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Shifting the Culture of Economy in Pandemic Times: Annual NOFA/Mass Human Health and Climate Action Challenge Keeps Members Engaged and Giving through Participatory Fundraising Platform

5 Challenges to help the Public understand how NOFA/Mass moves important soil health work.
Duration: Month of October

Thursday, October 1, 2020

Virtual, MA (Oct 1, 2020) – A state leader in centering soil health as key to supporting human and climate health, NOFA/Mass challenges corporate power and breaks the chemical treadmill and our food system’s reliance on fossil fuels with know-how and can-do. NOFA/Mass understands that it is important now, more than ever, to highlight how climate justice is intimately connected to economic, racial and food justice.

In midst of the economic crisis spurred by these unprecedented times, NOFA/Mass has thoughtfully transformed their yearly fundraising run to an interactive educational virtual platform. Leaning on the amazing potential of crowdfunding, NOFA/Mass continues to encourage their enthusiastic membership of farmers, gardeners and consumers to adopt critical landcare practices suited to autumn and bring in essential operating funds. Through the Human Health and Climate Action Challenge, NOFA/Mass invites the public to take stock of how they are a part of this movement and how they might increase their active participation. The work it takes to center human and climate health in our everyday lives supports many types of justice efforts and is important to prioritize even during times of stress so that we can all look forward to a stronger, healthier Massachusetts.

As a starting point, NOFA/Mass is leveraging the fundraising platform RallyUp as a place where participants can come together and commit to a list of individual actions to take on for the month of October. Anyone can participate in these dynamic challenges by setting up a profile and implementing their individual goal with the support of the experts at NOFA/Mass. This event builds community and awareness by encouraging participants to share the Challenge with friends and neighbors. This initiative is novel as it encourages the public to try out for themselves the various strategies NOFA/Mass applies to effect change, and in so doing, recognize power in abundance. All funds raised will go towards supporting NOFA/Mass’s year-round education and advocacy efforts related to human and climate health.

“Gardeners, Farmers and anyone with a lawn can challenge themselves to create healthy soils! Join the Challenge!” - Anonymous participant

Event: https://go.rallyup.com/nofamass
Social media hashtags: #humanhealthandclimateaction

Northeast Organic Farming Association/Massachusetts Chapter, Inc.

Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.
"When I started this habit, I had no idea it would turn into anything; I just knew it was what I, myself, had to do. The world and all its people are so so beautiful. The people of NOFA manage a lot of details, from dirt to diplomacy, but I think of NOFA, above all, as a group that just says Yes to all the beauty in an indispensable way." - Bob Banning

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About NOFA/Mass: A member-funded non-profit organization focused on education and advocacy for organic agriculture. Mission: Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet. NOFA/Mass is the Massachusetts state chapter of the Northeast Organic Farming Association. Other regional NOFA chapters include New York, New Jersey, Rhode Island, Connecticut, New Hampshire and Vermont.

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