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COACHES VS. CANCER  
**Stewardship  
Report**



# State of the Union

As our first season as Council Chairs comes to a close, we find ourselves reflecting on the passion, commitment, and generosity we've witnessed across the basketball community. As coaches and dedicated supporters of this program, we've seen firsthand how coaches, players, and fans are using their platforms to drive real change. Whether it's through local fundraising events, volunteer opportunities, or our marquee Suits And Sneakers Week, the impact we're making together is truly remarkable.

Coaches vs. Cancer has always been bigger than the game—it's about using our influence to create meaningful change. Over the past year, we've seen incredible growth, but this is just the beginning. The momentum we're building across every level of the sport, from Division I to high school basketball, is strengthening our mission.

For so many, this fight is personal. There's a good chance we've all lost someone personally to this disease, and we know far too many others who face the same painful reality. It's why we dedicate ourselves to the cause, and why we believe so strongly in the power of our basketball community to make a difference.

The fight against cancer is far from over. As a coach, your voice matters. Your influence matters. And together, we can and will make a lasting impact in the fight to end cancer as we know it, for everyone.



**Brad Underwood**  
CVC Council Chair



**James Jones**  
CVC Council Vice Chair



At the American Cancer Society, we remain unwavering in our mission to end cancer as we know it, for everyone. Through groundbreaking research, dedicated advocacy, and essential patient support, we continue to improve the lives of those impacted by cancer.

Our Coaches vs. Cancer initiative is a true game-changer in the fight against cancer. What began in 1993 with the vision of former Missouri coach Norm Stewart has since evolved into a nationwide movement, rallying the basketball community to raise more than \$179 million to fuel lifesaving research, advocacy, and patient support.

This impact is made possible by the incredible commitment of coaches, players, fans, and partners like the National Association of Basketball Coaches (NABC). But our fight is far from over. Cancer is a formidable opponent, but together, we are stronger. Every event held, every dollar raised, and every moment of support provided to patients brings us closer to our vision of ending cancer as we know it, for everyone.

**NABC**  
Executive Director

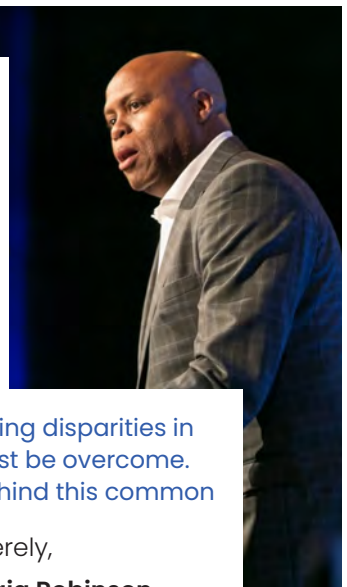
Coaches vs. Cancer is not just a catchy slogan. The mission to end cancer as we know it for everyone is a passion shared by thousands of coaches across all levels of basketball—from the largest Division I programs to small-town high schools and everywhere else in between.

As the NABC and the American Cancer Society celebrate an extension of our transformative partnership and embark together on our fourth decade of the Coaches vs. Cancer program, I'm reminded of how this initiative truly changes lives. What began in 1993 with Norm Stewart's simple idea of a three-point challenge has grown into a standard bearer for advancing cancer awareness, supporting cancer patients and their families, and raising impactful funds.

At the same time, I acknowledge that our work is far from over. Cancer continues to touch us all. Alarming disparities in cancer outcomes across demographics remain. Screening access and hesitancy are barriers that must be overcome. The NABC is steadfast in our commitment to unite coaches and the broader basketball community behind this common cause. We look forward to joining you in the fight.

Sincerely,

**Craig Robinson**  
Executive Director, NABC



## THANK YOU TO OUR **Key Partners**



# The American Cancer Society and the NABC

The Coaches vs. Cancer (CvC) program is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. Since 1993, this initiative has leveraged the personal experiences, community leadership, and professional excellence of coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs.

**Because of you, we are improving the lives of cancer patients and their families.**

## **MISSION**

Coaches vs. Cancer supports the overall efforts of the American Cancer Society.

### **Hope Lodge®**

**29K+**

cancer patients and  
caregivers provided with  
free lodging each year

### **Screening**

**360K**

cancer screenings were  
completed as a result of  
ACS efforts

### **Research**

Currently funding  
approximately

**\$450M**

at over 200 institutions  
nationwide

### **Road to Recovery®**

**18K**

free rides provided to  
treatment for cancer  
patients annually

**5,000+**

NABC MEMBER COACHES  
IN 2024-25

**\$179M+**

RAISED SINCE 1993

**In the 2024-25 college basketball season alone...**



## **ENGAGEMENT**

**18M+**

impressions during  
Suits And Sneakers Week

Over **25**  
team visits to Hope Lodge  
communities



**Golf Digest**

**BIG**  
NETWORK™



## **ADVOCACY**

**10**

coaches, wives, and sports  
media members attended ACS  
CAN Lobby Day in 2024



## **REVENUE**

**\$11M**

through annual CvC  
national and local events

Each year, the American Cancer Society and Coaches vs. Cancer presents this award to individuals who demonstrate incredible commitment, passion, and determination to help end cancer as we know it. This year, we are honored to award Mark Schmidt, head coach at St. Bonaventure University.



# CHAMPION AWARD

**Mark Schmidt**

A member of the National Coaches Council since 2019, Coach Schmidt has been instrumental in building a committed community of supporters in his region. He has been an invaluable contributor to the Coaches vs. Cancer initiatives, playing a pivotal role in the success of events like the 716 Golf Classic. His efforts have extended to securing sponsorships, committee members, and key partnerships. Mark has also worked tirelessly to ensure the success of the Suits And Sneakers game, helping raise more than half a million dollars to date. His commitment goes beyond event logistics, from securing celebrity speakers to offering his time for media commitments and organizing committee activities. Mark's dedication to the cause has grown significantly over the past few years, and his contributions will undoubtedly leave a lasting legacy.

## TEAMMATE SPOTLIGHT

# NATALIE MORRISON

**NABC Cliff Wells Appreciation Award**

Named after the former high school and college coach, the NABC Cliff Wells Appreciation Award recognizes individuals whose efforts have made a significant impact on the NABC. This year the NABC has selected Natalie Morrison. For almost two decades, Natalie Morrison has played a pivotal role in the expansion of the Coaches vs. Cancer program. As she completes her last season with us before retiring, we would be remiss to not recognize her as she has been the force that brought so many of us together. Through Natalie's leadership, thousands of basketball coaches, friends, and supporters of the program have raised nearly \$200 million to fund the American Cancer Society's mission, making Coaches vs. Cancer a cornerstone of our efforts to end cancer as we know it, for everyone.

We are grateful to Natalie for her dedication and know her impact will be felt for years to come.





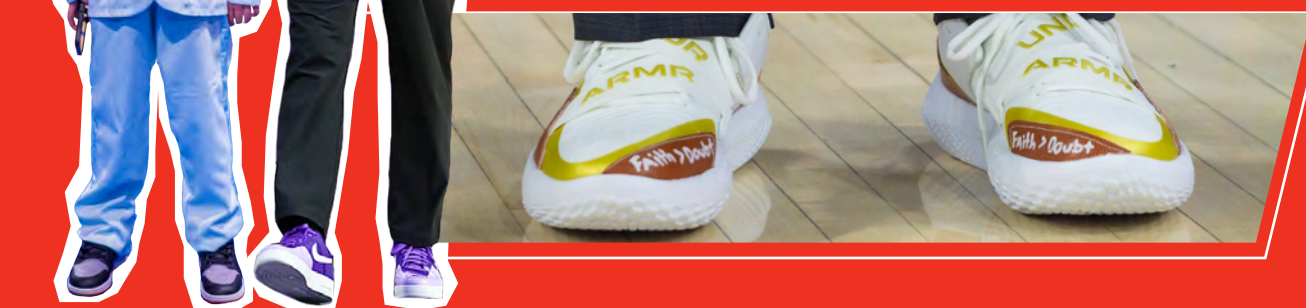
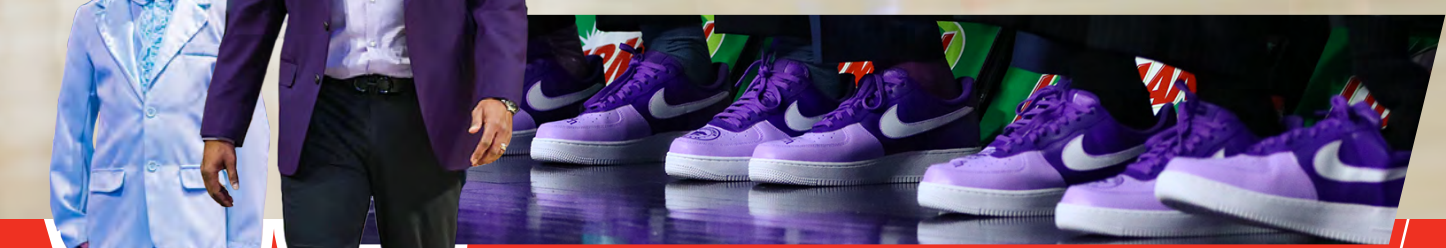
# Suits And Sneakers

## WEEK

In January, coaches across the country committed to **#SuitUp** and put on their best pair of kicks to bring attention to the importance of screening. With hundreds of schools of all levels participating, Suits And Sneakers Week consistently remains one of our most exciting and impactful times of the season.









# Local Events

Coaches vs. Cancer has raised **\$10M** via local events over the past year, showing how impactful our coaches and their platforms truly are.



Arkansas Suits and Sneakers Gala



CVC Kansas City Golf Classic



Illinois Kickin' Cancer Dinner & Auction



Cvc Nebraska Preseason Breakfast



# Mission Impact: Hope Lodge

This season, over 25 coaches and their teams made a meaningful impact by visiting patients and serving dinner at local Hope Lodges, offering comfort to those away from home during treatment. These small acts of kindness help brighten lives and raise awareness for this crucial support service. By engaging schools to spread the word and raise awareness on their platforms, we can reach even more patients in need. This initiative aligns with our Coaches on the Rise Engagement Objective, which connects emerging, diverse coaches stepping into leadership roles. Hope Lodge communities offer a tangible, community-based service opportunity to engage coaches and teams in a mission-impacting manner while fostering team building for coaching staff and players.





# Golf Initiatives

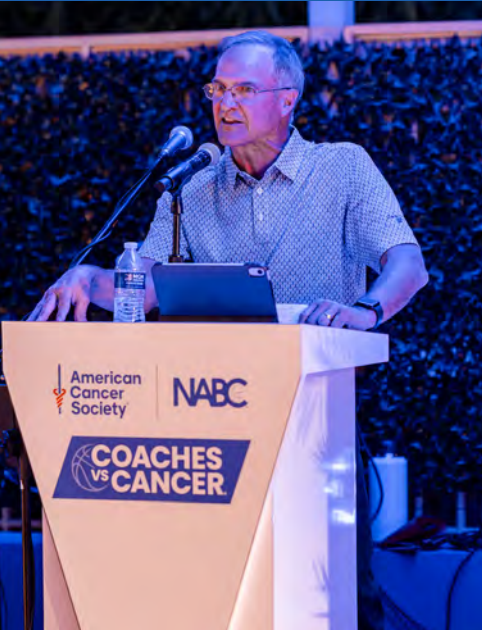
## NATIONAL GOLF CLASSIC

Our annual premier event, which took place at Oak Hill in 2024, was another memorable time for our coaches, friends, and greatest supporters. Thanks to all for helping to raise crucial funds to support the American Cancer Society's mission to improve the lives of people with cancer and their families through advocacy, research, and patient support, ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.



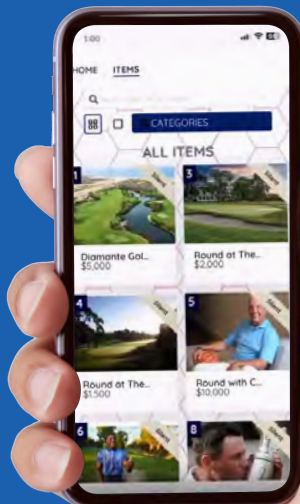
## LAS VEGAS GOLF CLASSIC

This event is the American Cancer Society's #1 golf tournament in the nation, raising nearly \$14 million towards finishing the fight against cancer. Former Council Chair Lon Kruger continues to recruit more than 340 golfers and distinguished guests from across the country for a first-class experience in Las Vegas. Attended by basketball coaches, corporate partners, and philanthropic leaders, this top-tier event is presented by Sanford Health and hosted by MGM Resorts International, and additional sponsors include Nike, NextGen Cattle Co., and Comprehensive Cancer Centers.



## EXPERIENCE AUCTION

The success of our virtual auction is made possible by the generosity of our coaches and friends of the program, who donate their time and dream experiences. These packages, such as tickets to the Super Bowl and golf with Roy Williams, helped the auction raise over \$230,000 for Coaches vs. Cancer.





# Coaches vs. Cancer

## COUNCIL

Brad Underwood, Chair  
Illinois

Fran Dunphy  
La Salle (Retired)

Aaron Katsuma  
New Mexico

Ryan Ridder  
Mercer

James Jones, Co-Chair  
Yale

Brian Earl  
William & Mary

Kevin Kruger

Craig Robinson  
NABC

Warner Baxter  
Retired

Kim English  
Providence

Lon Kruger  
Oklahoma (Retired)

Daniyal Robinson  
Cleveland State

Jim Boeheim  
Syracuse (Retired)

Donnie Eppley  
IAABO

Mike Krzyzewski  
Duke (Retired)

Dave Rose  
BYU (Retired)

Gary Bowne  
Hickory Christian  
Academy (Retired)

Sean Farnham  
ESPN

Eric Lautenbach  
Nike

Bo Ryan  
Wisconsin (Retired)

Tad Boyle  
Colorado

John Gallagher  
Manhattan University

Phil Martelli  
Retired

Bob Sansone  
iTrust Advisors, LLC

Mike Brey  
Atlanta Hawks

Eran Ganot  
Hawai'i at Mānoa

Frank Martin  
UMass

Mark Schmidt  
St. Bonaventure

Jim Calhoun  
UConn/St. Joseph's  
(Retired)

Frank Haith

Mike Martin  
Brown

Mike Shult  
Edgewood College

Pat Chambers  
Florida Gulf Coast

Carlin Hartman  
Florida

Fran McCaffery

Tubby Smith  
High Point (Retired)

Chris Collins  
Northwestern

Mitch Henderson  
Princeton

Greg McDermott  
Creighton

Gary Stewart  
Stevenson

Bobby Cremins  
College of Charleston  
(Retired)

Steve Henson  
Baylor

Gerry McNamara  
Siena

Norm Stewart  
Missouri (Founder, Retired)

Chris Crutchfield  
Omaha

Chris Holtmann  
DePaul

Garry Munson  
Whitney Capital Co.

Jerome Tang  
Kansas State

Mike Hopkins  
Phoenix Suns

Eric Musselman  
USC

Andy Toole  
Robert Morris

Dalen Cuff  
ESPN

Bobby Hurley  
Arizona State

Dave Pilipovich  
New Mexico

Bruce Weber  
Big Ten Network

Johnny Dawkins  
Central Florida

Jamaal Jackson  
Kentucky State

Michael Pizzo  
Centre Lane Partners

Roy Williams  
Retired

Steve Donahue

Jeff Jones  
Old Dominion (Retired)

Nate Pomeday  
NABC

Mark Pope  
Kentucky



# THANK YOU



@coachesvscancer



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For more information, contact Natalie Morrison or Amy Rohrer

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**[Amy.Rohrer@cancer.org](mailto:Amy.Rohrer@cancer.org)**

