



# STRENGTHEN YOUR BUSINESS



**CORPORATE  
MEMBERSHIP  
PROGRAM**

**YMCA OF CENTRAL  
MASSACHUSETTS**

## YOUR WELLNESS JOURNEY PARTNER

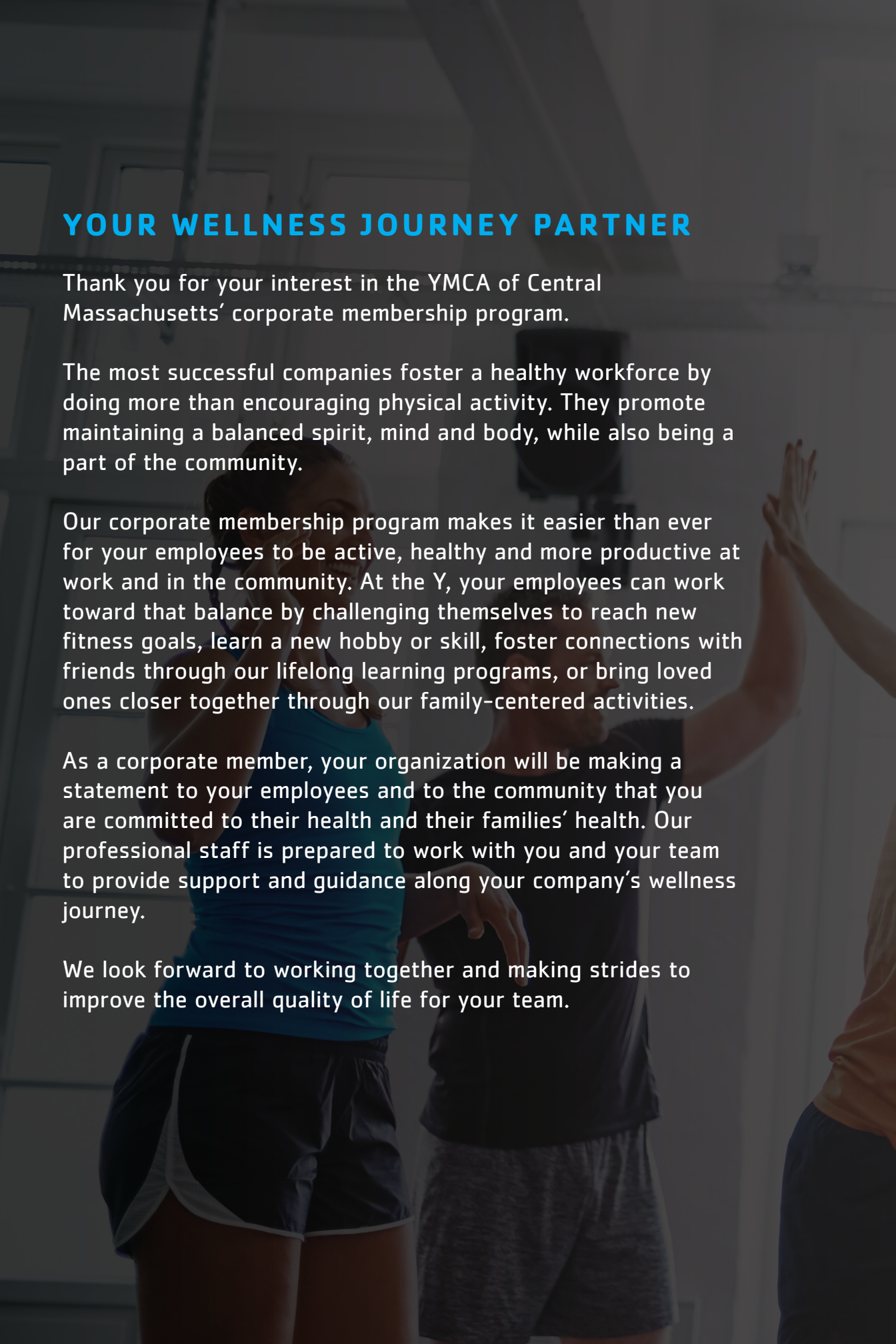
Thank you for your interest in the YMCA of Central Massachusetts' corporate membership program.

The most successful companies foster a healthy workforce by doing more than encouraging physical activity. They promote maintaining a balanced spirit, mind and body, while also being a part of the community.

Our corporate membership program makes it easier than ever for your employees to be active, healthy and more productive at work and in the community. At the Y, your employees can work toward that balance by challenging themselves to reach new fitness goals, learn a new hobby or skill, foster connections with friends through our lifelong learning programs, or bring loved ones closer together through our family-centered activities.

As a corporate member, your organization will be making a statement to your employees and to the community that you are committed to their health and their families' health. Our professional staff is prepared to work with you and your team to provide support and guidance along your company's wellness journey.

We look forward to working together and making strides to improve the overall quality of life for your team.



## WE START HERE

**Everything we do is built around the wellness committee.** Research conducted by a sub-committee of the St. Louis Business Health Coalition -- including partners like Washington University, BJC HealthCare and the YMCA -- identified key pain points for companies working to build an effective employee wellness program:

- 66% reported **lack of employee engagement** as a challenge.
- 53% identified **financial and staff resources** as a barrier.
- 50% said that **time** was a significant challenge to running a program.

## WHY A WELLNESS COMMITTEE?

Establishing a committee of at least two people that serve as employee wellness champions will improve the effectiveness of your program. You'll see the following benefits:

- Continuous progress regardless of staff turnover.
- Multiple perspectives on what employees want and need.
- Provides the teamwork needed to build excitement and engagement





**EXERCISE YOUR HEART  
IN MORE WAYS THAN ONE.**

For more than a workout. For a better us.

	Boroughs	Central	Greendale	Leominster	Montachusett	Tri-Community
Boxing Gym		X			X	
Cardio	X	X	X	X	X	X
Child Watch / Baby Sitting	X	X	X	X	X	X
School Age Care	X	X	X	X	X	X
Day Camp	X	X	X		X	X
Family Changing Room	X	X	X		X	
Fitness Classes	X	X	X	X	X	X
Free Weights	X	X	X	X	X	X
Gym: Multi-use	X	X	X		X	X
Indoor Track	X	X	X			
Licensed Child Care	X		X		X	X
Outdoor Field	X					
Outdoor Park		X	X			
Party / Family Facility	X		X	X	X	X
Outdoor Pool	X					
Indoor Pool	X	X	X		X	X
Preschool Adventure Zone	X					
Racquetball					X	X
Rock Climbing	X	X				X
Sauna	X	X	X		X	
Spinning Studio	X	X	X	X	X	
Outdoor Splash Pad	X		X			
Steam Room	X	X			X	X
Strength Training	X	X	X	X	X	X
Teen Fitness Center		X				X
Whirlpool	X		X		X	
Youth Locker Rooms	X	X	X			

# PARTNERS OPTIONS

## FOR OUR CORPORATE PARTNERS:



### IMPACT PARTNER: \$4,500/YEAR

- Wellness Committee meeting support
- Access to our Impact Partnership Series - includes monthly workshops on maintaining a healthy lifestyle as well as weekly virtual group exercise offerings
- Virtual enrollments offered for all association membership/program promotions
- Each month a free one hour of personal training for the employee of the month
- \$1,000 donated to our YMCA's Annual Campaign
- 25% membership reduction for all partner employees (membership dues must be paid for by partner, through payroll deduction)

### A LA CARTE OFFERINGS:

#### \$1,000 Challenge

- Let the YMCA engage your employees in a six week challenge to help them set goals which will lead them to a healthier lifestyle.

#### \$500 Donation to the Y's Annual Campaign

- LIVESTRONG® at the Y  
(Cancer Support Program)



# PARTNERSHIP BENEFITS

WITH A BLENDED APPROACH TO WELLNESS, YOU WILL HAVE PROGRAMS THAT MEET THE NEEDS AND INTERESTS OF YOUR TEAM. AT THE YMCA THERE IS SOMETHING FOR EVERYONE!

## BENEFITS INCLUDE:

- Organizational alignment with one of the largest non-profits making impact in your local community
- Additional benefit to your existing package with a large perceived value
- Proven organizational value placed on the health and well-being of your employees
- Forbes says **89% of workers at companies that support well-being initiatives are more likely to recommend their company as a good place to work**
- At a time when individuals are feeling the stress of social isolation, this partnership can create connections among colleagues
- The CDC has said that **For individuals, workplace health programs have the potential to impact an employee's health, such as their health behaviors; health risks for disease; and current health status. For organizations, workplace health programs have the potential to impact areas such as health care costs, absenteeism, productivity, recruitment/retention, culture and employee morale.**

# BRANCH LOCATIONS

## **BOROUGHES FAMILY BRANCH YMCA**

4 Valente Drive  
Westborough, MA 01581  
(P) 508.870.1320

## **CENTRAL COMMUNITY BRANCH YMCA**

766 Main Street  
Worcester, MA 01610  
(P) 508.755.6101

## **GREENDALE FAMILY BRANCH YMCA**

75 Shore Drive  
Worcester, MA 01605  
(P) 508.852.6694

## **LEOMINSTER COMMUNITY BRANCH YMCA**

108 Adams Street  
Leominster, MA 01453  
(P) 978.401.2290

## **MONTACHUSETT COMMUNITY BRANCH YMCA**

55 Wallace Avenue  
Fitchburg, MA 01420  
(P) 978.343.4847

## **TRI-COMMUNITY FAMILY BRANCH YMCA**

43 Everett Street  
Southbridge, MA 01550  
(P) 508.765.5466

# CALL CENTER

(P) 1.508.755.6101 (dial 0)  
(email) [safetyfirst@ymcaofcm.org](mailto:safetyfirst@ymcaofcm.org)



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