



The story continues.

The Health Foundation for Western and Central New York and The John R. Oishei Foundation are thrilled to announce the 2022 edition of StoryGrowing WNY.

We understand that nonprofits face continued challenges. StoryGrowing WNY is a skill-building program designed to help nurture organization growth through effective communications training. Strengthen your organization's storytelling—which is more important than ever—as you work toward achieving your mission.

Working directly with a variety of local professionals, WNY non-profits will:

Assess internal and external communications strategies

Identify brand positioning and key messaging

Use stories in advocacy, development, recruiting, community outreach and other primary communications

Understand best practices in writing, photography, video, and social media

Build communications expertise and capacity

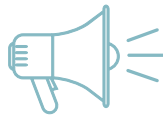
Provided Resources and Expertise:



TRAINING SESSIONS include a virtual kickoff session led by storytelling expert Andy Goodman and five additional in-person, half-day training sessions led by local subject matter experts.



TEAM ADVISORS guide and mentor a single organization throughout the three-month program.



PRESENTERS will be available for individual coaching sessions to help you with specific areas of storytelling.

StoryGrowing WNY, presented by the Health Foundation for Western & Central New York and The John R. Oishei Foundation, is a comprehensive, collaborative program designed to enhance and expand non profits ability to share their story effectively.



To apply for the StoryGrowing WNY 2022, please visit STORYGROWINGWNY.ORG and download the application. Applicants must attend the kick off event. Applications are due May 13, 2022.

Program Schedule

All in-person sessions will be held at Larkin at Exchange Building, Suite 517 (5th floor)
(On Street and Visitor Parking available)

KICK-OFF EVENT

Change the Story, Change the World

Presented by nationally recognized
story teller Andy Goodman
of The Goodman Center

April 29, 2022 from 12PM-1:30PM

*Free virtual kickoff event open to all
organizations interested in applying
to StoryGrowing WNY*

SESSION 1

Brand Development and Positioning

Presented by Patrick Finan,
Co-founder & Principal of Block Club

June 9, 2022 from 9AM-11:30AM

*Participating teams, team advisors
and presenters only*

SESSION 2

Public Relations and Media Training

Presented by Jessica Lewis,
CEO of LáLew Public Relations

June 22, 2022 from 9AM-11:30AM

*Participating teams, team advisors
and presenters only*

SESSION 3

Digital Media and Photography

Presented by Ally Ruiz Balcerzak,
Content Strategist at Paradigm Strategy
and
Aitina Fareed-Cooke,
Creative Director at Get Fokus'd
Productions

July 14, 2022 from 9AM-12:30PM

*Participating teams, team advisors
and presenters only*

SESSION 4

In-Person Storytelling

Presented by Mary Beth Debus,
President of Program Savvy Consulting

July 28, 2022 from 9AM-11:30AM

*Participating teams, team advisors
and presenters only*

SESSION 5

Program Wrap-Up: Asset Framing and Ethical Storytelling

Presented by nationally recognized
story teller Andy Goodman
of The Goodman Center

August 9, 2022 from 9AM-1PM

*Participating teams, team advisors
and presenters only*