

# VISTA Assignment Description (VAD)



**United Way:** United Way of Genesee County

**VISTA Member Title:** Food Security VISTA

**Program Goal:** Build, enhance and expand the United Way of Genesee County's partner organizations' efforts to increase the number of BIPOC individuals and families with improved access to nutritious food and knowledge of budgeting, cooking and growing food.

## **Objective #1: Community Awareness and Engagement**

Increase community awareness about programs that provide access to nutritious food and education on budgeting, cooking and growing food.

### **Member Activities:**

1. Create a public relations media, social media, and website plan for partner organizations to provide more information on lead-mitigating foods, community garden programs, or food access centers.
2. Conduct in-person community outreach, meetings, trainings, and 1-1 conversations around nutrition, food access, community gardening, and available resources
3. Help develop presentations, articles, and PSAs to inform the wider community about food resources available in Flint

### **Outcomes:**

1. Increased number of BIPOC individuals and families served (100)
2. Increased number of BIPOC individuals and families served who report increased food security (50)
3. Number of organizations that received capacity building services and that increased their efficiency, effectiveness and/or program reach (5)

## **Objective #2: Strengthen Partnerships**

Develop new or expand and strengthen existing relationships with community leaders, AmeriCorps programs, and community organizations working to achieve similar goals.

### **Member Activities:**

1. Facilitate food access and nutrition national service member meetings
2. Identify potential collaborations, build relationships, and help improve communications among the partner organizations
3. Help establish intra-organization systems for tracking outputs and outcomes of food access initiatives carried out by national service members
4. Partner with other AmeriCorps programs (FoodCorps, Flint Urban Safety and Health Corps, Flint Community School Corps, LISC Flint) to organize, facilitate, and execute events related to food access and nutrition
5. Attend and contribute to food access coalitions and taskforces

### **Outcomes:**

1. Number of organizations that received capacity building services and that increased their efficiency, effectiveness and/or program reach (5)

## **Objective #3: Volunteer Engagement and Recruitment**

Recruit and engage community volunteers for programs that provide access to nutritious food and education on budgeting, cooking and growing food for BIPOC communities

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## Member Activities:

1. Revise volunteer management systems and databases to improve organizational effectiveness and efficiency at partner organizations
2. Train partner organization staff and volunteers on volunteer management systems
3. Volunteer engagement (recruitment, training, tracking) to provide more capacity to organizations involved in nutrition and food access

## Outcomes:

1. Number of organizations that received capacity building services and that increased their efficiency, effectiveness and/or program reach (5)
2. Increased number of community and corporate volunteers recruited and managed (120)

## Objective #4: Data and Research

Develop performance measurement tools and improve methods to collect, analyze, and make decisions based on data.

### Member Activities:

1. Develop and implement a needs assessment for partner organizations and the community to determine most urgent needs around food access, equity, and nutrition
2. Collect qualitative and quantitative data for use by organization, the program and partners to track outputs and outcomes, inform program decisions, and contribute to a community dialogue
3. Track outputs and outcomes of national service impact on food security and nutrition education in Flint
4. Research and share best practices and innovations in food access and nutrition specific to the mission and goals of partner organizations

### Outcomes:

1. Number of organizations that received capacity building services and that increased their efficiency, effectiveness and/or program reach (5)

## Objective #5: Fundraising

Increase and leverage financial and in-kind resources to ensure the sustainability of programs and organizations providing food and food related education to BIPOC individuals and families.

### Member Activities:

1. Research and apply to funding opportunities for food access and nutrition projects and events at partner organizations
2. Provide event management and marketing support for major fundraising events at partner organizations
3. Support other AmeriCorps members in accessing resources for food access and nutrition programming and events

### Outcomes:

1. Dollar value of cash and in-kind resources leveraged that support food security programs and goals (\$2,000).

## Acknowledgement

By signing this document, both VISTA Member and Supervisor acknowledge the aforementioned information reflects agreed upon personal and project goals, objectives and activities and can be revised in collaboration as needed.

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# VISTA Assignment Description (VAD)



Site Supervisor Name (Print)

VISTA Member Name (Print)

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Site Supervisor Signature      Date

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VISTA Member Signature      Date