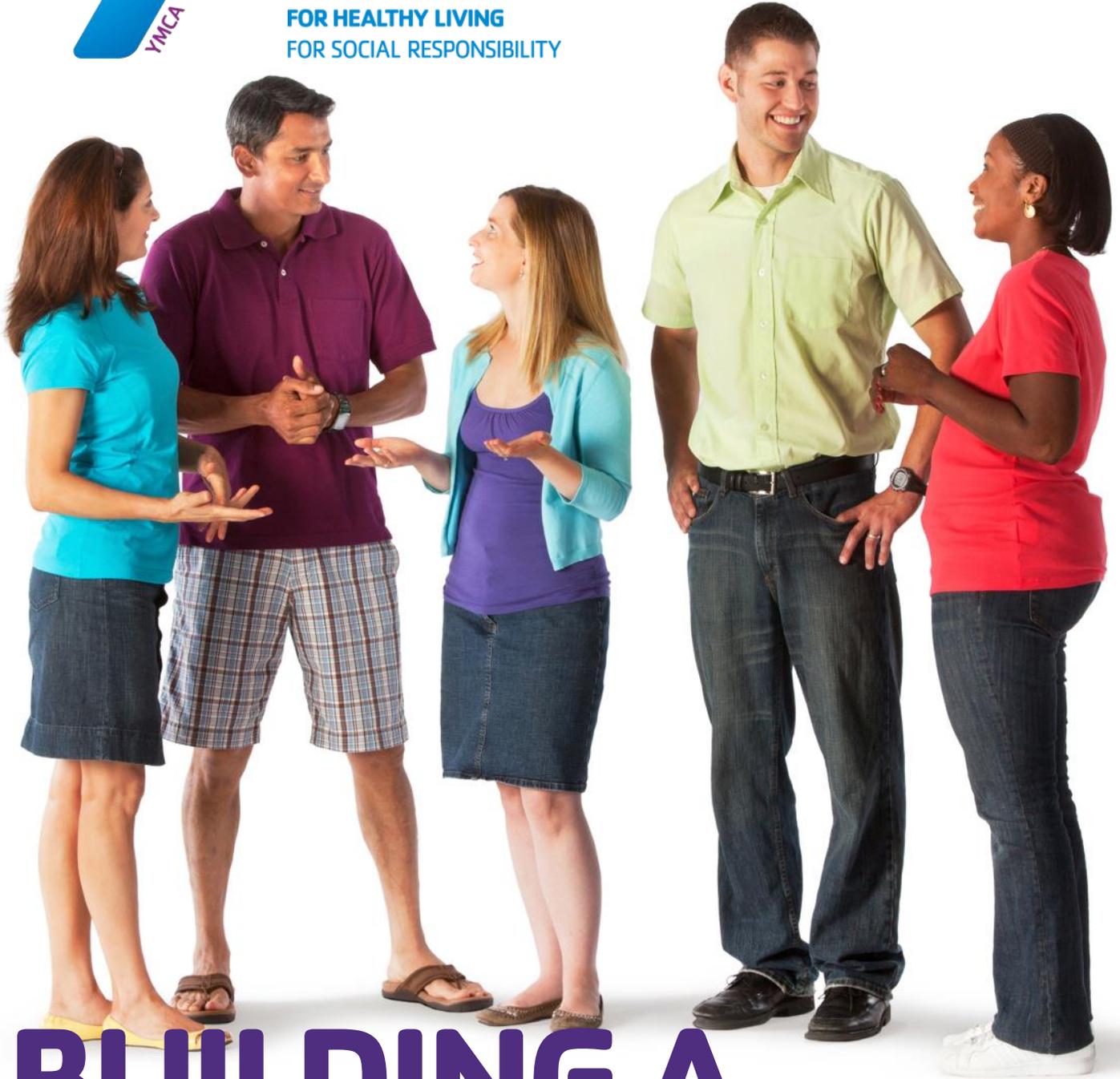




FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# BUILDING A BETTER US

Corporate Experience Program  
YMCA OF THE BLUE WATER AREA

# BUILDING A CULTURE OF HEALTH IN THE WORKPLACE AND IN OUR COMMUNITY

Everyone deserves the chance to reach their greatest health potential. For too long, we have defined being healthy as simply not being sick. Compared to those living in similar countries, Americans spend more on health care, yet have poorer health and shorter lives.

Health is an essential building block to personal fulfillment, thriving communities and businesses, and a strong, competitive nation. Health is more than how much you weigh or how far you can run. It is about maintaining a balanced spirit, mind and body. Health as a shared value for a family, a business or a community includes three key elements:

- Mindset and expectations - prioritizing and promoting health and well-being
- Civic engagement - participating in activities that advance the public good
- Sense of community - cultivating social connections that help us thrive

## Building a Culture of Health is a Team Effort

For well-being to flourish, we need to work together. The places where we live, learn, work, and play all contribute to our ability to become and stay healthy. A Culture of Health depends on business, government, individuals, and organizations working together to build healthier, more equitable communities.

Together, we can improve quality of life for your employees and their families by creating opportunities to get and stay healthy, give back and nurture a positive work environment.

## The Business Case

As an employer, you have long known that the cost of employing unhealthy workers is high. There is something you can do about it. Partner with the YMCA to build a culture of health in your workplace.

A CDC review of workplace wellness programs in mostly large companies with more than 1,000 workers found a return-on-investment of \$3.27 to \$1.00 for medical costs and \$2.73 to \$1.00 for absenteeism. In addition to financial return, employee health and wellness programs can:

- Improve employee morale and retention while developing small communities in the workplace
- Increase job performance and productivity
- Reduce absenteeism
- Reduce healthcare costs
- Reduce injuries - healthy employees are at a lower risk for injuries
- Develop the individual and team capacity of your workforce

**An example:** In the Blue Water Area, while prevalence of heart disease and cancer are lower compared to adults across Michigan and the US, overall the life expectancy is lower and death rates from these diseases are higher than in Michigan and the US. **Death rates from diabetes are almost twice as high.**

Did you know that 1 in 3 of your workers is at high risk for type 2 diabetes? More than half your employees that are pre-diabetic can prevent or delay the onset diabetes by participating in the YMCA's Diabetes Prevention Program.

**\$1 > \$6**

On average for every \$1 spent, companies can save \$3-6 dollars in healthcare costs and reduced absenteeism

## Why the Y?

At the YMCA, we have particular expertise in working with “health seekers,” those individuals who need continual support to take control of their health and well-being. They want a healthier life, but may not know exactly where to start. That’s why we’ve designed this program – to offer an enhanced experience for all of your employees in their journey to reach their health potential.

## The Program

YMCA staff will work with you to design a program tailored to meet the needs of your company and your employees. **At the center of the Corporate Experience is membership for every employee of your organization.**

- Easily upgraded to a household membership by the employee, making participation by the entire family affordable. Household memberships enjoy reduced rates on child care, camp, swim lessons, and youth sports. In addition, a variety of family-friendly activities are included in membership
- Annual capital improvement fee is included in pricing
- Every member has access to “Wellness Works,” a 12-week program provides a fitness assessment, support from a YMCA Wellness Coach and a personalized workout plan
- Access to more than 100 group exercise classes for all ages, levels and abilities
- Monthly utilization reporting, as needed

In addition to membership, the Corporate Experience includes:

- Wellness programs offered either on-site or at the YMCA
- Educational workshops offered either on-site or at the YMCA
- Staff and team development programs offered either on-site or at the YMCA
- Coordinated volunteer opportunities
- Coordinated philanthropic opportunities designed to meet your company’s outreach objectives

We know firsthand how difficult it can be to find balance in life. That’s why we’re here with you every day, making sure that your employees have the resources and support needed to learn, grow and thrive. With a focus on developing the potential of kids, improving health and well-being, and giving back and supporting our neighbors, the YMCA will help you bring about meaningful change not only in your employees and your company, but in your community too.

## Engagement Tools

The YMCA will provide a variety of tools through the Y to help engage your employees in this effort.

- Company Day at the Y
- Representation at company activities as requested (meetings, fairs, enrollment)
- On-site membership enrollment at designate times and ongoing membership enrollment at the Y
- Free day passes for employees to bring family and friends to the Y
- Promotional materials for use in company newsletters, websites, and other communication vehicles

## My Y is Every Y

Sometimes it’s more convenient to use a YMCA in a different location when travelling, near a workplace or in another region. YMCA members have access to all of the locations and programs in Michigan and in most locations across the United States. Visit [www.ymca.net](http://www.ymca.net) to find a YMCA near where you will be travelling or working.

## Getting Started

The steps to building a culture of health at your worksite are simple:

1. Designate a corporate representative to act as liaison with Y staff
2. Identify the goals and package elements that works best for your employees and your company
3. Contact the YMCAs Corporate Wellness program representative

**The Y. For a better us.®**

# CORPORATE EXPERIENCE PARTNERING FOR A BETTER US

As the nation's leading nonprofit committed to strengthening community, we work side-by-side with corporate partners like you to improve quality of life for local employees and their families by creating opportunities to get healthy, give back and nurture a positive work environment.

Together, we can foster a corporate culture of engagement, loyalty and social responsibility.

## MEMBERSHIP & WELLNESS

Health and well-being boost employee engagement and productivity. As an employer, you know that. At the Y, we know that's important to the health of your organization and the overall health of our community.

That's why we tailor our membership and wellness programs to strengthen the whole person in spirit, mind and body. From fitness assessments to preventative health education, everything we do focuses on meeting the individual needs of each person and providing a welcoming network of support where everyone has access to the resources and encouragement they need to thrive.



## VOLUNTEERING

At the Y, we believe that when people come together for a common cause, the whole community is strengthened. When you become a volunteer, you have the opportunity to share your blessings with those who need it most.

Whether you mentor a student on the verge of dropping out, coach a team to their personal best or become a friend to an isolated senior, your time and talents change lives. Our Y offers a variety of volunteer opportunities that align with the philanthropic goals of local organizations. We're here to help your company find meaningful ways to give back to the communities where your employees live, work and play.

## GIVING

From water safety to literacy, disease prevention to sports, summer camp to afterschool tutoring, everything our Y does is in service of making us – as individuals and a community – better. But we can't do it alone. We count on corporate partners like you to help us reach kids and families who lack the resources they need to thrive. Through corporate, foundation and employee giving opportunities, your organization can make a difference and help tackle our community's most critical needs. Every dollar donated to the Y stays local and helps us provide high impact programs and services that change lives.



## STAFF AND TEAM DEVELOPMENT

Combining a rich history of bringing people together with our longstanding ability to develop community leaders, our Y is uniquely positioned to offer corporate and nonprofit teams opportunities that include team building and staff development activities. We can help you nurture the potential of your team by building on their talents, developing their skills and confidence, and strengthening relationships.

## WELLNESS PROGRAMS

A variety of free and reduced-cost programs are available at the Y - or we will customize and bring them to you!

- Wellness Works - 12-week customized wellness program
- Body Composition Testing and Wellness Coaching Monthly
- YMCA Diabetes Prevention Program - 16-session program aimed at reducing the risk of diabetes
- Desk to 5K Training Program - Leprechaun Loop & Jingle Bell Run
- Group Exercise Classes
- Safety Around Water

### SERVICES AT AN ADDITIONAL CHARGE:

- Fit 30 Small Group Personal Training
- Small Group Personal Training
- Cholesterol/Blood Pressure Testing

## EDUCATIONAL WORKSHOPS

Choose up to one per month. Additional topics are available upon request and workshops can be delivered on-site.

- Healthy Cooking - with a special company cookbook
- Label
- Nutrition
- Managing Stress in the Workplace
- Weight Management
- Child Enrichment
- Label Counting
- Smoking Cessation
- Health Fair
- Healthy Eating as a Family

## TEAM & STAFF DEVELOPMENT

Choose programs designed to build small communities at your worksite will supporting personal and professional growth of your employees.

- Y Olympics/Employee Field Day, Day at the Y
- Team Challenges: Y Dot, Y Family, Trainer Games (small fee)
- Mission Slim-possible
- Dodgeball Tournament
- Leading Others
- Facilitation Skills
- Basics of Financial Management
- SPARKS Enrichment Programs
- CPR/AED, First Aid Training





# VOLUNTEERISM AND GIVING

**More than 125 years ago**, the Y was founded by a group of volunteers who wanted to improve our community. Today, Y volunteers and supporters remain at the heart of our organization. It is only through the support of our volunteers, donors and partners that we are able to deliver on our cause to strengthen community.

We are committed to inspiring a spirit of giving and serving others by uniting individuals and companies to participate in and work towards positive social change. Together, let's align your organization's philanthropic goals with meaningful ways for you and your employees to give back.

## ▶▶▶ PICK YOUR PASSION

Every individual and organization has a cause that energizes them and sparks a passion to serve. At the Y, we're passionate about addressing the critical community needs and connecting people with causes they care about. Opportunities to give back through the Y include the following areas of impact:

- ▶ Driving Academic Achievement
- ▶ Drowning Prevention
- ▶ Engaging People of All Abilities
- ▶ Inspiring the Potential of Youth
- ▶ Tackling Health Challenges
- ▶ Ensuring Access & Belonging

There are numerous volunteer opportunities at the Y. However, if we don't have the right one for your company, we will help connect you with an appropriate non-profit to meet your goals. The YMCA will help to coordinate and track volunteer hours performed by your employees.

## VOLUNTEER OPPORTUNITIES

Our YMCA offers a variety of volunteer opportunities to help your company find meaningful ways to give back to the communities where your employees live, work and play.

### GROUP EXPERIENCE

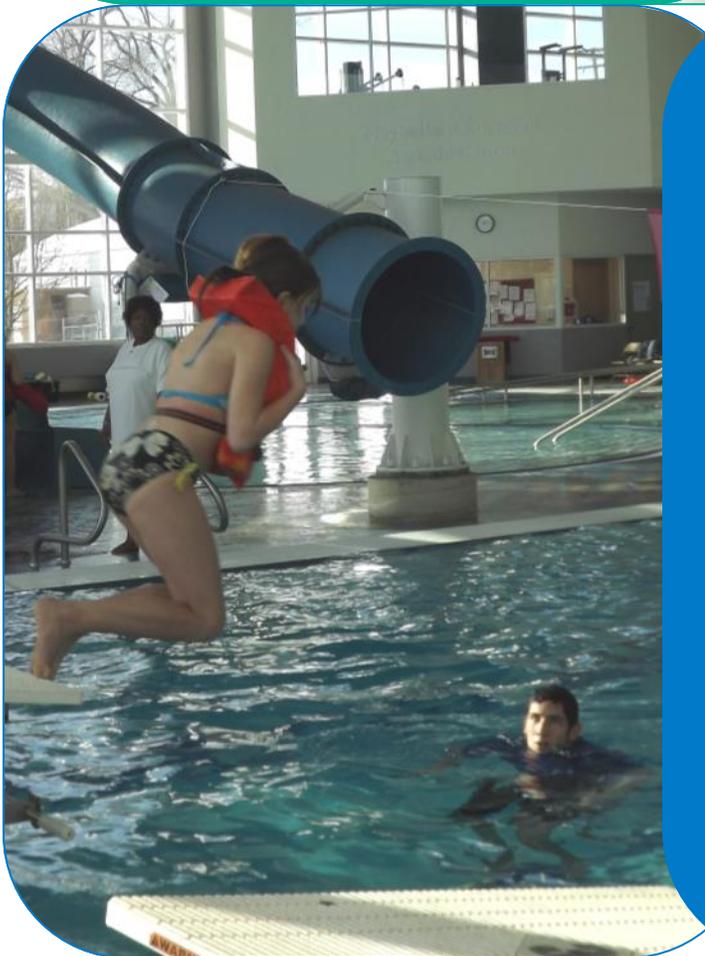
- CATCH Kids Club - coaches, reading buddies
- Afterschool - tutors and mentors
- Sports - coaches

### ONE TIME

- YMCA Events - Races, Tournaments, Night of Champions
- Afterschool - Tutors
- Child Care - Readers
- YMCA Facilities and Beautification - Painting, Landscaping, Construction

### ONGOING

- Committee Members
- Program Volunteers
- Board Members



## GIVING OPPORTUNITIES

Your organization can help strengthen our community by giving through the Y. Every dollar donated stays local and helps us provide high impact programs and services that change lives.

In addition to volunteerism, ways to provide philanthropic support to these critical initiatives include:

- Charitable Gifts
- Employee giving campaigns
- Event and program sponsorships
- Naming opportunities
- Company matching gifts
- Endowment and planned giving
- Foundation grants

**An example:** Through the support of Huron Automatic Screw Co. and Blue Water Area Transit, youth and families from throughout the Blue Water Area are able to participate in the Y's four-week Safety Around Water program free of charge and with free transportation and babysitting - removing barriers to participation.

**YMCA OF THE BLUE WATER AREA**  
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