



where well-being starts with we

## THE WHY

**We believe healthy, well people are the core driver of thriving families, strong economies, and the Greater Green Bay community.**

However, this is not a reality experienced by everyone. Wello is a community-based non-profit working to improve the health and well-being of all in Greater Green Bay. By coming together and investing in strategies that support health and well-being at an individual, organizational and community level our people, places, and economies will thrive and brand Greater Green Bay as a location of choice for employees, families, and businesses.

## THE WHAT

**We are the dot connectors.** Wello focuses on being the glue that brings our community together to create a well-being movement where the whole is truly greater than the sum of its parts.

## THE HOW



### INNOVATE

**Together, we take action.**

Wello drives action to help people eat better, move more and build social and community connectedness.

Multi-sector work teams develop local solutions to improve health and well-being. We operate under a philosophy of "I do," "We do," "You Do" promoting sustainable change.



### RALLY

**There is no we without you!**

Wello gives people an opportunity to lift up their voices and lend their skills, passions and unique strengths to a common vision.

The Well-being Influencer Network (WIN) provides online and in-person tools to spread and scale well-being throughout Brown County.



### MEASURE

**To take action, we need to know where we are starting.**

Wello conducts countywide measurement in the areas of physical, mental, social and community well-being. This allows us to implement data-driven, local plans of action to address root causes preventing people from being as healthy as possible.