



# THERE IS STRENGTH IN NUMBERS

**FOR EVERY 100  
EMPLOYEES IN  
THE UNITED  
STATES ...**

**27**

have cardio vascular disease

**24**

have high blood pressure

**50**

have high cholesterol

**26**

are at least 20% overweight

**59**

do not get adequate exercise

*Source: U.S. Department of  
Human Services*

## **WHY should my company participate?**

Illness, injury, and disease all significantly impact employers in absenteeism and leave benefits. Productivity is also impacted by sickness, injury, and stress. Many studies have shown the positive benefits of physical fitness in reducing illness, preventing or reducing recovery time from injuries, and avoiding many preventable diseases. When employees engage in physical activity, they feel better and are more productive. One study, described in *Wellness Management*, a newsletter of the **National Wellness Association**, reported the following benefits at more than 30 companies that had studied the effects of wellness programs over a 15-year period:

- Average days of sick leave reduced by 22%
- Number of hospital admissions reduced by 62%
- Number of physician visits reduced by 16%
- Per capita health costs reduced by 28%
- Injury incidence reduced by 25%
- Per capita workers' compensation cost reduced by 47%



# BENEFITS OF COLE YMCA CORPORATE MEMBERSHIP

## **Benefit #1 Containment of Health Care Costs**

The majority of health care costs in the United States is attributed to the diagnosis and treatment of chronic diseases and conditions such as diabetes, obesity, cardiovascular disease and asthma. These conditions are often preventable with positive lifestyle changes, such as increased physical activity and a healthy diet.

## **Benefit #2 Increased Workplace Productivity**

Workers who exercise regularly tend to have more energy and are more productive while at work. As little as 30 minutes of physical activity most days of the week can have significant physical and mental benefits for workers.



## **Benefit #3 Increased Workplace Morale**

Along with increased productivity, the increase in energy level that comes from active, healthy employees also results in improved morale and a new level of energy within your organization. It demonstrates to employees that your company considers them as assets rather than expenses

## **Benefit #4 Decreased Absenteeism**

When an employee misses work due to illness, other employees take on the burden of those responsibilities, often creating a tense environment. Employees suffering from chronic conditions such as diabetes, cardiovascular disease and other obesity-related illnesses are likely to miss work more often than healthy employees. These same conditions can be controlled, and often prevented, by positive lifestyle changes such as physical activity.

## **Benefit #5 Decreased Employee Turnover**

Health promotion programs are seen as an additional perk to employees, making them feel valued and appreciated by their employers. These employees are less likely to seek employment elsewhere, decreasing the time, energy and money associated with recruiting, hiring, and training new employees.

## **Benefit #6 Increased Recruitment Potential**

In the midst of a tight labor market, businesses are forced to pull out all the stops in order to recruit new talent. In some instances, health promotion can prove to be a very valuable tool in sealing the deal.

## **Benefit #7 Improves Corporate Image**

Corporate Membership with the Cole YMCA shows your commitment to the community, and to your employees. As a positive model, your support reflects the strengths of your company as a caring employer, a good member of the community and a corporate leader.



## FREQUENTLY ASKED QUESTIONS COLE CENTER FAMILY YMCA CORPORATE MEMBERSHIPS



**Q: How does payment work?**

**A:** The YMCA will invoice the company monthly for the number of employees that have YMCA memberships. The company will be responsible for the distribution of payroll deduction forms to employees. The company will also be responsible to administer the deduction.

**Q: What if our company would like to subsidize a portion of the employee's Y membership?**

**A:** The company would simply adjust the amount the organization deducts through payroll.

**Q: Is it a good idea to subsidize a portion of our employee's membership?**

**A:** This is a great way to encourage your employees to embrace a healthy lifestyle. The average return on employee wellness programs is \$3.14 for every \$1 spent.

**Q: What if an employee leaves the company or is terminated?**

**A:** Simply notify the Y when employment changes take place. Your invoice will reflect the change.

**Q: How do I know if my employees are actually using the Y?**

**A:** The Y can provide your company with monthly usage reports. You may also choose to use these reports to design various wellness incentive programs. To obtain usage reports or receive assistance in wellness incentive design, please contact the Cole YMCA Membership Director at 260-347-9622 or [membership@coleymca.net](mailto:membership@coleymca.net).

**Q: How long does Corporate Membership continue?**

**A:** As long as the company and the employee continue to agree to deduct membership fees.

**Q: How does our company get started?**

**A:** Contact the Cole YMCA Membership Director at 260-347-9622 or [membership @coleymca.net](mailto:membership@coleymca.net)



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# WELLNESS WORTH SHARING

Corporate Employee Savings  
 THE COLE CENTER FAMILY YMCA



Membership Type	Regular Monthly Rate	Monthly Savings	Corporate Member Pays	Annual Savings
One Adult Family (1 adult + dependents)	\$42	\$3	\$39	\$36
Two Adult Family (2 adults + dependents)	\$53	\$4	\$49	\$48
One Adult Only (1 adult no children)	\$36	\$2	\$34	\$24
Two Adult Only (2 adults no children)	\$46.50	\$3	\$43.50	\$36
Young Adult (age 18-29)	\$29	\$2	\$27	\$24



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## **CORPORATE MEMBERSHIP PACKAGE**

- Reduced (or free) joiner fees
- Corporate monthly rates
- No pro-rated membership fee during the month the employee joins
- New Corporate Membership Includes:
  - Free trial classes
  - One complimentary personal training session
- Member usage reports
- Cole Y professionals will attend one health fair per year at no charge
- One free "Cole Y Week" for all employees each year at time selected by company
- One complimentary facility rental per year for a staff retreat, family swim party, employee game night, etc. (company is responsible for any additional costs incurred)
- Access to health education seminars at company worksite
- Health assessments
- Worksite Community Health Living Index (CHILI) assessment
- Access to on-site First Aid/ CPR Training

## **PLUS MEMBER BENEFITS FOR EMPLOYEES**

- Free Child Care while employees use the facility for free
- Family Nights
- Parents Nights Out
- Bring a guest for free (twice per year)

