



The #MustHave Guide

Who are the nannies today?



Dedicated to...

All the parents who work so hard to raise their children to be happy, healthy and bright.

And of course, to all the people who help them do so!

WHO ARE THE HELPERS?

 **90% WOMEN**
 **10% MEN**

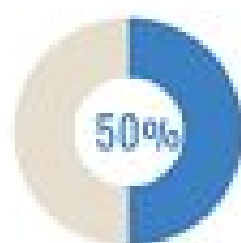
- 20 to 25 years old on average
- Certified in CPR, First Aid or safety training

AVERAGE RATE

 **\$14**
PER HOUR

Average pay for nannies and sitters ranges from \$10 - 20/hr

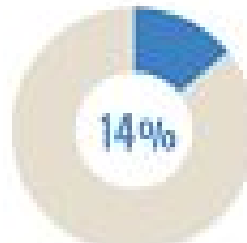
WHO HIRES THE HELPERS?



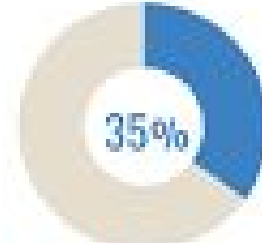
MOM



DAD












BOTH



**MOM FINDS,
DAD APPROVES**

HOW FAMILIES DECIDE WHAT TO PAY



   **2 IN 3** ask the helper
   **1 IN 3** ask friends
   **1 IN 3** use a pay rate calculator

FACTORS AFFECTING PAY RATE

1. Location (neighborhood more than city/)
2. Experience of helper
3. Number and age of kids
4. Whether housecleaning is required
5. Timing (last minute, weekend, holiday)



3 REASONS WHY FAMILIES DON'T HIRE SOMEONE

1 It's too expensive

2 Too stressful to find one

3 Can't get organized in time

4 Different Types of Helpers

Hi! I'm a

Stay At Home Mom



"I'm a happy mom and I want to help another family. I understand how difficult it is to find affordable child care during working hours, and I'm here to lend a hand."



Hi! I'm a

Granny Nanny

"I'm happily retired, but love children so much that I would happily spend a few hours with them after school, or when you have date nights (a must!)."



Hi! I'm a

COLLEGE STUDENT

“I need to money to go to school. I've plenty of previous experience. Helping a family is perfect for me to fit in between study time!”

Hi! I'm a

New Arrival

“I just moved here and I love it! Got lots of care experience and would love to help. I can also teach another language and share stories about my travels.”

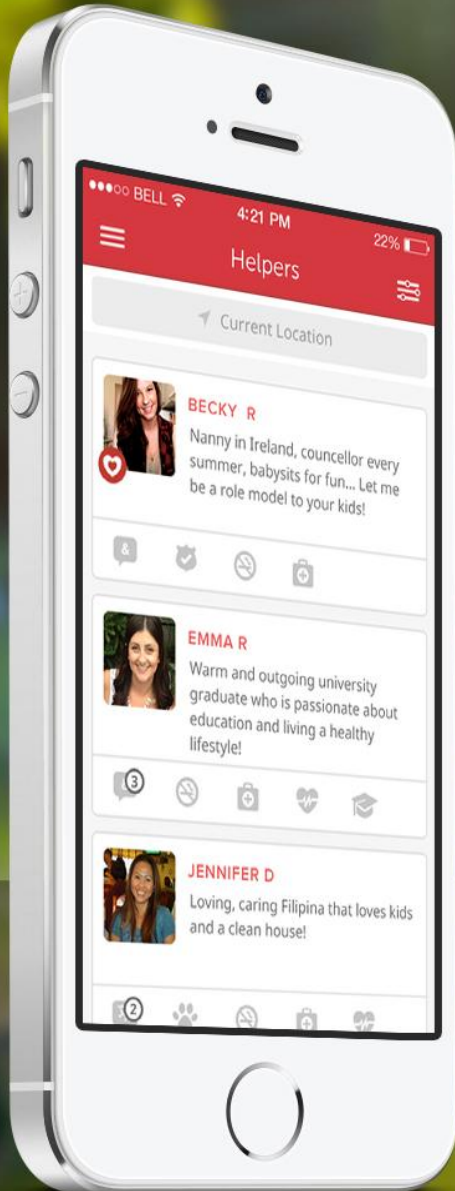


Now what?

Practical tools you can use
loved by thousands of families



WHO'S HELPING YOU?



Search for trusted helpers.
All in your neighbourhood.



“ I liked that myBestHelper matched candidates who were a good fit, and who were available at the time I needed. ”

- Angela V., Mom Of Three
Vancouver BC

www.myBestHelper.com

Built by: Dr. Alexandra T. Greenhill
Physician, mother of three



AFFORDABLE

Three simple choices.
Contact all of our
helpers. Full money
back guarantee.



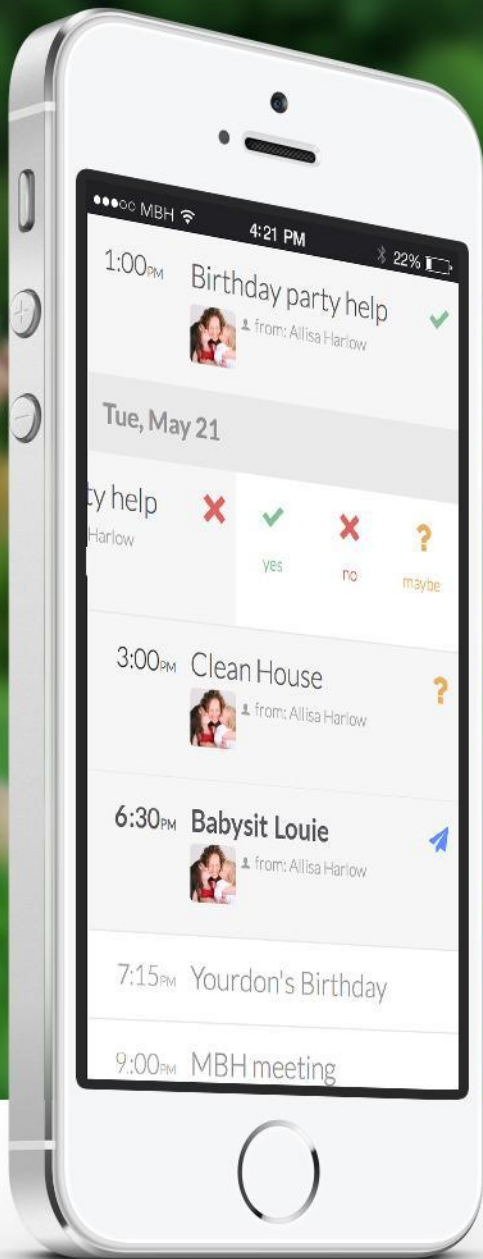
FAST & EASY


Post a job and relax while
caretakers apply. Or
search helpers and
contact the ones you like.



THE RIGHT FIT

Our Matching Wizard
suggests great people
who truly meet your
needs.



3:50PM  Usual nanny cancelled last minute.

4:01PM  Requested help on the myCrew app.
"Need sitter ASAP!"

4:30PM  3 people are available.

5:32PM  Help is on the way!

10:30PM  Paid nanny using myCrew app.

the uber-cool life tool
Organize. Delegate. Reward. *Live.*



Send requests to your contacts and groupsource your task.



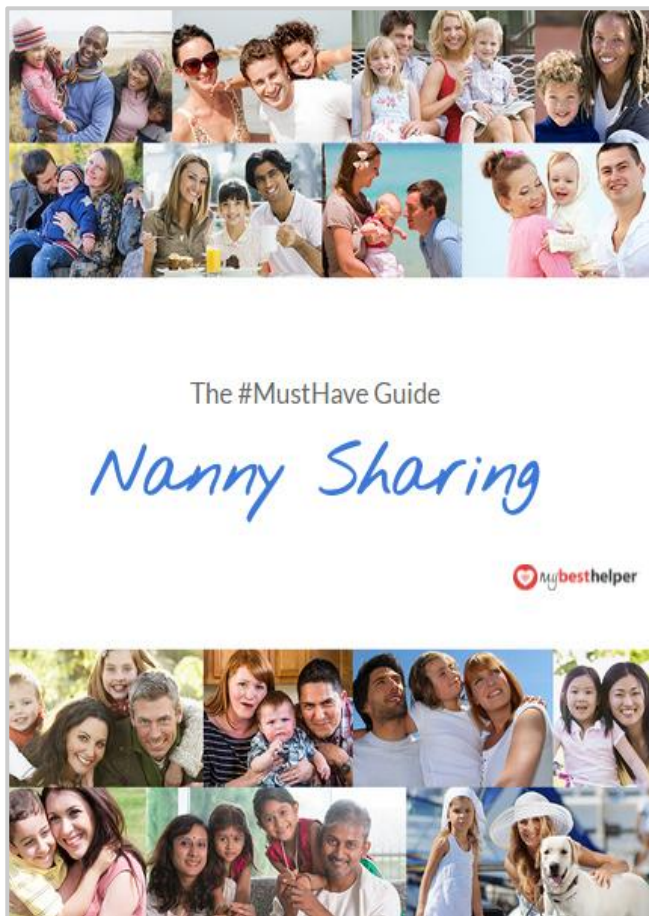
Create Crews that would best fit your requests.



Problem solved? Alert everyone you contacted in one click.

Email us!

To request the other #MustHave Guides,
email us: support@mybesthelper.com



About the Author



Alexandra T. Greenhill

CEO myBestHelper, physician and mom of three

This guide is written based on lessons learned about what really works from first hand experience as well as the thousands of families she has helped.

Passionate about making a real difference, Alexandra has served for decades on various volunteer causes including Chair of a Public School board and member of the Board of the Canadian Institute for Child Health. Her contributions have been recognized with many awards.



Queen
Elizabeth II
Medal of
Service



Cartier
Women's
Initiative
Awards
Finalist North America

We wish you the best in your search for the right care option for your family.

If you decide to follow the route of nanny, babysitter or homecare, take advantage of our job post wizard - post your ideal job with the help of our questionnaire, view parent-approved profiles and contact helpers directly.

MyBestHelper helps families find the right child care option.
www.mybesthelper.com

We'd love to hear from you!

Email: support@mybesthelper.com

Phone: 1.855.629.8872