Title: VISTA Fresh Food Access Coordinator

Sponsoring Organization: Homeless And Housing Coalition of Kentucky
Project Name: "Homes For All"
Project Number: 16VSSKY001
Project Period: 03/01/2020 - 02/27/2021

Site Name (if applicable): Friends of the Franklin County Farmers Market

Focus Area(s)
Primary: Economic Opportunity
Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Project: The goal of the Friends of Franklin County Farmers Market Fresh Food Access VISTA project is to increase fresh food access in our community through building the capacity of the Friends organization by growing the Friends members, volunteer, and sponsor base to provide additional funding and support for the market’s Double Dollars, Kids Days, and other fresh food access work while developing the South Frankfort Food Share, supporting educational programming and community engagement, and seeking additional opportunities to increase access to fresh local foods for everyone in the community. These programs primarily support low-income communities; food access is essential to maintaining housing.

Objective of the Assignment (Period of Performance: 07/20/2020-09/31/2020)
Increase the member, volunteer, and sponsor base by developing a database and outreach plan.

Member Activity: Updating the current member, volunteer, and sponsors lists and organizing them in Salesforce (our customers relations management software).

Member Activity: Develop an outreach plan for attracting new members, volunteers, and sponsors.
a. Research other Farmers Markets and request outreach plans implemented by them.
b. Integrate with previous and local efforts to conduct outreach.
c. Create list of potential outreach outlets (members, volunteers, and sponsors).
d. Present plan to stakeholders (e.g board, staff of Farmers Market, community members).
Objective of the Assignment *(Period of Performance: 10/01/2020-03/31/2021)*
Coordinate with Friends Board members to implement the member, volunteer, and sponsor outreach plan and engage with potential new members, volunteers, and sponsors

**Member Activity:** Attend Friends Board meeting to coordinate implementation of the outreach plan.

**Member Activity:** Attend community events and engage in outreach activities as detailed in the outreach plan.

**Member Activity:** Follow up with board members about their outreach activities and refine outreach activities as needed.

**Member Activity:** Send regular updates to Friends members, volunteers, and sponsors to celebrate successes and keep people engaged.

**Member Activity:** Create VISTA Sustainability binder documenting all capacity building activities so that activities can be continued upon completion of VISTAmember’s term of service.

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Objective of the Assignment *(Period of Performance: 07/20/2020-10/31/2021)*
Coordinate the 2020 South Frankfort Food Share while exploring how the project can be developed to have an even greater impact in increasing food access in 2021.

**Member Activity:** Coordinate the fall 2020 South Frankfort Food Share to provide local access to fresh food to low-income communities. a. Evaluate current operations throughout the program. b. Seek input from stakeholders on how to improve the program. c. Identify areas of strength and weaknesses of the program.

**Member Activity:** Explore ways to increase community engagement and collaboratively develop the project to better meet community needs. a. Seek input from participants, stakeholders, and other community members. b. Develop an assessment or survey to distribute to the parties previously listed. c. Research other similar programs and gather insight into their program's successes and challenges. c. Participate in service opportunities, meetings, events and community engagement activities to develop a better understanding of community needs. d. Write a report based on findings and experience and include recommendations on how to move forward.

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Objective of the Assignment *(Period of Performance: 11/01/2020-07/19/2021)*
Engage with the community to develop and implement the South Frankfort Food Share and other food access initiatives for the 2021 season.

**Member Activity:** Work with community members, Friends board members, farmers, and community partners to increase food access through the South Frankfort Food Share. Work with stakeholders to develop and coordinate the 2021 Food Share season.

**Member Activity:** Participate in service opportunities, meetings, events and community engagement activities to develop a better understanding of community needs. Use this understanding to inform Friend's programming and initiatives.

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Objective of the Assignment *(Period of Performance: 10/01/2020-7/19/2021)*
Support Friends educational programming to increase excitement and knowledge about fresh, local foods with a particular focus on engaging with community members who experience food insecurity.

**Member Activity:** 1. Develop an understanding of how Friends educational programming can better meet community needs by attending meetings and connecting with community members with limited food access. 2. Coordinate volunteers and community partners to support educational programming.
Objective of the Assignment (Period of Performance: 07/20/2020-07/19/2021)

Explore additional opportunities to collaborate on increasing fresh food access in the community with board members and community partners.

**Member Activity:**
1. Follow relevant publications and participate in appropriate training and community partnerships to stay informed about opportunities to increase food access in our community.
2. Encourage conversations about how to best engage with these opportunities.
3. Engage in community partnerships, grant writing, and project development as needed to realize the food access opportunities offered by these opportunities.