

Impact Report



Welcome

from John Jolly

CEO of Parentkind

Looking back at 2020 might not sound too appealing, but through the lens of Parentkind's progress and achievements, it is a positive story.

I am proud to say that Parentkind, our PTA members and all of you in a parenting role used their impressive resources, initiative and creativity to make the best of an unprecedented situation and difficult year. We were able to continue to support PTAs to make money and provide parents and schools with critical support and advice during the pandemic and enable their voices to be heard by policy makers.

We adapted our fundraising to work virtually with our Big PTA Quiz and Raffle, which raised approximately £400,000 for PTAs in 2020. We have enjoyed hearing about all the wonderful ways that our PTA members have thought outside of the box to raise money for their schools.

Our regular surveys have taken the pulse of the parent community in England, Wales and Northern Ireland throughout the pandemic, enabling their opinions to reach decision makers and helping us to champion a positive collaboration between home and school.

The statistics and figures in this report tell a satisfying story of the strength and resilience of our organisation, PTA members and the entire parent community. There's still much to do, but the future looks bright.

John Jolly
Chief Executive
Parentkind

Enjoy!

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Who are we?

Parentkind is the network for Parent Teacher Associations (PTAs) and the trusted voice for parents in education, in England, Wales and Northern Ireland.

What do we do?

We bring specialist fundraising support and advice to parent volunteers so that every school can benefit from a successful PTA. We also invest substantial resources in representing parent views on their child's learning to local, regional and national governments and agencies because evidence tells parental participation in education benefits all children in all schools and society as a whole. Additionally, we provide those in a parenting role with information and resources so that they can participate in their child's education and school life to the fullest.

What do we want?

Parentkind strives to bring homes and schools together for the benefit of all children and society as a whole.



How do we do it?

In 2018 the Trustees agreed a two year strategy to achieve our objectives covering activities up until the end of 2020. It included:

- 1 Supporting and engaging parents and PTAs
- 2 Helping schools become more parent-friendly
- 3 Developing partnerships
- 4 Championing the role of parents in education policy

In 2020 we achieved all of this, in the face of a global pandemic. Read on to learn how.



Our 2020 highlights

WE HELPED PTAS RAISE APPROXIMATELY **£400,000** THROUGH THE BIG PTA QUIZ AND THE BIG PTA RAFFLE



£79million WENT DIRECTLY TO SCHOOLS FROM OUR PTA MEMBERS



COMMITTEE MEMBERS GAVE



WORTH AT LEAST **£17.8 million**

BASED ON THE NATIONAL LIVING WAGE

DECEMBER 2020 WE HAD

12,770

PTA MEMBERS - THAT'S

46%

OF ALL SCHOOLS IN ENGLAND, WALES AND NORTHERN IRELAND

IN DECEMBER 2020 WE HAD

27,384

PTA MEMBERS ON OUR PTA MAILING LIST

IN DECEMBER 2020 WE HAD

11,720

PARENTKIND PTA MEMBERS IN ENGLAND - A 48% SCHOOL MARKET PENETRATION

374

PARENTKIND PTA MEMBERS IN NORTHERN IRELAND - A 24% SCHOOL MARKET PENETRATION

AND

664

PTAS IN WALES - A 41% MARKET PENETRATION

WE LAUNCHED A DIGITAL PTA EXPERT MAGAZINE



IN 2020 WE RECEIVED

9,746

ENQUIRIES FROM PTA MEMBERS

OUR PTA MEMBERS CALLED THE MEMBERSHIP SUPPORT LINE

2,935

TIMES TO ASK FOR HELP AND GUIDANCE.



41,191

LIKES ON PTA EXPERT FACEBOOK

853

DOWNLOADS OF BE SCHOOL READY MAGAZINE

WE CONTINUED TO WORK WITH OUR PARTNERS TO HELP OUR PTA MEMBERS BE AS EFFECTIVE AS POSSIBLE AND RAISE MORE MONEY WITH GRANTS4SCHOOLS, EASYFUNDRAISING AND MOTION PICTURE LICENSING COMPANY.

WE INTRODUCED 'WEBINAR WEDNESDAY' COFFEE MORNINGS RUN BY OUR MEMBERSHIP SUPPORT TEAM AND THIRD PARTIES SUCH AS THE CHARITY COMMISSION AND ZURICH.

Giving parents a voice

We adapted Parentkind's priorities to best support PTAs, parents and schools during the pandemic while still working towards our strategic goals.

March 2020 – the beginning of supporting learning at home. In response, we piloted a small online survey to gauge a reaction of parents' thoughts at this time. In less than five days, almost 700 parents representing 1,181 schoolchildren across the three nations gave us their views.

With the situation changing daily, we released a second short online survey to gain further clarity on parent views in April/May 2020. An unprecedented 257,392 parents responded. We published our results via a press release, which generated media coverage beyond any expectations, in a range of national, local and educational publications.

We continued a series of online surveys during 2020 to understand the shift in the thought process of parents over the pandemic period. We also released online snap polls to gauge parents' reactions on specific announcements or key topics of interest at that point in time to get solid, usable data from parents to generate media coverage and influence policy.

Parentkind's website is a mine of information. The top performing blog post for 2020 was about supporting learning at home, which achieved 4,232 views.

+48% UNIQUE WEBSITE USERS

57 BLOG POSTS



1 Supporting and engaging PTAs

Our mission is to engage parents in their children's school life and have a PTA in every school. As of December 2020, we had 12,770 PTA members which is 46% of all schools in England, Wales and Northern Ireland. Here's a few examples of what our PTAs have achieved in 2020:



Our 2020 annual PTA membership survey revealed:



SUPPORTING PTAs

Here's what our members said:

"I've wanted to change our school PTA into a charity for so long and it was down to your guidelines that made it happen. We can now get Gift Aid from every taxpayers' donation which has helped us buy lots more Chromebooks for our students to help them do well and learn without hassle."

Eve Daniels,
John Roan School Association

"We've not been going long, but it's great to see what a difference we can make in a school. I have some experience in fundraising through my work, which has been really useful, but the help we got from the Membership Support Team at Parentkind has also been invaluable – getting started, adopting a constitution, getting access to Grants4Schools – we couldn't have done it without them."

Rebecca Atkinson,
Hewett Academy

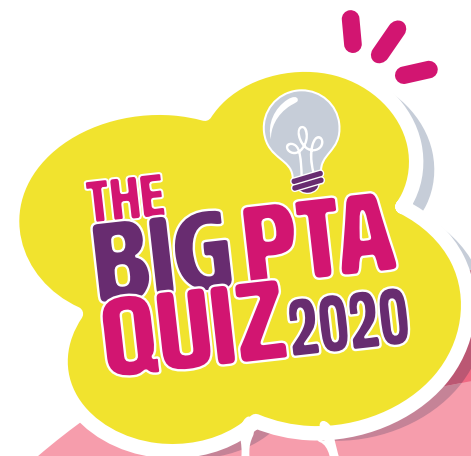
Let's go Big

Our PTA members tell us in their Annual Member Survey that their two main priorities are to raise funds and bring the community together. In response to the pandemic we successfully tested our first annual virtual fundraising event, the Big PTA Quiz 2020 in September/October 2020. We provided everything a PTA would need to make it as simple as possible to host a virtual fundraising quiz event, such as a step-by-step guide, a guide for the Quiz Master, question rounds and answer sheets.

We launched the Big PTA Raffle 2020 in October which brought together PTA members and supporters for 12 raffle draws, with 12 exciting prizes for the winners of up to £5,000 each, and raising £120,000 for PTAs.

Friends of Blockley's story

The Friends of Blockley School, in Gloucestershire, decided they'd like to take part in the The Big PTA Quiz 2020 to help bring the school community together, virtually. The school is small, with 150 pupils, but they raised a mighty £130! Claire Turner, Chair of The Friends said: "This felt a really manageable activity. We played to the strengths of our committee with advertising and running the quiz, but were pleased to have the ready-made resources from Parentkind to give us a helping hand. On the night, we had 16 teams take part and once the event got going, there was some friendly banter in the Zoom chat function, which warmed up the atmosphere nicely".



12%
OF OUR PTA MEMBERS
DOWNLOADED THE
BIG PTA QUIZ
ACTIVITY PACK.

50%
OF EVERY TICKET
SOLD WENT TO
MEMBERS' PTAS WITH
12 PRIZES OF UP TO
£5,000.

**Raffle
tickets sold
out in 2020!**

1

Supporting and engaging parents

We want to engage parents in their child's school life and give them a voice to be listened to by policy makers. Our sixth annual parent survey in 2020 showed that we are making real progress. We have published 'Parent views from the education pandemic front-line' – a new research report based on its findings. The results were highlighted in the report 'The New Normal' by the Institute for Public Policy Research.

20,654
parents on our
ebulletin list

We continued
our Be School Ready
campaign to give parents
advice and guidance as they
support their child through
the first few weeks of
a new school.



2

Helping schools become more parent-friendly

Parentkind helps parents get involved in school life. In 2020 we published the Blueprint for Parent-Friendly Schools.

Parents want the best for their children but often don't know where to turn or what they can do to make a difference. Parents consistently tell us that the main reasons that prevent them from getting involved in their child's school include:

- a lack of time
- they don't feel they have any skills to offer
- they haven't been asked to help
- they would find it too intimidating

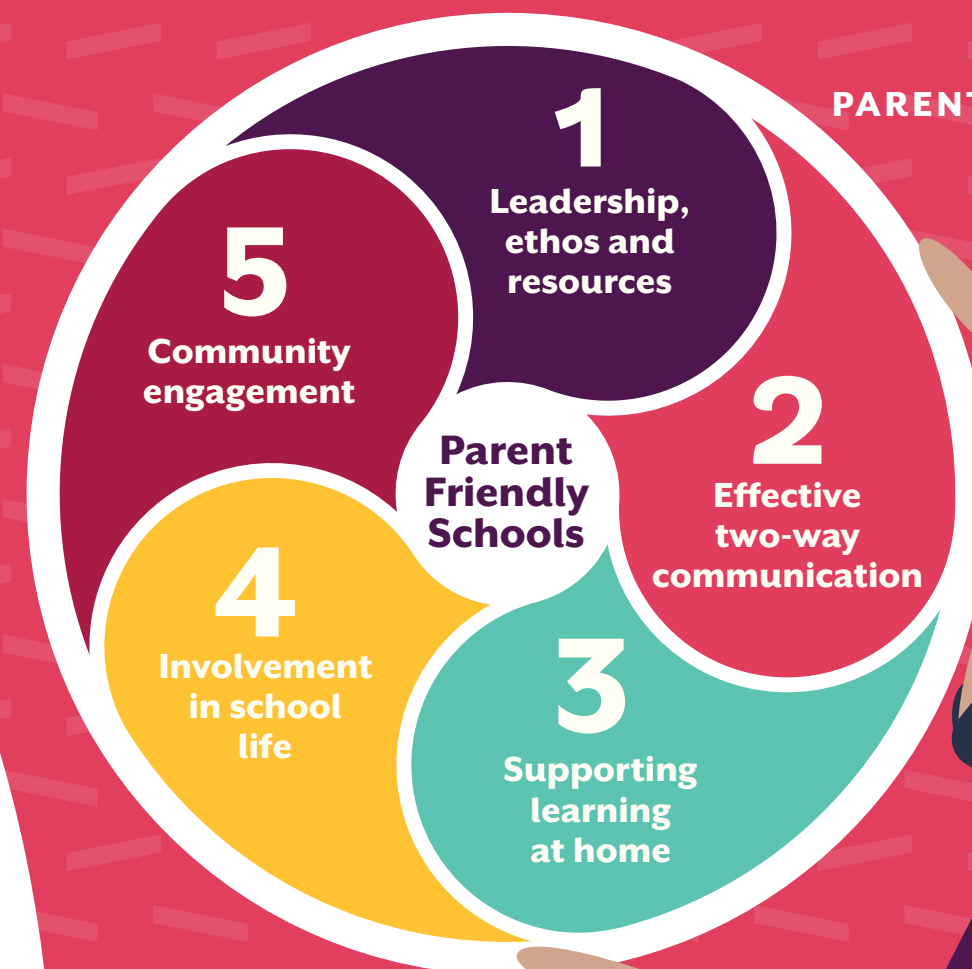
The Blueprint for Parent-Friendly Schools gives school leaders a powerful easy-to-use tool to facilitate long lasting improvements in parental participation and support robust evaluations. It is designed to be shaped and adapted by those who use it to ensure it is relevant and easy for all schools to use.

The Blueprint is the culmination of 5 years' work, which has included:

- Extensive research and review of the evidence
- Consultation with over 100 organisations including school leaders, key education stakeholders and government agencies involved in education
- Piloting in 21 schools across Doncaster



PARENT FRIENDLY SCHOOLS



The Blueprint is made up of 5 key drivers

Key Driver 1: Leadership Ethos and Resources

Leadership at a school determines how effectively actions will be taken to improve parental participation as well as being key to creating the conditions in which parent participation can thrive.

Key Driver 2: Effective Two-Way Communication

Building a relationship of trust between school and community, parents and teachers is vital, especially if there are likely to be some potentially challenging conversations further down the line.

Key Driver 3: Supporting Learning at Home

Parents want to support their child, and where teachers can tap into this motivation and highlight things for parents to do, it can supercharge a child's education and raise levels of achievement.

Key Driver 4: Involvement in School Life

Parental involvement in schools relates to the extent to which parents play a role in volunteering in school life. Getting parents involved builds trust and lays the foundations for positive longer-term collaborations.

Key Driver 5: Community Engagement

Parent communities are made up of many cultures that can enrich the school but this diversity can also present barriers and inequalities to participation. Schools can work with their local communities to draw on specialist knowledge, skills and resources in mutually beneficial ways and to respond to a wide range of parents' and children's educational, social, health and wellbeing needs.

3 Developing partnerships

As a result of our increasing profile, we have been invited to be partners on two research projects:

We are one of two UK partners in the Brookings Institution's global Parent Engagement in Education Project looking at the role of parental engagement in children's education.

Parentkind also works with several partners to offer great benefits to our PTA members, such as Booker, easyfundraising and Grants4Schools. You can see the full range of PTA member benefits [here](#).

Parentkind has worked closely with the Association of School and College Leaders over the last year, particularly around the impact of the pandemic on children, young people and families. We have found it extremely helpful to get a sense from Parentkind of how parents have found this period, and what support they think their children need. This has helped us to ensure, in our engagement with government, that we are able to reflect the views of parents as well as those of school and college leaders.

Julie McCulloch,
Director of Policy – Association of
School and College Leaders

Parentkind have worked with families and schools to build firm foundations of collaboration for the future. Increasingly, the voice of parents and carers is understood as we work together to ensure our schools and colleges offer the very best opportunities for all our children and young people.

Professor Dame Alison Peacock,
Chartered College
of Teaching





Championing the role of parents in education policy

A sample of 1500 parents in the 2020 Annual Parent Survey said:

.....
They feel more listened to in 2020 than they did last year

59% agree that school listens to parents, which is up 9% from 2019

41% agree their Local Authority/ multi-academy listens, an increase of 14% on last year

32% also agree that the government listens, an increase of almost one in ten parents (9%) compared to 2019

.....
Black, Asian and Minority Ethnic (BAME) parents are keener to have a say at government level:

30% strongly agree compared to **19%** of White parents and overall at Local Authority/ multi-academy trust level **69% vs 53%**

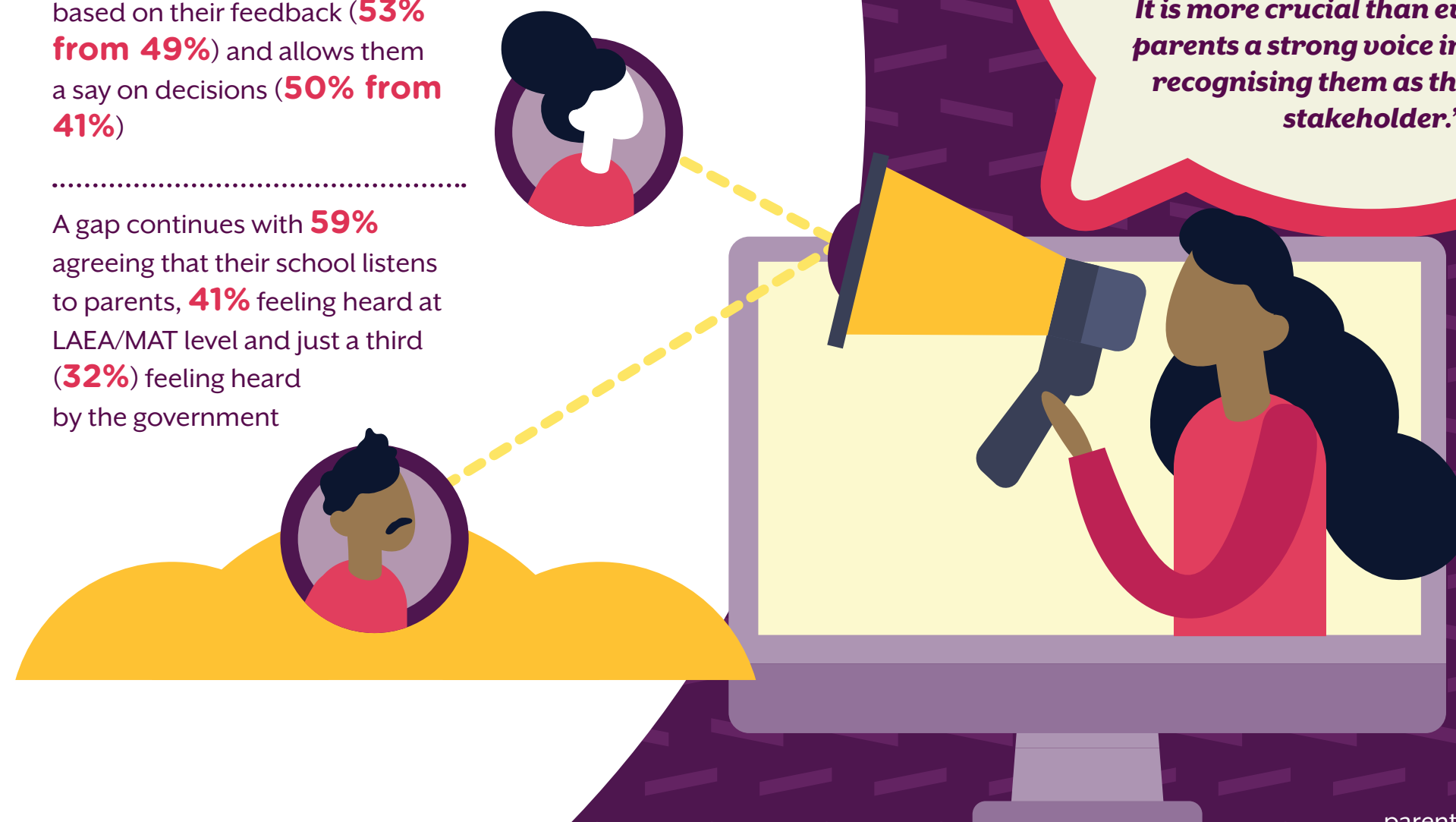
.....
2020 saw a significant increase from 2019 in parents feeling that their school helps them to support learning

(**73% from 68%**) takes action based on their feedback (**53% from 49%**) and allows them a say on decisions (**50% from 41%**)

.....
A gap continues with **59%** agreeing that their school listens to parents, **41%** feeling heard at LAEA/MAT level and just a third (**32%**) feeling heard by the government

Parentkind
CEO
John Jolly
says:

“Our report shows that most parents want a say on their child’s education but they feel there is a gap when it comes to being heard. We are delighted to see that gap narrowing. In large part it’s thanks to the brilliant job teachers have done in communicating with parents during lockdown, which has energised home/school partnerships built on trust throughout the nation. It is more crucial than ever to grant parents a strong voice in education, recognising them as the primary stakeholder.”



Three nations

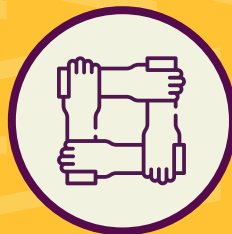
England's highlights 2020



An All Party Parliamentary Group on Parental Participation in Education was set up in July.



Parentkind actively put forward the view of parents with the Education Select Committee, MPs and Ministers.



We worked with a number of key organisations such as the Department for Education, Ofsted, Ofqual, the National Education Union, The Chartered College of Teaching, the National Governance Association and the Parent Education Network.

Wales' highlights 2020



We engaged with politicians and other key stakeholders in a Parent Advisory Group which addresses the need for parent consultation in schools and continues to support the implementation of the new Curriculum for Wales.



Connections were made with the Education Minister and Welsh Conservatives Education Spokesperson, along with representatives of Welsh Labour and Plaid Cymru.



We have continued to respond to stakeholder consultations, for example those from Qualifications Wales and Estyn, and our research has been used by the Welsh Government Research Service and to inform Government reports.

Northern Ireland's successes 2020



An All Party Working Group 'Parental Participation in Education' was established with Parentkind as the secretariat.



Evidence was gained through a series of Parents' Parliaments to design resources that schools use to support learning at home and we worked alongside policy makers and stakeholders to inform the development of information materials for parents.



Our survey findings have been presented to various stakeholders and used in reports to the Northern Ireland Assembly, Education Committee and the Northern Ireland Assembly 'Research Matters' papers.



About Parentkind

As a national charity, Parentkind give those with a parenting role 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 parental participation in education benefits all children in all schools and society as a whole. Parentkind is the network of PTA fundraisers in the UK. We bring specialist fundraising support and advice to parent 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.



 **parentkind**

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 **ebulletin**

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