LANCE ARMSTRONG FOUNDATION ANNUAL REPORT 2004

INSPIRING AND EMPOWERING PEOPLE AFFECTED BY CANCER
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.
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™**
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 for 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
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.
2004 Combined Program Spending:

- Public Health: $2,559,336 (19%)
- Research: $5,210,655 (40%)
- Education: $2,539,133 (19%)
- Advocacy: $1,233,596 (9%)
- General Programs: $1,675,970 (13%)

2004 Combined Total Spending:

- Program Services: $13,218,690 (78%)
- Fundraising: $2,655,310 (16%)
- Administration: $1,018,214 (6%)
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™ SURVIVOR CARE 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
COMMUNITY PROGRAM GRANTS AWARDED

2002: $72,000
2003: $772,356
2004: $1,016,185
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.
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**.
$3,388,571

$2,097,919

$1,349,571

$1,142,635

$1,171,026

$497,067

1999 2000 2001 2002 2003 2004

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
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.
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.

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.
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

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</tbody>
</table>
The Lance Armstrong Board of Directors established the Lance Armstrong Foundation Endowment (LAFE) in October 2003. With assets at \textbf{MORE THAN $10 MILLION} and governed by a board of trustees, the LAFE ensures the Foundation’s \textbf{LONG-TERM FINANCIAL HEALTH}. 
## LANCE ARMSTRONG FOUNDATION ENDOWMENT

### STATEMENT OF FINANCIAL POSITION

**DECEMBER 2004**

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash and Cash Equivalents</strong></td>
<td>$266,253</td>
</tr>
<tr>
<td><strong>Receivable from the LAF</strong></td>
<td>4,588</td>
</tr>
<tr>
<td><strong>Investment Securities</strong></td>
<td>9,954,732</td>
</tr>
</tbody>
</table>

**Total Assets** $10,225,573

<table>
<thead>
<tr>
<th>Liabilities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td>472,806</td>
</tr>
<tr>
<td>Designated</td>
<td>9,157,406</td>
</tr>
<tr>
<td><strong>Unrestricted</strong></td>
<td>9,630,212</td>
</tr>
</tbody>
</table>

|              |       |
| Temporarily Restricted |       |
| Permanently Restricted  | 595,361 |

**Temporarily Restricted** $595,361

**Total Liabilities and Net Assets** $10,225,573

### PERMANENTLY RESTRICTED SPECIAL PURPOSE FUNDS

<table>
<thead>
<tr>
<th>Fund</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stephanie Robins Memorial Fund</td>
<td>$539,994</td>
</tr>
<tr>
<td>Ryan Phua Memorial Fund</td>
<td>55,367</td>
</tr>
</tbody>
</table>

$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**.
SPONSORS

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Johnny Carino’s
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KLBJ-FM
KXAN
LCRA
McCormick & Schmicks
Nextel
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VeloNews
2004 LAF AND LAFE
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Combined Jewish Philanthropies
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Kramer Foundation
Windfall Foundation

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Diageo - Guinness USA
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Landtek, LLC
Nordstrom
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Michael Reger
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John Ritter
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Sallie Mae
Joshua Schott
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AMD
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Renee Bacherman
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BMC Software
Brenner Oil Company
Brian Rafferty
Capital Sports & Entertainment
Shawn Colvin
Daniel Doyle, Jr.
Drew and Laurie Duncan
Pamela Edstrom
Carl Eklund
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Flowerbud.com
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Garvey Family Foundation
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Janet and Matthew Genuardi
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Philanthropic Fund
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HEB
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and Ragan O’Reilly
and Leigh Fisher Foundation
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SuelthausPowerBar
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Emmons
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Sector, Inc.
Shimano
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Mary Smith
Sonnenshein
Springfield Trust Company
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John Thornton
Mort and Bobbie Topfer
Trek
Corrado and Francisco Varoli
Michael Wiggins
Jim Young
$5,000-$9,999

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Anheuser Busch, Inc.
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Jon Binsted
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Frederic Brandt
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Joel Broussard
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Mark Casp
John Castle
The Christian P. Anschutz Foundation
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Tiffany Craven

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Salvatore Giglio
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Rishi Gupta
Lew Hamburger
Claire Hernandez
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Mark Holowesko
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of Greater Dallas
Hotchkiss School
Hyde Park Blast
Inspire Pharamaceuticals, Inc.

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Jerry and Angie Kelly
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David Kirkpatrick
Stephen Koncurat
Todd Koons
Lake Forest Community High School
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Eric Matthies
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Nashville Dist. #49
National Logistics Management
Seth Neiman
Neopost
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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
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Alison Smith
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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

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Waitt Family Foundation
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David Weidenfeller
Wells Fargo
David Wilson
David Winigrad
Arthur Yergey

$2,500-$4,999
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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
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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
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Ed and Mary Lewis Foundation
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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
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Jennifer Rackowski
Susan Rafte
Leighton and Carol Read
Angela Rich
Ride to Survive, Inc.
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Denise Robinson
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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
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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
Aragon 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.