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Company/Organization: W.S. Badger Company

Challenge or Opportunity:

For many parents, finding quality, affordable day care, especially for young children, has become increasingly difficult. Too often, parents must choose between compromising on quality of care or giving up their job and making other difficult choices as a family. Badger believes that businesses need to step up and take on this challenge so that parents have the resources and support to make choices that are in the best interest of their children.

Approach or Solution:

In 2013, Badger opened the Calendula Garden Childcare Center to offer high quality, subsidized childcare for the children of our employees. Conveniently located just a mile from the Badger facility, and staffed by experienced educators, the Center's mission is to provide a safe and joyful environment for young children ages 6 months to 3 years. The facility is simple, beautiful, and mimics a home environment. Employees can select as many or as few hours as they need, paying only for scheduled hours. This allows parents greater flexibility in having their children spend time with family members while insuring that the rest of the work day is covered in an affordable and safe way.

In addition to offering affordable childcare, Badger also offers a Babies-at-Work program that's designed to encourage the baby/parent bond at its most critical time, during the first six months. Badger's policy allows both moms and dads to bring their child to the workplace until the child is six months old or mobile.

Impact:

Badger family friendly policies help employees achieve a strong work/life balance while creating a culture in which they can perform at their highest potential, grow with the company, and feel vested in the company's future. This has resulted in Badger having very high employee retention.

