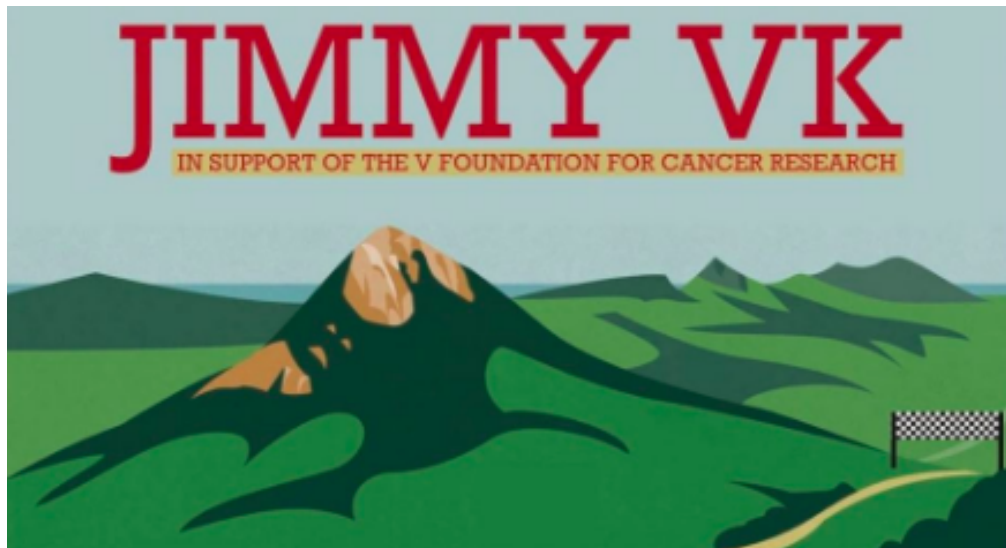


JOUR 203 Campus Beat Story

Delta Chi Jimmy VK Instagram Challenge



By Sheri Donahue
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The Cal Poly chapter of the Delta Chi Fraternity recently announced the start of their annual philanthropy event, the Jimmy VK Instagram Challenge, according to their Instagram page. The event will run from Wednesday May 19 to Saturday May 22, and donations are being collected through the chapter's Venmo account.

Participants in the Jimmy VK are encouraged to run a 5K and share it on their Instagram, tagging 5 friends and urging them to do the same. A \$5 donation from each person who completes a 5K run is also encouraged, and the money will be donated to the V foundation for Cancer Research.

The event is named after Jimmy Valvano, nicknamed "Jimmy V", who played college basketball and went on to become a well-known coach and sports broadcaster. In 1992, Valvano was diagnosed with a type of cancer known as metastatic adenocarcinoma, which he died of in 1993. Before his death, he founded the V Foundation for Cancer Research with a goal of finding a cure for cancer. "He used his platform to promote a deeper level of living and purpose," explained Delta Chi philanthropy co-chair and 3rd year information systems student Josh Davis.

In 2006, the International Delta Chi Headquarters named the V Foundation as their philanthropic organization, and chapters across the country host events each year to raise money to be donated. For the Cal Poly chapter, one of these events is the Jimmy VK which has been hosted in the spring for 5 years running, according to the chapter's philanthropy co-chair and 3rd year finance student Robert Schmidt.

The Jimmy VK Instagram Challenge is an adapted version of their annual Jimmy VK charity run, which was altered due to the conditions created by the pandemic. Before COVID-19, the event was a 5K race along the PCV trail on campus and each Cal Poly sorority could enter a team of 5-10 people to compete for the first place prize, according to Schmidt.

In past years, the Jimmy VK was a large, in-person event that local companies would sponsor, and money for the V Foundation would be raised through participant sign-ups. "Given the pandemic, we had to make all of our events virtual, so the VK was transitioned to a decentralized, individualized event. People can choose where, when, and how to complete their 5K," Schmidt said.

According to the former philanthropy chair, 4th year environmental engineering student and current environmental chair Tim Dinh, the pandemic resulted in the cancellation of the 2020 Jimmy VK. Dinh worked with his co-chair at the time, and they adapted the event in response to the lockdown, launching the Jimmy VK Instagram Challenge last spring. The adapted event introduced a social media sharing aspect, which enabled increased exposure. "By tagging people in story posts, people were invited to participate and it ended up being a lot more successful than we thought it would be," Dinh said.

Despite this adaptation being created due to the circumstances of the pandemic, Dinh believes that the Jimmy VK Instagram Challenge has a chance of sticking around even after COVID-19 restrictions have been lifted. "It would be a nice supplement to the in-person event that allows people who can't attend to still participate and support the cause," he said.

Each year the chapter has a goal to raise \$10,000 to donate to the V Foundation, and the Jimmy VK is their last fundraising event to finish off the year, according to Davis. On average, about \$2000 is raised by this event each year, but due to COVID-19 the donation goal was reduced to \$1600 last year, according to Schmidt.

Dinh noted the importance of this event for members of the chapter and participants alike. "Since pretty much everyone has been affected by cancer in some way, it means a lot to be able put on an event like the Jimmy VK where people can get active and know that it's for a good cause," he said.

Davis echoed this notion and shared what the Jimmy VK means to him. "It is an extremely personal event for me as my Mom was diagnosed with multiple Myeloma bone marrow cancer this last year. She has been battling this just how Jimmy V has called people to live. She inspires those around her and continually loves those around her. The type of cancer she has is also not curable so raising money for cancer research has serious meaning to me as this could help create a cure for her. There have already been major improvements in the research behind the type of cancer and events like the Jimmy VK have an impact on that, even if it is small. So for all those reasons Jimmy VK means a lot to me and many others in Delta Chi as I know I am not the only one who has a personal connection to cancer."

Sources:

- Robert Schmidt, 3rd year Finance Student, Delta Chi Philanthropy Chair
(408) 540-8715
- Josh Davis, 3rd year Information Systems Student, Delta Chi Philanthropy Chair
(408) 455-1521
- Tim Dinh, 4th year Environmental Engineering Student, Delta Chi Environmental Chair,
Former Philanthropy Chair
(408) 824-8476
- The V Foundation – The Delta Chi Fraternity
<https://deltachi.org/the-v-foundation/>
- Remembering Jim – As a Player, Coach, Broadcaster & Fighter
<https://www.v.org/about/remembering-jim/>