



Fight cancer with a **winning team!**

What is Coaches vs. Cancer? Coaches vs. Cancer started in 1993 by Norm Stewart, the former head coach of the University of Missouri men's basketball team and a partnership between the American Cancer Society and the National Association of Basketball Coaches. The program has since expanded to all sports, at all levels. It empowers coaches, their team and communities to make a difference in the fight against cancer. Over the years, more than 3,000 high schools and colleges have participated in Coaches vs. Cancer to raise more than \$60 million to support the American Cancer Society's work to save lives from cancer.

Why participate? Your team will learn the value of community service and raise school spirit. All funds raised at your Coaches vs. Cancer event will support your local Relay For Life and all the life saving work of the American Cancer Society. Your team will be making a difference in the fight against cancer within in your own community.

What does the American Cancer Society do? The American Cancer Society is saving lives every day. For nearly a century, we have fought for every birthday threatened by every cancer in every community. The American Cancer Society saves lives by helping people **stay well** by preventing cancer or detecting it early; helping people **get well** by being there during and after a cancer diagnosis; by **finding cures** through groundbreaking research; and by **fighting back** through lawmakers to pass laws to defeat cancer. Thanks to our supporters, 11 million cancer survivors in America will celebrate another birthday this year.

How to get involved? Plan something during a game, outside of a game, or both! Utilize your coaching staff, players, or school organizations- you don't have to take it all on by yourself. The best events engage the students and the fans. Some successful and easily planned events that happened last year were:

- Pink/Black/White Out Game & T-Shirt Sales
- Pass the Bucket
- Penny Wars
- Silent Auction
- Silicone Bracelet Sales
- Local Sponsorships of Event
- Chili Feed
- Pledge Envelopes
- Text to Give – Donate \$5 per text
- Half-Time Activities

Can I have help? Absolutely! Contact your local American Cancer Society staff to get more details. I will help get you the resources you need to plan your event. Some things we can provide:

- Extensive Fundraising Ideas
- Brochures and Information
- Printed Posters/Flyers
- Press Kit
- Collection Buckets
- Banners
- Donation Request Letters
- Facebook Events/Publication

Contact me: Jamie Nelson at jamie.nelson@cancer.org or 651-255-8805