

# CAKES CHILDCARE POLICY

# AND WAYS OF WORKING

# CHILDCARE ROI

26% of employees  
are participating in  
the childcare credit

100% of eligible  
employees are  
participating in the  
childcare credit

100%

eligible employees enrolled

4.8X

return on investment

# THE INSIDE SCOOP

## Employee testimonials

"The Cakes Child Care benefit has made a huge difference in my ability to balance work and family life. Knowing that my child is well cared for allows me to focus better at work, reduces my stress, and makes me feel more supported by the company. This has positively impacted my overall job satisfaction and motivation."

"The CAKES child care benefit has helped ease financial pressure and made it possible for me to maintain a better work-life balance."

"I'm truly grateful for the Cakes Body childcare benefit. It has eased stress and helped me stay focused and committed to work. I sincerely appreciate this support and hope it continues, as it greatly helps working parents like me. Thank you so much Cakes Body - it truly means a lot!"

"As a first-time mom, the CAKES Child Care Credit helped me balance both motherhood and my responsibilities as an employee. It gave me peace of mind knowing my son was well cared for, allowing me to focus and perform efficiently at work."

"It has allowed a huge relief financially for my family and given me peace of mind when it comes to bills."

# WAYS OF WORKING

“Childcare nearly ended our careers. We decided it wouldn’t end anyone else’s.”

## Our commitments to parents and to each other.

At CAKES body, we believe that high performance and a full life are connected. Our best work comes from people who are focused and trusted to manage their time with intention. For many of us, that means balancing the roles of parent and professional. This document sets out our shared

commitments to making CAKES body a place where everyone can do their best work. This means clear expectations, flexibility and accountability for results.

**These aren’t perks. They’re how we operate. We hold ourselves accountable to them because they make us better as a business and as a team.**

# SCHEDULING & FLEXIBILITY

We prioritize hiring outcome-driven candidates with a proven track record of delivering results. We trust them to manage their time in a way that makes that possible because life with kids is unpredictable. Here’s how we respect that in practice:

### Core Hours

Our shared window is 9:30 AM – 3 PM . During this time, everyone should be reachable and meetings may be scheduled. Outside these hours, employees are empowered to structure their time around real life.

### Flexible Scheduling

- Adjust hours for school drop-offs and pick-ups.
- Use remote and hybrid options to navigate school schedules as they change.

### Async-First Communication

Our norms:

- Slack messages: respond within 2 hours during core hours.
- Email: respond within 24 hours.
- No-meeting Wednesdays are protected time, please keep them clear.
- Async-first means sending a Slack or doc before scheduling a call.

# CULTURE & INCLUSION

We measure output, not hours. At CAKES body, what you deliver matters more than when or where you deliver it. Here's the culture we're building:

## Family Presence in Meetings

Kids can unexpectedly appear on Zoom. Parents may turn their camera off when managing a little one in the background.

## Outcomes Over Hours

We measure results, not time in the chair. We invest in recruiting to know we hired the best people who hold themselves accountable for getting their work done.

## Lead with Real Examples

Managers and leaders are encouraged to model flexible behaviours, leaving for pickups, taking parental leave, sharing when they're working async. Culture is set from the top.

## Regular Check-Ins

Managers should regularly ask: "What would help you perform at your best right now?" The answers surface real needs. The asking builds trust.

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# BENEFITS & SUPPORT

We offer tangible support at every stage of the parenting journey.

## Childcare Stipend

Our childcare stipend currently covers children under 5 and pre-school age and offers up to \$3,000 of monthly financial support.

## Emergency Backup Care

When regular care falls through, your entire day shouldn't be derailed. We encourage taking advantage of our unlimited PTO policy and taking an unplanned day when you need it.

## Return-to-Work Support

Coming back from parental leave should feel supported, not chaotic.

Every returning parent receives:

- A structured 30-60-90 day re-entry plan tailored to their role.
- A manager check-in protocol for the first three months back.

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# COMMUNITY

## The Cakes Parent Network

Our Parent Employee Resource Group (ERG) is one of the most impactful things we offer and it costs nothing to join. New parents get instant access to a community of colleagues who share provider recommendations, know which ways of working actually help, and show up for each other on hard days.

The Parent Network also surfaces needs to leadership organically so our policies keep getting better. If you'd like to get involved or help shape it, talk to Tracy, Director of Business Operations.

# CAKES CHILDCARE CREDIT

## How we do it

Parenting is a full time job, too, and supporting working parents isn't just the right thing to do—it's a strategic investment in your team's wellbeing and productivity.

Here's how we offer a meaningful, easy-to-manage childcare stipend that other companies can replicate.

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## THE BASICS

### Monthly Support

Up to \$3,000 per family each month

### Eligible Children:

Legal dependents under age 5, or not yet in public school

### Eligible Care:

Licensed childcare & preschool

Before/after-school programs

Informal/unlicensed care (if preferred)

## WHO QUALIFIES

### Full-time employees

are eligible after 90 days of employment and may receive up to 100% of the monthly stipend.

### Part-time employees

may be eligible for prorated support.

## WHAT'S COVERED

### Employees can use their stipend toward:

- Licensed daycare centers
- Preschool and early learning programs
- In-home providers, babysitters, and nannies
- Before/after-school care

# HOW IT WORKS

## 1. Initial Registration (One-Time)

Employees submit a Childcare Support Form with:

- Dependent information
- Estimated monthly care costs
- Supporting documentation may be requested during setup

## 2. Annual Update (Each September)

Employees provide a quick check-in to reflect any changes in their childcare needs.

## 3. Ongoing Changes

Employees simply notify Accounting if childcare arrangements shift significantly mid-year.

# KEY CONSIDERATIONS

- Stipends are paid through payroll on the 15th of each month
- The benefit is taxable income (per IRS rules)
- Employees must be actively working (not on unpaid leave) to receive support
- One stipend is provided per family, regardless of how many children are covered
- No retroactive reimbursements; stipend only applies to current expenses
- This benefit is subject to modification or review, with advance notice to employees

# FINAL TIP

## Keep it simple

Our biggest learning? Your people are your superpower. When you invest in them and build a place they're proud to work, everyone wins.