

April 18, 2020

Re: Update and New Parent Survey (see page 2 of letter)

Dear Parents,

It seems like such a long time since I've last sent out a letter to you all - but in reality it's only been 20 days - truly an eternity in today's world! I hope that you are all healthy and finding new and creative ways to be all the things that you are called on to be in today's reality - parent, care-giver, educator, friend, disciplinarian, spouse, chef, provider, and so much more - all while cooped up in your homes with so little opportunity to get out and experience the world around you. I hope that our Zoom experiences and learning opportunities that we have posted on our website have provided some help through this crisis and a chance for your child to connect to our staff and their Kids Klub friends. I would like to give a big thank you to Miss Debbie Rudman, our Zoom Master, for getting this all set up and coordinated for us, and to her team of Zoom Celebrities that have been entering your homes virtually for this past week or so. Believe it or not - and you probably can tell - none of us had any experience with Zoom prior to this crisis - it has been quite the learning curve for us to get up to speed on this technology. We will keep these events going for you until you are all able to leave your homes safely and return to both society and Kids Klub.

At Kids Klub Pasadena, we have been open now since April 1st serving families on the front-lines. Our staff and management team working there are also on the front-lines putting these children and families first above themselves, and we are eternally grateful to them during this crisis. We have been caring for our essential worker's children each day, and it has been nothing but joyous for our staff to be able to welcome the children and engage with them again. Every day is a new adventure. Last Friday, the children had quite the experience collecting more Easter eggs per child than ever before in our history. Our record was 35 eggs for 1 child! I wish you could have seen how wide their eyes were seeing all of those eggs to "hunt"!

During these past weeks - now basically a month since we closed - we have been busy on many fronts. We have been doing makeovers on our centers from top to bottom from painting to cleaning to refreshing all over. Also, we have been working with our staff that are sheltering-in-place at home with on-line training and development opportunities to keep them learning and engaged. We have a whole list of projects that we plan to work on in the coming weeks/months -- for the centers, for the staff, and for the children to make Kids Klub even better than it was. I know that you will notice the difference when you are able to return. We are taking advantage of this down-time to innovate, to inspire, and to re-imagine a even better Kids Klub.

One such innovation that you will return to is a whole new paperless experience at Kids Klub. This is something that we have been working on for a long time, and right now is the perfect opportunity for us to beta test our new iPad system. We deployed it this week with our current children, and our

front-line staff are providing us with valuable first hand feedback so we can perfect the system by the time you all return. The system will handle everything from sign-in to sign-out with a three-step quick process of authentication and verification that the person picking up a child must go through. It will also handle the recording of all of our daily tasks with each child from diaper changes to feeding, from nuch reports to incident reports, from allergies to epi pens, and all of it will be recorded and documented in your on-line parent portal for you to access at any time. Not only will you be able to see what your child's day was like and retrieve that nuch report that your husband somehow lost on the way home (I can say this because I was that dad)! You will also be able to see your current charges, update a phone number or address, and add an authorized person to your pick-up list on-the-fly from your mobile device minutes before they arrive at Kids Klub. As always, we will check their id and verify them the first time they come into Kids Klub, take their picture, and set them up for easy access in the future. Every person will have a unique PIN code and photo that identifies them. Each person can change their PIN at any time. All of the details of this new system will be shared with you prior to your return so you will be ready to take advantage of this new system and all it has to offer.

We need your help - Return to Kids Klub and New Parent Survey:

Kids Klub did not received funding for our Payroll Protection Program loan. We submitted our application the first day it was available, however, the SBA ran out of funds. We hope that if and when a second round of small business funding is approved by congress, that we will receive this help.

We need your help with a new parent survey to help us assess how and if we are able to retain and return staff to Kids Klub. We need to get an idea of timing on the return of your child as best you can estimate right now from the day that the Stay-At-Home order in California is lifted. Please go to:

<https://www.surveymonkey.com/r/Kidsklub2>

As of right now, 100% of our staff are still employed at Kids Klub. We hope to be here for you when you are ready to return, with all of the teachers and care-givers that you and your child love and remember. When you return, you will notice some significant improvements and enhancements in all aspects of everything we do. We have decided to take this crisis and turn it into an opportunity to improve who we are and what we do. We look forward to personally welcoming each and every one of you back to your home away from home.

Stay safe and healthy. We wish you and your family all the best.

Sincerely,

Michael Wojciechowski
President & CEO