



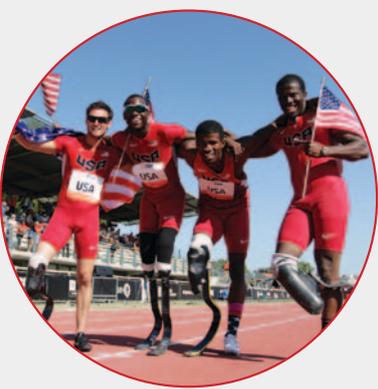
ANNUAL
REPORT

'13



UNITED
STATES
OLYMPIC
COMMITTEE





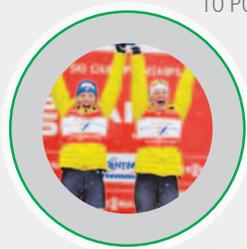
THE U.S. MEN'S 4X100-METER T42-46 TEAM OF **Richard Browne, Blake Leeper, Jerome Singleton and Jarryd Wallace** WON GOLD IN WORLD-RECORD FASHION AT THE IPC ATHLETICS WORLD CHAMPIONSHIPS.

WRESTLER **Jordan Burroughs** EXTENDED HIS 60-MATCH UNBEATEN STREAK ON THE SENIOR LEVEL DATING BACK TO THE SPRING OF 2011.

Miles Chamley-Watson BECAME THE FIRST AMERICAN MAN TO WIN AN INDIVIDUAL SENIOR WORLD TITLE IN FENCING, CLAIMING THE GOLD MEDAL IN FOIL AT THE SENIOR WORLD CHAMPIONSHIPS.

The U.S. women's eight WON ITS EIGHTH CONSECUTIVE WORLD OR OLYMPIC TITLE AT THE WORLD ROWING CHAMPIONSHIPS.

Gwen Jorgensen BECAME THE FIRST AMERICAN WOMAN TO WIN AN ITU WORLD TRIATHLON SERIES RACE AND THE ONLY WOMAN IN THE SERIES TO POST THREE VICTORIES.



Kikkan Randall and Jessie Diggins CAPTURED THE FIRST-EVER WORLD CHAMPIONSHIP GOLD MEDAL IN A TEAM EVENT FOR THE U.S. CROSS-COUNTRY SKI TEAM.

Tim Burke WON US BIATHLON'S FIRST WORLD CHAMPIONSHIP MEDAL IN 26 YEARS—AND ONLY THE SECOND OVERALL—AT THE IBU WORLD CHAMPIONSHIPS.

Raymond Martin BECAME THE FIRST MAN TO WIN FIVE GOLD MEDALS AT THE IPC ATHLETICS WORLD CHAMPIONSHIPS.



Kelly Clark
FIRST SNOWBOARDER—MALE OR FEMALE—TO EARN 60 CAREER VICTORIES



160 GOALS

Abby Wambach
SET ALL-TIME INTERNATIONAL GOAL-SCORING RECORD (SURPASSED MIA HAMM)



Ryan Lochte

FIFTH MAN TO WIN THREE STRAIGHT WORLD TITLES IN A SINGLE EVENT

4 MEDALS
FINA WORLD CHAMPIONSHIPS





AT
AGE 18

**Mikaela
Shiffrin**
FOURTH-YOUNGEST
WOMAN TO WIN AN
OVERALL WORLD
CUP TITLE

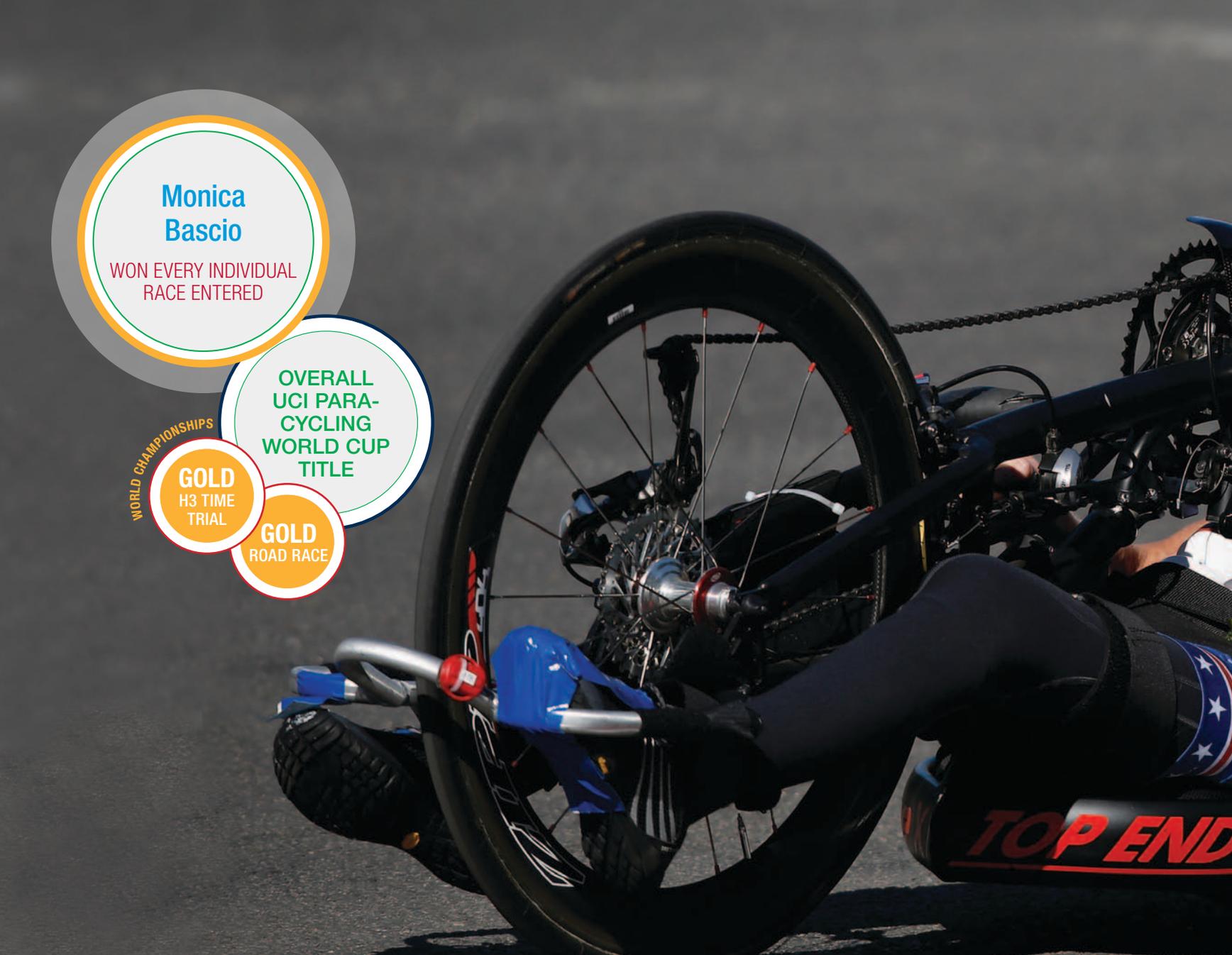
FIRST U.S.
SLALOM WORLD
CUP CHAMPION
SINCE 1984



**Tatyana
McFadden**
FIRST ATHLETE TO
WIN FOUR MAJOR WORLD
MARATHONS IN A
SINGLE YEAR

FIRST WOMAN
6
TITLES
IPC ATHLETICS WORLD
CHAMPIONSHIPS

LONDON, BOSTON,
CHICAGO AND
NEW YORK



**Monica
Bascio**

WON EVERY INDIVIDUAL
RACE ENTERED

OVERALL
UCI PARA-
CYCLING
WORLD CUP
TITLE

WORLD CHAMPIONSHIPS
GOLD
H3 TIME
TRIAL

GOLD
ROAD RACE

Year in Review

Team USA topped both the gold and overall medal charts with **117 MEDALS** (45 golds) across all Olympic Operation Gold events.

USOC board member **ANITA DEFRANTZ** was elected to the IOC executive board, while USOC Chairman **LARRY PROBST** was added as the fourth U.S. member of the IOC.

A total of **\$182 MILLION** was dedicated to areas that support U.S. athletes and National Governing Bodies.

The **THREE U.S. OLYMPIC TRAINING CENTERS** served more than 22,000 athletes.

Four **NEW PARTNERS** were signed, while five additional renewed, representing \$68 million in **FUTURE REVENUE**.

The **100 DAY COUNTDOWN** celebration in New York City resulted in 662.8 million media impressions.



MORE THAN 214,000 AMERICANS CELEBRATED
OLYMPIC DAY
832 EVENTS

690
CITIES



USOC
SOCIAL CHANNELS
5,000,000
FOLLOWERS



More than 1,500 individuals and organizations participated in **MAKE THE COMMITMENT: STOP ABUSE IN SPORT.**

Prince Harry was on hand for the **WARRIOR GAMES PRESENTED BY DELOITTE**, which featured 260 wounded, ill and injured service members and veterans.

Forty-four donors each contributed more than **\$100,000** to the USOC.

A total of 450,000 individuals made more than **750,000 GIFTS** to Team USA.

USOC CEO **SCOTT BLACKMUN** was named **EXECUTIVE OF THE YEAR** and the **USOC** was selected as **LEAGUE OF THE YEAR** at the Sports Business Awards.

TWENTY-SIX TRUSTEES were added to the newly launched U.S. Olympic and Paralympic Foundation.

The USOC was awarded hosting duties for the **2015 ANOC GENERAL ASSEMBLY.**

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.



Serena Williams
34-MATCH WINNING STREAK FROM MARCH–JULY 2013 (SECOND-LONGEST STREAK OF THE MILLENNIUM)

16TH & 17TH
GRAND SLAM TITLES

We very much appreciate your commitment and support.



LAWRENCE F. PROBST III



SCOTT A. BLACKMUN

Dear Friends,

We have much to report from 2013, including some important decisions that will impact the U.S. Olympic and Paralympic movements for many years into the future.

The 125th IOC Session in Buenos Aires was a milestone for our organization, which saw two members of the USOC family voted into important policy-making bodies. Anita DeFrantz earned a position on the IOC executive board, and we are confident her experience as an athlete and sport administrator will benefit the Olympic Movement. Also, as Larry has stated before, being entrusted as the fourth U.S. IOC member is a privilege and distinction he will not take lightly. These elections were testaments to our concerted efforts to engage and foster relationships within the worldwide Olympic and Paralympic family.

An earlier indication of that progress came in June when we were awarded the honor of hosting the 2015 ANOC General Assembly. We feel we have a strong partner in Washington, D.C., and are excited to leave a lasting impression of what our country can offer in terms of hosting major events.

From a competition standpoint, 2013 was unique in that we had no Games of any kind. However, our athletes continued to impress on the world stage. In Operation Gold events,* U.S. athletes topped both the gold and overall medal charts for Olympic sport, while placing third for Paralympic sport.

Despite 2013 being a non-Games year, we continued to elevate the U.S. Olympic and Paralympic brand through increased fan engagement, an expansion of our digital portfolio and by diversifying our strong network of partners.

Note: In a non-Games year, Operation Gold events are designated as the most distinguished, elite-level competitions for each sport, such as world championships or world cups. Monetary awards are given to athletes who finish in the top eight of those events.

Last year was also highlighted by the launch of the U.S. Olympic and Paralympic Foundation, which will transform the level of philanthropic support directed to our athletes and NGBs. This continues to be one of our highest strategic priorities and will enable us to make investments in areas that promote excellence and innovation for Team USA.

Our financial position was strong and our aim is to make it even stronger. Compared to the last non-Games year in 2009, direct NGB, athlete and adaptive sport organization support increased by 28 percent. As we continue to focus on results-driven resource allocation, our hope is that these types of incremental and situation-based investments will materially impact our medal prospects, which is and will continue to be our primary objective.

We would like to extend our appreciation to the team behind the team that has set the bar high for continued success. We very much appreciate your commitment and support.

A handwritten signature in blue ink that reads "L. F. Probst III".

Lawrence F. Probst III
Chairman

A handwritten signature in blue ink that reads "S. A. Blackmun".

Scott A. Blackmun
Chief Executive Officer

Movements

Olympic

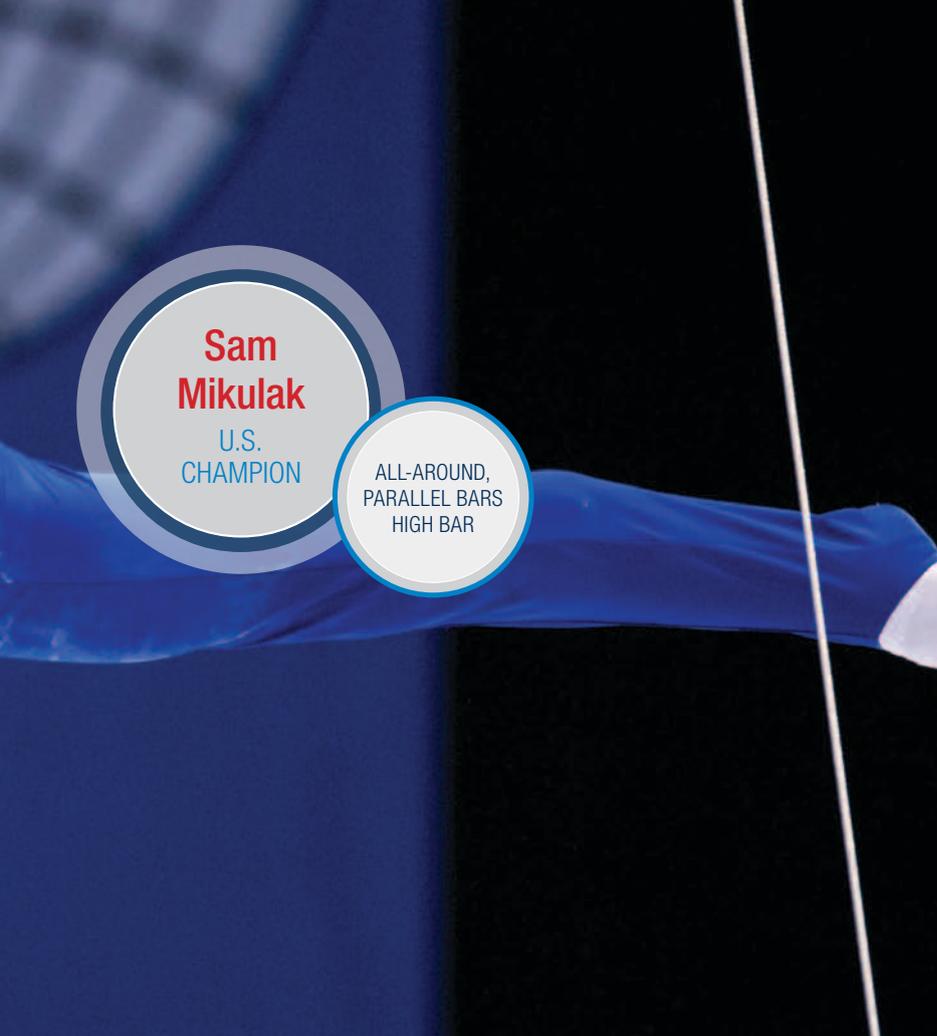
The Olympic Movement is overseen by the International Olympic Committee, which is supported by 35 International Federations that govern each sport on a global level, 204 National Olympic Committees that oversee Olympic sport as a whole in each nation, and National Federations that administer each sport 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).



Paralympic

The Paralympic Movement is overseen by the International Paralympic Committee, which directly governs seven Paralympic sports and is supported by 18 International Federations that oversee the remaining sports on a global level. Of the 18 IFs, nine are shared with Olympic sport, five are Paralympic-sport specific and four represent particular impairment groups. Meanwhile, 175 National Paralympic Committees oversee Paralympic sport as a whole in each nation, while National Federations 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 15 are managed by U.S. Olympic NFs and five are overseen by other U.S. members of IFs.





**Sam
Mikulak**
U.S.
CHAMPION

ALL-AROUND,
PARALLEL BARS
HIGH BAR



UNITED STATES OLYMPIC COMMITTEE

About Us

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 just four NOCs in the world that also serve as the NPC for their country.

The USOC aids America's Olympic and Paralympic athletes through their National Governing Bodies, 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 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.

Competitive Excellence

OLYMPIC

Team USA topped both the gold and overall medal charts with 117 medals (45 golds) across all Operation Gold events. The U.S. garnered 84 medals (29 golds, 29 silvers, 26 bronzes) in summer sports, led by USA Track & Field and USA Swimming, which combined to account for more than half of the U.S. medal haul with 25 and 24 medals apiece.

On the winter side, American athletes claimed 33 medals (16 golds, 7 silvers, 10 bronzes). Team USA shined the brightest on the slopes, with freestyle skiing, snowboarding and alpine skiing combining for 19 medals (58 percent) of the total medal haul.

2013 Medal Count—Operation Gold Events*

Country	Summer	Winter	Golds	Total
United States	84	33	45	117
Russia	94	22	41	116
China	77	8	37	85
Germany	54	26	24	80
France	36	15	16	51

PARALYMPIC

The U.S. ranked third among all nations with 113 medals (41 golds, 38 silvers, 34 bronzes) in Operation Gold events.

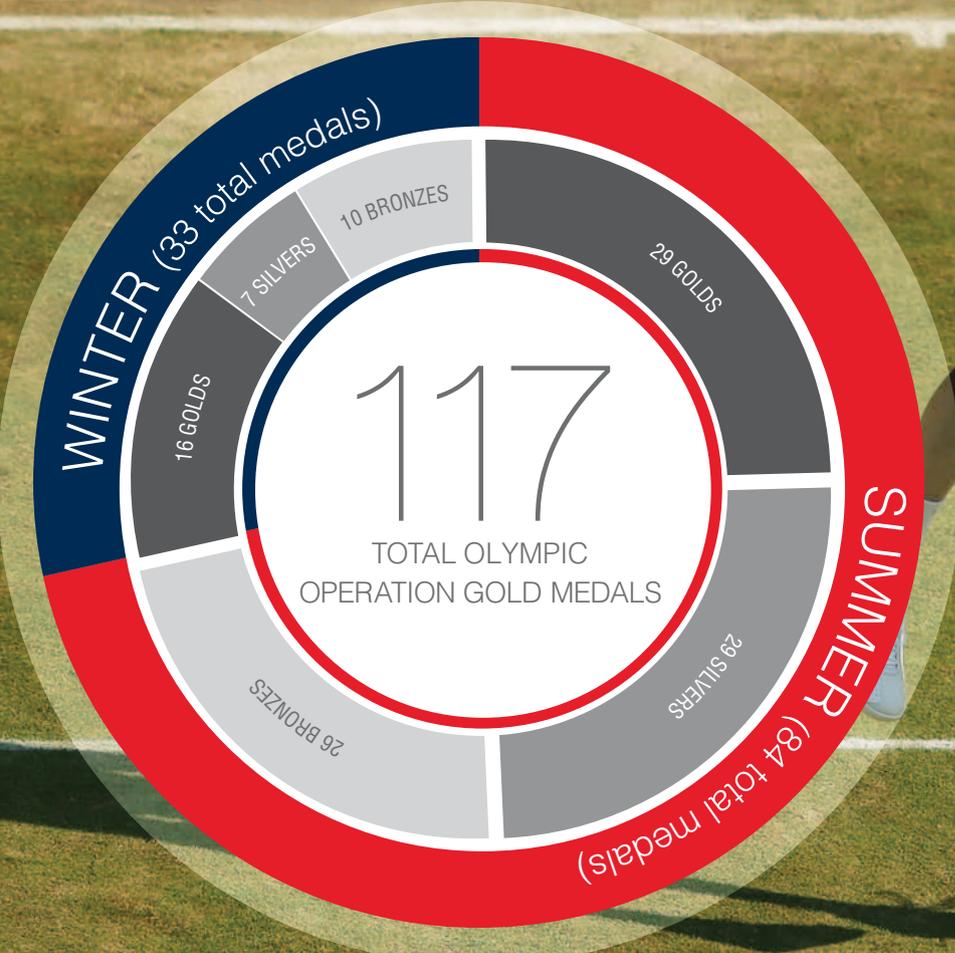
American athletes continued to impress in the pool and on the track with swimmers and track and field athletes comprising 75 percent of Team USA's medals in 2013.

2013 Medal Count—Operation Gold Events*

Country	Summer	Winter	Total
Russia	129	45	174
Ukraine	126	20	146
United States	109	4	113
Great Britain	97	5	102
Germany	63	16	79



Note: In a non-Games year, Operation Gold events are designated as the most distinguished, elite-level competitions for each sport, such as world championships or world cups. Monetary awards are given to athletes who finish in the top eight of those events.



Bob and Mike Bryan
FIRST MEN'S DOUBLES TEAM IN THE OPEN ERA TO HOLD ALL FOUR MAJOR TITLES

"GOLDEN SLAM"

Athlete Support



The USOC directed 93 percent of its expenditures—\$182 million—to areas that support U.S. Olympic and Paralympic athletes. Of those expenses, a total of \$73 million in grants provided direct support to athletes and sport bodies, as well as the international Olympic and Paralympic movements. The remaining funds helped support 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. Administrative costs accounted for just 7 percent of all expenses.

Compared to 2009 (the most recent non-Games year), direct athlete, NGB and adaptive sport organization support increased by 28 percent.

2013 GRANTS

NGBs/PARALYMPIC ORGANIZATIONS: \$51 MILLION

ATHLETES: \$22 MILLION

NGB Support

Direct support is strategically allocated to give the greatest number of American athletes the opportunity to reach the podium. According to this results-driven resource allocation process, the USOC dedicated more than \$1 million each to a total of 17 NGBs, including two that received in excess of \$3 million. The USOC also provided administrative and operational support to help NGBs create viable plans for resource generation and long-term competitive success.

Athlete Support

The USOC is committed to creating sustainable programs that emphasize holistic athlete development. In addition to monetary grants, the USOC offers athletes a variety of medical, education and career development programs.

Medical Benefits: The Elite Athlete Health Insurance Program and National Medical Network provided elite athletes more than \$6 million in services. The programs are designed to offer convenient medical care and health insurance support, while minimizing athletes' out-of-pocket expenses. After launching in August 2013, the National Medical Network delivered medical care to more than 500 athletes through partnerships with six top-tier medical providers across 15 states, while insurance benefits were provided to 1,108 athletes throughout the year.

Career and Tuition Assistance: A total of 186 athletes received tuition assistance, including those who participated in the Athlete Career Program. With support from DeVry University, the ACP more than doubled tuition assistance, providing aid to 135 athletes compared to 61 in 2012. Additionally, the program increased job placements by 36 percent, supporting 263 athletes across four partner organizations, including Adecco, Coca Cola, GE and Hilton. Planning began for a new, unified structure, under which an online platform will enhance athlete and employer engagement. The USOC also partnered with the Foundation for Global Sports Development to launch a three-year pilot program aimed at assisting athletes in their preparation for life after sport.

Olympic and Paralympic Training Sites

The USOC partners with 16 U.S. Olympic and Paralympic Training Sites—including six that also serve Paralympic programs—to provide world-class training facilities to American athletes. Located in 13 states across the country, these sites served nearly 500 national team athletes.

Collectively, the sites provided more than \$10 million in elite athlete and NGB support.



977
CAMPS

**COLORADO
SPRINGS**

12,522
ATHLETES

277
CAMPS

**LAKE
PLACID**

2,787
ATHLETES

6,797
ATHLETES

**CHULA
VISTA**

347
CAMPS

Olympic Training Centers

The USOC operates high-performance U.S. Olympic Training Centers in Colorado Springs, Colorado; Chula Vista, California; and Lake Placid, New York. The elite training environments feature a talented network of scientists, doctors and athletic trainers; cutting-edge sports technologies; and state-of-the-art facilities that served more than 22,000 athletes.

Worldwide Engagement



Committed to aligning the U.S. within the worldwide Olympic and Paralympic movements, USOC leadership spends considerable time connecting with international colleagues and positioning the organization as an actively engaged partner in the global sport community.



Leadership

SERVE IN LEADERSHIP ROLES THROUGHOUT THE OLYMPIC AND PARALYMPIC MOVEMENTS.

Larry Probst USOC Chair, IOC member

IOC: Press (chair), Entourage, International Relations, and Radio and Television commissions

ANOC: Executive council, Marketing and New Sources of Finance Commission (chair), and Events Working Group

PASO: Executive committee, and Marketing and Financial Sources Commission

Scott Blackmun USOC CEO

IOC: Marketing Commission

ANOC: Juridical Commission

CAS*: International Council of Arbitration for Sport

PASO: Legislative Commission

Anita DeFrantz IOC executive board member

IOC: Coordination (Tokyo 2020), Finance, Juridical, Sport and Law, and Women and Sport (honorary) commissions

Angela Ruggiero IOC member

IOC: Athletes', Coordination (chair, Lillehammer 2016; PyeongChang 2018), Entourage and Evaluation (2022) commissions

Jim Easton IOC member

Ann Cody IPC governing board member

NGB officials: 40 leadership positions among 28 IFs, including three secretaries general

Total international positions held by U.S. representatives: 522

**Court of Arbitration for Sport*

Positions as of July 15, 2014.



Active Partner

BE AND BE SEEN AS AN ACTIVE AND ENGAGED PARTNER IN THE WORLDWIDE OLYMPIC AND PARALYMPIC MOVEMENTS.

- Supported 26 international participants in the 2012–13 International Coaching Enrichment Certification Program

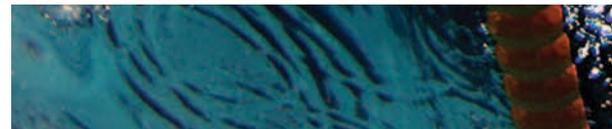
- Distributed 21 grants totaling approximately \$400,000 to NGBs as part of the International Relations Grant Program with the aim of strengthening NGB collaboration with IFs and hosting international events
- Hosted 1,948 athletes, coaches and officials from 98 nations at three U.S. Olympic Training Centers
- Implemented sport development programs for the Continental Associations of America and Africa
- Hosted three Pan American Sports Organization High Level Technical Courses in the sports of weightlifting, synchronized swimming and BMX cycling
- Supported visits to U.S. Olympic Training Centers from Continental Associations, NOCs and sport authorities representing Australia, Colombia, Peru and Thailand

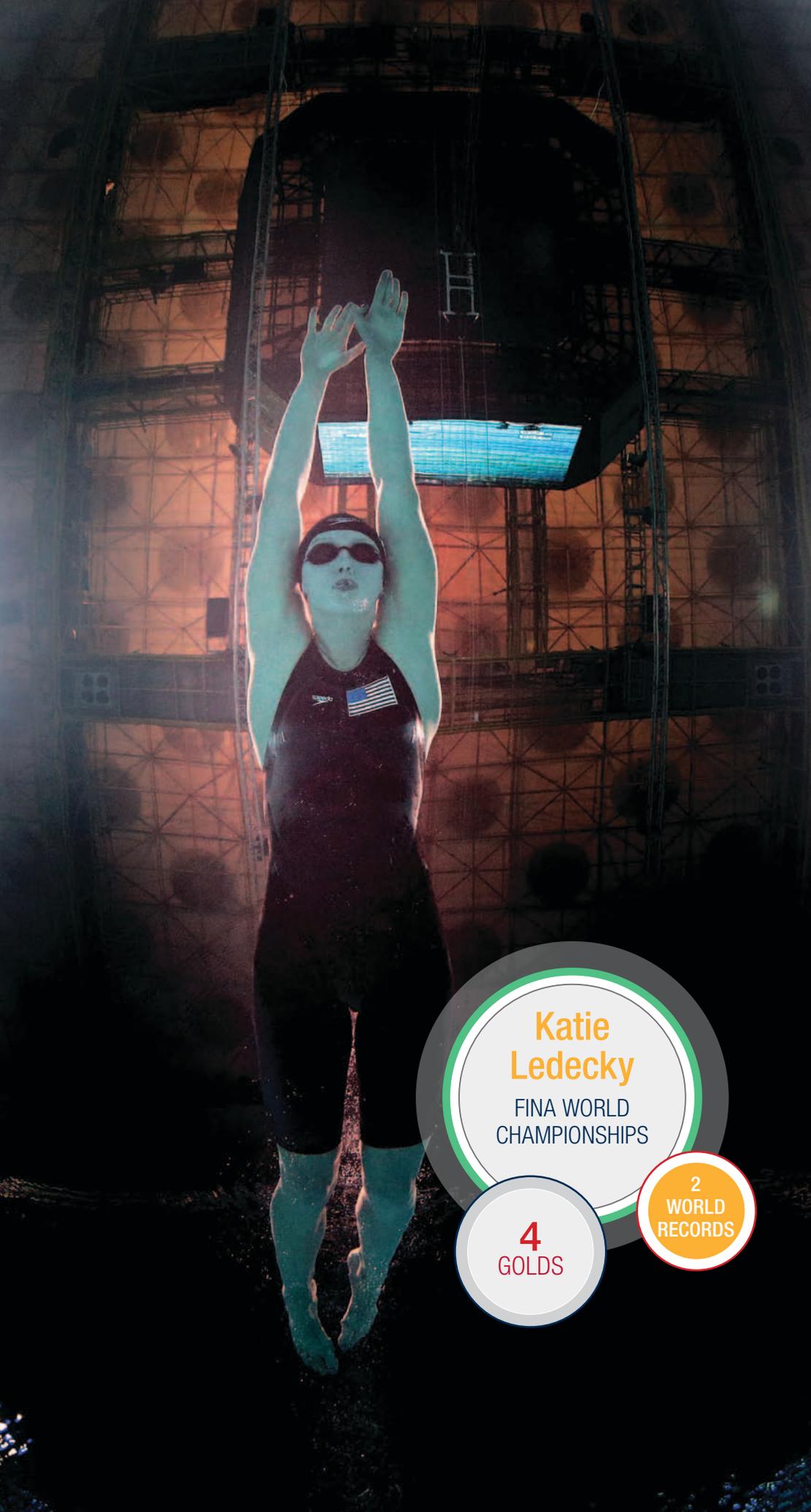


Worldwide Host

HOST A VARIETY OF INTERNATIONAL SPORTING EVENTS AND MEETINGS, INCLUDING THE OLYMPIC AND PARALYMPIC GAMES.

- Initiated process to gauge interest and identify viable candidate cities for a potential U.S. bid to host the 2024 Olympic and Paralympic Games
- Hosted two IOC meetings: International Forum on Sport for Peace and Development and the IOC International Relations Commission
- Hosted one IF meeting: FIBA Central board meeting
- Hosted four world championships: ISU World Sprint Championships, ICF Freestyle World Championships, ITU World Triathlon Series and ISU World Synchronized Skating Championships
- Supported two international events: Proclamation of the International Day of Sport for Peace and Development, and the adoption of the Olympic Truce resolution
- Gained right to host the 2015 ANOC General Assembly





Katie Ledecky
FINA WORLD CHAMPIONSHIPS

4
GOLDS

2
WORLD RECORDS



11% INCREASE IN UNIQUE PAGE VIEWS FROM 2011

47
MILLION

TEAMUSA.ORG
PAGE VIEWS

36
CORPORATE
PARTNERS

113 ATHLETES
325 JOURNALISTS

MEDIA
SUMMIT

99%
FAVORABLE
COVERAGE

(25% increase from pre-Vancouver)

83%

PARALYMPIC MOVEMENT
AWARENESS
BEFORE SOCHI



(41% increase from 2012)

5 MILLION

SOCIAL MEDIA
FOLLOWERS

PRESENTED BY LIBERTY MUTUAL INSURANCE

230,000

FANS ATTENDED THE FIRST
FIVE STOPS OF THE
ROAD TO SOCHI TOUR

**100 DAY COUNTDOWN TO
SOCHI CELEBRATION INCLUDED
ACTIVATION FROM 13 SPONSORS
AND RESULTED IN 662.8 MILLION
MEDIA IMPRESSIONS**

USOC

LEAGUE OF
THE YEAR

SPORTS BUSINESS AWARDS

**Scott
Blackmun**

EXECUTIVE OF
THE YEAR



Brand Strength

Despite 2013 being a non-Games year, the USOC had success both in retaining and acquiring partners, and in continuing to build its brand. Awareness and interest levels further increased, while the USOC's digital channels expanded in reach.

Partners

The USOC has a robust and diverse portfolio of partners that provide crucial support to Team USA. In 2013, four new partners were signed, while five renewed. In total, the new agreements secured more than \$68 million in future revenue.

WORLDWIDE



DOMESTIC



BROADCAST PARTNER



Partners as of July 15, 2014.

632

OLYMPIANS,
PARALYMPIANS,
HOPEFULS AND
COACHES

50
STATES

832
EVENTS

80

NATIONAL RECREATION
AND PARK ASSOCIATION
EVENTS

OLYMPIC
DAY

214,500
PARTICIPANTS

333
USA BMX
EVENTS

264

BOY & GIRLS
CLUBS OF
AMERICA
EVENTS

PRINCE HARRY
ATTENDED THE 2013
WARRIOR GAMES
PRESENTED BY
DELOITTE





Education & Outreach

As the steward of the Olympic and Paralympic movements in the United States, the USOC made a concerted effort to improve established programming that promotes the Olympic ideals and athlete development, while fostering a national interest in sport.

Olympic Day

In June, more than 214,000 Americans celebrated Olympic Day by participating in 832 events in 690 cities across all 50 states and 10 overseas locations, making it the most successful U.S. Olympic Day celebration ever. More than 630 U.S. Olympians, Paralympians, coaches and hopefuls joined in the celebration, promoting the Olympic values of excellence, friendship and respect. Meanwhile, fans experienced Olympic Day like never before, generating record consumption on social and digital platforms.

Multi-Sport Organizations

The USOC is partnered with 35 community-based Multi-Sport Organizations, representing more than 60 million members at more than 25,000 facilities across the country. The Multi-Sport Organization Council welcomed Maccabi USA as its 35th member. Collectively, 19 MSOs hosted 415 Olympic Day events—a 24 percent increase from 2012.

Community Olympic Development Programs

The USOC increased its Community Olympic Development Programs membership to 10 with the addition of the Easton Newberry Sports Complex. Together, these programs hosted more than 115 events and influenced more than 7,000 elite athletes nationwide, including 10 Olympians and seven Paralympians who earned spots on the 2014 U.S. Olympic and Paralympic teams.

SafeSport

In April, the USOC's SafeSport program launched a yearlong public awareness campaign, Make the Commitment: Stop Abuse in Sport. The campaign was designed to educate and empower youth-serving organizations to raise awareness, drive collaboration and deliver actionable abuse prevention tools. More than 1,500 individuals and organizations participated in the program. In July, the USOC formed a second Safe Sport Working Group charged with making informed recommendations for investigating, adjudicating and sanctioning prohibited conduct in sport.

Warrior Games

Highlighted by an appearance from Prince Harry, the 2013 Warrior Games presented by Deloitte were held May 12–16 in Colorado Springs, Colorado. The fourth annual event featured 260 wounded, ill and injured service members and veterans representing five branches of the U.S. military and the British Armed Forces.

Team for Tomorrow

Team for Tomorrow began its fourth cycle, with U.S. Olympians, Paralympians and hopefuls embracing the opportunity to give back through a variety of social and civic causes. Eleven athlete ambassadors donated service hours and led their teammates to donating hours to various youth sport organizations across the country. Thanks to athlete ambassador Billy Demong, Team for Tomorrow benefited from Citi's Every Step of the Way initiative, allowing dozens of MSOs to receive sport equipment packages in conjunction with athlete visits.

Team USA Ambassador Program

The Sochi edition of the Team USA Ambassador Program consisted of an in-person and online component designed to educate U.S. Olympic and Paralympic hopefuls about their roles and responsibilities and provide resources for the upcoming Games. In 2013, 14 ambassadors delivered 16 out of 27 programs in the lead-up to Sochi, reaching more than 550 U.S. athletes across the country.

Paralympic Sport Clubs

U.S. Paralympics is partnered with 198 Paralympic Sport Clubs—up from 183 in 2012—representing 48 states and Washington, D.C. The network hosted 192 competitions in 23 Paralympic sports, and offered training opportunities to 8,740 youth and 13,790 adults, including 6,127 new participants and 4,758 veterans and injured service members.

Public Support

Unlike most NOCs, the USOC does not receive government funding for Olympic programs. Thus, it relies on the support of the American public to help U.S. athletes stay competitive with the rest of the world.

In 2013, the USOC took an important step forward in its goal of increasing philanthropic support for Team USA's athletes and programs. The USOC launched the U.S. Olympic and Paralympic Foundation, a separate 501(c)(3) nonprofit organization that now serves as the primary source of philanthropic resources for the Olympic and Paralympic movements in the United States.

The USOC is the sole beneficiary of the USOPF and the funds it generates. Since its launch, the USOPF has become one of the USOC's foremost strategic priorities. By generating critical financial resources, the foundation enables the USOC to make investments in areas that promote excellence and innovation for Team USA, on and off the field of play.

The USOPF is led by President Jon Denney, who assumed the position in September and also serves as chief development officer of the USOC. In his role, Denney oversees all organizational fundraising initiatives.

Supporting the USOPF and its staff are the foundation's board and trustees. Headed by Chairman Gordon Crawford, the board and Trustee Council have been integral to the USOPF's success over the past year. At the USOPF Annual Trustee Meeting from Oct. 28-29, trustees were given an overview of the new foundation from Denney and USOC CEO Scott Blackmun before engaging in round-table discussions to generate ideas for the USOPF's future growth.

To put into action its Team Behind the Team philosophy, the USOC also launched a fundraising initiative called Team USA Endurance as a charity partner of the 2013 New York City Marathon. The inaugural Team USA Endurance featured 22 athletes from 11 states who pledged to raise money for the USOC in support of U.S. Olympians, Paralympians and hopefuls. The team was captained by Paralympic track and field champion Tatyana McFadden, who offered her support, training tips and inspiration from day one of training to the finish line. Overall, Team USA Endurance raised nearly \$100,000 to support Olympic and Paralympic athletes and programs.

Finally, Team USA received overwhelming support from individual donors, whose enthusiasm from London 2012 carried over into excitement for Sochi 2014.





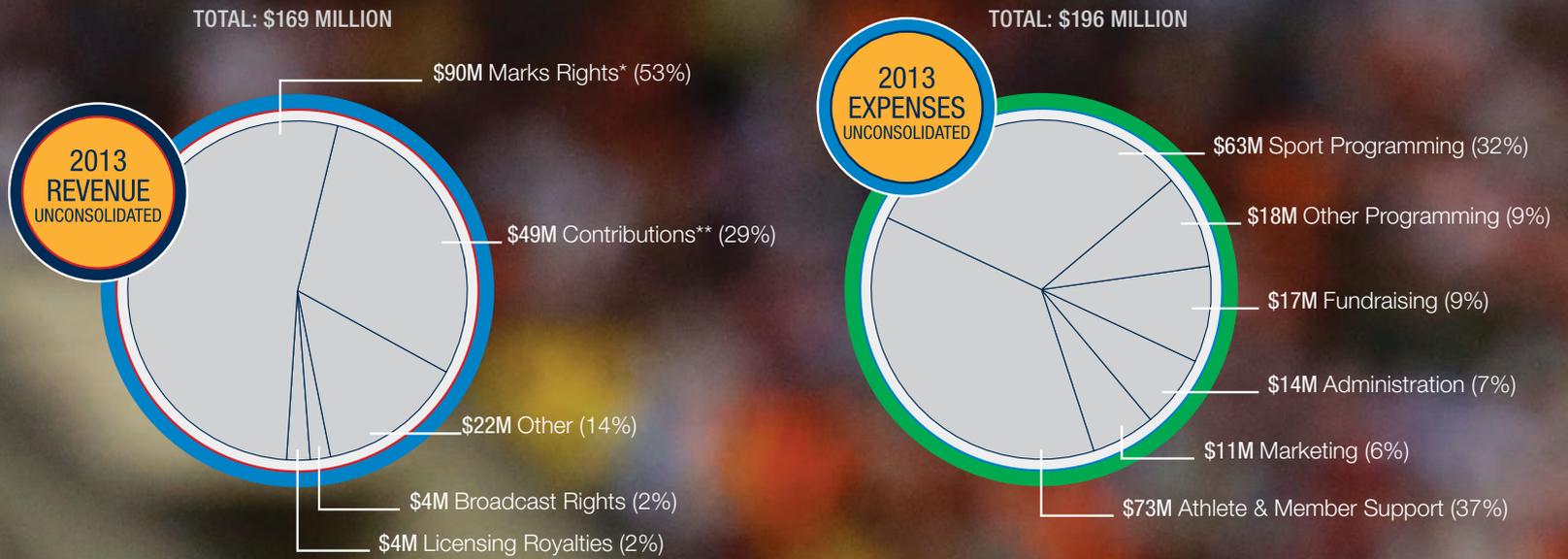
Meryl Davis
Charlie White

UNBEATEN
SEASON



Financial Review

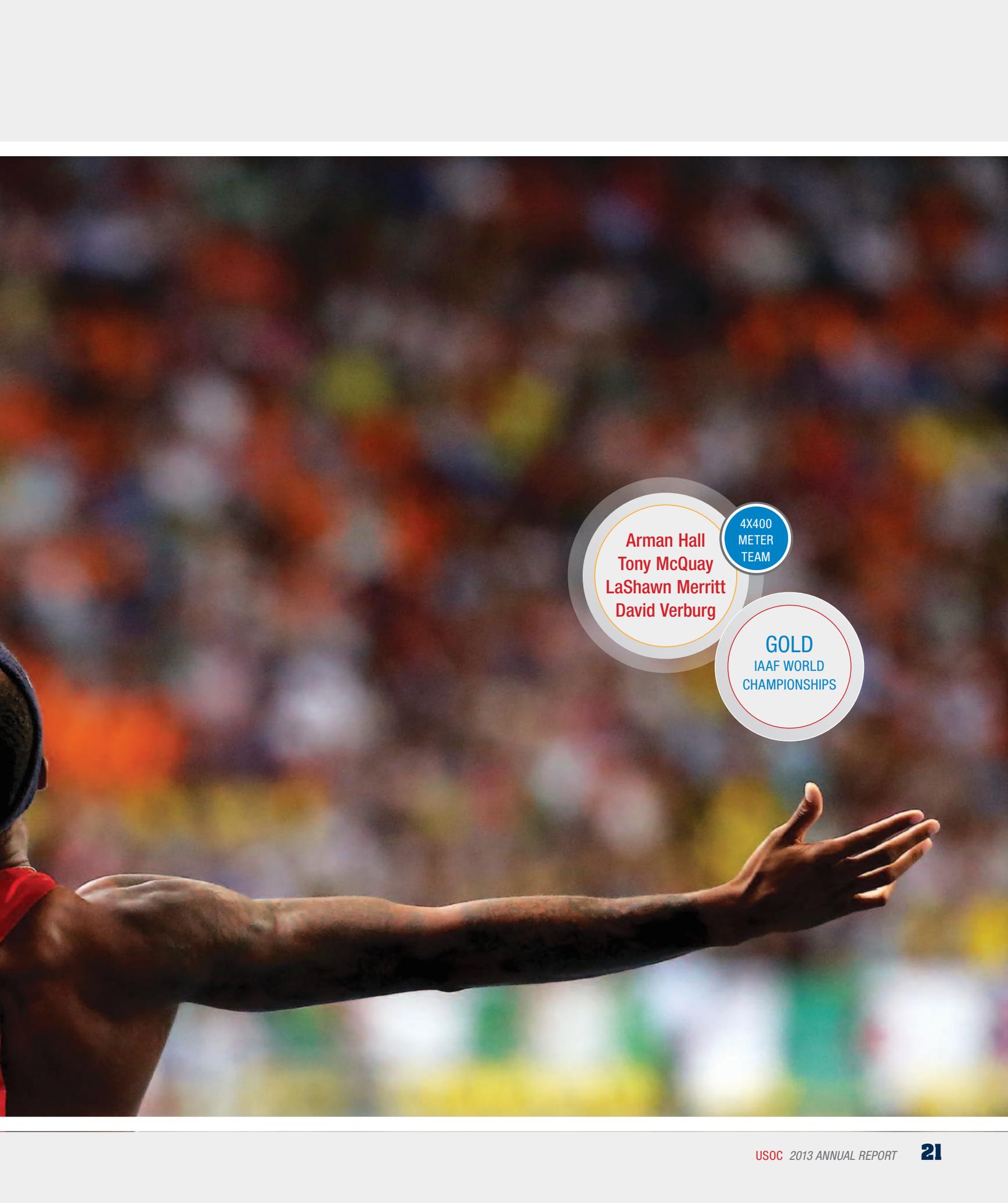
UNITED STATES OLYMPIC COMMITTEE



*Sponsorships involving the right to use Olympic/Paralympic marks and terminology over a contract term

**Less donor benefits

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.



Arman Hall
Tony McQuay
LaShawn Merritt
David Verburg

**4X400
METER
TEAM**

GOLD
**IAAF WORLD
CHAMPIONSHIPS**

Financial Statements

UNITED STATES OLYMPIC COMMITTEE STATEMENT OF FINANCIAL POSITION—UNCONSOLIDATED

<i>(In thousands)</i>	As of December 31,	
	2013	2012
ASSETS		
Cash and cash equivalents	\$ 29,875	\$ 39,475
Restricted cash, cash equivalents and investments	13,379	21,200
Investments	55,288	97,115
Accounts receivable, net		
Pledges	33,195	24,038
Royalties and marks rights	11,736	11,751
Other	6,875	6,371
Prepaid expenses and other assets	13,360	5,112
Inventories	1,513	1,838
Investments held for deferred compensation arrangements	509	307
Land, buildings and equipment, net	98,034	92,730
Total assets	\$263,764	\$299,937
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued liabilities	\$ 31,808	\$ 37,110
Deferred revenue	31,971	36,194
Deferred compensation arrangements	509	307
Total liabilities	64,288	73,611
Net assets		
Unrestricted	151,903	180,451
Temporarily restricted	35,758	35,444
Permanently restricted	11,815	10,431
Total net assets	199,476	226,326
Total liabilities and net assets	\$263,764	\$299,937

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 COMMITTEE
STATEMENTS OF ACTIVITIES—CONDENSED & UNCONSOLIDATED

<i>(In thousands)</i>	Year Ended December 31, 2013	Four-year Period Ended December 31, 2012	Four-year Period Ended December 31, 2008
SUPPORT AND REVENUE			
Contributions	\$ 53,363	\$182,916	\$113,236
Less direct donor benefits	(4,814)	(18,826)	(14,883)
Net contribution income	48,549	164,090	98,353
Broadcast rights and related interest income	3,623	268,325	206,574
USOC marks rights income	89,977	284,438	318,624
Licensing royalty income	4,255	28,586	27,056
Grants from the United States Olympic Endowment	9,310	36,316	49,311
Investment income	1,464	3,676	11,380
Other	11,724	66,539	23,707
Total support and revenue	168,902	851,970	735,005
EXPENSES			
Program services			
Athlete and member support	72,504	269,584	236,765
U.S. Paralympics	20,760	75,391	30,534
Member services			
Olympic Training Centers	28,667	98,597	96,542
National events	818	9,222	9,051
International competition	3,030	60,605	36,327
Sports science	1,169	6,173	20,235
Drug control	4,461	15,412	17,636
Public relations	3,514	10,803	11,902
Sports medicine	4,011	9,503	9,951
Education and archival services	5,179	13,952	1,211
International relations	2,409	11,260	9,823
Coaching programs	560	1,509	1,480
Broadcasting	5,750	19,461	10,356
Other	1,323	2,756	14,165
Total program services	154,155	604,228	505,978
SUPPORTING SERVICES			
Fundraising	16,906	84,041	68,456
Sales and marketing	11,009	48,416	48,514
General and administrative	13,682	56,069	59,889
Total supporting services	41,597	188,526	176,859
Total expenses	195,752	792,754	682,837
Changes in net assets	(26,850)	59,216	52,168
Cumulative effect of accounting change	—	—	(1,122)
Net assets, beginning of period	226,326	167,110	116,064
Net assets, end of period	\$199,476	\$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.



U.S. Women's
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