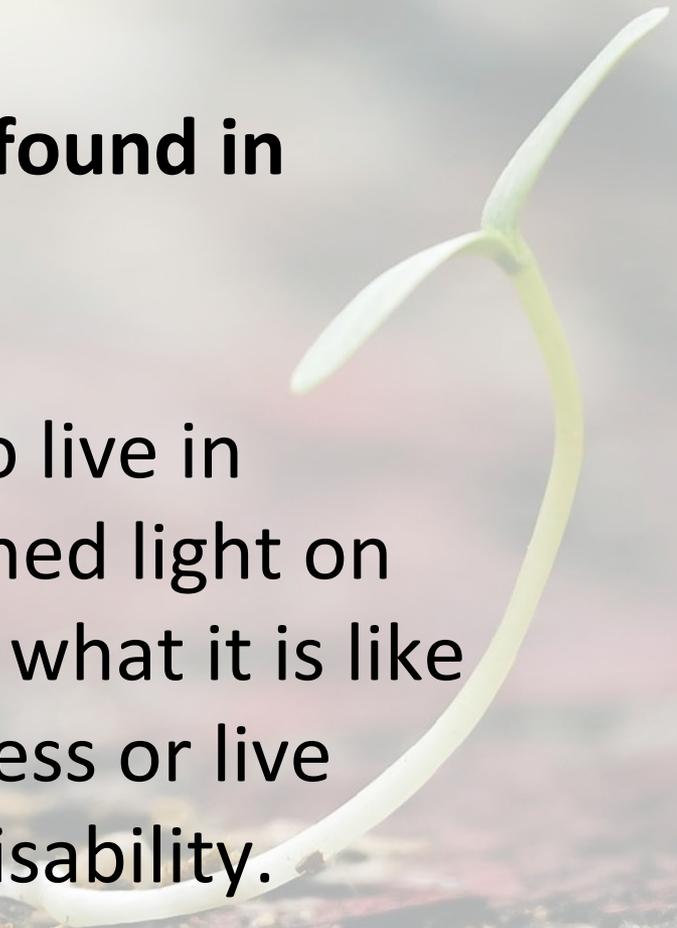




# WHY STORYTELLING?

**The seeds of change are found in everyday experience.**

The stories of people who live in supportive housing can shed light on important issues, such as what it is like to experience homelessness or live with mental illness or a disability.



# BUILDING TRUST

- What is something about you (or something you've experienced) that not many people understand?
- A change you'd like to see in the world
- A story you can tell that relates to that change

# WHAT COMPELS AN AUDIENCE?

- Someone to care about
- Conflict (and then more conflict!)
- Journey (can be implied)
- Framing/call to action

# WHAT DO PEOPLE REMEMBER?

# STORIES OUT IN THE WORLD



**The 'Hidden' Crisis of Rural Homelessness**  
Until the federal government tackles rural homelessness as a distinct issue, the problem will only get worse.  
By Jake Bittle

Midland, Washington resident Lisa Torres doesn't have the best luck on an open-toe boot that she's wearing to the grocery store. Her shoes often get stuck and her transportation usually ends up at the store.

After surviving a two-year sentence for



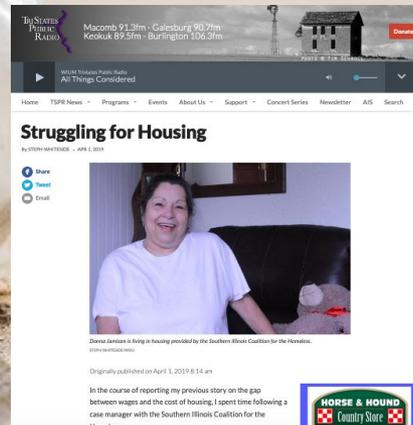
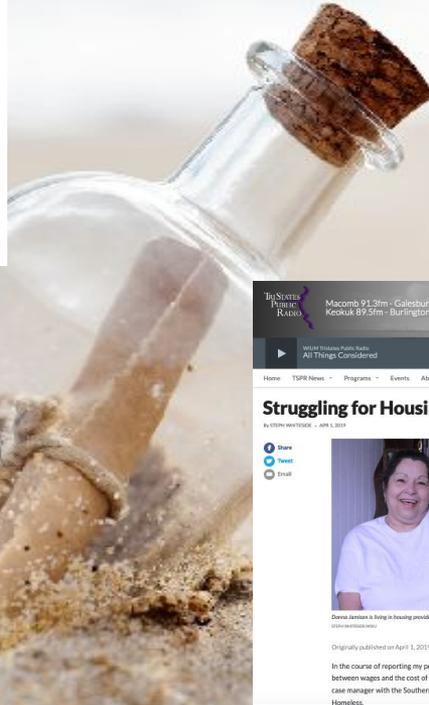
**SJR**  
The State Journal Register

Opinion

### Letter: Homeless prevention is a practical investment for Illinois

Posted | Feb 17, 2019 at 8:00 PM

It's easier for Illinois — and less expensive in the long run — to keep someone in their home than pay for the fallout caused by homelessness. This is why the Homeless Prevention Program — which provides small grants to people facing a temporary crisis, such as loss of employment, to keep them housed — is so effective.



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### Struggling for Housing

By STEPH MASTROSE - APR 1, 2019

Share Tweet Email



Donna Jamison is living in housing provided by the Southern Illinois Coalition for the Homeless.

Originally published on April 1, 2019 at 8:14 am

In the course of reporting my previous story on the gap between wages and the cost of housing, I spent time following a case manager with the Southern Illinois Coalition for the Homeless.







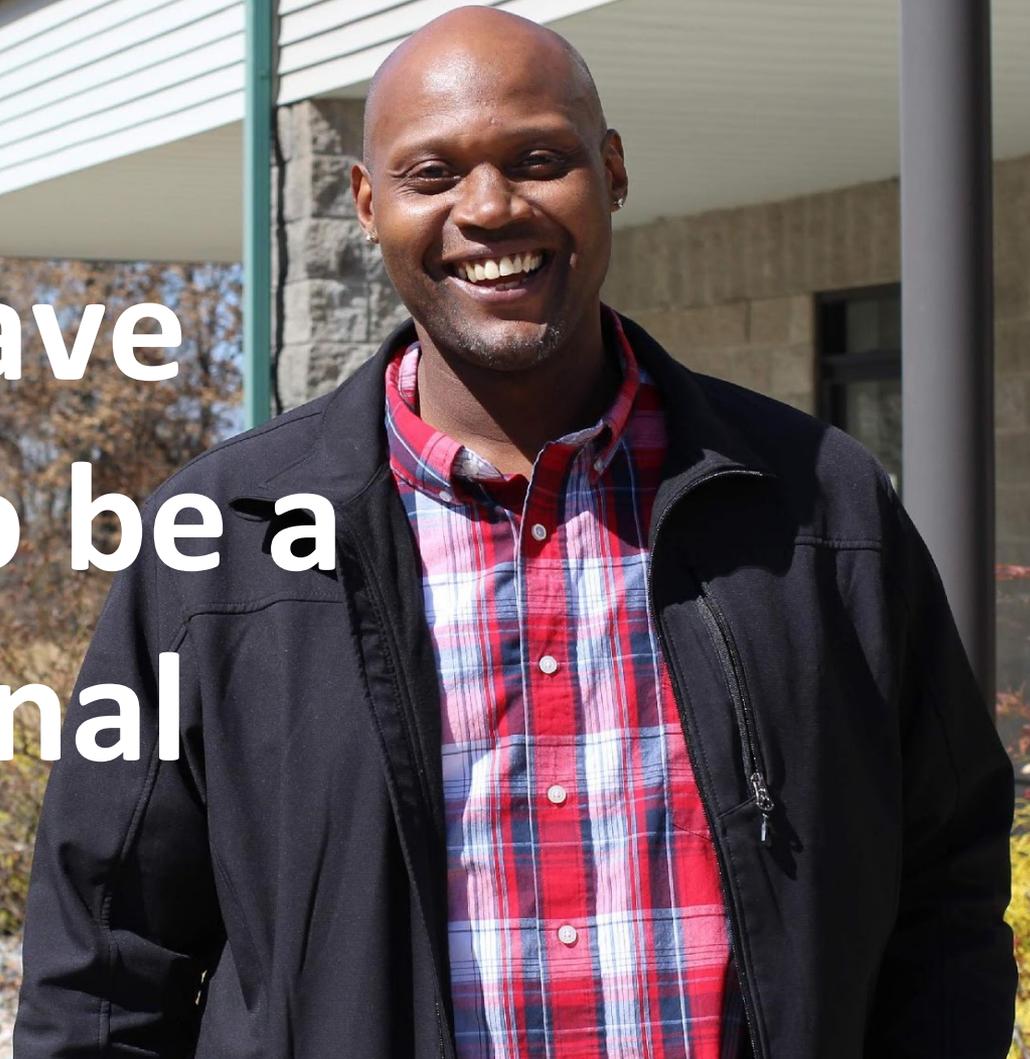
“I never pictured, being a young child, being beaten, or watching my child watch me be beaten as I did my mother as a kid. I don’t want my kids to feel less than.

**I want to break the cycle.”**

*- Holly, Mt. Vernon*

“Most people don’t know me...people don’t understand how trauma can shut you down.

**A goal I have in life is to be a motivational speaker.”**





“I was in seven different hospitals over a 2-year period. When I wasn’t staying at a hospital, I would live anywhere I could. Sometimes this meant sleeping on the El, the bus, or at the Daley Center in downtown Chicago.”

*- Patrick, Chicago*



“The path to homelessness is one that most of us think we will never be on—but I’m here to tell you

**It is a path that  
any of us can end up on.”**

*- Donna, Mt. Vernon*

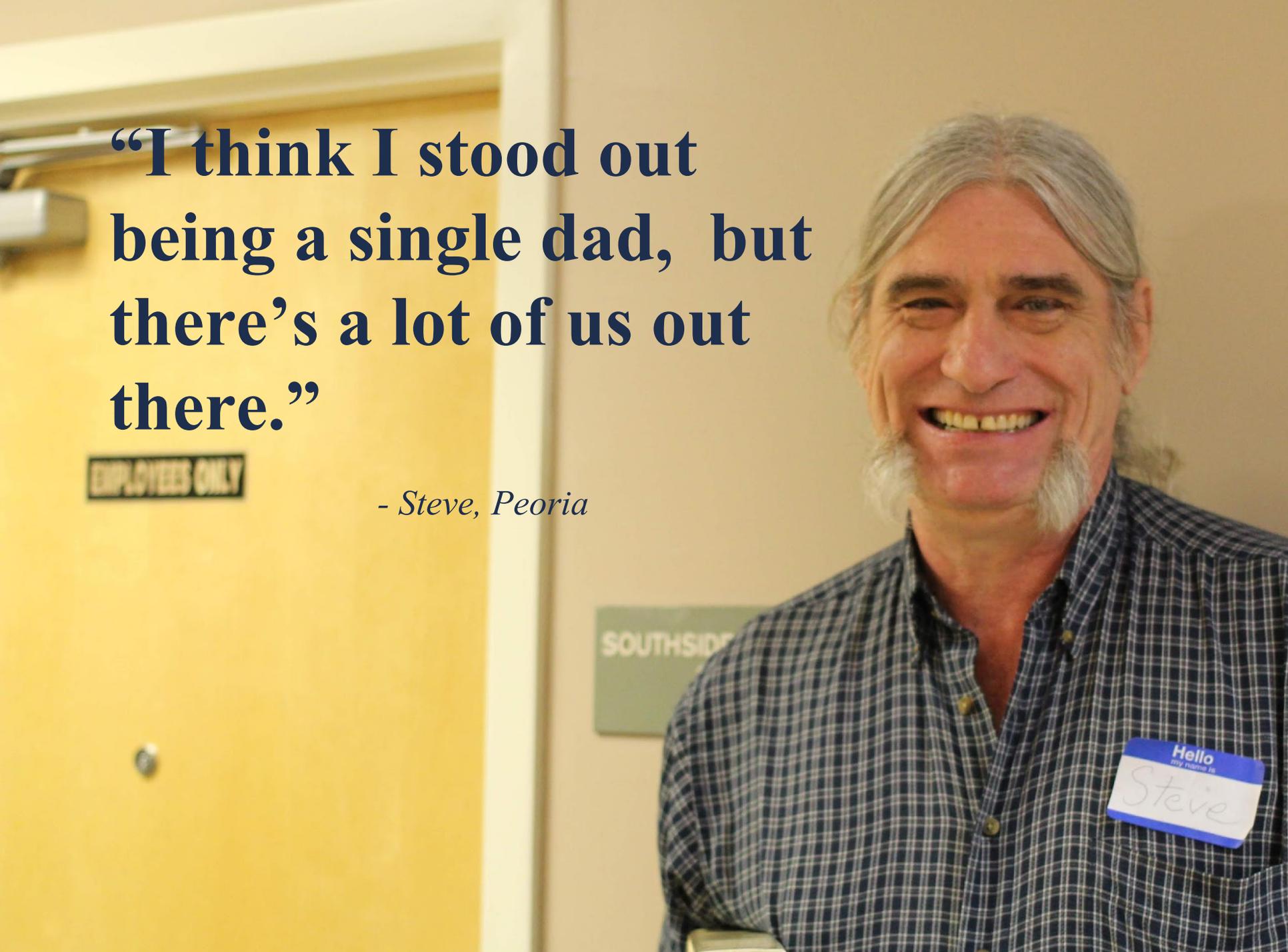
**“I think I stood out  
being a single dad, but  
there’s a lot of us out  
there.”**

**EMPLOYEES ONLY**

*- Steve, Peoria*

SOUTHSIDE

Hello  
my name is  
Steve

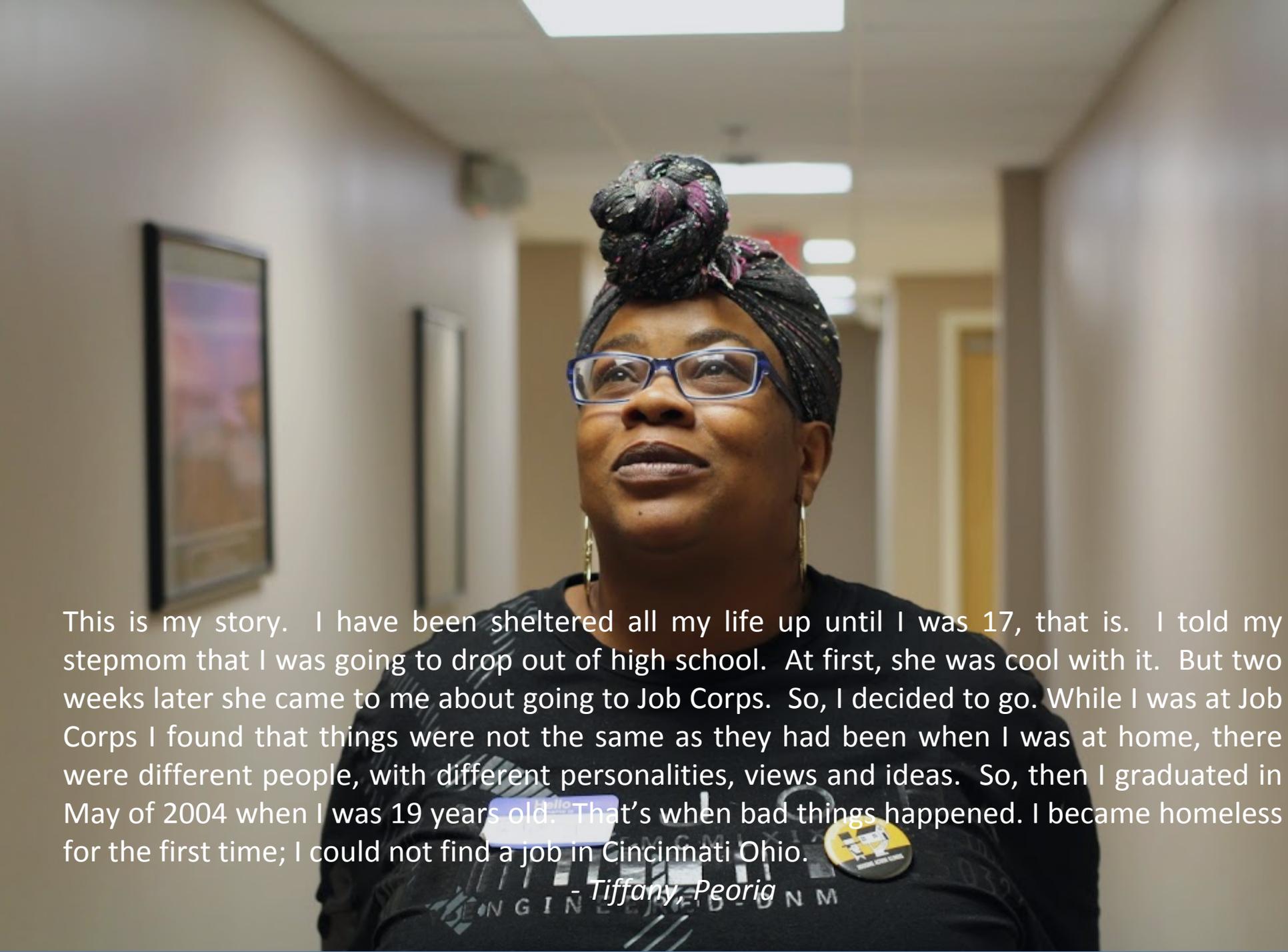


A lot of people would describe me as a strong, fun and outgoing person.

**To look at me, you would never think I was once homeless.**

*- Laura, Chicago*



A woman with glasses and a headwrap is looking upwards in a hallway. She is wearing a black t-shirt with a graphic design. The background shows a hallway with framed pictures on the wall and recessed lighting in the ceiling.

This is my story. I have been sheltered all my life up until I was 17, that is. I told my stepmom that I was going to drop out of high school. At first, she was cool with it. But two weeks later she came to me about going to Job Corps. So, I decided to go. While I was at Job Corps I found that things were not the same as they had been when I was at home, there were different people, with different personalities, views and ideas. So, then I graduated in May of 2004 when I was 19 years old. That's when bad things happened. I became homeless for the first time; I could not find a job in Cincinnati Ohio.

- Tiffany, Peoria



# **STORYTELLING WITH YOUR CLIENTS**

# RESOURCES

housingactionil.org/storytelling

## Storytelling



### Storytelling Presentations:

**Strategic Storytelling**, Metro East Coalition (Collinsville, Illinois) on July 10, 2018

**Telling the Continuum of Care Story**, HUD Homeless Programs Institute (Decatur, Illinois) on June 27, 2018

### Storytelling Projects & Programs:

- **National Coalition for the Homeless' *Faces of Homelessness* Speakers' Bureau**
  - Bonus: NCH has an *organizing manual* to help start your own speakers' bureau!
- **CSH Speak Up! Program**
- **Community Writing Project**

### Narrative Strategy:

- **The Opportunity Agenda**
  - *Visions, Values and Voice: A Social Justice Communications Toolkit*
  - *A Window Of Opportunity II: An Analysis of Public Opinion on Poverty*
- **Frameworks Institute**
  - *Reframing Affordable Housing*
  - *"You Don't Have to Live Here" Why Housing Messages are Backfiring and 10 Things We Can Do About It*
- **Negating Doesn't: The Downsides of Refutation**
- **Stories Worth Telling: A Guide to Strategic and**

### Helpful (FREE) Tools:

- **Design:** Canva
- **Social Media:** Hootsuite
- **Transcription:** Transcribe
- **Video Editing:** Free Software
- **Audio Editing:** Audacity
- **Photo Editing:** GIMP & Pixlr
- **Stock Photos:** Pixabay, Pexels, Negative Space, Unsplash
- **Trainings:** Storytelling for Good, StoryCenter
- **Pro Bono Project Assistance:** Taproot+