



ANNUAL REPORT 2024-25

**FATHERHOOD
INSTITUTE**

Supporting paternal
caregiving in the UK

www.fatherhoodinstitute.org

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WELCOME FROM OUR CHIEF EXECUTIVE



Kathy Jones

Chief Executive &
Head of Strategy

It's been an epic year for the Fatherhood Institute. After many years of presenting the case for high-quality support for fathers' engagement with their children through improved tax-funded services for dads in the first 1001 days and a better paternity leave offer, we're beginning to see the green shoots of change.

New campaigning organisations are joining forces to lobby for a better deal for the UK's fathers, and we've used our expertise to help build a watertight evidence base, for politicians, stakeholders, and families.

Change takes time, however, so in parallel with this, we have been busy designing a prototype for a '[National Paternity Service](#)' and in spring 2025 we secured funding to test it alongside international partners in one of the UK's devolved mayoral authorities. By the end of 2026, we'll have a ready-to-embed model to implement in

cities and systems across the UK, to ensure men are in the best possible health when they become fathers, supported by a huge network of well-trained Fatherhood Champions in senior roles in health, early years, and social care.

Testing innovative father-inclusive programmes that can ensure children with the most challenging fathers are well-supported is central to our mission. Over the last year, we've welcomed the opportunity to prepare for a feasibility study of Fathers for Change, a well-evidenced US programme for fathers who perpetrate domestic abuse, in the UK.

We look forward to sharing more about our many exciting strands of work over the coming months, and in our next annual report.

In the meantime, we are always looking for fathers to join our Dads' Panel and help shape our work, and for supporters to help us build the case for a more father-inclusive world. Do please join us on the journey.

A handwritten signature in black ink, reading "K Jones". The signature is written in a cursive, flowing style.

ABOUT THE FATHERHOOD INSTITUTE

The Fatherhood Institute is a UK charity working to build a society that values, prepares, and supports men as involved fathers and caregivers.

Research, family policy and services in the UK have been built around the assumption that mothers are/ should be responsible for looking after children. This leads to fathers being excluded and marginalised from key evidence, policy and support. We want to change that.



Vision

Our vision is of 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 caregivers
- Prepares boys and girls for a future shared role in caring for children

We want all fathers to receive the help they need to care for and spend time with their children - and to play their part in supporting their health, learning, and development. This has benefits for children, for women, and for society - as well as for fathers themselves.

OUR APPROACH



BRINGING FATHERS IN

Our strategy for 2025 - 2030

FATHERHOOD INSTITUTE

Laying the foundations for a National Paternity Service
www.fatherhoodinstitute.org

In February 2025 we published a new strategy for 2025-30, setting out our vision for a National Paternity Service, to sit alongside and complement a substantially improved statutory paternity offer for all new fathers.

This would provide:

Routine, 'light touch' engagement with all fathers and father-figures (including those who don't live full time with their children) by relevant professionals across health, education, social care, and other services - 'bringing them in' to services and providing them with high quality, evidence-based information and support

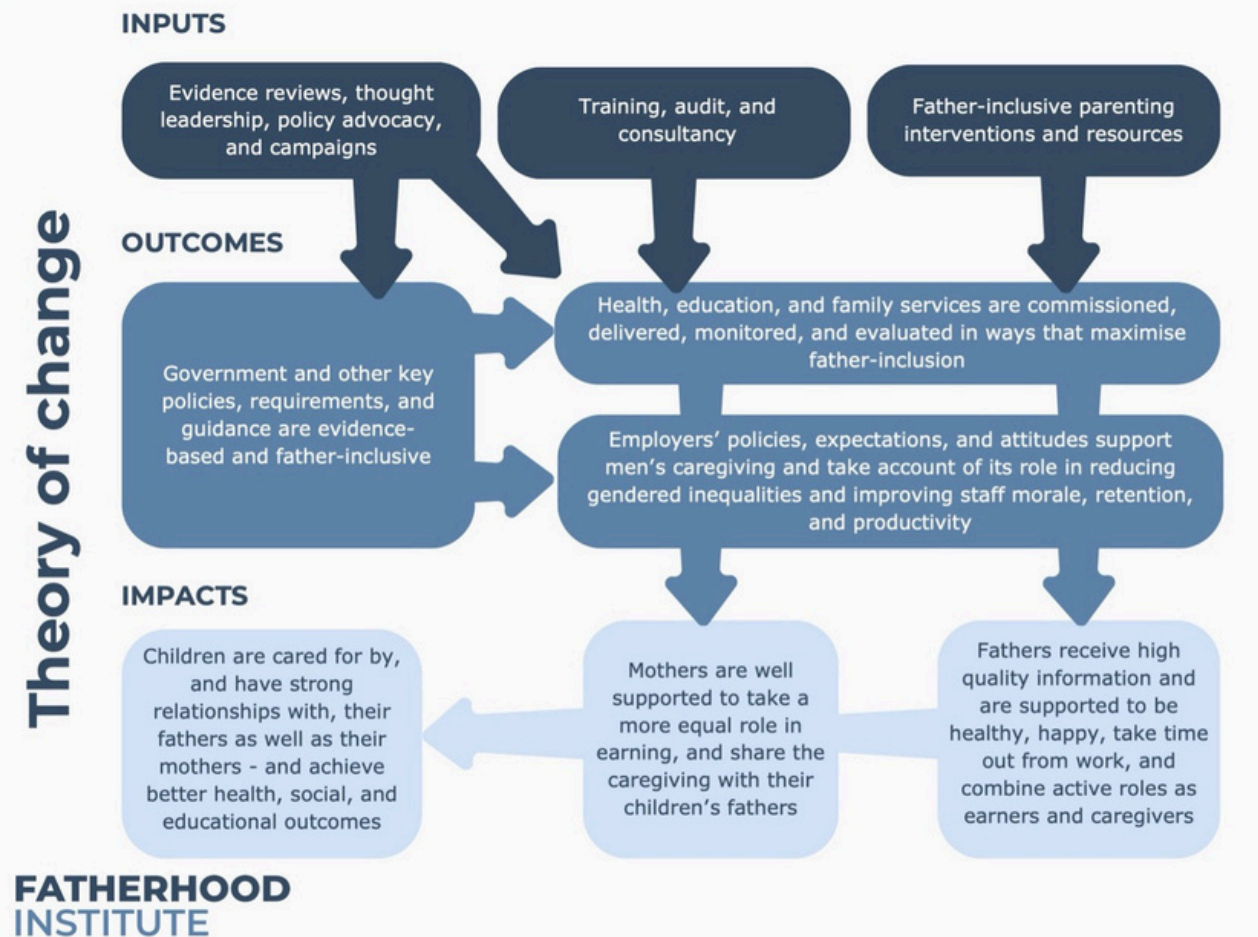
High quality, nationally mandated information and optional, facilitated support for fathers' safe early involvement as confident, active, and sensitive caregivers

Health checks for all expectant and new fathers, to help them adjust to fatherhood and look after their health; and to identify any concerns and refer them to additional support as needed

Targeted help for fathers at higher risk for low, poor quality, and/or risky paternal involvement - including 'own household' fathers, fathers who abuse substances, and fathers who have perpetrated and experienced domestic abuse

Father-inclusive relationship support for co-parenting couples

We also developed a Theory of Change diagram, describing how our work can help drive positive change for fathers, mothers, and children and a Paternal Support Pathway summarising our current training and resources for practitioners and parents.



WHO WE WORK WITH

Our stakeholders include government, NHS and local authorities, family service providers and organisations, universities (e.g. since 2018 we have been Co-investigators on three ESRC-funded research projects, led by Lancaster, Leeds and Middlesex Universities), national research organisations, NGOs, employers, funding bodies, social justice campaigners and activists – as well as fathers and the people who love them.



“I am so very impressed with the Fatherhood Institute’s research base and campaigning focus, and your Becoming Dad handbook is one of the best resources for new dads I have come across. Your work is truly inspiring.”

Dads and Partners Worker, Drummond Street Services (Australia)

HOW WE ARE FUNDED

Since we began, our work has been supported by grants and project-based funding from the UK Government (especially the Department for Education), the European Union, the Economic and Social Research Council, and a range of other funding organisations, including:



WALCOT FOUNDATION



The JJ Charitable Trust



THE DULVERTON TRUST

Most (74%) of our funding in 2024/25 was restricted (i.e. linked to specific grant-funded projects) and around a quarter came from commissioned training contracts.

See pages 37-38 for our 2024/25 statement of financial activities.

Around 25% of our income comes from commissioned training

OUR HISTORY

Since launching (as Fathers Direct) in 1999, we have worked on many fronts – and have successfully navigated the shifting sands of social policy and funding opportunities – to advance the inclusion of fathers in research, policy and practice, in the UK and overseas.

Throughout our history we have sought to challenge the political, social, economic, and cultural narratives that keep men, no less than women, ‘in their place’ – fostering a growing understanding that everyone needs to behave differently if men are to play a greater role in caring for children.

There is much work still to be done. Some highlights in our journey to date have included:



2017

Winning funding from the Nuffield Foundation for Contemporary Fathers in the UK: the most comprehensive review ever undertaken of decades of research into the roles and impacts of UK fathers in families. We have published six themed evidence reviews and created a UK fatherhood research library – a unique resource, systematically created through searches of eleven bibliographic databases and a systematic reference screening process

2018

Adrienne Burgess serving as special advisor to the House of Commons Women & Equalities Committee Inquiry on Fathers in the Workplace

2021

Being commissioned by the Department of Education to provide evidence reviews to inform the National Child Safeguarding Practice Review Panel's Inquiry into non-accidental injury of infants by fathers and other male caregivers

2022

Bidding successfully for funding from Foundations (the What Works Centre for Children & Families) to run a randomised controlled trial of ISAFE, an intervention we developed with CASCADE (Cardiff University Children's Social Care Research and Development Centre), in seven English local authority children's social care departments

2024

More than 14,000 people signing our parliamentary petition calling for six weeks' well-paid leave for fathers in their baby's first year

2025

Our 6 weeks for dads campaign helped secure a parental leave review from Sir Keir Starmer's government, and received the backing of the House of Commons Women & Equalities Committee

OUR PEOPLE

Trustees

Our Board provides oversight of the charity's work and organisational health, as well as offering invaluable practical ideas and guidance around operational matters, as needed. The trustees bring their own lived experience to bear on FI's work, as well as skills and insights from their diverse professional backgrounds.



Jack O'Sullivan - Chair

A co-founder of the FI, he wrote 'He's Having a Baby – the BBC Guide to Fatherhood' and launch-edited 'Dad', Britain's first consumer magazine for fathers. He currently develops thinktanks in research institutions.



Dr Shaddai Tembo

Shaddai is a lecturer in early childhood studies (UK and China) at Bath Spa University, an associate lecturer at the Open University and an independent speaker, trainer and consultant.



Nina Maxwell

Nina is a Principal Research Fellow based in CASCADE: Children's Social Care Research and Development Centre at Cardiff University. Her research interests include youth, risk and community, private law, and workforce development.



Will McDonald

Will, a freelance sustainability consultant, previously ran the Group Sustainability and Public Policy teams at Aviva, as a job share with another dad. Will has also worked in Govt., including as a Special Adviser to Rt Hon Yvette Cooper MP.



Yusuf Chadun

Yusuf is a primary school Governor, Chair of a charity helping young people with education and employment, and works for an NGO helping UK start-ups grow. He previously set up a flexible nursery with co-working space.



Andrew Baud

Andrew is founder and CEO of TALA, a fast-growing public relations agency. He is also a trustee of a young people's mental health charity and chair of a project to create a memorial to frontline journalists.

Staff team

We have a small core team, made up of five individuals who are passionate about father-inclusion and devoted to the continued success and expansion of our very special organisation.



Kathy Jones

Chief Executive & Head of Strategy

Kathy has strategic oversight of numerous of our projects which deliver research, systems change, workforce development and programmes for fathers and/or families in health, education, and social care across the UK



Dr Jeremy Davies

Deputy Chief Exec; Head of Impact & Communications

Jeremy leads our communications and policy work; contributes to research; leads impact partnerships with universities and other partners; develops evidence-based resources; writes funding bids; and is our press contact



Jeszemma Howl

Head of Training

Jeszemma develops, designs and coordinates our training, parenting programmes, and consultancy services



Adrienne Burgess

Head of Research

Adrienne leads our research strategy, directing and contributing to our research projects. Adrienne was a co-founder of the FI



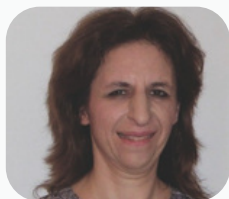
Alison Clare

Head of Transformation

Alison leads on developing new initiatives, partnerships, and ways of working that deliver our strategy, extend our reach, and increase impact

Associates

We also have a small group of associates, with whom we collaborate closely on aspects of our work.



Rebecca Goldman

An independent research consultant and evidence specialist, who offers ongoing support to our research team. Rebecca was lead author on two of our Nuffield Foundation-funded evidence reviews



Carole McEwan

Carole is an independent book-keeper who has kept the financial side of things running smoothly at the Fatherhood Institute since 2017



Frankie Johnson

Frankie is a freelance communications consultant, who works on the communications strategy for FI, branding, and design. She also built and maintains our website, and manages our social media platforms



Lora Couzens

An independent business support administrator specialist providing ongoing support to our Head of Training

Our training team comprises a group of friendly and expert associate trainers, from a wide variety of backgrounds and experiences, including: early years, community engagement, mental health law, youth work, health, children's services, and domestic abuse programmes, amongst others.

TRAINING THE FAMILY WORKFORCE

In 2024-25 we designed and delivered a wide range of courses for family services, ensuring our offer remained responsive to the evolving requirements of the new Family Hubs guidance.

Alongside this, we supported local authorities through long-term training contracts, strengthening practice and embedding sustainable approaches to father-inclusive work.

We also completed delivery of our ISAFE programme, within a randomised controlled trial evaluation across seven English local authorities.

Our training delivery broke down into four key 'offers':

- ➔ Fatherhood Champions
- ➔ Seminars and one-day courses
- ➔ Parenting programmes
- ➔ FREE Think Fathers webinars

"I had the pleasure of listening to our new Fatherhood Champions deliver presentations about how they see their role influencing practice and changing culture for the benefit of fathers and families. It was inspiring to hear the collective positivity, enthusiasm, and commitment to the cause."

Commissioner (Family Hubs Programme)

Fatherhood Champions

We continue to expand, develop, and support Fatherhood Champions across the UK. This unique and impactful programme provides training, peer learning, and practical resources that enable practitioners to more effectively engage fathers and father-figures in their work.

The programme is showing measurable improvements in service delivery, with Champions reporting greater confidence, improved skills, and a stronger ability to reach and support fathers in their communities. Families benefit directly from this shift, with services that are more inclusive, responsive, and attuned to fathers' vital role in children's lives.

The initiative is consistently highly evaluated and valued by both participants and the family services they represent, reinforcing its importance in strengthening practice and embedding father-inclusive approaches at a local level.

Together, these Champions join a growing national network of advocates and practitioners who are reshaping services to ensure fathers are recognised, supported, and empowered to play their full role in family life.

Fatherhood Champions trained in 2024/25



Map: Fatherhood Institute • Created with Datawrapper

Seminars and one-day courses

We delivered a range of courses and seminars commissioned by local authorities across England:

- Working with fathers in the transition to fatherhood
- Reducing parental conflict
- Working with fathers in the early years
- Father-inclusive health services
- What we think about fathers
- Working with resistant fathers
- Fathers and safeguarding
- Basic awareness of fathers and fatherhood

**We trained +450 participants
in father-inclusive practice**



“The presenters were amazing, such well-paced delivery and opportunity for group discussion. Nothing felt rushed through and as professionals we had the chance to properly explore each topic.”

Training course participant

Parenting programmes

Our **Fathers Reading Every Day**

programme acts as a catalyst, enabling early years settings to better value and engage with fathers. It's also a simple and powerful way to build greater closeness between children and their dads, and improve early language development. Family Hubs in Medway, Halton, and Doncaster have delivered new FRED programmes this year.



With funding from the Mercers' Company Young People & Education strand, we undertook the second year of delivery of a four-year programme (2023-27) of FRED in early years settings in Lambeth.



Working in partnership with Unity Matters, we trained early years practitioners in five new settings - including nurseries attached to schools, private, voluntary, and independent settings, and childminders. We trained practitioners to understand fathers' roles and impacts and provided all the resources needed to support the annual implementation and evaluation of FRED.

Are you a father or father-figure living in or near Lambeth?

JOIN THE DAD SQUAD

Would you like to 'give something back' to your local community, meet and support other dads, and share or build your skills?



Find out more today

Name:

Contact details:

FATHERHOOD
INSTITUTE



FUTURE
men

St Michael's
Fellowship

THE
MERCERS'
COMPANY
Traders in The Charity of St Michael & All Angels

In year two of the rollout, we initiated a new approach to engaging with early years settings, building a Dad Squad of father-volunteers who have previously participated in FRED. It's been hugely successful in encouraging dads to sign up, having heard first hand from other dads about the benefits of taking part.

Becoming Dad is a powerful one-off course for expectant and new fathers, which goes hand in hand with our 'Looking out for dad' campaign. We have trained practitioners across Medway to deliver these empowering sessions to men as they transition into fatherhood.





Foundations invited us to participate in their evaluated Changemakers programme, aimed at testing a route to embedding evidence-based interventions in local authorities. We trained cohorts of practitioners in Stockport and York to deliver our perinatal couple programme **Family Foundations**.



"I feel equipped with knowledge to help colleagues and others to work together to ensure we are including fathers in our practice. This training has left a mark on me that I feel will impact my practice whatever role I do in the future."

Training course participant

FREE Think Fathers webinars

We delivered two free and highly valued webinars as part of our Think Fathers initiative:



Fathers and their sons'* *education

October 2024



Towards a father-* *inclusive health service

January 2025

Together, these events reached 252 participants:

- Showcasing outstanding practice
- Sparking meaningful engagement
- Supporting key discourses on fathers' wellbeing
- Contributing to key discourses on the 'boy problem' (later highlighted in the hugely influential Netflix show 'Adolescence') and the proposed Men's Health Strategy for England.



Improving Safeguarding through Audited Father Engagement

ISAFE is an innovative online learning package we developed in partnership with CASCADE (the Children's Social Care Research and Development Centre at Cardiff University) to strengthen how local authority children's social work departments engage with fathers and father-figures.

With funding from Foundations (the What Works Centre for Children and Families), we delivered ISAFE to social workers in seven English local authorities between 2022-24, as part of a randomised controlled trial independently evaluated by Ipsos.

ISAFE

Improving Safeguarding
through Audited
Father Engagement

The evaluation showed that ISAFE can deliver small but significant improvements in social workers' confidence and competence in engaging fathers. We are due to publish our analysis of the full findings soon, providing important insights into how father-inclusive practice can improve safeguarding outcomes and shape service delivery nationally.

Looking ahead, we see strong potential for ISAFE to be scaled and embedded more widely, supporting local authorities across the country to make father-inclusive practice a standard part of safeguarding and family support.

RESEARCH AND INNOVATION

In 2024-25 we have provided advisory input to several key research partnerships, as well as developing our unique online fatherhood research library, and supporting the adaptation of a potentially groundbreaking intervention for families affected by paternal domestic abuse.

- ➔ Our Endnote Library
- ➔ Supporting other people's research
- ➔ Engaging fathers in research
- ➔ Developing new interventions



Our Endnote Library

We continue to keep updated our magnificent online library of UK research, the main section of which is a +4000 collection of mainly reports, academic journal articles, and book chapters relevant to fathers in the UK from 1998 to the present day.

We are commissioned by researchers to provide lists of references on topics they are researching; and constantly draw on the library ourselves to:



Brief journalists



Support other organisations' lobbying efforts



Write blogs on topics from men's health to UK data on fathers



Evidence our responses to key consultations



Underpin our campaigns



Write briefing papers



Develop seminars and workforce development courses



Identify, evaluate and roll out interventions with fathers and families

Supporting other people's research

In 2024/25 we served on advisory committees of key projects including a parental leave economic modelling study (University of Bath) and a project on triadic interactions between infants and their fathers and mothers (King's College, London).



Transition to Parenthood in SMEs

As co-investigators on the ESRC-funded study we helped shape the employer and employee questionnaires that will underpin the final report (due in late 2025), and have provided advice on participant recruitment methods, content development, and messaging.

We regularly distribute requests from researchers seeking fathers to participate in their projects, and encourage our followers to respond to consultations - including one by the Office for National Statistics, to improve collection of 'dad data'.

We are regularly co-investigators (or co-leaders) in funding bids led by major universities - this year in Scotland and Wales, as well as in England - where our roles include advising on research methods, engaging fathers, and disseminating findings.

Engaging fathers in research

Following decades of developing expertise in engaging fathers in health, education, and family services, we are now being commissioned to support fieldworkers and others to engage fathers in research. This year, we advised three major cohort studies on engaging fathers, including those who do not live full time with their children ('own household fathers'):



Education and Outcomes Panel Study

This important research study, managed by the [National Centre for Social Research](#) and funded by the [Department for Education](#), is following children and young people in England as they go through school and beyond. It will help influence the future development of schools and other services young people and their families.



Generation New Era

Led by the [Centre for Longitudinal Studies](#) at UCL, this new study will track babies through their childhood - the first UK-wide birth cohort study in 25 years. Our role is to advise on 'dad-data' and how to maximise father recruitment and retention for the two funded waves of data collection

As recognised experts we also deliver training, including a [short course](#) for the National Centre for Research Methods on 'seeing' and researching fathers using secondary analysis.

Developing new interventions

We are almost at the end of the adaptation phase of a project to bring **Fathers for Change**, a well-evidenced 1:1 therapeutic programme for families affected by paternal domestic abuse, developed at Yale University in the US, to the UK.



We've worked closely with the whole project team to explore the matches and mismatches between UK and US delivery contexts, Home Office guidance on work with perpetrators, and substantive differences in workforce qualifications and experiences. It's been a challenging project, but we hope to start pilots in south London in early 2026.



*Programme
developer and
delivery site*



External evaluator



Funder

ADVOCATING FOR A BETTER DEAL FOR FATHERS

During 2024-25 we stepped up our policy advocacy work, helping to secure a commitment from Sir Keir Starmer's Labour Government to improve the UK's statutory paternity leave, review the wider parental leave system, and develop a Men's Health Strategy.

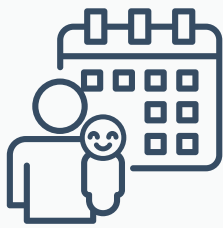
- ➔ Six weeks for dads campaign
- ➔ Looking out for dad campaign
- ➔ Extending our reach with the public



Six weeks for dads campaign

Our campaign, launched in summer 2023, went from strength to strength in 2024/25 - laying the foundations for a vintage year in terms of fathers' visibility within debates on family policy.

Our key asks



All UK fathers to have the right to six weeks' well-paid leave in their baby's first year, as a minimum, including:

- Two weeks' paternity leave, to be taken after the birth*
- A 'daddy month' (four weeks) of non-transferable parental leave, to be taken within the baby's first year - ideally solo, when the mother returns to work*



To allow fathers to provide unplanned support during the mother's maternity leave, we recommend an allowance of additional 'crisis days'



The six weeks' leave should be paid at 90% of average weekly earnings, just as the first six weeks of maternity leave is now. It should be a Day 1 right for all employed fathers / second parents, and with a payment 'cap' for high earners

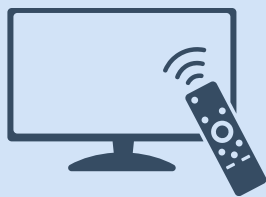


There should be a Paternity Allowance for self-employed fathers/ second parents, similar to the Maternity Allowance currently available for mothers ineligible for maternity leave

Following our [Parliamentary petition](#), which closed in January 2024 with +14,000 signatures from citizens across the UK - and continued campaigning from ourselves and [Pregnant then Screwed](#) against the Conservatives' tweaks to paternity leave in April 2024 - the Labour Party's General Election Manifesto pledged to extend paternity leave eligibility, and to review the parental leave system in its first year of government.

Both before and after the election, we engaged with [Secretary of State for Business & Trade Jonathan Reynolds](#); and [Minister for Employment Rights, Competition & Markets Justin Madders](#), to push them on the need for a substantially improved statutory paternity offer.

Press activity



A 20-minute slot on Storm Huntley's [Channel 5 show](#) discussing 'more paid time off for dads' (June 2024)



Expert commentary for specialist publications ([Personnel Today](#), [HR Magazine](#), [People Management](#))



FI analysis of data about employers' enhanced leave offers, published in [Personnel Today](#) in Sep 2024, revealed that fewer than half of the 'top tier' organisations offer equal parental leave to mothers and fathers



[FI summary](#) of Clare Matysova's research on higher education institutions' maternity, paternity and shared parental leave offers, as well as a [Meet The Experts](#) video interview (Nov 2024)

Campaign resources



Published 7 additional case studies of fathers' experiences of paternity and parental leave



Produced 4 video interviews with academics whose work supports our rationale for change



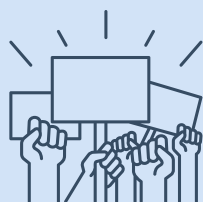
Launched a new social media series spotlighting +20 companies that meet our campaign goals



Launched a campaign video, with thanks to funding from The Mercer's Company and produced by Media Trust



Parliamentary activity



We provided pro bono consultancy to The Dad Shift, a new campaign group raising awareness about the UK's poor paternity leave policies (Sep 2024); and joined them to protest outside Parliament and hand in an open letter to Sir Keir Starmer (Oct 2024)



We submitted written evidence to the House of Commons Women and Equalities Committee's inquiry into paternity and shared parental leave (Feb 2025); and worked closely with economists from the University of Bath on a project timed to feed into the Government's parental leave review



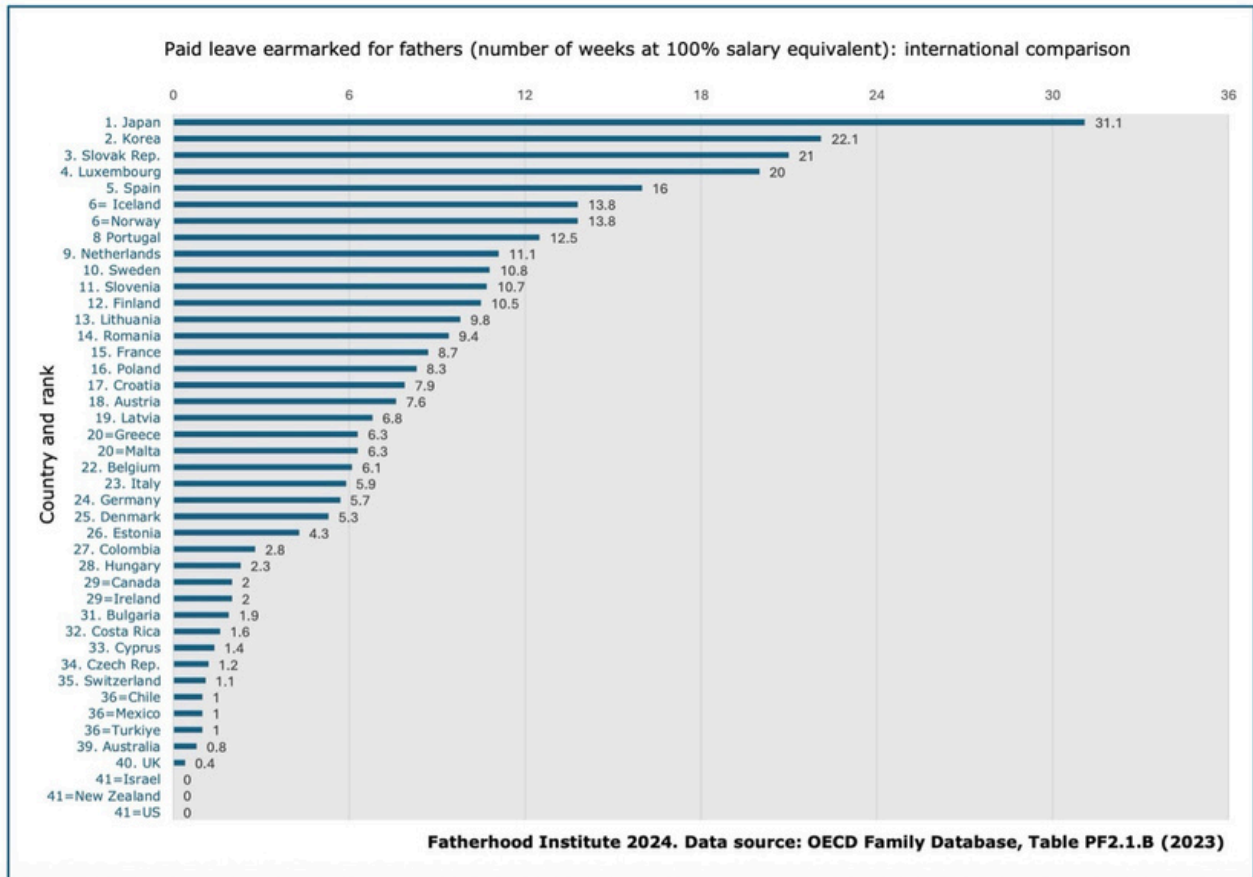
We held individual briefings with MPs and shared numerous written briefings with MPs from across the House between Sep 2024 and April 25 - including one sent to all 650 UK MPs before the first ever Westminster Hall debate on paternity leave (Nov 2024). Several MPs tabled Parliamentary Questions based on our briefings



We worked closely with key Parliamentarians and the press to push for amendments to the Employment Rights Bill, including supporting Stella Creasy MP's proposed amendment calling for paid and protected leave for dads

We may not see significant changes in the statutory offer within the lifetime of the current Parliament, but we continue to argue the case for them. We remain hopeful that the momentum we've built over the last couple of years will pay dividends in the longer term, and take heart from our #6weeks model now being a widely accepted 'next step' (including within Parliament - e.g. the Women and Equalities Committee - and among key advocacy groups - e.g. Joseph Rowntree Foundation).

We will continue to do all we can to push for a UK parental leave system that places us higher up the international league table for reserved, well-paid leave for all fathers - from our current position of 40th out of 43 OECD countries.



Looking out for dad campaign

In 2024, we welcomed into the world #6weeks' little brother - 'Looking out for dad': a campaign which focuses on improving the support fathers receive for their physical and mental health, and safe parental involvement, especially when they first become dads.

Our key asks



A 'new dad' health check

We want all fathers to have the right to an NHS health check, covering key issues that can impact their own ability to be a great dad. We want all fathers to receive a 'new dad' information guide, covering health and health behaviours as well as fatherhood issues - to help them do the best job they can as a hands-on father and access help if they need it



Father-inclusion training

We want key health staff - including midwives, health visitors, mental health practitioners, and GPs - to be trained and required to engage with fathers, and support men's fatherhood as a matter of routine. There should be a ring-fenced budget for this mandatory practitioner training, with resulting father-engagement monitored and evaluated



Father-inclusive service design and data systems

We want father-inclusion in perinatal services to be strengthened by greater service coordination and improved commissioning, and father-inclusive data systems to routinely record father's details

We launched the campaign in partnership with Men's Health magazine in preparation for the Department of Health and Social Care's launch (in spring 2025) of a public consultation on a proposed Men's Health Strategy.

Expected to finally be announced in November 2025, that's something we and others (including Movember and the Men's Health Forum) have been pushing for over many years - as outlined in this May 2024 blog.



LOOKING OUT FOR DAD

What we're doing

One aim is to persuade Health Secretary Wes Streeting to introduce an NHS 'new father' health check - for which we are coordinating an open letter - along with other reforms to support more father-inclusive services. For the latter, we've been briefing MPs and peers to amend the Children's Wellbeing And Schools Bill, enabling the linking of fathers' and children's health records.

Another goal is to identify, learn from, and amplify best practice in father-inclusion by health and other relevant family services. An example of this was our free 'Towards a father-inclusive health service' webinar (Jan 2025) featuring two guest speakers:

- Dr Joanne Nicholl - designated doctor for safeguarding children in NHS Somerset and GP, talking about her programme to support the health and welfare of new fathers
- Carolyn Le May - clinical quality & assurance lead nurse for Suffolk (one of our Fatherhood Champions), who has piloted the opening of fathers' health records in the perinatal period

EXTENDING OUR REACH WITH THE PUBLIC

We continue to build our brand across our public-facing communications channels as well as in the press, to raise awareness of our charity, boost our advocacy influence, and reach new target audiences.

Activity



We have been quoted, and had our research referenced, in press articles addressing a range of topics, in outlets including: the Telegraph, the Financial Times, and the Independent



We updated our 2023 briefing on stay-at-home dads in the UK with the latest ONS data



We hosted a focus group in collaboration with Birmingham Newman University about fatherhood and social media



We were a featured speaker on a live webinar on navigating parenthood, identity, and the workplace (Nov 2024)



We have published +10 blogs across our five policy work streams: health, education, work, safeguarding, and diversity

Newsletter

Our quarterly newsletters across 2024/25 had an average open rate of 50% - compared to an average 30% open rate for charities

We have +3,000 email subscribers

Dads' Panel

The FI Dads' Panel is a diverse group of fathers from across the UK who take their caring responsibilities seriously – and who come together online once every three months to provide feedback on the Institute's work, help us plan our future strategy, and contribute to our advocacy. We have +30 registered members.

Since launching in November 2024, we have hosted three meetings:



When both my daughters were born I remember going to endless appointments with my wife, which were all about her and the baby – because obviously that was the important thing. But I did always feel like a bit of a passenger in that process.

FI Dad's Panel participant

**FATHERHOOD
INSTITUTE**



Taking leave to look after my baby is the most transformative thing I've ever done. It changed everything.

Fatherhood Institute Dads' Panel participant

**FATHERHOOD
INSTITUTE**

How to mobilise dads in the campaign for better paternity and parental leave

Fathers' experiences of the perinatal health system

DADS AT WORK: THE INVISIBLE PARENTS?

JOIN OUR NEXT DADS' PANEL SESSION

May 22nd
1 - 2pm

DR HELEN NORMAN
Leeds University Business School

DR JEREMY DAVIES
Fatherhood Institute

FATHERHOOD INSTITUTE

How employers view and support men when they become fathers



Co-hosted with Dr Helen Norman from the Transition to Parenthood study

Supporter offer

In June 2024, we launched our Fatherhood Institute content subscription aimed at fathers, mothers, and others who care about how we parent our children. From launch through to the end of 2024/25, the supporter offer brought in £615.

In exchange for a recurring monthly donation, supporters gain exclusive access to our curated selection of interesting, useful, and inspirational content, updated monthly (silver); as well as unlocking an FI-approved gift after six months of payments (gold), sent in the post.

The (gold) supporter gifts were secured through a partnership with Harper Collins and are therefore at no additional cost to the organisation (bar postage).

100% of donations fund our campaigns

Social media

We continue to grow our community on our social media channels:



+57%



+46%

STATEMENT OF FINANCIAL ACTIVITIES

Profit and Loss Account to 31 March 2025

	2025	2024
	Total funds £	Total funds £
Income & endowments		
Donations & legacies	158,760	40,001
Charitable activities	308,311	341,302
Investment income	6,551	3,946
Total income	473,622	385,249
Expenditure		
Expenditure on charitable activities	390,811	361,393
Intentional reserves expenditure	37,009	-
Total expenditure	427,820	361,393

	2025	2024
	Total funds £	Total funds £
Net income & net movement in funds	45,802	23,856
Reconciliation of funds		
Total funds brought forward	278,116	254,260
Total funds carried forward	323,918	278,116

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

For a fuller breakdown please refer to our full accounts. These are published, along with our previous accounts and summary reports, on the [Charity Commission website](#).

CONTACT US

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