



FLEXIBLE CHILD CARE SOLUTIONS FOR EMPLOYEES

Why Child Care is *the* Key Benefit Now

Employees need child care whether the future of work is full-time at home, at the office, or hybrid. One video conference interruption from a fussy toddler is evidence remote working parents need child care.

Why is this need so urgent?

- ▶ In a competitive market, meaningful benefits help employers stand out.
- ▶ It's about hiring and retention. Three million women left the workforce last year because they could not juggle child care with their job responsibilities.
- ▶ Because work venues are uncertain, child care options must be flexible.

Provide Flexible Child Care Options Quickly

First Friends Tuition Subsidies helps you attract and retain top talent by supporting a working parent's essential need: quality, affordable child care. This new program will help you:

- ▶ Solve the immediate need for child care to get employees back on the job.
- ▶ Increase employee productivity – they'll have fewer distractions, whether at home or in the office, knowing their children have reliable off-site care.
- ▶ Adapt to the "new normal" by offering flexible child care options regardless of where employees are working.



A Fast, Flexible Solution to Critical Needs

Eliminate Employee Child Care Stress

Organizations have the opportunity to provide subsidized child care to employees at First Friends Daycare.

Employers can offer:

- ▶ **Equitable Support:** 20% off tuition for working families plus enrollment priority at no additional cost.
- ▶ **Safe, Trusted Care:** A top tier childcare program that is a NYS Quality Stars rated program.
- ▶ **Flexible, Turnkey Program:** A scalable solution that addresses a critical employee concern and can be up-and-running in weeks – with no capital expense.

Employees Back at Work, 100% Focused on the Job

Solving child care problems increases engagement. As companies deal with labor shortages, you need employees working at 100%.

Employer-sponsored child care can:

- ▶ Reduce turnover by 65%
- ▶ Make employers 49% more likely to be rated a top performer

CONTACT US TO LEARN MORE.

419-202-5875 | emily@first-friendsdaycare.com



We're the Experts in Child Care

First Friends Daycare is Cheektowaga's leading and most trusted education and care company. We partner with employers to offer exceptional early learning, family care solutions, and workforce education that transform lives and organizations.

First Friends Tuition Subsidies gives Cheektowaga employers the power to help solve their employees' child care challenges quickly, to get them back on the job at 100%, with the peace of mind that comes from knowing their children are receiving the highest-quality care.



**First Friends
DAYCARE**