

VISTA Assignment Description (VAD)

Title: Madison Street Medicine VISTA member 2023-2024

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

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

Project Number: 22VSEWI001

Project Period: 01/01/2023 - 12/30/2023

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 (01/01/2023 - 12/30/2023): 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 CORE 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 (01/01/2023 - 12/30/2023): Member Activities: •Review MSM's current and past communication efforts, as well as MSM's communication needs. •Engage in CORE operations and communications group activities to develop an understanding of MACH's priorities for internal and external communications. •Collaborate with CORE to develop a process for regular review and updating the internal and external website. •Collaborate with CORE 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 project.

Objective of the Assignment

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

Member Activity (01/01/2023 - 12/30/2023): 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.