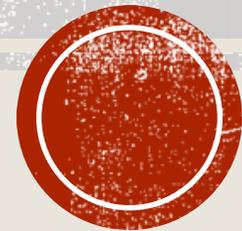


# STORIES THAT MATTER

LIFTING UP COMMUNITY VOICE



# WHY?

- We know many voices are not being heard
- You are a valuable part of the community with a unique story to tell
- You are the expert on what matters in your community and how best to solve community issues



# WHAT?

We are inviting residents, community leaders, community health workers, social workers, community organizers and organizational volunteers to share their stories in the following areas:

- Food Access
- Outdoor recreation
- Housing
- Youth Empowerment
- Immigrant/refugee experience
- Civic Engagement
- Equity in Access to Services
- Behavioral Health
- Early Childhood



# BENEFITS

- 1) Work with local organizations to communicate your story in a way that honors your contribution and the community
- 2) Learn new ways to develop your story
- 3) Receive compensation for your effort, between \$75-\$500
- 4) Work with Civic Canopy to create the change you want to see in your community



# HOW?

There are 3 ways to develop your story:

- **Archival:** collecting and compiling existing organizational records, reports or media
- **Narrative:** in writing or in the form of an audio/video recording
- **Media:** using photography/videography



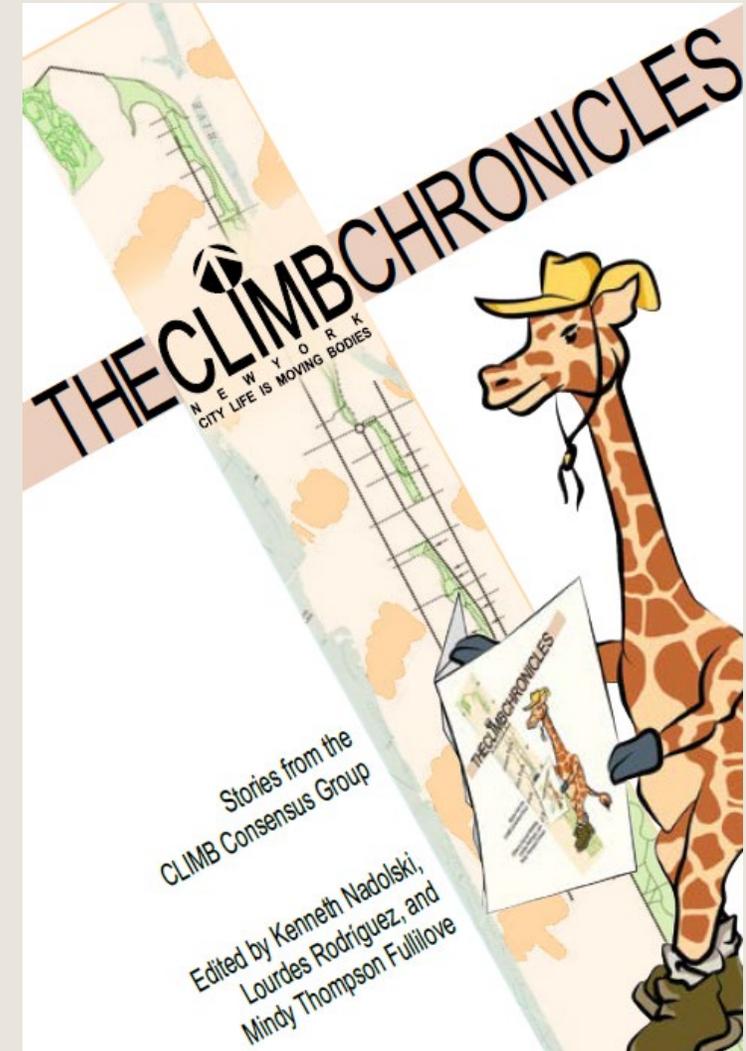
# ARCHIVAL

- Gather **existing documentation** you already have access to answer a specific question about an issue that is important to your community
  - What is it like for refugees to live in my community?
  - How has our organization helped families with young children succeed?
  - Why doesn't my community have enough affordable housing?
- For those who've already collected info from your community work



# ARCHIVAL - EXAMPLES

- Examples:
  - Reports
  - Surveys, Interview or Focus Group data collected by your organization
  - Photos or Videos documenting projects
  - Written documentation of other's experience (get permission before sharing)
- Submit evidence with a paragraph to 1 page summary of the contents
- Level of effort = 30 mins to 2 hrs



# NARRATIVE

- What we usually think of as a “story”
- In written form (5-20 pages)
- An audio recording of your voice or someone you interview speaking a story aloud
- A video of you or someone else telling your/their story, alone, in an interview style or with an audience
- Level of effort = 2-5 hrs



This Photo by Unknown Author is licensed under [CC BY-NC](#)

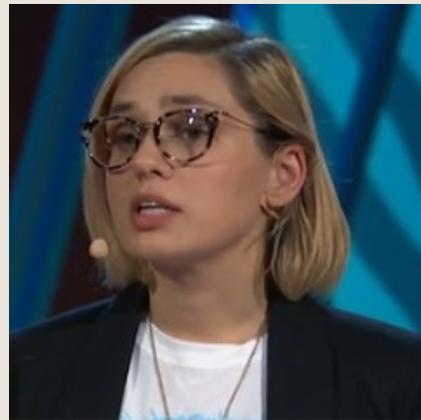


# NARRATIVE - EXAMPLES

Written story or blog post: “Bridging the Divide”



Video: “The critical role of librarians in the opioid crisis”



Audio: “Tell me about your childhood in Mexico”



# MEDIA

- Camera or video images with accompanying summaries, commentary or captions to describe what is happening and ascribe meaning
- Photos or video have a central theme
- Interpretation of the image is given by the person taking the photograph or video or the subjects in the photo or video
- Level of effort = 5-10 hrs



# MEDIA EXAMPLES

## Photos

**"Sometimes I feel like this mango. I look good on the outside but feel bad inside."**



*In her project, Gleysi portrayed her long struggle with depression and how at many times she has felt alone in this journey. She uses the nature that surrounds her to provide beautiful and honest depictions of her feelings. Despite all, she remains strong and hopeful.*

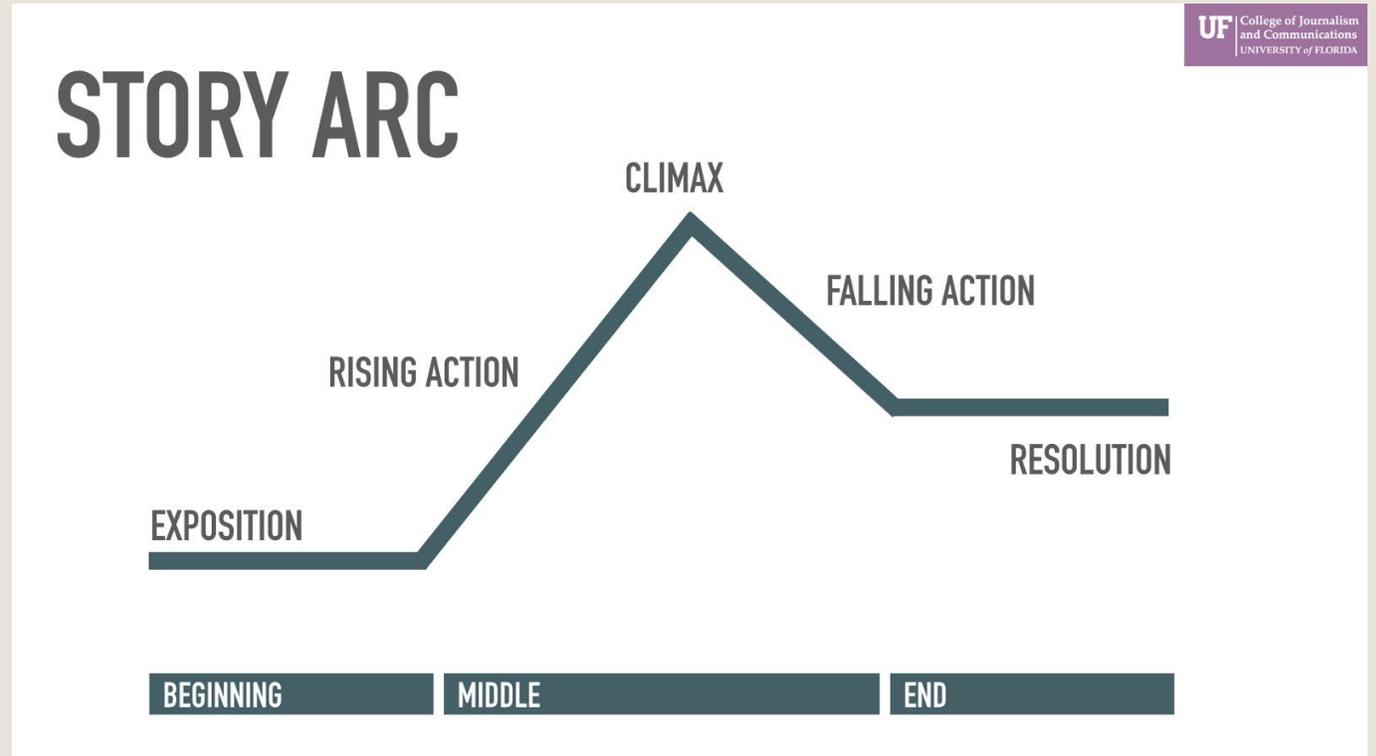
Photographer: Gleysi Matias

## Video/short film



# TIPS

- Be creative
- Keep it personal
- Share the struggle
- Share ideas/solutions



# NEXT STEPS

- **BEFORE YOU BEGIN** Develop your plan of action and submit it to us here:  
<https://forms.gle/JAwZYz58w3eP3n4dA>
- Ross Strategic will review your idea and if selected, work with you to decide a compensation range for the effort.
- We'll create a project plan with the agreed compensation.
- Check-in every two weeks to let us know how you are doing.
- Reach out to us if your plans change or for help!



# COMPENSATION BASED ON TIME & EFFORT



# STORY SUBMISSION AND FOLLOW-UP

- Submit your story at: <https://stories-that-matter.com>
- We will review your story and follow-up with you to:
  - Make sure we understand the message you want to convey
  - Provide compensation
- Decide what you want to do with your story:
  - Share your story with the community
  - Use your story to create positive change in your community by shifting the narrative
- We will follow-up so you know how your stories are shared with the Foundation and in the community



# CONTACT INFORMATION

Community	Contact	Email
Morgan	Marianna Espinoza*	Marianna.Espinoza@austin.utexas.edu
Pueblo	Nandini Chaturvedula	nandini@rossstrategic.com
Alamosa	Jessie Burch Doody	jbdooddy@rossstrategic.com



