

2009

ANNUAL REPORT

This 2009 Annual Report provides programmatic highlights and outlines the financial condition of LIVESTRONG and the sources and uses of funds.

LIVESTRONG endeavors to be the best possible stewards of the outstanding financial commitments made by its donors and partners and to leverage those funds in the global fight against cancer.

We gratefully thank our donors on behalf of the people served through your generosity.

DEAR FRIENDS,

On behalf of the LIVESTRONG team and the millions of people impacted through your support of our mission, thank you. During the past year, our donors, volunteers and advocates have helped initiate incredible social change that continues to grow and enables us to serve people and families living with cancer.

LIVESTRONG is taking action in a battle that affects all people around the world. Cancer is an issue we are uniquely positioned to address, and we have the opportunity, with the help of our supporters, to transform cancer care and policy, and reduce the stigma associated with this disease.

Last year, 403,000 interactions were recorded with survivors and families who received personal support through LIVESTRONG SurvivorCare and other cancer resources and services. All of this work was in service of our mission: to inspire and empower people affected by cancer. On a practical level, that means improving the lives of survivors as they battle a diagnosis, support a loved one or cope with life after treatment.

In this annual report, you will learn more about key LIVESTRONG initiatives last year: direct services, the LIVESTRONG Global Cancer Campaign, LIVESTRONG Action and our new Austin headquarters. Your work and enthusiasm helped us achieve impressive goals in 2009. And in 2010, we will continue efforts to:

1. Develop and deploy navigation resources, ensuring the best possible experience for all people with cancer, including opening a new model for navigation services at the headquarters in Austin, Texas.
2. Leverage networks of professionals, organizations and institutions to provide excellent patient-centered care.
3. Keep fighting to establish cancer as a priority with state, national and international leaders.
4. Transform research to be patient-centered, and ensure that survivors own the medical and demographic information and data they provide.
5. Build and maintain an engaged community, taking meaningful action on cancer issues worldwide, and continue to strengthen the LIVESTRONG movement.

Thank you for your support. Together, we will continue to change the world.

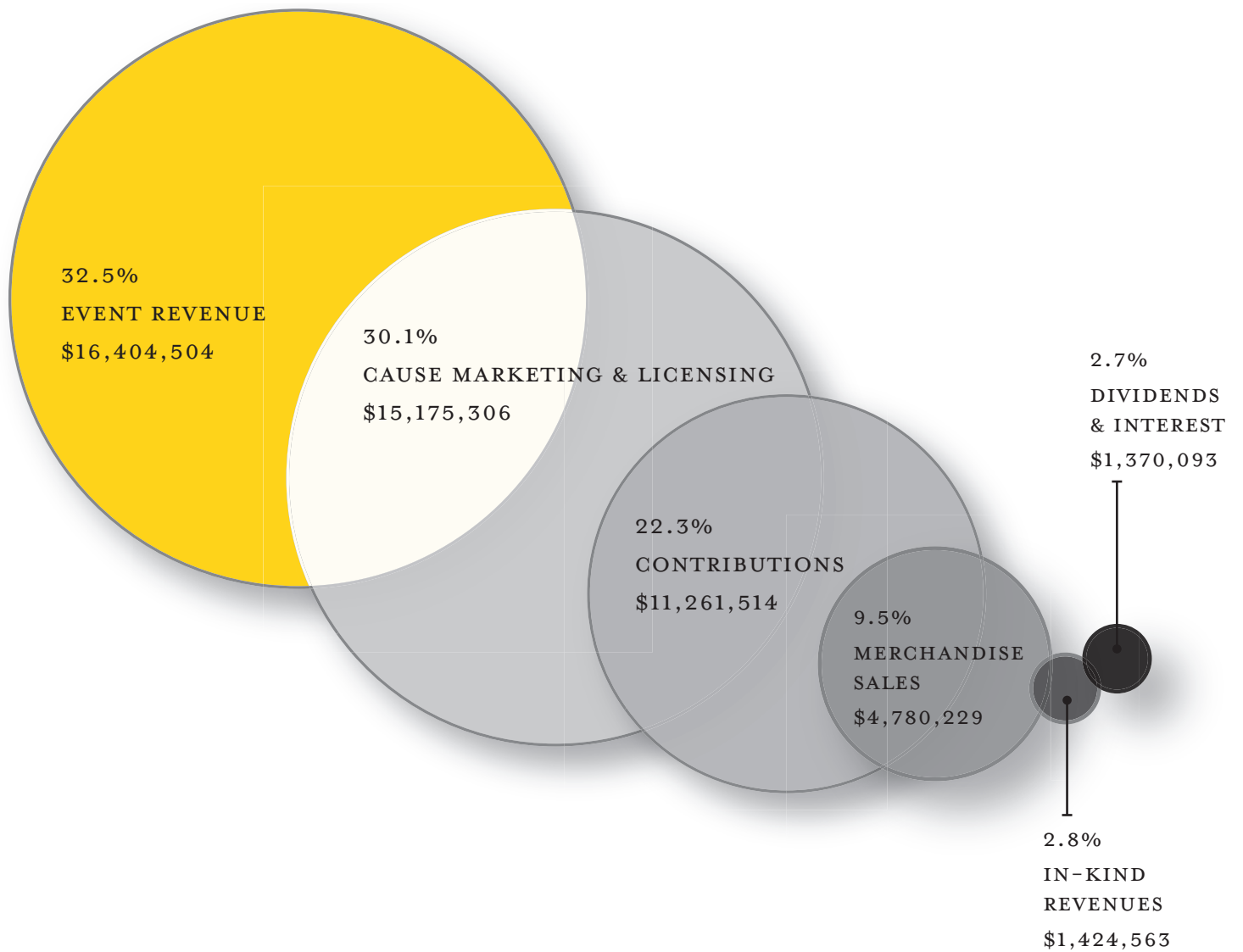
LIVESTRONG,



Doug Ulman
President and CEO
LIVESTRONG

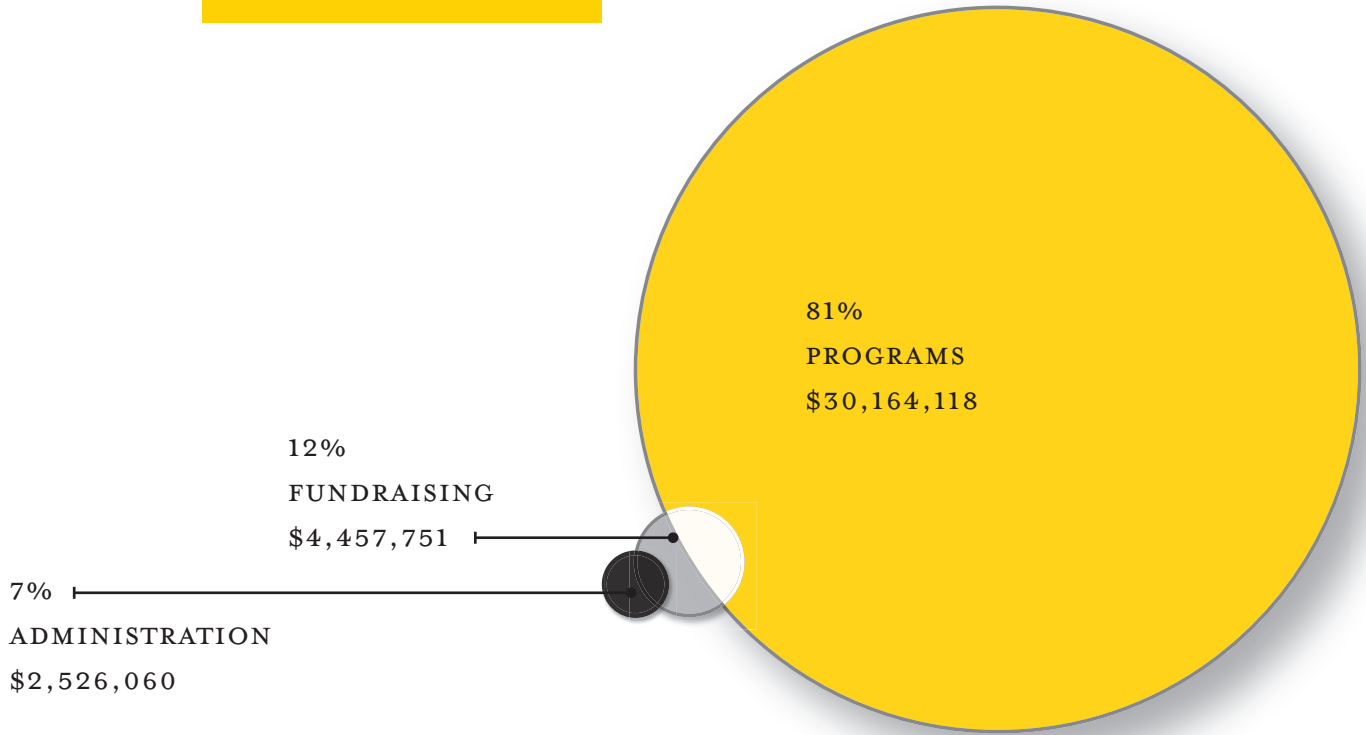
LANCE ARMSTRONG FOUNDATION AND ENDOWMENT
Combined Revenues and Earnings

\$50,416,209



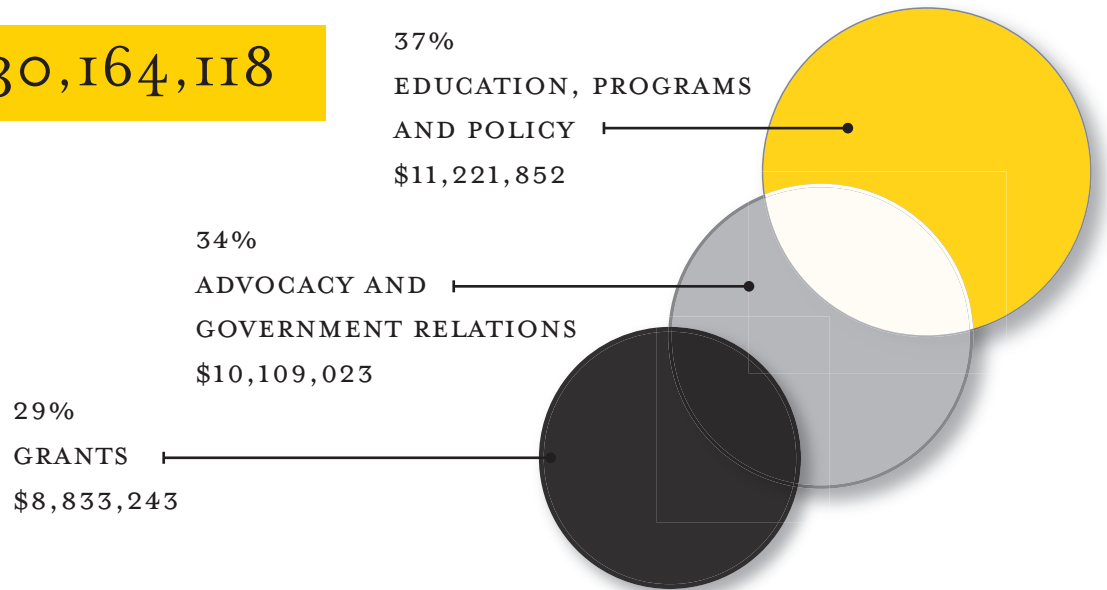
LANCE ARMSTRONG FOUNDATION AND ENDOWMENT
Combined Functional Expenses

\$37,147,929



LANCE ARMSTRONG FOUNDATION AND ENDOWMENT
Combined Program Activities

\$30,164,118



The figures on these pages depict the financial activities of the Lance Armstrong Foundation and Endowment for the calendar year 2009. Complete copies of the audited financial statements are available upon request from the Lance Armstrong Foundation, 2201 E. Sixth Street, Austin, Texas 78702, or on our website at LIVESTRONG.org.

LANCE ARMSTRONG FOUNDATION
Statement of Financial Position

DECEMBER 31,
 2009

ASSETS

CASH AND CASH EQUIVALENTS	12,705,632
INVESTMENT SECURITIES	15,275,543
ACCOUNTS RECEIVABLE	13,583,811
DEPOSITS, PREPAID AND INTANGIBLE ASSETS	1,193,681
INVENTORY.	1,838,141
PROPERTY & EQUIPMENT, NET.	10,297,572

TOTAL ASSETS 54,894,380

LIABILITIES

ACCOUNTS PAYABLE & ACCRUED EXPENSES	2,428,491
GRANTS PAYABLE.	3,057,034
DEFERRED REVENUE	938,637

TOTAL LIABILITIES 6,424,162

NET ASSETS

UNRESTRICTED	
UNDESIGNATED	40,967,009
DESIGNATED—OPERATING RESERVE FUND.	2,000,000
TEMPORARILY RESTRICTED	5,503,209

TOTAL NET ASSETS 48,470,218

TOTAL LIABILITIES AND NET ASSETS 54,894,380

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LANCE ARMSTRONG FOUNDATION ENDOWMENT
Statement of Financial Position

DECEMBER 31,
2009

ASSETS

CASH AND CASH EQUIVALENTS	225,653
INVESTMENT SECURITIES	23,089,047
ACCOUNTS RECEIVABLE	2,327,439
DEPOSITS, PREPAID AND INTANGIBLE ASSETS	5,250

TOTAL ASSETS \$25,647,389

LIABILITIES

ACCOUNTS PAYABLE & ACCRUED EXPENSES	903,182
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TOTAL LIABILITIES \$903,182

NET ASSETS

UNRESTRICTED	
UNDESIGNATED	8,981,240
DESIGNATED—OPERATING RESERVE FUND	9,157,406
PERMANENTLY RESTRICTED	6,605,561

TOTAL NET ASSETS 24,744,207

TOTAL LIABILITIES AND NET ASSETS 25,647,389

LANCE ARMSTRONG FOUNDATION
Board of Directors

LANCE ARMSTRONG, CHAIRMAN AND FOUNDER	AUSTIN, TEXAS
JEFFERY C. GARVEY, VICE CHAIRMAN AND FOUNDING CHAIR	AUSTIN, TEXAS
MICHAEL SHERWIN, TREASURER	CLEVELAND, OHIO
BLAINE P. ROLLINS, SECRETARY	DENVER, COLORADO
JOSEPH C. ARAGONA	AUSTIN, TEXAS
J. DENNIS CAVNER	AUSTIN, TEXAS
KAREN S. COOK	NEW YORK, NEW YORK
HAROLD P. FREEMAN, MD	NEW YORK, NEW YORK
SANJAY GUPTA, MD	ATLANTA, GEORGIA
DAVID JOHNSON, MD	NASHVILLE, TENNESSEE
MARK MCKINNON	AUSTIN, TEXAS
CRAIG NICHOLS, MD	PORTLAND, OREGON
AMELIE G. RAMIREZ, DRPH	SAN ANTONIO, TEXAS
NAVDEEP SOOCH	AUSTIN, TEXAS
MITCHELL STOLLER	WASHINGTON, DC
E. LEE WALKER	AUSTIN, TEXAS

LANCE ARMSTRONG FOUNDATION ENDOWMENT
Board of Trustees

MICHAEL SHERWIN, CHAIRMAN	CLEVELAND, OHIO
LARRY O'REILLY, VICE CHAIRMAN	SPRINGFIELD, MISSOURI
JEFFERY C. GARVEY, TREASURER	AUSTIN, TEXAS
J. DENNIS CAVNER, SECRETARY	AUSTIN, TEXAS
KAREN S. COOK	NEW YORK, NEW YORK
JAMES HODGE, III	ROCHESTER, MINNESOTA
KOZO SHIMANO	LAGUNA NIGUEL, CALIFORNIA

NAMED & ENDOWED SPECIAL PURPOSE FUNDS

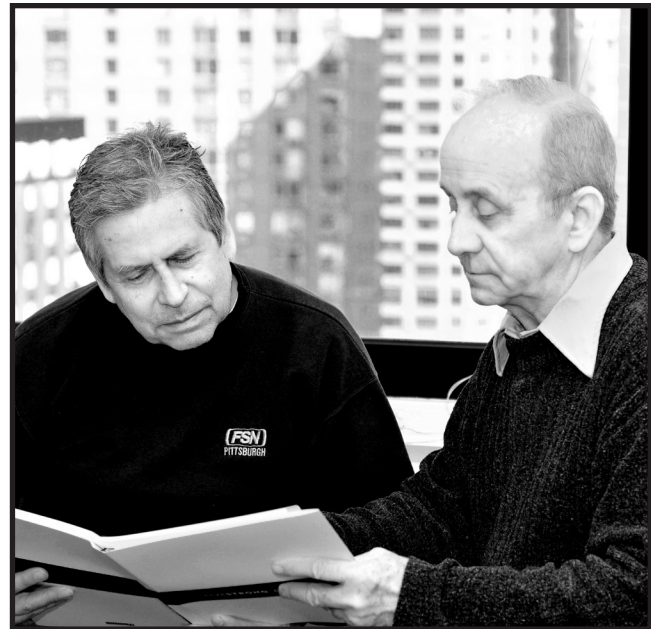
ALL BALLS GOLF CHARITY ENDOWMENT FUND	\$25,000
ANDREA LEIGH TOMLINSON—PLANET CANCER FUND	\$150,000
BETSY H. SCHOFIELD MEMORIAL FUND	\$600,000
CHRISTINE PRATT MEMORIAL FUND	\$25,000
COXE FAMILY FUND	\$1,000,000
CVCCA—PARKER’S TEAM	\$50,000
DAVID KNAGGS ENDOWMENT	\$25,000
DELL CHILDREN’S HOSPITAL GIFT IN HONOR OF SANDRA ARAGONA	\$250,000
DICK DYHRMAN MEMORIAL	\$26,980
IN HONOR OF HAMILTON JORDAN	\$87,500
IN HONOR OF KATHLEEN B. AND JAMES N. SHERWIN	\$26,410
IN HONOR OF MICHAEL R. HENRY	\$25,000
IN HONOR OF RAINBOW BABIES & CHILDREN’S HOSPITAL, CLEVELAND, OHIO	\$25,585
IN HONOR OF RENEE NICHOLAS	\$32,775
IN HONOR OF STEPHEN M. O’LEARY	\$200,000
IN HONOR OF THE STAFF OF THE LANCE ARMSTRONG FOUNDATION	\$86,132
IN HONOR OF THOMAS F. SLATER	\$27,500
JEANNETTE J. JEHL MEMORIAL FUND	\$70,266
KAREN AND EVERETT COOK ENDOWMENT FUND	\$250,000
KAYA KNERLY LANCE ARMSTRONG FOUNDATION ENDOWMENT FUND	\$25,000
LARRY & DR. NANCY O’REILLY, LAUREN, LEIGH, RAGAN FAMILY FUND	\$1,153,152
McKINNON FAMILY FUND	\$25,000
MICHAEL W. LOTZ MEMORIAL FUND	\$63,170
PLEGGED AND UNDESIGNATED	\$200,000
RYAN PHUA MEMORIAL FUND	\$360,419
STEPHANIE ROBINS LANCE ARMSTRONG ENDOWMENT FUND	\$544,494
STUDENTS CARE ABOUT RESEARCH FOR THE CURE	\$25,000
SUSAN E. KUHN, SEVILLA M. TREVISANI, & THOMAS P. TREVISANI, II, FAMILY FUND	\$27,420
THE ARMSTRONG FAMILY FUND	\$1,025,000
THE ROLLINS FAMILY FUND	\$175,000
THE SOPHIA KOLEVICH REMEMBRANCE FUND	\$25,000
THE ULMAN FAMILY ENDOWMENT	\$25,450

DIRECT SERVICES

LIVESTRONG SurvivorCare offers one-on-one support for anyone affected by cancer. At any point in a survivor or caregiver's cancer experience, we provide free professional support. Support includes help with:

- emotional concerns and counseling needs
- financial, insurance and job concerns
- matching to clinical trials
- new treatments in development and locating and accessing local resources

In addition to direct help with cancer needs, **LIVESTRONG** SurvivorCare supplies educational resources that help survivors learn more about this disease. We help survivors understand their diagnosis and treatment options. And for health care professionals, we provide the information, tools and training opportunities to help them effectively care for cancer patients.



Throughout 2009, **LIVESTRONG** had nearly 403,000 interactions in the lives of individuals affected by cancer through our cancer support information and services. A few highlights for 2009 include:

- We saved **LIVESTRONG** SurvivorCare clients approximately \$1.5 million through negotiating discounts, maximizing available medication programs and overturning denials from insurance companies.
- We connected more than 9,000 individuals to our one-on-one support services.
- We distributed more than 450,000 printed educational materials to cancer survivors, caregivers and health care providers, including more than 12,000 of the newly created **LIVESTRONG** Guidebooks.
- We created new or expanded cancer support information and services for underserved populations, including a Spanish-language website available at LIVESTRONG.org/espanol.
- We designed LIVESTRONG.org/ayaresources, a web portal specifically for adolescents and young adults (AYAs) with cancer.
- We launched **LIVESTRONG: A Podcast Series for Young Adults with Cancer** that provides AYAs with cancer information and support.
- We began creating a new *Living After Cancer Treatment* brochure for lesbian, gay, bisexual and transgender cancer survivors.

The **LIVESTRONG** Guidebook is a two-part resource that addresses specific concerns cancer survivors, loved ones and caregivers may have during each phase of the cancer journey—from the time of diagnosis, through cancer treatment and beyond. It helps survivors navigate the health care system to find reliable resources and the best care for their situations. The general themes of the Guidebook content include understanding how cancer can affect the physical, emotional and day-to-day lives of survivors.

The **LIVESTRONG** Guidebook was created and produced in 2009; it replaced our previous **LIVESTRONG** Survivor Notebook. From August to December 2009, 12,346 Guidebooks were distributed.

The Guidebook also was selected as a Gold Award winner in the Total Health Information category of the 16th annual *National Health Information Awards* program. This program recognizes the nation's best consumer health information programs and materials.

To order a Guidebook, visit LIVESTRONG.org/guidebook.

ACQUISITION OF NEW PROGRAMS

For the first time in our history, **LIVESTRONG** merged with two nonprofit organizations, Fertile Hope and Planet Cancer. This was an excellent opportunity to collaborate with two compatible organizations and to broaden the number of survivors receiving services. Fertile Hope's mission is to support the fertility needs of cancer survivors, and Planet Cancer's mission is to assist young adults who have been diagnosed with cancer, and both have been integrated with **LIVESTRONG** programs.

Both organizations were well known to **LIVESTRONG**, had missions that aligned well with ours and their programs and activities complemented our own. **LIVESTRONG** worked to transition all assets of the two organizations into our mission activities and began serving their constituents in 2009. Learn more about these programs at LIVESTRONG.org/fertilehope and LIVESTRONG.org/planetcancer.

LIVESTRONG GLOBAL CANCER CAMPAIGN

Cancer is projected to become the leading cause of death worldwide this year. Without global action, these numbers could triple by 2030. But **LIVESTRONG** is taking action to reverse this trend.

In September 2008, Lance Armstrong announced **LIVESTRONG**'s commitment to making cancer a global priority at the Clinton Global Initiative Annual Meeting in New York. **LIVESTRONG** made this commitment after worldwide research, conducted over 18 months, revealed widespread misconceptions, stigma and lack of awareness associated with cancer. We recognized an immediate need to address this global epidemic. In response, we established the **LIVESTRONG** Global Cancer Campaign.



In 2009, **LIVESTRONG** launched the first-ever unified global movement against cancer by urging world leaders, leading cancer organizations and cancer survivors to join our efforts. After traveling to Australia, Mexico, Italy, Monaco, France and Ireland, the **LIVESTRONG** Global Cancer Campaign's inaugural year culminated in the first **LIVESTRONG** Global Cancer Summit in Dublin. The Summit brought together more than 500 people from 60 countries to address the global cancer burden and find new ways to work together. Representatives from governments, non-governmental organizations, advocacy groups, physicians, researchers and others left the Summit with new tools and connections to foster their work in the cancer community.

In addition, more than 300 organizations and individuals across the globe made new and meaningful commitments to fight cancer. These commitments represent work in more than 60 countries around the world and an investment in cancer control of more than \$200 million in year one alone.

As part of our international work, **LIVESTRONG** also created and released a report on the global cost of cancer with the Economist Intelligence Unit and co-sponsored the release of the Tobacco Atlas with the American Cancer Society.

In 2010, **LIVESTRONG** is continuing these trail-blazing efforts to reduce the burden of cancer. One of the first stops is South Africa, where we have helped establish new cancer survivor empowerment and anti-stigma programs; another stop is Australia, where we have encouraged high levels of government commitment to cancer control.

Visit **LIVESTRONG.org** to keep up-to-date with current international initiatives.

LIVESTRONG ACTION

What if there was a global movement to show the huge personal impact of cancer, one that pushed governments and other global decision makers to take urgent action? What if people from around the world joined together to push for better treatment, more cancer funding and access to care for everyone? What might happen if ordinary people had the tools and the power to improve the lives of the 28 million cancer survivors around the world? That's the idea behind **LIVESTRONG** Action.



Launched in 2009, **LIVESTRONG** Action is an online platform where supporters can take action globally, nationally and in their own neighborhoods. We encourage individuals to reach out to leaders and to friends, relatives and colleagues who have been affected by cancer to get them involved, and alert them to ways they can fight cancer in their own lives.

More than 290,000 people took an action to fight cancer last year in these **LIVESTRONG** Action initiatives.

- More than 139,000 signed the World Cancer Declaration, a major global push to pressure world leaders to act on cancer, which was drafted by the International Union Against Cancer.
- More than 48,000 dedications were created in the "world's largest dedication book," where individuals dedicate a page to someone who inspires them to fight cancer. We've used these pages to press for urgent action on the global cancer crisis.

Learn more about current action campaigns at LIVESTRONGAction.org.

LIVESTRONG HEADQUARTERS

In February 2009, thanks to the support of key donors, **LIVESTRONG** moved into a renovated warehouse in East Austin. The move was made for several reasons:

- To create a permanent home for **LIVESTRONG** in Austin, Texas, and to provide more stability and long-term fiscal health by owning rather than renting office space.
- To contribute to the revitalization of one of Austin's most diverse neighborhoods and continue our efforts to be a strong community partner, and to provide support and resources to a traditionally underserved area.
- To create space that is available to host meetings for other nonprofit organizations in Austin. Since we've opened our doors, 34 organizations have hosted meeting or events 58 times.
- To show our concern for the environment by focusing on ways to be environmentally friendly, including being designated as one of Austin's first gold-certified Leadership in Energy and Environmental Design (LEED) facilities.



Designed by Lake Flato Architects and the Bommarito Group, the **LIVESTRONG** headquarters has received the following recognition and accolades.

Gold LEED Rating—U.S. Green Building Council

4 Star Rating—Austin Energy Green Building Council

Texas Construction Magazine—2009 Project of the Year

Texas Society of Architects—2010 Design Award Winner

Austin Chapter, Association of General Contractors—2009 Outstanding Construction Award

Austin Business Journal—2009 Best Real Estate Award, Environmental/Social Impact

American Society of Interior Design—2009 Design Excellence Award, Best Environmental Award

American Society of Interior Design—2009 Design Excellence Award, Environmental Furniture Design

American Society of Interior Design—2009 Design Excellence Award, Best Commercial Corporate Space

THE **LIVESTRONG** CANCER NAVIGATION CENTER


In fall 2010, the **LIVESTRONG** Cancer Navigation Center, a walk-in facility that will serve anyone affected by cancer with a specific emphasis on underserved populations, will open in our new headquarters.

This center is not clinic-based, but will collaborate with Austin area facilities and organizations that provide cancer education, prevention, screening, treatment and support services. For individuals, our goal is to improve access to all available support services ranging from information and education to financial assistance and emotional support.

The **LIVESTRONG** Cancer Navigation Center will focus on six areas of patient care:

- Counseling—emotional support
- Financial needs—assistance with insurance, employment issues and state programs
- Fertility—locating discounted rates on fertility preservation
- Clinical trials—help finding available trials
- Logistics—assistance with translation, finding transportation and related local services
- Education—information on day-to-day concerns and dealing with side effects

Over the past year, efforts were undertaken to research existing models, plan services and design the space for an opening date in fall 2010. Visit **LIVESTRONG.org** to learn more about the **LIVESTRONG** Cancer Navigation Center.



LANCE ARMSTRONG FOUNDATION
2201 E. SIXTH STREET
AUSTIN, TEXAS 78702
LIVESTRONG.ORG

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