Putting fatherhood centre stage
Chief Executives’ report

During the past year FI has operated within a tough fiscal and political climate. Recession means there are fewer resources for working with families and family services. As the Conservative - Liberal Democrat coalition gets its teeth into family and economic policy, fatherhood is becoming a key area of change, for example thanks to parental leave reform, the introduction of joint birth registration, and legislation around shared parenting after separation.

During 2011-12 our major strands of work have included:
• Rolling out Family Foundations, an impressively evaluated parenting programme from the US, which supports expectant couples to transition into parenthood and work together as a team
• Developing a project to support Local Authority Safeguarding teams to better identify and work with the men around children at risk
• Establishing direct delivery of Raising Happy Children team parenting sessions to fathers and mothers
• Securing the long term survival of the organisation by developing our fundraising team and accessing new funding streams in health and education as well as in Europe.
• Undertaking research and reflecting on our social and political impact during twelve years of advocating for involved fatherhood, supported by the Bernard Van Leer Foundation.

We hope you enjoy this report and we look forward to working with you over the year ahead and beyond. You can find out more about our work and our latest research on our website www.fatherhoodinstitute.org.

Adrienne Burgess
Joint Chief Executive
& Head of Research
Kathy Jones
Joint Chief Executive
& Head of Training

Part of the role of the Fatherhood Institute is to take the temperature of the times, interpret emerging trends and find flexible solutions to support fathers’ contributions to modern family life. How are families adapting to increased economic pressures and external influences? What can we learn from the approaches/systems in other countries? How can we adapt/import and promote best policy and practice? This year, like the families, practitioners, services and policy makers with whom we engage, the Institute has had to explore creative ways to thrive in uncertain times and find new ways to fund the significant work that we do.

This annual report focuses on our work during a period of consolidation, growth and change for the Fatherhood Institute. In February 2012 Rob Williams, CEO for three years, left the organisation to take the helm at War Child. Since his departure we have focused on developing new income streams for FI and have begun to enrich the governance of the organisation by increasing the diversity and range of skills of our trustees.
The support and information I’ve received – thanks to having access to a worker who understood fathers’ importance and didn’t come at me with a deep-seated belief that non-resident fathers are 2nd class parents – have helped me in so many ways. I was shocked to find the “system” to be so focused on the mother and her needs and I had some very dark thoughts about myself and my future as a parent and even as a man. During the darker times having someone to point me in the right direction so I eventually got the help I needed has shaped the dad I am today.

John - a father helped by a Fatherhood Institute-trained children’s centre worker

About the Fatherhood Institute

Alive or dead, co-resident or separated, good, bad or indifferent, dads matter to children. Our vision is for a society that understands this and responds accordingly - doing all it can to support positive father-child relationships, and to challenge negative ones.

The Fatherhood Institute (charity number 1075104) is the UK’s fatherhood think-and-do-tank. Since we launched in 1999, as Fathers Direct, we have made huge progress in helping to establish a new narrative about the importance of father-child relationships in British family policy.

What we do

We campaign for a father-inclusive society, which benefits from:

• Laws and policies that promote positive, and where necessary challenge negative, father-involvement
• Public services that work routinely and effectively with families to support positive father-involvement
• Greater public understanding about the benefits of positive father-child relationships and how to achieve them.

How we do it

1) We produce evidence-based insights to help the Government and other institutions pursue policies which reflect the importance of fathers’, as well as mothers’, positive involvement in their children’s lives
2) We support schools, maternity, health, social and other services, to develop father-inclusive strategies and practice
3) We pilot and evaluate pioneering, father-inclusive approaches
4) We help employers create more father-friendly working packages
5) We provide accessible, evidence-based resources to help families understand why positive father-child relationships matter.
During 2011-12 we embarked on the first year’s delivery against this major grant from the Department for Education. Our partners are 4Children – one of the country’s largest not-for-profit children’s centre providers.

Family Foundations is a seven session antenatal programme which prepares expectant couples for the transition to parenthood. We brought the programme over from the US because of the impressive range of positive outcomes identified by the evaluation there – including significant reduction in couple conflict. This is important because research shows that couples argue eight times more following the birth of a new baby, and there is an increased likelihood of separation in the first two years of parenthood.

During the first year of the trial we trialled FF with couples in Dudley and then selected two cohorts of six local authority sites to trial full delivery. The first cohort includes Reading, Barking and Dagenham, Birmingham, Hartlepool, Darlington and Surrey. In each we have been training teams of early years and health practitioners including family support workers, health visitors and midwives; they then go on to pilot the programme with couples.

Practitioners at the sites are really excited about the trial – one midwife said that she would have left her job without this opportunity to deliver this really effective programme to couples.

An external evaluation team from the Office for Public Management is evaluating the FF pilot at three sites (Reading, Barking and Dagenham and Birmingham). An intervention sample of 72 couples, as well as a control group (who will not receive FF), is being evaluated using measures adapted from the US trial.

Reading and Darlington are already so impressed that they are integrating FF into their standard hospital-based birth preparation classes. This is an exciting development, and if the model proves effective it could be promoted to health authorities across England.

Central to the course is a DVD showing fathers and mothers discussing their roles and interacting with children. We re-scripted and re-filmed this in the autumn, working with six couples from the UK – including one very young couple, parents with a Down’s Syndrome daughter and a family with a stay-at-home father.

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Family Foundations – our new antenatal course
I think it gave me confidence as a new Dad, it helped me to work out in my head what it would be like to have the baby, and to get used to how it would be, like you can’t go out so much. I would definitely recommend the course to anyone and we are going to the post-natal one too.

Mohammed Gill
Dudley father who attended Family Foundations course with wife before his first baby arrived

Fathers as 'risk and resource' – our safeguarding project

Working with the Family Rights Group, we are funded through the DfE’s Voluntary and Community Sector grant to support local authority safeguarding services to engage more effectively with fathers and other men in families. This work will address a need referenced in the Munro Review of Child Protection: Final Report (2011), and build on the growing knowledge base and understanding about how better to engage with fathers where there are child welfare and safety concerns.

What we are working towards is a cultural shift, which must happen within a complex structure – so we need a multilayered, systemic approach engaging at strategic, managerial and practitioner levels. With this in mind, we are working with six local authorities to audit existing policy and practice and then develop and test a broad package of sustainable resources, consultancy and training (including an e-learning package). All this is aimed at building stronger local safeguarding strategies, policies, procedures and practice for engaging with, assessing and supporting men both as risks and resources in the lives of their children.

Our work and the resources we’re producing have been developed to include a multi-agency perspective – supported and steered by a Project Advisory Group including expert practitioners, representatives from participating authorities and academic advisors.

The e-learning training package has 3 audiences: senior/strategic managers, managers and team leaders and practitioners. It encourages reflection and self-audit, and aims to enhance users’ understanding of the need to engage more effectively with fathers and other men in child protection work – as well as helping them create strategies for embedding work with men in their mainstream practice.

We aim to create the appropriate environment to support the e-learning at local authority level – including through supervision, team meetings, performance management, data collection and peer support.

The Dad Factor – engaging with newly arrived families

The Dad Factor is our training course for Foundation Stage providers and schools, focusing on how to get fathers engaged positively in their children’s learning and development. A grant from the Trust for London is enabling us to undertake a feasibility study (with a substantial evaluation) of improving engagement with families recently arrived in the UK, by offering Dad Factor training for management and staff in four children’s centres in some of the most deprived boroughs of London.

We expect that, following the programme, management and staff in the two fully participating centres will, in comparison with controls, have developed strategies to increase engagement with fathers in families who are recent arrivals in the UK. A strong body of research suggests that this will in turn improve the children’s English and educational attainment, giving them the opportunity to escape the cycle of disadvantage and deprivation. It will also equip parents with improved English-speaking skills, thus increasing their own employability.

By involving fathers from these communities in their children’s early education, we hope to give their children a head start before they start primary school, and help the families gain a better understanding of the UK systems.
Raising Happy Children – our new parenting workshops

In December we submitted a bid to become an approved parenting course provider, as part of a Government pilot aimed at de-stigmatising and stimulating a market for parenting support among mothers and fathers of under-5s. Our bid was successful and in March we launched Raising Happy Children, a suite of three new parenting workshops. Under the CAN Parent pilot, parents in three pilot areas – the London Borough of Camden, Middlesbrough and High Peak (part of Derbyshire) – will receive vouchers with a value of £100. They are able to spend these on courses from any approved provider. Our workshops are available in all three areas (starting in July 2012) with delivery managed through a franchise model; we are also developing an online course.

The income we generate from this project is difficult to predict since it depends on how many parents will spend their vouchers, and of those, how many will choose our workshops rather than courses offered by other providers. But we are optimistic that the workshops could become a significant source of income, and we will be actively exploring the potential to roll out them out beyond the CAN Parent pilot, through selling to local authorities and direct to parents.

The Raising Happy Children workshops

We are offering three workshops in the CAN Parent trial:
- Raising Happy Babies (from birth to age 1)
- Raising Happy Toddlers (from age 1 to 4)
- Raising Happy Children in Separated Families (birth to age 5).

All are designed to help fathers, mothers and other carers:
- Function as a real ‘parenting team’
- Understand the difference a dad makes
- Raise clever, creative, popular children
- Feel happier and less stressed.

Each workshop involves one face-to-face session with other parents, followed by exercises to do at home, telephone or email back-up, and access to online forums on the Netmums website. An online version of Raising Happy Babies will launch in September.

Transforming public services (continued)

The ongoing work we do as a school with the full partnership backing of the Fatherhood Institute has meant us being recognised as a national pathfinder for parental engagement... our most recent Ofsted Report (March 2012) commented that the work we do is excellent in engaging all our parents but especially dads in their children’s learning. We can now prove that those children whose dads are actively engaging in their children’s life at school are making accelerated progress in reading and maths as we have been tracking this for the last 8 years.

Steve Davies
Head teacher, Coopers Lane Primary School, London
Almost 2,700 organisations took part in Fathers’ Story Week 2011 – including more than 1,100 children’s and family centres, more than 700 schools (mainly primary) and more than 400 nurseries, pre-schools and playgroups. Others taking part included childminders, adult learning services, prisons, libraries, universities and colleges. We estimate that the week will have reached more than 250,000 families.

For FSW 2011 we partnered with Barnardo’s to turn the week into a fundraising opportunity, providing schools with free resources and inviting them to undertake activities with a fundraising element (with the proceeds to be split between Barnardo’s and the FI).

This met with limited success, and for FSW 2012 we took a different approach, producing a resource pack full of activities (and including materials with which to promote the event), which we sold to participants. This reduced the number of organisations taking part, but ensured that we covered the costs of producing and promoting the materials.

As in previous years, FSW has provided FI with an attractive and positive, family-friendly ‘brand’, this year endorsed by numerous celebrities (including two Children’s Laureates (Julia Donaldson and Michael Rosen) and leading sportspeople, actors and TV personalities). We hope to capitalise on these connections and get FSW onto a more sustainable financial footing for 2013 and beyond.

I’m delighted to support Fathers Story Week, and I hope a record number of dads and schools will get involved this year. In my experience fathers are great storytellers – and great actors. When I do my book shows I often need a little help from the audience, and ask “Who’s got a dad who’s good at telling stories and doing the different voices?” The fathers who are volunteered by their children are always brilliant at transforming themselves into farmers, cattle thieves, dogs, elephants, or whatever else is required.

When I was a child my parents read to me regularly and I have really fond memories of this, my favourite books as a child were ‘Charlie and the Chocolate Factory’ and ‘The Faraway Tree’. I want every child to have this experience which is why I am supporting Fathers Story Week.

I am very happy to support Fathers Story Week 2012. I think as a father, reading to your children is a fantastic way of showing them love and giving them quality time, while helping them learn. It is so important for children to have both parents play a part in their education. Also dads are great story tellers!!

Julia Donaldson
Author of The Gruffalo and Children’s Laureate

Chris Boardman
Olympic Gold medallist and World Record holding cyclist

Jeremy Kyle
TV presenter
Supporting health visitors to be more father-inclusive

The Department for Children, Schools, and Families and Department of Health child health strategy, Healthy lives, brighter futures: The strategy for children and young people’s health (2009) set out a challenging vision for health and social services to work together to improve children’s wellbeing – including via the new Healthy Child programme. The Fatherhood Institute developed a one-day course on father-inclusive practice for health visitors and midwives, to help them deliver the Healthy Child programme more effectively. The course’s aim is to help managers, frontline workers and volunteers working with families and children to develop their practice in engaging with fathers. The course explores:

- The unique influences that fathers have on nutrition, obesity, brain development and mental health
- What children need from their fathers
- Barriers and bridges to positive father-child engagement in services
- The personal and cultural factors which shape our perceptions of men and our beliefs about gender roles.

During 2011-12 we delivered the course to all 1,000 health visitors in Wiltshire, under a contract with Wiltshire Council. Supported by a grant from the Burdett Trust for Nursing and working with the Institute of Health and Society at the University of Worcester, we have also started work on a project involving the development of a father-inclusiveness toolkit and training programme for all health visitors delivering the Healthy Child programme.

The project will evaluate the effectiveness of the toolkit and training across a sample of 6 of the 20 Healthy Child programme ‘Early Implementer’ sites (3 sites will receive the toolkit and training, 3 will not); we will then deliver the evaluated programme to a further 12 sites.

The FI is also a member of the Department of Health’s ‘Health Visitor Stakeholders Forum’ supporting the Early Implementer sites on the Healthy Child Programme. We contribute by providing support and consultation on father-inclusive practice and community promotion. The Institute has attended forums and Ministerial events as part of the DH’s delivery of the programme.

Helping midwives reach out to fathers

Compared with past generations, these days we expect fathers to play a full role throughout pregnancy, labour, the postnatal period and beyond. Most expectant mothers want their partners to be involved; this desire is also shared by most expectant fathers; and there is substantial evidence that fathers’ positive and extensive early involvement brings benefits for children, mothers and fathers themselves.

The Fatherhood Institute has been campaigning for many years for the Government and maternity services to make a more concerted effort to support expectant fathers to become knowledgeable and supportive partners during the perinatal period. This year we helped the Royal College of Midwives to produce Reaching out: Involving Fathers In Maternity Care and Top Tips for Involving Fathers in Maternity Care – guides for midwives funded by the Department of Health and supported by the Royal College of Obstetricians and Gynaecologists.
This year London Borough of Richmond-upon-Thames commissioned us to deliver free, accessible activities and services for fathers of under-5s, at Ham Children’s Centre. We provided sessions in partnership with Children’s Centre staff, statutory partners and other agencies supporting fathers in families within their local communities.

Ham CC has a hugely diverse catchment of families including some with very high and some with very low incomes. There are a significant number of migrant families from Eastern Europe.

We have delivered:
- Hit The Ground Crawling – our peer mentoring sessions for expectant and new fathers (3 sessions)
- Parenting skills sessions based on the Triple P programme - delivered on weekday evenings (4 sessions)
- Fathers’ drop-in advice and information sessions linked to ‘Stay and play’ sessions run on Saturdays (8 sessions).

Before delivering services we provided training on father-inclusive practice for Children’s Centre staff and partner organisations. We ran a consultation with all families registered, to find out what services they would like, when they wanted these delivered and whether they wanted dad-only or family sessions. Respondents requested father-focused family sessions delivered on Saturdays and/or weekday evenings, covering a range of topics from play, learning and development, outdoor activities to parenting skills.

We developed marketing strategies in partnership with Ham CC, including distribution of flyers in children’s book bags at the local primary school, and via partner agencies such as health, youth services and the local job centre - as well as using phone, text and social media.

Within the contract period we reached at least 20 families from a range of backgrounds, evaluation from dads was positive and sessions are continuing. Through HTGC we have been able to facilitate ongoing contact between dads-to-be, and to identify ‘veteran’ dads to mentor future dads-to-be, thus leaving a legacy in the borough.

The normal midwife sessions aren’t really father-oriented and what was great was being able to sit down with other guys and show my ignorance, without feeling that I needed to hide how little I knew. It was like an open table where you could say what you wanted, and you felt like everyone was on an equal level.

David Simons
IT consultant, who attended a ‘Hit the Ground Crawling’ course in Ham, in February 2012.
His son Daniel was born 3 months later.

Ham Children’s Centre – direct delivery of services for dads
Changing the politics

Briefing the Government on father-inclusive policy

We used our research and evidence base to inform discussions with Government ministers and key civil servants on a wide range of fatherhood-related policy issues this year. Briefing papers we produced included:

Want to request flexible working? How it works and why it’s different for men and women . . .

Men and women who have parental responsibility of a child aged 16 years or under (or a disabled child 17 years or under) and have fulfilled certain employment conditions, have a ‘right to request flexible working’. But employers can refuse them on business grounds, and it’s very difficult to challenge their decisions. This is a particular issue for dads, who are much less likely both to request flexible working, and to be granted it. In this paper, written in collaboration with the Maternity Alliance, we argued for an extension to the grounds of appeal.

Response to the Department for Work and Pensions’ Strengthening Families & Promoting Parental Responsibility consultation

In this consultation response we presented our arguments in favour of a coordinated and integrated system for helping families reach agreements around finances (including child maintenance), residence and access post-separation.

Flexibility is key – Our evidence to the Government’s ‘Modern Workplaces’ parental leave consultation

In our evidence we argued that the Government should reform the parental leave system in such a way as to promote shared parenting. This should involve replacing the terms ‘maternity leave’ and ‘paternity leave’ with ‘parental leave’, with 18 weeks reserved for mothers and 6 weeks reserved for fathers; and making parental leave and pay available to mothers and fathers on an equal basis.

Response to the Riots Commission

Many of our recommendations to the Riots Commission were adopted in its Final Report; key paragraphs from FI publications were quoted word-for-word in the chapter on Children and Parents.

Advising Her Majesty’s Opposition

Together with Professor Tina Miller (who became a Trustee this year) we have been helping the Labour Party formulate policy on fatherhood. The group we sit on is chaired by The Rt Hon David Lammy MP, who is passionate about this issue, and who also chairs the All-Party Parliamentary Group on Fatherhood (for which we provide the Secretariat). Mr Lammy will be presenting a paper on fatherhood policy to the Labour Party later in the year. We have had substantial input into the whole report and are authoring, with former FI chief executive Duncan Fisher, the sections on Childcare, Separated Families, Troubled Families and Parental Leave.

In April, the APPG published a report we wrote with Families Need Fathers, based on what we believe to be the first ever study into the impact of family separation on fathers’ health, employment and help-seeking behaviours (see p14).
Lobbying for more father-friendly policy

Our evidence-based briefings helped pave the way for the introduction of 2 weeks’ statutory paid paternity leave (in 2003) and since then we have been pushing for more and better-paid leave for new fathers. During 2010-11 we pulled together the business case for this, publishing it as an FI briefing and forming a Parental Leave Coalition with partners including the TUC, Family and Parenting Institute, Fawcett Society and Family Lives.

After meeting with Employment Minister Ed Davey in late 2010 to encourage him to think radically about parenting leave, we welcomed the more flexible system envisaged by Modern Workplaces, the consultation launched in May 2011 by Vince Cable and Theresa May. We responded warmly to the consultation (see above).

This year we have continued to lobby for a more flexible system of parental leave, with an emphasis on pushing for the right ‘architecture’ rather than on calling for better pay rates (pay close to salary-replacement levels will of course be vital if any changes to the parenting leave system are to significantly impact on fathers’ ability to take substantial time off). The Government has yet to publish its plans following the Modern Workplaces consultation, but we continue to work hard behind the scenes to ensure that they feature:

• a larger allowance of reserved leave for fathers
• a greater proportion of leave that is shareable between mothers and fathers
• shared leave which rather than being ‘transferable’ (that is, maternity leave ‘owned’ by eligible mothers and passed on to the father), is distributed to each parent according to their own employment status.

Another long-standing goal of ours has been to reform the birth registration system so as to raise expectations in terms of the proportion of birth certificates with fathers’ names on them. This is important for children, so they are able to know ‘where they come from’, and also for fathers – who, if they are unmarried and don’t appear on the birth certificate, do not qualify for ‘Parental Responsibility’.

In March we organised a letter to Children and Families Minister Sarah Teather, who had blocked the enactment of joint birth registration, despite legislation allowing for this having already been passed as part of the 2010 Welfare Reform Act – a change for which we have campaigned long and hard (often as a lone voice and in the face of opposition from other quarters). This and some well-targeted behind-the-scenes lobbying seems to have done the trick because on Father’s Day, Government sources briefed the Sunday Telegraph that a trial of joint birth registration would begin later in 2012.

We hope to work with the Government and others to ensure that the joint birth registration trial operates in such ways that children’s right to know the identity of their father is properly protected – where necessary supporting mothers to understand the importance of registering fathers, and also providing an appropriate, safe response for the small number of mothers who may fear risk or harm to themselves or the child if steps were taken to contact the father.

The Government plans to amend the Children Act to include reference to the importance of children’s relationships with both parents after divorce. The change will make clear that ‘equal time’ with each parent is not assumed, and that the best interests of the child should be paramount. We support this move entirely, and recommended it in our response to the first consultation that the Government conducted on this matter. This year we sat on the committee that is designing structures for additional support for separated families. Funding has been announced and we will bid for some of this.
Shifting the culture

Building up the evidence base

This year we produced two small-scale reports which helped shed light on under-researched aspects of men’s lived experiences of fatherhood.

Family Man: British Fathers’ Journey to the Centre of the Kitchen explored British men’s attitudes towards, and experiences of, parental leave – and other aspects of active involvement in domestic life. Among other insights, the survey – which was commissioned by online retailer Ocado – revealed that 15% of the 40% of fathers who hadn’t taken Statutory Paternity Leave had not known they were entitled to it – and a further 8% had been told by their employer – illegally – that they couldn’t take it.

The Fathers’ Journey, which we produced in collaboration with Families Need Fathers, explored the experiences of separated/ separating fathers – and found that their transitions involved increased risk of unemployment, absence from work through sickness and declining mental health. The report, published by the All-Party Parliamentary Group on Fatherhood, was based on a survey of 295 separating and recently separated dads. Of these, two-fifths (41%) had changed their working patterns in the year before separation; just over half (53%) did so in the year following. Overall, 11% of the fathers who responded to the employment questions (and most did so) became unemployed or were signed off sick in the pre-separation year, and 22% in the year after.

Both these reports are available on our website, via the ‘Research’ tab.

Developing our media and public presence

This year we continued to work to increase our visibility by gaining as much positive press coverage as possible.

Our joint chief executive Adrienne Burgess appeared twice on the BBC’s The One Show; we also made appearances on the GMTV and BBC Breakfast sofas, as well as contributing to a wide range of national and local radio shows, including high profile phone-in shows like the Vanessa Feltz, Jeremy Vine and Kaye Adams shows.

We were quoted in relation to a variety of fatherhood and family-related stories in newspapers including the Telegraph, Times, Guardian and Daily Mail, as well as in specialist publications such as Children and Young People Now and Community Care. We took part in a Guardian roundtable, sponsored by Danone, about fathers’ role in pregnancy and childbirth – and this was reported on the Guardian Professional website.

In the absence of a budget for press and PR work, responding to journalists’ media requests and pitching articles is a big challenge. We do our best to respond to the most important stories, and to create opportunities to promote our work and key insights.

One relatively cost-effective tool we’re using to expand our organisation’s ‘reach’ to key media and influencers is online social networking. We published 25 blogs during 2011-12 on a variety of subjects, ranging from joint birth registration and parenting leave to ‘fatherlessness’ and the riots, and the Channel 4 series ‘Daddy Daycare’. Pushing these out through social media, especially Twitter, has helped raise our profile and communicate about our work quickly and in a simple, accessible way with key media and partner networks. Starting from zero, we have built up our Twitter following to more than 1,000 in the last year.

We have been learning much about new ways in which social media could help us as an organisation, and will continue to develop our use of social media tools during 2012-13 and beyond.

We update the Fatherhood Institute website regularly (it received more than 260,000 page-views during 2011-12 – an average of about 720 per day) and also manage three smaller, ‘satellite’ sites (for Fathers’ Story Week, the Dads Included online community and our Raising Happy Children parenting workshops). We communicate regularly through e-shots to our most loyal followers – the 8,000-plus professionals, academics and others who have signed up to the FI database; and the further 2,500-plus schools and others on our Fathers’ Story Week database.
‘Family Friendly’ – helping UK companies put dads centre stage

‘Family Friendly’ is a subscription scheme for UK businesses and organisations, coordinated by the Family and Parenting Institute. The scheme is designed to encourage organisations to develop more family-friendly products, services and working practices. On signing up to the scheme, members gain access to modules written by specialists in reaching, developing and delivering services to families.

As one of the partner organisations in the scheme, we were funded to write a total of 17 modules about various aspects of father-friendliness, ranging from marketing to dads, to developing father-inclusive employment policies. Taken as a whole, these modules form a useful and unique repository of strategic, evidence-based information, tips and ideas for private and public sector organisations about how to address and respond to modern fathers, with a view to improving staff retention and profits.

Fathers@ - an online solution for father-friendly companies

Fathers@ is a web-based support package we have created to help fathers stay engaged with their workplaces, while dealing with the joys and challenges of family life. Designed to fit seamlessly into company intranets, Fathers@ gives fathers all the information they need to cope with pregnancy, babies, childcare, relationships and their vital roles in child development – as well as keeping them up to date with entitlements to paternity and parental leave, options for flexible working, employee assistance programmes and the like. We have agreed a deal with My Family Care – a leading provider of childcare and other family-focused HR solutions, whereby they will sell Fathers@ as part of a bigger package for employers.

I was motivated to do something about my anger because of hearing about the stories of other blokes who had been in trouble with the police.

Dad who took part in a Staying Connected course
Over the past year we have written two major reports – both to be published during 2012. Feedback from Advisory Groups and from the funders, the Bernard Leer Foundation, has been enormously positive.

Advocating for Involved Fatherhood in the UK (1999-2012) tells the story of the strategies used by our organisation, both in its previous incarnation as Fathers Direct and now as the Fatherhood Institute, to persuade policy makers (in both local and central government) of the importance and value of specifying that fathers need to be thought about and engaged with in all aspects of policy relating to children and families; and that adult services should be more cognizant of the fatherhood status of their male clients. Key messages from this report were delivered by our previous CEO, Rob Williams, at a seminar in the US in October 2011, and stimulated enormous interest.

Fatherhood: Programmes and Policy - A Critical Review of Best Practice reviews policies and programmes that promote or facilitate the involvement of fathers from the pre-natal period through the first eight years of their children’s lives. The report establishes the evidence for these programmes’ potential to impact on family violence, child abuse or children’s health or learning outcomes. Twenty case studies from the Global North and Global South are described in some detail, plus a catalogue of additional projects. This report will contribute substantially to global understanding of ‘what works’ in engaging fathers, how such engagement can impact on mothers’ and children’s wellbeing, gaps in the evidence base and future directions in designing and implementing parenting interventions that reach out to fathers.
Spreading the word in Europe – and beyond

In October the fatherhood working group of the Czech Republic Government invited us to present at a pan-European conference “Toto, jak na to?” (Dad, how do I do it?) in Hradec Kralove, just outside Prague. The Toto, jak na to? project encompasses direct work with fathers, employers and family services and aims to promote the role of the father in family services, and promote debate around gender equality.

Our visit started with a brief tour of Prague on the way to the Ministry of Labour and Social Affairs for a meeting with the working group, which includes members of the League of Open Men, Union of Centres for Family and Community, social researchers and academics.

Around 100 delegates attended the conference, at which we delivered a presentation about how to build systematic engagement of fathers in family and children’s services. Other speakers included Nina Jon from Reform, a voluntary organisation in Norway, who talked about Norway’s more equal parenting leave system and how this has impacted on behaviour within families and in employment.

The Czech Republic and Slovakia are interested in working with us to promote our ‘Dads Included’ brand, and the Dads Included Test, across their public services. We hope to continue this collaboration, funding permitting.

Working with bankers across the world

At the end of 2011 - 12 joint chief executive Adrienne Burgess worked with around 700 senior bankers in major financial institutions in Edinburgh, London, Hong Kong, Singapore, Melbourne and Sydney. Among these, 90% were men, and they attended sessions of an hour to two hours in length on the topic of ‘Raising Clever Children – the difference a dad makes’. Adrienne was employed by CLSA Asia-Pacific Markets (Asia’s leading and longest-running independent brokerage and investment group) to work with their key clients as part of CLSA’s mission to approach their clients holistically, recognising them not only as committed workers but as individuals with family and other needs.

The sessions were enormously vibrant and successful, and men of all ages attended. A majority had younger children – and some attended even though they were not yet fathers but were already thinking about and interested in this role. CLSA reported that they had rarely, if ever, received such interest in a topic when they offered a speaker to their clients. Interest having been so great and enthusiasm for the sessions so marked, we are now developing strategies to take this work into other corporates.

Among the speakers were the Fatherhood Institute’s chief executives, and one of them, Adrienne Burgess, worked with family professionals and fathers on two occasions in Singapore, in July and October 2011. Invited and funded by the Singapore Government, mainly the Ministry of Community, Youth and Sports. She spoke at conferences and in seminars and ran workshops on father-inclusive practice in health, community services and Changi Prison. This association is continuing into 2012.

Adrienne also worked in Australia, presenting at a national men’s health conference.
Governance

We continue to be ably supported by our Trustees:

CHAIR: Jolyon Maugham (Barrister), Mark Bunting (Head of Strategy, BBC), Martin Field (Development Director, British Liver Trust), Tim Linehan (Project Lead Family and Parenting Institute), Professor Tina Miller (Oxford Brookes University), Julian Shaw (Finance & Operations Director, Simon & Schuster UK), James Spackman (Sales & Trade Marketing Director, Hodder & Stoughton), Carolyn Unsted (Headteacher, Sydenham School) and Charlotte Vere (Founder, Women On).

We are in the process of refreshing and extending our Board and anticipate welcoming new Board members during 2012.

Thanks to our staff

David Bartlett, Strategic Partnerships Manager
Adrienne Burgess, Joint CEO
Jeremy Davies, Head of Communications
Jeszemma Garratt, National Practice Development Manager
Chris Hyland, Finance Manager
Katherine Jones, Joint CEO
Mark Osborn, Programme Manager – Safeguarding
Vicky Pember, Fundraising Manager
Charlie Rice, Head of Health and Corporate Development

Thanks to our funders

Thank you to all of our funders who have given us grants over the past year including:

- Annandale Charitable Trust
- Bernard Van Leer Foundation
- Bewley Charitable Trust
- Bryan Lancaster’s Charity
- Burdett Trust for Nursing
- Clare King Charitable Settlement
- Department for Education
- Dulverton Trust
- EF Bulmer Benevolent Fund
- Garfield Weston Foundation
- Lindsay Foundation
- Mercers’ Company
- Modiano Charitable Trust
- N & P Hartley Memorial Trust
- Reuben Foundation
- Ross Warburton Charitable Trust
- Trust for London
### Summarised financial statements

**For the year ended 31 March 2012**

#### Income and expenditure

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations and grants receivable</td>
<td>780,609</td>
<td>440,557</td>
</tr>
<tr>
<td>Consultancy and publications</td>
<td>127,846</td>
<td>287,294</td>
</tr>
<tr>
<td>Investment income</td>
<td>69</td>
<td>249</td>
</tr>
<tr>
<td><strong>Total income</strong></td>
<td>908,524</td>
<td>728,100</td>
</tr>
</tbody>
</table>

#### Expenditure

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staff costs</strong></td>
<td>388,985</td>
<td>465,820</td>
</tr>
<tr>
<td><strong>Activity costs</strong></td>
<td>488,242</td>
<td>358,252</td>
</tr>
<tr>
<td>Governance</td>
<td>4,350</td>
<td>4,017</td>
</tr>
<tr>
<td><strong>Total expenditure</strong></td>
<td>881,577</td>
<td>828,089</td>
</tr>
</tbody>
</table>

**Net incoming / (outgoing) resources for the year**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net assets</strong></td>
<td>41,121</td>
<td>14,174</td>
</tr>
</tbody>
</table>

**Funds**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted</td>
<td>2,885</td>
<td>(     )</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>38,236</td>
<td>14,174</td>
</tr>
<tr>
<td><strong>Total funds</strong></td>
<td>41,121</td>
<td>14,174</td>
</tr>
</tbody>
</table>

### Reporting on summarised financial statements

The information on this page is extracted from the full 2011/12 Financial Statements which have been audited by Elliott Bunker Limited who gave an unqualified audit opinion on 10th July 2012. The auditors have confirmed to the Trustees that these summarised financial statements are consistent with the full 2011/12 Financial Statements.

The Financial Statements were approved by the Trustees and signed on their behalf on 10th July 2012.

The full 2011/12 Financial Statements will subsequently be submitted to the Charity Commission and the Registrar of Companies. These summarised financial statements may not contain sufficient information to gain a complete understanding of the financial affairs of the organisation.

The full 2011/12 Financial Statements are available on request from:

The Charity Secretary  
Fatherhood Institute  
Unit 1, Warren Courtyard  
Savernake  
Marlborough  
Wiltshire  
SN8 3UU  
Telephone 0845 634 1328

Jolyon Maugham  
Chair
The Fatherhood Institute is the UK’s fatherhood think tank.

The Institute (charity reg. no. 1075104):

- collates and publishes international research on fathers, fatherhood and different approaches to engaging with fathers
- helps shape national and local policies to ensure a father-inclusive approach to family policy
- injects research evidence on fathers and fatherhood into national debates about parenting and parental roles
- lobbies for changes in law, policy and practice to dismantle barriers to fathers’ care of infants and children
- is the UK’s leading provider of training, consultancy and publications on father-inclusive practice, for public and third sector agencies and employers.

The Institute’s vision is for a society that gives all children a strong and positive relationship with their father and any father-figures; supports both mothers and fathers as earners and carers; and prepares boys and girls for a future shared role in caring for children.

The Fatherhood Institute
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Telephone +44 (0) 845 6341 328
Fax +44 (0) 845 6838679
mail@fatherhoodinstitute.org
www.fatherhoodinstitute.org

Registered charity number 1075104