body of persons, whether nominated directly or indirectly by the Directors to be the attorney or attorneys of the Company for such purposes and with powers, authorities and discretions (not exceeding those vested in or exercisable by the Directors under these Articles) and for such period and subject to such conditions as they may think fit, and any such powers of attorney may contain such provisions for the protection and convenience of persons dealing with any such attorney as the Directors may think fit, and may also authorise any such attorney to delegate all or any of the powers, authorities and discretions vested in him.
49. All cheques, promissory notes, drafts, bills of exchange and other negotiable instruments, and all receipts for moneys paid to the Company shall be signed, drawn, accepted, endorsed or otherwise executed as the case may be, by such person or persons and in such manner as the Directors shall from time to time by resolution determine.
50. The Directors shall cause minutes to be entered in books kept for the purpose:-
 - (a) of all appointments of officers made by the Directors;
 - (b) of the names of the Directors present at each meeting of the Directors and of any committee of the Directors;
 - (c) of all resolutions and proceedings at all meetings of the Company, and of the Directors and of committees of the Directors.

POWERS OF ATTORNEY

51. The Company may empower any person, either generally or in respect of any specified matters, as its attorney, to execute deeds or do any other matter on its behalf in any place whether inside or outside the State. A deed signed by such attorney on behalf of the Company shall bind the Company and have the same effect as if it were under its common seal.

DISQUALIFICATION OF DIRECTORS

52. In addition to the circumstances set out in section 148(2) of the Act, the office of Director shall be vacated if a Director ceases to be qualified for the position of charity trustee under section 55 of the Charities Act, 2009.

ROTATION OF DIRECTORS

53. Directors shall hold office for three years from the date of their appointment at the end of which they shall be eligible for re-appointment for one further term of three years but having served their maximum term of office of six consecutive years shall not be eligible for re-appointment or co-opted as a Director of the Company until 24 months after their retirement as a Director.
54. A Director appointed in accordance with Article 58 shall not retire in accordance with Article 53.

NOMINATION AND ELECTION OF DIRECTORS

55. The members shall be entitled to fill the vacancies created by the operation of Article 53, Article 61 and Article 62 (the "Vacancies") and each member shall be entitled to nominate one person for election to the office of Director of the company to fill the Vacancies.
56. In each year, where a Member elects to nominate a person for election to the office of Director to fill the Vacancies, that member shall submit the name, address and written consent of that person to become a director if elected to the Company not less than 28 days before the annual general meeting for that year and any nominations received after that date shall not be put to the members for election at the annual general meeting unless first approved by an ordinary resolution.
57. The following provisions shall apply in relation to the election of Directors to fill any Vacancies by the operation of Article 53, Article 61 and Article 62:
- (a) where the number of persons nominated by the members is less than or equals the number of Vacancies the persons who are so nominated shall be deemed to be elected to the office of Director at the relevant annual general meeting of the Company; and
- (b) where the number of persons so nominated exceeds the number of Vacancies, the persons nominated (the "Candidates") shall stand for election at the annual general meeting, each member shall have one vote and the Vacancies shall be filled by the Candidates who receive the highest number of votes who shall be deemed to be elected and in the event of a tie, the Chair shall have a casting vote.

CO-OPTION OF DIRECTORS

58. The eight (8) Directors appointed in general meeting may co-opt a further three (3) Directors for a term of up to 1 (one) year on such terms and subject to such conditions as the Board may determine and such co-opted Directors shall be eligible for reappointment at the expiry of their term of office.
59. Subject to the provisions of Article 41, the Directors shall have power at any time, and from time to time, to appoint any person to be a Director to fill a casual vacancy in the (up to) eight (8) Directors appointed in general meeting so that the total number of Directors shall not at any time exceed the number fixed in accordance with these Articles. Any Director co-opted in accordance with this Article shall retire at the next annual general meeting of the Company.

REMOVAL OF DIRECTORS AND VACATION OF OFFICE

60. The Company may from time to time by ordinary resolution increase or reduce the number of Directors.
61. The Company may by ordinary resolution of which extended notice has been given in accordance with section 146 of the Act remove any Director before the expiration of his period of office, notwithstanding anything in these articles or in any agreement between the Company and such director. Such removal shall be without prejudice to any claim such director may have for damages for breach of any contract of service between him and the Company.
62. The Company may by ordinary resolution appoint another person in place of a Director removed from office under Article 61. Without prejudice to the powers of the Directors under Article 65, the Company in general meeting may appoint any person to be a Director, either to fill a casual vacancy or as an additional Director.
63. The office of Director shall be automatically vacated if the Director:
- (a) retires in accordance with Article 53; or
 - (b) in the case of a Director appointed pursuant to Article 58, breaches his or her contract of appointment; or
 - (c) ceases to be qualified for the position of charity trustee under Section 55 of the Charities Act, 2009.
 - (d) is adjudged bankrupt in the State or in Northern Ireland or Great Britain or makes any arrangement or composition with his creditors generally; or
 - (e) becomes prohibited from being a Director by reason of any order made, or deemed to have been made, under Chapters 3, 4 or 5 of the Act; or
 - (f) becomes of unsound mind or otherwise becomes incapable of discharging his or her duties as a Director; or
 - (g) is convicted of an indictable offence unless the Board otherwise determines; or
 - (h) in the case of a Director appointed in general meeting, ceases to be a member of the Company; or
 - (i) resigns by notice in writing upon receipt thereof by the Company, or
 - (j) is removed or retires under any of the provisions of the Act, or;
 - (k) in the case of a Director appointed in general meeting, is requested in writing by all of the other Directors to resign, or

(l) in the case of a Director appointed pursuant to Article 58, is requested in writing by a majority of the other Directors to resign, or

(m) is absent for four or more consecutive meetings of the Board, unless the other Directors otherwise determine.

VOTING ON CONTRACTS

64. Subject to the provisions set out in the Act, a Director may vote in respect of any contract in which he is interested or any matter arising thereout.

PROCEEDINGS OF DIRECTORS

65. The Directors may meet together for the dispatch of business, adjourn and otherwise regulate their meetings as they think fit. Questions arising at any meeting shall be decided by a majority of votes. In case of equality of votes the Chair shall have a second or casting vote. A Director may, and the Secretary on the requisition of a Director shall, at any time summon a meeting of the Directors. If the Directors so resolve it shall not be necessary to give notice of a meeting of Directors to any Director who, being resident in the State, is for the time being absent from the State.

66. The quorum necessary for the transaction of the business of the Directors may be fixed by the Directors, and unless so fixed shall be:

(a) five (5) where the number of Directors in office is eight (8) or more; and

(b) a majority (for such purposes being greater than 50%) of the Directors where the number of Directors in office is seven (7) or less.

67. The continuing Directors may act notwithstanding any vacancy in their number but, if and so long as their number is reduced below the number fixed by or pursuant to the Act as the necessary quorum of Directors, the continuing Directors or director may act for the purpose of increasing the number of Directors to that number or of summoning a general meeting of the Company, but for no other purpose.

68. If at any meeting the Chair is not present within 15 minutes after the time appointed for holding it, the Directors present may choose one of their number to be Chair of the meeting.

69. The Directors may delegate any of its powers to Committees consisting of such member or members of the Directors and such other persons as they think fit, and any Committee so formed shall, in the exercise of the powers so delegated, conform to any regulations imposed on it by the Directors.

70. The Directors may appoint the Chair of any Committee; if no such Chair is elected, or if at any meeting of a Committee the Chair is not present within fifteen minutes after the time appointed for holding it, the members of the committee present may choose one of their number to be Chair of the meeting.

71. A committee may meet and adjourn as it thinks proper. Questions arising at any meeting of a committee shall be determined by a majority of votes of the members of the committee present, and when there is an equality of votes, the Chair shall have a second or casting vote.
72. All acts done by any meeting of the Directors or by any person acting as a member of the Directors or any Committee shall, notwithstanding that it be afterwards discovered that there was some defect in the appointment of any such person acting as aforesaid, or that he or any of the Directors was disqualified, be as valid as if every such person had been duly appointed.
73. A resolution in writing, signed by all the Directors for the time being entitled to receive notice of a meeting of the Directors, shall be as valid as if it had been passed at a meeting of the Directors duly convened and held. Any such resolution in writing may consist of several documents in the like form, each signed by one or more of the Directors and for all purposes shall take effect from the time when it was signed by the last director.
74. A meeting of the Directors or of a committee established by the Directors may consist of a conference between some or all of the Directors or, as the case may be, members of the committee who are not all in one place, but each of whom is able (directly or by means of telephonic, video or other electronic communication) to speak to each of the others and to be heard by each of the others and –
- (a) a Director or member of the committee taking part in such a conference shall be deemed to be present in person at the meeting and shall be entitled to vote and be counted in a quorum accordingly; and
- (b) such a meeting shall be deemed to take place –
- (i) where the largest group of those participating in the conference is assembled;
- (ii) if there is no such group, where the Chair of the meeting then is;
- (iii) if neither sub-paragraph (i) or (ii) applies, in such location as the meeting itself decides.

CHAIR

75. The Directors shall elect a Chair of their meetings and determine the period for which he or she is to hold office, but, if no such Chair is elected or if at any meeting the Chair is not present within fifteen minutes after the time appointed for holding the same, the Directors present may choose one of their number to be Chair of the meeting.

THE CHAIR'S DUTIES

76. The duties and responsibilities of the Chair shall include:

76.1 overseeing the governance and performance of the Company, setting the agenda for meetings and facilitating the effective contribution of other Directors;

76.2 ensuring that there are appropriate strategies in place to implement the policies of, the Company;

76.3 leading and representing the Board to the senior management or any Chief Executive Officer (howsoever called) and employees of the Company; and

76.4 chairing meetings of the Board and the members and ensuring that the Board functions effectively and efficiently.

76.5 in the event of an equality of votes, the Chair shall have a second or casting vote.

SECRETARY

77. The Secretary shall be appointed by the Directors for such term as they may think fit; and any Secretary so appointed may be removed by them.
78. A provision of the Act or these Articles requiring or authorising a thing to be done by or to a Director and the Secretary shall not be satisfied by its being done by or to the same person acting both as Director and as, or in place of, the Secretary.

SEAL

79. The seal shall be used only by the authority of the Directors or of a committee of Directors authorised by the Directors in that behalf, and every instrument to which the seal shall be affixed shall be
- (a) signed by a Director of it or by some other person appointed for the purpose by its Directors or by a foregoing committee of them; and
- (b) be countersigned by the Secretary or by a second Director of it or by some other person appointed for the purpose by its Directors or by a foregoing committee of them.

ACCOUNTS

80. The Directors shall cause adequate accounting records to be kept. Adequate accounting records shall be deemed to have been maintained if they comply with Section 282(1) to 282(3) of the Act and explain the Company's transactions and facilitate the preparation of financial statements that give a true and fair view of the assets, liabilities, financial position and profit or loss of the Company.
81. The accounting records shall be kept at the registered office or, subject to Section 283 of the Act, at such other place as the Directors think fit, and shall at all reasonable times be open to the inspection of the officers of the Company and by other persons entitled pursuant to the Act.
82. The Directors shall from time to time determine whether and to what extent and at what times and

places and under what conditions or regulations the financial statements and accounting records of the Company or any of them shall be open to the inspection of its members not being Directors. No member (not being a Director) shall have any right of inspecting any financial statement or accounting record of the Company except as conferred by statute, this Constitution or authorised by the Directors or by the Company in general meeting.

83. The Directors shall in accordance with the Act cause to be prepared and to be laid before the annual general meeting of the Company the statutory financial statements of the Company, the Directors' report in relation to it and the statutory auditor's report on those financial statements and Directors' report as are required by the Act to be prepared and laid before the annual general meeting of the Company.
84. A copy of the statutory financial statements of the Company, the Directors' report in relation to it and that statutory auditor's report on those financial statements and Directors' report shall, not less than twenty one days before the date of the annual general meeting, be sent to every person entitled under Section 338(1) of the Act to receive them.

AUDIT

85. Auditors shall be appointed and their duties regulated in accordance with Chapters 18 and 19 of Part 6 of the Act.

NOTICES

86. A notice may be given by the Company to any member either personally or by sending it by electronic means (as defined in section 2(1) of the Act) to the member at his or her registered email address (or, if not so registered, then to the email address of the member last known to the Company). Section 218(5) of the Act shall apply.
87. Notice may also be given by a notice placed in a national newspaper and in such event the notice given shall be deemed to have been given at 8 a.m. on the morning of publication of either The Irish Times or The Irish Independent or The Irish Examiner newspaper in which the notice has been placed.
88. Any document (including, but not limited to, any notice, appointment, removal and resolution) required or authorised by these articles to be sent to or served on the Company shall be in writing sent to or served on the Company at its registered office or its principal place of business in Ireland, and may be sent or served by any means of communication approved by the directors, and may bear a printed or electronic signature of the person or persons required by these articles to sign such document.

INDEMNITY FOR DIRECTORS

89. Subject to the provisions of and so far as may be permitted by section 235(3) of the Act every Director, secretary and other officer (excluding statutory auditors) of the Company shall be entitled to be indemnified by the Company against all costs, charges, losses, expenses and liabilities incurred by him in the execution and discharge of his duties or in relation thereto including any liability incurred by him in defending any proceedings, civil or criminal, which relate to anything done or omitted or alleged to have been done or omitted by him as an officer or employee of the Company and in which judgment is given in his favour (or the proceedings are otherwise disposed of without any finding or admission of any material breach of duty on his part) or in which he is acquitted or in connection with any application under any statute for relief from liability in respect of any such act or omission in which relief is granted to him by the Court.
90. The Directors shall have power to purchase and maintain for any Director or officer, past or present, of the Company, insurance against any such liability as referred to in section 235(3) of the Act and notwithstanding anything else herein contained the Directors shall be entitled to vote (and be counted in the quorum) in respect of any resolution concerning the purchase of such insurance. We, the several persons whose names and addresses are subscribed, wish to be formed into a company in pursuance of this constitution.

Section Three

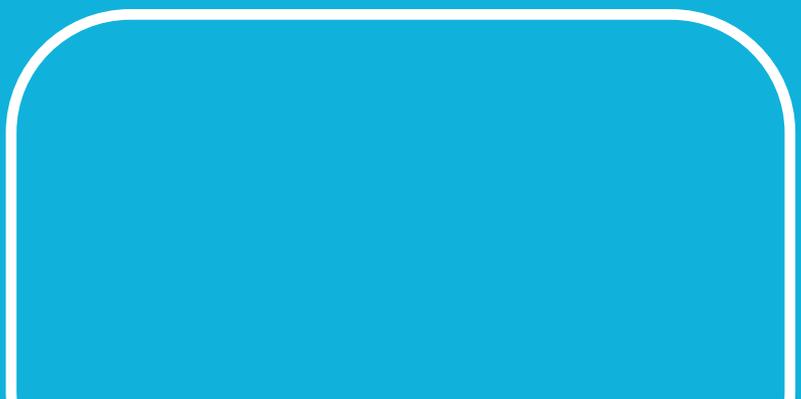
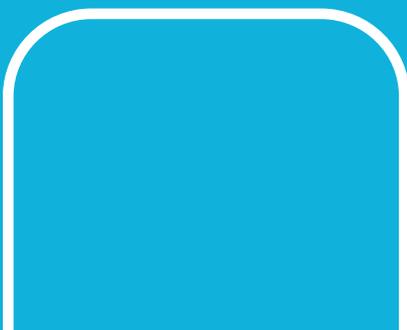
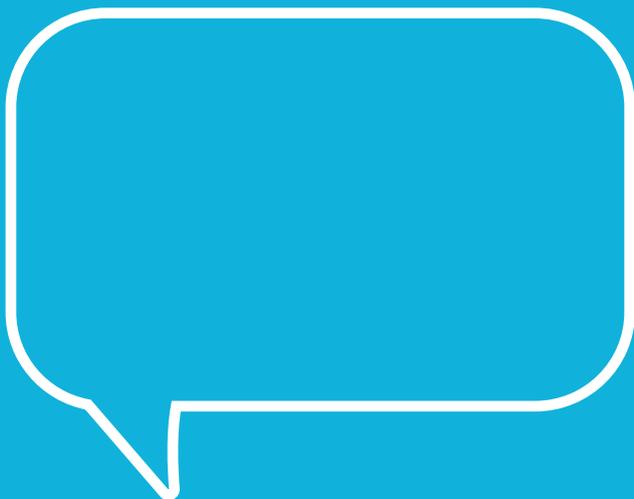
Helpline Statistics 2020

Volunteer Training

Covid 19 and Parentline

Parentline and the NVR

Anonymous Parentline testimonials



Helpline Statistics 2020

2020 was an exceptional and challenging year for the helpline service. This was reflected in a dramatic increase in the number of calls made to Parentline. Call volumes increased by 40 per cent in 2020 as compared to 2019. There were 2,960 calls made in 2019 and 4,144 calls in 2020. This is likely to be a result of a combination of the emergence of the Covid-19 global pandemic during 2020, the ensuing lockdowns and restrictions on movements and particularly the closure of schools which had a large impact on parenting and family life.

In terms of the variation in call volumes to the helpline during 2020, the months of September (477 calls), November (473 calls) and June (440 calls logged) were the busiest months. This was in contrast to 2019 which experienced the highest call volumes in October, September and September in that order. Of note was the very sharp increase in calls in June 2020 as compared to the same month during the previous year. 440 calls were made to the helpline in June 2020 compared to 213 in June 2019 representing an increase of 106% or a more than doubling in call volumes.

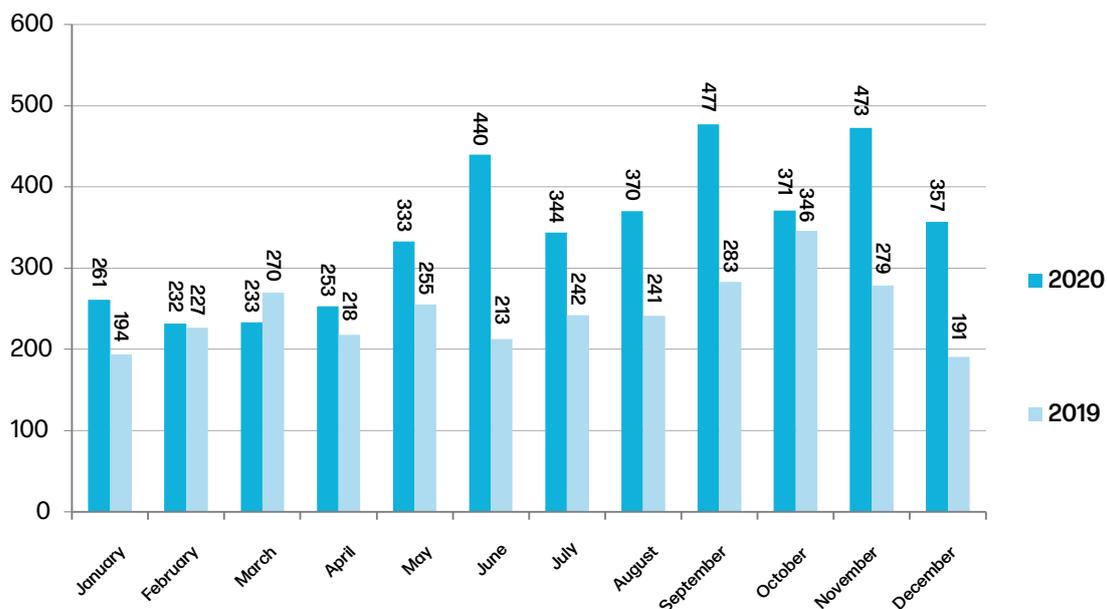


Figure 1: Overall Number of Calls Made to Parentline by Month - Comparison between 2020 and 2019

Profile of Callers to the Helpline Service

Persons accessing the Parentline service in 2020 were predominantly comprised of women. 88% of callers to the helpline were female and 12% male.

This compares to 90% women and 10% men in 2019. So there was a very slight increase in the percentage of men accessing the helpline in 2020.

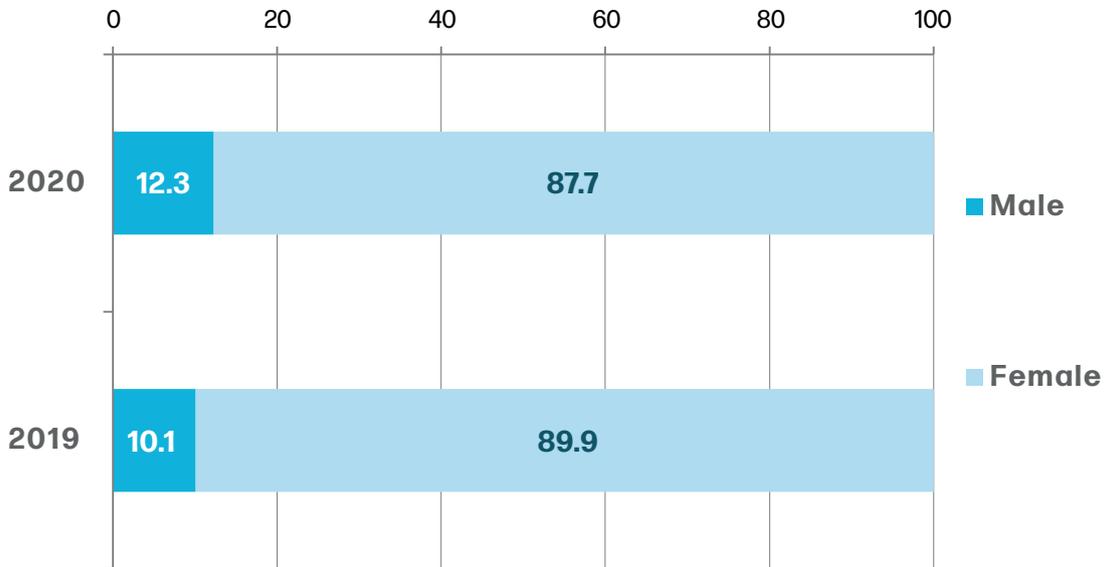


Figure 2 Gender of Callers to Parentline, 2020 and 2019 (in %)

In terms of the age profile of callers to the helpline the majority (52%) were aged between 40 and 49 years of age, 25% were in the 30 to 39 age cohort, 16% were aged between 50 and 59 years of age with only 1.1% of callers in the 20 to 29 age bracket. An additional 91 callers in 2020

were aged over 60. In 2019, the comparable figures were 53% aged between 40 and 49 years, 21% aged 50 to 59, 16% aged between 30 and 39, 26% aged 20 to 29 years and 7% aged 60 and over. These figures are illustrated in Figure 3 below.

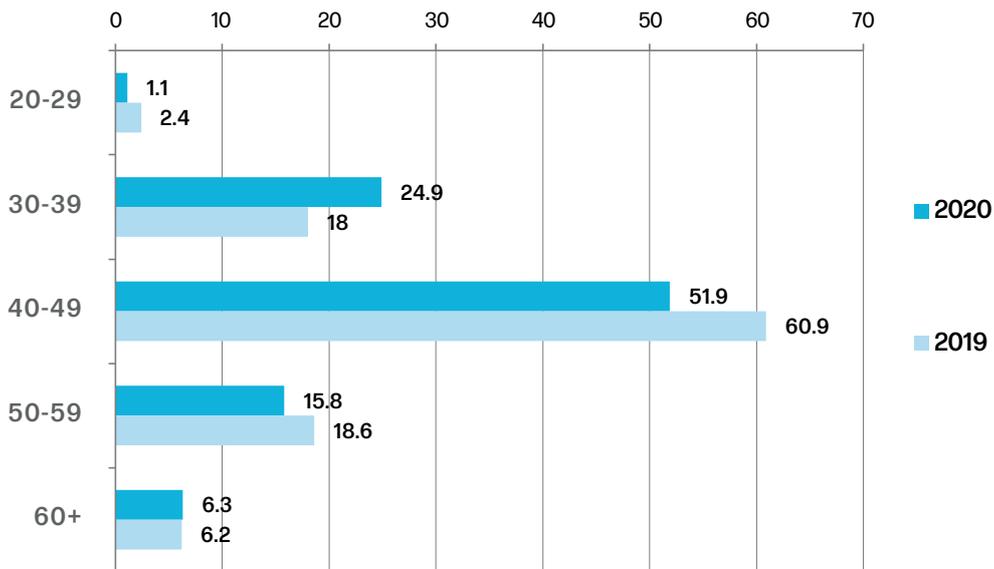


Figure 3 Age Profile of Callers to Parentline - Comparison between 2020 and 2019 (in %)

Profile of Children of Concern to Callers

The majority of children of concern to callers to the service in 2020 were male (58.5%) with the remainder being comprised of females (41.5%). This compares to corresponding data of 62 per cent males and 38 per cent females in 2019. These data are illustrated in Figure 4 below.

In terms of age, the children of concern to the callers to Parentline in 2020 were characterised by a predominance of teenagers – 50.3% callers had a child of concern to them aged between 13 and 17 years of age. Younger children of concern included 12.7% aged 6 to 9 years, 12.6% aged 10 to 12 years, 2.8% aged 4-5 years and 3.4% of children of concern were aged between 1 and 3 years. Infants under 1 years of age accounted for only 2.3% in 2020. Young

adult children, aged between 18 and 25 years of age accounted for 15.1% of calls in 2020. These figures are broadly comparable with those for 2019, with a slight increase in the proportion of teenagers (from 47.7% in 2019 to 50.3% in 2020) and a more marked increase in the percentage of children aged 10 to 12 years in 2020 over 2019 (from 7.6% to 12.6%).

These figures are illustrated in Figure 5 below. It is interesting to note that the age profile of the children of concern to callers – dominated by teenagers – is reflected in the age profile of the callers themselves, with a predominance of those aged in their 40s.

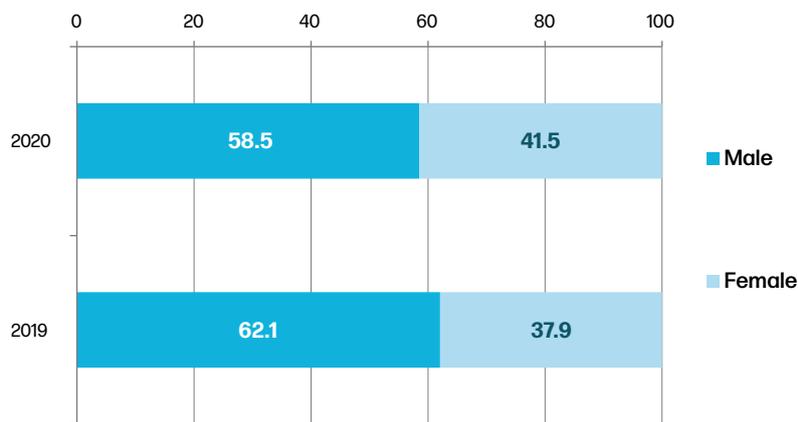


Figure 4 Gender of Child of Concern, 2020 and 2019 (in %)

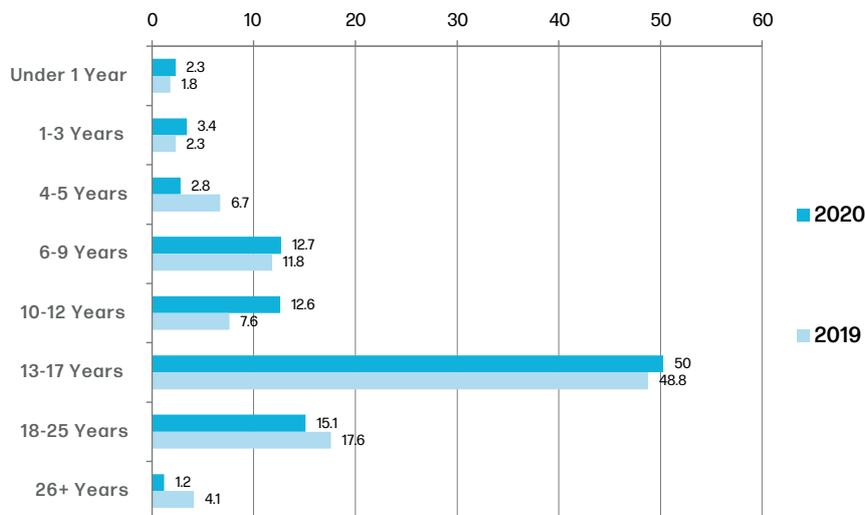


Figure 5 Age Profile of Child of Concern – Comparison between 2020 and 2019 (in %)

Reasons for Calls to the Helpline Service

During 2020 the principal reasons why callers accessed Parentline were dominated by two main issues - anger/aggression by their child (at 22 per cent) and Covid-19 issues (21.5 per cent). Anxiety, school/work issues and school refusal

each accounted for 12.1 per cent, 11.6 per cent and 9.8 per cent respectively. Access to children and custody issues accounted for 3.3 and 2 per cent of calls in 2020 respectively.

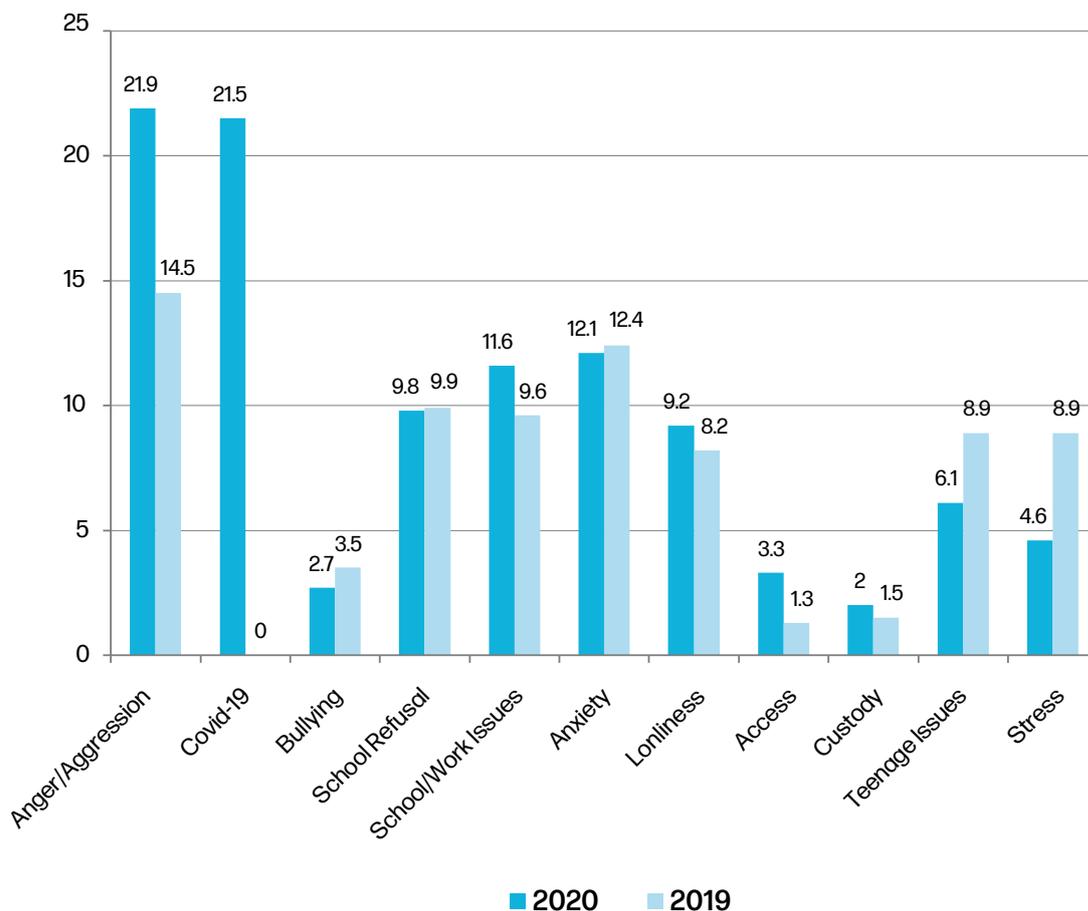


Figure 6 Principal Reasons for Calls to Parentline - Comparison between 2020 and 2019 (in %)

Of particular note is the significant and very marked increase in the number of calls between 2019 and 2020 that stated anger/aggression as the principal reason, from 211 calls in 2019 to 482 calls in 2020, representing a 97.3% increase, almost doubling in number. The issue of access to children increased very dramatically in the same period, from 22 calls in 2019 to 75 calls in 2020, a 241% increase with child custody stated as a principal

reason increasing by 81%, from 26 calls in 2019 to 47 in 2020. School refusal as a principal reason also increased markedly, from 174 calls in 2019 to 225 in 2020, representing a 47% increase with school/work issues and loneliness increasing by 59% and 62% respectively during the same period. These figures are illustrated in Figure 7.

1. Please note that as the Covid-19 category in terms of principal reasons for calls was only created in 2020 there is no corresponding category for 2019.

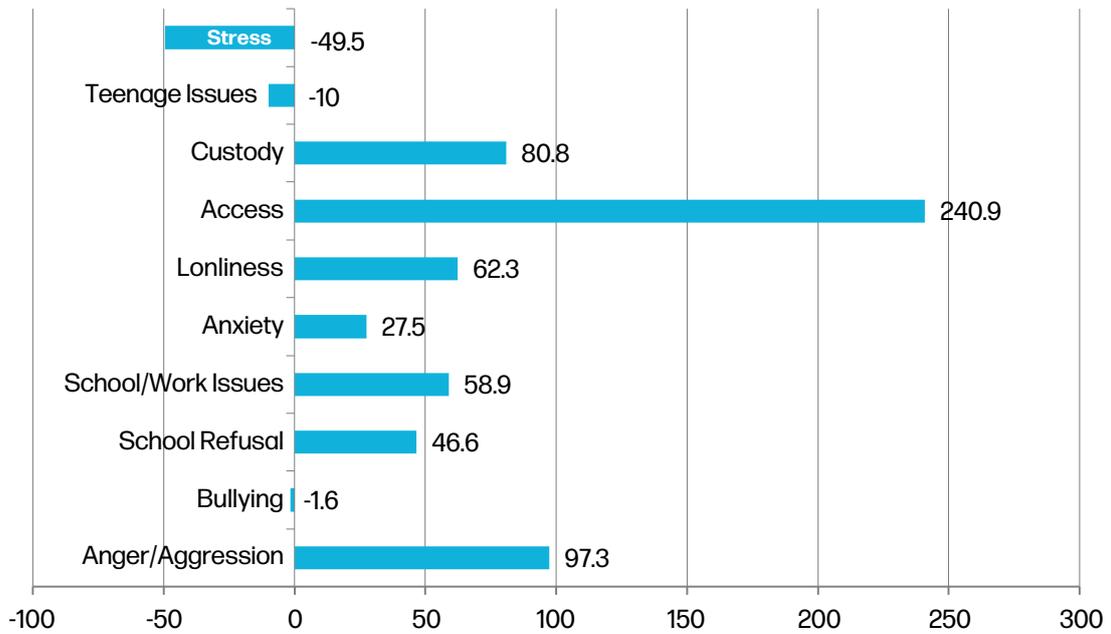


Figure 7 Percentage Change in Principal Reason for Calls to Parentline between 2019 and 2020

Reasons for Calls to the Helpline Service

Calls to Parentline during 2020 originated from throughout the country, with the Dublin region (Dublin city and the three suburban counties of Fingal, South Dublin and Dun Laoghaire-Rathdown) accounting for 48% of calls, in excess of its national population share of 34%. The West region (counties Galway, Mayo, Roscommon, Sligo and Leitrim) accounted for 16.3% of calls made in 2020, with the South-West (Cork and Kerry) being the origin of 11%

of calls and the Mid-East region (Kildare, Meath and Wicklow) accounting for an additional 7% of calls in 2020. The region with the lowest share of calls in 2020 was the Midlands (Westmeath, Longford, Laois and Offaly) at just under 2%. These figures are broadly comparable with those for 2019 and are illustrated in Figure 8 on the following page.

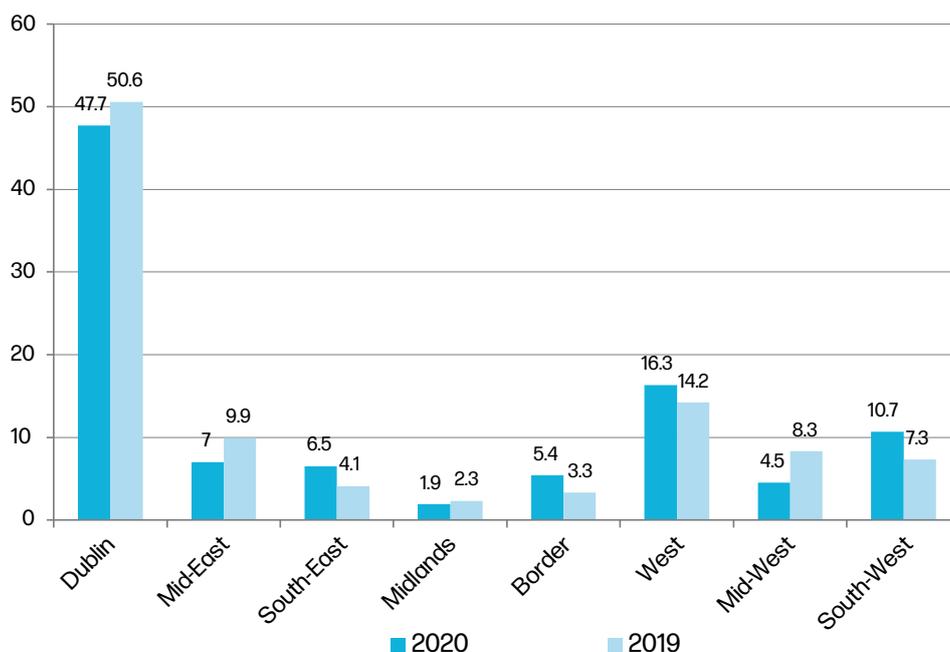


Figure 8 Region of Origin of Calls to Parentline - Comparison between 2020 and 2019 (in %)

How Callers Heard About Parentline

Callers to the service in 2020 had become aware of the Parentline through a variety of means, with the majority (16%) citing the Parentline website as a source. An additional 15.3% of callers in 2020 mentioned radio advertising as their source of information on Parentline, 13.2% from a news article, 11.3% by Google, 10.3% from a television advert and 10.2% were repeat callers. Of note is the significant increase between 2019 and 2020 in the share of callers hearing about Parentline from television

advertising (from 0.2% in 2019 to 10.3% in 2020), radio advertising (6 to 15.3%) and a news article (1.5 to 13.2%). The share of callers to the service who heard of Parentline via Google and by word of mouth declined between 2019 and 2020, from 17.3% to 11.3% for the former and 9.6% to 4.7% for the latter. These data are illustrated in Figure 9 on the following page.

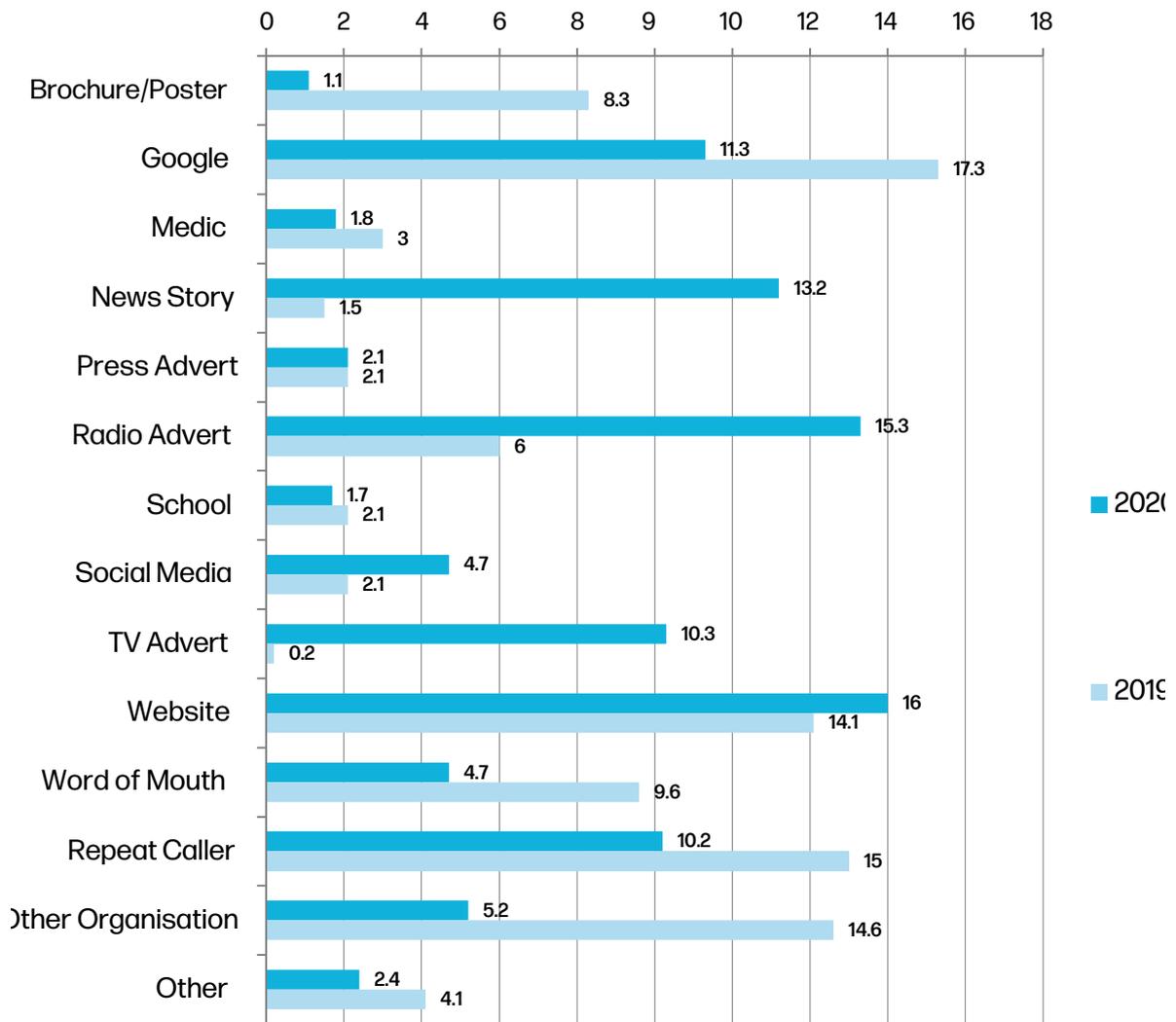


Figure 9 How Callers Heard about Parentline - Comparison between 2020 and 2019 (in %)

Caller Feedback

Feedback from callers to Parentline during 2020 was overwhelmingly positive in nature, with 28.6% of callers thanking us for their help, an additional 20.4% agreeing that it was good to talk; 15.7% of callers felt better after their call and 13% stating

that they would call again. Only 0.3% of callers in 2020 felt that the call had been of no value to them. These figures are illustrated in Figure 10 on the following page.

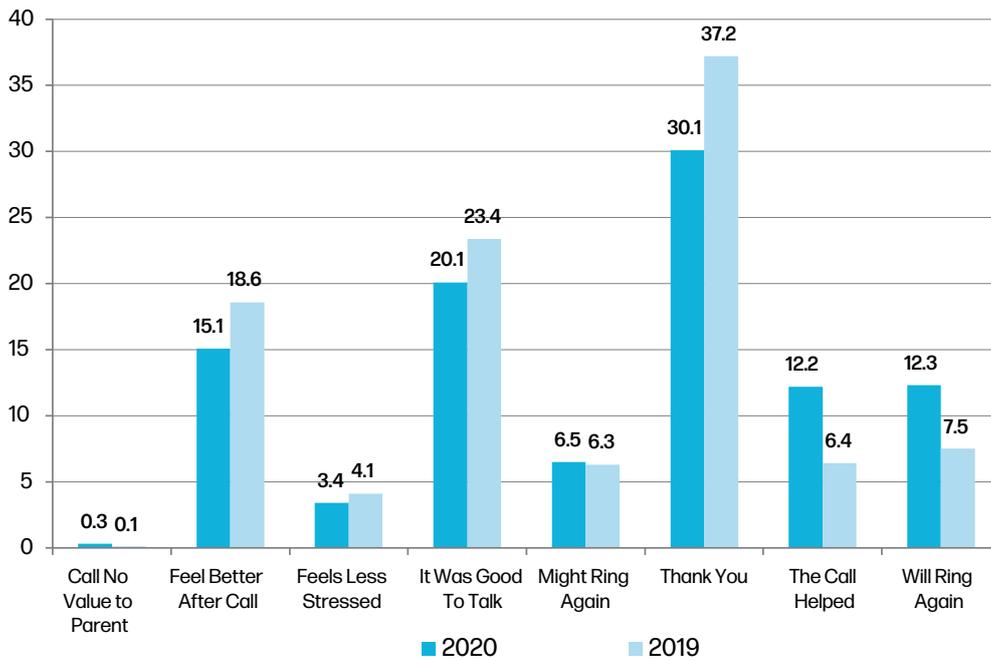


Figure 10 Caller Feedback - Comparison between 2020 and 2019 (in %)

Non-Violent Resistance (NVR) Programme Participants

Since 2013 Parentline has been successfully operating a Non-Violent Resistance (NVR) programme to parents to address difficulties where their children may be violent, intimidating and aggressive.

The data for the NVR programme indicates that there has been a dramatic and unprecedented increase in callers participating in the NVR programme, with 233 persons involved in the NVR programme in 2020 in comparison to 39 in 2019, 53

in 2018 and 61 in 2017. Therefore there has been a more than five-fold increase in the number of NVR participants between 2019 and 2020 which may be linked to the sharp increase in the number of calls made during this period in relation to anger and aggression issues in the child of concern to callers. Data for participants in the NVR programme are illustrated in Figure 11 below.

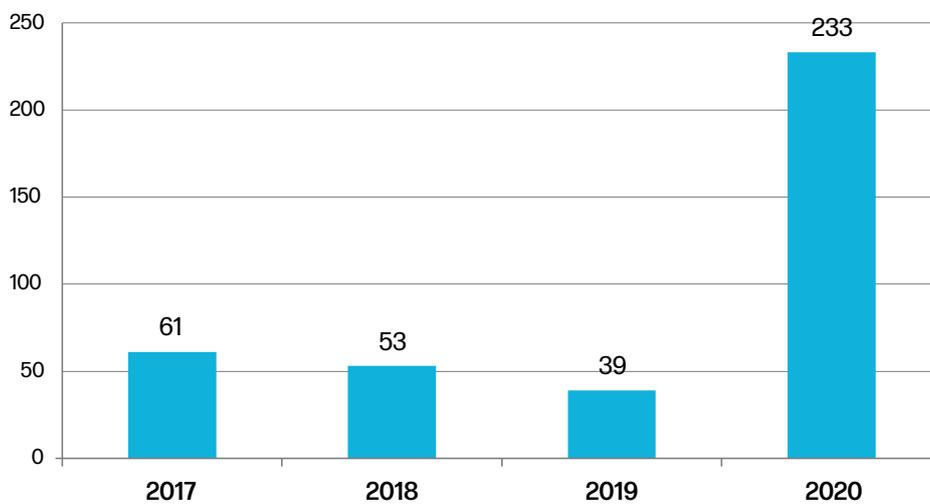


Figure 11 Callers Participating in the Parentline NVR Programme 2017-2020 (number)

Volunteer Training

During 2020 the Parentline volunteers were the beneficiaries of many great talks, by a host of speakers, from various backgrounds and organisations. These included Dr Shay Heneghan, Senior Psychologist with the Dublin and Dun Laoghaire Education and Training Board (DDLETB) who works with numerous secondary schools and youth centres. Shay spoke on the topics of school refusal and Cognitive Behaviour Therapy (CBT). There was also a very interesting and informative talk from Veronica Black of Treoir, the organisation which provides specialist information for unmarried parents and parents not married to each other and Liam Purcell of Dublin Community Mediation spoke to us on the benefits of mediation for families in crisis.

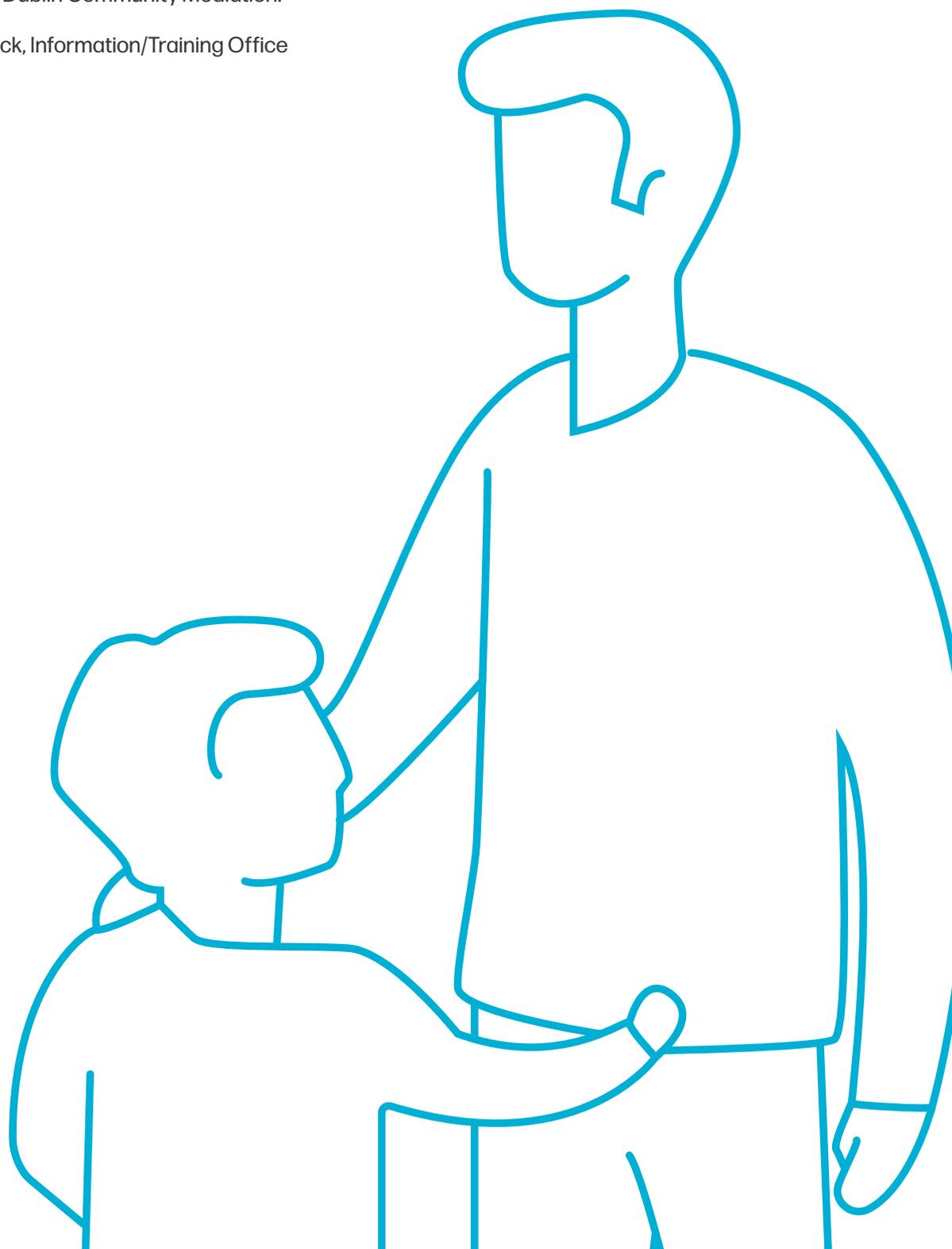
These talks were supplemented strongly by continuous support and refresher training sessions (March 12th, October 6th, November 24th) mediated by Mary Kane, Counsellor, Trainer and Psychotherapist. Additionally there was also several sessions for NonViolent Resistance trained volunteer practitioners conducted by Eileen Lauster, Counsellor and Trainer specifically working in the field of Child to Parent Violence (CPV) and the Non Violent Resistance (NVR) programme.

Nine additional Parent line volunteers were trained as NVR programme practitioners in 2020. This training was a pilot project and devised and completed on Zoom by Dr Declan Coogan. Lecturer in Social Work, Research Fellow. UNESCO Child and Family Research Centre, NUI Galway and Eileen Lauster. It was a great success and brought the number of Parentline NVR trained practitioners to seventeen.

During the early part of 2020 (prior to the Covid 19 outbreak) Parentline was able to recruit and train six new helpline volunteers. This new volunteer training was devised and put in place by Miriam Kennedy, B.A in Psychology (hons), MSc in Psychology (research). Miriam, along with being a former Parentline volunteer and Parents Plus qualified trainer, has expertly schooled many Parentline volunteers over the years. However, the new volunteer training in 2020 was made extremely difficult because of the pandemic and the closure of Carmichael House which meant that the majority of the new volunteers were unable to complete their listening training in the helpline room. This is an essential component of new volunteer training and meant that only two of the original six trainee volunteers were able to graduate to working and taking calls on the helplines.

Full List of Parentline talks and speakers

- Mary Snee - Public Health Nurse at Roselawn Health Centre.
- Dr. Shay Heneghan, Senior Psychologist, DDLETB.
- Anne Staunton, CEO Rainbows Ireland which supports children with Bereavement and Parental Separation.
- Liam Purcell, Dublin Community Mediation.
- Veronica Black, Information/Training Office with Treoir



Covid 19 and Parentline

Covid 19 and the subsequent restrictions obliged families to spend much more time than usual together in 2020.

Normal routines were entirely disrupted. For many this resulted in tensions and stresses being exacerbated, particularly in the area of child to parent violence. Many of these issues were already bubbling beneath but Covid 19 triggered them to rise to the surface. The result for many families was a sharp increase in violent, aggressive and controlling behaviours directed by the child at the parent. This left many parents fearful in their own homes. In 2020 Parentline had a dramatic and unprecedented 500% increase in both requests for and delivery of its NonViolent Resistance (NVR) programme. Through the NVR programme, Parentline offered parents the support and practical skills to help deal with the anger and aggression directed at them by their own children.

Covid 19 restrictions also meant that Parentline volunteers were unable to work from the helpline room in Carmichael House. However, they all moved to a system of remote working seamlessly and no parent lost out on the Parentline service. Indeed, more parents than ever before rang the helpline seeking information and support and guidance. Parentline is enormously grateful to its wonderful volunteers for rising to the challenge of remote call taking and responding to the large volumes of calls from parents seeking help and someone to listen to their concerns.

Parentline and the Non-Violent Resistance (NVR) programme in 2020



An Roinn Leanaí agus Gnóthaí Oíge
Department of Children and Youth Affairs



In 2020 there was a dramatic increase in demand for the NVR programme as compared to 2019 or indeed any previous year. The number of programmes in progress or completed in 2020 was 233 as compared to 39 in 2019.

This increase is likely to have resulted from a combination of the increased awareness of parents of the availability of the NVR programme combined with the challenging year that 2020 was for parents.

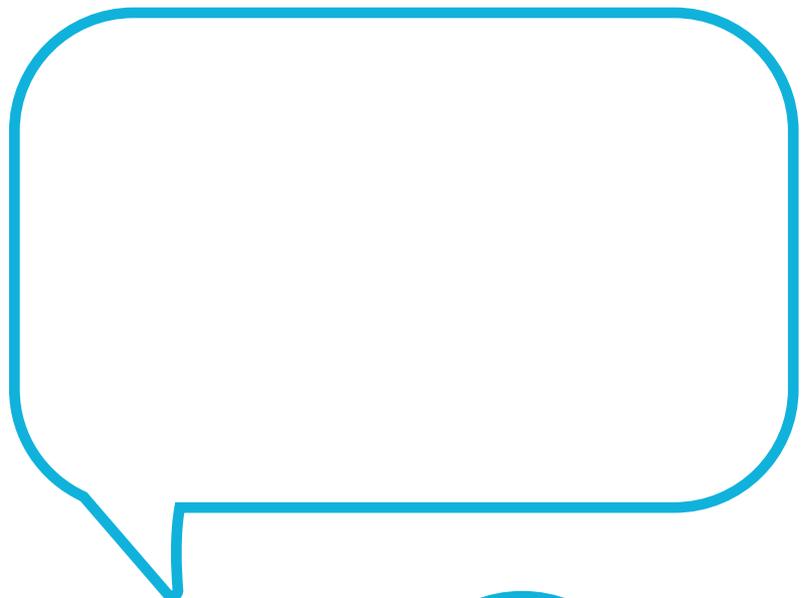
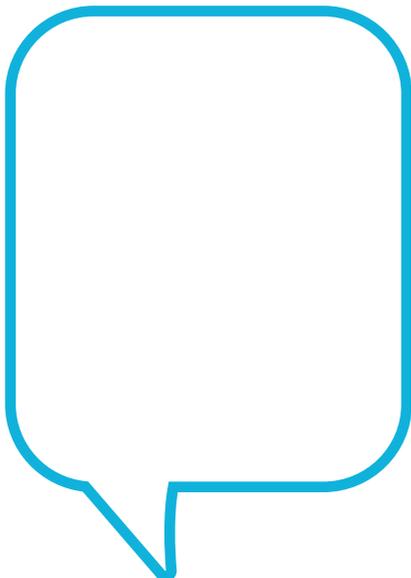
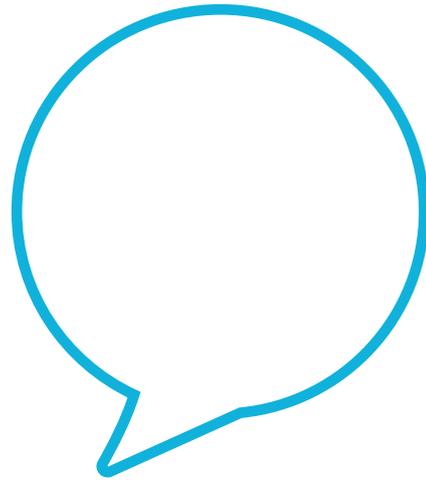
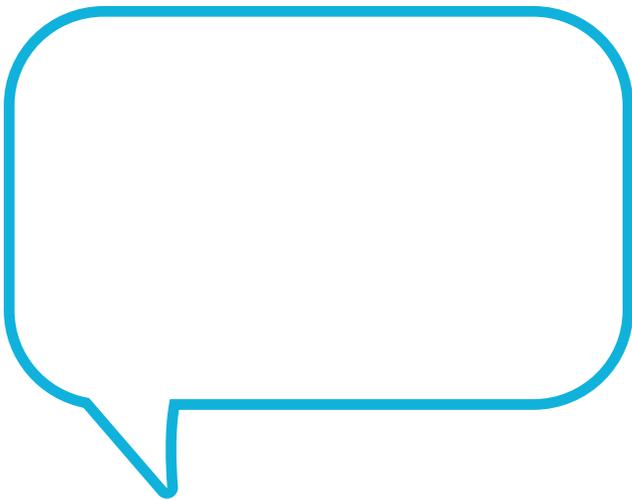
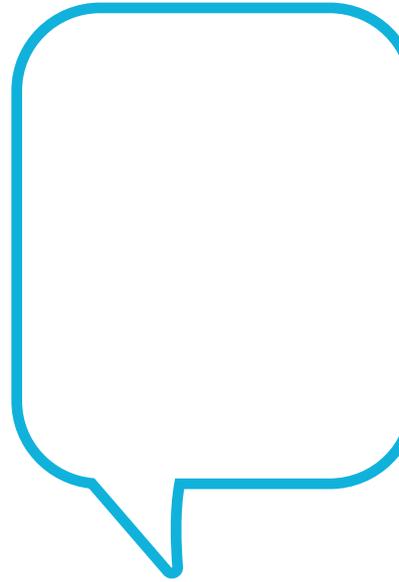
Parentline also ran a national television campaign in 2020, supported by the What Works initiative and the Department of Children and Youth Affairs and funded under Dormant Accounts. The television advertisement focussed on the issue of Child to Parent Violence (CPV) and the NVR programme service offered by Parentline. This brought the NVR programme to the attention of many more parents who subsequently sought help for their families who were dealing with CPV.

The demand for the programme was such that it was clear by May/June 2020 that Parentline did not have the capacity to meet the volume of NVR requests despite having nine trained volunteer facilitators. Therefore, the organisation was fortunate that a further nine volunteers were trained up by Zoom during the summer of 2020 thanks to the expertise and commitment of Dr Declan Coogan, psychotherapist and lecturer in Social Work and Research Fellow in NUI Galway and Eileen Lauster who is a counsellor and trainer specifically working in the field of Child to Parent Violence and the NVR.

These newly trained NVR programme facilitators quickly began to deliver the NVR programme alongside the experienced and previously trained facilitators. The disadvantage is that the more volunteers that deliver the NVR programme on their rostered shift the more pressure on the helpline service as there are fewer volunteers to take the helpline calls. However, because of the commitment and support

and generosity of the Parentline NVR trained facilitators there has been no diminution in service and parents have not lost out in terms of the support they receive from Parentline.

The demand for the NVR looks set to continue into the future. There is a continuous waiting list of parents looking for the programme. Parentline now has its own four page NVR leaflet which sets out what the NVR programme is, how it works and whom it supports, as well as a synopsis of other helpful information.



Anonymous Parentline Testimonials

(All of the below testimonials have been given anonymously due to the confidential nature of the Parentline service)

“I would like to extend my heartfelt gratitude to your service and amazing team. I began using your service when my children were aged around 6 and 8 years old and I still avail of the service now even though they are young adults of 23 and 25 years old. Having been a single mum throughout and navigating the stresses this role entailed, it has been so invaluable having the understanding, insights and supports of someone at the end of the phonenumber who not only understood my situation but helped me to move through it.

Even now as I navigate the next phase of my children’s lives into adulthood, I still find the same supports available to me and the same level of understanding. I want to commend you for all of your work and thank you for helping me on my journey of parenting.”

“Parentline and the Non Violent Response (NVR) programme have been an invaluable support to us during a very difficult and challenging time with our 14 year old son.

In what seemed like a short period of time our son changed from a sensitive, engaged teen to someone who we felt was unrecognisable. He was involved in risky behaviour, bunking off school, smoking weed, disinterested and disconnected from his family. Whenever attempts were made by us as his parents to address his unacceptable behaviour and put boundaries in place his behaviour would escalate into extreme rages, his anger directed at us and his sisters. Shouting, screaming and damaging anything that was close to hand became commonplace in our home. He was affecting everyone in the family, we were shocked by his behaviour but also worried, sad and upset for him, knowing he was not happy reacting in this way. We felt powerless as parents, a sinking feeling of desperation was compounded by the lack of services available due to the COVID 19 crisis.

We felt alone and embarrassed that we were not coping with the situation. In shock, as he was the youngest of four children who had not behaved in this way during their teenage years. Contacting Parentline and accessing their services gave us a lifeline and hope. Through our initial conversations with volunteers who listened to us in a non-judgemental supportive way, we realised we were not alone and we could get through this. From our initial contact with Parentline we were then connected with a volunteer trained in delivering the NVR and he became our guide over the next few months as he introduced us to the NVR programme. It has not been plain sailing but we are now able to put things into perspective and deal with the behaviour. We are aware that we have a long road ahead but we now have the confidence to parent again. As we were continually reminded by Parentline our son is going to be ok, things will get better and with work and parental love we will effect change.”

“I have just completed 8 weeks of a Non-Violent Resistance Programme run by Parentline and facilitated by an amazing volunteer. To be completely honest my expectations of achieving a positive outcome from the programme were low as the unacceptable behaviour had been going on for so long and was constantly escalating into more damaging violent outbursts and I felt utterly helpless and unsafe in my home however I decided to approach the NVR programme with an open mind and a degree of flexibility in my thinking. I loved the logical and systematic approach of the course.

Doing the NVR programme gave me lots to think about regarding how I approach the situation in my home with my children and most importantly with myself. None of this is rocket science but when you live in fear and are completely exhausted and burnt out just surviving from day to day everything feels insurmountable. I am also in a difficult situation as I am going through a very traumatic separation and my four children are confused and angry and as a result, they lash out at me.

The NVR programme gave me back some autonomy in my home. I stopped being afraid of my children. I started to think outside of the box and remembered that I loved my child, I just didn't like their behaviour. Overall, the sessions were extremely helpful for me and I felt very supported and listened to throughout. Thank you Parentline.”

"I am writing to thank Parentline so much for all you have done for us and our 15 year old son. Before we contacted Parentline we were at our wit's end. We had nowhere to turn and had lost all confidence in our ability to parent our then 14 year old son.

This was having an effect on all our family. The Nonviolent Resistance programme has now given us the tools to deal with the situations that arise and has also given us back our confidence as parents. Our NVR volunteer with her reassuring, kind, non judgemental voice gave us guidance on a weekly basis and we will be forever grateful for her help. We can now as a family handle the situations that arise and we know that Parentline will always be at the end of phone to give us advice. Keep up the great work."

Section Four

Board Directors and Board Composition

Board Directors biographies

CEO Aileen Hickie biography

Governance Sub-committee Report

Governance Compliance Statement

Child Safety Statement

List of Policies



Parentline Board Composition

Up to eight Parentline members can sit on the Board for a maximum of two consecutive terms of three years each.

Up to 3 people can be co-opted for one year and renewed yearly.

This record is updated and reviewed biannually.

Shane Coleman (co-opted 2017) Media/PR/journalism	elected 2018, re-elected 2021	Board Secretary (2018)
Terence Hayden Volunteer/ education/NVR	elected 2018, re-elected 2021	Company Secretary (2020)
Anna Barry Former Volunteer/Marketing/ Fundraising	elected 2019	Treasurer (2020)
Michèle Ridgway Volunteer/Governance/ Fundraising/NVR	elected 2019	Chair (2019)
Mags Goddard Volunteer/Marketing/NVR	elected 2020	Board member
Louise Mulholland Volunteer/Health/NVR	elected 2020	Board member

Parentline Board Directors

Michèle Ridgway Chair



Michèle is mother to one daughter. She has been volunteering with Parentline for over 14 years, and is also a NonViolent Resistance (NVR) practitioner. She holds a M Phil in Modern Irish History from Trinity College and has a particular interest in women's history. Michèle recently completed a professional diploma in Corporate Governance from the Corporate Governance Institute of Ireland (CGII).

Michèle has been Chair of the Parentline Board since June 2019. She was a member of the Strategic Planning Committee in 2020 and headed up the Charities Governance Code Compliance group.

Terence Hayden Company Secretary



Terence is a long serving Parentline volunteer and NVR practitioner. Father to four adult children and grandfather to two grandchildren. After completing a H. Dip in Education, he worked as a house parent with autistic and emotionally disturbed adolescents. Terence has now retired as Deputy Principal of a primary school. He holds a M. St in Special Educational Needs (SEN).

Terence joined the Parentline Board in June 2018 and is the Parentline Company Secretary since 2020. He was a member of the Strategic Planning Committee.

Shane Coleman Minute Secretary

Shane is a broadcaster and journalist. He is the presenter of Newstalk Breakfast and is a former Political Editor of the Sunday Tribune and was previously that newspaper's Business Editor. He is the author of four books on politics, including 'Bertie Ahern and the Drumcondra Mafia'. He is also the parent of three teenage children.

Shane was a Parentline Ambassador during 2017 and joined the Parentline Board in June 2018. He was a member of the Strategic Planning Committee during 2020 and he takes the Board minutes.



Mags Goddard

Mags has volunteered with Parentline since October 2017. She is a trained NVR practitioner and has enjoyed working with families on this programme for the past two years. Prior to joining Parentline she held several senior and executive positions with Bord Gáis, Tayto Ireland and Irish Distillers. She holds an Honours degree in Business and French. Mags is a mother of three teenagers and has an active interest in positive psychology.

Mags joined the Parentline Board in August 2020.



Anna Barry Treasurer

Anna worked as Head of Sales for TG4 for 16 years having previously worked for TV3 in the advertising department. In more recent years she has completed a Diploma in Psychotherapy. She is a former volunteer at Parentline and is on several committees including fundraising for Temple Street Children's Hospital. Anna is mother to four children.

Anna joined the Parentline Board in June 2019 and led the Strategic Planning Committee during 2020. Anna is also Parentline Treasurer.



Louise Mulholland

Louise joined Parentline in 2015 and has more recently focused on the NVR programme rollout. She is a Trinity graduate in Occupational Therapy and has worked extensively throughout both hospital and community settings. She specialises in Neurology and has developed and implemented a Fatigue Management Course for people with Multiple Sclerosis and a Stress Reduction and Stress Management course for neurology out-patients and cardiac care out-patients.

Louise is mother of three children. She is currently studying for her Masters in Systemic Psychotherapy at the Clanwilliam Institute. Louise joined the Board in August 2020.



CEO Aileen Hickie

Aileen Hickie took over as Chief Executive Officer of Parentline in January 2020.



Aileen had previously been a journalist with various newspapers including The Sunday Business Post, The Sunday Tribune and The Irish Independent and has also worked as a broadcast journalist and contributor with many radio and television stations such as RTE radio 1 and Today FM and TV3 (now Virgin Media) and RTE television.

She remains a weekly television news panel contributor to Today with Maura and Daithi on RTE 1. She is also a trained barrister having qualified from King's Inns in 2000. Aileen is married to broadcaster Matt Cooper and lives in Dublin with their five children aged from 13 years to 21 years.

Governance Sub-committee Report

Sub-Committee Members

Frances Kelly (Chair)
Christine Norton
Dominique le Goff.
Invited : CEO Aileen Hickie

Terms of Reference.

The Parentline board tasked the sub-committee to engage in the preparatory work of identifying our present policies and highlighting what needed to be reviewed, updated or added to. It will report back to the Board in March 2020.

Report

Frances Kelly compiled an interim report, which was presented in March to the board. It highlighted the need for more intense work to be completed during 2020. Sixteen policies were located, all needed to be reviewed and many updated. There will be a requirement to formulate more policies also. As it was deemed a huge task, the Board agreed that all six board members would work on the improvements. The sub-committee was disbanded in March 2020.

A suite of 27 policies, procedures and statements were ratified by the Board at two meetings in November 2020. The Board is happy that Parentline is compliant with the Charity Regulator Governance Code.

Governance Compliance Statement

The Parentline Board has a duty to comply with The Charity Regulator's Governance Code. This was accomplished by the end of 2020 and before the prescribed deadline. There is now a suite of 28 operational and Board policies and procedures in line with what is necessary to maintain a well-run charity. All the documents are available at the Parentine offices, Carmichael House, 4-7 North Brunswick Street, Dublin 7. DO7RHA8. The documents relevant to the public are available on our website www.parentline.ie.

Parentline is compliant with the Code and the Board is very happy that its policies are relevant and meaningful. Governance is an ongoing process dealt with at every Board meeting. The policies and procedures will be reviewed regularly to ensure Parentline is at the forefront of good governance practices.

Child Safety Statement 2020

Parentline provides a national helpline for parents and carers. It offers support, information, and guidance on all aspects of parenting in confidence and without judgement. It provides the national helpline for Post-Natal Depression (PND) and facilitates the Non-Violent Resistance (NVR) Programme to deal with child to parent violence.

Our Child Safeguarding Statement has been developed in line with requirements under the Children First Act 2015, Children First: National Guidance for the Protection and Welfare of Children (2017), and Tusla's Child Safeguarding: A Guide for Policy, Procedure and Practice.

Parentline does not deal directly with children as part of our service delivery. We deal directly with parents only and ask parents not to bring children to our premises.

However, in case there is a breach of this rule the following applies:

- All allegations of abuse or misconduct against employees/volunteers must be reported to the CEO (Relevant Person under the Children First Act 2015). This will, in turn, be reported to the Board of Directors of Parentline.

- All volunteers and staff are trained and made aware of our policies as part of their induction process. References are always checked.
- If anyone connected with Parentline becomes aware of a child protection or welfare concern, and has identifying information, they report it initially to the CEO (Relevant Person) who will then report it to **The Prevention, Partnership & Family Support Manager at Tusla.**
- As part of the policy, the Relevant Person and Deputy are listed in The Helpline Room, to which all staff and volunteers have access. Incoming staff or volunteers are informed as part of induction.

The Relevant Person is the CEO Aileen Hickie, and the Deputy Relevant Person is Michéle Ridgway. They have undergone the relevant Child Safety Training provided by Carmichael House on behalf of Tusla.

There were no identifiable child safety concerns in 2020 reported to Tusla and notified to the Board.

The full Child Safety Statement is available on www.parentline.ie

RCN 20025410

Parentline Policies

1. Accident Report Form
2. Board of Directors Handbook
3. Board Work Plan
4. Board Recruitment and Succession Policy
5. Board Timeline Composition and Skills
6. Child Safeguarding Statement
7. Code of Conduct for Board Members
8. Code of Conduct for Employees
9. Code of Conduct for Volunteers
10. Conflict of Interests Compliance Statement
11. Communications Strategy
12. Complaints and Feedback Policy
13. Compliance Statement in relation to Lobbying
14. Donor Charter
15. Employee Recruitment Policy
16. Finance Policy
17. GDPR Policy
18. Health, Safety and Wellness Policy
19. Induction Pack for New Board Members
20. Matters Reserved for Decision by the Board
21. Parentline Constitution
22. Public Compliance Statement on Fundraising
23. Statement of Intent
24. Volunteer Recruitment Policy
25. Risk Management Policy
26. Risk Register
27. Strategic Plan (2020-25)
28. Whistle Blower Policy



Section Five

**Auditors Report and Audited Accounts
and Financial Statements 2020**

Finance Policy



Annual Report and Audited Financial Statements for the financial year ended 31 December 2020

Reference and Administrative Information

Directors	Shane Coleman Terence Hayden Frances Kelly (Resigned 20 March 2020) Christine Norton (Resigned 17 August 2020) Dominique Le Goff (Resigned 17 August 2020) Michèle Ridgway (Chair) Anna Barry (Treasurer) Louise Mulholland (Appointed 17 August 2020) Margaret Goddard (Appointed 17 August 2020)
Company Secretary	Terence Hayden (Appointed 27 January 2020) Rita O'Reilly (Resigned 27 January 2020)
Charities Regulatory Authority Number	20025410
Company Number	205515
Registered Office and Principal Address	Carmichael House North Brunswick Street, Dublin 7
Auditors	KT Nolan & Associates LTD 302 The Capel Building Mary's Abbey, Dublin 7
Bankers	Permanent TSB Unit 1/2 Omni Park Shopping Centre, Swords Rd, Dublin 9, D09 HP90 Allied Irish Bank Capel Street, Dublin 1

Directors' Annual Report

for the financial year ended 31 December 2020

The directors present their Directors' Annual Report, combining the Directors' Report and Trustees' Report, and the audited financial statements for the financial year ended 31 December 2020.

Parentline is compliant with The Charity Regulator's Governance Code. The financial statements are prepared in accordance with the Companies Act 2014, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Directors' Report contains the information required to be provided in the Directors' Annual Report under the Statement of Recommended Practice (SORP) guidelines. The directors of the company are also charity trustees for the purpose of charity law and under the company's constitution are known as members of the Board of trustees.

In this report the directors of PARENTLINE present a summary of its purpose, governance, activities, achievements and finances for the financial year 2020.

The company is a registered charity and hence the report and results are presented in a form which complies with the requirements of the Companies Act 2014 and, although not obliged to comply with the Statement of Recommended Practice (Charities SORP effective January 2015), the organisation has implemented its recommendations where relevant in these financial statements.

This company is limited by guarantee not having a share capital.

Financial Results

At the end of the financial year the company has assets of €46,615 (2019 - €49,306) and liabilities of €6,189 (2019 - €2,049). The net assets of the company have decreased by €(6,831).

Principal Risks and Uncertainties

The company is reliant on grant income from the government agency Tusla for funding to trade.

Directors and Secretary

The directors who served throughout the financial year, except as noted, were as follows:

Shane Coleman
 Terence Hayden
 Frances Kelly (Resigned 20 March 2020)
 Christine Norton (Resigned 17 August 2020)
 Dominique Le Goff (Resigned 17 August 2020)
 Michéle Ridgway (Chair)
 Anna Barry (Treasurer)
 Louise Mulholland (Appointed 17 August 2020)
 Margaret Goddard (Appointed 17 August 2020)

In accordance with the Parentline constitution 2020, the directors sit for three years and can then offer themselves for re-election for a maximum of three further years.

The secretaries who served during the financial year were;

Terence Hayden (Appointed 27 January 2020)
 Rita O'Reilly (Resigned 27 January 2020)

Compliance with Sector-Wide Legislation and Standards

The company engages pro-actively with legislation, standards and codes which are developed for the sector.

PARENTLINE subscribes to and is compliant with the following:

- The Companies Act 2014
- The Charities SORP (FRS 102)

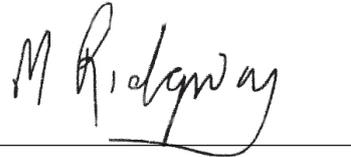
Auditors

The auditors, KT Nolan & Associates LTD have indicated their willingness to continue in office in accordance with the provisions of section 383(2) of the Companies Act 2014.

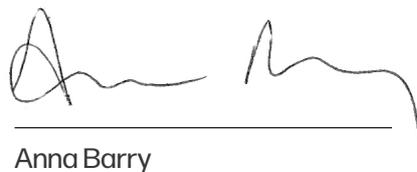
Accounting Records

To ensure that adequate accounting records are kept in accordance with Sections 281 to 285 of the Companies Act 2014, the directors have employed appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems. The accounting records are located at the company's office at Carmichael House, North Brunswick Street, Dublin 7.

**Approved by the Board of Directors on
 15 March 2021 and signed on its behalf by:**



Michéle Ridgway
 Chair



Anna Barry
 Treasurer

Directors' Responsibilities Statement

for the financial year ended 31 December 2020

The directors are responsible for preparing the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland including the accounting standards issued by the Financial Reporting Council.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102

“The Financial Reporting Standard applicable in the UK and Republic of Ireland” issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the net income or expenditure of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Statement of Recommended Practice: Accounting and Reporting by Charities (2015);
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with the relevant financial reporting framework, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and net income or expenditure of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and the Directors' Annual Report comply with Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

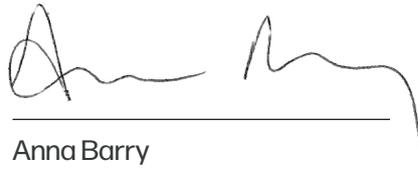
In so far as the directors are aware:

- there is no relevant audit information (information needed by the company's auditor in connection with preparing the auditor's report) of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information.

**Approved by the Board of Directors on
15 March 2021 and signed on its behalf by:**



Michèle Ridgway
Chair



Anna Barry
Treasurer

Independent Auditor's Report

to the Members of PARENTLINE

Opinion

We have audited the company financial statements of PARENTLINE for the financial year ended 31 December 2020 which comprise the Statement of Financial Activities (incorporating an Income and Expenditure Account), the Balance Sheet, the Cash Flow Statement and the related notes to the financial statements, including a summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2020 and of its net incoming resources for the financial year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", as applied in accordance with the provisions of the Companies Act 2014 and having regard to the Charities SORP; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) 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 company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), 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

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other Information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's Report thereon. 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.

In connection with our audit of the financial statements, 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 audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- in our opinion, the Directors' Annual Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit. In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited. The financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Annual Report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement set out on page 6 the directors 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 they 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 directors are responsible for assessing the company'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 management either intends to liquidate the company or to cease operations, or has 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 (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the

date of our Auditor's Report. However, future events or conditions may cause the company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the 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 any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Kieron Nolan
for and on behalf of
KT NOLAN & ASSOCIATES LTD
302 The Capel Building
Mary's Abbey
Dublin 7
15 March 2021

STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating an Income and Expenditure Account)
for the financial year ended 31 December 2020

		Unrestricted Funds 2020 €	Total 2020 €	Unrestricted Funds 2019 €	Total 2019 €
	Notes				
Incoming Resources					
Activities for generating funds	3.1	86,817	86,817	80,599	80,599
Other income	3.2	-	-	1,000	1,000
Total incoming resources		86,817	86,817	81,599	81,599
Resources Expended					
Charitable activities	4.1	93,648	93,648	76,442	76,442
Net incoming/outgoing resources before transfers		(6,831)	(6,831)	5,157	5,157
Gross transfers between funds		-	-	-	-
Net movement in funds for the financial year		(6,831)	(6,831)	5,157	5,157
Reconciliation of funds					
Balances brought forward at 1 January 2020	10	47,257	47,257	42,100	42,100
Balances carried forward at 31 December 2020		40,426	40,426	47,257	47,257

The Statement of Financial Activities includes all gains and losses recognised in the financial year. All income and expenditure relate to continuing activities.

BALANCE SHEET

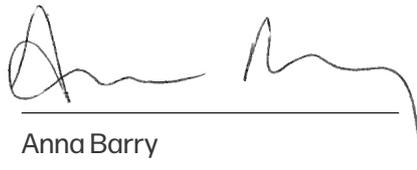
as at 31 December 2020

	Notes	2020 €	2019 €
Current Assets			
Cash at bank and in hand		46,615	49,306
Creditors: Amounts falling due within one year			
	7	(6,189)	(2,050)
Net Current Assets			
		40,426	47,256
Total Assets less Current Liabilities			
Suspense		-	1
Net Assets			
		40,426	47,257
Funds			
General fund (unrestricted)		40,426	47,257
Total funds			
	10	40,426	47,257

Approved by the Board of Directors and authorised for issue on 15 March 2021 and signed on its behalf by



Michèle Ridgway
Chair



Anna Barry
Treasurer

CASH FLOW STATEMENT

for the financial year ended 31 December 2020

	Notes	2020 €	2019 €
Movement in cash in the financial year		(2,692)	4,511
Reconciliation of net cash flow to movement in net debt (Note)			
Movement in cash in the financial year		(2,692)	4,511
Net funds at 1 January 2020		49,306	44,796
Net funds at 31 December 2020		46,614	49,307

Notes to the Financial Statements

for the financial year ended 31 December 2020

General Information

PARENTLINE is a company limited by guarantee incorporated in the Republic of Ireland. The registered office of the company is Carmichael House, North Brunswick Street, Dublin 7 which is also the principal place of business of the company. The financial statements have been presented in Euro (€) which is also the functional currency of the company.

Summary Of Significant Accounting Policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's financial statements.

Incoming Resources

Voluntary income or capital is included in the Statement of Financial Activities when the company is legally entitled to it, its financial value can be quantified with reasonable certainty and there is reasonable certainty of its ultimate receipt. Entitlement to legacies is considered established when the company has been notified of a distribu-

tion to be made by the executors. Income received in advance of due performance under a contract is accounted for as deferred income until earned. Grants for activities are recognised as income when the related conditions for legal entitlement have been met. All other income is accounted for on an accruals basis.

Income from charitable activities

Income from charitable activities include income earned from the supply of services under contractual arrangements and from performance related grants which have conditions that specify the provision of particular services to be provided by the company. Income from government and other co-funders is recognised when the company is legally entitled to the income because it is fulfilling the conditions contained in the related funding agreements. Where a grant is received in advance, its recognition is deferred and included in creditors. Where entitlement occurs before income is received, it is accrued in debtors.

Grants from governments and other co-funders typically include one of the following types of conditions:

- Performance based conditions: whereby the company is contractually entitled to funding only to the extent that the core objectives of the grant agreement are achieved. Where the company is meeting the core objectives of a grant agreement, it recognises the related expenditure, to the extent that it is reimbursable by the donor, as income.
- Time based conditions: whereby the company is contractually entitled to funding on the condition that it is utilised in a particular period. In these cases the company recognises the income to the extent it is utilised within the period specified in the agreement.

In the absence of such conditions, assuming that receipt is probable and the amount can be reliably measured, grant income is recognised once the company is notified of entitlement.

Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable, whichever is earlier.

Cash at bank and in hand

Cash at bank and in hand comprises cash on deposit at banks requiring less than three months notice of withdrawal.

Taxation and deferred taxation

No current or deferred taxation arises as the company has been granted charitable exemption. Irrecoverable valued added tax is expensed as incurred.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more tax in the future, or a right to pay less tax in the future. Timing differences are temporary differences between the company's taxable income and its results as stated in the financial statements.

Deferred tax is measured on an undiscounted basis at the tax rates that are anticipated to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

3. Income

3.1 Other Trading Activities

	Unrestricted Funds €	Restricted Funds €	2020 €	2019 €
Tusla Grant	74,192	-	74,192	74,192
Donations	12,625	-	12,625	1,454
Fundraising	-	-	-	3,367
Conference Income	-	-	-	1,461
Training Income	-	-	-	125
	86,817	-	86,817	80,599

3.2 Other Income

	Unrestricted Funds €	Restricted Funds €	2020 €	2019 €
Other Grants	-	-	-	1,000

4. Expenditure

4.1 Charitable activities

	Direct Costs €	Other Costs €	Support Costs €	2020 €	2019 €
Fundraising costs	-	-	-	-	4,807
Volunteer costs	-	-	-	-	3,407
Audit fee	-	-	2,420	2,420	1,250
Office expenses	-	-	47,947	47,947	27,345
Staff costs	-	-	43,281	43,281	39,633
	-	-	93,648	93,648	76,442

4.2 Support Costs

	Charitable Activities €	2020 €	2019 €
Cost category 1	-	-	30,938
Support Costs Staff cost	-43,281	-43,281	42,852
Office expenses	47,947	47,947	-
Audit fee	2,420	2,420	-
	93,648	93,648	73,790

5. Analysis of Support Costs

	2020 €	2019 €
Cost category 1	-	30,938
Support Costs	-	42,852
Staff cost	43,281	-
Office expenses	47,947	-
Audit fee	2,420	-
	93,648	73,790

6. Employees And remuneration

Number of employees

The average number of persons employed (including executive directors) during the financial year was as follows:

	2020 Number	2019 Number
Management	1	1
The staff costs comprise:		
	2020 €	2019 €
Wages and salaries	38,974	35,319
Social security costs	4,307	3,688
	43,281	39,007

7. Creditors

	2020 €	2019 €
Amounts falling due within one year		
Taxation and social security costs (Note 8)	2,544	840
Other creditors	15	-
Accruals	3,630	1,210
	6,189	2,050

8. Taxation And Social security

	2020 €	2019 €
Creditors:		
PAYE / PRSI	2,544	840

9. Reserves

	2020 €	2019 €
At 1 January 2020	47,257	42,099
(Deficit)/Surplus for the financial year	(6,831)	5,158
At 31 December 2020	40,426	47,257

10. Funds

10.1 Reconciliation Of Movement In funds

	Unrestricted Funds €	Total Funds €
At 1 January 2019	42,100	42,100
Movement during the financial year	5,157	5,157
At 31 December 2019	47,257	47,257
Movement during the financial year	(6,831)	(6,831)
At 31 December 2020	40,426	40,426

10.2 Analysis of Movements Onfunds

	Balance 1 January 2020	Income	Expenditure	Transfers between funds	Balance 31 December 2020
	€	€	€	€	€
Unrestricted income					
Income	47,257	86,817	93,648	-	40,426
Total funds	47,257	86,817	93,648	-	40,426

10.3 Analysis of Net Assets by fund

	Current assets	Current liabilities	Total
	€	€	€
Unrestricted general funds	46,615	(6,189)	40,426
	46,615	(6,189)	40,426

11. Status

The company is limited by guarantee not having a share capital.

The liability of the members is limited.

Every member of the company undertakes to contribute to the assets of the company in the event of its being wound up while they are members, or within one year thereafter, for the payment of the debts and liabilities of the company contracted before they ceased to be members, and the costs, charges and expenses of winding up, and for the adjustment of the rights of the contributors among themselves, such amount as may be required, not exceeding € 1.27 (one euro and twenty seven cent).

12. Post-Balance Sheetevents

There have been no significant events affecting the Charity since the financial year-end.

13. Cash Flow Statement

13.1 Reconciliation of operating net movement in funds 2020 2019 to net cash inflow from operating activities

	2020	2019
	€	€
Net movement in funds	(6,831)	5,158
Movement in creditors	4,139	(647)
Net cash inflow from operating activities	(2,692)	4,511

14. COVID-19

Since March 2020, the spread of COVID-19 has severely impacted economies around the globe. This has not affected operations in the current year and is not expected to have a large influence on the future financial performance of the charity.

15. Approval Of Financial statements

The financial statements were approved and authorised for issue by the Board of Directors on 15 March 2021.

Parentline Finance Policy

Income

- A master record of grants is maintained by Parentline (including details of funder, total grant amount, timing of payments, date received/receivable and related bank account used to receive the grant income).
- Grant agreements, which contain terms and conditions of funding, are signed by both Parentline and the funder.
- Banking arrangements are set up to ensure that the receipt of income is easily identifiable and is in line with the stated funding arrangements.
- All grant income is appropriately classified in the accounting system so that it is appropriately reported upon at year end (including being in accordance with any stated conditions within funding agreements).

Gifts and Donations

- All gifts and donations are appropriately classified in the accounting system and appropriately reported at the year end.

Other Income

- A master record of other income is maintained by Parentline (including details of source of income, total amount, timing of payments, date received/receivable and related bank account used to receive the other income).
- Banking arrangements are set up to ensure that the receipt of other income is easily identifiable and is in line with the stated funding arrangements.
- All other income is appropriately classified in the accounting system so that it is appropriately reported upon at year end (including in accordance with any stated conditions within funding agreements).

Statement of Recommended Practise (SORP)

- Parentline identifies and reports upon income in line with SORP's Stated Income Recognition Policy and generally accepted accounting principles (including best practice financial reporting where adopted).

- Parentline adequately identifies, distinguishes and reports upon unrestricted, restricted & designated income to enable adequate reporting.

Controls in Place for expenditure

- Dual signatures are needed for all Parentline payments.
- The CEO has discretion to spend up to €3000 on Parentline goods and services, however, any and all payments must be authorised by two signatories to the Parentline bank account.
- The Board must approve any expenditure over €3000.
- Expenditure is paid from funds within approved budgets.
- All expenditure is supported by sufficient documentation to verify the expenditure.
- All expenditure is accurately recorded in the charity's accounting system.
- All expenditure is regularly checked to ensure accounting records are accurately maintained.
- Regular checks are made to ensure that expenditure records are accurate and agree with bank statements.
- The CEO checks that all goods or services ordered have actually been received.

Wages and Salaries

- Parentline uses the Carmichael Centre finance Department to process the salaries of Parentline employees using a software package.

- All statutory deductions are made at source and forwarded to Revenue.
- All payroll procedures are adequately documented, communicated and approved by the Board (including consideration of end-to-end segregation of duties).
- Salary levels are properly authorised and recorded.
- A Contract of employment is in place for the CEO and all employees
- Personnel records are maintained for the CEO and all employees.

Expenses

- All necessary travel and subsistence expenses associated with promoting the Parentline mission and stated purpose will be paid in line with Revenue Commissioner guidelines.
- Other necessary expenses, which are in accordance with the operational and management of Parentline, will be refunded on receipt of the appropriate dated Expenses Claim Forms co-signed by the CEO and either Chair or Treasurer. Expense forms must be accompanied by the appropriate invoices and/or receipts.

Banking

- Parentline has two bank accounts: AIB savings account and PTSB business account.
- Bank accounts and cash (should there be any) are secure.
- Bank accounts and cash are accurately counted and reconciled.
- Bank accounts and cash are accurately recorded in the charity's accounting system;

- Bank accounts and cash are used solely for the charity's stated purpose.
- Bank reconciliations are done monthly and presented at every Board Meeting.
- The Parentline Treasurer or Chair double checks bank reconciliations and signs off on payments.
- Parentline uses software package 'sortmy-books' for accounting purposes.
- Parentline does not keep cash on the premises, all payments are completed online.
- Online banking is set up for all Companies with which Parentline deals.
- Access to Online banking is restricted to the CEO, Chair and Treasurer. Two signatures are required for every transaction.
- PCs and other ICT devices belonging to Parentline are kept secure and anti-virus and spyware software is up to date.
- Each person with access to the business bank account has their own individual log in and password.
- The CEO sets up all payments, direct debits, standing orders and has full control to cancel them.
- The bank is notified in writing if there is a change in signatories (Board changes, staff changes) the bank removes their access.
- In the unlikely event of a cheque being used for a payment, it must be co signed by two of the three nominated signatories.
- There is no facility for petty cash in Parentline.

Monitoring Arrangements.

- Parentline prepares an approved financial budget in December, prior to the start of financial year in January.
- Parentline Board members receive a finance report at each Board meeting, which details the financial performance and position of the charity.
- Twice yearly the financial reporting information includes reporting upon:
 - the latest management accounts;
 - a comparison of budget vs actual financial results;
 - explanations for variances between budgeted and actual financial results;
 - details of cash movements, including closing bank, investment and loan balances (if any)
- Parentline accounts are audited every year by Accountants T. P. Nolan, Capel Street, Dublin. This takes place in May to be ready for the AGM and Annual Report.
- The audited accounts are formally approved by the Board to be presented at the AGM each year.
- The Annual Report is filed on time to the relevant bodies by the CEO. i.e. Charity Regulator and Company Registrations Office.
- The accountant firms' contract is reviewed every three years in line with best practise.
- This policy will be reviewed regularly.

Section Six

Strategic Planning Sub-committee report

Strategic Plan



Strategic Planning Sub-Committee Report 2020

Sub-Committee Members

Anna Barry (Chair)
Terence Hayden
Shane Coleman
Michèle Ridgway
Invited : CEO Aileen Hickie

2020 Meeting

There was a total of four meetings of the sub-committee in 2020. February 4th, 18th, 25th and March 5th.

Terms of Reference

The Parentline Board tasked the sub committee to review past strategic plans to see how they were implemented and whether they were successful. The goal was to encourage and plan for growth in Parentline by attracting more callers and recruit more volunteers. Raising the profile of Parentline was a key task. The sub-committee should report to the Board with their recommendations by April 2020.

Report

Anna devised an outline document setting out how the committee would work towards a strategic plan. The committee agreed to have the strategic plan ready for the 2020 AGM on May 25th. It was decided to implement a plan that would be attainable and relevant for the next five years. It was agreed that it needed to be practical, simple and a live document. It will be displayed on the Parentline website and will be reviewed regularly to make sure it is on track. Building on the stakeholder feedback from the most recent plan it was decided to concentrate on important short-term objectives for 2020 -21.

Strategic Plan for Parentline

May 2020 - May 2025 inclusive



Vision: Position Parentline to be the leading national parent support organisation in Ireland.

Mission: Parentline is known by and available to all parents, guardians, and professionals as a confidential, non-judgemental, source of support, information, and guidance.

Parentline: Will encourage diversity in our organisation to reflect the changes in Irish society, through our recruitment process, training, advertising and Board membership.

2020/21

1. Review our Mission Statement and confirm it is relevant and up to date.
2. Create a new improved website using the new branding from 'bold'. It will provide clear direction to our audience as to what we do through a system of FAQ's; How to contact us and how to donate. It will have at least the previous two years financial statements and our updated and ratified Policies. Ideally links to Twitter and Instagram or at least the handles. It will contain testimonials from experienced professionals and supporters of Parentline. It will provide information and details as to how to volunteer with PL.
3. Access Google advertisement for Charities.
4. Identify suitable experienced volunteers, to a maximum of 5, to be further trained as NVR recruits in order to expand the very busy NVR offering within PL.
5. The Board, in conjunction with the CEO, will identify potential new directors who have the key skills which would enhance the Board.
6. Carry out an audit of PC's, phones, and office equipment in order to make sure that Parentline is running to an optimal level.
7. The Board will complete all Governance legal requirements by end of 2020 which necessitates checking, updating, and ratifying all policies and possibly creating new ones.
8. To achieve our mission of being the leading national support organisation for parents, we will establish the baseline of first-time callers in 2019 and aim to increase this number by 5% year on year.

Mid-2021 to Mid-2023

1. In line with our Articles of Association, which states that PL provides support to those experiencing PND, initial and refresher training will be provided for all volunteers, by a suitable professional, in how best to deal with parents with this issue.
2. Ensure there are sufficient volunteers so that there is a minimum of two volunteers on every shift. Identify a suitable time to recruit and train new volunteers.
3. Explore the possibilities of rolling out a weekend service – This should be done remotely by experienced volunteers.
4. Put a targeted Social media strategy in place building on contacts and influencers. It needs to be continuous to be successful. Get administration cover (provided by company sponsor/ corporate funding) to allow for social media improvements. 8-10 hours per week.
5. Put together a list of potential Ambassadors for Parentline in the hope of encouraging a high-profile parent to come on board. The Board will define the role of an Ambassador.
6. Continue supporting and upskilling volunteers through monthly training, a yearly away day and bi-annual conference.
7. Implement a plan for fundraising for specific goals. Continue to develop the relationship with Tusla and explore other avenues of funding.

Mid 2023- Mid 2025

1. Review strategy to date, bearing in mind the changing environment, check that actions are being implemented and alter plan if necessary.
2. Develop relationships with Ambassadors/influencers to continue to establish awareness of PL.
3. Develop PND and NVR service.
4. Review how successful the website is on an on-going basis, update as necessary. Make sure we are up to date as to the best mode of contact, to best support our clients / callers.
5. Recruit and train new volunteers.
6. Hold a national fundraiser (in conjunction with a corporate sponsor), primarily to promote PL, by raising awareness nationally, and raise funds.



parentline