

kindbody

Women's Health & Equality Campaign

August 2024



Kindbody Newport Beach Team

In celebration of Women's Equality Day on August 26th, we're excited to share our August campaign centered around important women's health topics.

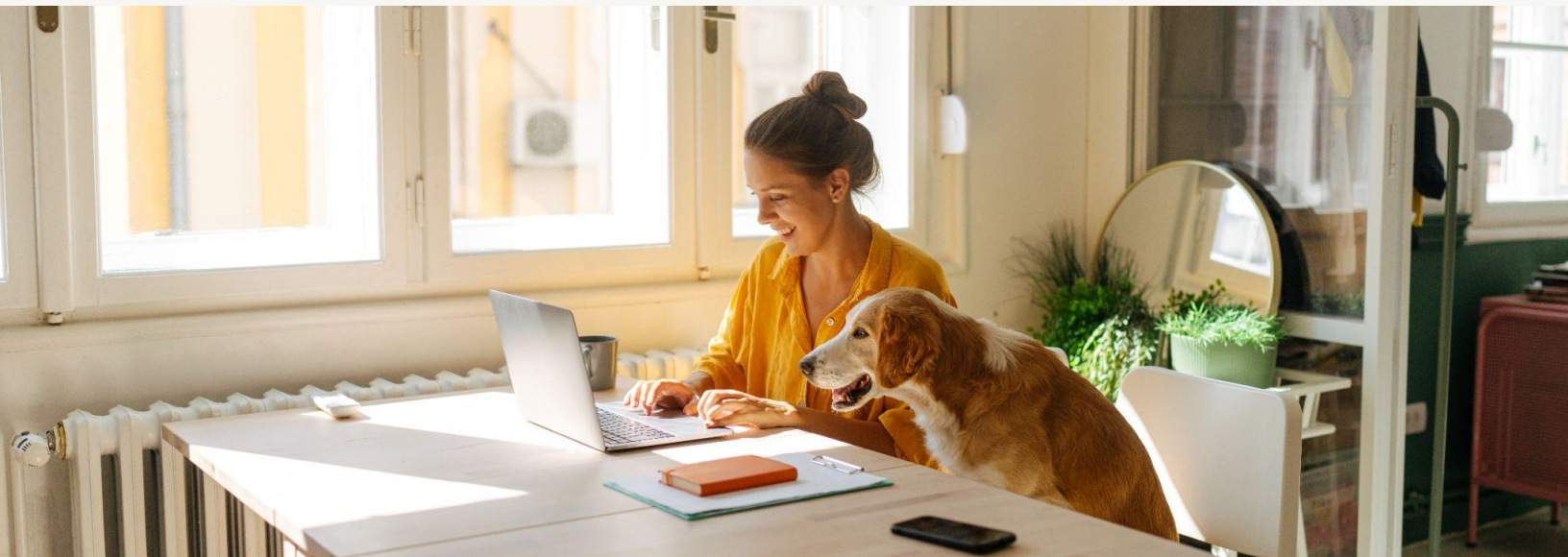
Through this campaign, we're also delighted to support The Cade Foundation—a nonprofit whose mission is to reduce financial barriers to fertility care for those in need:

1. **Kindbody will donate \$25 to The Cade Foundation** for every benefits-eligible employee or dependent who signs up for Kindbody in August
2. **Kindbody will donate a fertility cycle to The Cade Foundation** to provide to a family in need, for each person who completes a fertility cycle at a Kindbody clinic with their employer-sponsored benefit

Help us promote this campaign with your team.

This toolkit contains useful assets that you can use:

- | | |
|--------------------------------------------------|--------------|
| 1. Email template for internal memos | <i>Pg 4</i> |
| 2. Short-form blurb for chat channels | <i>Pg 5</i> |
| 3. Kindbody email campaign (for you to opt into) | <i>Pg 6</i> |
| 4. Flyer | <i>Pg 8</i> |
| 5. Digital screen | <i>Pg 9</i> |
| 6. Social graphics | <i>Pg 11</i> |
| 7. Event schedule | <i>Pg 13</i> |



Emails & Messaging Templates

**Template message to email to your team:
Recommended send date: Monday, August 1**

In celebration of **Women's Equality Day** on August 26th, we're honored to reaffirm our commitment to supporting the health and well-being of women at our company and around the country.

As part of this effort, we'd like to take a moment to highlight your Kindbody benefit—which gives you access to family-building services at lower prices.

Too often, women must weigh many factors—both personal and professional—when making decisions about building a family. That's why we're proud to offer Kindbody to provide additional resources that can support our employees and their covered family members.

More about your Kindbody benefit:

With Kindbody, you and/or your partner can access:

- A world-class team of fertility experts and clinicians
- Comprehensive fertility assessments
- IVF and other assisted reproductive services
- Fertility preservation options—such as egg freezing

Activate your Kindbody benefit to unlock a donation helping others build their families.

To support The Cade Foundation—a nonprofit helping families in need access fertility services—Kindbody will:

- Donate \$25 to The Cade Foundation for every benefits-eligible employee or dependent who signs up for Kindbody in August
- Donate a fertility cycle to The Cade Foundation to provide to a family in need, for each person who completes a fertility cycle at a Kindbody clinic with their employer-sponsored benefit

[Click here](#) to activate your Kindbody benefits and get started.

Want to learn more? [RSVP](#) for upcoming virtual events hosted by Kindbody:

- **August 14:** Built for This: How Women Can Use Science to Support their Bodies & Reproductive Health
- **August 26:** Women's Equality Day: Fertility Fundamentals

Template message to use on internal chat platforms (e.g. Slack)

In celebration of Women’s Equality Day on August 26th: Too often, women must weigh many factors—both personal and professional—when making decisions about building a family. That’s why we’re proud to offer Kindbody as a benefit, giving you and your covered family members access to fertility services—including IVF, egg freezing, and more.

Activate your Kindbody benefit to unlock a donation helping others build their families.

To support The Cade Foundation—a nonprofit helping families in need access fertility services—Kindbody will:

- Donate \$25 to The Cade Foundation for every benefits-eligible employee or dependent who signs up for Kindbody in August
- Donate a fertility cycle to The Cade Foundation to provide to a family in need, for each person who completes a fertility cycle at a Kindbody clinic with their employer-sponsored benefit

[Click here](#) to activate your Kindbody benefits and get started.

Want to learn more? [RSVP](#) for upcoming virtual events hosted by Kindbody:

- August 14: Built for This: How Women Can Use Science to Support their Bodies & Reproductive Health
- August 26: Women’s Equality Day: Fertility Fundamentals

With your approval, we'll send an email to your eligible members to promote the virtual events.

Audience:

Eligible members with an email address on file* who have not previously enrolled

Send Date:

August 6, 2024

Please indicate by July 19 if you'd like email to be sent to your eligible population.

Opt In for Email

Sign up for Kindbody to unlock a donation to help others build their families.



Too often, women must weigh many factors—both personal and professional—when making decisions about building a family. As your fertility benefit from your employer, Kindbody is proud to provide services that support women in their journeys—including IVF, egg freezing, and more.

In celebration of Women's Equality Day on August 26th, our team is donating \$25 to The Cade Foundation—a nonprofit that helps families in need access fertility services—for every person* that activates their Kindbody benefit. And if you complete a fertility cycle at a Kindbody clinic with your employer-sponsored benefit, we'll also donate a fertility cycle** to The Cade Foundation to provide to someone in need.

Activate your account

- [Company's] access code is XXXX
- Your unique ID is your employee ID; for your spouse, the unique ID is the employee ID+ 'S'.

Meet Kindbody

Your Kindbody benefits provide you and/or your partner with:

- A world-class team of fertility experts and clinicians
- Comprehensive fertility consultations
- Fertility clinics located across the country
- 24/7 chat access to have your questions answered

Get started

Join us for upcoming virtual events to learn more about women's health and fertility topics:

August 14:
Built for This: How Women Can Use Science to Support their Bodies & Reproductive Health

August 26:
Women's Equality Day: Fertility Fundamentals

RSVP



Contact us at any time.
employeebenefits@kindbody.com
1-855-KND-BODY



Women's Health & Equality
[\(Link to preview\)](#)

**If you do not already provide an eligibility file, our team will coordinate receiving a list of email addresses from you if you'd like to opt into the email*

Flyers & Digital Signage

Recommendations for using this flyer:

- Share with your ERG leaders to distribute
- Include as an email attachment to employees
- Print and post around your worksite
- Post to your intranet

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AUGUST 2024

Celebrating Women's Health & Equality

Activate your Kindbody benefit to unlock a donation to help others build their families.*



In celebration of Women's Equality Day on August 26th, we're honored to reaffirm our commitment to supporting the health and well-being of women at our company and around the country.

As part of this effort, we'd like to take a moment to highlight your Kindbody benefit—which gives you access to family-building services at lower prices.

Too often, women must weigh many factors—both personal and professional—when making decisions about building a family. That's why we're proud to offer Kindbody to provide additional resources that can support our employees and their covered family members.

With Kindbody, you and/or your partner can access:

- A world-class team of fertility experts and clinicians
- Comprehensive fertility assessments
- IVF and other assisted reproductive services
- Fertility preservation options—such as egg freezing

Activate Your Kindbody Benefit to Unlock a Donation to Help Others*

To support The Cade Foundation—a nonprofit helping families in need access fertility services—Kindbody will:


- Donate \$25 to The Cade Foundation for every benefits-eligible employee or dependent who signs up for Kindbody in August.
- Donate a fertility cycle to The Cade Foundation to provide to a family in need, for each person who completes a fertility cycle at a Kindbody clinic with their employer-sponsored benefit.

Visit kindbody.com/cade to activate your account.

August Virtual Events

Built for This: How Women Can Use Science to Support their Bodies & Reproductive Health
Wednesday, August 14
1:30pm ET / 10:30am PT

Women's Equality Day: Fertility Fundamentals
Monday, August 26
1:30pm ET / 10:30am PT



Scan to register.

*Subject to availability. Individuals who 1) are eligible for Kindbody through an employer sponsorship 2) have activated their Kindbody account by September 1, 2024 and 3) have completed an IVF cycle at a Kindbody clinic by January 1, 2025 will be considered in scope for the donation of fertility cycles to The Cade Foundation. The Cade Foundation is solely responsible for identifying the individual(s) to receive fertility cycles donated by Kindbody.

Download File

Recommendations for using:

- Display on available digital monitors located onsite.

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Activate Your Kindbody Fertility Benefit to Unlock a Donation to Help Others Build Their Families


In celebration of Women’s Equality Day on August 26th and to support The Cade Foundation—a nonprofit helping families in need access fertility services—Kindbody will:

- **Donate \$25 to The Cade Foundation** for every benefits-eligible employee or dependent who signs up for Kindbody in August
- **Donate a fertility cycle to The Cade Foundation** to provide to a family in need, for each person who completes a fertility cycle at a Kindbody clinic with their employer-sponsored benefit

*Subject to availability. Individuals who 1) are eligible for Kindbody through an employer sponsorship, 2) have activated their Kindbody account by September 1, 2024 and 3) have completed an IVF cycle at a Kindbody clinic by January 1, 2025 will be considered in scope for the donation of fertility cycles to The Cade Foundation. The Cade Foundation is solely responsible for identifying the individual(s) to receive fertility cycles donated by Kindbody.

employeebenefits@kindbody.com
1-855-KND-BODY





Scan to activate

Download File

To download to your computer, click “Download File” then right click the image > Save As

Social Graphics

Content that can be used to show recognition and support during Women’s Equality Day

Recommendations for using:

- LinkedIn
- Facebook
- Instagram

Recommended caption:

In honor of Women’s Equality Day on August 26th, we are proud to highlight our partnership with Kindbody to provide world-class fertility and family-building care to our employees.

LinkedIn/Facebook Size



[Download File](#)

Instagram Size



[Download File](#)

To download to your computer, click “Download File” then right click the image > Save As

Upcoming Events



Built For This: Leveraging Science to Support Our Bodies

Wednesday, August 14
1:30pm ET/ 10:30am PT

In honor of National Breastfeeding Awareness Month we want to highlight a topic that often gets overlooked. The idea that women’s bodies are “built” to fulfill certain functions (like breastfeeding or pregnancy) can be a tough narrative when our circumstances vary so greatly. Join us for a discussion on how to flip the script and celebrate scientific advances for supporting women through reproductive hurdles.

[Learn more](#)



Women’s Equality Day: Fertility Fundamentals

Monday, August 26
1:30pm ET/ 10:30am PT

In honor of Women’s Equality Day we are here to level the playing field. Health literacy is everything when it comes to making informed decisions about your future and your medical care. We want to make sure all women have access to the information they need on fertility. Join us for a virtual session on the must-know fertility fundamentals from an expert.

[Learn more](#)

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Have any questions?

For additional support, please reach out to your Kindbody account manager.

Thank You!