Student T-shirts Raise Funds for Newtown Scholarship Fund

Jonathan Walker, Sacred Heart University
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In the wake of the Newtown tragedy, Sacred Heart University students gathered together searching for ways to help the struggling community. From special tributes during band and chorus concerts and Newtown community day hosted by the athletic department to the campaign to collect 100,000 straws representing the number of shooting victims each year, the ideas were creative and varied.

“The individuals who spearheaded these projects shared common goals: to honor those who lost their lives that day, provide assistance where it is needed and to support the dreams and ambitions of young people from Newtown,” said Julie Savino, executive director of financial assistance at Sacred Heart and head of the Newtown Scholarship Association.

It only seemed natural that a student-run T-shirt business already in the works would choose a Newtown themed T-shirt for its premier. Under the name Heartfelt Designs, a passionate group of students and faculty took action, developing a shirt where all proceeds would be given to the Newtown Scholarship Association’s Sandy Hook Elementary School Memorial Scholarship Fund. With the help of Jackie Carbonetto, a SHU student majoring in marketing and economics with a concentration in fashion marketing, the shirts message was developed by SHU alumnus Jay Roeder. Although future T-shirts would benefit the Mission Matters program, the group takes pride in making Newtown its initial beneficiary.

Heartfelt Designs recently presented a check for $4,400 for the Sandy Hook Elementary School Memorial Scholarship Fund.

“The work of these Sacred Heart University students and the gift from Heartfelt Designs are as meaningful as the name they choose for their business or the message on the shirt they designed,” Savino said. Further, the funds will be awarded to deserving Newtown students who will want to make their home for four or more years at Sacred Heart University. Students helping students in need – what could show more optimism for the future?”