

# VISTA Assignment Description (VAD)

**Title:** Open Arms Free Clinic VISTA 2022-2023

**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:** 01/02/2022 - 12/31/2022

**Site Name:** Open Arms Free Clinic

## Focus Area(s)

**Primary:** Healthy Futures

**Secondary:**

## VISTA Assignment Objectives and Member Activities

**Goal of the Overall VISTA Project:** The VISTA Member will increase access to healthcare to the low income and uninsured population in Walworth County, Wisconsin by providing capacity building strategies and activities for sustainable funding, recruit and retain volunteer staffing, and public relations that communicate patient health outcomes to our partners and public. Through the VISTAs service patients can be seen at no cost which can keep patients out of poverty by not receiving unaffordable medical bills.

### Objective of the Assignment

Research and develop a funding process to engage private and public grant making organizations to create partnerships that will provide new or existing service needs to clinic patients.

**Member Activity (01/02/2022 - 12/31/2022):** Member Activity: Research current community health needs assessment activities to understand the needs of the clinic population. Member Activity: Research public platforms best practices to create master grant opportunities for clinic. Member Activity: Research and then develop grant boiler plate to align with the organizations mission and current clinic needs. Member Activity: VISTA will develop a continuation plan/guide for future VISTA members to carry out project.

### Objective of the Assignment

Develop clinic marketing and outreach collateral to utilize promote clinics services and resources to the community it serves.

**Member Activity (01/02/2022 - 12/31/2022):** Member Activity: Engage in all team meetings to learn the winning stories of the week and how they can be used to share the story of the clinics services to its community. Member Activity: Collaborate with Executive Director to research and enhance its online presence for website, social media, and press releases to best engage its audience and expand clinics network. Member Activity: Explore data analytics to produce targeted messaging for key audiences. Member Activity: VISTA will develop a continuation plan/guide for future VISTA members to carry out project.

## **Objective of the Assignment**

Engage in partnership development with a focus on volunteer recruitment to build and retain volunteers to provide services to the clinic patient population.

**Member Activity (01/02/2022 - 12/31/2022):** Member Activity: Begin by learning the functions of the organization along with its strengths and areas for development. Member Activity: Engage in partnership meetings to gain feedback and use feedback to reach more volunteers. Member Activity: Outreach to workforce development schools, programs, and organizations to share clinics services with the goal of increasing volunteers. Member Activity: Research and develop best methods to collect volunteer satisfaction and analyze the data to improve volunteer experience. Member Activity: Collaborate and enhance clinic events to engage volunteers, donors, and partners to create retention so clinic can continue to provide services to the underserved. Member Activity: Develop a sustainability plan for future VISTA members.