



# How the ASPCA used Cariloop to retain working parents and give individualized support at scale to 1,200 employees

As the leading U.S. nonprofit fighting animal cruelty, the ASPCA cares deeply about the wellbeing of the people serving its mission. Post-pandemic, they needed to support caregiving employees through a stressful new way of working while staying financially afloat.



### Support for Working Parents

The ASPCA needed solutions as employees struggled to balance work, childcare, and homeschooling, leading to increased stress and exhaustion.



### Solutions for the Sandwich Generation

In addition to raising young children, more employees were caring for ill or aging parents and managing challenging diagnoses for themselves or immediate family.



### Finding a Reliable Partner

ASPCA sought a cost-effective, trusted partner that could deliver immediate value to their employees with fast, reliable support and resources to meet their needs.

## That's where Cariloop came in.

Cariloop offers employees personalized support in their caregiving journeys, on their terms—and helps HR teams attract, support, and retain top talent with a single, employer-paid benefits solution designed for people who care for others.

### How Cariloop helps the ASPCA protect the focus and mental health of 1,200 employees:



**Seamless Employee Roll-Out and Ongoing Support** The Customer Success team helped the ASPCA Benefits team during onboarding, providing ideas and resources to educate staff on their new benefits. Cariloop integrated its launch into the ASPCA's pandemic employee support program.



**Game-Changing Care Coach Relationships** ASPCA employees value 1:1 support from Care Coaches on topics like childcare, special needs, aging loved ones, and mental health. They appreciate assistance with preschools, special needs resources, Medicare, and adaptive equipment.



**Tailored Support for Unique Work Stresses** The Cariloop Customer Success team partners with internal teams to provide tailored support by understanding employees' challenges. For example, They created a presentation on supporting employees with compassion fatigue from animal care and caregiving duties at home.



## APSCA's Experience and Results After Rolling Out Cariloop

18%

### Employee Utilization

Cariloop Care Coaches are equipped to share in the heavy lifting of finding care solutions for each case, freeing employee time and attention

1,100+

### Unique Caregivers Supported

A Care Coach is an employee's partner in care through life's toughest challenges, making them feel seen and heard while providing real solutions

70%

### Average Change in Stress Reduction

ASPCA Benefits team expresses gratitude to have found a true partner in caring for their employees that shares their core values and approach

“ We truly appreciate the one-on-one support our employees receive from their dedicated Care Coaches, who **take the time to understand each person's unique stressors and challenges, rather than just calling into a call center.** The overwhelming experience of caregiving varies for everyone, and we cannot overstate the value of this individualized, consultative support in addressing needs we may not even be aware of.”

**JILL PERRY**  
Senior Director, Benefits | ASPCA



cariloop

We believe no one should go through caregiving alone.

[cariloop.com](https://cariloop.com)