

DEPARTMENT OF EMPLOYEE TRUST FUNDS

Wellness Grant Guide



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GETTING STARTED

About the Grants

The Wisconsin Department of Employee Trust Funds (ETF) awards grants to support employer efforts to implement the Well Wisconsin mission. The Well Wisconsin program is available as part of the State of Wisconsin Group Health Insurance Program and administered by WebMD Health Services. It provides tools and resources to help participants set health and well-being goals, track progress, stay motivated, and earn incentives.

Well Wisconsin Mission:

To improve member's health and well-being through education and activities that support a healthy lifestyle.

Getting Started

Before you complete your ETF grant application, review this suggestion guide for implementing employee wellness initiatives and aligning your activities with the Well Wisconsin program. If you would like to schedule a one-on-one meeting for guidance with program planning, emailing us at wellwi-employersupport@webmd.net.

WELL WI CHALLENGES

Encourage participation in the Well Wisconsin challenges. In addition to sharing promotional flyers, we'll also provide you with challenge toolkits with easy-to-implement resources designed to boost engagement and create a culture of well-being across your worksite. Resources will be available as the challenges approach on the [ETF employer website](#) for download.

ETF Grant Consideration for Challenges

Consider using grant funding to purchase small giveaways tied to the challenge health topics. You can use these small giveaways alongside promotional handouts and flyers to encourage participation, or to give to those who attest to completing the challenge. Contact us for help thinking through ideas.

ONSITE WELLNESS INITIATIVES

Use ETF grant funding to enhance or create a wellness space for employees, provide wellness trainings, or cover room reservations for the WebMD team to come onsite and host events or workshops. Remember to work with your facilities team to ensure supplies meet building standards.

ETF Grant Considerations for Onsite Wellness Initiatives

Consider the following initiatives and contact the WebMD team to collaborate and bring these ideas to life at your worksite.

EMPLOYEE EDUCATION AND TRAINING

Use grant funding for speaker fees and to cover any room reservations for onsite events.

WELL WISCONSIN PRESENTATIONS

[Click to reserve](#) through the WebMD team and use grant funding to cover any room reservations.

WELL WISCONSIN INTERACTIVE EVENTS

[Click to reserve](#) through the WebMD team and use grant funding to cover any room reservations.

MEDITATION ROOM

Purchase meditation music, cushions, plants for a Zen garden or yoga mats. Offer live meditation sessions.

HEALTH CHECK SPACE

Purchase a blood pressure monitor and provide educational handouts about understanding your numbers.

LACTATION ROOM

Dedicate a room and purchase resources and signage for a lactation room. Celebrate with a ribbon cutting event.

GYM SUPPLIES OR FITNESS LIBRARY

Purchase free weights, kettle bells, resistance bands, yoga mats, yoga blocks for your gym or loan out through a fitness library.

HYDRATION STATIONS

Create a hydration station by purchasing water bottles and a water bottle filling system.

ACTIVE WORK STATIONS

Create active work stations by purchasing adjustable standing desks with anti-fatigue mats or bike/treadmill desks.

SCREENINGS & FLU VACCINE CLINICS

Host an onsite biometric screening and flu vaccine clinic. Visit the [ETF employer website](#) for more details and to request event dates and times.

ETF Grant Considerations for Screenings & Flu Vaccine Clinics

Consider using grant funding to cover room reservations for hosting events and small giveaway items.

Small Giveaways

ETF has an agreement with [AdMadison](#) to purchase small giveaway items. You can order items with the Well Wisconsin logo at ETF's discounted rate by contacting the account manager, Garrett Gunderson at garrett@admadison.com. If you plan to order Well Wisconsin branded items from another organization, email us at wellwi-employersupport@webmd.net to request the logo.

CHAMPION SUPPORT

Consider using funds for professional development or to expand your well-being teams.

Wellness Trainings or Memberships

Grant funding can be used for wellness industry organization memberships or training events—including travel and lodging. Consider becoming members or attending annual conferences or trainings from one of the following:

- [Art & Science of Health Promotion Institute](#)
- [International Foundation of Employee Benefits Plans](#)
- [National Wellness Institute](#)
- [Wellness Council of America](#)
- [Wellness Council of Wisconsin](#)

Wellness Committees or Extended-Champion Networks

Consider using funds to recognize, revamp or start a wellness committee for your organization. Print promotional posters and reserve a room to host wellness committee informational sessions, and purchase small incentives to welcome new committee members. Use our wellness committee toolkit to get started.

COSTS NOT ELIGIBLE

Keep in mind, the following items are not eligible for funding:

- cost of services provided by employee of applicant employer
- food
- high-value giveaways (ex: cash, gift cards, activity trackers, gym memberships)
- indirect rates or overhead costs
- sales tax

This list may not be inclusive of all non-eligible items. Contact your organization's procurement and/or purchasing staff to discuss.