



Welcome!

Community Advocacy Training: Storytelling & Advocacy

Wednesday, May 28, 2025

Welcome Back!

1. Check-in: How are you feeling?
2. Agenda:

Time	Topic	Presenter
9:00am – 9:15am	Open time period	
9:15am – 9:45 am	Welcome & Icebreaker	Chelsey Edwards, PTF
9:45am – 10:15am	What is a story? Barb's bucket activity	Chelsey Edwards, PTF
10:15 am – 10:30am	The Power of Story Telling	Chelsey Edwards, PTF & Sharon Felker and Maggie Phelan, Peer Mentor
10:30am – 10:45am	BREAK (15 mins)	
10:45am – 11:30am	The Process of Story Telling + Examples	Group Activity
11:30am – 11:55am	Getting started! - Worksheet overview - Working on your story	Group Activity
11:55am – 12:00pm	Closing	Chelsey Edwards, PTF

Group Norms

Group Norms

- Feel safe to be open and honest – encourage open communication
- This is a welcoming and inclusive space
- This is a supportive and nonjudgmental space
- Show appreciation for what is shared and for the people in the room
- Be mindful of ways we might unintentionally cause harm
- Take accountability for your actions
- It's okay to make mistakes
- People show up in different ways
- Respect confidentiality – your story is yours to share
- You can start one way and change as you go
- Be mindful of phone use
- Move forward, move back
- Stay open-minded
- Remain patient with others' learning
 - PAT: Patience, Acceptance, Tolerance
- Use “I” statements
- Commit to learning, unlearning, and relearning

Barb's Bucket Activity



Time to share a story!

Look at the items and choose one that reminds you of an experience you are comfortable sharing with the group.

Take some time to think about it and when you're comfortable and everyone is ready, share your story with the group.

Why storytelling?

- Never underestimate the power of personal experience!
- Facts & figures explain an issue but are easily forgotten or dismissed.
- A story has the power to be remembered & felt.
- Research shows that effective storytelling can change brain chemistry, inspires empathy and shifts perspectives.
- Telling your story can be empowering for you and others.
- Who better to speak to an issue than the people who experienced it?



Storytelling as advocacy...

- A powerful form of community education & awareness
- It personalizes important issues & has an emotional impact
- Storytelling builds relationships, creates connection & encourages action
- Can give elected officials the courage to do the right thing

Trapped in a never-ending cycle of poverty

More than 3,000 Guelph residents receive payments from the Ontario Disability Support Program; the money can be barely enough to survive, never mind get ahead



Richard Vivian
May 16, 2022 9:55 AM



2 / 3 Sharon, a Guelph resident and ODSP recipient, is left with a post-rent monthly budget of \$321, which has to cover groceries, phone and Internet, home and vehicle insurance as well as gasoline. | Richard Vivian/GuelphToday

Changing the rules in the hunger game (10 photos)

Food insecurity hurts low-income families most, but studies show it impacts everyone's healthcare costs



Troy Bridgeman
Oct 20, 2017 12:45 PM



5 / 10 Patricia Beresford and Barb McPhee perform a skit about the family impact of food insecurity. Troy Bridgeman for GuelphToday.com

LETTER: 'Yes in my backyard,' resident says of proposed supportive housing development

'I am in support of permanent supportive housing being built,' reader says, talking about her own experiences with homelessness

GuelphToday Staff
Dec 10, 2020 6:05 AM



Storytelling



Storyteller:
Maggie Phelan,
Poverty Task Force
Peer Mentor

Break

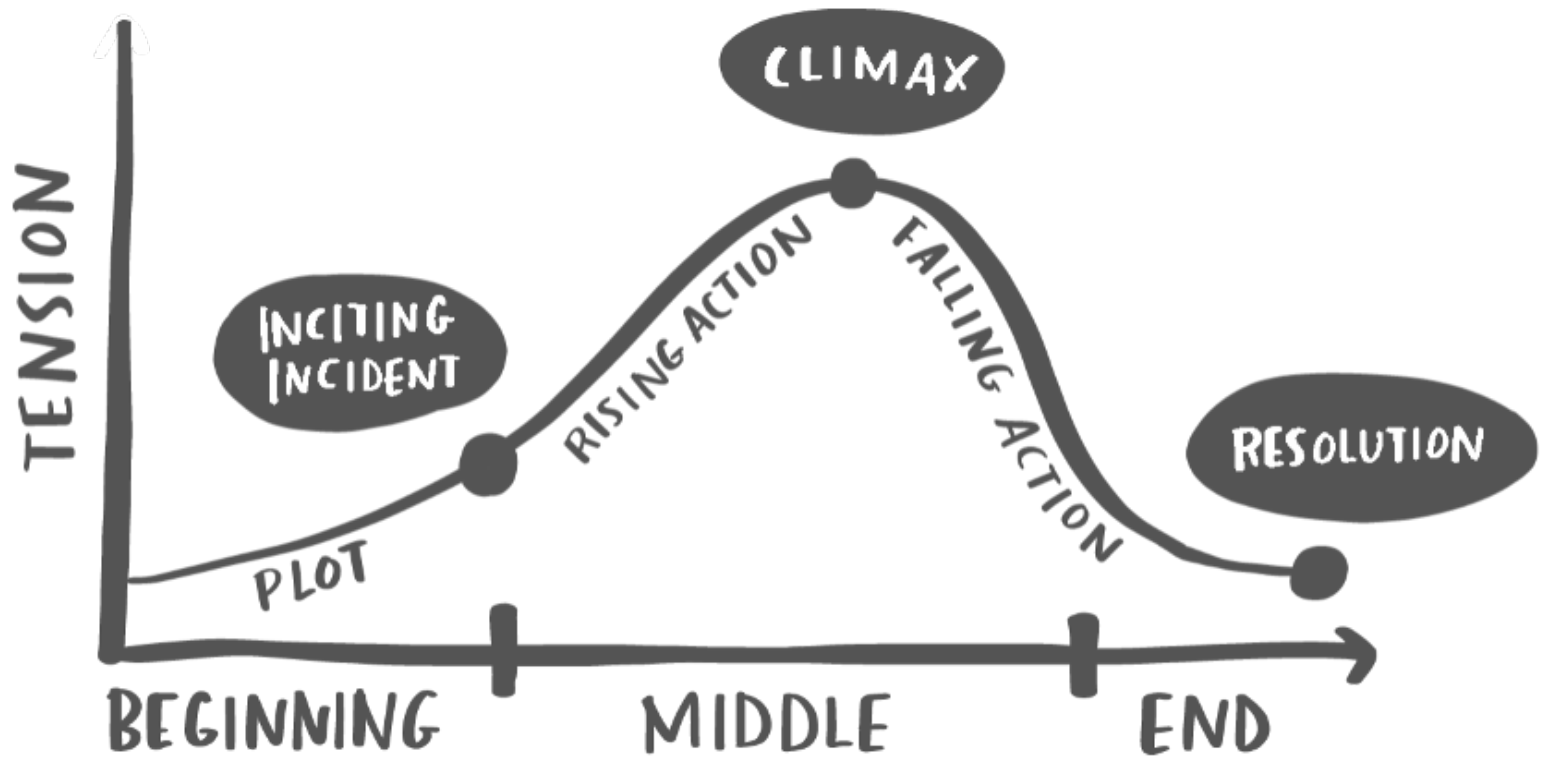


Things to think about when telling your story...

- Your story is yours to tell – you can tell as much or as little as you want
- Everyone has a different way of storytelling – find what works for you
- Consider your audience & what impact you want to have
- When advocating, your story will:
 - connect you to your cause
 - evoke emotion
- Your story doesn't have to:
 - prove your credibility – you're an expert in your own experience
 - overwhelm you
 - represent all the moments



Creating your story



Storytelling



Storyteller:
Sharon Felker,
Poverty Task Force
Peer Mentor

Story Examples

Thomas' Story



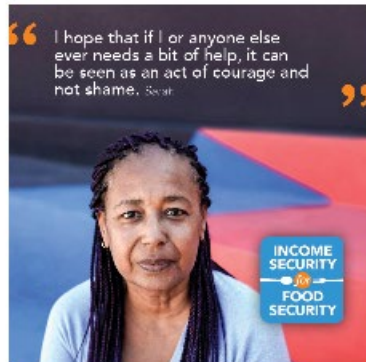
Laura's Story



Harold's Story



Sarah's Story



Nadin's Story



Ahman's Story



David's Story



Emily's Story



What is your story?

- Use the worksheet as a guide
- This is an ongoing process



Thank you!

Thank you for coming!

Next week...

We will be going over government relations!

We will be in starting our drop-in sessions on Monday from 10 am at the Grove Hub (737 Woolwich) Transit to the West End:

Route 99 North, stop Woolwich and Marylin Northbound

Driving:

Free parking on site at the side of the building