



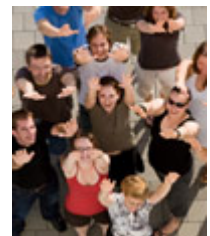
View Engage online at: <http://www.tamarackcommunity.ca/newsletter/engage.htm!>

Engage!

The Story of Somewhere *A New Narrative for Community*

"We have the power to create a new story that can ignite what is hopeful and human in the hearts of others. And that can ignite a new movement for community in Canada."

So affirms Eric Young, President of E.Y.E. where he works with civil society, government and corporate clients, to develop initiatives to promote positive social change.



@Istockphoto.com/
Alexander Hafemann

Eric is a visionary with an uncanny ability to see the future. This is a bold statement, but this master "story maker" is at the forefront of many of Canada's social movements today.

For over twenty-five years he has been at the vanguard of social marketing, a discipline focused on the development of strategies and campaigns to promote social change.

His faith in community is unshakeable. "Good community is the most valuable thing human beings can create. It is our highest calling and should be our highest aspiration.

"Despite the deep insecurity of our times, community is more important than ever. I offer a simple vision for Canada in the 21st century: that this should be a country where communities thrive."

Eric imagines a world where we start speaking truth to ourselves about the communities we want. Not just what we want for others, but what we want for ourselves. He believes that stories have the power to give shape to our lives and our future.

 [Listen to Tamarack's Tele-learning seminar, *The Story of Somewhere*, with Eric Young](#)

Related Links:

- [Read Eric's full paper here](#)
- [Hear Eric share his expertise on social marketing as a means to sustain social innovation](#)

By: Paul Born

Telling Stories that have Changed Us

If you've read my book, *Community Conversations*, you know how profoundly I was moved by my experience with Father Cavanaugh, a priest in Northern Ireland who was instrumental in creating a handshake labour agreement between members of the Irish Republican Army and the Ulster Freedom Fighters.



A group of us was invited by the Government of Northern Ireland to visit Father Cavanaugh's community organization, which we had helped through Community Opportunities Development Association (CODA) in Waterloo Region, Ontario.

We arrived in Belfast at the height of The Troubles.

"They call this the Gaza strip," the government official told us. "Catholics live on one side and Protestants on the other. The walls protect them from climbing up on the roofs and shooting at their neighbours." He said he had never stopped on this road before.

As we entered the gate that led us into the community centre complex - with barbed wire hovering above us on top of the walls – we were greeted by an armed guard. He escorted us to Father Cavanaugh, who was busy, perhaps distracted, and, as I recall, a bit rude.

He said we would have lunch later and quickly arranged for a member of the community to take us on a tour. We were a bit put off by his curtness, but what we saw over the next several hours changed our mood considerably.”

 [Read the full excerpt here](#)

Learn More:

- [Community Conversations](#) by Paul Born
- [The Flax Trust](#)
- [Community Opportunities Development Association \(CODA\)](#) Merged in 1996 with Lutherwood

By: Paul Born

A Community of Opportunity

Revitalized structures, new activities and high aspirations have come with the transformation of Opportunities 2000 into Opportunities Waterloo Region (OWR) 2002.

New initiatives are the mark of a creative organization and six years after inception, OWR is busier than ever.



ALIV(e), Awareness of Low Income Voices, ensures that the voices of people living with low income affect decisions at all levels.

Other projects focus on access to recreation for youth, on food security through neighbourhood markets and community gardens, or on secure employment or affordable transportation.



At the same time, research partnerships, education, communication and advocacy campaigns work towards longer term, systemic changes.

The increasingly popular Community Conversations series showcases local research and solutions and gives participants the chance to discuss and apply what they've learned to their own experiences and organizations.

Between 1997 and 2000, Opportunities 2000 in Waterloo Region in Ontario garnered awards and created interest in comprehensive poverty reduction strategies. The experience of Opportunities 2000 eventually led to the birth of both OWR and the Vibrant Communities movement across all of Canada.

Using a Sustainable Livelihoods Approach combined with the principles of Vibrant Communities, OWR focuses on all aspects of a person or community -- human, financial, social, personal, and physical – all contributing to Opportunities Waterloo Region's ultimate goal – "A Community of Opportunity."

Related Links:

- [Vibrant Communities Waterloo Region](#)
- [Opportunities Waterloo Region](#)
- [ALIV\(e\) in Waterloo Region](#)
- [Bold Solutions for Tackling Poverty in Waterloo Region](#)
- [The Sustainable Livelihoods Framework](#)
- [Market Fresh and Local](#)

By: Brenda Doner

Vibrant Communities Updates

Calgary - Congratulations to Vibrant Communities Calgary on receiving the inaugural "[imagineCALGARY Partner in Action Award](#)". The award recognizes excellence, innovation, involvement and leadership that supports the long-term sustainability of the city of Calgary. VCC was nominated for this award by Joe Ceci, a Calgary alderman.

Niagara - Sadly, Opportunities Niagara [closed its doors in October](#), due to lack of funding. Tamarack and the [Caledon Institute](#) are working with those involved to explore the reasons why and lessons learned, as well as the possibilities for renewed collaborative efforts to reduce poverty in the region.

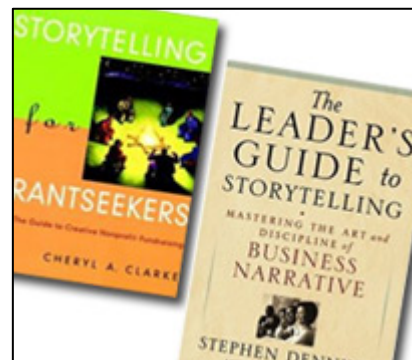
Saint John - [Vibrant Communities Saint John](#) is cited in New Brunswick's commitment to establish a [provincial poverty reduction plan](#). Meanwhile, the Caledon Institute has released [Poverty Policy](#) by Sherri Torjman, which discusses ten areas at the core of a comprehensive poverty reduction strategy.

The Power of Storytelling

Paul Born, in his book [Community Conversations](#), speaks to the alchemy that can occur when people come together to share their stories.

Two other storytellers have written books that illustrate the power of storytelling, one in the field of grant-writing and another in the realm of leadership.

Cheryl A. Clarke is a fundraising consultant and award-winning writer of short stories whose *Storytelling for Grantseekers* makes grant-writing a creative and colourful journey for writers and funding agencies alike.



This book is ideal for all those who have burned the midnight oil slogging through budget figures, goals and evaluative process. It's thorough, concise, and packed with meaning and inspiration.

The Leader's Guide to Storytelling, by Stephen Denning is a how-to on delivering the right story at the right time. Denning is a consultant specializing in knowledge management and organizational storytelling whose clients include GE, IBM, Shell and McDonalds.

This is a book that brings the human element back into business. It's about persuasion – the art of motivating others to action, building trust, transmitting values and working together. If you want to share your vision effectively or use narrative to transform your organization, you'll find this a useful and engaging read.

Related Links:

- [Cheryl Clarke's website](#)
- [Steve Denning's website](#)
- [The Society for Storytelling](#)

By: Nancy Leach Schaeffer

The Secret Life of Bees

The year is 1964 and the Civil Rights Act has just been signed into law. 14-year old Lilly lives with her abusive father, a Black caregiver, Rosaleen, and the disquieting knowledge that she was the innocent perpetrator of her mother's accidental death.



© <http://www.foxsearchlight.com/theseconlifeofbees/>

After a violent act of racism and abuse, Rosaleen and Lilly take to the road.

When the two stop at a general store, Lilly spies a label on a jar of honey that features a Black Madonna. It is the same image she found in her mother's few possessions. Following a deep-seated longing to know the mother she lost, she convinces Rosaleen to go with her to the house of the three Black sisters who make the honey.

The Secret Life of Bees is a story of the importance of community, not just through times of isolation and trauma but also through the challenges of daily life.

Lilly and Rosaleen find the safety, identity and community they need to heal. In return, they become a support for the emotional fragility of one sister and the romantic hard-headedness of the other.

When Lilly falls in love with a Black man and again experiences racism, she learns the true power of extended community.

With sub-texts of the search for family, interracial relationships, suicide, domestic violence and mental illness, this is an excellent resource to generate discussion and learning.



[Visit the official website of The Secret Life of Bees](#)

Learn More:

- [More Tamarack Movie Reviews](#)

By: Nancy Leach Schaeffer

Featured Resources

What Sport Can Do

Sport is “woven into the very fabric” of Canada’s communities and can deliver a wide array of benefits at both individual and community level.

Health; positive child and youth development; stronger and more inclusive communities; economic development and renewal; and environmental sustainability are all cited as benefits, in a recent release on behalf of the True Sport movement, *What Sport Can Do: The True Sport Report*.

The report also shows that only one in five Canadians feels that sport is living up to its full potential. Evidence shows that “in order to get the most out of sport, the sport we do must be good sport” – built on values like fair play, fun and inclusion, all of which can be threatened by the kinds of values that are linked to commercial sport. Access the True Sport Report [here](#).

Telling Stories to Change the World

By Scott Edward Anderson

"Stories about change are narratives of conflict and hope, problems and solutions. A conflict of some kind is set up that leads the reader to hope. And telling these stories helps others make change. In the words of award-winning journalist and author David Bornstein, stories help "a person form the belief that it is possible to make the world a better place. Those who act on that belief spread it to others. "This web page has both an interesting premise and also several great links to further your learning. Visit Scott's web page [here](#).

Community and Communication

By Joseph Schaeffer

"Most of us think of communities as things made up of people who come together for various reasons — biological and social kinship, for example, the desire to live in a particular location, economic necessity, political preference, shared values and beliefs, and so forth. Here, and this will be evident in the following comments on community and communication, the suggestion is that community can also be thought of as experience, alive and rich with meaning." In this paper Joe provides a unique perspective that links communication to community experience. Read the full article [here](#) (*about 21 pages*) or visit Joe's web page on the Tamarack site [here](#).