2019-20
Coaches vs. Cancer
Stewardship Report
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:
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.

**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”

“I am a Coach Versus Cancer”
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.
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.
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.

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

giving to the American Cancer Society.
Danyelle Musselman hosted a fundraising watch party at her home for an away game and raised over $25,000 to support Coaches vs. 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 Golf 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.

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

WARNER BAXTER  
Ameren

JAY BILAS  
ESPN

JIM BOEHEIM  
Syracuse

GARY BOWNE  
Hickory Christian Academy (retired)

TAD BOYLE  
Colorado

MIKE BREY  
Notre Dame

JIM CALHOUN  
Saint Joseph

JAMION CHRISTIAN  
George Washington

BOBBY CREMINS  
College of Charleston (retired)

JOHNNY DAWKINS  
Central Florida

STEVE DONAHUE  
Penn

FRAN DUNPHY  
Temple AD

DONNIE EPPELEY  
IAAABO

SEAN FARNHAM  
ESPN

JOHN GALLAGHER  
Hartford

ERAN GANOT  
Hawaii

FRANK HAITH  
Tulsa

MITCH HENDERSON  
Princeton

STEVE HENSON  
UTSA

CHRIS HOLTMANN  
Ohio State

MIKE HOPKINS  
Washington

RON HUNTER  
Tulane

BOBBY HURLEY  
Arizona State University

JAMES JONES  
Yale

JEFF JONES  
Old Dominion

LON KRUGER (CHAIR)  
Oklahoma

MIKE KRZYZEWSKI  
Duke

PHIL MARTELLI  
Michigan

MIKE MARTIN  
Brown

FRAN MCCAFFERY  
Iowa

GREG MACDERMOTT  
Creighton

REGGIE MINTON  
NABC (retired)

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

ERIC MUSSELMAN  
Arkansas

DAVE PAULSEN  
George Mason

DAVE PILIPOVICH  
New Mexico

MICHAEL PIZZO  
GCA Advisors, LLC

MARK POPE  
BYU

DAVE ROSE  
BYU (retired)

BO RYAN  
Wisconsin (retired)

BOB SANSONE  
itrust Advisors LLC

MARK SCHMIDT  
St. Bonaventure

MIKE SHULT  
Edgewood College

TUBBY SMITH  
High Point

NORM STEWART  
Missouri (retired)

BRAD UNDERWOOD  
Illinois

BRUCE WEBER  
Kansas State

JIM WHITESELL  
Buffalo

ROY WILLIAMS  
North Carolina

HIGH SCHOOL/YOUTH COUNCIL

MATT BARE  
Minnesota Timberwolves & Lynx

GARY BOWNE (CHAIR)  
Hickory Christian Academy (retired)

CHARLIE FREITAG  
St. Clair High School

BRIAN FRUSCIO  
The Albany Academy

GREG GRANTHAM  
National High School Basketball Coaches Association

DENNY HUNT  
Southwest Missouri Baptist

ANDREW KETTEL  
Scranton Preparatory

JOHN LAZENBY  
Glencoe High School

DON LOGAN  
Iowa High School Basketball Coaches Association

GREG RANSOM  
IAAABO Co-Chair

RANDALL RISLEY  
Zeigler-Royaltan High School

MICHAEL SANFORD  
William Penn High School

LEN SPOTELSON  
North High School

GARY WUSTERBARTH  
Steilacoom High School (retired)
Thank You.

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