A woman with her hair in a bun is sitting cross-legged on the floor, holding a crying baby in a brown outfit. She is looking to the right. In the background, a young child in a light-colored shirt and red patterned pants is standing near a bookshelf. The setting is a library or a room with many bookshelves filled with books. A blue and black toy is visible on the floor to the left.

2025 Cost of Care Report

A toolkit for
professional caregivers

care.com

How did we **get here?**

Caregivers, families need you now more than ever.

From kids and aging loved ones to furry friends and endless to-do lists—families are juggling more than ever when it comes to caregiving responsibilities. The stress of finding, managing, and paying for care is taking a toll:



90% of parents have lost sleep



80% of parents have cried



Children



Aging parents



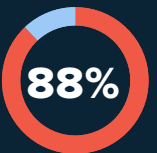
Pets

Your role as a caregiver is more than a job—it's a lifeline. You bring families the relief they need to keep going and the peace of mind to focus on what matters most.

But we can only sustain this impact by taking care of the most important element—you.

What we found

The average parent cares for five loved ones—children, aging parents, pets, and partners—all with different needs and arrangements.



88% of parents agree—one caregiver for multiple care needs would be helpful

Parents miss



34 life commitments a year on average

due to the challenges of finding care.

Parents are stretched thin and need your support.

What it means for you

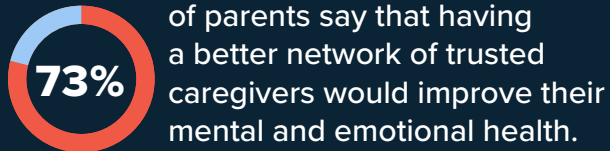


Let families know if you are able to help with multiple types of care, like walking the dog or cleaning the home. Consider adjusting your rates to include the extra value you are offering. And if you have an account on Care.com, you can [update your profile](#) to include multiple services.

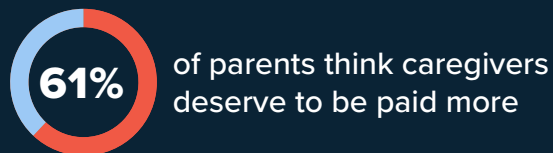


Ask families you work with what events they have coming up (birthdays, holidays, weddings etc.) and how you can be there to help them not miss out—while making some extra money along the way.

What we found



Your work positively impacts parents' lives.



Although parents are struggling with child care costs, a great caregiver is invaluable.

What it means for you



What you do as a professional caregiver is invaluable to parents' mental and emotional health. But taking on the burden of care can also impact you. Find out more on how to [manage stress as a professional caregiver](#).



Make sure you know your worth and feel empowered to [have honest conversations](#) with families about pay and benefits.

Plus, consider getting involved in advocating the government and employers help families reduce the cost of care—without impacting your earning potential. More on this next.



Advocating for caregivers like you



Parents need affordable care. Professional caregivers deserve financial stability. Yet, both are feeling the strain. In fact, **61% of parents believe professional caregivers should be paid more**, even as they struggle to afford care themselves.

At Care.com, we're pushing for change. From advocating on Capitol Hill to partnering with employers, we're fighting for policies and benefits that support families and caregivers alike. Because care should work for everyone.

Child Care **Availability & Affordability Act**

Amidst a seemingly divided political landscape, **child care stands out as a shared priority that transcends party lines**. Care.com has been supporting the work of Senators Katie Britt (R-Ala.) and Tim Kaine (D-Va.) on the proposed *Child Care Availability and Affordability Act* and *Child Care Workforce Act*. These bills not only support families, but also professionals working in caregiving careers and include:

1. **Expanded tax credits** for low- and middle-income working families
2. **Increasing the amount of pre-tax dollars** parents can put into a Dependent Care Flexible Spending Account
3. **A grant program for states and localities** looking to increase pay for child care workers

Care.com will continue to advocate and push for better conditions for families and professional caregivers. Learn more about our advocacy work [here](#).

Are you interested in getting involved? Stay up to date on [policies in your area](#) and reach out to [your representatives](#) to advocate for greater child care support.

How employers **can help**

With [Care for Business](#), employers can help their employees reduce the financial and mental load of care through services like subsidized Backup Care, Care Spending Account, and free premium membership to Care.com.

Offering these services have enabled Care.com to open up new opportunities for caregivers to support these families—including the ability to directly hire caregivers to fulfill backup care needs. Want to learn more? Check out our [current vacancies for full-time and part-time backup caregivers](#).

Your caregiving journey, on your terms

From navigating tricky pay conversations to negotiating benefits, we pulled together a host of resources to help you advocate for yourself.

How much to charge

Set your rates confidently with these guides.

[How much to charge for babysitting](#)

[How much should I charge for nannying? Setting hourly rates](#)

[Senior caregivers: How much should you charge for your services?](#)

[Pet sitting rates: How much to charge for pet sitting?](#)

[Dog walking rates: How much do dog walkers make?](#)

Negotiating pay

Master the art of asking for what you're worth.

[How to handle tricky money conversations as a nanny or babysitter](#)

[How to successfully negotiate a higher pay rate for a nanny job](#)

Taxes

Simplify taxes and payroll with these must-know tips.

[What every nanny needs to know about taxes and payroll](#)

[How to get paid legally with HomePay](#)

[What senior caregivers need to know about taxes and payroll](#)

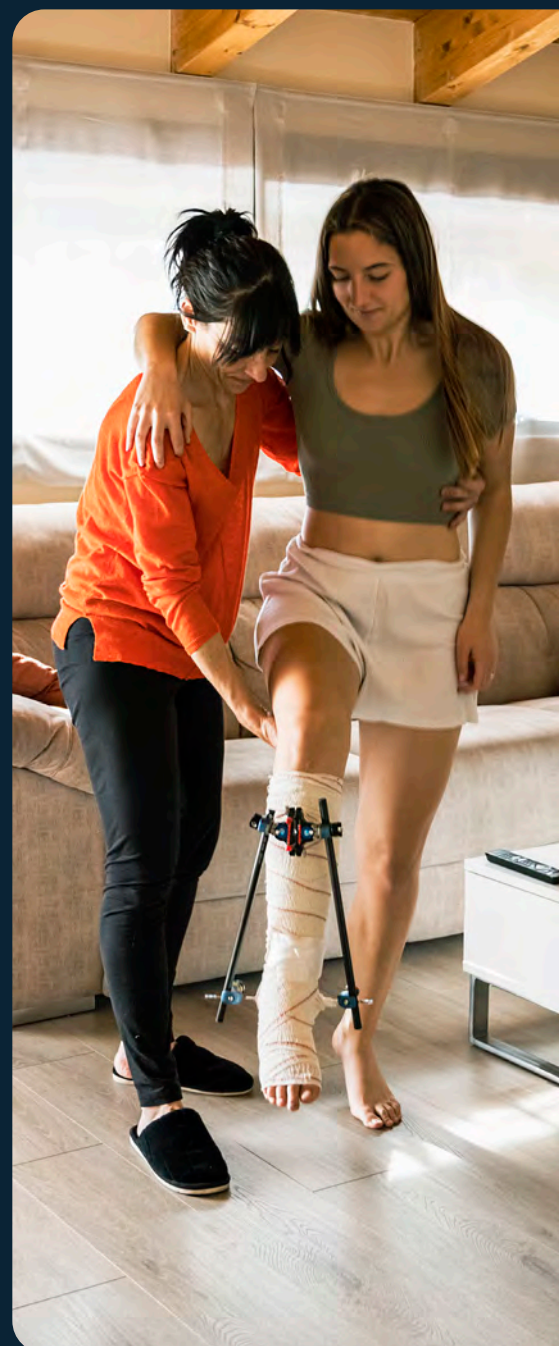
Contracts & benefits

Get the perks and protections you deserve.

[Every nanny needs a contract — and here's what should be in yours](#)

[14 benefits to consider negotiating into your nanny contract](#)

[Senior care contracts: Why you need one and what to include in it](#)



Offering more services

Boost your income by expanding your offerings.

[Adding new services on Care.com](#)

Managing your emotional and mental health

Stay balanced and avoid burnout with these self-care strategies.

[9 ways to prioritize your mental health as a child care provider](#)

[Nanny burnout is real: Here's what you can do about it](#)

[How professional senior caregivers can prevent and tackle burnout](#)

Training and certifications

Grow your career with training courses and in-demand certifications.

[12 child care training courses and certifications that will boost your career](#)

[These senior caregiver certifications and trainings can improve your career](#)

[Pet care certifications 101](#)

