coaches vs cancer®

Founded by the American Cancer Society and the National Association of Basketball Coaches

American Cancer Society®

Join Our Team in the Fight Against Cancer

For more information, call 1-800-227-2345 or visit cancer.org/coaches

About Coaches vs. Cancer

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches (NABC) that empowers basketball coaches, their teams, and local communities to make a difference in the fight against cancer. The initiative leverages the personal experiences, community leadership, and professional excellence of athletic coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs.

Coaches vs. Cancer provides critical mission outreach, while raising funds in support of the Society's lifesaving efforts. Today, high school and Division I, II, and III college coaches across the country are involved in the program. Coaches vs. Cancer has raised more than $55 million since its inception to support the American Cancer Society's work to save lives from cancer.

Last year, more than 2,000 colleges and high schools participated in the program. As a result of the success in basketball, the American Cancer Society recently announced Coaches vs. Cancer would expand to include all athletic events. We can now support events with any sport or team that wants to be involved!

- We welcome the opportunity to share more ideas and to bring Coaches vs. Cancer to your school.
- Our staff are happy to help with ideas, resources, and support for your event to make it fun and easy.
- 100% of the funds raised will support your local American Cancer Society Relay For Life, funding the lifesaving mission of the American Cancer Society.

Coaches vs. Cancer Mission

To increase cancer awareness and promote healthy living among students, faculty, school staff, fans, and the community at large, through year-round awareness efforts, fundraising activities, and advocacy programs.

Because cancer has touched so many of our lives, Coaches vs. Cancer offers athletic teams a unique opportunity to fight back against the disease. Through integrated fundraising activities and public awareness, participating coaches are truly making a difference in the fight against cancer and raising awareness in their communities about the importance of cancer prevention, early detection, and making healthy lifestyle choices.

Background

Norm Stewart, former head coach of the University of Missouri men's basketball program, cancer survivor, and member of the National Association of Basketball Coaches, provided the vision and inspiration for Coaches vs. Cancer. He challenged fans to pledge a dollar for every three-point shot made by his team. The concept evolved into a nationwide effort uniting coaches, fans, players, and communities across the country to fight cancer.

In 1998, the Coaches vs. Cancer Council, which included many of the most well-known and successful men's college coaches, was formed. Over the years, the council has helped guide, enhance, and expand the program to what it is today.

About the American Cancer Society

Together with our millions of supporters, the American Cancer Society saves lives and creates a world with less cancer and more birthdays by helping people stay well, helping people get well, by finding cures, and by fighting back. The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. Headquartered in Atlanta, Georgia, the Society has 13 chartered Divisions and more than 3,400 local offices.

"As players, coaches and fans, we are all on the same team when it comes to the fight against cancer. When cancer is defeated, this will be the biggest win that we will all share."

-Norm Stewart, founder of Coaches vs. Cancer and longtime men's basketball coach of the University of Missouri.