

**UNITED STATES
OLYMPIC
COMMITTEE**



**ANNUAL
REPORT**



20
14



A YEAR OF ACHIEVEMENT



79 TEAM USA MEDALISTS

at the Sochi Olympic and Paralympic Games – the U.S. finished second in the Olympic medal count with 28, which is the most won by Team USA at a Winter Games outside North America, and third in the Paralympic medal chart with 18

>500,000

Americans celebrated Olympic Day at a record 1,055 events in 813 cities across all 50 states and five overseas locations

534

international sport leadership positions held by U.S. representatives, highlighted by four IOC members

94%

OF EXPENDITURES

were directed to areas that support U.S. Olympic and Paralympic athletes, including \$77 million in direct grants and support



\$14.5 MILLION RAISED

in the U.S. Olympic and Paralympic Foundation's first full year of operation

37,000 SQUARE FEET

of space in the new Ted Stevens Sports Services Center – home to the only one-stop comprehensive sports medicine assessment facility in the U.S.



100%

of NGB partners (47) compliant with newly set safe sport standards, as the USOC began work to launch an independent entity to oversee education programs for safe sport, and investigate and adjudicate claims of misconduct



THREE-FOURTHS OF AMERICANS

tuned into the Sochi Olympics, as NBC's primetime viewership averaged 21.4 million per night, earning the top rating all 18 nights

1.01 BILLION

impressions during the Sochi Games on the five Team USA social channels, which totaled 5.5 million followers in 2014



20,000 ATHLETES

served at the three high-performance U.S. Olympic Training Centers that offer world-class facilities, medical services and technologies

300%

increase in the number of athletes receiving career and education services (nearly 1,000) following the revamp of the Athlete Career and Education Program



77M PAGE VIEWS

among more than 15 million unique visitors to the TeamUSA.org network of 25 sites



37 PARTNERS

including three new and 10 renewals in 2014

MISSION

TO SUPPORT U.S. OLYMPIC
AND PARALYMPIC ATHLETES
IN ACHIEVING SUSTAINED
COMPETITIVE EXCELLENCE
WHILE DEMONSTRATING THE
VALUES OF THE OLYMPIC
MOVEMENT, THEREBY
INSPIRING ALL AMERICANS.



USOC ANNUAL REPORT
TWENTY
FOURTEEN

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DEAR FRIENDS
AND COLLEAGUES,

As we look back on 2014, there are
a number of achievements we can
all be proud of and several key
opportunities for continued growth.

Most importantly, we continued to
operate in a culture of service to our athletes
and National Governing Bodies, providing
strategic funding and support to more
effectively impact podium potential and
advance the ideals of the Olympic and
Paralympic movements in a meaningful way.

More than 300 Americans joined
over 3,000 athletes in Sochi for a global
celebration of sport and friendship at the
2014 Olympic and Paralympic Winter Games.
At the heart of this experience were the
great performances of our athletes and the
character they demonstrated in competition.
Our athletes achieved historic results and
made us proud to be Americans, inspiring
the next generation of athletes in a way that
reminded us of the importance of sport in
our society.

Making it all possible behind the scenes
was our incredibly talented and supportive
family of commercial partners, donors, NGBs
and staff. Together, these individuals ensured
that our team had the greatest possible
chance of success, and that success drives
us to redouble our efforts.

Aside from competition, our organization
continues to be strong. We have been
successful in attaining financial stability
and developing meaningful partnerships. By
focusing on the way our athletes perform,
both on and off the field of play, and by
running a high-quality organization worthy
of support, the Olympic and Paralympic
brands are stronger than ever.

Team USA retained its leadership
position as the most admired and respected
sports team in America. We re-signed
existing partners and added to our family,
helping generate critical resources for Team
USA. Of course, a large part of our financial
future is linked to our friends and partners
at NBC, and in May, we were thrilled when
NBCUniversal agreed to extend its broadcast
agreement through 2032, ensuring long-term
support for our athletes and NGBs.

We also made great progress in our
philanthropic efforts. In its first full year of
operation, the U.S. Olympic and Paralympic
Foundation successfully established a culture
of philanthropy for Team USA by launching
an online platform and an annual Team USA
fund to engage supporters at every level
of giving across the country. Collectively,
these accomplishments are bringing the
foundation's vision into focus and laying
the groundwork for 2015 and beyond.

An ongoing key focus is creating
sustainable programs that emphasize athlete
development, specifically in the areas of safe
sport, youth outreach, and athlete career
and education. By creating safe, healthy and
positive experiences for athletes across all
stages of development, we affirm that it's not
just about getting athletes to the podium. It's
also about how we get them there and how
we support their successful transition into life
after sport.

Our heartfelt thanks go out to all
those who help continue the legacy of
Team USA. And it is with that legacy in
mind that we enter the second phase of the
2016 quad with a collective purpose – to
generate resources in support of the athletes
and organizations we hold dear, to engage
American youth, safely, in Olympic and
Paralympic sport and to remain focused on
our shared mission of competitive excellence.

L. F. Probst III

LAWRENCE F. PROBST III
Chairman

Scott A. Blackmun

SCOTT A. BLACKMUN
Chief Executive Officer

02
03

2014
MESSAGE

OLYMPIC MOVEMENT

The Olympic Movement is overseen by the International Olympic Committee, which is supported by 35 International Federations that govern each sport on a global level and 205 National Olympic Committees that oversee Olympic sport as a whole in each nation. The NOCs also come together as the Association of National Olympic Committees and break down into five Continental Associations – including the Pan American Sports Organization, of which the USOC is a member. Working with their respective NOC and directly with IFs, National Federations administer each sport at the national level (called National Governing Bodies in the United States). In the U.S., there are 39 Olympic NGBs (31 summer, eight winter) and eight Pan American NGBs (summer only).

205

National Olympic
Committees

35

International Federations

47

U.S. National
Governing Bodies

PARALYMPIC MOVEMENT

The Paralympic Movement is overseen by the International Paralympic Committee, which directly governs seven Paralympic sports and is supported by 19 International Federations that oversee the remaining sports on a global level. Of the 19 IFs, 11 are shared with Olympic sport, five are Paralympic-sport specific and three represent particular impairment groups. Meanwhile, 175 National Paralympic Committees oversee Paralympic sport as a whole in each nation, while National Federations (called National Governing Bodies in the U.S.) often manage the administration of the individual sports on a national level. In the United States, U.S. Paralympics directly governs five Paralympic sports, while 17 are managed by U.S. Olympic NGBs and five are overseen by designated High Performance Management Organizations.

175

National Paralympic
Committees

19

International Federations

22

U.S. National
Governing Bodies

ABOUT US

UNITED STATES OLYMPIC COMMITTEE

Founded in 1894 and headquartered in Colorado Springs, Colorado, the United States Olympic Committee serves as both the National Olympic Committee and National Paralympic Committee for the United States. The USOC is responsible for supporting, entering and overseeing U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, while serving as the steward of the Olympic and Paralympic movements in the U.S.

A federally chartered nonprofit corporation, the USOC does not receive federal financial support (other than for select Paralympic military veteran programs) and is one of the only NOCs in the world that manages both Olympic and Paralympic activities.

The USOC aids America's Olympic and Paralympic athletes through their National Governing Bodies or High Performance Management Organizations, providing financial support and jointly working to develop customized and impactful athlete support and coaching education programs.

Additional support for athletes is provided through programming such as direct athlete funding, health insurance, tuition grants, media and marketing opportunities, education and career services, and performance-based monetary rewards. Furthermore, Olympic Training Center facilities offer performance services, including sports medicine; strength and conditioning; psychology, physiology and nutrition assistance; and performance technology.

The USOC is governed by a board of directors and managed by a professional staff headed by a CEO. Three constituent councils serve as sources of opinion and advice to the board and USOC staff, including the Athletes' Advisory Council, National Governing Bodies Council and Multi-Sport Organizations Council. The AAC and the NGBC each have three representatives on the board. The CEO of the organization and all American members of the IOC are ex officio members of the board.



WINTER OLYMPICS

Facing remarkable competition at the Sochi 2014 Olympic Winter Games, the U.S. finished second in the medal count with 28 medals – the most won by Team USA at any Olympic Winter Games held outside North America.



230
ATHLETES

105 WOMEN 125 MEN



Overall, 61 Americans contributed to the medal haul and 10 were crowned Olympic champions. While the U.S. achieved historic podium finishes in sliding sports and other traditional events, American athletes made arguably the biggest impact in the new medal events, highlighted by a momentous sweep of the men's slopestyle skiing podium. And continuing the trend from 2012, American women earned more podium appearances than any other nation.

9 7 12

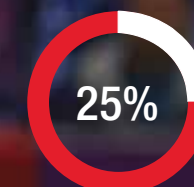
28 MEDALS

9 GOLDS, 7 SILVERS, 12 BRONZES

The nine gold medals matched Team USA's total from 2006 and 2010, and was one off the record set in 2002.



JOSS CHRISTENSEN, GUS KENWORTHY AND NICK GOEPPER swept the first slopestyle skiing podium, marking only the third U.S. sweep in Olympic Winter Games history.



12 NEW MEDAL EVENTS

Team USA athletes claimed 25 percent of the 36 new medals up for grabs.



61

61 MEDALISTS

Ten members of Team USA earned gold medals, while 37 captured their first medal at an Olympic Winter Games.

MERYL DAVIS AND CHARLIE WHITE

became the first American ice dancing team to win Olympic gold.



TED LIGETY BECAME THE FIRST AMERICAN TO WIN OLYMPIC GOLD

in men's giant slalom and the first American man to win two gold medals in alpine skiing.



THE U.S. EARNED 7 MEDALS

in sliding sports – the most at a non-U.S. Games, and the most of any nation in Sochi.



MIKAELA SHIFFRIN, 18, and BODE MILLER, 36, became the youngest and oldest athletes to land on the alpine skiing podium with gold and bronze medals in women's slalom and men's super-G.

5
MULTI-MEDALISTS

WINTER PARALYMPICS

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80
ATHLETES

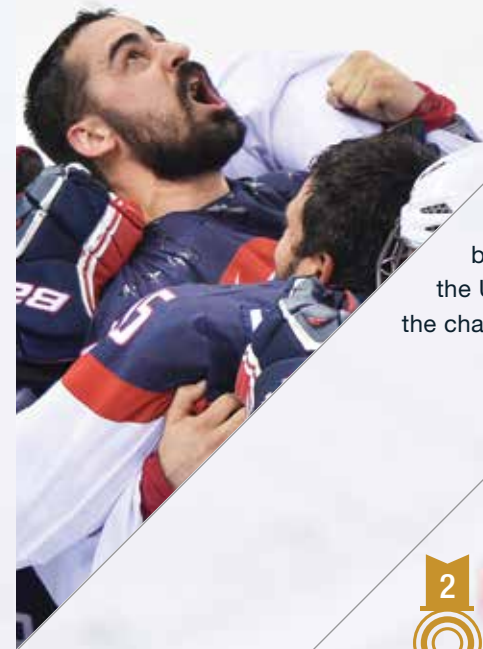
22 WOMEN 58 MEN



Competing in the largest
Paralympic Winter Games
in history

(700 ATHLETES REPRESENTING 45 COUNTRIES)

U.S. Paralympians garnered 18 medals to finish third overall in the medal count at the Sochi Paralympic Winter Games. Overall, 32 Americans earned podium spots in four sport disciplines, and five U.S. athletes won multiple medals.



FOR THE FIRST TIME IN THE
HISTORY OF THE PARALYMPICS,
a sled hockey team won
back-to-back gold medals when
the U.S. defeated Russia, 1-0, in
the championship game.

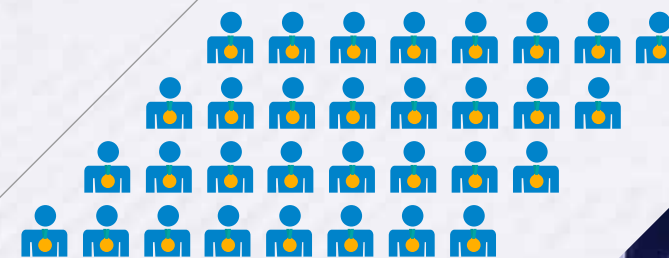


18 MEDALS
2 GOLDS, 7 SILVERS, 9 BRONZES



18 U.S. MILITARY
VETERANS AND ACTIVE DUTY
SERVICE MEMBERS

U.S. Marine Corps veteran and
alpine skier **JON LUJAN** was
selected as the flag bearer for the
Opening Ceremony.



32 MEDALISTS
(4 SPORT DISCIPLINES)

EVAN STRONG led an
American sweep of the
podium in the inaugural
men's snowboardcross
competition.



YOUTH OLYMPICS

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NANJING 2014

A team of 92 young athletes represented the United States at the 2014 Youth Olympic Games in Nanjing, China, where 3,800 athletes gathered from 204 nations. The Games, which featured all 28 sports on the Olympic program, saw Team USA experience world-class competition, winning 22 medals in 11 sports. While U.S. athletes enjoyed athletic success, they also participated in more than 2,500 events as part of the Culture and Education Program, which encouraged interaction between countries and fostered personal growth.

BY THE NUMBERS

92 athletes (45 women, 47 men)

22 sport disciplines

22 medals (10 golds, 5 silvers, 7 bronzes) in 11 sports

66 top-10 finishes

>2,500 CEP events

HIGHLIGHTS

- Table tennis player Lily Zhang became the first American to compete at the Olympic Games prior to competing at the Youth Olympic Games and the 10th U.S. athlete to compete at both versions of the Games.
- Two U.S. athletes won multiple medals, including Hannah Moore (swimming) and Katie Lou Samuelson (3-on-3 basketball).
- Three U.S. athletes took home medals in mixed international team competition, including Adonis Diaz (judo), Gracia Leydon Mahoney (diving) and Chinne Okoronkwo (mixed 8x100-meter).

AMERICAN DEVELOPMENT MODEL

The USOC partnered with National Governing Bodies to create the American Development Model, which is designed to help Americans realize their full athletic potential and utilize sport as a path toward an active and healthy lifestyle. The model is centered on universal access, developmentally appropriate activities, multi-sport participation, quality coaching and fun. By creating early positive experiences for all athletes, the model aims to keep children engaged in sport longer, improve the well-being of future generations in the United States and grow the athlete pipeline from which U.S. Olympians and Paralympians are selected.

SAFE SPORT

The USOC is committed to providing leadership and resources toward creating positive, safe and secure environments for athletes across all sports, genders and ages. In June, the USOC board of directors unanimously approved the creation of the U.S. Center for Safe Sport, an independent entity that will oversee education programs, and investigate and respond to claims of misconduct in sports managed by USOC-sanctioned National Governing Bodies. To help enhance awareness and engagement, the USOC also hosted a Safe Sport Summit in April. More than 130 participants from 26 NGBs and various sport organizations attended the event, which culminated the USOC's year-long "Make the Commitment: Stop Abuse in Sport" campaign. Within nearly a year of launching the campaign, all 47 NGBs were compliant with the Safe Sport minimum standards.

DIVERSITY AND INCLUSION

The USOC recognizes the need to promote diversity and ensure the inclusion of all American citizens in order to effectively further its mission. In an effort to better procure, train and retain diverse talent, the USOC hosted 50 minority student leaders from 22 states and 44 high schools, colleges and universities across the country for the 21st annual FLAME (Finding Leaders Among Minorities Everywhere) Program. The day program aimed to inspire and prepare students of color to pursue careers in the U.S. Olympic and Paralympic movements. To further celebrate diversity, the USOC partnered with National Governing Bodies to establish the Diversity and Inclusion NGB Choice Award, which will be presented annually in conjunction with the NGB Best Practices Seminar.

U.S. OLYMPIC ACADEMY

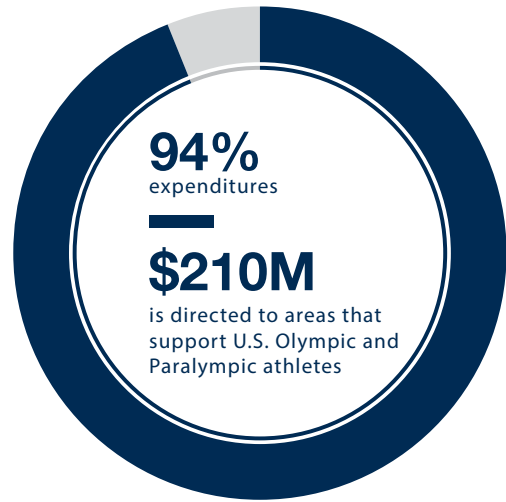
The USOC reinstated the U.S. Olympic Academy to create a national forum for the exchange of ideas and promote the social and educational principles of Olympism. Held at the LA84 Foundation headquarters in Los Angeles, the event marked the first of its kind to be held in the United States since 1991. The 2014 academy was designed to be both effective and sustainable with an eye toward making the conference a more regular occurrence in the future.

TEAM USA AMBASSADOR PROGRAM

The Sochi edition of the Team USA Ambassador Program included an in-person and online component designed to educate U.S. Olympic and Paralympic hopefuls about their roles and responsibilities at the upcoming Games, as well as strategies to maximize their athletic performance and the positive impact on themselves, their families and communities, and Team USA. Four ambassadors delivered the remaining 11 out of 27 programs in 2014, helping reach more than 550 U.S. athletes in the lead up to Sochi (100 percent of the athletes on the 2014 U.S. Olympic and Paralympic teams).

10
11

EDUCATION



ATHLETE SUPPORT

The USOC operates in a culture of service to America's elite athletes and National Governing Bodies, whose success is supported by stable governance, strategic funding and programs that enhance holistic athlete development. The USOC, in partnership with the NGBs, provides support both on and off the field of play, ensuring sustained competitive excellence for Team USA and a positive representation of the U.S. Olympic and Paralympic movements.

In an effort to maximize resources, grants are strategically allocated to give the greatest number of American athletes the opportunity to reach the podium using a results driven resource-allocation process. A total of \$77 million in grants was distributed directly to NGBs/Paralympic organizations and athletes.

The remaining funds are dedicated to programming, including the development of Olympic Training Centers, U.S. Paralympics and sport performance – and the generation of resources for athletes and sport bodies via marketing and fundraising initiatives.

NGBS AND PARALYMPIC ORGANIZATIONS

The USOC allocated a total of \$53 million in grants to more than 100 organizations – including all 39 Olympic NGBs – in support of sport programming. A total of 19 NGBs received grants in excess of \$1 million, while five received more than \$2 million. Additionally, the USOC provides NGBs with administrative and operational support to help enhance organizational stability, resource generation and long-term competitive success.

ATHLETES

In recognizing the ongoing needs of America's elite athletes, the USOC offers a variety of resources that promote performance and personal development. With an athlete pool of nearly 1,800, a total of \$24 million was allocated via direct grants, medical benefits, Operation Gold payments and tuition assistance.

MEDICAL BENEFITS

The Elite Athlete Health Insurance Program and National Medical Network – which are designed to provide access to medical care while minimizing out-of-pocket expenses – provided nearly \$8 million in services to approximately 1,700 athletes. Through partnerships with eight top-tier medical institutions across four states and medical providers across 36 states, the medical network delivered care to more than 600 athletes from 38 NGBs.

ATHLETE CAREER AND EDUCATION PROGRAM

The USOC revamped its Athlete Career and Education Program in April to assist U.S. Olympians and Paralympians in their preparation for life after sport. Through ACE, the USOC provided career and education services to nearly 1,000 U.S. athletes, an increase of almost 300 percent since 2013. Backed by critical support from Adecco, DeVry University, Coca-Cola, GE and Hilton, the program quadrupled education and tuition assistance and increased job placements by 36 percent from the previous year.

OLYMPIC TRAINING CENTERS

The USOC operates three high-performance Olympic Training Centers, equipped with a network of scientists, doctors and athletic trainers; cutting-edge sports technologies; and world-class facilities that serve more than 19,000 athletes nationwide. The USOC dedicated \$30 million in operating training centers in 2014 – more than 13 percent of the annual operating budget.

CSOTC SNAPSHOT

The USOC invested nearly \$24 million in renovating the Athlete Center and Ted Stevens Sports Services Center. More than \$7 million in individual corporate and foundation gifts helped make the renovations possible. In addition to amenities for athletes, the Colorado Springs Olympic Training Center also features attractions for visitors. More than 130,000 guests annually tour the USOC's flagship training center, helping generate revenue in support of Team USA athletes.

OLYMPIC AND PARALYMPIC TRAINING SITES

The USOC partners with 17 U.S. Olympic and Paralympic Training Sites, including seven that serve Paralympic programs.

- 14 states
- 500 national team athletes, 43 members of 2014 U.S. Olympic and Paralympic teams
- >\$12 million in elite athlete and NGB support

The Ted Stevens Sports Services Center in Colorado Springs features more than 37,000 square feet of training space and is home to the only one-stop comprehensive sports medicine assessment facility in the United States.

COLORADO SPRINGS
11,312 ATHLETES 900 CAMPS

CHULA VISTA
4,636 ATHLETES 442 CAMPS

LAKE PLACID
3,462 ATHLETES 251 CAMPS

WORLDWIDE ENGAGEMENT

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The USOC is committed to being an active partner in the worldwide Olympic and Paralympic movements.

USOC and NGB officials engage with and offer support to their global counterparts by seeking and maintaining international leadership roles. Meanwhile, the USOC involves itself in a variety of initiatives, and offers hands-on assistance and resources in order to strengthen sport around the world. Finally, the USOC puts a focus on hosting international meetings and sporting events that positively impact the advancement of the movements and athlete performance.



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LEADER

USOC Chairman/IOC Member Larry Probst and CEO Scott Blackmun held a combined 14 international leadership positions in 2014, with the three other U.S. IOC members – Anita DeFrantz, Jim Easton and Angela Ruggiero – serving in a total of 12 roles. In total, 534 international sport leadership positions were held by U.S. representatives.

PARTNER

International Coaching Enrichment
Certification Program: **30 PARTICIPANTS**

International Relations Grant Program:
29 NGB grants totaling \$400,000

U.S. Olympic Training Center Visits:
2,832 athletes, coaches and officials from 85 nations

CONTINENTAL ASSOCIATION SUPPORT:
PASO technical courses, ANOCA communications initiative, OCA coaching program

HOSTED:

IF, ANOC and PASO meetings, and **NINE WORLD CHAMPIONSHIPS** in eight sports (biathlon, canoe/kayak, cycling, gymnastics, judo, modern pentathlon, track and field, triathlon)

LAUNCHED:

Bid for the 2024 Olympic and Paralympic Games

HOST

The USOC's diverse partners continue to be critically important to the success of Team USA.

In 2014, three new partners were signed – bringing the total to 37 – while 10 existing partners renewed their sponsorship agreements. NBCUniversal also renewed its agreement for the U.S. broadcast of the Olympic Games through 2032.

BRAND STRENGTH

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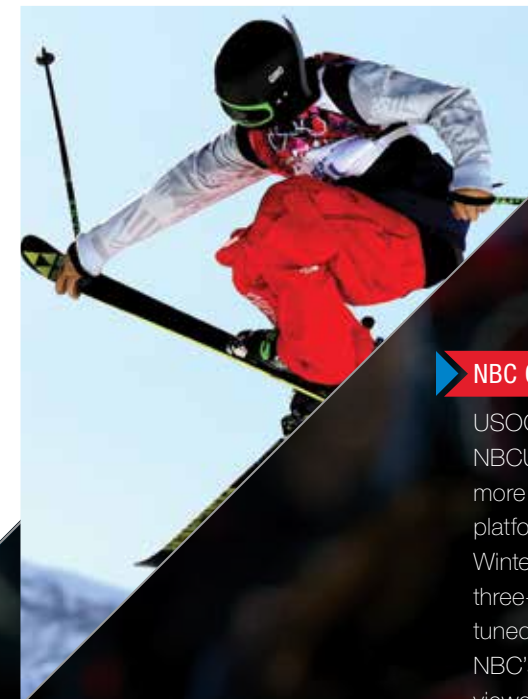
Partners as of July 15, 2015.

DIGITAL PLATFORMS

In 2014, the TeamUSA.org network grew to 25 sites and amassed more than 15 million unique visitors and 77 million page views. Socially, Team USA had a total of 5.5 million followers across Facebook, Twitter, Google+, YouTube, Instagram and Pinterest. In addition, the USOC launched a mobile and tablet app around the Sochi Games.

SOCHI HIGHLIGHTS

- 1.01 billion social media impressions
- 14.4 million page views
- 384,000 mobile app downloads
- 2.3 million views on YouTube
- 174 Paralympic event live-streams
- >100,000 new followers on both Twitter and Instagram
- 72,630 tweets per minute generated for the USA vs. Russia men's hockey game



NBC GAMES COVERAGE

USOC broadcast partner NBCUniversal reached more Americans via more platforms than any previous Winter Games. More than three-quarters of Americans tuned into the Games, as NBC's Olympic primetime viewership averaged 21.4 million per night, earning the top rating all 18 nights. On the Paralympic side, NBC offered unprecedented coverage, with 52+ hours of coverage, including 27+ live hours.

RAISE YOUR HANDS

The USOC launched a national fundraising campaign – Raise Your Hands – to spread the USOC's messaging and case for support. A total of 515,000 pairs of "Go USA" mittens were sold, making it the top-selling USOC product of all time.

ROAD TO SOCHI TOUR

The 13-stop Road to Sochi Tour presented by Liberty Mutual Insurance kicked off with a 100 Day Countdown event to the 2014 Olympic Winter Games in New York City's Times Square. From there, the tour circled the country through the Games, bringing the spirit and excitement of Sochi 2014 to Team USA fans with athlete demonstrations and autograph sessions, interactive sport experiences, Team USA giveaways, and sponsor engagement.

STATS

- 23 activation days; 122 event hours
- 13 stops; 12 cities
- 280,000 attendees
- 100+ athlete appearances
- 5 live performances
- 12 sponsors activated
- 400 journalists; 975.5 million media impressions
- 10.4 million branded impressions (vehicle, digital & onsite)
- 250,000+ premiums distributed

GAMES HOSPITALITY

Within the Olympic Park for the first time in Sochi, USA House hosted more than 10,000 guests – including athletes and their families, NGB representatives, sponsors, donors, and various international guests – over the course of 17 days. For the first time, the USOC also hosted a domestic version of USA House – Team USA Clubs. Five club events were hosted across four cities with a total of 1,400 guests, including 23 Olympic or Paralympic gold medalists and five Sochi medalists.

BEST OF U.S.

A first-of-its-kind Olympic and Paralympic awards show, the Best of U.S. supported by USG was designed to carry the momentum and continue the celebration of the 2014 U.S. Olympic and Paralympic teams. Following a fan vote on the Team USA digital platforms, award winners were announced during the Best of U.S. Awards Show at the Warner Theater in Washington, D.C. More than 200 members of Team USA were among the 1,500-member audience for the show that later aired on NBCSN.

The USOC is committed to the advancement of the worldwide Olympic and Paralympic movements and the values of respect, friendship and excellence. To that end, the USOC has made a concerted effort to establish programming in areas that promote athlete development and foster a national interest in sport.

MULTI-SPORT ORGANIZATIONS

The USOC is partnered with 37 community-based Multi-Sport Organizations, representing more than 75 million members across the country. The Multi-Sport Organization Council welcomed the United States Coast Guard and USA Ultimate in 2014.

COMMUNITY OLYMPIC DEVELOPMENT PROGRAMS

The USOC increased its Community Olympic Development Programs membership to 11 with the addition of the EduSkating. Together, these programs hosted more than 150 events and influenced more than 8,000 athletes nationwide, including 17 members of the 2014 U.S. Olympic and Paralympic teams.

PARALYMPIC SPORT CLUBS

U.S. Paralympics partnered with 211 Paralympic Sport Clubs – up from 198 in 2013 – representing 48 states and Washington, D.C. In 2014, the PSC network hosted 175 competitions in 24 Paralympic sports, and offered training opportunities to 7,751 youth and 14,539 adults, including 3,279 veterans and injured service members.

TEAM FOR TOMORROW

Team for Tomorrow concluded its fourth cycle in 2014, with U.S. Olympians, Paralympians and hopefuls embracing the opportunity to give back through a variety of social and civic causes. Twenty-five athletes hosted 24 events at various youth sport organizations in 15 states across the country leading up to and following the Sochi Games. With support from Citi's Every Step of the Way initiative, the program provided sport equipment to dozens of Multi-Sport Organizations, promoting active and healthy lifestyles.

WARRIOR GAMES

The 2014 Warrior Games presented by Deloitte were held Sept. 28–Oct. 4 in Colorado Springs, Colorado. The fifth annual event featured competition between 200 wounded, ill and injured service members and veterans representing five branches of the U.S. military. The Army won the Commander's Cup for the strongest overall team performance.



OLYMPIC DAY BY THE NUMBERS

892 Olympians, Paralympians, hopefuls and coaches
1,055 events
50 states and **5** overseas locations
77 national recreation and park association events
500,000+ participants
265 USA BMX events
177 Boys & Girls Clubs of America events
813 communities
41 NGBs
33 Multi-Sport Organizations

18
19

120th
Anniversary

OLYMPIC DAY

In June, more than 500,000 Americans celebrated the 120th anniversary of the modern Olympic Movement as part of Olympic Day. A record-setting 1,055 events were hosted in 813 cities across all 50 states and five overseas locations, making it the most celebrated U.S. Olympic Day in history. A total of 892 U.S. Olympians, Paralympians, coaches and hopefuls joined in the celebration, while support from National Governing Bodies reached an all-time high with 41 NGBs and their affiliated clubs hosting more than 500 events.

INCREASING PHILANTHROPIC SUPPORT FOR TEAM USA: THE FOUNDATION'S FIRST YEAR

After its formation in the spring of 2013, the U.S. Olympic and Paralympic Foundation experienced a landmark year in 2014. In its first full year of operation, the foundation defined its many giving opportunities, broadened its team of fundraising and support staff, and established a nationwide presence.

Today, the mission of the U.S. Olympic and Paralympic Foundation is being carried out by major gift officers in every region of the United States. The foundation has successfully established a "culture of philanthropy" for Team USA – the idea that the collective efforts of donors nationwide can result in more medals and stronger results from U.S. Olympic and Paralympic athletes.

Donors and fans were integral to the foundation's success at all levels in 2014. Generous gifts were made to fund projects such as the USOC Tech and Innovation Initiative, which will improve athlete performance through research and data analysis, and the Athlete Career and Education Program, which prepares U.S. Olympians and Paralympians for a successful transition into life after sport.

In addition, the Team USA Fund was implemented as the base of unrestricted annual support for U.S. Olympians, Paralympians and hopefuls. Significant research was conducted around the annual fund's messaging and donor base in 2014, positioning the program for its public launch in the spring of 2015.

The USOPF also established its online presence at Give.TeamUSA.org. The website now serves as a hub of information on the foundation's giving programs, as well as an outlet to share athlete success stories and profile Team USA's outstanding donors. Overall, the USOPF raised more than \$14.5 million in 2014. In turn, the USOC directed the funds strategically – toward programs and initiatives that either directly impact the podium potential of U.S. athletes or advance the ideals of the Olympic and Paralympic movements in a meaningful way.

Such progress has allowed the USOC to provide its athletes and National Governing Bodies with more funding opportunities than ever before as they prepare for the Games. In 2015, the foundation aims to continue growing that support to ensure that America's top athletes are poised for success on the Road to Rio.

GIVE.TEAMUSA.ORG

**I'M ON
THE TEAM
BEHIND
THE TEAM**



USOPF BOARD OF DIRECTORS

William Ackman
Dwight Anderson
John Babcock
Andrew F. Barth
Cori and Tony Bates
Scott Blackmun*
Ernie Blake
Loren Bough
Samuel Byrne
Thomas Cerabino
Tracy and Ron Clutter
Robert Cohen
Dr. Tony and Robyn Coles
Gayla and Kevin Compton
Gordon Crawford
Julia and Jim Davidson
Gina and Daniel Dickinson
Christine Dockstader and Barry Ritter
Dave Dollinger

Kristin Ehrgood and Vadim Nikitine
Stephen C. Freidheim
John Goldman
Gary F. Goldring
Joanie Hall and Michael Ray
Jim Hirschmann
Bill Hybl
Erin and Jim Keller
Katherine Kendrick
Jonathan Ledecky
David Leuschen
Margaret and Daniel Loeb
John Macfarlane III
Scott Malkin
Mari Sinton-Martinez and Paul Martinez
Aria Mehrabi
Joan Criswell-Merrilees and Rob Merrilees
Allison and Roberto Mignone
Corinne Nevinny

Greg Penner
Michael Polsky
David Poms
Tracey and Brad Powell
Anthony Pritzker
Larry Probst*
Rick Rieder
Gary Rieschel
Bruce Robson
Marti and Greg Rosenbaum
Lizanne and Barry Rosenstein
Mary and Mark Stevens
Stuart Weitzman
Lisa and Greg Wendt
Kevin D. White
Geoff Yang
Lisa and Dan Zelson

*Ex-Officio



53% NEW PARTICIPANTS

ATTENDED >45
EVENTS ACROSS ALL
SPORTS

4
HOSPITALITY PROGRAMS
(custom, trustee, premier, concierge)

AVERAGED
2.2 EVENTS
PER DAY

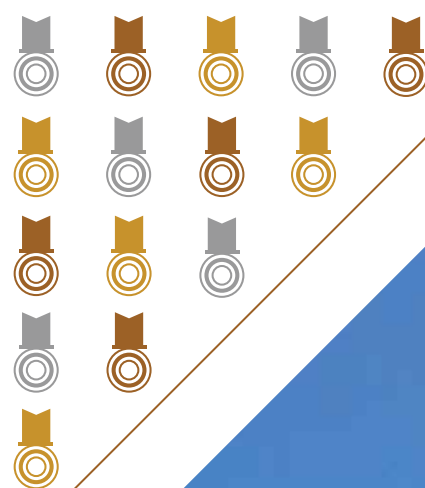
INTERACTED WITH
MORE THAN 30
OLYMPIANS

SOCHI HOSPITALITY RECAP

The USOPF's Games hospitality program is one of the most compelling ways for donors to fully understand the impact of their generosity. At the 2014 Olympic and Paralympic Winter Games, the USOPF hosted 52 trustees, board members, high-level donors and their families in Sochi, Russia, as part of the U.S. delegation.

Donors witnessed historic Team USA moments firsthand and had the opportunity to meet and interact with Olympic and Paralympic athletes in person, both at USA House and at other foundation-hosted events.

WITNESSED
15 U.S. MEDAL
PERFORMANCES



40
FAMILIES (52 TOTAL GUESTS)

DONORS

The U.S. Olympic and Paralympic Foundation raised more than \$14.5 million in gifts and pledges to support the mission of the U.S. Olympic Committee. In turn, the USOC provides funding to the athletes, programs and National Governing Bodies that together make up Team USA. This support helps underwrite programs and activities such as:

- Transportation, lodging and apparel for Team USA's athletes at the Rio 2016 Olympic or Paralympic Games
- State-of-the-art training centers
- Coaches, trainers and sports medicine staff
- Cutting-edge technology and innovation that helps U.S. athletes break through to the medal stand
- Elite Athlete Health Insurance

\$14.5 MILLION
RAISED

FINANCIALS 2014

UNITED STATES OLYMPIC COMMITTEE

24
25



Note: This information is derived from audited financial statements. For a complete version of the statements, including the independent auditor's opinion, visit TeamUSA.org.

*Sponsorships involving the right to use Olympic/ Paralympic marks and terminology over a contract term
**Less donor benefits
***Two-year period including 2013 and 2014

FINANCIAL STATEMENTS

UNITED STATES OLYMPIC COMMITTEE
STATEMENTS OF FINANCIAL POSITION - UNCONSOLIDATED

	As of December 31,	
(In thousands)	2014	2013
ASSETS		
Cash and cash equivalents	\$130,302	\$ 29,875
Restricted cash, cash equivalents and investments	9,756	13,379
Investments	149	55,288
Accounts receivables, net		
Pledges	26,245	33,195
Royalties and marks rights	10,941	11,736
Other	19,917	6,875
Prepaid expenses and other assets	8,146	13,360
Inventories, net	1,526	1,513
Investments held for deferred compensation arrangements	724	509
Land, buildings and equipment, net	101,980	98,034
Total assets	\$309,686	\$263,764
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued liabilities	\$ 28,275	\$ 31,808
Deferred revenue	33,309	31,971
Deferred compensation arrangements	724	509
Total liabilities	62,308	64,288
Net assets		
Unrestricted	207,383	151,903
Temporarily restricted	28,072	35,758
Permanently restricted	11,923	11,815
Total net assets	247,378	199,476
Total liabilities and net assets	\$309,686	\$263,764

Note: This information is derived from audited financial statements. For a complete version of the statements, including the independent auditor's opinion, visit TeamUSA.org.

FINANCIAL STATEMENTS

UNITED STATES OLYMPIC COMMITTEE
STATEMENTS OF ACTIVITIES - CONDENSED & UNCONSOLIDATED

	Year Ended December 31, 2014	Two-year Period Ended December 31, 2014	Four-year Period Ended December 31, 2012	Four-year Period Ended December 31, 2008
(In thousands)				
SUPPORT AND REVENUE				
Contributions	\$ 24,694	\$ 78,057	\$182,916	\$113,236
Less direct donor benefits	(2,049)	(6,863)	(18,826)	(14,883)
Net contribution income	22,645	71,194	164,090	98,353
Broadcast rights and related interest income	111,185	114,808	268,325	206,574
USOC marks rights income	95,000	184,977	284,438	318,624
Licensing royalty income	8,941	13,196	28,586	27,056
Grants from the United States Olympic and Paralympic Foundation	1,583	1,583		—
Grants from the United States Olympic Endowment	9,683	18,993	36,316	49,311
Investment income	857	2,321	3,676	11,380
Other	21,625	33,349	66,539	23,707
Total support and revenue	271,519	440,421	851,970	735,005
EXPENSES				
Program services				
Athlete and member support	74,376	146,880	269,584	236,765
U.S. Paralympics	22,309	43,069	75,391	30,534
Member services				
Olympic Training Centers	29,868	58,535	98,597	96,542
National events	1,034	1,852	9,222	9,051
International competition	22,059	25,089	60,605	36,327
Sports science	1,111	2,280	6,173	20,235
Drug control	4,537	8,998	15,412	17,636
Public relations	3,063	6,577	10,803	11,902
Sports medicine	5,572	9,583	9,503	9,951
Education and archival services	4,198	9,377	13,952	1,211
International relations	2,861	5,270	11,260	9,823
Coaching programs	511	1,071	1,509	1,480
Broadcasting	8,062	13,812	19,461	10,356
Other	1,155	2,478	2,756	14,165
Total program services	180,716	334,871	604,228	505,978
SUPPORTING SERVICES				
Fundraising	11,860	28,766	84,041	68,456
Sales and marketing	17,916	28,925	48,416	48,514
General and administrative	13,125	26,807	56,069	59,889
Total supporting services	42,901	84,498	188,526	176,859
Total expenses	223,617	419,369	792,754	682,837
Changes in net assets	47,902	21,052	59,216	52,168
Cumulative effect of accounting change	—	—	—	(1,122)
Net assets, beginning of period	199,476	226,326	167,110	116,064
Net assets, end of period	\$247,378	\$247,378	\$226,326	\$167,110

Note: This information is derived from audited financial statements. For a complete version of the statements, including the independent auditor's opinion, visit TeamUSA.org.

UNITED STATES OLYMPIC AND PARALYMPIC FOUNDATION STATEMENT OF FINANCIAL POSITION

	As of December 31, 2014
<i>(In thousands)</i>	
ASSETS	
Cash and cash equivalents	\$ 2,732
Restricted investment in USOE pooled fund	1,527
Accounts receivables, net	
Pledges	6,788
Split interest agreements	69
Total assets	\$11,116
LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and accrued liabilities	\$ 88
Grant payable to USOC	1,562
Net operating payable to USOC	3,135
Total liabilities	4,785
Net assets (deficit)	
Unrestricted	(2,043)
Temporarily restricted	6,625
Permanently restricted	1,749
Total net assets	6,331
Total liabilities and net assets	\$11,116

Note: This information is derived from audited financial statements. For a complete version of the statements, including the independent auditor's opinion, visit TeamUSA.org.

UNITED STATES OLYMPIC AND PARALYMPIC FOUNDATION STATEMENT OF ACTIVITIES - CONDENSED

	Period from June 18, 2013 to December 31, 2014
<i>(In thousands)</i>	
SUPPORT AND REVENUE	
Contributions	\$14,677
Less direct donor benefits	(88)
Net contribution income	14,589
Investment return	(28)
Other	1
Total support and revenue	14,562
EXPENSES	
Program services	
Grants to USOC	1,583
Total program services	1,583
SUPPORTING SERVICES	
Fundraising	5,512
General and administrative	1,136
Total supporting services	6,648
Total expenses	8,231
Changes in net assets	6,331
Net assets, beginning of period	—
Net assets, end of period	\$ 6,331

Note: This information is derived from audited financial statements. For a complete version of the statements, including the independent auditor's opinion, visit TeamUSA.org.

USOC BOARD OF DIRECTORS

Lawrence F. Probst III (Chairman)

Chairman, Electronic Arts Inc.

Robert Bach

Former President of Entertainment
& Devices Division, Microsoft Corp.

James Benson

CEO, Benson Botsford LLC

Scott A. Blackmun*

Chief Executive Officer,
United States Olympic Committee

Ursula M. Burns

Chairman & CEO, Xerox Corp.

Anita L. DeFrantz

International Olympic Committee Member

Daniel L. Doctoroff

Chairman & CEO, Sidewalk Labs

James L. Easton

International Olympic Committee Member

Nina Kemppel

Four-Time Olympian, Cross-Country Skiing

Susanne Lyons

Former Executive Vice President
& Chief Marketing Officer, Visa USA

Bill Marolt

Former President & CEO,
U.S. Ski and Snowboard Assoc.

Steve Mesler

Three-Time Olympian, Bobsled

Dave Ogreaen

Executive Director, USA Hockey

Whitney Ping

Olympian, Table Tennis

Angela Ruggiero

International Olympic Committee Member

Kevin White

Vice President & Director of Athletics,
Duke University

*Non-voting

Board as of June 30, 2015.

Outgoing Directors

(term ended March 13, 2015)

Bob Bowlsby

Commissioner, Big 12 Conference

John S. Hendricks

Founder & Chairman,
Discovery Communications

Mary McCagg

Two-Time Olympian, Rowing



**UNITED STATES
OLYMPIC COMMITTEE
1 OLYMPIC PLAZA
COLORADO SPRINGS, CO
80909**

