

# National Fitness Campaign Wellness Grant



## OVERVIEW

The Health Benefits Trust is pleased to offer this grant opportunity to assist members with funding to help construct a National Fitness Campaign (NFC) Fitness Court® within their city, town or school district. Member groups interested in this project will work with NFC to complete the application for approval of Blue Cross Blue Shield of Massachusetts grant funding (up to \$50,000). The approved application can then be uploaded to the MIIA grant site to receive additional funding. Total supporting funding available from NFC, Blue Cross Blue Shield of Massachusetts, and MIIA Health Benefits Trust is up to \$70,000 for approved applicants. For more information about this initiative, see [this 3-minute video](#).

### Why is this opportunity available?

- To help member groups interested in creating an outdoor Fitness Court secure additional funding
- To support MIIA Health Benefits Trust's "Great Place to Work: Safe and Well" initiative

### Goals

- To further enable employees and their families to live healthier, more productive, and vibrant lives
- To support community partnership and goodwill

### Who can apply?

- Any Health Benefits Trust member group on the health plan may apply. Please note that Dental/Vision only and Medicare plans are not included

### Guidelines and requirements

- See the [NFC website to start the process](#)
- Fill out the NFC grant application
- Once approved by NFC, upload the application to the MIIA grant site
- The deadline for all submissions is February 6, 2026
- Grant invoices or payments are due by mid-June 2026

## What may be funded through the Wellness Grant?

This grant opportunity assists members with funding to help construct a National Fitness Campaign (NFC) Fitness Court® within their city, town or school district. MIIA Health Benefits Trust members may apply for a \$20,000 NFC Fitness Court Grant regardless of headcount. To get started, please contact:

Will Craig  
Partnership Development Director  
Website: [www.nationalfitnesscampaign.com](http://www.nationalfitnesscampaign.com)  
Phone: (804) 814-8211  
Email: [will@nfchq.com](mailto:will@nfchq.com)

## Funding

The Health Benefits Trust has earmarked \$100,000 for up to five (5) \$20,000 grants for constructing a Fitness Court on a first-come, first-served basis. Funds must be used within the current fiscal year (FY'26: July 1, 2025 – June 30, 2026).

The National Fitness Campaign will invoice the member group. The member group will then forward this invoice to MIIA Health Benefits Trust, who will handle the direct payment to NFC. Please refer to the full guidelines provided below.

## Additional Guidelines

### Documentation:

- ☐ Applicants should upload the approved NFC application to the [MIIA grant site](#).
- ☐ Two signatures are required: Chief Municipal Officer and Chief Procurement Officer attesting that all state and local purchasing regulations and guidelines are followed.

### Restrictions:

1. Grants may not be retroactive for an activity completed or in progress, or equipment previously purchased.
2. Grant funds must be used to cover the initial purchase of only the items identified in the grant application. We do not pay any subsequent on-going fees to maintain equipment (where applicable).
3. Funds will be allocated on a first-come, first-served basis.
4. Leftover funds will not roll over to the next fiscal year.

### Deadlines:

1. The deadline for application submission is February 6, 2026 (subject to fund availability).

The Health Benefits Trust management will confirm receipt of your application. All grant applications will be thoroughly reviewed on a first-come, first-served basis and notification will be sent within 14 business days.
2. The Health Benefits Trust funded portion of the grant projects must be completed and invoices submitted to MIIA Health Benefits Trust by mid-June 2026.

### Questions?

For questions on how to get started, email Will Craig at [will@nfchq.com](mailto:will@nfchq.com). For questions on how to apply for the MIIA portion of the grant, contact Jayne Schmitz at [jschmitz@mma.org](mailto:jschmitz@mma.org).

We look forward to receiving your applications and supporting your initiatives to enhance employee well-being.