



From Charity to Justice: Narrative Change Process

WhyHunger &
Closing the Hunger Gap





WhyHunger believes a world without hunger is possible.

We provide critical resources to support grassroots movements and fuel community solutions rooted in **social, environmental, racial** and **economic justice**.

We are working to end hunger and advance the human right to nutritious food in the U.S. and around the world.

CLOSING THE HUNGER GAP



A growing **national network** of organizations and individuals working to expand hunger relief efforts beyond food distribution towards strategies that promote **social justice** and **address the root causes of hunger**.

THE VISION

Closing the Hunger Gap envisions a time when:

- all people can determine their own futures;**
- nutritious food is recognized as a human right;**
- there is a political will to end hunger and its root causes;**
- and emergency food providers are part of a growing, national network of collaborators and learners that engage with and support movements led by the people most impacted by hunger and poverty.**



Membership Drive: 150+

Centering grassroots leadership


Regional Structure

Bi-annual Conference: 600+

Allyship

Narrative Change Process



A photograph of fresh produce in a white plastic crate. In the foreground, there are several red and yellow apples. Behind them, a large pineapple with its green crown is visible. To the left, there's a mesh bag containing orange-colored produce, possibly sweet potatoes. In the background, there are green leafy vegetables. The text is overlaid on the right side of the image.

How can we *change the story* about solving hunger in the U.S. from a model rooted in charity to one rooted in social justice?

METHODOLOGY

The Center for Story-based Strategy (CSS) is a movement-building organization dedicated to harnessing the power of narrative for social change.

Change the story on the issues that matter most.



StorybasedStrategy.org

Story-based Strategy



A participatory approach that links movement building with an analysis of narrative power and places *storytelling at the center of social change.*

Narrative Toolbox

**adapted from center for story-based strategy*



ELEMENTS OF
STORY



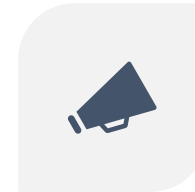
BATTLE OF STORY



NARRATIVE
POWER ANALYSIS



POINTS OF
INTERVENTION



FRAME,
REFRAME, UPLIFT



CORNERSTONES

National Task Force



Food Banks



Food Justice
Organizations



Food Pantries



Food Justice
Activists/Community
Members

We've been building

**National
Survey**

**Trainings &
Workshops**

**Contextual
Analysis**

**Strategy
Sessions**

**Framework
Development**

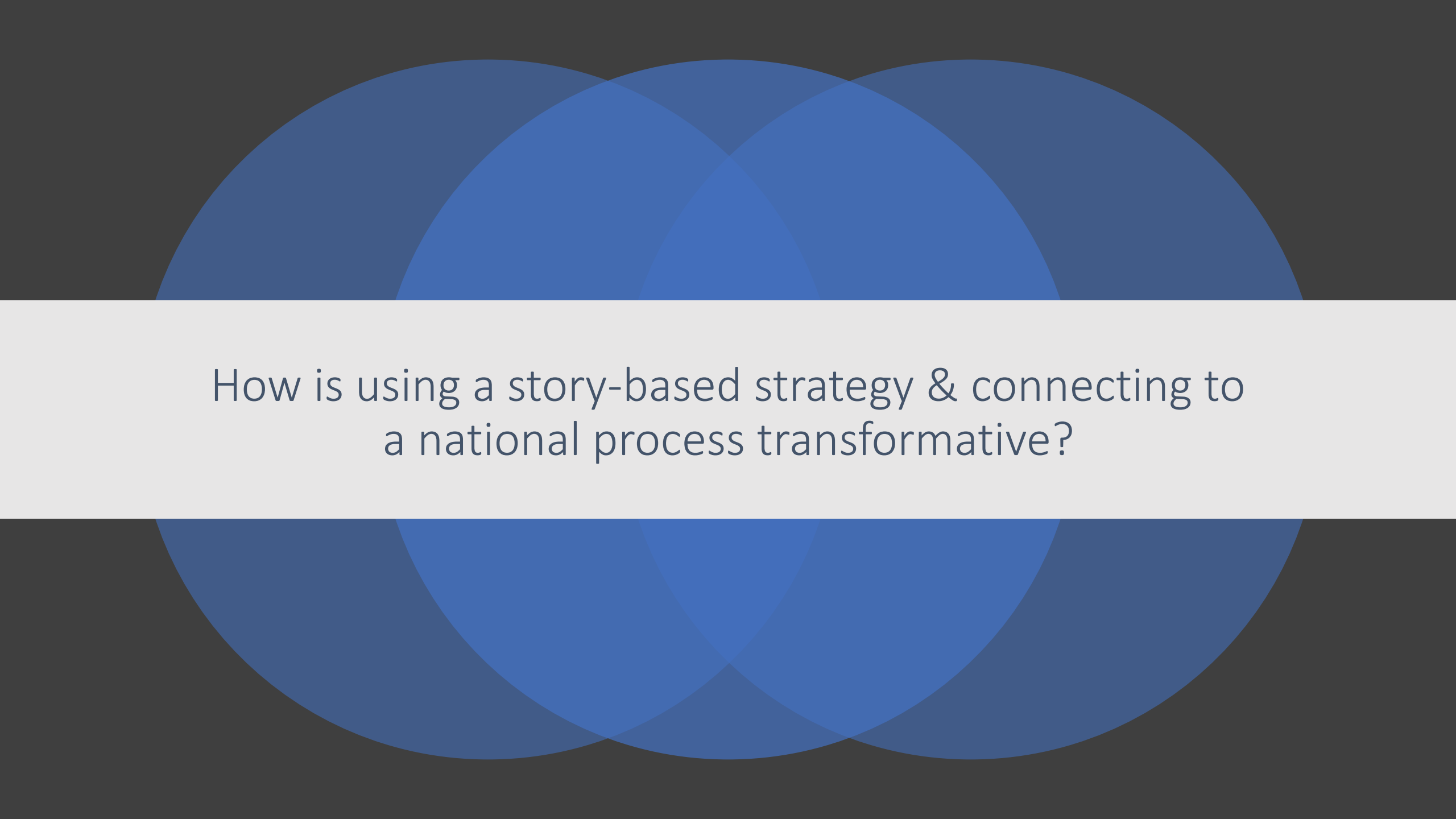
Pilot Projects

Testing

**Points of
Intervention**

**Shared
Narrative**

Campaigns



How is using a story-based strategy & connecting to a national process transformative?

Elijah's Promise

Envision a community where no one goes hungry for lack of food or funds; where a good meal is a nutritious meal; where our community learns to steward natural and financial resources wisely; and where we make opportunity available to those who seek it.

Food Changes Lives!



Together
we can



eat
well



grow
food



expand
local
business



share
our
voices



Shifting narratives, shifting practices

- New skills
- National process
- Tools to help organize internally & externally
- Relationship building
- Grassroots structure, regional work, bi-annual, conference & allyship



Change the story.