

Housing Works transitions to ClassPass after wellness stipend

Housing Works, a non-profit organization fighting AIDS and homelessness, added ClassPass to their generous benefit offering to give their employees flexible fitness options.

The Challenge

Wellness is central to the mission of Housing Works, and they want to make sure they are doing everything they can to meet the wellness needs of their employees. In addition to a comprehensive benefits package, Housing Works previously gave employees a wellness stipend, but found it lacking in community-building and frustrating to track. Housing Works desired a highly customizable solution that could serve each of their thousand-plus employees' preferences and needs regardless of where they lived.

The Solution

Housing Works has found great success since offering ClassPass to their employees and loves that it fosters a culture of wellness that is core to the organization. The staff especially appreciates its flexibility, as it can be used not only for fitness classes, but for meditation sessions as well. The management team loves that they can track what activities employees are liking and utilizes this insight to set up team-building events.

As a non-profit, Housing Works is always watching its bottom line. The ClassPass Corporate Wellness Program's pay-per-active pricing model allows the company to maximize their investment. In fact, their partnership with ClassPass has been such a success that Housing Works has factored it into their future budget for the next 3 years.



“ We felt it was the most inclusive physical health option we could offer to staff, which is important to us—that whatever we do offer is accessible to everyone.

Maria Salas-Fofanah
VP of People, Housing Works

EMPLOYEES VALUE THEIR CLASSPASS BENEFIT:

37% year-over-year
program growth

72 average monthly
reservations

*All data as of July 2024