Invest in Parents

Helping working parents participate in, remain in & thrive in the workforce
Acknowledgements

The Invest in Parents Initiative is brought to you by Cleo, The Mom Project, Paid Leave for the United States, and Happiest Baby.

Cleo

Cleo is a safety net for working families that plugs the gaps between the demands of work and life. With its own network of expert guides, they apply a mix of telehealth visits, always-on parent support, and community connections for thousands of families every day for every moment that matters. From birth prep and lactation support to mental health triage and early childhood behavioral support and management training, Cleo prepares families for every part of the journey of growing their families as they grow their careers.

Cleo serves more than 100 clients and supports families globally in 55+ countries and in 10+ languages. Learn more at: hicleo.com.

The Mom Project

The Mom Project is the leader in helping businesses attract and retain female talent. With a community of over 250,000 talented professionals and more than 2,000 companies, The Mom Project is committed to building a better workplace for mothers and the businesses they support by harnessing the often overlooked intellectual workplace power of moms. The Chicago-based company was founded in 2016 by Allison Robinson, who serves as CEO, and has raised $11M in funding to date, including a Series A of $8M led by Grotech Ventures, Initialized Capital and Aspect Ventures, along with previous backers Atlanta Seed Company, Engage Ventures, IrishAngels and Wintrust Financial. Serena Williams joined The Mom Project as a Strategic Advisor in early 2020 to further mobilize the mission.

PL+US (Paid Leave for the United States) is the national campaign to win paid family leave by 2022. Founded by Katie Bethell, who Fortune Magazine named one of the world's greatest leaders, the organization has helped win paid family leave for nearly 8 million people at companies like Walmart, Starbucks, CVS and more in partnership with employees, employers, consumers, and investors. Learn more at: http://paidleave.us

Happiest Baby

Happiest Baby is dedicated to helping parents raise healthy, happy children. The company weaves cutting-edge science and ancient wisdom to create products and content to solve everyday parenting challenges and enhance child well-being. The company’s flagship product, SNOO Smart Sleeper, provides babies with the sensations of the womb and the responsive rhythms of experienced caregivers. It adds 1-2 hours to sleep, reduces crying, and immediately improves infant safety by securing babies on the back.

SNOO has helped babies sleep safely for over 100,000,000 hours. It won the National Sleep Foundation’s Innovation of the Year and is in the permanent collection at the Smithsonian Institution. Over 50 top corporations rent SNOOs as an employee benefit to support new parents. Studies are underway to evaluate SNOO’s efficacy to reduce SIDS, prevent postpartum depression, and to improve the care of newborns (including for prematurity, withdrawal from drugs, etc). Learn more at: happiestbaby.com
SITUATION

Working families in across the U.S. are dramatically impacted by the changes COVID-19 has brought to our work and home lives. Everything from increasing anxieties around job security, mounting homeschooling demands, and radical birth and postpartum plan shifts have taken the small safety net families had pre-COVID-19 away, and are creating short- and long-term consequences that have an outsized and dramatic impact on working parents — especially working mothers, of young children. When faced with the high costs associated with childcare, the result is financial instability, anxiety, increasing postpartum depression rates, and more.

According to a recent study conducted by Cleo, working parents report that more than 50% are without childcare. Either one parent or both parents are sharing childcare responsibilities. 1 in 5 working parents said that either they or their partner are considering leaving the workforce to care for their children.

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Cleo, The Mom Project, PL+US (Paid Leave for the United States), Happiest Baby, public officials, and large employers are partnering to publish a report on COVID-19 and its impact on employment among working families, with a particular focus on working mothers. The report will be published alongside a set of resources and a corporate-focused “Invest in Parents Pledge” for companies to sign on to take action to protect and invest in working parents during the next phase of our far-reaching health and economic crisis.

Why employers? Leading employers across the country have already recognized the importance of embracing and supporting
working parents, and are banding together to ensure we do everything we can as a community to support the demands of working parents and their families as we prepare for the next several weeks to months of uncertainty.

BY THE NUMBERS

1 in 5 working parents said that either they or their partner are considering leaving the workforce to care for their children.¹

> 50% of families are without childcare. Either one parent or both parents are sharing childcare responsibilities.¹

25.1 million working mothers have children under the age of 18 in the U.S.²

1 in 8 American households are headed by single mothers.²

In California, 1 in 3 women in the workforce are mothers.⁴

In California, 584,000 working mothers have children under the age of 6.⁴

More than 50% (a majority) of families will lose money or income by having a parent or family member stay at home with the kids during the crisis.⁵

In California, 80% of Black mothers, 47% of white mothers and 50% of Latina mothers are key family breadwinners.⁶

A recent Lean In survey showed that concerns about job loss, reduced hours and/or pay, or finding a new job were common across all groups, but highest among women of color. In particular, Black women are substantially more likely than white men to be concerned about getting laid off (35% vs. 23%), getting their hours cut back at work (27% vs. 17%), or trying to find a new job (31% vs. 13%).⁷

Full-time working mothers in two parent households are on average doing around 22 hours of childcare a week during COVID-19, in addition to maintaining their jobs. Among the full time employed, married men provide 7.2 hours of child care per week versus 10.3 hours for married women. Conditional on having at least one child up to the age of 5, the numbers are 10.6 hours for married men versus 16.8 hours for women.⁸

Women are disproportionately more likely to be in industries at risk of job virus-related layoffs. Women compromise 47% of US labor force and yet 51% of “high risk” industries.⁹

Women at all levels are underrepresented at US corporations, less likely to advance than men, and experience a widening pay gap as their careers progress.¹⁰

PL+US Action Fund surveyed likely voters in Arizona, Iowa, and North Carolina and found that paid leave is among the most popular proposals to address the coronavirus crisis (85 percent favor, including 57 percent strongly favor).¹¹
PLAN OF ACTION

**Bring Awareness to Employers**
Through partnerships with NGOs, private industry and family-tech focused services, we will bring awareness to employers across the U.S. about the unique needs of working parents — especially working mothers.

**Launch Virtual Roundtables and Task Force**
We will launch a series of virtual roundtables and a task force on the state of working mothers as COVID-19 unfolds — to help highlight different challenges at different stages of this pandemic, including employers and NGOs, and publish a set of policy and workforce recommendations at the end of May and June.

**Pledge to Invest in Working Parents**
We will invite employers across the country to sign the pledge to take action to protect and invest in working parents.

REFERENCES

2. Working Mothers Issue Brief, U.S. Department of Labor, [https://digital.library.unt.edu/ark:/67531/metadc955340/m2/1/high_res_d/Working_Mothers_Issue_Brief.pdf](https://digital.library.unt.edu/ark:/67531/metadc955340/m2/1/high_res_d/Working_Mothers_Issue_Brief.pdf)
4. Employment Status, U.S. Census Bureau, [data.census.gov](http://data.census.gov)
7. The coronavirus is a financial crisis for women, Lean In, [https://leanin.org/article/the-coronavirus-is-a-financial-crisis-for-women](https://leanin.org/article/the-coronavirus-is-a-financial-crisis-for-women)
11. Paid Leave for the United States Action Fund Survey
As a Caring Employer,

We pledge to protect the wellbeing of working parents who are stressed and challenged by the COVID-19 crisis. Working parents — particularly working mothers — need our support.

☑ We will help raise awareness about working parent challenges.

☑ We will support flexible options for working parents.

☑ We will support greater access to resources to assist working parents, such as training managers, to better understand the special challenges of working parents and to avoid bias.

☑ We will review findings from and/or participate in the Invest in Parents task force to further the cause of helping working parents and their families.

We are proud to encourage companies and communities to help working parents — particularly working mothers — participate in, remain in, and thrive in the workforce.
To help employers and advocates fulfill the pledge and better support their working parents and their families, below are a few resources.

**Supporting Parents & Managers: Tactical Support for Working Through COVID-19**
Cleo’s COVID-19 Resource Center (hicleo.com/covid-19) features COVID-19 support content for employers, managers, parents with young children, and new and expecting parents. The resource center includes live and on-demand webinar resources, Cleo Live Q&A sessions with Cleo’s expert guides, blog posts, video content, and much more.

**Cleo Live Q&A Expert Series to Support Employers, Managers and Working Families**
Cleo provides access to live Q&A sessions led by expert health and wellness practitioners, including board-certified OB/GYNs, nurse midwives, career coaches, doulas, mental health specialists, and more. Cleo Live sessions are available to every family, manager or HR leader here in the United States and Internationally — free of charge. Register for a Cleo Live session at hicleo.com/covid-19.

**Enhanced Employee Experience**
WerkLabs (themomproject.com/insights), the insights division of The Mom Project, helps business leaders answer their biggest questions to better support and engage employees as the workplace evolves. Companies seeking to understand both current obstacles to employee productivity and the critical strategies required to transition employees from fully remote work back to an office environment or hybrid will benefit from WerkLabs’ predictive people analytics. Their proprietary model was recently enhanced to include the socio-emotional characteristics that may affect employees as they work from home.

**Resume Rev**
The Resume Rev product (https://themomproject.com/resume_rev) and 5-Day Resume Guide (https://work.themomproject.com/resume-rev-5-day-challenge-evergreen) is available to all, allowing moms to quickly produce a crisp, clean resume that can be used to apply for jobs on The Mom Project job marketplace, or downloaded and used to apply for jobs anywhere a resume is needed.

**Pro-Bono Career Coaching**
The Unity Program (https://work.themomproject.com/unity-matching) was initiated to match individuals impacted by COVID-19 hardships, pairing them with pro bono professional coaching and resume review services. To date, The Unity Program Matching has supported over 500 requests for assistance with more than 1,000 hours of professional coaching offered in the coming weeks.
Collaboration and collective engagement by employers can provide the support that working families need during this uncertain time.