

Alex's Lemonade Stand



FIGHTING CHILDHOOD CANCER
ONE CUP AT A TIME™

Hold Your Own Alex's Lemonade Stand Event Middle School Packet

2006/2007

Alex's Lemonade Stand Foundation
333 Lancaster Ave. #414
Wynnewood, PA 19096

Office: 610-649-3034 Toll Free: 1-866-333-1213 Fax: 610-649-3038

E-mail: LisaTowry@alexslimonade.com
or David@alexslimonade.com

www.alexslimonade.org



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Alex's Lemonade Stand

FOUNDATION FOR CHILDHOOD CANCER

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A Note from Liz and Jay Scott - Alex's Parents

Dear Lemonade Stand Event Organizer,

Thank you for your interest in organizing an Alex's Lemonade Stand Event to support Alex's Lemonade Stand Foundation for Childhood Cancer Research. By participating in this unique fundraising event, you are making a difference in the fight against childhood cancer - one cup at a time.

2007 marks the 8th year since our daughter's very first Alex's "Original" Lemonade Stand, and we are amazed at how it has grown. The beauty of Alex's Lemonade Stand is that you can set up a stand or event to benefit The Foundation anytime of the year. A concept conceived by a child and now embraced by a nation!

Shortly before her first birthday, Alex was diagnosed with neuroblastoma, a type of childhood cancer. On her first birthday, the doctors informed us that if she beat her cancer it was doubtful that she would ever walk again. Just two weeks later, Alex slightly moved her leg we we asked her to kick, the first indication of who she would turn out to be—a determined, courageous, confident and inspiring child with big dreams and big accomplishments.

When Alex was just four years old, she announced her ambitious plans - she would raise money to help doctors and researchers find a cure for childhood cancer. Her fundraising mechanism was a natural for a child...she would have a lemonade stand in her front yard and donate the money to her doctors. Since that first stand in 2000, Alex bravely fought her cancer while remaining committed to raising money for childhood cancer research through her annual lemonade stands and coordinated efforts nationally. With the help of others, Alex succeeded in raising awareness and \$1 million in funding for childhood cancer research before she died on August 1, 2004.

We are touched and grateful for all of the individuals and groups who support Alex's simple idea, raising much needed funding for childhood cancer research by selling lemonade or hosting events. Funds raised have been utilized to facilitate new and ongoing treatments for children with cancer. You can see a list of the grants made possible by these efforts at www.alexlemonad.org/grants.php. We thank you for your interest and will work with you to make your Alex's Lemonade Stand event a success!

Gratefully yours

Liz & Jay Scott

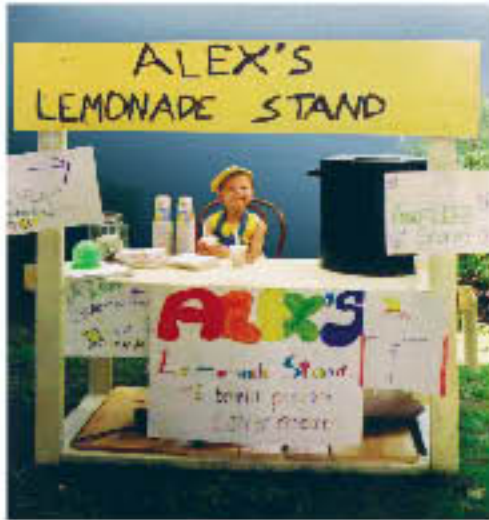
Organizing Your Own Alex's Lemonade Stand Event

Alex's Lemonade Stand Event Ideas

Classroom Events

- Use Alex's pre-made lesson plans in your classroom (coming soon)
- Decorate cards with lemon stamps and stickers for a sale at a stand
 - Run a virtual Lemonade Stand
 - Purchase Alex's Lemonade merchandise
- Organize a class project featuring Alex's Lemonade Stand
 - Use Alex's Lemonade Stand in a class project
 - Service Learning Project
- Collect Quarters-have a friendly competition between grades
- Visit a local Elementary School and read *Alex and the Amazing Lemonade Stand*
- Read: (*Alex and the Amazing Lemon Stand*) By Jay & Liz Scott with help from Alex Scott
- Create your own web page at www.firstgiving.com/alexlemonade
- Show Alex's Lemonade Stand pride in a parade or contest
- Wear Yellow to Class Day (Make it a school wide event)
 - Bowling Tournament
 - Have a lemon themed party
- Run a "virtual" Alex's Lemonade Stand
- Host a used book sale
- Back to School Lemonade Stand
 - Alex's Coffee House
 - Lemon-Gram
 - Dance a thon
- Lemon themed sale (yellow clothing, belts, lemon cards, etc)
- Mr. & Mrs. "Insert HS Name" Lemonade contest (who embodies the spirit of ALSF most)
- Sporting tournament (kickball, soccer, softball, powder puff football, lemonade Olympics)
 - Alumni Reunion Lemonade Stand
 - Walk a Thon
 - Lemonade Olympics
 - Run in a 5K
 - Bike a Thon (trike a thon)
- Have a Concert or Play (with music department or drama department)
 - Project (Club, Team)
 - Auction raffle items
 - Trash to Treasures Sale
 - Sell Lemon Treats
 - Book Sale
 - Talent Show
 - Raffle items
 - Hold a concert
- Set up an Alex's Lemonade Stand Club
 - Sell Paper Lemons

School Wide/Club Events



Foundation Fact:

Funding for childhood cancer research through Alex's Lemonade Stand Foundation has exceeded 7 million dollars! In 2007 we look to raise more than 6 million dollars with your help!

Printable Materials

For printable documents to help in the planning and advertising of your event go to:
www.alexslimonade.org/hold_own_stand.php

Materials Include:

- 1/2 page black and white flyer about Alex's Lemonade Stand Foundation
- Literature about Alex's Lemonade Stand and contact information
- Stand advertiser to announce your stand
- We support Alex's Lemonade Stand Foundation printout
- Letter for area businesses to request their support
- Printable banner
- Logo & Style Guide
- Paper lemon cut outs to post donor names
- Thank you notes to hand out during event

Here are some ideas for promoting charitable giving to ALSF
Create your own Alex's Lemonade webpage (it's free and easy):
Go to www.firstgiving.com/alexslimonade

- Firstgiving is an online fundraising source that offers web pages connected to your favorite non-profit organization (from your school or class).
- You can write a personal message, include your photo, and set a fundraising goal for all to see.
- Then with a click, simply email it to your friends, family and coworkers as well as your students and their families to let them know about your lemonade stand or event.
- For those friends and family who are unable to attend, they can simply donate through your Alex's Lemonade website, safely and securely.
- You can update your page as you would like and your supporters can personalize a note to you on your web page as they cheer you on in your fundraising efforts!
- Link photos of your event from your website and send out a summary email after your event, this is another opportunity for people to donate!

NEED TO KNOW – LEMON FACTS

Check donations are accepted

Make all checks payable to: Alex's Lemonade Stand Foundation
333 Lancaster Avenue #414
Wynnewood, PA 19096

Donations are tax deductible to the fullest extent allowed by the law. Check donations are confirmed by an acknowledgement and receipt from Alex's Lemonade Stand Foundation.

All events must be registered with Alex's Lemonade Stand Event School Program. Register your school event at www.Alexslemonade.org and receive a free school Mini Pack or call the office at 610-649-3034.

Information about credit card donations or general donation questions can be referred to our office. We can take credit card donations over the phone or online 1-866-333-1213.

PLEASE do not send cash in the mail! You may send a money order, bank check, or a personal check made payable to "Alex's Lemonade Stand Foundation" equal to your cash donations. All proceeds raised during your Alex's Lemonade Stand event must go directly to Alex's Lemonade Stand Foundation for childhood cancer research.

Thank You and Receipt Information

Thank your supporters

Alex's Lemonade Stand Foundation will thank donors for whom we have contact information. If they make a donation by check, we will send them a thank you letter along with a receipt for their tax deductible donation.

A personal thank you from you to donors to your event is always a nice touch. Departments, Advisors, and general supporters are grateful for the acknowledgement of their contributions and support. Sending your own thank you letters will be appreciated and remembered by your local supporters. For a sample Thank You letter visit our website at www.alexlemonade.org





Step – By – Step Planning Guide

The best way to make sure your event is successful and enjoyable is to be prepared. Here are some suggestions to help your event run smoothly. Use this guide as a check list leading up to your event.

Step 1- Educate

- Research Alex's Lemonade Stand Foundation
- Research other cancers, health
- Define Terms (Hero, inspiration)

Step 2- Develop

- Choose a date and time for your event
- Select a location
- Round up a team of students and volunteers
- Set a fundraising goal
- Remain focused on the mission of Alex's Lemonade Stand Foundation
- Align with the mission of your school

Step 3 – Arrange

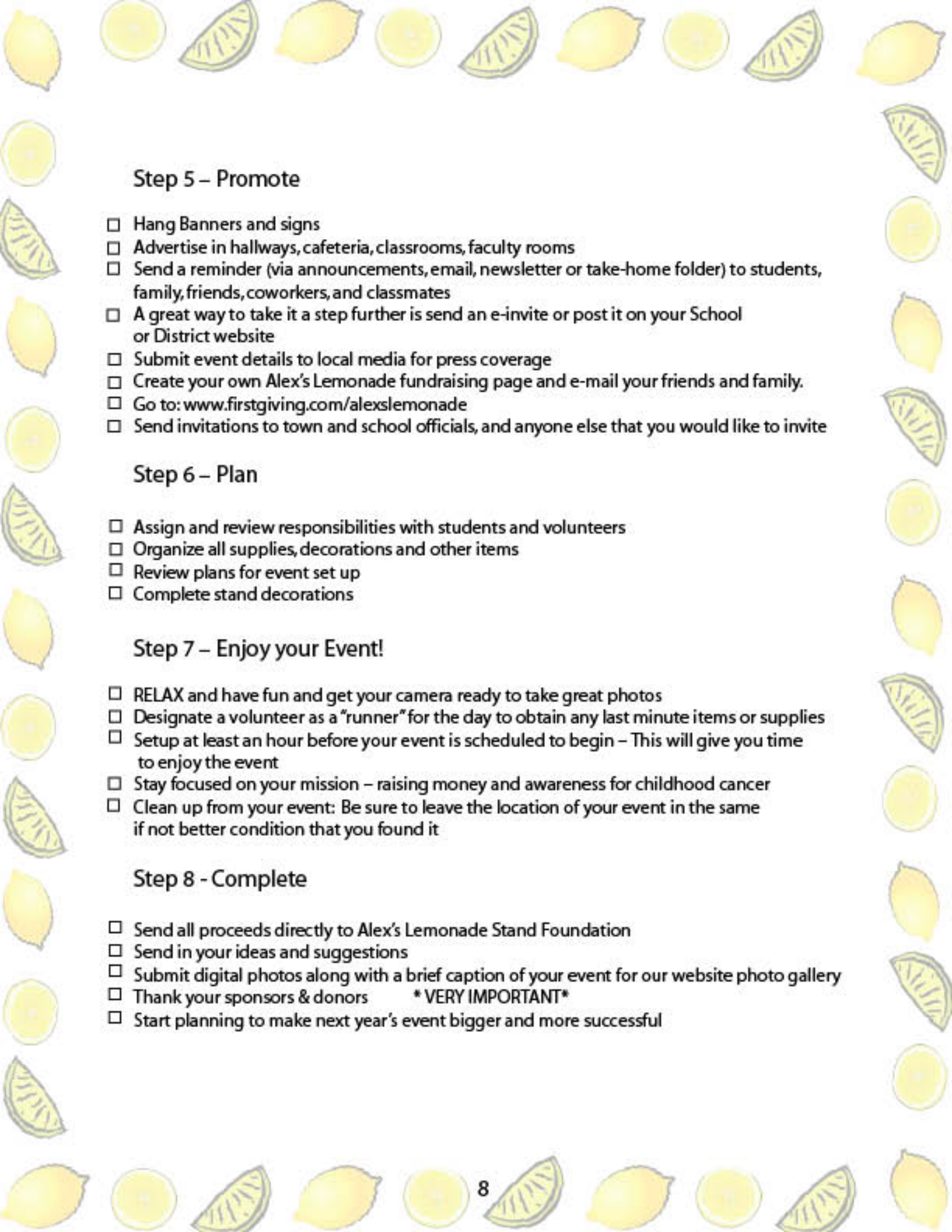
- Register your event online at www.alexslimonade.org or by contacting LisaTowry@alexslimonade.com
- Create an event webpage at www.firstgiving.com/alexslimonade
- Brainstorm with students ways to publicize and advertise your event

Step 4 – Obtain

- Determine product needs
- Obtain product or donations of products for your event

Event Product Check List

- Banners & Signs to advertise your event – make your own or download our printable documents from alexslimonade.org
- Flyers and handouts to display at your event about Alex's Lemonade Stand Foundation
- A safe place to keep money (Safe or money box)
- Donation Container
- Thank you handouts for donors to take away with them
- Other materials that might be needed depending on your event



Step 5 – Promote

- Hang Banners and signs
- Advertise in hallways, cafeteria, classrooms, faculty rooms
- Send a reminder (via announcements, email, newsletter or take-home folder) to students, family, friends, coworkers, and classmates
- A great way to take it a step further is send an e-invite or post it on your School or District website
- Submit event details to local media for press coverage
- Create your own Alex's Lemonade fundraising page and e-mail your friends and family.
- Go to: www.firstgiving.com/alexlemonade
- Send invitations to town and school officials, and anyone else that you would like to invite

Step 6 – Plan

- Assign and review responsibilities with students and volunteers
- Organize all supplies, decorations and other items
- Review plans for event set up
- Complete stand decorations

Step 7 – Enjoy your Event!

- RELAX and have fun and get your camera ready to take great photos
- Designate a volunteer as a "runner" for the day to obtain any last minute items or supplies
- Setup at least an hour before your event is scheduled to begin – This will give you time to enjoy the event
- Stay focused on your mission – raising money and awareness for childhood cancer
- Clean up from your event: Be sure to leave the location of your event in the same if not better condition that you found it

Step 8 - Complete

- Send all proceeds directly to Alex's Lemonade Stand Foundation
- Send in your ideas and suggestions
- Submit digital photos along with a brief caption of your event for our website photo gallery
- Thank your sponsors & donors * VERY IMPORTANT*
- Start planning to make next year's event bigger and more successful

*******REMINDER, SEND YOUR DONATIONS IN!!*******

Immediately after your event organize and tally your donations
Convert cash into a check or money order.
Keep the checks together in an orderly fashion.
Send in all of the proceeds to Alex's Lemonade Stand Foundation:

ALEX'S LEMONADE STAND FOUNDATION
333 Lancaster Avenue #414
Wynnewood, PA 19096

Please direct any questions to 610-649-3034 or via e-mail at
LisaTowry@alexslimonade.com

Alex's Lemonade Merchandise
To order visit the "gift shop" at www.alexslimonade.org

Alex and the Amazing Lemonade Stand Book
T-shirts
Baseball Caps
Bandanas
Wristbands
Bumper Stickers
Sweatshirt Blanket

Contact Us:

We want your fund-raising event to run smoothly. We are here to help you make your event a complete success. Please feel free to contact us with any questions, comments or event ideas.

Foundation Office:

Alex's Lemonade Stand Foundation
333 Lancaster Avenue #414
Wynnewood, PA 19096
www.AlexsLimonade.org

Lisa Towry
Project Director
610-649-3034
LisaTowry@Alexslimonade.com