Building the capacity of sports-based youth development programs that work in under-served communities

Up2Us Sports has placed over 180 VISTAs at 70 Up2Us Sports member organizations over the past eight years. Each VISTA member makes a full-time service commitment to work for one year building the organizational, administrative, and financial capacity of Up2Us Sports member organizations that fight illiteracy, improve health services, foster economic development, and otherwise assist low-income communities.

Examples of VISTA capacity-building projects are:

- Developing or expanding a volunteer recruitment and/or management platform
- Developing a marketing program and doing media and social media outreach
- Prospecting potential donors, creating grants calendars, and writing grants
- Developing special event fundraisers and cultivation events

AmeriCorps VISTA (Volunteers in Service to America) is one of five national service programs administered by the Corporation for National and Community Service (CNCS). For more than 40 years, VISTA has been at the forefront of building capacity of communities to fight poverty. VISTA members devote a year of their lives to challenge poverty’s root causes. They achieve this by mobilizing community volunteers and local resources, and by increasing the capacity of individuals in low-income neighborhoods to rely on themselves to make positive change.

For more information on how to host an AmeriCorps VISTA at your organization, visit http://homecourt.up2us.org/page/vista