



TEAM PROFILE

# Change Today, Change Tomorrow

Based in Louisville, KY on the traditional territory of the ᵕᵕᵕᵕᵕ ᵕᵕᵕᵕ ᵕᵕᵕᵕ ᵕᵕᵕᵕᵕ (Osage), Myaamia, Shawandasse Tula (Shawanwaki/Shawnee), Kaskaskia, Hopewell Culture, and Adena Culture.



## ABOUT CHANGE TODAY, CHANGE TOMORROW

Change Today, Change Tomorrow (CTCT) is a Black women-led organization based in Louisville, Kentucky, where Breonna Taylor was murdered by police after they forcibly entered her home in 2020, making the City a focal point for the movement for Black liberation. CTCT actively engages and supports Louisville's West End, a historically disenfranchised community grappling with food and public health injustices. The organization has three pillars of focus – community engagement, food justice, and public health. The organization's activities include hosting summits and convenings to advance food justice, building Black political power, and partnering with a supermarket to rescue and divert their surplus to Black families in the West End, a program that serves 200-300 families weekly.

## F2FA PROGRAM QUICK FACTS

► **F2FA PROGRAM REACH:**

Change Today, Change Tomorrow works with farmers within a 100 mile radius of Louisville, which includes Southern Indiana as well as the state of Kentucky. Their food access work is focused on the West End of Louisville, which is a section of the city comprising 9 neighborhoods.

► **FUNDING SOURCES:**

- State government funding
- Corporate / private-sector funding
- City and county funding
- Individual donations
- Food for distribution is provided through Local Food Purchase Assistance Program (LFPA) partnerships.

*Change Today, Change Tomorrow began operating in July 2019 and became a 501(c)3 organization in March 2020. The organization has engaged in F2FA work since its inception.*

► **WEBSITE:**

[change-today.org](http://change-today.org)



**“At the heart of Change Today, Change Tomorrow is the unwavering belief in the power and potential of Black women to effect significant, lasting change. As a Black woman myself, my lived experiences and insights inform the leadership of our organization and ensure that we approach our work with authenticity and understanding. Throughout history, Black women have demonstrated resilience, creativity, and leadership, often in the face of tremendous adversity. These qualities, combined with their unique perspectives as individuals who have navigated intersections of racial and gender oppression, make them invaluable leaders and changemakers. In our organization, we prioritize the leadership of Black women not just because it's equitable, but because it's effective. Black women bring a nuanced understanding of the community's needs, resulting in initiatives that are relevant, compassionate, and transformative. By allowing Black women to lead, we are also providing powerful role models for younger generations, signaling that their voices matter and they, too, can influence their communities and the world.”**

**– TAYLOR RYAN,  
FOUNDER AND EXECUTIVE DIRECTOR,  
CHANGE TODAY, CHANGE TOMORROW**

In 2024, the organization opened the only farmers' market in the West End of Louisville—a convergence of community members' priorities and the organization's own long-term goals. In October 2023, the organization purchased a lot in the West End. CTCT sought community feedback on how the space should be used and neighbors voiced their desire for a local farmers market. Surveys with community members and the Community Advisory Council, as well as input from vendors, were key to the planning. As Taylor explains, “the farmers market is— to the T—exactly what the community said they wanted.” The market is held every other Sunday from 4 to 8 pm—a time selected based on community feedback. All of the farmers at the market are Black and include multiple produce farmers, a honey producer, and an “egg man” who sells chicken, duck and quail eggs.

## **ENSURING ACCESS TO LOCAL FOODS FOR ALL: F2FA PROGRAMMING AT THE FARMERS' MARKET**

The market has provided a new avenue for CTCT's F2FA programming. Kentucky's Local Food Purchase Assistance (LFPA) partner, What Chefs Want, supplies bags of local farm products which CTCT distributes to community members at the market for free. The organization is committed to being accessible to all, and accordingly, the bags are available to anyone who wants one, with no eligibility requirements. At the same time, CTCT ensures that the F2FA products don't compete with what farmers are selling, a commitment which requires careful coordination with the LFPA coordinator at What Chefs Want.

CTCT got started by hosting monthly events to promote health while bringing the community together. At the events, CTCT implemented its first F2FA program, purchasing 100 shares of local produce and distributing it to community members for free. The events also featured herbal supplements, teas, and cold-pressed juices. Public health organizations were on site to provide free and low-cost screenings such as mammograms, as well as testing for COVID-19 and HIV.



## WHO'S AT THE F2FA TABLE?

Change Today, Change Tomorrow (CTCT) has multiple points of community input and leadership building. As their founder and Executive Director Taylor Ryan says, "We just haven't created anything without asking people first." Monthly community feedback meetings—typically attended by 15 to 20 community members—led to the creation of a Community Advisory Council. This Council is responsible for facilitating community feedback meetings and helping to implement ideas that come out of the meetings. CTCT also has a Youth Advisory Council composed of about 15 youth, all of whom are Black and from the West End of Louisville. Members of the Community and Youth Advisory Councils are paid for their time. As Taylor says, "All this on the ground level. This is Black folks in the neighborhood who want to see something come from this neighborhood, from the people that are most impacted."

## REFLECTING ON THE WORK: FOR US, BY US

Taylor notes that being visible, consistent and accountable to the communities where CTCT works—and indeed, being part of that community—has been key to building trust. CTCT's offices are located within a West End neighborhood, right near the farmers' market. Organizational staff also live in the community. As Taylor explains, CTCT is "for us, by us... We have a board of Black people. It's a working board, and we have a Black staff."

F2FA products are featured in cooking demos at the market to highlight the program. In the spirit of offering choice and seeking community input, CTCT initially offered bags with meat and dairy and bags with produce. To their surprise, the produce was more popular. Taylor recounts community members sharing, "We're here because we want that fresh produce!"

CTCT is planning to expand access at the market by obtaining a SNAP machine. This will allow them to participate in Kentucky's Double Dollar System, which doubles shoppers' purchasing power for fresh produce when they use benefits like SNAP at the market. It will also allow older adults to take advantage of the Seniors Farmers Market Nutrition Program, significantly improving food access in the West End for seniors who currently rely on buses or other transportation to reach markets where the vouchers are accepted.

CTCT's F2FA program is rooted in the organization's broader work to bring new resources to Louisville's West End—resources that every neighborhood is entitled to—and to build power within the community through relationships and authentic engagement. Their F2FA program and the farmers' market are ensuring that fresh and locally produced food is available to community members in the West End while building bridges with rural producers. These programs are also an important way to bring people together. Taylor shared how the market's neighbors participate—from their porches. "They open up their doors, and they sit on their porch. So the whole time we're having the farmers market, and we're playing our music. You can see them, and they're jamming. And it's just a good communal time."

## IN THEIR WORDS



### KEY SUCCESSES

**Community participation:** As Taylor explains, "Anything that we have hosted, people are showing up. [...] People are participating. [...] People are excited about the conversations we're having."

**Trust and shared responsibility:** "Being able to build that trust, engage community and also share responsibility with community."

**Consistency and visibility:** CTCT's offices, farmers' market, and staff are all based in the West End of Louisville, which has helped them establish a consistent and visible presence in the community.



### KEY CHALLENGES

Scalability and replicability

Local food bank is an important gatekeeper and has not yet agreed to partner with CTCT, which prevents CTCT from working directly with the Feeding American affiliate Feeding Kentucky.

Navigating institutional racism particularly in nonprofit spaces which, in the Louisville area, tend to be predominantly white and are not always receptive to leadership from Black women.



### VALUES IN ACTION

Organizational leadership, including Executive Director and Board, are composed of people who are Black and reflective of the communities being served

Advisory Council members are paid for their time

The F2FA program is open to anyone: "No undermining. No demeaning questioning. No barriers."



### LESSONS LEARNED

Being accountable and consistent have been key to building trust with the community.

The Farm to Food Assistance Learning Lab was made possible through a 2021 USDA Local Foods Promotion Program (LFPP) grant, with supplemental support from The Rockefeller Foundation. This profile features one of ten participating teams who served as co-investigators in the Wallace Center's research on the field of Farm to Food Assistance.