



The American Cancer Society and the NABC Celebrating 30 Years of Partnership

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

329K

nights of free lodging for cancer patients and their caregivers annually

Screening

360K

cancer screenings were completed in 2022 as a result of ACS efforts

Research

Currently funding approximately
\$450M
at 200 institutions nationwide

Road to Recovery

18K

free rides provided to treatment for cancer patients annually

5,000+

NABC MEMBER COACHES
IN 2023-24

\$155M+

RAISED SINCE 1993

In the 2022-23 college basketball season alone...

ENGAGEMENT

17.8M

impressions during Suits and Sneakers Week alone

45

annual CVC local events

11,500 visits to resource site coaches.cancer.org for screening information during Suits And Sneakers Week

National Media Partnerships



Driving over **3M** impressions and **\$200k+** in earned value



ADVOCACY

10

coaches, wives, and sport media members attended ACS CAN Lobby Day in 2023



REVENUE

\$10.8M

through annual CVC national and local events