



*and  
Pets too!*  
National Backup Family Care  
**Anytime. Anywhere.**



Our mission...

To champion amazing  
company cultures  
by delivering a  
present and  
productive workforce

# What is Backup Care?

Backup Care is an employee benefit designed to reduce absenteeism while enhancing company culture and increasing productivity.

When missing work is not an option, Backup Care provides real-time solutions for employees experiencing breakdowns in Child or Adult Care.



# Our Core Values...

**TRUST** We promise to make every effort to fulfill our clients' needs. We never forget "CARE" really is our middle name.

**COMMUNICATION** We are prompt, respectful and kind in all our communications.

**QUALITY** We deliver appropriately skilled caregivers through our highly vetted national Care Provider network.

**TRANSPARENT** We are clear and honest with all terms, pricing and capabilities.

**TECHNOLOGY** We deliver a robust, user-friendly platform with real time reporting.

**CUSTOMIZABLE** All Backup Care programs tailored to best enhance company culture and increase productivity.



## Reasons employees may need Backup **Child Care**:



Sick  
Child

Regular Caregiver  
on Vacation or Sick

Spouse/Partner Unavailable  
to Provide Care

Work Event

School or Daycare  
Closure

## Reasons employees may need Backup **Adult Care:**

Spouse/Partner Recovering from  
Illness or Surgery

Regular Caregiver  
Unavailable

Elderly Family  
Member Needs  
Assistance

Care for Grandparent  
in Another State

Adult Child with  
Caregiving Needs



# 6.8 million

unemployed Americans are not working because they lack reliable and affordable Child Care<sup>1</sup>

<sup>1</sup>U. S. Census Bureau (February, 2021). Week 23 Household Pulse Survey

# Who needs Backup Care?

**55%**

of **working parents** have been absent due to breakdowns in Child Care<sup>2</sup>

**65%**

of **employees** are seeking a new position with an employer who prioritizes flexibility and **family-friendly benefits**<sup>3</sup>

**73%**

of working Americans daily experience difficulties managing work **and** caregiving responsibilities<sup>4</sup>

**100%**

of **employers** who rely on a present and productive workforce

<sup>2</sup> Strong Nation (January, 2019). *Want to Grow the Economy? Fix the Child Care Crisis*. Council for a Strong America. <https://www.strongnation.org/articles/780-want-to-grow-the-economy-fix-the-child-care-crisis>

<sup>3</sup> Liu, Jennifer (August, 2021). *65% of workers are looking for a new job, and the numbers could get higher*. CNBC make it. <https://www.cnbc.com/2021/08/19/pwc-survey-65percent-of-workers-are-looking-for-a-new-job-could-get-higher.html>

<sup>4</sup> Fuller, J. and Raman, M. (January, 2019). *The Caring Company*. Harvard Business School. [https://www.hbs.edu/managing-the-future-of-work/Documents/The\\_Caring\\_Company.pdf](https://www.hbs.edu/managing-the-future-of-work/Documents/The_Caring_Company.pdf)



# Do you know what unplanned absences cost your company?

**Unplanned  
Absences Cost:**  
the average employer  
**6.7%** of  
Total Annual Payroll<sup>5</sup>

**Backup Care  
Costs:**  
less than  $\frac{1}{10}$  of  
1% of  
Total Annual Payroll

Can you afford to implement Backup Care?  
**Can you afford not to?**

<sup>5</sup>Society for Human Resource Management (August, 2014). *Total Financial Impact of Employee Absences in the U.S.*. SHRM® and Kronos® Executive Summary.  
<https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/pages/executive-summary-total-financial-impact-of-employee-absences-in-the-united-states.aspx>

# The financial impact of **Absenteeism** vs. the affordability of **Backup Care**

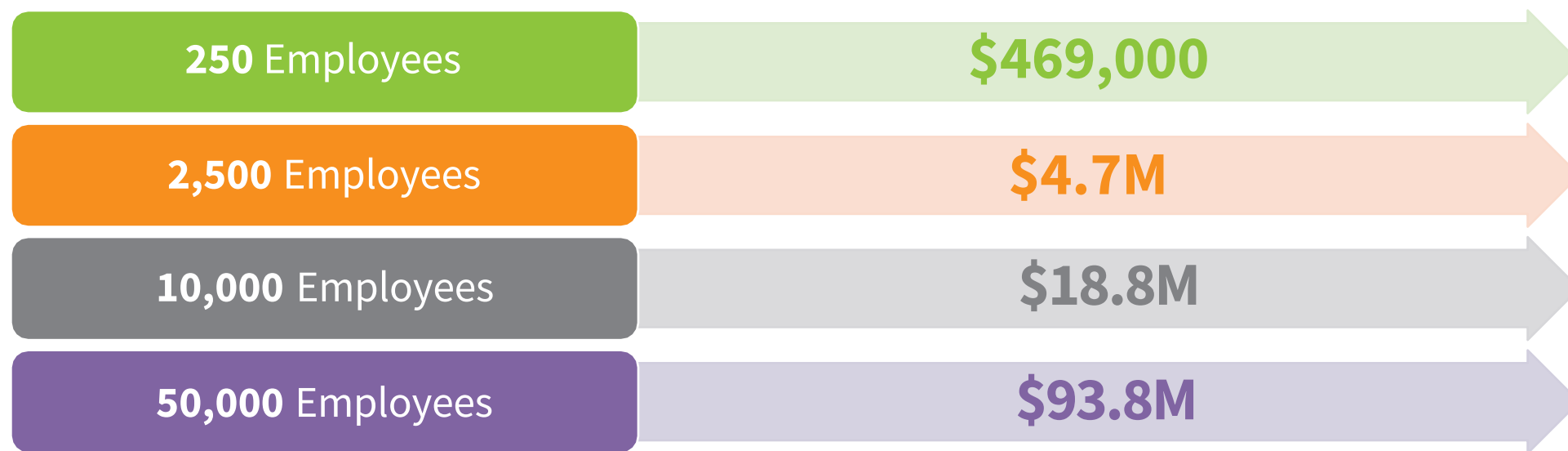
Number of Employees	Total Annual Payroll	Cost of Absenteeism	Approximate Cost of Backup Care
250	\$13.4M	\$897,800	\$9,000
2,500	\$134M	\$8,978,000	\$90,000
10,000	\$535M	\$35,845,000	\$360,000
50,000	\$2.7B	\$180,900,000	\$1,800,000

Above estimates are based on the average annual salary of \$53,490 (per BLS July 2022), average cost of unplanned absences (6.7% of total annual payroll) and our two-year average cost of Backup Care per employee per year (\$36). Actual costs may vary.



# Designed to Reduce the High Cost of Absenteeism

For example, if *merely half* your current absenteeism was resolved through Backup Care, it would result in the following savings:

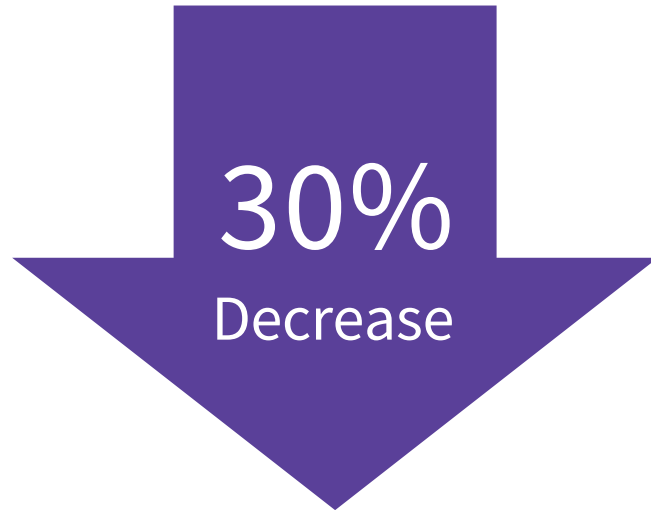


**What could your savings be?**

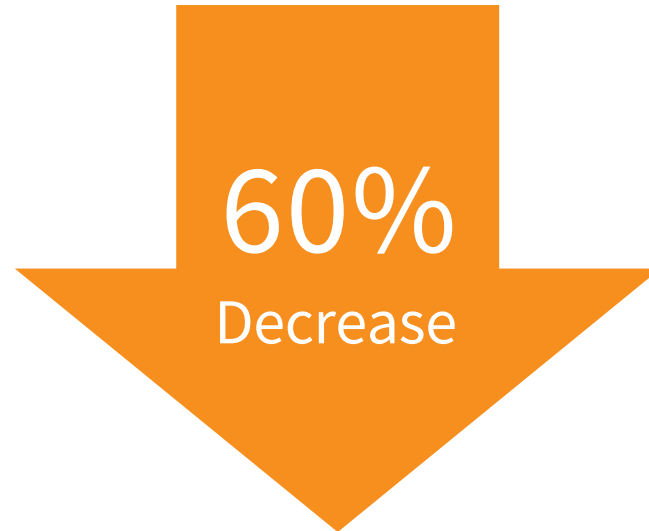
Average annual salary of \$56,310 (per BLS July 2021). Actual savings may vary.

After implementation of family-friendly benefits, such as **Backup Care**, most employers experience:

Absenteeism<sup>6</sup>



Turnover<sup>6</sup>



5.5%  
Increase

Revenue<sup>7</sup>  
Growth

As opposed to employers who do not offer family-friendly benefits

**Are You Ready for a Change?**

<sup>6</sup>U.S. Chamber of Commerce Foundation (April, 2018). *Leading the Way: A Guide for Business Engagement in Early Education*. Childcare Workforce Toolkit. [https://www.uschamberfoundation.org/sites/default/files/Childcare%20Workforce%20Toolkit\\_April%202018.pdf](https://www.uschamberfoundation.org/sites/default/files/Childcare%20Workforce%20Toolkit_April%202018.pdf)

<sup>7</sup>Schiavo, Amanda (December, 2020). *The top tool for retaining your working parent population*. Employee Benefit News. <https://www.benefitnews.com/news/parental-leave-and-other-family-planning-benefits-will-be-a-key-investment-in-2021>

# Re-engineering How Backup Child and Adult Care is Delivered

Employees have an option every time:

- The **My Choice**® Care program allows employees the ability to self-select any caregiver or US daycare center of their choice. When selected, CorporateCARE Solutions provides direct employee compensation.
- **National Network of highly vetted Care Providers.** Our network consists of the nation's premier Nanny, Adult and Home Healthcare Agencies. Care is provided in employee's home, hotel if traveling for work or anywhere in the US their loved one resides.

Backup Care designed to meet employees in *their* comfort zone



# Why Choose CorporateCARE Solutions



## Pay-As-You-Go Monthly Billing

If no utilization occurs in the prior month, nothing is owed.  
(No minimum utilization requirement)



## SHRM® Award-Winning Technology

Real-time notifications and on-demand reporting



## Nationwide Coverage

Child and Adult Care and My Choice® Care



## 14-Hour Per Use Limit

As compared to outdated 10-hour per use limit



## Proud Woman-Owned Business



## So Much More Than Child Care

National Pet Care and Tutoring support



## Reduced Absenteeism

Delivering a present and productive workforce



## Exemplary Customer Service

Available 24/7/365



## CCS Perks Marketplace

Discounts and special offers from national leading retailers

## A few quotes from our happy clients!

***“An amazing resource  
for working moms”***

~Amber

***“Amazing and Reliable”***

~Mayra

***“Great service with  
great caregivers”***

~Sylvain

***“When they say you can tell if the person on  
the phone is smiling, it's True”***

~William

***“An excellent resource for  
back up childcare!”***

~Christian

***“helpful, reliable,  
professional”***

~Laurie

***“Very responsive”***

~Soha

***“Life saving!”***

~Itzel

***“Amazing!  
Every employee has been  
wonderful!”***

~Nicole



I truly believe taking care of and protecting the ones you love is the most vital and important job there is. In today's landscape, I understand achieving work-life balance is more important than ever. We look forward to tailoring care options for your most valued asset – your employees.

Sharon Lurtsema, CEO

**Contact:**

**Tom Rosquist**, VP of Client Acquisitions  
844.888.CARE (2273) Direct: **520.989.9456 x113**  
**[TRosquist@corporateCAREsolutions.com](mailto:TRosquist@corporateCAREsolutions.com)**