



MOVE

2CHANGE

2022

**PERFORMANCE
REPORT**



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I. WHO WE ARE

Introduction

Move to Change Foundation, Inc. (M2C) is a social purpose organization founded in 2019, which aims to create a learning community of changemakers among the youth, supported by families and communities, working together to achieve their dreams and potential, and creating positive change and sustainable development.

The Move to Change Foundation is guided by the following principles, more popularly known as the Triple Bottom Line or the 3 Ps:

The first P: Doing good for the *people*

Move to Change cares for the well-being of each one in the community. It believes that if the community's needs are met in a just and compassionate way, they, in turn, will do good to nature and to every community member around them.

The second P: Doing right for the *planet* Earth

With the rampant culture of irresponsible consumption and irresponsible production in our society, ecological sustainability is one of Move to Change's core advocacies. The destructive culture is depleting even the natural resource reserves that are rightfully the next generation's. Move to Change calls upon the spirit of the youth by creating and/or replicating programs that strengthen their environmental awareness and eventually lead them to action.

The third P: Doing well and sharing the *profit*

Of the various ways of creating and exchanging values, Move to Change uses primarily business models and practices to solve social issues in a sustainable manner, be they in the community or the organizational level. While it aims to earn revenues in order to sustain itself, Move to Change also upholds the value of fair prices and fair wages, which are a part of its many ways of practicing social justice.



Our fourth P: *Pilipinas*

Guided by the 3 Ps, Move to Change sees that there are organizational initiatives that can be implemented to improve Philippine society. It also believes that this change in the society may be brought forth in partnership with the youth, wherein each youth's capacity may be instrumental to transform the communities that they are in. With youth collaboration at the core of the organization, and together with the responsible business principles, Move to Change has a fourth P – *Pilipinas*.

Move to Change embraces the 4Ps: People, Planet, Profit, and *Pilipinas*, as the blocks needed for nation building and for serving its purpose as an organization.

Our Vision

A learning community of changemakers among the youth, supported by families and communities, working together to achieve their dreams and potential, creating positive change and sustainable development.

Our Purpose

Move to Change aims to create an environment that provides opportunities to enable the youth, with families and communities, to work together towards their shared dreams, creating positive, sustainable change, in the New Now.

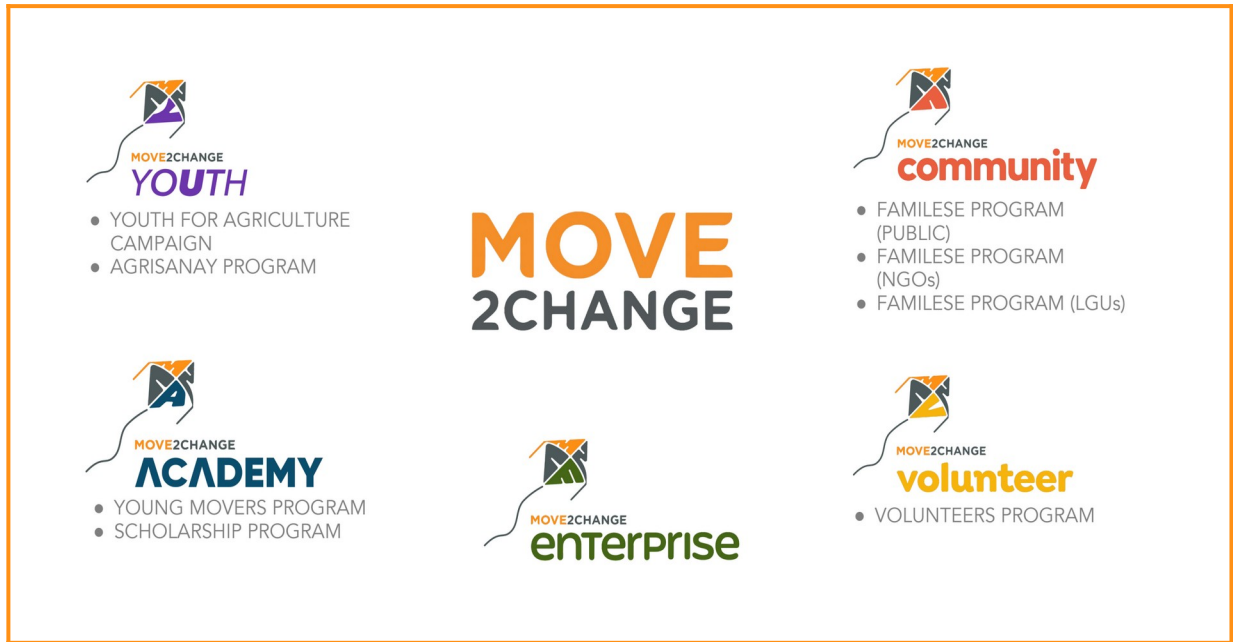
Strategic thrusts for the period 2021 - 2024

For the period 2021 to 2024, the leadership of Move to Change has identified the three priority areas for its programs:

- **Education** to provide relevant and accessible learning opportunities for the young people and their families.
- **Food Security** to contribute in addressing food security challenges in the country through sustainable agriculture.
- **Social Enterprise Development** to build purposeful networks and social enterprises of and for the youth through collaboration.



II. WHAT WE DO



Move to Change Foundation's organization structure as of April 2023

Move to Change units—namely Academy, Youth, Community, Enterprise, and Volunteers—are groupings of our projects and programs, based on the intended partners and/or nature of the services provided.

M2C Academy. The Academy unit is envisioned to provide non-traditional forms of education and support to the youth. Current projects and programs under the M2C Academy:

1. The **Changemakers' Scholarship Program** aims to provide financial and non-financial assistance, and hopes to create an environment where youth from low-income families are given the opportunity to unlock their potential for changemaking, in collaboration with the scholars, their family members, and their community through a participatory development approach.
2. The **Young Movers Program** aims for the Filipino youth's participation in and leading the creation of sustainable solutions for the Philippines. The program thus equips the youth with changemaking skills, develops their confidence, and provides experience to enable them to unleash their potential as changemakers.



M2C Youth. The Youth unit is envisioned to empower the youth with knowledge and skills to participate and contribute to their communities and the society. Current projects and programs under the M2C Youth:

1. The **AgriSanay Program** aims to capacitate the youth sector with better life skills, technical, and work readiness skills to contribute to sustainable agriculture and food security. Ultimately, the goal of the program is to increase the participation of youth in gainful employment, continuing studies, and/or investment readiness.
2. The **Youth 4 Agri Campaign** envisions Filipino youth—who understand the importance of food security, are equipped with knowledge, and are provided with opportunities—participating and contributing to agriculture-related endeavors. The campaign hopes to create a network of youth agriculture volunteers and advocates for food security and sustainable agriculture.

M2C Community. The Community unit is envisioned to provide services to the families and communities that surround and support the youth.

The current program under M2C Community is the **FamIESE Program**, which is a capacity building intervention that provides families with holistic support in three key areas: 1) **Family**; 2) **Education**; and 3) **Social Entrepreneurship**, hence, its name. Eventually, the program evolved into three, in order to serve different stakeholders.

1. The **FamIESE LGU** and **FamIESE NGO**, jointly known as FamIESE Exclusive, are a spin-off of the pioneering FamIESE Public Program. Its main target markets are the local government units (LGUs) and the non-governmental organizations (NGOs). Recognizing its limited reach and capacity, Move to Change hopes to facilitate the replication of its FamIESE model by partnering with institutions and providing them with fee-based technical assistance or a “Training of Trainers,” so they can run the FamIESE Program on their own.
2. **FamIESE Public Run** is a capacity building program that provides families holistic support in three key areas: 1) Family Life, 2) Financial Management, and 3) Enterprise Development. Offered for free, the program aims to equip the participants with relevant skills and knowledge to start and/or develop their businesses and transform them into social enterprises in the future.



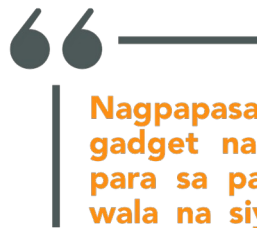
M2C Volunteer. The Volunteer Program provides the space for all people from all walks of life, who share Move to Change's purpose and desire to contribute to the achievement of its goals.

M2C Enterprise. The Enterprise unit is the financial sustainability center of Move to Change. It is intended to ensure the organization's revenue streams and make Move to Change truly a social enterprise, and not a charitable, donee-institution. Currently, this unit houses the M2C Urban Farm, located in San Juan City, Metro Manila

III. WHAT WE HAVE DONE SO FAR

Educational Support

Project Gadget Barter in Cebu was launched in 2020 and continued until 2021 to provide students in Cebu with gadgets for their online learning. A total of 76 students from the University of the Philippines (UP) Cebu and the Apas National High School (ANHS) received gadget assistance.



Nagpapasalamat po ako sa gadget na aming natanggap para sa pag-aaral niya. Kahit wala na siyang ama, kaya pa rin niyang ipagpatuloy ito.

- Vilma Melana, nanay ng recipient

The distribution of gadgets was divided into two batches. The first batch was composed of 31 students: nine from UP and 22 from ANHS. The second batch was composed of one student from UP and 44 from ANHS. The monetary donations from private individuals in the span of eight months amounted to a total of Php260,358.00.



Dear donors of Move to Change,

Thank you so much for your generosity! Stay safe and healthy! As what Kathy Calvin said, "Giving is not just about making a donation, it is about making a difference.

**Love,
Girlie Mae Palma**





Parent of a student receiving a gadget from Move to Change, 2020.

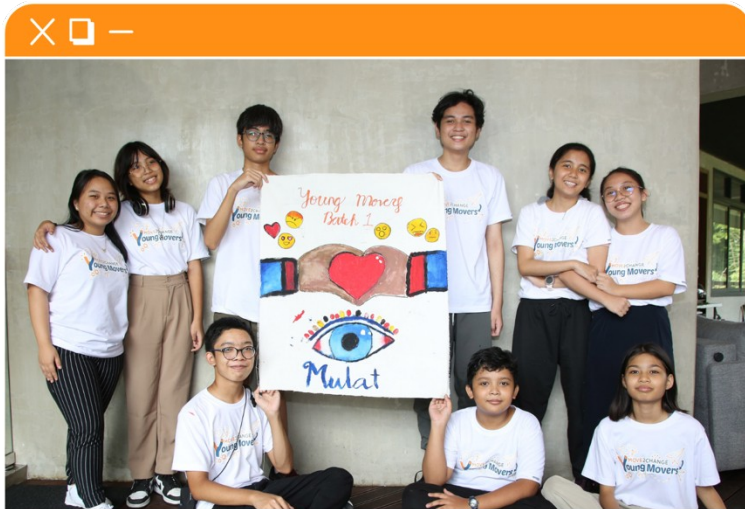
Since the establishment of the foundation in 2019, the Scholarship Program—Move to Change’s flagship program—has supported 16 scholars from low-income households in Manila and Cebu, with their education from high school to college. As of 2022, two scholars have already graduated from their respective colleges in the UP Cebu. For the Academic Year 2022-2023, Move to Change is supporting six Junior High School students and seven Senior High School students.

The Academy’s vision to provide non-traditional forms of education to enable the youth to become changemakers led to the relaunching of the Scholarship Program into what is now called the Changemakers’ Scholarship Program. It aims to provide current and future scholars not only with financial support but non-financial assistance as well. The program hopes to provide them with opportunities to effect big or small positive changes within their own families, communities, and eventually within society.

One such opportunity is given to scholars of Young Movers Program’s Young Movers Camp, which is an eight-day summer program focusing on developing life skills, relationship building, and youth leadership. During its pilot run in 2022 in Metro Manila and Cebu City, a total of 17 participants designed and implemented their own changemaking projects, focusing on social issues they themselves identified.



The first batch of nine graduates created a Facebook page focused on spotting fake news through different types of content. Their changemaking project was called 'Project Mulat.' On the other hand, through their project called 'Dungog Ko Ikaw,' the eight graduates of the second batch created a TikTok account to bring awareness about cyberbullying through creative animated videos. In total, seven original social media content were produced by both projects, with an approximate of 1,000 views and engagements in both platforms.



Batch 1 Young Movers, 2022

When asked how the Young Movers Camp helped them, Roshaine from Batch 1 said,

“The Young Movers Camp helps me recognize my capabilities and limitations. To add, it also includes activities that require participants to collaborate. I also realized the importance of taking initiative. It is crucial to be more efficient in project making. Meanwhile, the essential virtues I learned in the program are courage, compassion, practicality, and integrity.”



Batch 2 Young Movers, 2022

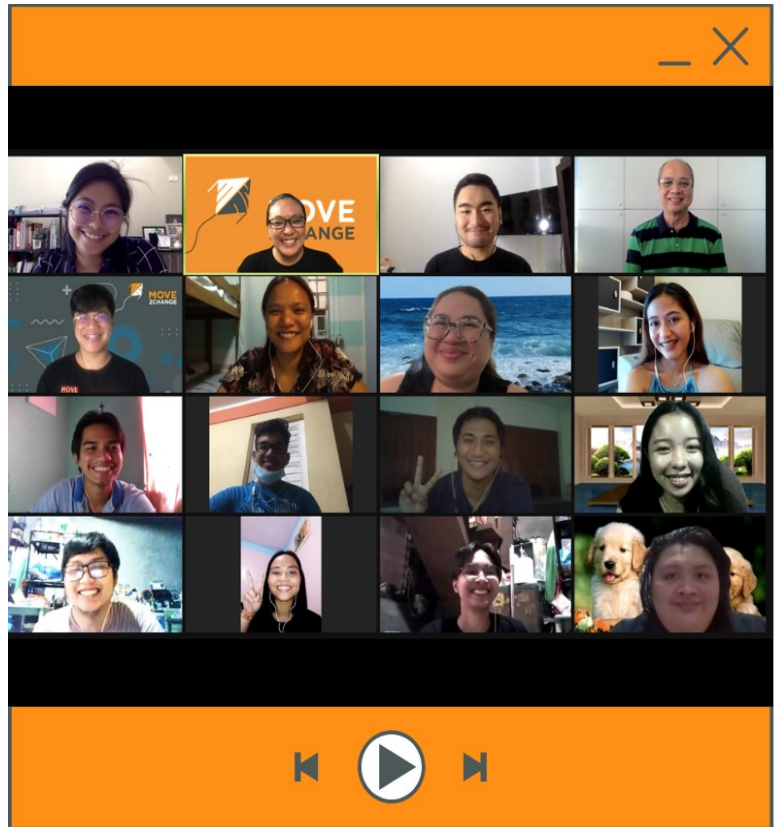
Cesar from Batch 2 shared about how the whole experience in the camp was fun and educating.

“Because of the camp, I was able get out of my usual routine of sleeping late and I was able to get back on the regular eight healthy hours of sleeping. I also learned many things from the camp. I was someone who was looked up to as the *kuya* in the camp. The changemaking project greatly helped me in a lot of things: from becoming a proper citizen, a son, and to becoming a changemaker.”



Engaging the Youth

In 2020, Move to Change's own young leaders initiated regular albeit informal conversations with their fellow youth on different topics. The gathering led to the eventual launch of **Series of workshop for Youth Empowerment (SerYE)** in May 2021. It was a four-part series of conversations on self-awareness and finding the meaning within one's self. Fourteen young students and professionals from different parts of the Philippines completed the workshop and were able to identify their motivations, personal vision and values, and the steps in designing their meaningful lifestyle.



SerYE participants, 2021

In November 2022, the Youth 4 Agriculture campaign launched Taking Root PH, a four-month long project to introduce agriculture to the youth of today, and hoping that they, too, partake in the efforts towards food security. Through social media platforms and different types of contents totaling 45—informational posters, inspirational stories, and practical home gardening tips—the campaign resulted in 388 followership on Instagram and 55 active Facebook group membership. Two volunteer activities were held in the M2C Urban Farm to engage the participants in actual farming. From the 133 sign-ups, only 29 volunteers were able to join the activities due to the limited farm capacity. Activities included preparing the soil and plant beds, creation of concoctions, harvesting produce, transferring seedlings to plant beds, and planting seeds for the next cycle.



How can you continue contributing to sustainable agriculture and food security?

“



Move to Change staff preparing the soil in January 2023 (top); volunteers harvesting produce from the first farm activity in February 2023 (middle); a volunteer replacing harvest by planting new seeds (bottom).

Aside from planting my own vegetables, I will support the farmers because without them, we have no food to eat. They are very important. I would want to be one, but maybe just for my family for now.

Everybody should have their own garden to sustain themselves and their communities. It is also good for the environment. (Farming) also helps lessen stress and makes you feel fulfilled.



Food Security Efforts

With its goal to contribute in addressing food security, Move to Change has built an urban farm that sits in the middle of San Juan City, in Metro Manila. In 2022, the Youth4Agri, the AgriSanay Program, and the M2C Urban Farm team had their hands-on training at the Coron Natural Farms and the Sanctuario Nature Farms to further hone their knowledge and skills. Advocating for sustainability, the M2C Urban Farm now uses food wastes to create concoctions that help cultivate the soil for its naturally grown produce. The farm also supports Move to Change's agriculture-related programs by providing them with farm facilities, technical know-how, and research and development (R&D) services. Occasionally, the farm sells its harvests to the public.



Move to Change staff making concoctions and carbonated rice husks in 2022

Project Ani



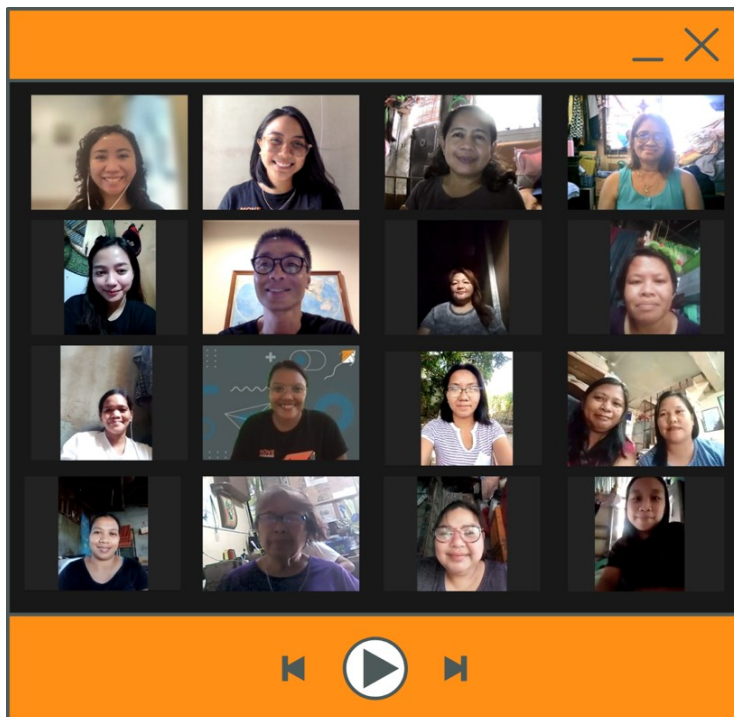
In 2021, Move to Change partnered with the Agoon Farmers Agriculture Cooperative (AFAC) in La Union to help the rice farmers gain wider reach. Project Ani was an initiative to bring the farmers' black and white rice straight to our tables.



Family Life and Enterprise Support

The FamIESE Program, a capacity building intervention that provides families with holistic support, was established in 2020 as Move to Change’s response to the COVID-19 pandemic. Since then, the FamIESE Program Public Run was able to provide five batches with free online learning sessions, coaching, market linkages, and micro loans in some cases. As of 2022, the program has served a total of 103 partner-families with 60 completers. Nine of the total completers had post-program engagement: five borrowed capital; one was referred to an MFI for loan; and three underwent a food business internship under the mentorship of an industry expert, sponsored by the FamIESE program.

At present, only the partner-family with an outstanding loan has remained active. This active partner-family is supported through a business capital and motorcycle loan, along with monthly check-ins. From the time they joined the program, they have increased their household net income by as much as 90 percent, elevating their status from low-income to low-middle income class.



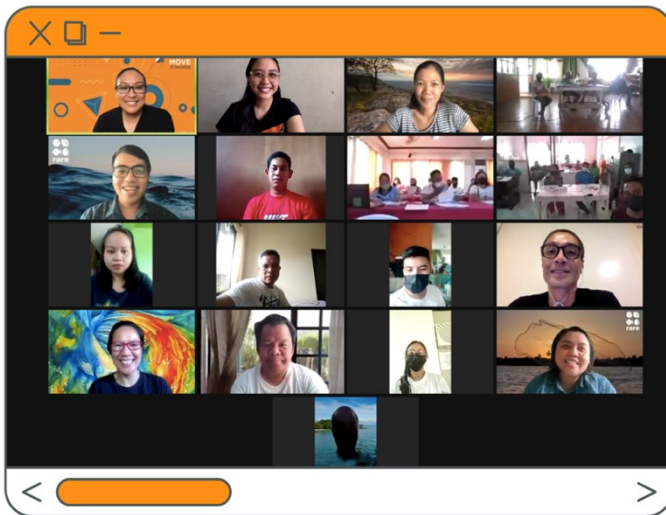
Batch 6 participants, 2022

“
The FamIESE Program of Move to Change has helped me in so many ways: from gaining new friends, who care about you, to wise advice regarding your business-to-be or your on-going business that would eventually benefit you and the community you are serving.
”

- Lorna Canlas, Batch 2 and Food Internship completer



The Exclusive FamileSE Program is a spin-off of the FamileSE Public Run, having a specific target-market—the LGUs and the NGOs—and a customized and flexible methodology. In 2021, Rare Philippines sponsored a still online but an exclusive run of the FamileSE Program for its served communities in Visayas and Mindanao, in collaboration with its training and field managers. The first in-person, three-session training on Healthy Family was conducted in Bohol in partnership with Community Economic Ventures, Inc. (CEVI) in December 2022. Thirty eight branch and office heads were in attendance. In March 2023, the FamileSE's enterprise development sessions were conducted for the microfinance clients of St. Elizabeth Community Development Program, Inc. (SECDEP).



Exclusive Program with Rare PH participants, 2021



Exclusive Program with CEVI participants, 2022



Exclusive Program with SECDEP participants, 2023



IV. WHERE TO NEXT

Move to Change will continue its overall intention of providing non-traditional forms of education, strengthening efforts towards food security, and social enterprise development. The following activities are expected to be implemented in the remaining months of 2023:

- Summer activities for scholars in the **Changemaker's Scholarship Program**
- **2023 Young Movers Camp** for changemakers ages 15-18 years old
- Pilot run for the **AgriSanay Program** in partnership with the LGU of Taytay, Rizal
- Public online learning sessions sponsored by the **FamIESE Program Public Run**
- More partnerships with LGUs and NGOs for **Exclusive FamIESE Program**

V. HOW YOU CAN HELP

Share TALENT



Build capacities and create a ripple effect by sharing your skills, talents, and knowledge with our program partners in various learning activities.

[Learn More](#)

Share TREASURE



Help us sustain our impact on partner families and communities through material resources.

[Learn More](#)

Share ECOSYSTEM



Engage in our envisioned ecosystem of sustainable solutions in various value chains by being a producer, supplier, seller, buyer, or partner.

[Learn More](#)

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