

# 2024 IMPACT REPORT

*Reflecting on our progress.  
Amplifying the future.*

# A **thankful** message from our founder



**Dirk  
Doebler**

Founder + CEO

Every year we grow. We grow our team, our products, our programming, and our commitment to working parents - and 2024 was no different. Looking back at the year, I'm proud of how much progress we made in normalizing access and conversations around paid parental leave for parents, and in helping companies - of all sizes and all industries - better support their parent employees. As we said before, 2024 was a great year, but we're just getting started.

*-Dirk*

***At Parento, we're not just about offering insurance—we're about providing the financial tools that companies need to implement paid parental leave in a cost-effective manner, while also ensuring that the solution works for parents.***

## About Parento

**2019**



Founded in 2019 by Dirk, who became a parent in 2023

**100%**



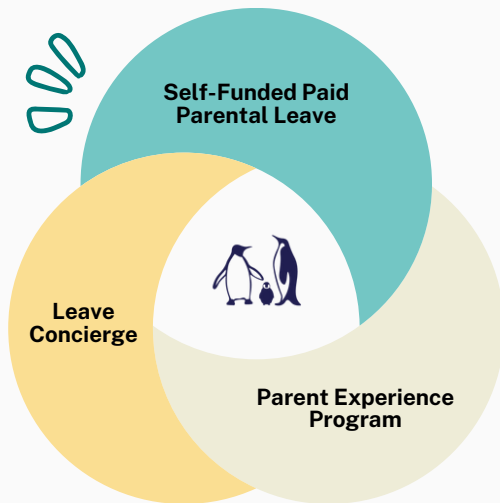
Of the Parento team is remote, working across 8 states

**GPTW**



Parento is Great Place to Work Certified

# We expanded our suite of products with a hyper focus on **ease of use**



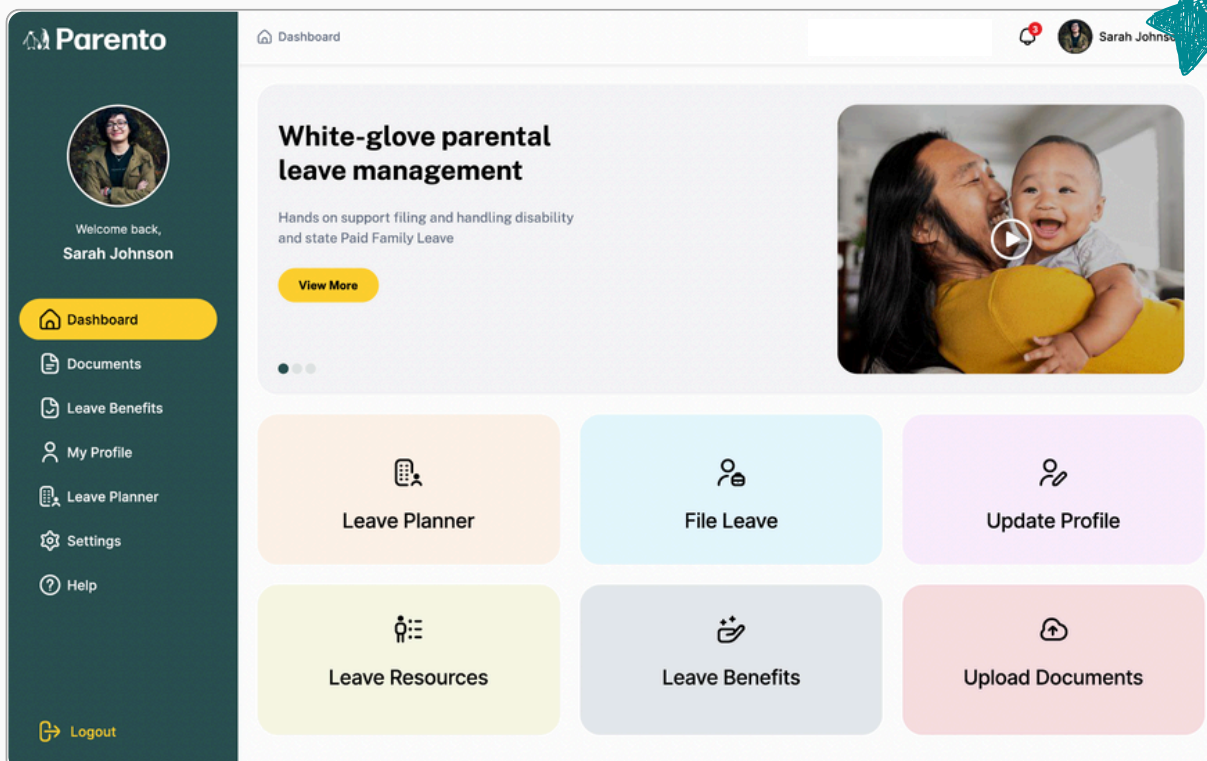
## Self-Funded Paid Parental Leave

We launched the Self-funded Paid Parental Leave program as an alternative for companies who currently, or will, self-fund their paid parental leave policy, but need white-glove administrative support to streamline the budgeting, process, and experience.

- Supports larger clients
- Supports clients in competitive job markets
- Supports clients in niche industries

## Improved and enhanced Parento Portal

We invested in the employee and employer experience, with a brand new dashboard and intuitive design to make it even easier to manage claims, processes, coaching, and more.

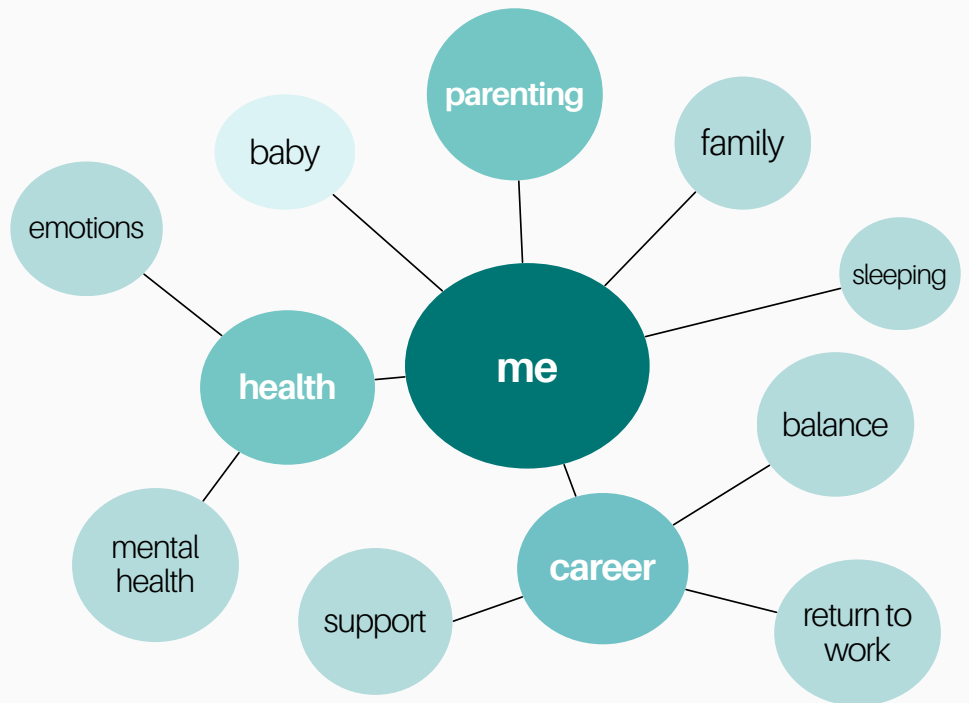


# And created judgment free **resources** for every parenting stage

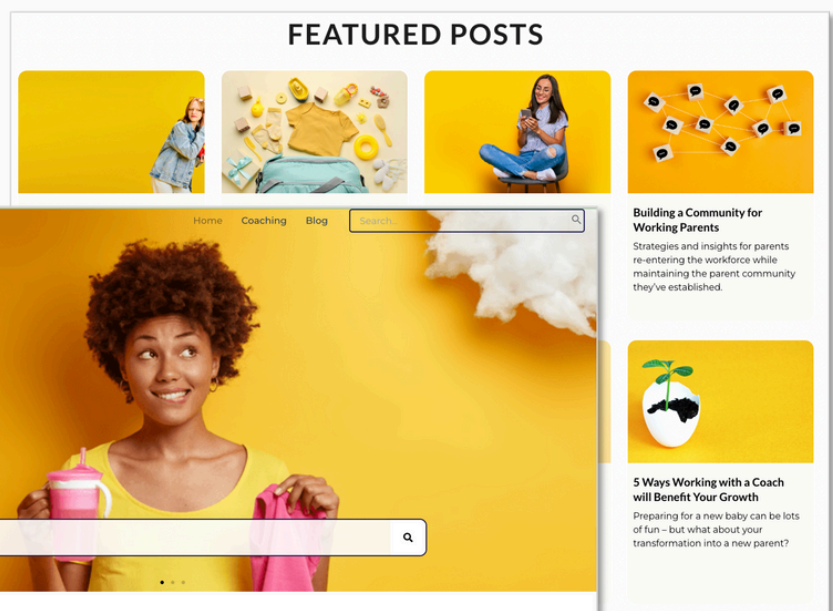
## Parento Library

We launched the Parento Library to meet parents whenever, and however, they need. Many parents opt for self-guided articles, toolkits and worksheets. The library launched with 100+ pieces and new (researched and scientifically backed!) content is added regularly.

Here are some sample topics and categories.



Written and researched by our in-house parenting coach and doula



Self-guided and available 24/7 for parents and their partners



# Along the way, we transformed families and parenting journeys

"From learning how to help my kid manage their anger, to minimizing their whining, to giving myself more credit...I now **feel more confident** in my parenting journey because of [my coach's] support."

"[My coach's] presence during this postpartum period has been **invaluable to both me and my baby.**"

"I think it's exceptionally difficult to communicate **the value of this type of coaching.**"

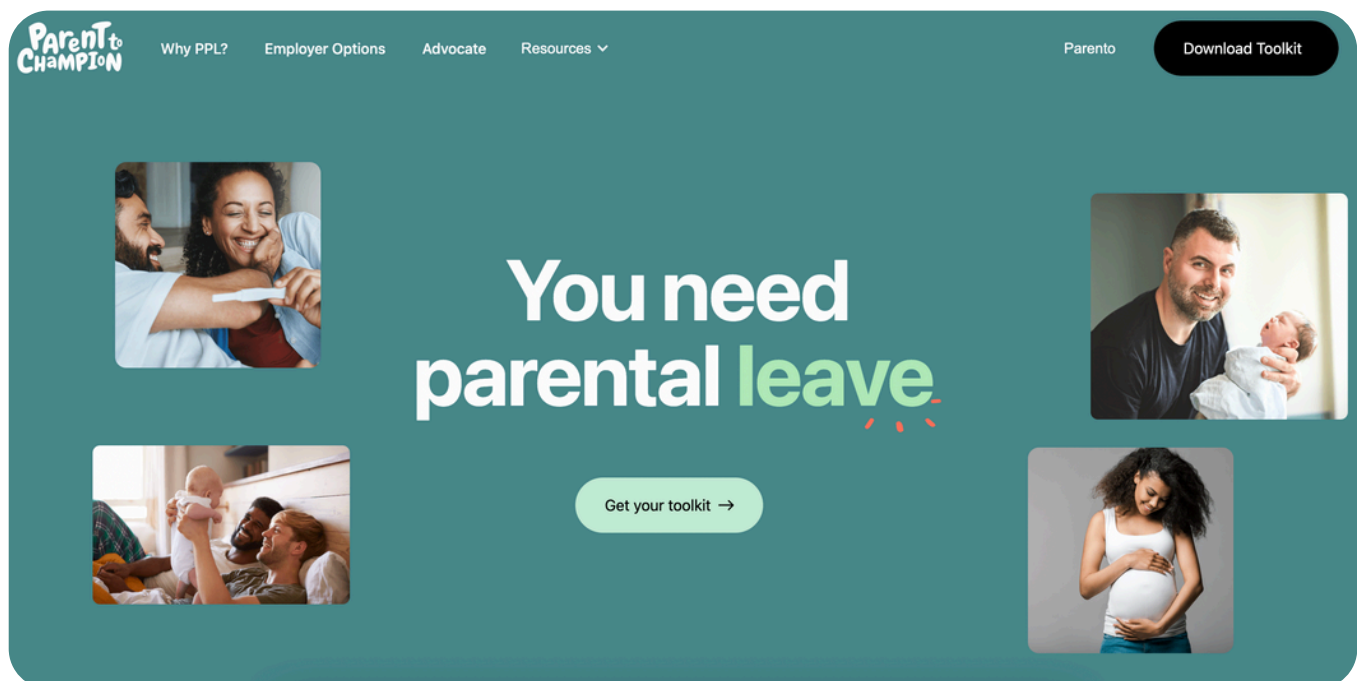


"[My coach] eased my anxieties as a new parent, and if I could **only choose one virtual resource for parental support, it would hands-down be [coaching]!**"

"After being diagnosed with postpartum depression, I sought help from Parento and [my coach] responded immediately. At first, I **was lost and didn't know where to begin** in my journey... I appreciate how she held me accountable to the small, but important, goals I wanted to accomplish. As a mom, she **empathized with me** and also showed grace."

# We empowered parents with the launch of Gimme Parental Leave

Launched in March 2024, Gimme Parental Leave is our commitment to social responsibility and is our exclusively parent focused platform. Gimme aims to educate and empower parents to advocate for equitable and accessible paid parental leave at their workplace.



Gimme is anchored by a 30+ page toolkit for parents to become paid parental leave champions.

***What sets us apart? Our educational and advocacy content is \*free\* for parents, and always will be.***

***We believe in paid parental leave for every working parent. Full stop.***



# We refined **processes and personalization**, improving experiences for everyone



We made providing the best experience for parents and employers our #1 priority and refined our processes for more touch-points, personalized outreach, and broader programming.

## 8+



personalized touch-points for every parent who begins parental leave

## More parent focused programming

In addition to our core offering, private one-on-one parent coaching sessions, we added group parent coaching: Parento Pods. Parents especially enjoyed **Sustainable Foundations** and **Building Capacity + Confidence** groups.

The Parent Experience Program added quarterly **Prepared Parenting** workshops for new and first-time parents, and a monthly webinar series for experienced and seasoned parents.

## 49%



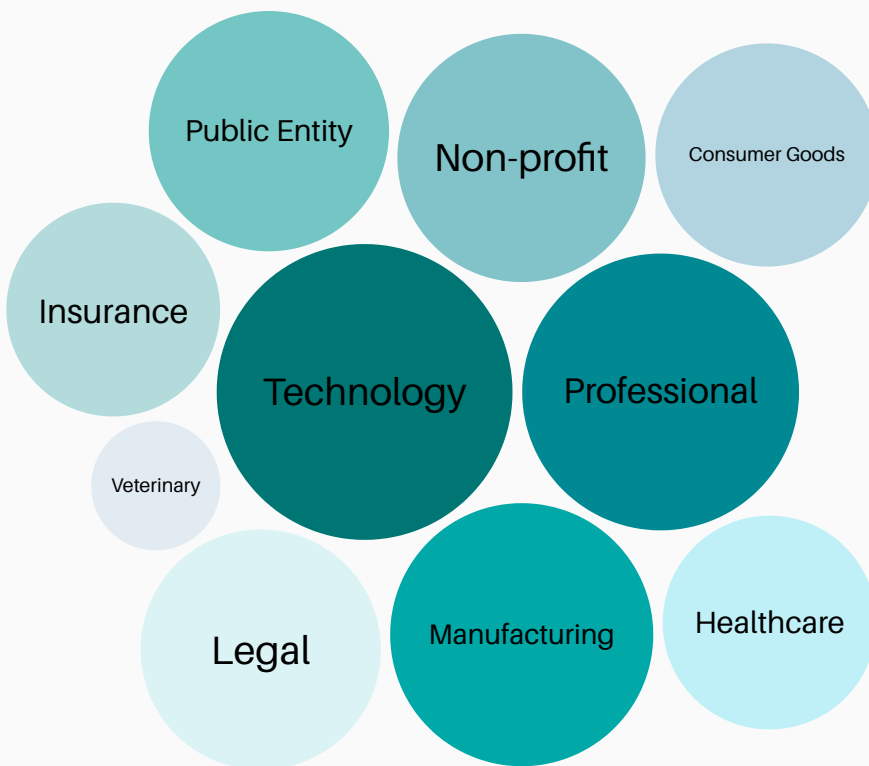
of partners participate in private one-on-one parent coaching sessions

## Invested in training managers and HR teams

Every quarter we hosted **Leadership Power Hour**, inviting an expert in the field to share practical strategies for HR to navigate paid parental leave, from breastfeeding in the workplace, to building re-onboarding plans for employees.

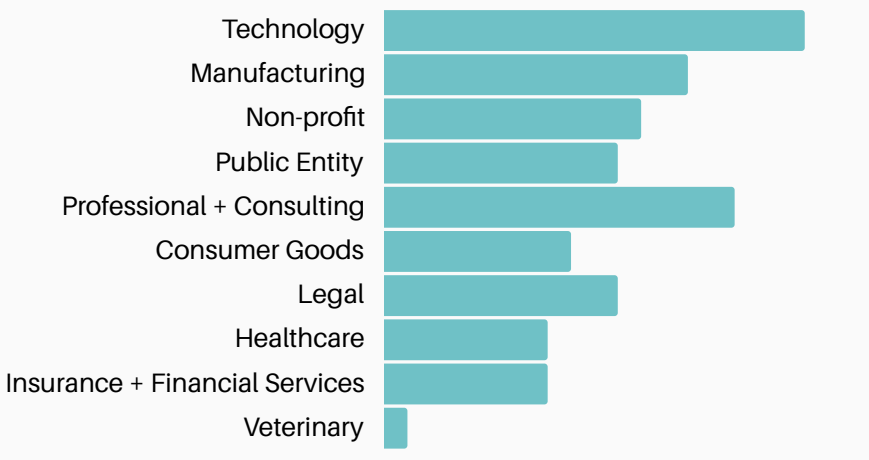
# We pioneered paid parental leave for unconventional industries

2024 saw the explosion of paid parental leave as a top requested and demanded policy amongst employees, especially in unexpected industries. What was once only for unicorn start-ups and Silicon Valley, saw widespread adoption across traditionally blue-collar industries and niche sectors.




Our manufacturing client sector includes large warehousing and packaging distributors, and national trucking services, covering blue-collar and factory workers.

2024 also witnessed a boom in non-profit and public entity adoption of paid parental leave. As sectors that operate on tight margins and budgets, this speaks to the growing need for paid parental leave to boost employee engagement and retention strategies.



**90%** 

Of surveyed clients say paid parental leave was used in talent acquisition + retention

**100%** 

Of surveyed clients say offering Parento boosted employee morale



# Our clients thrived, retaining and engaging more employees than ever

## Public Entity Client in California

"We take pride in being an organization that **values work-life balance and family friendliness**. Offering paid parental leave for all new parents, regardless of gender, is another way we could demonstrate these values."

## Sanitary District Client

"As a small organization, many of the options we encountered were neither cost-effective nor robust enough to meet our needs. Parento stood out with its easy-to-understand model and excellent customization options, allowing us to **create the perfect program tailored to our unique organization**."

## Digital Marketing Agency Clients

"Before implementing Parento, we noticed a lack of paid parental support at the federal level and inconsistency across the state level... We recognize that this is precious time for new parents, and we wanted to find a way to **reduce the financial stress** that may come with taking leave and to **address these inequities for our employees** in over 27 states."

## Non-profit Client

"I think I've told you this before, but **I am loving the portal!**"



# 95%



Of Parento parents returned to work full-time after their parental leave

# 95%



Of employees recommend Parento's program

# Our content propelled paid parental leave conversations and action

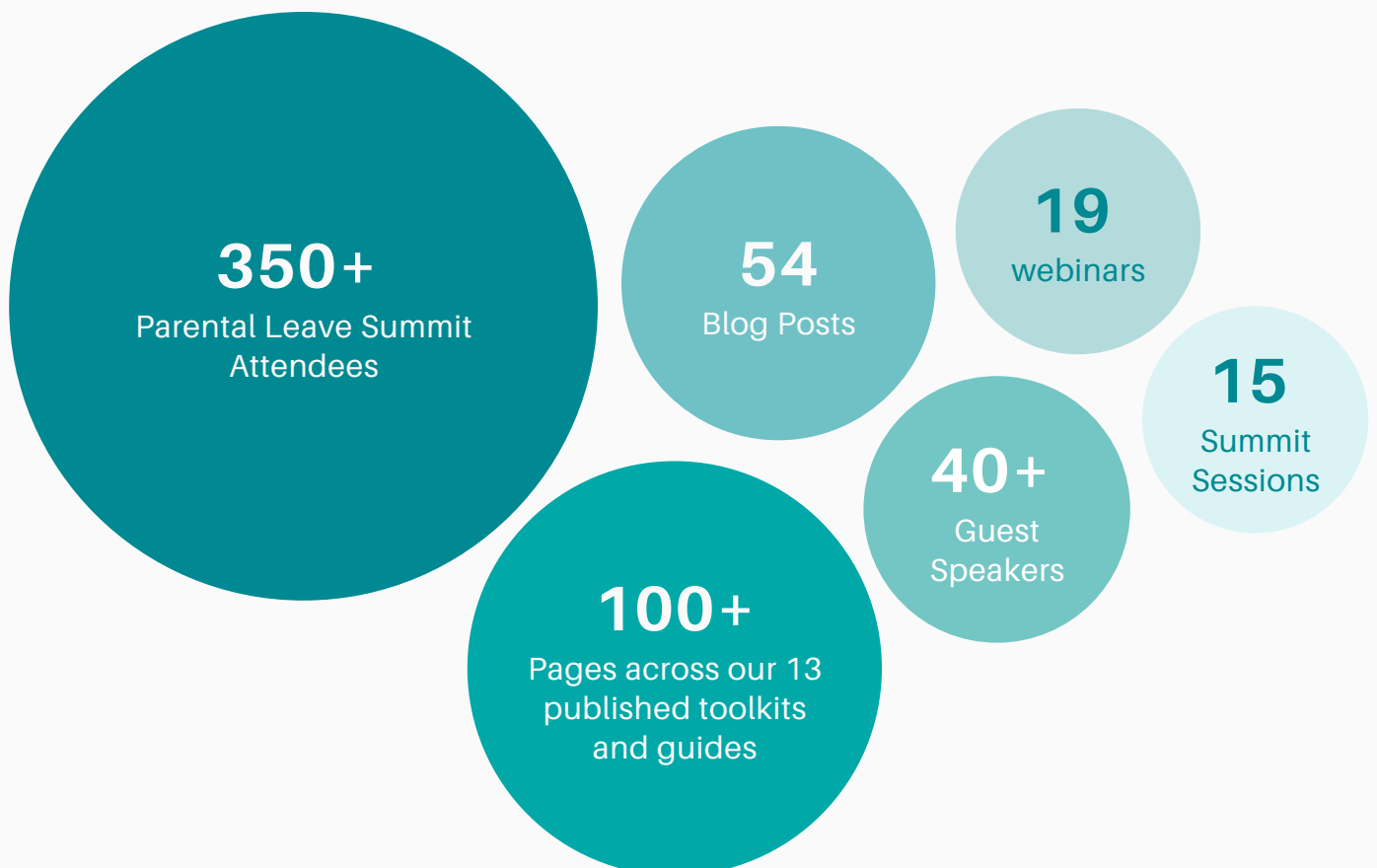
**THE  
PARENTAL  
LEAVE  
SUMMIT**

In September 2024 we co-hosted the inaugural **Parental Leave Summit** alongside Equimundo: Center for Masculinities and Social Justice. The Parental Leave Summit was the first conference dedicated exclusively to paid parental leave.

## Data rich content is our bread and butter

We doubled-down on educational content, releasing over 13 toolkits, guides and fact sheets, with over 100+ combined pages.

In 2024 we hosted 19 webinars for parents, employers, benefit brokers, advocates, and champions.



# Looking to the future... we're ready to **amplify** paid parental leave further

Our 2025 word of the year is ....

## amplify



**AMPLIFY** the financial and health benefits of paid parental leave for parent, baby, and company

**AMPLIFY** how companies can leverage paid parental leave



**AMPLIFY** and build resources for parents to advocate for gender-neutral paid parental leave at work



**AMPLIFY** the importance of men taking paid parental leave and in the need for positive messaging



# We're here for you.

## Let's connect.



*Parento Team at the 2024 company retreat in Puerto Rico*

### **Sales**

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### **Marketing + Partnerships**


marketing@parentoleave.com

### **Press**


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