

0011 . JPG

0013 . JPG

0014 . JPG

0018 . JPG

0017

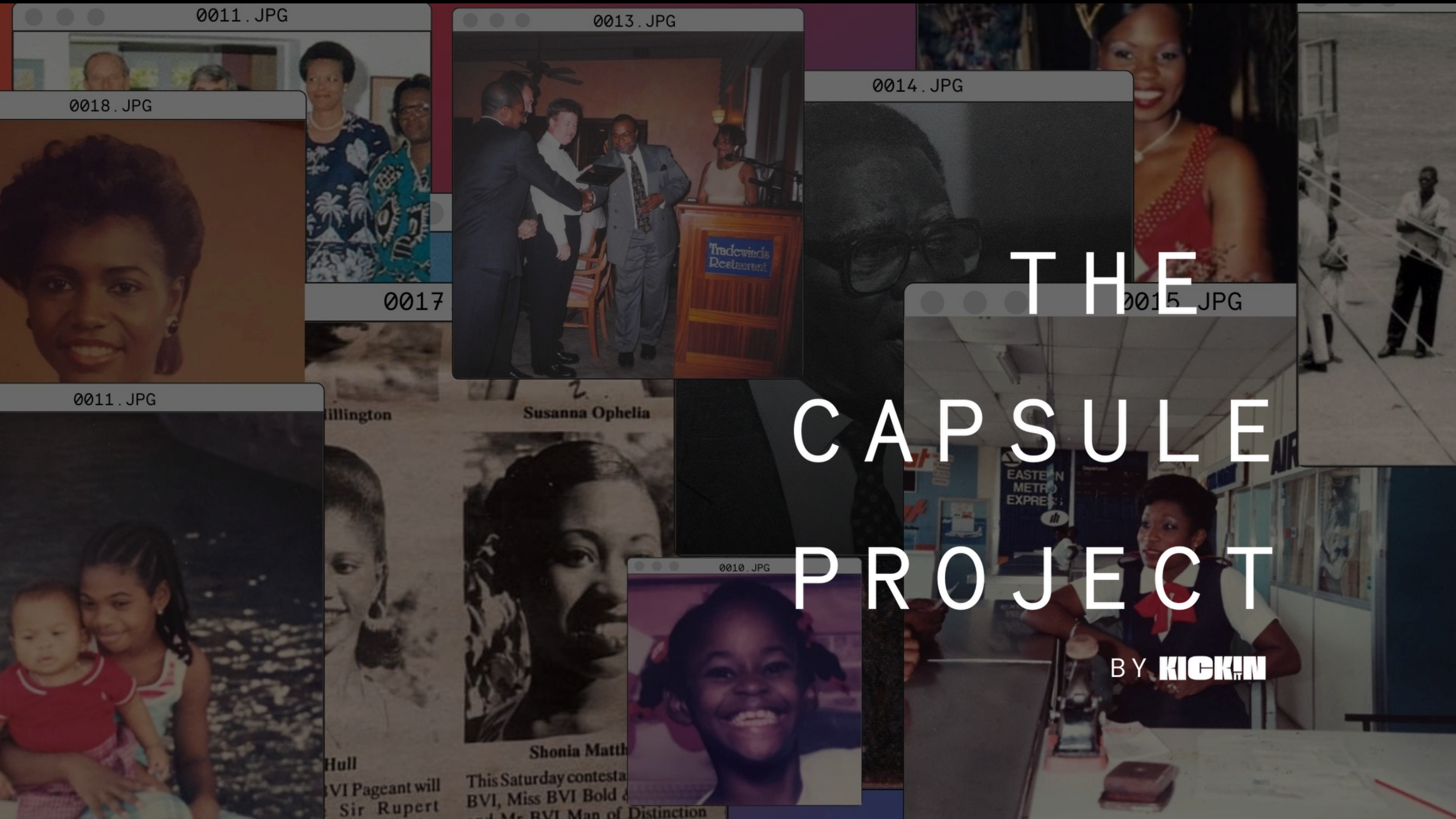
0015 . JPG

0011 . JPG

0010 . JPG

# THE CAPSULE PROJECT

BY **KICKIN**



illington

Susanna Ophelia

Hull

BVI Pageant will  
Sir Rupert

Shonia Matthe

This Saturday contesta  
BVI, Miss BVI Bold &  
and Mr BVI Man of Distinction

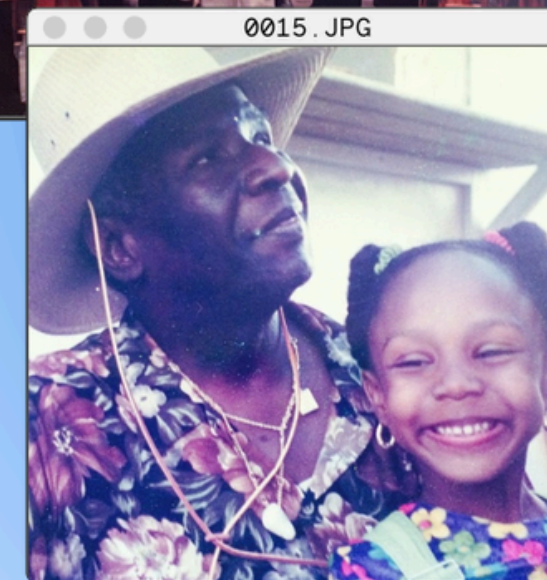
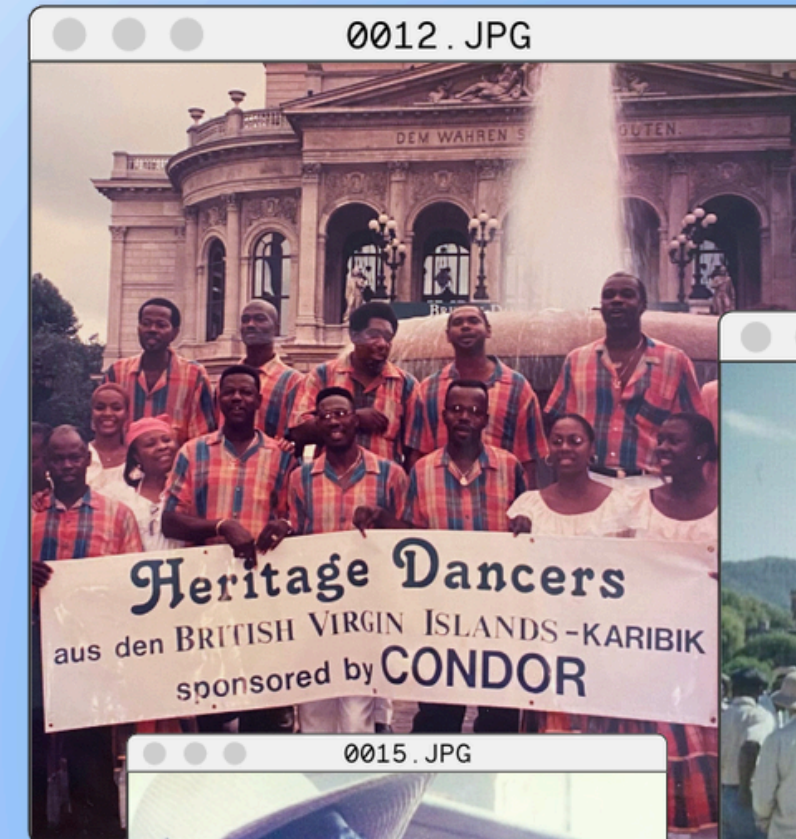
EASTERN  
METRO  
EXPRESS



## Introduction

The Capsule Project is a community-driven digital archival initiative that aims to preserve Virgin Islands stories for future generations.

Our mission is to collect photos, videos and documents from the community then use them to create an online resource. This will serve as a valuable and accessible tool for Virgin Islanders everywhere.



## Why It Matters

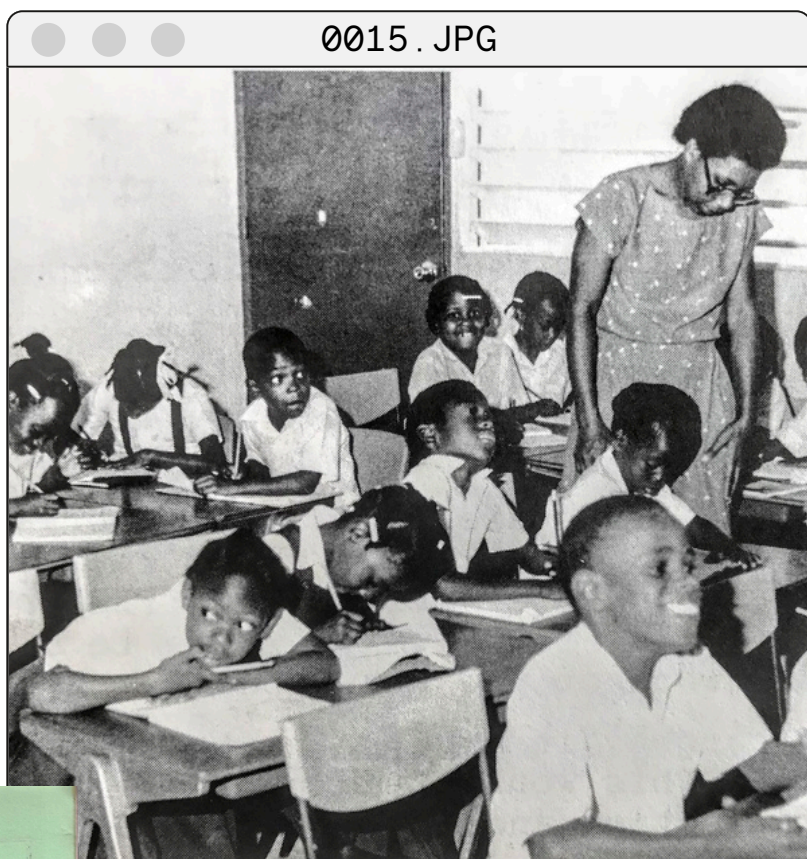
Word of mouth is no longer a sustainable form of culture preservation. Our efforts must evolve with the world around us in order to survive. A modern approach is crucial for maintaining the cultural identity of the Virgin Islands. By documenting stories digitally, we can ensure that our community has access to this valuable information easily. **Our stories are important,**  
*help us protect them.*



## Additional Benefits of Archive Preservation

Your archives may hold historical significance, contributing to a broader understanding of a particular time, place, or community.

Digital archives will be protected from physical damage or loss due to factors like fire, water damage, or natural disasters.

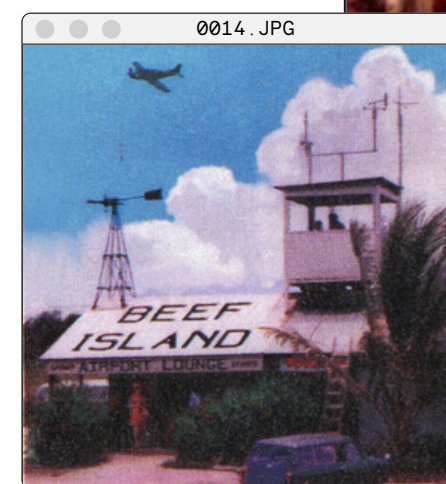
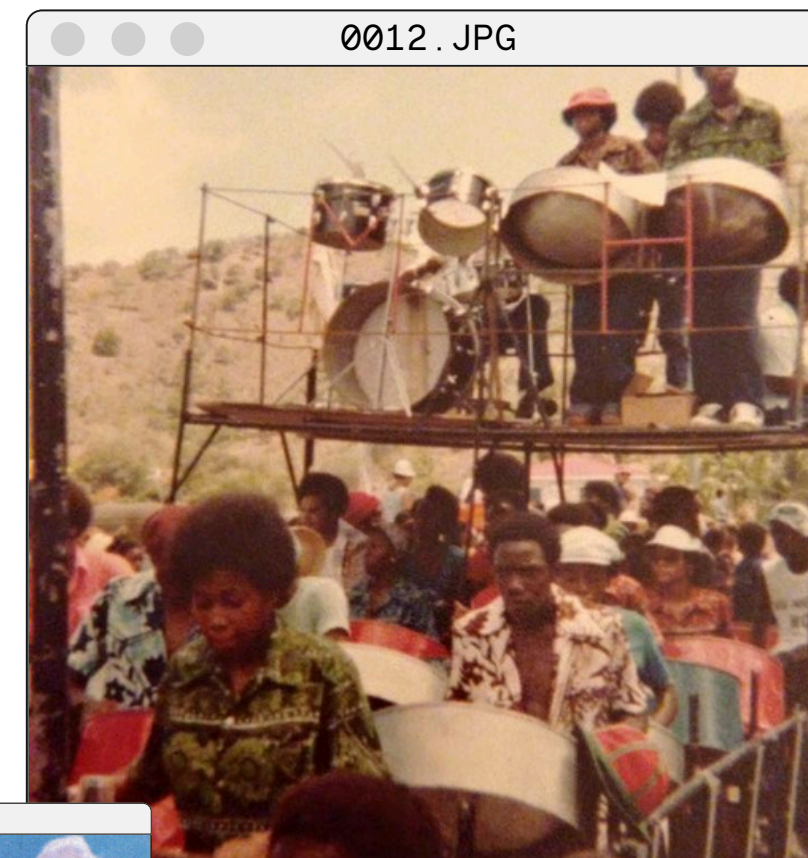


Digitized archives can be easily shared with family members and friends, regardless of geographical distances.



Reviewing archives can inspire creativity, reflection, and self-discovery.

Archives often contain elements of cultural heritage, preserving customs, traditions, and local history.



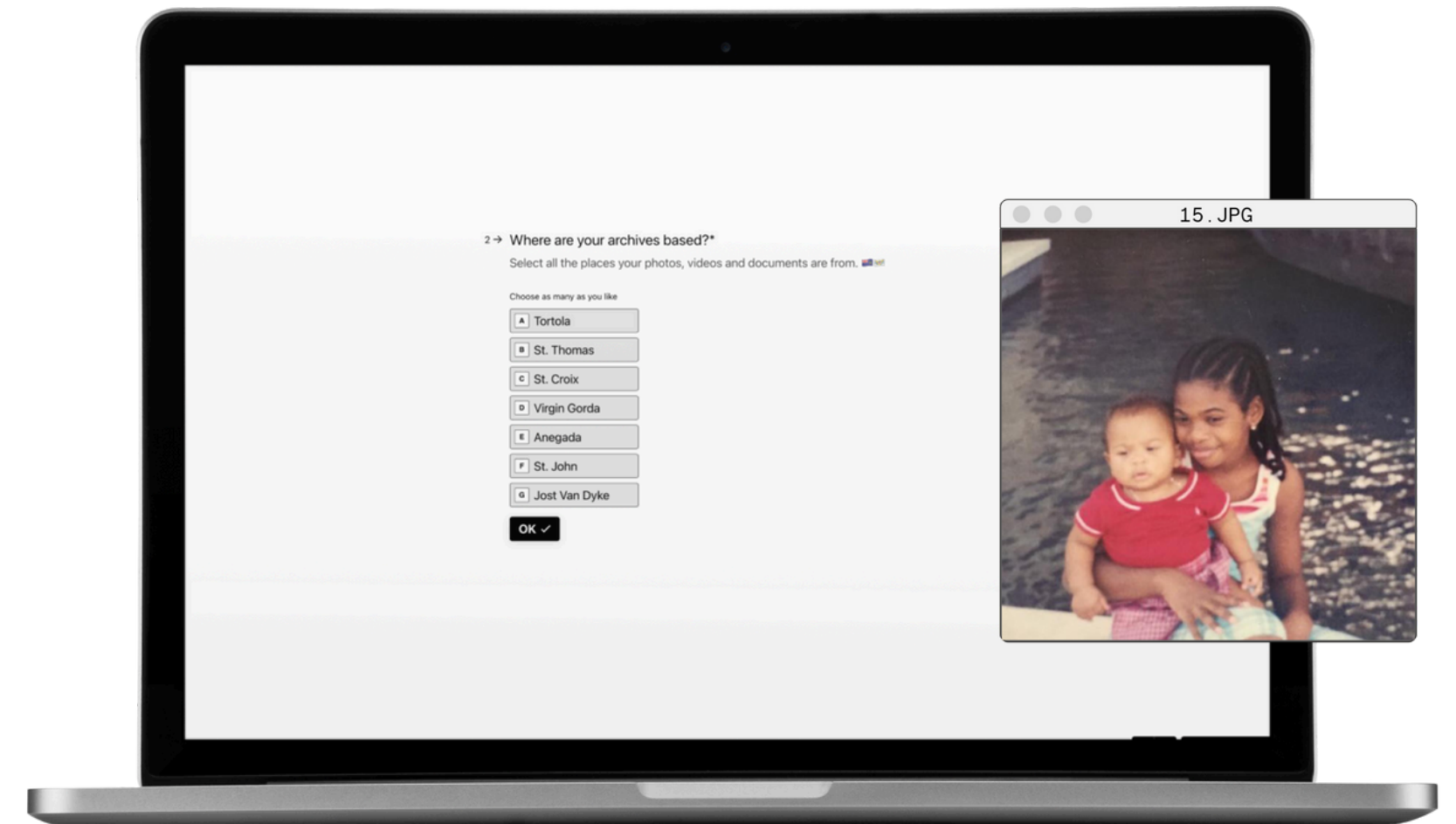
Future generations can learn from your experiences, mistakes, and successes, gaining valuable insights for their own lives.



## Our Approach

We believe preserving culture is a collective responsibility that goes beyond authority figures—it has to be a community effort.

Our approach is inclusive, inviting everyone to submit. By collecting diverse experiences, and contributions from a wide range of sources, we aim to provide a comprehensive representation of Virgin Islands way of life. The more perspectives we gather, the more impactful this project will be.





The project is divided into two phases:

## Phase 1: Collection

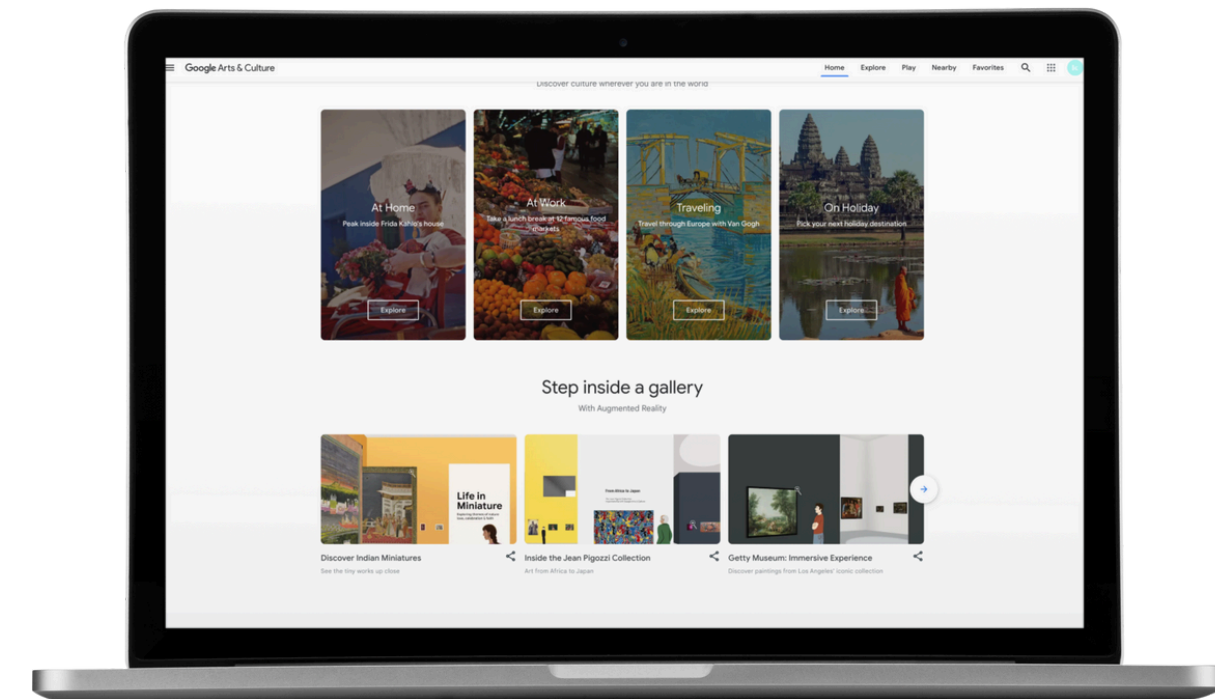
This phase began in November 2023 and is scheduled to end July 2025.



## Phase 2: Resource Building

Phase two will involve building a website as a community resource where the stories will be accessible.

Reference: Google Arts & Culture





THE  
CAPSULE  
PROJECT  
BY RICKY

250+

files collected in first month



## Marketing

Our testimonial series has been a cornerstone of our marketing efforts, capturing the essence of the Capsule Project through the personal stories of our community members. These short-form videos delve into the physical archives of individuals, showcasing their unique experiences and contributions to the Virgin Islands community.

With over 100K views across platforms, the series has been instrumental in generating interest and engagement with our campaign. We are thrilled by its success and look forward to continuing this impactful storytelling journey.



Facebook  
40.3K views



Twitter  
30K views



Instagram  
29.7K views



## Digitization and Storage

To ensure the long-term preservation and accessibility of the Virgin Islands' cultural heritage, the Capsule Project has developed a comprehensive plan for digitization and storage. Tutorials were created to teach community members how to digitize independently and scanners will be purchased to facilitate drives and home visits for vulnerable populations.

Quality control measures will be in place to review digitized materials, and multiple copies will be stored in secure locations. For storage, we will utilize cloud storage services for scalability and accessibility, while maintaining local copies on hard drives for backup. A metadata management system will be implemented to organize and retrieve materials efficiently.





## Why Partner with Us:

Partnering with Kickin It on The Capsule Project provides a unique opportunity to contribute to the preservation of the cultural heritage of the Virgin Islands. By supporting our initiative, you play a vital role in safeguarding archives that will offer valuable insights into our history and culture.

### **Community Impact:**

You demonstrate your commitment to the community and its cultural preservation efforts, fostering a sense of pride and identity among residents.

### **Visibility:**

Enjoy prominent visibility through project marketing materials, including press releases, social media campaigns, and event promotions, reaching a diverse and engaged audience.

### **Corporate Social Responsibility (CSR):**

Demonstrate your organization's commitment to CSR by supporting a community initiative that fosters education, cultural preservation, and community engagement.





## Community Impact:

I just absolutely love the capsule project and seeing how far Tortola has developed over the years. I was particularly drawn to that one video with the Queen's visit. To my amazement a few minutes in I was able to spot my grandfather, someone who I was only able to see in old pictures of him in family albums and picture frames when visiting my grandmother. I unfortunately was never able to meet him as he passed a day before I was born. It was an amazing feeling to finally see something other than photos of him for once and even more amazing to see that he was one of the few to be escorting the late Queen Elizabeth II.

-Michael Winter, Community Member

This [capsule] project is very important to the preservation and digitisation of our culture and history, and I am proud of the Kickin It team for not only taking on this challenge but also for challenging others.

-Honorable Luce Hodge-Smith, Jr. Minister of Culture

Thanks to Kickin It and The Capsule Project, I came home for the holidays and archived over 300 family photos that will now be preserved for generations to come.

-Ari Douglas, Projects Coordinator at Kickin It

Virgin Islands stories are important. The Capsule Project is Essential. Thank you Kickin It for this initiative.

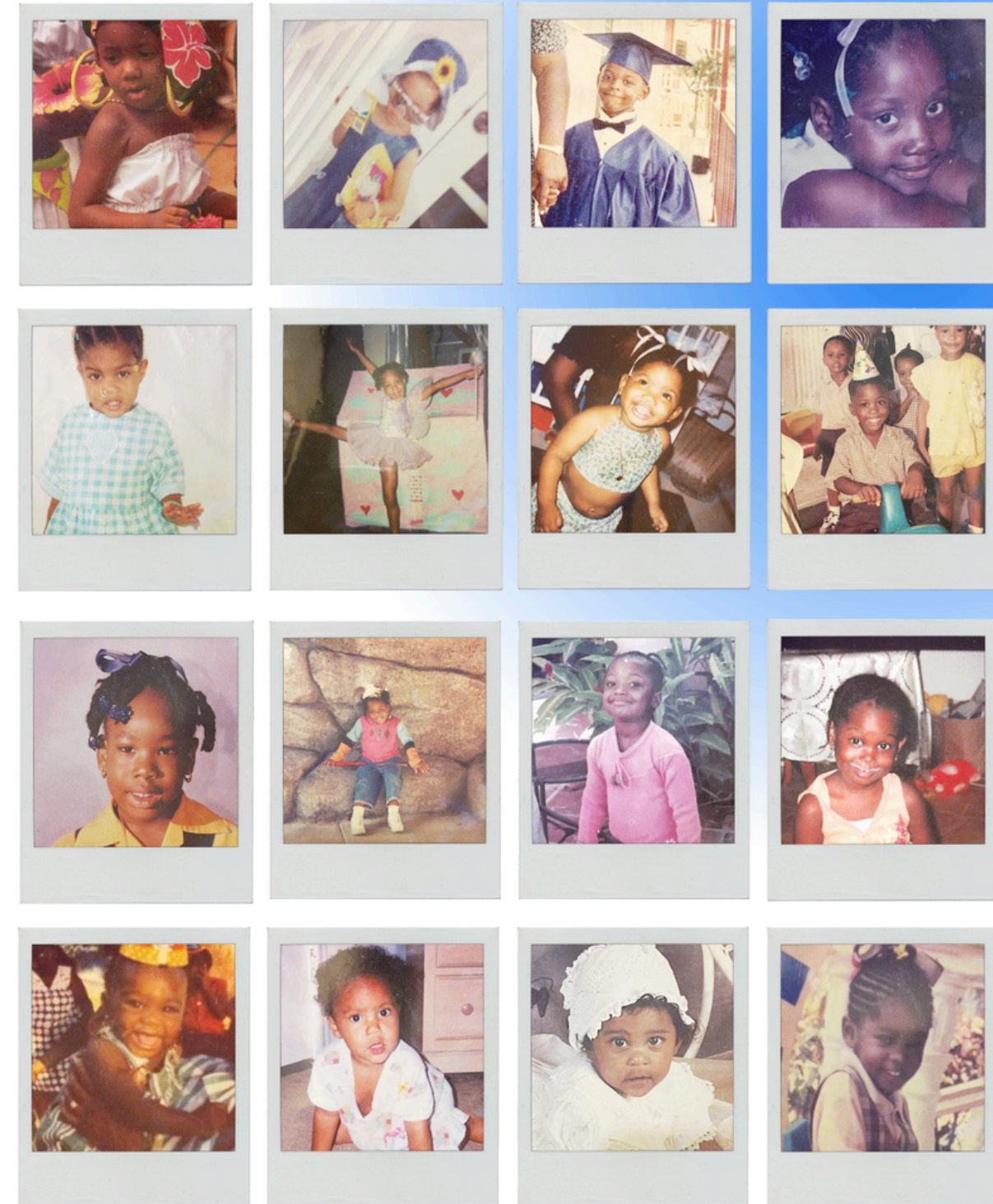
-TK Peterson, Co-Founder of The Gathering Spot



## About Kickin It

Kickin It is a non-profit organization that takes a modern and sustainable approach to culture preservation. Through cultural education, creative development, and community initiatives, we're committed to safeguarding the heritage of the Virgin Islands for generations to come. We are a team of 20 passionate millennials and Gen-Zers that embodies a collective commitment to this cause.

Join us in our mission to celebrate and protect what makes us special. Together, we can create a legacy that transcends generations and strengthens the bonds that unite us as a community.





Your actions today can help preserve the history and culture of the Virgin Islands for the future. Join us in our mission to just that.

 [partnerships@kickinitvi.com](mailto:partnerships@kickinitvi.com)

 [kickinitvi.com/capsule](https://kickinitvi.com/capsule)