

**Cast:** Narrator  
Fisherperson 2

Funder 1  
Fisherperson 3

Funder 2  
Fisherperson4

Fisherperson 1

**Narrator:** For years the funders gave fish to the people in the community every year. But every year when they returned, the people had no fish of their own. So the funders decided to fund a professional development program to teach people how to fish.

**Funders:** (give fish to people)

**Narrator:** And this worked well, at least on the surface. People came to the workshops and learned how to fish. Some even said...

**Fisherperson 1:** This has been a life changing experience. I now really believe in fishing.

**Narrator:** But still when the funders came back the next year, no one was fishing. The funders were perplexed by this.

**Funders:** (scratch heads and looked perplexed)

**Narrator:** So the funders asked

**Funder 1:** We had good professional development.

**Funder 2:** Why is no one using what they learned?

**Narrator:** And the people said,

**Fisherperson 2:** Yes, we learned how to fish; we even came to believe in the value of fishing.

**Fisherperson 3:** But we have no tackle, no boats.

**Fisherperson 4:** We have no money to buy the bait.

**Fisherperson 1:** We lack all of the critical supports needed for fishing.

**Narrator:** So the funders realized they needed a more systematic approach.

**Funder1:** We need to make sure that the supports are in place.

**Funder 2:** We will fund the purchase of boats, of tackle, and of bait.

**Narrator:** When they left, there was a small group of ardent fishing advocates that were well trained and well prepared to go fishing.

**Narrator:** But when the funders returned 3 years later, there were no fish. And there was no one fishing. The people explained:

**Fisherperson 2:** Well, for a while it was great. We had what we needed and we fished every day.

**Fisherperson 3:** But over time it kind of fell apart. Some of the key people, our best fisherpeople, retired or moved away for more money.

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**Fisherperson 4:** And there were no people or time or money to train others how to fish.

**Fisherperson 1:** There are still a few wily old veterans who go out and fish on their own, but they are kind of mavericks and purists.

**Fisherperson 2:** And there was no money in the community to keep up the boats.

**Fisherperson 3:** And we could not get money for a warehouse to store the tackle and bait. And we fished out the easy grounds and it was much harder to fish farther afield.

**Fisherperson 4:** And the species of fish changed so that we weren't as good at catching them. And the rewards and incentives were simply not there and it takes a lot of work and effort to fish!

**Fisherperson 1:** And while it is a noble endeavor, we just could not get sufficient numbers of people committed enough to keep the whole thing going.

**Fisherperson 2:** And if that weren't enough, we don't think people in the community ever really got to like fish very much. For years they had been eating cheeseburgers, and they liked and trusted cheeseburgers.

**Fisherperson 3:** And the people did not really trust fish, even though there is a lot of scientific evidence that fish is better for them.

**Fisherperson 4:** So in truth, the community never really bought into the whole fishing thing.

**Fisherperson 1:** The 5-year fishing program we had was great, no complaints there. But we just couldn't sustain it.

**Narrator:** The funders were disappointed and discouraged and they wondered if they should teach people to hunt instead.