

VISTA Assignment Description (VAD)

Title: Program Assistant
Sponsoring Organization: Knoxville – Knox County Community Action Committee (CAC) Project Name: CAC AmeriCorps VISTA Project Number: Project Period: 08/13/2018 – 08/12/2019
Site Name (if applicable): Nourish Knoxville
Focus Area(s) Primary: Healthy Futures Secondary: Capacity Building
Note: <i>If your VAD is not accepted, the State Office will note the reason(s) why here.</i>

VISTA Assignment Objectives and Member Activities

Goal of the Project: Increase capacity of food projects, including farmers' markets, SNAP doubling programs, and educational programming, that will improve availability and access to fresh produce, increase the capacity of local farms, increase farm viability, and increase education around local foods in East Tennessee.

Objective of the Assignment (8/13/2018-8/12/2019)

Create a sustainable volunteer program for all aspects of the organization.

Member Activities:

1. Expand volunteer base
 - a. Research volunteer recruitment avenues in Knoxville
 - b. Track volunteer hours, communicate with volunteers, and coordinate their tasks
 - c. Establish communication methods for ongoing volunteer recruitment, training, and retention
2. Coordinate volunteers for events

Objective of the Assignment (10/20/2018 – 4/25/2019)

Increased participation in the Winter Farmers' Market and the Power of Produce Clubs, and increased visibility and capacity of Nourish Knoxville

Member Activities:

1. Nourish Knoxville outreach and marketing
 - a. Assist with social media and outreach for the annual fundraising dinner
 - b. Table at events
 - c. Create and distribute a monthly newsletter
 - d. Create social media posts advertising about events
2. Winter Farmers' Market outreach and marketing
 - a. Maintain social media outreach for the WFM
 - b. Coordinate volunteers for the WFM
3. Power of Produce Club facilitation
 - a. Research and solicit sponsorships for the program
 - b. Assist with marketing materials, creation and distribution
 - c. Assist in the design and creation of program materials

- d. Facilitate the program at the Winter Farmers' Market
- e. Record keeping of the amount of money distributed, number of children participating, amount of money redeemed, demographic information of participants

Objective of the Assignment (4/25/2018 – 7/20/2019)

Expand Power of Produce Clubs to the Market Square Farmers' Market and other farmers' markets in Knox County

Member Activities:

1. Fund the Power of Produce Clubs
 - a. Secure sponsorships from businesses
 - b. Apply for grants to fund vouchers and administration
2. Recruit local organizations to lead PoP Club activities
3. Coordinate with the Knox County Health Department to bring field trips to the Wednesday Market Square Farmers' Market
4. Assist interested area farmers' markets in hosting PoP Clubs at their locations

Objective of the Assignment (8/13/2018 – 8/12/2019)

Maintain the Fre\$h Savings program (SNAP doubling at farmers' markets)

Member Activities:

1. Organize volunteers to provide farmers' market vendors with the tools they need
2. Organize volunteers to assist customers with SNAP transactions
3. Send required data reports to Wholesome Wave
4. Assist with outreach for the Fre\$h Savings program
 - a. Collaborate with AARP Foundation to connect SNAP users with the program
 - b. Distribute flyers and marketing materials to appropriate sites

Objective of the Assignment (10/1/2018 – 8/12/2019)

Develop and manage internships to expand Nourish Knoxville's reach and programming.

Member Activities:

1. Recruit qualified interns
 - a. Review internship applications
 - b. Conduct interviews with qualified applicants
2. Assist in managing interns
 - a. Develop relevant internship programming
 - b. Work with interns to help update Local Food Guide
3. Work with interns to run PoP Clubs