

HOLISTIC WELLNESS PROGRAMMING WITH New Era Cap Company

PROGRAM COMPONENTS


New Era LIFE programming addresses a variety of factors contributing to total health including financial, mental, community, and physical well-being. New Era realized that overall wellness does not just include physical health or the absence of disease, but other areas as well. Program components are designed to create a culture that is vibrant and lively. New Era works to create a fun, active workforce to help promote creativity, productivity and teamwork.



FINANCIAL WELL-BEING

New Era partners with experts in the finance field from Hunt Real Estate, Consumer Credit Counseling of Buffalo, M&T Bank and Fidelity Investments.

Employees get coaching on **401k's, retirement, home buying, building credit and budgeting.**



MENTAL HEALTH

Medical costs were going down but the cost of **mental health claims** and **prescriptions were rising.**

Partnered with Mental Health Association of Erie County to host presentations which opened up the conversation around mental health to help **reduce mental health stigma and lower the barriers** to getting help.

New Era also offers an Employee Assistance Program to provide additional coping resources.

Future initiatives through the Mental Health Association of Erie County include onsite meditation, stress management programs, and Mental Health First Aid certifications. (www.mentalhealthfirstaid.org)

FOR STRONGER COMMUNITIES



COMMUNITY INVOLVEMENT & SOCIAL SUPPORT


The "New Era Gives Back" volunteer program opportunities throughout the year.


Four hours of **flex time provided for volunteerism.**


Employee charity race registration fees are covered at 100% and New Era matches employee fundraising.


CULTURAL TOUCHPOINT: NEW ERA LIFE MONTH

Throughout the month of May, New Era also celebrates New Era LIFE month to focus on all the areas of total well-being.


STRESS REDUCTION


IMPORTANCE OF SLEEP



MENTAL HEALTH


FINANCIAL WELL-BEING

CREATING A CULTURE OF HEALTH



ONSITE YOGA & MASSAGES



VENDING MACHINES

Vending policies have been written to ensure that machines are **stocked with healthy food options.**



FRUIT DELIVERY

Free service that **delivers fruit every week** for conference and break rooms

Provided by The Fruit Guys (www.fruitguys.com)



ONSITE FOOD TRUCKS

To help support local business, New Era brings food trucks on-site for employees.

Meals are covered at **100% during special onsite events** like New Era LIFE month.



ONSITE FITNESS CENTER

High-end, state-of-the-art equipment



Free personal training sessions

Group fitness classes like spin classes, yoga, boot camp and Zumba available to employees for \$10 per month.

PURIFIED WATER

Clean, purified water is available throughout the building to encourage hydration.

Employees are given New Era Life water bottles.

BIKE RIDING

Bicycles are available for employees to ride on lunch or to run errands during the day.



STANDING DESKS


One-third of employees have desks that allow them to stand during their work day.

All employees will have stand-up desks by 2018.



RECREATION AREA

Ping-pong, bubble hockey and other activities **encourage employees to take a break from work.**



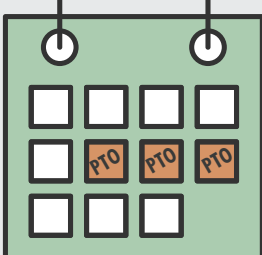
CULTURAL TOUCHPOINT: WORK-LIFE BALANCE

The "Milk Stork" for Traveling Moms

Many employees travel for their positions which presents serious challenges for new moms. New Era Cap covers breast milk delivery services for traveling moms at 100%. Milk Stork (www.milkstork.com) provides "no-fuss", refrigerated, express shipping and easy toting of breast milk to babies back home.

TUITION REIMBURSEMENT

\$5000 per year to assist employees in **continuing their education.**

PTO

Say Hello to PTO program allows employees to bank up to 45 paid days off per year.



SUMMER HOURS

New Era offers employees **half day Fridays** from Memorial Day to Labor Day.

WANT TO READ MORE?
See the full Case Study at:
welcoa.org/resources/new-era-cap-company-case-study/