



# THE REAL CULTURE AND BELONGING DIVIDEND

## Why Inclusive Family-Building Benefits Really Matter

*"Many employees don't see themselves in traditional fertility benefits—but they do see themselves in family-forming benefits."*  
— SHRM

SHRM + Business Group on Health research shows expectations span all generations.

**67% of employees say family-friendly benefits matter**—and that's not limited to IVF or fertility.

## Key Problems HR Leaders Often Miss

- **Narrow design:** Benefits that stop at parental leave, fertility coverage, or reimbursements only.
- **Missing support:** Adoption, surrogacy, kinship, and donor journeys often excluded.
- **Hidden costs ignored:** Legal fees, travel, time off, emotional strain, lost productivity.

The result? Employees left unsupported, disengaged, and at risk of leaving—while employers underestimate the true cost of turnover. Employees facing major financial stress, confusion, and preventable mistakes.

## Real Employee Voices



*"We thought our benefit would cover everything, but without guidance we made mistakes that cost us years and thousands of dollars. With support, we finally had a path forward."* — Vesta Member

*"We stepped into adoption full of hope—but when our agency shut down mid-process, we lost both time and money. We felt defeated and alone. Once Vesta joined our benefits, we had a coach walking us through what came next, connecting us with reputable providers, and helping us rebuild our financial plan. For the first time, we felt confident enough to keep going—and today, we're a family."* — Vesta Member

## Blueprint for Equitable Benefit Design

- **Navigation & coaching** to guide employees through options and avoid costly mistakes.
- **Financial planning & access** to grants, loans, and non-medical costs.
- **Legal knowledge support** designed for adoption, foster care, kinship care, surrogacy, and donor journeys.
- **Emotional support** to manage stress and build resilience during complex journeys.
- **Engagement strategies** to connect employees early and sustain retention.
- **Flexibility across life stages**—from young professionals to grandparents raising children.

## Organizational ROI

Inclusive family-forming benefits don't just help employees—they protect your business:

- Boost engagement and morale across all workforce demographics.
- Avoid hidden turnover costs (often 50–200% of salary).
- Strengthen employer brand by showing a culture of true inclusivity and belonging.

## Ask yourself: Do our programs support every path to family—or only some?

Audit your benefits now to ensure they reflect the diversity of your workforce.

[Schedule a benefits review with Vesta.](#)

