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Governor Bryan Awards \$500,000 to CSVI as USVI Faces Over 400 New Cancer Cases Annually

Pinktober 2024 aims to raise \$1.25 million for cancer treatment and support, with local businesses and the community rallying for the cause

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Cancer Support Virgin Islands (CSVI) has kicked off Pinktober 2024, its 11th annual fundraising campaign dedicated to raising awareness and financial support for cancer patients across the U.S. Virgin Islands. Pinktober is one of the largest cancer support fundraising months in the nation, and CSVI has set an ambitious target of \$1.25 million for this year's efforts.

In a major boost to the initiative, Governor Albert Bryan awarded CSVI a \$500,000 grant and challenged the community to raise an additional \$500,000, with a promise to add \$250,000 to further encourage fundraising efforts. "The community's response has been overwhelming, as

individuals and businesses rally to meet and exceed this challenge," CSVI said.

So far in 2024, CSVI has distributed over 260 grants totaling more than \$710,000, with expectations to surpass \$1 million in grants by year's end. This funding will benefit more than 350 cancer warriors across the territory. "This effort underscores the generosity and community spirit of the Virgin Islands, helping those affected by cancer," the organization emphasized.

Pledge to Partner Campaign

A key element of Pinktober 2024 is the launch of the Pledge to Partner Campaign, an online fundraising initiative that invites community members, businesses, and caregivers to join the fight against cancer. The campaign features a peer-to-peer fundraising system with a personalized leaderboard, allowing participants to contribute toward CSVI's overarching mission.

Notable Business Partners

Several local businesses have joined the effort, including Lucky Jewelers, St. Thomas Caribbean Surf Co., Moe's Fresh Market, Bellows International, and others.

Upcoming Pinktober Events

Pinktober festivities will begin with the "Get Pink'd" event at Taphus Brew House on October 4, followed by various community events aimed at raising awareness and funds for breast cancer support.

With cancer diagnoses rising to over 400 annually in the U.S. Virgin Islands, CSVI remains committed to providing the financial and emotional support necessary to help Virgin Islanders combat the disease. Since its founding in 2005, CSVI has distributed more than \$4 million in grants to assist over 3,300 patients.

How to Get Involved

Individuals and teams can participate in the Rise to the Raise campaign by signing up on the CSVI website. Additionally, those interested in volunteering for the "Give Cancer the Boot" drive on St. Thomas or St. Croix can contact Anna Holley. More information on upcoming events and partnerships is available on the CSVI website.

Founded in 2005, Cancer Support Virgin Islands is dedicated to offering financial assistance and emotional support to cancer patients in the U.S. Virgin Islands. CSVI is an active fund of the Community Foundation of the Virgin Islands, with a mission to ensure that no Virgin Islander faces cancer alone.