

Part VI of the **Tools to Engage** Webinar Series

**Engaging Constituents,  
Addressing Root Causes:  
Food Banks and Beyond**



Building Movement Project  
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# Today's **Agenda**

- I. Introductions
- II. Framework of a Movement to End Poverty
- III. Tools & Application
- IV. Lessons, Challenges & Changes
- V. Questions and Answers
- VI. Additional Resources



# Meet Randi Quackenbush

**Director of Community  
Impact**  
**Food Bank of the  
Southern Tier**



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# Meet Lyndsey Lyman

***Advocacy & Education  
Manager  
Food Bank of the Southern  
Tier***



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# Meet Alicia Swords

*Associate Professor of  
Sociology  
Ithaca College*



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# About the **Building Movement Project**



## Leadership

Analyzing how organizations can do their best work by promoting the most effective and inclusive practices

### Reports

Race to Lead: Confronting the Nonprofit Racial Leadership Gap

### Blog

The Leadership in Leaving

### Reports

Vision for Change



## Service and Social Change

Developing the capacity of organizations to engage constituents in changing the systems that impact them

### Tools

Service and Social Change

### Blog

Small Shifts, Big Change

### Reports

Crossing Organizational Boundaries to Build New Partnerships



## Movement Building

Acknowledging and building on the distinct role of nonprofit organizations in advancing movements for social change

### Reports

The Respect ABQ Women Campaign

### Blog

Learning How to ACT UP

### Blog

Detroiters Reclaiming Voice and Power



# What We Believe

- Services are essential to communities, but services alone aren't enough to address **root causes**
- A combination of **policy advocacy and other systems change activities** and **individual** advocacy can produce lasting change
- **Service providers** understand systemic and structural barriers
- **Service agencies** have unparalleled reach into communities impacted by disinvestment and marginalization
- Those closest to the **problems** should be closest to the **power**



# About the **Food Bank of the Southern Tier**

**foodbank**  
of the Southern Tier

MEMBER OF  
**FEEDING**  
**AMERICA**



*Catholic Charities*



**WORKING TOGETHER TO BUILD & SUSTAIN HUNGER-FREE  
COMMUNITIES THROUGHOUT THE SOUTHERN TIER.**

Serving Broome, Chemung, Schuyler, Steuben, Tioga and Tompkins counties.



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FRAMEWORK  
OF A MOVEMENT  
TO END POVERTY



# Connections with the **Movement to End Poverty**



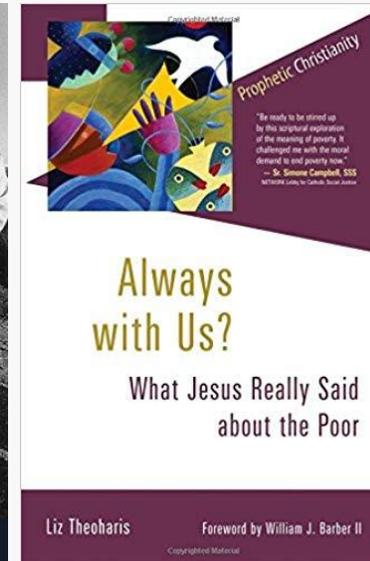
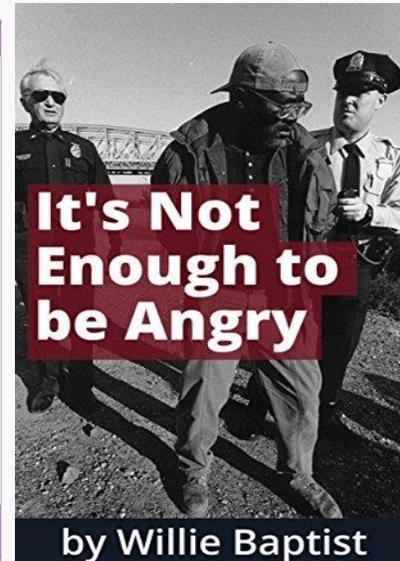
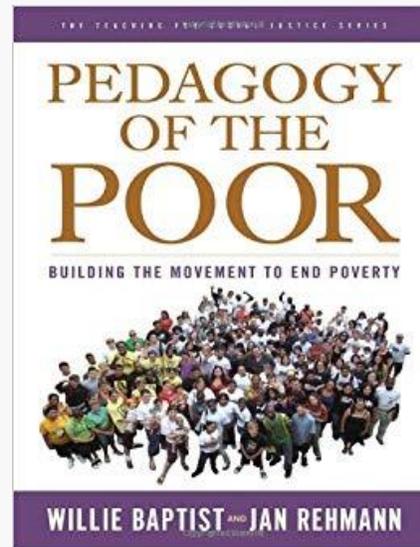
"What worries me, senator, is that they're getting into step."



# A Movement to End Poverty Today



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# The Poor People's Campaign: A National Call for Moral Revival



# Situating Ourselves in the Movement

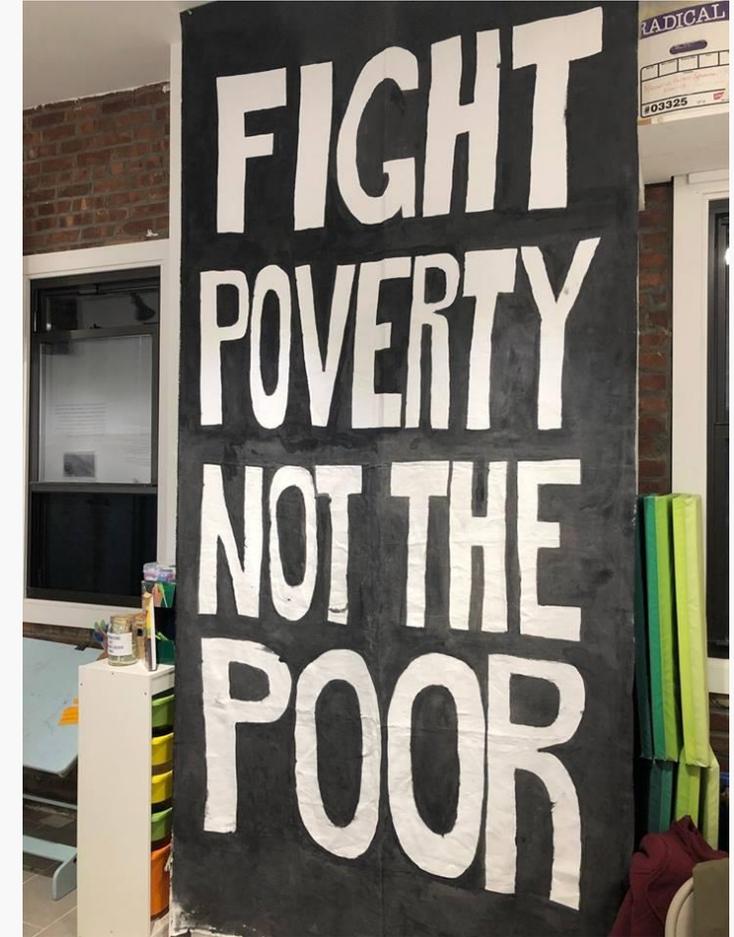
## Internal analysis:

Drawing on mentoring from the Poverty Initiative, Kairos Center and University of the Poor, we believe poverty is systemic.

- Inequality is growing
- Ownership is concentrating
- Jobs are being eliminated

**Ending poverty requires a movement.**

Current stage: identifying and cultivating leaders



# TOOLS & APPLICATION



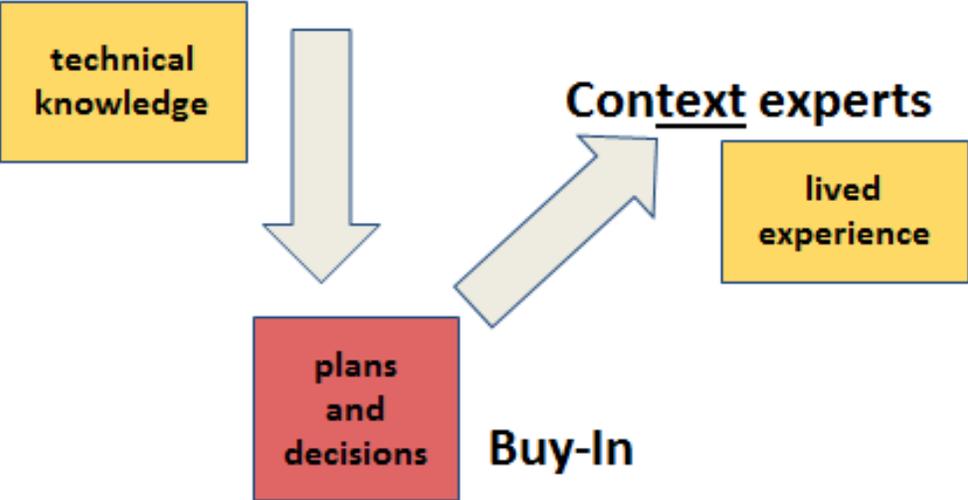
# Two Feet of Catholic Social Teaching



# Collective Impact Framework

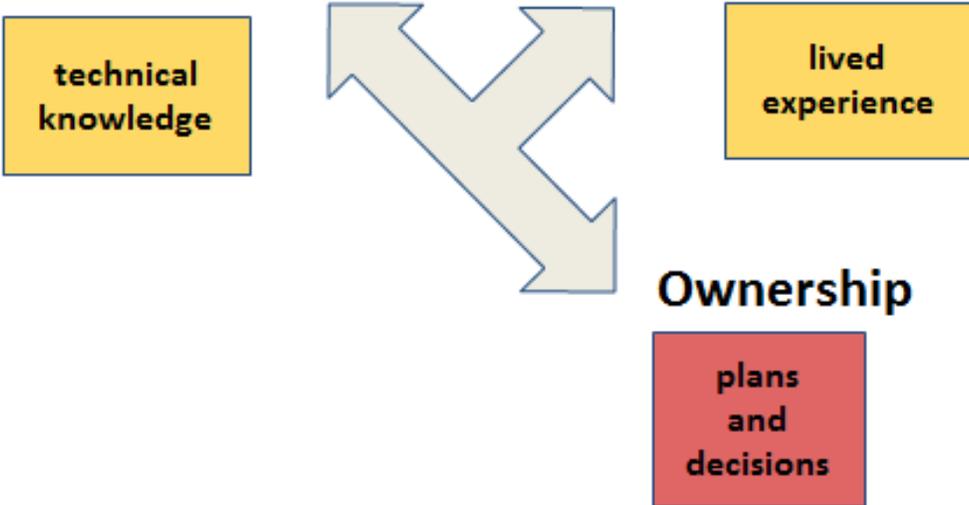
*who is at the table? traditional*

Content experts



*who is at the table? – CI*

Content experts AND Context experts



# Community Focus Groups



# Speakers Bureau Curriculum

- Storytelling Circle
- Public Speaking
- **Stress Management / Self-care**
- Food Bank field trip
- Poverty 101 & **the Economy**
- Advocacy 101
- **Asset mapping**
- **Narrative change**
- **Working with media**
- Graduation!



# Speakers Engagement



## Officials urge Cuomo to sign Farm to Food bill



▲ HIDE CAPTION

Catherine Rogers, of Barton, said the access to nutritious, health food is vital and a basic right of everyone. Food Bank of the Southern Tier President Natasha Thompson; Assemblyman Francisco Moya, D-Queens and Assemblyman Marcos Crespo, D-Bronx, stand next to Rogers during the event. Jeff Smith/The Leader



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LESSONS,  
CHALLENGES,  
AND CHANGES



# Lessons Learned and Challenges

**Challenge:** SB Grads looking to FBST staff for direction.

**Lesson:** Start building autonomy and peer support ASAP. Being a leader means developing other leaders.

**Challenge:** Finding the right partner for hosting

**Lesson:** Screen potential partner/host agencies for their analysis of the problem & depth of relationship with “clients”

**Challenge:** Identifying which resources and perspectives are useful to advance our work and our thinking

**Lesson:** Vet resources with the following criteria in mind:

- Believe that poverty can be ended, not just ameliorated
- Believe that poor people have power and knowledge and can organize themselves



# Challenges and **Lessons Learned**

**Challenge:** Mental & emotional energy required to do this work well

**Lesson:** Requires Trauma Informed Care Principles and a support team surrounding the person or people leading this work.

**Challenge:** Bringing folks with lived experience and service providers together

**Lesson:** Try to prepare both parties ahead of time. Warn service providers that negative feedback ≠ personal attack, = critique of the system

**Challenge:** Internalized oppression fueled by individualism and the “bootstrap” model

**Lesson:** Start political education early, including one-on-one conversations that contradict participants’ internalized oppression. Do our own work to process our own internalized oppression.



# Continuing to Develop Our **Internal Analysis**

“True compassion is more than flinging a coin to a beggar; it is not haphazard and superficial. It comes to see that an edifice which produces beggars needs restructuring. A true revolution of values will soon look uneasily on the glaring contrast of poverty and wealth...and say “This is not just.”

*–Martin Luther King, Jr., “A Time to Break Silence,”  
Riverside Church, New York City, April 4, 1967*

**Truly ending poverty requires a movement!**

Current stage: identifying and cultivating leaders

*We use stories to connect people, show they are not alone, and cultivate leadership.*



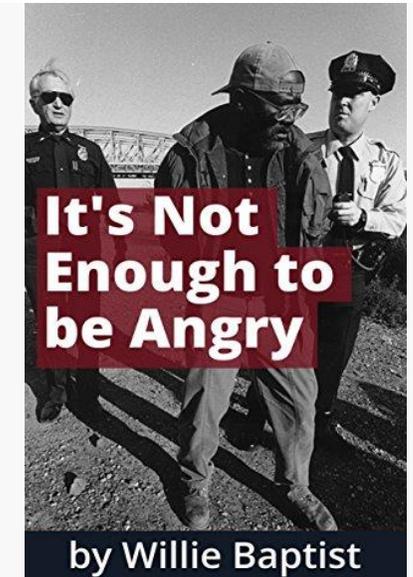
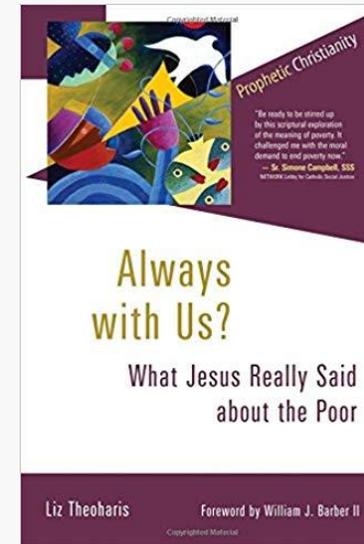
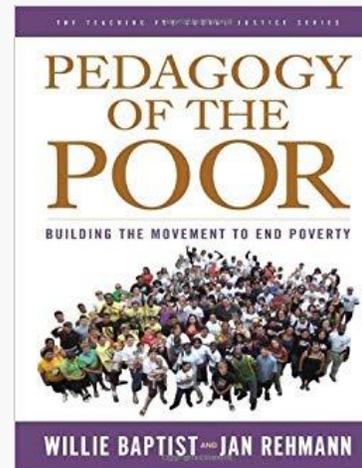
QUESTIONS  
AND  
ANSWERS



# Additional Resources

- Client / constituent engagement Community of Practice
- Swords, 2019. "Action research on organizational change with the Food Bank of the Southern Tier: a regional food bank's efforts to move beyond charity."

<https://doi.org/10.1007/s10460-019-09949-8>



social  
service  
and social  
change:

A PROCESS GUIDE



Making  
Social  
Change

Case Studies of  
Nonprofit Service  
Providers



Nonprofits Integrating  
Community Engagement  
Guide

The Social Service & Social Change Series

Welcome to  
Tools to Engage: Resources for  
Nonprofits



Constituent Engagement



Partnering with Community



Coordination, Collaboration,  
Collective Impact



Social and Systemic Change



Tools to Engage: Resources for Nonprofits,  
Compiled by the Building Movement Project

[tools2engage.org](https://tools2engage.org)

# Stay in Touch



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*@Bldingmovement*



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[www.poorpeoplescampaign.org](http://www.poorpeoplescampaign.org)

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Questions? Comments? Want to learn more?

**Contact [nmann@buildingmovement.org](mailto:nmann@buildingmovement.org)**