



## Helping Employees When It Matters: Why Employers of Choice Offer Emergency Relief Funds

### DID YOU KNOW?

**73%** of employees would be attracted to a company that cares about their financial health whether or not they use the financial health benefits.

“Nearly all HR executives are placing priority on re-evaluating workplace financial benefits for 2022”, according to [Morgan Stanley’s inaugural State of the Workplace Financial Benefits Study](#). Simultaneously, a majority of Americans have difficulty weathering financial shocks. It’s more obvious than ever that people are scrambling to balance complex financial lives while employers have a growing role to help them in times of emergency.

Canary partners with employers who have recognized this and want to support their workers. We offer Grant Circle, a platform to allow people to both give and receive emergency funds in times of financial hardship—efficiently, quickly, and with dignity—when they don’t know where else to turn. We’ve spoken with leaders at some of these organizations, [Arosa](#), [Red Tab Foundation](#), [GreenPath Financial Wellness](#), and Umpqua Bank, to learn more about the impact of an emergency relief fund within their workforce.

*“We had some employees who were on the verge of being evicted from their homes due to circumstances that were out of their control. Grant Circle prevented that negative domino effect that can be triggered by a financial hardship.”*

**-ARI MEDOFF, CEO OF AROSA**

*“The real value of a hardship fund is giving your workforce the tangible, human sense that their employer has their back in a difficult time. And when that’s true, it has a substantial positive impact on the culture of your company and the ability of your teams to be their best selves at work.”*

**-JENNY CALVERT RODRIGUEZ, EXECUTIVE DIRECTOR OF THE RED TAB FOUNDATION**

*“Knowing we are there for each other that way, being able to help — and that gratitude and appreciation for having something like this at a time when they need it — to me, those benefits are immeasurable.”*

**-NICOLE MELLOR, DIRECTOR OF PARTNER EXPERIENCE AT GREENPATH FINANCIAL WELLNESS**

*“Investing in your employees, tell me when that has led to a bad return. Having something that makes their lives easier, reduces their stress, allows them to show up as their full selves, when is that wrong?”*

**-BREANNE MCPHILAMY, EMPLOYEE EXPERIENCE LEADER AT GREENPATH FINANCIAL WELLNESS**

*“Our fund is making a difference in the lives of our associates, and we appreciate the third-party administration of this fund by Canary to ensure anonymity and integrity of the process.”*

**-CAITLIN BACK, SENIOR VICE PRESIDENT OF CORPORATE RESPONSIBILITY, UMPQUA BANK**

Through their experience with Grant Circle, these employers see that the right money at the right time matters. In interviews with grantees, we consistently hear that access to emergency cash grants not only helps them get the breathing room they need to figure out next steps but it relieves the stress that’s distracting them from work and other priorities. By offering high-quality, anonymous financial relief employers can set themselves apart.

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Grant Circle is a tax-advantaged, community-funded, emergency relief fund platform that delivers cash grants to individuals experiencing financial hardship in the workplace and beyond.

## Are you ready to learn more?

SCHEDULE A DEMO BY EMAILING [KIMBERLY@WORKWITHCANARY.COM](mailto:KIMBERLY@WORKWITHCANARY.COM)

Sources: Pew Charitable trusts, MetLife, Society for Human Resources Management, Financial Health Network, Canary

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