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My Brother's Workshop Launches 'Double the Hope' Campaign in Response to 50% Government Funding Cut

In response to a 50% cut in government funding, My Brother's Workshop has launched the "Double the Hope" campaign with a \$25,000 matching pledge, aiming to sustain vital programs that serve at-risk youth across the U.S. Virgin Islands.

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In the wake of a devastating 50% cut in government grant funding, My Brother's Workshop (MBW) has launched a critical fundraising campaign titled "Double the Hope" to sustain its life-changing programs for at-risk and high-risk youth in the Virgin Islands.

The campaign, announced on Friday, offers donors a chance to double the impact of their contributions thanks to a generous matching pledge from the Anasetti Family, who will match all donations up to \$25,000 through August 30. Every dollar raised during this window will be matched, giving MBW the opportunity to continue delivering holistic services to the youth it serves.

“This funding cut couldn’t come at a worse time,” said Chrystie Payne, MBW Program Director. “We’re seeing a surge in violence and need in our community. Our trainees rely on MBW to provide a safe space, stability, and a pathway to a better life. With this match, our supporters have an incredible opportunity to double their impact.”



MBW provides education, mentorship, mental health counseling, paid on-the-job training, and job placement to young people across the territory. These services are offered free to youth and depend on a combination of public funding and private donations.

The organization recently expanded its footprint with the construction of a new campus, funded through \$5 million in ARPA support. However, that money was earmarked solely for construction and has already been fully spent—none of it was designated for daily operations or program

delivery.

“Many of our young people come to MBW with little to no support system,” said Jenny Hawkes, MBW Executive Director. “Through our programs, they find community, purpose, and the tools they need to rewrite their story. This match campaign gives our community a chance to step in and say, ‘We believe in their potential.’”

Founded in 2007 with just four students, MBW now serves around 100 youth annually and has the capacity to reach more than 200 with sufficient funding. The organization’s model has proven economic and social benefits. According to federal data, programs like MBW can save communities millions of dollars per participant by reducing rates of crime, poverty, and unemployment.

MBW is calling on the public to support its “Double the Hope” campaign by donating, sharing, and spreading awareness. To learn more, visit www.mybrothersworkshop.org or email communications@mybrothersworkshop.org. Donations can be made directly through the Double the Hope campaign page.

“Every gift, share, like, and comment helps us continue to provide hope, faith, and purpose to young people in the U.S. Virgin Islands,” the organization emphasized.

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