

CHILDREN'S LIGHTHOUSE

# A Family Brand That Makes a Difference to Children, Families, and Franchisees



**CHILDREN'S**  
LIGHTHOUSE  
EARLY LEARNING SCHOOL



Do you remember what it was like to shop at a family-owned business? Maybe it was your favorite hardware store growing up or a small-town department store. Main Street used to be lined with mom-and-pop shops that were supported by communities across America. And while there are still many thousands of small businesses run by entrepreneurs of all stripes, the family-owned business is one that holds a special place in many people's hearts.



At Children's Lighthouse, we know all about that. Ours is truly a family-owned and -operated brand that has been helping communities for over 25 years, and our growth is something we're extremely proud of. It has not been accidental. Since our inception, we've made it our mission to focus on the needs of children, families, communities, and our franchisees — a focus that's allowed us to become industry leaders.

In this eBook, we'll take a closer look at the Children's Lighthouse brand, how it began, our values, and how we commit ourselves to our communities and the long-term growth and success of our franchise partners.



# Brainstorming Around the Family Table

Our founders, brothers Mike and Pat Brown, opened the first Children's Lighthouse school in 1997, with the goal of offering high-quality childcare that went far beyond simple babysitting and playtime; they wanted to provide real opportunities for preschool and school-aged children to learn, explore, develop, and have fun — and that's exactly what each and every Children's Lighthouse franchise provides.

The brothers were parents themselves and understood the value of rich learning environments for children. "My first memories of Children's Lighthouse are of my dad and uncle sitting around deciding what our mission would be, brainstorming potential names for the business, and my grandmother ultimately coming up with the name Children's Lighthouse," remembers Mike Brown, President of Children's Lighthouse and the son of one of our founders.



**MICHAEL AND PAT BROWN  
CHILDREN'S LIGHTHOUSE PRESIDENT'S**

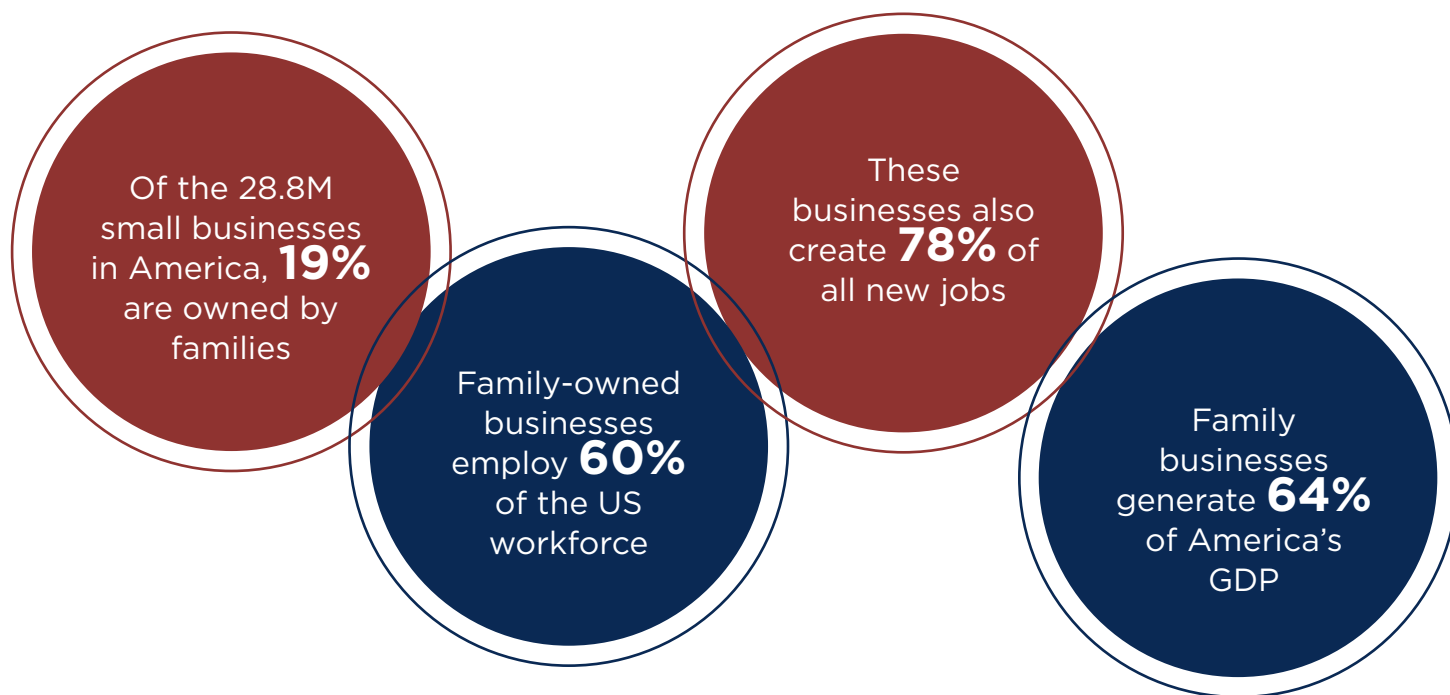
"My grandmother and my mom spent several days going around town to purchase all the furniture and equipment for those first schools. All of us just did what it took to see them successful."

It was precisely this kind of work ethic and togetherness that allowed the Children's Lighthouse brand to see success quickly, and today, with over 80 schools in operation, we aren't slowing down.



# An Important Part of Our Economy

As a family-owned and -operated brand, we know how satisfying it can be to work side by side with loved ones. But the fact is, family-owned businesses are an important part of the American economy...



Many of our current franchisees discovered our investment opportunity as family members first — parents who were looking for an exceptional learning and caretaking environment for their children and who found just that at their local Children's Lighthouse school. They quickly realized the value that a Children's Lighthouse franchise brings to a community and could see themselves as owners of a school, working together as couples and business owners to grow something bigger than themselves.

They also understood what an opportunity a Children's Lighthouse franchise is to build their own legacy, one they could perhaps leave to their children, much as Mike and Pat did for theirs.



# Integrity. Passion. Excellence.

Any brand that wants to appeal to investors who care about the value they bring to their communities must, in turn, have demonstrated values of their own that guide them. This is especially important in the early childhood learning sphere because, after all, it's the children who matter the most. Our values — integrity, passion, and excellence — inform everything we do and are at the heart of our brand promise — to create a safe, fun, and happy place that instills confidence, comfort, and a lifelong love of learning in children.

# An Executive Business Model

The Children's Lighthouse franchise opportunity is defined by an exceptional business model that has been fine-tuned over the course of 25+ years to include established processes and procedures, helping you run your school smoothly and efficiently. It's also an executive model, one that leaves room for more family time outside of work. Our model is perfect if you have managerial experience and you want to oversee your franchise at the executive level, relying on trusted staff to take care of day-to-day operations. This will free you up to focus on long-term objectives, set growth goals, and prioritize your time to include activities away from your school.





# Expert Training and Support

That same commitment we show to our values and brand promise is one that each and every franchisee enjoys when it comes to training and support.

When you become part of the Children's Lighthouse brand family, you and senior members of your staff will take part in our initial training programs that immerse you in the Children's Lighthouse culture, curriculum, and business model. These programs are conducted under the supervision of Shelly Pair, our Vice President of Operations, who has 21 years of experience in the childcare and child development industry. With her expertise as your guidance, you'll learn all about:

- How to teach our proprietary curriculum
- How to manage your classrooms
- How to find, train, and keep qualified staff
- How to manage your school for growth
- How to anticipate and control costs
- How to market your school to reach your best customer
- How to leverage important vendor relationships
- How to engage and support parents
- And so much more!

Within the first month of your opening, you'll also be visited by one of our franchise experts who will conduct on-site, post-opening training to ensure all your questions get answered and all your past training has set you up for success. After that, you'll enjoy quarterly visits from a franchise consultant who will help you set and reach goals, assist you with classroom management strategies, and keep you up to speed on best practices.





## We're Nationally Recognized!



We believe in everything a Children's Lighthouse investment has to offer communities, families, children, and our franchisees. But we're exceptionally proud to say, we aren't the only ones — we've been ranked by Entrepreneur as a top childcare franchise for 2022 and 2023, part of the publication's annual Franchise 500® list. Recognition like this only comes to brands that are committed to their business models and to the success of the franchise owners who make up their brand family.

"Franchisees tell us all the time how rare it is to find a company that is still family-owned and -operated, and how much they appreciate a franchisor that truly cares about their success like we do," says Mike.

That kind of feedback from franchisees says a lot about our dedication to them and to our values. It's what has allowed us to become industry leaders and the brand more and more families and smart investors are turning to.



WHY NOT BECOME ONE OF THEM? TO JOIN OUR BRAND FAMILY AND START MAKING A DIFFERENCE IN YOUR COMMUNITY, GET IN TOUCH TODAY!



**CHILDREN'S**<sup>TM</sup>  
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