



# MOOSEFIT

**Providing Accessible Health and Wellness Resources to Strengthen Our Communities**

2021 Goodwill National Conference

April 27, 2021



# Our Team

MooseFit  
Overview

Wellness360

"Balance  
+Wellness"



**Sofia Popol**  
Engagement Director

Sofia has been working for MooseFit for 3 months but has been involved with MooseFit's non-profit partner Little Friends for Peace for as long as she can remember! Sofia is responsible for community outreach and engagement



**MJ Park**  
Executive Director - LFFP

MJ has developed an array of materials and techniques for teaching peace. In 1981, in response to many requests to expand their work into the community, MJ founded Little Friends for Peace (LFFP). LFFP answers the violence that permeates our culture with skills for peace. It creates cultures of peace year-round in schools, after school, in weekend workshops, and in summertime peace camps for children and the adults who shape their environments.



**Caity Dee**  
Board Member+ Non-Profit Partner

Having always had an untapped passion for helping people from all walks of life, Caity graduated from Georgetown in 2016 and took a full-time role for DC based non-profit Little Friends for Peace. Caity now serves as the Deputy Director.

It is through her work with LFFP that she has learned and become an expert in social and emotional learning and wellness practices for children and adults alike.



**Matt Moosavian**  
Founder & Team Lead

Having worked in the healthcare industry his entire career since graduating from Georgetown in 2016, Matt has seen the ways in which the public and private sector demonstrate their disregard for improving lives, and their hyper focus on the top and bottom line. In response to this, Matt has made it his goal through MooseFit to fight chronic disease and mental illness through accessible health and wellness tools and resources



**Destinee Smith**  
Yoga + Mindfulness Instructor

Destinee believes in honoring body and soul as we navigate fitness and life. She received her YTT-200 from The Mindfulness Center in Bethesda and her M.A. in Clinical Mental Health Counseling from Trinity Washington University. Destinee has a passion for learning, teaching, and advocating for marginal communities. Her philosophy is that at the intersection of mental and physical health lies the answers for wellness.



# What We Do

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# MOOSEFIT



Customized workout programming and coaching delivered directly to your phone through our mobile applications



Providing administrative support to health and wellness coaches building their brand and following



All encompassing community wellness programs for organizations incorporating physical health, nutrition and mental / emotional health



Providing flexible, fitness solutions for coaches and studios.

Wunder Garten: Shared outdoor space for studios to hold classes

Hidden Gyms: Cargo van outfitted to create a personal training and small group training studio.

# Mission and Values

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## Providing Accessible Health and Wellness Resources to Strengthen Our Communities

### Transparency

In all partnerships we form we are clear with our capabilities and our plans both short and long term

### Grit

Our goal is to achieve success for our clients and our communities; however, we don't concern ourselves much with limelight – we prefer to let the hard work we do speak for itself

### Values

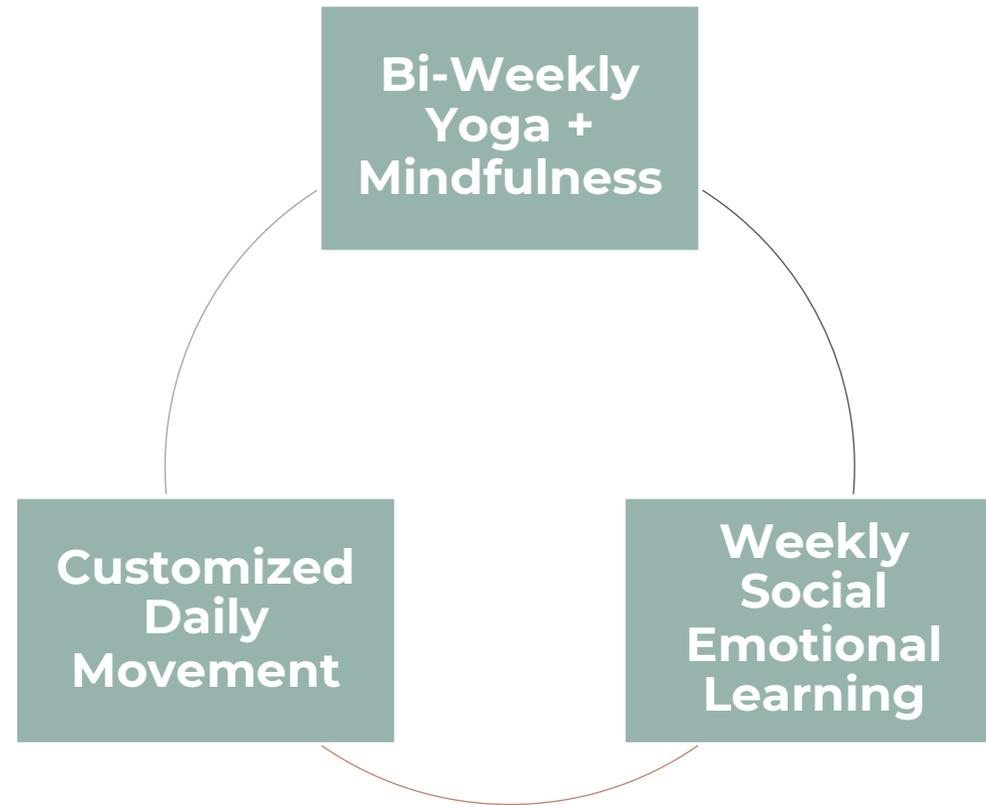
### Accountability

We own our successes and our failures and always give credit where credit is due

### Integrity

We are proud of the work we do for our clients and we only form engagements we believe in. As a result, we do everything we can to ensure the agreements we make benefit all parties involved





**Named, branded, and customized for each community with complete administrative support from MooseFit**



# Customized Daily Exercise

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## Mobile

- All workouts are delivered to you via the MooseFit TeamBuildr application (desktop and mobile version)
- Within the application you will communicate with your coach and track your progress

## Designed Specifically for You!

- Designed based on information in your questionnaire
- Designed to relieve stress, improve sleep, improve mental health, and optimize performance at work, with your family and at school!

## Can Be Easily Adjusted!

- Programs can be adjusted at any point in time
- Comment or message through the app how you feel about the workouts or what you would like to see changed

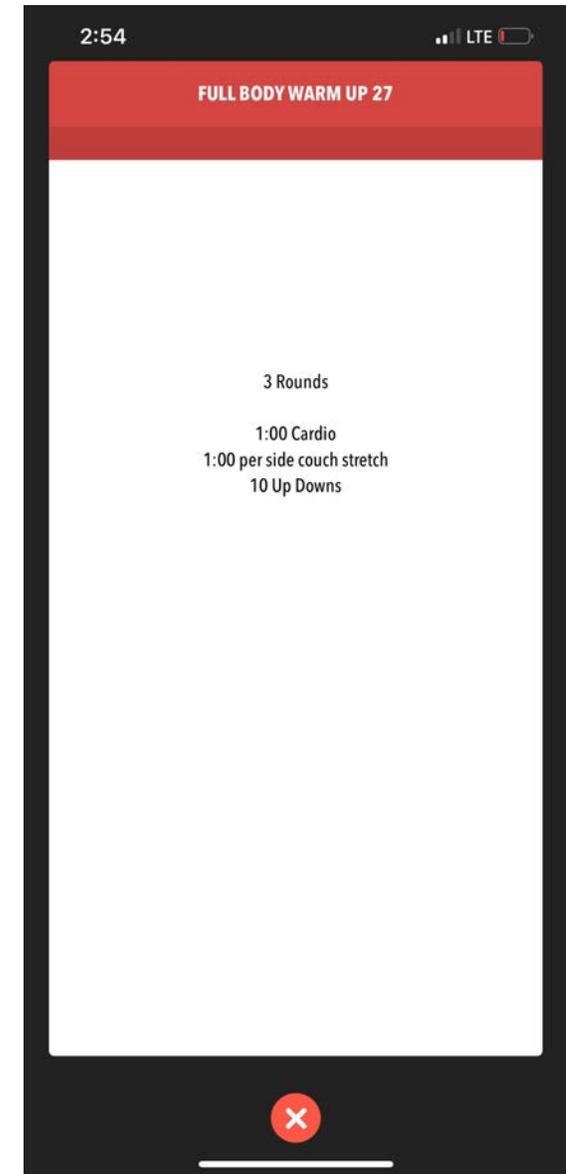
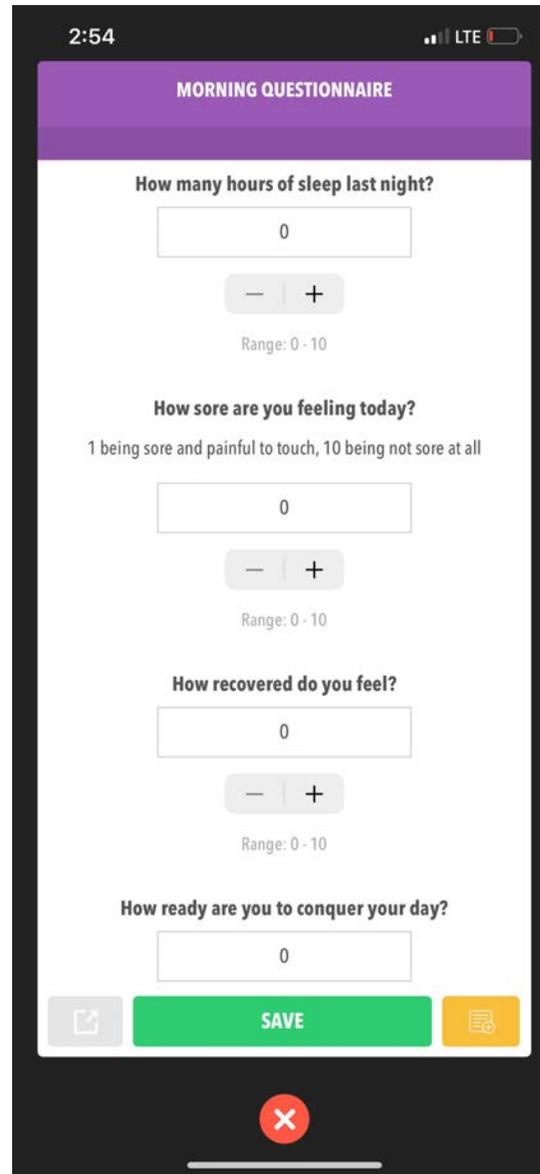
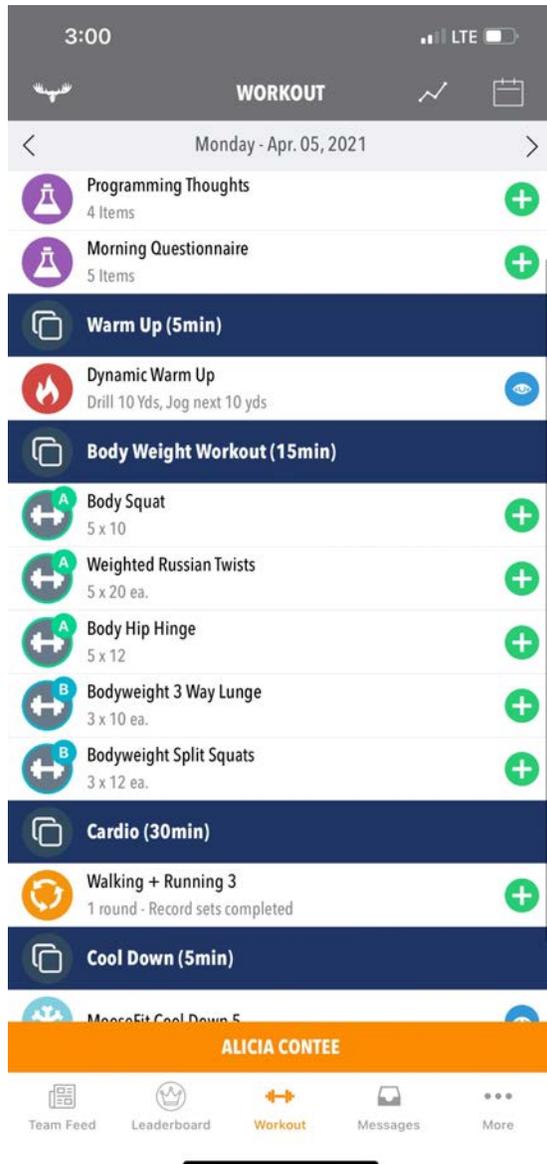


# Customized Daily Movement Application Demo - Workouts

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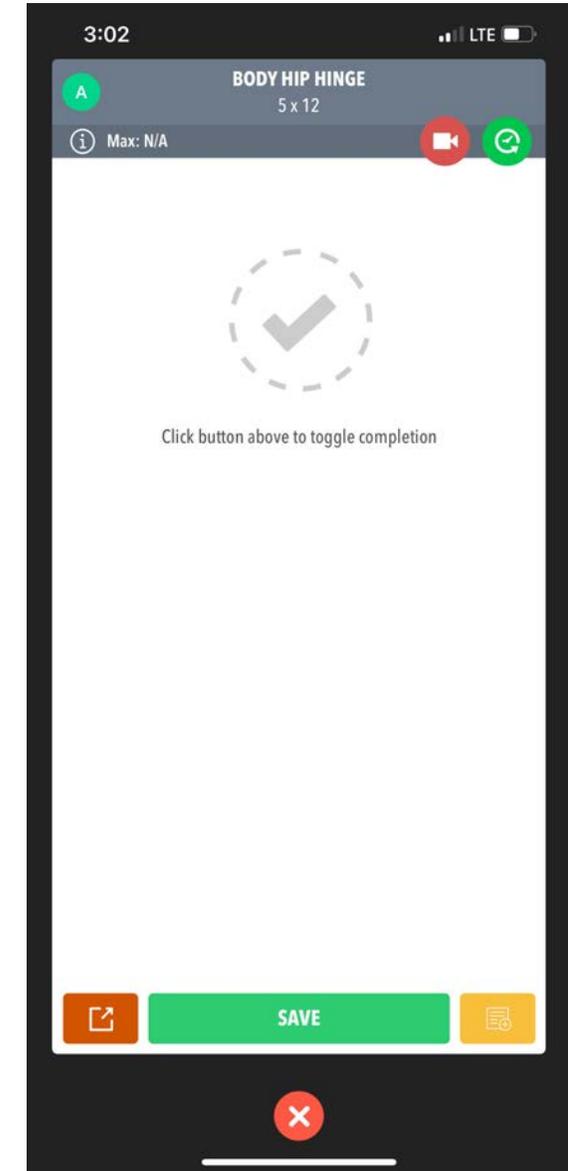
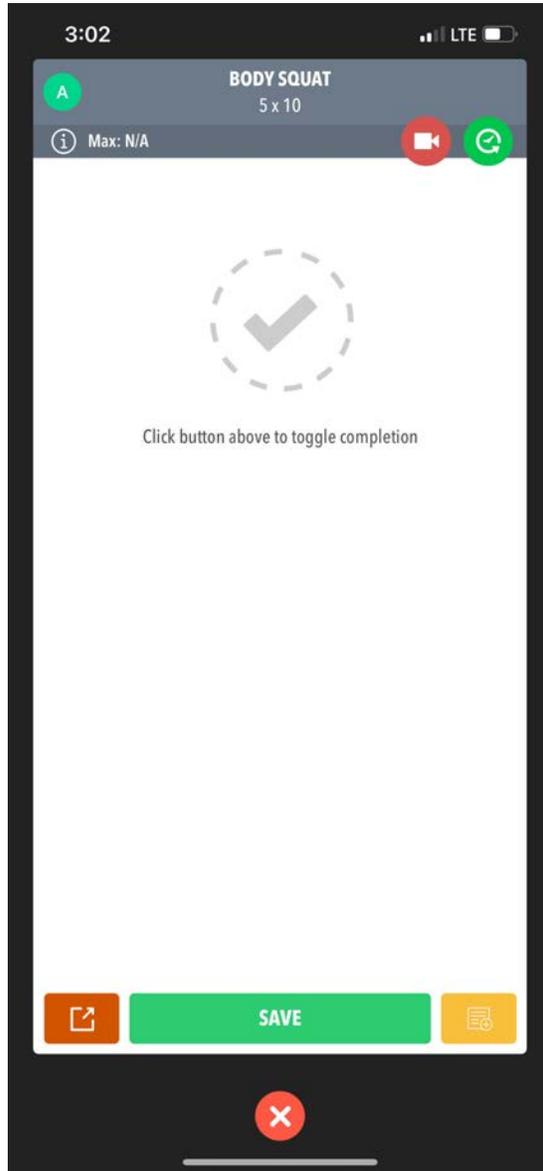


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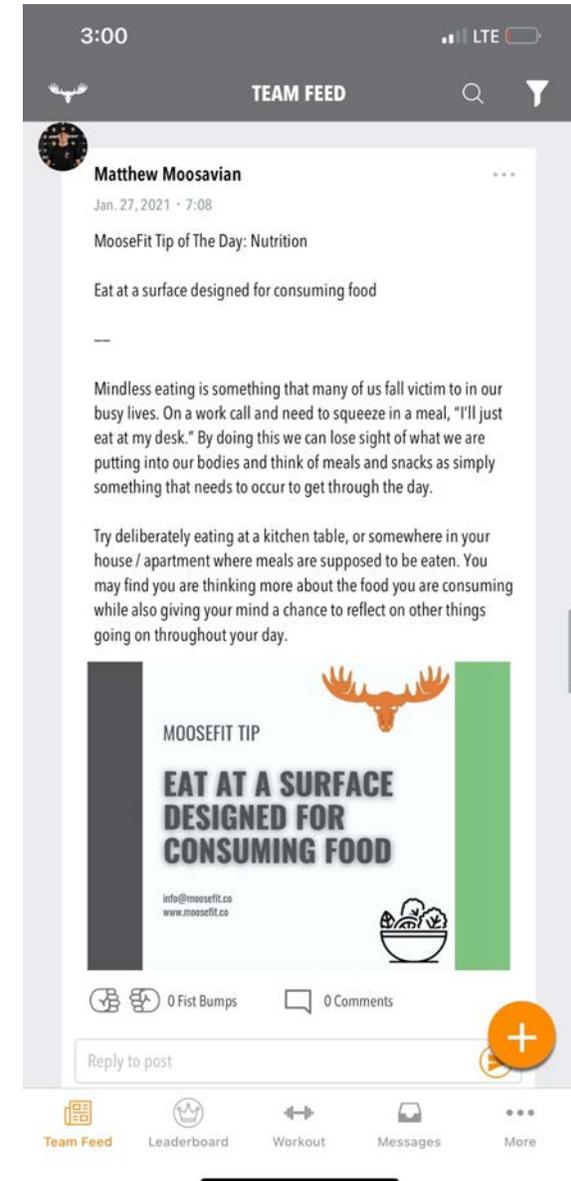
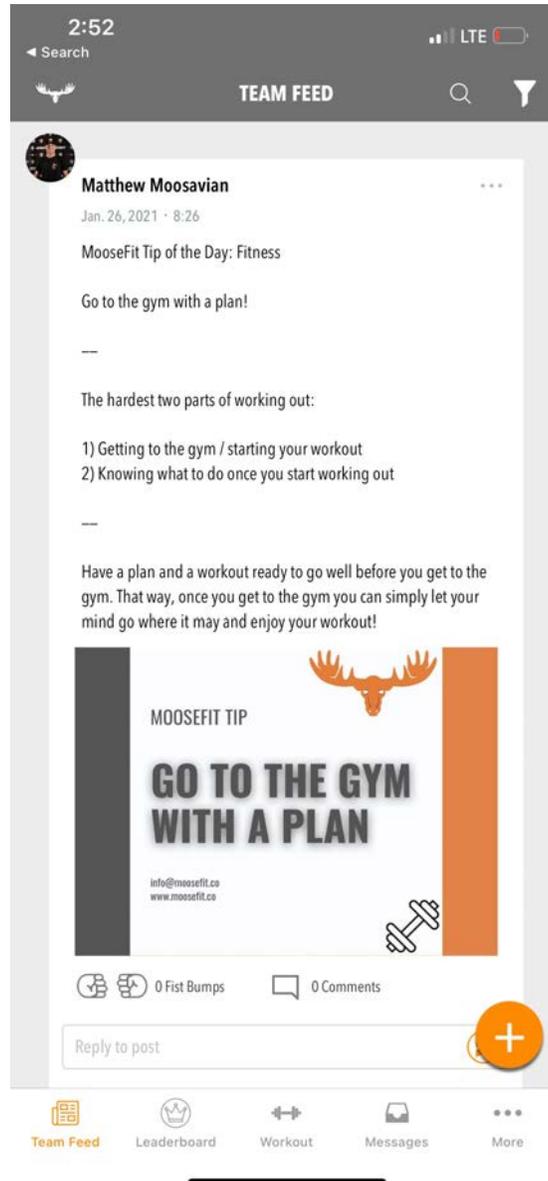
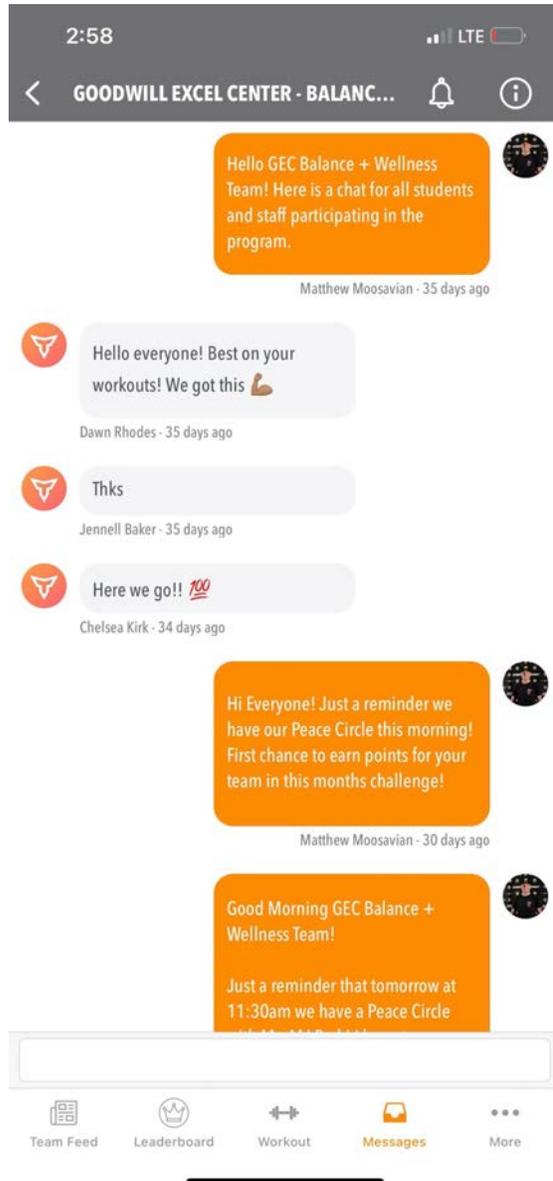


# Customized Daily Movement Application Demo – Chat + Feed

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# Customized Daily Movement

## Application Demo - Reporting

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Athlete	Assigned	Completed	Percent
Athlete Name	359	67	18.66%
Athlete Name	594	340	57.24%
Athlete Name	268	87	32.46%
Athlete Name	430	203	47.21%
Athlete Name	371	74	19.95%
Athlete Name	669	340	50.82%
Athlete Name	359	22	6.13%

Capable of being segmented based on customizable groups that MooseFit can create on the back-end. We have utilized this functionality for team challenges, and it could also be utilized as a performance metric as an elective class.



# Bi-Weekly Yoga + Mindfulness

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## Bi-Weekly

- Yoga classes are 30 minutes long and are offered every other week to participants

## For All Levels

- Destinee's classes are designed for all ages, and skill levels - modifications to movements can always be made
- All are welcome including other family members young and old

## Promotes Movement + Mindfulness

- While the yoga classes are a great way to improve flexibility and move the body, they also serve as a time to pause, reflect, and practice mindfulness



### What is a "Restorative Circle"

- Restorative Circles are relationship building opportunities.
- They are a time for reflection through the sharing of feelings and stories

### A Tool for Building Community

- Restorative Circles are a tool for strengthening relationships and building community
- Restorative Circles are a great time to reflect on inner wellness and the balance of your "wellness wheel"

### Restorative Circles allow participants to:

- Share thoughts and feelings
- Connect and build relationships
- Manage stress and anxiety
- Meet the challenges of daily life

### What Happens During a Peace Circle?

- Peace Circles start with a check-in. Everyone shares what is "breaking my peace" and what is "bringing me peace."
- After the check-in, conversations then evolve around what was shared during the check-in, current events, or some helpful Peace Practices.
- To wrap-up, each participant shares how they are feeling leaving the Peace Circle or something that struck them.

### Peace Circle Guideline

- Respect the talking piece: listen when it is in another person's hands.
- Everyone has an equal opportunity to speak.
- You may pass the talking piece without speaking.
- Attempt to be brief and to the point but speak from the heart with honesty and compassion.
- Receive all contributions with reverence.



# “Balance + Wellness” Overview

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## Staff Onboarding

- Presentation overview
- Onboarding Questionnaire
- Application access
- Registration for circles and yoga classes



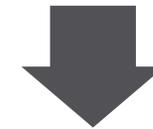
## Staff Pilot (Challenge)

- Group is divided into teams
- Points are earned based on participation in workouts, circles, and yoga classes



## Student Onboarding

- Presentation at the start of the new term
- Onboarding questionnaire
- Application access
- Registration for circles and yoga classes



## 2 Monthly Focused Challenges

- Students and staff are divided into teams
- Points earned for participation in workouts, circles, and yoga classes
- Month 1 challenge - exercise
- Month 2 challenge - mindfulness



## Rolling Admission

- Students and staff can join the program at any point throughout the term, semester or year
- Family members are also welcome to join the program



## Presentation at the start of each new term

- At the start of each new term, we present to the new group of students about the program to stir up interest in the program

# “Balance + Wellness”

## Additional Support

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### Question and Answer Sessions

- Weekly question and answers sessions for participants to attend and ask health and wellness related questions

### Ad Hoc Seminars

- Through our network across the country, we can hold seminars from health and wellness professionals available to program participants

### Engagement with Community Partners

- MooseFit is constantly establishing relationships with community partners whose services we extend to “Balance + Wellness Participants”

### Administrative Support

- MooseFit handles all the administrative items associated with the program from, onboarding, application access and registration to reporting metrics and managing relationships with partners

# “Balance + Wellness” Metrics

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## Enrollment

- **50%** of students enrolled in the program

## Workout Participation

- **65%** engagement in daily workouts
- **~5,000** workouts completed since November 2020

## Yoga Participation

- **30%** engagement
- **95%** repeat engagement

## Restorative Circles

- **35%** engagement
- **97%** repeat engagement

# “Balance + Wellness” Next Steps

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## Establish the program as an elective

- When students are registering for classes they select “Balance + Wellness” as an elective class to further improve engagement

## Establish metrics for "grades" and "assessments"

- “Grade” based on participation level in the workouts, circles and yoga classes
- End of term assessment with questions related to all three practices

## Roll out the program to GEC's across the country

- **This model can be duplicated across GEC's around the country to further strengthen and improve the health of the communities where our students live and work**

# “Balance + Wellness”

Testimonials ([Full Length Video](#)) ([Short length video](#))

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