

Parenting today is a tough job

It affects your workers and your workplace. You can improve your employees' lives and your company's bottom line

Today, more than ever, working parents find themselves in a juggling act, trying to balance work and family

85% of working families are either dual-earner or single head-of-household families. So, child care issues have a big impact on these parents' working lives – and on their co-workers as well.

Child care issues also have a big impact on their employers

Absenteeism – 25% of all employee unscheduled absenteeism is tied to childcare problems.

Recruiting – is a particularly acute problem in healthcare. The average nurse is 47 years old, but young nurses have young children – and childcare complications compound all other issues that keep them out of the work force.

TodayCare Childrens Centers. Real solutions for child care and for business

TodayCare Children's Centers provide alternative and traditional child care at employer sponsored centers, on or off campus. We serve children from the ages of 6 weeks to 12 years. TodayCare is uniquely able to tailor a child care solution to the needs of your employee base. We can design facilities and provide quality staffing for a wide range of child care needs.



When a company sponsors a center that uniquely meets the needs of the working parents – for traditional child care, alternative child care or both – the employer gains one of the strongest recruiting and retention tools possible.

We've developed successful child care centers for hospitals, banks, community colleges and universities.

To hear what some of our clients say about TodayCare, go to www.todaycare.com. Click on "About Us" then on "Parent" or "Client" testimonials.

It's all about quality

“We don't have any family close by, so it's a life saver for people like us who don't really have a back up situation... it's one of the few places that I feel comfortable leaving my child.”

Brandy Hallway, Trust Officer
Estate Settlement Department
AmSouth Bank, Nashville, Tennessee

TodayCare offers an enriching, age-appropriate curriculum in a safe, happy and nurturing environment

Special features include:

- *Fully qualified staff of child care providers and health professionals*
- *All eligible centers are NAEYC accredited.*
- *A spacious carefully designed facility*
- *Strict adherence to hospital-like cleaning procedures*
- *Licensed by state human services agency*
- *Excellent caregiver-to-child ratios*
- *Special activities for children ages 6-12 on school breaks and holidays*
- *Field trips and guest speakers*

Communication – from parents and to parents – is very important at TodayCare centers

We try to involve parents through activities such as parent advisory committees, parent-teacher conferences, newsletters and daily communications with staff. The Center Director has an open-door policy. In centers that offer alternative child care, the staff RN provides a report for the parents of each mildly ill child at the end of the day.

A very important part of this feedback is our parent satisfaction surveys. We're proud that parents consistently give us an “A” rating (4.5 or better on our 5-point scale). We value the praise that comes back on these surveys, but we look particularly hard at the critical comments. And we feed it all back to you.

All eligible centers are NAEYC accredited

The National Association for the Education of Young Children, the largest organization of early childhood educators in America, has a division that administers an accreditation program for preschools and child care centers. When your TodayCare center opens, it will be our goal to achieve NAEYC accreditation within the first two years.

TodayCare's commitment to NAEYC accreditation for its centers puts it in an elite class. Only 3% of the child care centers in the United States have earned these stripes.

Traditional child care

Childhood is a special time

The first five years of life are referred to as the “critical learning period.” We know that children learn through play, through the exploration of the environment, and through interaction with the significant people in their lives. We believe that all children are strong and capable of learning; we as the adults in their lives must find the best way for them to learn. All children express themselves in different ways. We must “listen to their language” and respect each stage in their development.

A family approach to child development

We know that supporting families is critical to the effectiveness of our work with children and corporations. We respect parents as the most important influence in their children’s lives. They have both the right and the responsibility to share in decisions about their children’s care and development. We do everything we can to involve parents as we assist them in the care of their children.

The Creative Curriculum. The hallmark of all of our programs is the use of creativity and imagination to stimulate and teach children. Children in our traditional child care centers get the full benefit of our use of the Creative Curriculum. Developed by Diane Trister Dodge, this curriculum empowers children to become confident, life-long learners and secure, caring people. We help children see the world as an invitation to learn, to grow and to live fully – to see a world of possibilities that they can achieve. TodayCare offers an enriching, age-appropriate curriculum in a safe, happy and nurturing environment.

We recruit managers and teachers who are the best and brightest child development professionals in the area. They are attracted to us by the quality of our management team, our dedication to staff, the opportunity for professional growth, and by an outstanding compensation and benefits package. Our managers and teachers are credentialed in Early Childhood Education/Child Development and they participate in TodayCare’s special orientation and training programs.

Special programs. We can develop specific employer-focused programs like summer camps, child care coverage for company events and relocation support for new hires who have young children.



When you decide to implement a TodayCare-managed child care center, you are giving your employees an extraordinary benefit – a state of the art facility, staffed by highly qualified child care workers, offering a rich and enlightened curriculum developed according to the best child development principles, in a safe, healthy, stimulating environment.

TodayCare’s broad experience insures that the proposed child care options will creatively address your employees’ defined needs within the financial constraints of your business. The solution we offer will be custom-tailored to your business, your employees and your budget.

“I’m very glad to have found a school that I’m happy with and that my child loves waking up for.”

Mother responding to annual parent survey
Pasco-Hernando Community College
New Port Richey, Florida

Alternative child care

TodayCare’s roots are in alternative child care, which includes:

Mildly ill care: children are sick with the flu or colds – too ill to go to their regular school or child care center. The average parent needs it 6-12 times a year.

Backup care: weather closes school, or the teacher has an inservice training day, or the baby’s usual child care provider unexpectedly cancels. Situations like these occur an average of 15-20 times a year.

Transitional care: parents and their newborns are in transition between care at home and permanent child care arrangements. The employee can return to work but still be close to her baby for the first 12-20 weeks. She can even continue to breastfeed her newborn in a supportive setting. We’ve found that this program encourages many employees to return to work sooner than originally planned.

Alternative child care is a win-win-win proposition

Employers win because their employees spend fewer days away from work. Employers get more productivity. They don’t have to deal with irritated co-workers who have to cover for the absent mom or dad. They save what they would have paid temps.

Parents win because they can concentrate on their work and know their children are well taken care of. They can save their sick days until they’re actually sick – and use vacation days for vacations.

Children win, too. TodayCare facilities get high marks for their caring staffs and cheerful facilities. The manager of a client firm in Nashville said, “parents tell me all the time that their children sometimes wish they were sick so they could go to your center instead of their regular child care.”

Alternative care may be the best choice for the cost-conscious employer

You can make a clear case for an early payback with an **alternative child care center**, because of its focus on reducing absenteeism and increasing productivity, its smaller capital investment (smaller space, less expensive buildout) and its reduced staff requirements. An alternative child care center can save you \$2 to \$3 for every \$1 spent. Plus, an alternative care center serves more children, and touches more families.

Making the business case

If you can check some of the items in this profile, odds are you'd gain significant benefit from sponsoring a child care center

- 1,000+ employees in one location (or clustered nearby)
- Significant portion of the employee population is female
- Absenteeism is costly because the workload must be shifted to other resources
- Child care options are limited in your locality
- Shifts at your facility are off-cycle from normal child care center hours

Here's how a TodayCare center will benefit an organization with this profile

Reduces absenteeism, increases productivity. More than 20% of all employee unscheduled absenteeism is tied to child care problems.¹ You're paying for sick days or PTO and, in many cases, you're hiring a substitute – who probably costs more but who won't be as productive as the absent worker. If the employees' co-workers are covering for him or her, some of their regular jobs aren't getting done, and their irritation and resentment may be rising.

Reduces turnover. In a study on the "Benefits of Work-Site Child Care,"² 93% of respondents who worked in companies with child care centers said the center would be an important factor to consider if they were offered a job opportunity elsewhere. 19% *had actually turned down another job rather than lose access to the center.* The full cost of turnover is 1.5 times the annual salary of a salaried/exempt employee and .75 times that of an hourly/non-exempt employee.³


Improves employee loyalty, morale and good will. One study⁴ found employees who use – or are even aware of – company-sponsored work/life programs like child care centers were 45% more likely to "go the extra mile" to help their companies succeed.

Helps with recruiting. An employer-sponsored child care center is a highly visible benefit – visible to employees, visible to recruits, visible in the community. In annual surveys like the "Top 100 Family Friendly Employers" study published by *Working Woman and HR Magazine*, a child care center is one of the primary criteria.

Impact on the bottom line. Backup and mildly ill child care centers can pay for themselves in less than two years, just by reducing costs related to absenteeism. Centers that offer traditional care as well cost more to build and staff, but they give you an enormous recruiting and retention pay-back.

Footnotes:

- 1) 2005 CCH Unscheduled Absence Survey, CCH, Incorporated
- 2) Benefits of Work-Site Child Care, Simmons College, 1997
- 3) Personnel Journal, December 1990
- 4) DuPont Work/Life Study, 1995



An employer-sponsored child care center is one employee benefit that improves your bottom line. We want to help you get the kind of facility you and your employees really need. But we want to make sure it's economically feasible. TodayCare can help you do an honest assessment of your needs and your budget and come up with the best balance of cost and benefit.

Let us prepare a courtesy investment analysis for you. Go to our web site at www.todaycare.com and click on "Corporate ROI Analysis" on our home page. We'll prepare an analysis reflecting costs and other parameters that pertain to your organization.

“The biggest challenge we face is attracting staff into the various healthcare professions, particularly, nursing. We’re able to offer the [alternative child care] center as a benefit to employees who may never need it, but at least they know it’s available. And that has had a tremendous effect as a recruitment vehicle.”

Larry Kloess, President
TriStar Health System
Nashville, Tennessee

How do you get started?

TodayCare offers consulting services to help you decide whether a child care center is right for your organization and what kind you need – traditional, alternative (mildly ill, backup, transitional) or a unique custom combination

Our consulting service is low-cost – a modest fixed fee plus out-of-pocket expenses. The fee is applied to the cost of developing a center if you move forward with implementation. TodayCare will:

- *Design an assessment tool to identify and prioritize parent-employee needs and determine what services would give employees and the business maximum benefit*
- *Conduct a “hands-on” survey with employees to ensure quality responses*
- *Conduct focus groups with employee groups you define as critical to your operations*

We will analyze the results of these studies and prepare a report for you that summarizes our findings, with cost estimates for developing the kind of child care center your business needs.

From build out to on-going operations, we manage the process for you

Working with your architect, contractors and the state Department of Human Resources, TodayCare will make sure the facility design and construction meet all the required codes. We can advise you on the purchase and installation of equipment and furnishings. We’ll select, train, supervise and evaluate staff. And we’ll take care of all aspects of ongoing operations.

We hope you’ll see us not so much as a vendor but as a partner, in one of your most significant and visible corporate ventures

Here’s what you get from the partnership:

- *A custom-tailored program responsive to your current and future needs*
- *Strong management team and staff – the best in child care expertise*
- *Parent-employee satisfaction*
- *The control and involvement you want without the challenges of day-to-day operation*
- *Maximum liability protection*
- *Maximum value for your investment*

When you’re ready to talk to us about how you can improve your employees’ lives and your company’s bottom line...

Please call John Faber, 615-250-2600, ext. 22, or e-mail jfaber@todaycare.com.