

BABY SITTERS'



GUILD



*Since 1940*

CORPORATE BENEFITS PARTNERSHIPS

*In-Home Childcare for Valued Employees*



# WORKING PARENTS ARE LOSING ONE FULL DAY OF PRODUCTIVITY EACH WEEK

AS THE NEW YORK TIMES SUMMARIZED IN A RECENT HEADLINE:

*“In the Covid-19 Economy, You Can Have  
a Kid or a Job. You Can’t Have Both.”*

**Working parents are losing 8 hours of productivity each week,** according to a recent study by Northeastern University.

Daycare closures and the unclear future of in-person schooling come at significant economic cost—not only to families, but also to employers.





## THE TRUE COST OF STAY-AT-HOME STRESS

When your highest performing employees are forced to choose between their career and their children, neither party wins. Beyond reduced productivity, the threat of your best employees leaving their job has a measurable financial impact.

According to economist and Forbes contributor Bill Conerly, baseline estimates for turnover cost are:

**50% OF ANNUAL SALARY: ENTRY-LEVEL POSITIONS**

**125% OF ANNUAL SALARY: MID-LEVEL POSITIONS**

**OVER 200% OF ANNUAL SALARY: SENIOR EXECUTIVES**

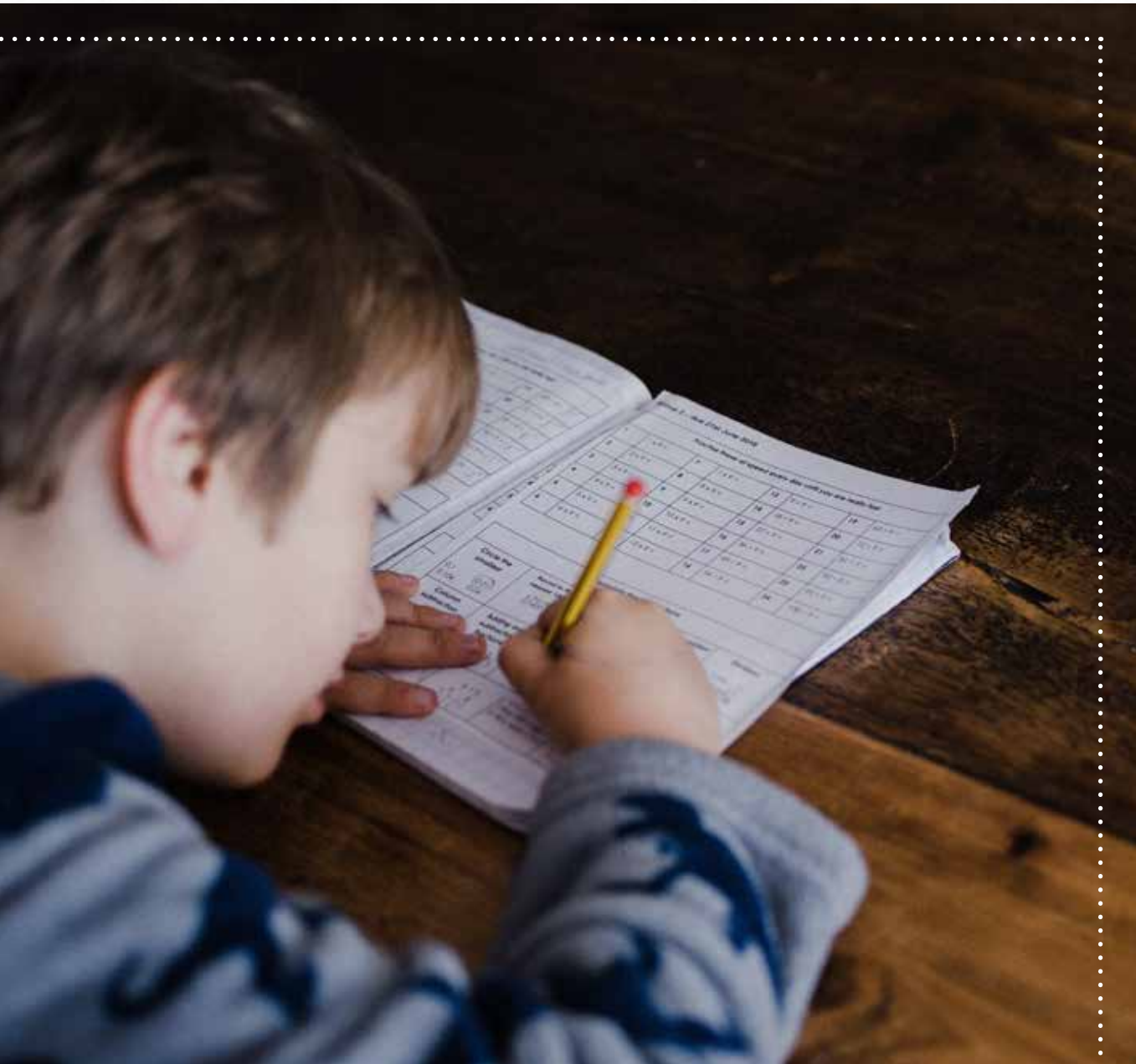
## HOW BABY SITTERS' GUILD SUPPORTS WORK-LIFE BALANCE

We see this challenge as a unique opportunity to redefine the role of benefits. Rather than corner offices, healthy lunches, subsidized gym memberships and company-sponsored social events, the most timely resource you can provide to top employees is **high-quality, in-home childcare**. Moreover, significant tax credits are available to employers who subsidize childcare for employees.\*

Since 1940, the Baby Sitters' Guild has been New York City's most trusted childcare service. From in-home nannies for working parents, to long-term partnerships with corporate and hospitality clients, our rigorously-vetted and highly-trained sitters have been the go-to choice for thousands of families.

*\*To learn more about potential tax credits for your business, please speak to your accounting team.*





## CHILDCARE SERVICES AS A CORPORATE BENEFIT

Our employer-funded or -subsidized childcare programs align your business priorities with the needs of employees, boosting the productivity, morale and happiness of your most valuable workers.

We define “in-home childcare” as a **minimum of 4 hours / day, 3-5 days / week**. Services can cover a wide range of responsibilities, including:

REMOTE LEARNING AND HOMEWORK SUPPORT

ARTS & CRAFTS, READING AND BOARD GAMES

MEAL PREP, OUTDOOR ACTIVITIES (I.E. TRIPS TO THE PARK)

SPECIALIZED TUTORING AVAILABLE UPON REQUEST\*

*\*In partnership with Ivy League Tutors*

COVID-19

## PRACTICES + COMPLIANCE

We and our sitters are strictly adhering to guidelines provided by the Center for Disease Control, including (but not limited to):

**ASSIGNING SITTERS WHO LIVE CLOSE TO FAMILIES' HOMES**, allowing for walkable or short commutes

**REQUIRING SITTERS TO WEAR A MASK AND GLOVES** outside the home, in addition to bringing a change of clothes for childcare hours and regularly washing hands.

**MONITORING ALL SITTERS' HEALTH** under the guidance of Dr. Soumi Eachempati, founder of Cleared4Work, a HIPAA-compliant private healthcare company.

**CLEARED4WORK** ✓  
Safely Reopening Our World™





## MEET OUR TEAM

### OUR SITTERS

All our sitters share the belief that there is no more important job than taking care of children. From career childcare professionals to gifted students pursuing their masters or doctorate degrees, BSG caregivers are selected for their commitment to education, professionalism, and warm demeanor. Our hiring process has been refined by 80 years of experience, including multiple interviews, reference / background checks, education verification, and a teaching test for tutors. Moreover, our unique training and mentorship model ensures long-term working relationships—with current sitters averaging a tenure of 7-10 years!

### OUR LEADERSHIP

A former teacher at elite NYC private schools, owner Heidi Davalos brings a unique emphasis on education to the Baby Sitters' Guild, which is today continued by her daughter, current CEO Maria Davalos. Prior to joining BSG in 2014, Maria specialized in implementing employee diversity and benefit programs for Manhattan law firms—including parental leave, re-engagement, and women's leadership initiatives. Under her direction, BSG continues to expand its support for working parents, through private in-home care, corporate benefit partnerships, and close collaboration with cultural and educational institutions.



## CONTACT US

To learn more about our childcare as a corporate benefit and to inquire about pricing structures for your employees, please contact:

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RATES AVAILABLE UPON REQUEST

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**GUILD**



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