VISTA Assignment Description (VAD)

**Title:** VISTA Outreach and Development 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):** Homeless and Housing Coalition of Kentucky

**Focus Area(s)**
- **Primary:** Economic Opportunity
- **Secondary:**

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**VISTA Assignment Objectives and Member Activities**

**Goal of the Project:** HHCK’s mission is to eliminate the threat of homelessness and fulfill the promise of affordable housing by serving people experiencing homelessness and housing insecurity. The VISTA project will diversify funding sources for the organization to increase recognition both locally and statewide and will encourage more clients to be served in new ways for funding and volunteers for new and existing programs. As a result of this project existing housing insecure clients will continue to be served, more clients will be able to be served, and all clients will be able to be served in a more holistic manner. By placing an emphasis on diversifying funding sources the project anticipates being able to sustain the aforementioned goals long term.

**Objective of the Assignment (Period of Performance: 08/17/2020-11/30/2020)**

Establish a streamlined method of diversifying funding sources with the goal of having more unrestricted funding to establish projects such as an emergency fund and microloan program for clients. These programs will help prevent loss of housing through assistance with unexpected, hard-hitting expenses and help clients become more financially sound stable by increasing credit scores and savings.

**Member Activity:** Develop a plan to engage new and existing donor base. a. Research best practices for marketing materials, social media campaigns, and direct asks for individual donors. b. Create targeted social media plan to highlight the direct service activities and education work done at HHCK.

**Member Activity:** Implement social media and market plans after approval from executive team at HHCK; contact community partners to establish working relationships. a. VISTA will target 2 audiences: HHCK donors and general audience. b. New donors/engagements via social media will be the goal. c. Contact 5-10 local businesses to participate in fundraising activities.

**Member Activity:** Create VISTA Sustainability binder documenting all capacity building activities and educate staff so that activities can be continued upon completion of VISTA member’s term of service.
Objective of the Assignment *(Period of Performance: 12/01/2020-08/16/2021)*
Research and apply for grant and foundation funding applicable to HHCK’s mission, including expanding services to existing clients and providing a well-rounded approach to serving all clients. The goal of this objective will be to increase the funding able to serve low-income and homeless clients and individuals/families.

**Member Activity:** Research foundation and grant databases to determine which grants would best fit with the goals and mission of HHCK. a. Create document to track the type of grant, contact person, deadline to apply, and other relevant information necessary to apply.

**Member Activity:** With support and guidance from executive team at HHCK, write grant applications for funding. a. Track funding applications and follow up as needed with funder. b. As applications are approved or denied, send thank you correspondence or inquiries to ask how HHCK may improve the application for the next funding round. c. Document the process and steps followed during this objective, including key contacts, tips, and recommendations, so that staff may continue and build upon the work after VISTA project has completed.