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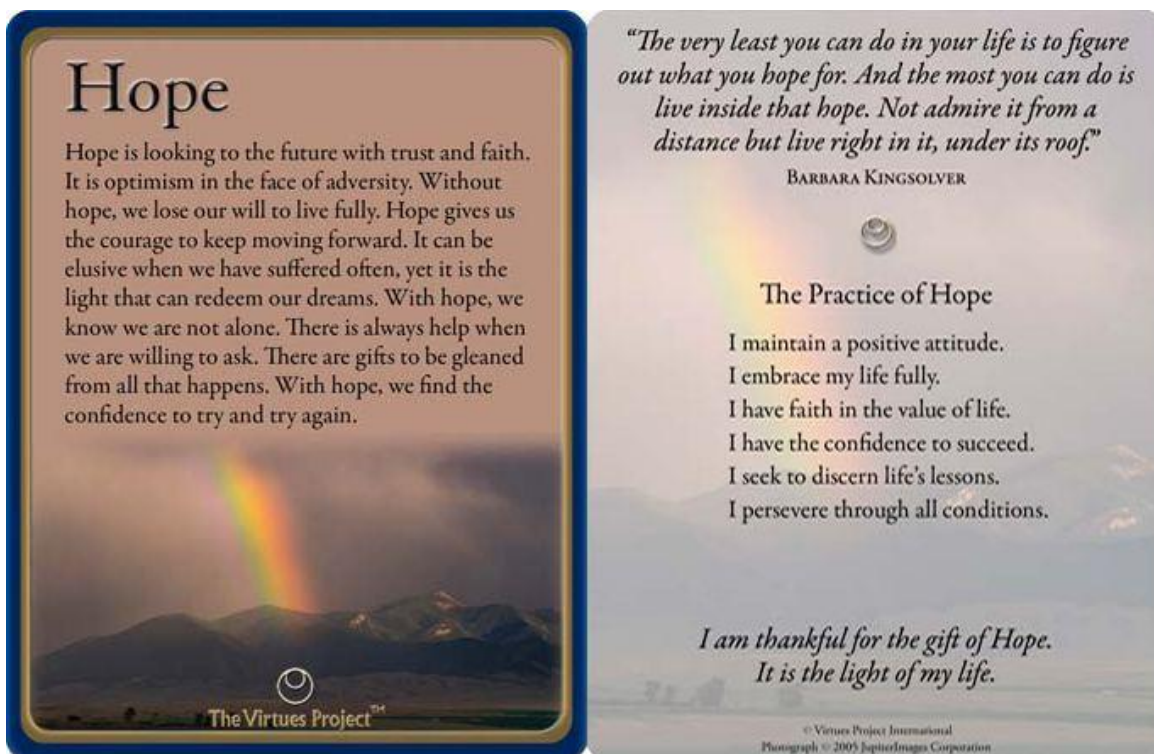
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CFVI Relaunches The Virtues Project in the USVI

Program aims at inspiring a territory-wide revolution of kindness, justice and integrity



U.S. Virgin Islands, June 1, 2021 — The Community Foundation of the Virgin Islands (CFVI) is relaunching The Virtues Project, a global grassroots initiative to inspire the practice of virtues in everyday life, sparking a global revolution of kindness, justice, and integrity in more than 100 countries.

The Project defines virtues as "the essence of the human spirit and the content of our character."

"The mission of The Virtues Project is to inspire people of all cultures to remember who we really are, what we aspire to be, and to live by our highest values," said CFVI President Dee Baecher-Brown.

A list of virtues can be found here: <https://virtuesproject.com/virtueslist.html>.

Last year CFVI, along with community foundations across the United States, issued a statement speaking out against police brutality, systemic racism, and historical and acute injustice facing the African American community and other communities of color.

"We know that making a statement is an important step, but not an endpoint," said Baecher-Brown. "With that in mind, we made a commitment to reinvigorating The Virtues Project. It is our hope that this small step will contribute to expanding our awareness, heightening our collective consciousness, and promoting a more compassionate and safer community for all who call the Virgin Islands home."

CFVI is inviting everyone in the USVI to sign up to receive the Virtue of the Week via email. "Invite your friends, family and colleagues as well," said Baecher-Brown.

The program officially launches June 7, 2021. To sign up to receive the Virtue of the Week, [visit cfvi.co/Virtues](https://cfvi.co/Virtues).

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The Virtues Project is provided by the Community Foundation of the Virgin Islands (CFVI) in partnership with Virtues Matter.

About the Community Foundation of the Virgin Islands

Since 1990, the Community Foundation of the Virgin Islands (CFVI) has been a catalyst for positive change in the Territory through initiatives committed to youth, learning, family support and the environment. With a professional staff and a volunteer Board of Directors composed of community leaders, CFVI is a trusted advocate and supporter of programs that ensure opportunity and sustainability for current and future generations. CFVI is a registered non-profit organization entirely supported by individual donors, grants, trusts, corporate donations and estate planning. For more information, visit cfvi.net.

About Virtues Matter

Virtues Matter was started by a passionate wife-husband team of social entrepreneurs seeking to positively uplift as many lives as possible. We aim to inspire and empower, to build capacity, strengthen relationships, and help everyone lead lives of passion and purpose.

Virtues Matter believes in a world where people are committed to kindness and respect, strive to be their best, and live with hope, courage, and in unity. We built the Virtues Cards mobile app, an interactive personal and team development tool, to help people identify and develop key virtues skills. We also offer dynamic workshops, online training, and customized programs to help people cultivate these positive qualities of character. To learn more, visit virtuesmatter.com.

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