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NORTHERN VIRGINIA FAMILY SERVICE 

2017 CARE Awards

Workplace Best Practices in Northern Virginia

The **CARE Awards** recognize Northern Virginia workplaces on the leading edge of change and innovation in providing family-friendly benefits and policies. Presented by Northern Virginia Family Service (NVFS), CARE is a natural extension of NVFS' mission to help all Northern Virginia families reach their full potential.

CARE Award Winners Include:

- America Online, Inc.
- Arlington County Government
- Booz Allen Hamilton
- Capital One
- Fairfax County Government
- Fannie Mae
- Freddie Mac
- ICF International
- Sallie Mae
- USAA

See complete list at:
nvfs.org/care-honor-roll

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Why Your Company Should CARE



Community Stewardship

By 2025, millennials will comprise 75 percent of the global workforce — and **62 percent** are willing to take a pay cut to work for a responsible company. ^{2,3}



Employee Wellbeing

Replacing an employee costs approximately **20 percent** of his or her salary. ⁴



Workplace Flexibility

Companies in the top quartile of employee engagement report: ¹

- ↑ 10% higher customer metrics
- ↑ 17% higher productivity
- ↑ 20% higher sales
- ↑ 21% higher profitability
- ↓ 24% lower turnover (at high-turnover organizations)
- ↓ 59% lower turnover (at low-turnover organizations)

A CARE Award is an opportunity for companies to showcase their value in all of these areas, thanks to the comprehensive application and evaluation process, and to gain an edge in hiring skilled and motivated workers. The CARE self-assessment and outside evaluation provide valuable information about corporate policy strengths and weaknesses. Companies report that the process was time well-spent, regardless of whether they won an award.

¹ Gallup State of the Workforce Report, 2017

² Millennial Branding, a Gen Y research and management consulting firm

³ Cone Communications, Millennial CSR Study, 2015

⁴ Center of American Progress, 2012



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Application Process

March:

Application available online

May:

Application deadline

May - June:

Applications screened

June:

Semi-finalists notified

June:

CARE survey distributed to semi-finalists' employees

July - August:

Finalists' site visits

September:

Award winners announced

November:

Awards breakfast and ceremony

CARE Awards Breakfast

Friday, Nov. 17
7:30 a.m.
Hilton McLean
Tysons Corner

“ CARE is one of the most important programs CustomInk participates in because the application process forces our company to thoroughly analyze what we offer, how well we do it and, most importantly, its actual value to our team. The rigor and integrity of the process and the interaction with other participants have truly helped us improve and expand.”



– Marc Katz, *CEO*
CustomInk
Eight-time CARE Award winner

“ The CARE Award is an extremely meaningful award to us because we want to be more than just an employer. We want to be part of the community. We want to be family-friendly to our employees. We want to show in every possible way that we care about not only the success at our job, but the success of people as individuals. The CARE Award is recognition that we're on the right path to doing that. We continually strive to do better and are always learning from other winners.”



– Gary Shapiro, *President and CEO*
Consumer Technology Association
Eight-time CARE Award winner

“ Supporting our staff and creating an amazing place to work is something that is important to all of us at USTA Mid-Atlantic, so we applied for the CARE Awards to benchmark ourselves against the best in the area and make sure that everything we were doing was the best we could possibly be for our employees.”



– Tara Fitzpatrick-Navarro, *Executive Director*
USTA Mid-Atlantic
2016 first-time CARE Award winner