

Part IV. - Narrative description of activities

FOUNDATION FOR MOVEMENT INTELLIGENCE

The Foundation for Movement Intelligence was incorporated on February 20, 2007, as a Maine non-profit corporation. Its primary purpose is to educate members of the public about, and increase public awareness of, alternative approaches to preventing and reversing symptoms of osteoporosis. The specific approach used by the Foundation for Movement Intelligence is to provide people with the knowledge and the capability to autonomously stimulate bone strength, safely and ergonomically, by using dynamic movement and weight bearing exercises presented in a carefully engineered set of protocols created by Ruthy Alon known as “Bones for Life®.”

Bones for Life is a self-help program of therapeutic exercise that offers a unique approach to osteopenia/osteoporosis prevention and reversal. It comprises 90 experiential processes that teach biomechanically precise principles of posture and movement coordination in order to increase the strength and resilience of bones and to decrease their likelihood of fracture in a safe, ergonomic manner.

Medical research has well established that weight-bearing activity strengthens bones. However, considerably less is known about the proper body mechanics necessary for weight bearing to occur in safety, which is crucial given the sedentary nature of modern society. If weight-bearing and dynamic movement activities are not carried out in a sufficiently safe manner, with one’s body correctly aligned, individuals risk joint damage and further physical deterioration of bone tissue, thereby further aggravating the complications associated with osteoporosis. The 90 processes that comprise the Bones for Life program train people in optimum human biomechanics, teaching ergonomically precise strategies for protecting the hip joints from friction, sparing the neck from compression, giving relief to the lower back, opening more flexibility in the stiff vertebrae of the thoracic spine, conditioning individuals to react effectively to a loss of equilibrium, developing the skill to fall without injury, using the sphincter muscles to generate propulsion for mobilization, improving stability, streamlining posture, and upgrading general vitality so that people can safely take on the pulsations of rhythmic and springy anti-gravity pressure that stimulate bone growth.

Using the Bones for Life program, the Foundation for Movement Intelligence intends to make available to the general public “best practices” for human posture and locomotion -- which are essential for safe and therapeutic bone-building exercise. A demonstration of several key Bones for Life processes can be viewed on the supplied DVD.

Nearly 10 years ago, Ruthy Alon began to structure the Bones for Life program, for which she researched and distilled the most efficient movement patterns of indigenous cultures from around the globe; these patterns included optimal ways of sitting, standing, squatting, climbing, running, jumping, and carrying substantial loads on the head. While emulating these effective patterns, a carefully considered feature of Ms. Alon’s bone-building program is that additional weight is added to her movement processes only after one’s body is first in proper alignment, and then only in relatively small increments. With ergonomics and safety as its primary concerns, the Bones for Life program is a sophisticated, biomechanically based, easy to teach and easy to learn

series of processes which provide people with the means to restore a healthy functional posture that can transmit force without endangering their vulnerable joints. This approach is crucial for elderly people who seek a solution to the problem of bone tissue degeneration. The processes offered in this program can be readily integrated into the activities of daily life, and they are applicable to a broad spectrum of the population who wish to improve bone health and reduce the risk of bone fracture.

Under the guidance of the founder of the Bones for Life program, over 5,000 individuals in the United States have been introduced to the program, either through Ruthy Alon directly, or through the 30 certified Teachers and 50 certified Trainers practicing in the U.S.

One indicator of bone health, specifically Bone Mineral Density (BMD), is measured using a bone densitometry scan. This scan has proven more effective than regular x-rays due to its capability to detect bone degeneration and weakness at a much earlier stage. It is often true that areas of bone weakness revealed by regular x-rays are already beyond the point of effective treatment.

By using a bone densitometry scan to determine bone strength, pilot studies conducted in Israel have demonstrated significant increases in bone mineral density among Bones for Life trainees after their participation in a four-month series of classes. Bone mass density of a trial participants are compared with the optimal peak bone density of healthy 25 to 35 year-old adults of the same sex and ethnicity; this is known as the “young normal” standard. The standard deviation from this norm, known as the T-score, is the difference between an individual’s current BMD and that of similar healthy young adults. Higher T-scores indicate that the bone is stronger, while negative T-scores indicate the bone is weaker. The “average” bone density T-score is 0.0, while the “normal” range is a T-score between -1.0 and 1.0. A T-score between -1.0 and -2.5 suggests weaker bones due to decreased bone density. This, in turn, is evidence of increased risk of osteoporosis. Any T-score below -2.5 reveals the presence of osteoporosis. As an additional measurement, each one-point deviation below the normal level represents a doubling of the risk for bone fracture, suggesting that a person with a T-score of -2.0 has twice the risk of bone fracture of a person with a T-score of -1, and four times the risk of bone fracture of a person with a T-score of 0.

In the aforementioned Israeli pilot study, two female Bones for Life trainees with -2.0 T-score showing mild bone weakness, ages aged 69 and 50, improved their T-scores to -1.0 and -1.2, respectively, while another 49-year-old woman improved her score from 0.8 to 1.8. In this pilot study, demonstrating T-score improvements of approximately one point each after only four months of training, each participant’s risk of bone fracture was effectively reduced by half. These types of improvements suggest that the Bones for Life practices can be beneficial to people of all ages in a short amount of time, regardless of their initial bone strength.

The Foundation for Movement Intelligence seeks to obtain funding for broader, more statistically significant research regarding the potential benefits that can be derived from the Bones for Life complete set of protocols. In addition to measuring BMD -- now understood to be only part of the bigger bone health picture -- studies would incorporate before-and-after changes in such areas as weight distribution, postural sway, falling patterns, movement trajectories, and gait

analysis, as well as monitoring changes in respiration, heart rate, circulation, digestion, brain waves and other indicators of overall health and well-being. It is anticipated that these studies will further validate the effectiveness of the Bones for Life program's unique approach to osteopenia/osteoporosis prevention and reversal, and help this program become more widely recognized and practiced.

To summarize, the Bones for Life program introduces dynamic movement progressively, in a gradual and safe way that is sensitive to the needs and conditions of the individual. These movements are applicable to those seeking to avoid bone injury, reverse the effects of the onset of osteoporosis, and improve their overall quality of life. Because of the significant health benefits derived from Bones for Life's self-help practices, the Foundation for Movement Intelligence was organized to ensure that the Bones for Life approach receives greater attention and recognition, and becomes widely available to the general public.

Current Activities

As a recently incorporated nonprofit corporation, the primary activities of the Foundation for Movement Intelligence have been to raise a generation of skilled teachers, develop an effective organizational structure, build a community of individuals concerned with fostering bone health, and initiate a public marketing strategy for the expansion of the use of the Bones for Life program. The Foundation for Movement Intelligence has established a sound governance structure, recruited volunteers, and further clarified its mission, vision, and goals for the future. Also, the Foundation for Movement Intelligence has added new members to its original board of directors, drafted and revised bylaws, and developed a conflict of interest policy. In addition, the board of directors has developed a benefits structure for donors who support the Foundation for Movement Intelligence's goal of educating the public about solutions for bone health through the Bones for Life protocols, and for those who are interested in becoming trained and certified instructors of the Bones for Life practice.

Most notably, in April 2007, the Foundation for Movement Intelligence sponsored the first appearance of the Bones for Life program at the National Osteoporosis Foundation's annual symposium in Washington, D.C., where Bones for Life volunteers, along with the founder, Ruthy Alon, demonstrated some of the protocols of the Bones for Life program to interested members of the medical and scientific community.

The Foundation for Movement Intelligence has begun work to establish an "International Network" which will gather creative input and support from overseas, helping to maintain dialogue about Bones for Life activities on a global scale. This network is currently comprised of 18 Bones for Life Teachers and Trainers representing 17 countries where the Bones for Life program is actively taught and promoted. The purpose of this educational advisory group is to establish and maintain communication and networking among the international Bones for Life community. It is expected that this exchange of information with these overseas professionals will be a valuable resource for the board of directors.

All organizational activities to date have been conducted either by members of the board or by unpaid volunteers. To this point, costs incurred by the Foundation for Movement Intelligence have been minimal, with board members covering their own expenses. Donations to the Foundation for Movement Intelligence have not yet been solicited.

Presently, the board of directors is engaged in a strategic planning process to further clarify the mission, purpose, and goals for the future of the Foundation for Movement Intelligence. The mission statement is set forth in the Articles of Incorporation. The Foundation for Movement Intelligence has secured a licensing agreement with Ruthy Alon, the founder of the Bones for Life program and the owner of the Bones for Life trademark. This agreement provides the Foundation for Movement Intelligence with exclusive rights to the use of the Bones for Life name in North America, including the United States and Canada. This right was conveyed in order to provide the opportunity to increase public awareness and availability of the Bones for Life therapeutic exercise program through the Foundation for Movement Intelligence. **[See Part V and VII Intellectual Property]**

Future Activities

Over the next three years, the Foundation for Movement Intelligence intends to engage in the following activities:

Development and Implementation of an “Online Community” Committed to the Mission of the Foundation for Movement Intelligence

An online community, established through a comprehensive website maintained by the Foundation for Movement Intelligence for broad educational purposes, will provide both the general public and Bones for Life Trainers and Teachers with essential information about the Bones for Life program, including learning opportunities and descriptions of newly developed practices. Through this website, the general public will also be able to become better informed about Bones for Life and to access instructional materials, learn about upcoming Bones for Life workshops and training opportunities, share best practices, and have a vehicle for communicating with the Foundation for Movement Intelligence board of directors. Visitors to the website will be able to download a free “lesson of the month,” as well as view photo and video clips illustrating the proper procedure and form of prescribed movement sequences pursuant to the Bones for Life protocols. Visitors may also post comments and receive answers to their questions, thereby clarifying their understanding of the Bones for Life principles and improving their practice of the Bones for Life processes. In this way, a community can be cultivated through the sharing of knowledge and experience.

During its initial phase of operations, the online information, in conjunction with workshops and training efforts conducted through the Foundation for Movement Intelligence, will be the primary means by which the Foundation for Movement Intelligence will achieve its mission of educating the general public about the potential health benefits gained through the practice of the Bones for Life program. The online information and the training workshops will demonstrate the benefits of the Bones for Life — such as the improvement of posture, making walking easier and more enjoyable, and expanding the potential for taking on dynamic, weight-bearing projects

in everyday life — all of which result in the prevention and reversal of osteoporosis and overall improved bone health. By placing this invaluable information into an arena which is readily available to the general public, individuals will have the opportunity to learn about the beneficial health opportunities that the Bones for Life program offers, and locate certified instructors, classes, workshops and trainings in the United States, and throughout the world.

It is anticipated that 10-15% of the board's time (and the time of other volunteers) will be devoted to this activity during the first three years, with the costs of this effort being covered through a combination of donations and revenue from fees. **[See Part IX Financial Data]**

Education and Dissemination of Educational Materials

In addition to providing educational information to the general public online, the Foundation for Movement Intelligence will archive and catalog materials on the Bones for Life program of self-healing therapy in the form of CDs, DVDs, and printed materials. Also, the group will, on an ongoing basis, compile relevant research on osteoporosis etiology and treatment alternatives from outside sources. This information will be leveraged to create educational and instructional materials such as pamphlets for medical offices, and periodic newsletters to be made available both in print and online. A detailed teacher's manual of over 450 pages has already been created and distributed to professional trainees to ensure consistency and accuracy of teaching. A publications committee will be responsible for compiling and distributing information to be made available to grant writers and other individuals in need of current and historical data addressing the benefits of the Bones for Life program as it relates to osteoporosis prevention and reversal.

Initially, the information compiled will consist of articles from academic, scientific, and medical journals and the popular press, describing the results of research studies focused on non-pharmaceutical alternatives to bone-strengthening and reducing fracture rates. In time, the hope is to have independent studies conducted by researchers of Bones for Life made available to the public, with the goal of obtaining independent objective validation from the scientific and medical communities corroborating the efficacy of the Bones for Life exercise protocols.

The Foundation for Movement Intelligence anticipates that 15% of the board's time (and the time of other volunteers) will be devoted to this activity during the first three years, with the costs of this effort being covered through a combination of donations and revenue from fees. **[See Part IX Financial Data]**

Services to “Members” of the Foundation for Movement Intelligence

In order to further its mission of increasing both bone health and public awareness of the Bones for Life body of practices, the Foundation for Movement Intelligence will offer individuals several different membership opportunities. A central database will be used to track each member's particular level of training, contributions, and degree of involvement.

There will be three levels of membership: supporting members, professional “Teacher” members, and professional “Trainer” members. Membership levels and the associated benefits are outlined in **Part VI** of this application.

The Foundation for Movement Intelligence will offer a forum for affiliation among those who have benefited from the Bones for Life program, including students, teachers and interested parties in academic, scientific, and medical circles. This effort will draw on the communication strategies of the website, online forum discussion, print resources, and annual meetings in order to promote a collegial exchange of information that will serve members in their ongoing educational and professional activities.

The Foundation for Movement Intelligence has begun to offer standardized Bones for Life certification, as described in **Appendix A**. The Foundation for Movement Intelligence intends to maintain a centralized database available to all members, updated on a regular basis, which will provide an accurate record of the current certification status of Bones for Life Teachers and Trainers. Included in these records will be dates of certification, current contact information, updates in Teacher/Trainer status, and other related information. Additionally, an annual directory and website listing will be created so that the Foundation for Movement Intelligence will be able to act as a referral source for qualified Bones for Life instructors, as well as an information source with regard to continued learning and advanced training opportunities.

Member services and benefits will primarily be conducted through the membership committee, chaired by a member of the board. The Foundation for Movement Intelligence anticipates that a broad membership base will be quickly established, providing the financial resources to further its exempt purpose and activities. All contributions from professionals, students, and outside donors will be used to further the goal of educating the public about the benefits of the Bones for Life program, namely the potential to autonomously improve one’s bone health.

We anticipate that 15–20% of the board’s time (and the time of other volunteers) will be devoted to these activities during the first three years, with the costs of this effort being covered through a combination of donations and revenue from fees. [**See Part IX Financial Data**]

Bones for Life Instructor Certification Management

To ensure high quality training of Bones for Life instructors, the Foundation for Movement Intelligence will monitor the educational activities engaged in by Bones for Life Teachers and Trainers. This effort will maximize adherence to acceptable standards of practice. Certification to teach and train in the Bones for Life program will be issued only to those individuals who meet specified criteria based on the principles of the Bones for Life approach. The Certification Committee has created a certification procedure that outlines the necessary steps and prerequisites for obtaining credentialed status as either a “Teacher” or “Trainer.” Once non-profit status has been obtained, this certification procedure will be expanded and converted into a pamphlet version that can be distributed to the general public for informational purposes. [**See Appendix A**]

During the first three years, disseminating and implementing revised certification guidelines among already existing instructors will be essential in order to maintain the integrity of the Bones for Life approach and the mission of the Foundation for Movement Intelligence. As the Foundation for Movement Intelligence expands, the goal of educating the public while maintaining a reputation for achieving reliably high quality results is dependent upon upholding its standards of training, certification and practice.

It is anticipated that 20% of the board's time (and the time of other volunteers) will be devoted to this activity during the first three years, with the costs of this effort being covered through a combination of donations and revenue from fees. **[See Part IX Financial Data]**

Increasing Awareness of Bone Health through the Bones for Life Program

The Foundation for Movement Intelligence will sponsor, attend, and present at meetings, conferences and symposiums relating to osteoporosis education. Two examples of these kinds of events include the annual National Osteoporosis Foundation symposium in Washington, D.C., and conferences sponsored by the American Society for Bone and Mineral Research. Additionally, the Foundation for Movement Intelligence intends to host its own annual Bones for Life "signature event" to present the latest research on bone-strengthening protocols and state-of-the-art refinements in the Bones for Life approach to osteoporosis prevention and reversal. This event would be held in the month of May to coincide with National Osteoporosis Awareness Month.

Ultimately, the Foundation for Movement Intelligence intends to establish its own Bones for Life training center. It is envisioned that the training center will be a central hub for the organization, serving as an office space to store archived materials as well as a conference space to accommodate meetings and training. Trainings will include programs for both advanced professional members and the general public. The center will contain equipment (e.g. weights, mats, and fabric "wraps"), projectors, screens, bone density measuring devices, devices for measuring height, and accessible floor and wall space in order to provide an area suitable for conducting educational workshops and seminars that promote safe and ergonomic approaches to bone health.

The Foundation for Movement Intelligence will both author and commission articles to be published in specialized trade journals and general periodicals discussing the importance of bone health and the benefits of the Bones for Life program. The Foundation for Movement Intelligence will foster affiliations with institutions of learning, medicine, and science in order to further public awareness and practice of the Bones for Life principles of posture and movement. These affiliations may include expert speakers, writers and researchers willing to examine the effectiveness of the Bones for Life program, as well as adult education and independent lifelong learning programs that wish to implement the Bones for Life body of practices into their curricula.

It is anticipated that 30–45% of the board's time (and the time of other volunteers) will be devoted to this activity during the first three years, with the costs of this effort being covered through a combination of donations and revenue from fees. **[See Part IX Financial Data]**