

Fall 2009

Dear Coach:

1 in 2 men and 1 in 3 women will be touched by cancer.

It is with this urgency that we have dedicated ourselves to the American Cancer Society's Coaches vs. Cancer Program (CvC). This is also why we need you to join our team. **TOGETHER**, we can win this fight!



WHO WE ARE:

Coaches vs. Cancer is a national initiative designed to leverage the visibility and passion of our fellow college coaches for the most important game of all...beating cancer. In Philadelphia, Coaches vs. Cancer has a unique edge in that all six of us have committed to attack cancer together.

Since 1996 we have raised over 5.7 million. With your help, we hope to raise even more vital funds this year. Last season, Coaches vs. Cancer's School Initiative alone raised over \$225,000 for the fight against cancer!

HOW TO GET INVOLVED:

We are asking that you designate a Coaches vs. Cancer Fundraising Day at your school's game(s). Raising funds can be as easy as adding \$1 to the cost of every ticket and enlisting the help of your cheerleaders to collect donations in the stands.

100% of the proceeds generated through our year-round Coaches vs. Cancer efforts benefit the American Cancer Society and help patients Stay Well, Get Well, Find Cures, and Fight BACK!

Please review the Game Day Order Form, return it to the American Cancer Society and you will receive the materials you need!

- ⊕ Schools' whose fund raising efforts total **\$1,000 or more** will receive a commemorative banner to hang in the gymnasium as a reflection of your school's commitment in the fight against cancer.

- ⊕ Schools' whose fund raising efforts total **\$1500 or more** will receive an invitation, for two school representatives, to attend the Coaches vs. Cancer School Initiative Appreciation Meet & Greet.

YOU HAVE THE POWER:

As a coach, you play such an influential role in your local community as well as the Philadelphia sports tradition. Your participation can be as simple or involved as you prefer. Our main priorities are to raise **awareness** and **funds**. Please join us in this crucial effort.

On your team in the fight against cancer,

Fran Dunphy
Temple University

Bruiser Flint
Drexel University

John Giannini
La Salle University

Glen Miller
University of Pennsylvania

Phil Martelli
Saint Joseph's University

Jay Wright
Villanova University

Philadelphia Coaches vs. Cancer Committee

Fran Dunphy*
Temple University

James 'Bruiser' Flint
Drexel University

John Giannini
La Salle University

Phil Martelli **
Saint Joseph's University

Glen Miller
University of Pennsylvania

Donald Resnick**
Acorn Development

Cynthia Weiss
Comcast SportsNet

Jay Wright
Villanova University

* Chairman, CVC National Board
** Member, CVC National Board

Events & Outreach

School Initiative
Ongoing at a school near you

Golf Classic
October 5, 2009
White Manor Country Club

Tourney Tip-Off Breakfast
March 15, 2010
The Palestra, Univ. of Pennsylvania

BasketBall Gala
April 17, 2010
Park Hyatt Hotel, Philadelphia

Women in Sports
November 4, 2009

Contact

For information about the Coaches vs. Cancer program:

Joy Bentley
American Cancer Society
1626 Locust St
Philadelphia, PA 19103
215.985.5305
pa.phillycoaches@cancer.org

Coaches vs. Cancer School Initiative Game Day Kit Order Form



Contact Information

Contact Name: _____
 School Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Email: _____

Event Date: _____

Please visit us online at www.phillycoachesvscancer.org to download complete **Game Day folder**

or

Please check box to have complete **Game Day folder** mailed to your school

Cancer Education Packets & Brochures	Quantity (up to 50)
<i>You've got the Power to Decrease your Chance of Getting Cancer</i>	
<i>Choices for Good Health – Guidelines for Nutrition & Physical Activity for Cancer Prevention</i>	
<i>The Decision is Yours – Why Smoking is Bad for You</i>	
Other (please list your request and we will see what we can find for you):	

Promotional Material Order Information:

Banners: limit of 10 - used to promote the event

Donation Cards: no limit - for donation (\$1 or more) in memory/honor and displayed on wall/poster

Promotional T-Shirts: no limit- for donations of \$8 or more

Promotional Backpack: no limit- donations of \$5 or more

	<i>Banners</i>	<i>Donation Cards</i> (for donations of \$1 or more)	<i>Promotional Backpacks</i> (for donations of \$5 or more)	<i>Promotional T-Shirts</i> (for donations of \$8 or more)
Quantity				

* All Game Day Kits will also include information on how to get started, ideas for raising funds, a sample half-time announcement, a "Do-it-Yourself" press kit, and a post event participation form, which needs to be completed and submitted upon the conclusion of the fundraiser.

Please fax or mail this completed form with attention to: **Coaches vs. Cancer**

Phone: 215-985-5305 **Fax:** 215.985.5343

Mailing Address:

American Cancer Society,
 ATTN: Coaches vs. Cancer
 1626 Locust Street,
 Philadelphia, PA 19103



American Cancer Society – PA Division School Initiative Fundraising Agreement Coaches vs. Cancer

Thank you for your interest in raising funds to support the mission of the American Cancer Society's Coaches vs. Cancer. The purpose of this fundraising agreement is to ensure an understanding of the requirements and policies of Coaches vs. Cancer in relation to promotional materials provided in the Game Day Kit for the School Initiative. This Agreement must be completed and returned to the American Cancer Society Philadelphia office prior to any fundraising affair that utilizes Coaches vs. Cancer promotional materials and/or infers that the event is fundraising to support Coaches vs. Cancer or the American Cancer Society.

Your signature acknowledges that you have read, understand, and will comply with the terms of this Agreement.

1. The American Cancer Society will not enter into any agreement when there is a potential conflict of interest with its programs and policies.
2. Any remaining Coaches vs. Cancer promotional materials including but not limited to: *lanyards, backpacks, t-shirts, and donation cards*, provided in the Game Day Kit must be immediately returned to the American Cancer Society Philadelphia office after completion of the school/organization fundraising event(s). In cases of non-response, recipients of materials will be billed for received promotional materials.
3. Permission to use the "Coaches vs. Cancer" name and/or logo will be granted if Coaches vs. Cancer is the exclusive recipient of fundraising efforts, net of actual expenses incurred.
4. The American Cancer Society does not release volunteer or donor names.
5. Neither Coaches vs. Cancer nor the American Cancer Society shall be responsible for any expenses incurred related to a fundraising activity.
6. The proceeds of any fundraising activity should be made by check, payable to the American Cancer Society – PA Division. "Coaches vs. Cancer School Initiative" should be noted on the memo line of the check
7. Event supporters can only tax deduct the amount of their contribution that exceeds the fair market value of any goods or services received from the fundraising event. The American Cancer Society PA sales tax number, federal tax-exempt number and/or employer identification number are not available for use by any person or organization other than the American Cancer Society.
8. No bank accounts can be opened under the name *of* American Cancer Society or Coaches vs. Cancer.
9. Neither the American Cancer Society nor Coaches vs. Cancer are responsible for insurance coverage liability or liquor licensing for any fundraising event sponsored by any person or organization other than the American Cancer Society.

The American Cancer Society's Coaches vs. Cancer appreciates the hard work and effort put into raising dollars for the mission. A Coaches vs. Cancer representative will contact you once this agreement is received. Thank you.

The Society's continued credibility and trustworthiness are more important than any funds received in a special event. The quality of the fundraiser as it relates to the policies and procedures of the American Cancer Society should always be given careful consideration. The American Cancer Society reserves the right to refuse involvement in your project at will.

School Name: _____
Nature of Event(s): _____
Date(s) of Event(s): _____
Fundraiser organizer: <input type="checkbox"/> Athletic Director <input type="checkbox"/> Coach <input type="checkbox"/> Student organization <input type="checkbox"/> Other <input type="checkbox"/> Administrator
Authorized Representative Name (print): _____
Authorized Representative Signature: _____
Representative Address: _____ _____
Representative Phone Number: _____ Email: _____
Date: _____

The American Cancer Society is the nationwide community based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.

www.cancer.org 1.800.ACS.2345

Please fax or mail this completed form with attention to: **Coaches vs. Cancer**

Phone: 215-985-5305 **Fax:** 215.985.5343

Mailing Address:

American Cancer Society,
ATTN: Coaches vs. Cancer
1626 Locust Street,
Philadelphia, PA 19103



Coaches vs. Cancer School Initiative Steps to Help Fight Cancer

Would you like to instill important values in your players such as: giving back to the community as well as increasing their knowledge about Staying Well, Getting Well, Finding Cures, and Fighting Back against Cancer? Coaches vs. Cancer is a national program led by our country's college basketball coaches for the most important game of all...beating Cancer.

Last year, the Philadelphia Coaches vs. Cancer program raised over \$1 million for the fight against cancer. The School Initiative program was responsible for raising over \$225,000 of those funds. This year we need your help to raise even more money!

Steps to Getting your School Involved:

- Step 1: Review Game Day Folder
- Step 2: Brainstorms ideas on how your school would like to participate
(Please see the enclosed *Ideas for School Involvement Form*)
- Step 3: Execute your game plan and raise money to beat cancer
- Step 4: Collect your hard earned donations
- Step 5: After your fundraising event, please mail the enclosed ***Post Event Participation Form***, all checks, and all remaining promotional materials (please do NOT send cash) to:

American Cancer Society
ATTN: Coaches vs. Cancer School Initiative
1626 Locust Street
Philadelphia, PA 19103

Suggestion: *Make your fundraising efforts easier... Recruit members of your school community and families of your players to play on your team in your fight against cancer.*

American Cancer Society Coaches vs. Cancer School Initiative



FAQS

- The Coaches vs. Cancer (CvC) program was started in 1993 by Missouri Basketball coach and cancer survivor Norm Stewart, and since then has gone national. In 2008-09 alone, the Philadelphia CvC program raised more than 1 million dollars for the American Cancer Society's research, education, advocacy, and services. **Since 1996, Coaches vs. Cancer of Philadelphia has raised over \$5.7 million.** Nationwide, the CvC program as a whole has raised more than \$30 million.
- The Philadelphia CvC School Initiative Program is now in its seventh year. **This program was designed to encourage Pennsylvania school districts to become involved in the fight against cancer!**
- Consisting of Philadelphia area volunteers working with high school Athletic Directors and Coaches mostly in the Southeast part of the state, **the School Initiative Program has raised over \$650,000 since its inception in 2004. With a \$230,000 goal in 2009/2010 school year.** In just the past year, the number of participating schools has doubled to over 85.
- Fundraising techniques include raising the ticket price of a single game per season by \$1, asking for general donations at a particular game, running Coaches Clinics for the cause, or hosting tournaments with the proceeds going to Coaches vs. Cancer.
- With over 700 high schools in the state of Pennsylvania, the School Initiative Program is still growing. **Recruiting student activity groups to help with the planning and execution opens entirely new avenues for CvC.** Some groups have already begun selling t-shirts and leading fundraising activities during home games at their schools. With students and faculty working together, even more can be accomplished!



Coaches vs. Cancer School Initiative Ideas for School Involvement

The following ideas can be utilized at all or some home games to maximize the amount of money raised for Coaches vs. Cancer:

One-Night Event at a Home Game

Your school can choose one home game during the year and designate it as Coaches vs. Cancer Night. The game may also be named in memory or in honor of someone from the school or community. Proceeds may be raised for your school's Coaches vs. Cancer program at this game through the following options:

- ❑ Add \$1.00 to admission fee (either all or a portion of the fee could be a donation)
- ❑ 50/50 or merchandise drawings
- ❑ Donation of concession sales
- ❑ Collect donations from the crowd
- ❑ Half-time activities: 3-point or half-court shots, shoot-against-the-clock, mascot contests, teacher or coach contests, grade or girls vs. boys challenges, etc.
- ❑ Raffle: prizes from local sponsors, a '50/50' cash prize, 'homemade'/personal prizes like dinner made by a coach/teacher, etc.
- ❑ Silent Auction: similar prizes as the raffle, but people write their bid on sheets to win; involve coaches/teachers: "If raise \$x, Coach will shave his/her head"; honor/celebrate students currently battling cancer (Inspiration!)
- ❑ Competition: Create a Coaches vs. Cancer fundraising competition with a rival school in the weeks leading up to the big game. At the game, the winner will be announced.
- ❑ A sponsor could be recruited to match the funds raised from the night or make a fixed donation (i.e., \$500) to Coaches vs. Cancer
- ❑ Involve other school groups such as all basketball programs, cheerleaders, student council, Key club, other student groups, players' parents, faculty, school board, athletic directors
- ❑ To promote league-wide involvement, two schools could work together to have each game of their home-and-home series be Coaches vs. Cancer Nights
- ❑ Create your own Mid-Night Madness
- ❑ Conduct a "4-on-4 basketball tournament" for middle school students
- ❑ Solicit business sponsors for event
- ❑ Get your student council involved in an event



On-going Fundraising Incentives

<p><i>Season-Long Scoring Attack</i></p>	<p>Team members obtain either flat donations or pledges per score (i.e. touchdown, three-point shot) made during the season. The coach distributes pledge forms to the players during pre-season practice, and encourages every player to recruit a certain number of donors. The coach will collect all pledge forms and coordinate turning the donations to the American Cancer Society. <i>(See Pledge form enclosed)</i></p>
<p><i>CVC T-Shirts</i></p>	<p>Team members, faculty, parent organizations may offer T-Shirts from the Game Day Kit as a thank you for donations of \$8 or more. Want to raise more money in the fight against cancer? Let the donor decide how much they would give in order to receive a t-shirt as a thank you.</p>
<p><i>CVC Backpacks</i></p>	<p>Team members, faculty, parent organizations may offer Backpacks from the Game Day Kit as a thank you for donations of \$5 or more. Want to raise more money in the fight against cancer? Let the donor decide how much they would like to give in order to receive a backpack as a thank you.</p>
<p><i>Wall of Hope Donation Cards</i></p>	<p>Use the Donation Cards (<i>for donations of \$1 or more</i>) from the Game Day Kit to let people make donations in honor or memory of loved ones affected by cancer. Place the cards on a Wall of Hope in your school or in classrooms.</p>
<p><i>Collection Buckets</i></p>	<p>Pass around buckets during games to collect donations.</p>



Coaches vs. Cancer School Initiative

Halftime Announcement

Thank you for attending today's Coaches vs. Cancer game. The Coaches vs. Cancer program unites the American Cancer Society and local high school and grade school coaches in the fight against cancer. A portion of today's proceeds will go directly to the **local** efforts of the American Cancer Society to promote lifesaving research and programs that improve the quality of life for thousands of people suffering from cancer. For more information about Coaches vs. Cancer, please go to www.phillycoachesvscancer.org or become a fan on Facebook by searching: **American Cancer Society Coaches vs. Cancer School Initiative**. We thank you for your continued generosity. Enjoy the game!



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

School Initiative Program “Do-It-Yourself” Press Kit

You are already making a big difference in the fight against cancer by raising much-needed funds and participating in the American Cancer Society Coaches vs. Cancer (CvC) School Initiative program. *Now YOU can help us to build awareness of this important cause in your local community!*

To help spread the word about your school’s involvement in the Philadelphia Coaches vs. Cancer program, we have created some simple tools to help publicize your school’s upcoming events that will support the American Cancer Society mission through Coaches vs. Cancer.

The CvC School Initiative “Do-It-Yourself” press kit includes:

- 🌐 *American Cancer Society CvC School Initiative fact sheet/FAQ*
- 🌐 *News release template that your school can customize with local event info*
- 🌐 *Media alert template for distribution to local print/broadcast outlets*

Where Can I Find the “Do-It-Yourself” Press Kit?

These documents will be available online at www.phillycoachesvscancer.org for your reference. Templates can be downloaded in MS Word format for local customization.

Philadelphia Coaches vs. Cancer Joins Facebook!

The Philadelphia Coaches vs. Cancer Facebook page has officially launched, and we want YOU to join our team! Don’t forget to pass on the word to your teammates, coaches, family and friends about becoming a fan of this CvC community page today.

You can visit this page by clicking the link below or go to www.facebook.com and search “American Cancer Society Coaches vs. Cancer School Initiative”

<http://www.facebook.com/pages/American-Cancer-Society-Coaches-vs-Cancer-School-Initiative/143989437984>

- 🌐 *Post recent photos of your CvC School Initiative tournament!*
- 🌐 *Upload video footage of your local event!*
- 🌐 *Write comments on the page wall about your team’s effort in making a difference in the fight against cancer!*
- 🌐 *Invite your friends to get involved!*

For more information, contact American Cancer Society Marketing Project Manager Natalie Giuliante at natalie.giuliante@cancer.org.



Coaches vs. Cancer Post Event Participation Form

Contact Information

Contact Name: _____

School Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____



We joined in the fight against cancer by participating in a Coaches vs. Cancer event!

Name of Event: _____

Date of Event: _____

Description: _____

Amount Raised: _____

Participation Survey

	<i>Very</i>	<i>Somewhat</i>	<i>A Little...</i>	<i>Not at All</i>
How helpful were the Game Day Kit materials overall?				
How helpful were the Lanyards?				
How helpful were the Backpacks?				
How helpful were the T-shirts?				
How helpful were the Banners?				
How helpful were the Donation Cards?				

What other information would be helpful?

Any other comments or suggestions:

Mailing Information

Please complete and mail form along with donations to:

American Cancer Society
Coaches vs. Cancer
1626 Locust St
Philadelphia, PA 19103
p.215.985.5305 f.215.985.5343 pa.phillycoaches@cancer.org



**Please promptly return all excess materials,
donations and your post-event form to:**

American Cancer Society
Coaches vs. Cancer School Initiative
1626 Locust Street
Philadelphia, PA 19103
Telephone: 215-985-5305

**Your effort helps us keep our operating costs as low as
possible.
Thank you!**