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

Your Team Can Help Fight Cancer

You're invited . . .

to team up with the American Cancer Society in the fight against cancer, through Coaches vs. Cancer. Your American Cancer Society staff partner can provide you with the materials you need to involve your school in the fight. Below are just a few ideas for raising money to benefit people with cancer and their caregivers in your community.

How can you get your school involved in Coaches vs. Cancer?

Create a Wall of Hope

Use paper basketball cutouts available from your American Cancer Society to post in your gym or around the school. For a small donation, students, teachers and staff can sign them in honor or memory of friends and loved ones who have battled cancer.

Host Halftime Activities

Invite the crowd to fight back against cancer with three-point or half-court shoot-against-the-clock competitions. Create a contest between school mascots, teachers or coaches, cheerleaders or referees, and more.

Organize a Direct Donation of Ticket Sales, Raffle, or Silent Auction Proceeds

Ask your school to donate part or all of the earnings from ticket or refreshment sales at a select game to the American Cancer Society. Another great way to get people involved is to hold a raffle or silent auction with donated items, and proceeds going to the American Cancer Society.

Involve Other Groups

Look to your parent-teacher organizations, cheerleaders, student council, other student organizations, players' parents, teachers, the school board, and others to get creative in coming up with new fundraising ideas.

Recruit Local Sponsors

Use a sample letter provided by your American Cancer Society to ask local businesses for a donation in support of the fight against cancer. They could make a donation outright, or agree to match the funds your school raises. Recognize the businesses at games during halftime over your public announcement system.

Read about these successful Coaches vs. Cancer events.

Coaches vs. Cancer Night

Girls Basketball Head Coach Jim Uitermarkt of Knoxville High School (IA) got both the boys' and girls' basketball teams involved in hosting a Coaches vs. Cancer Night. Team members sold pink "Shooting for a Cure" t-shirts to students and fans during the week before the game. On game night, $1 from each ticket was donated to the American Cancer Society, and the teams held a silent auction with items donated from local businesses. Fans offered donations to create a Wall of Hope to honor cancer survivors and those lost to the disease. Fans wearing pink flooded the stands, and everyone participated in a ceremony, between games, to honor cancer survivors and highlight Coaches vs. Cancer. Knoxville High School's efforts reaped more than $12,000 to help the American Cancer Society fight cancer.

Shoot-A-Thon

Boys Basketball Head Coach Jim Daly of Lourdes High School (MN) has personal connections with people touched by cancer, so he got involved with Coaches vs. Cancer. He challenged his players to raise at least $100 each by collecting pledges for a Shoot-A-Thon. To help the team understand the importance of the project, a young cancer survivor shared the story of his battle with cancer. Players asked family and friends to pledge an amount of money per free throw made, out of 100 tries. Also, during many of the home game time outs and half times, announcements were made about cancer prevention and early detection to help raise cancer awareness in the community. Through their efforts, Lourdes High School raised nearly $11,000 to support the American Cancer Society.

Coaches vs. Cancer Weekend

Boys Basketball Head Coaches Brad Metzger of Cedar Rapids Washington High School (IA) and Adam Loria of Iowa City High School used their competition against each other to help defeat a common foe – cancer. The Friday night girls' game featured a "Whiteout to Block Out Cancer." Fans purchased and wore white t-shirts to support the cause. During Saturday's Alumni Basketball Tournament, more funds were raised through gate donations and t-shirt sales. The effort culminated that evening with the boys' game on Rivalry Saturday. The end result – more than $6,000 raised through gate donations, t-shirt and concession sales, and a silent auction to help fund the American Cancer Society's fight against cancer.