

Mini-Skool A Child's Place was founded in 1969 in Winnipeg and that same year expanded to Toronto. The Company's growth continued to exxellerate and by the mid 1970's it had expanded not only in Manitoba and Ontario but into the US southwest. In 1979 with more than 80 child care centres the Company joined Kinder Care the largest provider of early childhood education in the US.

In an interesting turn of events, the Ontario and Manitoba Mini-Skools returned to Canadian ownership in March 1992. At this point the Ontario schools changed their corporate status to that of a not for profit organization and the Manitoba schools were eventually sold to local operators. Today Mini-Skool A Child's Place consists of six large child care centers and three school age satellite locations in the Greater Toronto Area.

The satellite programs have been developed as a result of strong demand for the Company's before and after school programs. These are critical times for most working families. Parents want to know their younger children (ages 6 to 12) are in a safe, secure and most importantly, in a stimulating environment. We have developed a 'club house' theme where children have the opportunity to engage with their peers, complete their homework, participate in arts, crafts, sports and drama, or just relax and have fun. These children are old enough to know what they want and consistently they want to be with us.

We hold these before and after school programs in both our child care centers and the satellites centres in local schools and churches. Even though these older children are 'off site' from the main facility these programs are fully licensed by the Ministry of Community and Social Services.

Currently Mini-Skool employs approximately 220 teachers and care-givers, and is responsible for more than 1,200 children every day. We enjoy an enviable level of demand. Current enrollment is in excess of 90% overall and it has been that way for decades.

Company History

On average each Mini-Skool child care centre has an enrolment of 160+ children. We provide full time year round care for ages 3 months to 5 years and as discussed above before and after school for children ages 6 to 12. Every facility must meet the requirements of child care licensing authorities as well as local fire and health departments. However, beyond that every facility must meet our internal strict criteria to be comply with Mini-Skool's standards.

In the summer we have an exciting and extensive program for our school age children and it is second to none. The fact that so many children come back year after year is testament to our ability to understand children of this age group and keep them engaged and stimulated.

Our success comes from our core belief that caring for young children is primarily about education. No child is too young to start learning and their desire to absorb the world around them is never short of amazing. At Mini-Skool we provide a safe, secure, warm and loving environment that is expected by all our parents. However, what differentiates us from our competitors is our age appropriate educational programs that start at infants and go right through to our accredited Junior and Senior Kindergarten programs. These are developmentally specific educational programs which aide children in their physical, intellectual, social and emotional growth. These programs have been developed over many years and are in constant review to keep up with the most current thoughts on how young children learn.

The key to executing these educational programs is our staff. Mini-Skool has been blessed with an amazing team of dedicated and professional employees. Many of our teachers and care givers hold University Degrees or College Diplomas in Early Childhood Education. In an industry tarnished with high turnover Mini-Skool enjoys employee longevity that is measured in 5, 10, 15 and even 20+ years.

Mini-Skool's physical facilities are high quality, purpose built, free standing child care centers with a constant focus on safety and security. Each centre is situated on approximately one acre of land and has large well planned playground area. Our playgrounds are designed to specifically meet the gross motor needs of growing children, and they are planned with that important element of safety foremost in our mind. Many centres have a gymnasium area for indoor play. Our classrooms are well equipped with exciting and stimulating discovery areas. We encourage children to express themselves creatively and we promote individual growth and independence.

Mini-Skool is the premier child care operator in Ontario and perhaps all of Canada. Our clients have been committed to us for more than 40 years.

Tens of thousands of parents have chosen Mini-Skool for the consistency in; quality of service, quality of staff and the educational programs that have clearly benefited so many children. We acknowledge the trust and confidence that they have placed in us. In turn Mini-Skool considers taking care of their children not only a privilege, but we feel it is our obligation to provide the best possible child care experience.

Mini-Skool continually strives towards excellence and remains committed to providing quality child care for today's families and tomorrow's futures!



A cost free way that your company can assist your employees with their child care needs!

Mini-Skool, A Child's Place invites your company to explore a "unique" Business Partnership with our child care organization. This partnership offers opportunity for you to assist your employees with their child care needs. There is absolutely no cost to you or your company.

When your company signs up with this program, your employees will receive a VIP card which will give them 10% off their weekly child care fee. The VIP card will also give them priority on waiting lists and Mini-Skool will waive all registration fees. This amount is absorbed completely by Mini-Skool so there is absolutely no cost incurred by your company. We also offer a referral policy to parents who promote our services to new families. This policy enables employees to receive additional discounts.

Our relationship with PPG and Canadian Tire Corporation has proven to be such a success that we would like to expand the program to include other reputable companies.

In researching existing Mini-Skool parents we have found that many parents are presently employed with the same organizations. By linking with Mini-Skool's business partners programs, these employees, as well as any new employees, would be eligible for the above savings.

Please find enclosed in this package:

Mini-Skool's Company History letter
An introduction to our Business Partnership program
Our Company brochure
Program information sheets
VIP discount card

Please feel free to call me for more information or go to our website www.Mini-Skool.ca sign your company up today for quality, hassle free daycare.

Yours Truly,

Nichola Vammus
Marketing/Program Manager



Business Partnership Program

Name of organization

Contact person/Position

Address of organization

Phone #

E-mail

Website

Are you interested in getting promotional material?

Yes No

Are you interested in having a mutual link on our websites?

Yes No

Number of VIP cards needed

Signature

Date



Business Partnership Application

Shine