

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 friends of the “Using Sport For Social Change” initiative. This months 2 page news letter is filled with wonderful news regarding this initiative and the great strides that have been made thus far.

NIKE CORPORATE MAKES A DONATION!

Right now as I write this letter, Nike Corporate Donations is packing and shipping approximately 100 balls to the youth and community of St. John. The balls are specific to soccer, basketball, football and volleyball. I would like to thank Monica Garrett, Nike’s Manager of Corporate Responsibility for seeing this through. This gracious donation would not be possible without her help and confidence in this initiative. Also, I would like to thank Paul Devine, the Executive Director of the St. John Community Foundation www.sjcf.org for offering to accept the donation on behalf of the “Using Sport For Social Change” initiative. With his help, and the help of my “Island Team”, the balls will be inventoried and distributed to the different sports and fitness groups around St. John.



Julius Sprauve School
257 students



Giffit Hill School
180 students

PLEASE MAKE A DONATION TO “USING SPORT FOR SOCIAL CHANGE”

Since the “Using Sport For Social Change” (USFSC) web site launched in January, 2009, there have been numerous people writing and offering to help in any way needed. There are people offering their services for free, such as professional photography, fund raising, coaching and logistics. There are many fans of the island of St. John, and frankly, we can use all the help-

that we can get. One of the ways that you can help is to make a donation to this initiative. We have partnered with “PayPal” and “Active Donations” on our web site: www.usingsportforsocialchange.com to accept your donation. Your money will go towards the betterment of the sports and fitness programs on the island of St. John, USVI. Also, if you would like to offer your services free of charge, please don’t hesitate to contact me.

Right now we have an immediate need for getting approximately 13 large boxes of equipment from Beaverton Oregon to St. John, USVI. We have contacted major shipping carriers to request in-kind shipping, but all of them have said “Thanks, but no thanks.” If you or anyone you know can help facilitate the shipping, please contact me right away.



Guy Benjamin School
73 students

PLEASE SEE MY WEB SITE:
www.usingsportforsocialchange.com

Contact info:
Dean R. Doeling
Senior Production Artist
“Using Sport For Social Change”
Nike Inc.
dean.doeling@nike.com

USVI GOVERNOR PARTNERS WITH USFSC



Below is an excerpt from an email response I received from USVI Governor John P. de Jongh, Jr. :

“... Please know that my Administration is committed to improving the conditions for youth recreation on St. John, including supplying needed upgrades to facilities and sports equipment. We are taking steps to provide our children and families with the opportunities and resources to increase the standard and quality of life in total. Your offer to assist in this regard as relates to sports and recreation improvements is truly appreciated and I am pleased to partner with you and NIKE on this effort.” “Together we can truly make a difference for the youth of St. John.”

I am very pleased that Governor de Jongh has accepted my offer to help, and I am currently in talks with him directly on the best way of partnering together in order to make the biggest positive impact on the youth and community of St. John. Stay tuned for an update in the next news letter.

In a related story, Mr. de Jongh, Jr. held a town meeting on Wednesday, April 8th “to discuss matters of neighborhood interest.” according to Leona Smith, the Governor’s appointed Island Administrator.

Paul Devine, (the Executive Director of the St. John Community Foundation) reported that “Luigi (Costelo, owner of Verace Designer Jewelry) did a fine job of announcing the Nike partnership. The Governor responded by saying he was involved, through emails, to the extent that he would welcome equipment and would help with ship-

ping.” According to Mr. Devine, “Most important was the fact that the community was made aware that the Nike partnership exists.”

BUSINESS OWNERS THAT SUPPORT THIS INITIATIVE

I would like to partner with businesses on and off island that are interested in helping to support the “Using Sport For Social Change” initiative. I can offer to each business their information and web link on my “Supporting Companies” web page, as well as their logo on USFSC banners and fliers that will be distributed in the future. All I ask for now, is that you be willing to help in some way in the future, such as putting USFSC fliers on your counter for your customers to take. It’s easy and it would be a great way to make your customers aware of this initiative to help St. John youth.

If you are a business owner and would like to be included in this list, please contact me at:

dean.doeling@usingsportforsocialchange.com

MY FAVORITE PICTURES

“Just in case you needed a reason to go to St. John...”



ACTIVE KIDS “ON ISLAND”



Here is a cute story of an enterprising young man by the name of Luca Costello, as written by On-Stjohn.com. The original story can be found here: <http://www.on-stjohn.com/> (Just scroll down a ways to see it.)

Luca Costello spent his spring break selling Lemonade and earrings in downtown Cruz Bay, St. John. Luca is donating 10% of his earnings to the St. John Animal Care Center. <http://www.stjohnanimalcarecenter.com/>

If you recall, Luca was also instrumental in getting word to Governor de Jongh, Jr. about the need for “... more sports on St. John for schools and all ages.”

Thank you so much Luca, for wanting to better the lives of your community, including the animals!

