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Cancer Support VI and Local Partners Answer Governor Bryan's Challenge for Cancer Warriors in the Virgin Islands

In response to Governor Bryan's \$500K challenge, Cancer Support VI's ambitious fundraising drive aims to raise \$1.25M in 2024, providing crucial grants and resources to over 350 cancer patients across the USVI

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Governor Albert Bryan Jr. joins Cancer Support Virgin Islands members in a show of solidarity for cancer warriors across the territory. By. CSVI

In a robust community effort to support cancer warriors across the territory, Cancer Support Virgin Islands (CSV I) has launched a major fundraising initiative in response to a call to action by

Governor Albert Bryan Jr.

The governor, through a \$500,000 American Rescue Plan Act (ARPA) grant awarded to the Community Foundation of the Virgin Islands (CFVI), challenged the community to raise an additional \$500,000, with a pledge to contribute another \$250,000 if the goal is met. This ambitious campaign aims to provide essential grants and resources to cancer patients throughout the U.S. Virgin Islands.

In response to the governor's challenge, CSVI initiated the Pledge to Partner Campaign, part of its "Rise to the Raise" initiative, encouraging local businesses, community leaders, and residents to help reach the target of \$1.25 million for 2024. Funds raised go directly to patients, providing immediate support to those battling cancer. CSVI's Development Director, Jerah Coviello, explained that the campaign is supported by an online peer-to-peer fundraising platform that allows participants to set personal or business fundraising goals, with progress tracked through a personalized leaderboard.

As part of the initiative, CSVI has organized various "punctuated activations" through December, beginning with Get Pink'D in October. Held at Taphus Beer House, the event marked the 11th annual "Pinktober" celebration, raising \$23,000. The "Give Cancer the Boot" campaign saw local partners take to the streets with pink boots, raising over \$11,000 for the cause. Marriott Frenchman's Cove, another partner, organized a pink walk, while CC1 Liquor Distributors launched a pink drink contest among their vendors to "raise the bars" for cancer support.

To cap off the month-long Pinktober celebration, Governor Bryan joined cancer warriors, survivors, and CSVI supporters for a photoshoot on the waterfront.

Looking forward, CSVI's next event, All Roads Lead to November, will shift the focus to men's health awareness, with an emphasis on prostate cancer. Additional fundraising events include Raising Tuesday for Giving Tuesday and Cheers to the Raise, a celebration bringing partners together to recognize their collective efforts in the fight against cancer.

CSVI said it has garnered significant support from local businesses. Leading pledge partners include the India Association of the Virgin Islands, contributing \$50,000, and CC1 Liquor Distributors, pledging \$30,000. Marriott Frenchman's Cove, Heavy Materials, and the Lano Vento Charitable Trust each pledged \$20,000 or more. Additional supporters include Amalie Car Rental, Theodore Tunick and Company, Marshall + Sterling, Baker Magras & Associates, and Inter Ocean Insurance Agency, all contributing \$25,000. Other longstanding partners, including The Market, Anoush242 Gallery, First Bank, and Tap & Still, have continued to support CSVI's mission, alongside new partners like Magens Bay Beach Boutique and Island Grind VI.

Community members are encouraged to join the challenge by setting up individual fundraising pages on the CSVI website. Among the community participants, Left Lane Cyclers surpassed its \$2,500 goal, while LynLynn Creations exceeded a \$500 target.

In 2024 alone, CSVI has distributed over 293 grants, totaling more than \$710,000, with plans to exceed \$1 million in grants by year-end, assisting over 350 cancer warriors. CSVI provides immediate financial assistance to active cancer patients in need, underscoring the organization's commitment to supporting Virgin Islanders affected by cancer. Anique Harrigan, CSVI's Patient Advocate, emphasized the ease of applying for assistance, which can be done via CSVI's website or by calling directly.

For those interested in joining the campaign or donating, more information is available at cancersupportvi.com.

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