



LHC PHASE 1
SESSION 2

Content

Communicating Impact

DEC 5TH, 2025



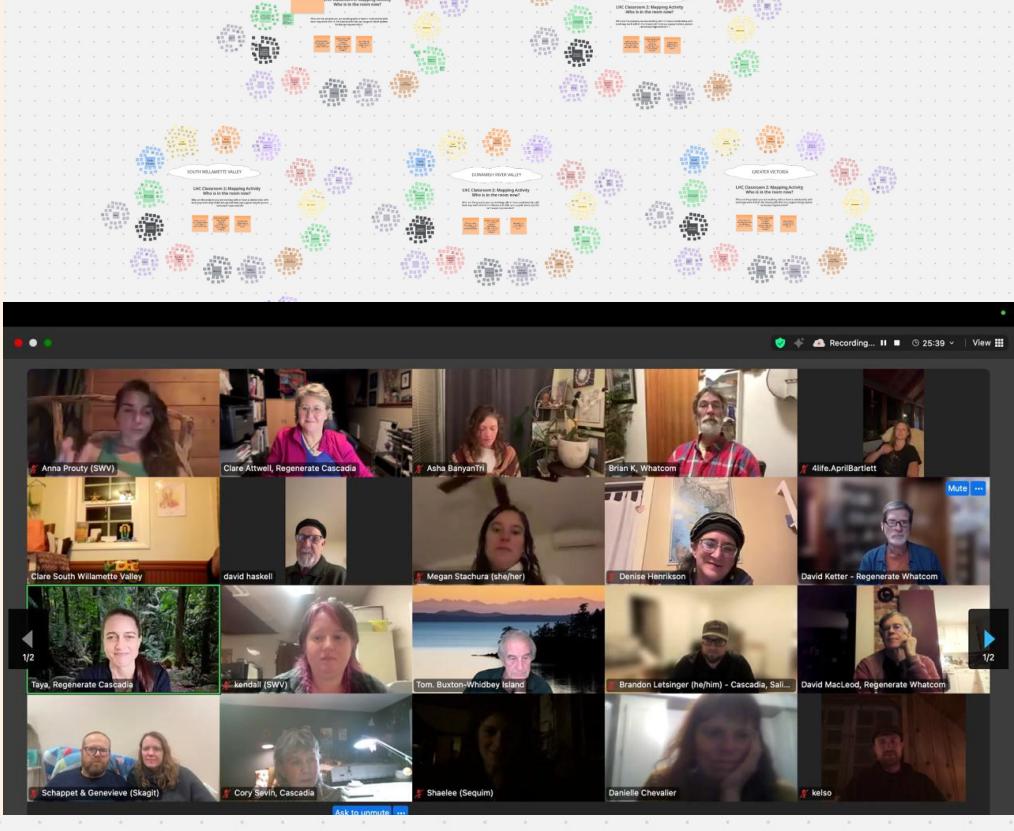
Session 2 Agenda...

- **Where we are in the journey – harvest from first month of LHC**
- **Multi-capital – our experiences**
- **The role and power of stories**
- **Strategic storytelling**
- **Where we're headed – Story Deck and Showcase project outline**
- **Community discussion**

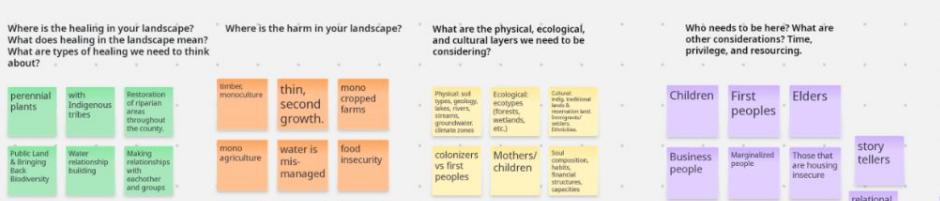


What we've been doing

- 1 Content Session
- 3 Classrooms
- 1 Landscapes Community Call
- 3 Landscapes Office Hours
- 10 Landscape Groups
- 38 Landscape Stewards
- A New Mighty Network



MORNING: When we are thinking about whole system landscape regeneration....



EVENING: When we are thinking about whole system landscape regeneration....



How's it been going?

*What has been bubbling up?
(Turn off Slides)*



*Image: Walking Whatcom Water Event
Credit: Regenerate Whatcom*

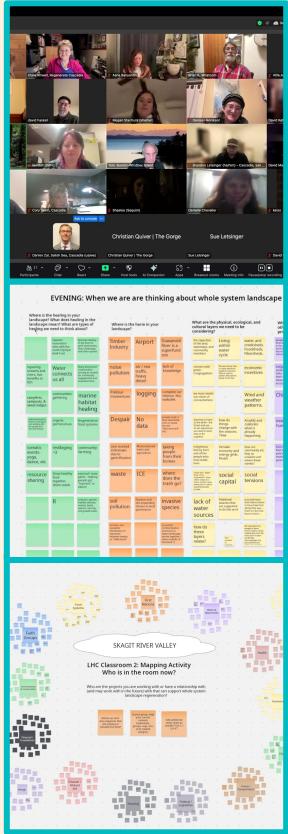
Taking a Moment to Look Back

Content Session 1 How the Land Organizes Us

- How is what we're doing different?
- Frameworks of Life... Bioregions and life places
- Nested scales of regeneration
- Connected portfolio approach
- Challenges regenerators face in landscapes
- Inquiry... What do we need for money to flow?

S1 Classrooms

- S1-Classroom 1: Navigating 'right relationship' – Sources of Healing and Harm in our Landscapes
- S1-Classroom 2: Representation – Mapping our networks from a sectoral category lens
- S1-Classroom 3: Taking stock – Team organizational check-in to prepare for Story Deck project



Where we're at...

PHASE 1

PREPARING THE FOUNDATIONS

Nov 2025 to Jan 2026

Activities:

- Onboarding and community-building
- Deep inquiry, listening and relationship-mapping
- **Story-based reporting**
- **Landscape Showcase event**
- **NoVo grant inclusion**

Funding: \$2,000 per Landscape Group

Outputs: Landscape Story decks and Landscapes Showcase events

PHASE 2

BIOREGIONAL MAPPING AND FLOW FUNDING PILOTS

March to June 2026

Activities:

- Bioregional mapping workshops
- Identifying 'weavers and capacity builders'
- Regeneration strategies
- Flow funding pilots
- Funder intros and relationships

Funding: \$6,500 per Landscape Group

Outputs: Workshop outputs, initial regeneration strategies, project lists, budgets

PHASE 3

TEAM DEVELOPMENT AND LOCAL FUNDING ECOSYSTEMS

Post-June 2026

Activities:

- Landscape Regeneration Team capacity building
- Co-develop initial local funding ecosystems
- Contribute to the emerging Cascadia Bioregional Finance Facility

Funding: Further funding available if NoVo grant successful

Outputs: Highly emergent!



Core elements/themes

- Cross-group learning... ecosystem rather than top-down
- Trust-building
- Decision-making
- **What is helping to hold groups together – how are we creating the holding membrane? North star, values, principles...**
- **How do we invite others in? Unique considerations for each group**
- **Holding space for emergence... what do we formalize, what do we leave open?**





*What's 'invisible'
in our work that's
important to name or
value?*

*What and how are
we valuing this as
teams and landscape
groups?*

*Image: Walking Whatcom Water Event
Credit: Regenerate Whatcom*

What's invisible that needs to be named?

- Demonstration of what is possible.
- The relationships that grow from in person activities.
- Practicing. How we communicate and facilitate. We are investing in each other, personal development.
- Authentic relationship, together, in person.

Multi-capital is so natural, it's like the air we breathe... easy to not even notice.

We're bringing the forms of multi-capital we generate in our work into clear focus so they can be a conscious foundation in our Story Decks.

The larger cultural shift we're co-stewarding is grounded in facilitating this heightened awareness. Right relationship lives here...





*With this in mind.
Why does storytelling
become important for
our teams and what
we are doing?*

*Image: Walking Whatcom Water Event
Credit: Regenerate Whatcom*



Why stories?

- Innate to human nature
- Indigenous knowledge and wisdom practice... encodes Law and lore, communicates right relationship, community and cultural governance tool
- Stories are 'brain-friendly'... we see, hear and feel the elements of a story, we encode stories into our memory easily
- Relational, foster empathy... stories help us understand others' (human & more than human)
- Personal... we see ourselves in stories
- Foster engagement, connection, belonging

*Image: Earth Regeneration Fund Launch
Credit: Brandon Letsinger*



Our Story Decks...

What do we need to be purposeful in thinking about?

- We have a tendency to tell stories from our own point of view.
- Some guiding questions that can move our natural internal focus to a more strategic approach are:
 - What is our purpose in sharing this story, at this time, in this format?
 - Who is our audience?
 - What's in it for them? How can we speak in a way that engages them?



What are the stories to name?

We've already started! This won't be new... while the process and questions don't change... the answers do, based on who is in the room.

How do we tell stories from a landscape perspective?

- Bioregional Frameworks: Place, natural frameworks and boundaries, many Layers
- What is invisible? That is not being named
- Who is your initiating team, and groups you are already connecting with? Who in the landscape is doing the work?
- Why does it matter? What problems are we addressing by coming together like this?
- Nested stories: Stories of your landscape; becomes also a story of Regenerate Cascadia and vice versa

Where we're headed



Phase 1 Outputs

Output 1: Initial Landscape Group Story Deck

- Collaboratively Produced Template – Landscape Groups will work together to decide what components the Story Deck template will include (S2-Classroom 1... next week!).
- Each group then has until January 26th to use the template to shape their story (Classrooms 2, 3).
- Groups can decide which elements from the template to use or not.
- The shared template will facilitate cohesion and consistency across the Story Decks in representing the whole (more than the sum of 10 Landscape Groups), while still honoring local diversity and unique contexts... No Story Deck will be the same.
- Story Decks are our initial way to make our work and LHC pilot visible to our communities, other projects, organizations, funders, etc. Nested Storytelling.
- They serve as a vehicle for expressing value, bringing people to our work, accessing potential donations, and practising multi-capital, storytelling.
- They will be synthesized and included inside RC's next funding application to NoVo as a key artifact of the work.

Where we're headed



Phase 1 Outputs

Output 2: Landscape Group Presentations of Story Deck at two events

- Event 1 – DoB Annual Dinner (Jan 10th, face to face): An opportunity to meet in person, in Portland and celebrate! We are adapting this for less stress, and less pressure.
- Event 2 – RC Landscape Showcase Event (online): an open event to bring funders and other strategic relationships into our LHC pilot journey.
 - Will take place over two sessions (Feb 4-6 – still finalizing dates)
 - Will feature Regenerate Cascadia context-setting, five Landscape Groups presenting their Story Deck per session (10-15 mins each), followed by Q&A and dialogue with attendees.
 - A great chance to publicize your Landscape Group to potential donors in your landscape, as well as strategic relationship-building.

Celebrate a funding Moment!

Our Localism Fund application was approved and we were successful in the round.

As a result we're able to flow fund \$2,000 to each Landscape Group as part of Phase 1.

These funds can be used as each group chooses.

Localism Fund Application Submitted



Our next three S2

Classrooms

Phase 1 Outputs



- **S2-Classroom 1 (Dec 9, 10)**

Each Classroom cohort brainstorms areas they would like included within the Story Deck, considering purpose, audience, multi-capital value and powerful storytelling.

- **S2-Classroom 2 (Dec 16, 17)**

Between Classroom 1 and 2 the LHC delivery team will consolidate the inclusions into a single Story Deck template for groups to adapt as they see fit. Classroom 2 will introduce the template and support Landscape Stewards to start completing it.

- **S2-Classroom 3 (Jan 6, 7)**

This Classroom is dedicated to working on Story Decks and receiving any desired coaching, guidance, and/or feedback. Ideally, most groups will have a working draft by this stage.

The Due Date for completed Story Decks is January 26th.

This is a firm date in order to integrate the decks into our NoVo grant application.

Community Discussion

Questions and dialogue



Public narrative (framework created by Marshall Ganz) is made up of three interwoven stories, that, once honed, the storyteller should be able to tell in a total of under five minutes:

- A “**story of self**” tells how we’ve gotten to where we are and why we’ve been called to serve, making us quickly relatable to others.
- A “**story of us**” communicates the values and experiences that a community, organization, campaign or movement shares and what capacity or resources that community of “us” has to accomplish its goals.
- A “**story of now**” communicates the urgent challenge we are called upon to face now, elicits a strategy and calls us to action.

Source Attributions used in these slides:

<https://beautifultrouble.org/toolbox/tool/story-of-self-us-and-now/>

https://www.powershift.org/sites/default/files/resources/files/Public%20Narrative%20101_%20Story%20of%20Self%20%5B2018%5D.pdf

<http://marshallganz.usmblogs.com/files/2012/08/Public-Narrative-Worksheet-Fall-2013.pdf>

Strategic Storytelling - purposeful frameworks

- The United States played a central role in developing the methods, tactics and strategies of community organizing to build sustained, bottom-up grassroots people power *grounded in relationships*.
- These methods are now taught and practised globally.
- Conscious storytelling played a major role and specific formats were developed.
- The 'public narrative' was one of these. It is a particular type of storytelling framework with specific components.