



Wellness Councils of America

Local Council/Well City USA Requirements for Affiliation

To be considered for affiliation, your organization must become an independent 501(c)(3) non-profit organization that maintains its own Board of Directors and independent finances. The affiliation with WELCOA is based on common beliefs, vision, mission, and focus.

In establishing a consistent structure that advances the common focus of both WELCOA and your organization (i.e., cultivating and retaining corporate members; educating and training employers in Well Workplace University; and recognizing Well Workplaces), your organization agrees to adhere to the following business structure.

Requirement #1: Maintaining Qualified Personnel

Your organization will maintain personnel qualified to execute common strategic initiatives. The qualifications and professional biography for the your organization's proposed Wellness Council Director must be submitted along with your organization's operating plan to the national office.

Requirement #2: Engaging an Active Board of Directors

Your organization will maintain and actively engage an external Board of Directors. The size and organization of this Board will be individually determined but should be comprised of local business, health, and community leaders.

In addition to providing guidance and overseeing the organization's operations, your Board will be responsible for ensuring the financial and ethical integrity of the organization, and will make certain that the entity is not engaged in any business solicitations that represent a conflict of collective interest.

The names, titles, addresses, phone numbers, email addresses, and short biographies of each Board Director will be forwarded to WELCOA's national headquarters in your annual operating plan by December 28th of each year. Your organization will regularly update this list as contact information and Board make up changes, or not less than once per year. In keeping with the spirit of confidentiality set forth in this agreement, the personal information of all Board Directors will be kept confidential.

Requirement #3: Establishing a Guiding Set of Bylaws

Your organization will develop and maintain its own set of corporate and organizational bylaws to ensure the effective operation of each organization. By December 28th of each year, a current copy of your bylaws must be included in the annual operating plan and forwarded to WELCOA so that it can be kept on file at the national office.

Requirement #4: Developing an Annual Operating Plan

Your organization will develop an independent annual operating plan that will guide the organization. This operating plan will specifically set forth the measurable goals as they relate to the three primary areas of focus—cultivating and retaining corporate members; educating and training employers in Well Workplace University; and recognizing Well Workplace Award winners.

It is the responsibility of your organization to set its own goals and objectives for the upcoming fiscal year. However, in order to achieve Well City status in a manageable timeframe, your organization must commit to achieving the following minimum goals:

- 1.) Recruit at least 75 dues paying members within three years;
- 2.) Conduct at least two Well Workplace Universities a year with a minimum of 25 companies and 50 participants in attendance for each session;
- 3.) Submit 10 Well Workplace applications every year.

Your organization may choose to set more ambitious targets, however, these goals represent minimum production outputs.

Your organization's operating plan must be forwarded to the national office by December 28th of each year.

Requirements to achieve Well City USA Status

To achieve Well City status at the Bronze level, 20% of the community's working population must be employed in WELCOA designated Well Workplaces. To achieve Well City status at the Silver level, 30% of the community's working population must be employed in WELCOA designated Well Workplaces. To achieve Well City status at the Gold level, 50% of the community's working population must be employed in WELCOA designated Well Workplaces. At any level—Bronze, Silver, or Gold—Well City projects must engage a minimum of 20 organizations within a given community.

Requirement #5: Ensuring Financial Accountability

To ensure financial accountability, your organization will maintain independent accounting records. Your organization must submit a year-end income statement, balance sheet, and a statement of financial solvency signed by both the Executive Director and your organization's Board President to WELCOA's headquarters annually.

Specifically, if your organization operates on a January 1st fiscal year, a balance sheet and statement of financial solvency that has been signed by your organization's Executive Director and Board President is due to WELCOA's national office by July 1st. If your

organization operates on a July 1st fiscal year, your balance sheet and statement of financial solvency that has been signed by the Executive Director and Board President is due to WELCOA's national office by November 1st.

Requirement #6: Serving a Defined Geographical Territory

Your organization will serve a pre-defined territory exclusively—WELCOA will not compete with your organization for members within this territory. This territory will be defined based on counties within your area. At the completion of Well City status, your organization may expand its territory to include other areas of the state provided that the operating plan is sufficient to effectively advance the collective mission.

For the areas outside of your territory, WELCOA will service these members directly.

Requirement #7: Maintaining Confidentiality and Resolving Disputes

WELCOA and your organization are committed to maintaining a supportive and trusting relationship. This relationship includes maintaining confidentiality between both organizations. All information and internal communiqués will be kept confidential.

WELCOA and your organization also commit to resolving disputes in a non-public forum that allows for a quick return to the mission of both organizations.

In the event of a conflict that relates directly to the three primary areas of focus, WELCOA and your organization will commit to resolving the conflict in the following manner:

Step 1: A list of the specific criteria (conflicts) will be presented in writing to staff of the Wellness Councils of America for resolution.

Step 2: WELCOA will meet with the involved parties and attempt to resolve the conflict.

Step 3: If resolution is not possible, the issue will be taken to WELCOA's Board for a final decision.

Requirement #8: Establishing New Locally Affiliated Wellness Councils

It is WELCOA's prerogative to establish new locally affiliated Wellness Councils at its discretion. No other entity—locally affiliated Wellness Council or other—can initiate or negotiate new council development. Entities that are interested in becoming a WELCOA locally affiliated Wellness Council must provide a written proposal to WELCOA and submit it to the national headquarters. This document will outline the proposing entity's business plan to create a sustainable organization that assists the network in achieving its goals and objectives. If the proposing organization's business plan is of merit, WELCOA will take it under consideration and the plan will be accepted or denied based on the decision of the WELCOA national Board of Directors.