

## **Granite United Way Partners with TOOTRiS to Pilot Employer-Sponsored Child Care Benefits**

**Concord, NH** (July 3, 2024)— Granite United Way is excited to announce a partnership with TOOTRiS, the leading tech-enabled child care platform, to launch a pilot project aimed at transforming employer-sponsored child care benefits. This initiative seeks to demonstrate and study the impact of accessible child care and family-friendly workplace policies on employee recruitment and retention.

Under this collaboration, Granite United Way will leverage TOOTRiS's advanced platform to provide participating employers with a seamless, turn-key solution for supporting their employees' child care needs. This partnership underscores a mutual commitment to fostering inclusive workplaces that prioritize the needs of working families.

### **Empowering Employers with Comprehensive Solutions**

TOOTRiS offers employers a suite of customizable child care programs designed to address the diverse needs of their workforce. By connecting parents with a vast network of high-quality child care providers in real-time, TOOTRiS ensures that working parents can access reliable and flexible child care options with ease. The platform simplifies the financial aspects by streamlining payments and benefits management, significantly reducing administrative overhead for HR teams.

Granite United Way and TOOTRiS agree that by eliminating one of the most significant barriers to workforce participation—child care—employers can enhance their recruitment and retention efforts. "We are excited to partner with Granite United Way to bring our innovative child care solution to more families," said Alessandra Lezama, CEO of TOOTRiS. "Our mission is to make child care convenient, affordable and accessible for all. By working together, we can help working parents manage their child care needs more effectively, giving them peace of mind and enabling them to focus on their careers." This partnership provides a valuable opportunity for organizations to attract top talent who value family-friendly benefits, thereby boosting workplace morale and productivity.

### **A Vision for the Future**

The pilot project will serve as an important case study, providing empirical data on the impact of employer-sponsored child care benefits. By highlighting the tangible advantages of such initiatives, Granite United Way and TOOTRiS aim to inspire more companies to adopt similar family-friendly policies, creating a ripple effect that benefits employees, employers, and the broader community.

"We are thrilled to partner with TOOTRiS to bring this pilot project to life," said Joelyn Drennan, Sr. Director of Early Childhood Initiatives at Granite United Way. "Our goal is to demonstrate that supporting employees with their child care needs is not just a perk, but a strategic investment that yields significant returns in terms of employee satisfaction, loyalty, and overall organizational success."

For more information on Granite United Way's partnership with TOOTRiS, please visit:  
<https://workwell.graniteuw.org/>

### **About Granite United Way**

Granite United Way is a New Hampshire-based nonprofit organization dedicated to improving lives and building stronger communities through innovative programs and partnerships. By addressing critical needs such as education, financial stability, and health, Granite United Way empowers individuals and families to achieve their full potential.

### **About TOOTRiS**

TOOTRiS is the nation's largest, most comprehensive Child Care network, with over 200,000 providers making access to care convenient, affordable, and on-demand. TOOTRiS' unique technology unifies key stakeholders, enabling employers to provide fully managed Child Care Benefits. This gives their workforce the flexibility and family support they need while organizations seek to increase productivity and their ROI. Through the platform, TOOTRiS helps parents and providers connect and transact in real-time. Working parents are empowered to secure quality Child Care, while allowing providers to unlock their potential and fully monetize their program.

For more information about the partnership and how it supports child care access and family-friendly workplace policies, please contact:

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**Work Well. Care Well. Live United.**

**Granite United Way**