



**kids&  
COMPANY**

*Providing flexible high-quality  
early education & child care*

*In-centre drop-in programs*

*Full-time*

*Camp programs*

*Before & after school age care*

*Emergency Back-up*

*Part-time*

*Flexible*

*No late fees*

*Family events & workshops*

# Agenda

- Overview of Kids & Company
  - What Corporate Membership Includes
  - In-Centre Child Care Services and Offerings
  - Back-up Care Solutions and Requests
  - Registration Process
  - Additional Services
  - Why Work-Life Balance Initiatives Are Important
  - Q&A
-

# Who is Kids & Company?



- Proudly Canadian offering high-quality, flexible and unique child care and education for children infant to twelve (12) years of age
- Opened in 2002 by Co-founders: Victoria Sopik (mother of 8) and Jennifer Nashmi (mother of 3) to provide creative solutions to working families
- Currently have over 80 centres in 40 cities in Canada and the United States
- International in scope which provides consistent, reliable care and operations in prime locations
- Core Business: In-centre child care, however, can provide and manage in-home child care and in-home elder care

# What Corporate Membership Includes:



- Full-time or very flexible part-time child care along with multiple centre usage
- Back-up child in-centre care from infant to 12 years (emergencies or planned disruptions)
- School-age Camp Programs (6 – 12 years)
- After-hour babysitting service
- Registration Fee Waived
- Free Transition/Onboarding week
- Ability to travel with child(ren) and use another Kids & Company centre
- Free Family Events; including Shopping Days and Date Nights

# In-Centre Child Care Provides:



- No late fees
- Hours: 7 am – 6 pm (extended hours at select locations)
- Flexible attendance schedule (1 to 5 days/week)
- Ministry regulated staff/child ratios
- Webcams
- Qualified teachers
- Kidco Kitchen (provides breakfast, lunch and snacks)

## Proprietary programs:

- Alpha-Mania (pre-reading program)
- Kidco Kitchen (monthly food curriculum)
- Mini Masters (art program),
- Munchkinetics (active movement program)

## Enriched Programs Include:

- Food Curriculum
- French
- Music
- Sign Language
- Yoga





## Building healthy bodies & minds



# Fall Menu

Regular • Vegetarian • With Fish

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
Morning Snack 	<ul style="list-style-type: none"> <li>Yogurt Parfait &amp; Granola</li> <li>Outstanding Orange</li> </ul>	<ul style="list-style-type: none"> <li>Whole Wheat Bagel &amp; Cream Cheese</li> <li>Cantaloupe Cubes</li> </ul>	<ul style="list-style-type: none"> <li>Oaty Oatmeal</li> <li>Kooky Kiwi</li> </ul>	<ul style="list-style-type: none"> <li>Whole Grain Cereal</li> <li>Perfect Pear</li> </ul>	<ul style="list-style-type: none"> <li>Spiced Pumpkin Loaf</li> <li>Bubbly Banana</li> </ul>
	> Milk	> Milk	> Milk	> Milk	> Milk
Lunch 	<ul style="list-style-type: none"> <li>Magic Meatballs</li> </ul>	<ul style="list-style-type: none"> <li>Beanny Biryani</li> </ul>	<ul style="list-style-type: none"> <li>Cheeky Chicken Cacciatore</li> </ul>	<ul style="list-style-type: none"> <li>Maple Dijon Salmon </li> </ul>	<ul style="list-style-type: none"> <li>Zippy Turkey Ziti</li> </ul>
	<ul style="list-style-type: none"> <li>Mixed Magic Beans</li> </ul>		<ul style="list-style-type: none"> <li>Cheeky Cacciatore Fillet</li> </ul>	<ul style="list-style-type: none"> <li>Maple Dijon Fillet</li> </ul>	<ul style="list-style-type: none"> <li>Zippy Veggie Ziti</li> </ul>
	<ul style="list-style-type: none"> <li>Confetti Couscous</li> <li>P's &amp; Q's</li> </ul>	<ul style="list-style-type: none"> <li>Brilliant Brown Rice</li> <li>Crazy Carrots</li> </ul>	<ul style="list-style-type: none"> <li>Roasted Sweet Potatoes</li> <li>Autumn Veggie Medley</li> </ul>	<ul style="list-style-type: none"> <li>Rock 'n Roll</li> <li>Butternut Squash Soup</li> </ul>	<ul style="list-style-type: none"> <li>Whole Wheat Pasta</li> <li>Bold Broccoli</li> </ul>
	<ul style="list-style-type: none"> <li>Fruit Fiesta* </li> </ul>	<ul style="list-style-type: none"> <li>Fruit Fiesta*</li> </ul>	<ul style="list-style-type: none"> <li>Fruit Fiesta*</li> </ul>	<ul style="list-style-type: none"> <li>Fruit Fiesta*</li> </ul>	<ul style="list-style-type: none"> <li>Fruit Fiesta*</li> </ul>
Afternoon Snack 	<ul style="list-style-type: none"> <li>Happy Hummus &amp; Dipping Sticks</li> <li>Cucumber Coins</li> </ul>	<ul style="list-style-type: none"> <li>Berry Blend Smoothie</li> <li>Trail Mix</li> </ul>	<ul style="list-style-type: none"> <li>Banana Bread</li> <li>Pineapple Tidbits</li> </ul>	<ul style="list-style-type: none"> <li>Applelicious Crisp</li> <li>Honeydew Melon Munchies</li> </ul>	<ul style="list-style-type: none"> <li>Cheese Bites &amp; Pretzel Twist</li> <li>Awesome Apple</li> </ul>
	> Water	> Water	> Water	> Water	> Water

\*All our lunches are served with an assortment of seasonal, fresh fruits. We call it our Fruit Fiesta!



### Chef Lisa's Tip:

Pumpkins aren't just for carving faces and displaying them Halloween night, there are tons of tasty ways to make use of them! You can toast the seeds for a delicious snack, make pumpkin pie or even a yummy soup. You can even use it to make a vitamin rich face mask! Pumpkins are full of antioxidants and are an excellent source of potassium and vitamin A!



### Kidco Kitchen Fun Fact:

There are 1.5 billion pounds of pumpkins produced each year! The largest pumpkin pie ever made was over five feet in diameter and weighed over 350 pounds. It used 80 pounds of cooked pumpkin, 36 pounds of sugar, 12 dozen eggs and took six hours to bake.

### Connect with us!

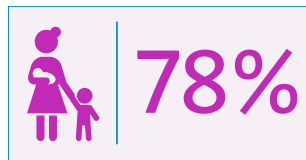
- [kidsandcompany.com/blog/](http://kidsandcompany.com/blog/)
- @kidcochildcare
- kidsandcompany
- @cheflisaruscica

[kitchen.kidsandcompany.com](http://kitchen.kidsandcompany.com)



# Back-Up Care Solutions

- In-centre back-up care for PD days, school vacations and closures, and/or other disruptions in regular care
- Centres have ability to care for children from infant to 12 years of age (varies by location)
- Complements your regular child care arrangement
- Can be used at any Kids & Company location, whether travelling on business or pleasure
- Reserving care is as easy as making a phone call or email to your preferred centre location



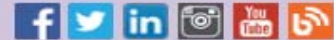
OF WOMEN REPORT THAT BACK-UP CARE WAS IMPORTANT IN THEIR DECISION TO RETURN TO WORK AFTER THE BIRTH OR ADOPTION OF A CHILD

# Kids & Company Homepage

The screenshot shows the homepage of Kids & Company. At the top left is the logo, a smiling face in a circle with the text 'kids & COMPANY'. To its right is a 'Daycare Webwatch' icon and a navigation menu with 'CONTACT US', 'SIGN IN', 'VISIT KIDS & CO US', and 'Français'. Further right are social media icons for Facebook, Twitter, LinkedIn, Instagram, YouTube, and RSS. Below the logo is a horizontal menu with 'About', 'Programs', 'Parents', 'Locations', and 'Corporate & Partner Services'. The main banner features two cards with questions: 'Is your preschooler curious and ready to learn?' and 'Is your toddler ready for a program of her very own?'. The central text reads 'Learn more about our Toddler and Preschool Half Day Enrichment Programs' followed by 'Music, math, science, french, ...'. A blue arrow points from this text to a green 'Get Started!' button, which is highlighted with a blue border. To the right of the banner are three buttons: 'See our facilities!' (red), 'Visit Kidco Kitchen!' (orange), and 'Get Started!' (green). Below the banner, the left column has the heading 'Where work and play come together' and text describing the company's mission and research. The right column has the heading 'Welcome to Kids & Company!' and a photo of Victoria Sopik, President, CEO and Mother of 8, with a quote: 'I am so pleased that you are considering becoming a part of the Kids & Company family. Every time a new'.



CONTACT US • SIGN IN • VISIT KIDS & CO US Français



About

Programs

Parents

Locations

Corporate & Partner Services

Is your preschooler curious and ready to learn?

Is your toddler ready for a program of her very own?

Learn more about our Toddler and Preschool Half Day Enrichment Programs

Music, math, science, french, ...

See our facilities!

Visit Kidco Kitchen!

Get Started!

## Where work and play come together

Kids & Company ("Kidco") is a Canadian owned and operated company that provides a nurturing and educational early learning environment for children to play, discover and grow. We offer proprietary curriculum such as **Alpha-Mania** (pre-reading), **Mini Masters** (art program introducing visionary artists), **Munchkinetics** (fitness and movement), **Sign Language**, Music, Science, structured and unstructured play and a whole lot of fun.

Volumes of research show that quality child care helps children become lifelong learners and supports the social needs of families.

Kids & Company also partners with many of Canada's largest and most recognizable corporations to provide work-life balance solutions through guaranteed flexible child care and other dependent care programs and services.

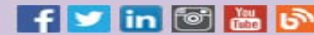
## Welcome to Kids & Company!



Victoria Sopik  
President, CEO and  
Mother of 8

I am so pleased that you are considering becoming a part of the Kids & Company family. Every time a new





Curiosity  
Creativity  
Independence  
Cooperation

SMALL CLASSES AND 8:1 STUDENT : TEACHER RATIO • ENRICHED CURRICULUM •  
ADAPTIVE LEARNING PROGRAM • STUDENTS' INTERESTS HELP DRIVE THEIR LEARNING •  
SCHOOL & CHILD CARE IN A SINGLE LOCATION •

See our facilities!

Visit Kidco Kitchen!

Get Started!

## Getting Started

Thank you for your interest in Kids & Company. The on-line registration is a two-step process:

1) The first step is to complete a **Parent Enrollment Form**. This gives us minimal parent information and will allow us to verify availability for your desired program. If you are corporately linked, select your company from the drop down box below. If you are not corporately affiliated, please select "My company is not listed here". Then, click on "Take me to the next step - Enroll now" button and you will be taken to the **Parent Enrollment form**.

Please fill in the required information on the Parent Enrollment form and submit. A password will be e-mailed to you to complete the process. Once you have received your password, you can re-enter the system to access useful information from our parent portal such as applicable fees, additional program information and the parent handbook. You should also change your password to something you can remember.

This step does not ensure you are registered with us. You must complete a **Child Registration form** for your child.

2) The next step is to complete a **Child Registration Form**. From the parent portal, you have three options: Full-time/Part-time Child care program, Back-up Child care Program, or Both Programs. There is a separate icon for each registration form in the portal. Please select a payment option on each form. You will be required to pay a deposit equal to one month of your child(s) fees to hold your space.

Please note: If you are registering for elder care for your family, please access the Elder care Registration Form on the parent portal after following step #1 above.

Once you have completed the on-line forms, please print and sign the Parent Consent form and the Parent Contract.

All forms and any payments should be mailed or hand-delivered to your specific Kids & Company child care location. Thank you.

If you have any questions at all throughout this process, please contact our Office Manager at 905-771-1153 x1000 or 1-866 MY KIDCO (695-4326) and she would be happy to assist you.



YOU ARE SELECTING CHILD CARE AT A CANADIAN CENTRE

Choose your company...

Take me to the next step - enroll now



**Google - Parent Enrollment Form**

To begin, please fill in your contact information below. Once you have filled in your contact information, click **Submit**.

(Please note: \* = Mandatory field)

Email/Courriel

\* Last Name/Nom de Famille

\* First Name/Prénom

\* Address/Adresse du domicile

Address 2/Adresse 2

\* City/Ville

\* Zip /Postal Code/Code Postal

Phone/Numéro de Téléphone

Phone Ext./Extension

\* I work for (Company Name)

\* Employee ID/ID de l'employé

\* Full Name(s) of Child(ren) or Elder  
Dependant(s)/Nom(s) complet(s) du  
ou des enfants ou du des aînés à  
charge

Comments/Commentaires

\* Further Communication (You can  
unsubscribe from receiving  
Commercial Electronic Messages  
("CEM's") at any time)

- Opt In
- Opt Out



CONTACT US

SIGN IN

VISIT KIDS & CO US

Français



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## Welcome to Kids & Company!



Victoria Sopik  
President, CEO and  
Mother of 8

I am so pleased that you are considering becoming a part of the Kids & Company family. Every time a new

# Kids & Company's Additional Services

- After-hour Babysitting Service
- Before and After School-aged Program
- Winter, Spring and Summer Camp Programs
- Kidco+ Birthday Parties
- Kidco+ Concierge Service
- Kidco+ Parenting Centres and Workshops
- Family Events:
  - Discounted Corporate Rates at Popular Family Attractions
  - In-centre “play dates”
  - Free Care on selected Date Nights and Shopping Day



# Elder Care



Elder Care Program Offers Support  
for Your Aging Loved Ones

- Kids & Company's Elder care program is designed to support those employees who are caring for aging relatives with individualized care
- A joint initiative with First Health Care and My Nurse, a leading and national accredited home health care provider in Canada
- The Elder care program provides employees with:
  - ✓ 24 hour access to a range of high-quality, flexible services
  - ✓ All adult/elder caregivers are carefully screened, credentialed, and insured with experience and training specific to geriatric care and CPR/First Aid
  - ✓ Instant relief – pre-register your loved ones and call when help is required to discuss and arrange for services

# Importance of Fostering Work-Life Balance Initiatives



- More than ever before, employees feel the stress of their multiple roles as parents, partners and elderly caregivers
- Evidence is clear – total role overload
- Leads to increased stress, employee absenteeism, turnover, decreased job satisfaction, decreased morale
- According to Health Canada, work-life balance challenges cost Canadian companies over \$10 billion a year

# Additional Information:



- [www.kidsandcompany.com](http://www.kidsandcompany.com)
- Kids & Company Centre Director
- National phone number: 1-866-MY-KIDCO or email [info@kidsandcompany.com](mailto:info@kidsandcompany.com)
- Key Account Manager assigned to Company

A Day in the Life of A Kidco Kid Video

Connect with Us!



@kidcochildcare



kidsandcompany



@kidcochildcare

