



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.

ABA
cer

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**



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GolfDigest

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



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.

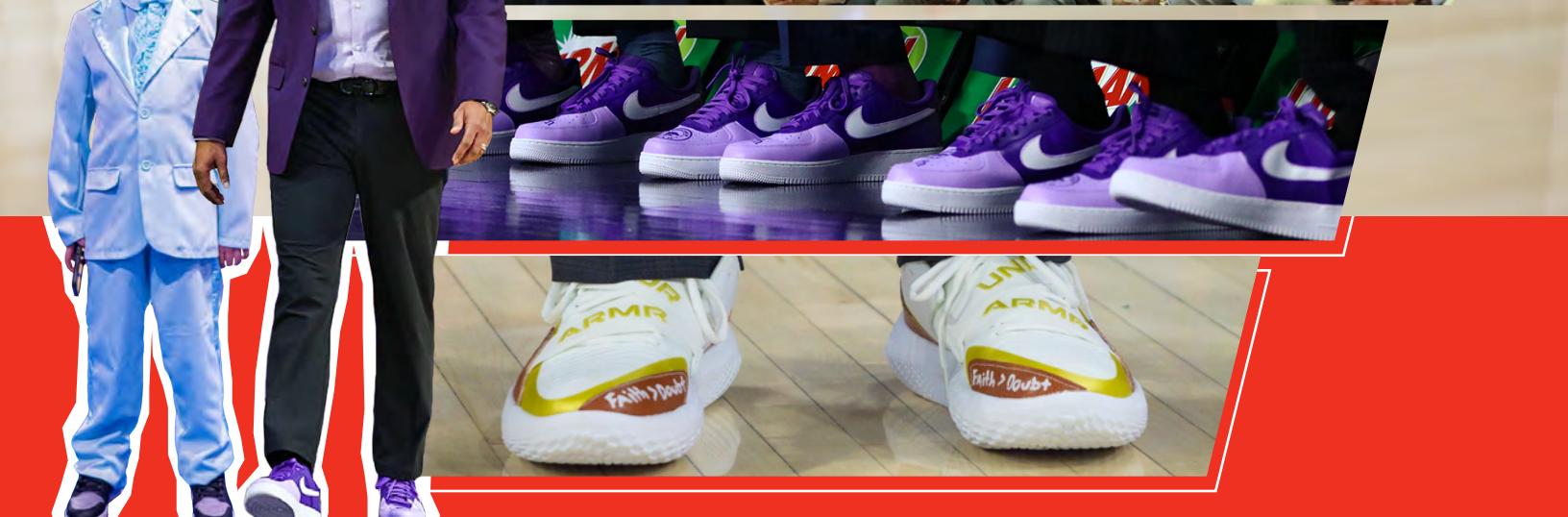
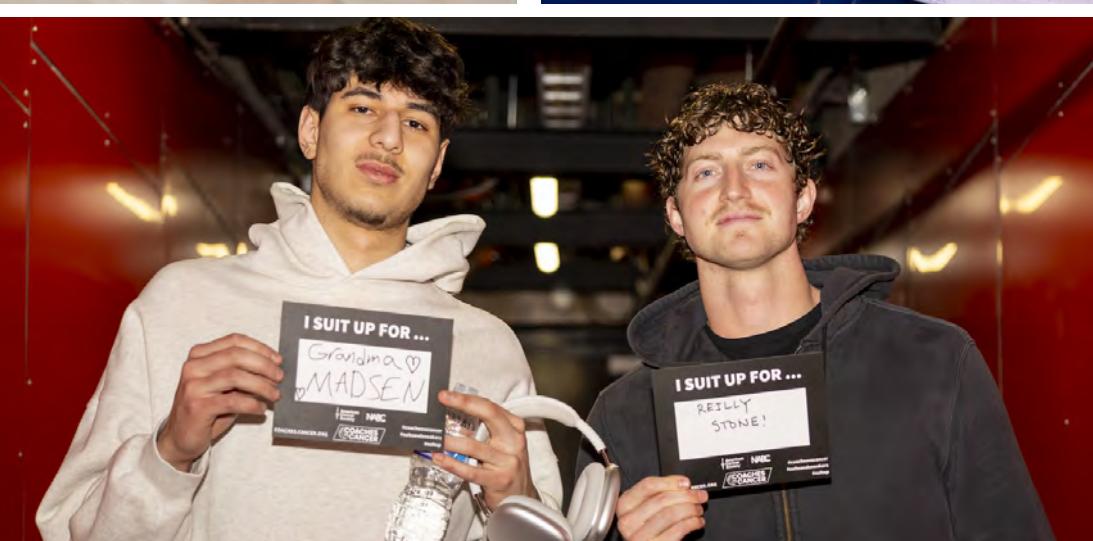


Suits And Sneakers

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 |
| Dalen Cuff ESPN | Mike Hopkins Phoenix Suns | Eric Musselman USC | Andy Toole Robert Morris |
| Johnny Dawkins Central Florida | Bobby Hurley Arizona State | Dave Pilipovich New Mexico | Bruce Weber Big Ten Network |
| Steve Donahue | Jamaal Jackson Kentucky State | Michael Pizzo Centre Lane Partners | Roy Williams Retired |
| | Jeff Jones Old Dominion (Retired) | Nate Pomeday NABC | |
| | | Mark Pope Kentucky | |



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For more information, contact Natalie Morrison or Amy Rohrer

Natalie.Morrison@cancer.org

Amy.Rohrer@cancer.org

