

[Organization] and The Fair Start Model

Like [your organization], Having Kids believes in building a better future for all. This might seem like an impossible lift, given everything putting pressure on humanity and our planet.

Environmental degradation and resource depletion, inequality and poverty, polarization and radicalism – all these seem like disparate issues. But in reality, all of these issues stem from isolationist, parent-only attitudes towards families.

Having Kids promotes a new approach: **a child-first Fair Start child-centered family planning model.**

The Fair Start model is a human-rights-based approach to family planning that puts the child's interests first, and also takes into account the interests of the parents and the community. Fundamentally, it is about promoting smaller families working together to give every child the fair start in life they deserve.

There are three steps to the Fair Start child-centered family planning model:

- Society commits to the fundamental human right that every child deserves a fair start in life.
- Potential parents work with communities to secure that right to a fair start, shifting resources to improve the conditions into which every child is born.
- Everyone benefits from the virtuous cycle and sustainable future built by people who had a better start in life.

The case for Fair Start family planning is straightforward: the quality of life we and our children will enjoy in the future depends on the choices other parents make about having and raising *their* kids.

In the long term, Fair Start family planning is the best way to promote human rights, protect the planet, and build a more equitable and cohesive society. [Many studies](#) indicate this approach is the single most effective way to improve child welfare, improve equity, and protect animals and the environment – all at the same time! It's the key to the [future we want](#).

The graphic features the title "The FUTURE We Want" in a mix of red and black fonts. Below the title is a blue "Sign Up" button. Five icons are arranged in a grid, each with a title above it: "CONNECTED COMMUNITIES" (a group of people), "HEALTHY AND HAPPY CHILDREN" (two children at a laptop), "EQUAL OPPORTUNITIES FOR ALL" (a man and a woman), "REAL DEMOCRACY" (a group of people in front of a building), and "HEALTHIER ENVIRONMENT" (a person watering a plant).

There are two potential ways [your organization] can help build this future.

1. Endorsing and promoting the Fair Start child-centered family planning model.

This could be as easy as signing on as an endorser [link to endorser page], and/or sponsoring Having Kids' work through an employee giving campaign. You could even take a position on pro-Fair Start legislation or legal action. We keep all our partners up-to-date on alerts and actions.

2. Work with Having Kids to implement [your organization]-wide policies that promote the Fair Start model.

Oftentimes, workplace benefits and even company values promote a parent-only approach to families. But simple steps can make a difference. For example: study after study has shown vastly decreased healthcare and absentee costs when companies provide free access to contraception. Although access to contraception may not seem to be a problem, **half of all pregnancies in the US are still unplanned**, in large part because of structural barriers and misaligned incentives.

It doesn't have to be this way. Your benefits and values can incentivize people to work together to plan smarter, smaller families, building tighter-knit, more supportive communities.

As companies recognize the importance of overall employee well being, more and more organizations are shifting to preventative and proactive programs. However, this shift in attitudes hasn't extended to child-focused family planning. Many companies remain stuck on incentives that encourage and even pay for more children; e.g., companies have fertility benefits, but not parenting benefits. There are generally no company structures by which families can form communities, sharing both knowledge and resources, such as clothing, strollers, and toys children have outgrown. By implementing more thoughtful policies and creating these structures, [organization] can provide benefits intended to make sure each new baby has optimal investment and an equitable chance to succeed.

There are many other ways your company could implement the Having Kids model. These include corporate-sponsored educational assistance plans, differential leave policies, and/or direct payments to parents. Working together with Having Kids, we can build solutions as unique as [your organization] – and help plan for a better future for everyone.

We look forward to discussing this with you further!

References

- [The Benefits of Family Planning Are Enormous](#)
- [The Social and Economic Benefits of Women's Ability To Determine Whether & When to Have Children](#)
- [Corporate Family Planning: A Historical Case Study](#)
- [Why are 50 Percent of Pregnancies in the U.S. Unplanned?](#)
- [How Innovative Benefits Can Ease Employee Stress](#)
- [20 Out-of-the-Box Employee Benefits](#)