USF Student Carries on Her Mother's Legacy

Zeta Tau Alpha's vice president of philanthropy plans events every semester for breast cancer awareness fundraising in honor of her late mother.

https://youtu.be/bIr_6BMlU7k

By Carisma Briscoe

TAMPA, Fla. — Zeta Tau Alpha member, Bryanna Marcom, keeps her mother's memory alive throughout her sisterhood's philanthropy events every semester.

Bryanna became Vice President of philanthropy for her sorority and took on the role of planning their events in honor of breast cancer awareness.

"My mom had breast cancer and passed away from it. So that's a big impact of why I chose this position and felt a calling towards it." said Bryanna.

Each fall and spring semester their sorority throws events during their philanthropy week such as "pinkleball" and the annual "pink pageant".

Pinkleball is a new event Bryanna put together for this upcoming fall, where Zeta and other Greek life organizations will partake in a pickleball tournament that is raising funds for breast cancer awareness and research.

Zeta's annual Pink Pageant, also organized by Bryanna, features dance routines and other talents performed on stage by members of their sisterhood and even some USF's Fraternity brothers.

These events are a way for members of the community to have fun in support of an important cause.

Bryanna tells us that their fundraising goal each semester is around $15,000 and the sorority typically raises more money in the spring. Over the past two semesters, Zeta has raised at least $40,000 at each event.

"Looking at it deeper our events have a bigger community impact with the women in our community and their families as well. So having that within my position is really rewarding and it's a way for me to feel like I'm giving back to my community while also supporting my sisterhood here at Zeta."