

theMOVE at a glance

the Massachusetts Outdoor Volunteer Experience @ www.getoutma.org

MISSION + PRACTICE

theMOVE organizes reflective farm-volunteer workdays for diverse groups across the Boston area, to spread the ethic of *stewardship* throughout our community by reconnecting folks with the social and natural systems that sustain us. Connecting intimately with food – by taking part in its production and realizing its impact – has the power to deeply transform lifestyle attitudes and choices, and the relationships that result.

PROGRAM

theMOVE coordinates farm-volunteer trips through two primary means:

- (1) We target *youth and families* by working with community organizations to set up trips for their constituents. This includes community centers, schools, and out-of-school-time programs.
- (2) We target *adults* by creating open sign-up trips, and advertising them widely throughout the Boston area via key channels.

RESULTS

Volunteers have overwhelmingly articulated the transformative impact of our trips (based on 100% participation since data collection began):

- 90% said their trip had increased their concern about how food choices impact their health; 21% said it made them deeply concerned
- 89% said their trip had increased their concern about how food choices impact the people and places that provide it; 19% said deeply so
- 88% said their trip would cause them to make changes to their lifestyle
- 99% rated their trip *enjoyable* or *very enjoyable*; 92% said they are likely to volunteer with theMOVE again

We will further measure impact by re-surveying volunteers in late 2010.

PROGRAM TARGETS

In 2010, we engaged more than 100 new volunteers. We will seek to engage 300 new volunteers in 2011 (in addition to large numbers of returners), 600 in 2012, and 1,200 in 2013. We will seek 80% or higher ratings on both satisfaction and lifestyle impact measures.

TEAM

Dave Madan – a Cambridge-raised businessperson and educator – is the founder and director of theMOVE. We also have a part-time paid program coordinator, a part-time paid program assistant, and 3 long-term interns.

HISTORY + STATUS

theMOVE was founded in March 2010. We operate as a 501(c)3 nonprofit through our fiscal sponsor (Groundwork Somerville). We will incorporate as a separate legal entity in early 2011.

