



It's time for your PTA to shine!

Our National PTA Awards 2025 are a celebration of the time, hard work and dedication your PTA and supporters volunteer to raise vital funds for your school community.

The annual awards provide you with the chance to receive local and national recognition for your work and to win £250 per award, £500 for Primary and Secondary PTA of the Year or £2,000 if you win our National PTA of the Year Award.

No matter how big or small your school community, no matter how simple or grand your project/activity, there is a category for you. It's your impact, originality and dedication that our judges will be looking for!

So celebrate your achievements and nominate your PTA. We can't wait to see what you have been working on.

If you have any questions please contact us at:

ptaawards@parentkind.org

or on 0300 123 5460





Guidance notes

1. Introduction

Parentkind is the network of PTA fundraisers in the UK. We bring specialist fundraising support and advice to volunteers so that every school can benefit from a successful PTA. Our 13,000 PTA members raise over £120 million per year, placing us alongside some of the largest charities in the UK. As a national charity, Parentkind gives parents a voice in education. We invest substantial resources in representing parent views on their child's learning to local, regional and national governments and agencies, because evidence tells us parental participation in education benefits all children in all schools and society as a whole.

2. Who can enter and why?

Parentkind welcomes nominations from all PTAs across England, Wales, Northern Ireland and Scotland. PTAs can nominate themselves or be nominated by school leadership teams, governing bodies, other educational professionals and parents. This is an excellent opportunity to celebrate the successes of a school's PTA and the contributions parents and the wider community make to it.

For the purposes of the document, PTA means any form of Parent Teacher Association and fundraising Parent Councils.

The main award categories are open to all PTAs regardless of their PTA Membership by Parentkind status.

If your PTA is in England, Wales or Northern Ireland and not currently in PTA Membership, but would like to find out more details and the benefit that PTA Membership affords PTAs details can be found [here](#).

3. Categories and criteria

An individual project/activity may be submitted for one of the following categories. The same project/activity cannot be entered into more than one category. Where a PTA has more than one project/activity they would like to enter for a category they may do so. For multiple nominations in the same category, a separate application form must be completed.

The activity or project for which the application is made must have commenced, occurred or finished during the 2024 calendar year. Nominations submitted for the National PTA Awards 2024 will not be considered. In the case of **New PTA of the Year Award**, the association must have been formed or re-launched in the 2024 calendar year. In the case of relaunched PTAs there must not have been an active PTA at the school in the 12 months prior to relaunch. **Nominations for New PTA of the Year Award must be supported by a school's declaration confirming this.**

For PTA Volunteer of the Year Award, the nominee can be a current volunteer or someone who has recently ceased volunteering within the last full academic year (i.e. from September 2024).

The Award categories are:

1. PTA Fundraising Activity of the Year Award

Prize: £250

Rewarding outstanding innovation for a fundraising activity or project, that demonstrates the impact of the funds raised, innovation, the strength of the home-school partnership, the extent of support from the whole parent body and specific issues or difficulties that have been overcome to achieve fundraising success. This award will not be judged solely on the amount raised through the event or project.

2. PTA Community Initiative of the Year Award

Prize: £250

Recognising PTAs that have undertaken a project or activity that specifically engages the school with the local community. This category will acknowledge projects that facilitate cohesion between the school body and local businesses, residents and other community groups. **The activities or project must fit the objectives of your PTA's governing document.**



3. Changing the Life of the School Award

Prize: £250

For outstanding non-fundraising achievements by PTAs, this award will specifically acknowledge the effect PTAs and the activities and projects undertaken have on the life of the school. This could be changes to the school's physical environment and/or the school's ethos.

4. PTA Transformation of the Year Award

Prize: £250

Recognising and rewarding PTAs who demonstrate how they have grown as an association, represent their diverse school and local community through their committee and volunteers or specific projects/activities, gained credibility from their school and wider community leading to the success of the PTA, and how they collaborated with those outside of the school to enhance the school community. PTAs will need to demonstrate a minimum of two of these achievements.

5. New PTA of the Year Award

Prize: £250

Especially for newly formed PTAs or PTAs who have relaunched after an absence of 12 months. Applicants will be asked to explain the rationale behind the formation of the association, what it hopes to achieve and how parents, the school and the local community are working together, and specific challenges that may have been overcome during the formation of the group.

The PTA must have been formed between January and December 2024. For relaunched PTAs, there must not have been an active PTA in the 12 months prior to relaunch.

6. PTA Volunteer of the Year Award

Prize: £250

Rewarding the outstanding contribution of an individual who has made a significant contribution to a PTA through a high level of commitment or who has volunteered in difficult circumstances. Individuals may be nominated by PTAs, parents, school staff, governors and other educational professionals. The winner will be voted for by PTAs via a special link.

7. Primary PTA of the Year Award

Prize: £500

The recipients of the award will be chosen from all the nominations received for PTAs associated with primary school, or nursery, regardless of whether or not they have won an individual category. The winner will be chosen by our panel of judges, whose decision will be final.

8. Secondary/Post-Primary PTA of the Year

Prize: £500

The recipients of the award will be chosen from all the nominations received for PTAs associated with a secondary or post-primary school, regardless of whether or not they have won an individual category. The winner will be chosen by our panel of judges, whose decision will be final.

9. National PTA of the Year Award

Prize: £2,000

The crowning glory of the National PTA Awards, the recipient will be chosen from the winners in all categories (except National Volunteer of the Year Award). The award will be awarded to the PTA who best encapsulates the ethos of a PTA and their contribution to the school and/or wider community.

4. How to enter

Please complete the online form [here](#) or download the electronic application form [here](#) to enter. Hard copy application forms will not be accepted. The closing date for receipt of applications, online and electronically is **Midnight on Friday 27th June 2025**.



Applications can be supported by a maximum of five photographs, pictures or diagrams. No additional supporting information will be accepted and, if provided, will not be shared with the judges.

Completed online applications forms will be automatically submitted. Please email all electronic application forms to ptaawards@parentkind.org. Where an email address is provided, receipt of your application will be acknowledged.

Please read Section 5 – The application form, for information that should be included in your application. This will ensure your PTA has the best chance of winning an award.

5. The application form

The application form will require your PTA Membership Number (if applicable). If you are unsure of your PTA Membership number or have any questions, please contact the **PTA Community Team** on **0300 123 5460** (Mon-Fri, 9am – 5pm), via our **[Chat function](#)** or email info@parentkind.org.

5.1 Contact information

Please provide contact details for the person submitting the application on behalf of the PTA. This will be the person with whom Parentkind liaise throughout the application process. Wherever possible please provide a daytime telephone number and a personal email address. Unfortunately, incomplete applications will not be considered.

5.2 School management endorsement/statement (required for New PTA of the Year Award only)

The school management endorsement/statement is optional except for New PTA of the Year. In all other categories, where PTAs choose to, they may include an endorsement from their school. This should be completed by the school and not the person submitting the nomination and should include information on how the activity was evaluated and evidence of the effect it had on the school and the wider community as applicable.

The endorsement/statement can be written by the head teacher, their nominated deputy or a member of the governing body. PTAs may copy and past the endorsement/statement into the application form. Please include the name of the school representative completing this part of the form and their contact information. There is a maximum of **500**-word count for this section.

Endorsement statements should demonstrate the following key areas for each award:

- **PTA Fundraising Activity of the Year Award** – the impact the activity and the funds raised had on the school
- **PTA Community Initiative of the Year Award** – how links with the local community have improved and the impact this has had on the school
- **Changing the Life of the School Award** – the impact the activity had on the pupils and the wider community
- **New PTA of the Year Award** – Confirmation that the school has not previously had a PTA or that, in the case of a relaunched PTA, a previous PTA was closed and did not raise funds for the school in the 12 months prior to its relaunch and the date of incorporation or relaunch. The impact the newly formed PTA has had on the school, its pupils, the parents and the local community as applicable.
- **PTA Transformation of the Year Award** – the impact the growth of the PTA, their inclusive approach, credibility amongst their peers and collaboration with third parties (not the school) have positively impacted the school and/or wider community. This may be demonstrated through two or more of the afore mentioned.

The overview/nomination statement (required)

There is a maximum of 500-word count for this section. The overview/nomination statement should demonstrate the following key areas for each award:



PTA Fundraising Activity of the Year Award

- How the idea for the activity originated
- The aim of the activity; what it set out to achieve
- Who and how many people were involved e.g. PTA committee members, other parents, pupils, teachers, governors and members of the local community
- Where the activity took place
- How much was raised in total and per head of the school roll
- How the funds will be/have been used and the impact on the school community
- Plans to replicate the activity and/or share good practice with other PTAs

PTA Community Initiative of the Year

- How the idea for the activity originated
- The aim of the activity; what it set out to achieve
- Who and how many people were involved e.g. PTA committee members, other parents, pupils, teachers, governors and members of the local community
- Where the activity took place
- How links with the community have strengthened and the impact this has had on the school
- Plans to replicate/sustain the activity and/or share good practice with other PTAs

Changing the Life of the School Award

- How the idea for the activity originated
- The aim of the activity; what it set out to achieve
- Who and how many people were involved e.g. PTA committee members, other parents, pupils, teachers, governors and members of the local community
- Where the activity took place
- How the activity has changed the life of the school
- Plans to replicate, sustain the activity and/or share good practice with other PTAs

PTA Transformation of the Year Award

PTAs will need to demonstrate **two or more** of the following:

- How the PTA achieved growth in terms of committee members and/or volunteers within the school and/or the wider community
- Demonstrate how the PTA identified the need for further inclusivity, achieved it and the impact this has had on the school and/or wider community
- How the PTA has improved their credibility to become an influential association within their school and/or wider community to ensure the best outcomes for their school's children and/or young people
- Present how collaboration with third parties (not the school) has benefitted their school community



New PTA of the Year Award

- The date the PTA was incorporated and in the case of a relaunched PTA the date the PTA previously ceased being active.
- How the idea for the formation or relaunch of a PTA originated
- The aim of the new PTA; why was it established and what it hopes to achieve
- Who and how many people were involved e.g. parents, pupils, teachers, governors and members of the local community
- Evidence of the effect it has had on the school, its pupils, the parents and the local community as applicable
- How the PTA will be sustained
- Outline of plans for the near future
- **Your application must include a school management endorsement statement. See Section 5.2**

PTA Volunteer of the Year Award

- Why the nominee has been put forward
- The skills they have and how these have added value to the school PTA
- The difference they have made to the school/PTA
- The level of commitment they have given
- How they have inspired other PTA volunteers/parents

Please ensure you have the permission of the nominee to nominate them for the award

Additional Information:

You may enhance your application with a maximum of five (5) photographs, images and diagrams.

Please ensure that:

- Any photographs including people, especially children, have the express permission of that person or parent/guardian for their image to be used in connection with your application. Where consent is withheld, but it is the best image available, please ensure that faces and any other identifying features are pixelated to prevent identification. Photographic permission sought by the school does not cover your PTA.
- Any photographs, images and diagrams are formatted as jpegs or png
- The entire file (including application form and images) does not exceed 25 mb

6. The judging process – first stage

6.1 Award categories 1 – 4

All applications in the categories 1 – 4 will be included in the first stage judging process, undertaken by members of Parentkind's Management Team, including the PTA Community Manager. Your application will be judged against other applications received in the same category from the area where you are located:

- South of England
- Centre of England
- North of England
- Wales
- Northern Ireland
- Scotland



For each award category, a winner will be selected from each region, where possible. Each regional winning PTA will progress to the final judging stage to determine the overall category winner – see section 7

Where no nomination for a region is submitted, the judges reserve the right to select another application from a different region.

Award category 5 – New PTA of the Year

Category 5 applications initially follow the same process as above: all applications will be included in the first stage judging process. A number of finalists will be selected from England, Wales, Northern Ireland and Scotland; these will be put forward to the final judging stage – see section 7

Award category 6 – PTA Volunteer of the Year

Category 6 applications initially follow the same process as above: all applications will be included in the first stage judging process. A number of finalists will be selected and put forward for final stage judging by members of our social media channels to vote for the overall winner.

Voting will be anonymous and details on how to vote will be sent to all PTAs by email and posted on Parentkind’s social media platforms. Only one vote per PTA member may be cast and only one nomination may be voted for. Any duplicate votes will be discounted.

Please ensure you have the permission of the nominee to nominate them for the award.

Award category 7 and 8 – Primary and Secondary PTA of the Year

Categories 7 & 8 applications initially follow the same process as above: all applications will be included in the first stage of judging. Where middle schools, all through and all through special schools submit nominations, the phase of education will be deemed by your local authority or the Department of Education in your region. A number of finalists in each category will be selected from England, Wales, Northern Ireland and Scotland; these will be put forward to the final judging stage – see section 7

7.0 The Judging process – final stage

Award Categories 1 – 5, 7 and 8

The final judging stage will be undertaken by an independent panel of judges that will consist of representatives of external professionals from the education or volunteering sector and/or Parentkind partners. The judges will select the overall winners in categories 1-5, 7 & 8.

Applications selected for the final judging stage may be asked to supply additional information for the judges to consider. The overall winners in categories 1-6 will be awarded £250 and a National PTA Awards 2025 trophy, which will be presented at the Parentkind National PTA Awards ceremony – see section 9

- The overall winner of category 7 & 8 will be awarded £500 and a National PTA Awards 2025 trophy, which will be presented at the Parentkind National PTA Awards ceremony – see section 9
- In category 9, National PTA of the Year, the judges will select an overall winner from the finalists put forward who will receive £2,000 and a National PTA Awards 2025 trophy which will be presented at the Parentkind National PTA Awards 2025 ceremony. – see section 9

8.0 Judging Criteria

8.1 Award Categories 1-5, 7 & 8

The judging criteria for both the first and final stage judging will include:

- Demonstrable impact on the school
- Innovation
- Clear demonstration of the home-school partnership
- The extent of support from the whole parent body
- Working with the extended community
- Sustainability
- Future plans
- Ease with which the activity might be replicated by other schools/PTAs
- Specific issues or difficulties that have been overcome



9. National PTA Awards 2025 Ceremony

Everyone who has submitted a nomination for an award will be invited to attend the Parentkind National PTA 2025 Ceremony. This will be an online awards ceremony, where the overall winners of each category will be announced. Each finalist in each category will be notified in advance, and may invite two adults and two pupil representatives. The event will take place in the **Autumn term**.

10. Payment of Awards

Applicants must have a PTA bank account. Parentkind will pay the prizes to the winners of categories 1-5, 7 & 8 by BACS payment. Payment will only be made to a bank account in the name of the winning PTA.

For category 6, National Volunteer of the Year, Parentkind will forward the prize directly to the recipient of the award.

11. Legal stuff

11.1 Publicity

Every member, PTA and parent group is unique, and they all have stories to tell and achievements to document. These success stories (case studies) are fundamental for us to share and celebrate all the good work done by parents, through PTAs/Parent Councils and other parent groups in schools. They provide a simple snapshot of the range of activities and achievements of our members. These celebratory stories inspire other groups and parents with practical examples and tips on how to really make a difference. Award submissions and supporting images and diagrams may be used in Parentkind's marketing activity to celebrate the contribution that PTAs make, and inspire other parents and PTAs. Parentkind may use details, including project descriptions, outcomes and impact data in reports, publications and promotional materials (including but not limited to our website, social media, PR activity and funding reports and applications.)

Any personal data (e.g. names, images, or testimonials) will only be used with the explicit consent of the individuals involved, in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

You or any individuals featured in case studies may withdraw consent at any time by contacting us at info@parentkind.org. Withdrawal will not affect the lawfulness of processing before consent was withdrawn.

Any data collected will be securely stored and only accessed by authorised personnel for the purposes outlined above.

11.2 Equal opportunities

Parentkind is committed to reflecting and responding to the diversity of the communities across England, Wales, Northern Ireland and Scotland by providing and delivering accessible services, advocacy and support to our members, customers, parents and the wider school communities. Parentkind aims to ensure that everyone connected, receiving support or services, from the organisation, receives equitable treatment from the organisation. We are committed to promoting social justice and eliminating discrimination in the workplace, in the work of the charity and more broadly within the education system.

Parentkind recognises that certain groups and individuals in society are discriminated against. We oppose discrimination against people on any grounds, including race, colour, nationality, religion, ethnic or national origin, age, gender, marital status, social class, sexual orientation, disability status and political leanings.

11.3 Data protection

Parentkind are committed to processing your data fairly, transparently and in line with all Data Protection legislation relevant under UK law. You can read the full details of our privacy notice [here](#).

11.4 Intellectual property

Unless otherwise requested, Parentkind has the right to use the information supplied for the production of good practice information to be distributed to other PTAs and for release to the media.

11.5 Exclusions

All PTAs in England, Wales, Northern Ireland and Scotland are eligible to apply for the National PTA Awards 2025.



PTAs of which Parentkind employees and trustees are members can apply, but the submission must not be written by the employee or trustee, nor should they provide additional assistance or guidance. Parentkind employees may not be nominated for the National Volunteer of the Year Award category.

12. Further support

Please email ptaawards@parentkind.org or contact our **PTA Community Team on 0300 123 5460** (Mon – Fri, 9am – 5pm).

Please retain this information for future reference.