

FAMILY
FRIENDLY
TAMPA BAY

Family Friendly Workplaces

EMPLOYER TOOLKIT

2026



Introduction

Family Friendly Workplaces create value for employees, employers, and the local economy – increasing completion of postsecondary education, raising labor force participation, increasing workforce productivity, and helping businesses attract and retain talent, while ensuring that children have the chance to develop and begin kindergarten ready to thrive in school, work, and life.

This Family Friendly Tampa Bay employer toolkit provides research-informed guidance on areas including paid leave, health support, work schedules, and economic support, as well as testimonials from businesses that have implemented family friendly policies. The toolkit was created to support businesses wanting to learn about best practices and ideas so they can implement new policies or enhance existing policies to the benefit of both employees and employers.



Key Impacts & Considerations



Employees who have access to paid leave are less likely to quit their job.²

In Florida, 78% of working people (about 8.4 million workers) do not have access to paid family leave through their jobs.^{5, 12}



Only eight countries in the world do not require any paid leave (The US is considered the only industrialized nation of the eight.)¹⁶

70% of working parents say they are more likely to choose an employer that provides childcare benefits over one that does not.⁴



\$5.4 billion dollar loss annually for Florida's economy due to childcare issues.⁶

The average annual cost of childcare for a toddler in the Suncoast region is more than the annual cost of tuition for a University of South Florida student.¹⁰



90% of brain foundational structure is developed by age five.¹³

More than one million new neural connections (synapses) are formed every second from birth to age three.¹¹



Only 43.7% of children in Pinellas & Hillsborough Counties are deemed "kindergarten ready".¹⁵

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Employer Benefits

FAMILY FRIENDLY BUSINESS POLICIES PROVIDE

Talent Magnetism & Workforce Stability

- Improve recruitment; attract and retain top talent
- Boost employee engagement and retention, reducing turnover costs
- Increase employee loyalty, morale, commitment, engagement and job satisfaction
- Increase overall job satisfaction and workplace climate

High-Performance Workforce & Organizational Excellence

- Improve employee productivity as well as organizational performance, productivity and innovation
- Improve employee performance
- Reduce employee stress and increase employee focus
- Encourage employees' skills development

Operational Efficiency & Financial Advantage

- Reduce costs and improve the bottom line
- Reduce tax liabilities with deductions and/or credits

Safer, Healthier, More Resilient Workforce

- Provide a healthier work environment
- Workers recover from temporary disability, illness or injury more quickly and are less likely to relapse or be reinjured
- Reduce likelihood of dangerous injury or death on the job
- Reduce Employee absenteeism and tardiness

Collaborative Culture & Stronger Teams

- Strengthen communication, teamwork and problem solving
- Increase creativity, collaboration and decision making
- Improve relationships with co-workers and employees' mental health
- Employees can work more hours before experiencing work/family conflict

Paid Leave

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The Children’s Movement of Florida provides full-time employees up to three months of paid parental leave: one month of medical leave following childbirth, and two months of bonding leave—for any parent—following the birth, adoption, or foster placement of a child. Benefits remain unchanged during leave and flexible return options may be available.



To learn more about this policy, email Madeleine Thakur, President & CEO, at MKT@childrensmovementflorida.org

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CLA offers flexible, unlimited PTO for those who are regular non-exempt and exempt statuses who work at least 1040 hours annually. They also offer paid parental leave, which allows birthing parents to take up to 12 weeks of 100% paid leave, and non-birthing parents to take up to 6 weeks of 100% paid leave. This includes fostering and adopting families as well.



To learn more about this policy, email Barbara Nevin, Director of Wellness, at Barbara.Nevin@claconnect.com

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PERSONAL & SICK LEAVE

Sick leave refers to paid leave for employees to care for themselves or a family member during a temporary, short-term medical issue, such as illness; or for preventative health care, such as an annual well visit or a prenatal doctor appointment.

While many companies offer “paid time off” (PTO) and/or vacation days for all employees—and those could be used for caregiving or sick time—it is important to highlight the additional leave policies that support these needs specifically. Research shows better health and well-being outcomes for children and families when parents and caregivers have access to sick leave and caregiving leave in addition to PTO. Additionally, such benefits are proven to impact morale and productivity across the workforce as a whole—not just working parents.

PARENTAL LEAVE

Short-term paid leave that allows a parent to take an afternoon or a day off to attend a school performance or athletic event, volunteer at a child’s school or otherwise take care of a child’s needs.

67% of women who take paid leave when it’s offered return to work equally or more engaged in their role.³

Work Schedules

According to an Ernst and Young survey in 2024, among employees planning to leave their employer in the next 12 months, 34% cite access to better benefits – including paid leave, flexibility, and overall wellbeing programs – as the main reason.¹

FLEXIBLE WORK SCHEDULING

A flexible work schedule allows employees to choose when they work, as long as they put in their hours every week.

REMOTE WORK & TELECOMMUTING

Telecommuting allows employees to work from home or some other remote site some, or all, of the time.

PREDICTABLE SCHEDULING

Predictable scheduling involves ensuring that employees have some control over their scheduled working hours, not changing work schedules without employees' consent, and/or giving employees advance warning about changes to their work schedules.

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Weber CPA operates under a ROWE (Results Only Work Environment) system which includes no set schedule for hours to work, rather expectations that employees: 1) Return client and other Employees' communications by the next business day. 2) Stay current on work projects and communicate status with supervisor. Weber CPA also allows employees to work remotely up to 100% of the time.

To learn more about this policy, email Leslie Hopkins, Operations Liaison, at Leslie@Weber.CPA

[Weber CPA](#)

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Health Support

“Avocat Group, a local small business, offers comprehensive health insurance benefits to support the well-being of their team members. They take a highly flexible and supportive approach to employee needs, including those arising from pregnancy or other medical conditions. They work closely with each team member to provide reasonable accommodations, whether that means adjusting responsibilities, limiting physical tasks, or allowing extended remote work for as long as needed.”



To learn more about this policy, email Matt Sultenfuss, Managing Partner, at MS@Avocatgroup.com

HEALTHCARE

Healthcare benefits can include health, dental and/or vision insurance paid for or subsidized by employers.

WELLNESS PROGRAMS

Wellness programs can include on-site wellness centers, on-site fitness centers, subsidies for joining a gym, and/or health- and fitness-oriented programs for employees' children and/or spouses.

BREASTFEEDING & LACTATION SUPPORT

Support for breastfeeding mothers can include:

- Writing corporate policies to support breastfeeding women
- Teaching employees about breastfeeding
- Providing designated private space for breastfeeding or expressing milk
- Allowing flexible scheduling during work
- Providing high-quality breast pumps
- Offering professional lactation management services and support

HIGHER THAN AVERAGE WAGES

Employers volunteer to pay their employees higher wages than the agreed upon standard for their industry.

SUBSIDIZED TRAINING & EDUCATIONAL ASSISTANCE

Employers provide scholarships, direct tuition payments, or stipends to employees to further their education and training. Under IRS Section 127, employers can provide up to \$5,250 annually in tax-free educational assistance per employee for tuition reimbursement, fees, books, and, crucially, qualified student loan repayments. This combined, tax-free limit is now permanent, with plans to index it for inflation starting in tax years beginning after December 31, 2026. ¹⁵

RETIREMENT & ASSET BUILDING

Employers provide financial contributions or support for retirement savings plans (401Ks and IRAs) and other asset building options for employees.

SHORT-TERM FINANCIAL STABILITY OPTIONS

Employer supported short-term financial stability options such as small-dollar lending with repayment available via payroll deductions and/or access to financial capability training/coaching.

Economic Support

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At Ronald McDonald House Tampa Bay, after 90 days of service, full and part-time staff are eligible to enroll in our safe harbor 401k plan. Employees do not have to make deferred contributions to receive the employer 3% contribution. Annually, the organization has the option to contribute an additional profit sharing percentage. In addition, employees can request up to \$200 of their paycheck per day through a third party partner, Zayzoon, which also offers classes for financial management. Employees facing hardship also have the option to take a hardship withdrawal from their 401k.



To learn more about this policy, email Business@ronaldmcdonaldhousetb.org

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Pay Equity

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The Glazer Children’s Museum annually conducts formal reviews of pay by job classification and gender as part of their compensation practices. They analyze salary data to identify and address any inequities, ensuring that employees are compensated fairly based on their role, responsibilities, and experience rather than gender or other unrelated factors. This helps the Glazer Children’s Museum maintain transparency, support equity, and align with best practices in workforce management.



To learn more about this policy, Sarah Bou Zeidan, Chief HR Officer, at SBouzeidan@glazermuseum.org

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EVALUATE PAY BY JOB CLASSIFICATION & GENDER

Pay equity means equal pay for work of equal value. A system of evaluating pay equity among employees is key to ensuring that workers of equal skill, experience and responsibility are paid at the same rate or comparable level, regardless of gender, race, or other non-job-related factors. It ensures compliance with fair pay laws and reduces pay disparities.

70% of children under age 6 in Florida today live in families where all parents work.⁷

Access & Opportunity

PROGRAMS OR EMPLOYEE NETWORKS

Programs and employee networks, supported by the employer and driven by employees, that can include the following: race, gender, age, disability, LGBTQ, veterans and other groups.

HEALTHY WORK ENVIRONMENT TRAINING FOR EMPLOYEES

Executive team or management discussed or have plans to implement specific, ongoing training related to healthy work environments such as constructive practices, healthy team dynamics, conflict resolution and/or cultural competency.

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Suncoast has specific initiatives around DEI (Diversity, Equity, and Inclusion). Since 2020, Suncoast has launched statements, videos, held listening sessions, appointed a Director of Diversity Equity and Inclusion (now known as Culture and Inclusion Director), and rolled out Leadership Development around DEI. Suncoast believes that Employer Resource Groups (ERGs) are a necessary step in maintaining a diverse, equitable and inclusive environment. Examples include: women's network, minorities and people of color, LGBTQ+, and veterans.

To learn more about this policy, email Edwin Gonzalez, Culture and Inclusion Director, at Edwin.Gonzalez@suncoastcreditunion.com



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According to Harvard Business School, through exposure to diverse perspectives, you can improve employee morale, promote business ethics and drive creative problem-solving and innovation.¹⁷

Community Investment

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To encourage and support the generosity and community involvement of employees, PNC Financial Services Group is proud to offer the PNC Foundation Matching Gift Program. Through this program, an employee may request a matching gift from PNC following their act of giving a personal donation to an eligible charitable organization. In addition, PNC provides eligible employees with up to 40 hours of paid time off annually to volunteer with approved organizations.

To learn more about this policy, email Dustin Becker, Director, Client & Community Relations, at Dustin.Becker@pnc.com



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PAID TIME FOR VOLUNTEERING

Policies that allow employees to participate in volunteer activities during work hours and still be paid their regular wage.

EMPLOYER-MATCHED DONATIONS

Policies that outline company programs where the employer will match employee contributions to charitable organizations, on either an ongoing or periodic basis.

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Vinik Sports Group is proud to champion a culture of service, where every full-time employee volunteers a minimum of 40 hours each year with nonprofits throughout the Tampa Bay area. Through their Lightning C.H.A.R.G.E. program (Contributing Hours Across our Region through our Generous Employees), their team has contributed more than 45,000 hours of volunteer service to over 200 charitable organizations in the past eight years. From mentoring youth and cleaning up our community to supporting local shelters and food banks, Lightning employees are passionate about making a meaningful difference in the community.



To learn more about this policy, email Miriam King, Director of People Operations, at MKing@viniksportsgroup.com

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Employer Supported Childcare

Employers who need extra support getting started may want to enlist a childcare resource and referral agency.

To find an agency near you, search Florida's Division of Early Learning:

<https://www.floridaearlylearning.com/parents/family-resources/child-careresource-referral>

BACKUP OR EMERGENCY CARE

Backup and emergency childcare programs are offered at an employer's work site, in centers, or in an employee's home, and allow employees to continue working despite temporary disruptions in normal caregiving arrangements or when a child is mildly ill. Employers can negotiate rates with local childcare facilities.

ON-SITE OR CONSORTIUM-SPONSORED CHILDCARE

On-site childcare is located at an employers' workplace. For consortium-sponsored childcare, employers join forces to finance childcare, often run by a contracted operator. Employers can subsidize the cost of care so employees can pay below-market rates, or employers can ask employees to pay full cost for care.

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Habitat for Humanity Tampa Bay Gulfside offers childcare reimbursement of \$1000 per semester.

To learn more about this policy, email Todd St. John-Fulton, Chief People & Culture Officer, at TFulton@habitattbg.org



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Employer Supported Childcare

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Power Design invests in resources that make life easier for their employees. One example is covering the cost of Care.com memberships for their team. Employees can use this benefit to find and secure reliable childcare, elder care, pet care, tutoring, housekeeping, and more—providing peace of mind at home so they can thrive at work. In addition to employer supported childcare, Power Design provides a phase-back period for all full-time employees who are primary caregivers, regardless of length of service or level, that permits a gradual return to work following a maternity or adoption leave. Employees receive 100% pay during the 4-week phase back period.

To learn more about their policies, email Chloe Hanchek, Benefits Manager, at CHanchek@powerdesigninc.us



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SUBSIDIZED & REIMBURSED CHILDCARE OR CHILDCARE REFERRAL

Voluntary employer-sponsored programs help employees take care of their families. Employers who reimburse or subsidize employees' childcare pay all or part of approved arrangements and/or reserve slots at particular facilities for employees' children. Through childcare referral, employers offer resources to parents to help them find childcare in the area. Employers also have the option to provide direct subsidies to employees. This can take the form of a direct stipend paid to employers in their paychecks or partial reimbursement for childcare expenses submitted through an expense reporting process, etc. Employers that offer childcare subsidies may be eligible to receive tax credits; it is important to obtain expert tax advice before finalizing offerings to employees.¹⁶

Childcare related employee turnover and absenteeism costs Florida employers \$3.47 billion annually.¹⁴

Employee Workplace Survey Sample

Family Friendly Workplaces have policies that provide highly valued flexibility and support to employees striving to meet and balance the demands of family and community life, in addition to their job. Such policies can include paid leave, health support, work schedules, and economic support.

This [Employee Workplace Survey Sample](#) helps employers strengthen their Family Friendly Workplace Policies, by gathering anonymous employee input regarding which benefits work well for employees and their families and where there may be gaps that the employer should understand and seek to address.

Additional Resources

The Children's Movement of Florida, a partner of Thrive by Five, has a statewide initiative called Bosses for Babies, designed to meaningfully engage business leaders in boosting their workforce and contributing to community prosperity through family-friendly policies.

Bosses for Babies works with business leaders across Florida to support the development of tailored, family-friendly policies. Please see the [Guide to Family-Friendly Workplaces in Florida](#) for a detailed and comprehensive tool for employers in Florida looking to enhance their policies.

Footnotes

Footnote 1

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Footnote 2

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Footnotes

Footnote 9

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Footnote 10

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Footnote 12

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Footnote 13

<https://www.familyresourcecenterscc.org/frcthefristfivematter/yourchildsbraindevelopment>

Footnote 14

<https://www.flchamber.com/florida-chamber-foundation-report-shows-floridas-economy-loses-nearly-5-4-billion-annually-due-to-childcare-crisis/>

Footnote 15

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Footnote 16

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Footnote 17

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