



FAMILY
— **APPROVED** —
GLOBAL

OFFICIAL PARTNER GUIDE

Building a Better Future for Families — Together

FOR FAMILIES. WITH FAMILIES. FOR A BETTER FUTURE.

WELCOME TO FAMILY APPROVED GLOBAL

Every family deserves to feel safe, welcomed and respected. Every parent deserves to know that the places they choose truly understand the needs of families. And every responsible business deserves to be recognized for the effort it invests in creating exceptional experiences. That is why Family Approved Global was created. We are building more than a certification — we are creating an international community where businesses and families grow together through trust, quality and continuous improvement



Our mission is simple: to help families make better decisions, to help businesses become stronger, and to create a global standard that recognizes those who genuinely care about families. When you become a Partner, you don't simply receive a certificate. You join a long-term partnership dedicated to raising standards and building lasting trust — because families are not just customers. They are the future of every successful business.

"We don't just certify businesses. We help them become unforgettable for families."

ABOUT US

*Building the World's
Most Trusted Family
Network*

OUR ECOSYSTEM

FAMILY APPROVED CERTIFICATION

international standards
recognizing outstanding family
experiences.

FAMILY APPROVED NAVIGATOR

a digital platform where families
discover trusted partners.
Launching July 20.

FAMILY REVIEWS

a transparent system where
families share authentic
experiences.

FAMILY APPROVED FAIR

an annual event connecting
businesses, institutions and
families. First edition: October.

FAMILY APPROVED AWARDS

recognizing businesses that set
new standards. First edition:
December.

FAMILY DEAL CLUB

a growing community working
directly with families.

FAMILY APPROVED GLOBAL

WHO WE ARE

Family Approved Global is an international family-certification organization that helps businesses become more family-friendly, while making it easier for families to identify places they can truly trust. Through carefully developed standards, continuous partner support, education and marketing, we help our partners strengthen their reputation and build long-term relationships with families.



WHY BECOME A PARTNER

More than a certification. A long-term partnership.

When you join, you become part of an international ecosystem dedicated to helping your business grow through trust, visibility and direct connection with families. Your success becomes our success.

THE OFFER

International Certification — a symbol of quality and trust.

Continuous Development — new standards and improvements over time.

Dedicated Support Team — ongoing help to strengthen your reputation.

Marketing & Media Exposure — web, social, TV, events (by package).

Direct Connection With Families — through Family Deal Club.

Long-Term Partnership — become a most-trusted family brand.

OUR STANDARDS

International standards built around families.

Family Approved Certification is based on carefully developed standards that evaluate, improve and recognize businesses that place families at the center of their services. Unlike traditional systems, our standards are living — they evolve with modern families and industry trends.

DEVELOPED WITH

Psychologists
Tourism & Hospitality Experts
Legal Professionals
Families with Multiple Children
Industry Specialists
Business Partners

VALUATION CATEGORIES

Safety & Security
Family Experience
Service Quality
Hygiene & Cleanliness
Accessibility
Sustainability
Customer Care
Continuous Improvement

“Excellence is never accidental. It is created through clear standards.”

THE PARTNERSHIP

Our partnership begins where most certifications end.

CONTINUOUS STANDARD DEVELOPMENT

regular updates as family expectations evolve.

BUSINESS SUPPORT

practical recommendations based on industry trends.

INSPECTION & ADVISORY TEAM

there to help you reach higher standards, not to find mistakes.

ONGOING MARKETING SUPPORT

continuous promotion across our platforms and events.

DIRECT COMMUNICATION WITH FAMILIES

real feedback through Family Deal Club.

“Certification is not the finish line. It is the beginning of our journey together.”

FAMILY APPROVED GLOBAL

BEYOND CERTIFICATION

At Family Approved Global, certification is only the first step. Throughout the partnership we stay actively involved — helping your business improve, adapt and grow.



THE PARTNERSHIP

THE FAMILY APPROVED ECOSYSTEM

One partnership. Unlimited opportunities.

"We are not building a certification. We are building an entire ecosystem for families and businesses."

FAMILY APPROVED NAVIGATOR

Families discover trusted partners by location, category and need.

20th July

FAMILY APPROVED MAGAZINE

Featuring partners through interviews and articles.

In Development

FAMILY APPROVED MEDIA HOUSE

Documentaries, interviews, podcasts and campaigns.

In Development



BUILDING A BETTER FUTURE TOGETHER

Every partnership creates new opportunities.

A portion of every partnership is reinvested into initiatives that create long-term value for partners and the communities they serve.

DEVELOPED WITH

Community development projects

Support for innovative family businesses

Educational programs

Family events

Joint marketing campaigns

Community awareness initiatives

We are also developing programs to support entrepreneurs and family businesses through future public calls, mentorship and strategic collaborations.

“Real success is measured by the positive impact we create together.”

VISIBILITY



MARKETING THAT WORKS

At Family Approved Global, marketing is a foundation of our partnership. Our goal is simple: that families continuously discover, recognize and choose Family Approved Partners.

"Visibility creates awareness. Trust creates loyal customers."

YOUR BUSINESS MAY BE
PROMOTED THROUGH

OFFICIAL WEBSITE

NAVIGATOR

FAMILY REVIEWS

SOCIAL MEDIA

VIDEO CONTENT

TV CAMPAIGNS

PODCASTS &
INTERVIEWS

MAGAZINE

EMAIL CAMPAIGNS

FAMILY APPROVED
FAIR

FAMILY APPROVED
AWARDS

BRAND
COLLABORATIONS

FAMILY APPROVED FAIR

The International Family Lifestyle & Business Fair.

The Family Approved Fair brings together businesses, institutions and families in one inspiring place. The first edition is planned for October — the beginning of one of the region's leading family-focused business events.

WHAT IT INCLUDES

Hotels & Tourism
Restaurants
Healthcare & Wellness
Education
Real Estate
Automotive
Retail & Technology

PARTNER BENEFITS

Preferred exhibitor placement
Special promotional campaigns
Media exposure before & after
Educational panels
Strategic networking
Direct interaction with families

"Where trusted brands meet the families of tomorrow."

FAMILY APPROVED AWARDS

Celebrating excellence. Inspiring the future.

The Family Approved Awards celebrate businesses and individuals who continuously raise the standard of services for families. The first edition is planned for December.

AWARD CATEGORIES

Family Friendly Hotel of the Year
Restaurant of the Year
Healthcare Provider
Shopping Experience
Tourism Destination

Brand of the Year
Innovation for Families
Community Impact
Partner of the Year
Lifetime Contribution

WINNERS ALSO RECEIVE

National & international media exposure · featured interviews in the Magazine · professional promotional content · social media campaigns · recognition across the network · priority for future collaborations.

"Recognition is not given. It is earned."

GROWING TOGETHER

Your success creates opportunities for others.

Every annual partnership is designed to create value in multiple ways. A significant portion of our work is reinvested into our partners and projects:

Promoting partners

Family Approved events

Educational initiatives

New projects

Expanding our media

Improving the Navigator

Strengthening Family Deal Club

National & international media exposure · featured interviews in the Magazine · professional promotional content · social media campaigns · recognition across the network · priority for future collaborations.

“Strong businesses build strong communities.”

JOIN THE FUTURE OF FAMILY BUSINESS

Become a Family Approved Global Partner.

Whether you are a hotel, restaurant, healthcare provider, school, shopping center, travel agency or any business committed to families — there is a place for you in our community.

WHY JOIN TODAY?

International family-focused network

Greater visibility and credibility

Stronger relationship with families

Continuous support and development

Exclusive marketing opportunities

Participation in the Fair

Eligibility for the Awards

Listed in the Navigator

BECOME A PARTNER

info@familyapproved.com

www.familyapproved.com

"The future belongs to businesses that families trust."

LEGACY

“The greatest businesses are remembered not only for what they achieved — but for the lives they helped improve.”

OUR MISSION

To connect responsible companies with meaningful initiatives that improve the lives of families and strengthen local communities.

OUR VISION

Supporting families
Entrepreneurs and startups
Education
Community initiatives
Strategic partnerships
Sustainable development

FOUNDING
FOUNDATION
PARTNERS

Organizations that join during our early development help shape future programs that leave a lasting impact on families and future generations.



FAMILY APPROVED GLOBAL

FAMILY APPROVED FOUNDATION

Building a legacy together.

We are developing the Family Approved Foundation — a long-term initiative supporting families, entrepreneurs and communities through education, innovation and strategic partnerships. It represents the social responsibility and legacy of the entire ecosystem

