

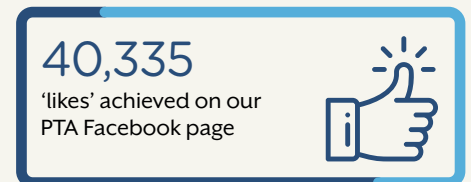
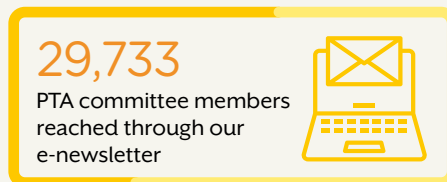
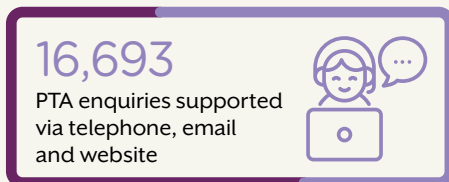
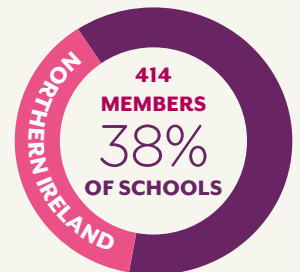
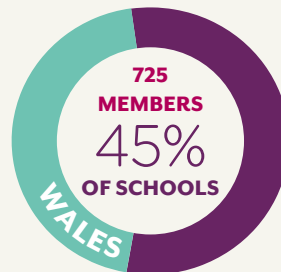
## What it means to be Parentkind

Parentkind has been around since 1956 in England, Wales and Northern Ireland.

- We are the bridge between home and school for parents so they can participate in all ways in their child's education.
- We are the leading membership organisation for Parent Teacher Associations. Our member associations (PTAs, PTFAs, Friends Associations, Home School Associations, Parent Forums to name a few) come in all shapes and sizes.
- We make sure that parent voice is heard in education. We represent the views and interests of parents and carers in discussions with education authorities, agencies, central government and all other interested parties and bodies.

## Our membership impact

**13,548**  
PTA MEMBERS



Our members help build school communities and provide resources to help schools to improve. We are proud to have supported them in:



**VOLUNTEERING**  
3.38 million hours  
**WORTH AT LEAST**  
£27.7million  
(BASED ON THE NATIONAL LIVING WAGE)



**RAISING**  
£122 million

**ON AVERAGE EACH MEMBER RAISES**  
£9,006 **EQUATING TO**

**NORTHERN IRELAND** £3.73 million  
**WALES** £6.53 million  
**ENGLAND** £11.75 million

### Our partnerships include:

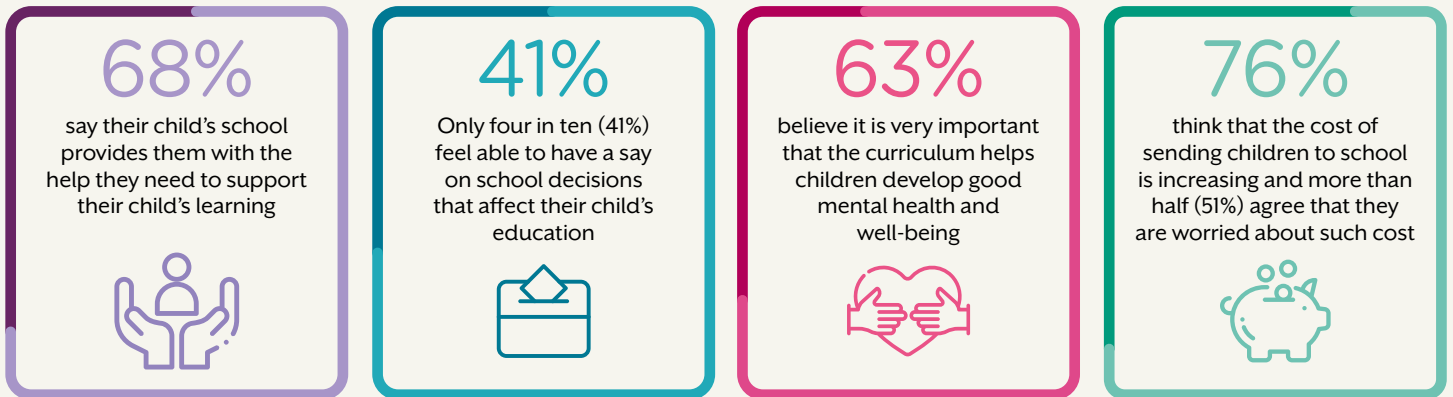
easyfundraising • Zurich Insurance plc • PTA Events Limited  
Motion Picture Licensing Company • Raffle Tickets 4U • Educare  
Grants 4 Schools



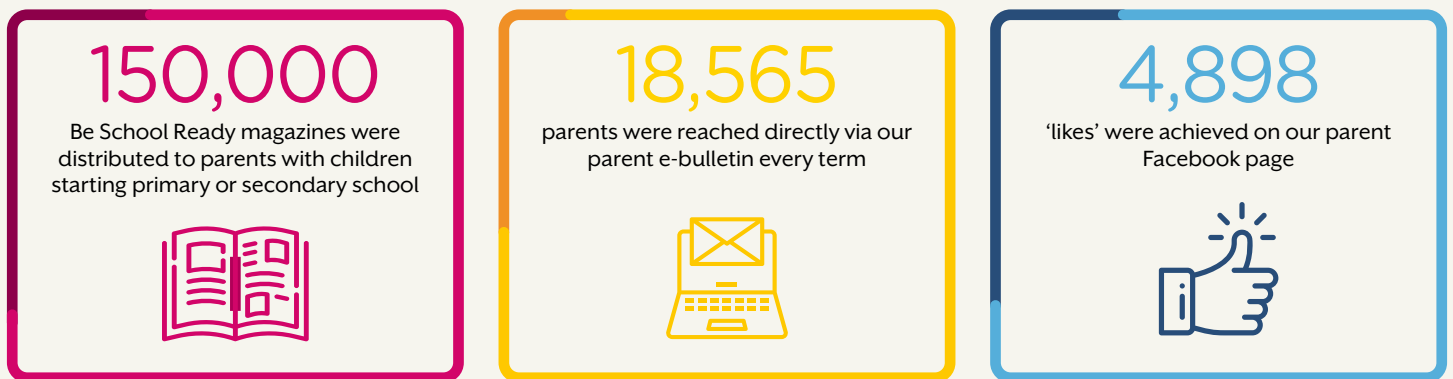
On average,  
20% of every PTA's membership subscription fee is spent on ensuring that parents have their voices heard so that education in England, Wales and Northern Ireland can benefit all children in all schools and society as a whole.

# Our charity impact

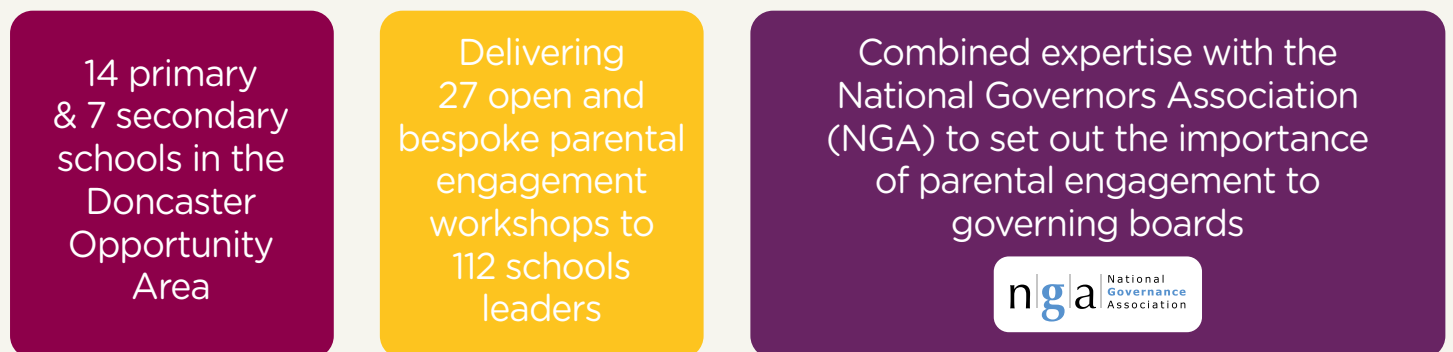
We highlighted parents' views across a range of different topics relating to their child's education. In our fifth Annual Parent Survey, this is what parents told us:



We engaged with parents directly at key times by providing information and resources on how they can get involved in school life and their child's learning. This is how we achieved it:



We consulted with 50 key stakeholders, parents and schools on our five key drivers within our Blueprint for Parent-Friendly Schools for school leaders. This was complimented by working directly with schools in delivering our five key drivers to parental participation in:



“...we strongly support the contents of the Blueprint in all five areas and the development of a comprehensive model for parental participation to help schools become truly parent-friendly. We trust it would make schools more effective and improve the quality of education children receive in the UK.” Ofsted

We developed our policy agenda across England, Wales and Northern Ireland by playing our part in engaging parents in the national debate, ensuring their voice is heard on the issues that matters to them. Key highlights were:

## ENGLAND

- Contributed evidence-led parent voice to ten consultations including Ofsted's Education Inspection Framework 2019.
- Worked closely with the Deputy Director of Schools at the Department for Education on ensuring new reports were parent-friendly.



## WALES

- Built a good reciprocal relationship with Senedd Cymru / Welsh Parliament and Education Minister Kirsty Williams MS as well as the Welsh Government Department of Education and Skills, Estyn and Education Workforce Council.
- Contributed Parent Voice on Welsh Government consultations including the guidance for governing bodies on uniform and appearance policies and the curriculum for Wales 2022 for Qualifications Wales, Estyn.



## NORTHERN IRELAND

- Joined forces with the Department of Education NI (DE), Council for the Curriculum Examinations and Assessment (CCEA) and The Graduate School at Queen's University Belfast to hold five NI Parents' Parliament sessions across the province.
- Responded to DE and Charity Commission NI (CCNI) consultations and participated in other

round-table discussions on education policy matters including the review of the Relationships and Sexuality Education policy for NI with CCEA.

- Supported the content development of the new parents section on the Council for Curriculum Examinations and Assessment website, engaging parents directly with CCEA for feedback.

# Our wider social and environmental impact

We were the 2019 winners of the Charity Times HR Management Award. This award recognises the work done by HR managers in maintaining the professionalism and integrity of a UK-registered charity, ensuring the charity is a good place to work and applies the highest ethical working standard.



*“To make significant progress in fulfilling our brand ambitions, Parentkind will provide and continue to develop excellent services for PTA members, commercial customers and key stakeholders, whilst acting as a catalyst organisation in relation to its key policy objectives. This will create the foundations of our strategy development for the next five years (2021-2025).”* John Jolly, Parentkind, CEO

## What's to come?

Over the next year, we enter an exciting time that will continue the process of focusing on what we are about as an organisation and we will work hard to:

- Ensure that we are able to offer our member PTAs resources and benefits that they cannot live without in 2021 and that reflect the new normal (e.g. non-event based fundraising).
- Grow the power of parental voice in decision making, by continuing to engage with policy makers across the three nations and resource parents to participate in all ways in their child's education.
- Increase our influence and profile in the context of parental engagement in schools with Blueprint for Parent-Friendly Schools including transforming training accordingly with new technology.

More in-depth information can be found in our Annual Report 2019.



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# Parentkind

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