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 LIVE**STRONG**™.

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 LIVE**STRONG** 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 — LIVE**STRONG** — captured the feelings of people everywhere living with cancer. One simple gesture — wearing the yellow LIVE**STRONG** 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 LIVE**STRONG** 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.

We believe in life. **YOUR LIFE.** We believe in living every minute of it with every ounce of your being. And that you must not let cancer take control of it. We believe in energy: **CHANNELED AND FIERCE**. We believe in focus: getting smart and living strong. Unity is strength. Knowledge is power. **ATTITUDE IS EVERYTHING.** This is the Lance Armstrong Foundation.

We kick in the moment you're diagnosed. We help you **ACCEPT** the tears. **ACKNOWLEDGE** the rage. We believe in **YOUR RIGHT TO LIVE** without pain. We believe in information. Not pity. And in **STRAIGHT, OPEN TALK** about cancer. With husbands, wives and partners. With kids, friends and neighbors. And the people you live with, work with, cry and laugh with. This is no time to pull punches. You're in **THE FIGHT OF YOUR LIFE**.

We're about the hard stuff. Like finding the nerve to ask for a second opinion. And a third, or a fourth, if that's what it takes. We're about **GETTING SMART** about clinical trials. And if it comes to it, **BEING IN CONTROL** of how your life ends. It's your life. You will have it **YOUR WAY**.

We're about the practical stuff. **PLANNING FOR SURVIVING**. Banking your sperm. Preserving your fertility. **ORGANIZING** your finances. Dealing with hospitals, specialists, insurance companies and employers. It's **KNOWING YOUR RIGHTS**. It's your life. Take no prisoners.

We're about the fight. We're your **CHAMPION** on Capitol Hill. Your **ADVOCATE** with the healthcare system. Your sponsor in the research labs. And we know **THE FIGHT NEVER ENDS**. Cancer may leave your body, but it never leaves your life. This is the Lance Armstrong Foundation. Founded and **INSPIRED** by one of the toughest cancer survivors on the planet.

LIVESTRONG™

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

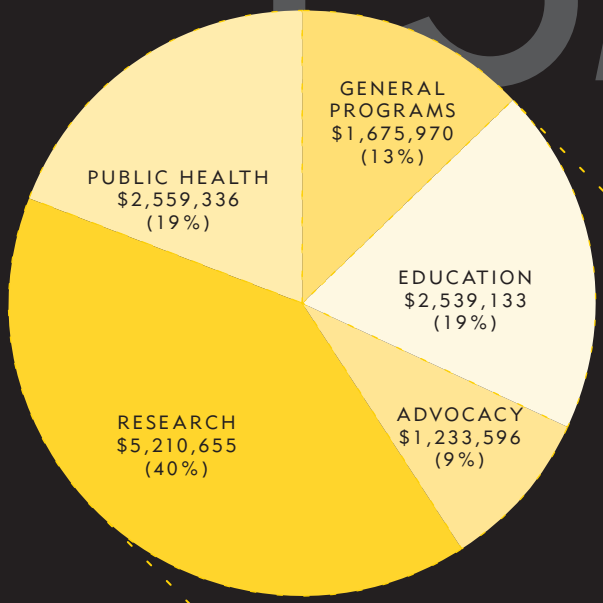
ABOUT CANCER

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.

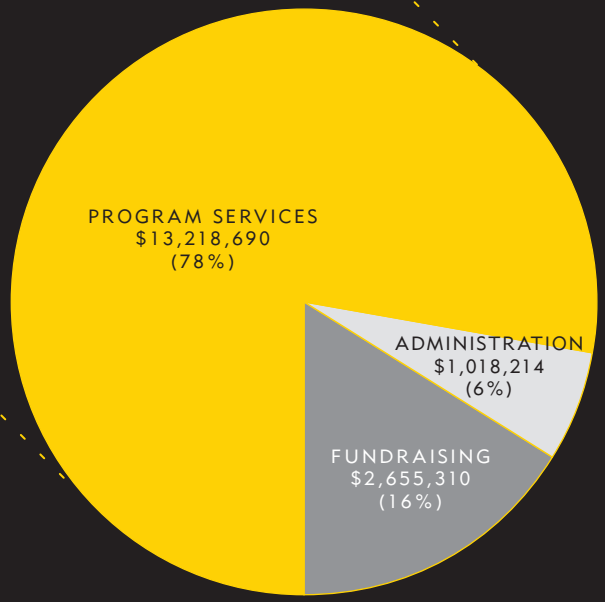
OUR IMPACT

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 LIVE**STRONG**™ Survivor*Care* 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

PUBLIC HEALTH

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 objectives 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.

LIVE**STRONG** RESOURCE FOR CANCER SURVIVORS

LIVE**STRONG**.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.

LIVE**STRONG**™ **SURVIVOR*CARE* PROGRAM**

LIVE**STRONG**™ Survivor*Care*, a partnership between the LAF, Cancer*Care* 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

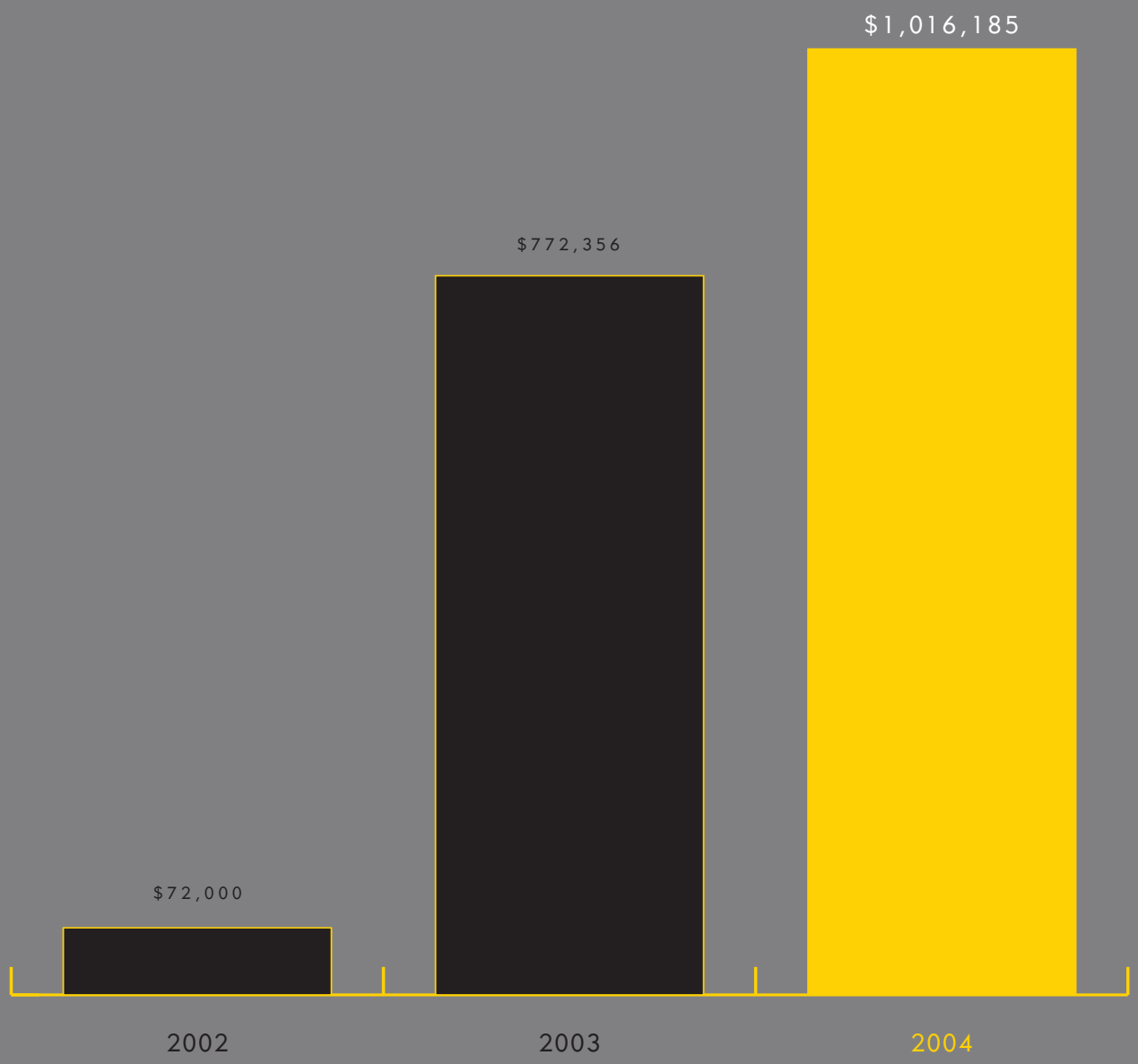
SURVIVORSHIP EDUCATION OR SUPPORT

The Gathering Place Pilot Program

The Gathering Place

Beachwood, Ohio

$1 MILLON



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

Cancer*Care*, 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

LIVE**STRONG DAY**

In June 2004, the LAF sponsored its first LIVE**STRONG** 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 LIVE**STRONG** 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.

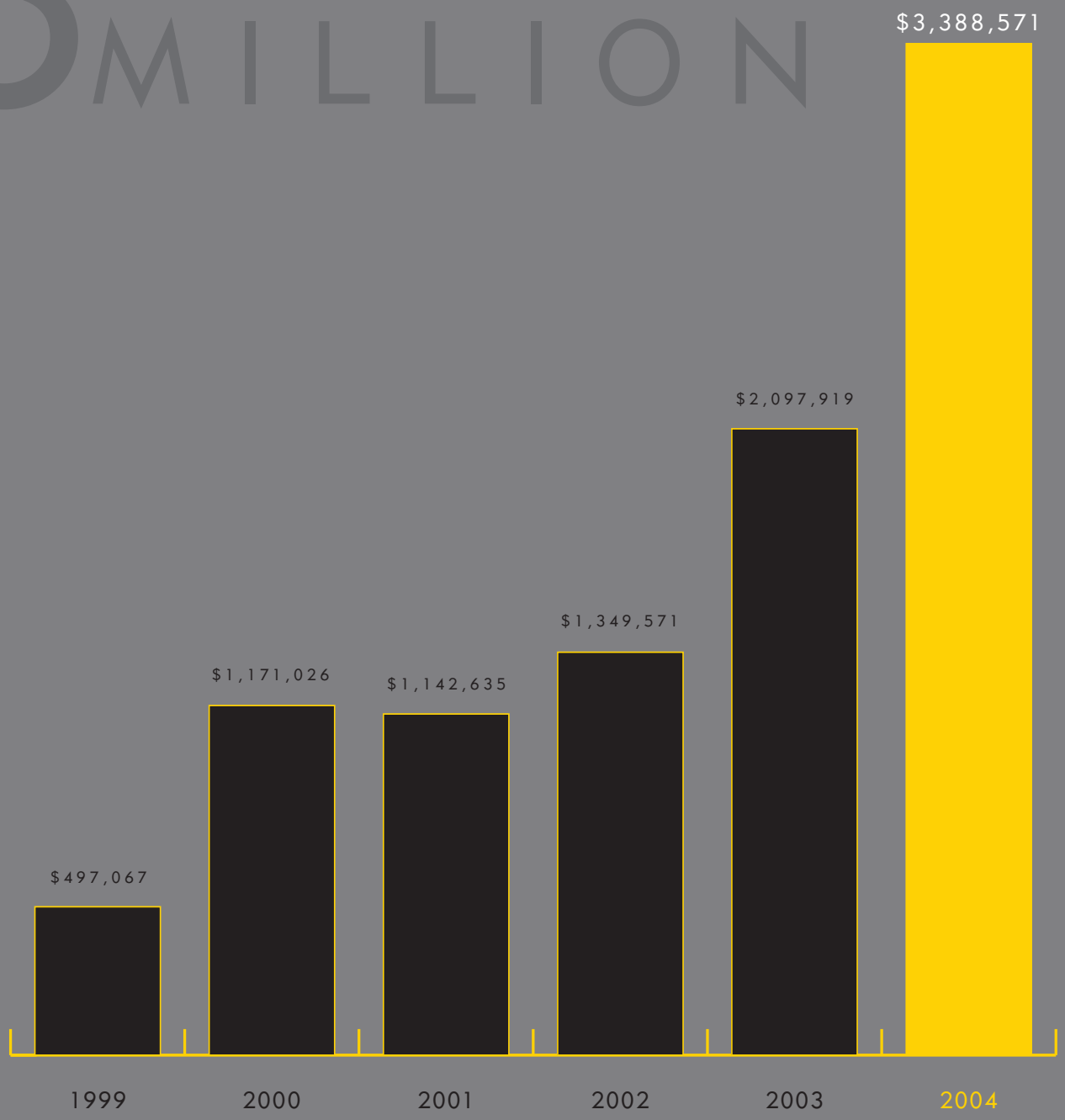
PRESIDENT'S CANCER PANEL

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.

RESEARCH

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.**

$3 MILLION



RESEARCH GRANTS AWARDED

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.

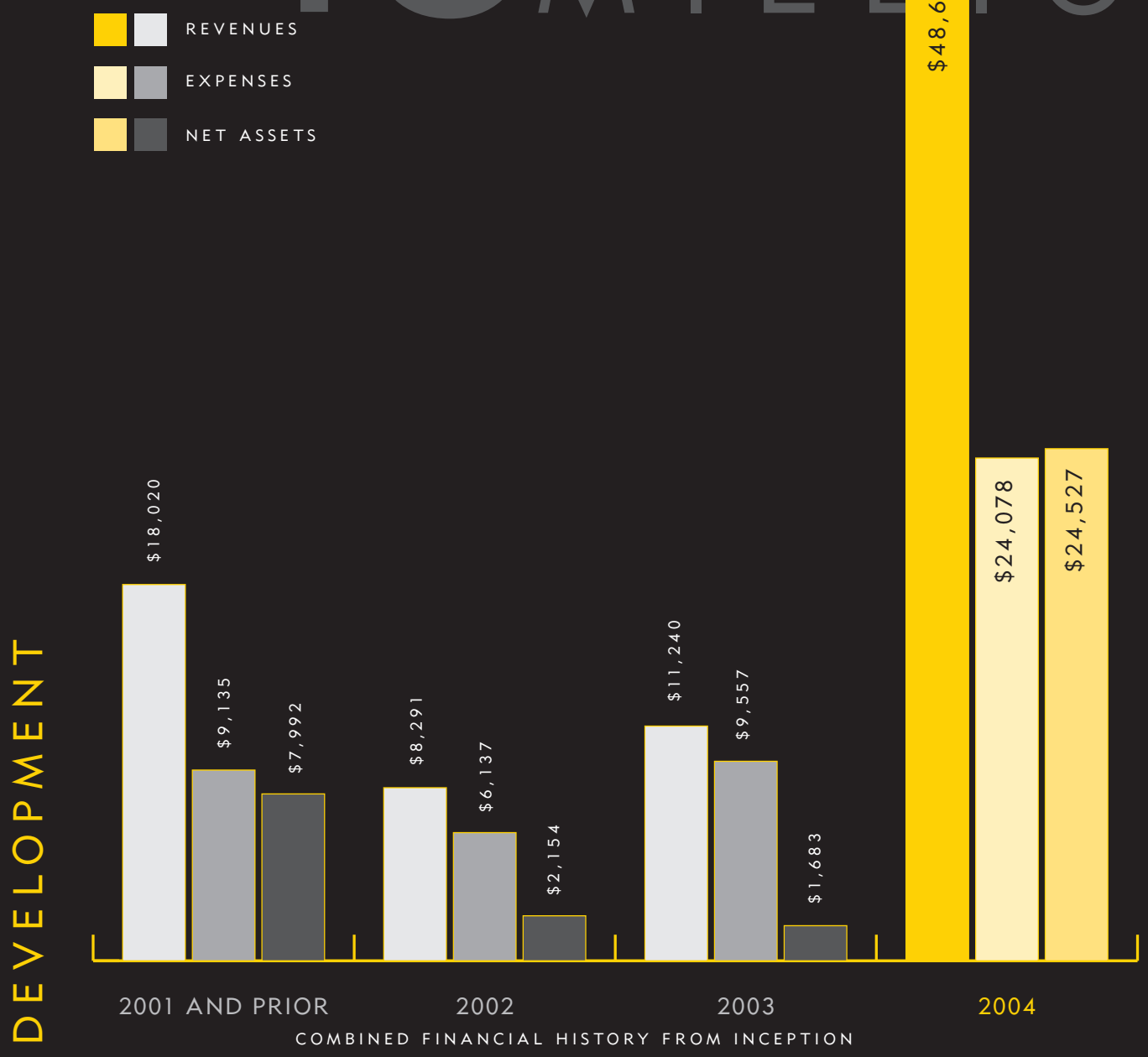
NEVADA CANCER INSTITUTE

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

PERMANENTLY RESTRICTED SPECIAL PURPOSE FUNDS

Stephanie Robins Memorial Fund	$539,994
Ryan Phua Memorial Fund	55,367
	$595,361

THANK YOU

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**.

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

Defeet

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

Foote 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 Pharamaceticals, 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

The Prentice Foundation

Quantive

Randell

Red Point Ventures

RGM Advisors, LLC

John Rosa

SB Foundation

James Sanger

Dan Schmidt

Steve and Nicolette Seach

Secured Capital Corp

Steve Scholnik

Jack Silverman

Alison Smith

Michael Sonnentag

Morgan Stanley

John Sterner

James and Patricia Stoker

Mickey Storms

Sunbelt Beverage Company, LLC

The Sunshine Spin

Tricia Todd

John Trafford

Bob Trussell

United Way of San Diego County

Venture SystemSource

VirtualCastLLC

Vivendi Universal Games, Inc.

Waitt Family Foundation

Charles Webster

David Weidenfeller

Wells Fargo

David Wilson

David Winigrad

Arthur Yergey

$2,500-$4,999

The Active Network

Alcon Foundation, Inc.

Anonymous

Aussie Racing

Robert Babcock

Linda Baker-Samson

Banknorth,NA

BAS Family Foundation

Bonnie Beck

Jason Berkowitz

Bloomberg Financial Markets

Border To Border Race for Cancer

Andrew Boyland

Andrew Brown

Seth Brown

Carrollwood Bicycle Emporium

Central Virginia Spirit of
Survivorship Bike Festival

Suren Chotirmall

The Christen Foundation

Melissa Daly

Dataline Fundraising

Dezine Deluxe, Inc.

Richard DuPont

East Tennessee Foundation
Scott N. Niswonger Fund

Ed and Mary Lewis Foundation

Elkhart Lake's Road America, Inc

The Fordham Company

Debbie Frame

GlaxoSmithKline Foundation
Matching Gifts Program

Margaret Graff

Philip Hartgerink

Chris Heinritz

Paul Hekimian

Lydia Hoke

David Holly

Larry Holman

Stephen Holowesko

Hooked On The Outdoors

Hope Rising

IBM Employee Service Center

ING Security Life of Denver Ins. Co

Will Jamieson

John Hancock Life Insurance Co.

Sheen Khoury

Christopher Kirney

KLA-Tencor Foundation

Bart Knaggs

Monica Shen Knotts

LA Tri Club, Inc.

Nira Lanehome

Kelly Lenfert

Guy Lewis

Lincoln National Life Insurance Company

Lincoln Park Athletic Club

LRPRA, Inc

M2All

Jeffery Maron

Marzocchi Spa

Maria Elena Rondinini

Andrew McElroy

Microsoft Matching Gift Program

Monmouth County Coastal Cruise

John Morvant

Kumiko Nagai

Netherland Rubber Co.

New York Life Insurance Company

Pacific Life

PDC, LLC

Piper Rudnick Gray Cary

Pro-Mark Corporation

Prudential Financial

Jennifer Rackowski

Susan Rafte

Leighton and Carol Read

Angela Rich

Ride to Survive, Inc.

Robbins Charitable Trust

Denise Robinson

David Ronck

Saintsbury Winery

Savanna Energy Services Corp

Schultz Investment Advisors, Inc.

Richard Sidd

George Siegle

Suzanne Simon

Sony Computer Entertainment America

South Bristol Historical Society

Tenet Healthcare Foundation

Utility Equipment Co.

Joshua Van Malsen

Angelique Van Veldhuysen

Alex Williamson

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.

LIVESTRONG
LANCE ARMSTRONG FOUNDATION

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.