



WOMEN'S WAY CHANGE THE NARRATIVE FELLOWSHIP

Shifting public understanding of the gender wealth gap through story, systems thinking, and collective leadership

Project Snapshot

- **Project:** Change the Narrative Fellowship
- **Timeframe:** 2023 to 2024
- **Location:** Philadelphia, Pennsylvania
- **Partner:** WOMEN'S WAY
- **Reference Material:** [Beyond the Razor Wire Fence Podcast](#)

Key Narrative Goal

Narrative focus: Narrative Change

The prevailing narrative around women who face poverty, incarceration, homelessness, and addiction often frames their circumstances as the result of personal failure. The fellowship sought to shift this frame by revealing how policies, systems, and cultural norms extract wealth from women and restrict their mobility. Through storytelling, analysis, and community education, the goal was to move audiences and stakeholders toward a deeper understanding of structural harm and the need for systemic redesign.

Our Role: Listen, Synthesize, Activate, Educate

Listen

We created intentional communal spaces for fellows to share personal stories about navigating poverty, incarceration, reentry, employment, childcare, and housing.

Synthesize

We worked closely with the cohorts to identify patterns across individual experiences and connect those patterns to larger systems, policies, and power structures that shape the gender wealth gap.

Educate

We supported fellows in building public-facing materials that explain how inequity is designed into systems and what must change to build more just economic futures.

Activate

We guided fellows in turning insights into advocacy actions, public storytelling, and collaborative media projects that invite public accountability and engagement.

Love Now Media's Process

- Developed a customized fellowship curriculum rooted in narrative justice, systems thinking, and lived experience expertise.
- Facilitated two cohorts of fellows, helping each woman articulate her story and understand where her personal experience intersects with policy and economic forces.
- Conducted listening sessions, reflective writing, and skill-building workshops focused on storytelling, public speaking, and analysis.
- In the second cohort, co-produced a podcast, *Beyond the Razor Wire Fence*, which explored incarceration and reentry through a structural and narrative justice lens.
- Prepared fellows to host conversations, panels, and public engagements that challenge stereotypes and encourage collective solutions.

Reach and Participation

- **Direct engagement:** 18 fellows across two cohorts
- **Public reach through events and panels:** Approximately 1,500 people
- **Digital engagement:** Approximately 12,000 across podcasts, webinars, and online materials
- **Collaborators:** WOMEN'S WAY, local advocates, reentry organizations, economic policy partners
- **Stakeholders centered:** Women directly impacted by poverty, incarceration, homelessness, employment discrimination, childcare challenges, and systemic barriers

Outcomes and Impact

- Fellows developed strong public narratives that reframed their experiences as systemic, not personal, revealing how economic policies extract wealth from women and families.
- The co-created podcast expanded the conversation about incarceration and reentry, bringing visibility to people whose stories are often silenced or misrepresented.
- Fellows led public discussions and panels that encouraged policymakers, nonprofit leaders, and funders to reexamine assumptions about poverty and gendered inequality.
- Participants reported increased confidence in their ability to advocate for themselves and their communities, and several have since taken on leadership roles in public forums.
- The fellowship created a new model for integrating lived experience expertise into narrative change work, setting a precedent for future Women's Way programs and other

regional partners.

What This Proves

This project shows that when women are supported to analyze their stories through a structural lens, they become powerful narrative leaders who can shift public understanding. It demonstrates that Love Now Media's methodology helps communities articulate how systems produce harm and how collective storytelling can shape policy, culture, and action.