

LANCE ARMSTRONG FOUNDATION ANNUAL REPORT 2004



INSPIRING AND EMPOWERING PEOPLE AFFECTED BY CANCER

IN 2004, THE LANCE ARMSTRONG FOUNDATION WAS DEFINED BY
THE STORY OF LIVESTRONG™.

It began with the color yellow, Lance's mantra, a wristband and an idea that would **INSPIRE** and **EMPOWER** millions of people living with cancer.

In May 2004, the LAF introduced the **LIVESTRONG** wristband at the Live to Ride gala. One year later, more than **55 MILLION PEOPLE** wore this **SYMBOL OF HOPE ON THEIR WRISTS**, and the bands continue to strike a chord. One simple phrase – **LIVESTRONG** – captured the feelings of people everywhere living with cancer. One simple gesture – wearing the yellow **LIVESTRONG** wristband – became a compelling symbol of strength and hope. **TALKING ABOUT CANCER** became okay. And cancer once again started to receive national attention through the **SHARED STORIES** of millions of people affected by the disease.

The energy and power of **LIVESTRONG** also captures the spirit of the LAF. Through the innovative programs and initiatives outlined in this report, we help people living with cancer **LIVE LIFE ON THEIR OWN TERMS**.

While 2004 was an incredible year, we still have a lot of work ahead. Join us for the ride and see where we can go next.

LETTERS

FROM LANCE

We started the Lance Armstrong Foundation (LAF) nine years ago and since then I've learned more than I ever imagined. I've learned that every single person really can make a difference in the battle with cancer—whether it's by providing support services to survivors, leading research that may lead to new cancer treatments or cures, by shaping the way our country meets the needs of the cancer community, or by simply wearing a yellow wristband as a show of support.

We are proud of what the LAF has accomplished, and we are excited about the opportunities ahead. With the help and support of our partner organizations, sponsors, donors, researchers, staff and volunteers, we will continue to educate, advocate and innovate on behalf of the ten million Americans living with cancer. We invite you to help us, and help them.

Lance Armstrong
Founder

FROM MITCH AND DENNIS

Attitude is everything. This simple phrase, now part of the LAF's mission statement and battle cry, means so much. The attitude adopted by people living with cancer as they learn to face its multiple challenges. The attitude toward cancer not as a fatal disease, but as a chronic illness — one that you live with your entire life. That's the key difference — living with cancer. And it's what we're working so hard to help people do.

In 2004, the LAF awarded 40 grants to 39 nonprofit organizations across the country to help address survivorship needs. We funded three new survivorship centers focused on the unique challenges faced by people with cancer. We helped develop a major national action plan that serves as a template for community-based action and education. And that's just the beginning.

We encourage you to learn more about our most recent successes in this annual report and to visit livestrong.org to see the true success stories — the people who inspire us with their strength, their commitment and their attitude.

Mitch Stoller
President & CEO

Dennis Cavner
Chairman

FACTS

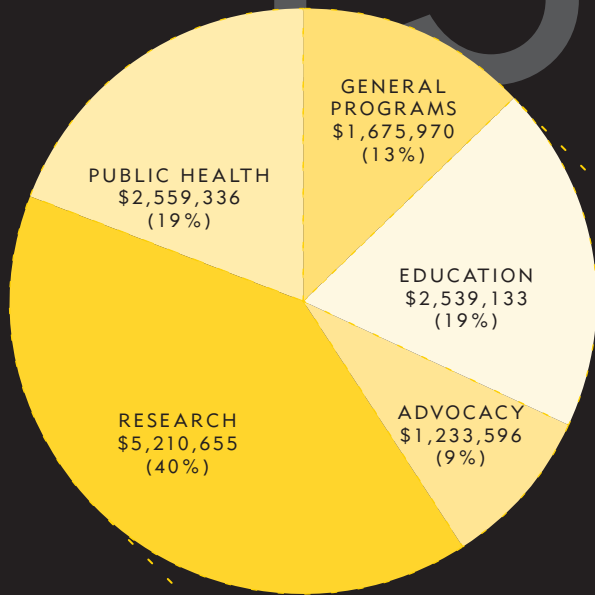
ABOUT CANCER

Cancer is the second leading cause of death in the United States. More than **10 MILLION PEOPLE** in the US are currently living with, through or **BEYOND CANCER**. 1 in 3 people will be diagnosed with cancer during their lifetime. More than 1.37 million people in the US will be diagnosed with cancer this year. **MORE THAN 64% OF ADULTS** diagnosed with cancer today will be **ALIVE 5 YEARS FROM NOW**. **MORE THAN 78% OF CHILDREN** diagnosed with cancer today will be alive 5 years from now. **3 OUT OF 4** families will help **CARE FOR A FAMILY MEMBER** with cancer.

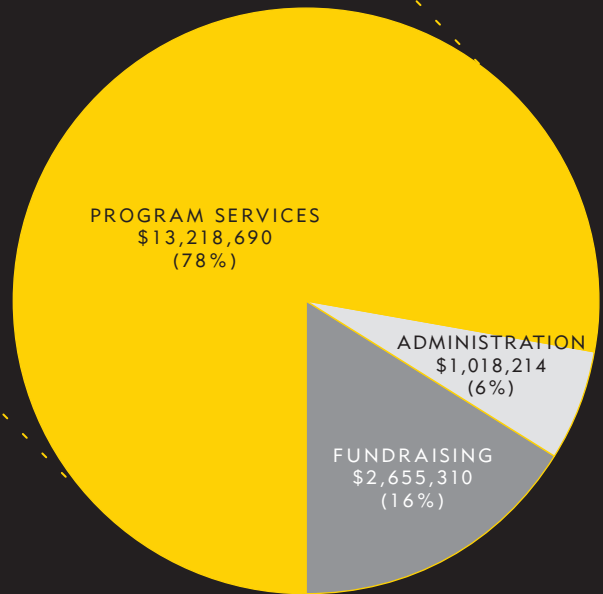
OUR IMPACT

More than **\$16 MILLION** awarded in **GRANTS TO COMMUNITY, EDUCATION AND RESEARCH INITIATIVES** since inception. 102 community program grants to 95 nonprofit organizations across the country, totaling more than \$2 million since inception. **78 RESEARCH GRANTS** awarded, totaling more than \$9.6 million since inception. **3,890 PEOPLE SERVED** through the **LIVESTRONG™ SurvivorCare** Program in 2004. In 2004, 7,200 Peloton Project members from all 50 states and 21 countries **VOLUNTEERED** more than 28,000 hours, **RAISED** more than \$5.6 million and **REACHED** more than 38,000 donors. More than \$10 million endowed for **FUTURE PROGRAM INITIATIVES**.

\$13 MILLION



2004 COMBINED PROGRAM SPENDING



2004 COMBINED TOTAL SPENDING

PROGRAMS

From its work with the **CENTERS FOR DISEASE CONTROL AND PREVENTION** (CDC) on a **NATIONAL ACTION PLAN** to its wide-reaching **COMMUNITY PROGRAM**, the LAF is helping to establish a public health framework that **SERVES THE NEEDS OF CANCER SURVIVORS** across physical, emotional and practical topics. In 2004 the LAF awarded **40 GRANTS TO 39 NONPROFIT ORGANIZATIONS**, totaling more than \$1 million. The LAF also invested close to **HALF A MILLION DOLLARS** in 2004 in 41 initiatives that **FURTHERED THE PROGRAMMATIC PRIORITIES** of the Foundation.

A NATIONAL ACTION PLAN FOR CANCER SURVIVORSHIP

In 2004, the LAF and the CDC collaborated on the *National Action Plan for Cancer Survivorship*—a joint effort to help the public health community effectively and comprehensively address cancer survivorship issues faced by the growing number of cancer survivors. The plan has been implemented across the country to increase awareness among the general public, policy makers, researchers, advocates and survivors of the role public health can play in advancing solutions to cancer survivorship issues and to encourage organizations to take action for and on behalf of cancer survivors.

CDC COOPERATIVE AGREEMENT

Through a cooperative agreement with the CDC, the LAF received approximately \$1.5 million in 2004. The grant, which will be distributed over five years, employs strategies to improve knowledge, attitudes and behaviors surrounding cancer and cancer survivorship among underserved populations including African Americans, American Indians, Alaska Natives and Spanish-speaking rural Americans as outlined in the *National Action Plan for Cancer Survivorship*.

The LAF laid the groundwork in 2004 to utilize funding from the cooperative agreement to expand efforts to improve the quality of life of cancer survivors by ensuring that the *Plan* is promoted and used by state Comprehensive Cancer Control (CCC) coalitions to identify cancer survivorship objec-

tives and incorporate them into their state cancer plans. The *Plan* will also provide a framework for developing distinct collaboration-building projects among two of the priority populations: African American, American Indian and Alaskan Native. Each of these projects will bring together representatives from numerous organizations that serve cancer survivors with the goals of: 1) assessing the types and distribution of cancer survivorship organizations and resources available to each population and 2) developing a strategy to set common goals and objectives and work together toward their achievement.

In 2004, the LAF also began the development of a series of easy-to-read brochures about cancer survivorship in an effort to provide underserved populations with easy-to-understand and highly accessible information. The first five brochures in the series address the needs of Caucasians, African Americans, American Indians, Alaskan Natives and both Spanish-speaking and non Spanish-speaking Hispanic-Latinos. The brochures are distributed to the different populations through clinics, doctors' offices, support groups and on an individual basis.

LIVESTRONG RESOURCE FOR CANCER SURVIVORS

LIVESTRONG.org, the LAF's online educational resource that provides information to help people living with cancer understand the physical, emotional and practical issues that come with a cancer diagnosis, served an average of 200,000 people

per month in 2004. Offering survivorship stories based on the experience of other cancer survivors, survivorship tools and additional resources, the online resource continues to provide vital information to people affected by cancer.

LIVESTRONG™

SURVIVORCARE PROGRAM

LIVESTRONG™ SurvivorCare, a partnership between the LAF, CancerCare and Patient Advocate Foundation, helps survivors face the everyday physical, emotional and practical challenges of cancer through education, qualified referrals and counseling services. Survivors and their loved ones can receive emotional support, grief counseling and professional advice by trained social workers. Case managers are also available to help with access to care, employment questions and financial concerns. All services are provided free of charge. In 2004, more than 3,800 people utilized the program.

COMMUNITY PROGRAM

Through its Community Program, the LAF supports community nonprofit programs across the country serving the needs of cancer survivors as identified by the *National Action Plan for Cancer Survivorship*. Since 2001, the LAF Community Program has awarded more than \$2 million in grants to 95 organizations around the country.

The LAF offers much more than just a financial grant to these programs and organizations; it also offers practical advice, new ideas, staff and volunteer support, visibility, outreach,

fellowship and hope. Through the responsible investment of resources in community-centered initiatives, we join our fellow organizations in serving the underserved, raising and addressing neglected survivorship issues and impacting people affected by cancer across the country in a personal and meaningful way.

BUILDING A COMMUNITY OF HOPE

As a service to LAF Community Program grantees, the Foundation hosted its first Community Program Conference, *Building a Community of Hope*, in 2004. The conference brought together LAF Community Program partner organizations for a weekend of community and capacity-building activities and focused on topics including infrastructure development, strategic planning, the fundamentals of fundraising and evaluation. Attendees also engaged in relationship building activities during which they had the opportunity to discuss ideas and challenges and exchange best practices. The Community Program Conference will continue to be a service offered by the LAF.

2004 COMMUNITY PROGRAM

GRANT AWARDS

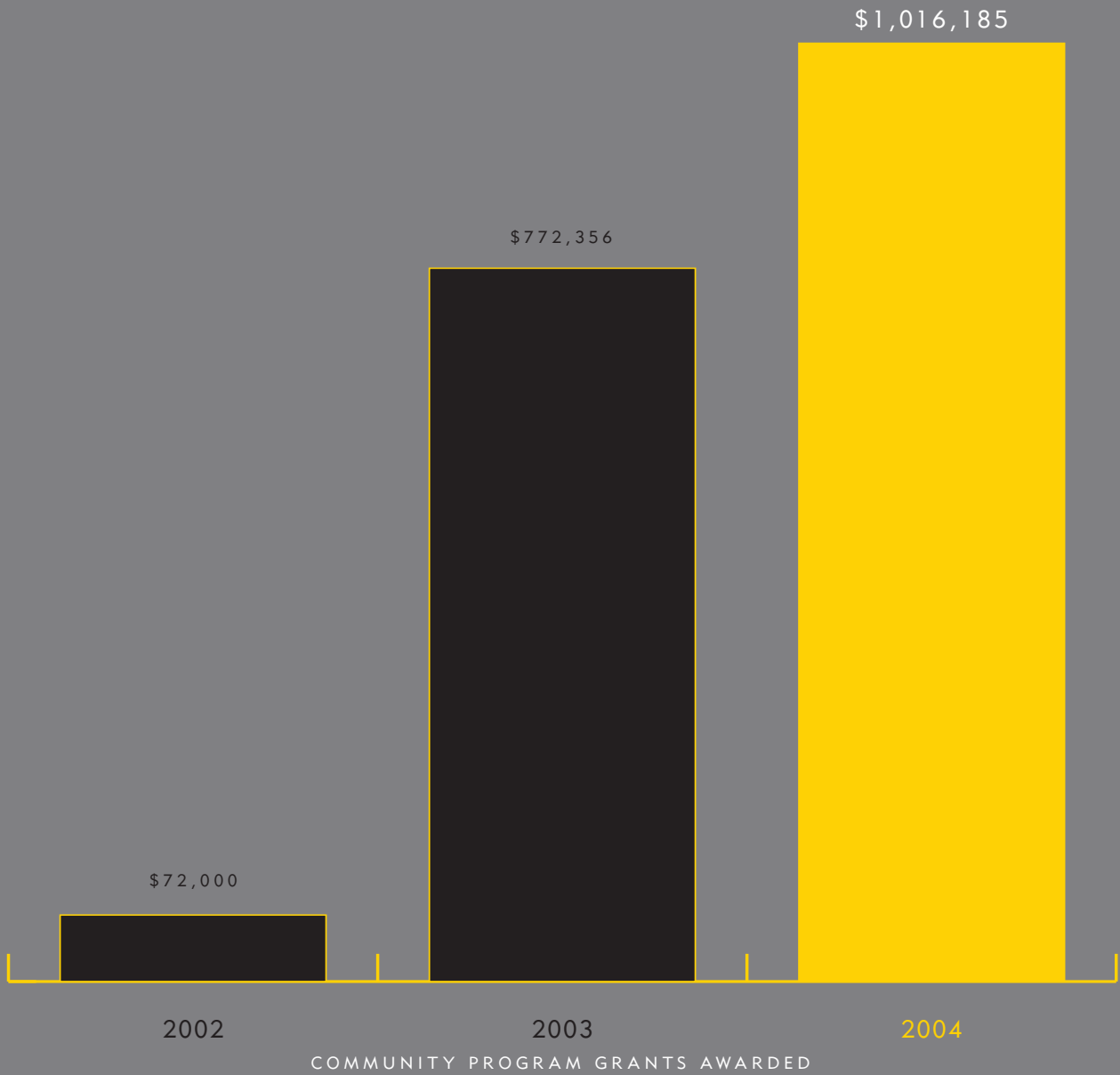
SURVIVORSHIP EDUCATION OR SUPPORT

The Gathering Place Pilot Program

The Gathering Place

Beachwood, Ohio

\$1 MILLION



COMMUNITY PROGRAM GRANTS AWARDED

Learning My Story
Washington University
St. Louis, Missouri

Lives in Transition
Padres Contra El Cancer
Glendale, California

Genesys Hurley Cancer Institute
Flint, Michigan

LegalHealth Project
New York Legal Assistance Group
New York, New York

The Psycho-Educational Theatre Program
The San Francisco General Hospital Foundation
San Francisco, California

How to Start Your Own Cancer Support Group/Leadership
Native People's Circle of Hope
Tigard, Oregon

Reel Recovery Retreat Expansion
Reel Recovery, Inc.
Centennial, Colorado

"Can You Hear Me Now?"
University of Alabama at Birmingham
Comprehensive Cancer Center
Birmingham, Alabama

Coping with Chemobrain
CancerCare, Inc.
New York, New York

Juneau Survivor Network
Southeast Alaska Cancer and Wellness
Foundation/Cancer Connection
Juneau, Alaska

Nutrition Education and Support Initiative
Cancer Patient Support Program
Burlington, Vermont

WeCanRow Breast Cancer Program
Row As One Institute, Inc.
Newton, Massachusetts

Counseling Program Expansion
Children's Chance
Columbia, South Carolina

The Caring Community - Living with Cancer
Jewish Family Service of San Diego
San Diego, California

American Indian/Alaska Native Cancer Pain Education
Curriculum Train-the-Trainer Program:
Taking Care of Native Cancer Survivors
The UnBroken Circle
San Francisco, California

Pacific Islander Cancer Survivorship
Educational Forum Pilot Project
Asian & Pacific Islander American Health Forum
San Francisco, California

ADOLESCENT/YOUNG ADULT ISSUES

CancerCore, A Young Adult Patient Navigator Program
Ulman Cancer Fund for Young Adults, Inc.
Ellicott City, Maryland

Young Adults with Cancer Retreat
The Minnie Pearl Cancer Foundation
Nashville, Tennessee

Navigating the New Normal
Thomas Jefferson University
Philadelphia, Pennsylvania

The Fertility Counseling and Gamete
Cryopreservation Program
University of Michigan
Ann Arbor, Michigan

Cure and Beyond
Tomorrow's Children's Fund
Hackensack, New Jersey

Listen Up!
Creative Healing Project
San Francisco, California

I've Gotta be Me!
The Art Station
Fort Worth, Texas

PHYSICAL ACTIVITY

Yoga for Children with Cancer
Children's Hospital and Regional Medical Center
Seattle, Washington

Hoop Dreams Basketball Academy
Hillsborough, North Carolina

The Healthy Lifestyles Oncology Exercise Program
Good Samaritan Hospital Foundation
Kearney, Nebraska

Physical Activity Program
Interlakes Foundation
(Formerly Upstate New York Cancer Research
and Education Foundation)
Rochester, New York

Dragon Boat Training
TEAMSurvivor Madison, Inc.
Madison, Wisconsin

Helping Cancer Survivors Thrive
Wellness House
Hinsdale, Illinois

Exercise Program
Benedictine Hospital
Kingston, New York

Life Enhancement Activity Program (LEAP):
A Fitness Program for Cancer Survivors
Delta Regional Medical Center
Greenville, Mississippi

Body and Soul
The Family Center
New York, New York

PALLIATIVE AND END-OF-LIFE CARE

Palliative Program
Friends of Froedtert Hospital Foundation, Inc.
Milwaukee, Wisconsin

Integrated Palliative Care Program
Seton Healthcare Network/Cancer Care Team
Austin, Texas

West Texas Partnership for End-of-Life Care
Austin, Texas

The Caregivers' Support Program
Providence Hospital - Palliative Care Services
Washington, DC

Care Planning Conversations:
Learning to Speak the Language of Life
Washington Cancer Institute at Washington Hospital Center
Washington, DC

Where There Is No Doctor:
Palliative and End-of-Life Program
The UnBroken Circle
San Francisco, California

On-Call Palliative MusicRx Outreach Project
Children's Cancer Association
Portland, Oregon

The LAF sponsors **NATIONAL ADVOCACY INITIATIVES** to help the cancer community **MAKE ITS VOICE HEARD** in Washington, DC. By educating lawmakers and the public, the LAF raises awareness about the **HEALTH POLICY ISSUES** facing people affected by cancer and their loved ones.

ADVOCACY

LIVESTRONG DAY

In June 2004, the LAF sponsored its first **LIVESTRONG** Day in Washington, DC. LAF advocates met with members of Congress and participated in a Capitol Hill briefing for lawmakers and their staff members about advancing cancer survivorship strategies. Participants included cancer survivors, officials from the CDC, the National Cancer Institute (NCI) and the President's Cancer Panel.

During **LIVESTRONG** Day, advocates worked to educate members of Congress on the importance of the CDC Comprehensive Cancer Control program, which assists states as they implement unique cancer control plans, including strategies to address cancer survivorship. The program received \$16.9 million in the final omnibus appropriations bill—a 40% increase from the previous fiscal year. This was due in large part to the hard work of LAF advocates and the entire cancer advocacy community.

As a result of the LAF's advocacy efforts in 2004, Congress created a new federal initiative that will provide \$900,000 to the CDC to enhance the LAF-CDC National Cancer Survivorship Resource Center.

CANCER LEADERSHIP COUNCIL

In December 2004, the LAF became a member of the Cancer Leadership Council, a patient-centered panel of 30 national advocacy organizations which address public policy issues that affect the cancer community. By taking a leadership role, the LAF hopes to educate policy makers about the importance of cancer survivorship issues and to help secure more funding for cancer survivors on a national level.

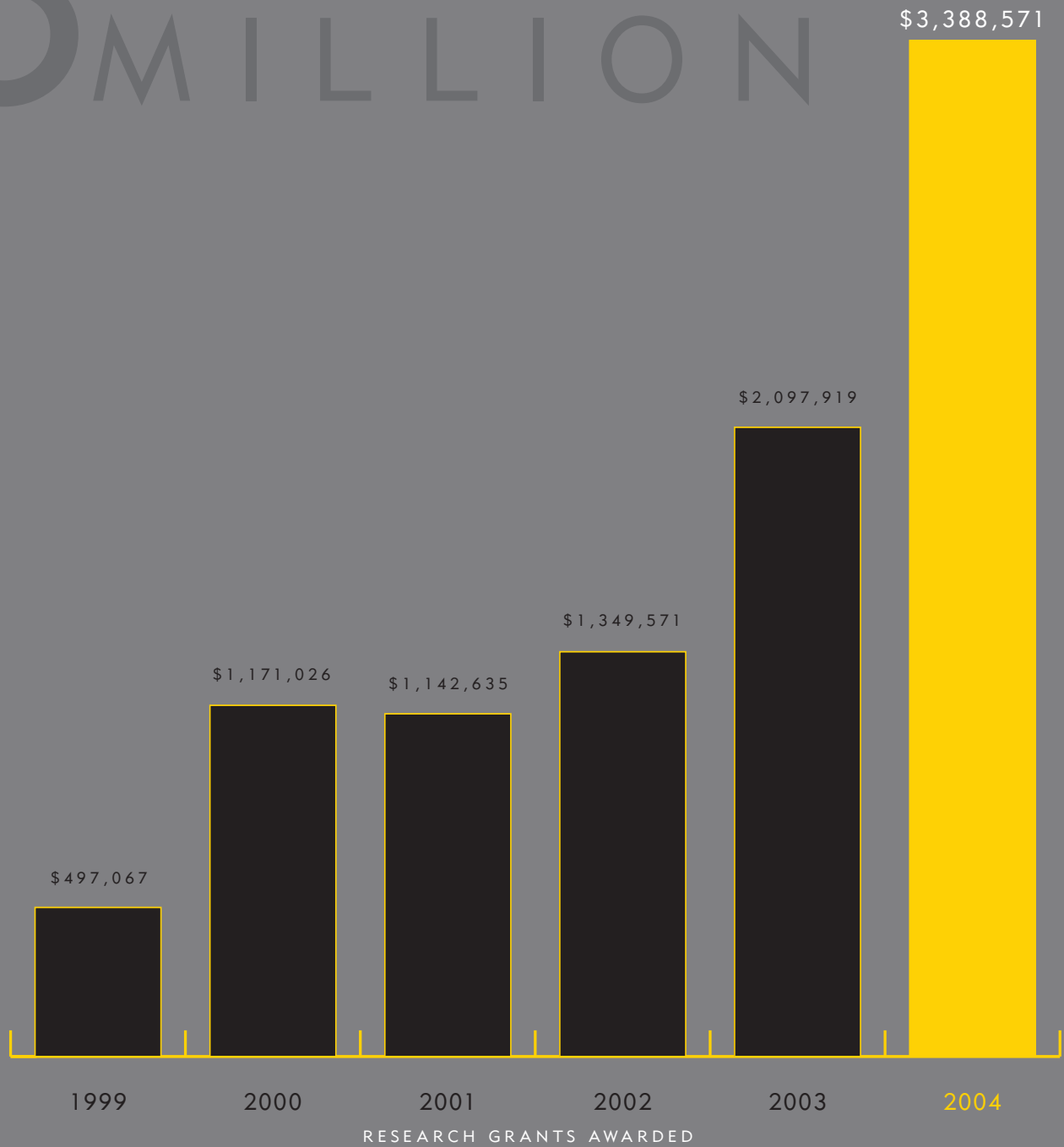
PRESIDENT'S CANCER PANEL

President George W. Bush appointed Lance Armstrong to serve as a member of the President's Cancer Panel in 2002. As a member of the panel, Lance works hard to raise awareness of cancer survivorship issues. In 2004, the panel released *Living Beyond Cancer: Finding a New Balance*, a report exploring challenges faced by cancer survivors and advising the President and nation on how to best address their needs.

The LAF Research Program **FUNDS AND DISSEMINATES RESEARCH** that builds on the body of knowledge and services focused on **IMPROVING THE QUALITY OF LIFE** for cancer survivors across **PHYSICAL, EMOTIONAL AND PRACTICAL CHALLENGES.**

RESEARCH

\$3 MILLION



RESEARCH GRANTS

The LAF aims to fund research that is not readily fundable from traditional sources, and encourages and supports the efforts of both established and young investigators in the early stages of their research career. In 2004, proposals were accepted in two areas: cancer survivorship and the basic and clinical science of testicular cancer. The LAF funded 20 new one- to three-year research projects, continued funding of two groundbreaking survivorship centers and supported the creation of three additional centers in 2004. Since inception, the LAF has awarded 78 research grants totaling more than \$9.6 million.

2004 RESEARCH GRANT AWARDS

ISSUES OF SURVIVORSHIP RESEARCH GRANTS

Sue Ellen Martin, MD, PhD

University of Southern California,

Keck School of Medicine

Los Angeles, California

Los Angeles County Germ Cell Tumor

& Tissue Bank Resource at USC

Steven Ames, PhD

Mayo Clinic Jacksonville

Jacksonville, Florida

Quality-of-Life Intervention for

Biochemical Recurrence of Prostate Cancer

Wayne Bardwell, MBA, PhD

University of California, San Diego

La Jolla, California

Trajectory of Depression, Quality of Life

& Diet Adherence in Breast Cancer

Kerry Courneya, PhD

University of Alberta

Edmonton, Alberta

Randomized Controlled Trial of Exercise in Lymphoma Survivors

Marilie Gammon, PhD

The University of North Carolina at Chapel Hill

Chapel Hill, North Carolina

Flavonoid Intake and Breast Cancer Survival and Incidence

Vivian von Gruenigen, MD

University Hospitals of Cleveland

Cleveland, Ohio

Lifestyle Change and Quality of Life

in Obese Endometrial Cancer Survivors

Steven Lipshultz, MD

University of Miami School of Medicine

Miami, Florida

Prevention of mtDNA Mutations with Dexrazoxane

in Pediatric Cancer Survivors

Christopher Recklitis, PhD, Med
Dana-Farber Cancer Institute
Boston, Massachusetts
Detecting Psychological Late Effects in the Cancer Survivor Clinic

Renee Royak-Schaler, PhD, Med
University of Maryland, Baltimore
Baltimore, Maryland
Promoting Follow-up Care
in African-American Breast Cancer Survivors

Lonnie Zeltzer, MD
University of California, Los Angeles
Los Angeles, California
Psychosocial, Behavioral and Pain Outcomes
in Survivors of Childhood Cancer

Sunday Akintoye, BDS, DDS, MS
University of Pennsylvania
Philadelphia, Pennsylvania
Osteoradionecrosis Therapy
with Human Bone Marrow Stromal Stem Cells

Nancy Baxter, MD, PhD
University of Minnesota - Twin Cities
Minneapolis, Minnesota
Does Chemotherapy Cause Dementia
in Older Breast Cancer Survivors?

Ann Partridge, MD, MPH
Dana-Farber Cancer Institute
Boston, Massachusetts
Ovarian Reserve in Young Women
After Chemotherapy for Early Breast Cancer

Raine Riggs, PhD
Trustees of Dartmouth College
Lebanon, New Hampshire
Sleep and Cognitive Functioning in Breast Cancer Survivors

Virginia Sun, RN, MSN
Beckman Research Institute of the City of Hope
Duarte, California
Symptom Clusters and QOL in
Chemotherapy-Induced Peripheral Neuropathy

THE BASIC AND CLINICAL SCIENCE OF TESTICULAR CANCER

Stephen Schwartz, PhD
University of Washington
Seattle, Washington
Pluripotency Genes and TGCC Risk:
SNP Discovery and Association Testing

Michael Spinella, PhD
Dartmouth College
Hanover, New Hampshire
Retinoid Repressed Target Genes on Chromosome 12p

Christopher Sweeney, MBBS

Indiana University

Indianapolis, Indiana

A Pharmacogenetic and Pharmacokinetic

Study of Testis Cancer Chemotherapy

Susana Chaves, PhD

University of California, San Diego

San Diego, California

Identification of Molecular Determinants

of Cisplatin Resistance

Vasco Liberal, PhD

The Scripps Research Institute

La Jolla, California

The Involvement of Cyclin E in Testicular Cancer

Development and Progression

GERM CELL TUMOR AND TISSUE BANK RESOURCE

In 2004, the LAF provided a three-year grant to the University of Southern California (USC) to house the Germ Cell Tumor and Tissue Bank Resource. The resource will collect, store and distribute specimens of testicular cancer for use by cancer researchers around the world. By providing the research community with this resource, the LAF will have a much broader impact on the study of testicular cancer than by solely funding testicular cancer research grants. USC will appoint

an advisory board that will select recipients of the tissue samples, which will become available to researchers in 2006.

LAF SURVIVORSHIP CENTERS

The Lance Armstrong Foundation is working to develop and refine a strategy to create a network of survivorship centers that will serve as comprehensive, one-stop resources for cancer survivors. In 2004, the LAF awarded more than \$2.4 million to establish the following Survivorship Centers.

UNIVERSITY HOSPITALS OF CLEVELAND

RAINBOW BABIES & CHILDREN'S HOSPITAL

THE CENTER FOR SURVIVORS OF CHILDHOOD CANCER

CLEVELAND, OHIO

Rainbow Babies, the pediatric component of the University Hospitals of Cleveland's Ireland Cancer Center, provides a strong interdisciplinary approach to patient care with early identification and intervention, advocacy and counsel and education for young cancer survivors, their families, educators and peer groups. With this recent grant from the LAF, the organization has established the Center for Survivors of Childhood Cancer to provide support and counseling for cancer survivors from the newborn to age 21. Its programs will follow cancer survivors over time to investigate their issues and needs and identify successful interventions. In addition, the Center will create a program for newly diagnosed patients to begin treatment with the support of professionals, educators, coaches and survivors.

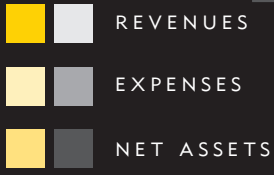
DANA-FARBER CANCER INSTITUTE
PERINI FAMILY SURVIVORS' CENTER
LANCE ARMSTRONG FOUNDATION ADULT
SURVIVORSHIP CLINIC
BOSTON, MASSACHUSETTS

The Lance Armstrong Foundation Adult Survivorship Clinic within the Perini Family Survivors' Center at the Dana-Farber Cancer Institute will be the first major initiative to systematically understand and tackle the issues of adult survivors. With help from the LAF, the Center has launched a multi-disciplinary, full-service adult survivors' clinic focused on bringing the Perini Clinic's incomparable model of research and patient care to bear on the lives of survivors of adult cancers. The vision for the Perini Family Survivors' Center includes a variety of educational and support programs, consultative care in medical subspecialties such as endocrinology, cardiology, gastroenterology, neurology and related testing and screening, surgical subspecialty consultative care in areas such as dermatology and fertility, and genetic counseling. Following the Perini Program model, the LAF Adult Survivorship Clinic will also provide a range of psychosocial resources for survivors, including counseling and neuropsychiatry services.

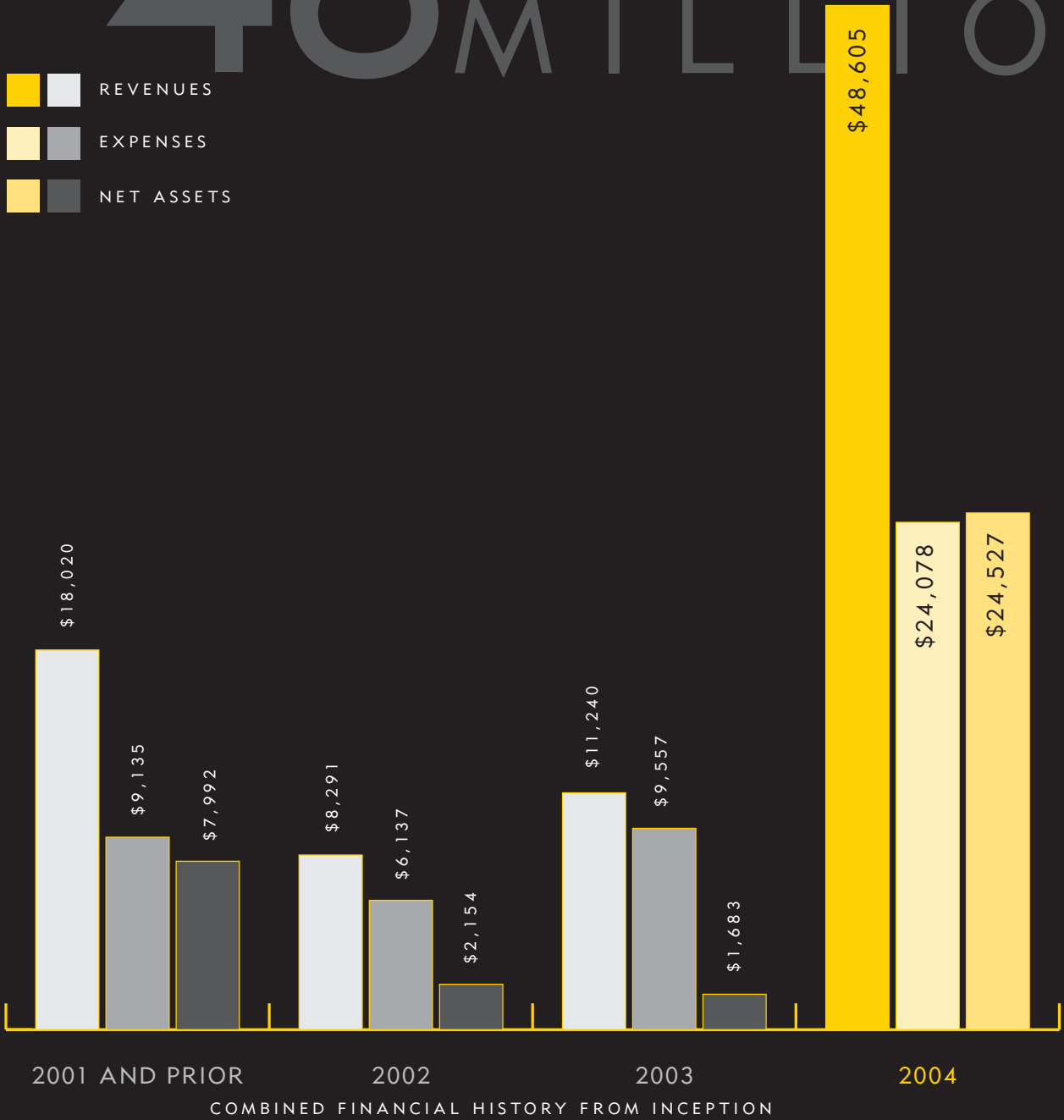
NEVADA CANCER INSTITUTE
LANCE ARMSTRONG FOUNDATION CANCER
SURVIVORSHIP CENTER
LAS VEGAS, NEVADA

The Nevada Cancer Institute (NVCI) is establishing a world-class comprehensive care facility dedicated to state-of-the-art research and implementation of groundbreaking methods of prevention, detection and treatment of cancer. The Lance Armstrong Foundation Cancer Survivorship Center will be located within the Nevada Cancer Institute's patient and information library. It will contain resource materials, Internet access, translation and interpretation services, navigation services and general support. The Center will help patients and their families navigate the complicated questions surrounding treatment options and protocols and provide information necessary to help cancer patients from the day of diagnosis. A survivorship coordinator will be dedicated to providing full-time survivorship support, information and services to cancer patients and their families. In addition, the coordinator will have a unique opportunity to work in concert with NVCI's medical researchers to study and determine the long-term effects of cancer survivorship.

\$ 48 MILLION



DEVELOPMENT



RIDE FOR THE ROSES WEEKEND

The LAF celebrated its 8th annual Ride for the Roses Weekend, presented in partnership with the John Wayne Cancer Foundation, in Austin, Texas in October 2004. The weekend celebrated the fundraising and awareness-building efforts of the 2004 Peloton Project, the LAF's major grassroots fundraising and outreach program. The Peloton Project surpassed its goal and set a new record, raising more than \$5.6 million in 2004 and collecting more than 38,000 donations from all 50 states and 21 countries.

Ride for the Roses Weekend drew more than 6,500 cyclists and 1,800 volunteers. Close to 10,000 people attended the PowerBar Health & Sports Expo, which served as the hub for all weekend activities and offered free cancer screenings, merchandise sales and cancer related information. Nearly 1,600 people attended *A Conversation with Lance*, an educational event about living with cancer featuring an interview with Lance by Ann Curry of NBC's "Today Show." The first **LIVESTRONG** Kids Event drew a crowd of more than 300 children and parents for a one-mile walk and kid-friendly activities around Austin's Auditorium Shores.

LIVE TO RIDE GALA

The 2004 Live to Ride Gala drew close to 1,000 attendees. The 2004 Carpe Diem Awards, sponsored by Subaru and Wells Fargo, were presented during the Gala to one organization and two individuals who have positively impacted the cancer survivorship community. Susan Rafte, a breast cancer survivor, was recognized for her work on the Pink Ribbons Project, Dancers in

Motion for Breast Cancer. The project promotes awareness of breast cancer and raises funds for breast cancer advocacy, education and research through the art and expression of dance. Alisa Gilbert, also a breast cancer survivor, was recognized for her dedication to providing support and resources to American Indian and Alaskan Native (AI/AN) cancer survivors. The CDC was honored for its commitment to cancer survivorship and the *National Action Plan for Cancer Survivorship*. Each winner received a \$5,000 grant for the cancer survivorship program or organization of their choice. Actor Ben Stiller served as master of ceremonies, and the audience bid on exciting live auction items including a chance to sing back-up for Sheryl Crow, have dinner with Lance and Robin Williams and act as an extra in the Ben Stiller film, "Meet the Fockers." One lucky bidder won special access to the 2004 Tour de France, with invitations to ride in the team follow car and attend morning meetings on the team bus.

MERCHANDISE

As a tribute to Lance's inspirational fight against cancer as well as his historic attempt at a sixth Tour de France win, the LAF and Nike teamed up to launch the will Wear Yellow Live Strong campaign in May 2004. Nike donated \$1 million to the Foundation and lead efforts to raise an additional \$5 million through the sale of **LIVESTRONG** wristbands. Wristband sales far surpassed the original \$6 million goal. In 2004 alone, \$31 million wristbands were purchased. Millions of people became aware of the Lance Armstrong Foundation as this symbol of hope and inspiration began to appear on the wrists of millions of people affected by cancer and their loved ones.

COMBINED STATEMENT OF FINANCIAL POSITION

DECEMBER

ASSETS	2004	2003
Cash and Cash Equivalents	\$19,843,725	\$4,782,488
Promises to Give	1,632,048	2,387,393
Accounts Receivable	1,371,907	—
Prepaid and Other Assets	1,029,256	67,339
Inventory	2,410,531	13,483
Investment Securities	17,776,165	8,347,981
Equipment, Net	378,172	272,193
Total Assets	\$44,441,804	\$15,870,877
LIABILITIES		
Accounts Payable and Accrued Expenses	2,352,794	389,736
Deferred Lease Cost	36,815	28,750
Grants Payable	4,561,969	3,340,931
Deferred Revenue	931,790	—
Total Liabilities	\$7,883,368	\$3,839,417
NET ASSETS		
Unrestricted		
Undesignated	24,025,774	7,402,317
Designated	9,157,046	1,657,046
	33,182,820	9,059,363
Temporarily Restricted	2,780,255	2,682,353
Permanently Restricted	595,361	289,744
	36,558,436	12,031,460
Total Liabilities and Net Assets	\$44,441,804	\$15,870,877

LANCE ARMSTRONG FOUNDATION
ENDOWMENT

The Lance Armstrong Board of Directors established the Lance Armstrong Foundation Endowment (LAFE) in October 2003. With assets at **MORE THAN \$10 MILLION** and governed by a board of trustees, the LAFE ensures the Foundation's **LONG-TERM FINANCIAL HEALTH**.

LAFE BOARD OF TRUSTEES

Susan J. Bruno

J. Dennis Cavner

Karen S. Cook

Jeffery C. Garvey

Michael Sherwin

LANCE ARMSTRONG FOUNDATION ENDOWMENT STATEMENT OF FINANCIAL POSITION

DECEMBER

ASSETS	2004
Cash and Cash Equivalents	\$266,253
Receivable from the LAF	4,588
Investment Securities	9,954,732
<hr/>	
Total Assets	\$10,225,573
<hr/>	
LIABILITIES	
<hr/>	
Total Liabilities	\$0
<hr/>	
NET ASSETS	
Unrestricted	
Undesignated	472,806
Designated	9,157,406
	<hr/>
	9,630,212
Temporarily Restricted	—
Permanently Restricted	595,361
	<hr/>
	10,225,573
<hr/>	
Total Liabilities and Net Assets	\$10,225,573
<hr/>	

PERMANENTLY RESTRICTED SPECIAL PURPOSE FUNDS

Stephanie Robins Memorial Fund	\$539,994
Ryan Phua Memorial Fund	55,367
	<hr/>
	\$595,361

The LAF relies heavily on the **GENEROUS SUPPORT** of volunteers who work diligently throughout the year in the LAF office and at events. In 2004, Peloton members donated **MORE THAN 145,000 HOURS** raising funds for the LAF. Staff and event volunteers logged **MORE THAN 28,000 HOURS** corresponding with the cancer survivorship community and helping to plan and implement the LAF's events, and **MORE THAN 1,900 VOLUNTEERS GAVE THEIR TIME AND ENERGY** to make special projects like Ride for the Roses Weekend and the Live to Ride Gala astounding successes. In addition to the support provided by volunteers, the LAF **EMPLOYS INTERNS** who aid the staff in fields ranging **FROM PROGRAM DEVELOPMENT TO EVENT PLANNING**. The time provided by the volunteers and interns, while immeasurable in terms of financial support, is **EXTREMELY VALUABLE TO THE LAF** and ensures the Foundation's resources can be **DEDICATED TO HELPING PEOPLE** affected by cancer.

The LAF also receives a **TREMENDOUS AMOUNT OF SUPPORT** from its **GENEROUS SPONSORS**. We would like to extend our sincere gratitude for the continued support and vision that they bring to us.

The LAF receives numerous **DONATIONS FROM INDIVIDUALS** who are inspired by Lance or want to honor a friend or loved one living with cancer. We are constantly **INSPIRED** by and **GRATEFUL** for this support that allows us to **PROVIDE PROGRAMS, EDUCATION AND INFORMATION** to the 1.3 million people who will be diagnosed with cancer in the next year. For this we would like to express **OUR HEARTFELT GRATITUDE**.

THANK YOU

SPONSORS

CORPORATE SPONSORS

Bristol-Myers Squibb
Dasani
Guinness
John Wayne Cancer Foundation
Nike
PowerBar
Shimano
Subaru
Trek Bicycle Corp
Wells Fargo Bank

CAUSE MARKETING SPONSORS

Build-A-Bear Workshop
Nike
Restaurant.com

IN KIND SPONSORS

Austin Pizza Company
Defeat
Flowerbud.com
HEB
HorseBack Salad
Johnny Carino's
KGSR-FM
KLBJ-FM
KXAN
LCRA
McCormick & Schmicks
Nextel
Subway
Texas Cable News
Texas Coffee Traders
VeloNews

**2004 LAF AND LAFE
INDIVIDUAL DONORS**

\$1M +

NIKE

\$250,000-\$499,999

The Michael & Susan Dell Foundation

Jere Robins

Mike and Carol Sherwin

Thomas Weisel

Williams Cookie Jar Foundation

\$100,000-\$249,999

Lance Armstrong

Combined Jewish Philanthropies

Tench Coxe

Steve Hicks and Donna Stockton-Hicks

James M. Cox Foundation

Kramer Foundation

Windfall Foundation

\$50,000-\$99,999

Bristol-Meyers Squibb Oncology

Sheryl Crow

Jane Frazier

E. Lee Walker and Jennifer Vickers

\$25,000-\$49,999

Albert and Doris Pitt Foundation

Richard Anderson

Dennis Cavner

Dasani - Coca-Cola North America

Diageo - Guinness USA

Ferrell/Paulin Family Foundation, Inc

Focus Commercial Group

Fujitsu Consulting, Inc.

Google, Inc.

JV Properties, LLC

Henry Kravis

Landtek, LLC

Nordstrom

Nustats Partners, LP

Mark Parker

Michael Reger

Richardson Bike Mart

Maureen Riopel

John Ritter

Jeff Rushton

Sallie Mae

Joshua Schott

UBS PaineWebber Financial Services Inc.

\$10,000-24,999

Agency For Jewish Education

AMD

Anonymous

Joe and Sandra Aragona

Austin's Pizza

Axcent Sports, LLC

Renee Bacherman

Bailey Family Foundation

Barton Southern Company

Bessemer Trust Company

The Bike Gallery

Charlie Bird

BMC Software

Brenner Oil Company

Brian Rafferty

Capital Sports & Entertainment

Shawn Colvin

Daniel Doyle, Jr.

Drew and Laurie Duncan

Pamela Edstrom

Carl Eklund

Facing the Mirror With Cancer

Flowerbud.com

Foundation for the Carolinas

Garvey Family Foundation

Gene Haas Foundation

Janet and Matthew Genuardi

Goldberg-Ponsky-Frankel

Philanthopic Fund

Greater Texas Landscapes

Mark Griffith

HCC Service Company

HEB

Heroes Foundation

T. Anthony Howell

Isis Research Inc

Ispe Bay Area Chapter

Janus Matching Gift Center

The Karen and Everett

Cook Foundation

Kozlowski Family Fund

Larry, Nancy, Lauren,

and Ragan O'Reilly

and Leigh Fisher Foundation

Eric LeBlanc

Marshall B. Coyne Foundation

Media Event Concepts Inc.

Nextel Communications

Oregon Health and Sciences University

Brooke O'Reilly

James Owens

Peninsula Community Foundation

Stanley Piotrowski

Polsinelli Shalton Welte

SuelthausPowerBar

Public Strategies, Inc.

Radien Group Inc. Ms. Elizabeth

Emmons

Remington Oil and Gas Corporation

The Roberts Foundation

Nancy Schepis

Scott and Katie Schofield

Sector, Inc.

Shimano

Brad Silverberg

Mary Smith

Sonnenshein

Springfield Trust Company

The Stuart Family Foundation

Subway

Team Rubicon

Steve Thomas

John Thornton

Mort and Bobbie Topfer

Trek

Corrado and Francisco Varoli

Michael Wiggins

Jim Young

\$5,000-\$9,999

@Last Software

ABA Charities, Inc.

American Bankers Association

Anheuser Busch, Inc.

Anonymous

Austin American-Statesman

Austin Theatre Alliance

Auto Club Group Insurance Association

Ben Baldanza

Leanne Barschdorf

Paul Benham

Bicycle Sport Shop Central Store

Jon Binsted

Bracewell & Patterson, LLP

Frederic Brandt

Brewster Medical Group

Norm Brod

Joel Broussard

Brown Family Foundation

J. Carleton

Mark Casp

John Castle

The Christian P. Anschutz Foundation

Christina Coleman-Schwartz

Scott Cook

The Coovert Foundation c/o US Bank

Tiffany Craven

Stephen Daly

Matt Damon

DeFeet

Dick Blick Holdings, Inc.

Dorothy Driscoll

Eclipse Solutions,inc

Erickson Demel & Co., PC

The Filippi Foundation

Francis Feeney

Scott Flechsig

Foot Cone & Belding

Forward Air, Inc.

Fred & Charlotte Parrill Foundation

Friends of Susan Rafte

The Galanos Family Trust

Salvatore Giglio

GMAC-RFC Matching Gifts Program

Mr. and Mrs. Morris Gottesman

Rishi Gupta

Lew Hamburger

Claire Hernandez

Hill & Knowlton Inc.

Mark Holowesko

Home Builders Association

of Greater Dallas

Hotchkiss School

Hyde Park Blast

Inspire Pharamaceuticals, Inc.

JP Morgan Chase

Robert Katz

Christina Keil

Jerry and Angie Kelly

Senator John Kerry

David Kirkpatrick

Stephen Koncurat

Todd Koons

Lake Forest Community High School

Ross Langley

Lasalle National Corporation

Thomas Lee

Craig Malloy

Michael Mancuso

Eric Matthies

Ray McGregor

Todd McLaughlin

Morgan Stanley

Mullen Trucking Inc.

Nashville Dist. #49

National Logistics Management

Seth Neiman

Neopost

New Hope Entertainment, LLC

Newman's Own, Inc.

Bill Patterson

C. Scott Peterson

Daniel Peterson

Michael Piller	Vivendi Universal Games, Inc.	Suren Chotirmall
The Prentice Foundation	Waite Family Foundation	The Christen Foundation
Quantive	Charles Webster	Melissa Daly
Randell	David Weidenfeller	Dataline Fundraising
Red Point Ventures	Wells Fargo	Dezine Deluxe, Inc.
RGM Advisors, LLC	David Wilson	Richard DuPont
John Rosa	David Winograd	East Tennessee Foundation
SB Foundation	Arthur Yerger	Scott N. Niswonger Fund
James Sanger		Ed and Mary Lewis Foundation
Dan Schmidt	\$2,500-\$4,999	Elkhart Lake's Road America, Inc
Steve and Nicolette Seach	The Active Network	The Fordham Company
Secured Capital Corp	Alcon Foundation, Inc.	Debbie Frame
Steve Scholnik	Anonymous	GlaxoSmithKline Foundation
Jack Silverman	Aussie Racing	Matching Gifts Program
Alison Smith	Robert Babcock	Margaret Graff
Michael Sonntag	Linda Baker-Samson	Philip Hartgerink
Morgan Stanley	Banknorth,NA	Chris Heinritz
John Sterner	BAS Family Foundation	Paul Hekimian
James and Patricia Stoker	Bonnie Beck	Lydia Hoke
Mickey Storms	Jason Berkowitz	David Holly
Sunbelt Beverage Company, LLC	Bloomberg Financial Markets	Larry Holman
The Sunshine Spin	Border To Border Race for Cancer	Stephen Holowesko
Tricia Todd	Andrew Boyland	Hooked On The Outdoors
John Trafford	Andrew Brown	Hope Rising
Bob Trussell	Seth Brown	IBM Employee Service Center
United Way of San Diego County	Carrollwood Bicycle Emporium	ING Security Life of Denver Ins. Co
Venture SystemSource	Central Virginia Spirit of	Will Jamieson
VirtualCastLLC	Survivorship Bike Festival	John Hancock Life Insurance Co.

Sheen Khoury	Prudential Financial
Christopher Kirney	Jennifer Rackowski
KLA-Tencor Foundation	Susan Rafte
Bart Knaggs	Leighton and Carol Read
Monica Shen Knotts	Angela Rich
LA Tri Club, Inc.	Ride to Survive, Inc.
Nira Lanehome	Robbins Charitable Trust
Kelly Lenfert	Denise Robinson
Guy Lewis	David Ronck
Lincoln National Life Insurance Company	Saintsbury Winery
Lincoln Park Athletic Club	Savanna Energy Services Corp
LRPRA, Inc	Schultz Investment Advisors, Inc.
M2All	Richard Sidd
Jeffery Maron	George Siegle
Marzocchi Spa	Suzanne Simon
Maria Elena Rondinini	Sony Computer Entertainment America
Andrew McElroy	South Bristol Historical Society
Microsoft Matching Gift Program	Tenet Healthcare Foundation
Monmouth County Coastal Cruise	Utility Equipment Co.
John Morvant	Joshua Van Malsen
Kumiko Nagai	Angelique Van Veldhuysen
Netherland Rubber Co.	Alex Williamson
New York Life Insurance Company	
Pacific Life	
PDC, LLC	
Piper Rudnick Gray Cary	
Pro-Mark Corporation	

BOARD OF DIRECTORS

Lance Armstrong, Founding Director; Austin, Texas

J. Dennis Cavner, Chairman; Austin, Texas

Mark McKinnon, Vice Chairman; Austin, Texas

E. Lee Walker, Past Chairman; Austin, Texas

Michael Sherwin, Treasurer; Cleveland, Ohio

Craig Nichols, MD, Secretary; Portland, Oregon

Jeffery C. Garvey, Founding Chair; Austin, Texas

Joe Aragona; Austin, Texas

Susan J. Bruno; Darien, Connecticut

Hamilton Jordan; Atlanta, Georgia

Sandy Knapp; Austin, Texas

Amelie Ramirez, DrPH; San Antonio, Texas

Steven N. Wolff, MD; Nashville, Tennessee

FOUNDER'S CIRCLE

Closed on December 31, 2002, the Founder's Circle brought together entrepreneurial stewards who understood our passion and made a difference through donations of \$500,000 or more. The LAF honors these individuals in perpetuity for their generosity and continued support.

Anonymous

Aragona Family Foundation

Lance Armstrong Family

Tench and Simone Coxe

Mr. and Mrs. Jim Frazier

Bonita and Jeff Garvey

Steve Hicks and Donna Stockton-Hicks

James C. Kennedy

Kramer Foundation

Craig B. Malloy

Jean M. Schuler

Andrew T. Sheehan

Carol and Mike Sherwin

Brad A. Silverberg

Angela and Morton Topfer

Jennifer Vickers and Lee Walker

Thomas Weisel

Windfall Foundation

Lance Armstrong Foundation, Inc. reports in accordance with the American Institute of Certified Public Accountants Audit and Accounting Guide for Not-for-Profit Organizations. Independent Auditors: Erickson Demel & Co. P.C., Austin, Texas.



The Lance Armstrong Foundation (LAF) inspires and empowers people affected by cancer. We help people with cancer focus on living; we believe unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis the LAF provides the practical information and tools people with cancer need to live life on their own terms. The LAF serves its mission through advocacy, public health and research. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF is located in Austin, Texas. For more information, visit livestrong.org.