



## **Corporate Advantage Program (CAP)**

Finding quality childcare at an affordable price is a dilemma that most working parents face. By offering Rainbow Academy's Corporate Advantage Program, an employer can help the working parent address their needs.

### **You get what you give!**

As an employer, you gain a competitive advantage by offering a childcare program as part of your benefits package. Clearly, an employee that is worried about their family is not going to be able to give you the best that they have to offer. A quality child care solution can be just the peace of mind that is needed to help your employees be the most productive they can be.

### **What are the Employer Benefits?**

- No cost for valuable benefit
- Attract & retain the best employees
- Increase productivity
- Lower unscheduled absences and tardiness
- Increase ability to focus on the job
- Enhance employee effectiveness
- Enhance recruitment efforts
- Expanded benefits package
- Raise employee morale
- Strengthens company loyalty
- Lower employee stress levels

### **Why Rainbow Academy?**

Our business was founded with a commitment to provide solutions for the entire family and in particular the working parent. We know that a stimulating and comprehensive early education program provided by professional and loving caregivers is only part of the solution.



## What makes us different?

*Our business model is unique to this industry.*

- We are not a franchise. Each Director is an owner and is committed to their employees, parents and children in order to ensure the success of each center.
- Educated Educators –All of our lead teachers are a minimum of CDA certified and all of our staff is first aid and CPR certified.
- Our employees are the heart of our company and we give them the best we can offer:

Benefits - Our benefit package is highly unusual - 401K, health benefits, paid vacations, employee discounts for childcare and incentive bonus plans for attendance, longevity and performance.

Compensation – Our pay is at the highest end of the scale.

Sponsored Education programs – We offer Child Development Associate certification training in the evenings with our staff CDA trainer. Rainbow Academy pays for 50% of certification costs. Our staff is also required to take 12 hours of additional training per year.

- Low turnover rate.

*For our parents:*

Shouldn't a child care center care about parents too? We offer services to reduce the anxiety that most working parents fight everyday.\*

Real peace of mind comes along with:

- Daily and constant communication – Daily reports that detail each child's day, Week at a Glance, Monthly Calendars and in room Parent/Teacher bulletin board are just a few of our communication tools. Rainbow Academy also hosts Parent Association meeting for parents to network, share information, plan fun events and fundraising for charities.
- ParentView internet monitoring system – Our parents value the opportunity to login to the internet from anywhere in the world and view their child learning and playing in real time. With two cameras in each classroom, parents are able to stay connected to their child, reducing their anxiety.
- Extended hours - In addition to hours that exceed the norm, we also offer an insurance policy to help minimize "late pick-up fees".



- State of the art safety and security procedures – Coded entry systems, non-combustible buildings, sprinkler systems, shaded, fenced and secure outdoor playgrounds with padded safety surfaces and developmentally appropriate equipment, regularly scheduled fire and emergency drills, and evacuation cribs.
- Exceptional service – Each center has a lactation station, which is a private area where new mothers can spend some quiet time nursing or feeding their young children. We help our parent’s toilet train their children and having just the right sized ‘potties’ in every classroom helps. Our centers also host educational seminars for parents (Financial seminars, Psychologists, Lactation consulting etc.), events after hours and weekends (carnivals, egg hunts, movie nights, etc.) Busy parents have the option of either bringing lunch for their child or choosing our meal plan.
- Highest standards for health and cleanliness – We offer more than ‘lip service’ when we promise the highest of care for the health of our children. Fresh air circulators that keep fresh air flowing through the centers, “green” non-toxic cleaning products are used to clean surfaces and toys every day, naptime is on comfortable cots not mats on the floor.

*For the children:*

- Warm, nurturing caregivers and teachers.
- Exceptional developmentally appropriate curriculum which includes our proprietary Reading Readiness Program a whole language approach to reading which is much more than just phonics, American Sign Language for children (and their families) to enhance communication skills and reduce their pre-verbal frustration level.
- Classrooms are comfortable, secure, learning environments. They are designed for early childhood learning. They are center based with developmentally appropriate activities and equipment.
- Playtime is lots of fun in our indoor gyms and outdoor playground.

\*Programs and services vary by center.



## **Corporate Advantage Program benefits for your employee:**

### **Discount & Preferred Status Program**

The Corporate Advantage Program is a “win win” for both the company and your employees.

There is no fee associated with offering the CAP for either the company or your employees.

We are available to attend your Benefits Fair or host an Open House to answer questions and share information about our services. Any necessary collateral materials, web information or other marketing materials will be provided by Rainbow Academy.

Your employees know that the best child care programs often have waiting lists of up to 6 months or longer. That is why they will value a child care discount or enjoy the privilege of being placed in a “preferred status” on our waiting list.

This discount program can result in savings of @\$900/year.

#### Individual Child:

10% off tuition for children three years old – kindergarten

5% off tuition for infants and toddlers

#### Multiple Children:

Multiple Child Discount –

Two infants: One would receive a 5% discount and 10% for the 2nd child.

Two Pre-K: 10% each

Different age groups (ex: 1st child Pre-K/2nd child Infant) – 1st child will be 10% and 5% for the 2nd child

\*Minimum participation is required and all programs are on a space available basis. Cannot be combined with any other discount. Program to be renewed on a yearly basis.



We also have designed several programs to address your needs:

### **Back-up Care Program**

One of the greatest stresses for a working parent is what to do when their primary child care provider is not available. What if the nanny is sick or on vacation or the babysitter didn't show up or perhaps school is closed. For most parents it means a choosing which parent will stay home from work to care for the child and taking the day off.

However, today's employers have programs available to support the working parent. An employer with a Back-up Child Care Plan, can minimize unscheduled absences while ensuring business results.

### **Customized Care**

We realize that your company has individualized needs. That is why we work with you to create and customize a Back-up Child Care Plan that offers solutions and meets your budgets. For some clients, this means securing a number of back-up days in a center or designing an employee co-pay. For others, it means coverage for company functions, staff meetings, winter/spring breaks and school closings. Whatever the need, we will partner with you to provide the solution.

### **Secured Space**

There is never a concern about space availability with our Secured Space Program. Back-up Care can be guaranteed and secured by purchasing space at one or several of our centers. A slot can be reserved in any of our classrooms Infant – Kindergarten.

## **What is required for our company to participate in the Corporate Advantage Program?**

### **We only require that the company:**

- Have a minimum number of interested employees
- Complete the attached corporate application
- Spread the word about Rainbow Academy through any appropriate employee communication channels (ie. company website, information boards, HR benefits package, approved vendor list, newsletter etc.)



### **How do we get started?**

1. Have the Human Resource representative fill out the attached CAP application form.
2. Fax to 732-980-1904 or scan and email to [marketing@rainbowacademy.com](mailto:marketing@rainbowacademy.com)
3. We will review the application and give you a call.

Visit our website at [www.RainbowAcademy.com](http://www.RainbowAcademy.com) to take a virtual tour of any of our child care centers or to review our curriculum and program details. For more information or to set-up an on-site tour, please call Brenda Febbo, Director of Marketing at 732-980-1900 or email [brenda@rainbowacademy.com](mailto:brenda@rainbowacademy.com)



**Corporate Advantage Program Application** Program effective date \_\_\_\_\_  
**(Employees will receive the discount effective on the date that proof of employment is submitted to Center Director and only on the amount the employee is responsible to pay)**

Company Name \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Address: \_\_\_\_\_  
*Street Address*

\_\_\_\_\_ *City* \_\_\_\_\_ *State* \_\_\_\_\_ *ZIP Code*

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ E-mail Address: \_\_\_\_\_

In order to meet your needs, please provide us with the following information.

**1. Employee Demographics**

- How many employees will be eligible for the child care coverage? \_\_\_\_\_
- How many employees have children under the age of 10? \_\_\_\_\_
- Do you anticipate a growth in your child care needs in the near future? \_\_\_\_\_  
If so, please explain. \_\_\_\_\_  
\_\_\_\_\_

**2. Employer Information**

- Have employees expressed an interest or need for child care coverage? \_\_\_\_\_  
If so, please detail the desired programs, services or locations: \_\_\_\_\_  
\_\_\_\_\_
- Are there specific initiatives that the corporation would like to address by offering child care coverage? If so, please explain: \_\_\_\_\_  
\_\_\_\_\_
- What portion of the tuition, if any, is the company subsidizing \_\_\_\_\_
- How will you provide employees with information about Rainbow Academy (company website, information boards, HR benefits package, approved vendor list, newsletter?) \_\_\_\_\_  
\_\_\_\_\_
- How did you hear about Rainbow Academy? (if referred by an employee, please provide their name) \_\_\_\_\_

Please fax back to 732-980-1904

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## Rainbow Academy Locations

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