

Humboldt Community Breast Health Project

<p><i>Column A</i> AmeriCorps*VISTA Project Plan</p>	<p><i>Column B</i> Date(s)</p>	<p><i>Column C</i></p>
<p>Identify Goal to which members' activities are directed for the full length of the project.</p> <p>Goal 1: In order that all women regardless of cultural or socio-economic background have timely access to high standards of care for breast and gynecologic cancer concerns, the AmeriCorps*VISTA member will implement a volunteer program to increase and diversify HCBHP's volunteer pool and develop the fundraising campaign "Sales for Survivors." Each year, 25 new volunteers will be recruited and added to the database and "Sales for Survivors" will raise more than the previous year.</p>	<p>3 years</p>	
<p>Activities: What are the action steps needed to accomplish this goal?</p> <ol style="list-style-type: none"> 1. Design and refine volunteer recruitment materials 2. Develop and modify a publicity campaign to let key community members know about our volunteer needs. 3. Make personal connections with individuals and groups that would provide volunteers most suited to our specific needs. (Spanish speaking, Native American, cancer survivors) 4. Organize a volunteer recruitment event 5. Develop and organize a volunteer training program and resources to support services for volunteers in high-stress roles (i.e., yoga classes, facilitated lunches, massage, peer counseling network) 6. Maintain and update volunteer database 7. Coordinate volunteers for special events as needed. 8. Coordinate warmline volunteer scheduling. 9. Develop and manage a volunteer appreciation program 10. Recruit volunteers for the "Sales for Survivors" campaign committee 11. Coordinate the recruitment and oversee the development of relationships with key personnel at the businesses participating in the campaign 12. Work with the committee to develop publicity for the campaign 13. Manage record-keeping for the campaign 14. Work with the committee to develop merchandising opportunities associated with the campaign 		
<p>Identify any Results (outputs, intermediate outcomes, or end outcomes) related to this goal. If the result is to be measured, write "performance measure" in parentheses beside the result. For each result, identify the indicator, the targets you expect to meet, the instrument(s) you will use to measure this objective, and how you will collect the data. If you have data for this objective from prior years, report it here.</p>		

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<p>Output: AmeriCorps*VISTA member will become familiar with the background, history and structure of HCBHP and the issues of breast and gynecologic health as they relate to our service area.</p> <p>Output: (PERFORMANCE MEASURE) Diverse new volunteers will be recruited for various project needs.</p> <p>Indicator: Number of volunteers that completed application and were entered into database</p> <p>Target: 25 new volunteers of which 15 identify themselves as Hispanic, bi-lingual, American Indian, cancer survivors, and/or low-income.</p> <p>Instrument: Volunteers entered in database.</p>	<p>Q1</p> <p>Q2-4</p>	
<p>Output: New warmline and other client-services volunteers will be trained and available for weekly scheduling, for optimal two warm-liners scheduled during all open hours.</p> <p>Output: At least one Spanish speaking warm-liner is added to the regular schedule.</p> <p>Intermediate Outcome: HCBHP will develop an even greater reputation for inclusivity.</p> <p>End Outcome: Diversified volunteer pool will match the demographics of the county as a whole (cultural identity, socio-economics)</p>	<p>Q3-4</p> <p>Q3</p> <p>Q4</p> <p>Q3-4</p>	
<p>Output: (PERFORMANCE MEASURE): Highly trained volunteers will take on key client-service roles.</p> <p>Indicator: Increase in volunteer involvement with clients.</p> <p>Target: Client services staff states that volunteers are increasingly maintaining our high quality services to individuals.</p> <p>Instrument: Client chart notes, WeCan logs, annual job reviews.</p> <p>End Outcome: As highly trained volunteers assume client-service roles, staff stress levels and off-hours' work time will decrease.</p>	<p>Q3-4</p> <p>Q4</p>	
<p>Output (PERFORMANCE MEASURE) : Public awareness about HCBHP, its work, and volunteer needs will increase through media and outreach campaign..</p> <p>Indicator: Increased community inquiries regarding volunteer opportunities.</p>	<p>Q1</p>	

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<p>Target: All local media and agency-relationships will receive campaign information aimed at potential volunteer populations, such Hispanic, Native American and low-income people.</p> <p>Instrument: Collection of media stories, tracking of outreach presentations, tracking of contact made with other agencies.</p> <p>End Outcome: Increased public awareness of HCBHP and its ongoing volunteer needs.</p>	<p>Q4</p>	
<p>Output: (PERFORMANCE MEASURE): Volunteers receive the support necessary to perform high stress duties.</p> <p>Indicator: Volunteer job satisfaction and retention.</p>	<p>Q1—Q4</p>	
<p>Target: All volunteers will complete job satisfaction survey.</p> <p>Instrument: Annual written volunteer survey</p> <p>End outcome: Volunteers feel their contributions are appreciated at HCHBP.</p>	<p>Q1—Q4</p>	
<p>Output: New volunteers recruited for the marketing and merchandising committee, based on specialized knowledge of marketing or local businesses.</p>	<p>Q2</p>	
<p>Output: Develop a marketing and outreach campaign for Sales for Survivors in collaboration with committee volunteers.</p>	<p>Q3</p>	
<p>Output:(PERFORMANCE MEASURE): Increase in net profit from Sales for Survivors campaign.</p> <p>Indicator : Monetary income</p> <p>Target: 50% increase over previous year’s campaign</p>	<p>Q4</p>	
<p>Instrument: Database tracking of income from businesses for campaign.</p> <p>Intermediate Outcome: Additional volunteer support on the Sales for Survivors committee.</p>	<p>Q3</p>	
<p>Intermediate Outcome: Greater connection with the local business community, particularly businesses catering to the typically underserved populations in our service area.</p>	<p>Q4</p>	

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<p>Intermediate Outcome: Increased public awareness of the Sales for Survivors Project and HCBHP services.</p>	Q4	
<p>Output: Draft of marketing plan for Amazon Warrior jewelry and chemo kits.</p>	Q4	