



CDA CONFERENCE CASE STUDY

2023

Storytellers sharing powerful messages.



Objectives

The Community Development Alliance approached Ex Fabula seeking BIPOC storytelling artists to put human faces on issues at their “Forever Affordable Housing” Conference and inspire the group to work toward solutions related to housing.

Outcomes

Ex Fabula was able to foster a brave space at the “Forever Affordable” conference where attendees could:

1. *Listen to and read personal stories related to affordable housing*
2. *Broaden their understanding of the current housing situation, the related systems and policies, and how this ecosystem impacts individuals and the community at large*
3. *Reflect on their own experiences and, if they choose to, share their own stories*
4. *Think creatively about affordable housing and envision the future*
5. *Meaningfully connect with each other and deepen relationships*

Custom Programming

Ex Fabula designed customized programming to meet this goal including:

- A curated mini-StorySlam featuring 6 storytellers who have experienced housing challenges while living in the Milwaukee area
- A staffed UltraShort booth for attendees of the conference to share their own personal stories related to affordable housing
- Additional amplification of the stories by creating a “Housing” episode of *Real Stories MKE*, our radio show and podcast

“I know too many people at my young age that are struggling to afford secure housing, myself included. I hope that there will be systemic change for the better by the time my son becomes an adult.”

– Shared on an UltraShort