

# VISTA Assignment Description (VAD)

**Title:** 2024 - 2025 Madison Street Medicine VISTA Member

**Sponsoring Organization:** WISCONSIN ASSOCIATION OF FREE & CHARITABLE CLINICS, INC.

**Project Name:** Wisconsin Association of Free & Charitable Clinics, Inc IV

**Project Number:** 22VSEWI001

**Project Period:** 12/31/2023 - 12/28/2024

**Site Name:** Madison Area Care for the Homeless

## Focus Area(s)

**Primary:** Healthy Futures

**Secondary:**

## VISTA Assignment Objectives and Member Activities

**Goal of the Overall VISTA Project:** The VISTA will provide MSM with the sustainability of funding, volunteer staffing and ability to deliver high-quality healthcare to low income and uninsured populations, including patients who are houseless and on the street. The VISTA will either finish the WAFCC Silver Standards of Excellence or develop a process for achieving WAFCC's Gold Standards of Excellence, enhance MSM's internal and external communications systems, expand MSM's resource development system, and engage with other capacity building projects. The VISTA will build the capacity of MSM to deliver high-quality healthcare to the most vulnerable populations, ultimately enabling patients to break the cycle of poverty by providing access to affordable health coverage.

### Objective of the Assignment

Create and Implement policies, procedures, and best practices which maximize access to healthcare and improve overall quality of care.

**Member Activity (01/01/2024 - 12/28/2024):** Member Activities: •Complete WAFCC Silver Standards of Excellence, if not completed. •Develop process and schedule for maintenance of Standards. •Identify deficiencies and schedule to implement to achieve Gold Seal of Excellence. •Collaborate with site in strengthening community engagement. •Document process for future VISTA Member to use and continue projects.

### Objective of the Assignment

Collaborate with the Communications group to develop and continue implementing a strategy to enhance MSM's internal and external communications system to better promote the site and the services it offers.

**Member Activity (01/01/2024 - 12/28/2024):** Member Activities: •Review MSM's current and past communication efforts, as well as MSM's communication needs. •Engage with communications group activities to develop an understanding of MSM's priorities for internal and external communications. •Collaborate with Communications to develop a process for regular review and updating the internal and external website. •Collaborate with Communications to review and refine a plan for increasing MSM's social media presence. •Develop a continuation plan/guide for future VISTA members to review and carry out this project.

## **Objective of the Assignment**

Further enhance MSM's resources regarding grant writing and fundraising to allow further services and resources to its patients.

**Member Activity (01/01/2024 - 12/28/2024):** Member Activities: •Review MSM's current Resource Development tools and make recommendations for improvements. •Engage with current Resource Development workgroup searching for additional grant opportunities. •Engage with Resource Development fundraising events to develop a fundraising schedule for the year. •Create process for plan review and revision for team and future VISTA Member. • Research ways to target younger donor base and then with knowledge begin to implement social media posts to connect with community partners and develop fundraising events.