

CFI envisions a world...

...where children are welcome participants
in the daily lives of their communities,
...where children and their qualities are appreciated,
... where the unique needs of children and families
are accommodated.

CHILD-FRIENDLY INITIATIVE (CFI) is a grassroots, non-profit organization dedicated to improving the lives of children. CFI members all over the United States are working to transform their neighborhoods and communities into places that honor and respect children and support families.



The Child-Friendly Seal of Approval

One of the primary objectives of CFI is to encourage businesses and other institutions that serve the public to welcome and accommodate children.

When a business displays the **Child-Friendly Seal of Approval** in their window, they show the public that they have taken steps to create a safe and supportive environment for children. Parents and caregivers know that they can enter these locations and conduct business with confidence.

All businesses that display the **Child-Friendly Seal of Approval** are listed in the **Child-Friendly Locator**, our database for the public, at www.childfriendly.org.

CFI promotes this database vigorously to parents and caregivers nationwide.



“CHILDREN WELCOME HERE”

Demographic shifts in recent years—more two-career couples, more single parents, more parents working at home—make it necessary for children to accompany adults while they shop, conduct personal business, and sometimes even work. Long work hours and complicated schedules put additional pressure on families. Parents and caregivers may want to include children in their regular activities—or simply have no choice.

By adopting child-friendly practices, businesses and organizations of all kinds can better serve their clientele. For many of our members, this has meant heightened customer satisfaction and loyalty, plus a powerful increase in word-of-mouth promotion among parents.

Becoming Child-Friendly doesn't have to be expensive or time-consuming. CFI has developed a flexible set of criteria that can apply to virtually any type of business, institution or organization. Child-Friendly can be as simple as putting a stepstool in the restroom, providing an area where children can play while their parents conduct business, or training staff to be sensitive to the difficulties parents face when their children are along.

“When children are valued and their needs are met, society benefits; children thrive and communities unite.”

—Michele Mason, Founder

Child-Friendly Initiative is a 501(c)(3) non-profit organization. Contributions are fully tax-deductible (Federal tax exemption #94-3315088).

Children Welcome Here



How to Create a Child-Friendly Business

Child-Friendly Initiative, Inc.

406 Cortland Avenue
San Francisco, CA 94110

(877) 448-0500

www.childfriendly.org

CONGRATULATIONS!

Your business has been added to our national database of child-friendly establishments! You can check out your listing at www.childfriendly.org. Please make any corrections to your listing below:

Business/Organization Name _____

Owner/Manager/Representative Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Type of Business or Organization _____

CERTIFICATION

As a certified member of CFI, you will get our symbol on your listing and a **Child-Friendly Seal of Approval** to display proudly in your window! You will also be helping to create a network of child-friendly communities nationwide. We have a sliding scale; please pay what you can afford.

Certification fee\$10-25 _____
(one-time fee)

Business Member\$25-50 _____
(yearly fee)

We will list you on our business members page and welcome you in our newsletter. Business members may advertise in our marketplace.

Total enclosed: _____

Mail this form with payment to:
Child-Friendly Initiative, Inc.,
406 Cortland Avenue, San Francisco, CA 94110

Earn the Child-Friendly Seal of Approval

Just complete this checklist (you need not check every box) and return this form with your certification fee to our offices. Your brightly-colored decal will be on your window in no time!

Check any boxes that indicate child-friendly practices at your establishment:

- Special parking designated for new & expecting mothers (if applicable)
- Public restroom or private restroom made available to children (with/without purchase)
- Changing table in women's restroom
- Changing table in men's/unisex restroom
- Flip-down child's toilet seat installed on one or more toilets
- Sink installed at child's height or sturdy step stool provided
- Towels and soap dispensers installed within child's reach
- Quiet, clean, comfortable area provided for breast-feeding mothers
- Children's play area equipped with clean, safe toys and books
- Easy stroller access and/or stroller parking area provided
- Give-away item (stickers, lollipop, balloon, small toothbrush) offered to children
- Staff regularly greets children and makes an effort to help them feel welcome
- Staff offers assistance to parents (folding strollers, carrying bags, reaching items)

Restaurants:

- Children's menu or child-sized portions available
- Healthy food choices available
- Crayons or other toys offered at table
- Straws and/or plastic cups available
- Wait staff friendly to children
- Crackers or other appetizers offered to hungry children who must wait
- Care is taken when serving hot foods
- High chairs available
- _____ available

Retail Shops, Government Offices & Service Businesses:

- Children's play area adjacent to area where parents conduct business
- Special line for families with children offered during busy/peak hours
- Photos of neighborhood children or artwork on display

Additional Comments:

In what unique ways does this establishment create a child-friendly atmosphere? Please describe:

Please note any special programming or services for children offered by this establishment:

Signature of owner/manager/representative of this establishment: _____

By signing this form, you hereby grant to CFI the right to publish the information pertaining to your establishment as it appears on this form in a database "The Child-Friendly Locator" on the Web at www.childfriendly.org.

Date _____ Print name: _____

Name of person submitting application (if different than above): _____

Phone or email of person submitting this application: _____

Thank you for taking the time to make a difference! A child-friendly marketplace is in everyone's best interest.!