

The **CHRO's** Guide to Child Care Benefits

A Compassionate Approach to Nurturing Talent
While Boosting Recruiting, Retention, and Productivity

2024 Edition



TOOTRiS[®]
Powering Absolute Potential

Evolving CHRO Responsibilities and Opportunities

As CHROs certainly know, employees can spend years striving to build a successful careers. But many CHROs also familiar with ways those careers can instantly become upended due to Child Care issues. Conversations with worried employees are becoming commonplace as many struggle to balance the demands of parenthood with the ability to stay productive and focused at work...so much so that many valuable employees drop out of the workforce completely.

The stories are becoming all too familiar: dedicated employees torn between the demands of their profession and the cherished moments with their children.

As a result, CHROs are experiencing shifts in their roles. No longer strictly administratively-focused, you are now tasked with fostering human capital and making decisions that directly affect employee wellbeing. But these tasks aren't just important for employee-relations. They directly influence a company's

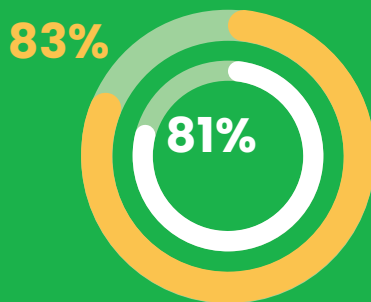
bottom line success, impacting recruitment, retention, productivity, and overall employee engagement.

As many CHROs have learned, traditional benefits packages are no longer enough to engage the majority of the workforce. While health insurance and retirement plans remain important, today's employees crave solutions that address their current and evolving needs.

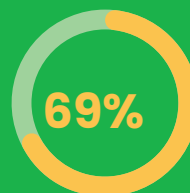
One area crying for attention is Child Care assistance. It is emerging as a lifeline in which CHROs can empower talented employees to continue their career growth AND have peace-of-mind as parents. It's a solution working parents have been craving for years.

The statistics speak volumes: A resounding majority of today's workforce views Child Care Benefits as not just desirable, but essential in their decision to remain with their employers.

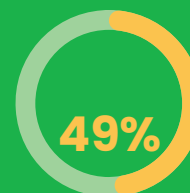
Research shows:



83% of women and 81% of men state that Child Care Benefits are very important or somewhere important in whether they decide to stay with their current employer.



69% of parents say that the cost of Child Care has impacted their career decisions.



49% of parents with children 5 years of age or younger report short-term disruptions to employment because of Child Care challenges.



To help CHROs in your quest to determine the best course of Child Care Benefits implementation, this guide will provide an analysis of how these benefits don't just provide an essential employee benefit that eases on-the-job anxieties and lifts common burdens of working parents, but vastly improves recruiting, retention, productivity, and employee

engagement – all of which contribute to sustainable growth, positive branding, and a strong organizational market position.

By championing Child Care Benefits, CHROs can play a valuable role in not only strengthening the lives of employees, but bolstering their entire organization.

Why the Need?

Rising Child Care costs are adding a formidable challenge to the myriad of obstacles faced by consumers. Internal data from Bank of America reveals a staggering increase of over 30% in the average Child Care payment per household since 2019. The Wall Street Journal reported that the national average price of Child Care and preschool services rose 6% in one year – twice the rate of inflation.

A brief drawing of available data across 47 states shows Child Care prices for a single child ranged from \$5,357 a year for school-age home-based care in small counties to \$17,171 for infant center-based care in very large counties. These price ranges were equivalent to between 8% and 19.3% of median family income per child in paid care.

Given the rising cost of Child Care, many parents are looking for ways to make ends meet without leaving the workforce, however the Center for American Progress reports that there is a clear connection between access to Child Care and overall workforce involvement:



Today, many families with young children must make a choice between spending a significant portion of their income on Child Care, finding a cheaper, but potentially lower-quality care option, or leaving the workforce altogether to become a full-time caregiver. Whether due to high cost, limited availability, or inconvenient program hours, Child Care challenges are driving parents out of the workforce at an alarming rate.

Not only is price a consideration, but also Child Care availability. According to a collaborative study between RAPID Survey and NAEYC, 79% of parents looking for Child Care are having trouble finding openings, ultimately impacting their ability to work. Plus, an estimated 4 million working parents in the U.S. have been impacted by daycare closures since 2023. As a result, 56% of those impacted by closures have considered a reduction in their working hours in order to care for their children, while 26% have considered leaving the workforce completely.

All of this strengthens the need for employers to offer Child Care Benefits and partner with employees to navigate the current Child Care crisis. These benefits can make a significant impact, not just in the lives of working parents and their employers, but also for young children. Thankfully, implementing Child Care Benefits does not have to be time-consuming, costly, or arduous for CHROs. Instead, they can be simple to manage, technologically-focused, and can produce amazing results in terms of employee buy-in. Keep reading for a breakdown of how these benefits boost employee recruitment, retention, productivity, and overall engagement.



Child Care Benefits Make Employee Recruitment Easier

Perhaps more than any other position in an organization, CHROs know that the battle for top employment talent is fierce. Organizations are constantly seeking innovative ways to attract and retain top performers. For many, an often-overlooked perk with a crucial impact is Child Care assistance.

According to a study by SHRM, 67% of working parents say access to Child Care is a major factor when considering a job offer. That's because these benefits are now vital for working parents faced with the challenge of finding and securing affordable and reliable Child Care options while trying to secure a job for the betterment of themselves and their families. When employees are able to access affordable and high-quality Child Care, they are more likely to effectively balance their work and family responsibilities without sacrificing one for the other – a goal many working parents are constantly striving to achieve.

When it comes to Child Care, organizations gain more than only an employee-specific benefit. They are able to attract and recruit a more diverse workforce since Child Care Benefits make companies more inclusive toward working parents of all situations and backgrounds. Additionally, Child Care Benefits can help lead more employees toward career advancement, which can provide a key recruiting advantage. That's because when working parents are able to access affordable Child Care, they are able to take on more work-related responsibilities without fear of having to choose between their jobs and their families.

Overall, Child Care Benefits send an important signal to future job candidates as well since they demonstrate that the organization values and supports working parents – and those that may become parents in the future.

When put into effect, Child Care Benefits also have a serious financial implication for businesses and their recruiting efforts. Current infant and toddler care needs are costing the United States \$122 billion in lost earnings, productivity, and revenue each year. Businesses also lose an average of \$1,640 per working parent in reduced revenue and in extra hiring costs, an impact that could be decreased or eliminated through Child Care Benefits.



Child Care Benefits Improve Retention

Working parents that find an employer offering Child Care Benefits often experience a significant reduction in stress, leading them to be more likely to stay with that company. Gartner's 2022 Global Labor Market Survey found that offering the most relevant benefits can increase an employee's intent to stay with an organization by 11%. And Child Care Benefits are certainly relevant since workers that are satisfied with their Child Care options are less likely to leave their job in search of other opportunities.

Not only are Child Care Benefits a substantial factor for workers, but also for significant organizational savings. According to Employee Benefits News, companies that offer Child Care Benefits reduce turnover by 35-60%. This can result in considerable savings, as the cost of replacing an employee can be as much as 50-200% of their annual salary.

Turnover Calculator

Of 2,727 respondents of an employer survey conducted at Company B, 42.4 percent report actively looking for or considering a more flexible job at a different company to manage work and personal life. Assuming one-third of those looking, or considering looking, leave Company B, the estimated replacement cost of work/life turnover for these survey respondents is about \$22 million.

THE FOLLOWING ASSUMPTIONS WERE USED

- Average salary (exempt): \$50,000
- Average salary (non-exempt): \$28,000
- 70 percent of population is exempt; 30 percent are non-exempt

CALCULATION

- 42.4 percent of 2,727 employees = 1,156 employees
- 33 percent of the 1,156 employees actually leave = 382 employees

- Replacement cost per exempt employee ($\$50,000 \times 1.5$)¹ = \$75,000
- Replacement cost per non-exempt employee ($\$28,000 \times 0.75$) = \$21,000
- 267 separated exempt employees x \$75,000 = \$20,025,000
- 115 separated non-exempt employees x \$21,000 = \$2,415,000

TOTAL REPLACEMENT COST

About \$22 million, out of a payroll of over \$118 million.

Multiple studies found replacement costs to be one and a half times the annual salary of an exempt employee and three-quarters of the wages of non-exempt employees. Other studies argue that for exempt employees, replacement costs could be as high as 250 percent.

Child Care Benefits Lead to Increased Productivity

Not only can Child Care Benefits assist with recruitment and retention, but also improved employee productivity and well-being. For working parents, Child Care concerns are not just a major source of logistical and financial stress, but also an on-the-job distraction. But offering relevant benefits like Child Care assistance can directly translate to an increase in employee performance, leading to a more productive and stable workforce.

When employees have access to reliable, high-quality Child Care, they can focus better on their work and are less likely to miss work due to ongoing or last-minute Child Care issues.

Studies show companies offering assistance experience a 20–30% reduction in absenteeism and an impressive 85% increase in productivity. This translates to a more efficient workforce and increased output for the overall organization.

But Child Care Benefits extend beyond productivity. Recent research by the Boston Consulting Group suggests companies offering Child Care Benefits can even see average healthcare cost savings of \$2,000 per employee per year. This stems from the fact that employees with reliable care are less likely to miss work due to illness or family emergencies related to Child Care disruptions.

Enhanced Employee Engagement

When employees feel that their employer cares about their well-being and is willing to invest in their family's needs, they are more likely to be loyal and committed to their job. That's because employees with Child Care Benefits feel more secure at work, are less likely to pursue other job opportunities, and are more likely to return to work after the birth of a child. In fact, a study by the Families and Work Institute found that employees who have access to Child Care Benefits are 27% more likely to be satisfied with their jobs and are 25% more likely to have high morale.

But offering Child Care as a Benefit can also be a powerful tool organizational tool for fostering employee buy-in and building a

strong organizational culture. By providing this valuable support, companies demonstrate a genuine commitment to working parents who often face significant Child Care challenges. Employees who feel their needs are valued are more likely to be engaged, motivated, and willing to go the extra mile for their company. Furthermore, offer Child Care support can create a sense of community within an organization. Parents who utilize the benefit can connect and share experiences, fostering a sense of camaraderie and shared purpose. Ultimately, a company that prioritizes its employees' well-being through Child Care Benefits cultivates a positive and supportive work environment, leading to a stronger culture and a more dedicated workforce.

How Child Care Benefits Contribute to a Stronger Overall Position

For organizations today, sustainable growth and a strong market position are paramount. Child Care Benefits contribute to this growth by fostering a more stable and productive workforce, translating to significant cost savings associated with hiring and onboarding which allows companies to reinvest more resources into growth initiatives. Additionally, increases in productivity can result in higher output, increased revenue, and a stronger foundation for long-term growth.

But Child Care Benefits also significantly enhance a company's branding efforts. Positive family-friendly workplaces with access to valuable Child Care Benefits are prized in today's market. Employees are looking for companies with strong cultures built through respect and understanding of off-the-clock life. Family-friendly benefits don't just project a positive and socially-responsible image, but help attract top talent, build a strong employer brand, and set the stage for sustainable growth and success in the future.

Helping Build Up Young Children and Families

While Child Care Benefits have clear positive implications for employers and parents, children experience a multitude of advantages that contribute to their well-being and development as well. Studies by the National Center for Education Statistics show that children in high-quality Child Care settings demonstrate

stronger cognitive skills compared to those without such care. Exposure to early childhood education programs also fosters enhanced language development, problem-solving abilities, and social skills with benefits that extend far beyond academics. Research by the National Bureau of Economic Research indicates that children in Child Care programs with qualified caregivers also experience fewer behavioral problems and demonstrate better emotional regulation.

When employer-sponsored Child Care prioritizes high-quality programming, working parents are allowed to focus on their work with peace of mind knowing their children are well-cared for. This not only reduces on-the-job stress, but actually creates a more stable and positive home environment for children. Overall, Child Care Benefits offered by workplaces create a ripple effect of positive outcomes extending from the workplace, to the classroom, to the home.



Choosing the Right Child Care Benefit Program for Your Company

There are several different types of Child Care Benefits programs that employers can offer. Each one has a different level of commitment, finances, and impact on employees. Traditional models of implementing Child Care Benefits include:



On-Site Child Care

This involves providing Child Care services on-site at the workplace. But while on-site Child Care is a wonderful option for some employers, it's simply not financially or managerially feasible for most. On-site facilities don't just take up valuable real estate on a company's grounds, but they are also difficult and expensive to manage.

Moreover, on-site facilities can only serve a percentage of employees based on their licensed capacity. This results in waiting lists for newer employees who need immediate care, ultimately making the 'benefit' inaccessible for many new hires.

Additionally, on-site centers typically don't accommodate workers on overnight shifts OR those needing before- or after-school care for elementary-aged children, so a gap still exists in terms of Child Care needs. That's why, according to [SHRM](#), only 4% of U.S. companies offer free on-site Child Care.



Subsidized Child Care

This involves subsidizing the cost of Child Care for employees. However, subsidized Child Care can quickly encumber an organization's HR

department. These programs require heavy administration, including the initial setup, overall management, and ongoing reporting.

Many companies simply don't have the additional manpower to effectively manage an additional layer of employee benefits, especially one as multi-faceted as Child Care.



Dependent Care Flexible Spending Accounts (DCFSA's)

This involves allowing employees to set aside pre-tax dollars to pay for Child Care expenses. However, DCFSA's are historically underutilized and have a '[use-it-or-lose-it](#)' rule; funds that haven't been spent at the end of the year don't roll over for the next year.



Referral Services

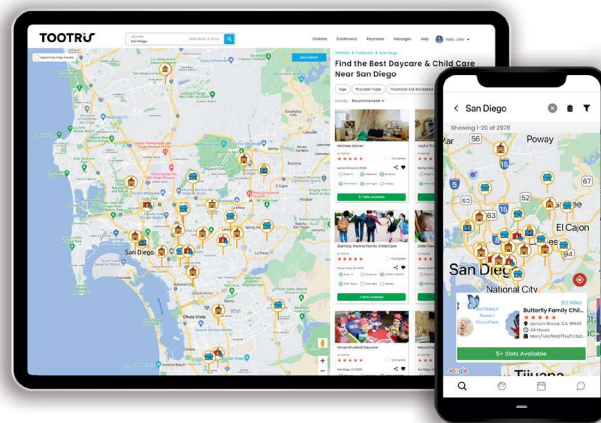
Local resource and referral agencies can help organizations connect employees to reputable Child Care programs. Agencies can also provide referrals directly to Child Care providers, as well as help employees get information on channels to assist in paying for care.

However, referral services place a heavy burden on working parents. Employees are tasked with contacting the referral agency to find care options, then trying to connect with each provider to check on availability and to coordinate care, not the employer. This can be difficult, especially for working parents just starting a new job.

So, if the traditional models of Child Care Benefits are expensive, require tremendous oversight, are underutilized, or are complicated for working parents, what's left?

TOOTRIS Child Care Benefits

TOOTRIS has reimagined Child Care as the first and only technology solution that empowers organizations with a comprehensive, turn-key Child Care Benefits option to support employees with the least risk and zero burden. Through TOOTRIS, employers can now support their employees with Child Care in ways that don't require an on-site center, the time and effort to develop and administer a program from scratch, or require extensive research and coordination from employees. Instead, TOOTRIS makes the process of securing high quality Child Care incredibly efficient for employees and employers. The turn-key Child Care Benefit provides:



TOOTRIS turn-key Child Care Benefits provide:



Seamless integration with existing HR management systems with minimal staff time required.



Partnering with over 200,000 licensed Child Care providers in every state that provide care options to meet every family need – infant to schooled aged – including care during non-traditional working hours and shifts.



Providing easy-to-use technology (available on a mobile device or PC) for parents to easily compare, vet, and enroll in care with a new provider – even for backup or emergency situations.



Helping employers combine employer-sponsored benefits with other Child Care support such as drawing directly from DCFS set aside funds to improve utilization.



Providing complete reporting to assist with leveraging Child Care tax credits.



Offering employees dedicated concierge support to ensure the best outcomes for the care of their children.

All of this combines for peace of mind for employers (who can focus on simply running their business while retaining quality talent) and employees alike (who can concentrate on working hard and providing for their families because they have access to dependable Child Care).

Measuring the Success of Child Care Benefit Programs

As mentioned above, it is essential to measure the success of a Child Care Benefit to determine if it's worth the investment. Tracking ROI over time and surveying employee satisfaction are key steps in assessing benefit outcomes.

Tracking ROI over Time

Measuring ROI over time allows executives to see if their investment is paying off and if the program is sustainable. In doing so, CHROs should consider the following metrics:

- **Employee retention rates:** Child Care Benefit programs can help reduce turnover, which can save companies money in recruitment and training costs.
- **Absenteeism rates:** Child Care Benefit programs can help reduce absenteeism rates as employees are less likely to miss work due to Child Care issues.
- **Productivity rates:** Child Care Benefit programs can help increase productivity rates as employees are more focused and less stressed about Child Care issues.



MAZDA TOYOTA
MANUFACTURING

A year after the program launch, attrition has actually dropped 11% for men and 20% for women.

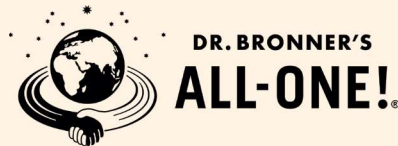
By partnering with TOOTRIS, CHROs may be surprised at how efficiently and quickly these metrics can shift. For example, consider TOOTRIS's recent partnership with Mazda Toyota Manufacturing (MTM) in Alabama:

- MTM, which initially employed 3,000 team members, planned to hire up to another 1,000 team members in 2022. The additional hires would help the facility increase its capacity, eventually assembling up to 300,000 vehicles annually. However, attracting experienced talent to the region had been a challenge, especially considering a nationwide shortage in Child Care options.
- To solve both challenges of recruiting and retaining talent, MTM leveraged a partnership with TOOTRIS to find Child Care solutions for its workforce – a first in the automotive industry. Through the partnership, MTM is now providing a complete Child Care Benefit to its employees, contributing \$250 per employee per month towards the cost of care which is seamlessly managed by the TOOTRIS platform. TOOTRIS also expanded its network of providers in the Huntsville, Alabama region to meet the current and future needs of MTM.
- Since the subsidy began, 60% of MTM workers with dependents have signed up for the program. Initially, MTM calculated that it would make a return on its Child Care Benefit investment if it cut attrition by 1%. **A year after the program launch, attrition has actually dropped 11% for men and 20% for women.**

Surveying Employee Satisfaction

Another way to measure the success of Child Care Benefits is to survey employee satisfaction. Employee satisfaction surveys can help CHROs understand how employees feel about the program and if it is meeting their needs. CHROs should consider if employees are satisfied with the quality of care provided, flexibility of services, and if they are experiencing less angst on-the-job due to Child Care concerns.

TOOTRiS is committed to meeting employee needs with a benefit and platform that is easy to use, time-efficient, and reliable. As a result, our corporate partners report increased employee satisfaction and a more focused workforce.



In partnership with TOOTRiS, Dr. Bronner's (manufacturer of pure-castile soap, hair, and body products) outsourced all Child Care Benefit administration, so their employees have access to leverage thousands of Child Care programs in their area and throughout the country. In addition, employees have access to manage their ongoing Child Care needs through the TOOTRiS platform, enabling one-stop communication with providers and support for last-minute backup care, subsidy assistance, and program support.

As a result of the partnership, Dr. Bronner's has a retention rate of over 90%, unheard of in the manufacturing industry.

HR Director Lilia Vergara states, "TOOTRiS has helped provide a licensed, safe place (for children) which puts parents at ease. They don't have to worry, and their anxiety is a lot less because not they know their children are in a space where they can thrive."



Click to see more case studies on how companies from different industries are benefitting from TOOTRiS.



Providing Value to CHROs

By offering Child Care Benefits through TOOTRIS, CHROs can effectively align their strategic goals with employee well-being. TOOTRIS not only reduces employee stress and improves work-life balance, but also demonstrably boosts productivity and retention. This translates directly to a more efficient and cost-effective workforce. Furthermore, by embracing innovative solutions like TOOTRIS' tech-based Child Care platform, CHROs can leverage technology to simplify program administration and enhance employee access.

Ultimately, prioritizing Child Care Benefits position CHROs not just as administrative leaders, but as strategic partners who contribute to a company's success by fostering a happy, healthy, and productive employee base.



APPENDIX A

Useful Tools To Measure ROI

On these pages are sample calculators from **Cornell University's Linking Economic Development and Child Care Research Project** to estimate absenteeism, turnover, cost benefit analysis, break-even cost, and payback. Employers can adapt both the market and company input assumptions within to calculate the costs for their own employees and investments.

Absenteeism Calculator

Of Company A's survey respondents with children under the age of 13 (483), 34.64 percent report missing one to three full workdays in the past three months due to Child Care conflicts. National statistics indicate that an average employee with children misses eight to nine days of work each year due to Child Care issues. Assuming these employees miss an average total of eight full days a year, the estimated absenteeism cost for 35 percent of the 483 respondents is \$282,276.

THE FOLLOWING ASSUMPTIONS WERE USED:

- Average salary (exempt): \$70,000
- Average salary (non-exempt): \$33,000
- 59 percent of population is exempt; 41 percent are non-exempt

CALCULATION

- 8 days of pay per exempt employee (\$70,000) = \$2,153.84
- 8 days of pay per non-exempt employee (\$33,000) = \$1,015.38
- 34.64 percent of 483 employees = 167 employees
- 99 exempt employees x \$2,153.84 = \$213,230.16
- 68 non-exempt employees x \$1,015.38 = \$69,045.00

TOTAL COST

\$282,276 for the 167 survey respondents above (who report missing one to three work days per quarter due to Child Care conflicts). Since the sample conducted in the survey is representative of all Company A's employees, the absenteeism costs of 34.64 percent of the entire employee population with Child Care responsibilities is \$3.4 million.



APPENDIX A

How to Conduct a Child Care Needs Assessment

Initially developed by Seramount and updated for 2024, this guide offers practices employers can adopt to collect quantitative and qualitative data from staff to develop an evidence-backed understanding of Child Care needs, a first step in implementing some of the strategies in the toolkit. Another sample survey has been developed by Family Forward North Carolina.

WHERE TO START

Begin with a voluntary and anonymous survey to collect hard data about employee sentiments and needs. If possible, also conduct focus groups or more expansive “Employee Voice Sessions” to dive deeper into attitudes, expectations, and behaviors related to Child Care. Anonymized anecdotes elicited there can be a powerful means of communicating Child Care challenges and needs with decision makers.

WHO TO SURVEY

Option 1: Survey employees caring for a child

Option 2: Survey employees caring for a child OR who plan to do so in the near future

Option 3: Survey employees caring for a child, those who plan to care for a child in the near future, and a random general population set

Use Case: Can be used to assess existing needs

Use Case: Can be used to assess both existing needs and near future needs

Use Case: Assesses existing and near-term needs but also provides an idea of how provision of services would affect general perception and behaviors toward the company

HOW TO INCENTIVIZE PARTICIPATION

Set an example: Executive team members should publicly express the need to learn more about Child Care needs via this survey and can share a personal story about the importance of Child Care, if applicable. Buy-in from the top is essential to motivating employee participation.

Make surveys anonymous: If possible, use a third party to host the survey or run an anonymous focus group to create an additional layer of distance between the company and the comments of the employees, which can help garner more honest feedback.

Leverage employee resource groups (ERGs): ERG events can be a good forum to in which to collect feedback from caregivers in a setting where they feel comfortable. ERG members can get the word out and enlist coworkers to participate in focus groups or complete the survey.

WHAT TO DO WITH RESULTS

Key findings should be shared with decisionmakers and staff, as relevant, with a corresponding action plan to address opportunities to close gaps revealed by the data. This leads to a sense of transparency with employees and holds the company accountable for progress on solutions.

Sample Survey Questions

1. Do you have, or do you hope to have, children while working here?

- a. I currently have children
- b. Yes, I hope to have children while working here. (Skip to Question 8)
- c. No, I do not currently have children, nor do I plan to have any while working here. (Please only answer question 10)

2. If you answered “yes” to Question 1, what is the age range of your child/ren? (Check all that apply.)

- a. 0–2
- b. 3–4
- c. 5–12
- d. 13–15
- e. 16–18

3. Are you currently paying for Child Care services?

- a. Yes, I currently pay for Child Care services
- b. No, I do not currently pay for Child Care services
- c. No, I am not paying for Child Care services, but I plan to in the next year

4. What best describes your Child Care arrangements?

- a. I provide care for my child
- b. My spouse/partner provides care for our child
- c. My child is cared for by a relative (e.g., grandparent, aunt/uncle, older sibling)
- c. My child is cared for by a friend or neighbor
- c. My child is cared for by a sitter or nanny
- c. My child is cared for in a licensed family Child Care home
- c. My child is cared for in a licensed Child Care center
- c. I use a combination of Child Care options

5. Does your current Child Care arrangement meet your needs?

- a. Yes, I am happy with my current Child Care arrangements, I don’t need other options
- b. My current arrangements meet most of my needs, but I’m interested in other options
- c. No, my current arrangements don’t meet my needs, I would like to find different care

6. What are the main challenges you face regarding Child Care? Check all that apply.

- a. I do not have any Child Care challenges
- b. Cost
- c. Lack of available Child Care
- d. Lack of high-quality Child Care settings
- e. Lack of flexibility in Child Care schedules
- f. Lack of options to meet my family’s needs
- g. Other (Please specify)

7. In the last 12 months, have your current Child Care services be unavailable for any reason?

- a. No
- b. Yes (Please specify)

8. Have you ever considered any of the following due to a lack of Child Care services benefits offered at your company?

- a. Leaving the company
- b. Cutting back on work hours
- c. No

9. Have you ever experience reduced productivity at work due to a lack of Child Care services/benefits offered?

- a. Yes (Please share why)
- b. No

10. If you are paying or plan to pay for Child Care services, is the cost of care so high you may consider leaving the workforce?

- a. Yes
- b. No
- c. I am currently not paying nor planning to pay for Child Care services

11. Thinking about employees at this company as a whole, to what extent do you believe more company-provided Child Care Benefits would impact each of the following? (Rank each on a scale of 1 to 5 with 1 = Very Little Extent and 5 = Very Large Extent.)

- a. Quality of work
- b. Engagement
- c. Reputation
- d. Productivity
- e. Retention
- f. Other. (Please specify)

12. What Child Care Benefits would most help you? (Select up to five)

- a. Direct stipend to support Child Care of my choice
- b. Employer-subsidized Child Care center near my home
- c. Employer-subsidized Child Care center near my work location
- d. Funding/increased funding for backup (emergency) Child Care
- e. Parental leave/increased parental leave
- f. Option to gradually phase back into full-time work after parental leave
- g. After-school care (between the hours of 3 and 6 pm)
- h. Extended hour care (between the hours of 6 pm and 8 am)
- i. Weekend care
- j. Summer care
- k. Tutoring
- l. Child Care resource and referral support
- m. More flexible work schedule
- n. More flexible work location
- o. Other (Please specify)



Overall, Child Care Benefits allow employees to feel valued and supported as they strive for a positive work-life balance. But more importantly, it provides high returns on capital investment with increased productivity, retention, and recruiting. Now is the time for companies to invest in their employees, their companies, and their communities with Child Care Benefits.



Schedule a demo to discover more on how turn-key TOOTRUS Child Care Benefits can benefit your organization.