



How LA Family Housing found the key to wellness with our wellbeing app

Industry: Charity / Non-profit

Number of employees: 560

Solutions: Reward Gateway | Edenred's employee wellbeing app

About LA Family Housing

LA Family Housing helps people transition out of homelessness and poverty through a continuum of both housing and support services. Its team of nearly 600 dedicated employees provides life-saving services that help the most vulnerable population in Los Angeles.

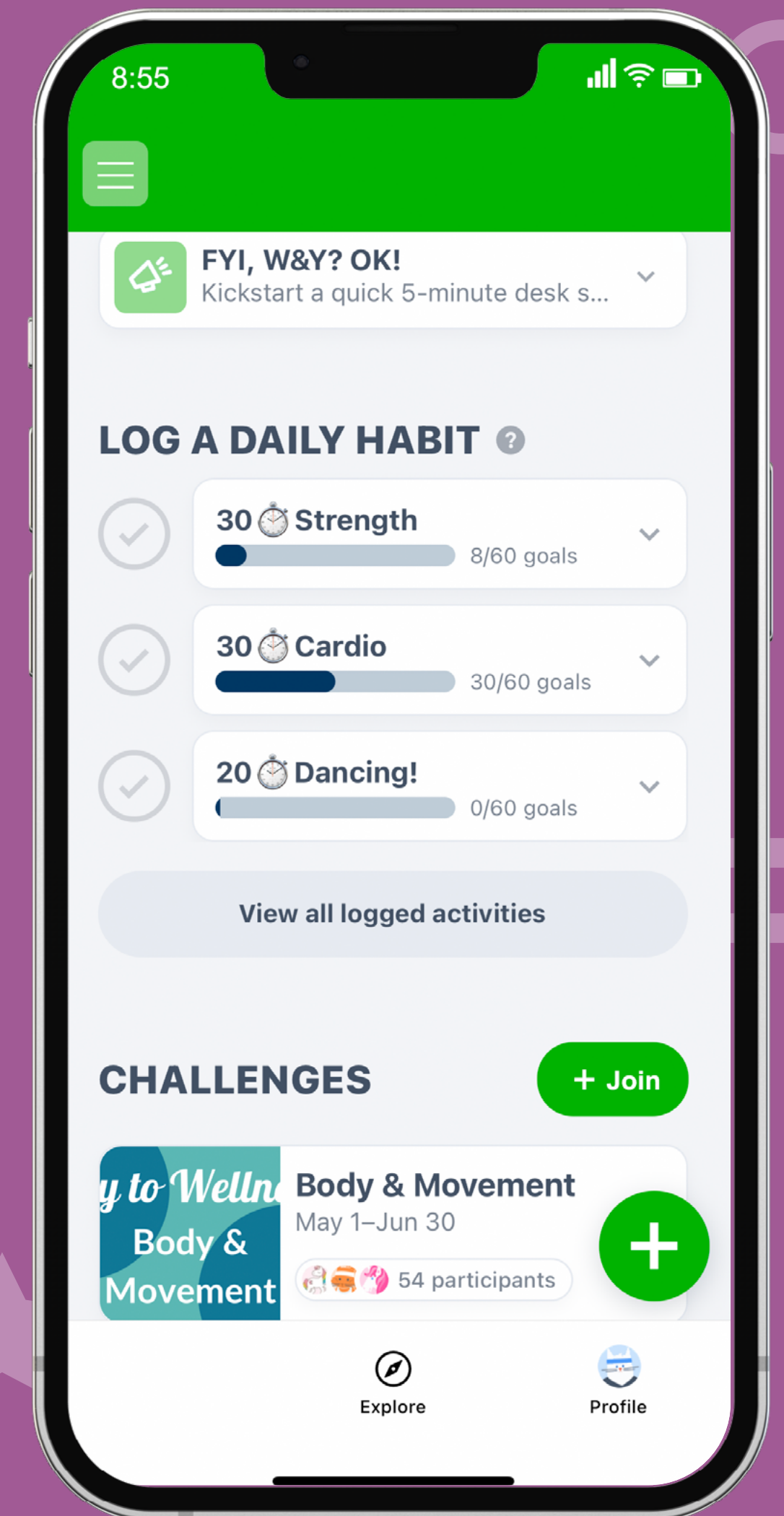
For more than 40 years, LA Family Housing has provided two different types of case management to help end homelessness in Los Angeles. The first stage is navigation, which involves guiding those who are unhoused through the various systems, programs or resources to ultimately find permanent housing. The second stage is stabilization, where teams provide continuing support to build a community of resources that enable their participants to remain housed for the long term.

Finding the key to wellbeing

When the COVID-19 pandemic hit, LA Family Housing expanded its services to include health education, disease prevention and COVID-19 testing. Teams began delivering 1,300 meals every day to 250 interim housing facilities and provided internet hotspots so that children could participate in remote schooling. On top of these additional services, they also stepped up to manage five sites for thousands of medically frail and older adults experiencing homelessness, and six other interim housing projects that were part of California's [Project Homekey](#) initiative.

As was the case for many organizations providing crucial services on the frontline of the pandemic, LA Family Housing was forced to pause its non-essential internal programs – including its staff wellbeing program. But two years later, the organization was ready to relaunch and help its heroic team members rediscover the Key to Wellness.

LA FAMILY HOUSING





“ Our central office was getting a lot of attention, but we have upwards of 30 different properties throughout the county. We wanted to find a tool that would help connect all of our people, without being tied to a physical location.

Jesse Pasquan, Training Coordinator

They were eager to introduce something new and exciting that would connect employees from all across the network, particularly those based outside the central administration office.

So Jesse and the training team began the search for a tool that would take their new wellbeing program to the next level and encourage participation from across the entire workforce. They arranged demos with providers of different solutions to consider what would best fit the needs of LA Family Housing.

Reward Gateway | Edenred’s wellbeing app came out on top due to its engaging and easy-to-use interface.

Program goals

- ✓ **Connect staff across the network of offices, shelters and remote locations**
- ✓ **Promote engagement with the new “Key to Wellness” program**
- ✓ **Fill at least 50% of the “seats” purchased as part of their initial license**
- ✓ **Interconnect the app with the broader program by utilizing the communication features and prize-giving**

Introducing the Key to Wellness Program

In early 2023, LA Family Housing hosted an employee event to launch the new Key to Wellness program and introduce the app.

The initial uptake was incredibly positive, with around half of the purchased seats being filled during the event. The training team continued to drive program engagement and participation with a wellbeing newsletter, which marked the start of a different theme each month. The newsletter would promote all the challenges, spotlight the winners and highlight prizes from the previous month.

To make sure the program's message was reaching frontline employees across the network, physical copies of the monthly newsletter were shared in the facilities and wellbeing content became a standing agenda item in the monthly All Staff Meetings on Zoom.

Jesse and his team were determined to drive engagement for long-term success. They used all different communication channels to ensure that every employee was aware of the program and had the opportunity to get involved, including signage in key locations and QR codes taking people straight to the app.

LA Family Housing managed to set up and launch the program quickly and efficiently by using the pre-configured library of tools, stencils and templates. The technical side was managed, which gave the training team the freedom to focus on the creatives, campaign features and notifications.

Since the launch of Key to Wellness, the admin team has received positive feedback from staff members across the network.

The results



A **quarter of LA Family Housing staff** were using the app within the first few months.



50% of purchased seats were filled during the launch event alone, increasing to **100%** within a year.



Participation grew to around 27% of the total workforce by the following year, and the team increased the number of seats purchased.



The **wellness program is now fully integrated** as part of LA Family Housing's EVP.



Team camaraderie and connectivity have increased between frontline and desk-based team members through winner spotlights during the All Staff meetings.

“

The team never gave me a chance to feel nervous about the launch – every step of the way we were supported by Will, our CSM. The technical side of the app was fully taken care of for us.

**Jesse Pasquan,
Training Coordinator**

“

My experience with the app has been amazing. It incorporates new routines to add to my daily life to help me self-care and be the best I can at work and in day-to-day life.

**Desireé, employee at
LA Family Housing and
recent challenge winner**

Most popular challenges

Everyone loves a step challenge!

Throughout the first 18 months of using the app, LA Family Housing has been running challenges that align with each of the wellbeing themes. One of the most popular recurring themes is Body and Movement, and last summer the team launched a challenge using a custom race track.

For each of the milestones in the racetrack, they built an additional engagement element by uploading throwback videos from key points in the organization's history or a stand-out staff story. It was a great way to encourage movement and wellbeing while building a sense of community and connectivity across the organization.

The Food and Nourishment theme was also really popular, where staff members were encouraged to log how many times they ate a healthy home-cooked meal or drank water.

The training team placed a heavy focus on interconnectivity between the broader wellbeing program and the app, awarding 'step bonuses' as prizes and sending regular notification reminders to drive engagement and participation.



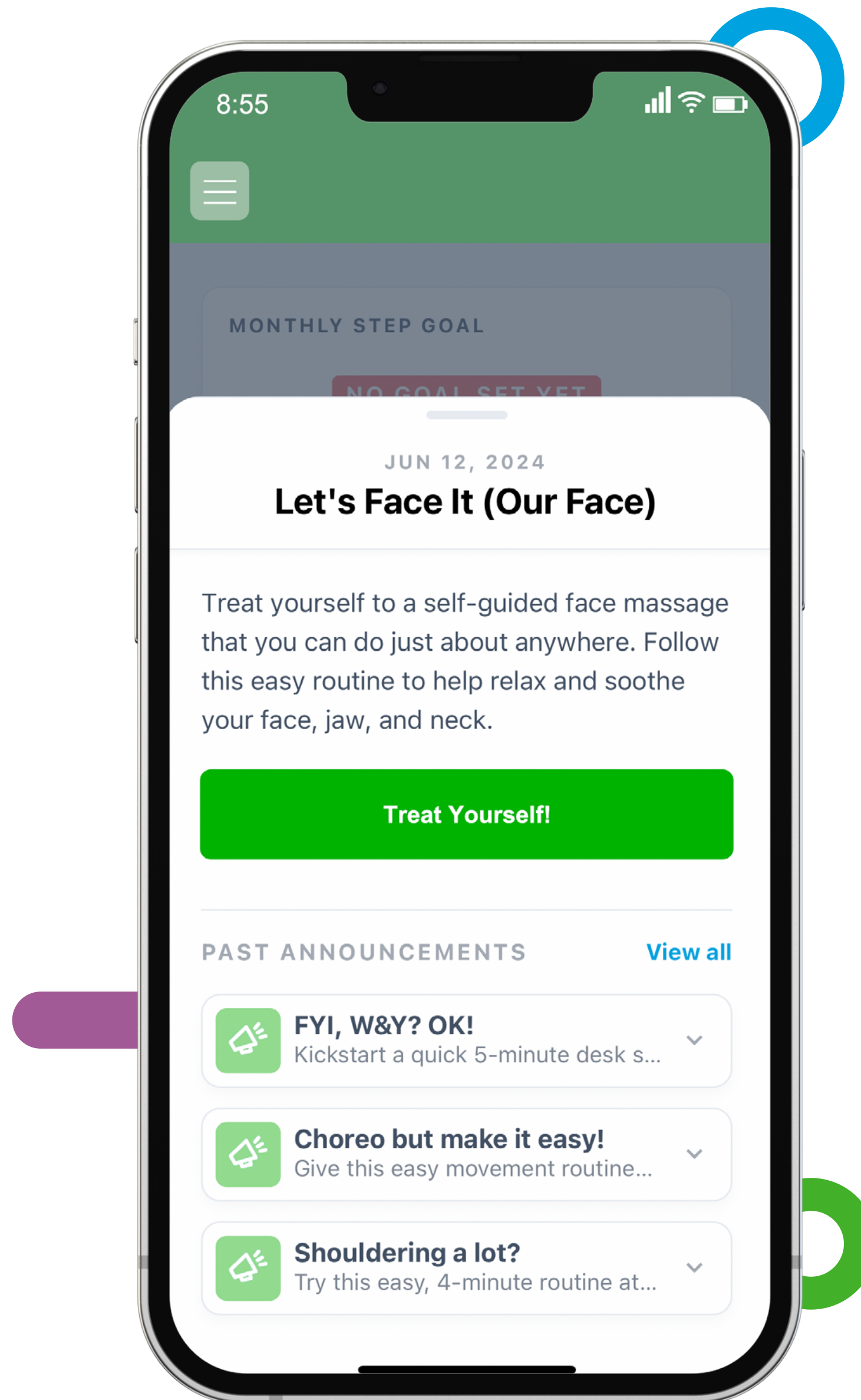
“ I won the step challenge for this month. It was TOUGH, but I enjoyed it because it kept me going every day. I actually woke up ready to walk, workout, etc. I was excited to go to the gym every day. I was excited to improve and be better than I was the day before. It kept me consistent and determined to win.

Employee at LA Family Housing and recent challenge winner

Favorite features

The **reporting feature** has been a game-changer. As well as tracking and rewarding the highest steppers at an individual level, they focus on the original goal of building connection and team spirit by celebrating how many steps in total LA Family Housing has covered. They track participation as a whole and pull reports for different challenge engagements to get everybody involved.

The **campaign features** have also been particularly popular with LA Family Housing. Notifications are sent out to all users to remind them to register for challengers, to prompt workshop registrations, and to remind participants about mid-point check-ins.



About Reward Gateway | Edenred

Reward Gateway | Edenred helps companies engage, motivate and retain people – every day, all over the world.

Our unified employee engagement hub provides the best of recognition, reward, wellbeing, surveys, benefits and discounts that support talent acquisition, retention and values-driven growth.

Get in touch with us to learn more about Reward Gateway | Edenred solutions:

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