



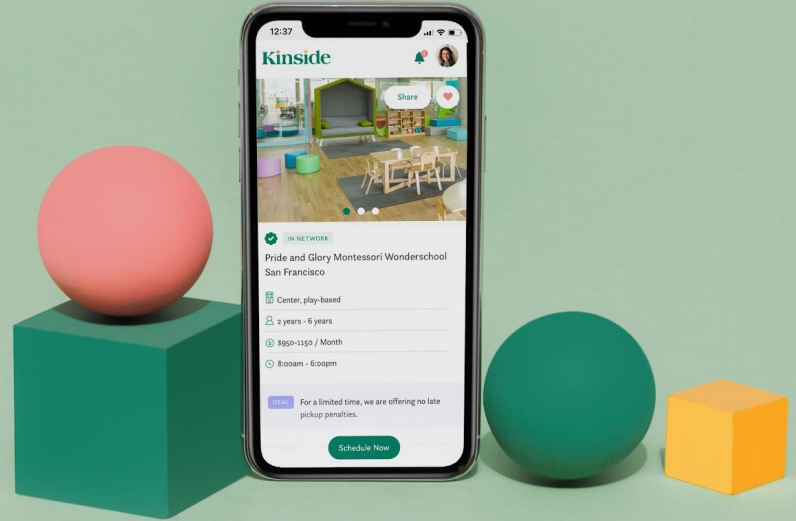
# Kinside

2022 Child Care Landscape




# Kinside

Simply and  
affordably  
connecting working  
parents with child  
care they love.




# How Kinside works


We're deeply embedded in the workflow.

An illustration of a person with dark hair in a bun, wearing glasses and a red dress, sitting on a blue chair and working on a green laptop. To the left are three green balloons. To the right is a framed picture of a red apple on a white background. The background is a light purple square.

Find open spots & pricing

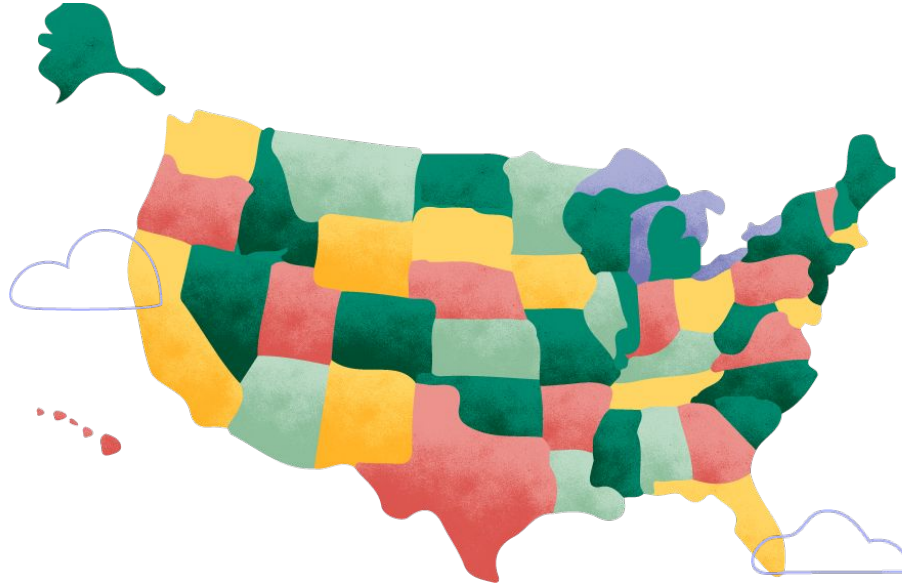
An illustration featuring a yellow sun with rays at the top, a purple square in the middle, a dark green circle below it, and a multi-colored rainbow at the bottom. The background is a dark green square.

Enroll online

An illustration of two people, a man in a green shirt and blue pants, and a woman in a blue shirt and black pants, standing on either side of a large, golden, multi-layered coin. Above the coin is a green diamond shape with a purple square inside it. The background is a light red square.

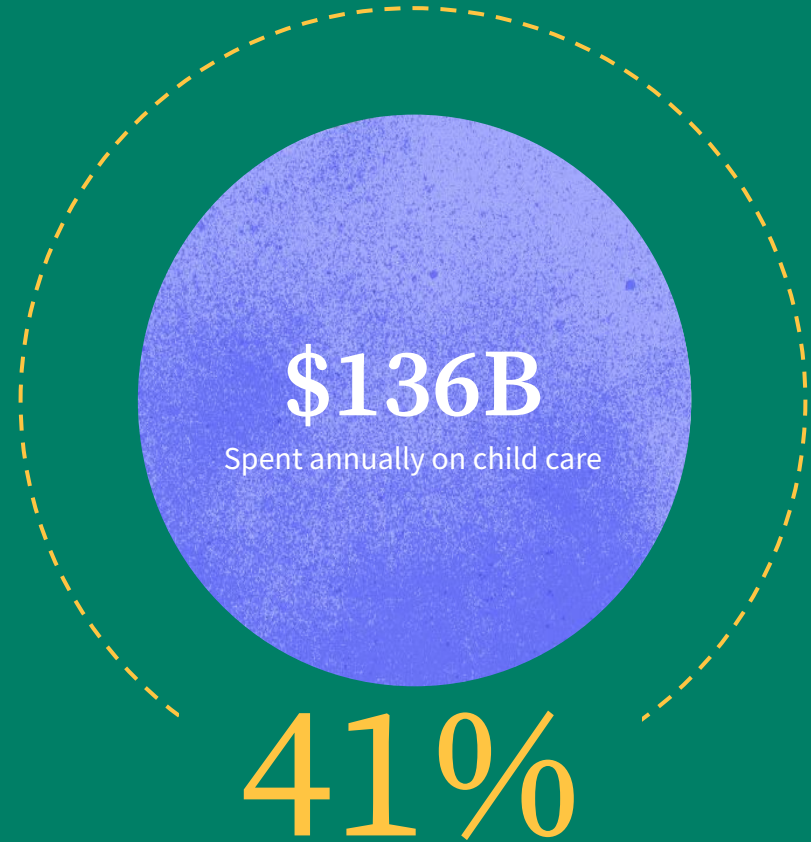
Pay & manage

# A Shifting US Child Care Landscape



Child care is the single **biggest** spend for families, more than rent.

Every year, families make a **\$20,000** purchase just to go to work.



Increase in the cost of child care over the last two years

# Family Care Trends

What we're seeing now



There are  
**12 million**  
children in need of  
care every day



**81% of families**  
rely on some type of  
child care outside  
the home



Average cost of child  
care in Massachusetts  
is **\$1750 per month**

# Child care costs rising, but salaries stagnating



**75% of families** have seen their child care costs increase in the last year



Majority of families are spending **more than 20% of their income** on child care



First time ever we're seeing families **spend over 30%** of household income on child care alone



BRi

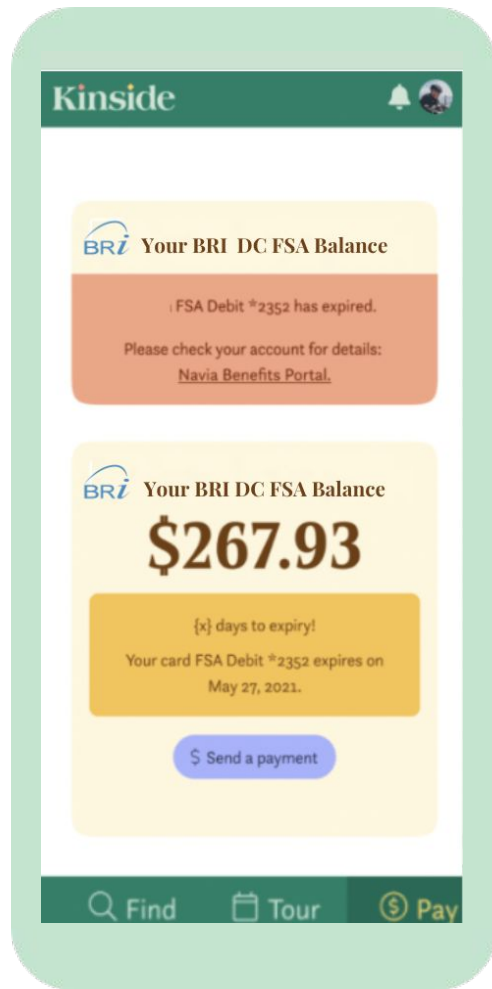
# Employer Strategies for Impact Reduction

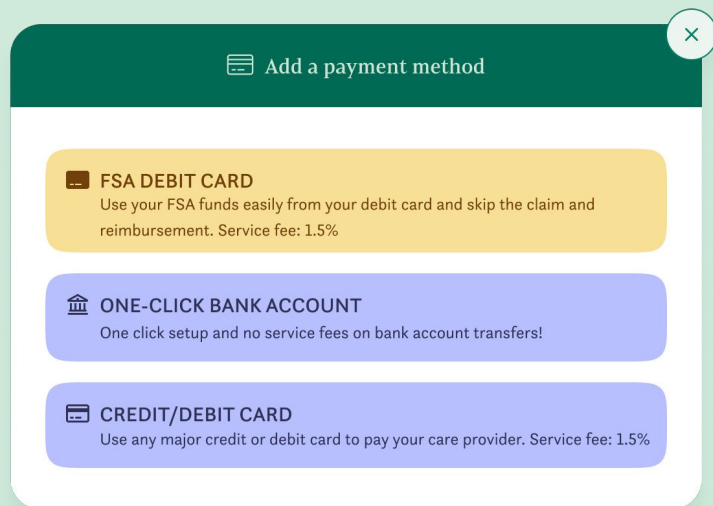






**Make  
Dependent  
Care FSA  
payments  
simpler for  
families.**





- ◆ Blended payments to reduce financial strain on families
- Full database of providers means paying any provider with pre-tax funds
- 🍷 Skip claims and reimbursement so families don't need to wait for funds to come back into their pocket
- ◆ Kinside account rep can educate families during Open Enrollment or any time during the year



**Consider  
contributing to  
employees'  
Dependent  
Care FSA  
accounts.**





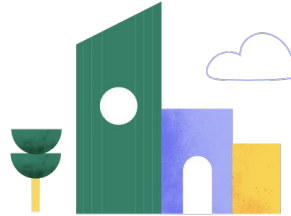
# Subsidy education for your working parents.

- Subsidy eligibility and criteria have expanded since the pandemic
- Only 14% of eligible families take advantage of child care subsidies
- Help families determine if they're eligible for subsidies using Kinside's Financial Assistance Calculator

# Cost is only one factor impacting your employees



**Rising Costs**



**Accessibility**



**Inventory Shortages**

**The biggest  
issue affecting  
workforce  
retention is the  
availability of  
care.**



In Boston, there's **1 seat for every 3 families** in need of care

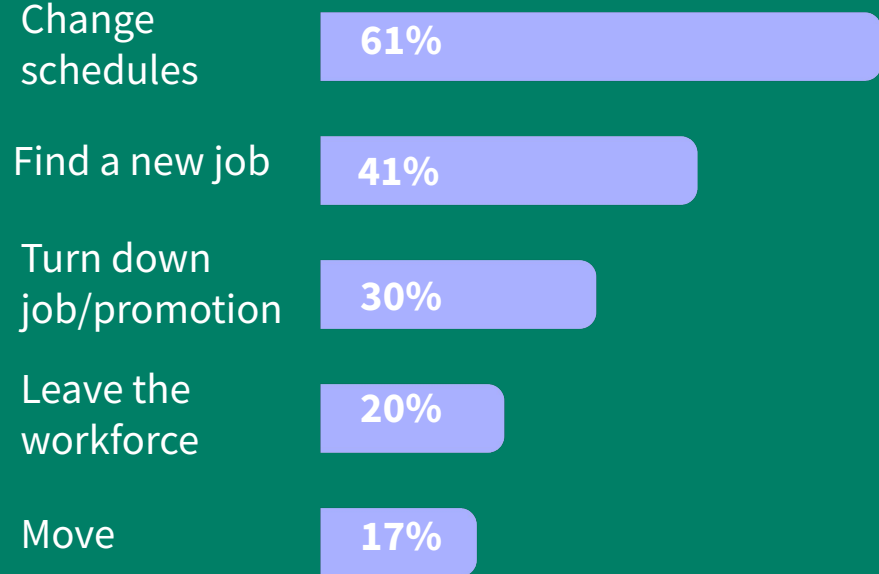


Nearly **16,000 child care programs permanently closed** since pandemic, putting one third of all children in a child care desert



Over **120,000 teachers** have permanently left the field

**Families are  
making permanent  
career decisions  
because of the **lack**  
of child care.**





In 2022,

**1 in 3**

families live in a child  
care desert.



# Families struggle to find programs, open seats, and afford care.

43% can't find nearby programs



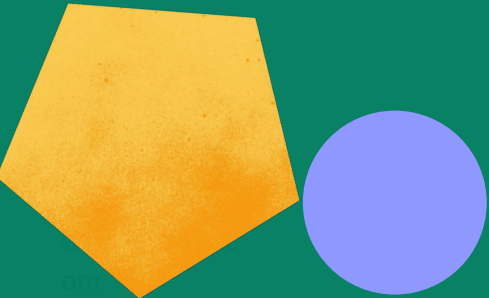
41% struggle to afford care



35% report no vacancy information



# Calculating the cost of inventory shortages on your workforce



## Turnover costs

**\$65,000**

Average employee salary



Child care related turnover costs

**6-9 months**

of an employee's salary



## Impact on employer

**\$32,500**



**20%**

1 in 5 working parents leave the laborforce due to child care inaccessibility



**\$972,000**

Annual loss without child care benefit

## Employee scope

**500**

# of employees of average employer

Working parents make up

**30%**

of the U.S. laborforce



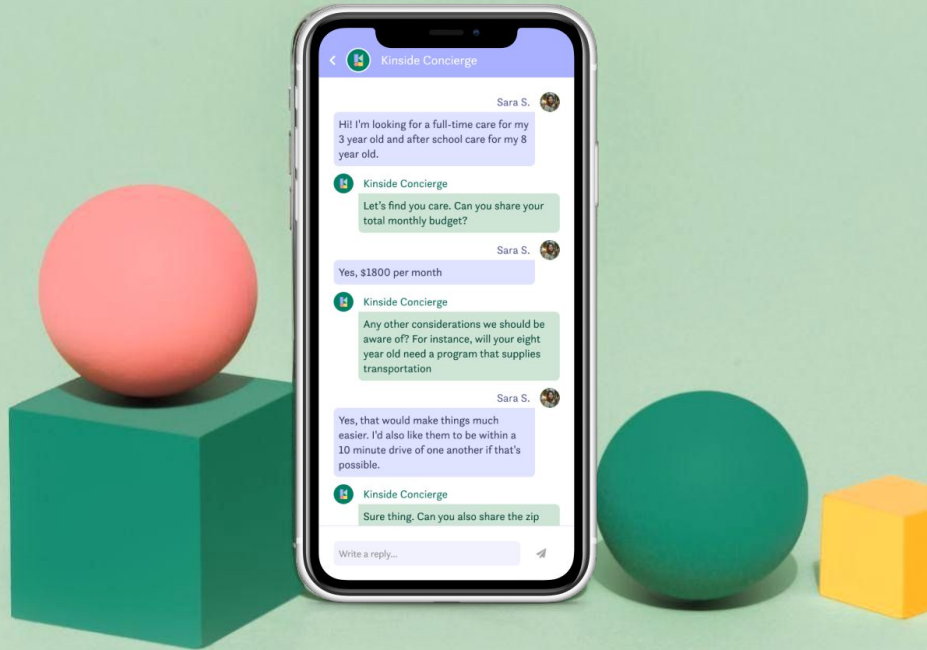
# How can I reduce the impact of child care on my workforce?





## Socialize the benefits your employees already have

- ◆ Kinside network with dynamic openings and easy enrollment for families
- BRI DCFSA
- ◌ Subsidy Calculator



## Consider additional support

- ◆ Kinside Premium for concierge matching
- Full service concierge matching that aligns with their budget, location, and special needs
- ▲ Customized network based on family zip codes

The result is 96% match satisfaction and up to **20% off care.**



# What can I do today?

- ◆ Calculate the impact child care is having on your employer's bottom line
- Activate your Kinside employer account by visiting: [www.kinside.com/employer-activation](http://www.kinside.com/employer-activation)
- ◐ Book an employee webinar with a Kinside rep to help your working parents find more savings



# Create an action plan.



Schedule time to work 1:1 with  
with a Kinside rep to customize  
a solution that aligns with the  
unique needs of your  
workforce.



A vibrant photograph of three children against a solid yellow background. On the left, a young boy with curly hair sits on a pink step, wearing a bright yellow sweater and dark green corduroy pants. In the center, a girl with dark hair and bangs sits on a light purple ledge, wearing a white short-sleeved shirt and yellow pants. On the right, a girl with long, curly hair lies on her back on a light purple ledge, wearing a green and white checkered dress, yellow leggings, and green boots. A large, white, serif 'Thank you!' text is centered over the image.

Thank you!

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