

Cornell University Wellness Program

Cornell University Wellness Program Incentive Fund

Overview

The Cornell University Wellness Program is continually working towards expanding its outreach opportunities to meet the unique needs of Cornell University's diverse and geographically spread community. In an effort to encourage the healthy behaviors of Cornell's faculty and staff, funding has been secured that allows individual departments and units, with the Cornell University Wellness Program's oversight, to create and implement programming that will meet the needs of its staff.

The implementation of this incentive fund would enable, for example, the ILR New York City office to purchase pedometers and incentive materials to encourage the healthy behavior of physical activity. In addition to benefiting an underserved (by Cornell Wellness) population that is geographically unable to participate in many Cornell campus wellness offerings, it would foster a sense that Cornell cares about its employees regardless of where they are located throughout the world. In addition, the implementation of a low cost incentive program that promotes both mental and physical well-being at a time when Cornell is dealing with medical costs that are rising rapidly, seems fiscally responsible.

Funding Details

- This is a program where funding will be made available to implement wellness initiatives for employees in departments and units where wellness programming is either unavailable or inaccessible.
- Departments and units requesting this financial incentive must have 5 or more employees who will directly benefit from the programming created with this incentive money.
- Requests may be submitted for up to \$500 per unit, and cannot exceed \$20 per person.
- The Cornell University Wellness Program will oversee the incentive program.
- Approval of an incentive application will be at the discretion of the Cornell University Wellness Program.
- Depending upon the number of requests, funding may be limited or unavailable.
- This program was designed with off-campus locations in mind, but is not limited to off-campus departments.

- Requests may be submitted any time during the fiscal year. Only one request per fiscal year may be submitted. Requests will be reviewed when they are received and approvals are subject to funding availability.

Examples – What’s covered vs. what’s not covered

Departments may submit requests to cover items such as these:

- Reasonable lecture fees for health related topics (i.e. smoking cessation, stress management, healthy meal planning)
- Reasonable expenses for lecturers (i.e. travel expenses, photocopying fees, room reservation fees)
- Health promoting items (i.e. pedometers, self-care books)
- Costs of marketing and promotional materials for a lecture or event (i.e. posters, flyers, postcards)

These items *are not* covered by the fund:

- Food
- Recreational activities such as golf outings
- Fitness equipment purchases (i.e. treadmill, dumbbells)
- Subsidization of fitness memberships
- Fees for one-on-one consultations such as massage therapy, personal training, or nutritional counseling

Administrative Oversight

The Cornell University Wellness Program has the final authority for approval of all requests depending on the number of requests received, the amount available in the funding source, and the nature of the request.

Cornell Wellness staff will administer the program. Funds will be transferred after documentation and receipts have been received.

Wellness Funding Assistance Request - Official Rules

Guidelines:

- Any unit or department may submit a request for funding to support wellness initiatives for staff and faculty. The request must benefit at least 5 employees.
- Requests may be submitted for up to \$500 per unit, and cannot exceed \$20 per person. The amount funded may be less than the amount requested.
- Reimbursements are provided via journal transfer upon presentation of receipts or invoices.
- All units receiving incentive funding are required to perform an evaluation of the implemented program.

Considerations:

- Request for duplicate or department-only programs that mirror existing programs available to the same group will not be funded.

- Programming that excludes individuals on the basis of gender, sexual orientation, race, ethnicity, religion, or are discriminatory in any way are not eligible.
- Funding may be lower for programming that benefits fewer employees. For example, a request that benefits 25 people might receive more funding than one that benefits 5 people.
- Requests may include partial participant contributions.

Who Can Submit A Request?

- Any employee willing to coordinate a wellness initiative may submit a request.
- Units or departments may only submit one request per fiscal year.
- The human resources office in your department will be notified once a request is received by the Cornell University Wellness Program.

Administration of the Incentive Funding:

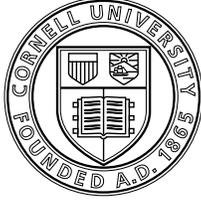
- The Cornell University Wellness Program will administer the program.
- All approvals or non-approvals will be decided by the director of Cornell Wellness. Explanations will be provided for unapproved requests.
- The Cornell University Wellness Program will manage collection of receipts and reimbursement via journal transfer.

The following requests will not be funded:

- Food, alcohol.
- Exorbitant speaker fees.
- Individual counseling or therapy such as nutrition counseling or massage therapy.
- Subsidies to fitness center memberships.
- Recreational activities such as golf outings.
- Fitness equipment purchases (i.e. treadmill, dumbbells).

Sample Scenarios:

- The staff of a department are interested in purchasing Self Care Guides for a group of 40 interested employees. The cost per book is \$10 (times 40 = \$400.00) and the shipping will also be \$10.00 for all of the books. The total amount of proposed grant money is \$410.00.
- The staff of 10 from a research facility wish to have a Yoga class twice a week in their building. The cost of the instructor is \$50/hour. The total amount of proposed grant money is \$200.00 (10 people x \$20 per person), which will supplement the total cost of the program.
- The staff of a department wants to start a walking group and wants some guidance and incentive to offer interested participants. Locally, they find a qualified personal trainer who can facilitate a "kick-off" workshop for \$100.00. The group then decides that pedometers are a perfect incentive and wants to purchase 20 for \$10.00 each. The total amount of proposed grant money is \$300.00.
- The staff of a department is interested in massage. Since they know the grant is not able to fund free massages for employees, they decide to hire a local massage therapist to provide a lecture on self massage. Total of grant - \$175.



Cornell University Wellness Program

Wellness Funding Assistance Request Form

Employee Requesting Funding:
Campus Address:
Cornell Net ID:

Department/Unit:
Campus Phone:

Program/Project Title:
Projected Number of Participants:
Abstract of Request (please provide brief summary):

Please briefly answer the following questions.

Rationale: Why do you want to offer this program?

Objective: What do you hope participants gain from this program?

Delivery: How do you best see this program implemented?

Timeline: What is your timeline for delivering this program?

Evaluation: How do you plan to evaluate the success of this program?

Expenses:

Itemized expenses: Please show a list of your anticipated expenses.

Total Program Cost:

*Please send proposal to:
Beth McKinney
Cornell University Wellness Program
302 Helen Newman Hall
Ithaca, NY 14853
Questions? Call (607) 255-3703*

Requests are not a guarantee of approval. Upon receiving this proposal, a Cornell Wellness professional staff person will contact you.