

## What is Brightside

A benefit designed to help caregivers navigate real-life money challenges with confidence.

- ◆ Confidential financial support
- ◆ 1:1 guidance from a real person — your Financial Assistant
- ◆ Connects caregivers with options for any financial challenge or need

## Why it matters

Financial stress impacts performance, attendance, and wellbeing.

### Brightside helps employees:

- ◆ Reduce stress and distractions
- ◆ Show up more consistently to work
- ◆ Identify the next step to reduce their financial stress and achieve their goals

## What we help with

### Everyday financial needs:

- ◆ Bills and managing money between paychecks
- ◆ Debt, student loans, and credit
- ◆ Saving for goals

### Life changes and challenges:

- ◆ Unexpected expenses (car repair, emergencies)
- ◆ Major life changes (family, housing, job changes)

### Urgent situations:

- ◆ Housing or food insecurity
- ◆ Utility shut-offs
- ◆ Access to local, free resources

## Key tools & solutions

- ◆ Payroll-linked loans
- ◆ Spending account (debit card + cash advance)
- ◆ Savings account (autosave + incentives)
- ◆ Exclusive partner deals to reduce costs

## Caregiver Eligibility

Regular, (full-time or part-time) caregivers with 0.5-1.0 FTE and your adult household members.

## When to talk about Brightside

Use natural moments to introduce the benefit:

- ◆ New hire onboarding
- ◆ Financial stress signals (missed shifts, wage issues)
- ◆ Life events (birth, move, loss)
- ◆ Questions about benefits, or loans

## How to drive awareness

- ◆ Mention in team meetings and 1:1s
- ◆ Place [posters/flyers](#) in common areas
- ◆ Hand out cards or share sign-up info
- ◆ Reinforce regularly

**855-979-7768**

weekdays 5 a.m. to 6 p.m. PST  
[caregiver.gobrightside.com](https://caregiver.gobrightside.com)



**"You don't have to figure it out alone—Brightside is a free benefit here to help."**