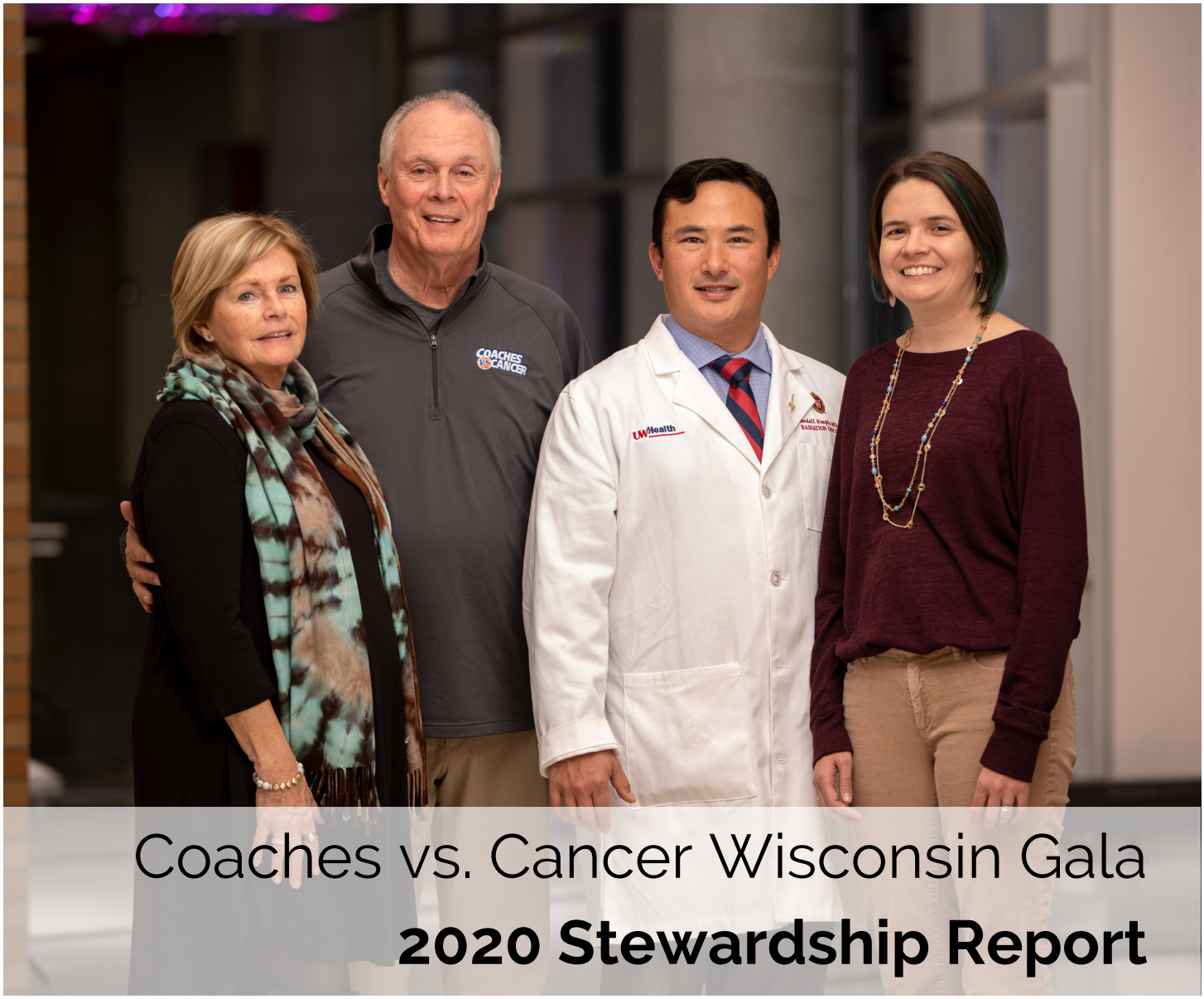


Coaches vs. Cancer Wisconsin Gala
2020 Stewardship Report

Together, we are attacking cancer from every angle and saving more lives than ever before!

Save The Dates!

14th annual Coaches vs. Cancer WI Gala
Wednesday, June 23rd, 2021
Monona Terrace I Madison

1st annual Coaches vs. Cancer WI Golf Outing
Monday, June 28th, 2021
Maple Bluff Country Club I Madison

DUE TO YOUR GENEROUS SUPPORT, PEOPLE WITH CANCER HAVE HOPE!

Thank you for your generous support in the fight against cancer. Because of you, many people with cancer and their families have hope for the future. Your generosity is overwhelming and deeply felt by many of those in our Madison community and beyond. Additionally, your gifts allow Wisconsin based researchers to use cutting edge techniques to explore and find solutions to the world's greatest cancer challenges. Let us remember what Martin Luther Jr. once said, "Everything great that is done in the world, is done with hope". To us, you are hope!

"Cancer doesn't stop, and neither can we" became the rallying cry that focused the Coaches vs. Cancer fundraising efforts in 2020. Your support never wavered. You adjusted to the logistical changes as we moved to a virtual event and you came through with flying colors. Coaches vs. Cancer Wisconsin is committed to finding the most effective way to work with you as we join together in the future to defeat cancer.

This report provides an event snapshot and scope of impact thanks to your involvement and support.

With gratitude,

Matt Uselman

Matt Uselman, 2020 Chair

DETERMINATION: LEAVING A LEGACY OFF THE COURT

Having coached teams on the largest of national stages, retired University of Wisconsin-Madison men's basketball coach Bo Ryan knows passion, determination, and teamwork are critical to beating a formidable opponent. Since joining with the American Cancer Society and our Coaches vs. Cancer program nearly 15 years ago, Bo and Kelly Ryan have applied these same principles to defeating our biggest rival - cancer.

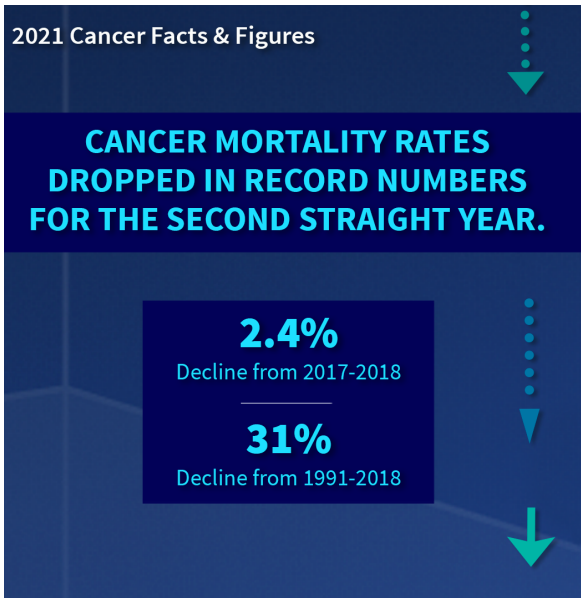
Their desire to make a meaningful impact on the fight against cancer, combined with an ability to inspire generosity in others, has helped raise millions for the American Cancer Society and build the Coaches vs. Cancer Wisconsin Gala into a nationwide leader.

In fact, Bo and Kelly surpassed $1 million in lifetime donations to the Society in 2020 – the only collegiate coach to achieve this milestone. Passionate about cancer research, much of their support has funded scientists searching for the next game changing approach. That includes their $500,000 gift to establish the Coaches vs. Cancer Bo Ryan - Jay Holliday Families Fund in 2019.

We're grateful for Bo and Kelly's continued commitment to our cause and the trust they've placed in our more than 100 years of cancer-fighting experience to accelerate our progress and save lives. Together, we're uniting a community of dedicated supporters around our lifesaving mission and working to change the course of cancer. For that, and much more – thank you.

GENEROSITY: FINANCIAL HIGHLIGHTS

- $515,000: raised through the 2020 Coaches vs. Cancer Wisconsin initiatives, with almost $200,000 restricted to cancer research at the University of Wisconsin Carbone Cancer Center and other major research institutions across the U.S.
- $8.1 million: raised through Coaches vs. Cancer Wisconsin since 2008, when the program began locally
- $130 million: raised nationwide through the Coaches vs. Cancer program, a collaboration with the National Association of Basketball Coaches, since 1993



INNOVATION: CANCER RESEARCH

- $5.2 million: currently invested in cancer research at institutions across Wisconsin (as of January 2021)
- 1946: one of the American Cancer Society's earliest cancer research grants awarded to the University of Wisconsin

COMMUNITY: FUNDING RESEARCH RIGHT HERE AT HOME

The American Cancer Society is currently funding $4.0 million in cancer research projects at the University of Wisconsin-Madison, including several grants funded by the Coaches vs. Cancer Bo Ryan - Jay Holliday Families Fund. Most recently, this fund approved a renewal grant submitted by Dr. Remington, MD, MPH, to support the UW preventative residency program.

University of Wisconsin at Madison PTACP, Program Leader Patrick Remington, MD.MPH.

The goal of the preventive residency program is to develop a cadre of board-certified preventive medicine physicians who will work at the intersection of public health and healthcare as scholars and leaders in cancer prevention and control.

UW-Madison has the nation's only combined school of medicine and public health, one which has clearly demonstrated how public health can be successfully integrated into medical training. The UW also has an NCI designated cancer center with access to Cancer Population Outcomes Data providing data collection, dissemination and project development services for the PTACP residents. UW has a well-established partnership with the Division of Public Health at the Wisconsin Dept of Health Services, which receives funding from the CDC to support a statewide cancer prevention and control program.

THANK YOU FROM THE ASSOCIATE BOARD OF AMBASSADORS

The American Cancer Society celebrated its 3rd annual Red, White & Blue Party @Home virtually on August 27, 2020. The event was viewed by more than 280 professionals and philanthropic leaders from the Madison area, and raised $87,000 to further the mission of the American Cancer Society. Guests enjoyed an inspiring program highlighted by 2020 Champion of Hope honoree and cancer survivor AJ Raebel. The Red, White & Blue Party @Home was hosted by our Associate Board of Ambassadors, with the mentorship of our Coaches vs. Cancer Wisconsin Gala Board of Ambassadors.

Thank you to our 2020 Board of Ambassadors

Matt Uselman, Chair
Shawn Carney, Vice Chair
Greg Banks
Jason Jones
Tom Keeler
Korey Feiner
Cory Recknor
Jim Gowan
Gregg Redfern
Eric Schremp
Greg Levesque
Kim Fredrickson
Mike Shult
Todd Fancher
Dave Shaw

Thank you to our 2020 Associate Board of Ambassadors

Nate Troyer, Chair
Jeff Ellestad, Vice Chair
Aaron Osten
Kirk Rice
Shalina Rice
Gregg Riek
Kent Faurote
Kassie Taylor
David Setzer
Ryan Tillema
Jeff Ellestad
Joey Broms
Derec Mieden
Brent Hemb
Joe Luther
Taylor Maly
Emily Breunig
Maija Maier

Thank you to our 2020 Sponsors

Champion Sponsors ($25,000): Mike & Cheryl Shult and Family
Final Four Sponsor ($15,000): Wind River Financial; Research Products (Aprilaire)
Elite Eight Sponsors ($10,000): The University Book Store; American Family Insurance; Wisconsin Bank & Trust; Morgan Murphy Media; NET; Tom & Karen Falk
Décor Sponsor ($10,000): American Transmission Company
Mobile Bidding Sponsor ($10,000): Wind River Financial

Thank you to our 2020 live auction donors: Bo & Kelly Ryan, Sand Valley Golf Resort, American Family Insurance, Mark Tauscher, Erin Hills Golf Course, Eno Vino Wine Bar & Bistro, Matt & Barb Uselman

A heartfelt thank you to these individuals and families for their generous support of our mission. This group is recognized for their annual contributions of $10,000 or more to help us move significantly closer to victory over cancer.

Mike & Cheryl Shult & Family
Matt & Barb Uselman
Bo & Kelly Ryan
Maneesh & Michelle Arora
Ron & Deborah Krantz
Anonymous Family