

# The Best Place for Working Parents®

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



## Who We Are

The Best Place for Working Parents® is a growing network of business leaders proving that family-friendly is business-friendly. Through a first-of-its-kind 3-minute online business self-assessment, organizations across the country are gaining this competitive designation that recognizes innovation across the top 10 research-backed family friendly policies proven to benefit working parents AND employers' bottom line.



## Top 10 Research-Backed Family-Friendly Policies



Company-Paid Health Care



Paid Time Off



Parental Leave



Nursing Benefits



"Best Place" Designation

CORE BENEFITS

COMPANY CULTURE



Onsite Child Care



Child Care Assistance



Backup Child Care



Flexible Hours



Remote Working

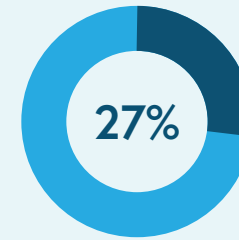
FAMILY RESOURCES

FLEXIBILITY

## Why Family-Friendly: Key Stats

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

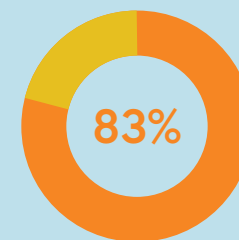
60%

60% of non-working parents say child care is a top reason they do not participate in the workforce.

73%

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.

## About Us

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The Best Place for Working Parents® first-of-its-kind online self-assessment and designation was developed together with 100 business leaders who recognized family-friendly practices as a critical lever for catalyzing and empowering a changing workforce, and as a keen business strategy for attracting and retaining today's top talent.

Our top 10 research-backed family-friendly policies are relevant to businesses of every size and industry, and include low- or no-cost options that are proven to boost employee attraction, retention, loyalty, productivity, and engagement. The Best Place for Working Parents® is supported by national research that demonstrates the power of these practices in impacting working parents and their families, and for the businesses that implement them.

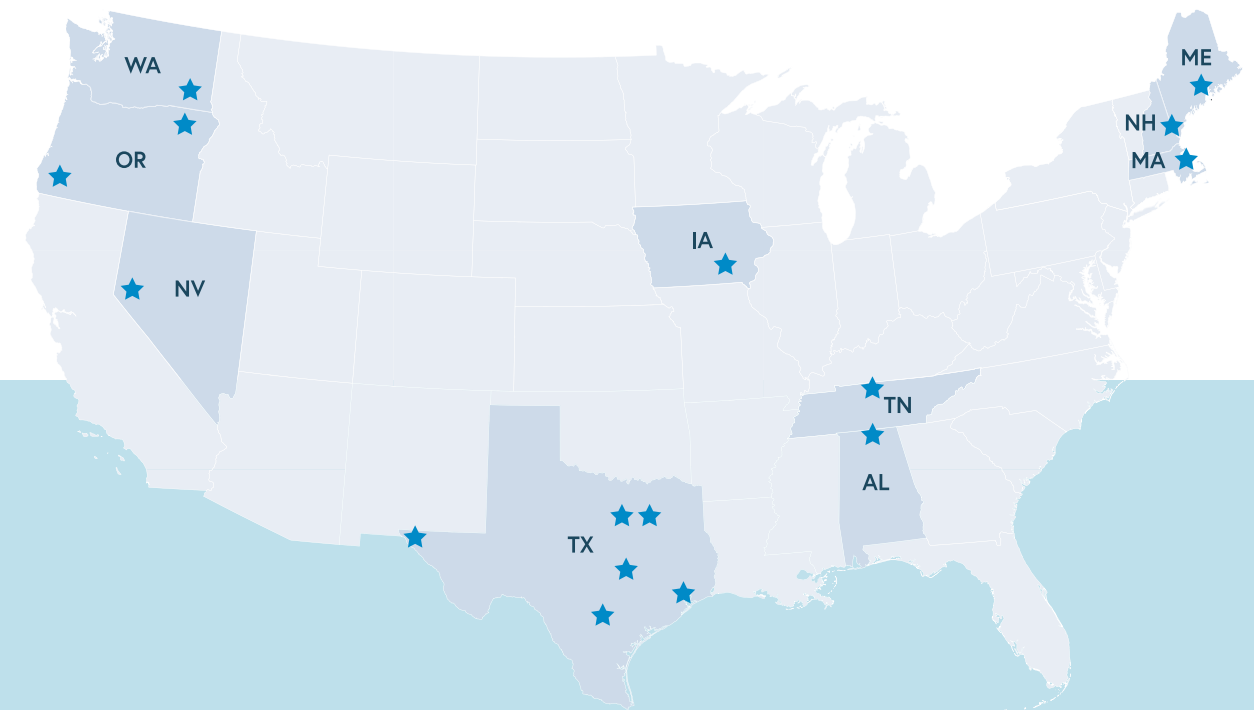
The 3-minute online self-assessment instantaneously allows business leaders to see if their organization earned a Best Place for Working Parents® designation, along with a dashboard of their company's results as compared to other businesses of like size and industry. The self-assessment results dashboard is dynamic and updated each time a new business takes the assessment.

## Where We Are Today

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Originating in Fort Worth, Texas, The Best Place for Working Parents® effort is expanding to additional major cities and states, supporting businesses with research-backed strategies that benefit working parents and businesses' bottom line as part of our vision to support healthier families, thriving communities, and a strong and sustainable workforce.

**10 States, 17 Regions, 1,200+ Businesses Nationwide\***



Today, The Best Place for Working Parents® welcomes business leaders who are joining the call to help get employees back into the workforce post-COVID, re-invigorate their corporate communities, and ensure a strong, sustainable, and competitive workforce today and for the future. At an individual business level, The Best Place for Working Parents® designation provides a distinct advantage in a highly competitive market.

At a macro level – the cities, states, and business leaders that are a part of this network are leading a nationwide movement to help increase economic mobility, elevate employee and business performance, and lift up a new corporate mantra for success: Family friendly isn't just the right thing to do for working families...it's the right thing to do for business.

\*As of January 2024



## Join The Movement

You're invited to engage with us! Take advantage of these Best Place for Working Parents® Network opportunities.

### 1. Become a Partner Region or State

Each partner region or state receives:

- ✓ Customized logo and web page
- ✓ Customized marketing materials & launch kit
- ✓ Free access to self-assessment for all businesses
- ✓ Instantaneous designation, badging, and PR kits
- ✓ Real-time shareable data
- ✓ Best Place for Working Parents® team support

### 2. Be a Part of Our National Research Study

Together with SMU Center on Research and Evaluation, we are inviting Best Place for Working Parents® business leaders to participate in a research study to strengthen the ROI of our top 10 family-friendly practices.

Participating businesses will receive a complimentary and confidential report on their family-friendly practices, as well as a summary of their employee survey and go-forward recommendations.



### 3. Join Us at the Annual National Summit

Each year, Best Place for Working Parents® hosts the industry-leading conference on family-friendly practices and business impact, featuring national and international speakers who are at the forefront of attracting and retaining top talent through innovative strategies.

Visit [www.bestplace4workingparents.com](http://www.bestplace4workingparents.com) for more information on our upcoming Summit!

### 4. Submit Your Business for a Featured Case Study

We consistently share with our business network across the U.S. the new, impactful, and innovative strategies being employed by our Best Place for Working Parents® businesses.

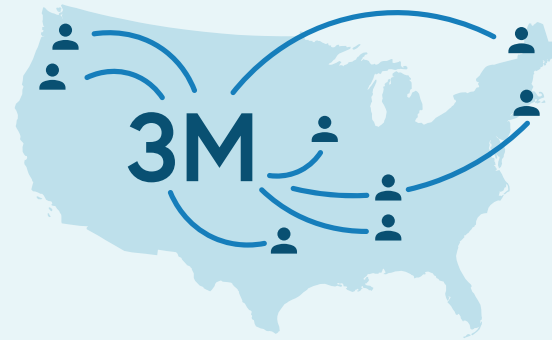
Submit your proposed business policy and impact statement to be featured in an upcoming Best Place for Working Parents® newsletter and on the website!



To participate in any of these opportunities contact our National Director, Sadie Funk, at [Sadie@BestPlace4WorkingParents.com](mailto:Sadie@BestPlace4WorkingParents.com)

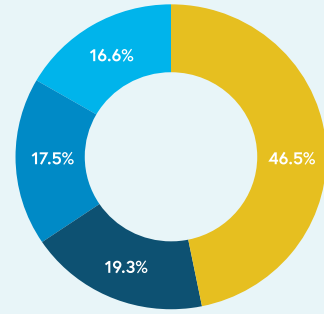
# Network Statistics

## Total Number of Companies / Employees



1,876 Total Designated Companies  
& Over 3 Million Impacted Employees

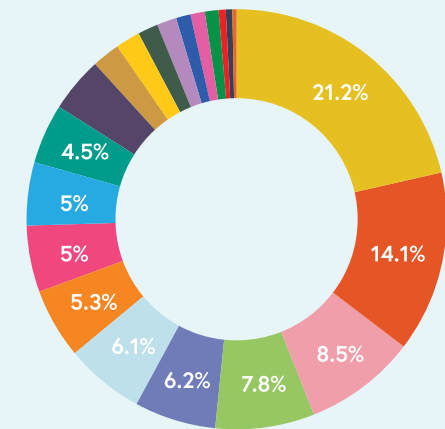
## Breakdown by Size



- 363 ● Micro (0 - 24 Employees)
- 873 ● Small (25 - 200 Employees)
- 328 ● Medium (201 - 999 Employees)
- 312 ● Large (1000+ Employees)

## Breakdown by Industry

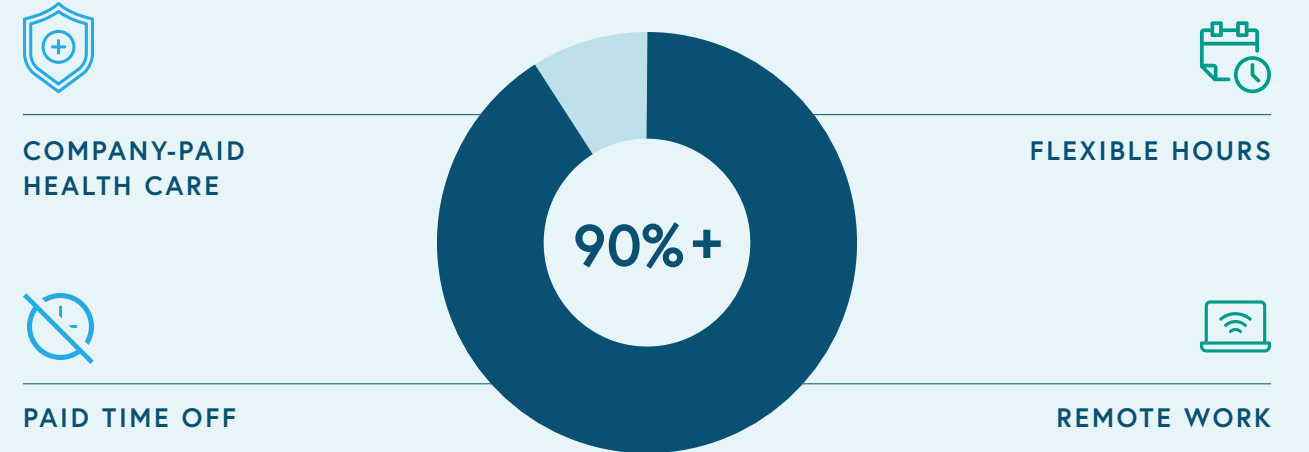
- 398 ● Non-profit
- 265 ● Professional Services
- 160 ● Other
- 147 ● Finance & Insurance
- 117 ● Technology
- 115 ● Education
- 100 ● Healthcare
- 94 ● Construction/ Utilities/ Contracting
- 93 ● Government
- 85 ● Business & Information
- 81 ● Manufacturing
- 40 ● Real Estate & Housing
- 36 ● Food & Hospitality
- 30 ● Agriculture & Forestry/ Wildlife
- 28 ● Transportation
- 21 ● Legal
- 21 ● Philanthropy



- 19 ● Personal Services
- 11 ● Natural Resources/ Environmental
- 9 ● Safety & Security
- 4 ● Gaming
- 2 ● Motor Vehicle

## Top Family-Friendly Policies Across Our Network

Four of the Top 10 Policies are in place in at least 90% of designated organizations.



## Top Family-Friendly Policies by Company Size

Micro Companies			Small Companies		
1 <sup>ST</sup>		FLEXIBLE HOURS	1 <sup>ST</sup>		PAID TIME OFF
2 <sup>ND</sup>		PAID TIME OFF	2 <sup>ND</sup>		FLEXIBLE HOURS
3 <sup>RD</sup>		REMOTE WORK	3 <sup>RD</sup>		COMPANY-PAID HEALTHCARE
Medium Companies			Large Companies		
1 <sup>ST</sup>		PAID TIME OFF	1 <sup>ST</sup>		PAID TIME OFF
2 <sup>ND</sup>		DEPENDENT HEALTHCARE	2 <sup>ND</sup>		DEPENDENT HEALTHCARE
3 <sup>RD</sup>		FLEXIBLE HOURS	3 <sup>RD</sup>		REMOTE WORK

## Steering Committee Members



**ASHLEY ELGIN**  
Chief Executive Officer,  
Lena Pope



**ELIZABETH BRANDS**  
President & CEO,  
The Morris Foundation/Read Fort Worth



**GRANT COATES**  
CEO & President,  
The Miles Foundation



**JAY McCALL**  
Program Manager,  
The Rainwater Charitable  
Foundation/T3



**KARA WADDELL**  
President-CEO,  
Child Care Associates



**LEAH KING**  
CEO, United Way of  
Tarrant County



**MATTIE PARKER**  
Mayor, City of Fort Worth



**ROSE BRADSHAW**  
President & CEO,  
North Texas Community Foundation



**SADIE FUNK**  
Director, The Best Place for Kids!®/  
The Best Place for Working Parents®



**SARA REDINGTON**  
Director of Strategy & Communications,  
The Miles Foundation



**XIMENA ANTUNEZ DE MAYOLO**  
Program Officer,  
The Rainwater Charitable Foundation/ELA

## Research Partners



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THE BEST PLACE FOR  
**WORKING PARENTS**<sup>®</sup>

[BESTPLACE4WORKINGPARENTS.COM](https://www.bestplace4workingparents.com)