



*Welcome to*

# Beyond Your Service Year: Project Sustainability Strategies

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** 



Dial:

Passcode:

# Today's Speaker



**Sarah Gleason**  
Side by Side Associates,  
Partners in Community  
Building



**Gretchen Arntz**  
AmeriCorps VISTA Supervisor  
Emmaus Rebuilding Lives



**Katie Berry**  
AmeriCorps VISTA alumna  
Emmaus Rebuilding Lives

# Session Goals

By the end of the webinar, you will be able to:

- Define sustainability within the VISTA context
- Define member and supervisor roles
- Identify specific practices that can lead to VISTA project sustainability
- Plan for sustainability
- Identify existing resources

# Members wanted to know more about...

- Impact of the project activities on the overall agency goals
- Tips to help transfer community relationships
- Concrete examples of ensuring sustainability

# What Is Sustainability?

Sustainability is the ability of a program or organization to continue engaging community stakeholders to meet the needs of the community efficiently and effectively after the last VISTA is gone.

# Program Sustainability



# Building Capacity for Sustainability

VISTA projects build capacity to support program sustainability.

VISTA members:

- Create, expand or strengthen organizational systems or processes
- Engage and empower community members and organizational partners



# Sustainability Roles

## Supervisor/Organization & Community

- Envision future of project
- Create & engage community advisory board
- Create & implement sustainability plan
- Orient sub-sites & members to plan

## VISTA Members

- Build capacity of organization & community
- Support sustainability through VAD activities
- Engage staff and community in VAD activities
- Transfer knowledge, products, & relationships

# Project Example: WCS Mentoring

- **National goal:** Education
  - **Agency goal:** Improve educational and behavioral outcomes
    - **Project goals:** Ensure that children of incarcerated parents receive the educational, social, and emotional support they need
      - **VAD goals:** Develop a sustainable volunteer recruitment and management systems for the WCS mentoring program
        - **VISTA activities:** create outreach systems, develop targeted marketing materials, enhance the current mentor training

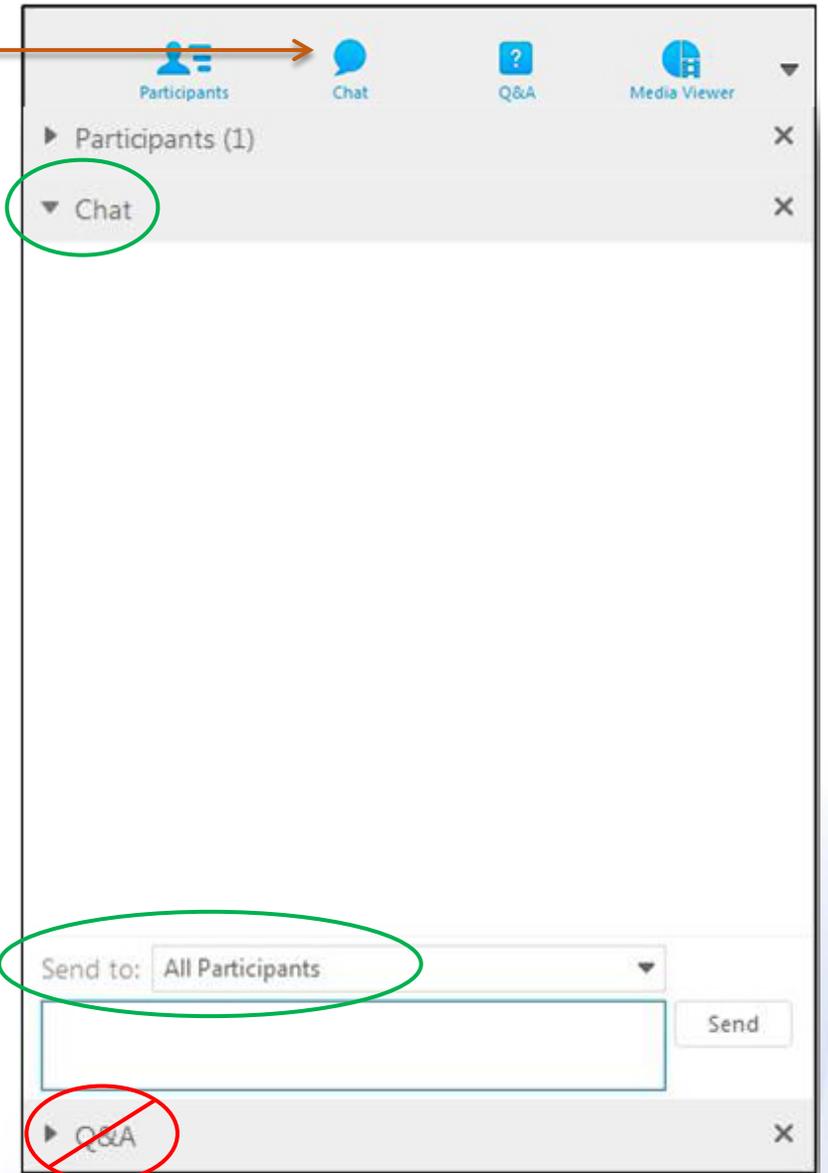
# VISTA Project Sustainability



# Chat Question

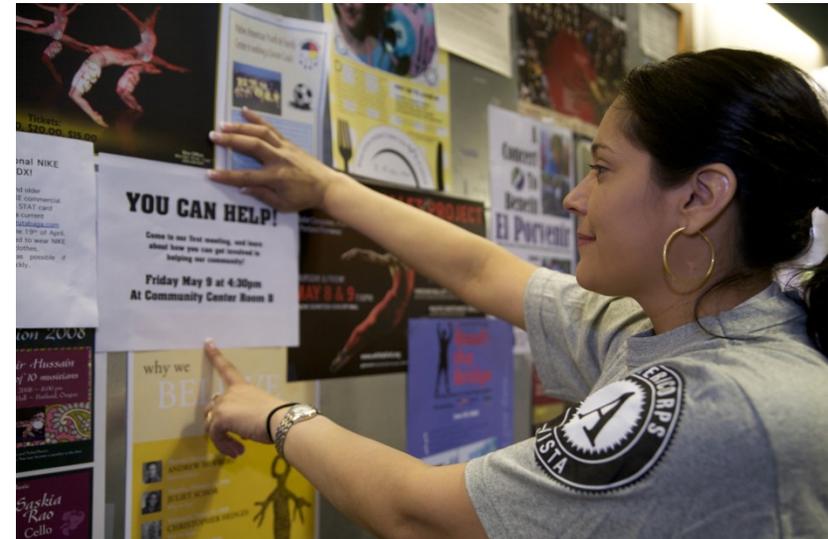
- What kind of variables do you think make a difference in a project's ability to be sustainable?

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# Sustainable VISTA Project variables

- Trained and dedicated VISTAs
- Support from the community
- Established and experienced organizations
- Alignment of project goals with the mission



# Why were some projects not sustained?

- Poor organization/project management
- Lacked resources - funds and/or volunteers
- Lacked community support
- Lacked organization support



# Planning for Sustainability



- Who is responsible for sustainability?
- Is there a plan for sustainability?

# Poll Question

- Do you know who will carry on your work?

Yes or No

- How will you ensure that they are ready?
- How will you build community & organizational support?



# A Sustainability Plan should include:

- Objectives
- Milestones
- Timeline
- Activities
- Persons responsible
- Plan for checking in/  
assessing progress



# Assessment Tools & Resources

## VISTA Campus

- Project Sustainability Assessment Checklist To Promote Sustainable VISTA Projects
- Capacity Building in Action
- Passing the Torch: Ensuring the Continuity of Your Work
- Strengthening Your Organization, Your Community, and Your Projects
- Creating A Binder for the Next VISTA

## External Resources

Center for Public Health Systems Science

- [Program Sustainability Assessment Tool](#)
  - [Assessment Questions](#)
  - [Sample Report](#)

Community Foundation of Jackson Hole

- [Building Sustainability for Nonprofit Organizations](#)

# Example from the Field



Gretchen Arntz, MSW  
AmeriCorps VISTA Supervisor  
Emmaus Rebuilding Lives  
Haverhill, MA



Katie Berry  
AmeriCorps VISTA alumna  
Emmaus Rebuilding Lives  
Haverhill, MA

## Emmaus



**"Where Everybody Matters"**

# Evolution of Emmaus Explorers

- Launched in 2015
- Summer enrichment program for homeless children and their families
- Goal: Help children increase their confidence and self esteem in the class room and develop a stronger sense of stability and community through family engagement
- Initial funding: Massachusetts Service Alliance
- Themed summer camp sessions, family enrichment events, and field trips
- Introduced after school programming and homework help in fall 2015
- Summer 2016 expansion will include empowerment programming for parents of Explorer participants

# Emmaus Explorers: Outcomes and Goals

## 2015

- Served 50 children from 34 families
- Partnered with 13 community organizations and engaged 73 volunteers in over 1,200 hours of service
- Created 3 replicable programs: Learning is Fun, Building Community, and Exploring the Arts.

## 2016

- Spring introduced Volunteer Leadership Program to ensure sustainability
- Summer piloting similar programs for homeless mothers and other homeless adults

# Emmaus Explorers: Sustainability Tips

1. Intentional focus on sustainability throughout the design and implementation phases
2. Create replicable projects
3. Cohesion with organization's mission and strategic goals
4. Buy in from the executive leadership and Board of Directors
5. Likelihood of achieving your desired outcomes



# Emmaus Explorers: Sustainability Tips Cont.

6. Understanding the project's funding needs and determining likely funding opportunities
7. Effective staff and volunteers
8. Adequate non-staff resources
9. Involvement of community partners
10. Continually measure success and make ongoing adjustments to your project

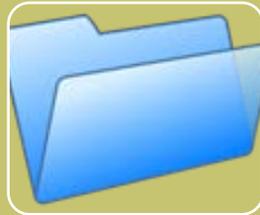


# Pass It On!

Capacity building includes the transfer of:



Knowledge



Products

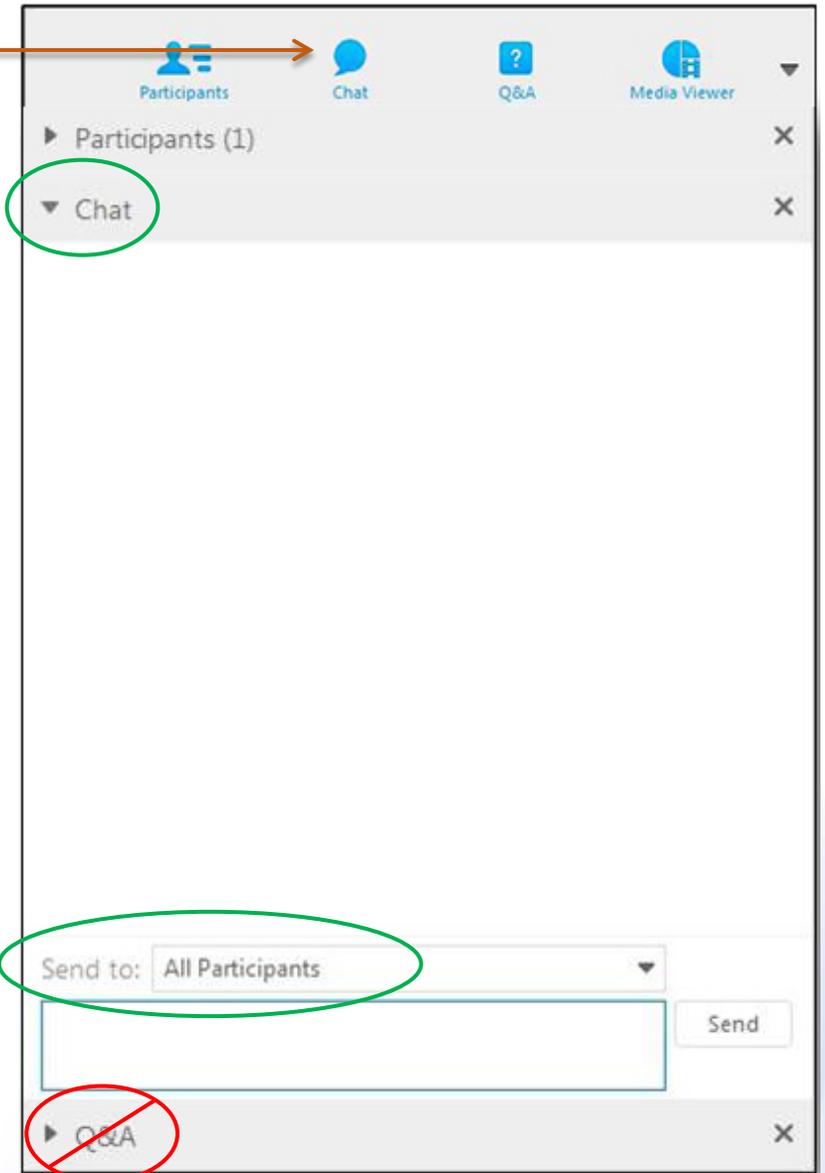


Relationships

# Chat Question

What are you doing now to transfer the knowledge, products or relationships you are building?

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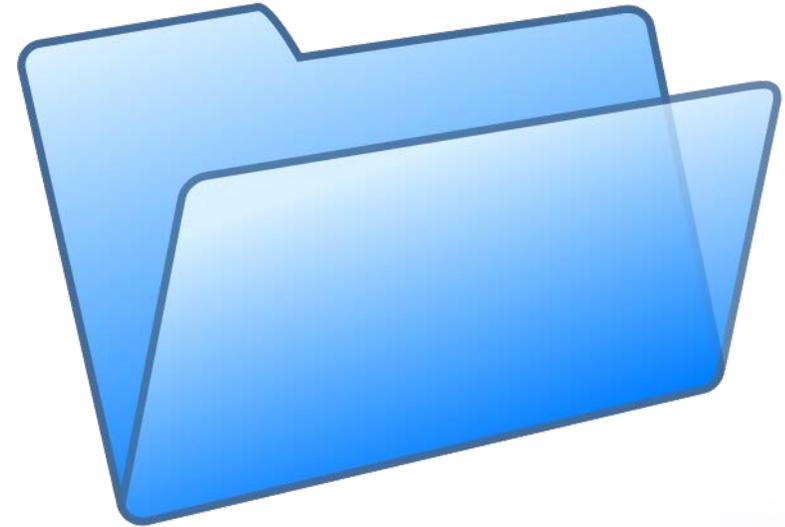
# Transferring Knowledge



- Asset maps
- Stakeholder analysis
- Story collection
- Presentations to organizational leaders and staff
- Community events and presentations

# Transferring Products

- Design with the end in mind
- Train and coach users
- Planning guides, user guides, templates
- Electronic 'binders' on shared drive, Google drive, Dropbox



# Transferring Relationships

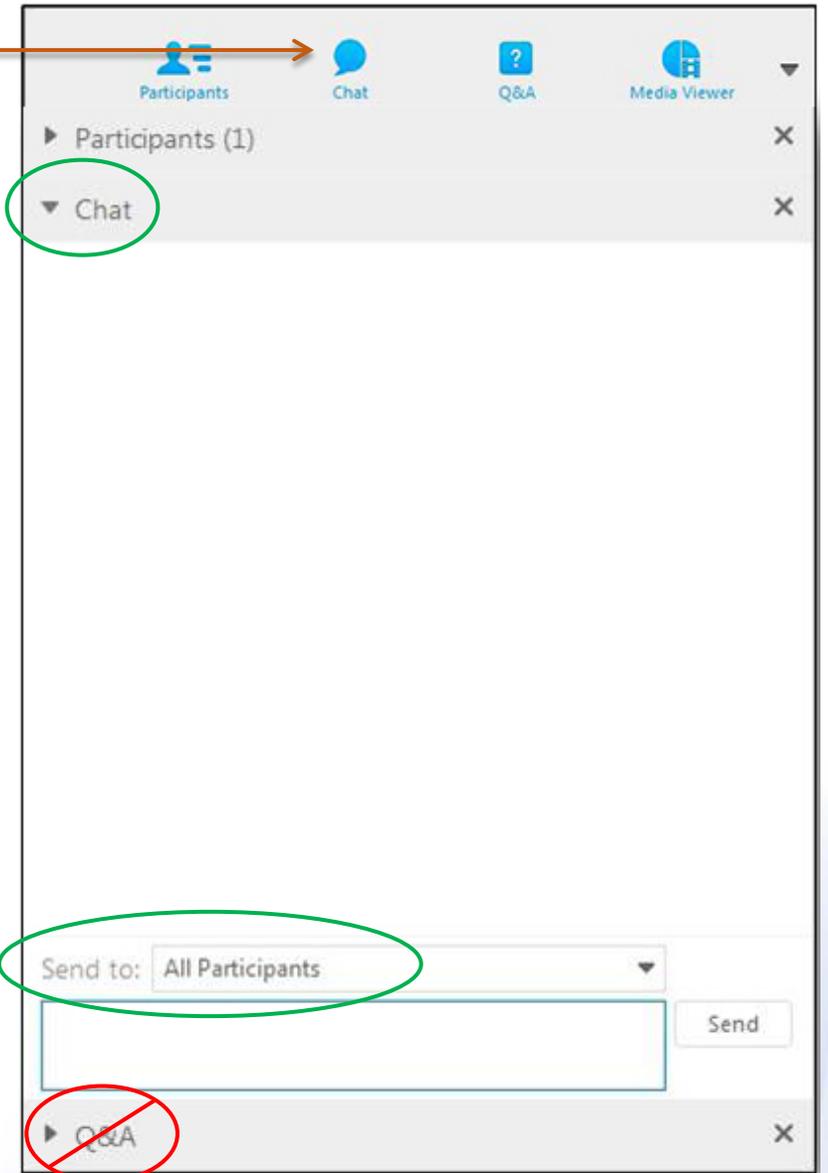


- Contact database
- Use “we” vs “I”
- Connecting community partners and leaders to staff
- Community advisory boards
- Partnership agreements, memoranda

# Chat Question

List one action you need to take to ensure your work will continue after the project ends.

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# Next Steps

- Discuss how your VAD objectives and activities lead to sustainability for the program
- Review sustainability resources and use them to start a plan
- Make a list of knowledge, products, and relationships that need to be transferred
- Ask your Supervisor to watch the recorded version of the supervisor webinar posted at:
  - <http://www.vistacampus.gov/supervisor-webinars>

# Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

# Questions ?

- To ask a question verbally, call in using the number on this slide and press \*1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”

The screenshot shows a user interface for a Q&A session. At the top, there are three expandable sections: 'Participants (2)', 'Chat', and 'Q&A'. The 'Q&A' section is expanded, showing a dropdown menu with 'All (0)' selected. Below this, there is a text input field with a 'Send' button to its right. The 'Ask:' label and the dropdown menu are circled in red. The dropdown menu is currently set to 'All Panelists'.

# Thank You for Your Participation!

If you have further questions or for more information, contact us:  
[VISTAwebinars@cns.gov](mailto:VISTAwebinars@cns.gov)

**Our next webinar:**

**Managing Up:  
Improving Communication with your Supervisor and Co-workers**

**May 12, 2016  
2:00pm Eastern**

*Visit the Webinars for VISTAs page on the VISTA Campus  
for a complete schedule of VISTA webinars*