

Business Plan For:

Serendipity Child Care
Center, Inc.

Sara Bialachowski
And Theresa Buschick
January 2012

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Executive Summary

Serendipity Child Care Center plans to implement quality, family based, educational care for families with children from 6 weeks to 12 years of age. Beginning at infancy, Serendipity will stimulate and nurture the child for the long term learning process that will carry through the most important years of a child's life. *"The first years of life are critical for later outcomes. Young children have an innate desire to learn. That desire can be supported or undermined by early experiences. High-quality early childhood education can promote intellectual, language, physical, social, and emotional development, creating school readiness and building a foundation for later academic and social competence"* (NAEYC and NAECS/SDE). As quoted above from The National Association for the Education of Young Children (NAEYC) and The National Association of Early Childhood Specialists in State Departments of Education (SDE), the experienced management team at Serendipity knows first-hand the implications of quality care and has vowed to uphold the standards for all children who enroll at this facility.

Children will be taught and cared for by not only educated individuals, but also by individuals who possess a true desire to work with children and who have only a child's best interests in mind. These three characteristics combined are essential to the success of a child's learning and growth. No candidates will be considered for employment if these characteristics are not obviously apparent. Care will begin in the morning with daily activities and custodial care closely monitored by our

experienced caregivers. Children will engage in stimulating activities, consume nutritional diets, and be allowed ample time to rest and relax in a safe and comforting environment. For children engaging in activities with our facility outside of the public school setting, a comforting, relaxing environment will be available with opportunities to unwind from their school day, as well as assistance for home work to be completed outside of public school.

The owners of Serendipity Child Care Center are Theresa Buschick and Sara Bialachowski. They have 27 years combined experience in childcare and childcare center management. Theresa and Sara were driven to the field of childcare education by their love and desire to make a difference in the lives of children.

Serendipity Child Care Center plans to be financially profitable within it's first 6 months of business and has projected profits to invest back into the facility and staff by 12 months of operations. A competitive pay scale will be implemented along with staffing benefits to employ and retain a quality teaching staff, and to avoid this industry's high staff turnover rate. The owners of Serendipity Child Care Center demonstrate a true desire to stop at nothing to achieve the best in care and accomplishment for the children in our community.

Business Introduction:

History and Description of the business:

Serendipity Home Child Care Center was established in August of 2009. It started as a small home daycare operation with 2 full-time enrolled children and 3 part-time enrolled children with one caregiver, Sara Bialachowski. As the center's enrollment grew, it was licensed by the Department of Children and Family Services of Illinois in February of 2010 in order to accommodate more children in need of child care in the area. The licensed capacity for full time enrollment was expanded to 12 children. Children between the ages of 6 weeks to 12 years were open to enroll for childcare and preschool services. By May of 2010, a second caregiver, Theresa Buschick, was employed full time by Serendipity Child Care Center. The enrollment had increased to 4 full-time enrolled children and 5 part-time enrolled children. In August of 2010, Serendipity Child Care Center incorporated as an S-Corp, with expansion on the horizon. Currently the center operates with the above-mentioned caregivers with 10 full-time enrolled children and 6 part-time enrolled children. There are a total of 12 children on the waiting list to attend Serendipity. These were not advertised to the general public, they are simply referrals by word of mouth from current clients, and the list continues to grow!

Serendipity Child Care Center provides the highest quality childcare and educational services for children ranging in age from 6 weeks to 12 years. We are open year round, Monday through Friday, from 6:30am to 6:00pm. Serendipity Child Care Center focuses on providing services to families who have the best educational intentions for their children and

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the community in mind, while keeping the close knit family atmosphere. The owners, Sara Bialachowski and Theresa Buschick have 27 years combined experience in the childcare field. Both women worked their way from assistant teaching, to head teaching, to management positions with their former employers within 6 years of being in the field. Both are educated and experienced pre-school teachers and have managed successful childcare facilities. It has been a dream for both women to build and operate their own facilities since entering the childcare field. When the two met, they combined forces knowing that together they could provide the quality families are looking for, while keeping the cost at a fair and reasonable level.

Serendipity Child Care Center was started in Ingleside, Illinois. Through thorough research, it was discovered that the community and its school district have been growing rapidly in the last 10 years. The district's enrollment in 2005 was 1200, and now in 2012 they are at 1700! There has not been childcare expansion to match the community growth and there are hundreds of families with limited child care resources. Serendipity Child Care Center is located in Big Hollow School District 38. This enables families to send their school-age children to Serendipity with the convenience of having their children picked-up and dropped-off directly at the childcare center by the district buses.

There are currently 2 childcare facilities in the area that offer busing to and from the community school district, Big Hollow. Little Lambs is a Lutheran Child Care Center located in Ingleside and the Round Lake Area Park District is located in Round Lake. Neither programs offer infant or toddler care (children ages 6 weeks to 23 months). There are two centers that offer infant/toddler care through school-age children, but they are not in the district busing limits. They also both have a substantial waiting list, as of January 2012 for infants. All of these centers offer great services

to the local families, but none of them offer busing to District 38 **AND** infant/toddler care. This is a great benefit to families with more than one child.

Childcare is a growing service, even in these difficult economic times. Many more families are becoming dual income if they weren't already, and parents are forced to find quality care for their children. Serendipity Child Care Center is striving to bring quality care to the area, while also keeping prices at a reasonable rate. Serendipity also offers assistance to low-income families by accepting payments from the Department of Human Services.

The intention of this business plan is to request funds to expand from a full enrollment home center with 16 children and 2 staff, to a commercial facility with a capacity for 39 full-time children with 8 staff members. Serendipity would remain in the home setting at the current address to be able to offer the same intimate care since the inception, by obtaining a Conditional Use Permit (CUP). A CUP allows the childcare center to operate as a commercial business with a residential zoning. Our facility will be transformed on the inside to 3 full functioning classrooms, a kitchen, an office, and staff lounging area. We will add a parking lot and play ground to the outdoors area. The sound structure of our building will remain the same, and still resemble that of a home. Our land is a heavily wooded and private acre plus! Serendipity expects to reach at least 50% capacity in 6 months and full enrollment by it's first anniversary of operations. The current waiting list already has over 30% of the center's 50% goal for the first 6 months!

Through specialized staff training and constant accountability for quality by management, Serendipity Child Care Center achieves above and beyond what traditional childcare facilities offer. With an individualized curriculum for each student, cutting edge educational

supplies, and a custom facility designed with learning in mind, children will have the opportunity to learn and grow in an unbiased environment.

Business Organization:

Legal:

Serendipity Child Care Center is a for-profit S-Corporation with both owners sharing in equal stock percentages. There are unnamed stock that are available for purchase by possible investors. Serendipity will be provided income by the families enrolled for care for their children. Funds will also be accepted from the State of Illinois for families in need of financial assistance through the Department of Human Services. Both owners, Sara Bialachowski and Theresa Buschick, will maintain the policies and budget for Serendipity Child Care Center.

Insurance:

Serendipity Child Care Center carries exceptional insurance in case of un-for-scene accidents involving injury or death. Our insurance carrier is West Bend Mutual. They currently insure Serendipity's home childcare and will expand to insure our increased capacity and additional features. Insurance includes, but is not limited to liability at \$2,000,000 maximum, fire, theft, health, and accident. Insurance is also carried for vehicles for transporting children.

Tax and Bookkeeping System:

Serendipity Child Care Center works closely with Alliant Advisors in Wauconda, IL. Alliant is responsible for filing Serendipity's quarterly taxes, payroll, and corporate returns and is used for support and guidance as needed. Serendipity's owners, Sara Bialachowski and Theresa Buschick,

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with QuickBooks Pro, do the bookkeeping. The owners are also responsible for payroll. Records include revenue and expense.

Regulation and licensing:

Serendipity Child Care Center is currently licensed by the Department of Children and Family Services (DCFS) of Illinois with a home license. When the commercial center is achieved, Serendipity will be licensed by the standards for day care *centers* as outlined by DCFS. Current zoning regulations will be satisfied upon completion of the commercialization process. Serendipity will also adhere to the regulations as mandated by the Lake County Health Department, Fox Lake Fire Department, State Fire Marshall, and will abide by the codes as set forth in the Lake County Unified Development Code.

Management/Operations:

Personnel/Management team:

Serendipity Child Care Center is owned and operated by Sara Bialachowski and Theresa Buschick. Resumes for both owners are located in the supporting documents section of this business plan.

Employee Benefits:

Serendipity Child Care would like to not only be competitive in the child care industry offering above and beyond what other centers might offer as related to the care of children, but they would also like to extend this courtesy to their full time employees. Benefits will include but will not be limited to:

Health Insurance

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Child Care Discounts
Paid Vacation
Paid Sick Time
Bonus Pay for company profitability
Tuition Reimbursement

Employee requirements and job descriptions:

Either Sara Bialachowski or Theresa Buschick will personally employ all employees of Serendipity Child Care Center. Each owner has taken a vow to personally train or oversee training of each new employee to ensure quality at all times. This is of utmost importance to maintain and expand the client base at Serendipity. A majority of the advertising will come "**free**" from Serendipity's satisfied clients due to their exceptionally high quality standards. Serendipity plans to offer competitive wages starting at minimum wage for entry level positions and increasing as necessary to hire and maintain quality staff up to Mastered degreed individuals. A 4-day workweek program will be utilized, giving staff an additional day off per week to alleviate high turnover due to industry burn out. Each classroom will be equipped with a head teacher and assistants as needed. Employees will be required to work as a team in an effort to teach and care for children in a loving and caring environment.

Business operations:

Sara Bialachowski and/or Theresa Buschick will conduct Serendipity's daily business. The owners along with the qualified staff will care for the children and maintain all business items as necessary such as but not limited to: logging of children's attendance, logging of payments, tracking of expenses, developing curriculum, caring for children, quality checks, program enhancements, etc.

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Marketing:

Services:

Serendipity Child Care Center will offer childcare to children ages 6 weeks to 12 years. There will be 4 classrooms as described below:

Classrooms	Child Capacity	Staff Requirements
6wks-23mths	8	2
24mths- 4years	13	2
5-12 yrs	18	1

Each classroom staffing team will be responsible for planning and implementing a curriculum tailored to the age group it serves. The children will participate in a routine activity schedule from the time they are dropped off until departure. A sample daily schedule is included in the supporting documents section.

Pricing for our services are as follows:

Infants:	Full Time 4 or 5 days per week	\$255
6 wks-15mths	Part Time / Daily Rate	\$60
Toddlers:	Full time	\$225
15-24mths	Part Time / Daily Rate	\$55
Two's:	Full Time	\$205
24-36mths	Part Time / Daily Rate	\$50
Three's- Fours	Full Time	\$175
(Potty Trained)	Part Time / Daily Rate	\$40
Kindergarten	Full Time	\$160
	Part Time/ Daily Rate	\$35
School-age	Full Time	\$85
To 12 years	Part Time / Daily Rate	\$20
	(\$10 per session Before or After)	
	(Summer and Vacation Breaks-\$120/wk, \$25/Day)	

Tuition Policies:

- Tuition is due the first day of the week the child is in attendance.
- A fee of \$15 is added for late payments.
- Payments not received for longer than two weeks can result in child's dismissal from care.
- Tuition is due in full each week.
- Weeks in which your child is not in attendance will be charged at 50% with prior approval. Days off are charged at the full rate. Discounts will only be given on a weekly basis twice per year after your child has been enrolled for at least 3 months with a two week written notice.
- Tuition is discounted 10% off the youngest child for multiple children enrolled full time.
- These policies are subject to change at management's discretion.

Location:

Serendipity Child Care Center is located at:
35274 N. Hwy 12 in Ingleside, Illinois

Promotional Strategies:

Serendipity Child Care Center will advertise in multiple areas to get their name out to the community. Flyers will be distributed to the local school district and post card mailings will be delivered. Referrals from current clients will be one of the most successful methods of advertising.

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crual Basis

Serendipity Child Care Center, Inc
Profit & Loss Prev Year Comparison
October through December 2011

	<u>Oct - Dec 11</u>	<u>Oct - Dec 10</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/Expense				
Income				
Childcare Revenue	25,046.97	940.93	24,106.04	2,561.9%
Total Income	<u>25,046.97</u>	<u>940.93</u>	<u>24,106.04</u>	<u>2,561.9%</u>
Cost of Goods Sold				
Childcare Supplies	356.49	660.17	-303.68	-46.0%
Food & Groceries	1,012.74	676.51	336.23	49.7%
Total COGS	<u>1,369.23</u>	<u>1,336.68</u>	<u>32.55</u>	<u>2.4%</u>
Gross Profit	<u>23,677.74</u>	<u>-395.75</u>	<u>24,073.49</u>	<u>6,083.0%</u>
Expense				
Advertising and Promotion	84.00	0.00	84.00	100.0%
Automobile Expense	0.00	250.00	-250.00	-100.0%
Depreciation Expense	0.00	1,000.00	-1,000.00	-100.0%
Food Program Taxes	0.00	182.62	-182.62	-100.0%
Home Commercialization	1,500.00	0.00	1,500.00	100.0%
Insurance Expense	409.50	413.15	-3.65	-0.9%
Licenses & Permits	0.00	350.00	-350.00	-100.0%
Meals and Entertainment	215.43	45.24	170.19	376.2%
Office Supplies	8.80	286.72	-277.92	-96.9%
Officer Salary	11,700.00	12,600.00	-900.00	-7.1%
Outside Services	1,052.00	205.00	847.00	413.2%
Payroll Clearing	0.00	-1,440.00	1,440.00	100.0%
Payroll Taxes	33.90	1,514.70	-1,480.80	-97.8%
Professional Fees	375.00	1,058.00	-683.00	-64.6%
Rent Expense	1,500.00	1,106.50	393.50	35.6%
Repairs and Maintenance	649.42	502.60	146.82	29.2%
Telephone Expense	0.00	587.17	-587.17	-100.0%
Utilities	889.56	339.82	549.74	161.8%
Total Expense	<u>18,417.61</u>	<u>19,001.52</u>	<u>-583.91</u>	<u>-3.1%</u>
Net Ordinary Income	<u>5,260.13</u>	<u>-19,397.27</u>	<u>24,657.40</u>	<u>127.1%</u>
Net Income	<u><u>5,260.13</u></u>	<u><u>-19,397.27</u></u>	<u><u>24,657.40</u></u>	<u><u>127.1%</u></u>

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Theresa Buschick

Summary Proven professional with Fifteen years experience in caring for children, creating curriculum for daily activities, and having a true love for children. Experience includes: managing day to day business operations, meeting schedules and deadlines, problem solving, positive communication with parents and staff, preparation of summer camp, and maintaining a safe and fun loving environment for all to enjoy. In addition, I am able to work well with others, very dependable, and have good work ethic.

Experience 2009-Present Serendipity Child Care Center, Inc.

2006-2009 Young Scholars Child Care Center
Director of Operations

- Managed employees
- Developed curriculum & summer camp activities
- Maintained day to day business operations
- Developed effective communications strategies for parents
- Implemented Classroom Portfolios

2005-2006 Young Scholars Child Care Center
Teacher

- Cared for the needs of toddlers
- Developed and implemented age appropriate curriculum

1997-2005 Messiah Rainbow Care Before & After School Care
Assistant Director

- Expanded individual programs for preschool and kindergarten students
- Developed curriculum
- Experience with Special Needs Children

Education August, 1999-present College of Lake County Grayslake, IL

- Enrolled in Associates of Arts Degree Courses with a Certificate for Early Childhood Education
- 55 credits

August, 1997-1999 Lake County Area Vocational Center

- Earned Child Care Certificate

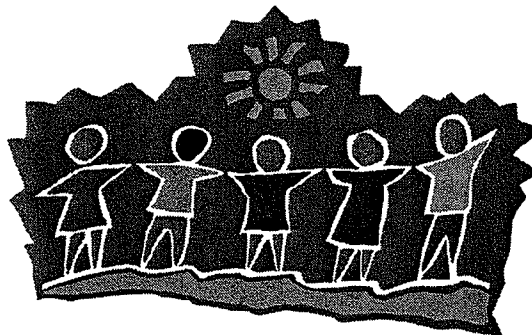
1996-1999 Wauconda High School Wauconda, IL

Seminars/Skills

- Pro-care Software
- Bizland Website
- First Aid and CPR Certified- 1997- Present
- Food Service License- 2008
- Bidders Conference- 2008
- Mandated Reporters Training-2008

Serendipity

Child Care Center, Inc.



Located at:
35274 N Hwy 12, Ingleside, IL

Phone:
847-973-9148

Email:
serendipityccc@att.net

Parent Handbook: **Statement of Services, Purposes, and Goals:**

Thank you for your interest in Serendipity Child Care Center, Inc. We are an experienced team of child care providers dedicated to the health and well being of each individual child in our care. We specialize in quality child care coupled with an educational program to give each child beginning at infancy, the long term learning experiences that will carry through the most important years of their life.

“The first years of life are critical for later outcomes. Young children have an innate desire to learn. That desire can be supported or undermined by early experiences. High-quality early childhood education can promote intellectual, language, physical, social, and emotional development, creating school readiness and building a foundation for later academic and social competence” (NAEYC and NAECS/SDE).

Serendipity Child Care Center, Inc. offers care to families with children ages 6 weeks to 12 years. Each classroom is equipped for your child to learn, explore, and grow while participating in stimulating learning activities. Our goals are to provide the highest quality in care, offer affordable tuition rates, and maintain the highest level of customer confidence and satisfaction. We ALWAYS welcome feedback, comments, suggestions, and questions. We strive to be the best program for your family!

Here are *some* of the learning experiences you can expect your child to participate in while being cared for at Serendipity Child Care Center...

Science and Sensory experiences: water play, shaving cream, baby food, jell-o, etc. , experiments, cooking, and discovery

Dramatic Play: pretending, socializing, role playing, performance

Music and Sound: songs, finger plays, puppets, dancing, skits

Art and Creative Activities: coloring, painting, drawing, gluing, cutting, creating

Circle Time and/or Cognitive Development: sharing in a group, age appropriate games and activities to learn letters, numbers, shapes, colors

Books and Reading: Listening to stories, relating text to real life situations, expanding on reading, making our own books, pre-writing skills

Math and Manipulatives: Counting, sorting, number recognition

Outdoor Play and Exploration: free play, exploring, organized games, scavenger hunts

Fees and Plans for Payment:

2012 Child Care Prices

Infants:	Full Time	\$255
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6 wks-15mths	Part Time / Daily Rate	\$60
Toddlers:	Full time	\$225
15-24mths	Part Time / Daily Rate	\$55
Two's:	Full Time	\$205
24-36mths	Part Time / Daily Rate	\$50
Three's- Fours	Full Time	\$175
(Potty Trained)	Part Time / Daily Rate	\$40
Kindergarten	Full Time	\$160
	Part Time/ Daily Rate	\$35
School-age	Full Time	\$85
To 12 years	Part Time / Daily Rate	\$20

(Summer and Vacation Breaks-\$120/wk, \$30/Day)

- Tuition is due on a weekly basis the first day of the week your child is in attendance.
- Tuition can be paid by cash, check, or credit card.
- A fee of \$15 is added for late payments.
- Payments not received for longer than two weeks may result in child's dismissal from care.
- Tuition is due in full each week.
- One week tuition will be discounted 100% on a yearly basis. Discounts will only be given on a weekly basis once per year after your child has been enrolled for at least 3 months with a two week written notice.
- Summer breaks are negotiable and are determined by enrollment.
- Tuition is discounted 10% off the youngest child for multiple children enrolled full time (5 days per week).
- Tuition is subject to a yearly increase

These policies are subject to change at the managements' discretion

Insurance Coverage For Children:

Serendipity Child Care Center, Inc. is insured by NSI a division of West Bend, A Mutual Insurance Company. Serendipity is insured for General Liability, Property, Automobile, and Workers Compensation.

Admission, enrollment, and discharge policies and procedures:

- No child shall remain on the premises for more than 12 hours.
- A physical examination must be submitted and signed by your child's physician.
- Parents or guardians shall be permitted to visit the facility, **without prior notice**, during the hours your child is in care. We encourage this.
- A daily screening will be done to determine if your child has obvious symptoms of illness. If any of the symptoms described below are noted, the child may not be accepted into care:
 - o A fever over 101° F
 - o A fever over 99° F accompanied by coughing, nasal discharge, vomiting, rash or diarrhea
 - o Suspect of having or diagnosed as having a reportable infectious, contagious, or communicable disease for which isolation is required.
- A child may only be discharged from the facility to the child's parents or guardian or to a person designated in writing by the parents or the guardian to receive the child. A valid driver's license must be presented.
- Children will not be admitted any earlier than the Hours of Operation state, 6:30am.
- Children shall be picked up at the time specified in the initial enrollment agreement. If your pick-up time was stated at 5:30pm, pick-up is expected at that time, unless prior arrangements have been approved. A Late pick up will result in a \$15 fee upon the second and third occurrences for the first 10 minutes. A subsequent \$1 will be charged for each minute after until the child is picked-up. After three late pick up's, your child may be disenrolled. If child remains at facility for a period of 1 hour past the child's designated pick up time, and all emergency contacts have been depleted, the child abuse hotline will be called or the local police department.

Hours of Operation:

6:30am to 6:00pm

Monday through Friday

Parents/Guardians are encouraged to stop in and visit in your child's classroom. You are welcome to observe or participate at any time without prior consent from Serendipity Child Care Center, Inc. staff. Classroom activities and parties will be offered throughout the year for an opportunity for parent involvement.

Part-time enrollment:

Part-time enrollment is welcome by enrolling your child for up to 4 full days, ½ day rates are not available.

Holiday and Vacation Schedule:

The following holidays are observed and Serendipity Child Care Center, Inc. will be closed on: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving Day, Christmas Eve, Christmas Day, Staff In-service Day (3 months notice will be given as to the date of in-service)

New Year's Eve the child care center will close early at 3pm.

Provision for emergency medical care, treatment of illness and accidents:

First Aid: Employees of Serendipity Child Care Center, Inc. have been trained in CPR and First Aid. Should your child require First Aid care while attending Serendipity, it will be administered in a professional manner by one of our staff. A parent or guardian will be contacted by phone after First Aid has been administered and written incident report will be completed. This report will require the parent's signature and will be kept in the child's file. Copies of incident reports will be made at the parent's request.

Illness or Injury Should your child require care that is beyond our First Aid training, such as an illness or injury requiring a doctor's attention, a parent or guardian will be contacted to pick the child up from our care and bring the child to a physician. The parent/guardian's phone numbers will be used. If we are unable to contact a parent or guardian directly, emergency contacts will be contacted until the parent is located or someone is able to pick the child up.

Emergency In case of emergency situations that require immediate medical attention, emergency services will be called by utilizing 911. Staff will perform CPR until emergency services arrive if needed. 911 will be called for *any* accident/injury/illness that is deemed life threatening by the staff of Serendipity Child Care Center.

****A plan must be submitted to Serendipity Child Care Center, Inc. by the parent or guardian of a child who is exempt from medical care on religious grounds.***

Dispensation of Medication by Staff:

- Both prescription and non-prescription medication shall be accepted only in its original container
- Prescription medications shall be labeled with the full pharmacy label
- Over-the-counter (non-prescription) medication shall be clearly labeled with the child's first and last name. The container shall be in such condition that the name of the medication and the directions for use are clearly readable.
- A director of Serendipity Child Care Center will administer and properly document the dispensation of the medication each day.

- Prescription medication shall be administered as required by a physician, subject to the receipt of appropriate releases from parents which shall be on file and regularly updated.
- Prescription medication shall be used only for the child named on the label.
- Over-the-counter medications may be dispensed in accordance with manufacturer's instructions when provided by the parent with written permission.
- Serendipity Child Care Center shall maintain a record of the dates, times administered, dosages, prescription number, if applicable, and the name of the person administering the medication
- Medication shall not be used beyond the date of expiration.
- When a child no longer needs to receive medication, the unused portion or empty bottle shall be returned to the parent.
- Any topical products, such as diaper ointment, sunscreen or insect repellent, whether supplied by the parent or by the child care center, shall be approved by the parent in writing prior to use on the child.

Visits, Trips, or Excursions off the Premises and Transportation:

Serendipity Child Care Center, Inc. will provide transportation to and from Big Hollow School District #38 for:

Morning and Afternoon Kindergarten Sessions
1st through 6th Grade Levels

Transportation will be provided by a trained and responsible staff of Serendipity Child Care Center in the staff's insured and registered vehicle. The staff shall be at least 21 years of age and will comply with all regulations as set forth by the Department of Children and Family Services.

Transportation for field trips or other excursions will be provided by a professional busing company. All transportation to and from Serendipity Child Care Center either by staff vehicle or bus will require a written consent form to be filled out and signed by a child's parent or legal guardian.

Procedures regarding Personal Belongings brought to the Center:

Each child will be given a cubby or similar space to store personal belongings such as extra clothes, shoes, back packs, sleeping items, etc. While we do encourage our students to share, we would like to ask that toys and games be left at home unless specified by your child's teacher. Teacher's may choose to have their students participate in show-and-tell or may ask for children to bring items in that are related to the learning theme. These are the only exceptions to bringing toys from home.

Policy Regarding the Release of Personal Information about your Child or Family:

This policy demonstrates how Serendipity Child Care Center, Inc. uses and discloses your personal information for the duration of your child's attendance;

Personal information will be held in paper and electronic form at Serendipity. It is collected from parents and/or guardians for the primary purpose of ensuring the well being, protection, and development of the children. Personal information will not be released unless Serendipity Child Care Center, Inc. is legally obligated to do so.

Guidance and Discipline Policy:

Our guidance and discipline policy is followed as suggested by the Department of Children and Family Services.

Philosophy: Discipline is the on-going process of helping children to develop self-control so that they can manage their own behavior in socially acceptable ways.

Appropriate discipline techniques that will be implemented include:

- Avoidance of problems by offering an organized, stimulating program
- Reinforcement of positive behavior
- Modeling
- Redirection to a more acceptable behavior
- Setting clear limits
- Offering choices
- Ignoring negative behavior (when appropriate)
- Time-out or removal of child from area (one minute per age of child) for children 2 years old and older. This method will be used when redirection does not work, the negative behavior continues, and/or the child harms him/herself or others.

The following discipline techniques are **STRICTLY PROHIBITED:**

- Physical punishment of ANY kind
- Screaming at a child
- Ridiculing a child or the child's family
- Blaming, teasing, insulting, name calling or threatening the child with punishment
- Withholding food
- Withholding of affection or positive attention

No child will be subjected to, under any circumstances, any form of corporal punishment, which includes hitting, spanking, swatting, beating, shaking, pinching and other measures intended to induce physical pain or fear. Serendipity Child Care Center Staff will never use abusive or profane language or deprive children of food, rest or use of restrooms. Children will not be punished for toilet accidents.

A discipline plan can and will be written to include the teacher, parent/guardian, and child to work on discipline strategies and correct discipline areas that may be a cause for concern in the day care setting.

Planned Means of Communication between Serendipity Child Care Center and Parents:

Staff of Serendipity can be reached during business hours 6:30am to 6:00pm, Monday through Friday by telephone at 847-973-9148, email at serendipityccc@att.net, or fax. Face to face personal conferences can also be scheduled when requested.

Parents will be notified of any illness, injury, or any other situation as requested by the parents or guardians.

Additional policies:

Toys: We provide a wide variety of playthings. We ask that no toys be brought to daycare from home. Often times children have a hard time sharing the toys they bring from home. However, a special blanket OR stuffed animal/doll to be used during nap time is welcomed.

Supplies: Parents are responsible for supplying: Bottles, Formula, Baby Food, Diapers & Wipes, A full change of clothing and any other supplies your child may need. All personal belongings should be marked with child's name. It is not necessary to bring eating utensils, cups or dishes as they will be supplied.

Meals and Snacks: We will provide nutritious meals and snacks that follow the Food Guidelines. Children arriving after 8:30 A.M. must eat breakfast at home before arriving. The menu plan is posted on the parent bulletin board.

Clothing: Children should arrive to Serendipity in comfortable, weather appropriate clothing. Children will be engaged in many activities throughout their day either indoors or outdoors. It is suggested that children bring clothes that parents and guardians understand may get messy at times. It is not suggested to wear new clothes or articles of clothing that you would not like soiled. We cannot guarantee that clothes will come home in the same condition as they were brought in. Also, garments need to be appropriate for the weather. Children who do not bring weather appropriate garments may not be admitted to the program until appropriate garments are brought in. Children are taken outside daily as long as the weather allows us to do so. Appropriate winter gear is required as well as sunscreen, hats, etc. in the summer months.

Outdoor Play: Children will be engaged in outdoor play as many days of the year as possible from ages 15 months and up. In the winter months, as long as the temperature is above 20° F (with the wind chill factored in), children will enjoy time outdoors. Outdoor play in the summer time will be

enjoyed daily with water activities and constant offer of fluids. In either extreme, time may be limited as suggested by the Director for the safety of children.

Provider Holidays: We are closed on all Statutory Holidays. If a holiday lands on a Saturday, we will be closed the Friday prior, if the holiday lands on a Sunday, we will be closed the following Monday. Additional closed days are: The day after Thanksgiving and Christmas Eve.

Communication: Communication is very important to us. We feel that we are a team raising your child. If we can work together then your child can feel secure in knowing they have two families who love them very much. Parents of children ages 2 and under will receive a daily note about their child's day. Some typical things that you may find on this note would be daily activities, feedings/meals, diaper changes and naps/quiet time.

Medication: Should your child require daily medication, please ask for a medication release form to fill out.

Donations: Donations help us keep costs down, so if you have any of the following items on hand and are willing to donate them, it would be greatly appreciated. This is not mandatory.

- Snack Foods (fruits, crackers, etc)
- Dress up clothing, costumes, jewelry, hats etc.
- Magazines for cutting, especially ones like National Geographic that depict other cultures, or any that have lots of pictures of people, children, or animals. We are looking for pictures that would appeal to children.
- Paper of any kind, brown, white, colored, waxed, foil etc.
- Crayons, water color paints or any misc. art supplies such as fabric scraps, glitter, pipe cleaners, paper plates, etc.

Thank you for your time and interest in our center! Serendipity Child Care Center, Inc. hopes to provide you and your family with the best experience in child care that is possible! Please let us know if there is anything further we can do to make you and your family more comfortable!

Application/Record of Child Information

Name of Child: _____

Birth date: _____ Sex: _____ Starting Date: _____

Schedule: (Circle Days) M T W Th F Hours of Care Needed: _____ to _____

Parent or Guardian Information:

Name: _____ Relationship: _____

Home Address: _____

Phone Number: _____

Home

Work

Cell

Email Address: _____

Place of Employment: _____

Address: _____

Working Hours: _____

Month and Day of Birth: _____

Spouse or 2nd Guardian:

Name: _____ Relationship: _____

Home Address: _____

Phone Number: _____

Home

Work

Cell

Email Address: _____

Place of Employment: _____

Address: _____

Working Hours: _____

Month and Day of Birth: _____

Child Information

Medical problems: _____

Physical Handicaps: _____

Allergies: _____

What would you like your child to gain being in this environment?

Do you have any concerns for your child? _____

Is your child toilet trained? Y N

Does your child have any specific fears? _____

When your child is upset, what helps to comfort him/her? _____

How do you discipline your child? _____

Additional information to assist in your child's care:

Two additional contacts required:

Name: _____ Phone: _____

Address: _____ Relationship: _____

Name: _____ Phone: _____

Address: _____ Relationship: _____

Physician Information:

Name: _____

Address and Phone: _____

Preferred Hospital or Clinic: _____

Financial Information:

Who will be financially responsible? _____

Daily/ Weekly Rate: _____

Deposit Amount on Account: _____

Please initial each of the following:

___ I understand a late payment fee will be charged for payments not received the first day my child is in attendance each week.

___ I understand I will be charged a fee for late pick- ups.

___ I understand a two week written withdrawal notice is needed in order to have my deposit refunded to me.

___ Any changes made to scheduling which would alter the weekly rate must be approved prior to changes being made.

Emergency Health Release

I hereby give permission for my child/ren:

to be given emergency treatment (first aid and CPR) by Serendipity Child Care Center, Inc. Staff.

I also give my permission for my child/children to be transported by ambulance, aid car, or staff car to an emergency center for treatment.

In the event that I cannot be contacted, I further consent to the medical, surgical, and hospital care treatment and procedures to be performed for my child by a licensed physician or hospital when deemed immediately necessary or advisable by the physician to safeguard my child's health.

In case of emergency, and if emergency transportation is needed, I agree to pay all costs of transportation.

____ Initials

____ Initials

Additional Consents:

Please initial each of the following:

____ Initials

I give permission for Serendipity Child Care Center, Inc. to publish my child's photograph on our website or other publications.

____ Initials

I give permission to the staff of Serendipity Child Care Center to apply sunscreen/bug repellent to my child that I will provide.

Handbook Agreement

By signing this form, you agree to:

- Pay as per schedule and to pay for any charges incurred on my account as deemed necessary by Serendipity Child Care Center, Inc. I agree to discuss any problems with management as they arise.
- Abide by all rules and guidelines and to respect all policies and terms. I agree to the financial terms set out in this contract.
- Give a two-week written notice if information in this contract changes or needs to be altered in any way.

Serendipity Child Care Center, Inc. agrees to respect all opinions and comments made by parents and to provide the best of care for the child/children whom they are enrolling.

Parent's signature

Date

Parent's signature

Date