

Hold Your Own Alex's Lemonade Stand Packet

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

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

Fighting Childhood Cancer,
One Cup at a Time.



Alex's Lemonade Stand



FOUNDATION FOR CHILDHOOD CANCER

TM

www.AlexsLemonade.org

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About Alex's Lemonade Stand Foundation

"Fighting Childhood Cancer, One Cup at a Time"

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for *all* children with cancer. Since its inception, ALSF has become a leader in raising funds and public awareness of childhood cancer. The future mission of the Foundation is to continue educating and empowering children and adults to make a difference in the battle against childhood cancer.

ALSF is dedicated to:

- Raising money and awareness for childhood cancer, primarily research leading to cures and new treatments
- Encouraging and educating others, especially children, to get involved in raising funds and awareness for childhood cancer
- Expediting the process of finding cures and bringing them to children with cancer now

Since Alex held her first stand, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised over \$30 million towards fulfilling her dream of finding a cure. Through a growing number of fundraising efforts and the help of thousands of volunteers, the Foundation bearing her name has funded over 100 research projects nationally.

Though Alex's mechanism for raising money may have been a natural for a child - hosting a lemonade stand in her front yard - her "simple" idea has made a world of difference. Alex bravely fought her cancer while remaining committed to raising money for childhood cancer research, taking her lemonade stands national in 2004. With the help of others, Alex succeeded in raising over \$1 million in funding, and an immeasurable amount of awareness for childhood cancer research before she died on August 1, 2004.

A Note from Liz and Jay Scott – Alex’s Parents

Dear Lemonade Stand Hosts,

Thank you for your interest in hosting an Alex’s Lemonade Stand event in your community to support Alex’s Lemonade Stand Foundation for Childhood Cancer. By participating in this fundraising event, you are making a difference in the fight against childhood cancer – one cup at a time.

We are grateful for all of the individuals and groups who support Alex’s seemingly simple idea – raising much needed funding for childhood cancer research by selling lemonade. We welcome back many of our “old” friends, having held stands in previous years, and to those of you joining us for the first time this year – we thank you and want to help make your Alex’s Lemonade Stand a success!

The following packet contains information about Alex’s Lemonade Stand Foundation and suggestions to help organize and plan your own Alex’s Lemonade Stand event. Please keep in mind that we are providing these as suggestions, not requirements, and we hope you will plan an event to best suit you.

We are certain your stand will be a success, but most importantly, remember to have fun! Any fundraising effort you make for Alex’s Lemonade Stand Foundation is greatly appreciated; a contribution of any amount makes a world of difference!

Gratefully yours,

Liz and Jay Scott
Alex’s Parents

Grant Information

Alex's Lemonade Stand Foundation is committed to eradicating childhood cancer through basic research, career development through seed funding and streamlining translational clinical research. Grants distributed from Alex's Lemonade Stand Foundation are designed to fill critical gaps in funding identified by doctors and researchers. This careful distribution of grants has allowed doctors to bring the latest and most promising life saving treatments to seriously ill children.

For a complete list of grants, please visit: www.AlexsLemonade.org Grant section

Getting Started - A few tips to hosting your own stand!

First things first – in order to host an Alex’s Lemonade Stand Foundation event best suited to your needs, brainstorm whether you envision a large community based event, or a smaller event in your front yard. Based on your answers, decide whether you need to recruit community support, or enlist additional volunteers. Remember to make it manageable to your abilities and needs!

Registering Your Stand – follow the list below before visiting our website to register your stand or Alex’s Event:

Select a Stand Location – after deciding how large your event will be, decide what location will best suit your needs. If you decide you need more space than your front yard can provide, think of some other options. A few quick alternate locations may include: a mall, school or college, athletic field, park or playground, county fair, a local supermarket, etc. After you choose a potential location, you will need to determine who to contact in order to receive permission to hold your stand or event there. If it is a private location, such as a supermarket or shopping area, speak with the business owner or manager. If it is a public location, such as a park or school, inquire with the town or other public agency that manages the location.

Select a Date and time – choose a date and time that best suit your schedule, and those which you can dedicate the most time to. You may also want to consider other events that may be planned during that time, and the schedules of volunteers helping.

Once you have chosen a date, time and location, visit www.AlexsLemonade.org to register your stand or event. After you register, you will receive an email confirmation, a mini pack with materials to help with your stand, and a Stand Coach from ALSF will be in touch to answer any additional questions and offer their support.

Make your Stand Successful - A few tips to maximizing your success!

Make it personal – One effective way to make your stand successful is to make it as personal as possible. Get your children and community involved as much as possible - add your name to the stand, decorate the stand, create t-shirts, etc.

Let everyone know! – the more people that know about your stand or event, and the more opportunities they have to support it – the more money you will raise. Talk up your event, send emails or literature to everyone you know.

Utilize your own Alex’s Lemonade Stand fundraising page and email friends, collect donations, invite people to your stand, update your supporters and set a fundraising goal. You can even post photos and keep a journal!

Additional ideas: Get sponsors to pledge for each hour you host a stand – call it an Alex’s Lemonade-a-thon. Have a raffle or silent auction at your event. Talk to your employer and/or local businesses about matching donations from the event! List eBay items on eBay Giving Words to support Alex’s Lemonade Stand Foundation. Go to www.missionfish.org for details.

Step-by-Step Planning Guide - In order to make your event successful and enjoyable, be prepared! Here are some suggestions to help your event run smoothly.

Step 1: Develop

- * Choose a date and time for your stand
- * Select a location
- * Recruit a team of volunteers and helpers
- * Set a fundraising goal

Step 2: Arrange

- * Register your stand by visiting www.AlexsLemonade.org
- * Create a plan for your event
- * Identify volunteer responsibilities
- * Brainstorm the best ways to publicize and advertise for your event

Step 3: Acquire

- * Determine how much and what products you will need
- * Purchase or secure the donation of the products for your event

Step 4: Promote

- * Utilize your Alex's Lemonade Stand fundraising page to email friends, collect donations, invite people to your stand, update your supporters and set a fundraising goal.
- * Design your own signage or download printable documents from Alex's Lemonade Stand Foundation's website to put up in grocery stores, local businesses, libraries and schools. Once registered, you will receive a plastic banner from ALSF for your stand, but feel free to download others materials from our website.
- * Remind your family, friends, coworkers and classmates to attend your event
- * Submit stand details to local media for press coverage, or contact Gillian Kocher at Alex's Lemonade Stand Foundation for help, Gillian@alexslimonade.org

Step 5: Plan

- * Assign and review responsibilities with your volunteers
- * Organize all supplies, decorations and other items you have gathered for the event
- * Review plans for day of, including event set up and clean up

Step 6: Enjoy your Big Day

- * Relax and have fun
- * Make sure you have your camera
- * Set up at least half an hour before your event begins
- * Stay focused on your mission to raise money and awareness for childhood cancer
- * Make sure to leave your location clean and in the order in which you found it

Step 7 – Complete the Process

- * Send all proceeds directly to Alex's Lemonade Stand Foundation **within 2 weeks** of your event
- * Fill out the stand survey so we can improve the success of future stand hosts
- * Post your own digital photos and write journal entries about your event on your fundraising page on our website
- * Make sure to thank your volunteers, sponsors and donors for their work and support!

Holding a Tribute Stand

Hosting a Lemonade Stand is a meaningful and special way to honor or remember someone you love. Here are a few types of tribute stands that have been held in the past:

- ☆ In Memory of a Child with Cancer: Many families have held tribute stands in memory of their children. This is a great way to involve siblings and classmates in remembering the life of a loved one in a meaningful and positive way.
- ☆ In Honor of a Child with Cancer: Lemonade stands honoring a special child who is fighting cancer is a powerful way to show support to a family and the cause. These stands provide a great way to let these children with cancer know just how remarkable and loved they are.
- ☆ In Honor of a Special Occasion: Lemonade stands are the perfect way to honor birthdays, weddings and other special occasions. Often, the lemonade stand will be included in the celebration and the hosts are able to ask for donations instead of gifts.

Ways to Make Your Tribute Stand Meaningful:

- ☆ Hang photos of the person you are honoring or remembering
- ☆ Send invitations to friends and family of the loved one
- ☆ Name your stand! Create a meaningful name to include the child or honorees, but also make sure to include Alex's Lemonade Stand in the title.
- ☆ Have a guestbook where visitors can share their thoughts and memories
- ☆ Plan activities that hold meaning such a butterfly release

For more information or ideas about planning and holding a Tribute Stand, contact our office at 610- 649-3034.

Important Donation Information

All donations received during your stand or event should be collected, totaled and transferred into a personal check, money order or bank check. That check should then be sent directly to Alex's Lemonade Stand Foundation. All personal stand donations should be kept separate from donations raised at your event. If you choose to send in a personal donation, send it in a different check so that you will receive proper acknowledgement.

Send all proceeds immediately following your stand to:

Alex's Lemonade Stand Foundation
333 East Lancaster Avenue, #414
Wynnewood, PA 19096

Check donations are accepted and appreciated. Checks should be made payable to "Alex's Lemonade Stand Foundation". Donations are tax deductible. Check donations will be confirmed by an acknowledgement and receipt from ALSF. Credit card donations are accepted online at www.AlexsLemonade.org or by calling our office at 610.649.3034 and your supporters can let us know they are donating to your stand.

Frequently Asked Questions

How much should I charge for a glass of lemonade?

Alex's Lemonade Stand Foundation encourages you to not set a price for your lemonade, but suggest to your stand visitors that they give a donation. By encouraging donations of any amount, this will encourage generosity, as well as allow those who do not have money to enjoy a cup of lemonade and learn about ALSF and childhood cancer.

How much product will I need?

Unfortunately, it is a bit of a challenge to know exactly how much lemonade and how many cups will be needed for a particular event. However, we have come up with a great way of estimating:

Calculate the number of hours you are hosting the event, and then multiply that by sixty (which represents the number of minutes in one hour's time). Then consider how many cups you are likely to serve on a consistent basis during a one minute time period.

For example: If your stand runs from 11am – 4pm, multiply the 5 hours x 60 minutes for a total of 300. The number 300 represents the number of cups or servings of lemonade that you will need if you serve one cup per minute for the duration of your event. If you anticipate slower traffic, you can adjust the numbers accordingly!

What should I do if it rains on the day of my stand or event?

Use your best judgment as to whether you should plan or advertise a rain date. One of the most interesting and successful Alex's Lemonade Stands was held in the pouring rain. If your event is outside, prepare for the weather with appropriate plans including alternative shelter, tents, etc.

Recruiting Help

Depending on the size of your stand or event, you may need more than one person to organize and run the event. Be sure to think about what your needs are prior to the event, will you need enough volunteers to work in shifts to keep it running smoothly, or is it something that can be run on a continuous basis by the same group of volunteers?

If you or a family member is involved with an organization or school group, and think they would be interested in helping out, approach them about teaming up for Alex's Lemonade Stand Foundation. If you need grassroots help, ask friends, classmates, members of your sports teams or other people in your community to lend a hand.

Delegating Tasks – to streamline the tasks before and on the day of your event, decide who is best suited to each job. For instance, one person may be in charge of putting up flyers or contacting the local media ahead of time, while another person may be in charge of setting up and cleaning up the stand on the day of the event.

Kids Helping Kids – Following the lead of Alex Scott, ALSF loves to see children working together. Here is a list of a few things kids can do to help your stand:

- Make signs
- Invite family, friends and classmates to attend
- Decorate the surrounding area
- Serve lemonade
- Sell baked goods
- Handout brochures
- Keep the stand area clean and tidy
- Thank people for attending
- Run a raffle
- Tell people about Alex's story and why you are holding a lemonade stand
- Don't forget, the most important thing is making sure the kids are safe!

Stand Checklist - Make sure you have these items before your event!

- Banners and signs to advertise – make your own or download printable documents from www.AlexsLemonade.org
- Flyers and handouts to display at your stand about Alex's Lemonade Stand Foundation and childhood cancer
- Lemonade, of course!
- Cups and Napkins
- Ice and containers to mix or hold lemonade
- Tables
- Tablecloth and decorations
- Container for donations

Printable Materials - If you don't want to create your own fliers and materials, visit our website to utilize our materials. Among the materials available:

- Black and white flier about Alex's Lemonade Stand Foundation
- Literature about ALSF
- Stand advertiser
- Coloring pages to print out and color
- Bookmarks to design and color
- We Support Alex's Lemonade Stand Foundation printout
- Alex's Lemonade Stand logo and style guide
- Paper Lemon Cut outs
- Thank you notes
- Newsletter sign up sheet for visitors attending your stand
- Donation container cover printable
- Alex's Lemonade Stand Foundation Fact Sheet

Tips on Obtaining Products and Supplies

It has been our experience that your local community is the best resource for making your stand as successful as possible. You can obtain many of the products and supplies you need for your stand by approaching local stores and businesses asking for donations. You can also approach local businesses to see if they would like to support your effort by making a charitable donation.

Below you will find a sample letter asking businesses for local support through donations or products:

Sample Letter to Local Businesses requesting support

Dear Business Owner,

As a local supporter of Alex's Lemonade Stand Foundation, a nationally recognized nonprofit organization dedicated to finding a cure for childhood cancer, I am writing to ask you to contribute to our local stand in the community. I am hoping you will consider making either a monetary or product donation to help us set up an Alex's Lemonade Stand. All donations are tax deductible.

Alexandra "Alex" Scott (1996-2004), the founder of Alex's Lemonade Stand Foundation, was just 4-years-old when she came up with the idea to raise money for childhood cancer through lemonade stands. Having been diagnosed with an aggressive form of childhood cancer shortly before her first birthday, Alex set up her first stand in her front yard to help raise money for research.

Alex had a keen sense of understanding, and knew that the only way children with cancer had a chance to live longer lives was to increase funding for researchers in order to pursue better treatment options. For over seven years, Alex underwent an innumerable amount of experimental treatments in the hopes that one day the doctors would find that cure. Cancer ultimately took Alex's life when she was 8 years old, but she left behind a legacy of hope and a foundation bearing her name – Alex's Lemonade Stand Foundation.

To help you understand the urgent need for funding, here is a staggering statistic. Cancer is the leading cause of death by disease in children in the United States today. By holding an Alex's Lemonade Stand in our community, we are carrying on Alex's dream to help find better treatments and ultimately cures, something that is vastly overlooked. We need your help.

Since Alex's first lemonade stand in 2000, over \$25 million has been raised by children, families, schools, businesses and organizations across the country. We hope you will choose to join the national endeavor to fight childhood cancer, one cup at a time.

Sincerely,

Your Community Host for Alex's Lemonade Stand Foundation

Thank you to Supporters

Don't forget to thank your local sponsors and supporters for their help with your event. One way to do this is to post a sign that day listing all of the businesses that have supported your efforts. Alex's Lemonade Stand Foundation will thank donors for whom we have contact information.

A personal thank you note to your donors and supporters is always a nice touch. Many businesses and individuals are grateful for the acknowledgment of their contributions and support.

Below you will find a sample thank you letter:

Sample Thank You Letter to Business Owners

Dear Business Owner:

On behalf of Alex's Lemonade Stand Foundation for Childhood Cancer, I would like to thank you for your contribution to our community stand.

Alex's Lemonade Stand Foundation (ALSF) grew out of the front yard lemonade stand of childhood cancer patient Alexandra "Alex" Scott. In 2000, at the age of 4, Alex held her first lemonade stand with the hope of raising money for pediatric cancer causes, specifically research leading to a cure. Alex passed away in 2004, but her legacy continues through the Foundation that bears her name and thousands of volunteers across the country who carry on her mission.

The lessons learned from hosting a lemonade stand to support Alex's Lemonade Stand Foundation are simple but powerful. Everyone is capable of making a difference in the world, Alex did, and by contributing to our stand, so have you.

Thank you for your support of our local endeavor to raise much needed funding for childhood cancer research through Alex's Lemonade Stand Foundation. Your support is vital in finding a cure.

For more information about Alex's Lemonade Stand Foundation and its mission, visit www.AlexsLemonade.org or call toll free (866) 333-1213.

With gratitude,

Your Alex's Lemonade Stand Host

Alex's Lemonade Stand Merchandise

To help make your Alex's Lemonade Stand event more special or to display your ALSF spirit – the following code can be used in the gift shop to receive a 30% discount on all merchandise: 2009standhost

Visit our website, www.AlexsLemonade.org and click on gift shop. Some of the items available include *Alex and the Amazing Lemonade Stand* book, T-shirts, wristbands, bandanas, stickers, temporary tattoos, balloons and so much more!

Other Ways to Help

If after holding your lemonade stand you are looking for additional ways to help, here are some other event ideas:

- Walk-a-thon or Bike-a-thon
- Collecting quarters during sporting events
- Baking lemon treats to sell
- Hosting a rock-a-thon, a 24-hour rocking chair event
- Have a coloring contest using Alex's Lemonade Stand Fundraising coloring pages
- Color and decorate an Alex's Lemonade Stand bookmark
- Read and share the book *Alex and the Amazing Lemonade Stand*
- Wedding or birthday donation in lieu of gifts
- Garage Sale proceeds or holding a lemonade stand there
- Gift in honor or memory of a loved one
- Make and sell paper lemons
- Wear yellow to work day
- Organize a class project featuring Alex's Lemonade Stand Foundation
- Show Alex's Lemonade Stand Foundation pride in a parade or contest
- Wear Alex's Lemonade Stand Foundation Merchandise

Thank you!

Alex's dream was to find a cure for all childhood cancer. Together, we can continue to make this dream a reality. Every action you take to raise funds and awareness of childhood cancer through Alex's Lemonade Stand Foundation is one step closer to the day when other parents will not have the pain of losing their children. We thank you for your support – it is truly making a difference for children with cancer everywhere.

- Liz and Jay Scott, and the entire staff at Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation Contact Information

Our staff is dedicated to making improvements in the lives of all children with cancer. We share your enthusiasm for the cause and are more than happy to answer any questions that you may have.

Alex's Lemonade Stand Foundation Staff:

David Brownstein – Special Events

David@alexslimonade.org

Cynthia Ellis – Donor Relations

Cynthia@alexslimonade.org

Melissa Jones- Social Media

Melissa@alexslimonade.org

Jennifer Kelly – Lemonade Stand Coach

Jenniferkelly@alexslimonade.org

Gillian Kocher – Public Relations

Gillian@alexslimonade.org

Joanne Marder – Office and Volunteer Manager

Joanne@alexslimonade.org

Shirley Moy- Lau – Resource Coordinator

Shirley@alexslimonade.org

Jay Scott – Executive Director

Jay@alexslimonade.org

Liz Scott – Vice President of Development

Liz@alexslimonade.org

Cara Salladino- Lemonade Stand Coach

Cara@alexslimonade.org

Connie Screnci– Lemonade Stand Coach

Connie@alexslimonade.org

Lisa Towry – Grant Coordinator

LisaTowry@alexslimonade.org

General Inquiries –

contact@alexslimonade.org

Web Inquiries –

Craig@alexslimonade.org

Mailing Address: **Alex's Lemonade Stand Foundation**
333 East Lancaster Avenue, #414
Wynnewood, PA 19096

Phone 610.649.3034 Fax 610.649.3038 Toll Free 866.333.1213

Time Line – Alex’s Lemonade Stand Foundation

2000 Alex holds her first stand in her hometown of West Hartford, Connecticut, assisted by her family, raising more than \$2,000 in one day.

2001 Alex and family move to Pennsylvania so she can receive treatment at The Children’s Hospital of Philadelphia. Alex, who is in kindergarten, decides to make her stand an annual event, hosting the Second Annual Alex’s Lemonade Stand in the front yard of her new home.

2002 Alex hosts the Third Annual Alex’s Lemonade Stand, and dedicates it in memory of a good friend who passed away from childhood cancer. Over \$12,000 was raised, and by the end of the year, total donations to Alex’s cause exceed \$40,000.

2003 Alex hosts the Fourth Annual Alex’s Lemonade Stand exceeding \$18,000 despite the pouring rain. Alex and her stand experience their first taste of national exposure, with people across the country hearing about Alex and sending donations to support her.

2004 Alex hosts the Fifth Annual Alex’s Lemonade Stand, which has experienced such growth that the stand moves to her elementary school. Taking the stand national, Alex and her family establish the First Annual National Lemonade Days. Stands are held in all 50 states, and though Alex passes away in August, her dream of raising \$1 million for childhood cancer research is realized.

2005 The Sixth Annual Alex’s Original Lemonade Stand continues at Penn Wynne Elementary School going hand in hand with the Second Annual Lemonade Days. Throughout 2005, thousands of stands are held across the country continuing Alex’s legacy of hope, donations for the year exceed \$4 million.

2006 Alex’s Lemonade Stand events occur throughout the year, including the Seventh Annual Alex’s Original Lemonade Stand and the Third Annual Lemonade Days. With over 1,000 stands nationwide, Alex’s Lemonade Stand Foundation continues to experience immense success.

2007 Alex’s Lemonade Stand Foundation continues to expand with more stands and events throughout the nation. At the end of 2007, ALSF has raised over \$6 million for the year, and funded over 50 research projects nationally. The Eighth Annual Alex’s Original Lemonade Stand and Fourth Annual Lemonade are held.

2008 Family members, friends and other volunteers continue the vision of Alex Scott, embracing it as their vision – fighting childhood cancer one cup at a time. Sign up to host your own stand or event now at www.AlexsLemonade.org

ALSF funded an additional 30 grants in 2008, and reached the \$25 million funds raised mark.