



New West YMCA—Capital Campaign

**CHRONIC DISEASE PREVENTION  
SENIOR HEALTH INITIATIVES  
INCLUSIVE FITNESS**

---

**Unique Benefits**

**YMCA of Dane County**

Mark Westover,  
President & CEO, YMCA of Dane County  
2026

## COMMUNITY NEED:

As Dane County’s population ages, older adults face a growing set of risks: loss of strength, social isolation, and cognitive decline that can threaten both safety and quality of life. Simultaneously, chronic diseases are a leading cause of death in Dane County, and, as the pandemic highlighted, there is a greater demand for safe, inclusive spaces that provide physical activity, social interaction, and support.

1 in 4 adults aged 65+ falls each year—often with serious consequences.

Social isolation among older adults is linked to increased risks of heart disease, dementia, depression, and early death.

The cost of treating chronic diseases accounts for a significant portion of healthcare spending.

Lower income and education levels are linked to a higher chance of developing chronic diseases like heart disease and diabetes.

Traditional fitness settings often have barriers that prevent participation.

## HOW THE NEW WEST YMCA MEETS THE NEED:

At the YMCA of Dane County, we see these challenges not as inevitabilities, but as problems we are uniquely positioned to help solve.



## WE PLAN TO OFFER:

### 1. Chronic Disease Prevention

We support individuals, families, and the community for healthy living by promoting well-being, reducing the risk of developing chronic disease and assisting people to reclaim their health through dedicated, trained staff and intentionally designed programs in a safe environment engineered for personal success. A great impactful example is our LIVESTRONG® at the YMCA, an exclusive program that offers a safe and supportive environment for cancer-survivors to participate in evidence-based physical and social activities focused on regaining health.

#### Key features of our Chronic Disease Programs

**Community and support:** Many programs are built around small-group settings to foster community and provide peer support.

**Evidence-based:** The YMCA works with healthcare organizations to deliver evidence-based programs that have been shown to be effective.

**Personalized approach:** Some programs offer customized exercise regimens tailored to the individual's ability.

**Focus on lifestyle changes:** Programs often focus on long-term habit formation for a healthier lifestyle.

**Collaboration:** The YMCA collaborates with local healthcare systems to provide better care for its members.

### 2. Senior Health Initiatives

With 5,562 active older adult members, we deliver a range of welcoming, evidence-informed programs designed to build strength, restore confidence, and forge meaningful connections. Our senior programming is unified under the ForeverWell brand, a long-standing and growing portfolio of services for older adults.

#### FOREVERWELL® Focuses on Three Pillars

**Move:** Supporting physical wellness through strength-building, balance, and fall prevention

**Connect:** Fostering social belonging through clubs, community events, and shared experiences

**Discover:** Promoting mental growth through enrichment, lifelong learning, and purpose

Our Y is centered on improving the lives of Dane County residents ages 55+, from fitness classes, to lifelong learning opportunities, social events, volunteerism, and more.

Memberships for Older Adults

FOREVERWELL Fitness Classes

Lifelong Learning & Social Events

Customized Personal Training for Older Adults

## 3. Inclusive Fitness

A cornerstone of our wellness strategy is EGYM Smart Strength, an adaptive resistance training system that personalizes exercise by ability. Participants experience measurable results, including an average 25% increase in strength and a 17-year reduction in biological age. These outcomes support fall prevention, cognitive health, and confidence in daily living, demonstrating how the YMCA applies research-backed technology to improve long-term well-being.

### Key Benefits of EGYM

**Automatic adjustments:** The equipment automatically adjusts the weight and resistance for each user, based on their progress. As you get stronger, the workout adapts to challenge you further, and if you lose strength, it can adjust to your current level.

**Data-driven progress:** Initial strength assessments and ongoing performance tests help identify muscle imbalances and provide benchmarks to track your improvement over time.

**Time-saving:** EGYM offers full-body workouts that can be completed in as little as 20 minutes. The circuit-training method integrates strength and cardiovascular training into a single workout, making it efficient for weight loss and overall fitness.

**Gamification:** The workout is structured to be more engaging, similar to a video game, with features like virtual medals, activity points, and leaderboards.

**Improvements to Health Markers:** Studies show, EGYM programs can lead to improvements in body weight and health markers, such as long-term blood glucose levels (HbA1c) for people with Type 2 diabetes.

## Smart Gym Works for Everyone!

EGYM



### What is the EGYM BioAge?

*BioAge is a comprehensive fitness and health indicator that combines a wide range of user measurements into an easy-to-understand BioAge that can be compared to a member's physical age, and also allows the user to easily track strength and flexibility improvements.*



**SCAN TO SEE MORE INFORMATION ABOUT OUR CAMPAIGN**