



Oregon Asset Building Corps AmeriCorps*VISTA Annual Report 2009-2010

Project Sites

Adelante Mujeres, Forest Grove
CASA of Oregon, Newberg
CASH Oregon, Portland
Clackamas Community Land Trust (CCLT), Milwaukie
Economic Opportunity Initiative (EOI), Portland
Food Roots, Tillamook
Hacienda CDC, Portland
Illinois Valley Community Development Organization (IVCDO), Cave Junction
City of Independence, Independence
MicroEnterprise Resources, Initiatives, and Training (MERIT), Salem
MicroMentor, Portland
Neighborhood Economic Development Corporation (NEDCO), Springfield
North Santiam Canyon Economic Development Corporation (NSCEDC), Mill City
Oregon Microenterprise Network (OMEN), Portland
Oregon State Extension, Portland
Partnership to End Poverty, Redmond
Portland Community Reinvestment Initiatives (PCRI), Portland
Polk CDC, Dallas
Wy'East RC&D, Redmond

Project Data

- 20 AmeriCorps*VISTA members served at sites throughout Oregon
- Programs served: Affordable Housing, Food Security, Individual Development Accounts, Financial Literacy Training, Downtown Revitalization, Microenterprise/Entrepreneurship
- \$ 88,688 Total Cash Resources generated as a result of VISTA work
- \$ 438,463 Total Non-Cash Resources generated as a result of VISTA work.
- 26,388.7 Community Volunteer Service Hours Performed
- 3,030 Active Community Volunteers in VISTA programs

2009-2010 Project Accomplishments

- At Adelante Mujeres, the VISTA contributed to their microenterprise programs by developing a strategic plan for the Adelante Empresas program, building a structure for a business coaching program, increasing community involvement, received a USDA grant, and increased outreach to low-income shoppers at the farmer's market.
- At CASA of Oregon, the VISTA researched and created a report to assist CASA in their future development of a loan program targeting individuals with disabilities and women who have experienced domestic violence. The VISTA also contributed to increasing the efficiency of CASA's programming by updating and enhancing materials for the Asset Building Program.
- At CASH Oregon, the VISTA developed an individual donor campaign by researching software, increasing the organization's social media presence, and creating donor outreach marketing materials.
- At Clackamas Community Land Trust (CCLT), the VISTA raised the profile of the organization through developing a new website, marketing policies and procedures and developing a volunteer-run tabling program. The VISTA also developed a post-purchase homeownership program and a Homeowner Manual.
- At the Economic Opportunity Initiative (EOI), the VISTA developed, implemented, and evaluated the Saving Green By Going Green pilot program which helps low-income microenterprises to take advantage of the cost-saving benefits of being a sustainable business and increase market share to grow their business.



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- At Food Roots, the VISTA created an Individual Development Account program for Tillamook County, including building partnerships and recruiting volunteers to run financial literacy courses specific to the North Coast. The VISTA built the capacity of the organization through the creation and development of a microenterprise library, the North Coast Food Guide, and fundraising events.
- At Hacienda CDC, the VISTA raised the profile of the organization's Homeownership Program by building relationships with other organizations, creating and updating marketing material and contact databases, increasing Hacienda's attendance at outreach events, and building the capacity of the organization to provide consistent class tracking mechanisms.
- At the City of Independence, the VISTA built the capacity of the Independence Downtown Association by providing business services to existing businesses and conducting outreach to new businesses. The VISTA worked to increase the revenue circulating downtown by creating and expanding downtown events, promoting a buy local campaign, and creating a small business tool kit.
- At the IVCDO, the VISTA built the capacity of the organization by researching Individual Development Accounts, creating a fundraising campaign, conducting funding research and compiling a list of applicable grant opportunities.
- At Innovative Housing Inc., (IHI), the VISTA developed a financial literacy curriculum for the emerging non-profit, Innovative Change\$ including developing partnerships with organizations to provide volunteers, marketing the program, translating program materials, establishing a fundraising campaign and creating a new website.
- At MERIT, the VISTA increased the effectiveness of the organization's programming by creating a marketing and outreach plan to increase services, specifically for entrepreneurs in Polk, Marion and Yamhill counties. The VISTA built partnerships with new organizations, created a website, documented the history of the organization and success stories of clients, and created new marketing and outreach materials. The VISTA also coordinated the organization's new Spanish program.
- At MicroMentor, the VISTA built the organization's capacity by enhancing the quality of the MicroMentor Affiliate Program through improvement of materials, resources and delivery mechanisms, engaging more users, and creating a sustainability plan for the program.
- At NEDCO, the VISTA grew the Springfield Farmers' Market by establishing a business plan, evaluating and developing a strategy for ongoing operations of the market, increasing Latino, low-income, and senior attendance, and creating a farmer and vendor business development program. The VISTA at NEDCO also worked with a local farm to implement a CSA program that accepts SNAP benefits.
- At the North Santiam Canyon Economic Development Corporation (NSCEDC), the VISTA built the capacity of the organization to serve clients by implementing an IDA program, increasing the organization's web presence and supporting connections between businesses in the community. He worked to increase the amount of revenue circulating in the community by creating a 'Buy Local' coupon book, organizing several events to bring new business to the canyon and developed an 'Area Guide' to promote tourism.
- At the Oregon State University Extension Services program, the VISTA strengthened community organizations and decreased poverty by improving financial literacy programs for low-income individuals and families, including Spanish speaking individuals. The VISTA accomplished this by training 10 partner organizations in financial literacy curriculum.
- At Partnership to End Poverty, the VISTA assisted in growing the community's financial literacy programming through creating partnerships, marketing, and pursuing new volunteers. The VISTA also educated members of the community about the Earned Income Tax Credit.
- At Polk CDC, the VISTA increased the organization's ability to provide relevant financial literacy services to their clients by researching national financial literacy trends and programs, surveying the client base, conducting outreach and marketing, implementing the courses, and creating systems for sustainability.
- At PCRI, the VISTA created a three year fund development plan for the organization including researching fund development procedures, compiling information about PCRI's programming, and planning a large fundraising event. Additionally, the VISTA supported the growth of the youth internship program through additional grant funding.
- At Wy'East RC&D, the VISTA created a Community Food Assessment to identify gaps and assets in the Central Oregon food system, including the planning of a Food Summit to address the identified issues. The VISTA conducted the Community Food Assessment by creating and distributing surveys, holding focus groups, and engaging key stakeholders from diverse communities in the process.



Project Partnerships Developed

Aramark Dining Services
Bridge of Language Project
Building Security through Assets and Financial Education (BSAFE)
Business Community Lenders of Texas
Canal Alliance
Capital Community Television
Capital Good Fund
CAUSA
Centro Community Partners
Chemeketa Multicultural Center
Clackamas County Public Access
Clackamas County Weatherization
Community Action Resource Enterprises, Inc.
Community Vision, Inc.
Consumer Credit Concepts
Donaciano Garcia, Eagle Home Mortgage
EcoReal Solutions LLC
eDev
Eren Herrera, Windermere Realty Partners
Enterprise for Equity
Equity in Partnership Educational Services
Farmworker Housing Development Corporation (FHDC)
George Fox University
Goodwill of Orange County
Grameen America
Greater Independence Business Incubator
HandsOn Mid-Willamette Valley
Head Start of Lane County
Illinois Assistive Technology Program
Innovative Changes
James2 Community Kitchen
JOIN
Juntos Podemos Family Center
Justine Petersen
Kentucky Domestic Violence Association
Latino Business Alliance
LCHAY (Lane Coalition for Healthy Active Youth)
Lewis and Clark Small Business Legal Clinic
Love Local Maryland
Mano a Mano Family Center
MaPS Credit Union
Marion Polk Legal Aid Service
MERIT
MicroMentor
MidValley Literacy Center
Mid-Willamette Valley Community Action Agency (MWVCAA), Dallas Resource Center
Minnesota Department of Transportation
NAYA Family Center
North Coast Food Web
Northwest Family Services
Northwest Housing Alternatives
Nuestros Mundos Translations & Editing
Oregon Business Development Commission Small Business Finance
Oregon Association of Minority Entrepreneurs (OAME)
Oregon Coalition Against Domestic and Sexual Violence
Oregon DHS, Dallas Office
Oregon Open Campus
Oregon State Extension of Tillamook County
Polk County Service Integration Teams (SIT)
Proud Ground
Rose Haven
Salem Art Association/Keizer Art Association
Salem Keizer School District Migrant Education Program
Salem Public Library
Self-Employment Resource Network for People with Disabilities in Illinois (SERN)
\$how Me Loans (Alternative Financing Loan Program, Telework)
Small Business Development Center of Tillamook County.
Springfield Chamber
The Intersect Fund
The Prosperity Center
University of Oregon PPPM Program
Washington Access Fund
Washington Community Alliance for Self-Help (CASH)
Washington County Recycle at Work
West Valley Housing Authority (WVHA)
Willamette Falls Television
Willamette Farm and Food Coalition
Willamette Law School Business Legal Clinic
Woodburn WorkSource Center
Xchange Stewards