

## AmeriCorps VISTA Assignment Description (VAD)

**Title:** Agency Capacity Building, Program Development and Fund Development

**Sponsoring Organization:** Iowa Food Bank Association

**VISTA Project:** Building Community Capacity to Alleviate Food Insecurity

**Project Number:** 12VSNIA002

**Project Period:** 08/03/2015 – 08/02/2016

**Site Name:** Food Bank of Southern Iowa

**Assignment Area:** Southeast Iowa

**Primary Focus:** Healthy Futures

**Secondary:** Capacity Building

### VISTA Assignment Objectives and Member Activities

**Goal of the Project:** Working with food bank staff, member agencies, hunger-relief advocates and local community groups, the Iowa Food Bank Association VISTA project at the Food Bank of Southern Iowa will build capacity in the areas of agency/program development, hunger marketing, donor development and nutrition education. The VISTA project will create materials and trainings that will be updatable and reusable for building the capacity of food banks, agencies, programs and communities. The VISTA project will build new awareness of this issue of food insecurity, which will create a new pool of donors and volunteers to address the issue now and in the future.

**Objective of the Assignment** (Period of Performance: 08/03/2015 – 08/02/2016)

Create and implement trainings for agencies based on the needs of the agencies.

**Member Activity:** Create trainings and materials to help agencies build their capacity to serve the food insecure in their communities.

**Member Activity:** Continually schedule and implement trainings on multiple topics in multiple formats to reach both urban and rural agencies.

**Objective of the Assignment** (Period of Performance: 08/03/2015 – 08/02/2016)

Assist with the creation of mobile pantries or the recruitment of new partner food pantry in Southern Iowa.

**Member Activity:** Assist with identifying areas of the service area where a new partner food pantry can be recruited or where a mobile pantry is needed.

**Member Activity:** Recruit new partner food pantries to the food bank and assist with bringing them onboard as a partner agency.

**Member Activity:** Assist food bank in garnering the resources needed to support the new mobile pantries including: community support, donors and volunteers.

**Member Activity:** Assist with the implementation of mobile pantries through coordination of food bank staff, volunteers and community partners.

**Objective of the Assignment** (Period of Performance: 08/03/2015 – 08/02/2016)

Create ways for food banks and agencies to communicate the issue of hunger in their communities and garner support in the form of volunteers, funds and food.

**Member Activity:** Create marketing materials and local plans to communicate the issue of hunger with little to no budget (quarterly agency newsletter, social media, press releases, etc.).

**Member Activity:** Engage individuals to take action in the effort to alleviate hunger and encourage them to get more involved by donating or volunteering.

**Objective of the Assignment** (Period of Performance: 08/03/2015 – 08/02/2016)

Research and develop resources to increase revenue to support the food bank's programs through corporate and foundation grants, fundraising events and donor cultivation.

**Member Activity:** Develop written materials such as donation solicitation letters, thank you letters, etc.

**Member Activity:** Develop materials for face-to-face meetings, presentations to foundations, etc.

**Member Activity:** Develop, promote and implement key fundraising events for the food bank.

**Member Activity:** Assist partner agencies with local fundraising efforts, including community foundation support.

**Member Activity:** Research new grant funding opportunities, prepare grant proposals, and ensure all grant deadlines are met.