

# Kids & Company: Company Overview



**kids & COMPANY**

**Kids & Company is a leader in early childhood education, providing an innovative, nurturing, and stimulating environment where children develop independence, confidence, and a positive sense of self and the world around them.**

Our unique curriculum and approach immerse children in experiences that enhance language, literacy, STEM discovery, a sense of music and rhythm, movement, artistry, and socialization. Through play, all areas of development are fostered.

**Since 2002, Kids & Company's aim has been to support the lives of busy families and innovate our offerings to meet their ever-evolving needs.**

We partner with hundreds of progressive companies to provide child care and early education support to employees' families, enabling them to thrive in their work.

From the early days of opening one child care location in Toronto, to today having hundreds of respected locations across North America, our success has been led by our CEO and co-founder Victoria Sopik. With a focus on each unique child and their families, Kids & Company has developed proven operations and a culture of new ideas and passion.

We offer high-quality and flexible child care, innovative early learning programs, and a sense of community and support for our families. We strive to be an employer of choice and provide dynamic work environments and growth opportunities for our staff.

We are also a critical part of companies' benefit planning to improve corporate loyalty and morale. Kids & Company is the cornerstone for countless employee wellness and benefit strategies, including other family-friendly solutions like adult/elder care, virtual tutoring, webinars, and doggy daycare.

When a family joins the Kidco community, we aim for them to be confident and pleasantly surprised by how quickly they can depend on us. We create a partnership with families and our communities to build confident children who are caring, capable, and enthusiastic about themselves, the people around them, and the world at large.



## By the Numbers

We started with 1 location in 2002 and now have **150+ locations** in 2024

We have locations in **5 provinces**, **6+ states**, and **50+ cities**

**0-12**  
YEARS

(Ages accepted)

**100,000+**

children have attended with us through the years



**150+**

Corporate clients



**20,000**

Back-up days used each year

**\$0**

Charged in late fees

**27**

Common sign language signs used daily

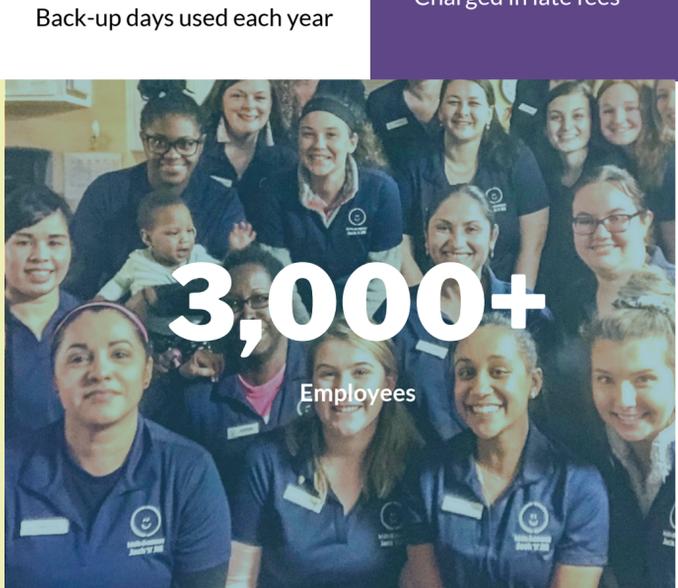
**10**

Pieces of art, Munchkinetics challenges, and Literacy tasks

**1**

Hour of yoga and music

(Completed by every preschool student each week)



**3,000+**

Employees

25+ Family events and parent workshops hosted every year



1500 Preschool graduates each year



50+ locations with summer camp programs



**250+**

Kidco Kitchen gourmet meals and snack recipes

## A Few of Our Unique Offerings:

### Truly Flexible, High-Quality Child Care

The number one reason we entered the child care field was that our co-founders, as professional parents, could not find truly flexible child care options without a trade-off in quality of care. Today, Kids & Company prioritizes flexibility by offering care from extended hours and no late fees, all while maintaining an unwavering commitment to well-trained and equipped educators, premium facilities, and proven curriculum approaches.



### Kidco Kitchen

The Kidco Kitchen is founded on a fresh-from-scratch philosophy, nurturing children with healthy bodies and minds. Our diverse menus consist of a morning snack, lunch, an afternoon snack, and a bonus 'Bye Bye Bites' snack for the end of the day. Ingredients are carefully planned and purchased locally, containing no additives or preservatives.

### Back-up Program

This program assists working parents and guardians when there is a lapse or breakdown in their regular child care arrangements. This can occur when an unexpected emergency happens, such as when a regular caregiver becomes ill or unexpectedly quits, during school breaks, or when their usual child care option is unavailable. The service can also be used during maternity leave or transitions back to work.



### Kidco at Home

Kids & Company is committed to supporting our families both in our facilities and at home. Our educational experts have compiled various activities, tips and tricks, and other resources for navigating time at home as a family or providing children with activities or videos to enjoy on their own.

### Events, Workshops and Perks

Kids & Company families have many opportunities throughout the year to attend various complimentary fun events, workshops, and parent webinars as part of our commitment to being a partner to our families. Our Partner Perk program features exclusive offers that families can use to save on popular activities, services, and products.

