The Best Place for Working Parents®

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



BESTPLACE4WORKINGPARENTS.COM

THE BEST PLACE FOR WORKING PARENTS®

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



POLICY 1A & 1B
Employee & Dependent Healthcare



POLICY 2
Paid Time Off



POLICY 3A & 3B
Maternity & Paternity Leave



POLICY 4
Nursing Benefits



POLICY 5
Best Place Designation



POLICY 6
Onsite Child Care



POLICY 7
Child Care Assistance



POLICY 8
Backup Child Care



POLICY 9
Flexible Hours

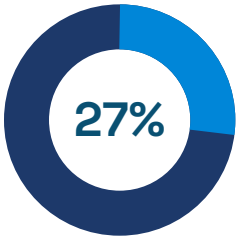


POLICY 10
Remote Work

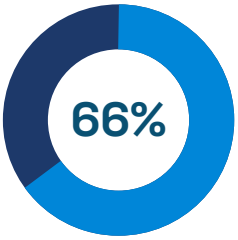
Why Family-Friendly: Key Stats

1.

Most Families Are Dual-Working Households



Only 27% of families have the father as the **sole breadwinner.**



Two thirds of children under 6 have both parents in the workforce.



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

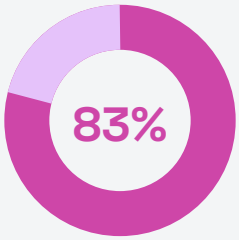


60% of non-working parents say child care is a top reason they do not participate in the workforce.



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.

Best Place for Working Parents® Top 10 Policies Overview



POLICY 1A & 1B

EMPLOYEE & DEPENDENT HEALTHCARE

Health, dental, and vision insurance offered by the employer and often partially or fully paid for by the employer. Important aspects that influence the overall impact of this policy include the level of availability and affordability, as well as the offering of supplemental healthcare programs.



POLICY 2

PAID TIME OFF

Paid holidays, paid vacation, paid sick days, and personal days.



POLICY 3

PARENTAL LEAVE

Time taken by a mother during and after pregnancy to recuperate physically from having a baby and time taken by a parent (male and female) to bond with a new baby. Key aspects of this policy include employee support, company financial support, and supplemental healthcare programs.



POLICY 4

NURSING BENEFITS

Policies that give mothers privacy during milk expression by designating a private space with all the necessary things provided.



POLICY 5

BEST PLACE DESIGNATION

Competitive designations and/or awards that convey certain workplace and employer values such as trust, transparency, culture, and supportiveness to current and future employees, specifically defined as: a) a survey of its employees on organizational culture that indicates 80% or higher score on employee satisfaction, b) an external “Best Place to Work” designation, and/or c) an independent research study citing a healthy organizational culture.



POLICY 6

ONSITE CHILD CARE

Companies that offer onsite child care to employees as a convenient and affordable care option.



POLICY 7

CHILD CARE ASSISTANCE

Any programs or initiatives that help to reduce the demands of being a child caregiver. Common types of employer childcare assistance include offering Flexible Spending Accounts (FSAs), associating with local/nearby child care centers, providing resource and referral services, and subsidizing child care.



POLICY 8

BACKUP CHILD CARE

An option for parents in emergency situations or for last-minute care if their regular child care falls through.



POLICY 9

FLEXIBLE HOURS

Allowing for an alternative to “normal” working hours.



POLICY 10

REMOTE WORK

Ability for an employee to have a flexible work location, outside of the organizational office.

Employee & Dependent Healthcare



WHY HEALTHCARE COVERAGE MATTERS

80%

80% of employees would **choose additional benefits over a pay raise.**

88%

88% of participants ranked **better health, dental, and vision insurance as the top benefits** priority for employees.

*Source: Avalere Health

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

- Increased Job Satisfaction
- Decreased Employee Burnout/Stress
- Decreased Turnover
- Increased Likelihood of High Performers
- Increased Organizational Commitment
- Improved Employee Health and Well-being
- Higher Perceived Organizational Support
- More Supportive Workplace

*Source: Making the Connection Report

Paid Time Off



WHY PAID TIME OFF MATTERS





Unlimited vacation time eliminates vacation liability for companies an **average of $1,898 per employee.**

*Source: FRACTL

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

- Employee Retention
- Increased Productivity
- Increased Employee Engagement
- Personal Relationship Satisfaction

*Source: Making the Connection Report

Parental Leave



WHY PARENTAL LEAVE MATTERS

32%
Less Likely to Quit

19%
More Likely to Return

First-time mothers who use some form of paid leave are **32% less likely to quit** their jobs before or after childbirth and are **19% more likely to return** to the same employer after leave.

69%

69% of fathers would change their job to spend more time with their children.

*Source: Impaq International Institute for Women's Policy Research

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

- Improved Employee & Infant Health
- Increased Job Satisfaction
- Increased Employee Retention
- More Supportive Workplace
- Increased Family Engagement
- Increased Employee Engagement
- Decreased Turnover
- Increased Productivity

*Source: Making the Connection Report

Nursing Benefits



WHY NURSING BENEFITS MATTER



Employers who **support women who choose to breastfeed** have **more satisfied and loyal employees**, which can also result in higher productivity.

*Source: U.S. Department of Health and Human Services. The Business Case for Breastfeeding.

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

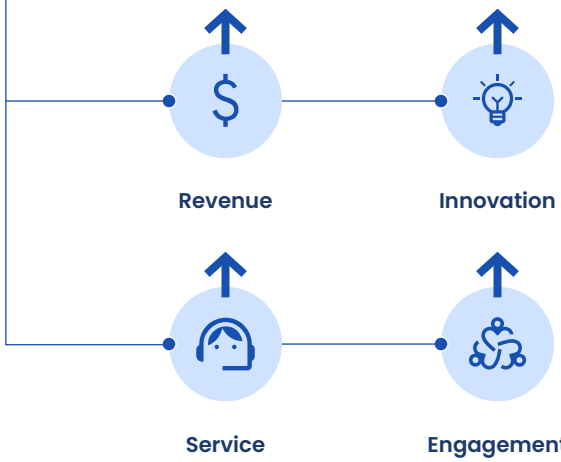
- Decreased Absenteeism
- Decreased Healthcare Costs
- Increased Productivity
- Increased Employee Loyalty
- Increased Retention
- Decreased Turnover

*Source: Making the Connection Report

Best Place™ Designation



WHY BEST PLACE™ DESIGNATIONS MATTER



Compared to their competitors, **great workplaces win** when it comes to **revenue growth, employee retention, productivity, innovation, resilience, agility, customer service, and employee engagement.**

*Source: Fortune

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

- Increased Profitability
- Increased Employee Retention
- Increased Innovation
- Decreased Turnover
- Increased Productivity

*Sources: Making the Connection Report

Onsite Child Care



WHY ONSITE CHILD CARE MATTERS

30% Absences

60% Turnover

When businesses **provide child care** for employees, employee **absences decrease by 30%** and job **turnover declines by as much as 60%.**

*Source: U.S. Chamber of Commerce Foundation

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

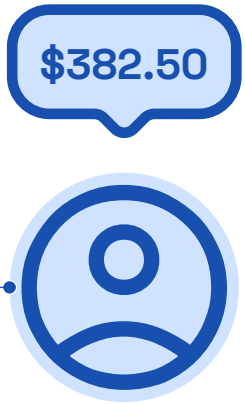
- Increased Employee Engagement
- Increased Employee Retention
- Decreased Employee Burnout/Stress
- Increased Employee Loyalty
- Better Work-Life Balance
- Increased Parental Satisfaction with Child Care
- Increased Employee Performance
- Increased Employee Emotional Security
- Decreased Absenteeism
- Increased Employee Sense of Belonging
- Increased Social Well Being At Work

*Sources: Making the Connection Report / BCG

Child Care Assistance



WHY CHILD CARE ASSISTANCE MATTERS



Employers that **offer Dependent Care FSAs** can save up to **$382.50 per employee**. (For an employer with 100 employees participating in the full $5,000 FSA, that employer would save $38,200 per year.)

*Source: Child Care and Parent Productivity

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

- Increased Job Satisfaction
- Decreased Employee Burnout/Stress
- Better Work-Life Balance
- Decreased Turnover
- Increased Employee Performance
- Increased Employee Loyalty
- Increased Employee Retention
- Increased Family Life Satisfaction
- Increased Personal Relationship Satisfaction
- More Motivated Employees

*Sources: Making the Connection Report / BCG

Backup Child Care



WHY BACKUP CHILD CARE MATTERS





An average business with 250 employees can **save $75,000 per year** in lost work time **by subsidizing care for employees' sick children.**

*Source: Early Care and Learning Council

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

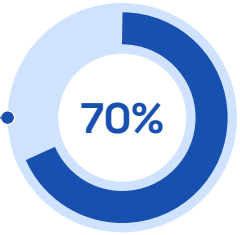
- Decreased Absenteeism
- Decreased Turnover
- Increased Employee Retention
- Increased Employee Loyalty
- Increased Productivity
- Decreased Employee Burnout/Stress
- Increased Employee Recruitment
- Better Work-Life Balance

*Source: BCG

Flexible Hours



WHY FLEXIBLE HOURS MATTER



70% of highly credentialed women who leave the workforce say they would have stayed if they had **access to flexibility.**

*Source: Werklabs

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

- Increased Job Satisfaction
- Increased Employee Engagement
- Decreases Work-Family Conflict
- Increased Employee Retention
- More Supportive Workplace

*Source: Making the Connection Report

Remote Work



WHY REMOTE WORK MATTERS

13% Performance

50% Attrition

Employees who **worked from home** **increased performance by 13%** and the **company's attrition rates** for the work from home group **decreased by 50%.**

*Source: Werk

KEY BUSINESS OUTCOMES STRONGLY ASSOCIATED WITH THIS POLICY

- Increased Organizational Commitment
- Increased Levels of Transparency Between Employee/Employer
- Increased Employee Health
- Longer Working Hours from Employees
- Increased Job Satisfaction
- Increased Personal Relationship Satisfaction
- More Motivated Employees

*Source: Making the Connection Report

About Us

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.

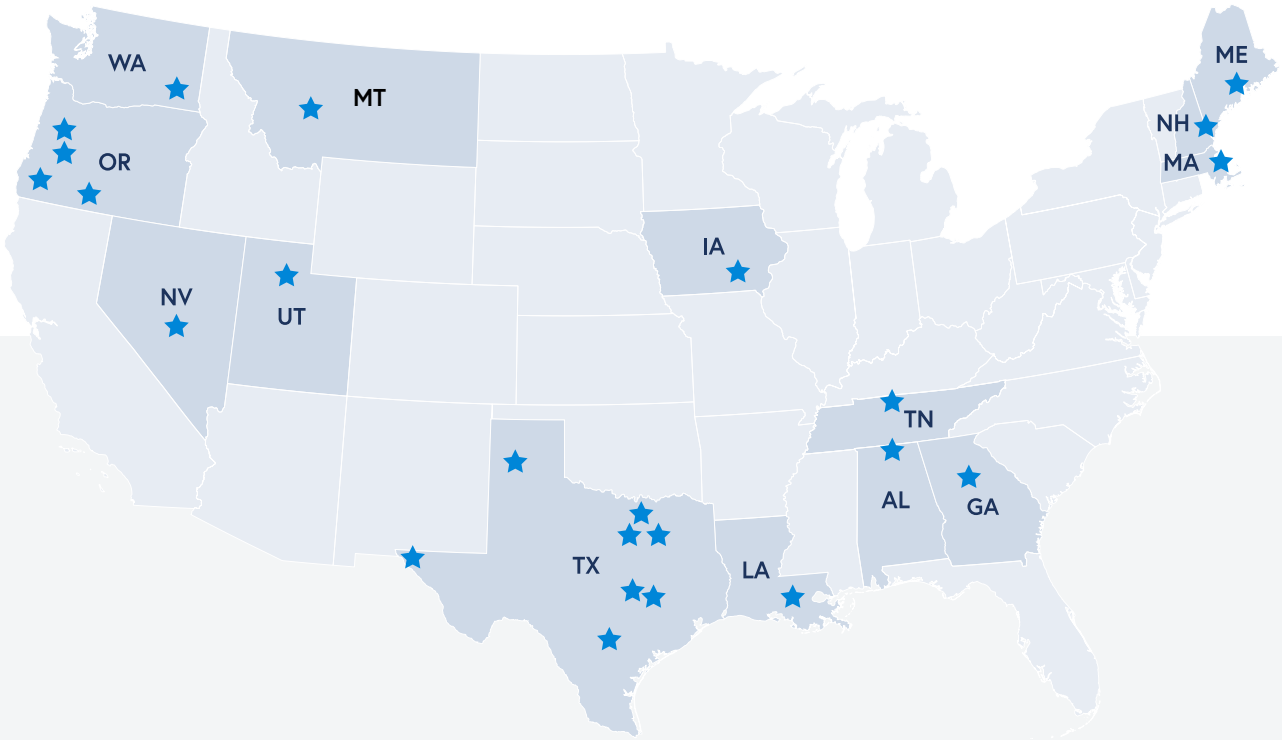
The 3-minute online self-assessment instantaneously allows business leaders to see if their organization earned a Best Place for Working Parents® designation, along with a dashboard of their company's results as compared to other businesses of like size and industry. The self-assessment results dashboard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



Where We Are Today

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.

14 States, 24 Regions, 2,000+ Businesses Nationwide*



Today, The Best Place for Working Parents® welcomes business leaders who are joining the call to help create a new way of work for working parents, 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 2026

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

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 Our F3 (Family-Friendly Forum) Peer-to-Peer Learning Cohorts

Our F3 learning cohorts provide real-time, confidential problem solving to address your key challenges and opportunities with a network of high-impact business leaders. Through a peer-to-peer format, F3 fosters innovation, professional development, and growth in alignment with advancing family-friendly workplace policies that improve overall business performance.

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.

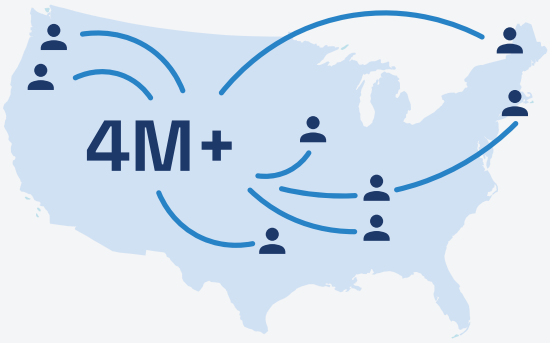
Submit your proposed business policy and impact statement to be featured in an upcoming Best Place for Working Parents® newsletter and on the website!



To participate in any of these opportunities contact our National Director, Sadie Funk, at **Sadie@BestPlace4WorkingParents.com**.

Network Statistics

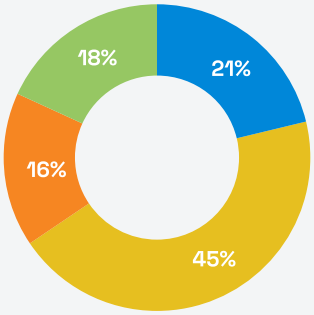
Total Number of Companies / Employees



1,578 Total Designated Companies

4M+ Impacted Employees

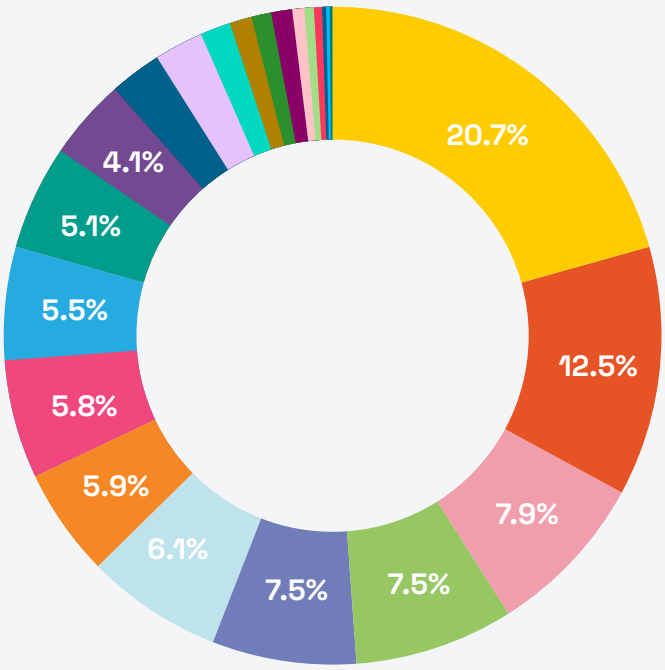
Breakdown by Size



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

Breakdown by Industry

327	Nonprofit
197	Professional Services
125	Other
118	Education
118	Finance & Insurance
97	Manufacturing
93	Healthcare
91	Technology
87	Government
80	Construction/ Utilities/ Contracting
65	Business & Information
41	Real Estate & Housing
38	Food, Hospitality & Retail
20	Transportation
18	Legal
18	Personal Services
17	Energy/Natural Resources/Environmental
8	Safety/Security & Legal
7	Agriculture & Forestry/ Wildlife
7	Philanthropy
3	Gaming
2	Motor Vehicle
1	Supply Chain Management

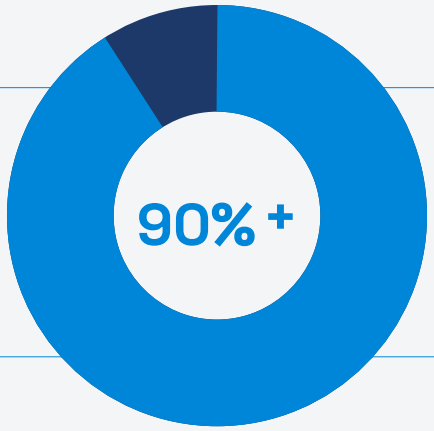


Top Family-Friendly Policies Across Our Network

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

EMPLOYEE & DEPENDENT HEALTHCARE

FLEXIBLE HOURS



PAID TIME OFF

REMOTE WORK

Top Family-Friendly Policies by Company Size

Micro Companies

1ST	PAID TIME OFF
2ND	FLEXIBLE HOURS
3RD	REMOTE WORK

Small Companies

1ST	PAID TIME OFF
2ND	FLEXIBLE HOURS
3RD	EMPLOYEE HEALTHCARE

Medium Companies

1ST	DEPENDENT HEALTHCARE
2ND	PAID TIME OFF
3RD	EMPLOYEE HEALTHCARE

Large Companies

1ST	PAID TIME OFF
2ND	NURSING BENEFITS
3RD	DEPENDENT HEALTHCARE

Leadership Team



SADIE FUNK

Director, The Best Place for Kids!®/
Co-Founder, The Best Place for Working Parents®



SARA REDINGTON

Chief Philanthropy Officer, The Miles Foundation/
Co-Founder, The Best Place for Working Parents®

Steering Committee



ASHLEY ELGIN

Chief Executive Officer,
Lena Pope



ELIZABETH BRANDS

President & CEO,
The Morris Foundation



GRANT COATES

CEO & President,
The Miles Foundation



JAY McCALL

Managing Director,
Mays Family Foundation



KARA WADDELL

President-CEO,
Child Care Associates



LEAH KING

President,
JPS Foundation



MATTIE PARKER

Mayor, City of Fort Worth



NICOLE ALLEN

Child Care Quality Unit Director,
Workforce Solutions for
Tarrant County



ROSE BRADSHAW

President & CEO,
North Texas Community
Foundation



XIMENA ANTUNEZ DE MAYOLO

Program Officer,
The Rainwater Charitable
Foundation

Best Place for Working Parents® Employer Resources

The Best Place for Working Parents® is committed to being at the forefront of the national family-friendly movement, and a value-add resource to business leaders seeking to invest in and expand family-friendly employee policies proven to benefit both working parents and businesses' bottom line.

1. 2024 National Trends Report



Scan the code to download & read the full report.

2. Child Care Toolkit



Scan the code to download & read the full toolkit.

3. Dependent Care FSA's



Scan the code to download & read the full document.

4. Making the Connection Report



Scan the code to download & read the full report.

For more resources, visit **www.bestplace4workingparents.com/resources.**



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