



# CAMPAIGN BRIEFING

WELCOME







# AMERICA'S LARGEST PUBLIC-PRIVATE WELLNESS PARTNERSHIP

## CELEBRATING 500TH

Healthy Community this Year



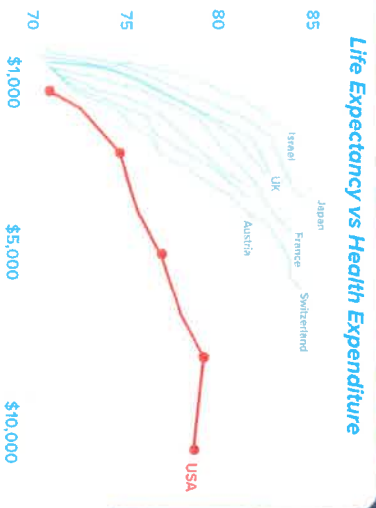
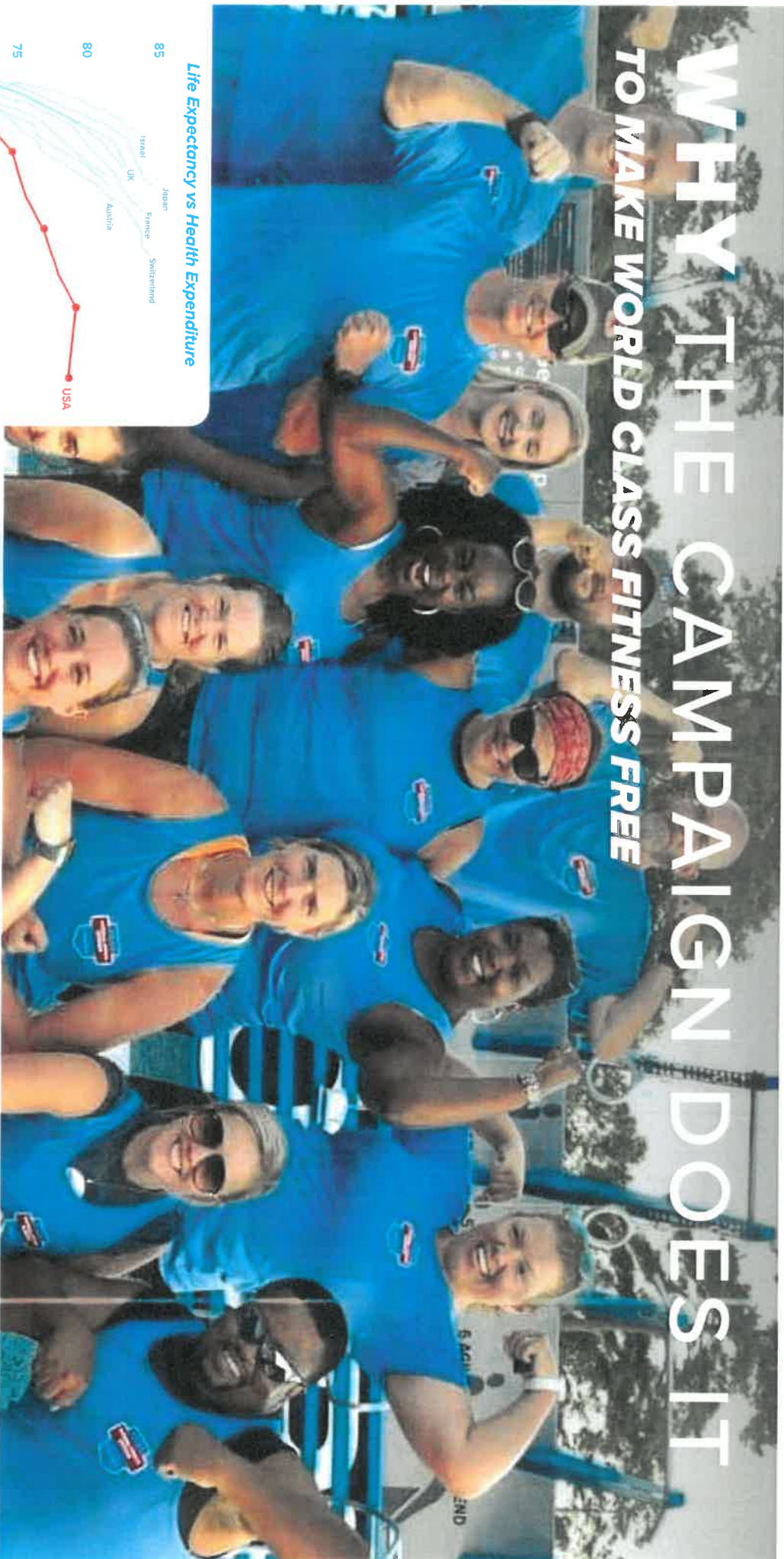
**NOW FUNDED**  
to welcome 1000 Healthy  
Communities by 2025

**CAMPAIGN MISSION:** to Build Healthy Communities





# WHY THE CAMPAIGN DOES IT TO MAKE WORLD CLASS FITNESS FREE



**UNDERSTANDING THE PROBLEM**  
AMERICA IS FACING A HEALTH CRISIS CAUSED BY SEDENTARY LIFESTYLES AND CITIES DESIGNED FOR CARS. USA SPENDS MORE MONEY THAN ANY OTHER ON HEALTHCARE WITH POOR RESULTS.



**BECOMING THE SOLUTION**  
WHEN COMMUNITIES ARE DESIGNED TO SUPPORT WELL-BEING, HEALTH OUTCOMES CHANGE!



BROUGHT TO YOU BY

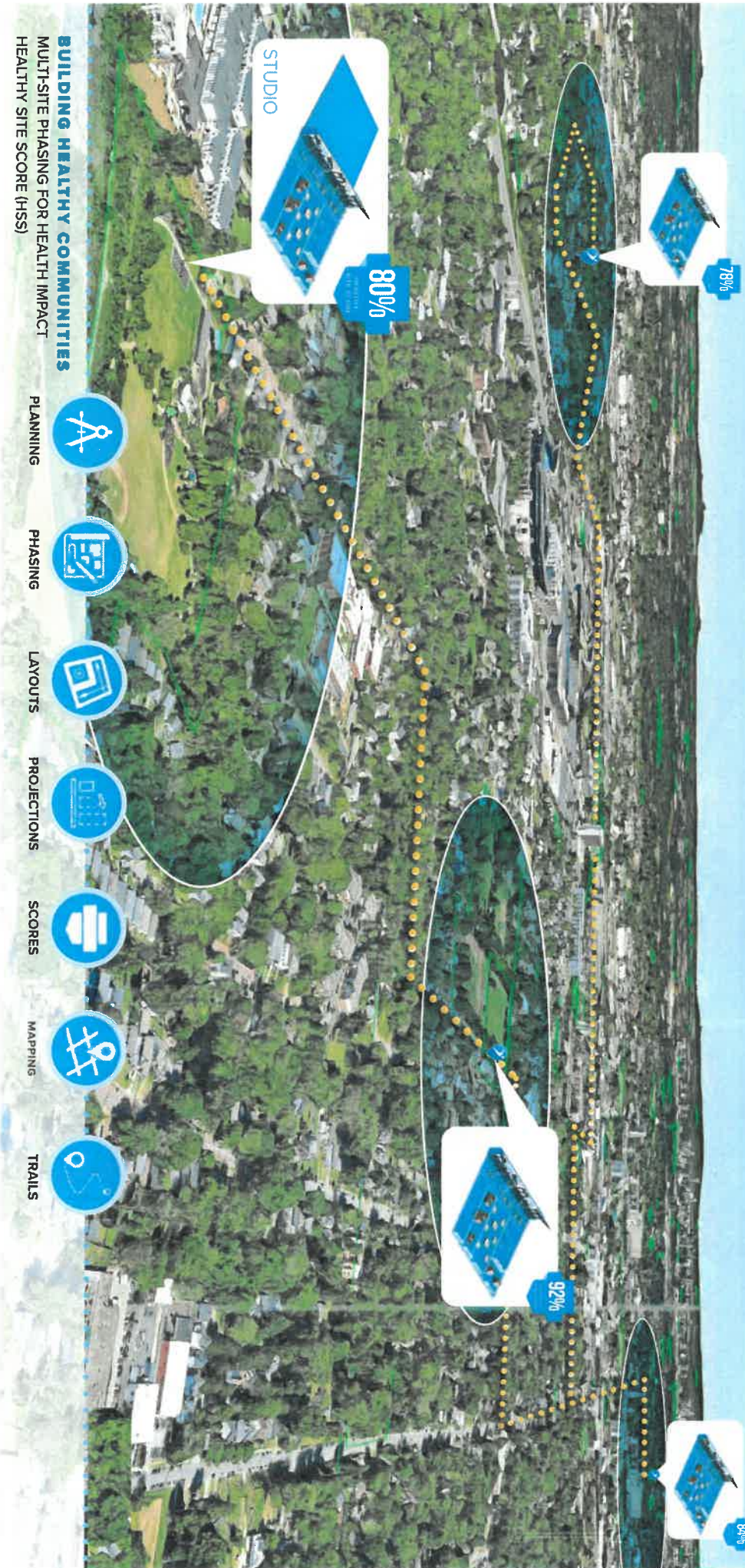






# FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

MULTI-SITE PLANNING FOR HEALTH IMPACT



**BUILDING HEALTHY COMMUNITIES**  
MULTI-SITE PHASING FOR HEALTH IMPACT  
HEALTHY SITE SCORE (HSS)

- PLANNING
- PHASING
- LAYOUTS
- PROJECTIONS
- SCORES
- MAPPING
- TRAILS





# WHAT THE CAMPAIGN DOES A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM



DESIGN & PLANNING

SPONSOR SUPPORT

GRANT FUNDING

INSTALLATION

LAUNCH & PRESS

PUBLIC ART

AMBASSADOR TRAINING

MOBILE APP



**FITNESS COURT**  
WORLDS BEST OUTDOOR GYM



**7 MOVEMENT FULL BODY WORKOUT**

FUNCTIONAL TRAINING SYSTEM  
DIGITALLY ACTIVATED | COACH IN YOUR POCKET



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



BEND





**NEW FOR 2024**



**FITNESS COURT | STUDIO**  
COMMUNITY WELLNESS HUB

**COMMUNITY WELLNESS PROGRAMMING**  
WELCOMES ENTIRE COMMUNITY  
MAYORS WELLNESS SERIES

HITT



YOGA



ZUMBA



DANCE



STRETCH



KICKBOXING



TAI-CHI







**FITNESS COURT | ART**  
EVERY FITNESS COURT IS A WORK OF ART



**WORK WITH LOCAL ARTISTS**  
NFC DESIGN STUDIO



**WORLD RENOWN ARTIST GALLERY**  
KEITH HARING | JEAN MICHEL BASQUIAT



# 2024 STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

# 2024

## 200 NEW PARTNERS

WE'RE PLEASED TO ANNOUNCE THE 2024 CAMPAIGN



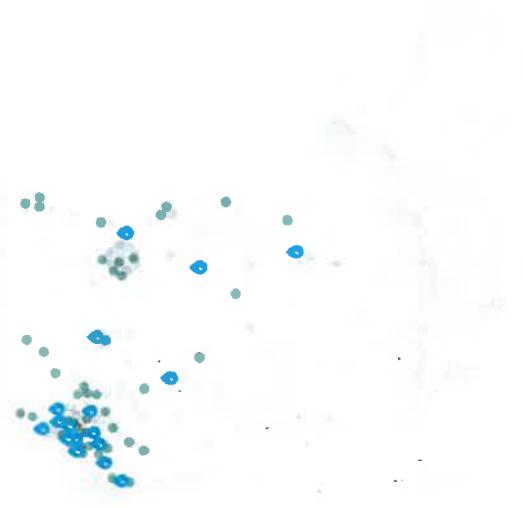


# 2024 MICHIGAN CAMPAIGN

PRESENTED BY



Strategic Plan Adopted for Health Impact Across State  
**Limited funding for 15 communities in 2023**



**\$750,000 in Funding Now Available  
for Qualified Site Partners**



# Fitness Court® Public Art



FITNESS COURTS®



**2024 NFC State Sponsor Art Collection**  
*No Additional Funding Required*

## EACH FITNESS COURT® IS A ONE-OF-A-KIND WORK OF ART.

### NFC DESIGN STUDIO

Additional Funding Required:  
**\$10,000**



*Final design works in collaboration with State Sponsor*

### LOCAL ARTIST

Additional Funding Required:  
**\$25,000**



*Final design works in collaboration with State Sponsor*

### FEATURED ARTIST

Additional Funding Required:  
**\$35,000**

Featured Artist's Choice

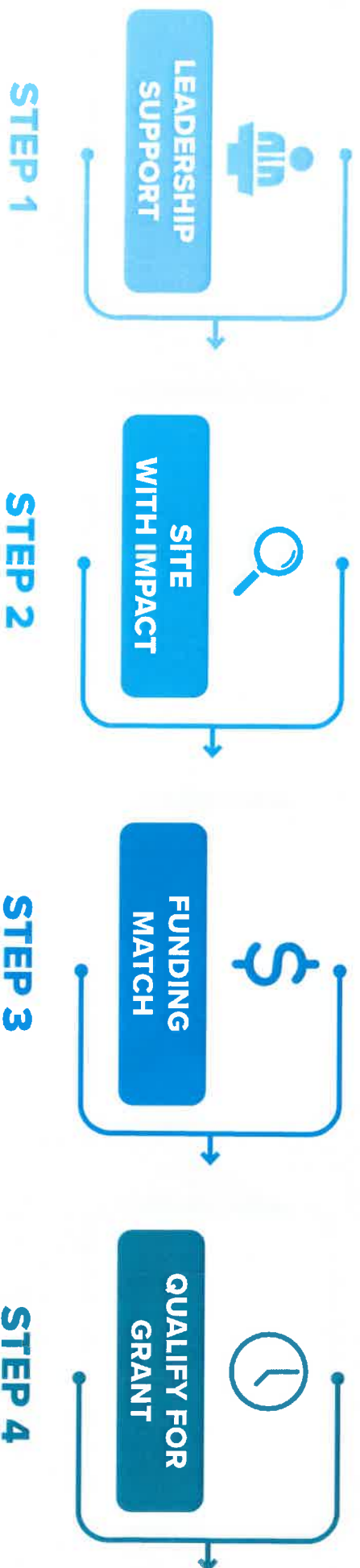


**2023 JEAN-MICHEL BASQUIAT**



# NFC Grant Requirements

Program Qualification



JOIN THE CAMPAIGN



STEP 1

## LEADERSHIP SUPPORT

BUILD CONSENSUS / CONFIRM FEASIBILITY  
MUNICIPAL LEADER SUPPORT

SHARE 3 MINUTE VIDEO







## STEP 2

### **SITES WITH IMPACT**

IDENTIFY SITES THAT MEET CRITERIA FOR FUNDING

HEALTHY INFRASTRUCTURE PLANNING  
• VISIBLE • CONNECTED • ACCESSIBLE •

**SUBMIT SITES FOR  
CONSIDERATION**







### STEP 3

## FUNDING MATCH

NFC GUIDES FUNDING PLAN  
CIP · STATE/NATIONAL · LOCAL SPONSORS

**GRANT FUNDING AVAILABLE:  
\$30,000-\$50,000 PER SITE**

GRANT FUNDING TYPICALLY SUPPORTS ABOUT  
1/3 OF FUNDING REQUIREMENT

**PROGRAM FUNDING REQUIREMENT**  
**\$150,000-\$225,000**  
PER SITE







## STEP 4

# QUALIFY FOR GRANT

- A. PRE-APPLICATION PHASE
- B. GRANT AWARD
- C. BUILD/SITE PLAN
- D. LAUNCH LOCAL CAMPAIGN

**SUBMIT GRANT  
APPLICATION**



# JOIN US

LET'S BUILD HEALTHY COMMUNITIES  
TOGETHER



## Discussion - Q&A

# NEXT STEP



ATTEND PARTNERSHIP QUALIFICATION  
CALL IF APPROPRIATE

### DISCUSSED AT NEXT STEP:

1. FEASIBILITY & ALIGNMENT WITH LOCAL PRIORITIES
2. SITE ANALYSIS & LOCATION OPTIONS FOR FUNDING CONSIDERATION
3. FUNDING REQUIREMENT DETAILS AND GRANT PROGRAM & AVAILABILITY FOR YOUR STATE
4. NON-BINDING GRANT QUALIFICATION PROCESS