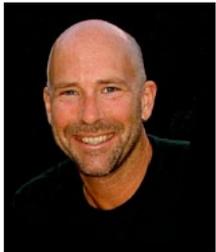


Using Sport For Social Change

“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.”

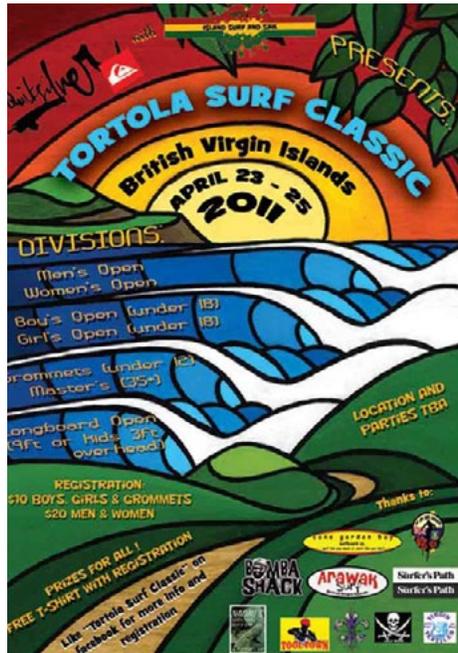
By Dean Doeling



My name is Dean Doeling. I am a Senior Production Artist with Nike and I started this initiative in June of 2008 with the idea of

just getting the kids of the schools in St. John, USVI something to play with. However, in speaking with many people on and off island, it is now my intention to develop and assist with sports and fitness programs that will eventually be self supporting and sustainable within the U.S. Virgin Islands.

TORTOLA SURF CLASSIC ESSAY CONTEST RECAP



The Tortola Surf Classic was hosted and organized by Scott Hustins of [Island Surf and Sail](#) in Tortola, BVI.

Using Sport For Social Change, in conjunction with the St. John Community Foundation and Southland Gaming held an essay contest back in January of this year to award USVI youth and their chaperones an all expense paid trip to the Tortola Surf Classic in Tortola, BVI.

The essay contest was open to all USVI youth up to the age of 17 years.

Seven winners were chosen from the essays entered and all but a few competed in the surf contest held at Josiah's Bay over Easter weekend in April. The essay contest winners were as follows:

- John Carpenter, Age 17 St. Thomas
- Lily Margo Francis, Age 9 St. John
- Ericson Williams, Age 7 St. Thomas
- Luke Patrie, Age 12 St. John
- Ananda Hernandez, Age 9 St. John
- Annie Ellis, Age 16 St. John
- Xavier Trahan, Age 15 St. John

It was an amazing experience to bring these kids and their chaperones over to Tortola for the day. USFSC will be back next year to sponsor and help promote the 2nd Annual Tortola Surf Classic and are planning to hold another essay contest as well.

Surf Contest Results:

Girls Groms -

- 1st Tiara Jones (BVI)
- 2nd Paulina Pasarell (PR)
- 3rd Lily Pierce (BVI)

Boys Groms -

- 1st Shaw Clements (USVI)
- 2nd Steven Hill (PR)
- 3rd Will...iam Richards (BVI)

Girls Open -

- 1st Savannah Geiger (USVI)
- 2nd Lily Pierce (BVI)
- 3rd Cassandra Bitterwolf (USVI)

Boys Open -

- 1st Trevor Jones (BVI)
- 2nd Cameron Waltham (BVI)
- 3rd Cody Merritt (USVI)

[Click here for video recap of the event](#)



USFSC CELEBRATES IT'S THIRD ANNIVERSARY

In June of 2011, USFSC celebrated it's 3rd year anniversary. These past three years have been an incredible journey and I couldn't be more happy with the way things have progressed.

Over the past three years, USFSC has sent over 900 basketballs, footballs and Soccer balls to St. John, helped local sports programs, took seven USVI youth and their chaperones to the Tortola Surf Classic as well as held two very successful "Just Play!" events. The 3rd annual "Just Play!" event is in the planning stages now (see related article on page 3).

Other events are in the planning stages (see page2), but we need continued commitment and follow through from the USVI community in order to see these come to fruition. Those of you living outside the USVI can help by donating [here](#).

TWO NEW PROGRAMS SLATED FOR VI YOUTH

USFSC has been working on a surf camp and a swim camp for St. John youth. We have also found an organization that will help to fulfill these two projects but we need your help. Please click [here](#) and look for “Just Surf” and “Just Swim”. Once you have registered (very easy) click on them and please read through the idea and rate them accordingly. If each one gets enough votes, the group will help to see the program through.

JUST SURF!
a FREE community event by:
Using Sport For Social Change
St. John, USVI

St. John, the smallest of the US Virgin Islands, is one of the most beautiful vacation destinations within the USA. Tourism is the primary economic activity, accounting for more than 70% of GDP and 70% of employment. The islands normally host 2 million visitors a year. Non violent petty theft is on the rise, but violent crime is becoming more prevalent as well.

Kids of the USVI need something to do in order to sway them from becoming a statistic. While there are a few sports programs in place on the island, not all youth enjoy the few sports that are available to them. That’s why I believe that surfing can improve the lives of VI youth.

As one youth surfer stated in a surf essay contest about surfing: “With too much time on their hands, people get bored and usually resort to making bad decisions in an attempt to stimulate their minds. Whether it’s joining gangs or doing drugs many people (especially kids) in the VI unfortunately go down these roads in a battle to be noticed by others. Surfing can benefit the community by creating a fun hobby for people to enjoy...

focusing on progression in a sport, rather than drugs and alcohol.”

Using Sport For Social Change would like to hold a FREE weekend long surf session at one of the more surf friendly beaches on St. John. While the waves are very small, it would still provide the opportunity for VI youth and adults to learn how to surf in a safe, non threatening environment.

By holding this weekend long surf clinic, it would bring families together and get kids off the streets and into a physically demanding sport.

As another surf essay contest winner wrote: “...surfing can help keep youth out of trouble and off the streets. By being an individualistic sport, surfing can teach youths to be self relying. It also builds inner strength, when you are out by yourself you don’t have anyone to rely on but yourself.”

There are enough people on island that surf regularly and have already shown an interest in helping with just such a program. We could also include local businesses in sponsoring this event.

If you are interested in helping plan, sponsor, promote or volunteer for this event, please email dean.doeling@nike.com

JUST SWIM!
a FREE community event by:
Using Sport For Social Change
St. John, USVI

It is said that over 30% of West Indian people living in the US Virgin Islands do not know how to swim. It is hard to believe since the Virgin Islands are surrounded by some of the most beautiful clear blue waters in the world.

Generation after generation, Virgin Islanders have handed down many wonderful family traditions to their young. However, this same culture and traditions also plays a large part in children and adults not knowing how to swim.

Using Sport For Social Change would like to hold a FREE weekend long swim clinic on St. John, USVI. This yearly clinic would introduce children and adults to water safety, beginner swimming and water play.

I am envisioning a FREE beach play day where the participants are introduced to the water gradually, while playing fun beach sports like football catch and Frisbee toss as well as playing with water toys such as swim noodles and inner tubes. The participants would learn about water safety in a “Hands on” and non threatening environment. All at no cost to the participant.

There are many organizations on island that can help with this endeavor. There is the Red Cross, the St. John Community Foundation, the St. John Parks and Recs, the St. John Rotary Club and several key people who have the ability to teach kids and adults to swim.

It is my hope that this will begin to break down the fear of water and bring families together in a way that they may not have been able to before.

If you are interested in helping plan, sponsor, promote or volunteer for this event, please email dean.doeling@nike.com

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“Using Sport For Social Change”
Nike Inc.
dean.doeling@nike.com

PLEASE VISIT MY WEB SITE:
www.usingsportforsocialchange.com

3RD ANNUAL "JUST PLAY!" DAY ANNOUNCED

JUST PLAY!
3rd Annual a **FREE** community event by: 3rd Annual
Using Sport For Social Change

St. John Community Foundation **Cruz Bay, St. John** DEPARTMENT OF SPORTS, RECREATION & EDUCATION
(Pre-Registration is required)

Monday October 10, 2011
An exciting day of sports for youth 2-17 years



Sign up to Volunteer, Participate or Sponsor:

www.usingsportforsocialchange.com

The 3rd annual "Just Play!" day will be on October 10th of this year in Cruz Bay, St. John. We are looking forward to another wonderful day of sports for the youth and community of the Virgin Islands. Sponsorship levels can be found [here](#) and start at only \$100.00. Please invest in the future of island youth and positive change through sports. Please read each sponsorship level closely, as the higher the sponsorship level, the more advertising you will receive. It is important to become a sponsor early to take advantage of all the advertising opportunities. In Kind donations are also gladly accepted.

If you are interested in helping plan, promote or volunteer for this event, please email dean.doeling@nike.com

Become a Sponsor Today
Thanks to these sponsors for signing up early!

