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MOVE Maryland gains steam

Collaborative initiative to raise funds for nonprofit organizations state-wide grows

On July 21, 2020, the Ulman Foundation (“Ulman”) announced a new virtual initiative: MOVE Maryland. Since the public launch, thirty Maryland-based nonprofits have registered as nonprofit partners.

MOVE Maryland is a virtual wellness event designed to move Maryland’s nonprofits forward. In the wake of the COVID-19 outbreak in the United States and subsequent stay-at-home precautions, Maryland’s nonprofit sector has felt the economic impact along with many sectors of the business community. Many nonprofits count on in-person fundraising events and galas for large portions of their annual revenue, and have had to furlough and lay off staff, decrease programming, and in some cases even cease operations due to budgetary concerns.

MOVE Maryland aims to leverage the power of community to inject Maryland’s nonprofits with funding to continue their essential work, thereby improving the physical, emotional, and economic wellbeing of our state’s residents. It employs the peer to peer fundraising technique - also called social fundraising - to empower individuals to raise funds from their friends, family, and colleagues for causes about which they are passionate. Many small gifts will add up to an impressive impact through the MOVE Maryland movement!

To date, the following organizations have committed to joining MOVE Maryland as partner nonprofits: the Arc of Carroll County, Associated Black Charities, Believe Big, BoStrong Foundation, Boys & Girls Clubs of Metropolitan Baltimore, Boys & Girls Clubs of Annapolis & Anne Arundel County, Central Scholarship, Chesapeake Bay Foundation, Creative Nomads, the Family Crisis Center of Baltimore County, the Franciscan Center, Habitat for Humanity Susquehanna, the HOFFA Foundation, Kennedy Krieger Institute, Kits to Heart, Leadership Howard County, the League for People with Disabilities, Maryland Family Network, Mikey’s Miracle Foundation, Moms as Entrepreneurs, Network for Teaching Entrepreneurship, No More Stolen Childhoods, the Pro Bono Resource Center, Show Your Soft Side, Strong City Baltimore Adult Learning Center, Ulman Foundation, United Way of Central Maryland, Village Learning Place, Volo Kids Foundation, and the Wellness House of Annapolis. MOVE Maryland is an inclusive event, and nonprofits of any size and sector are encouraged to join.

Each partner nonprofit will invite members of its community and supporters of its work to join MOVE Maryland as a participant/fundraiser. Currently, the MOVE Maryland team estimates that

more than 2,000 individuals will raise funds for a chosen nonprofit partner and participate in the live-streamed fitness event.

MOVE Maryland will take place on Saturday, November 7, 2020, beginning at 9 AM and concluding at 1 PM. Participants will log in to the live-streamed online event and may participate remotely in up to four separate 45-minute fitness classes led by in-demand local instructors. Between the classes, pre-recorded videos featuring the missions and work of select partner nonprofits will stream, as well as messages of encouragement from sponsors and notable Maryland leaders and personalities. DJ Kopec, who has gained recent renown for raising more than \$1Million worth of funds and in-kind donations for local nonprofits through his live facebook-streamed charity events, will deejay live throughout the event.

The Ulman Foundation serves as the event planner and producer, and fiscal agent for MOVE Maryland. All Maryland-based nonprofits in good standing are invited to join the event as partner nonprofits. Partner nonprofits will spread the word within their respective communities of supporters, clients, and donors, inviting them to register and fundraise. Individuals may choose one partner nonprofit for which to raise funds through the online event platform, and upon reaching a minimum of \$200 raised, will earn a unique login for the November 7 event. At the conclusion of the event, each partner nonprofit will receive 75% of the funds raised by its respective participants, and Ulman will retain 25% to cover event-related staff time and overhead.

Ulman seeks sponsorship to cover new expenses directly related to MOVE Maryland. Neon One is an in-kind sponsor of MOVE Maryland. Corporate sponsorship packages include repeated digital exposure to a wide audience, video advertising during the November 7 event, and participation slots for employees, among other benefits.

For more information on MOVE Maryland, visit www.movemaryland.org, email move@movemaryland.org, or call (410)964-0202, ext. 117.

About The Ulman Foundation: Founded in 1997 by well-known cancer advocate Doug Ulman and his family, the Ulman Foundation creates a community of support for young adults (aged 15-39), and their loved ones, impacted by cancer. It fills a void for adolescents and young adults who are too mature for pediatric-focused programs, and who are rarely established enough to have a dependable network of peers who have faced a similar experience. Ulman provides multiple services including Ulman House, Patient Navigation, social/support groups, movement-based support programming, and scholarships.

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