

## About the Lance Armstrong Foundation

The LAF exists to enhance the quality of life for those living with, through and beyond cancer. We want to continue to define, refine and improve cancer survivor resources and facilitate the delivery of those services—and a large dose of hope—to the patients, their families and other loved ones touched by the disease. It's a tall order, but an organization that bears the name of the man who came back from cancer to win four consecutive Tour de France victories can aim for nothing less.

Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF's mission is to enhance the quality of survival of those diagnosed with cancer. We seek to promote the optimal physical, psychological and social recovery and care of cancer survivors and their loved ones.

Providing information, services and support, the LAF strives to help all cancer patients and their loved ones through the challenging and difficult phases of diagnosis and treatment, encouraging each to adopt the same positive attitude that Lance Armstrong adopted in his own battle with cancer.

The Lance Armstrong Foundation is a registered 501(c)(3) nonprofit organization located in Austin, Texas. For more information, please visit our website at [www.laf.org](http://www.laf.org).

## Areas of Focus

The Foundation focuses its activities in the following areas: survivorship education and resources, community programs, national advocacy initiatives and scientific and clinical research grants.

- Through survivorship education and resources, we educate cancer survivors, health care professionals and the general public about cancer survivorship issues.
- Through innovative community programs and partnerships, we aid in the development of after-treatment services and support for survivors.
- Through national advocacy initiatives, we address health policy issues in an effort to increase support and services for cancer survivors and their loved ones.
- Through scientific and clinical research grants, we support research for a better understanding of cancer and cancer survivorship.

## What is Cancer Survivorship?

The Lance Armstrong Foundation focuses its mission and goals on the emerging area of cancer treatment called survivorship. The Foundation defines survivorship as living with, through and beyond cancer. This definition includes family, members, loved ones and caregivers, who all are a most integral part of the cancer experience. Survivorship encompasses issues ranging from physical and emotional well being to financial or legal concerns or any other life changes due to cancer.



photo by Graham Watson

*“Regardless of one victory, two victories, four victories, there’s never been a victory by a cancer survivor. That’s a fact that hopefully I’ll be remembered for.”*

*Lance Armstrong*

## Cancer Survivorship Facts

- There are more than 9 million cancer survivors in the United States today.
- More than 1.3 million people will be diagnosed with cancer this year.
- 60% of cancer survivors are 65 years of age and older.
- 62% of adults diagnosed with cancer today will be alive 5 years from now.
- 77% of children (age 0-14) diagnosed with cancer today will be living five years from now. (In 1960, only 4% of children with cancer survived more than 5 years.)
- Three out of every four American families will have at least one family member diagnosed with cancer. (Cancer Facts and Figures, ACS, 1996)
- 24% of adults with cancer are parents who have a child 18 years or younger living in the home. (National Health Interview Survey, 1992)
- One of every 4 deaths in the United States is from cancer. In 2002, 555,500 Americans will die of cancer—more than 1,500 people a day.
- The annual cost of cancer in the United States is \$180 billion in direct and indirect costs.
- In 2001 the National Institutes of Health invested \$38 million in survivorship—less than \$4.25 per survivor.

## Lance's Story

By now, many people are aware of Lance Armstrong's inspiring story. Diagnosed at age 25 with testicular cancer, Lance was given less than a 40 percent chance to live. The world-class cyclist faced enormous odds and uncertainty about his future, but from the moment of his diagnosis he declared himself a cancer survivor. He took an active role in educating himself about his disease and the treatment. Armed with knowledge and confidence in medicine, he underwent aggressive treatment and beat the cancer.

Although Lance Armstrong's victories in the 1999, 2000, 2001 and 2002 Tour de France are sweet, the battle against cancer has just begun—not just for him, but for all cancer survivors and people just like him who think cancer could not affect them. He plans to lead this fight, and he hopes that you join him. This is a life he owes to cancer.

*"I am living proof that we get second chances."* Lance Armstrong

## How You Can Help

The Lance Armstrong Foundation wants to mobilize people to make a difference in the area of cancer survivorship and to awaken the spirit of hope in all of us. You can help further our mission by making a financial donation to the LAF, by giving your time as a volunteer, by raising funds in your community, or by supporting our advocacy initiatives.

### Make a Donation

To make a tax-deductible contribution to the Lance Armstrong Foundation, visit [www.laf.org](http://www.laf.org) to make a secure online donation, call (512) 236-8820, or mail your donation to:

Lance Armstrong Foundation  
P.O. Box 161150  
Austin, TX 78716-1150

### Volunteer Your Time

The LAF has a number of volunteer positions tailored to meet your strengths, preferences and time availability. Positions include office and administrative support for our Austin office as well as volunteers for the Ride for the Roses Weekend and other events throughout the year. Please contact the LAF to learn more about specific opportunities.

### Raise Funds

The Peloton Project provides a fun and rewarding opportunity for people to raise money for the LAF in their communities. The Peloton Project is the Lance Armstrong Foundation's major grassroots fundraising and outreach project. Comprised of cyclists, cancer survivors and other volunteers who want to make a difference in the cancer community, members raise funds and awareness for the LAF in their local communities. Participating members receive Peloton Project awards depending on how much money they raise.

### Support Advocacy Initiatives

The LAF is leading several national advocacy initiatives on behalf of the nine million cancer survivors in the United States in an effort to expand research and quality of life programs for cancer survivors. Please visit our website to learn how you can help support our initiatives.

