

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Nearly 10x

The report from Vivvi and The Fifth Trimester quantifies the potential payoff for firms that invest in strong family-care benefits.

Feb. 22, 2024



By Pavithra Mohan, Fast Company (TNS)

There's plenty of evidence that providing corporate benefits to support employees with fertility treatments and childcare costs is a worthwhile investment for companies. Caregiving benefits can be a strong driver of retention and an effective recruiting tool, with a not-insignificant portion of workers seeking new jobs to secure fertility coverage.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

hours and remote work policies.

For many of the survey's 300-plus respondents, this type of support was more appealing than some of the traditional markers of a good job. In fact, 90% of them said they would prefer an ongoing childcare subsidy of \$10,000 over an equivalent cash bonus. When identifying the benefits that were most crucial, respondents ranked childcare benefits ahead of a 401(k), alongside key offerings like vacation time; nearly 60% of people surveyed said childcare subsidies would lead them to stay in a job for a minimum of four years.

Perhaps most importantly, at least for companies focused on their bottom line, many of the survey's respondents claimed that robust caregiving benefits would enable them to work harder and spend more time on internal programs like mentorship. And nearly 70% of them said that with subsidized care, they would be willing to go into the office frequently—even more often than what was required by their employers.

Fast Company © 2024 Mansueto Ventures LLC. Distributed by Tribune Content Agency LLC.

Benefits • Human Resources • Payroll • Small Business

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us