

# Culture Book



Philadelphia  
Nanny Network



# Leading with Impact

Wendy Sachs, Founder and CEO of Philadelphia Nanny Network, has been a trailblazer in the in-home child care industry since 1985. From a time when “nanny” was a budding term, Wendy evolved with every shift in child care, setting the gold standard.

Her influence has reached from Capitol Hill, where she has advocated for the industry and job creation, to national media outlets like the Wall Street Journal, New York Times, and The Oprah Winfrey Show. Not just a businesswoman, Wendy is a nationally recognized child care expert.

Philadelphia Nanny Network team designed the Elite Nanny Program as a unique career pathway for entry-level nannies to gain hands-on experience and experienced nannies to work through a supportive, respectful agency, ideal for those seeking stable agency work and career growth.

Beyond private services, Corporate Sponsored Backup Care is offered, cementing the agency as a versatile child care solution. Wendy also plays key roles in industry associations, as a founding member of the International Nanny Association and a board member of the Association of Premier Nanny Agencies. We are proud to be a WBENC Certified Woman-Owned Business.



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# Mission

Philadelphia Nanny Network is dedicated to helping parents and caregivers manage a healthy, realistic and effective work/life balance. Philadelphia Nanny Network will remain a recognized leader in setting Best Practices and as an advocate for the healthy development of children through quality in home child care.

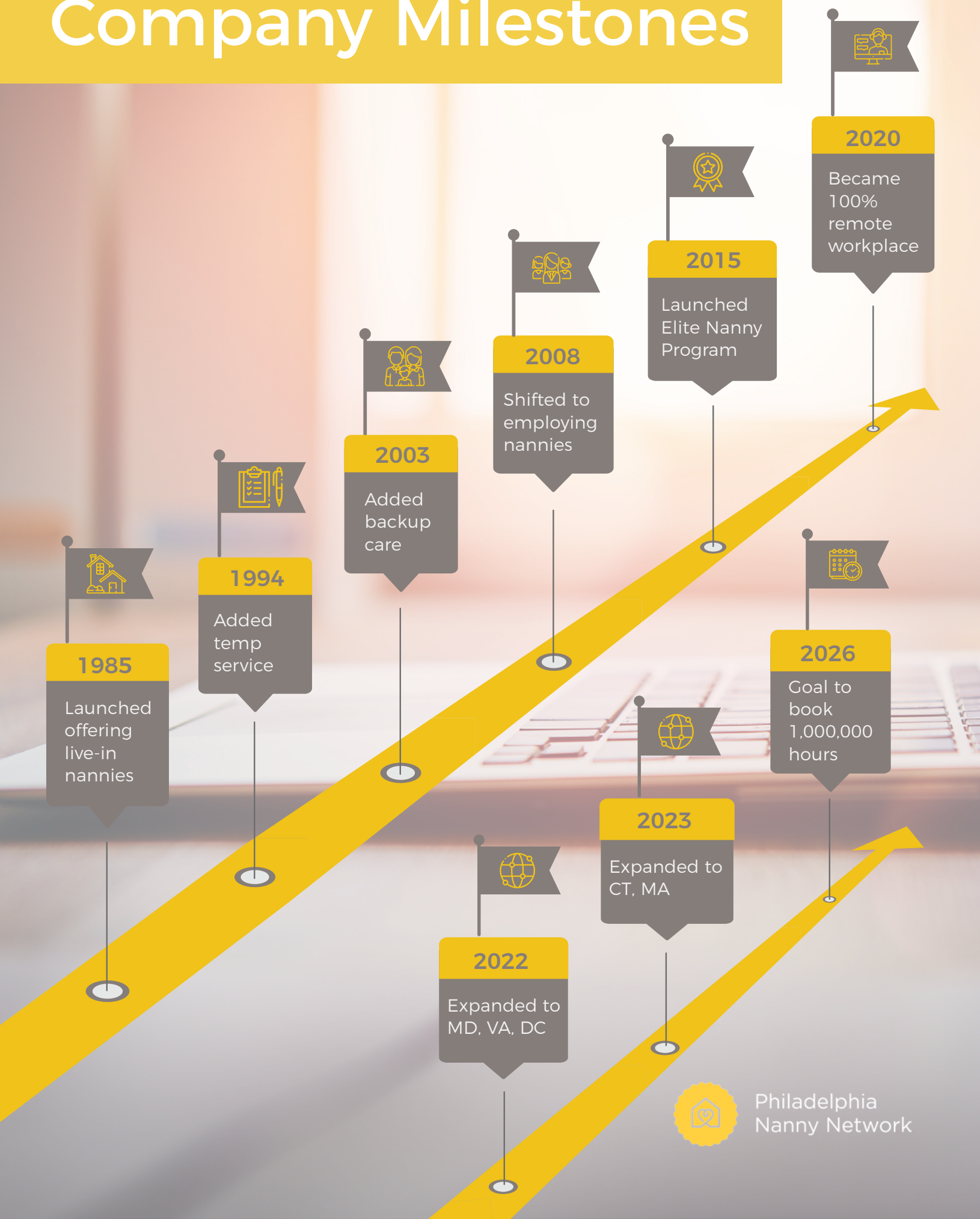


# Vision Statement

Philadelphia Nanny Network will remain the preeminent in-home child care agency with growth focused in Corporate Sponsored Backup Care. By maintaining a high standard of excellence, PNN will continue to create productive relationships with clients, corporate employees and child care providers based on trust and confidence. Continuing to carve a path of high standards for Best Practices, PNN will remain a forceful leader in helping everyone in its community to achieve a healthy work/life balance.



# Company Milestones



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# Our Why

We exist because we believe in elevating the quality of life for families and nannies as well as our internal team. Our core purpose is to forge relationships that go beyond the transactional, serving as base of trust and support. We aim to not just fill a job, but to create a harmonious ecosystem where families and nannies thrive and our team is the beneficiary of a job well done. It's not just about providing a service; it's about building a community anchored in respect, growth, and mutual care.





# Empowering Employees

Every team member, from our internal staffing, recruiting, and HR teams to our Elite Nanny Program's Staff and Substitute Nannies, plays a pivotal role in actualizing our mission. We empower our staff by entrusting them with meaningful responsibilities that align with our core values. It's not just about filling roles; it's about enriching lives. Whether simplifying the nanny search for parents or aiding nannies in career advancement, our collective expertise and dedication make the journey rewarding for everyone involved.





We build and maintain  
**trust and  
confidence.**



We are  
**knowledgeable,  
resourceful and  
detail oriented.**

We are **sophisticated**  
in the way we approach  
**staffing.**

# Core Values



We offer an  
**efficient,  
stress-free  
approach** to staffing.

We value a  
**healthy work/life  
balance** for everyone.



# Living Our Values

Every week, the internal team shares experiences from the past week that embodies our Core Values

“

Talking to soon-to-be-parents, who heard about us in a mom's FB group where many posts said "we are the ones to call". Ending the call, dad said, "I totally understand why!"

Thanks to everyone that covered for me while I was off. Enjoyed spending time with my family.

Highest nanny payroll ever, took extra care to avoid any sort of error!

At the end of a call with a potential client, she asked if I was the owner. When I told her no, she was surprised because I seemed so knowledgeable!

In just 1 week, we received 21 new Google Reviews - all 5 stars!

”





# Brand Promise

We promise more than just connecting parents and nannies—we create long-lasting relationships. Our unique Elite Nanny Program offers a career pathway for nannies, setting us apart in the industry. With roots in industry leadership, we bring unmatched credibility and expertise to every interaction. Committed to trust, efficiency, and fair pricing, we're not just enriching lives; we're setting the standard for the child care industry.

*"We used Philadelphia Nanny Network to find a full time nanny and for last minute backup care and the service is great. What's most important is that they do a stellar job finding quality caregivers. Our nanny is absolutely incredible, kind and thoughtful; and so wonderful for our kids."*



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# Core Candidate

## Long Term Nanny

Our core candidate for long-term nanny positions is an experienced caregiver with specialized education or training, and several years of full-time nanny work under their belt. They work to support themselves and their families. They excel and thrive on nurturing children while seamlessly managing a household. Committed to building trust and ensuring a stress-free environment, they find joy in positively impacting both children and parents. Their daily motivation comes from the sincere “I love yous” expressed by their nanny-kids and the gratitude they receive from parents for their punctuality, reliability, and thorough preparedness..





# Core Candidate

## Elite Nanny Program

Our core candidate for the Elite Nanny Program is a dynamic and adaptable caregiver seeking both a stable income and scheduling flexibility. Excelling as a Staff or Substitute Nanny, they blend their passion for childcare with the freedom to pursue other dreams. Committed to providing engaged and attentive care, they easily adapt to different family dynamics and cultures while maintaining a caring trust and confidence.



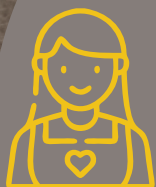
# Success Stories

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We used this agency to find a sitter for our 2 kids while we were visiting Philadelphia. The process to request care was very easy and they quickly had us booked with Hannah. She was so great, arrived promptly and our kids instantly felt comfortable with her! She clearly has a lot of experience with kids because even our crazy 3-year old loved her! We would absolutely recommend this service to anyone in the area, and we would love to use Hannah again!



I've been with this company on and off for about 6 months! I work a couple jobs and I'm an actor and the company is extremely flexible and understanding. This company really cares about their employees which is such an amazing feeling! I have never felt taken advantage of or unprepared while nannying- the company gives you everything you need to succeed. If you're looking to have a side job or a full time nannying gig, definitely apply with Philadelphia Nanny Network!



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# Team Achievements



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Team has grown the company at a  
pace that was awarded:



Fastest Growing  
Company in 2023



International  
Nanny Association  
Meritorious Award



Association of Premier  
Nanny Agencies  
Innovative Award

A wooden house-shaped toy is positioned on the left side of the page. It has a triangular roof, a rectangular body with several small square windows, and a semi-circular arch at the base. The toy is made of light-colored wood and is set against a background of a wooden surface with a prominent grain. The top of the page features a yellow banner with the title 'Privileges & Perks' in white text.

# Privileges & Perks

- Competitive compensation
- Paid Time Off
- Paid Holidays
- Tiered Healthcare Support
- Retirement Plan - Simple IRA, Company Match Program

## Recognition & Growth

- Opportunity for bonuses
- Opportunity for advancement
- Nannies can promote from Substitute Nanny to Staff Nanny
- Entry-level nannies acquire experience to enhance their resume aiming for higher-paying positions
- Internal office team members have opportunity for promotion and job growth





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