



# VISTA Assignment Description

## VAD

<b>VISTA Member Name</b>	TBD
<b>VISTA Title</b>	Foodscapes Fundraising & Development Manager
<b>Member Term of Service</b>	August 30, 2022 - August 29, 2023

<b>Site Name</b>	Maine Foodscapes, Inc.
<b>EIN Number</b>	83-4414589
<b>Service Location (address including 4 digit zip extension)</b>	Maine Foodscapes 22 Montgomery Road Windham, ME 04062
<b>Supervisor Name/Title</b>	Ali Mediate
<b>Supervisor Phone/Email</b>	(207) 671-6306, ali@mainefoodscapes.org

<b>Project Name</b>	Goodwill VISTA Partnership
<b>Sponsoring Organization</b>	Goodwill Industries of Northern New England
<b>Project Number</b>	17VSAME002
<b>Project Period</b>	2022-2023
<b>Focus Area</b>	Healthy Futures
<b>Secondary Focus Area</b>	Environmental Stewardship
<b>Number of Years with Goodwill VISTA Partnership</b>	1
<b>If more than 3 site must define a NEW project for the VISTA(s).</b>	n/a

<b>If the service the VISTA member will perform meets the following priority areas, please highlight which and briefly explain how:</b>	Opioid Addiction Prevention and/or Recovery Employment/Workforce Development Housing: particularly for veterans STEM programming for underrepresented students
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### VISTA Assignment Objectives & Member Activities

<b>Host Site Organization Overview</b>	Maine Foodscapes focuses on reducing food insecurity in southern Maine by providing low-income families and individuals with free gardens, gardening and food preparation instruction, and a community experience based on increasing direct access to healthy, nutritious produce. Maine Foodscapes also participates in the network of southern Maine organizations and programs that support food production as a means to reduce food insecurity; Maine Foodscapes has several partnerships that enable us to leverage additional resources to combat hunger and poverty. Because organic vegetable gardening embodies the principles of sustainable agriculture, reduces the transportation component of food costs,
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	and improves the micro-ecology in the area where the garden is located, the Free Garden Project also generates positive outcomes for the environment.
<b>Project Goal</b>	<p>The goal of this VISTA project is to continue the capacity building efforts of Maine Foodscapes to act as a non-profit agency by developing the tools, procedures, and grant submissions necessary to:</p> <ol style="list-style-type: none"> <li>a. meet the needs of the Foodscapes Garden Project’s community of low-income gardeners throughout Southern Maine</li> <li>b. expand Maine Foodscapes programming</li> <li>c. increase the financial sustainability of the organization through fundraising efforts and grant submissions</li> </ol>
<b>Sustainability</b>	<i>The Service Member’s contributions will be sustainable once their term ends because of their service year’s efforts. The member will have established processes and procedures and will have established tools that can be easily transferred to successors or volunteers that have been recruited because of their work developing the Foodscapes Fundraising Program.</i>
<b>Objective 1</b>	<p><b><i>Work towards ending the cycle of poverty through increasing Maine Foodscapes’ capacity to address food insecurity experienced by residents of Southern Maine</i></b></p> <p><i>The Maine Foodscapes Garden Project serves low-income, food-insecure families in southern Maine; depending on how the data are counted, 16% of Maine’s households, 16% of its seniors, and 20% of its children do not have enough to eat. Maine has the highest rate of hunger (“very low” on the food insecurity scale) in New England; our hunger rate is third in the nation, and sixth for overall food insecurity. Cumberland and York Counties comprise the majority of Maine Foodscapes’ service area. Of the households in Cumberland County, just over 12% experience food insecurity, and 50% are eligible for federal food assistance programs; in York County, just over 11% of households are food insecure, and 52% are eligible for federal food assistance. Both counties have a poverty rate of about 10%.</i></p> <p><i>Recruitment of gardeners is conducted through notices sent to over 50 partners who work with our target population (food banks, social service agencies, community gardens, etc.). Along with information about gardening skills, the application form gathers demographic characteristics and perceptions of household food security and self-efficacy. For our three years of operation to date, 45% of Foodscapes households are headed by single parents; 50% receive EBT/WIC benefits, are eligible for free or reduced-price school lunches, and use a food bank or pantry more than twice a month. Over 75% reported that their funds did not cover enough food to last the month, and nearly 80% reported that their budget often or sometimes did not stretch to provide healthful, well-balanced meals.</i></p> <p><i>Although there are few studies to date on the impact of personal vegetable gardening on food insecurity, interest is growing, and preliminary data have been collected. A 2018 study in San Jose, CA, found that home gardens active for six months saved \$552 on the household food budget. The three-raised-bed gardens provided by Maine Foodscapes can, if succession planning and season extension techniques are used, provide about \$1,200 of produce for a garden year. The poverty line for a family of four in Maine is \$25,100; if a household did produce \$1,200 worth of food, it would increase household income by 4.7%.</i></p> <p><b><u>VISTA Member Involvement:</u></b> The VISTA member assigned to the role of Development Manager will aid Maine Foodscapes in developing key processes necessary for the long-term</p>

	sustainability of the organization as a nonprofit. The VISTA Member will play a key role in the sustainability of the new organization-wide CRM system (Neon One CRM), grant research and writing, work to increase Maine Foodscapes’ operating budget through fundraising campaigns/events/grants program development; recruitment & training of community members/groups to fundraise on behalf of Maine Foodscapes, and will create external communications as related to the above responsibilities. The VISTA member will also support data collection & impact reporting.
<b>Timeframe</b>	Continuous
<b>Member Activities – Objective 1</b>	The Maine Foodscapes VISTA member will be supporting Maine Foodscapes, rather than providing direct service to program participants. Through the member’s capacity-building work on fundraising, donor cultivation, development, and grant writing, Maine Foodscapes will be able to support additional households.
<b>Objective 2</b>	<b><i>Increase sustainability of Maine Foodscapes by creating and carrying out development strategies that increase donor contributions and volunteer/community partner engagement in fundraising.</i></b>
<b>Member Activities – Objective 2</b>	<p>Expand Maine Foodscapes’ donor and funder portfolio (with a focus on monthly donor registration for recurring income.) Recruit 50-100 monthly donors committed at \$25/month by the end of service.</p> <ol style="list-style-type: none"> <li>1. Identify and recruit new donors and funders through campaigns, meetings, organizing, tabling, and networking. <ol style="list-style-type: none"> <li>a. Design and execute seasonal campaigns, hold regular in-person meetings and tours with prospective private donors, and represent Maine Foodscapes at tabling events as needed, in support of the Volunteer Program &amp; Community Engagement Coordinator VISTA</li> <li>b. Carry out Maine Foodscapes Annual Donor Communications Plan (annual campaign and appeal calendar) <ol style="list-style-type: none"> <li>i. At the member’s discretion &amp; with supervisor approval, make edits/updates to the Annual Donor Communications Plan</li> <li>ii. Consider adding Bi-Monthly or Quarterly Donor Bulletin</li> </ol> </li> <li>c. Continue developing Monthly Donor Program <ol style="list-style-type: none"> <li>i. Consider adding newsletter / other benefits for registered Monthly Donors)</li> </ol> </li> <li>d. Refer to 2022 Monthly Donor Program Proposal for communication/ donor recruitment strategies and program development ideas</li> <li>e. Support the development of a grants program <ol style="list-style-type: none"> <li>i. Use Maine Philanthropy Center as a resource for funder identification (set up an informational meeting and gather a list of available resources through the Center)</li> <li>ii. Search for grants and assist in compiling / writing materials necessary for grant applications</li> </ol> </li> </ol> </li> <li>2. Establish more clearly organized Membership Tiers (key donors, community business partners, organization partners, etc.)</li> <li>3. Refer to the “Corporate Sponsorship Tiers &amp; Benefits” document as a starting point</li> <li>4. Add 2022 data to Foodscapes Portfolio for Prospective Donor Review (Community Programs &amp; Impact Report) <ol style="list-style-type: none"> <li>a. Consider adding new Gardener profiles pictures, updated staff information, store items, other services.</li> </ol> </li> </ol> <p>2. Outreach to current and prospective donors using various digital strategies; and develop best practices for outreach, story-telling, saying thank you to donors, and donor retainment.</p>

	<ul style="list-style-type: none"> <li>a. Establish workflows in Neon for annual donor communications, engagement, and retention (consider donor segmentation)</li> <li>b. Set up meetings and tours with prospective donors</li> <li>c. Develop digital campaigns and story-telling strategies; send monthly or bi-monthly e-News to Foodscapes listserv</li> <li>d. Continue developing “Thank You” best practices and communication strategies for donor retainment (refer to Foodscapes Donor Thank You Procedure (DRAFT))</li> </ul>
	<p>3. Support Volunteer Program and Community Engagement Coordinator VISTA in creating digital and print materials for outreach, communications, and Foodscapes Ambassador training for volunteers</p> <ul style="list-style-type: none"> <li>a. Assist in utilizing and finetuning community fundraising tools and resources for local school groups and businesses to help raise funds to build gardens for low-income families in their communities through self-run campaigns</li> <li>b. Keep fundraising, campaign, and training materials updated and help develop any materials as needed</li> </ul>
	<p>4. Support fundraising event coordination and volunteer management</p> <ul style="list-style-type: none"> <li>a. Establish partner fundraising events (1 per quarter; e.g. local brewery or organization or restaurant - % of sales nights, etc.)</li> <li>b. Establish event management process for first annual farm-to-table fundraising event and auction (Fall Fundraising Gala) <ul style="list-style-type: none"> <li>i. Plan gala in collaboration with Volunteer Program &amp; Community Engagement Coordinator VISTA (create a budget, engage volunteers, host event)</li> </ul> </li> </ul> <p>5. Support in-kind material contributions: Ensure that all garden construction materials have been acquired and are ready to meet FGP schedule.</p> <p>6. Ensure the sustainability of Maine Foodscapes’ development work.</p> <ul style="list-style-type: none"> <li>a. Help keep donor listserv updated (establish recurring process for this and include donor type); add prospective donors to database</li> <li>b. Create replicable SOPs for all processes detailed in Objective 2 Member Activities</li> </ul>
<b>Objective 3</b>	<b><i>Support Data &amp; Impact Reporting</i></b>
<b>Timeframe</b>	Continuous
<b>Member Activities</b>	<p>1. Identify any emerging topics for data collection that could improve impact measurement</p> <ul style="list-style-type: none"> <li>1. Review literature on low-income gardening, health impacts of gardening</li> <li>2. Review literature on gardening, food insecurity, &amp; poverty in Maine and the U.S.</li> <li>3. Research measurement tools for emerging topics, e.g. mental health measures and environmental impact measures</li> </ul> <p>2. Develop strategies for telling the Foodscapes story using data</p> <ul style="list-style-type: none"> <li>a. Consolidate 2021 impact data collected by Foodscapes Contractor; <ul style="list-style-type: none"> <li>i. Create an “at-a-glance” report / graphics for external distribution in 2023</li> </ul> </li> <li>b. Develop a strategy for visual story-telling using data</li> <li>c. Finalize pitch deck for corporate sponsorship asks</li> </ul> <p>3. Support Survey Distribution and Collection; Establish an Annual Calendar for:</p> <ul style="list-style-type: none"> <li>a. Program evaluation</li> <li>b. Community feedback</li> <li>c. Consolidate data for presentation and story-telling (see Objective 3.2)</li> </ul>
<b>Objective 4</b>	<b><i>Support &amp; Conduct Grant Research, Writing and Reporting</i></b>

<b>Timeframe</b>	Continuous
<b>Member Activities – Objective 4</b>	<ol style="list-style-type: none"> <li>1. Populate and consolidate an ongoing Foodscapes Grants Research, Writing, and Reporting Calendar for Internal use               <ol style="list-style-type: none"> <li>a. Research grant funding opportunities relevant to Foodscapes service areas</li> <li>b. Identify all eligible grant opportunities and create a timeline for timely research, writing, and submission</li> <li>c. Support grant reporting efforts</li> </ol> </li> </ol>
	<ol style="list-style-type: none"> <li>2. Identify and pursue grantor and grantee avenues for connection.               <ol style="list-style-type: none"> <li>a. Utilize the Foundation Center and other resources available from the Maine Philanthropy Center</li> <li>b. Send letters of inquiry and set up meetings to discuss a potential fit between prospective grantors and Maine Foodscapes</li> </ol> </li> </ol>
	<ol style="list-style-type: none"> <li>3. Support securing multi-year operational and capacity building grant funding for project-related work               <ol style="list-style-type: none"> <li>a. By the end of 2023, Foodscapes intends to secure the capital to recruit and hire the first-ever 1-2 full-time paid employees through the support of grant funding and private donations. Through the work of this AmeriCorps VISTA member, it is our hope to increase green jobs in Southern Maine in the field of Community Agriculture by securing multi-year funding to hire Directors of Operations and Development.</li> </ol> </li> </ol>

<b>Training Components</b>	<b>Training</b>	<b>Expected Timeframe</b>
	Goodwill VISTA Partnership Trainings <i>(outlined in Member Training Calendar)</i>	Ongoing
	3 overnight trainings in September, February and May. Dates TBD. Most are 2 nights, 3 days.	
	Monthly trainings including: webinars, member conferences or day-long conferences. Dates and locations TBD. Travel may be required.	
	Foodscapes Trainings	TBD
	Mentoring by members of Foodscapes Board of Directors and Leadership Team on all aspects of program development and implementation	Ongoing
<b>Service Components</b>	<b>National Days of Service</b>	<b>Expected Timeframe</b>
	9/11 Day of Service and Remembrance	Week of 9/11
	Dr. Martin Luther King Jr. Day of Service	Week of 1/21
	AmeriCorps Week	2 <sup>nd</sup> Week of March

<b>AmeriCorps VISTA Benefits</b>
<ul style="list-style-type: none"> <li>● Stipend of \$954 per month throughout the 12 month term (\$1,174 in Cumberland and York Counties)</li> <li>● Choice of \$6,195 education award or \$1,800 cash stipend upon completion of service               <ul style="list-style-type: none"> <li>○ Education award can be to pay off qualified loans, or for educational expenses at Title IV schools</li> </ul> </li> <li>● Forbearance of federally qualified student loans during service term (interest paid by AmeriCorps)               <ul style="list-style-type: none"> <li>○ Stafford</li> </ul> </li> </ul>

- Perkins
- Some private loans (you must call lender to ask)
- Health Benefits (go to link below for more details)
- Workers Compensation Coverage
- Child Care Reimbursement (if income eligible)
- 10 days of sick leave and 10 days of vacation leave
- Relocation Allowance for service for those who relocate 50 miles or more (from their home of record)
  - One time relocation allotment of \$750 and reimbursement for travel costs (baggage shipment, mileage reimbursement if driving a personal vehicle)
- Non-competitive eligibility for Federal Jobs for 1 year after your term of service
- Networking/professional development
- Mileage reimbursement to AmeriCorps sponsored training events
- Mileage reimbursement for project/site related travel consistent with staff reimbursement at the site
- Usually eligible for Food Stamps (SNAP) – should apply for benefit before starting VISTA term

**For more information about VISTA:** <http://www.vistacampus.gov/>

### AmeriCorps Prohibited Activities

The following activities are prohibited in AmeriCorps Programs:

- (a) While charging time to the AmeriCorps program, accumulating service or training hours, or otherwise performing activities supported by the AmeriCorps program or CNCS, staff and members may not engage in the following activities:
1. Attempting to influence legislation;
  2. Organizing or engaging in protests, petitions, boycotts, or strikes;
  3. Assisting, promoting, or deterring union organizing;
  4. Impairing existing contracts for services or collective bargaining agreements;
  5. Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office;
  6. Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation, or elected officials;
  7. Engaging in religious instruction, conducting worship services, providing instruction as part of a program that includes mandatory religious instruction or worship, constructing or operating facilities devoted to religious instruction or worship, maintaining facilities primarily or inherently devoted to religious instruction or worship, or engaging in any form of religious proselytization;
  8. Providing a direct benefit to—
    - i. A business organized for profit;
    - ii. A labor union;
    - iii. A partisan political organization;
    - iv. A nonprofit organization that fails to comply with the restrictions contained in section 501(c)(3) of the Internal Revenue Code of 1986 except that nothing in this section shall be construed to prevent participants from engaging in advocacy activities undertaken at their own initiative; and engaging in advocacy activities undertaken at their own initiative; and

- v. An organization engaged in the religious activities described in paragraph (g) of this section, unless Corporation assistance is not used to support those religious activities;
- 9. Conducting a voter registration drive or using Corporation funds to conduct a voter registration drive;
- 10. Providing abortion services or referrals for receipt of such services; and
- 11. Such other activities as CNCS may prohibit

### Capacity Building Performance Measures

As a general rule, capacity building activities are *indirect services* that enable CNCS-supported organizations to provide more, better and sustained *direct services*. Capacity building activities cannot be solely intended to support the administration or operations of the organization. Capacity building activities must:

1. Be intended to support or enhance the program delivery model.
2. Respond to the organization’s goal of increasing, expanding or enhancing services in order to address the most pressing needs identified in the community, and
3. Enable the organization to provide a sustained level of more or better services after the national service participant’s term of service has ended.

**These Capacity Building Performance Measures should directly relate to the VISTA member Goal/Objectives/Activities outlined in the VAD. Please rank your top three performance measures in order as how they correlate to the VAD objectives and activities you just listed.**

**Please Note:** Although we ask that you to rank the top 3 primary measures associated with the member position, members will be expected to report applicable accomplishments on ALL performance measures via reporting procedures throughout the year. Please indicate your top performance measurement.

Selection 2021-2022	Performance Measure	2020-2021 Target #
4	Number of community volunteers recruited by CNCS-supported organizations or national service participants	5-10
	Number of community volunteers managed by CNCS-supported organizations or national service participants	
	Number of organizations implementing three or more effective volunteer management practices as a result of capacity building services provided by CNCS-supported organizations or national service participants	
	Number of organizations that received capacity building services from CNCS-supported organizations or national service participants	
	Number of staff and community volunteers that received training (of one or more types) as a result of capacity building services provided by CNCS-supported organizations or national service participants	
	Number of organizations that completed a community assessment identifying goals and recommendations with the assistance of CNCS-supported organizations or national service participants	
	Hours of service contributed by community volunteers who were recruited by CNCS-supported organizations or national service participants	
	Hours of service contributed by community volunteers who were managed by CNCS-supported organizations or national service participants	
	Number of organizations reporting that capacity building activities provided by CNCS-supported organizations or national service participants have helped to make the organization more efficient	

	Number of organizations reporting that capacity building activities provided by CNCS-supported organizations or national service participants have helped to make the organization more effective	
2	Number of new systems and business processes (technology, performance management, training, etc) or enhancements to existing systems and business processes put in place as a result of capacity building services provided by CNCS-supported organizations or national service participants	10
	Number of organizations that monitored their progress towards the goals identified in their community assessment with the assistance of CNCS-supported organizations or national service participants	
	Number of additional activities completed and/or program outputs produced by the program as a result of capacity building services provided by CNCS-supported organizations or national service participants in:	
	a) Disaster Services	
	b) Economic Opportunity	
	c) Education	
	d) Environmental Stewardship	
	e) Healthy Futures	
	f) Veterans and Military Families	
	Number of organizations that have experienced an increase in requests for their programs and services as a result of capacity building services provided by CNCS-supported organizations or notational service participants	
	Number of additional types of services offered by organizations as a result of capacity building services provided by CNCS-supported organizations or national service participants in:	
	a) Disaster Services	
	b) Economic Opportunity	
	c) Education	
	d) Environmental Stewardship	
	e) Healthy Futures	
	f) Veterans and Military Families	
1	Dollar value of cash resources leveraged by CNCS-supported organizations or national service participants	\$55,000 *includes 50-100 new monthly donor registrations
3	Dollar value of in-kind resources leveraged by CNCS-supported organizations or national service participants	\$5,000
	Number of new beneficiaries that received services as a result of capacity building efforts in	
	a) Disaster Services	



	b) Economic Opportunity	
	c) Education	
	d) Environmental Stewardship	
	e) Healthy Futures	
	f) Veterans and Military Families	
	Number of new beneficiaries from one or more targeted or underserved populations (counts by target population, e.g. racial or ethnic group) that received services as a result of capacity building efforts in:	
	a) Disaster Services	
	b) Economic Opportunity	
	c) Education	
	d) Environmental Stewardship	
	e) Healthy Futures	
	f) Veterans and Military Families	