

2014



20TH ANNIVERSARY OF THE  
INTERNATIONAL YEAR OF THE FAMILY

## Balancing family life and work

'Exploring the possibilities of a  
European family-friendly label'



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# Balancing family life and work – providing online support for families

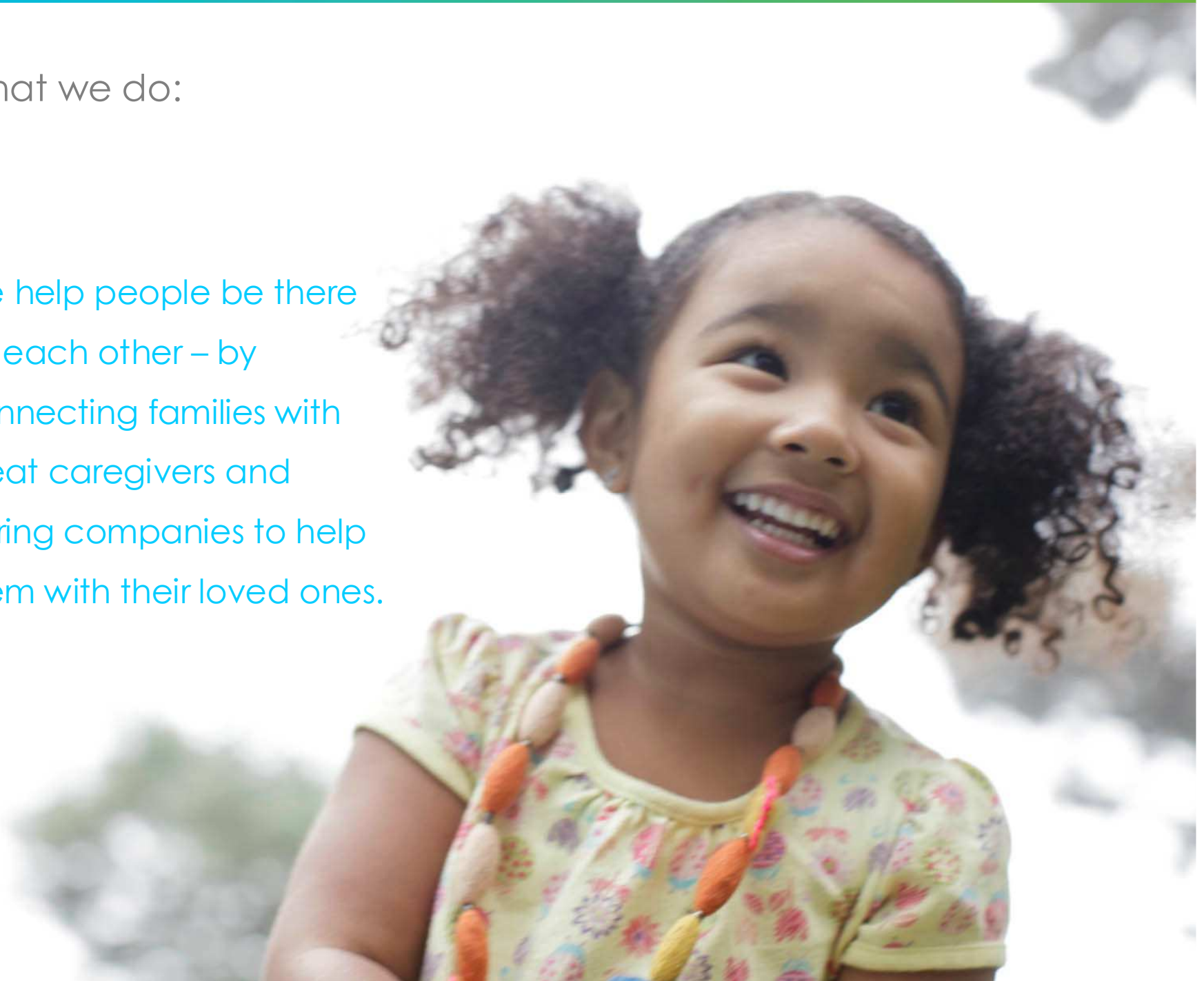
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May 2013

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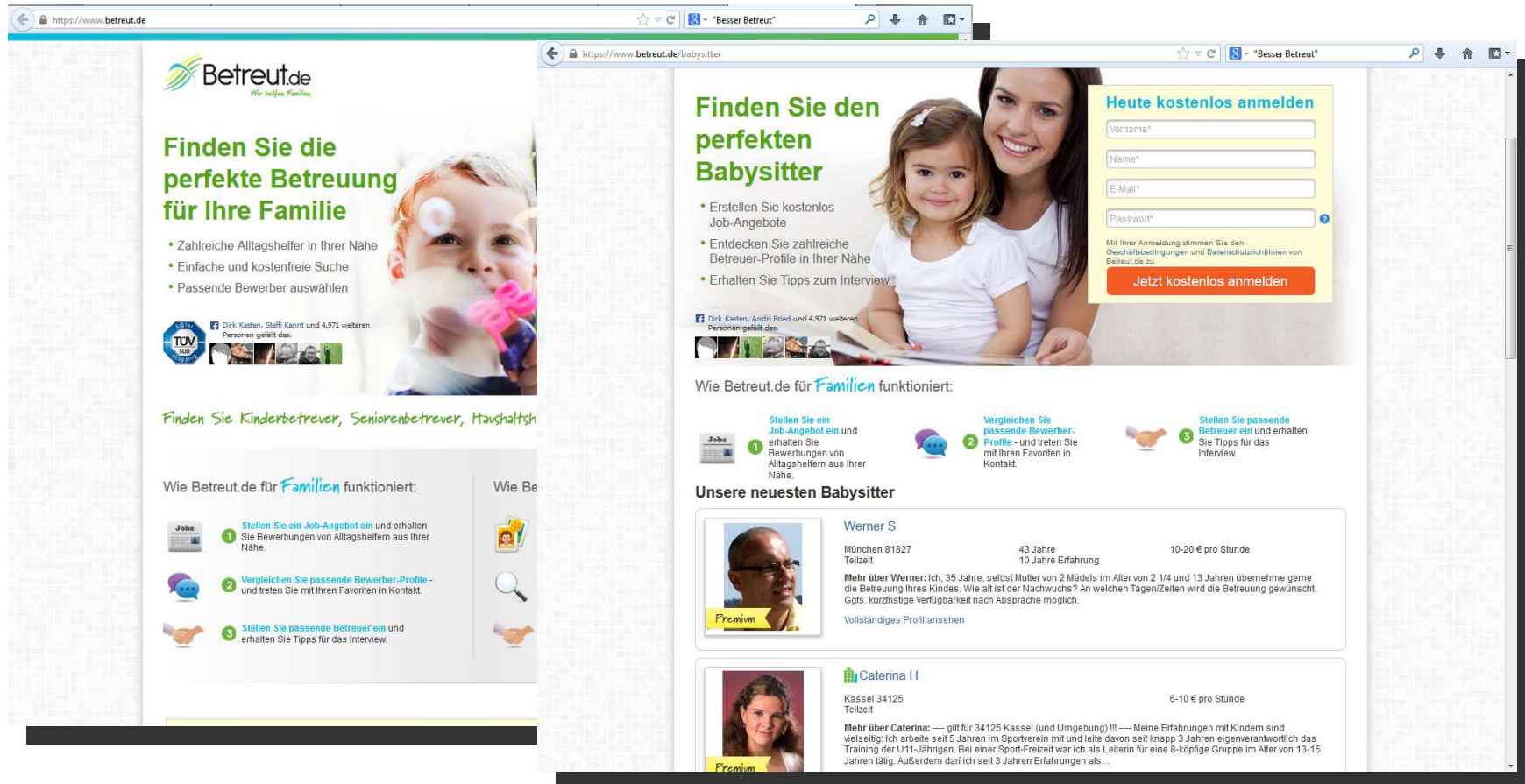
What we do:

We help people be there for each other – by connecting families with great caregivers and caring companies to help them with their loved ones.



Helping families find help online.

Efficient, easy to use online and offline services,  
tools and resources



How to find the right one: Transparency works.

Millions of pre-screened in-home providers and care service companies from 16 countries with detailed profiles, references and reviews

The screenshot shows a web browser displaying a childcare provider search interface. On the left, there's a search filter section titled "Childcare Providers in Greater London" with options for distance, location, and type of carer. The main area shows a list of providers, with the first one, Emily, highlighted by a blue arrow pointing to her profile. The profile for Monica S. is shown in detail, including her photo, name, location, age, rate, and experience. A blue arrow points to her profile with the text "Monica suits best". An orange callout box on the right says "The more information a caregiver shares, the more job offers she/he gets from families." The browser address bar shows the URL: https://wiki.carezen.local/display/INTL/Provider+Profile+Page+Redesign.

Childcare Providers in Greater London

Refine your search by:

Distance: Within 20 miles of

Greater London

Keyword:

Type of carer:

- Babysitter
- Nanny
- Childminder
- Au Pair

Refine

Monica S. suits best

Upgrade now to access:  Contact Information  Reference Checks  Certificate & Identity Documents [Upgrade Now](#)

**Monica S.**  
Live-out nanny  
London (N1) (That's within 1 mile of you)

32 YEARS OLD | £10-£15 PER HOUR | 5 YRS EXPERIENCE

- ID Documents
- Driving licence
- CRB/PVG Check
- Nonsmoker
- Comfortable with pets
- EU passport

[Contact Now](#)

[View Documets](#)

[About](#) | [Experience](#) | [Availability](#) | [Safety Checks](#) | [Documents](#)

**About Monica**

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin malesuada purus congue lectus, sed porttitor tellus urna et mauris. Ut mollis eros. Nunc ante est, tristique ac sodales sed, vulputate ac elit. Aliquam sit amet faucibus hendrerit urna in sodales.

**Experience & More**

Gender: Female  
Age: 32 years old  
Rate: £10 - £15 per hour  
Experience: 5 years  
Education: Kings College London, Major: Psychology, Minor: French, Graduation: 1998  
Native Language: English  
Other Languages: Chinese (Cantonese), French, German  
Will travel: Up to 30 miles

The more information a caregiver shares, the more job offers she/he gets from families.



Providing lifelong care for families.

Helping millions of families in 16 countries to address the lifecycle of care from kids and pets to seniors and even housekeeping



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What about companies? We help them, too.

We help organizations to support their employees with caregiving resources so they can thrive in both their careers and their home lives

When it's working at **home**,  
it's working at **work**.



We help employees balance work and life globally.

Helping hundreds of thousands of employees addressing diverse needs:  
Primary Care, Backup Care, Concierge Services





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Thank you for your attention!

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