



THE ROAD TO \$EVEN MILLION STARTS WITH YOU

SEVEN FACTS ABOUT CANCER

- More than 25 million people across the globe are living with cancer.
- More than 11 million people around the world will be diagnosed with cancer this year.
- Of adults diagnosed with cancer today, 64% will be alive five years from now.
- Of children diagnosed with cancer today, 78% will be alive five years from now.
- One in three people will be diagnosed with cancer during their lifetime.
- Three out of four families will help care for a family member with cancer.
- According to the **LIVESTRONG™** Poll conducted by the Lance Armstrong Foundation (LAF), nearly half (49%) of people living with cancer feel their non-medical cancer needs are currently unmet by the healthcare system.

SEVEN THINGS THE LANCE ARMSTRONG FOUNDATION IS DOING TO HELP PEOPLE LIVING WITH CANCER

The LAF sponsors national advocacy initiatives to help the voice of the cancer community be heard in Washington. The LAF's advocacy efforts helped increase the NCI Office of Cancer Survivorship budget by 256% and the CDC Comprehensive Cancer Control budget by 383%.

Through the **LIVESTRONG™** Resource for Cancer Survivors, the LAF educates people living with cancer, their friends and family and health care professionals about the physical, emotional and practical issues that often accompany a cancer diagnosis. Approximately 200,000 visitors per month access information and seek support at livestrong.org.

The LAF provides financial support and practical advice to community nonprofit organizations serving the needs of cancer survivors as identified by the *National Action Plan for Cancer Survivorship*. The LAF has invested more than \$2 million in 104 Community Program partner initiatives that provide direct support and education to people living with cancer.

The LAF has granted more than \$9.6 million toward cancer survivorship and testicular cancer research. In 2005, the LAF funded 20 projects for studies including follow-up care for African-American breast cancer survivors, the impact of exercise in lymphoma survivors and fertility of women following chemotherapy for early breast cancer, among others.

More than 7,000 volunteers across the U.S. and around the world raise funds and awareness for the LAF through the Peloton Project. In 2004, Peloton Project members collected more than \$5.6 million in donations and were represented in all 50 states and in 21 countries. The fundraising goal for 2005 is \$7 million.

More than 50 million people around the world wear a yellow **LIVESTRONG** wristband in support of people living with cancer. **LIVESTRONG** wristbands allow everyone to share the LAF spirit – especially the millions of people living with cancer.

The LAF boasts a four-star Charity Navigator ranking. More than 80% of the LAF's budgeted expenses go directly toward mission-related activities and grants. Since its inception, the LAF has granted more than \$14 million to research and survivorship initiatives in an effort to help people with cancer live strong.

SEVEN STORIES ABOUT PEOPLE LIVING WITH CANCER

Navita Gunter, cervical cancer survivor

Survivorship means a lot. It means that I have come through something, and I am still here. I am still functioning. I am still talking and walking. I have another chance to make a difference, not only in my life, but perhaps in other people's lives. It is different, but that's what life is all about, change. At least, hopefully, I can be a resource to others who are not sure what they're going to face.

Eric Miller, mother passed away from lung cancer and brain cancer

I thought the world of my mother. We were very, very close. When I come home now, the house is just a lot colder, a lot staler, because she brought so much life into the house. It's difficult, but I think in our own way, I'm supporting my dad, my brother's supporting my dad, and my dad's supporting us, individually. We'll make it through.

Rob Sartin, father of a leukemia survivor and volunteer

My father passed away from multiple myeloma, my mother is a breast cancer survivor and my mother-in-law passed away from breast cancer. Then, while I was at an LAF event last year, my son came down with a fever. One week later, he was diagnosed with leukemia. I have received so much support from so many people, and the only way for me to really pay that back is to help other people. Every day that I volunteer, I am giving back to the cancer community.

Marianne Antoniak, breast cancer survivor and advocate

My experience as a government relations professional and cancer advocate for the past several years helped set the stage for my own survival when I was diagnosed with stage 2 breast cancer. I've joined the LAF on Capitol Hill in advocating for equal access to care and treatment for all Americans. Actively supporting this mission has become the focus of my own survivorship.

Jeff Peterson, melanoma survivor and Peloton Project member

We're involved with the Peloton Project. I'm riding for a 60-year-old couple. One of them has stage 4 stomach cancer. The other one was diagnosed the following week with lung cancer and is a non-smoker. This is a couple in their sixties who were planning a cruise and their life is turned upside-down right now. A friend of mine is a sponsor. He asked if he could sponsor me and if I would wear their names on my jersey in Austin, Texas. I said, "I'd be honored to."

Steven Wolff, M.D., father of a non-Hodgkin's lymphoma survivor and physician

As a physician and as an oncologist, we clearly concentrate on treating the illness. But as a parent, having your child go through therapy, it became quite apparent to me that there are many issues just as or more important after therapy is over. Those are the issues of survivorship, dealing with stress, anxiety and family issues. Years ago we never had resources, and the physicians weren't really cognizant of those activities. Fortunately, now, we're getting to understand those needs.

Heidi Adams, Ewing's sarcoma survivor and executive director of Planet Cancer, an LAF community partner

Having had cancer, I didn't want to spend time afterwards doing something I didn't feel was valuable. I had always had this in the back of my mind about the isolation that I had felt as a young adult and thought somebody should do something about that. So I started an organization called Planet Cancer, which supports young adults with cancer. It's something that I feel is immensely valuable and worth my spending all my time on.