

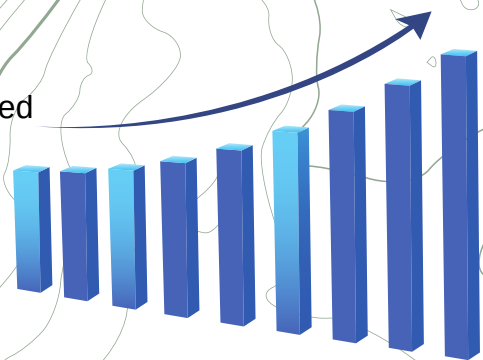


Outdoor Wellness Programs: It's all about the bottom line

Increases Revenues & Profits

According to a study done at Harvard in 1992, organizations that invest in a "culture of health" for strengthened organizational effectiveness outperformed organizations that did not.

- Revenue growth of 682% vs 166%
- Stock price increased by 901% vs 74%
- Net income increased 756% vs 1%



Another study out of Harvard in 2011 about "shared value capitalism" shows that by investing in employees, organizations can facilitate economic growth with healthier employees and increase their brand reputation. That contributes to developing a more well-off community that has higher disposable income to utilize the organization's products and services. It also attracts better talent looking for a well-regarded workplace.

Reduces Costs to the Business

Employee Turnover

Millennial turnover costs the US economy \$30.5bn annually.



Most leave a job because it lacks a company culture that allows them to feel like they have a purpose, areas for development, personal recognition, & work-life balance.

Healthcare Costs



- Stress costs the US economy \$300bn each year.
- 38% of Millennials are hindered in their job by stress & looming burnout, leading to more sick days
- 80% of on-the-job accidents are due to stress-related fatigue

By investing in increased time outdoors, employees will take less sick days, visit the doctor less frequently, and reduce over healthcare costs.

Inefficient Workforce

In 2016, distracted workers cost the US economy upwards of \$1 trillion. Getting employees outside spurs creativity, increases memory recall, and increases overall productivity.

