

2019-20 Coaches vs. Cancer Stewardship Report

**COACHES
VS CANCER**
NABC 

coachesvscancer.org



Coaches vs. Cancer

STATE OF THE UNION

Our Coaches vs. Cancer roster is deep, but we need even more depth to ultimately win this fight against cancer. From college to high school to youth leagues, basketball coaches at all levels make an impact when they are engaged. Are you engaged in Coaches vs. Cancer? The progress to defeat cancer is real. The cancer death rate declined 29% from 1991-2017, including a 2.2% drop from 2016-2017, the largest single-year drop in cancer mortality ever reported. We must keep the momentum going.

Coaches vs. Cancer – a partnership between the American Cancer Society and the National Association of Basketball Coaches (NABC) – has been a critical part of that fight since 1993. And we need you involved now more than ever. This is our fight. We are in this together. Every coach, every level, every program. If we all choose to play our role, lives will be saved. We hope you'll make that choice. Let's Go!

Lon Kruger

Oklahoma, Head Coach
CvC Council Chair

Gary Bowne

Hickory Christian Academy
Head Coach, Retired
CvC High School/Youth Council Chair

“We are going to win this battle, but we need to go out there and approach it one patient, one player at a time, one fan, one donor at a time – where we all give of what we have to make this a successful fight for us going forward.”

- Coach Johnny Dawkins



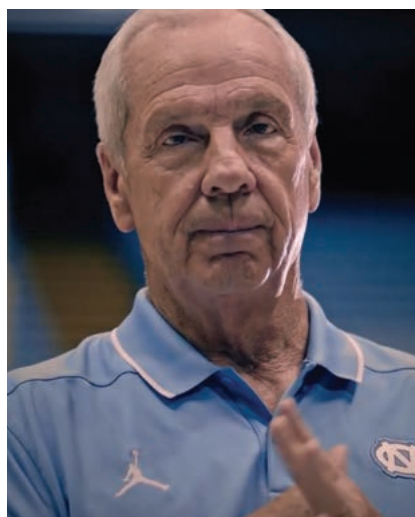
THANK YOU
TO OUR KEY PARTNERS:



NATIONAL CAMPAIGN

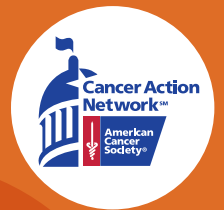
This past season, we launched the **United Front campaign**, which brought together our coaches in the fight against cancer. This campaign ran during 94 game broadcasts on three networks (CBS, FS1 and Big Ten Network), as well as ACS digital/social channels.

Garnering over 25 million total impressions, the campaign also featured live announcer reads and on-screen graphics throughout the season. Additionally, courtside rotational signage was provided during the nationally broadcast CBS Classic and tournament in Las Vegas.



“I am a Coach Versus Cancer”

JOIN US!



Because we all have a cancer story, please come rally our team during ACS CAN's Leadership Summit & Lobby Day in

Washington, DC every Fall.

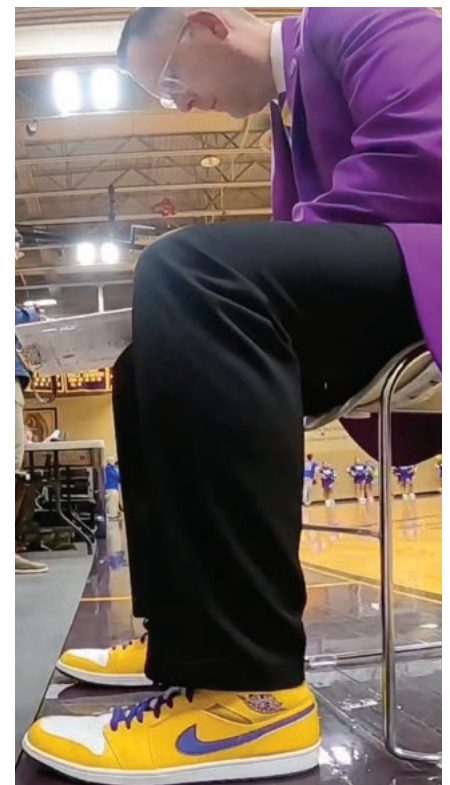
- Inspire our 600+ staff & volunteers with how cancer has affected you;
- Help us get media attention to highlight the need for cancer research funds;
- Join ACS CAN leadership volunteers in meetings at the U.S. Capitol;
- Help us put an end to cancer as we know it!

For event information, contact Natalie Morrison, Strategic Director, Coaches vs. Cancer and Sports Alliances: natalie.morrison@cancer.org

SUITS AND SNEAKERS WEEK

Suits And Sneakers Week enjoyed another banner year, coaches across the country laced up their favorite pair of kicks to bring attention to **Coaches vs. Cancer** and the fight against childhood cancer.

Special thanks to our partner **Vineyard Vines**, coaches and friends of **Coaches vs. Cancer** helped spread awareness and knowledge about the program by wearing specially designed ties.



YOUTH ENGAGEMENT

High school and youth teams across the country are a vital part of **Coaches vs. Cancer** efforts. This past season, in partnership with the **National Federation of High Schools (NFHS)**, over **300 teams** raised nearly **\$280,000**. We are inspired by the efforts of these young athletes and are even more enthusiastic about the opportunity to expand our team in the fight against cancer.

SOCIAL MEDIA

We kicked off this season at Media Days, giving our coaches the chance to tell followers why Coaches vs. Cancer is so important to them. These moments, shared on Instagram stories, were crucial to connect with fans and share the mission behind what all our coaches do to support.



Debuted Sneaker Cam to capture real-time, behind the scenes content as well as turn a few heads at games across the country.



Launched Instagram story GIFs/Stickers to provide a fun way for users on Instagram to engage with the CVC brand.

Building off the successes of last year's **Suits And Sneakers** campaign, Coaches vs. Cancer once again drove an increase in awareness and engagements on social media.

17.6 K+
Total Engagements
+528% YOY

7.8 MM+
Total Impressions
+380% YOY

1.09 MM+
Total Video Views
+384% YOY



DIRECTED GIVING

This year, we saw notable efforts in directed giving. Some highlights include:



Eran Ganot and coaches participating in the Diamond Head Classic in Honolulu came together to support **Coaches vs. Cancer** and Hope Lodge Hawai'i.



Coaches vs. Cancer took over the Sanford Pentagon during an Oklahoma vs. Minnesota non-conference game.



giving to the American Cancer Society.

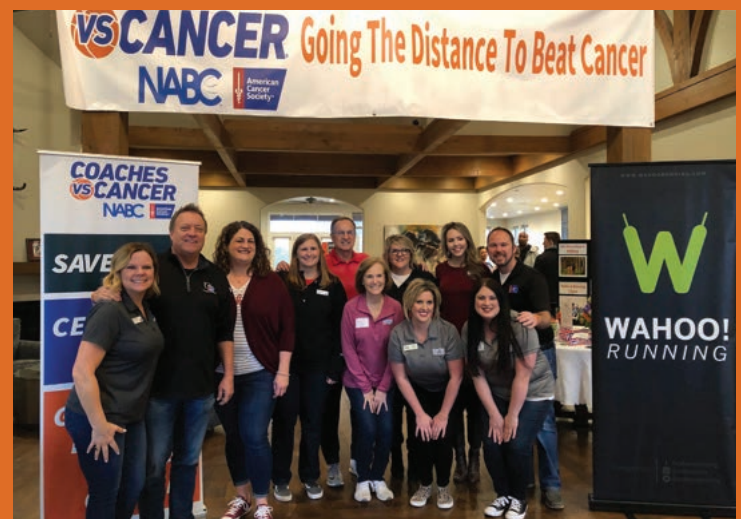
COACHES VS. CANCER WIVES, FRIENDS AND FAMILY



Danyelle Musselman hosted a fundraising watch party at her home for an away game and raised over **\$25,000** to support Coaches vs. Cancer.



GOING THE
DISTANCE TO
BEAT CANCER.



Barb Kruger hosted the kick-off event for a new running and endurance initiative.

With efforts driven by Jenny Marlin, University of Louisiana at Lafayette raised over **\$6,600** through their **Ragin' Cajuns Gimme 5 Whiteout Cancer Game** and proceeds from a live country music show, donated by **Grouse Room** owner, **Matt Chiasson**. Jenny also hosted an informational event at their home to raise awareness of **Coaches vs. Cancer**.

GOLF INITIATIVES



Coaches vs. Cancer Las Vegas Golf Classic

Lon Kruger's annual Las Vegas Golf Classic once again netted a donation to the American Cancer Society of more than **\$1.3 million**, led by the contributions of presenting sponsor Sanford Health and MGM Grand.

The event also helped secure a **\$1 million match** gift to support the **OKC Hope Lodge** campaign.



St. Baldrick's Partnership

Through events like the **Coaches vs. Cancer Invitational**, we are enlisting the support of the college basketball community, including fans and sponsors, to attack cancer from every angle. During the last 20 years, this event has raised more than **\$4 million**. Last year, for the first time, funds raised supported the new partnership between the **American Cancer Society** and **St. Baldrick's Foundation**.

Together we will work to conquer kids' cancers by investing in research to develop new and improved treatments for childhood cancer patients.



JOIN US TO CONQUER KIDS' CANCERS



Coaches vs. Cancer Invitational

The **2019 Coaches vs. Cancer Invitational** in Pinehurst was one of the most successful to date. Hosted by **Roy Williams** with co-chairs **Hunter Morin** and **Dr. Arnold Baskies**, we were astonished by the generosity of our friends and supporters. **Kelby Krabbenhoft's \$500,000** gift helped ACS and St. Baldrick's Foundation meet its first campaign benchmark and as a result, a request out for grants specific to childhood cancer research was sent to prospective grantees. Overall, the Pinehurst event raised a record **\$1.5 million** all supporting pediatric cancer research.

CHAMPION AWARDS

Each year, **American Cancer Society** and **Coaches vs. Cancer** present this award to individuals who demonstrate incredible commitment, passion, and determination in helping us fight cancer.



College
Will Brown
University at Albany



High School
Jim Uitermarkt
Knoxville High School



Official
Ron Foxcroft

OFFICIALS VS. CANCER

The **American Cancer Society** is so grateful for the dedication of IAABO officials to the fight against cancer! **Officials vs. Cancer** was started in 2008 to support **Coaches vs. Cancer**. Since the inception of the program, over **\$2 million** has been donated to the **American Cancer Society** through initiatives including Fox 40 pink whistles, organizing local events and donations from the sale of official rule books.





“It’s not going to be one person, it’s going to be a wave of people that came together and said we’re going to stop this thing.”

- Coach John Calipari

COACHES VS. CANCER COUNCIL

MIKE ANDERSON
St. John's

JOHNNY DAWKINS
Central Florida

MIKE HOPKINS
Washington

REGGIE MINTON
NABC (retired)

MIKE SHULT
Edgewood College

WARNER BAXTER
Ameren

STEVE DONAHUE
Penn

RON HUNTER
Tulane

GARRY MUNSON
Whitney Capital Co, L.L.C.

TUBBY SMITH
High Point

JAY BILAS
ESPN

FRAN DUNPHY
Temple AD

BOBBY HURLEY
Arizona State University

ERIC MUSSELMAN
Arkansas

NORM STEWART
Missouri (retired)

JIM BOEHEIM
Syracuse

DONNIE EPPLEY
IAABO

JAMES JONES
Yale

DAVE PAULSEN
George Mason

BRAD UNDERWOOD
Illinois

GARY BOWNE
Hickory Christian Academy (retired)

SEAN FARNHAM
ESPN

JEFF JONES
Old Dominion

DAVE PILIPOVICH
New Mexico

BRUCE WEBER
Kansas State

TAD BOYLE
Colorado

JOHN GALLAGHER
Hartford

LON KRUGER (CHAIR)
Oklahoma

MICHAEL PIZZO
GCA Advisors, LLC

JIM WHITESSELL
Buffalo

MIKE BREY
Notre Dame

ERAN GANOT
Hawaii

MIKE KRZYZEWSKI
Duke

MARK POPE
BYU

ROY WILLIAMS
North Carolina

JIM CALHOUN
Saint Joseph

FRANK HAITH
Tulsa

PHIL MARTELLI
Michigan

DAVE ROSE
BYU (retired)

JAMION CHRISTIAN
George Washington

MITCH HENDERSON
Princeton

MIKE MARTIN
Brown

BO RYAN
Wisconsin (retired)

BOBBY CREMINS
College of Charleston (retired)

STEVE HENSON
UTSA

FRAN MCCAFFERY
Iowa

BOB SANSONE
iTrust Advisors LLC

CHRIS HOLTSMANN
Ohio State

GREG MCDERMOTT
Creighton

MARK SCHMIDT
St. Bonaventure

HIGH SCHOOL/YOUTH COUNCIL

MATT BARE
Minnesota Timberwolves & Lynx

BRIAN FRUSCIO
The Albany Academy

ANDREW KETTEL
Scranton Preparatory

GREG RANSOM
IAABO Co-Chair

LENA SPOTELSON
North High School

GARY BOWNE (CHAIR)
Hickory Christian Academy (retired)

GREG GRANTHAM
National High School Basketball Coaches Association

JOHN LAZENBY
Glencoe High School

RANDALL RISLEY
Zeigler-Royalton High School

GARY WUSTERBARTH
Steilacoom High School (retired)

CHARLIE FREITAG
St. Clair High School

DENNY HUNT
Southwest Missouri Baptist

DON LOGAN
Iowa High School Basketball Coaches Association

MICHAEL SANFORD
William Penn High School



Thank You.

**COACHES
VS CANCER**



coachesvscancer.org
@coachesvscancer
1.800.227.2345

