

CASE STUDY:

The Gig Worker Turned Full-Timer, Thanks to Child Care

Danielle Wilson

- Queens, NY, 41 years old
- Marketing Associate and Social Media Manager, Vivvi
- Three kids, ages 2, 12, and 18

HER JOB:

She does community engagement, social media, and all events, “top to bottom,” including new location launch parties for this fast-growing early learning and child care startup.

PARENT SUPPORTS SHE HAS USED:

- Hybrid work, with 2-3 days per week in the office
- Comp and flex time so she can be home with her older kids after school
- Free on-site toddler child care

Danielle’s Story

In her 20-plus-year career, Danielle has been a preschool teacher, a wedding planner, a blogger and journalist, and a graduate student. She is also a mom of a toddler, preteen, and teen, and an occasional caregiver for her parents, nephew, and 90-year-old grandmother—and for herself, as a Crohn’s patient who has spent as long as a month at a time hospitalized. By necessity, Danielle was a dextrous gig worker who assumed that a full-time salaried role with benefits was simply not realistic. “Everyone jokes that I’m such a hustler,” says Danielle, whose energy radiates off of her. “But when you have a chronic illness and that many people depending on you,



a nine-to-five job just wasn’t possible. For years, I just sort of let that dream go.”

Then, Danielle got a call from a former freelance client who asked her to consider a full-time marketing role at Vivvi, the child care startup. The role was flexible, hybrid, and came with free, on-site child care for her daughter, who had been born during Covid, years after her big brothers were in school full-time. For Vivvi, Danielle’s value was immediate and obvious: Instead of hiring multiple contractors at inflated rates, they got the whole package in one experienced marketing expert whose skills have grown alongside the company.

And the benefits for Danielle boomerang right back to her employer:

- On the days she doesn’t commute, Danielle often hops on email first thing, at 6 a.m., which she calls, “my primetime.” Employees who use flex hours work, on average, 1.4 more days every month (a productivity increase of 7%).
- When a colleague on her team left, Danielle had enough wiggle room in her day (and all-around knowledge of operations) to take over some of her duties in the hiring interim, saving nearly two weeks of having to pay a freelancer.



- By luring Danielle in-house, Vivvi benefited from all of the new long-formed relationships in the parenting space that she brought with her, along with her intrinsic understanding and empathy as a working parent, helping the company create a more authentic brand.
- Coming out of the pandemic, one of Danielle's big kids had some mental health needs, and her flex hours let her go home to him in the after-school hours. "Being able to make sure their homework's done and that they're in a good mental health space allows me to remain in a great mental health space so that I'm not stressing and bringing home life stuff into the office," says Danielle. Research shows that workers are 13% more productive when they are happy.
- The shift to full-time work has encouraged Danielle and her husband to achieve a better division of domestic labor. "He cooks 95% of meals," she says. For every 20% increase in a father's domestic labor, a mother's paid labor is able to increase by three hours per week, research shows. For Danielle, that means she can work when she wants, how she wants, more easily, increasing her efficiency and productivity.
- "Having child care for Zoie is the biggest incentive, absolutely, hands down," says Danielle. Research finds that businesses that offer high-quality child care experience 20-30% reduced absenteeism (about two days saved based on average worker eligibility of eight days of sick leave per year).
- "Life gets crazy, and I'm a very transparent person. When I need to put in for time off, I always fill in the optional field explaining why, and that is absolutely welcome," says Danielle. That culture of authenticity at work leads to a 14% increase in productivity.



“Between my illness and my family dynamic, I never thought I could jump after my dream of a full-time job. Having child care built in makes everything possible.”

Calculating the employer’s estimated R.O.I. on benefits she used in the past year

INVESTMENT

| | |
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| 3 days a week child care for Danielle's daughter | \$34,332 |
| One-Year Investment | \$34,332 |

RETURNS

| | |
|--|---------------------|
| 72 hours of her colleague's time during hiring gap | \$4,176 |
| 2 days of reduced absences | \$576.92 |
| Reduced company expenditures hiring and training freelancers and agencies for events, social media, and campaigns at an unpredictable hourly rate | \$60,000 |
| 49% overall increase in productivity due to flex hours (7%), culture (14%), more equitable division of domestic labor (15%), and reduction of stress (13%) | \$36,750 |
| One-Year Savings | \$101,502.92 |

2.0x R.O.I.