Beat: Lifestyle

DOVE MEN CARE Launches The PLEDGE For PATERNITY LEAVE

And $1 Million Paternity Leave Fund

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USPA NEWS - Today, less than 1 in 5 Men in the U.S. are offered any Paid Paternity leave by their Employer. Among Fathers who do have access to Paid Leave Policies, many don't believe they can take their FullTtime, if any, to care for their Newborn. While the Role Dads play in the Lives of their Families continues to evolve, 87% of Dads report being more satisfied with their Lives when they can be the Caregivers they want to be. Today, Dove Men+Care launches the Next Phase of the Brand's Social Mission that Champions Paternity Leave for Dads everywhere, and invites everyone to show their Support for Every Dad's Right to Paid Leave by signing The Pledge for Paternity Leave -- because when Dads take Leave, Everyone benefits, including our Families, Workplaces and Communities. To further support this Cause, Dove Men+Care will also make a $1 million Commitment to fund Dads and their Families Nationwide who don't have access to Paid Paternity Leave.

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The Pledge for Paternity Leave

While 50% of Dads believe they should take Paternity Leave, almos Three-Quarters of them agree there's still little to no Workplace Support. To spark increased Societal and Ppolicy Change at the Business and Governmental Levels, Dove Men+Care is launching The Pledge for Paternity Leave, a Call to Action for Everyone “ “ New and Expectant Dads, Allies and Business Owners “ “ to sign and drive Increased Awareness around the Importance of Access to Paid Leave Policies to bond with a New Child. EachPpledge will signal to Dads Everywhere that they can and should feel Safe when asking for their Right to paid Paternity Leave.

The Dove Men+Care Paternity Leave Fund

When asked, nearly 7 out of 10 Dads said they would change Jobs to be more involved in the Early Weeks and Months of Caring for their newborn or Adopted Child. Understanding that Dads should not have to choose between a Paycheck and their Children, Dove Men+Care will also launch The Dove Men+Care Paternity Leave Fund, a $1 million Commitment through 2020 to fun Real Dads who are Currently Unable to take Meaningful Time Off during this Important Life Moment. While the push to make Paid Paternity leave the New Standard is a Long-Term Mission, Expectant Dads are in Urgent Need of Support Right Now, and The Paternity Leave Fund is available for New or Expectant Dads who do not Currently have access to Paid Leave through their Employer, and All Eligible Dads are encouraged to apply for the Fund for the Chance to receive a $5,000 Grant.

Source :Dove Men+Care

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