

Using Sport For Social Change

“Focus Virgin Island youth through sports and fitness, giving them the confidence they need to set personal goals, achieve their aspirations and create opportunity for themselves, their family and their community.”

By Dean Doeling



Hello my friends, and Happy New Year! Welcome to my third news letter regarding my “Sport For Social Change” initiative for the St. John U.S. Virgin Island youth. My hope is to keep everyone informed of my/our progress in focusing U.S. Virgin Island youth through sports and fitness.

EXCITING THINGS

Some exciting things have happened since last months news letter. In negotiations with Nike’s Corporate Responsibility Department,



Julius Sprauve School
257 students

they have agreed to make a donation of sports equipment to local St. John sports programs. This is to include schools, and other local sports an fitness agencies, many of which mentor “at risk” youth. It remains to be seen what this donation will consist of, and it could actually be several smaller donations spread out over several months. However, do to the severe lack of current usable equipment within several organizations, I am sure that ANY new equipment will be welcomed.

I have been working on this initiative for over seven months, and I am pleased with the progress so far. I have put together a wonderful group of people “on island” who

are my eyes and ears, and quite the movers and shakers. These people are all very dedicated to this initiative and have pledged their ongoing support. They are working very hard at compiling lists from several groups on St. John that will benefit from the equipment donation. There are over 10 organizations that have been identified as receivers of the equipment, and all organizations represent a variety of age ranges so that there will be opportunity for everyone on St. John to play.



Giff Hill School
180 students

USING SPORT FOR SOCIAL CHANGE WEB SITE LAUNCHED

On Wednesday, January 26th, the official “Sports For Social Change” initiative web site was launched. You can visit it at:

www.usingsportforsocialchange.com

It will be a place to inform people who are just finding out about this initiative, as well as to keep everyone up to date on the current happenings, in-between newsletters. It also has a place where people can contact me and leave their suggestions. I hope that you take the opportunity to check it out. Please tell your friends too.

“GAMECHANGERS” CONTEST STILL GOING STRONG

The Gamechangers web site is still getting new entries on a daily basis. It is a web site to raise awareness for several world wide causes (including this one) and the people who are trying to help make them become a reality:

<http://sportforchange.changemakers.net/en-us/node/14301>

By clicking on the link, it will take you directly to my “Sport For Social Change” initiative for this contest. I invite you to leave comments and suggestions, as well as any links to web sites or information that you think would help. By making comments and suggestions for



Guy Benjamin School
73 students

this initiative, you would elevate awareness for this cause, and possibly make this initiative one of the finalists who will receive a cash donation to use specifically for this cause. If all you can give is time, then please use it to make a difference for the youth and community of St. John, USVI.

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