

THE CASE FOR FAMILY FRIENDLY

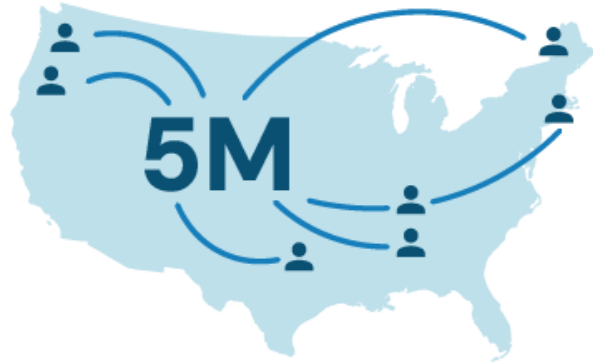
presented by:

THE BEST PLACE FOR WORKING PARENTS®

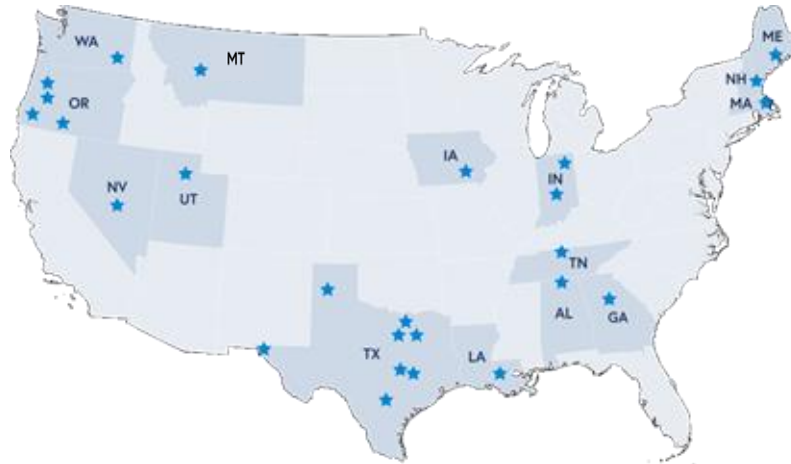
A community of business leaders proving that family-friendly IS business-friendly.

Best Place for Working Parents® | National Impact

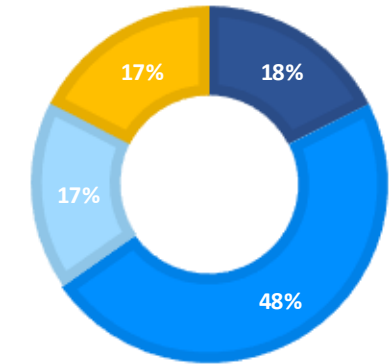
2,500+ Companies with
Over 5 Million Employees



15 States
25 Regions
2,000+ Cities Nationwide



Company Size Breakdown



- 331 ● Micro (0 - 24 Employees)
- 716 ● Small (25 - 200 Employees)
- 250 ● Medium (201 - 999 Employees)
- 281 ● Large (1000+ Employees)

Why Best Place for Working Parents®?

1

Most families are dual-working households.

- Only **27% of families** have the **father as the sole breadwinner**.
- **72% of all women** and **93% of all men** with children under 18 were in the labor force in 2019.

2

Today's workforce needs are changing.

- **60% of non-working parents** say **child care** is a top reason they do not participate in the workforce.
- **73% of highly credentialed women** who leave the workforce say they would have stayed if they had **access to flexibility**.

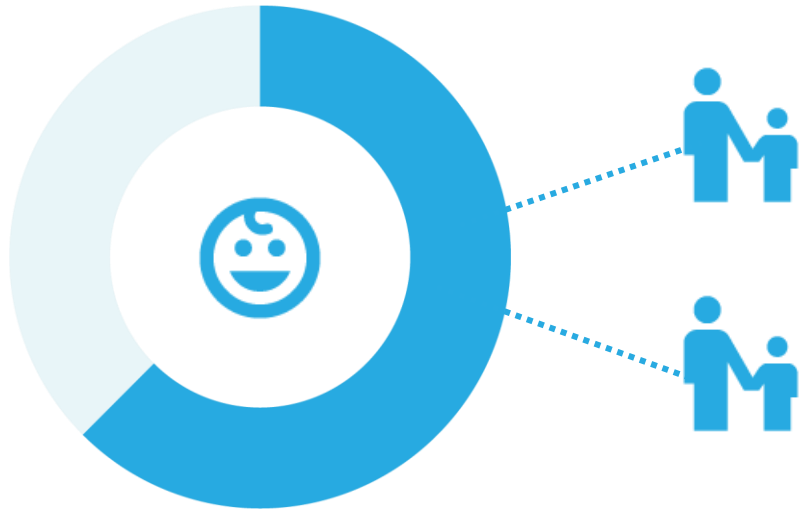
3

Employers must attract and retain top talent.

- **83% of millennials** will leave one job for another with **stronger family policies** and supports.
- **Replacing an employee** costs a business **6 to 9 months** of that employee's salary on average.

Employers lose **\$38 billion annually** in productivity costs due to **child care challenges** faced by their workforce.

Why Best Place for Working Parents®?



Today, two thirds of children under 6 have both parents in the workforce

&



75% of the workforce are caregivers

Today's Top Workforce Issue



VOX (February 26, 2025)

Should employers step up on child care?



Employee Benefit News (February 27, 2025)

What does it take to be a great workplace for working parents?



Forbes (February 13, 2025)

Small Businesses Are Winning The Family-Friendly Workplace Race










PR Newswire (February 11, 2025)

Small & Micro Businesses Lead Uptick in Family-Friendly Benefits Including Back-Up Child Care and Employee Healthcare, According to New 2024 Data from The Best Place for Working Parents® National Trends Report

Best Place for Working Parents®

A community of business leaders proving that family-friendly IS business-friendly.

Top 10 Policies: Real Business Experiences + ROI

POLICY	STRONGLY ASSOCIATED ROI			POLICY	STRONGLY ASSOCIATED ROI			
 HEALTHCARE COVERAGE	<ul style="list-style-type: none"> ✓ Increased Job Satisfaction ✓ Increased Organizational Commitment 	<ul style="list-style-type: none"> ✓ Decreased Employee Burnout/Stress ✓ Improved Employee Health and Well-being 	<ul style="list-style-type: none"> ✓ Decreased Turnover ✓ Higher Perceived Organizational Support 	 ONSITE CHILD CARE	<ul style="list-style-type: none"> ✓ Increased Employee Retention ✓ Increased Employee Engagement ✓ Decreased Employee Burnout/Stress 	<ul style="list-style-type: none"> ✓ Better Work-Life Balance ✓ Decreased Absenteeism ✓ Increased Parental Satisfaction with Childcare 	<ul style="list-style-type: none"> ✓ Increased Employee Performance ✓ Increased Employee Emotional Security ✓ Increased Employee Sense of Belonging 	
 PAID TIME OFF	<ul style="list-style-type: none"> ✓ Increased Employee Retention 	<ul style="list-style-type: none"> ✓ Increased Employee Engagement 	<ul style="list-style-type: none"> ✓ Increased Productivity 	 CHILD CARE ASSISTANCE	<ul style="list-style-type: none"> ✓ Increased Job Satisfaction ✓ Decreased Turnover 	<ul style="list-style-type: none"> ✓ Decreased Employee Burnout/Stress ✓ Increased Employee Performance 	<ul style="list-style-type: none"> ✓ Better Work-Life Balance ✓ Increased Employee Loyalty 	
 PATERNAL LEAVE	<ul style="list-style-type: none"> ✓ Improved Employee & Infant Health ✓ Increased Family Engagement 	<ul style="list-style-type: none"> ✓ Increased Job Satisfaction ✓ Increased Employee Engagement 	<ul style="list-style-type: none"> ✓ Increased Employee Retention ✓ Decreased Turnover ✓ Increased Productivity 	 BACKUP CHILD CARE	<ul style="list-style-type: none"> ✓ Decreased Absenteeism ✓ Increased Productivity 	<ul style="list-style-type: none"> ✓ Decreased Turnover ✓ Decreased Employee Burnout/Stress 	<ul style="list-style-type: none"> ✓ Increased Employee Retention ✓ Increased Employee Recruitment ✓ Better Work-Life Balance 	
 NURSING BENEFITS	<ul style="list-style-type: none"> ✓ Decreased Absenteeism ✓ Increased Employee Loyalty 	<ul style="list-style-type: none"> ✓ Decreased Healthcare Costs ✓ Increased Employee Retention 	<ul style="list-style-type: none"> ✓ Increased Productivity ✓ Decreased Turnover 	 FLEXIBLE HOURS	<ul style="list-style-type: none"> ✓ Increased Job Satisfaction 	<ul style="list-style-type: none"> ✓ Decreased Work-Family Conflict 	<ul style="list-style-type: none"> ✓ Increased Employee Engagement ✓ Increased Employee Retention 	
 BEST PLACE DESIGNATION	<ul style="list-style-type: none"> ✓ Increased Innovation 	<ul style="list-style-type: none"> ✓ Increased Profitability ✓ Decreased Turnover 	<ul style="list-style-type: none"> ✓ Increased Employee Retention ✓ Increased Productivity 	 REMOTE WORK	<ul style="list-style-type: none"> ✓ Increased Organizational Commitment 	<ul style="list-style-type: none"> ✓ Increased Job Satisfaction 	<ul style="list-style-type: none"> ✓ Longer Working Hours for Employees 	<ul style="list-style-type: none"> ✓ Increased Levels of Transparency Between Employee/Employer

Making the Connection Report Associated Business Outcomes

Healthcare 

4X

MORE LIKELY TO BE A
HIGH PERFORMER

Flexibility 

123X

MORE SUPPORTIVE
WORKPLACE

Maternity Leave 

50X

MORE LIKELY TO BE A
HIGH PERFORMER

Child Care Assistance 


3.9X

MORE MOTIVATED

Remote Work 

2.1X

MORE MOTIVATED

Onsite Child Care 

7.4X **5X**

HIGHER
RENTENTION

MORE LOYAL
TO EMPLOYER

FALL 2023

MAKING THE CONNECTION

How Small Business is Gaining a Competitive Edge through Family-Friendly Policies

PRESENTED & SUMMARIZED BY:

 THE BEST PLACE FOR
WORKING PARENTS®

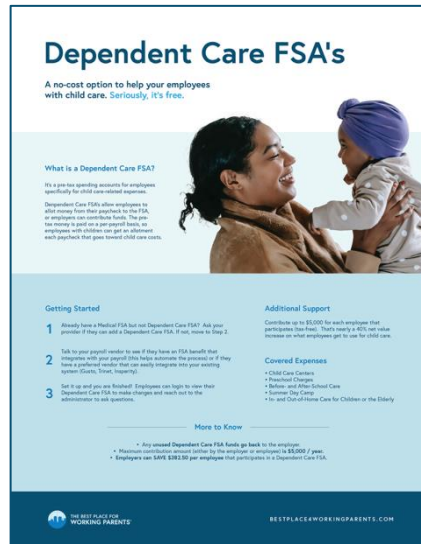
WITH SUPPORT AND REPORTING BY:

 **SMU**
CENTER ON RESEARCH
AND EVALUATION

Best Place for Working Parents® | Business Leader Resources

1. Dependent Care FSA One-Pager

Requested from the network; now 60% of small businesses offer this support



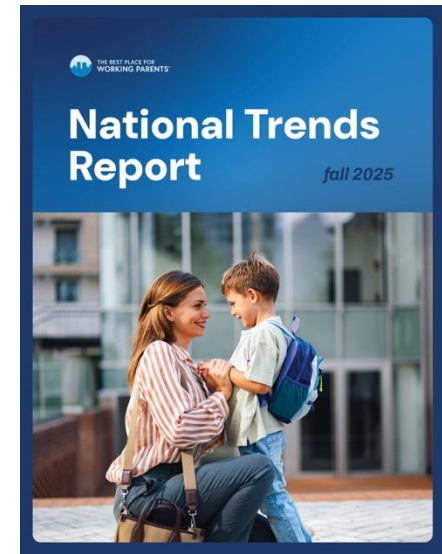
2. Child Care Toolkit

Worked with Austin BP4WP team to publish Austin, Texas, and national versions

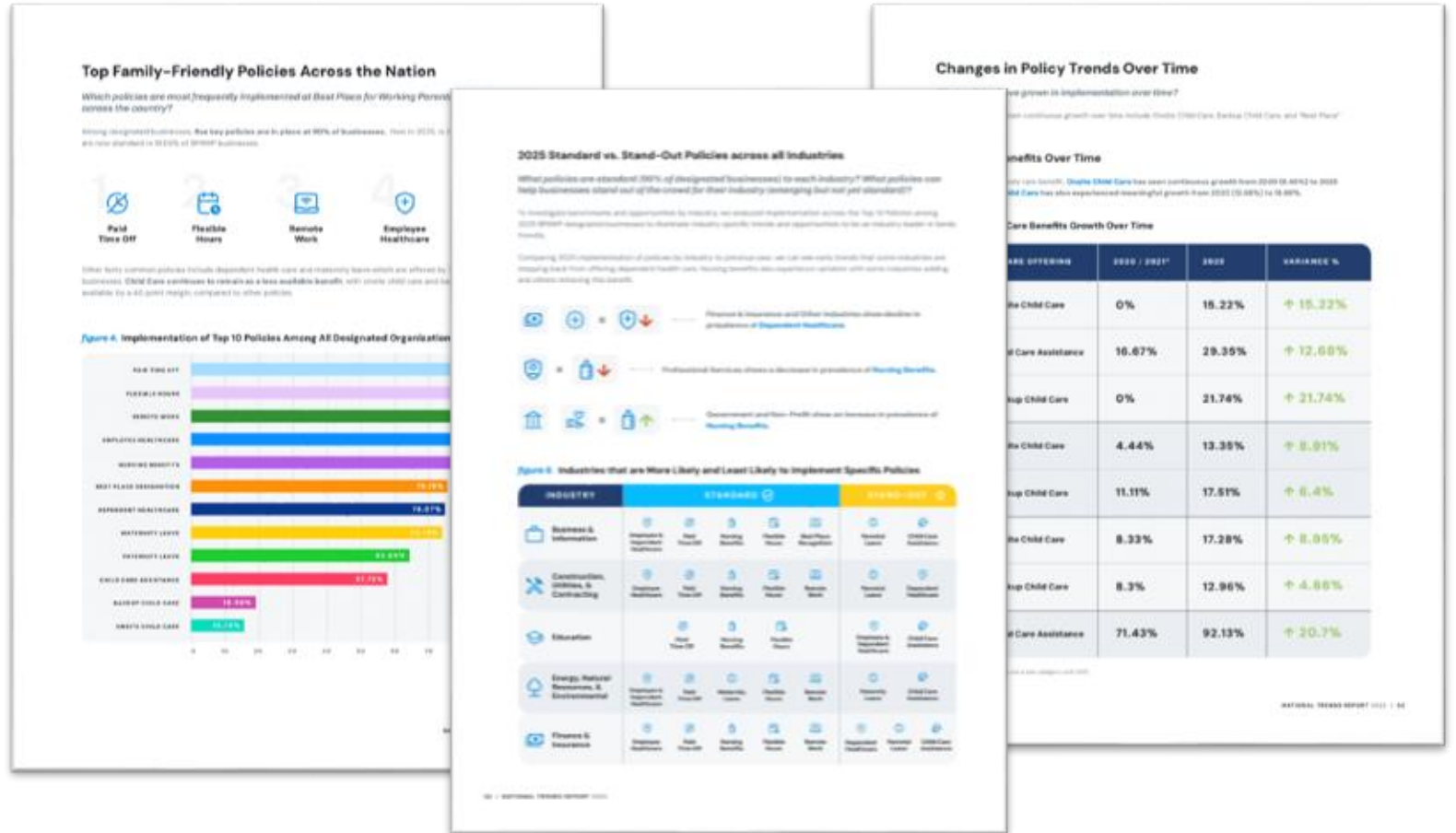


3. National Trends Report

Highlights key network trends and leading policies across region, size, and industry



Best Place for Working Parents® | 2025 National Trends



Best Place for Working Parents® | 2025 National Trends Report

1 Nursing Benefits are Now Standard

 **90%**

Across BP4WP Designated Businesses

Boosts Post-Maternity Retention by 40% margin

2 Don't Dismiss Micro & Small Businesses



Micro Size Businesses Lead in Onsite Child Care & Backup Child Care



Small Business Come Within Percentage Points to Large & Medium Size Businesses

72% of BP4WP Designated Businesses

3 Watch for Dependent Healthcare & Child Care



Onsite Child Care & Backup Child Care have continued to grow since 2020

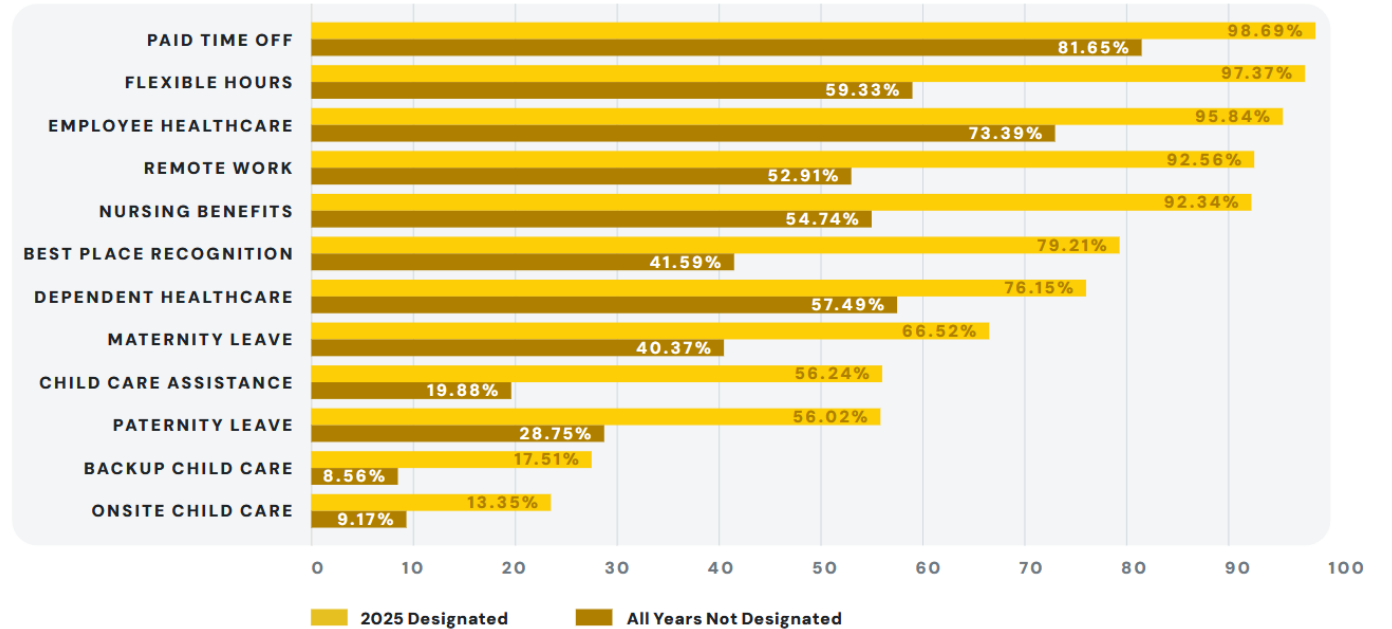
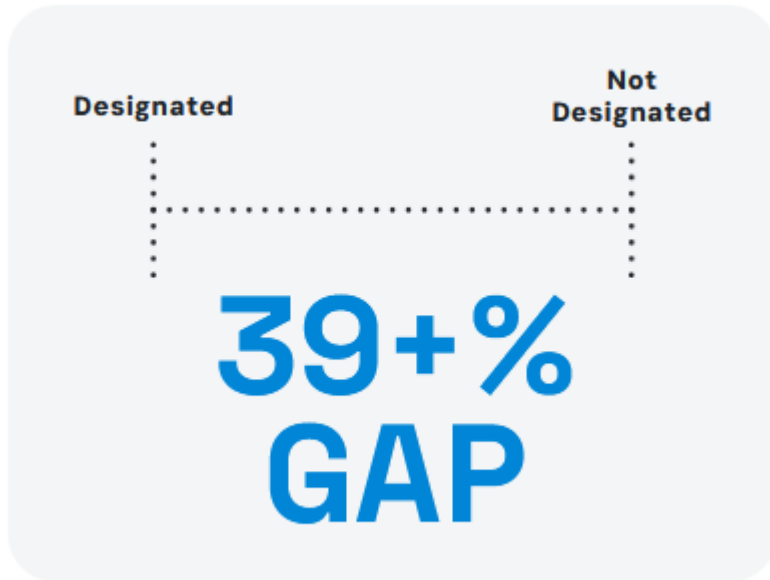


Among Large, Finance & Insurance, and Other (as industry)

7.4X Higher Retention

Best Place for Working Parents® | 2025 National Trends Report

figure 15. Small: Designated vs. Not Designated



**BP4WP Designated Companies Outpace
Non-Designated Companies across Top 10 Policies**

Best Place for Working Parents® | 2025 National Trends – Montana

Onsite Child Care



Onsite child care is infrequently offered in all regions (16% across organizations); less than 30% of organizations in all but 5 regions. The range of organizations with this policy is 6.63% to 52.38%.

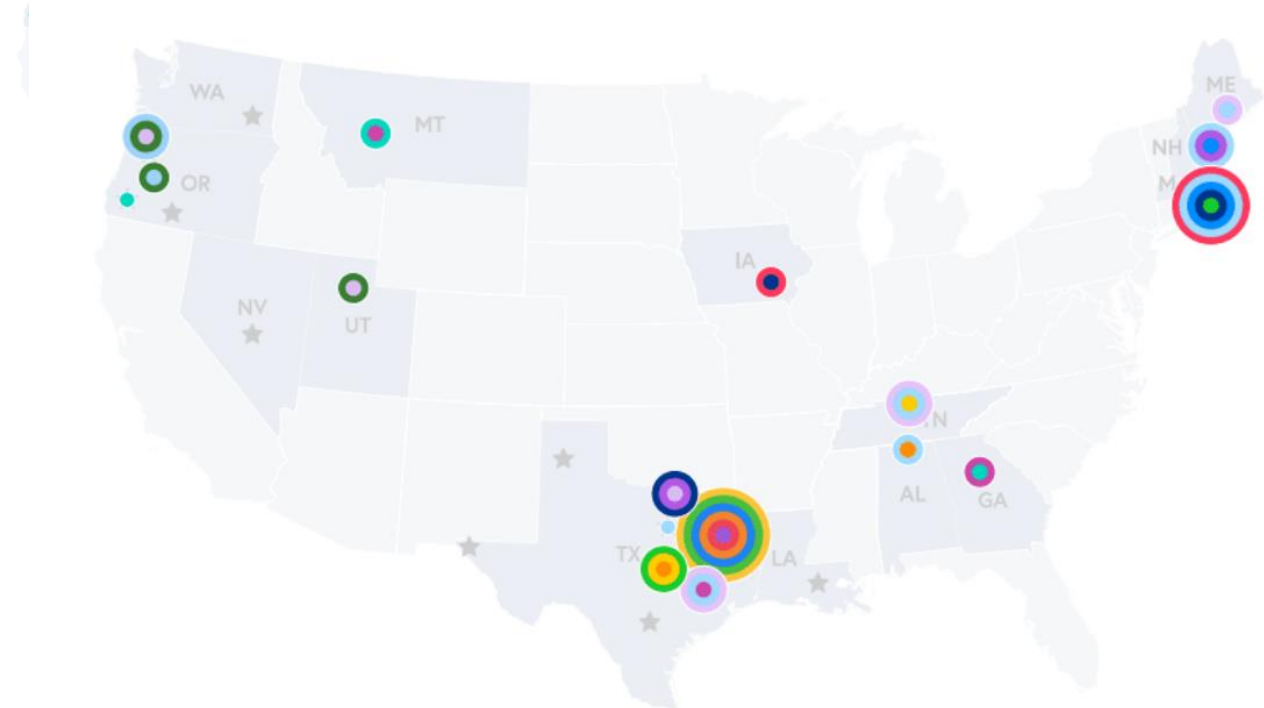
- Montana | 52.38%
- Douglas, Klamath, and Lake Counties, Oregon | 34.78%
- Georgia | 33.33%

Backup Child Care


























Backup child care is offered in only 19% of all organizations and varies considerably in offerings across regions. The range of organizations with this policy is 0% 43%.

- Montana | 42.86%
- Georgia | 37.04%
- Bastrop County | 33.33%

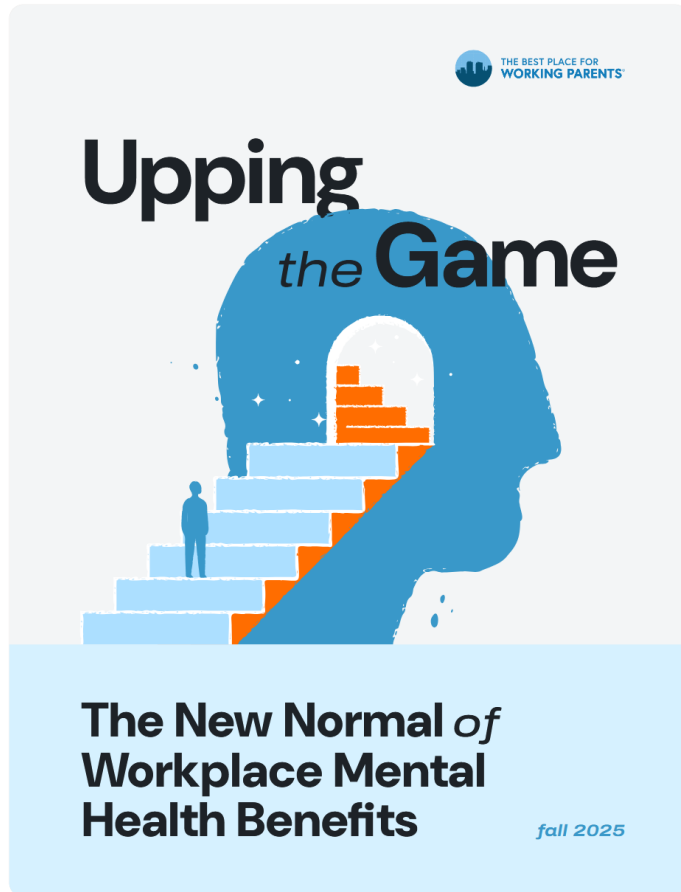


Best Place for Working Parents® | Industry Insights

figure 9. Industries that are More Likely and Least Likely to Implement Specific Policies

INDUSTRY	STANDARD 	STAND-OUT 
 Energy, Natural Resources, & Environmental	 Employee & Dependent Healthcare  Paid Time Off  Maternity Leave  Flexible Hours  Remote Work	 Paternity Leave  Child Care Assistance
 Food, Hospitality, & Retail	 Paid Time Off  Flexible Hours	 Employee & Dependent Healthcare  Nursing Benefits
 Technology	 Employee & Dependent Healthcare  Paid Time Off  Flexible Hours  Remote Work	 Parental Leave  Nursing Benefits  Child Care Assistance

NEW | 2025 Mental Health Report | December 2025



BP4WP | Employee-Driven Insights + Smart Business Solutions



Employee Survey, Solutions, & ROI Assessment (SSRA)

Learn how the SSRA can identify your workforce's unique child care needs — and equip your business with tailored solutions and ROI analysis to drive performance, loyalty, and long-term success.



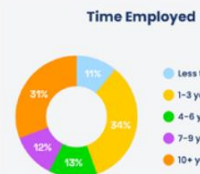
BESTPLACE4WORKINGPARENTS.COM

SECTION 1 About the Report & Participation Overview

Purpose: ABC Co partnered with The Best Place for Working Parents® to gather employee insights through a confidential survey aiming to better understand how child care challenges impact their workforce. This effort identified key opportunities and challenges using research-backed strategies, alongside potential ROI calculations for implementing the recommended solutions.

The following outlines key findings, strategic recommendations, and projected cost savings and ROI related to addressing child care needs within ABC Co's workforce.

Total ABC Co Employee Participation: **766**



42% of respondents had earned a promotion with ABC Co

SECTION 2 Current Child Care Needs & Preferences (63%, n=482)

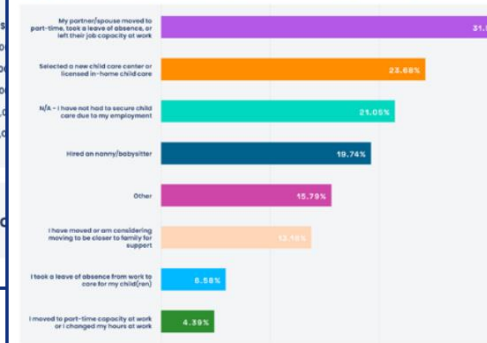
Among employees with children, the most popular preference for ABC Co's support in addressing child care was in scheduling to deal with child care drop-off and pick-up (64.3%). Similarly, 48.28% of employees cited a need to adjust their work hours that mirrors their work hours (see Figure 1).

FIGURE 1. Child Care Preferences for Continued Employment, Employees with Children



Among the many actions employees cited as having taken to secure childcare given their employment (see Figure 2), the most common was taking a leave of absence, or leaving their job capacity at work (31.58%), followed by selecting a new child care center (23.66%).

FIGURE 2. Child Care Choices Made to Support Continued Employment, Employees with Children



SECTION 6 Potential ROI from Offering Child Care Benefits

93% = Total Potential ROI for ABC Co by offering Child Care Benefits

\$494,682.69 = Productivity Savings*
+ \$6,499,125.00 = Retention Savings**
= \$6,993,807.69 = Total Savings
- \$3,615,000.00 = Assumed Annual Cost of Child Care Savings***
✓ \$3,378,807.69 = TOTAL NET SAVINGS to ABC Co by offering Child Care Benefits

Savings Calculation

Employee Productivity* + **Employee Retention**** = **ABC Co's potential ROI** for offering child care benefits.

(a) absences due to child care and (b) days left early or arrived late
 (c) child care reasons for leaving ABC Co™ and (d) child care benefits enabling one to remain in the workforce to reflect

Annual Cost Calculation

482 employees with child caring responsibilities **X** **\$7,500***** assumed annual cost of child care benefits per employee **=** **\$3,615,000.00** total annual cost for offering child care benefits

Case Studies on the Web® | Business Leader Resources



CASE STUDIES

PLA Beauty's Onsite Child Care Reduces Workforce Absenteeism

SEPTEMBER 30, 2025



CASE STUDIES

From Office to Nursery: Varghese Summersett Champions Working Parents with an In-Office Crib and a Dedicated Playroom

AUGUST 27, 2025



CASE STUDIES

Toyotetsu Texas: How a 'Mendomi' Culture and Employee Feedback Drive Retention and Engagement

JULY 31, 2025

Discussion

How have **employee expectations** around benefits **changed in recent years**, and how is your organization adapting?

What role do benefits play in your **overall talent acquisition and retention strategy**?

What kinds of **business ROI / impacts** would you ideally like to see from **implementing family-friendly HR policies**?

Share - Out

How have **employee expectations** around benefits **changed in recent years**, and how is your organization adapting?

What role do benefits play in your **overall talent acquisition and retention strategy**?

What kinds of **business ROI / impacts** would you ideally like to see from **implementing family-friendly HR policies**?

Best Place for Working Parents® | Stories of Success

SIGMAPRO



- **Policy:** Onsite Child Care
- **What It Is:** SigmaKids Child Care Center
- **Why It Matters + ROI:**
 - ✓ Serves Employees (30%) + Community (70%)
 - ✓ Accommodates Hourly Manufacturing Workers
 - ✓ \$40,000 Federal Tax Credit in 1st Year
 - ✓ Retained Two Long-Time Employees...for \$2k

Best Place for Working Parents® | Stories of Success



- **Policy:** Child Care Assistance
- **What It Is:** Dependent Care FSA's
- **Why It Matters + ROI:**
 - ✓ \$5,000 Pre-Tax Dollars for Child Care and Elderly Care
 - ✓ \$352.50 fees in taxes per employee
 - ✓ Stabilizes Manufacturing Workforce
 - ✓ Full Contribution Among from TimberHP

Best Place for Working Parents® | Stories of Success

American Airlines 



- **Policy:** Child Care Assistance
- **What It Is:** Dependent Care FSAs
- **Why It Matters + ROI:**
 - ✓ **\$5,000 Pre-Tax Dollars for Child Care for Largely Mobile Workforce**
 - ✓ **40% of DCFSA Participants are Pilots and Flight Attendants**
 - ✓ **Pilot Seniority: 19+ Years; Attendants: 20+ Years**

Best Place for Working Parents® promotes the top 10 research-backed policies that benefit working parents and businesses' bottom line.



CORE BENEFITS

1. Company Paid Healthcare Coverage
2. Paid Time Off
3. Maternity/Paternity Leave



FAMILY RESOURCES

4. Onsite Child Care
5. Child Care Assistance
6. Backup Child Care



FLEXIBILITY

7. Flexible Hours
8. Remote Work / Work from Home



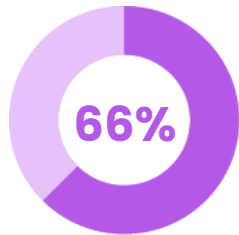
COMPANY CULTURE

9. Nursing Benefits
10. "Best Place" Designation

Best Place for Working Parents® | Policies Highlights



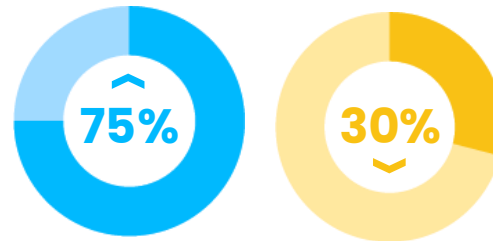
Flexibility



66% of women who have access to flexibility **plan to stay** at their jobs for **more than 3 years**, compared with 19% of women who have no flexibility.¹



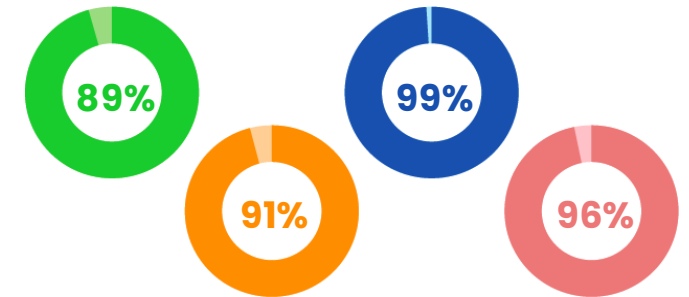
Remote Work



Employees with remote benefits are **75% more likely** to be often or **always engaged** and **30% less likely** to look for another job in the next year.²



Parental Leave



Employers report that **paid family leave either maintained or increased** employee productivity (89%), profitability/performance (91%), turnover (96%) and employee morale (99%).³

1. https://www2.deloitte.com/content/dam/insights/articles/glob175810_global-women-at-work/Women_at_Work_2023.pdf
2. <https://www.catalyst.org/insights/2021/remote-work-bonus-productivity>
3. <https://www.scientificamerican.com/blog/observations/the-economics-of-paid-parental-leave/?redirect=1>

Best Place for Working Parents® | Stories of Success



- **Policy:** Flexibility
- **What It Is:** ShiftSwap
- **Why It Matters + ROI:**
 - ✓ Accommodates hourly manufacturing workers
 - ✓ Allows employees autonomy and ability to present for moments that matter
 - ✓ Provides predictability in an industry unable to provide flexibility

Best Place for Working Parents® | Stories of Success



- **Policy:** Flexibility
- **What It Is:** Late Start for 1st Day of School
- **Why It Matters + ROI:**
 - ✓ Serves Employees + Community
 - ✓ Provides Flexibility Amidst Firm Schedules
 - ✓ Low/No Cost for High Sense of Loyalty

Best Place for Working Parents® | Stories of Success

Kerbey Lane

ALL DAY CAFE



- **Policy:** Dependent Support
- **What It Is:** Take-Home Family Meals
- **Why It Matters + ROI:**
 - ✓ Eases Stress of Demanding & Conflicting Schedules
 - ✓ Provides Flexibility and Caregiver Autonomy
 - ✓ Low/No Cost for High Sense of Loyalty
 - ✓ Provides More Quality Time as a Family

Best Place for Working Parents® | Stories of Success



- **Policy:** PTO
- **What It Is:** Extra 3 Days for On-Site Employees
- **Why It Matters + ROI:**
 - ✓ Provides flexibility for positions that cannot be remote
 - ✓ Improves Overall Morale
 - ✓ Loyalty

Discussion

What creative supports have you put in place for positions that require **onsite employees**?

Beyond traditional health insurance and 401(k) plans, **what unique or innovative benefits** have helped attract top talent to your organization?

How do you **communicate benefits effectively** to ensure employees understand and utilize them? What have you found most effective?

Share Out

How do you work to **build flexibility** into positions that require **onsite employees**?

Beyond traditional health insurance and 401(k) plans, **what unique or innovative benefits** have helped attract top talent to your organization?

How do you **communicate benefits effectively** to ensure employees understand and utilize them? What have you found most effective?

Best Place for Working Parents® | Stories of Success



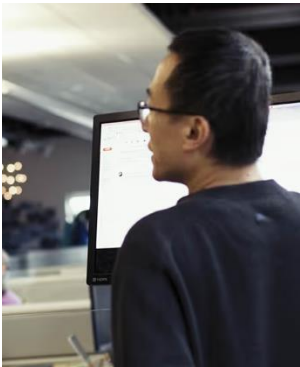
- **Policy:** Parental Leave
- **What It Is:** Ramp On – Ramp Off
- **Why It Matters + ROI:**
 - ✓ **Lower Turnover than National Average**
 - ✓ **Employee Engagement (Top 5% for Manufacturing)**
 - ✓ **Positive Work Culture**

Best Place for Working Parents® | Stories of Success



- **Policy:** Dependent Care
- **What It Is:** Your Tomorrow Education Benefit
- **Why It Matters + ROI:**
 - ✓ **Student Employees 60% Less Likely** to Leave
 - ✓ **Students 3.3x More Likely** to be Promoted
 - ✓ **All Employees: 88% More Likely to Stay** if At Least One Dependent Enrolled in the Program

Best Place for Working Parents® | Stories of Success



- **Policy:** Child Care
- **What It Is:** Summer Camp Sign-Up
- **Why It Matters + ROI:**
 - ✓ PTO to sign-up kids for Summer Camp
 - ✓ Allows employees' kids to enroll when camp opens, securing scarce summer camp seats for summer
 - ✓ Reliable summer workforce

Best Place for Working Parents® | Stories of Success



PEPSICO



- **Policy:** Mental Health Benefits
- **What It Is:** MeQuilibrium, Spring, Healthy Money
- **Why It Matters + ROI:**
 - ✓ **Culture Shift** Starting with Leaders
 - ✓ **15% Engagement** in Spring
 - ✓ **10,000 Employees** – World Mental Health Day
 - ✓ **Millions of Dollars Saved** in Avoided Medical Costs, Engagement, Attraction & Retention

Best Place for Working Parents® | Stories of Success



- **Policy:** Nursing Benefits
- **What It Is:** Zen Room
- **Why It Matters + ROI:**
 - ✓ **Over 35% of Employees Stay for 5+ Years**
 - ✓ **Cost: Less than \$400**
 - ✓ **Higher Employee Satisfaction Rates than Competitors**

Best Place for Working Parents® | Stories of Success



- **Policy:** Best Place Designation
- **What It Is:** "Hire to Retire"
- **Why It Matters + ROI:**
 - ✓ **Zero to Five Child Care Grant for MT Employees**
 - ✓ **Flexibility**
 - ✓ **100% Paid Health Insurance Premiums (& Pickleball!)**
 - ✓ **Increase in Employee Engagement + Retention**

Join the Best Place for Working Parents® Network of Leaders

Scan the code to take the 3-minute self-assessment today!



- ✓ **Completely Confidential**
- ✓ **Free for All Montana Businesses**
- ✓ **Instantaneous Designation Results**
- ✓ **Dynamic Dashboard Compares Your Company to Others of Like Size & Industry**

THANK YOU!

Please feel free to reach out with any questions:

Sara Redington

The Best Place for Working Parents®

Co-Founder

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