



# MAKE A LIVING

## WHILE MAKING AN IMPACT

**KID'S HAVEN**  
CHILD CARE & PRESCHOOL

**FRANCHISE**



**A BETTER OPPORTUNITY**

# **DO YOU LOVE CHILDREN AND WANT TO OWN YOUR OWN BUSINESS?**



Since we opened our doors in 1991, our mission at Kid's Haven has remained the same: to provide the highest-quality child care in a way that best meets the needs of working parents. From our humble roots as an in-home daycare up to the present day, we've had the privilege of working with thousands of children in the Buffalo area.

At Kid's Haven, we believe that all children learn through active exploration of their environment. We strive to provide an environment filled with fun, challenging and educational activities for each child entrusted in our care. Our environment helps kids grow in their independence and self-confidence and feeds their inquisitiveness and enthusiasm. We create an environment where children can explore the world around them by using all five of their senses.

Our child care program identifies goals in areas including social/emotional, cognitive, physical and language. We plan and implement activities for the children, combined with the right selection of toys and materials to accomplish the objectives of our nationally recognized Creative Curriculum™. We give each child a strong educational foundation.

A COMPANY YOU CAN GET BEHIND

## Our Core Values

- ✓ Experienced
- ✓ Dedicated
- ✓ Compassionate
- ✓ Responsible
- ✓ Flexible



## Our Backstory

Kid's Haven is located in Buffalo, MN. We are a family-owned and operated child care center founded by Terry Peterson. It all began in 1982 when Terry opened a daycare in her home. In 1986, she hired Shawna Fadden to assist her. When Terry opened Kid's Haven in 1991, Shawna assumed the role of Assistant Director. Terry's daughter, Missy Sjolin, began working at Kid's Haven in 2002 and took over as the Director in 2014. Jaclyn Marek started working at Kid's Haven in 2006 and became an Assistant Director in 2016. In 2020, Missy started the process of buying Kid's Haven, Buffalo. Terry, Missy, Shawna and Jaclyn enjoy the opportunity to spend time with the people of the Buffalo community and to watch the children grow up.

In Terry's words, "It is a true blessing to be such an important part of so many lives."

CHANGE YOUR LIFE-FOR THE BETTER

# We Break the Mold

If you haven't noticed by now, we are not your run-of-the-mill child care center. We offer parents:

- ✓ A superior educational curriculum
- ✓ A drop-off option paired with a unique pricing model
- ✓ Extended hours to best accommodate our clients

We structure our fees so that we charge only when children are present. We understand that not all families have the same needs and that, for some, child care may only be needed once or twice a week. Our clients can opt for a weekly or daily rate if they wish but we don't require it.

Parents tell us that our flexible fee structure is one of the biggest reasons they chose our center over other providers.



MAKE A LIVING WHILE MAKING AN IMPACT

# Why Franchise With Us?

Investing in a Kid's Haven franchise may be the best decision you ever make.



We've worked tirelessly for over three decades to develop an effective business model and a trustworthy reputation in our community.

And our hard work has paid off.



## 4-STAR PARENT AWARE RATING

Kid's Haven is proud of our 4-star Parent Aware rating—the highest rating a child care facility can receive!



## A HISTORY OF SUCCESSFUL GROWTH

Upon opening, we were at 20% capacity and reached 100% capacity by the end of year one. We expanded our facility to meet demand and by the end of year two, we were at capacity again!



## MORE THAN ONE FACILITY EXPANSION

We added on to our facility two more times, in 2000 and 2010.



## CONSISTENTLY PROFITABLE

It took about 6 months to show a profit and after the first year, we've been consistently profitable!

## Why We Decided to Franchise

We receive frequent calls from people who are looking for child care in neighboring communities. Many people throughout the years have asked us to open up another location. However, we simply can't pull valuable resources from our Buffalo location to support a new building while maintaining the same level of efficacy.



Because of this persistent request and our well-established, tried-and-true business model, franchising is the perfect solution.

## Full Training & Support

When you purchase a Kid's Haven franchise, you don't have to start up your business on your own. Our experienced team commits to supporting you in several ways.

**AFTER ALL, WE SUCCEED  
WHEN YOU SUCCEED.**



Using our proven strategies, we train you in:

- ✓ State licensing
- ✓ Creative Curriculum™
- ✓ Parent Aware
- ✓ County assistance
- ✓ State scholarships
- ✓ Kubby Haven™
- ✓ IT and website support  
*(including the Procare software system)*
- ✓ Payroll
- ✓ Scheduling
- ✓ Budgeting
- ✓ Accounts payable and receivable



Capitalize on this trusted partnership to get your Kid's Haven franchise off the ground in your community!

## Financial Details

Minimum cash required: **\$150K**

Net worth required: **\$750K**

Total investment: **\$500-900K**

Interested in learning more about purchasing a Kid's Haven franchise?

**Contact Terry Peterson**

**763.682.3072 or  
tpeterson@kidshaven.net**