

KiddiVouchers

Becoming a Business Partner

An introduction to the KiddiVouchers Business Partner Scheme

At KiddiVouchers, we value the contribution that childcare providers are making to the expanding childcare voucher industry. In appreciation of the willingness of childcare providers to accept payment in the form of childcare vouchers, we would like to offer every carer the opportunity of becoming a KiddiVouchers Business Partner.

Being a Business Partner allows childcare providers to earn additional income by publicising the benefits of KiddiVouchers schemes. This could be as simple as putting up a poster or handing out leaflets to parents. If you have a website, you could earn money by putting a link to www.KiddiVouchers.com on your website.

How does the Business Partner Scheme work?

When you register as a childcare provider at www.KiddiVouchers.com, you will be offered the chance to become a Business Partner. This is a simple process and there aren't any extra forms for you to fill in.

As soon as you join our Business Partner network, we provide you with a unique promotional code. Any leaflets or posters that you order will display your code.

Although new KiddiVouchers schemes can only be set up by employers, we ask parents to register their interest on our website so that we know which employers to approach. When parents register, they will be asked to enter your code. If a new scheme is set up as a result, we will pay an introducer's fee directly into your bank account.

If more than one parent from the same employer registers an interest in KiddiVouchers, then the introducer's fee is paid to the Business Partner whose promotional code was entered by the first parent to register.

We will also pay a fee if your marketing activity leads to any employer setting up a new scheme directly with KiddiVouchers, as long as we have not previously approached them and they are not already known to us through parents registering an interest.

Despite the increasing popularity of childcare vouchers, many employers have not yet set up a scheme for their employees. We are happy to provide schemes for even the smallest employers, so there is ample opportunity for you to earn money as a Business Partner.

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Becoming a Business Partner (continued)

How much money could my nursery earn as a Business Partner?

We charge employers an administration fee of 1.5% of the total value of the vouchers that we provide to their employees. When a new scheme is set up as a result of the activity of a Business Partner, we pay an introducer's fee of half of any administration fee that we receive in the first six months of the scheme.

The example below shows how much this could be worth to your nursery. Our website includes a calculator which lets you alter the numbers in the example to suit your own circumstances.

An Example for Business Partners

Let's suppose you hand out leaflets to 25 parents. Some of those parents will register their interest on our website, and we will then contact their employers and offer to help them set up a KiddiVouchers scheme. Now suppose one employer agrees to set up a scheme and 100 employees sign up to receive childcare vouchers. If each employee receives an average of £200 a month in childcare vouchers, then the total monthly voucher amount is $100 \text{ employees} \times £200 = £20,000$. Our monthly administration fee is 1.5%, which works out as £300. In the first six months of the scheme, our fee would be £1,800. You would receive half of this, which would earn you £900 – not bad for handing out a few leaflets.

How can I start earning money for my nursery?

To start benefiting from our Business Partner scheme, simply sign up on our website. You can order leaflets and posters online at no cost and with free postage. Why not get into the habit of sending leaflets out at the start of every term? You could also give prospective parents a leaflet in their induction pack. For other ideas or more information, visit the Business Partners section of our website.

Register today at

www.KiddiVouchers.com