HelpLink: Support When You Need It

Support | Dignity | Connection

What to Do Monday

Make the Case for Employee Assistance (and launch a simple first step)

What this is

A practical, leadership-ready guide you can use to:

- Explain why barrier support is a business decision (not a perk)
- Show the cost of doing nothing in language leaders respect
- Propose a small, governed first step that can expand into a real employee assistance pathway

The leadership case

The core message (say this in one breath)

Basic-needs barriers show up at work as attendance problems. Attendance problems create coverage gaps, overtime, quality risk, and burnout—and they increase turnover. A governed employee assistance pathway reduces barrier-driven absences and protects retention.

Reality leaders often miss

When we don't have a system, we still pay. We just pay in messier ways:

- Managers making exceptions inconsistently
- Supervisors spending hours on coverage scrambles
- Overtime and productivity loss
- Policy violations that turn into terminations
- Replacement costs when people churn

Barrier - Business outcome

Use these examples to connect the dots:

- Transportation breakdown - late/no-show - overtime + missed targets + supervisor time
- Care disruption - call-out - schedule instability + morale hit + retention risk
- Phone down - cant confirm/coordinate - no call events + policy violations
- Weather + no cash cushion - missed day - compounding instability + churn risk

What employee assistance is (and is not)

It is:

- Fast help that removes barriers
- Governed (rules, verification, reporting)
- Consistent & fair

It is not:

- Random handouts
- Managers paying out of pocket
- A vague culture initiative with no measurement

Learn More: helplink.org/businesses

HelpLink

The Ask

I'm asking for a small, governed employee assistance pathway that helps employees solve barrier events quickly so we reduce attendance volatility and protect retention. We'll start small, measure it, and report results.

Step 1: Pick your first barrier to solve (choose one)

Start where you're seeing the most volatility.

- Transportation
- Care coverage
- Utilities/housing instability
- Food insecurity
- Medical access

Step 2: Propose a "minimum viable" assistance pathway (30 days)

Keep it small, fast, and defensible.

- Choose one site/team/location to start: _____
- Set a small monthly budget: $_____
- Set guardrails (ex. amount per employee):
- Max support per employee: $____ per incident
- Max incidents per month: ____

What's eligible (3 bullets):

-

-

-

What's not eligible (2 bullets):

-

-

- Define the request path (one place to ask): _____
- Define response time you can keep: within _____

Step 3: Measure what leaders care about (pick 3)

- Late/no-shows (trend)
- Overtime hours tied to coverage gaps (trend)
- Turnover / time-to-fill (trend)
- Supervisor time spent on fire drills (estimate)
- Employee sentiment (short pulse)

Step 4: Tell the story (one-page update)

One-page leadership update for future use

- Team/location: _____
- Incidents supported: _____
- Total spend: $_____
- What changed (trends): _____
- Late/no-shows: ___ to ___
- Turnover: ___ to ___

Two anonymized examples (one sentence each):

-

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Relevant statistics you can use:

- 42% of U.S. households can't afford basic necessities
- 90% more likely to stay with an empathetic employer
- 88% are more likely to purchase from charitable companies
- 78% are more likely to work for a charitable company

Want to pitch HelpLink specifically?

Here is an email you can send to your boss:

Subject: SHRM National outcome: Small employee assistance fund to increase retention

Hi [Name],
Thank you again for the opportunity to attend SHRM National. I came back with several practical ideas we can apply here, one session in particular focused on retention and the real barriers that drive missed shifts.

I've noticed some of our staff are dealing with barriers like car repairs, gas to get to work, and unexpected expenses, which can impact attendance and focus even when they do make it in.

At SHRM, I learned about a nonprofit called HelpLink that helps employers remove barriers to work before they turn into absenteeism or termination. Employees can request help discreetly by scanning a QR code and submitting a short form. If the request meets the company's giving criteria, HelpLink fulfills the need directly (no cash to employees). The result is rapid, discreet, dignified support—and fewer missed shifts and last-minute scrambles for the business.

I'd like to pilot a small, governed employee assistance pathway for the next 6 months. The goal is simple: prevent barrier events from turning into policy violations or terminations and reduce operational disruption.

If you're open to it, I'll bring a one-page plan with guardrails, a small budget request, and three metrics we can report back on. If you'd like, I can also schedule a demo with Abby with the team so that we canlearn more about using HelpLink to administer and govern the fund.

Thanks,
[Your name]

HelpLink®

helplink.org/businesses
hello@helplink.org

Develop an impactful giving strategy through HelpLink, a 501(c)(3) nonprofit, that supports your employees in their times of need, gives to the local community, builds brand trust, and creates company culture while making a difference you can see every step of the way, with every contribution treated as a charitable gift.

PLAN



Create a giving plan by choosing who/what causes you want to support to ensure your giving stays on track

AUTOMATE



Set up an automatic pledge with exactly how much you want to donate each month so that you can stay on budget

TRACK



Track your company's giving in real-time and enjoy easy end-of-year tax reporting with aggregated statements

MATCH



Invest in what your employees care about by setting up automatic employee donation matches

SUPPORT



Use the "employee first" (or only) feature to allocate your money to first meet employee needs that are in the system

FOCUS



Give on HelpLink to ensure that your gifts only go to requests aligned with causes you have chosen in advance

DISCOVER



Understand how your donation is creating impact by being able to see where every donated dollar goes

DEVELOP



Develop a strong company culture that engages your employees, increasing retention and productivity

CONNECT



Show your community you care while naturally increasing brand trust and recognition through transparent giving