



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

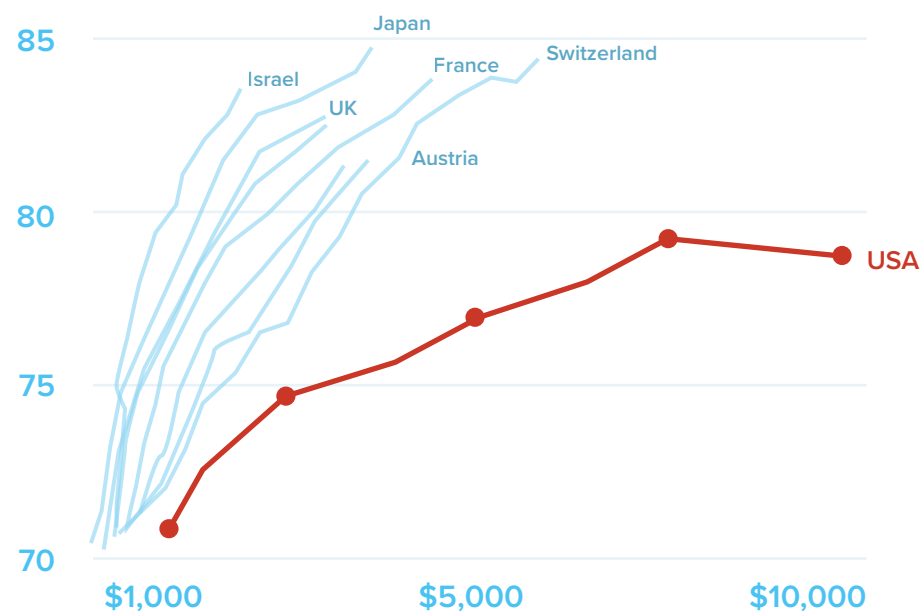


WHY THE CAMPAIGN DOES IT

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

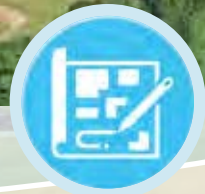
MULTI-SITE PLANNING FOR HEALTH IMPACT



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 CAMPAIGN

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
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



CAMPAIGN IMPACT | NFC

BUILDING HEALTHY COMMUNITIES

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





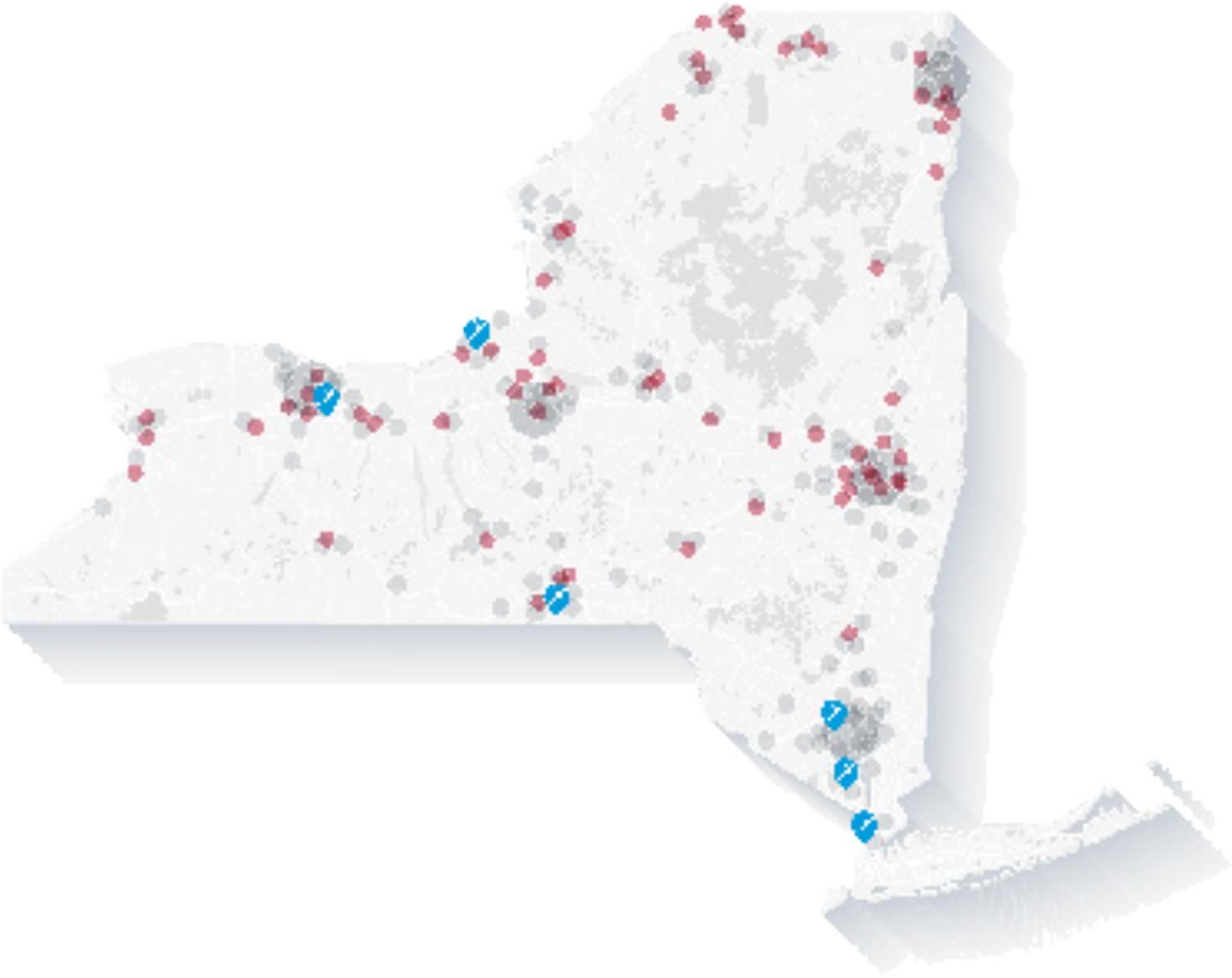
2024 NEW YORK CAMPAIGN

PRESENTED BY



Strategic Plan Adopted for Health Impact Across State

Limited funding for 10 communities in 2024



\$500,000 in Funding Now Available
for Qualified Site Partners

NFC Grant Requirements

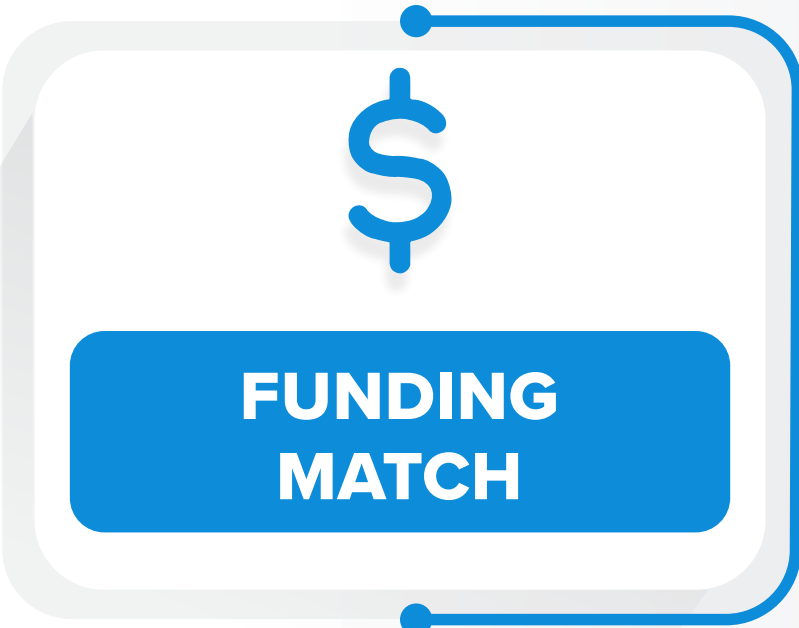
Program Qualification



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 •*

**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**