# CONTENTS


Acknowledgements ..... viii

Foreword ..... 1

Editors and Contributors ..... 3

1 Making a Difference ..... 7
*Elizabeth Whitmore, Maureen G. Wilson and Avery Calhoun*
Notes ..... 10

2 Building Success in Social Activism ..... 11
*Maureen G. Wilson, Elizabeth Whitmore and Avery Calhoun*
Neoliberalism and Its Discontents ..... 11
Emancipatory Social Inquiry ..... 16
Assessing Effectiveness in Creating Social Change ..... 20
What We Did ..... 23
Reflecting on the Process ..... 26
Notes ..... 27

3 Oxfam Canada: The "Fair Trade in Coffee" Campaign ..... 29
*Bill Hynd and Carol Miller*
About Oxfam Canada ..... 29
Fair Trade in Coffee ..... 31
What Works in Campaigns, Advocacy and Public Engagement? ..... 35
Oxfam Canada Change Strategies: Lessons Learned ..... 37
Half-Empty or Half-Full: Oxfam Canada's Campaigning [Coffee] Cup ..... 42
Notes ..... 43

4 The Disability Action Hall: Tell Stories, Take Action, Change Lives ..... 44
*Ryan Geake, Colleen Huston and members of the Action Hall*
The Story of the Action Hall ..... 45
The Right to Gather ..... 46
Why We Feel Successful as a Group ..... 48
Building a Disability Pride Movement ..... 50
Websites ..... 54

5 Alberta College of Social Workers: Doing the Right Thing ..... 55
*Rod Adachi and Lori Sigurdson*
Mandatory Registration: Protection of the Public and Social Justice Advocacy ..... 56
ACSW and Advocacy Activities ..... 57
The ACSW Social Action/Social Justice Committee ..... 61
Reflections on What We've Learned ..... 62

6 Calgary Raging Grannies: Affective and Effective ..... 64
*Sharon Montgomery*
The Year of the Older Person ..... 66
The Pride Rainbow Project ..... 67
Protest at the CAPP Convention ..... 67
How Do We Know When We Are Effective? ..... 68
What Do We Think Facilitates Our Effectiveness? ..... 69
What Are Our Aspirations? ..... 72
How Has Our Work Been Successful? Well, How Do We Measure It? ..... 73
Appendix: Raging Granny Songs ..... 75

7 The Pembina Institute: Alberta's Oil Sands Royalty Regime — Thinking Like Owners ..... 80
*Marlo Raynolds and Amy Taylor*
The Campaign Part 1: Drawing Attention to the Issue ..... 81
The Campaign Part 2: From Review Announcement to Panel Report ..... 84
The Campaign Part 3: Read the Report ..... 86
Reflections on the Change Strategy ..... 87
Lessons Learned ..... 89
Notes ..... 90

8 Youth Project ..... 92
*Sheena Jamieson and Leighann Wichman*

9 Social Justice Committee: Success in Recruiting and Retaining Volunteers ..... 113
*Derek MacCuish and Maria Rasouli*
How Do We Do All This With So Few Staff? ..... 114
How Did Our Volunteer Program Emerge? ..... 115
How Does the Office Run? ..... 116
Who Are Our Volunteers? ..... 118
What Makes a Successful Volunteer Experience? ..... 120
What Do We Do When Things Don't Work Out? ..... 121
They Want to Change the World, We Want to Help Them Do It ..... 123
Note ..... 123

10 Storytellers' Foundation: Learning for a Change ..... 124
*Anne Docherty*
Important Challenges ..... 125
About Us ..... 125
Living in Relationship ..... 127
Learning in Community ..... 128
Organizing for Change ..... 129

Conditions that Foster Success ..... 130
Making Hope Concrete ..... 131

11 Activism that Works: Emergent Themes ..... 133
*Avery Calhoun, Maureen Wilson and Elizabeth Whitmore*
What Does Success Mean to Social Activists? ..... 133
What Do Activists Believe Facilitates Success in Their Work? ..... 142
What Works: A Note on Using Appreciative Inquiry Tools ..... 151
Notes ..... 152

12 Sense Making: Lessons from Success Stories ..... 153
*Elizabeth Whitmore, Avery Calhoun and Maureen G. Wilson*
Complexity Theory: Helping Make Sense of the Dynamics of Success ..... 155
Making Meaning: Stories, Reflection and the Problem of Accountability ..... 159
Celebrating Our Work ..... 161
Notes ..... 161

Resources ..... 162

Select Bibliography ..... 165

Index ..... 177