



**We believe no one  
should go through  
caregiving alone.**

April 2025



# Cariloop Introduction

**Mission:** We believe no one should go through caregiving alone.

**Vision:** To create the global standard for the way we support caregivers, families and each other.

- Founded in 2012
- Based in Dallas, TX
- Serving 175+ corporate customers and 1.7 million+ of their employees
- Supportive of 80+ countries globally and digitally inclusive of 240 languages

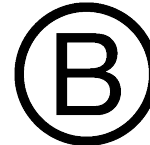


**Griffen Kelly**

*Brand new girl dad and  
seasoned pet dad*  
Senior Director, Partnership  
Development



**Certified**



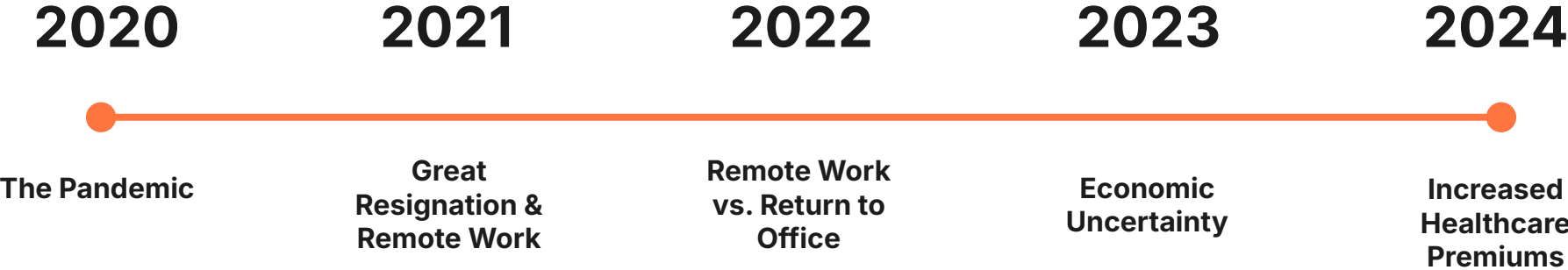
**Corporation**



# The Caregiving Landscape

---

**Let's hear it for the benefits professionals  
in the room who have helped employees navigate  
5+ years of "unprecedented times"**



# The Quiet Rage of Caregivers

Looking after a sick family member can mean putting your own life on hold, often with little recognition or outside support.

EMPLOYEE BENEFITS

## Benefits Think Why caregiving benefits should become a market norm

By Dave Jacobs April 10, 2024, 9:00 a.m. EDT 3 Min Read

MONEYWATCH

# As child care costs soar, more parents may have to exit the workforce

MONEY WATCH

By Christopher J. Brooks November 1, 2023 / 5:00 AM EDT / MoneyWatch



# What is the 'sandwich generation'? Many adults struggle with caregiving, bills and work

Roughly half of 'sandwiched' adults were unable to cover essential expenses, such as rent and groceries, because of caregiving costs.



Daniel de Visé USA TODAY

SEARCH

## Millennials and Gen Xers might be the unluckiest caregivers in history. Here's how their crisis is affecting every workplace

FORTUNE

SIGN IN

AARP

Join

Renew

Membership & Benefits

What We Do

★ AARP

Health Money Work & Jobs Social Security Medicare Caregiving Games Travel More...

# Managing a Paid Job and Family Caregiving Is a Growing Reality

U.S. News

NEWS » News Best Countries Best States Healthiest Communities Ideas & Opinions Elections Racial Equality

Home / News / Health News / The Plight of Unpaid Caregivers

# Drained: The Plight of Unpaid Caregivers

Being a caregiver isn't easy, but help can make it more manageable.

DYING BROKE

# Facing Financial Ruin as Costs Soar for Elder Care

The United States has no coherent system for providing long-term care, leading many who are aging to struggle to stay independent or to rely on a patchwork of solutions.

THE WALL STREET JOURNAL.

# An Only-Child Boom Is Beginning. It Gets Complicated When Mom and Dad Age.

Only children are becoming more common. They can face a heavy load when parents get older.

THE CUT

STYLE | SELF | CULTURE

PARENTING | FEB. 2, 2024

# Full-time Job, Zero Formal Child Care

Inside the hectic but cost-effective weekdays of the many working parents who have opted to keep winging it.

By Rebecca Gale

# It's Hard Not To Be a Caregiver



## Family Planning

- Prenatal prep
- Locating fertility clinics
- Exploring adoption
- Surrogacy
- Adoption
- Leave support
- First will creation
- Return to work planning



## Special Needs & Early Childhood

- Navigating special needs and disabilities (Autism, ADHD, Down Syndrome, and more)
- Pediatrician search
- Finding assistive technologies
- Therapeutic support
- PT/OT/SLP evaluations
- Neurodiversity guidance
- Nutrition
- Daycare/nanny /babysitter placement
- Finding summer camps
- Mental health guidance



## Education & College Support

- Navigating early intervention (Developmental delays or disabilities)
- Special needs diagnosis support
- IEP/504 meetings
- Locating tutors
- After school care
- ESL learning
- School transfers
- College Prep
- Trade
- Programs/Armed Forces
- Sourcing tutors



## LGBTQ+ Support

- Adoption, surrogacy and fertility resources
- Gender affirmation
- Vetting LGBTQ+ friendly providers, attorneys, pharmacies, etc.
- Transition resources
- Educational resources for parents



## Adult Support & Self-Care

- New diagnosis navigation (cancer, dementia, diabetes, etc.)
- Finding doctors
- Locating and vetting counselors or therapists
- Family dynamics
- Providing domestic violence resources
- Connecting with counseling, support groups and mental health resources



## Veterans Support

- Understanding VA benefits and eligibility
- Navigating VA Health Care and pensions
- Understanding how insurance, VA benefits, and Medicare work together
- Finding local and virtual support groups

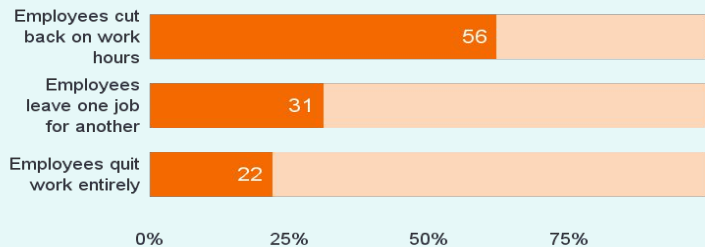


## Elder Care Support

- Finding & vetting assisted living, nursing homes, hospice, etc.
- Medicare/Medicaid enrollment and coverage
- Wills/POA/Advanced Directives
- Dementia support
- Difficult conversations
- Transportation resources
- Finding elder care attorneys
- Sales of a home

## Caregiving is costing employers over \$50 billion annually.

That's an estimated \$3,200 per employee.



- 24+ hours per week are spent on caregiving responsibilities, on average
- 70% of caregivers fear they'll have to leave the workforce to support loved ones
- 53% of caregivers went in late, left early or took time off
- 26% of personal income is spent on caregiving



# Caregiving significantly impacts employee health & well-being

## MIND

57% of caregivers experience *clinically significant* levels of stress, anxiety or depression.

*Blue Cross Blue Shield Association*

## BODY

Caregivers suffer from increased rates of physical ailments, tendency to develop serious illness and have high levels of obesity and bodily pain.

*Family Caregiver Alliance*

## WALLET

26% of personal income spend on caregiving.

*AARP*



# Not taking action to support caregivers creates a huge risk for the business

## PRODUCTIVITY

**80%**

of caregivers say caregiving affects their productivity at work

*Harvard Business School*

## RETENTION

**39%**

of caregivers leave their job to care for a loved one

*Family Caregiver Alliance*

## SDOH Goals

Caregiving disproportionately affects women and historically marginalized communities

*Family Caregiver Alliance*



# Return to Office Reimagined

## Put Employee Needs at the Heart of Your Return to Office Strategy

- Finding childcare
- Backup care planning
- Senior care support
- Finding companion care
- Finding transportation/delivery services
- And more...

**42%**

of companies with RTO mandates witnessed higher employee attrition than anticipated

**29%**

of companies enforcing office returns struggle with recruitment

**76%**

of employees are ready to explore other opportunities if their companies end flexible work schedules

# Caregiving in the Sandwich Generation



**6.4M** sandwich generation caregivers  
in the workforce

Source: *The National Alliance for Caregiving and the AARP*

- 1 87% of the Sandwich Generation provides care for an aging relative and a child under the age of 18 years old, but many are also caring for an older child (with 48% caring for a child over 18) or a child with a chronic condition (30%).<sup>1</sup>
- 2 82% percent of sandwich caregivers work full-time, and spend an additional 22+ hours per week caring for their loved ones.<sup>2</sup>

Source:

1. *New York Life Wealth Watch Survey*

2. *National Alliance for Caregiving and caregiving advocacy organization Caring Across Generations*

# How disruptive caregiving solutions are different.



## Predictable and Flexible

Employers need innovative benefits solutions that deliver **flexibility, predictability and provide value** to the employees and families who need it most.



## Support For Every Journey

Solutions need to deliver unique support, tools and guidance seamlessly to members in moments that matter.



## Embedded Caregiving Support

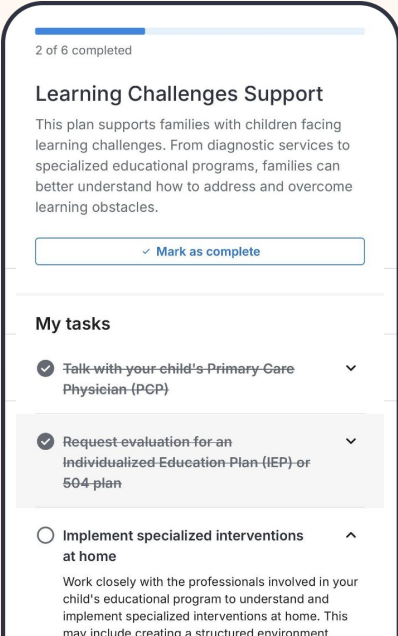
Caregiving support needs to be embedded in the employee experience to amplify business results.



# The Cariloop Model is Comprehensive & Seamless

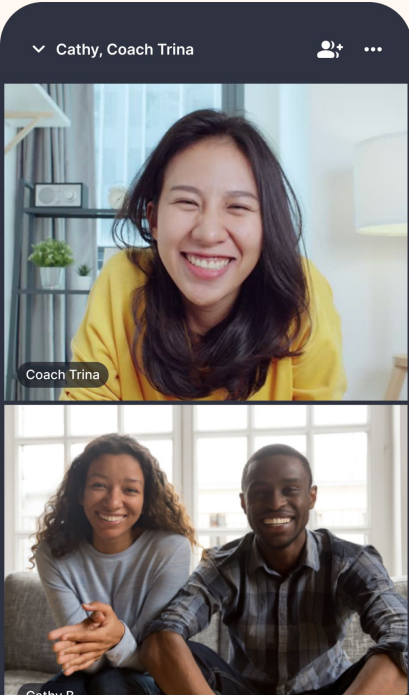
## Platform Tools & Resources

to manage and plan caregiving responsibilities



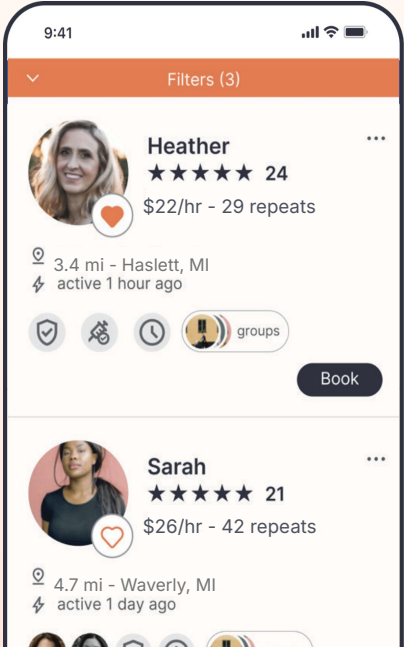
## Personalized Support

to navigate the complexities of caregiving



## Caregiver Network

to find, book and pay for regular or short-term care



# Thank You!

**Griffen Kelly**

Senior Director, Strategic  
Development

Email : [gkelly@cariloop.com](mailto:gkelly@cariloop.com)

Phone: 773-571-4444

