



Business Smart.
Family Friendly.
Future Ready.

FUTURE READY GREENSBORO

BECOMING FAMILY FORWARD NC'S FIRST CERTIFIED COMMUNITY



PROSPEROUS, RESILIENT, AND READY FOR THE FUTURE

Greensboro employers want to **attract and retain the best employees, and they want those employees to be happy and healthy.**

Greensboro leaders want a city that is **prosperous, resilient, and ready for the future**, with:

- a vibrant workforce that includes young professionals, working parents, and caregivers who feel supported, and
- businesses that want to stay in Greensboro or relocate to the area.

Research shows **family-friendly workplaces improve workplace productivity, recruitment and retention; grow a strong economy; and support children's healthy development.**

Yet **only seven percent of current Greensboro employers offer paid parental or family leave**, and employers in a majority of industries surveyed by Action Greensboro say they offer no child care support to their employees.

GREENSBORO CAN BE THE FIRST FAMILY FORWARD NC CERTIFIED COMMUNITY

To fill the gap, Action Greensboro and Family Forward NC are partnering to increase the number of greater Greensboro employers who provide family-friendly workplace benefits and become Family Forward NC Certified Employers.

Our goal is for Greensboro to be declared the first Family Forward NC Certified Community by February of 2025. To do this, we need your help.

HOW YOU CAN HELP

If you're an employer, you can help by becoming Family Forward NC Certified. Not only will this help you stand out and attract and retain talent, an employer certification will show you care about Greensboro's children, families, and future and will help us reach our goal of naming Greensboro the first Family Forward NC Certified Community. **The first step is to [fill out our online eligibility check](#).** If eligible, you'll be directed to complete the full application. Start your application today!

If you're a community member, you can help by sharing this information with local employers! You can share this handout, or you can share the link to the Family Forward NC Employer Certification eligibility check and application on [our website](#).



ABOUT FAMILY FORWARD NC AND THE FFNC EMPLOYER CERTIFICATION

Family Forward NC is an innovative initiative of the North Carolina Early Childhood Foundation to improve children's health and well-being and keep North Carolina's businesses competitive.

The Family Forward NC Employer Certification designates employers that offer policies in one or more of five main areas:

1. Paid leave and wages
2. Child care
3. Accommodations for pregnant and breastfeeding workers
4. Health and wellness benefits
5. Scheduling practices

BUSINESS SMART. FAMILY FRIENDLY. FUTURE READY.

AN OPPORTUNITY FOR GROWTH

As the first Family Forward NC Certified Community, Greensboro will have the opportunity to show current and future Greensboro businesses, residents, and families that **we are a place where they can thrive.**

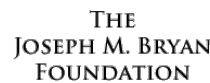


LEARN MORE ABOUT FAMILY FORWARD NC & THEIR EMPLOYER CERTIFICATION AT FAMILYFORWARDNC.COM

WHY THIS MATTERS

- Greensboro’s growing economy means we’ll have a projected 23,000 new jobs by 2029. We need a steady pipeline of talent to support this growth and ensure success for current and future residents.
- Guilford County needs more than 30,000 people to obtain a degree or credential by 2030 to reach our state’s attainment goals.
- Millennials and Gen Z’s, who make up nearly 50 percent of Greensboro’s workforce, are more likely to leave a job to gain work-life balance. As these generations become parents, family friendly workplaces are becoming an important part of creating a vibrant Greensboro.
- Our children are our future workforce. In Guilford County, only 27 percent of all fourth-graders are reading at or above grade level. Grade-level reading by fourth grade indicates future success and well-being. Decades of research show what children need to build strong brains and meet this goal:
 - » supported families and communities
 - » health and development on track from birth
 - » high-quality birth-through-age eight learning environments with regular attendance

Thank You to Our Sponsors



Family Forward NC is an initiative of the North Carolina Early Childhood Foundation