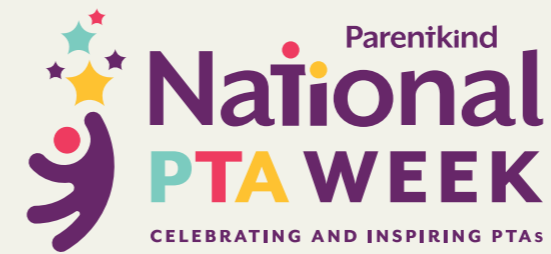




PTA Impact Report 2022

Why every school deserves a PTA



A PTA is *critical* to the life of all schools

PTAs offer an incredible amount of support to our schools, whether that be through fundraising, creating experiences or bringing our school communities closer together. It is for this reason that we believe that all schools need and deserve one.

Having a PTA can be the difference between a school being able to fund the set-up of their library, or not, the difference between all children having access to a computer while learning from home during a pandemic, or not.

They work together for the good of the school, the good of our children and young people, and the value they add is impossible to ignore. What might seem like a small local summer fayre could be the difference between the school having the funds to provide enough of the right educational materials they require, or not.

It is easy to look at your local school and their PTA's activities but few really understand the collective power of PTAs and the significance of the funds raised for schools. Across the last four years, collectively PTAs have raised £369 million and funnelled those funds into resources, experiences, events and essentials that our schools need but their budgets can't always reach.

Despite the contribution a PTA offers, there are still so many schools going without. Schools that will be missing out, many of which that will have children and young people that need the support that a PTA provides more than ever before.

We want to energise communities and schools to advocate for a PTA if one doesn't already exist, we want to help them get started and we will continue to celebrate them and support them to make a powerful difference to their schools.

John Jolly

JOHN JOLLY

Chief Executive, Parentkind



Schools are missing out on *vital funds*

Parent Teacher Associations (PTAs) are often known as the key coordinators of much loved school events such as summer fayres and school discos, but did you know that collectively they have raised £369 million across the last four years?

Despite the significant contribution PTAs make to school economies and communities there are still a remarkable number of schools without one.

Our PTA Impact Report explores the PTA landscape across England, Wales and Northern Ireland and the role that they play in helping schools thrive.

There are just over 27,000 schools in England, Wales and Northern Ireland, comprising of nurseries, primary, secondary, post-primary, independent, special educational needs and disability (SEND/SEN) schools, representing approximately nine million children and young people.

We estimate that 59% of those schools benefit from an active PTA, broken down further as 57%* of all England schools, 62% of all Northern Ireland schools and 83% of all schools in Wales.

According to data collected just before the pandemic, in England 75%* of primary schools had a PTA and only 41%* of secondary schools. Additionally, only one third of the most disadvantaged schools in England were receiving extra support in the form of a PTA versus 81% of the most affluent schools*.

72%

of PTAs say their main role is to raise funds or other resources for their school

Parentkind is the network of PTA fundraisers. We work with approximately 12,500 PTAs across the three nations, supporting them to raise as much additional funds for their schools as possible. We witnessed first-hand the challenges that PTAs have faced across the pandemic and while so many were able to pivot their activities and persevere, we also saw those that were completely derailed and in some cases disbanded.

While traditional PTA fundraising and community events and activities have begun to return, and some PTAs that were forced to close begin to regroup, we know that there is still a huge disparity between schools that have a PTA and those that don't. Inevitably, the lack of this vital additional resource, helping to provide educational materials, outdoor learning areas, IT equipment and more, will continue to mean that many of our schools and as a result our young people, will miss out.



Debunking myths. Revealing legends.

The mission of a PTA is to work together to enhance the education of children and young people by providing resources and improving the school environment.

A typical PTA committee...



Without parents volunteering, it just wouldn't be possible for PTAs to hold successful events that bring the school community together and organise fundraising activities that pay for vital resources.

In 2021, committee members collectively volunteered eight hours each week, totalling 310 hours across the year and amounting to an incredible 3.87 million volunteering hours across PTAs. Based on the national living wage, their committee volunteering hours are worth £34.4 million, up from more than 2.05 million hours, worth over £17.8 million in 2020 and 3.38 million hours, worth over £27.7 million in 2019.



VOLUNTEER SPOTLIGHT

John McKimmie has two children at Eccleston CofE Primary School in Cheshire. Last year he won our National PTA Week Award, Volunteer of the Year.

'In March 2021, John volunteered to make some improvements to areas of school play equipment identified in the ROSPA assessment,' PTA Chair Nicola explains. 'He did this free of charge, saving the PTA over £500, and the results were amazing!' Whilst working on this project, John came up with the plans for a new Outdoor Theatre for the school. 'He came up with a design and sourced quotes to establish a budget, got the buy-in from the school and the PTA and the fundraising efforts kicked in, in April.'

'Every morning, afternoon and weekend he worked through wind, torrential rain and sun - in fact he spent more time at school than most of the pupils, working until 10pm on some nights!'

John was involved in everything, supporting the fundraising, getting local business sponsorships, and further tailoring the project to the school. 'Every morning, afternoon and weekend he worked through wind, torrential rain and sun - in fact he spent more time at school than most of the pupils, working until 10pm on some nights!' Nicola says. 'He roped in his dad, a friend and the children who carried the bark in buckets therefore contributing to the build, even "approving" everything he did! He has inspired them with his vision, encouraged them to get involved in the process and most importantly has given each and every child, regardless of age, something to be excited about.'

John ensured the theatre came complete with a sound system, microphone, smoke machine and bubble machine. 'The excitement on our children's faces when they saw everything was incredible!' says Headteacher Katie Prescott.

When parents come together it has a powerful effect

The collective effort of PTAs is astounding

They consider their main roles in order of importance to be; to raise funds or other resources for their school (72%), holding events and other activities to build the school community (63%), enhancing communication between parents and school (66%) and helping parents have a voice at school (70%).

Stanton St Quintin Primary, Chippenham

CASE STUDY

Raising funds and resources

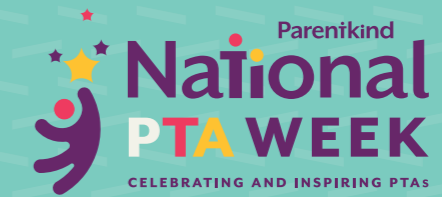
Stanton St Quintin Primary and Nursery School in Chippenham had a vision in 2020, for a library to be created at the heart of their school, to inspire and fire the imaginations of their children and provide essential resources for their teachers. This would be the first school library that Stanton had ever had.

Like many small village schools, their central school budget would never be able to accommodate this level of investment. Their grant application to a charity for £12,000 to cover all the costs of a new library was rejected, meaning the only way they could turn their dream into a reality was to raise the funds themselves as a school community.

As a school of 80 children, this felt like an insurmountable challenge as their annual rate of fundraising meant a new library was potentially four years away, but their supportive PTA got to work regardless.

Launching their project 'Grow our Library' in the middle of a pandemic brought further challenges to their fundraising efforts but they persevered, overhauling their usual activities in lieu of text raffles, online balloon races, school tea towels, outside winter fayres and more. They even reached out to their local community, securing fundraising from their parish council and a charity.

In 18 months they were able to secure £10,500 of fundraising to put towards the library project, much more than they had ever been able to raise in such a short period of time. Their first school library opens in June 2022.



CASE STUDY

Denamona Primary School, Northern Ireland

Building the school community

Denamona Primary School, near Omagh in Northern Ireland is at the heart of the local community.

The PTA's resolve to bring everyone together was exemplary in September 2021 when they held a fundraising event for a local man who was injured in a workplace accident. The family of the man are a part of Denamona's school community, and the local residents showed how much they cared by taking part in a drive through coffee morning hosted by the PTA. This was a great success,

despite the Covid-19 restrictions and the event raised over £5,000 for the family, who chose to donate half to the trauma centre in Belfast and the Air Ambulance NI.

The Chair of the PTA, Pamela Tait, says of her team: they have a 'tireless commitment not just to the school but to the local community also. They have shown time and time again that they rally round their community and offer their time and talents both willingly and in abundance.'



CASE STUDY

Linden Lodge School, London

Enhancing communication between *parents and school*

Linden Lodge School, in London, is a specialist school for children aged between three and 19 who are visually impaired or deaf-blind. Many have profound learning disabilities and complex needs. The school services 34 local authority areas across the South East. Pupils travel by bus or taxi from all over, so there is no school gate contact and little chance for parents to meet.

Community at Linden Lodge (C@LL) began in 2019 and were hailed in 2021 as our PTA of the Year during National PTA Week. Set up by a group of passionate parents, staff and carers the PTA declared they are less about fundraising, and more about reaching out to parents and families and reducing the extreme isolation that comes with having a child with disabilities.

The PTA was only one year into operation when the pandemic hit. The school closed. There was very little information available for their families. The complex network of therapists, doctors, teachers, nurses, social workers, and carers, parents had spent years establishing and fighting for disappeared over night. They recall that their families felt abandoned. Most of the pupils had all at-home support withdrawn. The mental health of families was at risk. So C@LL swung into action with 'Project Contact'.

The PTA adopted new online communication platforms, such as Classlist, to identify those who needed help with shopping or picking up medication. They became a conduit for local fundraisers asking how they could support families. They researched and shared anything from up-to-date face mask exemptions to vaccines for unpaid carers. They encouraged parents to share techniques they were using to support children at home and any concerns about the return to school for vulnerable children. Critically they worked with the school to relay key messages and provide feedback to Governors to help with Covid planning.

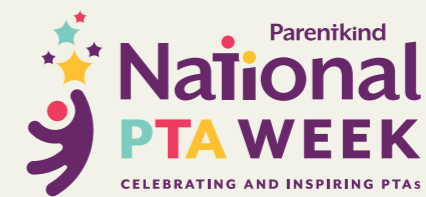
'Since its creation, the difference C@LL has had to our entire community cannot be underestimated and as C@LL continues to develop there is no doubt that the impact it will have on our pupils, families, carers and staff will continue to be transformational.'

David Shaw
Deputy Head





CASE STUDY



Ysgol Blaenau, Ammanford

Helping parents have a *voice*

Ysgol Blaenau in Ammanford, Wales not only had the pressures of a pandemic to compete with but also the threat of a school closure. With only 36 pupils, in November 2020 it was announced by their local authority that they planned to shut the school due to cost. The decision felt inevitable but a group of determined parents and teachers came together to see if they could change the outcome.

The group became the voices of the children, advocating that for some children a small school environment is the only one they will thrive in. Together they worked tirelessly on a business plan that was submitted to the local authority outlining how the school could become more financially sustainable and showed the way for the future of Ysgol Blaenau. One element of the business plan was forming a PTA in order to support the school in raising funds for extras to enhance the children's experiences rather than this money coming from the school's limited budget. In October 2021 they held their first PTA

In October 2021 they held their first PTA meeting and were amazed by the number of people who wanted to support.

meeting and were amazed by the number of people who wanted to support. That first meeting had 20 people in attendance; parents, teachers, governors and members of the local community.

In December 2021 the local authority announced that having considered the arguments put forward it was keeping their school open. This group of parents, teachers and the wider community have shown incredible determination and support for Ysgol Blaenau and showcase some remarkable individuals who have shown their children to always fight for what they believe in.

PTAs continue to be resilient but challenges remain

In just the two years before the pandemic, from 2018 to 2019, the income that PTAs raised increased by 12% from £108 million to £121 million. This is a huge contribution, which enables schools to invest in a wide range of essential and additional resources for children.

Prior to the pandemic, we also saw a significant increase in the number of PTAs raising £10,000 or over within a financial year, which is a particularly difficult barrier to break. This increased from 26% of PTAs raising more than £10,000 in 2018, to 32% in 2019.

However, in 2020 a PTA's activity was reduced significantly and despite taking events online (42%) and hosting socially distanced events (28%), they were unable to maintain or increase their previous accomplishments. 2020 saw a £41.5 million drop in fundraising, down to £79.5 million. There were also considerably fewer PTAs able to raise £10,000 or more, reducing from 32% to 19%.

Our latest data now shows us that PTAs were still seriously impacted in 2021, even though the pandemic was no longer in prime position as their biggest challenge. 40% of PTAs still conducted some online events but a PTAs typical big ticket earners of Christmas and summer fayres were once again mired by restrictions. Only 10% and 3% of PTAs indicated that the Christmas and summer fayres, respectively, were their most financially successful.

£60.2 MILLION:
 down from pre-pandemic PTA fundraising levels

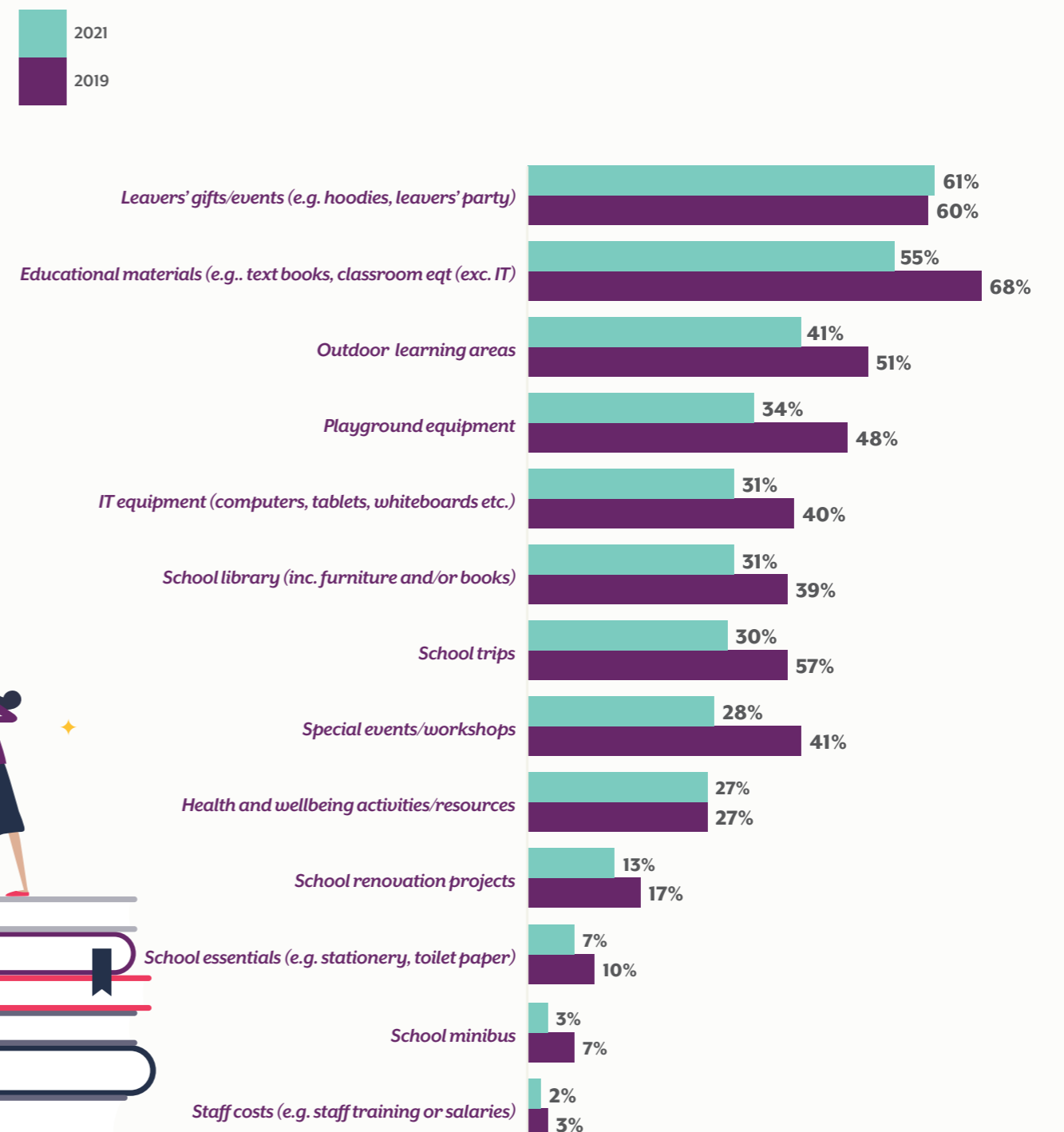
Critically, PTAs were only able to raise £60.8 million in 2021, £18.7 million down from the year prior and a mega £60.2 million down from pre-pandemic PTA fundraising levels. The number of PTAs raising £10,000 or over has followed a similar trajectory practically halving, 14% versus 32%.

While PTAs are dedicating more time each week to their committee and school the outcome is not representative and more concerning is the impact this then has on our schools and children. With reduced funds raised this means there has been a reduction in how PTAs have been able to support their schools in comparison to before the pandemic. 55% of PTAs spent their funds on educational materials down from 68%, 31% contributed to IT equipment versus 40% and 31% spent their funds on the school library compared to 39%.



PTA spending 2021 v. 2019

How PTAs spent funds across 12 months, 2021 v. 2019



It is more important than ever to have and support PTAs

Supporting a PTA does not have to be financially focused or time-consuming. There are so many ways that all families can support their children's school and it's students, via the PTA.



A PTA's contribution to their school means that our children and young people are able to have enriching experiences, whether that be access to free books fostering a love of reading, learning to grow their own food in a kitchen garden, visiting cultural or educational attractions as part of school trips, or attending special events or workshops that supports their academic learning. If PTAs ceased to exist, our children's school experiences would be worse off for it and as relayed earlier that is the case for many schools.

During these last two years we have seen PTAs form that have already added value to their school's cultural and physical environment. We have heard from PTAs that have helped champion their school to keep it open, that have helped build a stronger and more engaged community, that have provided the financial support for activities that some parents would have struggled to pay for, and as with all PTAs, that have provided countless moments of fun experiences through events. We have heard from new PTAs that have raised £600 and £24,000 for their schools. Regardless, every penny counts. These PTAs have highlighted that it is never too late to set one up and support our schools and their communities.

It is also more important than ever that existing and new PTAs continue to feel supported by their local and parent community. While restrictions have eased and this should mean a return to pre-pandemic PTA support in 2022, there are still some challenges on the horizon. With PTA funds hitting an all-time low they now face the risk of being impacted by the cost

of living crisis. Parents and families could find it even more challenging to financially support their school PTAs. Additionally, this could mean that the experiences that our children and young people are exposed to at school become even more vital.

Supporting a PTA does not have to be financially focused or time-consuming. There are so many ways that all families can support their children's school and its students, via the PTA. In 2021, lack of volunteers for events and other activities returned to the top of the list (81%) of a PTA's biggest challenges.

Offering support in time and skills could save our PTAs a big chunk of change, meaning that their funds, even though smaller, can travel so much further. John McKimmie, National PTA Week Volunteer of the Year 2021, saved his PTA £500 by offering his time and skillset to a project. Whether it be running a stall at the school fayre, sharing social media expertise to help PTA promotion or playing an active and more involved role on the committee, the value of parent volunteers is vital to the life of the school.



About *National PTA Week*

National PTA Week, founded by Parentkind, celebrates PTAs and the integral role they play in our school communities, supports them to achieve more and aims to inspire more parents to set a PTA up for the benefit of all children.



About *Parentkind*

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 12,500 PTA members raise over £120+ million per year, placing us alongside some of the largest charities in the UK. 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.

