DoulaOne

DOULAONE CARE · FOR EMPLOYERS

A doula for every employee *having a baby*

DoulaOne Care pays for a doula for your people who are having a baby: for the birth, the first weeks at home, or both. Your employee chooses their own doula from the independent local doulas on DoulaOne Find. **You get one supplier, one invoice and an anonymous report.**

COVERS: Employees giving birth · Partners · Adoptive parents · Surrogacy families · Optional: pregnancy loss

Why employers add it

- **Parenthood still costs women their careers.** Five years after a first birth, mothers' earnings in England are 42% lower than the year before, and their chance of being in paid work falls by up to 15 points.
- **The law is moving.** Equality action plans are due for employers with 250+ staff from April 2027. Stronger dismissal protection for new mothers, to 6 months after return, is planned from October 2027.
- **Your current benefits stop at the screen.** Pregnancy apps offer midwives and health visitors on video. A doula is there in person, at the birth and at home.
- **It's already normal in the US.** 12% of US employers offered birth doulas in 2022.

How it works

1. **You choose an allowance per family:** £750, £1,500 or £2,500.
2. **Your employee signs up privately** with your company link, whenever they're ready.
3. **They choose a doula** on DoulaOne Find, or we suggest three who are free around their due date. We aim to match within 5 working days.
4. **The doula supports the family.** The bill comes to you, not to them.
5. **You get an anonymous report** each quarter: families supported, type of support, spend and satisfaction.

What a doula does

Continuous, non-clinical support through pregnancy, birth and the early weeks: practical help, emotional support and information. Doulas support whatever kind of birth a family has, and work alongside midwives and doctors, never instead of them.

A Cochrane review of 26 trials (15,858 women) linked continuous support in labour to fewer negative birth experiences.

Private by design

- ✓ Line managers never see who has enrolled
- ✓ You never see health information: no due dates, birth details or notes
- ✓ Payroll sees only what tax needs
- ✓ Reports are anonymous, and never show a group smaller than 5

What it costs

Pay only when it's used: the doula's fee (up to your allowance) plus 15%. **The doula gets their full fee.**

£750	£1,500	£2,500
About 30 postnatal hours	A birth package outside London	London birth, or birth + postnatal

> **Example:** 20 people started parental leave last year and half use £1,500: about **£17,250 a year**. Replacing one employee costs about £30,000*, so keeping one person pays for it.

Founding employers

We're looking for 5 UK employers to launch with us from 1 April 2027.

- No programme fee for the first year
- A free "Getting ready for a new baby" talk
- Your launch shared with Steph's nearly 50,000 Instagram followers
- Founding pricing locked for a second year

In return: a quarterly review and, if it works, a case study.

About DoulaOne. Founded by Steph, a practising doula, and Chris, a GP. UK-built software that over 100 doulas use to run their practices, with a free directory where families find a doula near them. Aku Online Limited, London. Data hosted in the EU.

Talk to Steph, co-founder

steph@doulaone.com

doulaone.com · @wearedoulaone

Sources: ONS, motherhood and earnings, England (Oct 2025) · GOV.UK, Employment Rights Act timeline (Nov 2026) · GTM, US doula benefits (2022 data) · Cochrane, Bohren et al. (2017) · *Oxford Economics for Unum (2014), £30,614 incl. lost output · Prices: Doula UK and UK doula price lists, 2025–26