

CASE STUDY:

The Counselor Whose Subsidized Child Care Saves Lives

Sincere Porter

- Atlanta, GA, 48 years old
- Trans Outreach Coordinator, Feminist Women's Health Center
- Four kids in a blended family with his fiancée, ages 10, 11, 15, 18

HIS JOB:

Along with providing counseling for trans patients seeking reproductive and gender-affirming care, Sincere builds partnerships with other advocacy organizations, conducts diversity training, and provides outreach and visibility on trans care, locally and regionally. He puts it more simply, though: "I am a humanitarian. I help people be better and feel better."

PARENT SUPPORTS HE HAS USED:

- Caregiving reimbursement
- Flexible workday

Sincere's Story

Sincere was a one-in-a million hire: As a Black trans man who built a post-military career as an HIV educator, he was the perfect fit when Atlanta's Feminist Women's Reproductive Health Center wanted to reach members of the trans community who need safe, sensitive

"This childcare benefit is the coolest bridge. I am so intentional about my work, and I know that my work is intentional about me and our family."

reproductive health care. But also, he's a dad. And accepting the job meant uprooting his fiancée and their three school-aged kids from Orlando to Atlanta over two crazy months of U-Haul trips, nights with Grandma, a



job search for his fiancée, and temporary housing in an extended stay hotel. All while traveling to conferences, too. To make it all work, his employer offered vouchers for childcare—no strings, however he wanted to use them. Sincere hired a babysitter who has quickly become a member of the family, available for overnights, and last minute, too. "It was nothing short of instrumental," says Sincere. "At past jobs, you know, I'd get mileage reimbursement. And while they were thinking about my car, I was thinking about my family. This benefit allows me to give everything I can to my work. To counsel a new patient, to partner with other organizations, to be at the state Capitol speaking about new legislation, the whole time knowing my kids are okay. It means I don't have to sell my soul and help other people instead of my own kids. I can actually help them all." →

Child care lets him overdeliver.

Sincere says he measures the success of a day by looking not at what he got done but what's left to do tomorrow, and what more he can do—accepting a last-minute invitation to represent the center's work on a panel, signing up to emcee the Feminist fundraiser, things beyond his basic job description. “Once I eat one plate, I grab another plate,” he says. “I can always make more people's lives a bit better, help Feminist shine a brighter light.” Employees like Sincere who find greater meaning in their work tend to also put in a higher quantity of work hours, in a feedback loop of satisfaction-to-productivity ratio that has been found to generate an additional \$9,078 per worker per year. Meaningful work also drives retention.

Child care kept him from needing a second job.

Without the child care credits, Sincere says he almost certainly would have needed to find a second job due to expenses from the move. “My work at Feminist would have had to have been minimal. All of my drive would have gone to maintaining child care,” he says. When employees hold a second job, they experience high levels of work-family conflict. Of course, work-family conflict often leads to burnout, and that burnout causes reduced performance at work.

Child care let him be more emotionally engaged in his work.

“So many people go to work just to pay the bills. This is not that kind of job,” says Sincere, who has breakthrough, potentially life-saving moments with trans youth very, very often. “The support my job offers allows me to be able to just focus on my job,” says Sincere. “I go to bed at night comfortable, knowing my family is provided for. Without that, I'd be worth little to Feminist and the people we serve.”

Child care gives him healthier breaks.

Sincere travels for work and often attends work events outside of 9 to 5, all while also being available in the clinic during the workday. So, he keeps his fishing rods in his truck and grabs 20 minutes at whatever spot of water he can find. “It means I'm able to recharge myself. I resolve issues. Throw that problem out there in the water, and reel in the line with the solution.” Research shows that spending even less than an hour in nature increases attention, concentration, and working memory by 20%, making those precious fishing moments an investment not just in wellness but in better quality work.



Child care helped him expand his employer's mission.

“Before I was there, Feminist wasn't reaching the trans community anymore,” says Sincere. “Now, I'm meeting any new trans patients; people find me on the website and reach out directly. We have partnerships now with Georgia Tech, Life University, Spark, Sister Song, and they're like, ‘we were wondering where Feminist has been in this work, and now you're back and better than ever.’ We aren't just rebranding—we are saying, we are a safe space and safe people.” Thought leadership like this has been shown to have a 14x R.O.I. →

Child care let him create a highly specialized role.

Sincere is uniquely qualified and suited for his role. "I'm like, I'm just a person. I don't have any special powers...and [my bosses] are like, nah, you do. I'll say, but this is just who I am. And they're like, that's exactly it. There aren't a lot of people like you." This is, of course, only a small way to measure that impact, but when employees know their specialized skills are valued, they experience a 3.5% increase in their productivity.

Calculating the employer's estimated R.O.I. on benefits he used in the past year

INVESTMENT

Child care reimbursement	\$2,500
One-Year Investment	\$2,500

RETURNS

Value of 20% increased quality of work, (calculated with self-reported compensation of \$25/hour)	\$7,800
3.5% increase in productivity due to high specialization	\$1,365
Retention savings equivalent to 6 months of salary	\$19,500
Meaning-driven productivity increase	\$9,078
Thought leadership marketing value: 14x of 5 hours per week	\$91,000
One-Year Savings	\$128,743

50.5x R.O.I.

