

AmeriCorps VISTA member impacts those in poverty through graphic design position at Guadalupe Clinic

AmeriCorps VISTA member, Alley Miller, served for a year at Guadalupe Clinic in Wichita, Kansas, as a marketing and graphic design VISTA. In her role she pushes social media, emails, and general outreach with the director of development. She coordinates content and designs newsletters that are now being sent as emails, texts, in print, and launched as content on the website. Her impact on fundraising during her year of service was significant, with over \$60,000 collected through their fundraising platform, mobile giving, and fall and spring solicitations. Over the year, Guadalupe Clinic provided free medical care to 957 new patients living 250% below the poverty line.

As her year was coming to an end she was offered a permanent position as a development associate and graphic designer.

David Gear, executive director of Guadalupe Clinic states the impact made by Miller over the course of her service.

“By utilizing the AmeriCorps VISTA volunteer program, Guadalupe Clinic expanded our fundraising efforts into all forms of digital media; something we could not have accomplished without the benefit of the VISTA program and its volunteers. Alley Miller, our VISTA turned employee, came to us with the knowledge, talent, and drive every organization welcomes.”

Miller graduated with her bachelor’s degree in graphic design in 2017. She made the move from her home in Pennsylvania and accepted a position to promote and increase the capacity of Guadalupe Clinic to provide service to Sedgwick County resident without access to health care.

“Everybody has a hand in everything - I feel like I get a say,” she said. “Everyone working here cares about the cause and there are plenty of moving parts that make it all happen, especially all the doctors and medical staff that all volunteer their own time.”

Just a few months into her service, the Clinic experienced considerable staff turnover, which served as an opportunity for her to begin on the development committee. Miller attributes a large part of her transition into a full-time position to the relationship she developed with the director of development. It was through their conversations that she decided to remain at Guadalupe Clinic, as well as return to school at Wichita State University to pursue a master’s degree in public administration with a focus on nonprofit management. Knowing that she would



have financial support from the education award granted upon finishing service aided the decision as well.

Miller looks forward to making an impact in her new role, particularly with the fundraisers that have fallen through the cracks and through revamping older development platforms in the clinic.

The WSU VISTA project is recruits year around to fill positions similar to this. For more information or to apply, contact angela.gaughan@wichita.edu. Opportunities are listed at www.my.americorps.gov under “WSU VISTA”.