



QGIV CASE STUDY

VISTE

Growing With Qgiv: Volunteers in Service to the Elderly



+ ABOUT

VISTE, which stands for Volunteers in Service to the Elderly, was founded in Lakeland, FL in 1983 by a dozen volunteers who saw a need to serve people in the community of Lakeland, FL who were no longer able to drive their cars. These elderly clients were no longer able to get to and from doctor appointments or even to the grocery store, so VISTE's first program was transportation-based and served about 30 clients. From there, they gathered more and more volunteers, built up more programs, and today have close to 1,000 volunteers serving 4,000 clients!



OVERVIEW



Challenge:

VISTE was in search of a fundraising platform that could help them raise funds for their diverse programs. They looked for a company that could be a true partner that could continue to support them as they grew.

Solutions:



Reporting



GiftAssist



PROGRAMS:

If you can no longer drive your car, you've lost a great deal of independence. VISTE's transportation program in particular speaks to their mission. The program provides transportation to local elderly clients who need rides anywhere. All they have to do is call and let VISTE know when they need a ride and where they'd like to go. A volunteer driver takes care of the rest.

VISTE also has a two-fold nutrition program. The first part is their supplemental grocery program, which serves close to 1,500 households every month with a box of groceries. This may not seem like much, but the \$150 saved as a result of a grocery delivery from VISTE means that clients can afford to pay their electric bill or for prescriptions they need when they otherwise wouldn't be able to. If clients aren't able to pick up their groceries, or if they aren't strong enough to stand in line at the pick-up location, volunteers will deliver the boxes to clients' homes.

The second part of the nutrition program is hot meal delivery, which serves VISTE's most frail clients. These are folks who are unable to cook for themselves—their vision might be too poor to see the buttons on the stovetop or microwave, they might forget when they leave something on the stove, or they may not even be able to stand for a long enough period of time to prepare a meal. The program provides much-needed nutrition to clients who may not see the need to cook a full meal for just themselves.

They also provide a Thanksgiving meal delivery service, provide holiday gifts, and take clients to the local symphony performance during the holidays. VISTE also pays for services like housekeeping, bathing, caregiver respite, and emergency monitoring for clients who cannot afford it. These skilled services are becoming increasingly important and the elderly population grows.



Not only do clients get a meal, but the visit from volunteers is important. Many of VISTE's clients are homebound, so they may not see anyone from outside the home other than their hot meal driver. That person really becomes a lifeline for them to check on how they're doing and to provide socialization that's so important for people who don't get that otherwise.



STANDING OUT FROM THE CROWD:

What makes VISTE unique? There are many elderly service organizations that are good at one thing: transportation or delivering meals. VISTE's approach is to focus on the whole person. They want to make sure that clients not only get that meal, but also the chance to sit down and talk with someone who cares about them.

A great example of this is VISTE's birthday cake program. Each month, VISTE volunteers deliver cakes and goodie bags to clients who are turning 90 and older. Each visit includes a celebration.

The program holds a special place in the heart of VISTE's Community Engagement Director, Ashley Metts Miller.

"It can be a really special time for people who grew up during the Great Depression. Unless they were well off, they weren't having birthday parties with cakes, and sugar and flour were rationed. We're kind of recreating this childhood experience they may have missed."

Also, if you're 90 or older, you've often outlived your family and friends. We have some clients who tell us that they were just not going to celebrate their birthday if we weren't there with the cake. It's such a feel-good program. It humbles me to think how something so simple can make such a huge impact."

The reason VISTE is able to provide such a holistic approach is another thing that makes them unique—they are almost totally volunteer-driven. They would not be able to provide all of the things they do without their volunteers. There are eight administrative staff members at VISTE... and 4,000 clients!

"When I get here in the morning, there are people that have been here since 5am unloading trucks and sorting food...and they're all volunteers. It's just incredible! They're why we are who we are."

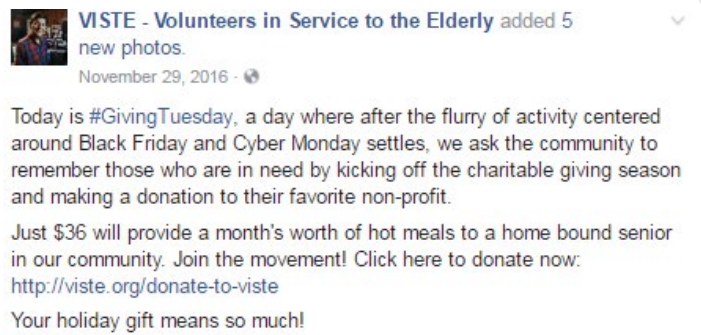


GETTING THE WORD OUT:

VISTE is lucky to have been rooted in their community for so long that people now associate volunteering with the organization. A lot of volunteers come to VISTE through word of mouth—clients, children of clients, or neighbors of clients who have seen the way they've been able to serve people they love and who want to give back to them. They also go out into the community and talk to civic groups like Rotary Club and Kiwanis. Something as simple as putting your story out there and asking for help can go a long way.

VISTE also has great success in recruiting help through social media. Whether it's posting an event invite or just a one-off request for help, such as the need for

someone to come mow a client's yard, they always receive an overwhelming response. They're sure to post frequently and include lots of images along with client stories to keep followers engaged. As a result of building such a solid social media following, they almost had to turn volunteers away for their Thanksgiving delivery program. They wound up giving one meal to each of the approximately 1,600 volunteer drivers who showed up on Thanksgiving for deliveries! Not a bad problem to have!



GROWING WITH QGIV:

VISTE has been a Qgiv client since we opened our proverbial doors! They started out processing less than \$5,000 a year and have seen significant growth. Over the last five years, they've seen a huge increase in online donations processed through Qgiv.

After starting with online donation forms, VISTE has since added Qgiv's peer-to-peer fundraising platform and Kiosks to their arsenal of fundraising tools. In September of 2016, they did their first totally online peerto-peer fundraising campaign, called Serve a Senior. They created twelve teams consisting of a board member and an individual of the board member's choosing. Each team had a month to compete against each other to raise the most money. At the end of the campaign, VISTE's teams raised just shy of \$30,000.

"Qgiv's team knows their stuff. We met with Qgiv's founder and he was so spot-on—he said our average donation was going to be somewhere around \$75. It turned out to be right around \$72!"

For the last five years, they've also put on an event called VISTEBall, which now contains a peer-to-peer component consisting of a celebrity golf tournament. The other piece is a ticket-based event set up through a Qgiv online donation form. At the ticketed event, VISTE (as the result of invaluable feedback from a friend and supporter) showed attendees exactly what donations could do for VISTE clients. Scattered throughout the venue, VISTE staff set up displays representing their various programs: one station had a VISTE vehicle with a sign stating you could fill the tank with gas for \$30, another contained a grocery cart filled with \$50 worth of food to show donors what they could buy, and yet another station was set up as a table with a hot meal delivery saying that \$36 would provide hot meals for a client for a month. Volunteers were ready at each station to answer potential donors' questions and tell stories about VISTE clients. A Qgiv Kiosk was set up at each station to make on-the-spot giving quick and easy! They also included similar giving options with their online event registration.

PROCESSED WITH QGIV

2014	\$33,840
2015	\$51,784
2016	\$83,746
2017	\$62,455
2018	\$83,746

From 2014-2018, their yearly fundraising increased a total of 177%.

How many tickets?

1

VISTEBall 2017 (\$65.00)

Your ticket includes admission into VISTEBall and parking.

1

VISTE Filling Station (\$30.00)

Support VISTE's transportation program by filling our tank! For \$30, you can help provide five trips to help clients get to their necessary destinations!

1

Hot Meals with a Smile (\$36.00)

You can provide a month's worth of fresh, hot, nutritious meals to a homebound VISTE client for just \$36!

1

Groceries for Good (\$30.00)

For just \$30, you can provide a bag of canned and dry goods for a VISTE client living on a fixed income. Nearly 1,500 households are served each month!

Make a one-time donation: \$





"I had a friend that came last year and she said, 'I know about VISTE because I'm your friend and I know what you do. But if I came to VISTEBall and I didn't know about VISTE, there's really nothing about your clients or your mission. I came, I had fun, I spent money...but what else?' That's how we came up with the Kiosk idea!"

Working together as a team is one of VISTE's favorite things about their relationship with Qgiv.

"When I call, somebody takes the time to answer my questions and listen to me rattle on about whatever crazy idea I have, and then they tell me what I need to do to actually make it happen!"

With Qgiv's easy-to-use interface, VISTE has been able to focus on building many of their programs and creating an improved development plan that includes innovative fundraising ideas and donor appreciation

pieces. After completing their first completely peer-to-peer campaign, they are now able to brainstorm new and different ideas to improve it for next year. They're asking themselves important questions about timing, if they had the right people in place, and if they set adequate goals. They've also made sure to take advantage of Qgiv's helpful, no-cost training to make sure they're using the system to the fullest of its capabilities! Together, VISTE and Qgiv are working to serve a fragile community. Here's to many more years of successful teamwork!



"I've been here nine years, and VISTE had just started using Qgiv when I came on board. Qgiv has always been part of my life here at VISTE...I don't really know how we'd get things done otherwise!"

FEATURE FAVORITES



Reporting

I can use Qgiv reports for any kind of data excavating that we need to do. It gives me everything. We've used Square for our silent auction and there are just too many reporting options—it's just not intuitive. With Qgiv, you still have a lot of data, but it makes sense and you can easily decide how you want to sort it. You can take that spreadsheet and turn it right into a mailing list or export it into another database—it's just easy to use!



GiftAssist

We've recently started using GiftAssist...we love that! We weren't sure people would use it, but they do—even on large donations. It's great!

Explore the full suite of digital fundraising tools



Donation
Forms



Text
Fundraising



Integrations
& Reports



Peer-to-Peer
Fundraising



Auctions



Event
Registration



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