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.
I CLOSED LAST YEAR’S LETTER with the following thought: “... I am more hopeful and optimistic than ever that, as a nation, we can renew our commitment to the fight against cancer and empower survivors to live life on their own terms.”

Today, we are on the brink of fulfilling that commitment. I believe this nation is renewing its commitment to the fight against cancer. And I couldn’t be more proud of the fact that our hard work in 2008, with the help of thousands of people nationwide, helped make that so.

In an election year, LIVESTRONG had a vast aspiration to make cancer a national priority. We used every opportunity we saw and, working with the American cancer community, even created a few ourselves to inject it into the national dialogue. Then, for the first time in history, cancer became a front-burner campaign topic when both presidential candidates shared their plans to combat a disease that will soon be the leading cause of death worldwide.

Then Senator Obama committed to increased funding and heightened priority for cancer. Today we see those commitments materializing in federal budgets and from the President’s bully pulpit. In his first address to a joint session of Congress, President Obama committed to “a new effort to conquer a disease that has touched the life of nearly every American by seeking a cure for cancer in our time.”

We testified before Congress in support of comprehensive federal legislation that will reform our strategies against this disease. We supported half of America going smoke-free and cheered the other half as it makes its way there. We raised awareness of cancer with 600 events all over America on LIVESTRONG Day.

And throughout the year, we continued the work that lies at the very heart of our mission—supporting survivors. Our cancer support information and services had nearly 700,000 touches in the lives of individuals affected by cancer and we created resources for some of the most underserved populations in the U.S.

But with all the achievements we have to show for last year’s efforts, it was also a year of laying groundwork for expanding our mission.

In 2008, we wrapped up 18 months of research about the challenges survivors face in other countries. What we learned was both heart-breaking and inspiring. In India, we talked to a young man whose friends had abandoned him, believing his cancer contagious. In Mexico, we met a young mother shunned by her own family after a breast cancer diagnosis. And we saw that if we were to remain true to our goal of empowering survivors, LIVESTRONG had to go global.

This year, we are in the thick of the LIVESTRONG Global Cancer Campaign, thanks to last year’s hard work and the tremendous support for our mission.

I face 2009 with the same hope and optimism I felt last year for our cause. Because our mission hasn’t changed. It has simply expanded to include survivors not just in the U.S. but all over the world. And with your continued support, we can empower them to live life on their own terms.

LANCE ARMSTRONG
THE LANCE ARMSTRONG FOUNDATION (LAF) had an incredible year in 2008 and we’re just as excited about the year ahead. Your support has meant the world to us, especially during these difficult economic times, and we are eager to achieve great things on behalf of cancer survivors in 2009 and beyond.

I met many amazing people and heard inspiring stories this past year. Here are just a few of the individuals who touched me deeply.

Back in 2005, the LAF donated more than $500,000 to cancer survivors who were displaced by Hurricane Katrina. In January 2008, the entire LAF staff visited New Orleans to help build homes for survivors who were still in need. Working as a team in Louisiana and building four homes with Habitat for Humanity was incredibly rewarding. I was so inspired by Shirley Byrd, and happy that we were able to provide some hope and support to this cancer survivor and home owner by helping to rebuild a home for her, and for others.

In May 2008, the LAF staff was on the road again as each of us traveled to LIVESTRONG Day events around the country. All of these events were meaningful, but I’ll never forget traveling to Denver with Lance. We met Kerri Rueda, who was hosting a LIVESTRONG Day event at the University of Denver in honor of her father. Kerri’s dad was an avid cyclist and wore his LIVESTRONG wristband everywhere, no matter how formal the occasion. Her story touched many of us and was a great example of how one person, one room, one campus can make a difference. This is how we’ll spread awareness and fight cancer, not only nationally, but internationally—one person and one room at a time.

The LIVESTRONG Summit, held at The Ohio State University this past July, was a tremendous event. I was moved seeing hundreds of advocates walking across campus together, hearing their stories and their plans. We were all inspired during Dr. Harold Freeman’s keynote speech. “Never doubt that a small group of committed people can change the world,” he quoted Margaret Mead. In fact, he continued, “that is the only thing that ever has.” Dr. Freeman reminded me that all of us who claim LIVESTRONG as our mantra, we are a small group of committed people who are changing the world.

I truly feel fortunate. Fortunate to work for an incredible organization focused on helping millions of others. And fortunate that we have so many people who stand with us in this fight. Like Dr. Freeman, they want to be “drum majors for justice.” Like Shirley Byrd and Kerri Rueda, they’re joining our group of committed people, and together, we are creating a movement and we are changing the world.

LIVESTRONG,

DOUG ULMAN
## LANCE ARMSTRONG FOUNDATION
### STATEMENT OF FINANCIAL POSITION

<table>
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<tr>
<th>ASSETS</th>
<th>Amount</th>
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| TOTAL LIABILITIES AND NET ASSETS               | **45,284,183**  |

The figures on these pages depict the financial activities of the Lance Armstrong Foundation and Endowment for the calendar year 2008.
# LANCE ARMSTRONG FOUNDATION ENDOWMENT

## STATEMENT OF FINANCIAL POSITION

**December 31, 2008**

### ASSETS

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**TOTAL ASSETS** 20,694,306

### LIABILITIES

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**TOTAL LIABILITIES** 825,101

### NET ASSETS

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**TOTAL NET ASSETS** 19,869,205

**TOTAL LIABILITIES AND NET ASSETS** 20,694,306

Complete copies of the audited financial statements are available upon request from the Lance Armstrong Foundation, 2201 East 6th Street, Austin, TX 78702, or on our website at LIVESTRONG.ORG.
SPECIAL THANKS

BOARD OF DIRECTORS

Our Board of Directors serves as the guardian of the LAF mission—to inspire and empower people affected by cancer. The Board and its committees ensure that our mission continues to be appropriate, relevant and vital to the cancer survivorship community. We admire the dedication these individuals have for the Foundation and we are extremely grateful for their time and commitment to our mission.

Lance Armstrong—Austin, Texas
Jeffery C. Garvey—Austin, Texas
Dennis Cavner—Austin, Texas
Michael Sherwin—Cleveland, Ohio
Craig Nichols, MD—Portland, Oregon
Joseph C. Aragona—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
Amelie G. Ramirez, Dr PH—San Antonio, Texas
Blaine P. Rallins—Denver, Colorado
Mitchell Stoller—Basking Ridge, New Jersey
Navdeep Sooch—Austin, Texas
E. Lee Walker—Austin, Texas
In memoriam Hamilton Jordan

7 SOCIETY

The LAF is especially grateful for the support of the 7 Society, which is composed of members who are committed to the financial health of the LAF. Each member has a cumulative giving history and/or future commitment totaling one million dollars or more. We graciously thank the 7 Society members for providing the Foundation the stability and growth so that we may continue to serve our mission.

American Century Investments
Anonymous
Aragona Family Foundation
Lance Armstrong
Tench Coxe and Simone Otus-Coxe
Jeff and Bonita Garvey
Nike
Oakley
The O’Reilly Family
Mike and Carol Sherwin
Navdeep Sooch
David “Tiger” Williams
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
The Armstrong Family
Tench Coxe and Simone Otus-Coxe
Mrs. Jane Frazier
Jeff and Bonita Garvey
Steve Hicks and Donna Stockton-Hicks
James C. Kennedy
Kramer Foundation
Craig B. Malloy
Jean M. Schuler
Andrew T. Sheehan
Mike and Carol Sherwin
Brad A. Silverberg
Angela and Morton Topfer
E. Lee Walker and Jennifer Vickers
Thomas Weisel
Windfall Foundation

INDUSTRY COUNCIL

To provide funding for LIVESTRONG SurvivorCare, the LAF’s one-on-one support program for cancer survivors, the Foundation joined forces with leading pharmaceutical companies to develop the Industry Council. Together with the LAF, the Industry Council will share valuable information and develop new and innovative program initiatives to positively impact those diagnosed with cancer.

Amgen
Bristol-Myers Squibb
Genentech BioOncology
Merck
Purdue Pharma LP
2008 ANNUAL REPORT

Lance Armstrong Foundation
Endowment Board of Trustees

Michael Sherwin, Chairman
Dennis Cavner, Vice Chairman
Jeffery C. Garvey, Treasurer
Karen S. Cook
James Hodge, III
Larry O’Reilly
Kozo Shimano

Bequests: Lance Armstrong Foundation

Anonymous
Adrienne Allen
Gregg Bander
Annie Bender
Christopher Canino
Bonnie Y. Hope
David Kelling
Paul Krentar
Ralph R. McDermot
Kathy Parker
Bernard G. Rethore
Sandra Thornber
Brenda Ware
Charles C. White

Bequests: Lance Armstrong Foundation Endowment

Anonymous
Andrew Anderson
Mark Buvala
Ann P. Davis
Donna V. Davis
Charles Gullan
Ginger Gullan
Dean Hart
Otto Jehl
Michael Sherwin
Gregory Ward

Named and Endowed Special Purpose Funds

Betsy H. Schofield Memorial Fund — $600,000
Coxe Family Fund — $1,000,000
CVCCA – Parker’s Team — $40,000
Dell Children’s Hospital gift in Honor of Sandra Aragona — $250,000
In Honor of Hamilton Jordan — $87,500
In Honor of Kathleen B. and James N. Sherwin — $26,410
In Honor of Rainbow Babies & Children’s Hospital, Cleveland, OH — $25,410
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
Jeannette J. Jehl Memorial Fund — $51,266
Karen and Everett Cook Endowment Fund — $150,000
Larry & Dr. Nancy O’Reilly, Lauren, Leigh, Ragan Family Fund — $1,135,712
Michael W. Lotz Memorial Fund — $50,000
Richard Desjardin Memorial Fund — $25,000
Ryan Phua Memorial Fund — $278,860
Stephanie Robins Lance Armstrong Endowment Fund — $543,494
Susan E. Kuhn and Sevilla M. Trevisani and Thomas P. Trevisani, II Family Fund — $27,420
The Armstrong Family Fund — $1,025,000
The Rollins Family Fund — $50,000
The Ulman Family Endowment — $25,450

SPECIAL THANKS
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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 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
Making Cancer a Global Priority

“Cancer is global in scope and yet different from place to place. It needs a global response and Lance Armstrong and his Foundation are the right people to do it.”

—President Bill Clinton
Cancer affects everyone. Each year more than 12 million people worldwide are diagnosed with cancer and eight million people will die from the disease. You’d be hard-pressed to find someone who has no connection to cancer. We all have family, friends, coworkers, neighbors, classmates, team members, teachers and caregivers who have been diagnosed with this disease.

More than 28 million people around the world are living with cancer today and by 2010, cancer is projected to become the leading cause of death worldwide. These statistics are both shocking and needless because cancer is one of the most preventable and curable of the major life-threatening diseases facing the world today. One-third of cancers are preventable, and one-third of cancers are treatable if detected early.

Because it touches all of us, it is critical to engage our leaders and elected officials in combating this disease. We continue to work hard to make cancer a national priority in the United States and now we’re taking the fight against cancer global. Join us.
The volunteers and the effort of the people wearing those yellow shirts is what America is all about. It gives me optimism that we will find a cure because of the dedication of these people who are here from all over America.

— Senator John McCain
The LAF invited nearly 800 current and future leaders from across the country to the 2008 LIVESTRONG Summit from July 24–27. The invited delegates were selected because they cared about cancer issues and are willing to champion the cause in their communities. They were inspired and empowered by renowned keynote speakers and hands-on training sessions, so they could return to their communities with the necessary tools to support the Foundation’s efforts to make cancer a national priority.

The LIVESTRONG Summit took place at The Ohio State University campus in Columbus, Ohio, and included the LIVESTRONG Presidential Town Hall on Cancer on July 24.

Senator John McCain, a cancer survivor himself, spoke at the LIVESTRONG Presidential Town Hall on Cancer. Lance Armstrong and broadcast journalist Paula Zahn co-moderated the event. Senator McCain spoke about improving access to health care, broadening access to clinical trials, shared his cancer plan and answered questions from the audience.

More than 1.4 million Americans will be diagnosed with cancer this year, and at least half of those new cases can be prevented or detected earlier when they are most treatable.
We invited both presidential candidates to attend the LIVESTRONG Presidential Town Hall on Cancer at the LIVESTRONG Summit. President (then Senator) Barack Obama was unable to attend due to scheduling conflicts. President Obama, whose mother died of ovarian cancer in her early 50s and whose grandmother died of cancer just days before his inauguration, pledged to:

- Double federal funding for cancer research within five years, focusing on the National Institutes of Health and the National Cancer Institute.
- Ensure all Americans have affordable, accessible and quality health care.
- Ensure Americans have access to preventive health care.
- End insurance discrimination.
- Improve access to clinical trials.
- Improve federal coordination of cancer research, treatment and awareness programs, among other initiatives.

The LIVESTRONG Presidential Town Hall on Cancer made cancer part of the national dialogue and advanced progress in the cancer fight. For the first time, both presidential candidates shared their cancer plans prior to the election.
The Lance Armstrong Foundation will continue to fight cancer in the United States, but when we see 28 million people living with cancer worldwide, we can’t look the other way. Cancer is a leading cause of death around the world and many of these deaths can be avoided with prevention, awareness, early detection and existing treatments. Our mission hasn’t changed; it’s just gotten bigger.

— Doug Ulman, President and CEO, Lance Armstrong Foundation

In 2008 more than 332,000 people living in nearly 200 countries accessed the cancer support information on livestrong.org.
What’s your cancer plan? Not just in this country but for people all over the world? It’s time to take this message around the world because this disease affects everybody.

— Lance Armstrong

Around the World, cancer is projected to be the leading cause of death by 2010.
The LIVESTRONG Global Cancer Campaign is the LAF’s effort to make cancer a global priority. Our goals are:

1. **To end the stigma of cancer and turn cancer victims into cancer survivors.**
Millions of people around the world suffer from cancer in isolation, victims not only of the disease but of social stigma. For all too many, a diagnosis of cancer can result in ostracism from colleagues, friends and even family, and cancer becomes a shameful condition that must be hidden. This stigma leads to a lack of early detection, failure to seek treatment and an increase in cancer mortality.

2. **To build an international grassroots movement that will take cancer from isolation to collaboration.**
Research shows increased mortality is often caused by a lack of resources and knowledge related to cancer awareness, screening, prevention, treatment and care. However, a third of cancers could be cured if detected early and treated adequately.

3. **Together with world leaders, to transform cancer from obscurity to priority.**
Cancer kills more people than malaria, tuberculosis and AIDS combined. However, many governments devote few resources to fighting cancer and collect little information about its causes and effects. The LAF will work with world leaders to focus on developing international partnerships, cancer advocacy, research and data collection. We will kick off this effort at the LIVESTRONG Global Cancer Summit in Dublin, Ireland, in August 2009.

The LAF is committed to making cancer a global priority. With Lance’s return to professional cycling, we are uniquely positioned to serve as the catalyst that brings together survivors, advocates, world leaders, policymakers and corporate leaders to fight cancer. We aim to create political will and support a grassroots movement to raise awareness of cancer as a global health problem and to increase cancer funding, programs and research internationally.

2009 LIVESTRONG GLOBAL CANCER SUMMIT

In September 2008, Lance announced both his return to professional cycling and the LIVESTRONG Global Cancer Campaign. With our new global efforts, the LIVESTRONG Summit is expanding its reach to become a global event with an international reach. On August 24–26, the LAF will hold the LIVESTRONG Global Cancer Summit in Dublin, Ireland.

The LAF will convene world leaders, advocates and representatives from non-profits and corporations. Invitations will be extended to:

- World leaders who commit to making cancer a priority; leaders will tailor their commitments relevant to specific cultural circumstances and the ability to share demonstrable results.
- Representatives from non-governmental organizations and corporations who make significant commitments to advance cancer control in their countries.
- Grassroots advocates who are dedicated to supporting and monitoring the commitments made by their governments and the cancer community.

Each commitment must be new, measurable, supported and aligned with the UICC World Cancer Declaration.

EACH YEAR MORE THAN 12 MILLION PEOPLE WORLDWIDE ARE DIAGNOSED WITH CANCER AND EIGHT MILLION LOSE THEIR LIVES TO THE DISEASE.
It is up to all of us—governments, non-governmental organizations, cancer survivors, all concerned individuals—to see that detection and treatment are offered to as much of the world’s population as possible.

— Mary Robinson, former President of Ireland and former United Nations High Commissioner for Human Rights, Honorary Chairperson of the LIVESTRONG Global Cancer Summit

In 2008 Lance was named to the prestigious TIME 100, a list of the world’s most influential people.
Increasing Awareness
One Person at a Time»

Raising awareness is the number one priority!

—LIVESTRONG Challenge Participant
The Lance Armstrong Foundation has worked to grow and encourage a grassroots movement that unites people affected by cancer. From the local to the national to the global, these well-organized cancer advocates call for change in their local communities, raise awareness and funds, fight the stigma of this disease and help make cancer a global priority.
I’ll do almost anything I can do to help and one thing I can do is run.

— Eric, cancer survivor and Team LIVESTRONG member

In 2008 we distributed more than 350,000 printed educational materials to cancer survivors, caregivers and healthcare providers.
In 2009, Team LIVESTRONG members are raising funds and awareness in the fight against cancer. They will receive guaranteed race entry, team gear, an invitation to a team gathering and the opportunity to make a difference in the lives of people living with cancer.

Many of those who join Team LIVESTRONG participate in the LIVESTRONG Challenge, the LAF’s signature fundraising event. We also have guaranteed entry in select triathlons, marathons and other athletic events around the country and the world including the Chicago Marathon, NYC Marathon, London Marathon, RAGBRAI and others for Team LIVESTRONG members.

Go ahead. Pick a fight. With those words, we invite survivors, their families and anyone interested in fighting cancer to participate in the LIVESTRONG Challenge. Whether participants walk, run, ride, volunteer or donate, their efforts are one more powerful weapon in the fight against cancer. In 2008, for the first time in the history of the LIVESTRONG Challenge, we topped 20,000 participants and volunteers across all four cities. Each one of them has a story to tell.

Now in its 13th year, the LIVESTRONG Challenge has raised more than $50 million to support the global fight against cancer. One of the highlights of the LIVESTRONG Challenge is the “yellow mile” where participants are welcomed home by friends and family, while being cheered on by volunteers and staff for their personal accomplishments. Surrounded by the color that has inspired and empowered Lance and millions of others, each cancer survivor is given a yellow rose when they cross the finish line to commemorate their survivorship.
Each year, the LAF invites supporters to participate in LIVESTRONG Day, our one-day initiative to unite people affected by cancer. Our goal is to raise awareness and funds for the cancer fight and to show support for people affected by cancer with these local community events. In 2009, LIVESTRONG Day will be October 2, and more than 1,000 local events will take place around the world to raise awareness and funds for the global fight against cancer.

In 2008, more than 600 LIVESTRONG Day organizers across the country:

- Held Wear Yellow Day on LIVESTRONG Day and encouraged friends, family, neighbors and coworkers to do the same.
- Wrote letters to the editors of local newspapers about the issues cancer survivors face and the need to make cancer a national and global priority.
- Called and wrote letters to elected officials in their district offices.
- Told their stories to colleagues, community organizations and groups of friends and family.
- Delivered LIVESTRONG wristbands to elected officials in their local communities and educated them about cancer survivorship issues.
- Held candlelight vigils in honor of cancer survivors in their local communities.
- Had a local priest, minister or rabbi hold a survivorship spiritual ceremony at a local place of worship.
I want to thank you for [the LAF] website. I was diagnosed with testicular cancer yesterday, which ironically, as I just found out, was LIVESTRONG Day. I know it is a long road ahead, but LIVESTRONG!

—Mike, testicular cancer survivor
MORE THAN 28 MILLION PEOPLE AROUND THE WORLD ARE LIVING WITH CANCER TODAY, AND WITHOUT ACTION THIS COULD NEARLY TRIPLE BY 2030.

If you have passion in your life, then I think a lot of things are overcome.

—Chris, brain cancer survivor

MAKE CANCER A NATIONAL PRIORITY
• Organized a group to volunteer at a local cancer hospital/clinic or other cancer-related organization.
• Held cancer survivorship rallies at a local park, State Capitol or other public buildings.
• Coordinated a parade in their communities to honor local cancer survivors.
• Dedicated a local park or garden to cancer survivors.
• Hosted a LIVESTRONG Day event at their school and educated students about cancer awareness through the LIVESTRONG at School program.

LIVESTRONG Day events are unique to the location; the day is about doing something to make a difference in the fight against cancer in a way that is meaningful and comfortable to each community.

Join us on October 2, 2009.
CHANGING THE WAY STUDENTS THINK ABOUT CANCER

Children in classrooms around the country are dealing with cancer right now, whether fighting cancer themselves or by supporting a family member, friend or teacher who has been diagnosed. Traditionally, lessons on cancer have focused on prevention or cell biology, but few have explored the personal impact of the disease. To answer this need, LIVESTRONG at School provides engaging lessons that encourage students to join the fight against cancer. These free, online lessons offer an age-appropriate, hopeful, inspiring and empowering way to teach students about cancer.

ENHANCEMENTS AND EXPANSION

In 2009, the LAF plans to engage at least 1,000 classrooms with the LIVESTRONG at School curriculum. We are working with Scholastic, Inc., to enhance the curriculum for grades 3–6. The new in-school kit includes a large poster of Lance, with refined lesson plans and worksheets. We will distribute the in-school kit to 25,000 educators nationwide.

Help us fundamentally change the way students think about cancer. Visit LIVESTRONG.ORG/SCHOOL to learn how you can get your community involved with LIVESTRONG at School.
IN 2008 WE DEVELOPED “LIVESTRONG: A PODCAST SERIES FOR YOUNG ADULTS WITH CANCER” TO OFFER ADOLESCENTS AND YOUNG ADULTS CANCER INFORMATION AND SUPPORT.

The LIVESTRONG at School program provides kids with an avenue or environment to discuss a very serious illness in an open, relaxed forum. All of us are touched by cancer at some point, and this program provides invaluable skills for how to properly cope with the disease.

—Eric, third grade teacher
I decided that if I could help just one person through my experience, it will have all been worth it. Every single minute of it was worth it to get someone else through it.

— Jenny, appendix cancer and thyroid cancer survivor
Since the early days of the Foundation, Lance wanted to help other cancer survivors. He wanted the Lance Armstrong Foundation to manifest all of the issues he had dealt with: coping with fear, the importance of multiple opinions, thorough knowledge and above all, the idea that cancer did not have to be a death sentence.

We offer support services for survivors, caregivers and anyone affected by cancer. Whether it’s learning more about what to expect, what questions to ask, treatment options or hearing the stories of other survivors, our goal is to help people face the challenges and changes that come with a cancer diagnosis.
In 2008 we helped more than 4,700 cancer survivors through Livestrong SurvivorCare’s free, professional one-on-one support in English and Spanish.

I wanted to stop running until I saw someone running ahead of me who had memorial banners that read ‘In memory of Mother, Sister, Father, Brother.’ It kept me running. It changed my life.

—Livestrong Challenge Participant
LIVESTRONG SurvivorCare is for anyone affected by cancer. At any point in a survivor’s or caregiver’s cancer experience, we provide free professional support with:

- Emotional concerns and counseling needs
- Financial, insurance and job concerns
- Clinical trials and new treatments in development
- Locating and accessing local resources

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

Spread the word. Help cancer survivors get the support they need by sharing this contact information: 866.235.7205 and LIVESTRONG.ORG/SURVIVORCARE.
Our headquarters are located in east Austin, TX, an underserved community. This location reinforces our mission to inspire and empower people affected by cancer, an especially important commitment in communities that traditionally have not had access to healthcare resources, information and services.

Beginning in 2010, the LIVESTRONG Patient Navigation Center (PNC) will serve individuals with or at risk for cancer, with a specific emphasis on underserved populations in the Austin area. The PNC will take a “system navigation” approach and will work to improve access to all available support services, including counseling and support groups, education, financial assistance and practical help.

The PNC will not provide patient care, but will establish relationships with Austin-area physicians, hospitals, clinics and organizations that provide cancer education, prevention, screening and treatment and support services. Our goal is to help cancer survivors in navigating access to the services they need.

Initial efforts for developing the PNC will focus on planning and collaborating with individuals, organizations and coalitions within the Austin community, and learning from experts in patient navigation. Our long-term goal is to create a model PNC that can be replicated in underserved communities nationwide. When fully operational, the PNC will provide direct patient navigation services to comprehensively address the needs of people affected by cancer in the Austin community, fulfilling a much-needed and long-addressed gap.

Help bring the PNC to people who need these critical support services. Giving opportunities exist for this and other initiatives in the LAF headquarters.

WE HAVE ESTABLISHED HEALTH AND WELLNESS PROGRAMS FOR CANCER SURVIVORS IN 21 CITIES WITH THE YMCA OF THE USA AND 35 SITES WITH THE WELLNESS COMMUNITY.
I don’t know that my story is any different from anyone else’s. I really wanted to be a part of something greater than myself, something that was going to promote cancer awareness and possibly advance cancer research.

—Jenny, brain cancer survivor
The label of cancer is not a death sentence. It’s a life sentence that every day is going to be more valuable, and we better use it as fully as we can.

—Chris, gastrointestinal stromal tumor survivor
The Lance Armstrong Foundation depends on the generous support of donors, corporate sponsors, volunteers, advocates and others committed to the fight against cancer. These supporters allow us to offer important survivorship programs and services to anyone affected by cancer.

For a list of 2008 donors visit LIVESTRONG.ORG/2008DONORLIST.
I am grateful, maybe not for what has happened to me, but where I am today.

— Jim, prostate cancer survivor
OUR DONORS

The LAF is grateful to the many generous donors who support our mission and programs. Two-thirds of our funds come from individuals who give in honor or memory of someone, donate through workplace or planned giving or give in other ways. Become a Foundation supporter by visiting LIVESTRONG.ORG/DONATE.

LIVESTRONG AMBASSADORS

In 2009, a special group of donors called the LIVESTRONG Ambassadors will help support the LIVESTRONG Global Cancer Campaign.

Initially, the Foundation was built through the vision of the Founder’s Circle. This group of 18 entrepreneurial philanthropists provided the platform for making cancer a national priority. Now, the challenge is building on this success and extending its reach; LIVESTRONG Ambassadors will join with the LAF to make cancer a global priority. To learn how to become a LIVESTRONG Ambassador contact DONATIONS@LIVESTRONG.ORG.

LIVESTRONG PRESIDENT’S CIRCLE

The LIVESTRONG President’s Circle recognizes LAF President and CEO Doug Ulman and his commitment and leadership in the fight against cancer. The President’s Circle is our annual leadership donor recognition society through which donors give unrestricted “venture funds” to be targeted at opportunities where other funding is not always readily available.

FOUNDATION STAFF RAISED MORE THAN $100,000 TO PAY FOR THEIR TRIP TO NEW ORLEANS TO WORK WITH THE NEW ORLEANS AREA HABITAT FOR HUMANITY, INCLUDING A $50,000 DONATION TO HABITAT.
CORPORATE PARTNERSHIPS

The LAF appreciates the support of corporations, like the three listed here, that believe in our mission to inspire and empower people affected by cancer.

AMERICAN CENTURY INVESTMENTS

American Century Investments supports the LAF through the LIVESTRONG® Portfolios, target-date asset allocation funds that provide investors with a convenient way to save for retirement. The Portfolios do not invest in tobacco companies or charge investors an incremental fee to support the LAF. American Century Investments has made a 10-year, minimum $6 million commitment to the LAF from the profits of its management company.

NIKE

Since Lance’s diagnosis in 1997, Nike has stood by him and his Foundation helping the LAF to raise $80 million and spread our LIVESTRONG message around the world. From the creation of the LIVESTRONG wristband to its continued support through the LIVESTRONG Collection, Nike is one of the LAF’s strongest allies in the fight against cancer.

OAKLEY

With each purchase of special edition LIVESTRONG eyewear, Oakley donates $20 to the LAF. LIVESTRONG eyewear purchases have contributed more than $1.9 million to the fight against cancer.

NEARLY 96 PERCENT OF LIVESTRONG CHALLENGE PARTICIPANTS ACKNOWLEDGED OUR SPONSORS AS NECESSARY AND ESSENTIAL.
I look forward to racing again. I can’t guarantee an eighth Tour victory, but I can guarantee you that the LIVESTRONG message will touch all continents of our society and will certainly touch on all the different diseases and facets of cancer that need attention.

—Lance Armstrong