



Family Friendly Workplaces, Inc.
a 501(c)3 nonprofit

P.O. Box 181
Baldwin, WI 54002
www.familyfriendlyworkplaces.org

Neil Kline
Executive Director
nkline@familyfriendlyworkplaces.org
(715) 554-3441

Family Friendly Workplaces Application and Certification Matrix

This document includes all instructions and questions from the Family Friendly Workplaces (FFW) Certification Application and Matrix. It is intended to help employers preview and prepare responses before submitting the application online, as well as to estimate their certification level.

Once this form is completed, visit www.familyfriendlyworkplaces.org and click the “Join Today” button. Be sure to check for a confirmation email after submitting.

Application Process and Rules:

- Employers self-score their organization’s benefits using the matrix included in the application.
- Submitted applications are reviewed by FFW staff, and certification is awarded at the appropriate level (Bronze, Silver, or Gold).
- To be eligible for points, a benefit must be a documented company policy or a consistently implemented practice.
- If your organization supports a child care facility, it must be licensed and hold at least a three-star quality rating to qualify for points.
- Certification is valid for three years; re-certification is required at the end of each cycle.

Conduit Contribution

Through the FFW Conduit, certified employers direct an annual donation to a nonprofit organization that supports families. The only requirement is that the recipient be a registered 501(c)(3) nonprofit that supports families or children. FFW retains none of these funds; 100% is passed directly to the nonprofit selected. The annual conduit contribution serves as your organization’s certification dues and is required to maintain good standing.

Unless otherwise requested, FFW will direct future annual contributions in the same amount and to the same nonprofit selected during initial certification. To change your designated nonprofit or update your full-time equivalent employee count at any time, simply contact us.

Note: Employers applying through the Jackson County Child Care Network (JCCCN) Affiliation will have their conduit contribution automatically directed to JCCCN.

Program Overview

The Family Friendly Workplaces (FFW) Certification Program recognizes employers that prioritize policies and practices supporting families and children. Certification is awarded at the Bronze, Silver, or Gold level based on points earned through the FFW Matrix.

Certification Levels:

- **Gold – Distinguished Employer**
Provides a very high level of family-friendly employment practices and financial support for family-serving nonprofits.
Required Points: 140+
- **Silver – Strongly Supportive Employer**
Offers robust family-friendly benefits and nonprofit support.
Required Points: 90–139
- **Bronze – Supportive Employer**
Demonstrates meaningful family-friendly practices and charitable support.
Required Points: 50–89

Point values for each matrix item are listed throughout the application. Once certified, employers may use the trademarked FFW logo in marketing, communications, and recruiting efforts.

Enter Contact Information*

First Name

Last Name

E-mail

Business Name

The contact information entered here should be for the member of staff responsible for managing the company's certification.

Information for Dues Calculations

Number of Full-Time Equivalent Employees*

Input the number of full-time equivalent employees at your organization.

Conduit Contribution Amount*

The minimum contribution amount per FTE is \$10. In the space below, please input your conduit contribution amount. You receive a point on the matrix for each dollar donated through the conduit, up to 20 points.

Conduit Points: _____

Mailing Address

The address entered here should be the address FFW should utilize for communicating with the member of staff responsible for managing the company's certification.

* – Required question

^ – Does not count towards Matrix point total

Phone

The phone number entered here should be the number FFW should utilize for communicating with the member of staff responsible for managing the company's certification.

Business Information

Primary Email

Main website

Established Date

Business Mailing Address

If this address is the same as the previously entered mailing address, check the Same as Mailing Address box.

Business Phone

If your preference is that phone communications are directed to the staff member responsible for managing the certification, leave this blank.

Additional Information**Health Care Coverage*****Health Care Net Exposure for Families******Section Points**_____

Select the option below that corresponds to the annual net exposure of an employee + family coverage tier. Net Exposure is calculated by adding up the premiums and out-of-pocket maximums paid by an employee on the employee + family coverage tier, and subtracting any contributions made to an HRA or HSA. Alternatively, if you offer an ICHRA, select that option.

- Less than \$15,000 (25 pts.)
- Less than \$20,000 (20 pts.)
- Less than \$25,000 (15 pts.)
- In excess of \$25,000 (0 pts.)
- Individual Coverage Health Reimbursement Arrangement (ICHRA) (10 pts.)
- No coverage offered (0 pts.)

Net Exposure Offsets**Section Points**_____

Select any of the listed benefits you provide to employees.

- Employer contributes to an integrated Health Reimbursement Account (5 pts.)
- Employer contributes to a Health Savings Account (5 pts.)
- None (0 pts.)

Other Health Care Coverage Arrangements**Section Points**_____

Select any of the listed benefits you provide to employees.

- Advanced Direct Primary Care/Near Site Clinic (10 pts.)
- On-site ancillary provider benefits (i.e. physical therapy, massage, ergonomics, etc.) (10 pts.)
- Mental health care services beyond medical benefit (special vendor relationship, access during working hours, etc.) (10 pts.)
- Fertility services (10 pts.)
- None (0 pts.)

* – Required question

^ – Does not count towards Matrix point total

Additional Health Care Benefits*

Section Points _____

Select any of the listed benefits you provide to employees.

- Employer contributes to a Flexible Spending Account (5 pts.)
- Employee Assistance Program (5 pts.)
- Health/Well-Being Program (5 pts.)
- None (0 pts.)

Child Care Cost Supports*

Section Points _____

Select which of the following benefits you provide employees. In the event child care expense reimbursement varies by tenure, calculate the average reimbursement for all employees utilizing the benefit.

- Contributes to a dependent care flexible spending account (5 pts.)
- Internal program reimburses or discounts 10% of family expenses for child care (20 pts.)
- Internal program reimburses or discounts 20% of family expenses for child care (30 pts.)
- Internal program reimburses or discounts 30% of family expenses for child care (40 pts.)
- Internal program reimburses or discounts 40% of family expenses for child care (50 pts.)
- Internal program reimburses or discounts 50% or more of family expenses for child care (60 pts.)
- None (0 pts.)

Employee Schedule Flexibility for Family Issues

Paid Time Off*

Section Points _____

Paid Time Off (PTO) includes paid holidays, employee vacation, sickness, doctor visits; children and family sickness, appointments, activities, care; attend parent and/or child classes; other family commitments.

Select the provided benefit from the list below.

- Provide less than 14 days PTO for full-time employees; prorated for part time (0 pts.)
- Provide more than 14 days PTO for full-time employees; prorated for part time (5 pts.)
- Provide more than 21 days PTO for full-time employees; prorated for part time (10 pts.)

Paid Time Flexibility

Section Points _____

If you allow employees to roll-over unused paid time off, please indicate the maximum number of days an employee is allowed to roll-over.

- Not allowed to roll-over paid time off. (0 pts.)
- 5 days of PTO (5 pts.)
- 10 days of PTO (10 pts.)

Paid Leave Benefits*

Section Points _____

Select provided benefits from the list below.

- Paid Parental or Family Care Leave of 12 weeks or more as a standalone, employer-funded benefit at a rate not below 60% of pre-leave earnings (30 pts.)
- Paid Maternity Leave of 12 weeks or more as a standalone, employer-funded benefit at a rate not below 60% of pre-leave earnings (25 pts.)
- Paid Maternity Leave for 6 weeks or more through an employer-paid short-term disability insurance policy, or paid by the employer, at a rate not below 60% of pre-leave earnings (15 pts.)
- Paid Paternity Leave of 3 weeks or more as a standalone, employer-funded benefit (20 pts.)
- Paid Bereavement Leave (5 pts.)
- None of the above (0 pts.)

* – Required question

^ – Does not count towards Matrix point total

*Unpaid Time Off**

Section Points_____

Select Provided benefits from the list below.

- Provide 5 days or more of additional time off beyond PTO for family obligations (5 pts.)
- Unpaid Maternity Leave of 6 weeks or more (10 pts.)
- Unpaid Paternity Leave of 3 weeks or more (10 pts.)
- None of the above (0 pts.)

*Flexible Employee Work Time**

Section Points_____

Select provided benefits from the list below.

- Variable-day or variable-week work schedule (10 pts.)
- Job Sharing (defined as employee-directed flexibility in workplace attendance conducted in cooperation with at least one other employee) with another Employee (5 pts.)
- Remote work flexibility to support workplace or family needs (10 pts.)
- None of the above (0 pts.)

Family Friendly Amenities or Support*

Section Points_____

Select provided benefits from the list below.

- Preferred parking for pregnant moms (5 pts.)
- Family friendly public areas (5 pts.)
- Company-wide family friendly events (5 pts.)
- Enhanced nursing rooms, which include a chair and fridge for storing breastmilk. (5 pts.)
- Financial planning support or providers (5 pts.)
- None of the above (0 pts.)

Early Childhood Support*

Support for Early Childhood Education Initiatives

Section Points_____

Select provided benefits from the list below.

- Early childhood literature for employees (5 pts.)
- Early childhood speaker option for employees (5 pts.)
- Referrals to community services (5 pts.)
- None of the above (0 pts.)

FFW Support*

Support of Family Friendly Workplaces

Section Points_____

Select from the list below any actions you would be willing to take to support Family Friendly Workplaces and its mission.

- Provide a testimonial for FFW (10 pts.)
- Provide an example of a unique policy which supports families (10 pts.)
- Make a donation to support FFW directly (for JCCCN Affiliation applicants, there will be an option to select the same for JCCCN) (0 pts.)
- Become a Certified Company only

TOTAL POINTS: _____

*Corporate Sponsor *^*

Are you interested in serving as a Corporate Sponsor of Family Friendly Workplaces?

- Yes
- No

* – Required question

^ – Does not count towards Matrix point total

Conduit Contribution

Check Presentation Event *^

Would you like FFW to organize a check presentation event with the nonprofit receiving your conduit contribution?

- Yes
- No

Receiving Non-Profit *^

Please select a nonprofit(s) below to receive your conduit contribution. If you have another nonprofit in mind, please indicate so in the Other option. You can direct your conduit contribution to more than one nonprofit.

- **Family Resource Center St. Croix Valley** – Provides free, evidence-based parent education and early childhood programs to support families with children prenatal to kindergarten across Pierce, Polk, and St. Croix Counties. www.frcscv.org)
- **Family Resource Center of Burnett County** – A free, nonprofit community hub founded in 2007 that promotes healthy families and safe communities through home visiting, playgroups, parent education, supervised visits, diaper pantry, car-seat installation, and other supportive programs for families across Burnett County, Wisconsin. <https://bcfrc.org/>
- **Thriving Wisconsin** – Wisconsin's statewide member association uniting Wisconsin's Child Care Resource & Referral agencies and Family Resource Centers to strengthen systems, advocate for funding, and ensure all children throughout the state have access to high-quality early childhood care and family support. <https://supportingfamiliesaltogether.org/>
- **Child Care Partnership** – A nonprofit program of Western Dairyland EOC that supports parents, caregivers, and child care providers across Western Wisconsin by offering Resource & Referral services, family education, provider training, food program support, and data-driven community advocacy. <https://www.childcarepartnership.org/>
- **Kinship of Polk County** – A nonprofit mentoring organization, founded in 1980, that matches at-risk youth ages 5–18 in Polk County, WI with caring, screened adult volunteers through school-based, community-based, and activity-driven programs to foster stability, support, and positive development. www.polkkinship.org/
- **Mental Health Task Force of Polk County** – A nonprofit founded in 2008 that collaborates with local providers, schools, law enforcement, and community groups to improve mental health literacy, expand access to services, and prevent suicide through education and innovative programs. www.mentalhealthpolk.org/
- **St. Croix Valley Food Bank** – A nonprofit that partners with local food pantries to distribute millions of pounds of food annually in an effort to end hunger in the region. www.stcroixvalleyfoodbank.org/
- **Community Referral Agency** – A nonprofit serving Polk, Burnett, and Barron Counties that provides free and confidential 24/7 crisis intervention, emergency shelter, advocacy, support groups, education, and community outreach to survivors of domestic violence and sexual assault. <https://www.crashelter.org/>
- **Turningpoint** – A nonprofit based in River Falls, Wisconsin, offering free, confidential, trauma-informed 24/7 crisis hotlines and shelters, along with legal advocacy, counseling, support groups, youth services, and prevention education to survivors in Pierce and St. Croix Counties. <https://www.turningpoint-wi.org/>
- **Other** – Please provide the name(s) of the nonprofit(s) you'd like to direct your conduit to.

* – Required question

^ – Does not count towards Matrix point total

Press Release *^

Should you be certified, would you like support from FFW to draft a press release announcing your certification? If you would like, we can also include reference to your conduit contribution and photos from a check presentation event should you elect to have one organized.

- Yes
- No

Company Logo *^

Please upload a high-resolution, color copy of your company's logo. Your logo will be associated with your listing in our public directory on our website, and we may use it in presentations in reference to certified companies.

Press Release Support *^

Social Media Links

Please insert below any social media links you would like us to be aware of. We will utilize these links to tag you in a post announcing your certification. If you don't have any or would not like to be tagged, please put "N/A".

Company Contacts *^

HR Contact

Please put below the name and contact information for the human resources/benefit contact at your company. If you are the HR contact, please indicate so.

Additional Company Contacts

Please list below the names, positions, and emails of any additional company contacts who you would like to have receive communications from FFW.

Additional Items ^

Applicants can select various branded items, listed below, and order them through the application process. *Prices may differ from what is listed in this document.*

- Certification Plaque, \$70 each
- Coffee Mug, \$15 each
- Yard Sign, \$20 each
- Window Cling, \$15 each
- Car Window Cling, \$15 each

—End of application—

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* – Required question

^ – Does not count towards Matrix point total