

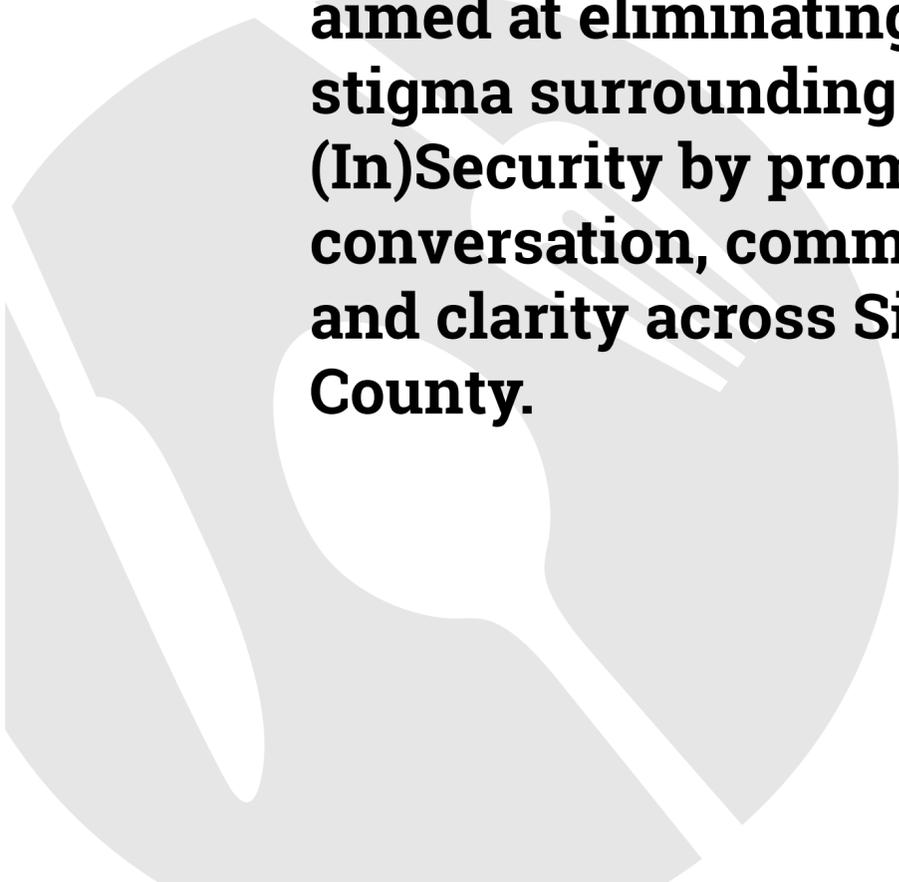


Welcome To:

**NOURISH**

**How Might We:**

**‘Shine The Light’ on Stigmas  
that perpetuate the ‘realities’  
of Food (In)Security?**



## WHAT

**A grassroots movement aimed at eliminating the stigma surrounding Food (In)Security by promoting conversation, community and clarity across Simcoe County.**

## HOW

By modeling the courage needed to share our stories – and more importantly the faces behind those stories – we’re seeking to inspire and empower our community to talk authentically about the issue in order to collectively cultivate innovative and sustainable solutions.

## WHY

Because our misunderstandings, biases, fears and self-imposed alienation are limiting our collective potential to impact this issue. Because we’re done with feeling shameful about it. Because if we keep quiet, we silence the voice of innovation.

Our Concept:

# #SUP

In traditional vernacular, the term “sup” was used in reference to dining and taking drink or liquid food by sips or spoonfuls. (E.g. “you’ll sup on seafood delicacies”). There’s suggestion it’s where the term “supper” originated from.

In modern times, we use the term “sup” as an abbreviated form of “what’s up?”, an informal greeting designed to elicit conversation from another person.

So the link then, is that we are using “Nourish”, to do both of these things at the same time. We are addressing Food (In)Security (traditional) by starting a dialogue (modern) about stigma and its impact on the issue.

The #Sup then, reflects both a desire to address the idea of eating, alongside a desire to actually converse about it.

# Impact Framework

Share With Impact



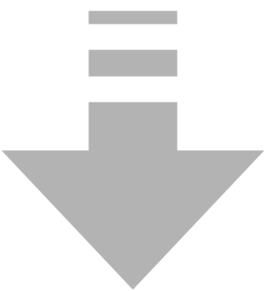
Authentic Awareness



Normalization



Collective Action

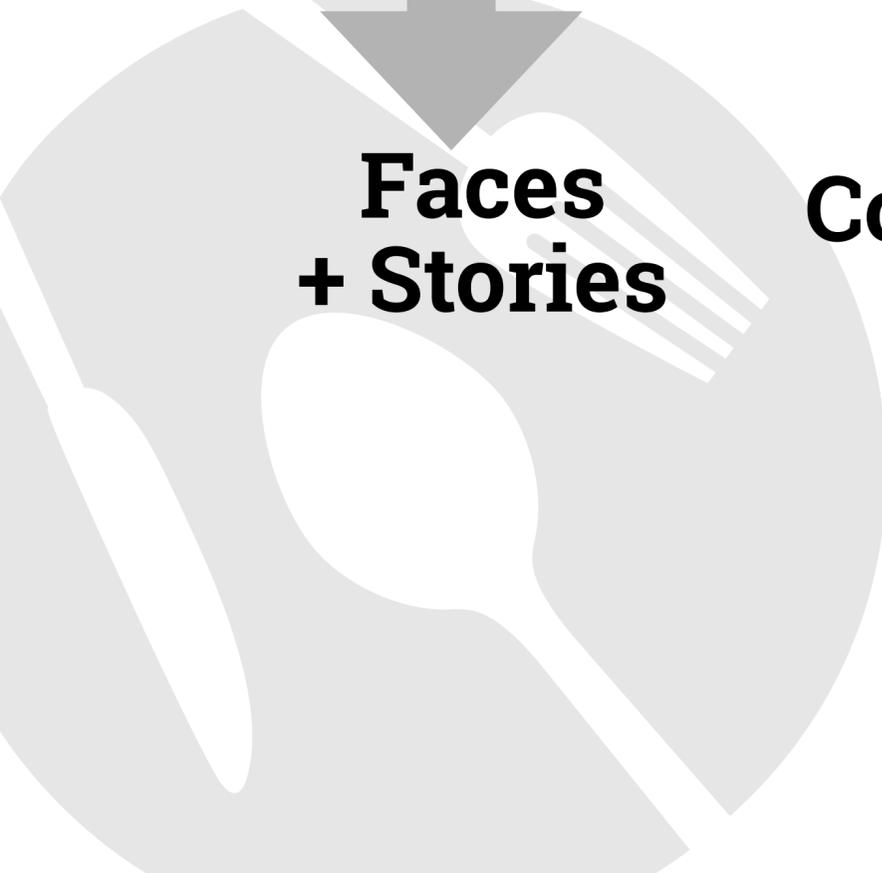


Regional Movement

Faces + Stories

Community Partner Program

Engagement Strategy



# Core Deliverables:

## Personal Manifesto



### Week 9

Each Team Member will write their own personal Manifestos and have it printed from their project budgets for display at the Research & Innovation Scholarship Show.

## Research & Innovation Scholarship Show



### April 12th, 3-7pm

Each Team will prepare a display board highlighting how NOURISH can be effectively applied to their Community Partner's clientele. Teams will be required to answer questions from patrons about their work and the impact they intend it to create.

## NOURISH Web Toolkit



### Week 13

Each Team will be required to develop and upload their program toolkit to the NOURISH movement website. The purpose of this toolkit is to allow other organizations or groups to access, work with and share stories about using the tools created.