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Save the Children
National Corporate Child Care Services

1 Corporate Issues

Today, Employees Ask: “Does My Employer Care?”

Sidebar /

“As an employee recently returning to work after a one-year leave of absence, the thought of putting my daughter in day care scared me to death. Thanks to your staff, my fears were put to rest.”

Working Mother

Child care is the number one work and family issue facing the country today

- Workplace demographics have changed: two-thirds of preschool and three-fourths of school-age children have mothers in the workplace
- There is a growing trend among both working men and women to put families first or at least equal with work
- Demand has increased child care for non-traditional work hours
- Employer inflexibility has had an adverse effect on productivity
- Cost of replacing employees is economically not feasible
- The success of any company is based on its employees being able to get to work – on time – without leaving early – and concentrating on the job

2 The Problem

Child Care Issues Do Effect the Bottom Line

Absenteeism from child-related issues costs employers \$3 billion/year and overall absenteeism has increased 14.1% since 1992.

Your bottom line can be negatively effected by:

- Absenteeism
- Lateness
- Turnover: cost of replacements and retraining and unemployment compensation costs

Employees look for a job at another company to better balance work and child care responsibilities – others are fired due to absenteeism, arriving late, leaving early

- Loss of productivity

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- Distraction and stress
- Low employee morale
- Employees refusing to relocate or travel often
- Lower-wage employees with greater child care difficulty

3 Reducing Negative Effects What Other Employers Have Done

Sidebar/

“As you are well aware, child care is a major problem in these days of single mothers and two working parents, and it is comforting to know that the services of a reliable firm such as (Save the Children's) Child Care Solutions are available to the employees (of our company).”

Director, Administration and Human Resources

Since 1990, corporate interest in dealing with work-and-family issues has exploded. Companies have:

- attacked problems as an individual corporation or in partnership with other corporations – some have joined a collaborative or a consortium of businesses facing the same problems
- spent over \$200 million in the past five years addressing this area
- started child care facilities and programs
 - child care centers on-site or near-site
 - after-school or school vacation programs
- linked with existing or developed new family child care networks
- provided financial assistance
 - parental leave
 - emergency child care
 - sick child care
 - home visits
- provided resource and referral services
 - locating child care providers and other resources in neighborhoods
- adjusted jobs, work hours and work locations
 - job sharing
 - flexible work schedules (flex-time)
 - work-at-home arrangements
 - compressed time
- conducted parent-education child care consumer seminars
- invested in local community resources
 - increasing local options
 - improving reliability of existing options
 - recruiting additional child care providers
 - training child care providers
 - promoting licensing and accreditation of child care facilities
 - conducted seminars for managers to sensitize them to work-family issues
 - used child care consultants to assess needs and recommend solutions

4 The Bottom Line

Positive Results from Companies Addressing Child Care Concerns

Sidebar /

“I would like to personally commend you because of all the complexities of (our company's) relocating, selecting child care proved to be the smoothest transition of all and it is due primarily to you.”

Senior Operations Manager

CEO's of the 21 major corporations in an alliance which committed \$100 million stated:

“We believe that supporting the diverse dependent-care needs of our employees is critical to our success as it enables our companies to attract and retain a productive, competitive, committed and motivated workforce.”(1)

Rosabeth Moss Kanter, Harvard Business School professor:

“This strong investment in families by so many leading companies sends a powerful message about the commitment American businesses are willing to make to their employees even at a time of traumatic downsizing.”(1)

Ellen Galinsky, co-president of Families and Work Institute:

“Our studies clearly demonstrate that for every dollar companies spend on work-life programs, they get back a return in terms of retention, reduced stress and greater loyalty.”(1)

(1) The National Report on Work and Family – September 15, 1995

Your business can realize:

- decreased absenteeism and lateness: one company reported a 20% decrease in absenteeism
- decreased employee turnover: companies report from 7 to 43% decrease
- increased productivity: cost of providing child care assistance is less than dollar loss of production
- decreased employee stress and distraction
- improved employee morale
- attracting new employees
- improving public relations and image

5 Trust A Leader

Save the Children: A National Leader in Child Care Programs and Public Policy for Nearly Two Decades

Save the Children is committed to improving the availability, affordability, and accessibility of high-quality child care.

- Child care programs have helped over 87,000 parents find adequate child care for over 115,000 children and has trained over 5,500 family child care providers
- is recognized nationally as a leader in family child care
- conducts annual national Family Child Care Technical Assistance Conference (in our 19th year, this conference is attended by 1,200 family child care providers and experts from across the country)
- are experts in community-based child care networks
- are specialists in child care resource and referral
- has provided consultation/technical assistance to organizations who want to open child care centers, school-age child care programs, or summer camps
- has developed and disseminated child care materials; authored publications
- has assisted communities to develop quality early care and education resources
- has provided consumer education to parents and communities
- has trained child care center staff
- field tests assessment tools for child care programs

6 We Understand the Employers' Perspective

Over 200 Major Corporations and Local Businesses Met Employee Child Care Needs

Save the Children is dedicated to building a supply of quality child care throughout the country to meet the needs of the nation's workforce.

Save the Children:

- has assisted over 200 corporations and local businesses to respond to the child care needs of their employees
- has helped over 87,000 working parents find child care to enable the parents to meet the responsibilities of their jobs
- provides access to a national network of over 700 local child care resource and referral agencies
- conducted a national survey which gathered information on current corporate child care problems and solutions
- has provided comprehensive child care resource and referral service to employees
- has conducted child care information sessions at employer sites for employees
- established child care networks and on-site centers and developed programs for children of employees working non-traditional work hours
- has provided consultation to companies on the development of customized child care programs and materials

7 This Is What We Do

Analyze, Identify, Plan, Implement, Follow Through

Sidebar /

“I have enjoyed working with you and your team and would not hesitate to recommend your services.”
Director of Human Resources

Save the Children:

- functions as child care consultants and partners to corporations who are facing work and family issues
- draws on nearly 20 years of in-depth experience in the child care field and business environment to help companies assess their needs and then customize solutions to address those needs
- approach is employer-employee focused, results based, and cost effective
- brings a team of child care experts, business executives, and human resource professionals to each project
- custom designs every solution for the corporate client

Analysis of Employer and Employee Child Care Concerns

Save the Children will conduct a Needs Assessment on-site with both management and employees to uncover the kind and extent of child care concerns and the effects on the company.

Identifying and Planning the Corporate Response

The team will then identify appropriate resources within the local community and/or within the company which could address these needs. Solutions which are not immediately available but which could be developed will also be included. The various options available to the company, along with specific recommendations, will be formulated.

Report to Management

A written report and presentation to management will summarize the Needs Assessment phase, present the options available to the client, and make recommendations for a corporate response to the issues.

Implementation of Corporate Response

In this most important phase, the consulting team can assist the corporation in implementing the recommendations, working in partnership to address the problems and bring them to satisfactory resolution. This assistance can take various forms – from consultation through providing actual services. In this way, the client draws on the team's child care expertise, saves time, and maintains a connection with employees while the corporate response is put in place. Refer to Program Options insert.

Evaluation

The team can conduct periodic evaluations of the corporate response which can measure the effectiveness of the corporate program.