

Background

Molly Moon's Homemade Ice Cream was founded in 2008 by Molly Moon Neitzel. Following a career in advocacy and organizing, Molly sought to develop a business that would represent her values and offer employees "life changing benefits." To date, Molly has extended **fair wages, flexible scheduling, sick and paid family leave, child care benefits** and more to meet the needs of her work force.

Learning from her own personal experience with the cost of child care, Molly realized care (especially during non-traditional hours) was just too expensive and was **limiting employees' career growth opportunities**. Working with the CFO and Director of HR, they worked together to come up with a **child care stipend program** that would make a significant enough difference on people's costs of living that they would make different choices about their next career moves and consider promotions into management with Molly Moon's.



Lessons Learned

- For the front line workforce, **flexibility in benefit offering was critical to success**. Because of shift work, employees needed access to babysitters, friends or families that were safe and trusted. A **direct subsidy and reimbursement benefit offered flexibility**.

Program Type:

Child care stipend (direct financial support for employees)

Program Details:

For employees with children Newborn-PreK, Molly Moon's offers \$1,000 per month per child.

For employees with children in Kindergarten-Age 13, Molly Moon's offers \$4,200 per year per child.

Key Impact:

- Using Moms First's ROI calculator, the program yields a **128% return on investment**.
- Two Molly Moon families have grown as a direct result of this financial support
- 4 associates have been eligible for promotion into managerial roles.
- Molly Moon's avoided 24 days of unexpected absences in salaried managers.

of Sites: 12 Seattle based locations

of Associates Positively Affected: 12 associates used the stipend over the past year