

Alex's Lemonade Stand Foundation

# Volunteer Handbook

2012



333 East Lancaster Avenue, #414, Wynnewood, PA 19096  
www.AlexsLemonade.org | (866) 333-1213

## Table of Contents

A letter from the Volunteer Coordinator..... 3

Let’s get started!..... 4

Who is Alex and what is ALSF?..... 5

What are my rights and responsibilities as an ALSF volunteer?..... 6

ALSF etiquette..... 7

Volunteer task descriptions..... 8

Volunteer procedures..... 9

Volunteer policies..... 10

Staff list..... 13

Volunteer confidentiality policy..... 14

Waiver of responsibility..... 15

Volunteer orientation and handbook acknowledgement form..... 16



## A letter from the Volunteer Coordinator

Dear Volunteer,

On behalf of the staff at Alex's Lemonade Stand Foundation (ALSF), welcome to Team Alex! I'm so excited that you have chosen to volunteer your time with ALSF. As a volunteer you will play a vital role in assisting our staff with raising funds and awareness for childhood cancer research.

Volunteers fill a variety of needs for the Foundation. Below is a list of our volunteer opportunities:

Social Media Volunteers	In-office Volunteers
Team Lemon Spirit Squad Volunteers	Special Event Volunteers
National Lemonade Days Stand Ambassadors	

In order to help ensure a smooth transition into our volunteer program, we've created a Volunteer Handbook. This handbook functions as an introduction to ALSF's volunteer policies and procedures, and as a resource to navigate the Foundation as a volunteer.

Please feel free to contact me if you have any unanswered questions. I have an open door policy, and you can come to me with any questions, comments, concerns or suggestions pertaining to your volunteer experience.

We are so happy to have you as a part of Team Alex, and I look forward to working with you!

Best,

*Erin M. Ohlsen*

Grassroots Fundraising & Volunteer Programs Coordinator

[Erin@AlexsLemonade.org](mailto:Erin@AlexsLemonade.org)

(610) 649-3034



# Let's get started!

## What is a volunteer?

A "volunteer" is anyone who chooses to perform a service for ALSF without compensation or expectation of compensation, and who performs a task at the direction of and on behalf of the Foundation. A "volunteer" must be officially accepted and enrolled by the Foundation prior to performance of the task. Volunteers are not employees of ALSF.

## What is the role of a Volunteer Coordinator?

The productive utilization of volunteers requires a planned and organized effort. The function of a Volunteer Coordinator is to provide a central coordinating point for effective volunteer management within the Foundation, and to direct and assist staff and volunteer efforts to jointly provide more productive services. The Volunteer Coordinator takes the primary responsibility of planning effective volunteer tasks and experiences, assisting staff in identifying productive and creative volunteer roles, recruiting suitable volunteers, training staff to supervise volunteers effectively and tracking and evaluating the statistical data reflecting the contribution of ALSF volunteers.

## What is a Volunteer Handbook?

The purpose of a Volunteer Handbook is to provide overall guidance of volunteers. These policies and procedures are intended for internal management guidance only. They do not constitute a binding contractual or personnel agreement. ALSF reserves the right to change any of these policies and to expect adherence to the changed policy. Unless specifically stated otherwise, these policies apply to all ALSF volunteers.



# Who is Alex and what is ALSF?

## Who is Alex?

In 2000, a 4-year-old cancer patient named Alexandra “Alex” Scott (1996-2004) announced a seemingly simple idea – she wanted to hold a lemonade stand to raise money to help her doctors find a cure for kids with cancer. The idea was put into action by Alex and her older brother, Patrick, when they set up the first “Alex’s Lemonade Stand for Childhood Cancer” on their front lawn in July of 2000.

For the next four years, despite her deteriorating health, Alex held an annual lemonade stand to raise money for childhood cancer research. Following her inspirational example, thousands of lemonade stands and other fundraising events have been held across the country by children, schools, businesses and organizations, all to benefit Alex’s Lemonade Stand Foundation for Childhood Cancer. On August 1, 2004, Alex lost her battle with cancer at the age of 8 – she had raised more than \$1 million for childhood cancer research in her short lifetime.

Alex’s spirited determination to raise awareness and funds for all childhood cancers while she bravely fought her own deadly battle with cancer has inspired thousands of people, from all walks of life to raise money and give to her cause. Alex’s family and supporters are committed to continuing her inspiring legacy through ALSF, a registered 501(c)3 charity. As a result, ALSF has raised more than \$50 million for childhood cancer research across the country.

## What is ALSF?

ALSF stands for **A**lex’s **L**emonade **S**tand **F**oundation. We are a nonprofit whose mission is:

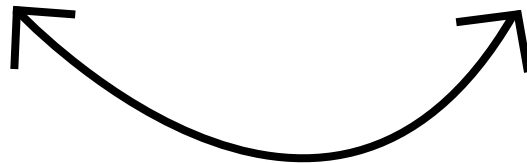
To raise money and awareness of childhood cancer causes, primarily, research into new treatments and cures.

To encourage and empower others, especially children, to raise money for childhood cancer by holding their own lemonade stands.



# What are my rights and responsibilities as an ALSF volunteer?

Volunteer Bill of Rights:	Volunteer Responsibilities:
<ul style="list-style-type: none"> <li>• To be assigned a meaningful task</li> <li>• To be oriented, trained and supervised during the duration of your activity</li> <li>• To ask questions about your task and seek feedback about your performance</li> <li>• To be treated with respect and kindness at all times by every member of ALSF</li> <li>• To offer input and feedback to ALSF's Volunteer Coordinator about the task you are performing in an effort to improve your situation and the needs of volunteers in the future</li> <li>• To expect that your time will be used efficiently and effectively</li> </ul>	<ul style="list-style-type: none"> <li>• To follow the rules, policies and procedures of ALSF</li> <li>• To sign any paperwork necessary <b>before</b> volunteer work begins (Confidentiality Policy, Volunteer Information Sheet, etc.)</li> <li>• To meet time commitments and show up ready to work. To be considerate and give adequate notice if you will be unable to fulfill your responsibilities</li> <li>• To perform your tasks to the best of your ability</li> <li>• To accept assignments without complaint, but to provide constructive feedback if your expectations are not met, so that a new assignment may be given if appropriate</li> <li>• To not take on more responsibilities or commitments than you can handle</li> <li>• Provide constructive input and offer suggestions on ways to improve the workflow of your assignment if appropriate</li> <li>• Respect the confidential nature of issues shared with you in order to complete your job</li> </ul>



# ALSF etiquette

ALSF volunteers fill a variety of roles both in our administrative office and in the community. As an ALSF volunteer, you are viewed as a representative of ALSF. We ask that all volunteers, like our employees, observe the following standards defined in our cultural tablet when volunteering for the Foundation.

## **I. It is about the kids.**

Our vision is to cure childhood cancer. We honor and remember all children with cancer each day by working toward this greater goal on their behalf.

## **II. Follow our Founder's footsteps.**

Our founder Alex Scott (1996-2004) taught us the important life lesson of "turning lemons into lemonade." Her example of making something good from something bad, having hope for the future, and enjoying each day is the spirit of ALSF.

## **III. Team Alex has no boundaries.**

Team Alex embraces supporters of all ages and walks of life who work alongside the Foundation to find a cure for childhood cancer. Anyone and everyone can become a member of Team Alex - we treat each person we come into contact with as a potential and valued member of the team.

## **IV. "One cup at a time" is not just our slogan; it is how we conduct our business.**

We believe that big things get solved through small actions; therefore, no donation is too small. We do not underestimate the ability of any single act or person to make a difference. We know firsthand that the sum of many small actions and the power of "one multiplied" can be the catalyst for change in the world.

## **V. Say it, mean it, do it.**

We are honest in setting expectations, taking ownership of our tasks, and holding ourselves accountable. We are goal-oriented and will work hard to reach our objectives, acknowledge our successes and learn from our failures.

## **VI. Be Positive.**

We will maintain a positive attitude and respectful environment. There is no time for negativity. We embrace challenges as opportunities, take on new tasks with enthusiasm, and approach our work with optimism.



# Volunteer task descriptions

Please note any volunteer under the age of 18 must receive permission from a parent or guardian before volunteering.

- **In-office Volunteers** assist with the daily operations of ALSF. They work in our administrative office and work closely with our staff. Below are some examples of tasks that you can expect to be assigned. Please note that due to the nature of nonprofits, our needs can change on a daily basis, which has resulted in our office being a fast paced environment. This means you may not do the same project twice.

Sample In-Office Volunteer Tasks:

- Answering phones
- Mailings
- Internet research
- Filing
- Sorting merchandise
- Preparing event materials
- Thank you calls
- Basic data entry
- Cataloging photos and letters

We understand that some volunteers like repetition, please be sure to let me know if you prefer consistency in your job assignments. By keeping the Volunteer Coordinator up to speed on your interests, skills, and needs, we will be better equipped to assign tasks that will allow us to utilize your skills to the best of our ability.

Qualifications: *In-office volunteers must be at least 13 years of age. Volunteers under the age of 13 may volunteer in the office; however, an adult must accompany them.*

- **National Lemonade Days Stand Ambassadors** are motivated event hosts and volunteers dedicated to childhood cancer and helping us grow our National Lemonade Days fundrasier efforts. Stand Ambassadors are required to attend a training session and seek to recruit 10 or more new lemonade stand hosts for National Lemonade Days, June 8-10, 2012. They also act as fundraising mentors and local organizers, as well as generate enthusiasm for supporting a good cause in their community!

Qualifications: *Stand request volunteers must be at least 16 years of age. Volunteers under the age of 16 may volunteer for stand request events; however, an adult must accompany them.*

- **Special Events Volunteers** help at ALSF organized special events. They assist with a variety of tasks before, during and after the event.

Qualifications: *Special event volunteers must be at least 18 years of age. Volunteers under the age of 18 may volunteer at some special events; however, an adult must accompany them.*

- **Team Lemon Spirit Squad** members attend races where members of Team Lemon are competing. These volunteers show their support by wearing yellow, making signage and cheering on Team Lemon racers.

Qualifications: *Spirit squad volunteers must be at least 16 years of age. Volunteers under the age of 16 may volunteer for the spirit squad; however, an adult must accompany them.*

- **Social media volunteers** volunteer under the direction of our Social Media Manager, helping to increase ALSF's online presence. Volunteers are asked to give a detailed description of what areas of social media they are most comfortable in engaging with people. After that, our Social Media Manager will work with the volunteer to create a strategic social media networking plan. Websites include (but are not limited to): Facebook, Twitter, YouTube, Causes, Flickr, LinkedIn and blogging websites.

Qualifications: *Social media volunteers must be at least 13 years of age.*



## Scheduling procedures

All volunteers must first go through a screening process with the ALSF Volunteer Coordinator. Once the volunteer has been approved, they must provide the Volunteer Coordinator with a schedule of available dates and times. The Volunteer Coordinator will then work with the volunteer to set a schedule. Once this schedule is confirmed, the volunteer is expected to report for all scheduled shifts. There is no required amount of volunteer hours to be considered an “active” volunteer.

We understand that you are volunteering your time with our organization, and that scheduling conflicts and emergencies do happen. If you are unable to make your volunteer shift, you should notify the Volunteer Coordinator 24 hours prior to your scheduled shift or as soon as possible. **After three consecutive no-shows without calling for a volunteer shift, you will be considered an “inactive” volunteer.**

*(Please note that volunteer schedules are based on and vary for each volunteer opportunity.)*

## Dress code

Our volunteer dress code varies with each volunteer opportunity. We ask that you remember you are considered a representative of ALSF and that you use your discretion when dressing to volunteer. The Volunteer Coordinator can always advise you on what to wear to your shift.

We like to go by the rule, when in doubt - wear yellow!

*(Please note that for those volunteers working in our office, our dress code is casual. We do not permit any ripped or torn clothing.)*

## Orientation

As outlined in our “volunteer rights” section, every volunteer has the right to be trained and oriented when working on an ALSF volunteer task. It is our promise to you that you will be oriented to the Foundation, our mission and your volunteer task.

*(Please note that orientation is different for each task and will vary based on your responsibilities. When you arrive for your shift, the Volunteer Coordinator or your point of contact will get you acclimated. Please know that if you are still unclear after orientation, you can always ask questions!)*



# Volunteer policies

## Use of Facilities, Equipment/Property, Including Communication/Computer Systems

Equipment is essential in accomplishing volunteer tasks and is often expensive and may be difficult to replace. When using property, volunteers are expected to exercise care and follow all operating instructions, safety standards and guidelines. Please notify the Volunteer Coordinator if any equipment, machines or tools appear to be damaged, defective or in need of repair. Prompt reporting of loss, damages, defects and the need for repairs can prevent deterioration of equipment and possible injury to volunteers and others.

ALSF's facilities, equipment, communication and computer systems are intended for business purposes and may be used only during your volunteer shift. This includes phones and email. ALSF also reserves the right to review internet usage of a volunteer at anytime to ensure that such use with Foundation property, or communications sent via the internet with Foundation property, are appropriate.

No one may use any communication or computer system in a manner that may be construed by others as harassing or offensive based on race, national origin, sex, sexual orientation, age, disability, religious beliefs or any other characteristic protected by federal, state or local law. Since the Foundation's communication and computer systems are intended for business use, these systems may not be used to solicit for religious or political causes or outside organizations.

Violators of this policy may be subject to disciplinary action, up to and including discharge.

## Social Media

ALSF respects the right of any volunteer to maintain social media sites. However, to protect the Foundation's interests and ensure that volunteers focus on their tasks and duties, volunteers must adhere to the following rules:

1. Volunteers may not post on any social media sites during their shift or with Foundation equipment or property.
2. All rules regarding confidential information apply in full to social media sites. Any information that cannot be disclosed through a conversation, a note or an email also cannot be disclosed on any social media sites.
3. If volunteers mention the Foundation on a social media site and also express a political opinion or an opinion regarding the Foundation's actions, the poster must specifically note that the opinion is not the Foundation's position. This is necessary to preserve the Foundation's goodwill in the marketplace and community.
4. Any conduct which under the law is impermissible if expressed in any other form or forum is impermissible if expressed through a blog.

Further, the Foundation encourages all volunteers to contemplate the speed and manner in which information posted on a social media site can be relayed and often misunderstood by readers.



# Volunteer policies

## Drug and Alcohol Policy

To help ensure a safe, healthy and productive work environment for our employees, volunteers and others, to protect Foundation property and to ensure efficient operations; the Foundation has adopted a policy of maintaining a workplace free of drugs and alcohol. This policy applies to all employees, volunteers and other individuals who perform work or tasks for the Foundation. The unlawful or unauthorized use, abuse, solicitation, theft, possession, transfer, purchase, sale or distribution of controlled substances, drug paraphernalia or alcohol by an individual anywhere on Foundation premises, while on Foundation business (whether or not on Foundation premises) or while representing the Foundation, is strictly prohibited. Employees, volunteers, or representatives for the Foundation are also prohibited from reporting to work or working while they are using or under the influence of alcohol or any controlled substances, except when the use is pursuant to a licensed medical practitioner's instructions and the licensed medical practitioner authorized the employee, volunteer or individual to report to work for their shift. This restriction does not apply to responsible drinking of alcohol at business meetings and related social outings. Violation of this policy will result in disciplinary action, up to and including discharge.

## No Smoking Policy

Smoking is prohibited on the premises of Foundation events. Smoking is also prohibited on the grounds of the Foundation, 29 East Wynnewood Road, Wynnewood, PA 19096.

## Non-Harassment policy

It is ALSF's policy to prohibit intentional and unintentional harassment of any individual by another person on the basis of any protected classification including, but not limited to, race, color, national origin, disability, religion, marital status, sexual orientation or age. The purpose of this policy is not to regulate our employees' and volunteers' personal morality, but to ensure that in our office and events, no one harasses another individual.

If you feel that you have been subjected to conduct which violates this policy, you should immediately report the matter to the Volunteer Coordinator. If you are unable for any reason to contact this person, or if you have not received a satisfactory response within five (5) business days after reporting any incident of what you perceive to be harassment, please contact the Operations Director. Every report of perceived harassment will be fully investigated and corrective action will be taken where appropriate. Violation of this policy will result in disciplinary action, up to and including discharge. All complaints will be kept confidential to the extent possible, but confidentiality cannot be guaranteed. In addition, the Foundation will not allow any form of retaliation against individuals who report unwelcome conduct to management or who cooperate in the investigations of such reports in accordance with this policy. Employees and volunteers who make complaints in bad faith may be subject to disciplinary action, up to and including discharge.



# Volunteer policies

## Sexual harassment policy

It is ALSF's policy to prohibit harassment of any employee or volunteer by any supervisor, employee, volunteer, customer or vendor on the basis of sex or gender. The purpose of this policy is not to regulate personal morality within the Foundation; it is to ensure that at the Foundation all employees and volunteers are free from sexual harassment. While it is not easy to define precisely what types of conduct could constitute sexual harassment, examples of prohibited behavior include unwelcome sexual advances, requests for sexual favors, obscene gestures, displaying sexually graphic magazines, calendars or posters, sending sexually explicit emails and other verbal or physical conduct of a sexual nature, such as uninvited touching of a sexual nature or sexually related comments.

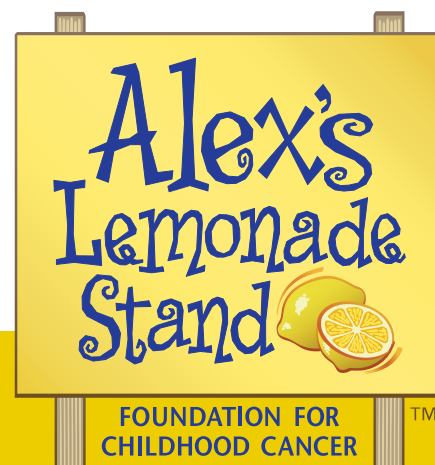
Depending upon the circumstances, improper conduct also can include sexual joking, vulgar or offensive conversation or jokes, conversation about your own or someone else's sex life, teasing or other conduct directed toward a person because of his or her gender which is sufficiently severe or pervasive to create an unprofessional and hostile working environment.

If you feel that you have been subjected to conduct which violates this policy, you should immediately report the matter to the Volunteer Coordinator. If you are unable for any reason to contact this person, or if you have not received a satisfactory response within five (5) business days after reporting any incident of what you perceive to be harassment, please contact the Operations Director. Every report of perceived harassment will be fully investigated and corrective action will be taken where appropriate. Violation of this policy will result in disciplinary action, up to and including discharge. All complaints will be kept confidential to the extent possible, but confidentiality cannot be guaranteed. In addition, the Foundation will not allow any form of retaliation against individuals who report unwelcome conduct to management or who cooperate in the investigations of such reports in accordance with this policy. Volunteers who make complaints in bad faith may be subject to disciplinary action, up to and including discharge.

## If you must leave us

Should you decide to leave the Foundation, we ask that you provide the Volunteer Coordinator with advanced notice of your departure. Your thoughtfulness will be appreciated. Please note that "advanced" notice varies based on the type of volunteer opportunity you fill.

As noted previously, all volunteers volunteer at will and nothing in this handbook changes that status. Volunteers who resign are asked to participate in an exit survey, when appropriate and if possible.



## Staff list

Susan Blowey - Community Outreach Specialist – Kansas City  
Kim Bowers - Accounts Manager  
David Brownstein - Sponsor Relations & Special Events Manager  
Cynthia Ellis - Donor Relations Manager  
Connie Funston - Fundraising Specialist  
Sheryl Garton - Special Events Manager  
Elizabeth Gustavson - Community Outreach Specialist – Los Angeles  
Adrienne Hayward - Accounts Payable & Merchandise Manager  
Nichole Hayward - Data Entry Manager  
Melissa Jones - Social Media Manager  
Jennifer Kelly - Fundraising Specialist  
Gillian Kocher - Publicist  
Megan Martin - Communications Manager  
Sandi Morgan - Executive Administrative Assistant  
Shirley Moy - Resource Development for Childhood Cancer  
Erin Ohlsen - Grassroots & Volunteer Programs Coordinator  
Craig Richetti - Webmaster  
Cara Salladino - Fundraising Specialist  
Kay Schaul - Grants Associate  
Jay Scott - Executive Director  
Liz Scott - Vice President of Outreach & Communications  
Addie Spector - Special Events Coordinator  
Lisa Towry - Operations Director  
Tracy Weniger - School Programs Manager



# Alex's Lemonade Stand Foundation

29 East Wynnewood Road  
Wynnewood, PA 19096

## Volunteer confidentiality policy

The nature of our work at Alex's Lemonade Stand Foundation requires that we come into contact with numerous people and communications that contain very personal and confidential information. Information that you gain from volunteering at Alex's Lemonade Stand Foundation including, but not limited to, medical information, donor names, donor amounts, addresses, telephone numbers and email addresses of supporters, staff, volunteers, grantees and board members must be kept strictly confidential.

Of course, you can share/discuss such information as is necessary as part of your task among other volunteers and staff at Alex's Lemonade Stand Foundation; however, any dissemination of confidential information outside the office or to other parties may only be made with expressed, written permission of the donor (or third party) and consent by the Executive Director.

By signing below, you are attesting that you have read this Confidentiality Policy and agree to abide by its terms.

Name (Print): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Alex’s Lemonade Stand Foundation

29 East Wynnewood Road  
Wynnewood, PA 19096

## Waiver of responsibility

Whereas, it is hereby understood that the undersigned acknowledges and agrees that he or she is aware of the potential risks involved in participating in volunteer activities on behalf of Alex’s Lemonade Stand Foundation (ALSF). Whereas, it is further understood that the undersigned exempts and releases ALSF, its officers, agents, servants and employees from any and all liability claims, demands or actions or causes of action whatsoever arising out of participation in volunteer activities on behalf of ALSF.

This agreement shall be effective and binding upon the parties hereto for the date indicated. The parties hereto acknowledge having read and understood this agreement.

Signature of Participant: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature of Parent if under the age of 18: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

For: Alex’s Lemonade Stand Foundation

Signature: \_\_\_\_\_



# Alex's Lemonade Stand Foundation

29 East Wynnewood Road  
Wynnewood, PA 19096

## Volunteer orientation and handbook acknowledgement form

This Volunteer Handbook is an important document intended to help you become acquainted with Alex's Lemonade Stand Foundation. This document is intended to provide guidelines and general descriptions only; it is not the final word in all cases. Individual circumstances may call for individual attention. Because the Foundation's volunteer operations may change, the contents of this handbook may be changed at any time, with or without notice, in an individual case or generally, at the sole discretion of management. Please read the following statements and sign below to indicate your receipt and acknowledgement of this Volunteer Handbook.

**I have received and read a copy of Alex's Lemonade Stand Foundation's Volunteer Handbook. I understand that the policies, rules and procedures described in it are subject to change at the sole discretion of the Foundation at any time.** I further understand that my involvement is terminable at will, either by myself or the Foundation, with or without cause or notice, regardless of the length of my involvement.

I understand that my signature below indicates that I have read and understood the above statements and that I have received a copy of the Foundation's Volunteer Handbook.

Volunteer's Printed Name: \_\_\_\_\_ Position: \_\_\_\_\_

Volunteer's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The signed original copy of this acknowledgment should be given to management – it will be filed in your personnel file.

