



FAST FACTS

- **Kids & Company** is the largest and only national corporate child care provider in Canada that provides a consistent look, feel and offering coast-to-coast. The company has an expanded presence in the United States.
- **Proudly Canadian** and started in 2002 by two hard working moms; Victoria Sopik, CEO, mother of 8 children, and Jennifer Nashmi, CFO, mother of 3 children. Together they understood the challenges of balancing a career and raising a family, and wanted to offer high-quality, educational and flexible child care for working families.
- Since 2002, the company evolved from 1 centre in Toronto, 4 employees and 1 corporate client to almost 100 centres, 2,000 employees and 220 corporate clients in 2017.
- Centres are based in prime locations that are conveniently close to parents' place of work or their suburban or downtown homes.
- **Centre-based child care programs range from:**
 - Guaranteed full-time care within 6 months (or earlier) of registration
 - Flexible part-time (ranging from 1 – 4/days week), along with ability to accommodate rotating schedules and shifts
 - Before and after school care (select locations)
 - Emergency or planned back-up care from newborn to 12 years of age (so work days are not interrupted)
 - School-age camp programs during school closures
 - Ability to travel with children on business or pleasure and use multiple centres
- **Centre-based curriculum, services and other:**
 - Balanced and nutritious meals and snacks that are ethnically diverse, made-from-scratch and exceed Canada's Food Guide Requirements
 - No late fees
 - Webcams
 - Onboarding: provide a free transition week and orientation package
 - Offers proprietary learning and education programs, arts, physical activity and movement programs, French, Sign Language, music, food curriculum and more
 - After-hour babysitting service (provided by Kids & Co trained teachers)
 - Pre-school trips, parent workshops, events for the family, free date nights and shopping days, centre-based week-end birthday parties
 - Free maternity drop-in classes (select locations)



- **Our Centres, Directors and Teachers:**
 - Centres are licensed and Provincially regulated receiving scheduled and unscheduled visits throughout the year by the Ministry
 - Kids & Company operates and performs services that meet and typically exceed the standards of quality required by the Child Care and Early Years Act, 2014
 - All Directors and Teachers are professional child care providers who are thoroughly screened and are in compliance with all applicable provincial and local regulatory and licensing requirements, and at a minimum trained in; child care safety standards, certification in CPR and Infant/Child First Aid, meet Kids & Company's professional standard for commitment to superior child care, police reference check, personal reference checks, and updated medical history
- **Some ways in which we support our Corporate Partners:**
 - Corporate Partners pay an annual membership fee (\$10K National; \$5K Regional; \$2.5K One-city only) and have flexible options to offset the cost of back-up care and/or customize family-friendly benefits based on the needs of their employees
 - Return on investment is shown in the form of increased productivity and morale and decreased absenteeism on the part of employees
 - Back-up care benefit can make the difference between a day lost due to a child care challenge and a day spent on the job
 - Allows corporations to offer these benefits without having to bear the full cost and responsibility of owning and operating their own child care centres
 - Partner with in-home nanny and elder care companies if more diverse offerings required to address work/life balance challenges
 - Provide marketing materials, lunch and learns, webinars and other presentations as requested
 - Provide targeted information for maternity packages and workshops/drop-ins when employees on maternity leave
 - Can assist when employees being relocated or recruited from other regions/countries and offer temporary care
- **Committed to investing in the communities we serve:**
 - Kids & Company believes it is important to invest in the communities it services and participates in a variety of fundraising and in-kind efforts ranging from; CIBC Run For The Cure, Holiday Food and Toy Drives, Big Brother Big Sister events, Children's Aid society Fundraiser, as well as a number of hospital and women-related events and fundraisers.