

VISTA Assignment Description (VAD)

Title: Americana World Community Center Community and Development VISTA

Sponsoring Organization: Americana Community Center

Project Name: Where Louisville Meets the World

Project Number: 16VSSKY003

Project Period: 03/15/2020 - 03/13/2021

Site Name (if applicable): Americana World Community Center

Focus Area(s)

Primary: Economic Opportunity

Secondary: Other

VISTA Assignment Objectives and Member Activities

Goal of the Project: Americana World Community Center mission is to bridge the gap from surviving to thriving for Louisville's refugee, immigrant and underserved populations through education, family support, youth achievement, and career and financial development. The Community Engagement and Development Coordinator will build capacity through fundraising initiatives, storytelling, community engagement and events. This increased capacity will allow ACC to enhance their programs in order to serve a larger number of the underserved and immigrant population to achieve their individual potential.

Objective of the Assignment (*Period of Performance: 06/08/2020-06/07/2021*)

Work with the Development Team to expand and diversify a funding stream with the goal of raising \$60,000. These efforts will increase Americana's capacity to host more comprehensive job development sessions and trainings, offer diversified educational opportunities for the students and raise awareness of Americana in the community. With more than half of Americana's participants living at or below the poverty line, these expansions on programming will provide more opportunity for participants to go from surviving to thriving.

Member Activity: Create a comprehensive plan in coordination with the Development Team for the implementation of the ACC fundraising calendar.

Member Activity: Coordinate with the Development Team expand upon the five current events including ACC's Art Exhibit, Breakfast Briefing, Americana Festival, the Logan Street Market, and the Annual Dinner. This could include creating a formal planning committee for a certain event, adding a fundraising component to the Americana Festival, increasing publicity efforts, etc.

Member Activity: After researching the current events and their target audience, the VISTA associate will create and organize a new fundraiser with a community partner under the guidance of the Advancement Committee.

Objective of the Assignment (Period of Performance: 06/08/2020-06/07/2021)

Maintain the oral storytelling project about the individuals we serve to increase awareness and for the community at large to better understand the complexity of the obstacles our participants face. The goal with a better understanding from the community is to help the international population feel part of the large society, increase self esteem and connect with mentors. This in turn will help create new job opportunities, overcome trauma and build resilience and as consequence get better financial options to "move up" in the social scale.

Member Activity: Maintain ACC's relationship with the WFPL News Director and continue to work on our storytelling project based around "The Making of our Hometown" told by our participants and other members of the international community each month. Collect additional interviews with the help of the storytelling committee to sustain the segment for a year-long period.

Objective of the Assignment (Period of Performance: 06/08/2020-06/07/2021)

Increase community partnerships through fundraising opportunities with restaurants, places of worship, schools, networking groups, and/or cultural partners. These endeavors will not only generate more capacity for Americana to further develop job, financial and educational opportunities for low income participants but will also help establish Americana's outreach to the community at large. This sort of outreach is necessary to help tap into potential future funds, volunteers and partners and to increase awareness of Americana's programs to anyone who needs them.

Member Activity: Update and maintain database created by previous VISTA. Create a strategy for identifying and increasing for-profit collaborations which entails a percentage of the sales, either from a restaurant or shop, being donated to ACC during a period of time.

Member Activity: Begin communication with ten new entities and guide them in the organizing of either a fundraiser or in-kind drive with the goal to establish two new partnerships.

Member Activity: Identify additional opportunities to have a booth or table at community events to increase partnerships and increase awareness of ACC. Update existing database with contact information, dates, and processes for future use.

Objective of the Assignment (Period of Performance: 06/08/2020-06/07/2021)

Increase awareness of ACC programs and events by planning and posting content on our social media platforms.

Member Activity: Work with the Development Team to create social media campaigns that support ACC's events. Plan content, time lines, posting frequency, and efforts for cross promotion. The goal is to ensure that the social media efforts can be taken over by a staff member at the end of the VISTA's year.

Member Activity: Collect information and pictures (ensuring proper media release forms have been signed), and generate additional content (including recognition of sponsors) that support campaigns and align with ACCs mission.

Member Activity: Post content and respond appropriately and in real time to inquiries submitted through social media platforms. Post planned content regularly on each of ACC's social media sites, building ACC's social media audience and in turn building the social capital of the organization.