



**family  
lives**

## ***Corporate Membership***



*Empowering parents, supporting families*

***[www.familylives.org.uk](http://www.familylives.org.uk)***

# FAMILIES MATTER

## About us

Family Lives is a leading national charity with over thirty years' experience in the field of family support. We have trained many of the country's leading family support specialists through our accredited training and consultancy services. We reach over a million families every year, working around the clock to transform their lives. When it comes to raising a family, instructions aren't included. Through our free 24 hour helpline, web resources (including personalised email support and live chat), and face-to-face projects in local communities, we empower parents and family members to work through the challenges they face.

Parenting UK is part of Family Lives and the main membership body for parenting professionals; supporting over 500 individuals and organisations who work with parents. We support our members by keeping them up to date with the latest policy and research, sharing best practice, organising events and representing the views of the sector as a whole.



***Families are the foundation of society.  
We believe that all families should  
have access to non-judgemental support.  
We listen, support, and never judge.***

## Why become a Corporate Member?

Family Lives' corporate partnerships make a crucial difference to the families we support. Our corporate membership scheme is a great way for organisations to meet their own objectives and challenges, while supporting the wider work of our charity, and contributing to our future sustainability.

Evidence-based research shows that employer-led family friendly provision directly impacts upon performance, staff retention and the costs associated with absenteeism. By becoming a Corporate Member you will help to support employees in their role as parents, giving them more confidence, improving people skills and wellbeing, as well as boosting employee motivation and reducing the number of work days lost through better family management.

Families are the foundation of society, and it's through parenting support that we can ensure better outcomes for children and families.



***A survey carried out in 2011 by Family Lives showed that “90% of respondents believed parents would benefit from advice and information on effective ways of coping with their child’s behaviour”.***

## Family Lives Corporate Membership Benefits

Our Corporate Membership package costs just £3,500 (excl VAT) and includes the following benefits:

### **Parenting workshop or webinar**

An interactive face-to-face workshop or webinar delivered to employees by our accredited family support experts. Webinars are a good option if you have staff working across different locations. We have a wide range of parenting workshops ranging from 'Stress Busting for Parents', 'Understanding Children's Behaviour' to 'Becoming a New Parent'. We also create bespoke sessions to address specific needs.

### **Online parenting courses**

Family Lives online parenting course for up to 100 employees, a module based programme based on our accredited Parents Together curriculum. (Additional places can be made available at a discounted rate).

### **Live chat and email family support**

Online live chat support for employees with our family support experts, accessed directly through your intranet or website. Access to our email family support service for employees, with the option to have a dedicated company email address.

### **Confidential support and advice helpline**

Family Lives' free helpline for family members can be advertised to your employees, alongside the comprehensive online resources on our website.

### **Advice and information**

- quarterly Corporate Members' newsletters for your working parents
- ability to embed parentchannel.tv videos on your intranet or website
- access to our 'members only' website resource – a chance to read the latest parenting news. This will entitle you to one main membership with access to member content for up to 18 staff
- employee access to Family Lives' parent discussion boards

### **Branding and PR**

An opportunity to raise your organisation's profile among the parenting sector via the following benefits:

- promotion through our social media channels, including over 94,000 Twitter followers and 20,000 Facebook likes
- a welcome article about your organisation in our quarterly newsletters to UK families and supporters
- recognition in the Family Lives annual report
- insert in Parenting UK's quarterly newsletter

- use of the logo on your website and selected material to showcase your membership
- joint press releases on the partnership demonstrating a family friendly commitment to your employees

#### **Logo placement**

A platform for your company logo with a link to your website to appear for the duration of the membership on:

- 1) The Family Lives' Corporate page
- 2) To Corporate Members' and in selected Family Lives ebulletins
- 3) On the parentchannel.tv supporters' page

#### **Additional discounted services available to corporate members include:**

- unique company helpline number for confidential support to employees; hours to specification, with geographical area code call routing availability
- statistical and issues reporting data from helpline, email and live chat set to your requirements, available to support HR implementation policies
- one-to-one extended telephone support for individual or HR referral employees
- additional access to our online parenting courses for more employees
- additional on-site parenting support workshops or digital webinars
- printed or digital co-branded advice leaflets for parents to enhance employer ownership. Topics range from 'bullying' to 'off to primary school', 'discipline' and 'splitting up'
- advertisement on Family Lives website, newsletters or sponsorship of parenting videos on [www.parentchannel.tv](http://www.parentchannel.tv)

***For further information about Corporate Membership please contact:***

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To find out more about the ways in which becoming a Family Lives Corporate Member supports the UK's most vulnerable families visit **[www.familylives.org.uk/support-us](http://www.familylives.org.uk/support-us)**

***Thank you for listening***