

Impact Report 2021

Parentkind

BRINGING TOGETHER HOME & SCHOOL

Who are we?

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** gives 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 us parental participation in education benefits all children in all schools and society as a whole.



How do we support our PTA members?

12,588
PTA members

2,319
calls to
our PTA
membership
advisers

f 41,063 likes on PTA Expert
f 2,806 members on PTA Hangout
📷 153 followers on PTA Expert

3,594
PTA member
emails
responded to

24,865
PTA Newsletter
subscribers
at the end of
December 2021

This equates to:

England:
91.86%

Wales:
5.12%

Northern
Ireland:
2.99%

Other:
0.03%



What have our PTA members achieved?

Committee members of Parentkind's PTA members collectively volunteered **2.05 million hours**, worth at least **£17.8 million**
based on the national living wage

PTA members raised an average of **£6,187** and the total amount raised by all PTA members that goes directly into schools is estimated to be more than **£79 million**



A 'Big' success!

For the second year in a row, our 'Big' events took the PTA fundraising scene by storm! PTAs continue to tell us that their priorities are fundraising and bringing the community together, and the Bigs combine these perfectly.

The Big PTA Raffle and the Big PTA Quiz made returns in 2021, raising a combined total of **£194,627** for PTA members.

An incredible
129,751
raffle tickets
were sold

914
PTA members
downloaded
the Big PTA
Quiz pack

Roaring raffle riches!

Ridgeway Church of England Primary School in Wantage, Oxfordshire has a cohort of only 90 pupils. However this small school has a very mighty PTA! The Chair, Jennifer Casey explains how they tried various fundraising efforts during the Covid-19 lockdowns, with mixed results.

[We] decided to take the plunge and register for the Big PTA Summer Raffle in 2021. It was our first time taking part, and it promised something different to...traditional fundraising activities; with 12 chances for parents to win £5,000 it promised to give back, whilst still supporting the school – a win-win for everybody.

Jennifer and her team spread the word around the village and the school, and soon people were stopping them in the street to share that they'd purchased their tickets. In just three days, they'd raised over £600 – what an achievement! The PTA are putting their raised funds towards academic and wellbeing projects for pupils, such as virtual street dance sessions and improvements to the school's outdoor garden spaces.

National PTA Week

New for 2021 was National PTA Week. We know how much PTAs contribute to their school communities and this is a celebration of all they do. National PTA Week brought together PTAs from across England, Wales and Northern Ireland for a series of online events covering topics from fundraising to digital engagement to food hygiene, along with an awards ceremony that recognised the hard work of volunteers across the nations!

65 PTAs were nominated for awards in the following categories:

- PTA Fundraising Achievement of the Year
- PTA Community Initiative of the Year
- Changing the Life of the School
- New PTA of the Year
- Volunteer of the Year

All award winners were then put forward for the PTA of the Year 2021.

**Community
at Linden Lodge**

**PTA
of the
Year 2021**



Giving parents a voice...

The seventh wave of our flagship research, the Annual Parent Survey, has produced the 2021 Parent Voice Report. A consistent outcome is that parents want to be more involved in their child's education and by bringing home and school together, all children will benefit.

23,451 subscribers to the parents' ebulletin

f Parentkind: 7,001 likes

Parentkind: 9,723 followers

Website Page views: 1,396,281

303,181 unique website users

420,109 website sessions

Secondary/post-primary school parents continue to show less confidence than primary school parents in their child's happiness and safety at school

54%

of parents say that their child's school takes action based on their feedback

(88%)

of parents believe mental health development should be an important focus in the curriculum

Parent research

85% of parents want a say in their child's education, so we provide opportunities for them to share their views on key educational issues. We have a seat at many influential tables and share parents' opinions with key decision makers.

Some examples of surveys that parents have contributed to over the last year include:

- Relationships and Sex Education in Northern Ireland
- Extended school day in England
- Parents' views on Covid-19 vaccine for children

Helping schools to become more parent-friendly

Our Blueprint for Parent-Friendly Schools has continued to headline conversations around the education sector, and we have shared our knowledge on parent voice through 3 training events, reaching 89 delegates.

Our introductory workshop and subsequent masterclasses are designed for all those responsible for parental participation to support them with their school's journey. We help delegates to create a strategic and proactive approach and they walk away with practical and cost-effective ideas.



Developing partnerships

We know that we can achieve far more together than we can on our own, so a key feature of our work is to create partnerships with other organisations.

2021 saw the beginning of our partnership with BOPP, who support our PTA members to get paid easily at events and receive donations.

We trialled BOPP in September for a large event we hosted to begin our new school year, it was such a success so we have continued to use it for our fundraising activities this first half term and it has been so easy!

Kathryn Shepherd, Friends of Stoughton Infant School



Three nations

England's highlights

The All Party Parliamentary Group on Parental Participation in Education that Parentkind sponsors at Westminster continues to gain momentum with Ian Mearns MP as chair. Meetings have been attended by a wide range of MPs throughout the year.

Parentkind continues to work closely with DFE, Ofsted, Ofqual, NEU, The Chartered College of Teaching, NGA, NAHT and ASCL as well as a wide range of other organisations and top influential individuals both to introduce Parentkind and raise concerns expressed by parents.

Parentkind responded to fifteen policy focused consultations across England, including topics such as exams and assessment, financial sustainability of schools and online safety.

Northern Ireland's highlights

Parentkind continues to gain momentum with MLAs, peers and organisations within the All Party Working Group in Northern Ireland where Parentkind is the secretariat. Regular contact is maintained with the Education Minister and other politicians involved in education in Northern Ireland, providing insights into parents' thoughts and opinions on an array of matters. Parentkind research has been used extensively in Northern Ireland, for example, by the Department of Education. The Education Minister used Parentkind survey findings in several reports to the Northern Ireland Assembly, when presenting evidence to the Education Committee, when answering general questions to the Committee and again in the Assembly answering open questions.



Wales' highlights

Parentkind continues to engage with politicians and other key stakeholders in Wales. It secured some key political connections in Wales, including Kirsty Williams MS, Education Minister, Suzy Davies MS Welsh Conservatives Education spokesperson and member of Children, Young People and Education Committee, Jane Hutt MS, Deputy Minister and First Whip, Welsh Labour and Sian Gwenllian MS, Education spokesperson and member of the Children, Young People and Education Committee, Plaid Cymru.

PARENTKIND

39 SHIPBOURNE ROAD

TONBRIDGE • KENT • TN10 3DS

• T: 0300 123 5460

• E: INFO@PARENTKIND.ORG.UK

Registered charity number 1072833

parentkind.org.uk