

# Social Impact Report

"Would highly recommend Employers For Childcare, an excellent childcare money saving scheme that is very user friendly to process, with helpful, knowledgeable staff there to assist with any questions"

"I find it reassuring to know that I can receive impartial advice about my options from someone who understands and can navigate the intricacies of the process"

"My partner and I were struggling to figure out how to make childcare more affordable, I reached out to Employers For Childcare - the savings have made such a difference to the stress and financial difficulty we were facing, can't recommend these guys enough"

## Foreword

In some ways, I am writing this foreword with a strange sense of 'déjà vu' – Covid-19 continues to play a dominant role in how we live, learn and work on a daily basis, as it did when we published our Social Impact Report last year. It would be hard not to feel frustration, and wonder when things will ever truly feel 'normal' again. And yet, there is also much to give us a real sense of hope and positivity for the future – a future that can, in fact, be better than the 'normal' of pre-pandemic times.



In July 2021, the Northern Ireland Finance Minister announced a new policy on scoring social value within Government commissioning and procurement, and a requirement for contractors to be paying staff at least the real Living Wage. This is a significant step forward and, while there is more to be done, it marks a real opportunity to ensure that generating positive social value is embedded in how we do business. I truly believe that this will be key to our rejuvenation – not simply recovery – as an economy and as a society.

What this report demonstrates is the power of social value in action – what one business, set up with a social purpose, can achieve with the profit it makes. In our case, employers who could choose a private provider to administer their Childcare Vouchers have, instead, chosen to 'buy social'. As a result, they enable us to make a positive difference in the lives of so many. In embedding social value across all sectors we have a real opportunity to ensure day to day spend that would be happening anyway, can translate into much more. For example, purchasing high quality hand sanitiser from an organisation that then donates PPE equipment to frontline workers and foodbanks. Or buying office supplies from a business that creates employment opportunities for those furthest from the jobs market. Even grabbing a coffee from a café where young people with autism are given the skills and confidence they need to progress in employment.

We are just one example, but one that I am immensely proud of. In this most challenging of years, through the hard work of our fantastic staff, our business has continued to generate a profit, enabling our charity to continue its vital services. I have been struck by the generosity of those we work with who have taken the time to tell us what this has meant to them, such as the manager of a deafblind charity who told us our team's advice had been "life changing" for the families they support. Thank you, it means so much to us.

As we look ahead, as an organisation we are optimistic and determined – to continue our work supporting families across the UK – but also to re-open High Rise, our social enterprise indoor adventure centre, in 2022. I can't wait to again watch children's eyes light up, and to speak face-to-face with parents of children with severe additional needs about how the accessible nature of the centre has enabled them to socialise together as a family. I look forward to welcoming many of you there, in person, and to sharing what social impact looks like in action.

**Marie Marin, Chief Executive**

Charity Number 101176



## Social value critical to building a better economy and society

Over the last year, a strong consensus has emerged that no-one wants to simply return to 'normal', or how things were before the Covid-19 pandemic. Rather, as restrictions have eased, and more people are fully vaccinated, as a society we are now looking towards a brighter future and the hope of building something better – learning from our experiences, and taking this opportunity to do things differently.

Since 2008,  
we have invested  
**£7.1 million**  
into helping working  
families across  
the UK

Social value – and the social enterprise movement – is at the core of this. A movement that enables day to day business activity to have a much greater, and more positive, impact. Employers For Childcare is proud to be part of this movement, a business that is set up to change the world for the better. All profit generated through our business activities is invested in our charity, supporting parents with dependent children to get into and stay in work. We are keen to see more businesses adopt this model, and to be supported in doing so by the Government, ensuring that everyone is playing a role in building a better economy and society as we move forward.

### Delivering social impact and supporting families, childcare providers and employers during Covid-19

Through continuing to invest in our charity, we have:

- secured direct savings for parents, helping many to stay in or return to work, and providing reassurance to others who have lost their job about what support is available
- delivered advice sessions for childcare providers and kept them up to date on restrictions, financial support for the sector, and how they can assist the parents using their services
- provided webinars for employers and accountants to ensure they are better informed on how to support their staff or clients to access support they are entitled to
- advocated on behalf of all of those we work with, and for, to ensure that childcare is recognised as a key part of our economic infrastructure, and essential to our economic and social recovery from Covid-19.

**£300,000**

Invested in our charity through our Social Enterprise activities

**£3.5 million**

Additional financial support identified for callers to our Family Benefits Advice Service

That means for every **£1 invested** in our charity, we identified a direct saving for parents of **almost £12**

This work is only possible because of the income generated through our social enterprise activities.

## Award winning social enterprise

### *Top 100 Women in Social Enterprise in Europe*

On International Women's Day in March 2021, our Chief Executive, Marie Marin was named as one of the Top 100 Women in Social Enterprise in Europe.



### *CO3 Leadership Awards 2020 – Inspiring Leader of the Year*

Our Chief Executive, Marie Marin, was named Inspiring Leader of the Year at the CO3 Awards, which were held virtually in December 2020, while our Head of Charity Services, Aoife Hamilton, was Highly Commended in the One to Watch category.

## Thank you for sharing your feedback – it means so much to us!

At Employers For Childcare, we are all about working with people – with parents, childcare providers, employers and colleagues in the sector. So it has been wonderful this year when so many have got in touch to share some lovely feedback on our work.

"Anytime I have had to call I feel like they know me personally. They are all so friendly, pleasant and helpful. Every time I call with a query they have helped within minutes and it's never any hassle. Best service ever."

"Every time I have had to speak to them (which is perhaps twice in 6 years - that shows how efficient they are) they have been kind, courteous and helpful. Can't fault them, thank you - the easiest part of arranging childcare!!"

### Family Benefits Advice Service - working with employment support organisations

Jimmy from our Family Benefits Advice Service has delivered a series of advice sessions to clients from Customized Training Services, helping them to identify financial support they are entitled to.



To book a FREE online advice session email [hello@employersforchildcare.org](mailto:hello@employersforchildcare.org)

"I just want to thank you for your help and support to me and the participants I am supporting"

Mairéad McCann, Community Family Support Programme



**Diane Koplewsky** @sleepyhollowgp · Dec 10, 2020

Thank you for all of your support during 2020. You have provided a lifeline service of advice to many in our sector and to many many parents. Wishing you all a very merry Christmas.



"What I love about EFC is that it is a local initiative and that it is helping to support local working parents. The staff when I have dealt with them have been so friendly, patient and professional. Response times are second to none and the system helps parents take control of their childcare finances, which is one less burden to think about when you are juggling family, employment and finances. Thank you EFC, I look forward to continuing to use you for the foreseeable future...."

"I'm happy to recommend Employers for Childcare. Their staff are unfailingly helpful and their services have made a big difference to my family's budget over the last nine years."



**Kellie Armstrong** @Kelmba · 10h

Thank you @EFCCG for a provising a great online advice session tonight for me. Changes to benefits, furlough and childcare upheavals are hard to keep up with. Thanks to Chris who helped explain the issues. If you are a parent and need help, check out



Parents - Employers For Childcare

Since 1998, Employers For Childcare have been making it easier for parents with dependent children ...  
[employersforchildcare.org](https://employersforchildcare.org)



**Deirdre McDaid** @freederry · 22h

Replying to @EFCCG

Excellent service which has helped many #surcstart families access their entitlements- life changing!



"Employers for Childcare is great on so many levels; it's a local service, efficient and the staff have always been extremely prompt, helpful and friendly when dealing with a query. The EFC scheme has made my Childcare Payment responsibilities seamless and as a working parent it's one less stress that I need to deal with. I would highly recommend and praise their services. Thank you Employers for Childcare."

## Childcare Vouchers

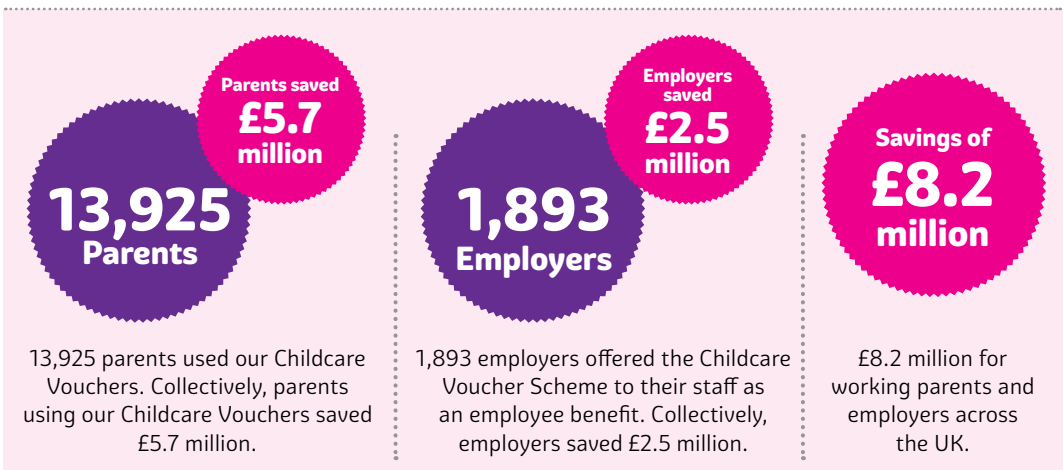
Employers For Childcare operates the **only social enterprise Childcare Voucher** scheme in the UK. Employees can save up to £933 per year and employers also save on Employer's National Insurance Contributions. **We reinvest all profit to create positive social change.**

We operate the only Social Enterprise Childcare Voucher scheme in the UK.

When you buy social - society benefits!

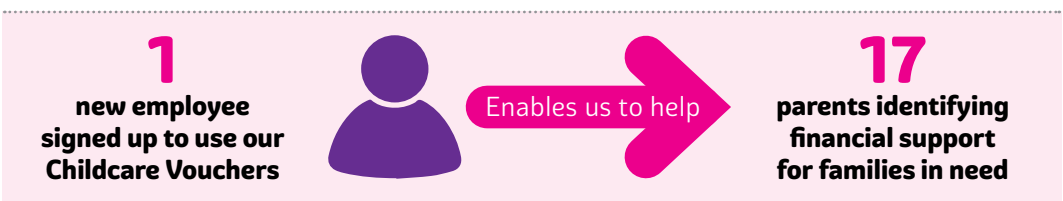
At a time when many employers are considering how they can better support their staff to continue to work more flexibly, Employers For Childcare can support you. Whether in offering online advice sessions for staff, assisting in the development of family friendly working policies, or in helping you better understand how you can support your employees with their childcare costs – all of this is made possible by employers who use Employers For Childcare as their Childcare Voucher provider.

### How much parents and employers using our Childcare Vouchers saved in 2020/21



### What is the impact?

For every member of staff that an employer signs up to use our Childcare Vouchers, as well as generating a saving to themselves and their staff, the employer also supports the work of our Family Benefits Advice Service helping us to deliver free, impartial and confidential advice to families across the UK.





## Feedback from the employers we work with

- **100% of employers** rate the service they receive from Employers For Childcare as 'excellent' or 'good'.
- **98% of employers** plan to continue using Employers For Childcare as their Childcare Voucher provider.

"Would highly recommend Employers for Childcare, an excellent childcare money saving scheme that is very user friendly to process, with helpful, knowledgeable staff there to assist with any questions."



## Feedback from parents using our Childcare Vouchers

- **97% of parents** told us they rate the service from Employers For Childcare as 'excellent' or 'good'.
- **96% of parents** told us they find the online E-Vouchers system 'easy' or 'very easy' to use.

"Employers for Childcare is a simple to use service with easy to access help and advice. The staff are friendly, helpful and knowledgeable. Our family have been using the service for many years and we would highly recommend it."



"Employers For Childcare is invaluable to us as a family with three children, allowing us to work and easily access a scheme which ensures our children can be appropriately and affordably looked after."

## #BuySocial and switch

While the Government closed the Childcare Voucher scheme to new entrants in October 2018, this just means no new employers can sign up to offer Childcare Vouchers to their employees - **but parents and employers who are already using the scheme can continue to benefit.** This also means that those employers that already offer Childcare Vouchers to their employees can switch from their current provider to Employers For Childcare - the UK's only Social Enterprise Childcare Voucher provider.



*For A Better World*

By switching from their current provider to Employers For Childcare, employers are making a conscious decision to 'buy social' and support the work of a leading Social Enterprise and charity, helping parents all across the UK at a time when they need it most – and at the same time adding to the social value they create as an organisation. **So for every £1 you enable us to invest in Employers For Childcare, you are helping identify £12 for families across the UK.**

All of this at zero cost, as the administration fee paid to us is just a small percentage of the savings employers generate through reduced employers National Insurance contributions. **It's a win-win!**

## Other benefits of switching provider

But more than this. Employers can access a high quality service (with 100% customer satisfaction rates), a provider that is ISO accredited for information management and which is a founding member of the Childcare Voucher Providers Association (CVPA), showing our commitment to upholding the highest standards across the industry. We are a Social Enterprise, but we are a business first and foremost and we are confident that we offer a service that goes far above that provided by many of our private sector competitors.

Most people are familiar with the process for switching banks, and just like the banks take care of everything, so do we. From the moment an employer speaks to us they will have a dedicated support to guide them through the simple switching process within a timeline that works for their organisation. In addition, we will provide any support their HR/payroll team may need to help administer the scheme via our easy to use, secure, online eVouchers portal. It's that simple.

**Make the switch to the UK's only Social Enterprise Childcare Voucher provider**

Here's what one employer told us...

Very easy to transfer over from our previous suppliers, staff were helpful in setting up our scheme and the portal is very easy to use.

**Employers For Childcare** #buysocial



## Supporting childcare providers with recruitment and Access NI Checks

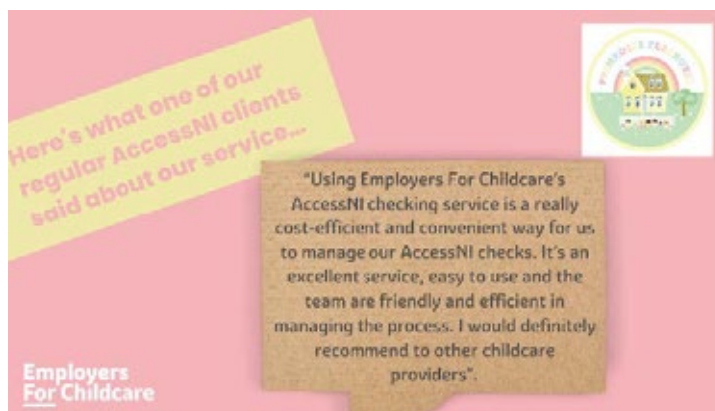
In 2020/21, we completed 93 Access NI checks for childcare providers, as well as providing recruitment support. During a difficult year for the childcare sector, we have been delighted to offer these services offering convenience and cost-savings to providers.

We work on behalf of childcare providers as well as parents and employers



Childcare providers tell us they value this service, particularly the fact that, as a Social Enterprise, 100% of the profits we make from providing it are invested in the work of our charity, which supports parents, employers and childcare providers.

For example, childcare providers can use our charity's Family Benefits Advice Service as a key resource, assisting any prospective and current parents to find out what financial support they are entitled to with registered childcare costs, and our team delivers regular advice sessions through childcare providers. This is funded through the work of our social enterprise, and is offered to childcare providers at no cost. Contact us if you are a childcare provider who would like to find out more about how our charity can support you, and the parents using your service.



## Our charity's impact

Our charity works directly **with** parents through the Family Benefits Advice Service, and **for** parents through our research, policy and lobbying work. The year in numbers...



**13,400**

Over 13,400 people helped, including partners and children



**4,000**

Almost 4,000 calculations for parents and queries answered



**85**

85 online outreach sessions scheduled



**150,000**

Almost 150,000 people engaged with our services in person, online and by telephone

### Delivering impact through the Family Benefits Advice Service

- **97%** of parents would recommend our services to other parents
- **98%** of parents rate the quality of the service as excellent or good

"Always very friendly yet professional advice received from Jimmy, Brenda & Chris. Each so helpful in all the queries I have had over the past 4 years at different stages of childcare and work changes. Have helped me so much with calculations re Tax Credits. Much appreciated and definitely recommend this team."

"Both my partner and I are working parents, we were struggling to figure out how to make childcare more affordable, I reached out to Employers For Childcare who directed me what was best to suit our family - the savings have made such a difference to the stress and financial difficulty we were facing, can't recommend these guys enough."

#### Supporting parents to work

Our Family Benefits Advice Service helped a single mum with two children at the end of her maternity leave to identify a working pattern that allowed her to return to work for at least 3 days a week, ensuring she is financially better off even when her childcare costs are taken into account.

Freephone 0800 028 3008 for your free personalised 'better off' calculation.



#### Help with Universal Credit

Our Family Benefits Advice Service recently helped a single dad who called to find out what support he was entitled to with childcare costs. From doing a personalised calculation with our advisor, he found he was entitled to over **£13,000 per year** in Universal Credit he hadn't been claiming.

Freephone 0800 028 3008 for your free personalised 'better off' calculation.

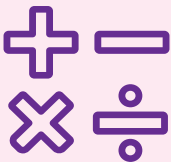


What difference did we make?



In **2020/21** where we identified **financial support** was available for families, the average amount identified was

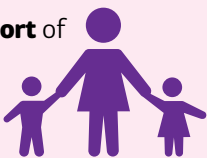
**£2,800  
per family**



In **2020/21** we identified collective **additional financial support** of

**£3,500,000**

for families who received a calculation from us



## Working together with other organisations to support families during Covid-19

During 2020/21, we have been delighted to work with a wide range of organisations to support parents in accessing the financial support they are entitled to. This has been particularly important due to the impact of the Covid-19 pandemic on families. We have continued to deliver a contract of services for the Health and Social Care Board (Childcare Partnerships), delivering support through childcare providers, as well as Sure Starts supporting some of our most vulnerable families. We have linked specifically with organisations supporting families who have a child with additional needs, tailored advice for families from minority ethnic and migrant backgrounds, and reached out to employers to offer our services to them and their staff.



"As a manager for a deafblind charity, I support many vulnerable young people and their families, EFC have been a life line for a number of our families. They have offered advice, support and in some cases an increase in income. The advice has been life changing for a number of people. The partnership working has been flawless and this is extremely appreciated."

### "You're on mute!"

No doubt most of us have been told we're 'on mute' at some stage in the last year, as so many of our interactions have moved to the virtual arena – from chatting to a GP, joining school lessons, to work meetings and family quiz nights.

"Yesterday was as amazing as I thought it would be. The families were so grateful of your expertise and they all messaged to request an appointment with you. Many thanks for the fabulous service that you provide and I look forward to hearing some success stories."

Lynda Beattie, Sense NI (South Eastern Trust)

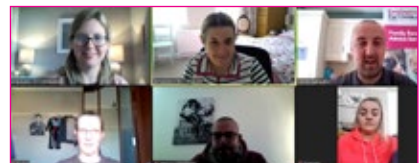
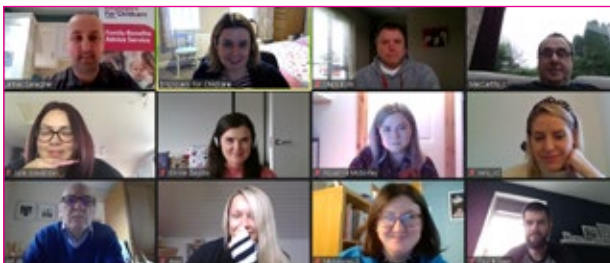
To book a **FREE** online advice session  
email [hello@employersforchildcare.org](mailto:hello@employersforchildcare.org)



Employers For Childcare's services were no different. As well as continuing our Freephone Helpline and email service, we moved from 'face-to-face' advice sessions to online platforms using Zoom, Teams and Facebook Live to continue delivering our services to parents, childcare providers and employers.



This has been a great way to keep in touch and has ensured that our team could continue giving advice to parents throughout the worst days of the pandemic. While we hope to return to some face-to-face events later in the year, we know that the online sessions have been great for many parents and has helped to make our services more accessible and we look forward to continuing to engage in this way.



Through our **website, social media** and **regular newsletters** we have kept parents, employers and childcare providers up to date on developments, trying to ensure that everyone could access financial support they were entitled to and assisting employers to support their staff at this time.



## Evidence based policy and lobbying for impact

### All Party Group on Early Education and Childcare established

2020/21 saw the establishment of the new **All Party Group on Early Education and Childcare**, chaired by Chris Lyttle MLA, for which we are delighted to provide secretariat. This is a critical development, already playing a key role in pushing for progress on a **Childcare Strategy**.



Meeting virtually, the Group has heard from senior officials from the Departments of Education and Health, and high profile experts on childcare from across Great Britain and the Republic of Ireland. Other meetings have focused on themes including maternal employment and the gendered impact of Covid-19 as well as early education and childcare for children with additional needs.

In September 2020, then Education Minister Peter Weir presented on progress in relation to a Childcare Strategy and gave an update on financial support and guidance for the childcare sector during Covid-19. Members have made a clear and robust case for a firm timetable to be established in relation to the publication of the Childcare Strategy, reflecting a New Decade, New Approach commitment, and are looking forward to seeing real progress later this year as the Education Minister has indicated.

**INVITATION TO ATTEND ALL PARTY GROUP ON EARLY EDUCATION AND CHILDCARE**

You are invited to attend a Zoom meeting of the All-Party Group on Early Education and Childcare.

Meeting will be chaired by Chris Lyttle, MLA and will hear from:

- Neil Leitch, Chief Executive, Early Years Alliance
- Graeme McAllister, Chief Executive, Scottish Childminding Association
- Mark Considine, Principal Officer, Department of Children, Equality, Disability, Integration and Youth, Republic of Ireland

RSVP to [Alexandra.Chapman@employersforchildcare.org](mailto:Alexandra.Chapman@employersforchildcare.org)

**SAVE THE DATE**

**All Party Group on Early Education and Childcare**

**NEXT MEETING**

**Workshop via Zoom**

Full details to follow

## Informed engagement and campaigning for change

We are members of an advisory group working with the Department for Communities on the development of a new **Anti-Poverty Strategy** for Northern Ireland. Our input is informed by the experiences of families who have contacted us for help, as well as our research. We have also facilitated discussion groups with parents, giving them an opportunity to share their experiences and ideas, and have shared their feedback with the Department.



As members of the Women's Policy Group, we have contributed to the Covid-19 Feminist Recovery Plan, specifically highlighting the challenges experienced by women who have faced stark choices between their work and childcare commitments, as school closures and sometimes limited access to childcare created difficulties for families.

We supported the #KeeptheLifeline campaign in calling for the £20 uplift to Universal Credit and Tax Credits – introduced as part of the Government's response to Covid-19 – to be made permanent.



We also engaged with policy makers and others through responding to a range of consultations:

- Parental bereavement leave and pay in Northern Ireland
- All Party Parliamentary Group on Poverty: Call for evidence on maintaining the £20 uplift in Universal Credit
- Covid-19 Consolidated Recovery Plan
- Northern Ireland Draft Budget 2021-22
- Northern Ireland Affairs Committee inquiry into the experience of minority ethnic and migrant people.

## Evidence based policy and lobbying vital during Covid-19

Childcare has been a critical issue throughout the Covid-19 pandemic and has – rightly – received significant public and media attention. From the beginning of lockdown, we have highlighted the vital role of our childcare infrastructure in the economic and societal recovery from Covid-19. We have participated in a **Childcare Reference Group**, tasked with advising senior Government officials to ensure childcare is accessible and safe for those who need it, and that the sector is properly supported at this difficult time. The expertise of the group has informed the Executive's response to childcare issues during Covid-19 and welcome financial support of over £30 million (to date) has been allocated by the Department of Education to support the sector at this critical time.

## Delivering impact through research



Each year Employers For Childcare carries out research providing up-to-date information and a robust evidence base to lobby government on childcare and work related issues.

This year, we launched the 11th Northern Ireland Childcare Survey. We engage directly with thousands of parents and childcare providers. The difference this research makes is clear in our discussions with elected representatives, policy makers and others – and in the important policy developments that have taken place this year. It is the most comprehensive research carried out into childcare in Northern Ireland.

**5,000+**  
**responses** to our research in 2020/21 – thank you to everyone who shared your time and experiences!

### The impact of Covid-19 on access to childcare

This year we added a unique 2020 addendum, with a follow up survey asking parents to share their views on childcare and work during Covid-19. We have used the findings to inform our work with Government Departments and their ongoing response to the pandemic, as well as in offering support to working parents and employers as restrictions have eased.

The research revealed the vital role of childcare, not just in enabling key workers across all sectors to be able to go to work, providing essential services in healthcare, retail and many other areas of the economy, but also in supporting the mental health and well-being of parents struggling to balance competing demands on their time, and in the social and educational development of children.



The research was widely picked up and shared in the media, and we look forward to building on these findings in 2021/22 to better understand how the ongoing Covid-19 pandemic has impacted on parents and childcare providers and to inform our work supporting the development of a Childcare Strategy.

**ScopeNI Magazine @scopeni - 6m**

"Covid-19 may have exacerbated the challenges experienced by the childcare sector, but it did not create them." -- read about the latest annual NI childcare report from @EFCCG

### New survey reveals the challenges parents face during the pandemic

Employers For Childcare, which is based in Lisburn, has published the findings of the most comprehensive survey of parents in Northern Ireland in relation to childcare in 2020.

By Julie Ann Spence

Published: 10th November 2020, 2:47 PM



Almost  
**150,000**

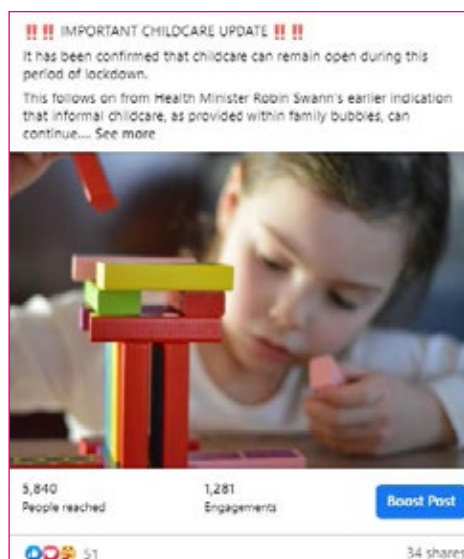
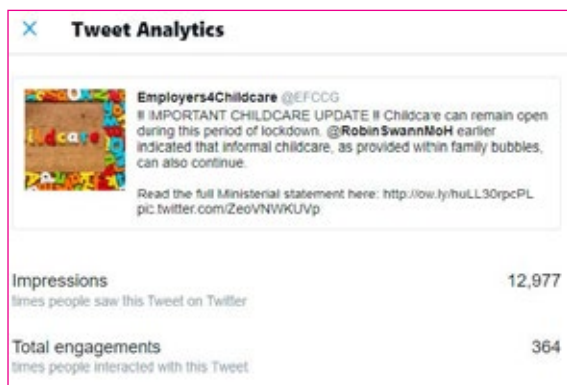
people engaged with  
our services in person,  
online and by  
telephone

## Effective communications and engagement

2020/21 was particularly turbulent for parents, employers and childcare providers – moving into and out of successive lockdowns, children have been in and out of school, and many have been impacted by requirements to self-isolate, or temporary closures of workplaces and childcare settings due to

Covid-19. During it all, we sought to proactively provide information, advice and reassurance, raising awareness of issues and providing clear, timely updates – as well as using our voice to maintain pressure on the Government.

In particular, we have seen significant engagement with our communications explaining how restrictions, as they have been announced, could impact on parents' ability to access childcare. On one day in December alone, as details of restrictions for the new year emerged, social media information posts were seen by over 20,000 people reflecting our positioning as an important source of information – particularly for parents – on these issues.



We use our regular e-newsletters, our website and social media platforms to ensure that parents, childcare providers and employers are kept informed on key developments.

"The regular emails are really informative and Employers For Childcare alert parents to changes and the potential outcomes."





We have continued to deliver insight, analysis and guidance through radio and television interviews and newspaper articles. Over the past year we have been invited to participate in media interviews on a range of themes including: our Northern Ireland Childcare Survey, financial support for childcare providers, child benefit, Covid-19 childcare restrictions, back to school costs, summer childcare and the vital role of childcare to economic recovery. We have featured in media outlets including: *BBC Radio and TV (The View, Newsline, Sunday Sequence, On Your Behalf, Good Morning Ulster, the Lynette Fay Show, Inside Business), UTV News, U105, Belfast Live, Belfast Telegraph, Irish News, News Letter* as well as a wide range of regional weekly papers across Northern Ireland. We are regularly approached to comment in the media on issues relating to childcare and this is a strong recognition of the reputation we have built up as experts, and a leading organisation working in the childcare policy arena in Northern Ireland.



We have also sent information briefings to elected representatives to ensure that they are up-to-date, and can in turn signpost constituents for advice and guidance.

Leading on a communications sub-group for the Childcare Reference Group, we drafted and issued sectoral updates, and developed a social media campaign sharing infographic case studies to highlight the dedication and commitment of childcare providers during the Covid-19 pandemic, many of whom went above and beyond. At a time when most people were told to 'stay home and stay safe' childminders were opening their homes to the children of key workers and vulnerable children, and other childcare professionals were going to work in group settings to also provide essential care for these children.

**DEBORAH LOVES HER JOB AS A CHILDMINDER**

“ I've been minding for 21 years now. At first I thought my business is finished and I will not be able to have any of the children. Then came the parents' messages and questions - questions I couldn't answer. The next morning I was in touch with NICMA and they have been wonderful.

I was told I could look after key workers' children, to the relief of my 2 key worker families. Not once did it cross my mind not to mind them as I knew my parents would have been really stuck if I hadn't taken them...

It's been a long road to get to where we are today, but we have had some amazing fun along the way...we have had time to bake, make many wonderful things, garden and at times just sit with the children and talk to them.

What I have learnt from this pandemic is how lucky I am to be a childminder and how lucky I am that I can continue to do a job I love. ”

♥♥♥♥♥

**"IT'S THE PROUDEST MOMENT OF MY CAREER...TO KEEP THE NURSERY OPEN"**

Jolly Rodgers Day Nursery

“ As an open setting our days have been stressful at management level, my many queries to the Trust were passed to the principal social worker & we bounced many ideas, questions back & forth to each other, this was invaluable and I can only commend our working relationship during this pandemic.

The children made it all worthwhile...it has amazed us all how adaptable they were. I know 100% it's the proudest moment of my career to have had the opportunity to keep the nursery open.

Even though it was the darkest of times for our community the nursery was a happy place. I will never forget this experience, it has changed the world, the future of the childcare sector is unknown, I would like to think that we will be recognised for the importance of our role in influencing young lives. ”

Gail Rodgers Heggan, Owner, Jolly Rodgers Day Nursery



## Our wider social and environmental impact

This Social Impact Report highlights the impact we as an organisation have made in delivering our social purpose, supporting parents with dependent children to get into and stay in work, and addressing childcare as a labour market issue. We also reflect on what we do as an organisation more broadly to ensure we contribute to a world that is fairer and more sustainable.

### Commitment to staff

We are committed to ensuring that our staff are valued, supported and invested in. We offer dependents leave, flexible working, a private healthcare package and Childcare Vouchers. During lockdown, we have used online platforms to ensure we are keeping in touch and looking after each other with regular team get togethers.



### Commitment to 'Buy Social'

We have chosen to 'buy social', ensuring that we use other Social Enterprises in our supply chain and we have included social clauses in our tenders.

At Christmas, all of our staff received a personalised hand sanitiser from SanHanz, a unique social enterprise set up by two young sisters at the start of the pandemic

to supply hand sanitiser and PPE equipment, which has allowed them to donate PPE to frontline workers, charities and foodbanks.



### Commitment to our ethical and green values

Working from home has helped in our commitment to our ethical and green values – we have reduced the amount of time spent commuting, whether to the office or to meetings, outreach sessions and events. While we look forward to face-to-face meetings and events in future, we anticipate that 'virtual' sessions will continue to play an important role in our work with others.

## Thank you!

Finally, thank you to everyone who made our work possible.

Over the years, you have helped us to achieve so much through our charity – in fact, you have enabled us to invest £7.1 million into helping working families across the UK, a number that continues to grow!

Since 2008,  
we have invested  
**£7.1 million**  
into helping working  
families across  
the UK

We welcome comments and feedback on this report so please get in touch at [hello@employersforchildcare.org](mailto:hello@employersforchildcare.org)

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