



The Parenting NETWORK

Sponsorship Pack 2024



ABOUT TPN

The Parenting Network is a non profit charitable organisation working to empower parents and build a supportive community of families in Portsmouth, Isle of Wight and Southampton.

Our Mission:

Connecting through charitable targeted and universal support, seamless collaboration with local services and a family-centred approach we aim to educate, create opportunity and share skills that empower families to raise resilient, self-assured children with better health and social outcomes.

We actively listen to parents within our communities, providing advice, support and signposting towards more appropriate specialist services. Our work with families is delivered through a series of engaging programmes that promote learning & development, strengthening of family bonds and bringing people together whilst also tackling stigmas, gender stereotyping, mental wellbeing and social isolation.



It is important to us that all of our activities are inclusive and accessible to all - for this reason all of our programmes are FREE to access.

Regular groups:

179

sessions
delivered

405

unique
families

4852

engagements



Community events

8

community
events

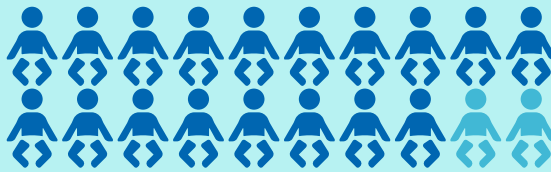
1500+

families

The Baby Bank

722

referrals



1385 children
supported



Comms

30000

annual website
views

2860

Facebook
likes

1217

Instagram
followers

OUR PROGRAMMES



The Parenting Network (TPN) is in a really exciting point of growth and expansion. Following 6 years of delivering our renowned family support services in Portsmouth, we are launching a range of new programmes and expanding our existing programmes, to reach and support even more people.

In 2023 we were delighted to be commissioned by three local councils to deliver and grow our work across Portsmouth, Southampton & IOW.

For 2024 we have launched 'Get Set Go', a school readiness programme; Families, YMC & Dadzclub have all got new groups in Paulsgrove and Bump & Baby is offering even more Baby Massage and Starting Solids sessions. We are also in the developing stages of 'Embrace', a support group for young people affected by ACE's.

And... The Portsmouth Baby Bank has some very exciting and big developments coming soon. Watch this space!

To see more about our work, we would encourage you to watch our new film which demonstrates our core work and values: vimeo.com/855950566

OUR PROGRAMMES



The Portsmouth Baby Bank supports families who are facing financial and emotional challenges by providing basic essentials for babies and young children. This service can be accessed on a referral basis, through health visitors, midwives and other third sector support.



Portsmouth Bump & Baby provides free to access Birth preparation, Baby Massage and starting solids workshops, so that all families can access essential parenting knowledge and support without discrimination.



Dadzclub provides weekly opportunities across Portsmouth, Southampton & IOW for Dads and their children to come together and bond through fun activities. Peer sharing also supports Dads in the parenting journey and encourages the development of informal support networks. Monthly Dadzchat sessions in partnership with NHS Talking Therapies are also available to support male mental health.



A new project currently in development, Embrace will provide young people affected by ACEs (Adverse Childhood Experiences), the tools and support to improve their life outcomes and break generational cycles.



Weekly, universal provision for ALL families, to come together, play, share and learn. These sessions are a great opportunities for parents to meet new people and socialise, while children are participating in activities and play opportunities. Healthy snacks are provided at groups to promote nutrition and ensure all children have access to healthy food in the current economic crisis.



Get, Set, Go is our brand new school readiness programme. Portsmouth currently has the lowest levels of school readiness at the end of Early Years Foundation Stage (EYFS) in the whole of the South East region. Get, Set, Go provides a 5 week programme of activities to support the development of children aged 3-5yrs.



Mischief Makers is a programme of interactive, cultural activities for families to participate in together. We believe that all families should have access to arts and cultural opportunities and the impact they can have on the social and emotional development of children. We are currently seeking opportunities to expand this programme for 2025.



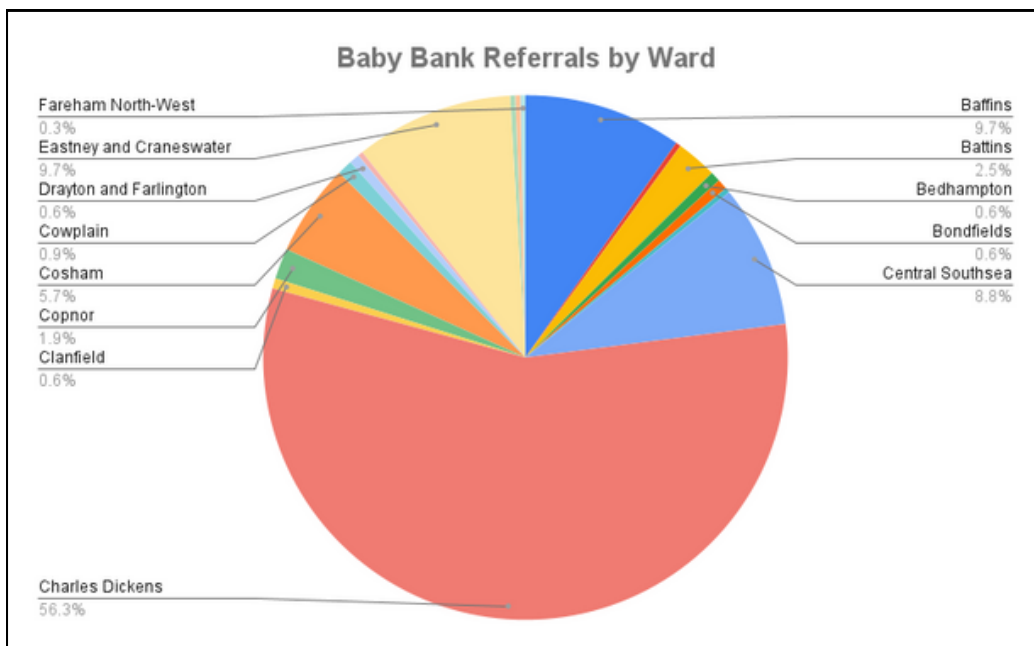
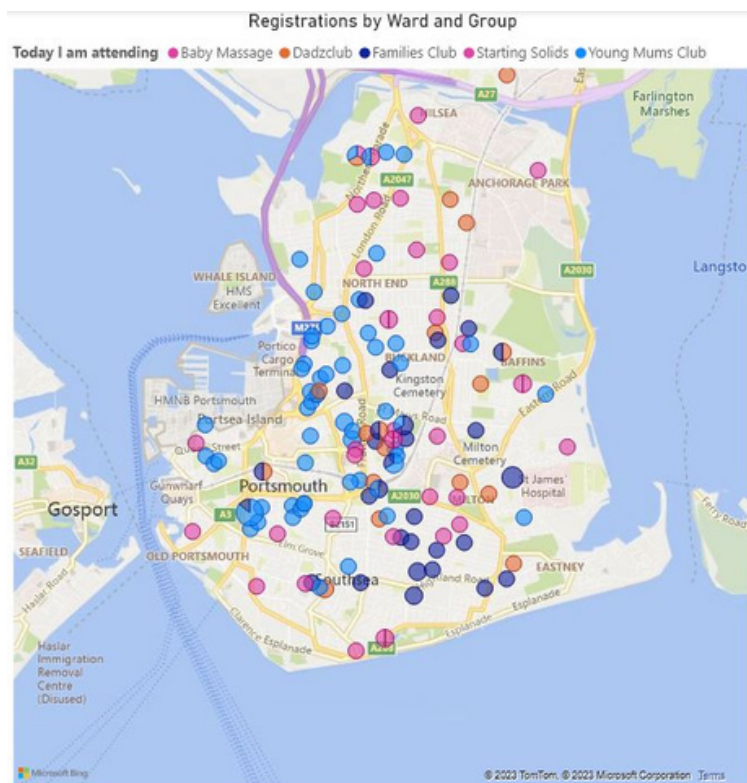
Young Mums' Club (YMC) provides weekly groups in Buckland, Paulsgrove and Somerstown for Mum's up to the age of 25 and their children. This targeted provision ensures a safe space to come together, meet peers, develop social connections, access perinatal support and developmental opportunities for their children.

WHERE WE WORK

The Parenting Network was set up to support people across Portsmouth - a city with some of the highest levels of deprivation in the UK. In 2019 the ONS stated that in one ward of the city 42.9% of people are income-deprived and 20% of all Portsmouth children are living in low-income families.

We really see the impact of this with the families we work with, and the struggles that families are currently facing to provide for their children, even more so with the current cost of living crisis.

The map to the right, demonstrates the reach that TPN currently has across the city through our weekly groups.



56.3% of all Baby Bank referrals last year were from families in the Charles Dickens Ward, the ward with the highest rate of deprivation in Portsmouth

In one quarter of 2023, our Baby Bank referrals were up by 430% on the previous year!

TPN is proud to now be a commissioned service in Southampton and the Isle of Wight. Our renowned Dadzclub programme is now operating across 6 venues, with one further venue in development - this means a huge number of Dads/male care givers will be able to access much needed perinatal support; parenting development and family bonding opportunities for FREE.

We are looking to develop our services in these locations, so if you are interested in supporting a new Baby Bank or bringing Young Mums' Club to new areas, we want to hear from you!

SPONSORSHIP OPPORTUNITIES



TPN Core Sponsor

Support us in delivering all of our incredible services by helping us to raise those essential core costs. While it doesn't always sound like the most interesting of support packages, all not-for-profit organisations cannot exist without overheads, and the incredible people that work for TPN are those at the heart of the organisation, bringing experience, enthusiasm and empathy to all the people we work to support.

By making a donation to our core costs you will receive:

- Your logo/credit on all marketing and advertising materials
- Your logo on the TPN website with a link through to your website.
- Logo/credit on social media platforms.
- VIP invitations to TPN events, such as our annual Stakeholder and International Men's Day events.
- Special mention and thanks at events and community days.

Project Sponsor

Is there a TPN project which is close to your heart? Why not sponsor one of our core programmes and support us in delivering to more families or across more locations.

Choose from:

The Portsmouth Baby Bank; Bump & Baby; Dadzclub; Families; Get, Set Go; Mischief Makers, YMC.

- Your logo/credit on project specific marketing and advertising materials
- Your logo on the TPN website with a link through to your website.
- Logo/credit on social media platforms.
- Invitation to stakeholder and project specific events

Event Sponsor

TPN delivers a number of annual events, raising awareness of issues important to the people of Portsmouth and developing links with the community. Would you be interested in sponsoring our renowned International Men's Day event promoting support for Men's Mental Health? Or would you like your brand to be our headline sponsor across our work with Victorious festival, keeping more children and families safe?

- Branding at events, including use of banners and printed materials
- Your logo on the TPN website with a link through to your website.
- Logo/credit on social media platforms.
- Attendance at the sponsored event
- Special mention and thanks at the event

WHY SUPPORT US?

If you need any more encouragement as to why you should support TPN, here are a few reasons:

1) You will be supporting many of the most vulnerable people in Portsmouth to lead more positive lives and have better life chances. Children engaged in any of TPN's services will have better health and social outcomes. All with YOUR support!

2) We're all Portsmouth people, seeking to make the city a better place for families. Do you want better services for your family or those you work with?

3) In 2022/23 we supported over 400 families and that number is growing rapidly. Do you want to be a part of making that growth and impact happen?

4) TPN delivers some incredible annual events, which you could be a part of. Sponsoring will mean you get VIP access to our International Men's Day event and our stakeholder events - a great way to show people where your support is going.

5) Through TPN you will have a wealth of low-cost positive marketing opportunities - from the heartwarming stories coming out of our groups; impact reports and social media, there will be plenty of opportunities to align your brand with this well respected family support organisation.

6) Come and meet new people! The team behind TPN and all of our delivery staff are wonderful; they are incredibly passionate and knowledgeable about what they do and are always happy to meet and speak to new people who are interested in our work!

7) Get your staff involved in our work. Whether you want to come and volunteer for a few hours or promote our universal groups to the families in your organisation, it's a great way to promote a sense of community and bring people together!

8) It will set you aside from your competitors and show that you are different, caring and responsible. Expand your CSR offering and do something truly meaningful!





THANK YOU!

If there is anything you can offer, we would be delighted to discuss this in more detail with you. The event will offer great marketing & networking opportunities, with all sponsors invited to attend the event to meet our award nominees and special guests.

Please contact Vicky Chapter, Fundraising Manager: vicky@theparentingnetwork.co.uk



The Parenting Network
Portsmouth