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Editorial

Foreword by the Chairman

2019 was a year of change for our organization. First and foremost, I am of course thinking of the momentous decision to operate (again) completely independently under the new name Familycare Basel from July 1, 2019.

But external conditions have also changed, as the Daycare Act (Tagesbetreuungsgesetz) of the canton of Basel-Stadt has been completely revised. The previous legal basis for financing daycare in our canton had been in place for more than fifteen years. However, due to the very dynamic developments in this area, the regulations appeared to be outdated, at least in part, and were therefore revised.

The focus was on relief for the parents. Moreover, the new daycare structures have also become simpler. For example, there are now only two categories of daycare centers, namely those with and those without childcare contributions.



But external conditions have also changed, as the Daycare Act (Tagesbetreuungsgesetz) of the canton of Basel-Stadt has been completely revised.

In addition, there are new, more uniform provisions on the calculation and the amount of childcare contributions, as well as regulations on the free choice of parents when looking for a childcare place. The new public information system also offers additional transparency.



After lengthy discussions in the pre-consultative commission and in plenary, the Grand Council finally approved the law in May 2019. As a care organization established for years, we were able to address our concerns during the legislative process in various ways, and today we are pleased to say that a large part of our critique, but also of our suggestions, have been heard and incorporated into the new legal framework.

Now, before the revised Daycare Act can enter into force, various implementation and enforcement issues still need to be clarified. To this end, the Basel-Stadt Department of Education is developing two ordinances, which will in turn be submitted to interested parties for their comments. We are of course happy to take this opportunity to bring our many years of practical experience to bear.

This legitimizes us to make suggestions for improvement where the proposed regulations would lead to uncertainties or undesirable results. However, we can also explicitly agree where the thrust is right, and practically well feasible proposals are made. Of course, we hope that at this level of regulation, too, our opinions will be heard and incorporated into the new decrees which are expected to come into force in 2021.



We have noticed that more and more municipalities are issuing childcare vouchers, which indeed contributes to a significant financial relief for many families.

In the canton of Basel-Landschaft, too, great importance is attached to childcare complementary to family life. In July 2019, the canton of Basel-Landschaft submitted a corresponding request to the Federal Social Insurance Office on the basis of the federal law on financial assistance for childcare complementary to family life. According to the preliminary decision of the Federal Office in November 2019, the municipalities can benefit from financial assistance totaling almost CHF 2.1 million over the three contribution years 2019 to 2022.

This will enable the municipalities to support daycare, either by directly subsidizing daycare facilities (primarily daycare centers for children and school complementing daycare services), or through so-called subject financing, i.e. with childcare contributions that are granted to families upon their request in accordance with their economic capacity. We have noticed that more and more municipalities are issuing childcare vouchers, which indeed contributes to a significant financial relief for many families.

I would like to take this opportunity to thank you, dear members of Familycare Basel, most sincerely for your commitment to balancing work and family life, and especially for continuing to accompany us on our journey.

Barbara Gutzwiller
Chairman of the Executive Board
Familycare Basel

Editorial

Report of the Manager

Our Chairman has already mentioned it in her foreword: 2019 was a year of major changes, particularly of course due to the groundbreaking decision to terminate the cooperation agreement with profawo Switzerland and to set out on our own path as Familycare Basel. This major change is addressed separately on page 10 in the chapter on organizational development.

In parallel, we have pushed ahead with other projects. They all have the goal of making us “fit” for the future. We want to take advantage of and also anticipate socio-political, regulatory and technological developments in order to follow our credo of always meeting the needs of all our customers and thus being their preferred partner for all issues relating to the balance of family and career.

For example, we have worked for well over a year on a new Enterprise Resource Planning (ERP) system based on Abacus. The project consisted of six independent modules: switching from a rental license in external hosting to an own Abacus license including servers, salary budgeting, HR portal, time recording system, data analyzer and FamilyCARE as the core of the ERP system. With the latter, we have migrated the entire management of our daycare centers (Kitas), the nanny and emergency nanny placements, holiday camps, courses and all consultations to a state-of-the-art Abacus system, which is specially tailored to our needs. With the HR portal and the time recording system, our employees and their supervisors can now digitally record, modify and approve working hours and absences. Important employee



documents such as salary and tax statements or employee appraisals are now available digitally, as are all staff files. Thanks to this ERP system, we have become much more efficient, possible sources of error have been minimized and many new functionalities have been introduced, which have taken our work, controlling and reporting to a completely new level.



All our projects and activities have in common that they all, including our cross-border services, must always meet our high-quality standards.

With unbroken enthusiasm we have also continued to work on several daycare center-related projects: On July 1, 2021, for example, our Kita Familycare Reinach will move into ultra-modern premises, optimally tailored to the needs of the children, in the new residential and office center for the physically disabled (WBZ) in Reinach, increasing its care capacities in the process.

On the Westfeld site (Felix Platter hospital) we will open a new daycare center, probably at the beginning of 2023, which will also enable us to meet the highest standards of care. The planning preparations for this are in full swing.

All our projects and activities have in common that they all, including our cross-border services, must always meet our high-quality standards. We have succeeded in achieving this in 2019, too. The quality assurance measures we have taken in recent years, such as the creation of the position of a Head of Training and of senior vocational managers (BBV), continue to pay off, as they guarantee that our apprentices receive careful, up-to-date training.



We consider ourselves fortunate that most apprentices decide to stay with Familycare Basel after completing their training.

The fact that training is close to our hearts has also been demonstrated, among other things, by the fact that we were once again represented at the Basel-Landschaft Job Fair in 2019. There, as in other panels, we expressed our clear position towards trainees who are testing a possible career start with us: we always offer them an apprenticeship if they are suitable for and interested in the profession. During their training, we offer intensive support to these young people to prepare them in the best possible way for their later career entry.

We consider ourselves fortunate that most apprentices decide to stay with Familycare Basel after completing their training. Especially in an industry where it is becoming increasingly difficult to find well-qualified staff, this is a great sign of appreciation for our company and the quality of the training, the work and the working atmosphere we offer.

We also attach great importance to professional development. We have therefore continued our company-wide, internal training in 2019: In addition to many other external training courses, we held an internal training course on “The importance of bonding for development”, which was attended by almost all professionals in our daycare centers. The quality of care and the well-being of the children were once again the focus of this training module.

Overall, the global number of inquiries to Familycare Basel has remained stable in the financial year 2019. Our daycare places continue to enjoy great popularity, even in a highly competitive market. In our Familycare St. Johann daycare center, we were able to meet the great demand in the neighborhood by increasing the number of places from 35 to 40. Altogether, we have looked after a total of 670 children in our 310 daycare places.

We intend to present one of our daycare centers in more detail in each of the annual reports of Familycare Basel. In this first annual report under the new association name, we have chosen our daycare center (Kita) Familycare Reinach, which celebrated its 15th anniversary in 2019. You will find the corresponding report on pages 20 to 22.

But it is not only the daycare centers, all the other business units of Familycare Basel can also look back on an exciting and successful 2019 – please read the informative reports on pages 29 to 33. →

Childcare at conferences, corporate events and other occasions is a growing business area of Familycare Basel. In July 2019, for example, we were commissioned by the International Society for Computational Biology (ISCB) to provide childcare at the annual ISMB/ECCB conference, which took place in the Congress Center Basel. In October 2019, we were present at the Family Days of Emil Frey AG in Münchenstein for the second time already; our offer included for example child make-up, which was very well received.

Last but not least, we would like to mention the network breakfast, which was held for the first time in June 2019; it took place at our member company Institut Straumann AG and dealt with the topic of “subsidy models”, which was subject of lively discussion.



Since July 2019, we have also been welcoming private members. By the end of December 2019 we had already registered 14 private memberships; as of January 2020, there will even be 45 of them.

There is no doubt that we could not have implemented all these projects and activities without the active support of all the employees of Familycare Basel, to whom we would like to express our great praise and special thanks. All of them have enthusiastically and with enormous dedication supported both the large and the small projects of 2019. For illustration we would like to mention that 100 % (100 %!) of all employees (excluding those on vacation or sick leave) took part in the staff information event held at the end of June 2019, at which the introduction of Familycare Basel as of July 1, 2019 was presented in detail – everyone attended voluntarily, in the evening, after a long working day.

The reorganization was received with great enthusiasm and has since been implemented by all employees with the same conviction in their daily work. As of December 31, 2019, the total number of employees was 190, thereof 28 apprentices (specialists childcare EFZ), 17 interns and 6 civilian servants.

Of course, we would also like to thank all our members just as much. Many member companies have been loyal to us for a long time, others have joined us in 2019. They all have in common a strong commitment to care for the balance of work and family life. Since July 2019, we have also been welcoming private members. This new offer has been extremely well received by individuals or families who are not able to use the services of Familycare Basel through their employer or any other service agreement. By the end of December 2019 we had already registered 14 private memberships; as of January 2020, there will even be 45 of them.

To sum up we may state that, with the active support of a highly motivated and qualified workforce, we have always supported our members and we will continue to join forces in the future, so that employees do not have to choose between a job and career on the one hand and a family on the other. We look forward to this.

Daniela Bader
Manager Familycare Basel

Organization

Organization chart Familycare Basel

EXECUTIVE BOARD

Barbara Gutzwiller-Holliger	Employers' Association Basel (Chairman)
Peter Rotberg	Legal Department Police Basel-Landschaft (Vice-Chairman, Projects)
Karin Isler	Burckhardt+Partner AG (HR & Premises)
Vanessa Prein	Novartis AG (Members & Finance)
Martina Vogel	comm.versa GmbH (Communication)

Strategy development, Projects & Processes

Brigitte Benz Deputy Manager

CORPORATE OFFICE

Daniela Bader	Manager
Jessica Lüke	Head of Pedagogy and Member of the management team
Claudia Bachmann	Finance
Janina Bahr	Nannies, Emergency Nannies
Miriam Dürrenberger	Training
Pascale Friedli	Management Daycare Centers
Benjamin Heggenberger	Projects & IT
Leon Hoppe	Assistant
Claudia Meyer	Members, Camps
Luciya Pavlovic	HR

MANAGEMENT DAYCARE CENTERS

Sandrine Weymuth	Daycare center (Kita) Familycare Gellert
Isabelle Kirschbaum, Julia Reuter	Daycare center (Kita) Familycare Oberwil (BL)
Mariann Krebs	Daycare center (Kita) Familycare Petersgraben
Daniela Dubach	Daycare center (Kita) Familycare Pierrot (Roche)
Géraldine Bavaud	Daycare center (Kita) Familycare Reinach (BL)
Michèle Güss	Daycare center (Kita) Familycare St. Johann
Agi Bucher	Daycare center (Kita) Familycare Wettsteinplatz
Agi Bucher	Day kindergarten Familycare Wettsteinplatz

Organization

Organizational development: From Childcare Service Basel via profawo Basel to Familycare Basel

2000

Foundation of Childcare Service Basel



Familycare Basel was founded in June 2000 as Childcare Service Basel (CSB) on the initiative of the “Basler Volkswirtschaftsbund” (since 2007: “Arbeitgeberverband Basel”, i.e. Basel Employers’ Association). The office of the non-profit association was in place from 2001 and at the same time the 1st daycare center (Kita) was opened in the historical area of the Bürgerliches Waisenhaus on Wettsteinplatz. This was followed later by the opening of the daycare centers St. Johann (2003), Reinach (2004) and the takeover of today’s Petersgraben daycare center (2006), the last cantonal daycare center, formerly run under the name “Wirbelwind”.

Childcare Service Basel was modeled on Childcare Service Zurich, which was founded in 1996 on the initiative of the Young Chamber of Commerce in Zurich. Even back then, affiliated companies were able to obtain advice on all aspects of childcare complementary to family life. There were also plans to set up a nanny pool, which was implemented in 2002 with the opening of the new business field Nannies followed by the business field Emergency Nannies in 2004. The first Holiday Camps were offered in 2004. However, as the name of the association made clear, all services provided by Childcare Service Basel at that time were limited to childcare.

The current direction of Familycare Basel thus took root 19 years ago – but the range of services, the membership model and the entire environment (political, demographic, social and labor market-related) have developed substantially since then.

2007

Cooperation agreement between Childcare Service Basel, Bern and Zurich with the establishment of Childcare Service Switzerland; further development of Childcare Service Basel



With the formation of Childcare Service Switzerland (CSCH) in May 2007, an umbrella organization was established for the now three associations in Basel, Bern and Zurich. Its task was to develop the joint strategy of the independent regional associations, coordinate their work in the regions, handle the overarching tasks of communication and PR, and above all to relieve companies that were members of all regional organizations of administrative work.

A specially drafted cooperation agreement regulated the cooperation between the three CSCH members and thus between the regional associations. In particular, the umbrella brand Childcare Service and the sub-brand Kids & Co for the daycare centers were transferred to the ownership of CSCH. The regional associations remained independent and expressly declared that they did not form a simple society or any other society. The cooperation covered certain common features, such as name, logo, internet presence, pedagogical concept, offer of national membership, product range, pricing model and others.

Childcare Service Basel's private day Kindergarten at Wettsteinplatz was also founded in 2007. This was followed, still under the name CSB, by the opening of the Pierrot and Oberwil daycare centers (both in 2009), the takeover and subsequent closure of the "Chäferhuus" daycare center in Pratteln (2010-2013) and finally the opening of the Gellert daycare center (2011).

2013

Renaming from Childcare Service Basel to profawo Basel (and from Childcare Service Switzerland to profawo Switzerland)



Not least because of demographic developments, the new business area Family Counseling was introduced in 2012. It took into account that employees were increasingly confronted with issues regarding relatives in need of care or elderly relatives. Trained specialists were recruited to provide free advice on all aspects of family counseling to employees of the member companies of the three associations. Shortly afterwards, the provision of relief services was added to the range of services.

With the expansion of services to this new business area, a renaming of the umbrella brand became necessary in order to position the former Childcare Service as a comprehensive provider of care and advice of all kinds in the context of care complementary to family life.

So, Childcare Service Basel (CSB) became profawo Basel (pBS) and Childcare Service Switzerland (CSCH) became profawo Switzerland (pCH). The name profawo was and is a fantasy name derived from the three words pro/family/work.

The sub-brand Kids & Co for the daycare centers and kindergartens remained untouched and was linked to the new umbrella brand.

2018

Termination of the cooperation agreement profawo Switzerland by profawo Basel



In October 2018, Board and Management of profawo Basel decided to terminate the membership in the association profawo Switzerland.

After several years of productive cooperation under the umbrella organization profawo Switzerland, the economic and cantonal political circumstances as well as the needs and priorities in the three regions of Basel, Bern and Zurich had drifted apart considerably. This led to diverging views on vision, strategy, range of products and services, pricing and membership models, IT and salary structures.

These differences as well as the clear privilege of being excellently positioned structurally, financially and in terms of personnel, led us, profawo Basel, to the decision to operate henceforth as a completely independent association. This enabled us, thanks to our strong regional roots and professional cooperation partners throughout Switzerland and in neighboring countries, to focus even better on our clients.

2019

New positioning as Familycare Basel



profawo Basel was released from the cooperation agreement with profawo Bern and Zurich as of June 30, 2019. This ended our membership in profawo Switzerland and in particular our rights to use the umbrella brand profawo and the sub-brand Kids & Co.

It is with great pride and with the support by our Executive Board and all our employees, that we have been operating completely independently as Familycare Basel since July 1, 2019; the name Familycare has also been transferred to our daycare centers instead of Kids & Co.

With the name change, we also issued new Articles of Incorporation. These now allow us to admit private individuals and families as members and thus to substantially expand the circle of people who may use our services. We are pleased that the offer is being used very actively.

The membership fees have been reduced and attractively redesigned.

Of course, nothing has changed in our range of services and their quality. Quite the contrary: thanks to lean, efficient structures, we can now monitor and improve the high-quality standards to which we have committed ourselves even more closely.

All in all, we are convinced that our new strategic orientation under the name of Familycare Basel is the most profitable decision for our association, and above all for our clients, and we face our future with enthusiasm. We look forward to shaping it together with you.

Organization

Our services at a glance

DAYCARE CENTERS (KITAS)	For a professional, loving childcare in age-appropriate groups
PRIVATE DAY KINDERGARTEN	For individual support and optimal preparation of kindergarten children for their school entry
NANNIES	For individual care of children in their familiar living environment
EMERGENCY NANNIES	For optimal, unbureaucratic childcare in all emergency situations
BABYSITTERS	For one-off or recurring, short-term childcare
HOLIDAY CAMPS	For age-appropriate, varied and professional childcare during school holidays
FAMILY COUNSELING	For competent advice on all aspects of balancing family and work and on topics such as prevention, dementia, forms and solutions of care at home as well as admission to a nursing home
ACCOMPANYING PERSONS (CARE FOR RELATIVES)	For caring companionship both for official/organizational activities (doctor, offices, shopping) and for social activities (walks, reading, board games, etc.)
RELIEF SERVICES	For swift, valuable relief for selected everyday needs (cleaning, trips, dog sitting, etc.)
COURSES	For the gain of competence and security – for example in emergencies with infants
EVENTS	For all needs and situations, from network platforms and sensitization events to childcare services at all kind of events



Interview

Corporate membership with Familycare Basel

**Interview with Doris Hekele
Institut Straumann AG**

The Straumann Institute has been a member of Familycare Basel for 15 years; what in particular convinces you most?

We appreciate the uncomplicated cooperation and open communication with all contact persons. As a member, we have access to a wide range of topics related to family care and benefit from a broad range of expertise and experience.

How important is the balance of family and work at the Straumann Institute? Which measures have been put into practice?

We see the balance of family and work as a key success factor for our future. We work hard on our corporate culture and have paid a great deal of attention to this topic in all our projects as part of our “cultural journey”.

Among other things, we promote equal opportunities for women in management positions with our #PowerUp initiative, which we launched in Basel in 2018 and which we are gradually extending to all Straumann locations worldwide.



We currently have almost a 50:50 ratio of women to men, and more than a third of our managers are women. This is a value that we would like to increase further.

We also look forward to further improvements with some pride: for example, a maternity leave of 20 weeks and 1-week paternity leave with full pay, which is well above the legal requirements.

With the #PowerUp initiatives we want to drive change, overcome barriers and support our colleagues in their private and professional development. We are currently concentrating on 4 central topics: knowledge building, mentoring, building and using networks and preparing for the workplace of tomorrow.

In your opinion, what role do managers play in the introduction or optimization of an improved reconciliation situation?

Managers play an important role here – together with their teams they shape what Straumann will look like tomorrow and are actively involved from the very first moment. Transparent communication and constant exchange are key issues here.



We want to continue to be an attractive employer and will further expand our activities in the area of family and work.

Only those who manage to offer an attractive working environment with opportunities will get the good employees they need to be successful. The balance of family and work is a key factor in this regard.

In your experience, what services at Familycare Basel are especially used by employees?

These are consultations for a daycare place or information about the holiday camps on offer.

In 2019 you hosted our “network breakfast”, an exchange of several HR managers from our member companies. We were also allowed to hold our general meeting in your premises in 2015. What do you appreciate about such events?

At this network breakfast we were able to focus on the topic of support for external childcare and exchange our experiences. During the in-depth discussion it became clear that many companies are confronted with similar problems. Personal contacts/relationships could be established, which are very valuable in finding solutions.

What is your message for the year 2020?

We want to continue to be an attractive employer and will further expand our activities in the area of family and work.

*Doris Hekele
Corporate Human Resources
Institut Straumann AG*



Interview

Private membership with Familycare Basel

Experiences shared by Louisa Katharina Kempfert and Mario Albonico, parents of Olivia, who is taken care of at our Kita Familycare Gellert

As of July 1, 2019, we have concluded a private membership with Familycare Basel.

In those days we were looking for a daycare place for our daughter Olivia, who was only six months old then. We invested a lot of time to find the best possible care for Olivia. When we then were allowed to visit the Kita Familycare Gellert on the recommendation of friends who have their daughter cared for there, we were immediately convinced that we had found the right place for Olivia.

Our luck was that just then, when we wanted to enroll Olivia, private memberships were also made possible thanks to the change of name from profawo Basel to Familycare Basel. This was important for us, as we had no possibility to book a daycare place with Familycare Basel through our employers, so with the old model we would not have been able to have Olivia looked after at the Kita Familycare Gellert. So, we seized the opportunity and immediately signed up for a private membership with Familycare Basel. We were told that we were the very first private members; naturally, many other families have followed our example since then. In any case, we are very happy that this offer exists!

Our positive impression of the Familycare Gellert daycare center has been more than confirmed. On our first visit already, Ms. Vanessa Thomas, Kita manager ad interim, gave us all the information we needed without being asked. We were also allowed to visit the Kita and were impressed by the positive, peaceful atmosphere in all groups.



Olivia joined the Kita in July 2019, starting with a two-week settling-in period. This was very valuable both for Olivia and for us. The adaptation period was so professional, friendly and empathetic that both our daughter and we felt comfortable immediately. We especially appreciated that the settling-in period was also tailored to our own needs and possibilities. Since then, Olivia has been looked after for two days a week at the Kita Familycare Gellert. We particularly appreciate the always friendly atmosphere at the daycare center. It is obvious that the employees work professionally, live the high-quality pedagogical concept every day and simply enjoy their own work. As a result, we parents can be 100% sure that our daughter is always well and lovingly cared for – also and especially on days when she may have difficulty separating from us. Olivia is always doing well in the Kita, that's the most important thing.

Many thanks in this sense to Familycare Basel and the entire team at the Kita Familycare Gellert!

*Louisa Katarina Kempfert
and Mario Albonico, Basel*



Business unit

Kids – Daycare centers (Kitas) and day kindergarten

Our daycare centers (Kitas) have already been dealt with in the report of the Manager on page 6. However, we would like to introduce one of our daycare centers in more detail in each of our Annual Reports. This year we have chosen our Kita Familycare Reinach, which celebrated its 15th anniversary in 2019. You will find the report in the following section.

Our private day kindergarten Familycare Wettsteinplatz, which was founded in 2007, is embedded in the same building as our Kita Familycare Wettsteinplatz. The facility is state-approved; it is inspected and assessed annually by the Education Department of the canton of Basel-Stadt. The day kindergarten accepts a maximum of 15 children. They are taught in small groups, which enables individual support and optimal preparation for school entry. Lessons are spread over just four days (Monday to Thursday), which is convenient for many parents. Full-day care of the kindergarten children on all days of the week including school holidays is possible at the Kita Familycare Wettsteinplatz. This comprehensive offer, which is specifically designed to meet the needs of families, is currently enjoying increasing demand, so that the private kindergarten will continue in the school year 2020/2021.

15 years Kita Familycare Reinach – a safe bet

The Kita Familycare Reinach was opened on August 2, 2004 at its current location, a former primary school building at Burgstrasse 5 in Reinach. The very first child to be cared for always had a penguin as a cuddly toy along – inspired by this, the first group of children was consequently called “Penguin”.

The good reputation of the daycare center spread quickly, which enabled us to open the second and third groups in 2005 and 2007 respectively. Today, about 60 children, who share 28 places, are cared for by a team of 18 people in the baby group “Kräbsli” (which means “baby crabs”) as well as the two mixed-age groups “Seesterne” (“crayfishes”) and “Piranhas”. In the course of the 15 years since its foundation, the daycare center has thus looked after almost 300 children, lots of them for many years.

Since 2017, due to the great demand from the families, school care for children up to grade 4 has also been offered. This service is very much in demand and allows children to be cared for in a familiar setting even in kindergarten and the first years of primary school at lunchtime and off-peak times as well as during school holidays.

The above-mentioned good reputation is based on the high-quality, recognized educational values to which the entire staff of Familycare Basel and thus also the Familycare Reinach daycare center are committed. Qualified and motivated employees guarantee loving, professional care for all children in a framework in which they can develop positively.



Kita Familycare Reinach

This means that, at its current location, the Kita Familycare Reinach offers bright rooms that are extremely friendly, cozy and appropriate for children. A large garden inspires the children at all times of the year.

The participation in and certification by the project “Fourchette verte – Ama terra” motivated the employees and children of the Familycare Reinach daycare center to set up a herb and vegetable garden on the large terrace. The children are involved in the gardening work every year and are allowed to help with the care of the plants. Year-on year, this is great fun for them – and there is always also much pride when the first fruits or vegetables are harvested. Hereafter you will find a link to a short video illustrating these exciting garden activities.



Little big garden: Video report from the garden of the Kita Familycare Reinach

The employees of the Kita Familycare Reinach accompany and support the children empathetically in their individual education and development process. In doing so, it is important to always allow the children enough space and time to discover and explore their world. Forest days from spring to autumn or different projects like “movement”, “toy-free time”, “the five senses”, “colors” or “the element water” are only a few examples of activities that enrich the everyday life and development of the children. →

Every year, numerous events are held in the Kita. Once a month, the children all get together to sing, make music and dance. Each time a new song is rehearsed, which constantly expands the children's song collection – they always enthusiastically participate in the singing circle. Seasonal festivities are, for example, the Easter celebration, where the children can sell self-painted eggs, or the autumn festival, to which they contribute home-baked "Magenbrot", a Swiss specialty.

In addition to informative parents' evenings, parents are also offered various festivities in the annual cycle, which they can attend together with their children. These include amongst others brunches, barbecues, lantern parades, children's art exhibitions or pumpkin carving.

A big highlight in 2019 was of course the celebration of the 15th anniversary, which was celebrated together with the children and their families. A varied aperitif filled hungry stomachs and many stimulating conversations were held among the guests. To crown the celebration, the employees and the children presented the anniversary song "15 Joor sind mir do" ("for 15 years we have been here"), which they had composed themselves, accompanied by a sea of lights from candles representing the number 15 – this gave the performance a very special atmosphere.

The Kita is run by its manager Géraldine Bavaud and her team. They are all proud of their daycare center and their work. This is also reflected in the composition of the team, which is exceptionally stable, as it is made up mainly of long-serving employees who have been working in the Kita between 6 and 15 years – in other words, since its foundation!

The team is looking forward to a continued successful future and particularly to the move on July 1, 2021 to ultra-modern premises optimally tailored to the needs of the children and staff in the new building of the residential and office center for the physically disabled (WBZ) at Aumattstrasse 71a in Reinach. More information will be provided on an ongoing basis, including the Familycare Basel website, the "Familycare Basel Post" newsletter and information for parents.

Impressions from the day-to-day life in our Kitas



Familycare Basel – In motion



Familycare Basel – Great encounters with animals

 [Click here for more information on our Kitas](#)



Testimonials – Kita time from a parents’ point of view



We are more than satisfied with the care provided at the Kita Familycare Gellert. The atmosphere is familiar, all employees are courteous, respond to individual needs and are absolutely competent. Our daughter quickly developed a warm relationship with the caregivers. We have a good feeling that our daughter is in good hands. Thank you very much for the wonderful experiences that our Liana is allowed to have with you.

Family Jennifer Schmid and Daniela Bänziger with Liana
Kita Familycare Gellert



We are grateful to have found such a great daycare center in Kita Familycare Oberwil. All employees are very competent and maintain a loving and professional contact with all children. We know that we can give Koa into their care with a clear conscience. Many thanks!

Family Catherine Seelig and Alexander Vacariu with Koa
Kita Familycare Oberwil



We are thrilled to see how comfortable and secure our children feel in the Kita Familycare Petersgraben. Their needs are taken seriously, and they learn a great deal every day – together with their friends. When we enrolled the children, we would never have dared to dream that everything would work out so well.

Family Léonie and Jan Schwizer with Anna Mathilda and Sophie
Kita Familycare Petersgraben



Since Luisa was 5 months old, she is attending the beautiful Kita Familycare St. Johann. Like most mothers I have asked myself the question: Is she in safe hands there and will she feel comfortable? My “fears” were swept away after the first day of introduction. Luisa has been there for over a year now and all I can say is: she thinks it’s incredibly great! She is looking forward to the Kita and is happy and exhausted in the evening when I pick her up. In return I can go to work reassured and carefree. The contact between children and caregivers is warm and respectful. A lot is done outside, the children are taught knowledge, the rooms are lovingly furnished, the garden invites to play and the communication between caregivers and parents is relaxed and uncomplicated. A big thank you and keep it up!

Family Nadia Bianchin with Luisa
Kita Familycare St. Johann



Family Xing Chen and Shan Yang with Yifei and Yifan, Kita Familycare Pierrot

“

Very affectionate educators, very professional care and extensive equipment. Loved by parents and children. Many thanks for the efforts of Kita Familycare Pierrot in the last years.

Family Xing Chen and Shan Yang with Yifei and Yifan

Kita Familycare Pierrot

“

In the Kita Familycare Reinach we experience a loving and warm dealing with the children. The employees respond to the children and give us as parents a good feeling and trust. The children feel very comfortable in the daycare center. All the staff are also very competent in their field.

Tanja and Michael Grieder with Leana and Moena

Kita Familycare Reinach

“

The Kita Familycare Wettsteinplatz has been part of our family for 5 years – or vice versa. We are so grateful to be allowed to bring our children to them – completely free from any worries and always lightheartedly. The patience, humor, fantasy and respect that they and all their staff show the children is a great gift and anything but self-evident.

Family Katrin Nussbaumer and Oliver Mayer with Viviane and Oscar

Kita Familycare Wettsteinplatz

Children's sayings – Truthful words from children in our daycare centers



Question from a child to her caregiver: “What star sign are you – crocodile?”

A 2-year-old child pours water for himself and says to himself: “Well done you!”



In the daycare center, work is being done on a music project. A Russian violinist comes every week to foster the children's early feel for music. One day, when she slowly opens her smallest suitcase, the child says: “ohhh, a baby violin”!

A child asks its pregnant caregiver: “Say, have you eaten your baby?”



A child tells his caregivers when he goes home: “Don't be sad, I'll be back”.

A child asks the caregiver in the nursery: “Have I been picked up already?”



Virtual tours of our Kitas and our day kindergarten



Kita Familycare Gellert



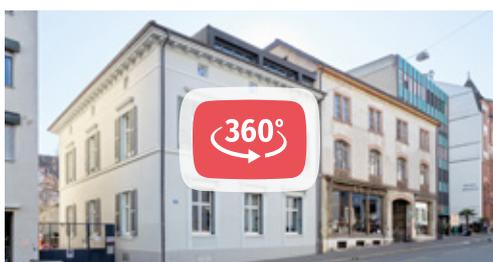
Kita Familycare Reinach



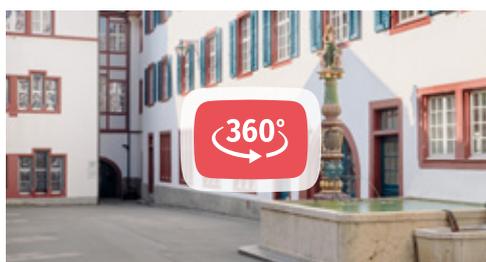
Kita Familycare Oberwil



Kita Familycare St. Johann



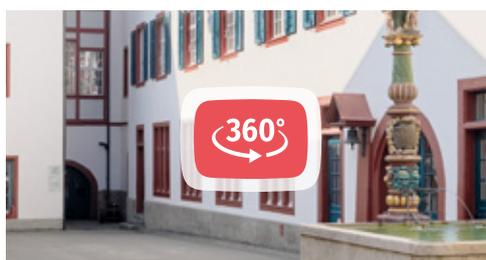
Kita Familycare Petersgraben



Kita Familycare Wettsteinplatz



Kita Familycare Pierrot



Day kindergarten Familycare Wettsteinplatz





Business unit

Nannies, emergency nannies and babysitters

Positive change in 2019

The business unit nannies and emergency nannies experienced a genuine radical change in 2019, which we expect to have a positive impact on the future. For example, the introduction of an ERP system on Abacus (see the report of the Manager on page 6) has created the opportunity to reposition our nanny and emergency nanny pool and to improve its quality. Suitability, training, experience and availability of all nannies registered in the pool have been or will be verified and updated electronically. Thanks to the new features, incoming nanny requests can now be matched with free, suitable nanny profiles, which significantly speeds up the placement process.

The position of the nanny and emergency nanny facilitator was newly staffed. The maintenance of the nanny pool has been expanded and further improved by the new job holder; for example, each pool member now introduces herself in a short video, which can be sent with her consent to parents looking for a nanny, giving them a first personal impression of the nanny – an important help in deciding whether or not to interview the nanny.

In 2019, there was a slight short-term decline in the number of requests for consultations and placements in the nanny sector (see the 2019 key figures on page 35). For 2020, the signs are pointing to growth again. In contrast, the number of requests for emergency nannies remained at the same high level.



In terms of content, we note that the requirements for nannies and emergency nannies are changing: Language requirements, for example, have increased, as more and more children are growing up multilingual. Interested parents also attach greater importance to a good understanding of contract terms such as insurance and social security contributions; the administrative consulting work has accordingly become bigger for us, but this is fortunately accompanied by increased satisfaction on the part of the requesting parents.



[Click here for more information on our nannies and emergency nannies](#)



Business unit

Holiday camps

Demand remains high

Familycare Basel's holiday camps were held for the 15th time and continue to enjoy great popularity.

The camps for 4 to 11-year-old children take place during the school holidays in the cantons of Basel-Stadt and Basel-Landschaft: in the winter sports holidays (1 week), in summer (6 weeks) and in autumn (2 weeks). The children are offered an exciting, varied and creative program, which varies daily and is put together according to age and season.

Special highlights in 2019 included a lock trip on the Rhine, the construction of solar tractors at Primeo Energie (formerly EBM) or a visit to the traffic garden, Rötteln Castle, the climbing forest, the guide dog school in Allschwil and various museums. Of course, in keeping with the season and the weather, neither handicrafts nor visits to the swimming pool or the farm were missed out.

For the first time, the camp children were also allowed to use the new exercise room in the Kita Familycare Wettsteinplatz. The whole area offers a wonderful environment with a small animal zoo and a football pitch, where the children can stay and play in a "protected" environment.

In cooperation with University Hospital Basel (USB) the "FerienSpatz" offers an extended service during the summer camps. Due to the irregular working hours of the hospital staff, extended care times are offered for their children in the mornings and evenings, so that these parents can also have their children looked after at the camp. This offer is highly appreciated by the parents.

Impressions from the Familycare Basel holiday camps



Wide range of activities in our holiday camps



Masquerade

Overall, the number of participants in the three holiday camps in 2019 was in line with previous years. We are very satisfied with the continuing high demand for our popular camps. Children and parents particularly appreciated the teamwork in the groups, the loving program design and the consideration for each individual child; the corresponding feedback from the families was again full of praise. We are looking forward to the holiday camps 2020!

 [Click here for more information on our holiday camps](#)





Business unit

Support: Family counseling and relief services

Valuable consultations and placements

Our services in the area of balancing family and work, which go beyond the advice and mediation of care forms for children, include family counseling as well as the placement of accompanying persons (care of relatives) and relief services for all family members.

In 2019, we provided a total of 14 valuable and in some cases very time-consuming consultations in these areas. The relatives greatly appreciated our expertise and were grateful for the support we were able to offer them.

Among other things, we were able to offer advice on support options for elderly parents with incipient dementia in Berlin, or on senior citizens' offers for parents from Ireland who had just moved to Basel, but of course also for relatives who were looking for solutions in the Basel region.

For relief services, there was a particular need for offers and advice for families with disabled children, serious illnesses or other stressful situations.

In addition, we were able to provide contract templates for private employment relationships or competently answer inquiries about cleaning service providers.



Even though the number of inquiries in the family counseling and relief services business area was manageable, the inquiries received were often of great significance for the families concerned; we are proud that we were able to help them.

[!\[\]\(72c3240ee67ca6107f727634a17f171f_img.jpg\) Click here for more information on our support offers](#)

Courses

Extremely positive response – continuation in 2020

Since 2016, we have been offering very valuable and therefore popular courses in cooperation with a qualified nurse and BLS-AED instructor. These courses provide parents, grandparents, nannies and other caregivers confidence in dealing with accidental emergency situations and diseases of children.

The courses were held with great success in 2019, too. The participants were primarily employees of our member companies and private members. However, external participants who were attracted by our Internet offering, also attended the courses.

At the suggestion of several member companies, English language courses were for the first time offered in 2019, which were particularly successful.

A total of 6 courses were held, attended by 74 participants, 29 of which were in the English language courses.

For the first time, the courses took place in the exercise room of our Kita Familycare Wettsteinplatz: an ideal, centrally located course location that offers plenty of space for practical exercises.



There was a lot of praise for the course leader, who made the courses very interesting and practical. “Really great course, great content, useful, well organized, more topics than I could expect, presenters were great!”: This reference from one of the course participants is representative of the extremely positive response to the courses, which will of course take place again in 2020.

[!\[\]\(d2555635330fa7c471cdeb88436b9450_img.jpg\) Click here for more information on our courses](#)



Facts and Figures

Key figures

All figures at December 31, 2019

	2019
Operating income (CHF)	9'852'824
Annual net profit (CHF)	4'132
Equity capital (CHF)	658'598
<hr/>	
Daycare places*	315
Children cared for in our daycare centers	670
Children cared for (occupied places) in the holiday camps*	204 (313)
Inquiries/advertisements nannies and emergency nannies	77
Successful placement of nannies	23
Successful placement of emergency nannies	42
Successful placement of babysitters	11
Advice on care solutions and family counseling	14
Course participants	74
<hr/>	
Employees	190
Thereof in the daycare centers:	
Apprentices	28
Trainees	17
Civilian servants	6
Thereof Corporate Office staff	10
Members of the Executive Board	5

*Weighted places, including day kindergarten

**A child which attends the holiday camps for several weeks counts as 1 child with an occupancy of 1 place per week

Facts and Figures

Financial Report

Following the withdrawal of Familycare Basel from the profawo Switzerland association, the financial report for the 2019 financial year deals exclusively with the financial situation of the Familycare Basel association and, in contrast to previous years, does not show the accumulated figures of the three profawo associations.

The income statement of the Familycare Basel association closes with a profit of CHF 4'132 for the year 2019 after dissolution of the defined provisions in the amount of CHF 430'300.

Revenues from childcare in the daycare centers (Kitas) and the private day kindergarten as the main source of income increased by 3.52% to CHF 9'062'956 due to high occupancy rates and increases in the number of places available within the existing daycare centers. They are divided into three items: CHF 6'078'180 income from member companies, CHF 2'956'502 income from the Department of Education and CHF 28'274 income from private memberships. As a result of the high occupancy rate of the daycare centers, the deficit guarantees of the member companies for childcare places play only a subordinate role, totaling CHF 187'513.

At CHF 7'805'905, personnel expenses are the largest item on the expenditure side. Thanks to strict adjustments of the personnel situation to the occupancy rates in the daycare centers and a close case management of employees who were ill for long periods of time, the costs for additional expenses related to illness or occupancy rates could be kept within the budgeted range. A further reduction in personnel expenses will be achieved in the next financial year by implementing an institutional, cross-Kita "jumper" position to cover very short-term absences due to illness or occupancy rate problems.

In the 2019 financial year, the organization's resources were severely strained, both in terms of personnel and finances, by the two major projects "Familycare Basel" and implementation of the "Enterprise Resource Planning System (ERP)". The expenditures could be kept within the limits of the provisions made for these projects.

The withdrawal from the profawo Switzerland association with the change of name related thereto, including a new brand identity, new website and social media channels, as well as the development and introduction of the ERP system, including the digitalization of all personnel files, an app-based working time recording system and other digital subcomponents in cooperation with the long-standing partner PricewaterhouseCoopers AG (PwC) Basel, were successfully completed in the 2019 financial year.



In the medium to long term, the association will deal with both the political framework conditions in the form of the total revision of the Daycare Act (Tagesbetreuungsgesetz) in the canton of Basel-Stadt which is now more concretely in sight, and with the expansion with new daycare centers and services. While the effects of the new Daycare Act on the association cannot yet be fully assessed, the progress of the construction work on the two daycare centers in the new residential and office center for the physically disabled (WBZ) in Reinach (relocation of the Kita Familycare Reinach as of summer 2021) and on the Westfeld site (Felix-Platter Hospital) in Basel is already visible (the opening of the Kita Familycare Westfeld is scheduled for early 2023).

Overall, the financial situation of the Familycare Basel association remains healthy and the occupancy rate of the childcare places in the daycare centers is very high. The demand for childcare services (nanny and emergency nanny placement), holiday camps and courses remains stable. We are also very pleased with the increasing number of external childcare services that have been requested and provided during the course of the year, e.g. for the Emil Frey Family Days in Münchenstein, the annual meeting of the Linux Foundation, but also for international specialist congresses in the Congress Center Basel and internal events organized by our member companies.

The association's equity capital amounts to CHF 658'598, which enables Familycare Basel to achieve healthy, organic growth from its own resources in the medium and long term, as well as to diversify its care offer with existing and new services and locations.

Facts and Figures

Balance sheet

Balance sheet at December 31, 2019 (incl. comparison with previous year)

	2019 CHF	2018 CHF
Assets		
Liquid funds	1'898'666	2'266'371
Accounts receivable	50'586	35'262
Credit notes	-3'874	-3'591
Other short-term receivables	29'543	29'498
Accrued income	232'250	210'912
Current assets	2'207'170	2'538'452
Financial assets	63'319	53'303
Tangible assets	256'251	147'438
Intangible assets	85'096	36'184
Fixed assets	404'667	236'926
Total assets	2'611'837	2'775'378
Liabilities		
Accounts payable	124'712	168'705
Other short-term liabilities	381'575	111'621
Deferred income	327'154	333'606
Short-term debt capital	833'441	613'933
Provisions	1'119'799	1'506'980
Long-term debt capital	1'119'799	1'506'980
Equity capital	654'466	626'418
Annual net profit/loss	4'132	28'047
Equity capital	658'598	654'466
Total liabilities	2'611'838	2'775'378

Facts and Figures

Income statement

Income statement 2019 (incl. comparison with previous year)

	2019 CHF	2018 CHF
Operating income		
Membership fees	386'533	391'240
Parental fees	9'062'956	8'754'721
Income from place guarantees	187'513	240'287
Short-term care income	42'784	13'256
Other income	173'038	163'858
Total operating income	9'852'824	9'563'361
Operating costs		
Personnel costs	-7'805'905	-7'268'312
Operating costs daycare centers	-903'155	-856'142
Premises and maintenance costs	-1'024'857	-977'957
Office and administration costs	-443'575	-269'010
Total operating costs	-10'177'491	-9'371'421
Operating profit before financial result and depreciation	-324'667	191'939
Financial income	594	240
Financial expenditure	-1'704	-2'124
Depreciation	-73'257	-164'854
Total financial result and depreciation	-74'367	-166'738
Ordinary company result	-399'034	25'201
Extraordinary, non-recurring or non-periodic costs	-47'603	-12'031
Extraordinary, non-recurring or non-period income	450'770	14'877
Annual net profit/loss	4'132	28'047

Facts and Figures

Auditor's report

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HB&P Wirtschaftsprüfung AG

HB&P

Bericht der Revisionsstelle
zur eingeschränkten Revision
an die Mitgliederversammlung des Vereins

**Familycare Basel
Basel**

&

Als Revisionsstelle haben wir die Jahresrechnung (Bilanz, Erfolgsrechnung und Anhang) des Vereins Familycare Basel für das am **31. Dezember 2019** abgeschlossene Geschäftsjahr geprüft.

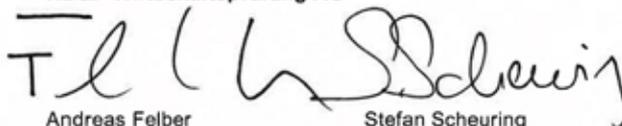
Für die Jahresrechnung ist der Vorstand des Vereins verantwortlich, während unsere Aufgabe darin besteht, die Jahresrechnung zu prüfen. Wir bestätigen, dass wir die gesetzlichen Anforderungen hinsichtlich Zulassung und Unabhängigkeit erfüllen.

Unsere Revision erfolgte nach dem Schweizer Standard zur Eingeschränkten Revision. Danach ist diese Revision so zu planen und durchzuführen, dass wesentliche Fehlaussagen in der Jahresrechnung erkannt werden. Eine eingeschränkte Revision umfasst hauptsächlich Befragungen und analytische Prüfungshandlungen sowie den Umständen angemessene Detailprüfungen der beim geprüften Unternehmen vorhandenen Unterlagen. Dagegen sind Prüfungen der betrieblichen Abläufe und des internen Kontrollsystems sowie Befragungen und weitere Prüfungshandlungen zur Aufdeckung deliktischer Handlungen oder anderer Gesetzesverstösse nicht Bestandteil dieser Revision.

Bei unserer Revision sind wir nicht auf Sachverhalte gestossen, aus denen wir schliessen müssten, dass die Jahresrechnung nicht Gesetz und Statuten entspricht.

Basel, 27. Februar 2020
fe-10/1

HB&P Wirtschaftsprüfung AG



Andreas Felber
dipl. Wirtschaftsprüfer
Zugelassener Revisionsexperte
Leitender Revisor

Stefan Scheuring
dipl. Wirtschaftsprüfer
Zugelassener Revisionsexperte

Beilage

– Jahresrechnung (Bilanz, Erfolgsrechnung und Anhang)

Facts and Figures

Members Familycare Basel

On December 31, 2019, Familycare Basel had 14¹⁾ private memberships and 61²⁾ corporate memberships as follows:

Advokatur Jakob Martin**
Appellationsgericht Basel-Stadt*
Ausgleichskasse Basel-Stadt**
Bachelard Wagner Architekten SIA BSA**
Back Architekten GmbH
Bank für Internationalen Zahlungsausgleich
Baselstay GmbH**
BASF Schweiz AG**
Bayer Consumer Care AG
Bayer Crop Science
Bayer (Schweiz) AG
Beiersdorf Schweiz AG
burckhardt AG
Burckhardt+Partner AG
business parc
BVB – Basler Verkehrs-Betriebe
Christ und Gantenbein AG
Colgate-Palmolive Europe Sarl
Credit Suisse**
CRK Kreation AG**
Currents & Tides GmbH*
DSM Nutritional Products Ltd.
Dufour Advokatur
eschbach GmbH*
F. Hoffmann-La Roche AG
Gemeindeverwaltung Oberwil
Gemeindeverwaltung Reinach**
Herzog & de Meuron Basel Ltd.
Institut Straumann AG
IntiQuan GmbH
Kanton Basel-Landschaft ³⁾
Landhof-Garage AG
Lonza AG

Manor AG
Marco Merz Marion Clauss GmbH, Architekten BSA
MCH Messe Schweiz (Basel) AG
Merian Iselin
Möbel Pfister AG**
MTIP AG
nigon Rechtsanwälte I Notariat
Novartis Pharma AG
PIQUR Therapeutics AG**
Praxis Reinacherhof AG*
PwC Schweiz
REHAB Basel
Santhera Pharmaceuticals (Switzerland) Ltd
SBB Schweizerische Bundesbahnen AG**
St. Claraspital AG
Stiftung Blutspendezentrum SRK beider Basel
Syngenta Crop Protection AG
Tatin Design Enterprises GmbH
The Northern Trust Company
UBS AG
Universitäre Psychiatrische Kliniken UPK
Universitäts-Kinderspital beider Basel (UKBB)
Universitätsspital Basel
Vischer – Anwälte und Notare
Volkshaus Basel Betriebs AG
Zapco Architekten GmbH
ZZ Dental GmbH

1) 45 private memberships as of 01.01.2020

2) One member company not disclosed
in the Annual Report

3) Advice only

* These companies have been members since 2019
and we warmly welcome them.

** End of membership on December 31, 2019

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Basel, March 2020

KIDS | NANNIES | CAMPS | SUPPORT

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