



## Health and Wellness Impact Awards

### **Purpose:**

To highlight the innovative and impactful uses of the Michigan Fitness Association (MFA) Health and Wellness Enhancement Grant, Michigan Fitness Association is launching a program to acknowledge six projects funded by MFA. This program will recognize organizations that have chosen to use their grant funds to enhance the health and wellbeing of Michiganders outside of their regular business objectives.

### **Goals of the Award Program:**

1. **Acknowledge Innovation:** Recognize businesses that have used grant funds in innovative and novel ways to impact Michiganders beyond their business borders.
2. **Amplify Voices:** Collect and share the stories of grant recipients to amplify the voices and impact of fitness businesses in Michigan.
3. **Seed Ideas:** Highlight innovation and seed ideas for future programs that positively impact the broader community, especially marginalized or underserved populations.

### **Submission Requirements:**

Participants will submit detailed reports and evidence of their projects' outcomes, focusing on the following areas:

- **Innovation:**
  - Evaluate the creativity and originality of the project.
  - **Question to answer:** How unique is the approach to improving health and wellness?
- **Community Engagement:**
  - Assess the level of community involvement and outreach.
  - **Question to answer:** How effectively does the project engage and benefit the local population?
- **Measurable Impact:**
  - Look at the tangible results and outcomes.
  - **Question to answer:** Are there clear, quantifiable improvements in the health and wellbeing of participants?
- **Sustainability:**
  - Consider the project's long-term viability.
  - **Question to answer:** Can the initiative be maintained and potentially expanded over time?
- **Scalability:**
  - Judge the potential for the project to be replicated in other communities or settings.
  - **Question to answer:** How can this be replicated in other communities?
- **Health Equity:**
  - Examine the project's focus on addressing health disparities.
  - **Question to answer:** Does the initiative promote equitable access to health and wellness resources, particularly for underserved or marginalized communities?

**Award Process and Selection Criteria:**

Michigan Fitness Association (MFA) Health and Wellness Enhancement Grant Award Program is committed to recognizing and supporting up to two outstanding projects in each of the following categories, provided they meet all the established criteria and demonstrate exemplary innovation and impact:

- **Single Location**
- **2-5 Locations**
- **6+ Locations**

The selection process will be rigorous and transparent. MFA Board of Directors will initially review all submissions and select up to the top five projects per category based on the detailed rubric provided. These projects will then be subject to a vote by MFA members to determine up to the top two submissions in each category that excel across all evaluation criteria.

Cash awards of \$2,500 will be given to the winner in each category.

Additionally, Impact Award applicants will be highlighted in MFA publications, press releases, and social media platforms with feature stories for the award recipients.

**Important Dates:**

- Impact Award Applications Due Date—February 15, 2025
- Voting Begins—June 2, 2025
- Winners Recognized at Annual Conference—Fall 2025

**Submit your application and help us celebrate innovation and impact in Michigan's fitness community!**

**[APPLICATION](#)**