



11/15/2022

Dear Member of Congress,

As the leaders of child care, eldercare, and caregiving resource companies, we write to express our support for Care Economy policies that can catalyze private sector innovation and entrepreneurship.

As you may know, the Care Economy consists of both the paid and unpaid work involved in caring for a family member. According to the National Alliance for Caregiving and AARP's [Caregiving in the U.S.](#) report, nearly one in five Americans provided care for a loved one in 2020. This includes activities that caregivers perform daily such as caring for an elderly family member or child, cleaning up a house, shopping for groceries, or taking a care recipient to the doctor.

As the U.S. population ages in the coming years, demand for Care Economy services is expected to rise. Indeed, the U.S. Census Bureau [projects](#) there will be more adults over the age of 65 than children under 18 by 2034 for the first time in U.S. history. To that end, home health and personal care aide employment is projected to increase by [25 percent](#) over the next decade according to the Bureau of Labor Statistics. This represents a sizable growth opportunity for the U.S. economy. A recent [report](#) estimated the size of the Caregiving Economy to be \$648 billion, with potential for significant growth in the household management, child care, aging-in-place, and employer benefits industries.

This rise in demand for caregiving makes the Care Economy ripe for innovation and entrepreneurship and the private sector is doing its part to meet the moment. Our companies provide child care and eldercare services, caregiver resources, training and financial assistance, household management and end-of-life navigation and quality care. We believe our companies, alongside other innovators in the Care Economy, are uniquely positioned to help address the increasing demand for caregiving services in the years to come.

As a Member of Congress, you can also play a role in cultivating the growth of the Care Economy. As you consider year-end legislation, we would urge you to consider including important legislation like the [Credit for Caring Act](#) and [Better Care Better Jobs Act](#), which would provide financial support to caregivers and state Medicaid programs. Inclusion of these two pieces of legislation would serve as a catalyst for the next Congress to continue to consider approaches that would foster growth, including tax, healthcare, and workforce development policies.

The Care Economy represents a significant opportunity for entrepreneurship and innovation in the years to come. We urge you as a Member of Congress to enact policies, both now and in the new Congress, that promote growth and enable firms to reach scale to meet the moment.

Sincerely,



Helen Adeosun  
Founder & CEO  
CareAcademy

CareAcademy is a care enablement platform that provides high-quality, state-approved training for home care agencies, franchise systems, and payers that increases learner knowledge for better health outcomes. More than 350,000 caregivers have completed more than 2 million hours of training with CareAcademy. To learn more about CareAcademy, please visit [www.careacademy.com](http://www.careacademy.com).

# Carewell

Bianca Padilla  
Co-Founder & CEO  
Carewell

Carewell is the leading and fastest-growing one-stop shop for care designed to improve the lives of caregivers and their families. With more than 10,500 affordable and expert-vetted home health products, 24/7 customer support, and a library of resources, we simplify the shopping experience and provide personalized service to help caregivers care well. To learn more about Carewell, please visit [www.carewell.com](http://www.carewell.com).



Max Mayblum  
Co-Founder & CEO  
Givers

Givers is a savings and support platform for the 53M Americans taking care of their loved ones unpaid. The company is building the financial infrastructure for family caregivers to get paid, starting by streamlining and lowering the barriers to accessing complex yet impactful public and private benefits. Givers supplements financial support with emotional, educational, and logistical assistance. To learn more about Givers, please visit [www.joingivers.com](http://www.joingivers.com).

## guaranteed

Jessica McGlory  
Founder & CEO  
Guaranteed Health

Guaranteed is an end-of-life care company that makes tough moments easier. By blending at-home treatment with cutting-edge technology, we're here to deliver care how you want it. To learn more about Guaranteed Health, please visit [onguaranteed.com](http://onguaranteed.com).



Julia Cohen Sebastien  
Co-Founder & CEO  
Grayce

At Grayce, our mission is to empower families who care. We provide the leading solution to help families to navigate needs for aging, ill, and vulnerable loved ones. Grayce guides families through their journey with personalized guidance, support, and resources. To learn more about Grayce, please visit [www.withgrayce.com](http://www.withgrayce.com).

# ianacare™

Jessica Kim and Steven Lee  
Co-Founders / CEO / COO  
ianacare

ianacare is the front door to navigating all the care in the home across all stages of caregiving, connecting every layer of practical and emotional support in an easy-to-use experience for working family caregivers as part of their employee benefits package. The mobile-first platform leverages powerful technology that allows caregivers to create a team to organize & mobilize friends and family, access expert content, connect to local and community resources, and unlock personally curated employee benefits. This technology is paired with unlimited access to a highly specialized Caregiver Navigator trained to guide caregivers through their unique needs and challenges. ianacare partners with employers and institutions to deliver practical and emotional support to working family caregivers as part of their benefits package. To learn more about ianacare, please visit [www.ianacare.com](http://www.ianacare.com).

# Kinside

Shadhah Sigala  
Co-Founder & CEO  
Kinside

Kinside is the most comprehensive platform for working parents to find, secure, and save on child care. Offered as an employee benefit, Kinside is the only child care marketplace that gives parents transparency into child care openings, pricing, program information, care philosophy, and more—all in one app. Kinside partners with child care providers to offer exclusive discounts, helping parents save on care and employers improve their workforce attraction, retention, and wellbeing. To learn more about Kinside, please visit [www.kinside.com](http://www.kinside.com).



Jason Yu  
Founder & CEO  
Levo

Levo helps workers enter and stay in the healthcare industry to provide care for seniors, patients with disabilities, and others who otherwise can't live independently. Its employment platform provides workers with job opportunities and financial health while partnering with home and community-based providers. To learn more about Levo, please visit [hellolevo.com](http://hellolevo.com).



Michael Perry  
Founder & CEO  
Maple

Founded in 2020, Maple is on a mission to make raising a family easier for today's working households. Maple accomplishes this by providing parents with an all-in-one mobile application with tooling for better collaboration, organization, and visibility into the workload at home. A pioneer in shaping technology that brings equity to the home amongst caregivers, Maple is revolutionizing how families spend more time together and plan less. To learn more about Maple, please visit [www.growmaple.com](http://www.growmaple.com).



Charles Bonello  
Co-Founder & CEO  
Vivvi

Vivvi provides child care and early learning for today's families. We partner with employers of all sizes to make exceptional full-time, part-time and backup care more accessible and affordable. With beautiful campuses, flexible offerings, and trained, passionate teachers, we provide parents with peace of mind while offering employers the most powerful tool for recruitment, retention, and productivity. To learn more about Vivvi, please visit [www.vivvi.com](http://www.vivvi.com).



Siran Cao  
Co-Founder & CEO  
Mirza

Mirza is building the financial institution that powers the Care Economy, starting with employer-sponsored child care and caregiving insurance. Today, our "self insurance" platform delivers an end-to-end child care solution, from smart, tax-efficient subsidies to flexible payments coverage for both in-network and out-of-network care providers. To learn more about Mirza, please visit [www.heyMirza.com](http://www.heyMirza.com).



Lindsay Jurist-Rosner  
Co-Founder & CEO  
Wellthy

Wellthy is a caregiving support solution for employers and health plans. Going far beyond care management, Wellthy helps families balance life and caregiving responsibilities through a combination of precision technology and human expertise. To learn more about Wellthy, please visit [www.wellthy.com](http://www.wellthy.com).



Sara Mauskopf  
Co-Founder & CEO  
Winnie

Winnie is a leading marketplace for child care helping millions of parents across the United States find daycare, preschool, and more. Parents use Winnie to learn about local child care programs including detailed descriptions, photos, tuition information, licensing status, and more. Child care providers use Winnie to get the tools and support to grow their business, including filling their open spaces and hiring teachers. To learn more about Winnie, please visit [www.winnie.com](http://www.winnie.com).