



Child-Friendly. Employee Happy.

Invest in the little things that make a BIG difference.

Happy parents make even better employees. Research proves businesses that implement policies and practices that help their employees in their personal lives have a greater return on their investment.

Benefits of Being a Child-Friendly Business:

- Retain committed workers and build loyalty
- Motivate employees and unleash creativity
- Reduce turnover, recruitment and absenteeism costs
- Increase your bottom line

It's Easy to Make Your Business Child-Friendly:

- Offer employees flexible work arrangements
- Provide extended maternity and paternity leave and paid sick leave
- Offer new moms returning to work a transition plan
- Offer child care benefits to employees (i.e. at worksite, matching child care expenses, etc.)

Nominate your workplace today for the
2011 Child-Friendly Business Awards!

Nomination deadline: March 4, 2011



To nominate or learn more about child-friendly benefits visit
www.first5fresno.org, or call (559) 241-7444