



# 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

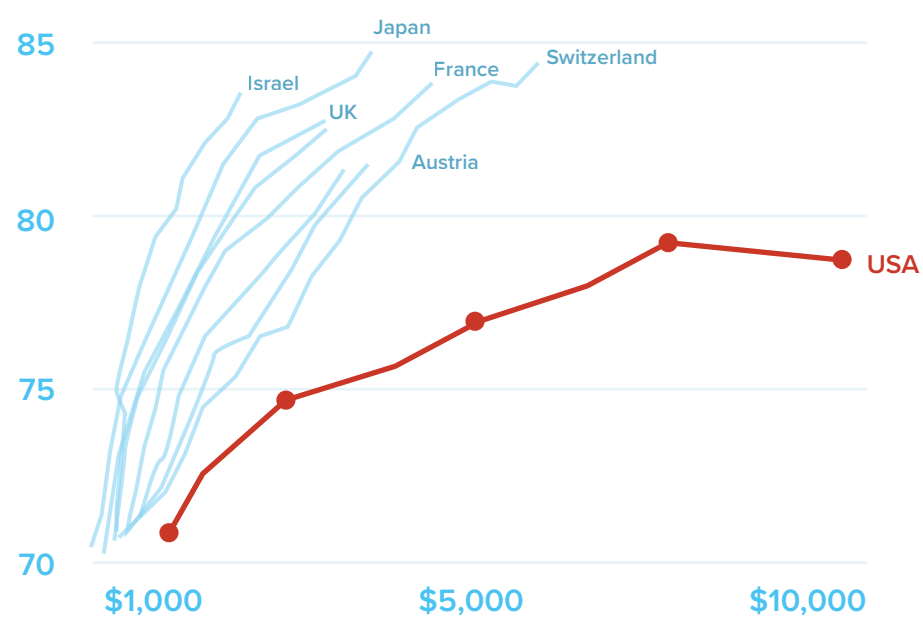


# WHY THE CAMPAIGN DOES IT

**TO MAKE WORLD CLASS FITNESS FREE**



*Life Expectancy vs Health Expenditure*



## UNDERSTANDING THE PROBLEM

AMERICA IS FACING A HEALTH CRISIS CAUSED BY SEDENTARY LIFE-STYLES 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!



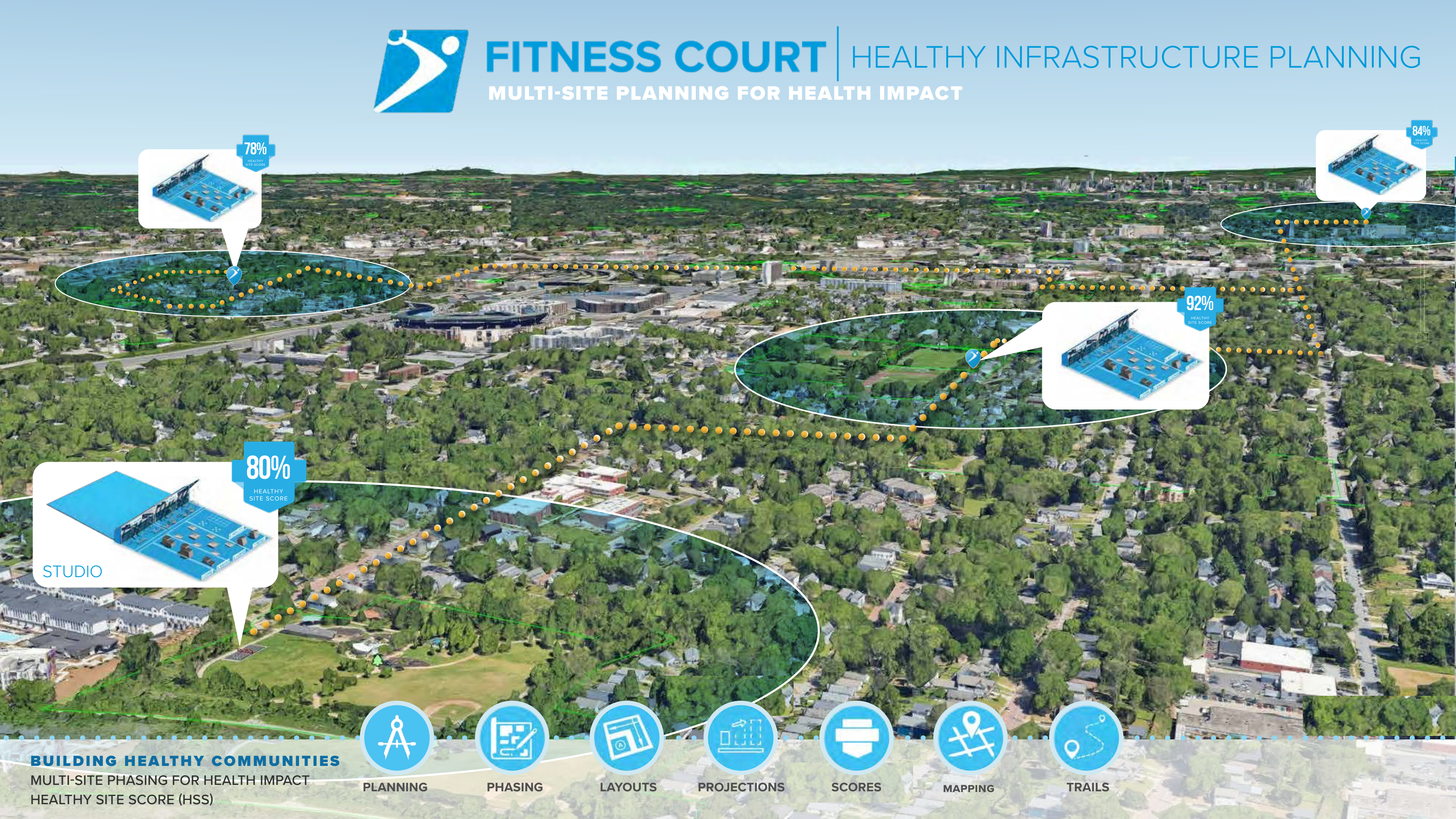
BROUGHT TO YOU BY





# FITNESS COURT | HEALTHY INFRASTRUCTURE PLANNING

## MULTI-SITE PLANNING FOR HEALTH IMPACT



78%  
HEALTHY SITE SCORE

84%  
HEALTHY SITE SCORE

92%  
HEALTHY SITE SCORE

80%  
HEALTHY SITE SCORE

STUDIO

**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

LAUNCH & PRESS

SPONSOR SUPPORT CAMPAIGN

PUBLIC ART

GRANT FUNDING

AMBASSADOR TRAINING

INSTALLATION

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

COMMUNITY WELLNESS HUB

STUDIO



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



HIIT



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



**1. BE A PART OF THE NATIONAL FITNESS CAMPAIGN**

AMERICA'S LARGEST PUBLIC PRIVATE WELLNESS PARTNERSHIP

**2. HEALTH BENEFITS**

MORE TIME OUTDOORS, IMPROVED MENTAL & PHYSICAL WELLBEING

**3. HEALTHY INFRASTRUCTURE**

PLACES DESIGNED FOR PEOPLE NOT CARS

**4. BUILDING COMMUNITY**

CREATING A WELLNESS CULTURE THAT IS SOCIAL, CONNECTED AND FUN!

**5. REDUCED HEALTHCARE COSTS**

HEALTHIER, HAPPIER, PEOPLE



# 2024 STATEWIDE CAMPAIGN



NATIONAL FITNESS CAMPAIGN

# 2024

**200 NEW PARTNERS**

WE'RE PLEASED TO ANNOUNCE THE 2024 CAMPAIGN

# NFC Grant Requirements

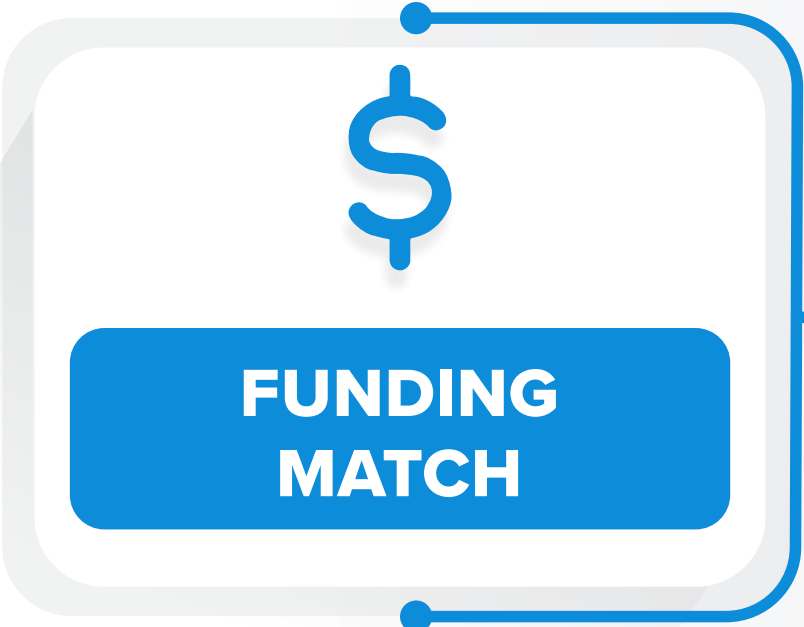
Program Qualification



**STEP 1**



**STEP 2**



**STEP 3**



**STEP 4**

**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 •*

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**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**