



2025 - 26

COACHES VS. CANCER

STEWARDSHIP REPORT



State of the Union

In our two seasons as Council Chairs, we've seen the basketball community unite in ways that only a mission as important as ours can inspire. The commitment to raising critical research funds, the care and compassion shown to survivors at Hope Lodge visits, and the creativity displayed during Suits And Sneakers Week are just a few examples of how you're using your platforms to make a difference in the mission of the American Cancer Society.

As coaches, we know the influence that we have in creating impactful change. From Suits And Sneakers Week to local events across the country, we can see the dedication from coaches and teams at every level. That dedication has led to exceptional growth in our program's reach - growth that translates into lives saved through the work of ACS.

Cancer is something that affects everyone on a deeply personal level. The unfortunate reality is that nearly all of us have lost someone to this disease. It's what makes this mission so critical, and why we dedicate our limited time off the court to improving the lives of people facing cancer.

We still have a long way to go in the fight. But if there's one thing this game has taught us firsthand, it's that we're stronger when we come together. And we know we'll be united behind this mission until we end cancer as we know it, for everyone.



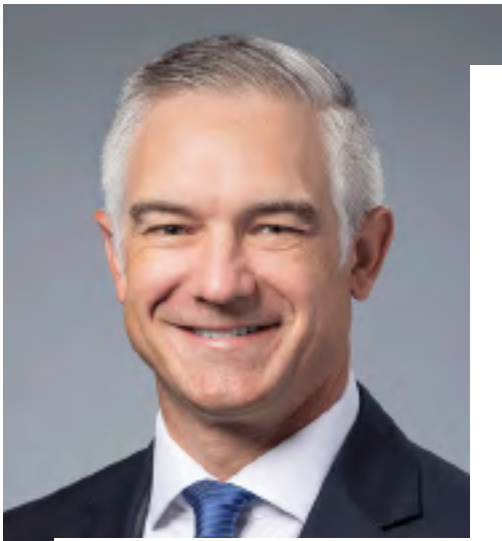
Brad Underwood

CvC Council Chair



James Jones

CvC Council Vice Chair



Sincerely,

Shane Jacobson
Chief Executive Officer,
American Cancer Society

In this work, every coach knows we're battling a tough opponent. Cancer doesn't take timeouts, and it doesn't give us an easy scouting report. But thanks to you – our NABC coaches – we're not just staying in the game; we're gaining momentum.

Your commitment strengthens patient programs, advances research, and supports advocacy that directly impacts thousands of lives. When you show up for Coaches vs. Cancer, you help fuel the American Cancer Society's mission to end cancer as we know it, for everyone.

You use your platform to inspire players, fans, and entire communities to rally behind a cause that touches us all. Thank you for proving that when coaches lead with purpose, the impact reaches far beyond the court.

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.



Sincerely,

Craig Robinson
Executive Director, NABC

THANK YOU TO OUR **Key Partners**



Hope Lodge®

565,000+

free nights of lodging provided to cancer patients and caregivers

Screening

Contributed to over **2.8M**
low or no-cost breast, cervical, and
colorectal cancer screening tests in
underserved communities since 2011

Research

Currently funding approximately
\$480M
at over 212 institutions nationwide

Transportation

950K+
free rides provided to treatment
for cancer patients annually

MISSION

Coaches vs. Cancer supports the overall efforts of the American Cancer Society, raising **\$196M** since its inception.

Courage on and off the Court:

Why Coaches vs. Cancer Matters

The college basketball community is built on competition, teamwork, and resilience but sometimes its greatest tests happen far from the court. The stories of **Miami Hurricanes sophomore Marcus Allen** and **Campbell Associate Head Coach Eddie Hill** remind us why Coaches vs. Cancer and the American Cancer Society matter so deeply to our sport and to the people within it.

In December 2025, Marcus Allen's promising season took an unexpected turn when he was diagnosed with non-Hodgkin lymphoma. His journey immediately became bigger than basketball. Teammates wore shirts in his honor, fans rallied behind him, and coaches emphasized perspective and gratitude, showing how powerful a united basketball family can be in moments of adversity.

Just months earlier, Campbell Associate Head Coach Eddie Hill faced a life-changing diagnosis of his own. In August 2025, Eddie learned he had Stage 3 colorectal cancer. He underwent surgery followed by five weeks of chemotherapy and radiation. Despite the physical and emotional toll of treatment, Eddie returned to his team full-time just before the season began - a testament to his dedication, resilience, and love for the game.

Together, these stories underscore exactly why Coaches vs. Cancer exists. Cancer does not discriminate. It impacts players, coaches, families, and entire communities within our basketball family. Through Coaches vs. Cancer and the American Cancer Society, we don't just coach games - we lead, support, and stand beside people who are fighting the hardest battles of their lives. By raising awareness, funding breakthrough research, and providing critical patient support, we help ensure that individuals like Marcus and Eddie receive the resources they urgently need.

Supporting Coaches vs. Cancer means fueling life-saving progress and strengthening the very community that makes college basketball so special.



TAD BOYLE

CHAMPION AWARD HONOREE

Each year, the American Cancer Society and Coaches vs. Cancer present 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 Tad Boyle, head coach at Colorado University.

Coach Tad Boyle was selected for this award because of his unwavering commitment to Coaches vs. Cancer and the American Cancer Society. Now returning for his third year with the CVC Denver Golf Classic in 2026, he has become a cornerstone of the event, staffing the Mission Hole, sharing heartfelt remarks about his personal cancer connections, and educating golfers about Road to Recovery, the tournament's focus program. Coach Boyle not only welcomes participants at the driving range program and expresses his gratitude during the post-tournament lunch, but he also makes a meaningful personal contribution each year. Thanks to his dedication, the event continues to grow its coaching presence and deepen its impact.

JEFF JONES

VOLUNTEER LEADERSHIP AWARD

Volunteers are one of the American Cancer Society's most precious resources, generously donating their time and talents to the mission to improve the lives of people facing cancer and their families. This year, Coach Jeff Jones has been awarded the prestigious Volunteer Leadership Award.



Throughout his coaching career at Old Dominion, Jeff Jones was a tireless supporter of Coaches vs. Cancer, participating in Suits And Sneakers Week and hosting local events to raise awareness of our program and the lifesaving work of the American Cancer Society. This year, he debuted the Legends Clinic in Norfolk, VA, a coaching workshop attended by fellow CvC champions like Roy Williams and Tubby Smith that will help inspire the next generation of coaches dedicated to our organization's mission.



Suits And Sneakers

WEEK

For one week in January, during the heat of the season, coaches, fans, and players come together for a common cause – ending cancer as we know it, for everyone. All week, coaches **#SuitUp** and show off their best pair of custom sneakers to bring awareness to the lifesaving work of the American Cancer Society. Generating millions of impressions for our platform every year, Suits And Sneakers Week remains one of our most impactful moments of the season.



Golf Initiatives



NABC

COACHES
VS
CANCER

National GOLF CLASSIC

This year's premier event took place at the historic Pinehurst Resort, and was another memorable weekend of camaraderie and friendly competition for a purpose. Thanks to the coaches, friends, and supporters who attended as we support the American Cancer Society in their mission to improve the lives of people facing cancer and their families.



NABC

COACHES
VS
CANCER

Las Vegas 19TH ANNUAL GOLF CLASSIC

The event that remains the American Cancer Society's biggest golf tournament in the nation, this year's Classic raised over \$1.5M in the mission to end cancer as we know it, for everyone. Coach Lon Kruger continues to be a champion for CVC, recruiting hundreds of golfers and guests from across the country for an exclusive VIP experience in Las Vegas. Attended by the coaches, corporate partners, and philanthropic leaders that drive our program, this first-rate event is presented by Sanford Health and hosted by MGM Resorts. Additional partners include Nike, NextGen Cattle Co., Wald Family Foods, and Comprehensive Cancer Centers.



Local Events

Local events present key opportunities for mobilizing communities and driving program engagement. This past year, they helped us raise over \$11M to support cancer patients and their families.



Green Bay Gala



CVC Basket "Ball"



Pittsburgh CVC Tipoff



Illinois Kickin' Cancer



Experience Auction

Thanks to our coaches who generously donate dream sports experiences, like tickets to the Super Bowl and rounds of golf at exclusive clubs across the country, this year's virtual Experience Auction raised over \$215K for the American Cancer Society.



Mission Impact



Lobby Day

Each year, a handful of CVC representatives travel to our Capitol to lobby federal lawmakers to support those facing cancer – and those who will face cancer – through key initiatives related to cancer research, patient support, and early detection. Amid uncertainties related to federal research funding, this year's trip was even more important. Thank you to the coaches and volunteers who continue to support this key initiative.



Hope Lodge

Hope Lodge communities are one of the American Cancer Society's most valuable resources, providing a free home away from home for people facing cancer and their families while they go through treatment. This season, 15 coaches and their teams were able to make a huge impact.

COACHES VS. CANCER

COUNCIL

Brad Underwood
Council Chair, Illinois

James Jones
Council Vice Chair, Yale

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

Jim Boeheim
Syracuse (Retired)

Gary Bowne
Hickory Christian Academy (Retired)

Tad Boyle
Colorado

Mike Brey
Atlanta Hawks (Assistant)

Chris Crutchfield
Omaha

Pat Chambers
Florida Gulf Coast

Jamion Christian
Bryant

Chris Collins
Northwestern

Bobby Cremins
College of Charleston (Retired)

Kim English

Dalen Cuff

Johnny Dawkins
Central Florida

Steve Donahue
St. Joseph's

Fran Dunphy
LaSalle (Retired)

Frank Haith
Texas A&M (Assistant)

Donnie Eppley
IAABO

Sean Farnham
ESPN

John Gallagher
Manhattan College

Eran Ganot
University of Hawai'i at Mānoa

Bobby Hurley

Carlin Hartman
Florida (Assistant)

Mitch Henderson
Princeton

Steve Henson
Baylor (Assistant)

Chris Holtmann
DePaul

Lon Kruger
Oklahoma (Retired)

Jamaal Jackson
Kentucky State

Jeff Jones
Old Dominion (Retired)

Aaron Katsuma
Minnesota (Assistant)

Kevin Kruger
Illinois (Assistant)

Mike Martin
Brown

Eric Lautenbach
Nike (Retired)

Mike Magpayo
Fordham

Phil Martelli

Frank Martin
UMass

Eric Musselman
USC

Fran McCaffery
Penn

Greg McDermott
Creighton (Retired)

Gerry McNamara
Syracuse

Garry Munson
Whitney Capital Co.

Mark Pope
Kentucky

John Pelfrey

Dave Pilipovich
Colorado State (Assistant)

Mike Pizzo
Centre Lane Partners

Nate Pomeday
NABC

Bo Ryan
Wisconsin (Retired)

Ryan Ridder
Mercer

Craig Robinson
NABC

Daniyal Robinson
North Texas

Dave Rose
BYU (Retired)

Gary Stewart
UC Merced

Bob Sansone
iTrust Advisors

Mark Schmidt
St. Bonaventure (Retired)

Mike Shult
Edgewood University (Assistant)

Tubby Smith
High Point (Retired)

Roy Williams
North Carolina (Retired)

Norm Stewart
Missouri (CvC Founder, Retired)

Jerome Tang

Andy Toole
Robert Morris

Bruce Weber
Big Ten Network



THANK YOU



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For more information,
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