

Parentkind (formerly PTA UK)

Bringing together home & school



Impact Report 2017

- **4.6 million** children supported by our PTA members
- **13,725** PTA members
- **50.8%** of all schools have a PTA in membership
- **17,367** membership enquiries handled
- **£682,000** raised by our members through our partnership with easyfundraising
- **Parental participation training** workshops to help schools work better with parents

SUPPORT



PARENTS

OUR IMPACT REPORT 2017

CHILDREN

PARTNERS

PTAs

ENGAGE



- **120,000** reception parents in over 2,350 schools received PTA Welcome Packs to help them #BeSchoolReady
- Over **1,500** parents took part in our Annual Parent Survey

CHAMPION



- **Parents told us:**
 - **82%** support their child's school
 - **84%** want a say in children's education
- **We shared parent views** with government and increased our media coverage

Welcome

Thank you for your interest in Parentkind and in this (our third) Impact Report which covers what we have achieved for our PTA members, parents and wider society during 2017 against what we set out in our 2016-18 strategy.

2017 was a remarkable year for UK education and hence for our charity. The snap general election threw a spotlight on school funding and other changes to the education system were felt by schools, pupils and parents in England, Wales and Northern Ireland.

Our PTA members rose to the challenge again in 2017 by building school communities, supporting families and teachers, and providing resources to help our schools improve. In this impact report, we highlight their success and how we have worked with partners and further invested in our member benefits and resources so these forces for good in education can go from strength to strength.

During 2017 we also ramped up our resources and support for individual mums, dads, carers or grandparents who want to take a more active role in their child's education. We also broke new ground by training school leaders, staff and governors on how they can make their schools places where great parent relations (and hence our children) can thrive. As you will read below, we also worked hard in 2017 to promote the importance of parent voice in our education system and raise awareness of parent views on a range of important topics.

In 2017 we were still operating as PTA UK but were gearing up to the relaunch of the charity as Parentkind – which we achieved in February 2018. Our [mission](#) to support and champion all the ways that parents can participate in their child's education and school life remains undimmed. We are excited about playing our part in seeing more parents of all kinds being actively involved and engaged so that all children can reach their considerable promise.

Michelle Doyle Wildman
Acting Chief Executive, Parentkind

Joe Saxton
Chair, Parentkind Trustee Board

October 2018



Contents

What does Parentkind (formerly PTA UK) do?	4
Our big achievements in 2017	4
Our mission	5
Our theory of change	5
Our resources	6
Supporting parents, PTAs and other parent groups	7
Engaging parents, PTAs and other parent groups	11
Championing parents, PTAs and other parent groups	14
Member Success in 2017	16
Moving forward as Parentkind	19

What does Parentkind (formerly PTA UK) do?

- We are a charity that **champions parents** so that they can participate in their child's education and school life to the full.
- We are the **largest membership body for Parent Teacher Associations (PTAs) and other parent groups** in England, Wales and Northern Ireland.
- We provide **parental participation training across the UK.**
- We provide parents with **information and resources** on how they can get involved in school life and support their child's learning.

Our big achievements of 2017:

1 Delivered for a third year, **the Be School Ready campaign including the Welcome Packs** aimed at helping reception children and parents. *This helped over 2,350 PTAs to engage with some 120,000 parents which meant that even more children were prepared to get their school life off to a flying start.*

2 Improved our PTA **membership** services including the launch of new member benefits, enhanced member communications and information. *This has helped us to retain existing members and recruit new members and enable them to achieve more.*

3 Hosted over 100 delegates at a joint conference with Titanic Belfast on **Maximising the Impact of your PTA.** *This gave us a key opportunity to promote the value of parental engagement and involvement in education to parents, educators and policy makers in the province.*

4 Increased and broadened our **public relations and external affairs** work. *We had over 320 pieces of media coverage during 2017 which helped raise our profile and drive our mission across Wales, Northern Ireland and England.*

5 **Launched a schools training programme** to help build their capacity to engage parents after merging with Parent Councils UK in 2016. We supported **280 senior school leaders, teachers and governors** to do this in 2017.



Our mission

Parentkind's mission is to support and champion all the ways parents can participate in education and have their voices heard. We want to be a **powerful force for good** in education in the UK that strives to bring homes and schools together for the good of all children and society as a whole.

Our 2016-18 strategy aimed to:

- Build our **foundations** as an organisation, with investment in vital infrastructure
- **Support** parents, PTAs and other parent groups. We will be the 'go to' organisation for parents to get information and resources on how to participate more in education and school life
- **Engage** parents, PTAs and other parent groups so that more parents from all walks of life actively participate in education and school life
- **Champion** the importance of parents, PTAs and other parent groups so that they have the opportunity to be consulted and heard, both locally and nationally.

Our new strategy for 2018-2020 builds on these goals:

parentkind.org.uk/about-parentkind.

Our theory of change:

Charities sometimes express what they do and why in a theory of change. During 2016-2018, Parentkind's (formerly PTA UK) was:

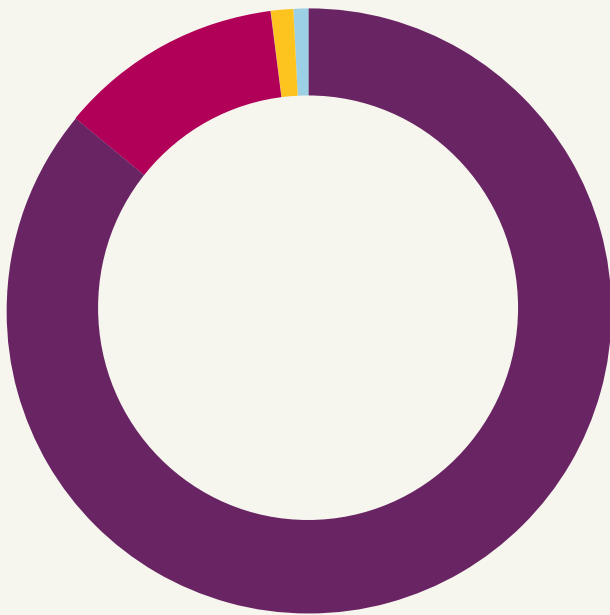
- Everyone deserves a good education and society benefits from everyone having a good education.
- Parents are a vital part of ensuring children get a good education.
- Parents need to be supported and empowered in this role.



Our resources:

People

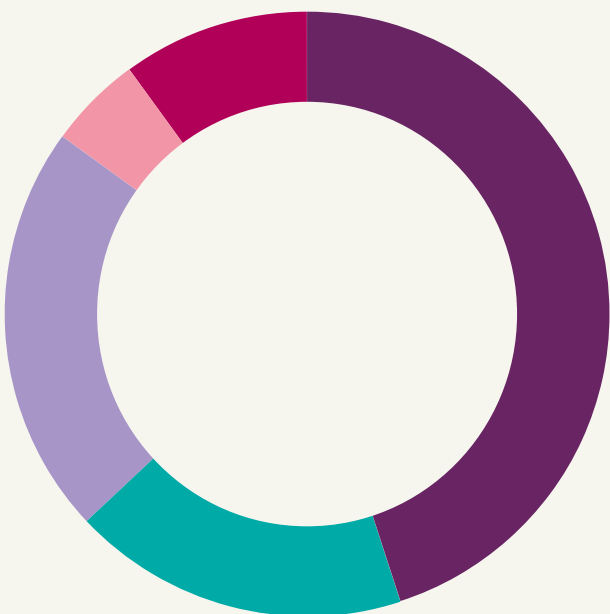
In 2017 Parentkind (formerly PTA UK) comprised **24** staff based at our headquarters in Tonbridge, Kent and two working elsewhere in the UK.



Income

£1,489,378

- Membership fees
- Commercial
- Investment
- Other



Expenditure

£1,551,357

- Membership Services direct costs
- Communications, Policy & Research
- General support costs
- Governance
- Commercial

We re-invested all of our income plus some of the charity's reserves in our re-brand, parental engagement resources and training offering.

Supporting parents, PTAs and other parent groups

In our strategy we said we would:

- Review our PTA membership offer
- Get feedback from our PTA members
- Devise and support new types of parent groups e.g. Parent Councils
- Provide toolkits to help parents participate in schools and education.

Our results are:

- Half (50.8%) of all schools have a PTA in our membership with many others having parent forums or councils
- 80% of our PTA members rate their membership experience as excellent or good
- We merged with Parent Councils UK and began parental participation training workshops for schools
- We launched our new and improved PTA member online 'advice hub.'

Supporting PTA members

Membership numbers:

As of December 2017, we had **13,725 members** (50.8% of all schools in England, Wales and Northern Ireland), just over 56% of them have charitable status.

422 PTAs joined us in 2017.

96.4% of members renewed their membership from 2016 to 2017.

4.6 million children benefitted from having an active PTA at their school in 2017.

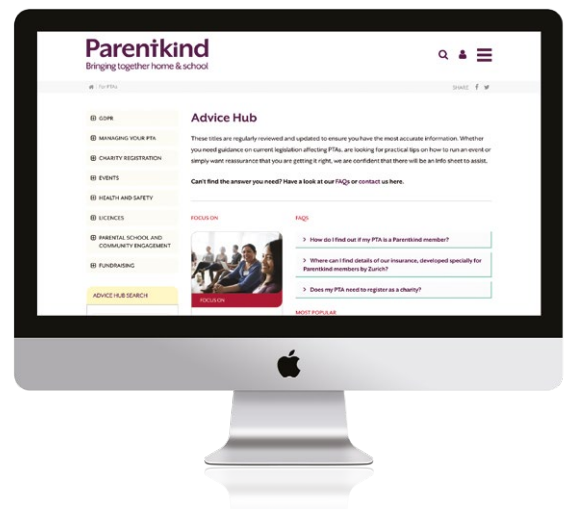
Member enquiries

During 2017, we dealt with **17,533** enquires from our members:

- **9,218** telephone enquiries
- **4,798** email enquiries
- **2,137** enquiries from renewal forms
- **1,380** web enquiries.

96.4%

**OF MEMBERS RENEWED
THEIR MEMBERSHIP
WITH US.**



“Parentkind is our go to for advice, help and support. Being on a PTA is difficult enough and knowing we have them as a resource makes our lives so much easier.”

Parentkind Member

What are Parent Teacher Associations (PTAs)?

As separate entities to schools, PTAs aim to advance children's education by developing relationships between parents and staff and engaging in activities or providing resources to support this. PTAs are also known as Friends of the School, Parent Associations or Parent-Staff Associations and are often registered charities.

Supporting parents, PTAs and other parent groups

Membership benefits

During 2017, we continued to successfully work with a number of long term and new partners to offer a wider range of exclusive benefits to help our PTA members be as effective as possible as well as raise more money.

Zurich Insurance plc are the providers of our insurance for members. During 2017, Zurich provided training for Parentkind's Membership Services Team and also enhanced our member information about good financial management and fraud prevention.

Our ongoing partnership with easyfundraising meant that over 4,700 of our members raised over £682,000 through the "donate as you shop" online service to support their children's education.

Motion Picture Licensing Company (MPLC) provided our members with an exclusive discount on their film licences.

We introduced an exclusive new partnership with Raloo, a free online fundraising platform. Members are matched with sponsors to raise funds for PTA projects.

We continued to partner with Booker to secure an annual cash rebate for qualifying PTA members as well as free delivery and sale or return on non-perishable items.

Our partnership with Grants 4 Schools gave members up-to-the-minute information about funding opportunities in the education sector at half the usual price.

We teamed up with Raffle Tickets 4U to offer an exclusive discount that enables members to design and theme their own tickets.

We also promoted the **Aviva Community Fund** to help PTAs apply for funding for local projects. Subsequently 56 Parentkind members won funding to enhance educational opportunities for children in their schools.

“What a wonderful way to raise funds. It was easy to engage parents to participate as it was so quick and easy...and free! Our small village school raised over £400 and we're delighted, thank you for this opportunity.”

*PTFA Chair Clare Barber talks about using Raloo
(Ashurst Wood Primary School)*

“The Parentkind team is genuinely committed to working in partnership with us and, combined with their expertise in all PTA matters, has helped us launch and deliver a well-received printed raffle tickets package for Parentkind members which supports vital fundraising activities.”

*Clive Richards,
Managing Director, Raffle Tickets 4U*

Supporting parents, PTAs and other parent groups

Member Communications

We provide information for our PTA members

In 2017, our **23 e-newsletters reached on average over 32,500** people active in PTAs (**a slight increase of 1.5% on 2016**). The open rate on average was 25%, the same as 2016.

We have continued to actively improve and refresh our **website** resources with the PTA member '**advice hub**'. We have developed the ability for our PTA members to update their information and renew their membership through our website, streamlined information sheets, and redesigned them for easier use.

“I've picked up some great hints and tips about events and running a PTA. Thank you Parentkind.”

Parentkind Member

Supporting Parents and Educators

We provide information, resources and support to parents and educators.

47 blog posts were published on our website covering topics such as being school ready, emotional wellbeing, staying safe online and school refusal. We also featured a number of members who blogged about their PTA activities. Other organisations such as NSPCC, Living Streets and the National Autistic Society provided content as well as Parentkind staff. This resulted in over **42,000 visits** to our blogs on the website.

Seven Parent eBulletins were published specifically for parents with an interest in education. The open rate on average was 36.6% (well above the not-for-profit sector average of 25%). Subscribers to our Parent eBulletins went up by over 165% in 2017 too!

We also researched and prepared **short guides on a range of educational topics** written with parents in mind. Topics during 2017 included pupil premium, Standard Attainment Tests (SATs) and Ofsted.



2017 General Election

Education was a hot topic, especially the issue of school funding in the run-up to the General Election. We helped parents stay informed by publishing our position on school funding and providing insight into the education pledges of the three main political parties. The content was valued and widely shared on social media.

239,000

PEOPLE VISITED OUR WEBSITE IN 2017. BETWEEN THEM, THEY VISITED OVER 422,000 TIMES, UP 27.5% ON 2016.

Supporting parents, PTAs and other parent groups

From January 2017, we began running training workshops for school leaders, staff and governors on how to run effective Parent Councils and engage parents better. We believe that when schools and parents listen to each other and work together, they have a really positive impact on attainment and student well-being. Over the year, we held 15 workshops and three bespoke sessions, attracting 283 delegates overall.

Our training programme included three workshops on:

1. Overcoming barriers to engage all parents
2. Whole School approach to parent engagement
3. Developing a Parent Council.

Overcoming barriers Workshop

“I feel confident to share this information and hope the school will be able to apply it. I thoroughly enjoyed the training and feel inspired and have more confidence in my knowledge.”

Communication Editor, Nottinghamshire Secondary School

Whole School Approach Workshop

“Enabled me to feedback to governors and the leadership team.”

Governor, London Secondary School

Developing a Parent Council workshop

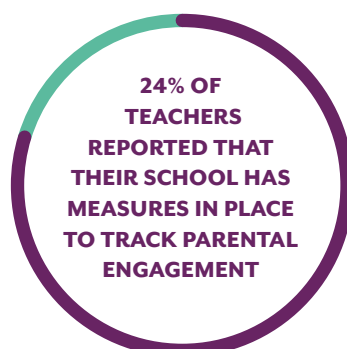
“Lots of ideas and structures to put in place to help me set up a Parent Council.”

Community Liaison Officer, Kent Primary School

Paula Wright, Chair of Parent Council, Gosforth Central Middle School, Newcastle and a past delegate said:

“Our Parent Council has given parents a voice, and provided the school with a sounding board for new initiatives being trialled. It’s strengthened support networks between parents and through this been able to alleviate some of the demands which would otherwise fall to school administrators.”

In collaboration with the National Foundation for Economic Research (NFER), we also carried out a Teacher and Head Teacher Survey in summer 2017 to shed light on what teachers think about the benefits of parental engagement. The survey results indicated there is still much progress to be made on promoting the value of parents in education:



19%

OF TEACHERS INDICATED THAT THEIR SCHOOL HAS A PARENTAL ENGAGEMENT PLAN IN PLACE

Senior Leaders are more likely than teachers to note their school’s attempts to track parental engagement

Engaging parents, PTAs and other parent groups

In our strategy we said we would:

- Run our annual Be School Ready campaign
- Set up a new online community for parents
- Communicate with parents on all ways to get involved in school life
- Create new partnerships with expert school and family organisations.

Our results are:

- Successfully delivered Welcome packs
- Increased online engagement with parents via Facebook
- Developed our parent hub on our website and shared this content across our channels.

Welcome Packs

We ran the Parentkind Welcome Packs initiative for the third time in 2017 as part of our Be School Ready campaign working with **2,350** of our PTA members across England, Wales and Northern Ireland. As a result, we increased our parent reach by 20% compared to 2016 with **120,000** reception parents receiving the pack and learning more about Parentkind and their PTA. They received useful advice and resources to help them and their children get off to a great start to school life. This was supported by social media which helped reach even more families.



“The Welcome Packs are a really nice tool and gesture for new parent to get them involved from the outset.”

“I think they are a great way to introduce parents to the PTA without being too pressured. The information provided in helping prepare children for school is very helpful.”

“I just love it. It makes us – as a small rural school come across as so professional.”

Social Media

We continued to work hard to increase content across a range of media so we could reach as many mums and dads as possible.

By December 2017, we had **5,534** Twitter followers, up 32% on 2016

Our PTA UK Facebook page had **36,461** likes, up 5% on 2016

Our second Facebook page, For Parents by Parentkind, launched in 2016, had 2,460 likes, up 47% on 2016

“A great forum for sharing ideas and asking for advice from likeminded people.”

Parentkind Member

Engaging parents, PTAs and other parent groups

Annual Parent Survey 2017

Our Annual Parent Survey provides an important insight into what parents think about their child's education and school life.

The 2017 survey was conducted with over 1,500 parents who have a child currently attending a state school across England, Wales and Northern Ireland. The respondents reflected the general make-up of the UK parent population in terms of gender, age and socio-economic factors.

Our findings:



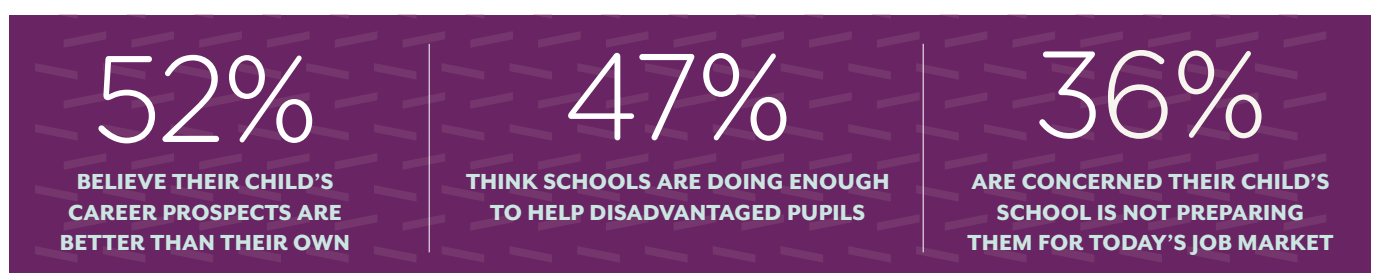
On accountability:

As key stakeholders in their child's education, parents should be able to positively contribute their views to schools and policy-makers. Our survey shows that a large majority of parents would like schools and policy-makers to be more accountable to them:



On Social Mobility:

Children from a disadvantaged background in the UK are on average out-performed academically by their better-off peers, leading to narrower career pathways and employment options. We asked parents about their awareness of social mobility initiatives in schools and their expectations for their children's future:



Engaging parents, PTAs and other parent groups

On School Funding:

Our survey provides a key snapshot into the ongoing issue of school funding:

Parents are concerned about the cost of sending their kids to school.

78% believe the cost of sending their child to school is increasing

55% agree this is a concern

40% think the cost of sending kids to school is acceptable

Which costs are parents most concerned about?



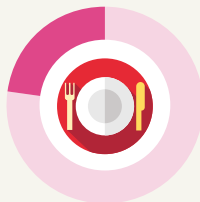
50%

the cost of school trips



48%

the cost of uniforms, rising to 60% in lower earners

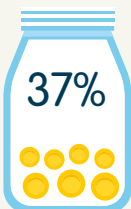


23%

the cost of school meals

There is a significant increase since last year in concerns around the cost of uniforms, school meals, technology and materials

Donations to the school fund



37%

2016



42%

2017

More parents have been asked to donate to the school fund this year

On average, £8.90 per month is donated by all parents.*



£8.90
per month

*Average score based on parents who were asked for a donation

Londoners reported donating more than any other region (£12.90 per month) while parents in Northern Ireland are most likely to be asked to donate (75%).



38%

Over a third of parents don't want to donate to the school fund.

Our annual parent survey is invaluable in helping us engage with and inform government and other education stakeholders that parents and their views matter when it comes to their children's education.

The full survey results are available on our [website](#).

Championing parents, PTAs and parent groups

In our strategy we said we would:

- Raise awareness of Parentkind (PTA UK), PTAs and parents in education
- Promote the value of parents in education
- Develop policy positions supported by evidence.

Our results are:

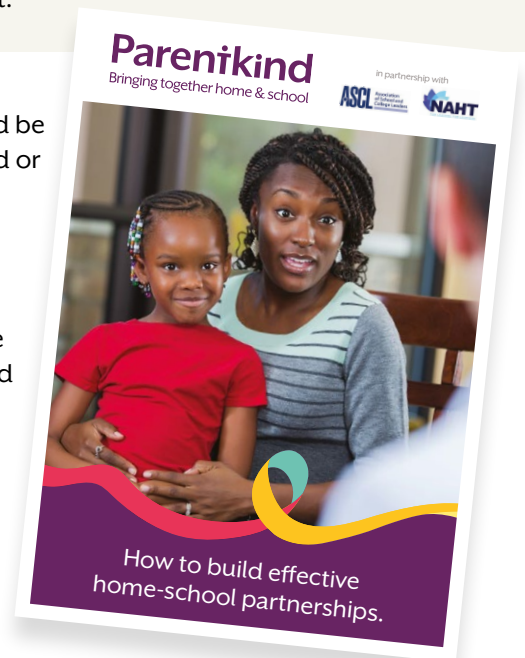
- We published our views on a number of educational issues and responded to consultations
- We used evidence from our Annual Parent Survey and other research to inform our policy positions
- We engaged with other stakeholders and the government.

From our research and surveys, we know that parents want to have a say and be more involved in their child's education but do not always feel they are heard or even have the opportunity.

During 2017, we continued our work to champion the role of parents in education across England, Wales and Northern Ireland.

The link between home and school is important so we joined forces with the National Association of Head Teachers (NAHT) and Association of School and College Leaders (ASCL) to produce a publication on [how to build effective home-school partnerships](#) for both schools and parents providing ideas to promote parental engagement.

We also sought to give parents increased knowledge on education matters by providing insight and summaries on Government policy on our website.



Public Affairs & PR:

We had **326 pieces of media coverage in 2017** mainly due to the issue of school funding dominating national and local media. This included Michelle our Acting CEO's appearance on BBC Breakfast in September

speaking about our annual parent survey results (our highest-profile media slot to date). We also appeared on a number of regional BBC radio stations to give a parent's perspective on school funding. This helped increase the profile of Parentkind among the wider public. Michelle also wrote a regular column for TES online and we provided quotes for TES, Primary Times, Primary PTA and publications. We were asked to comment on parental engagement, homework and sex education. We also provided the media with advice on starting primary school, making the last year of primary the best and the benefits of volunteering in schools.

We shared the message on the importance of engaging parents in education and informed debate and policy development by speaking at seven external conferences in 2017 (compared to one in 2016) including the Festival of Education, Westminster Forum and ASCL conference and spoke about school funding, accountability and parental engagement.

Championing parents, PTAs and parent groups

Informing and influencing education policy

England

In February 2017, we took a group of parents from our PTA membership to an all-party parliamentary group on school leadership and governance at the House of Commons to give a parent perspective on school funding.

We also joined a number of panels and responded to consultations including:

- Education Policy Institute's Universal Infant Free School Meals (UIFSM) Advisory Group
- Internet safety round table with Tracey Crouch MP, Minister for Sport and Civil Society
- Department for Education (DfE) Healthy Schools Scheme development consultation
- All-Party Parliamentary Group on Governance and Leadership in Education on school funding
- Round table with Schools Minister, Nick Gibb at Conservative Party Conference
- Two DfE round tables on Personal, Social and Health Education and Relationships and Sex Education (RSE)
- National Governance Association round table on school governance
- Submitted evidence to the National Audit Office enquiry on Ofsted.

Wales

We held a stakeholder event with Kirsty Williams AM at the National Assembly Wales at Senedd, Cardiff in February, which was also attended by some of our members who spoke about their own experience of the importance of parental participation in education.

We helped parents give their feedback to Estyn (the Welsh School's Inspectorate) on its review of effective school and parent communication and engagement. We did this by holding one-to-parent interviews and focus groups and promoted Estyn's online survey.

Northern Ireland

We hosted over 100 delegates at a joint conference with Titanic Belfast on 'Maximising the Impact of your PTA' in November 2017. Delegates heard from experts in education, community, governance and parental engagement. The event was attended by Peter Weir MLA, Former Education Minister, who provided the morning keynote speech which emphasised that PTAs and parents are the 'glue that bring school, home and community together.' Other speakers included representatives from primary schools and the Charity Commission NI. This was a unique event that successfully brought together PTAs, Teachers and school leaders, parents, government, charities, and other stakeholders to talk about the value of parental engagement in education and share practical and successful experiences and learning.

“Amazing, informative in a fantastic location, I look forward to attending many more.”

Conference delegate

Member success in 2017

Our PTA members do an amazing job in building school communities and providing resources to benefit the education of all children.

Here are three inspiring examples from 2017:

PTA NAME:

Knockevin Parent and Staff Association,

SCHOOL: Knockevin Special School, Northern Ireland

AGE RANGE: 3-19

SCHOOL TYPE: Special

SIZE: 100 pupils

The Sparkle Project

Knockevin Special School, Northern Ireland

Knockevin is a special school which provides a secure and safe learning environment for its pupils. After budget cuts, the Parent Staff Association (PSA) took matters into their own hands and embarked on an extraordinary year of fundraising to pay for much-needed repairs to essential facilities. With input from teaching staff, the 'Sparkle Project' was born.

The PSA had gained confidence in recent years after adopting a model constitution and registering as a charity. Nevertheless, their aspirational target of £50k to refurbish sensory rooms and the swimming pool required funds well in excess of previous annual totals.

With a theme and plan in place, the whole school and local community got involved. The PSA as well as parents and families organised a variety of events including a fun run, pub quizzes, a garden party, golf days, coffee mornings, Christmas fairs and school raffles.

Applications for funding grants also successfully resulted in securing £10k from Big Lottery and £5k from True Colours Trust. The PSA marked the end of their year of hard work with a black tie event called the Sparkle Ball at the Titanic in Belfast.

This dedicated fundraising campaign has seen amazing results. The PSA has now achieved its aim of paying for newly completed sensory rooms and repairs to the swimming pool. Since they raised well in excess of their original target, they also paid for a cycle track to be built at the back of the school, complete with a shed for the bicycles. At the end of the year, the PSA members had learned plenty of new skills, forged connections within the local community and become a visible force for good within the school. This has undoubtedly improved the educational experience of all the school's pupils. Knockevin's fundraising was also recognised with a nomination for an Institute of Fundraising Northern Ireland award.

“It mushroomed so much we could hardly keep up with everything that was happening. It really captured the parents' imaginations.”

Paula Dillon, PSA Chair

Member success in 2017

Strengthening home and school ties

Rowlands Gill Primary School, England

The PTA at Rowlands Gill Primary School in Tyne and Wear contributed funds to provide a Family Support Worker for parents after recognising that some families were reluctant to engage with the school leading to a negative knock-on effect on children's behaviour.

If parents perceived they had had a bad experience with the school or didn't enjoy school themselves as children, they were likely to struggle to engage with teachers and staff. Therefore the PTA wanted to offer parents somebody neutral to act as a home/school go-between. A Family Support Worker could visit a family at home, spend time with the parents and help with any issues.

Together, the PTA and School opted to pilot a Family Support Worker, Julie Patterson of Step by Step Training & Consultancy Ltd. This was partly funded by The William Leech charity as well as the PTA.

Appointing a Family Support Worker has helped the school's parent community in a number of ways, including:

- Working with mums and dads on behaviour strategies
- Engaging with families where there are complex needs
- Providing parents with a neutral forum at school and home to talk through any issues connected with their child's education
- Giving information on services such as after-school activities
- Forming a 'dads' group to reduce male isolation
- Setting up and attending meetings with school staff/parents to listen to parents and help resolve barriers that have a negative impact on a child's education.

By breaking down barriers between parents and the school, there has been an increase in the number of parents getting involved in the PTA. There are now sixteen on the committee, and around 30 to 40 volunteers on their contact lists.

The PTA at Rowlands Gill has shown the positive power of parental engagement, and the tangible benefits of a closer home/school relationship for the whole family.

PTA NAME:

Rowlands Gill
Primary School PTA

SCHOOL: Rowlands Gill
Primary School, England

AGE RANGE: 3-11

SCHOOL TYPE: Primary

SIZE: 330 pupils



“Some parents are more comfortable approaching school now, where they might not have been previously.”

Jo Southern, PTA Chair

Member success in 2017

Parent-friendly culture reaps rewards



PTA NAME:
Ysgol y Cribarth PTFA, Wales
SCHOOL: Ysgol y Cribarth
AGE RANGE: 4-11
SCHOOL TYPE: Primary
SIZE: 135 pupils

Ysgol y Cribarth PTFA, Wales

Ysgol y Cribarth's PTFA contribute to the school's success and standing in a small rural community. They believe that a parent-friendly culture reaps rewards for everyone from having an open door policy for new parents and boosting funding to establishing a parent focus group and creating local links through community initiatives.

To contribute to the overall friendly school environment, the PTFA hold informal coffee morning drop-ins for parents and staff when they drop off their child. Some parents don't feel able to chat in a school yard but they can drop in for a coffee. The idea to form a parent focus group with parent representatives from every class arose from this. Parents can feed back to school if they have any concerns or discuss policies and be more involved in the decision-making process in the school. The parent forum will give the parent community the opportunity to input into operational and policy issues. This includes class sizes, organising school trips, the curriculum, changes in the Welsh education curriculum and education policy.

Fundraising is also a key part of the PTFA. One fundraiser saw 120 children climb the local mountain along with parents, school staff and other locals. This promoted the belief that the community is part of the school as well. Even the local MP took part! This activity raised £350 for a local cancer hospice.

Other community initiatives include a community tea party at the school where elderly members of the community, including the pupils' grandparents attended. There is also a big gardening competition in the valley (part of Wales in Bloom). All of the schools enter a wheelbarrow, which is filled and decorated with a theme relevant to their school. Additionally, there is a Christmas tree competition in church.

The PTFA have funded:

- £1,000 to support maths classes
- Sixth form leavers' party
- Whole-school cinema trip
- Picnic, with hamper for all the children
- Sports day drinks and snacks
- Year 6 leavers' do at local restaurant
- Summer ice-cream sales.

With a dedicated group of parents, and a supportive community, the PTFA have been able to achieve so much for the children and their school.

“The PTFA is about more than raising funds, it's about engaging a community and supporting parents.”

Rebecca Davies, PTFA Chair

Moving forward as Parentkind

PTA UK became Parentkind in February 2018 and we haven't looked back.

Our re-brand has been crucial to us furthering our core aim to advance the education of our children by bringing together home and school. We know that too often the principal stakeholders in our children's education, parents, are not routinely heard in policy development and in how schools are run. Yet when it comes to how well our children do at school, parents really do matter. Whether it is supporting learning at home, playing an active role in a parent association or being a governor, we know that parents are a force for good in education that helps all children reach their potential.



We want to engage and champion all parents and parent groups in schools and increase levels of parental participation in education in the longer term. We believe that teachers, school leaders and policy makers are missing a trick if they don't harness the power of parents. But we also understand the unprecedented pressure on schools – both in terms of resources and to achieve results. Together though, we can overcome the challenges currently being experienced in our children's education from school funding to accountability and how pupils are assessed.

Parentkind remain committed to supporting PTAs. Our name may have changed but we are extremely proud of what we and our PTA members have achieved over the last 60 years. We look forward to continuing to support these fantastic organisations to raise vital funds, improve our schools, build communities and enrich the education of all children in our schools. We want every school to benefit from a fantastic parent group, just like those we have been supporting over the years.

Another driver for becoming Parentkind is to better reflect the breadth of what we do especially following the merger with Parent Councils UK in 2016. This resulted in us becoming a training provider to schools and school governors on Parent Councils and parental engagement and therefore providing services beyond supporting parents and PTAs.

We want all schools to aspire to be parent-friendly to the full range of parents and families in our communities. To that end we will be investing further in our training programme and launching a Parent Council membership for schools during Autumn 2018, alongside our PTA one, to foster this change.

We set out our ambitions for Parentkind in a new 2018-2020 strategy when we launched in February 2018, to:

- Support and engage parents to help them maximise their contribution to their child's education
- Support and engage PTAs, Parent Councils and other parent groups to be as effective as possible
- Help schools become more parent-friendly
- Develop new partnerships to reach more parents and schools
- Champion the role of parents in education and their importance in education.

Our future impact reports will chart our progress towards our new goals.

Becoming Parentkind has marked a real step change in what we do as an organisation. We look forward to having you on the journey with us.

To learn more about Parentkind and our 2018-2020 strategy, please visit parentkind.org.uk/about-parentkind

Get to know Parentkind

PTAs

Enjoy a huge range of exclusive benefits when you join Parentkind's PTA membership:

- 1 Access up to £10 million public liability insurance provided by Zurich Insurance plc to cover a wide range of your fundraising activities (which our members tell us is worth the subscription cost alone!)
- 2 Talk to our friendly and knowledgeable member support line (business hours only) to get guidance and your queries answered.
- 3 Explore 24/7 unlimited access to PTA Expert, the go-to resource for PTAs. Whether you need guidance on current legislation, are looking for practical tips on how to run an event or simply want reassurance that you are getting it right, we are confident that there will be an Information sheet to assist.
- 4 Fast track your charity registration through the Charity Commission. We have developed a pre-approved model constitution so you don't have to.
- 5 Keep up to date with topical PTA news and developments. As a member you will receive a regular e-newsletter with a roundup of great articles handpicked by our experts.
- 6 Be part of our [online communities](#) providing you with a place to learn, debate and connect with other PTAs.
- 7 Save money through exclusive discounts and offers from our carefully selected partners. We work with companies who offer significant benefits to our members, helping you save and raise more money.
- 8 Be part of the largest community of PTAs in England, Wales and Northern Ireland and the UK's leading parents in education charity.

Email info@parentkind.org.uk or call 0300 123 5460 for further information.

Parents

Join us on [Facebook](#), follow us on [Twitter](#), read our [blogs](#) and [sign up](#) to our eBulletins to keep up to speed with education, including tips for helping your child.

Visit parentkind.org.uk/for-parents for FREE access to our growing resource for parents.

Schools

Find out about how you can engage parents more effectively to transform your school including our [brilliant parental engagement workshops](#).

Marketing and partnership opportunities

Find out more about [marketing and partnership opportunities with Parentkind](#).

For information, please email info@parentkind.org.uk.