

Security Health Plan: YMCA Strong Kids sponsored membership program gets boost from Security Health Plan and Marshfield Clinic Health System

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Chippewa Valley area youth and their families can receive a reduced-cost YMCA membership, thanks to a charitable contribution Security Health Plan of Wisconsin, Inc., and Marshfield Clinic Health System made to the YMCA Strong Kids Annual Campaign. Membership to the YMCA offers access to all youth activities like swimming lessons, youth sports and educational programs.

The Supported/Sponsored Membership Program grants Chippewa Falls YMCA memberships to youth/families who are in financial need. The sponsored membership is income tested per federal income standards, which are at or below the poverty level for each specific household.

“The Chippewa Falls YMCA will grant over 1,100 supported memberships to families in financial need during 2022,” said YMCA Development/ Communication Director Jim Ignarski. “This contribution will have a direct impact on young people and families in the Chippewa Valley area and help them maintain their health and wellness.”

The YMCA’s goals are to contribute positively to overall community wellness through programming that touches on many aspects of health, including healthy eating, physical activity, chronic disease and illness prevention, and community health education.

Marshfield Clinic Health System and Security Health Plan’s shared vision to create

healthy communities coordinates perfectly with the YMCA sponsored membership program. The impact will be better physical and mental health for the individuals of the Chippewa Valley.