

Over Two Million Reached Through the American Cancer Society and NFL's Focus on Increasing Cancer Screening

The partnership's Crucial Catch initiative works to improve cancer outcomes nationwide by addressing access to cancer screening.

ATLANTA, October 5, 2026 – When caught early, the five-year survival rate for many cancers is over 90%. This year, the [American Cancer Society](#) and the NFL's [Crucial Catch](#) initiative supported projects that helped deliver more than 1.1 million cancer screenings. Those efforts reached a milestone of 2.7 million people with education, patient navigation, screening reminders, and resources that help reduce barriers to screening. Since 2009, the partnership has focused on improving cancer outcomes by educating fans on the importance of cancer screening, early detection, and risk reduction, while raising funds for CHANGE grants that help community health centers and NFL-affiliated or in-market hospitals in under-resourced areas improve access to cancer screening. In 2025, Crucial Catch projects impacted 435 participating clinic sites from 64 health systems, reached over 760,018 eligible patients, diagnosed 9,757 cancers, and helped to increase cancer screening rates by an average of 4.1 percentage points.

Today, the American Cancer Society and the NFL are proud to highlight Crucial Catch's **2026 CHANGE grant recipients**. The complete list can be found [here](#). These 64 funded projects leverage various resources to address breast, cervical, colorectal, lung, and prostate cancer screening in NFL markets.

"The American Cancer Society is working in communities across the country, side by side with local health centers, health systems and partners people know and trust," said [Shane Jacobson](#), chief executive officer of the American Cancer Society. "Through Crucial Catch, the NFL is helping us expand that work so more people can access the screening support they need. That local collaboration is what makes this work real, and it is how we continue improving cancer outcomes for more people."

By donating 100% of its proceeds from the sale of Crucial Catch-branded products, NFL auctions, and general fundraising, the NFL has raised more than \$38 million to support the American Cancer Society's work to improve cancer screening in under-resourced communities. The NFL does not profit from the sale of Crucial Catch-branded items on NFL Shop or from items sold on NFL Auction. This year, Crucial Catch games will activate both on and off the field during NFL games in Weeks 4-6. These games will feature an array of in-game visuals such as Crucial Catch game balls, goal post wraps, and field-wall banners, branded on-field equipment for players, coaches, and officials, among other activations, to make the initiative come alive in-stadium.

"Crucial Catch demonstrates what is possible when the NFL, the American Cancer Society, our clubs, players and fans come together around a shared commitment to saving lives," said Anna Isaacson, NFL senior vice president of social responsibility. "For more than 15 seasons, this initiative has helped bring vital cancer education and screening resources to communities across the country. We know early detection can make a meaningful difference, but too many people still face barriers to care. Through Crucial Catch, we are continuing to use the power of football to help close those gaps and make progress toward reducing health disparities."

Last year, new NFL league partner Novartis joined the league in its commitment by donating \$5 million to the American Cancer Society to expand education and cancer screening efforts. The collaboration will launch Crucial Catch LIVE: The Tour, sponsored by Novartis. The series of community-based events will bring Crucial Catch, along with prevention and early detection resources, directly to fans and local communities throughout the season, including stops at Super Bowl LVI and the 2027 NFL Draft.

Through the [Crucial Catch and American Cancer Society Player Ambassador program](#), 37 NFL players with a personal connection to cancer will also amplify Crucial Catch's mission and vision through appearances, fundraising campaigns, and social media awareness initiatives.

The NFL-funded grants are part of 85 projects funded by the American Cancer Society that focus on improving cancer screening rates in communities with the greatest need. Visit NFL.com/CrucialCatch to find local cancer screening resources and learn how to reduce cancer risk.

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About The American Cancer Society

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. For more than 110 years, we have been improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support. We are committed to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer. To learn more, visit cancer.org or call our 24/7 helpline at [1-800-227-2345](tel:1-800-227-2345). Connect with us on [Facebook](#), [X](#), and [Instagram](#).

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