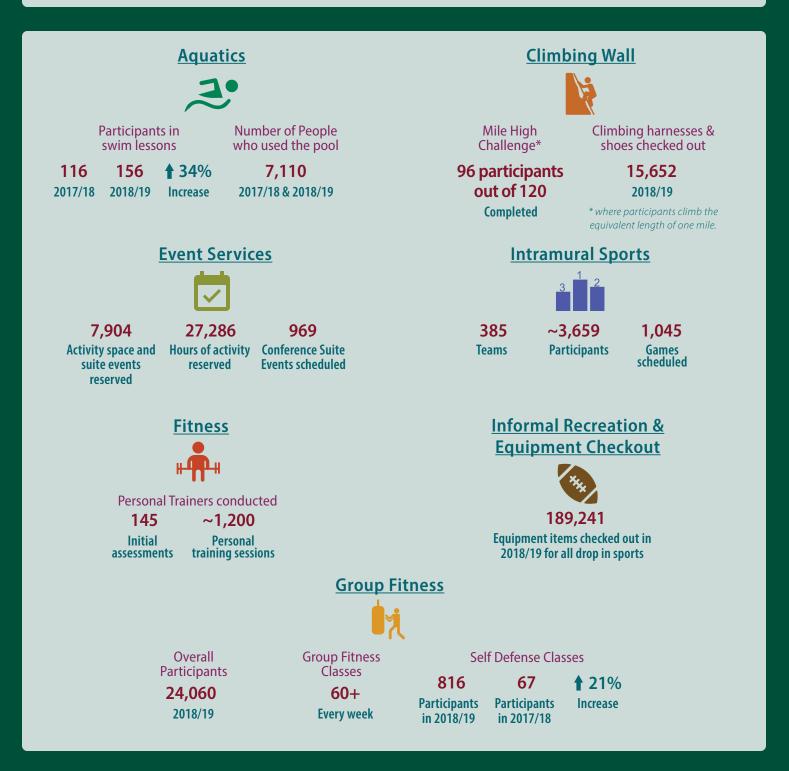
THE WELL

Who We Are

The WELL at Sac State is a modern **150,000** square foot recreation and wellness facility. Our mission is to inspire lifetime wellness through collaboration, education and innovation.





Marketing

• 8% increase Social Media and email engagement in across all platforms.



<u>Membership</u>

- Student Membership was at an all-time high of **82%** of Spring Enrollment (**24,286 students**).
- Non-student Membership increased by **24%** mostly attributed to increase in alumni memberships.
- There was a daily average of **1,953** check-ins.
- There were a total of **496,179** check-ins for the entire year.

Recreational Therapy

- Our Recreational Therapy (RT) program strives to implement and facilitate inclusive and specialized recreation and leisure pursuits that provide opportunities for members of all abilities and backgrounds to recreate together.
- 900 participants (including volunteers) in our AIR programming.
- *RT* volunteers: there were **1,666** hours contributed by our volunteers, totaling **\$42,366** in time donated (based on a rate of **\$25.43** per hour value indicated by Independent Sector).

Special Events

- Sac State 5K Fun Run: **840** participants (**4.5%** higher compared to prior years), raised **\$3,500** (**\$1,000** more than 2018) and was donation to the Multi-Cultural Center Fund.
- Hosted FROSH Nights: 130 incoming freshman attended.
- WELLCome Back event: 842 active participants.

