

In a 2021 study that looked at 1500 adult full-time employees, 50% of employees voluntarily and involuntarily left their job due to mental health issues. For millennials, this percentage increased to 68%. For Gen Z's it increased to 81%.
- Source: www.benefitsCanada.com, May 2022

Hey Dad.

Why Hey Dad

Our mission is clear: to champion and support fathers through their pivotal moments, ensuring they thrive both personally and professionally. We're dedicated to transforming the landscape of fatherhood by providing comprehensive support and resources to male employees, particularly fathers, to navigate the intricate balance between their careers and family life.

Stress & Burnout

Stress and burnout are pressing issues affecting the modern workplace, especially among men who often balance demanding careers with family responsibilities. For fathers, the strain is significant, impacting their career trajectories, mental health, and overall well-being.

56%

"56 per cent of respondents said they experienced at least one new negative health behavior in the year after becoming a dad. This included everything from exercising less to gaining weight to drinking more alcohol."

Pay It Forward

For every order of Hey Dad Care Cards, we match the donation by procuring an equal number of cards dedicated to distribution within the community through our expanding network of impact distributors. We offer companies the opportunity to increase their impact by doubling their donation. By choosing to contribute additional cards beyond their initial order quantity, these extra cards will be included in the community distribution. Companies participating in this initiative will receive recognition as a corporate ambassador, showcasing their dedication to supporting fathers in both corporate environments and the wider community.



70%

"70% said their stress levels increased in the 12 months after welcoming their first child."

Corporate Ambassador

Our comprehensive Program ensures a seamless experience for your company and its employees. For a nominal minimum donation of \$5.00 per card, inclusive of the card itself, associated services and distribution, your company gains access to a specified number of cards for your employees. This strategic investment is designed to enhance employee engagement, foster a positive workplace culture, and showcase your company's commitment to employee well-being.

28%

"28% of Canadian men fear discussing mental health at work could risk their job, emphasizing concerns about job security associated with mental health conversations."

Resources



BetterHelp

Pre-loaded with 30 days access. An online counseling platform that provides individuals with access to mental health professionals from the comfort of their own home.



Wood's Homes

Supporting fathers in their journey of parenthood, offering resources for themselves & their families.



Pay It Forward

Matching equal number of cards dedicated to distribution within the community.