



2025

**Alex's
Lemonade
Stand**
Foundation for
Childhood Cancer™

THE MILLION MILE

Fundraising Guide

Dear Million Milers,

We want to thank you from the bottom of our hearts for registering your team! With your help, we can make a difference this Childhood Cancer Awareness Month.

Last year, thousands of people like you made the impossible possible by moving an incredible 1,149,760 miles and raising more than \$2.7 million to help fund cures and better treatments for kids!

At Alex's, we love building on momentum. This year—our 13th year hosting The Million Mile—we want to go even bigger and make this the most successful Million Mile ever. With your help we can go the distance!

This guide contains helpful fundraising information, tools, and suggestions to help you reach your goals. From tips for tracking miles to creative fundraising ideas, these pages serve as a resource for success.

We look forward to welcoming your team for the 13th Annual Million Mile this September and can't wait to see how much farther we can all go for childhood cancer in 2025!

With gratitude,

Marvin Gonzalez

The Million Mile Manager



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About ALSF



Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of 4-year-old Alexandra “Alex” Scott, who was fighting cancer and wanted to raise money to find cures for all children with cancer. By the time Alex passed away at the age of 8, she had raised \$1 million. Since then, the Foundation bearing her name has evolved into a worldwide fundraising movement and the largest independent childhood cancer charity in the U.S. ALSF is a leader in funding pediatric cancer research projects across the globe and providing programs to families affected by childhood cancer. For more information, visit AlexsLemonade.org.



Your Impact



Since 2013...

Million Mile participants like you have raised more than \$18 million for kids fighting cancer. That's a whole lot of funded research that's translated to targeted therapies, innovative new treatments, and cures. Here's a breakdown of what Million Mile participants like you have made possible and how your funding supports kids:



Nearly
\$18 million raised
supporting more than



**350,000 hours
of research**



More than
**10,000,000
total miles**
logged

Fun Fact

\$50 =

**1 Hour
of
Research**



Lemon Tips

Making the Most of Your Team Page

When you complete your Million Mile registration, you will receive your very own virtual headquarters: your team's page!

This page is a powerful tool for raising money and promoting your stand or event. You can use it to let everyone know your event details and track your progress toward your goal. Your team page is also how you'll accept online credit card donations. Your supporters can donate directly via your page – just give them the link, so they can click “donate” right on your page.

Here are some tips to make the most of your team page:

Tips



- Personalize your page with photos or inspiring messages and honor a childhood cancer hero!
- Email or share your page on social media and ask for a donation. Make the amount attainable for your donors. For example, ask friends to donate \$50, which pays for one hour of cancer research.
- Make your fundraiser more meaningful by sharing a childhood cancer hero story in your donation ask.
- Remind donors that every donation makes a difference, and be sure to thank them for giving!



Your Team Page

Here is a glimpse of a team page. Each team has their own page to collect donations and share encouraging messages with fellow team members.

Your Event ID number is important when receiving check donations. If you receive any check donations, please include your number on the memo of the check so that ALSF can attribute those donations to your team page.

The screenshot shows a team page for 'Miracles for Maddox', organized by Stacey Locke. The page features a blue header with logos for Alex's Lemonade Stand, The Million Mile 2024, and the ALSF logo. The main banner includes the text 'THE MILLION MILE' and 'Fighting Childhood Cancer, One Mile at a Time.' Below the banner, the 'FUNDRAISER DETAILS' section lists the event dates: Sunday, September 1, 2024 - 12:00am to Monday, September 30, 2024 - 11:59pm. A social media sharing bar is highlighted with a yellow box and an arrow pointing to it with the text 'Buttons to share your team page on social media and in email'. To the right, a 'DONATE' button is highlighted with a yellow box and an arrow pointing to it with the text 'Event ID Number'. Below the donate button, a 'FUNDRAISING' progress bar is shown with a goal of \$200 and an amount raised of \$170, highlighted with a yellow box and an arrow pointing to it with the text 'Fundraising progress bar'. At the bottom right, there is a QR code and a 'Log In' button.

Alex's Lemonade Stand
Foundation for Childhood Cancer

THE MILLION MILE 2024

Miracles for Maddox
Organizer: Stacey Locke

IN MEMORY OF
Maddox William

THE MILLION MILE

DONATE JOIN Log In

THE MILLION MILE
ALSF

Fighting Childhood Cancer, **One Mile at a Time.**

FUNDRAISER DETAILS

WHEN
Sunday, September 1, 2024 - 12:00am
to Monday, September 30, 2024 - 11:59pm

Invite Friends and Share This Page    

This September, I plan to fight childhood cancer, one mile at a time by participating in The Million Mile! Help us move one step closer to finding cures for all kids with cancer by donating or joining my team. Thank you for your support during Childhood Cancer Awareness Month!

Credit my donation to a team member
Select team member 

DONATE
or
PLEDGE

[Read our pledge guide](#)

To donate by check, please print and mail this form.
Event ID: E3695898

FUNDRAISING **MILES**

Fundraising Goal **\$200**
Amount Raised **\$170**





Click to show large QR code to donors

[Log In](#) [Join the team!](#)

Your Team Page

Take a look at the bottom of your team page. The "wall post" is one great way to interact with your donors and other team members. Your donations will also appear here.

See team members and their progress here!



The screenshot displays the 'Your Team Page' interface. At the top, there are tabs for 'All Posts', 'Donations', 'Pledges', 'Members' (which is highlighted with a yellow border), and 'Badges'. Below the tabs, a prompt reads: 'Want to add a comment? Make a donation or join the team!'. Underneath this is a 'SHOW ONLY:' section with five filter buttons: 'WALL POSTS' (unselected), 'DONATIONS' (selected), 'MEMBERS' (selected), 'MILESTONES' (selected), and 'RSVPS' (selected). The main content area shows a grid of eight team posts. Each post includes a title, a monetary value or achievement, and a timestamp of '1 month 1 week ago'. Each post also has a share icon at the bottom.

Post Title	Value / Achievement	Timestamp
JULES AND JETHRO DONATED	\$20.00	1 month 1 week ago
WE REACHED	\$100	1 month 1 week ago
DREW AND CINDI DONATED	\$50.00	1 month 1 week ago
Ruth Tedrick joined the team!		1 month 1 week ago
ROSE DICKERHOOF DONATED	\$100.00	1 month 1 week ago
Stephanie Cooley joined the team!		1 month 1 week ago
Rose Dickerhoof joined the team!		1 month 1 week ago
WE REACHED	\$100	1 month 1 week ago

Recruiting Team Members

We have drafted a number of email templates that you can use as a team captain to send to all your team members. During the lead-up to The Million Mile, it's important to grow your team and create excitement for this impactful month for kids with cancer.

[Find the full list of templates here on our website.](#)

Templates include:

- Recruit team members email
- General check-in during the month
- Encouragement email
- Volvo Cars match email to encourage donations
- Thank you email



Tools

We have a one stop shop for all your Million Mile needs. Visit the inspiration page to learn about heroes, find email templates, and more to help you across the finish line.

[**AlexsLemonade.org/Inspiration**](https://AlexsLemonade.org/Inspiration)

We have compiled downloadable resources for you to incorporate in your fundraising outreach.

You can download all of the resources by [clicking here](#).

These tools will help others understand more about childhood cancer, The Million Mile, and the importance of supporting research.

These tools include:

- **ALSF/Million Mile logos**
- **Social media outreach directions**
- **Brochures/Literature**
- **Letter/Email templates**



 [**Printable Bib**](#)



 [**Cancer Fact Social Media Post**](#)



Letter of Support

Reaching out to your community is a great way to assist with fundraising. Whether you're asking for monetary support or lemonade for a lemonade stand, your community is a valuable source of support!

Contact us for your personalized letter at TakeAStand@AlexsLemonade.org.



Fighting childhood cancer, one cup at a time.

August 19, 2022

To Whom It May Concern,

Sara McMillian has chosen to partner with Alex's Lemonade Stand Foundation this year in the fight against childhood cancer. Their efforts during The Million Mile this September, Childhood Cancer Awareness Month, will raise crucial funds for innovative research projects, and help raise awareness with those impacted by childhood cancer research. Please consider supporting their endeavor and cures for all childhood cancers.

A little background on our Foundation if you haven't heard of us – Alexandra "Alex" Scott founded Alex's Lemonade Stand Foundation on what seemed to be a simple concept. In the year 2000, when Alex was just 4-years-old and battling neuroblastoma, she told her parents that she wanted to have a lemonade stand in her front yard. She surprised everyone when she announced her plan to donate the money from the stand to "her hospital" to help the doctors find a cure for all kids with cancer. She continued to hold yearly lemonade stands to benefit childhood cancer research with the help of people from all over the world. In August of 2004, Alex passed away at the age of 8, knowing that, with the help of others, she had raised more than \$1 million to help find a cure for all kids with cancer.

Since Alex's very first stand in 2000, more than \$250 million has been raised for childhood cancer research! Alex's Lemonade Stand Foundation has funded over 1000 research projects in nearly 150 leading pediatric cancer hospitals throughout the United States and Canada.

We are committed to ensuring Alex's legacy continues through Alex's Lemonade Stand Foundation and hope that you will support the efforts of Sara McMillian during The Million Mile. Please follow up with Chris Katt at C.Katt@AlexsLemonade.org should you have additional questions.

Your support is most appreciated and will make a meaningful impact on the lives of all children with cancer!

Sincerely,

Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation is a 501(c)3 tax-exempt, publicly supported organization.
Tax ID # 56-2496146.

Fundraising Letter



Sharing the word about your Million Mile fundraiser is the ultimate way to keep research projects moving forward for kids with cancer. Here's a sample fundraising letter you can use throughout the event:

Dear [insert recipient name],

I want to personally ask you to join me in the fight against pediatric cancer. I will be participating in The Million Mile by walking/running/biking [YOUR MILEAGE GOAL] miles throughout September, Childhood Cancer Awareness Month, to create awareness for kids fighting cancer. The first step in our journey to a million, with your help, is to fundraise. The money raised will support Alex's Lemonade Stand Foundation (ALSF), which aims to change the lives of children with cancer through funding impactful research, raising awareness, supporting families and empowering everyone to help cure childhood cancer.

Your support means hope for families who struggle daily with the impact of childhood cancer. Here is a glimpse at how your donation could be used to help these families:

- **\$50 = one hour of research**
- **\$100 = two hours of research**
- **\$500 = more than a day of research**
- **\$2,500 = more than a week of research**

To help change the future of childhood cancer, I am asking for your support to help me reach my [\$YOUR FUNDRAISING GOAL] fundraising goal. Please visit my team page [LINK YOUR PAGE HERE] to make your donation. You can even leave a personal note for motivation!

Thank you in advance for your donation and support!

One mile at a time,

[insert your name]



Fundraising Ideas



Share What You Care About

You and your teammates can share your team page with friends and family to get people involved in your fundraising efforts. Here are a couple ways for you and your crew to prove that teamwork makes the dream work.

Social media

- Use social media to share your progress, post photos (tagging @AlexsLemonade) and ask for support through donations.

Email

- Reach out to family and friends for a meaningful donation like \$1 or even \$.05 per mile.

Honor a hero

- Feature a childhood cancer hero on your team's page to share their story and inspire others to donate.

Make a specific request

- If you want to fundraise a specific amount, encourage a few people to give up \$1 a day or ask for set donations that suit your goal. You can also suggest supporters pledge a certain amount per mile you log.



Fundraising Ideas



Make Fundraising More Fun

Put some pep in your step by holding fun events to encourage your community to get together and get involved!

Host a Lemonade Stand

- Bring in extra donations by selling lemonade, sharing Alex's story and sipping something sweet.



Hold a Happy Hour

- Over 21? Talk to a local bar/restaurant to see if they'd be willing to donate a portion of the proceeds to your Million Mile team.

Start Your Own 5K

- Invite your friends and family to run a 5K. Whether it's friendly competition or for fun, ask each person for \$15 to join the race.

Play to Your Strengths

- There's no limit to what you can do for kids with cancer! Get creative with a car wash, bake sale or whatever works for you.

Join in Special Million Mile Events

- Join us for our themed awareness days or the half and full marathon, every event throughout September is a great time to ask for support for going the extra mile.



Recognition Program

Limited edition items for showing how far you'll go

If you want to go the extra, extra mile for kids with cancer, you have the chance to receive a one-time piece of ALSF memorabilia through our Million Mile recognition program! You do not need to do anything to sign up. All you need to do is hit one of the fundraising requirements and you'll receive an email from Marvin Gonzalez after the final fundraising date, October 10, 2025.

Eligible participants may choose only one item, and they will ship 8-10 weeks following the end of the event.

**\$200
Raised**

Compression
Crew Socks



**\$500
Raised**

Under Armour
Performance Shirt



**\$1,000
Raised**

Under Armour
Quarter Zip



**\$2,000
Raised**

Under Armour
Backpack



Tracking Mileage

Wondering how to track your miles?

Keeping track is easy peasy lemon squeezy with these three apps...

- Fitbit
- Strava
- MapMyFitness



Connect the app to your page to log miles automatically OR manually log them all month long on the ALSF website. For more info on how to connect the apps to your team's Million Mile page, visit TheMillionMile.org.

Want to ensure you meet your mile goal? Go beyond your goals with these simple tips...

- Divide your goal by 30 days, four weeks or push it to the limit each time you leave the house.
- Plan team walks to get excited and get off the couch.
- Far from your teammates? Pick a time to connect virtually and move together.
- Sign up your dog too and double your miles.

There are so many ways to make every mile something to smile about. We even have a one stop shop for all your Million Mile needs. Visit the inspiration page to learn about heroes, find email templates, and more to help you across the finish line!



Get the Kids Involved

The Million Mile is fun for anyone! We've got activity sheets and other cool options to teach kids that they can make an impact too. Create class competitions or get creative with your own ideas to make the most of your back-to-school month!



Put the FUN in FUNdraising!

Take a selfie on your run/walk/ride	Run/Walk/Ride with a friend	Have a glass of lemonade after your run/walk/ride
Wear yellow on your walk/run/ride	Run/Walk/Ride a mile	Run/Walk with a pet
Run/Walk/Ride with a family member	Do an at-home workout	Run/Walk/Ride in the park

[Get activity sheets for schools here](#)



Frequently Asked Questions

Q: How do I explain The Million Mile to someone who doesn't know anything about it?

A: During the month of September (Childhood Cancer Awareness Month), ALSF has a goal to collectively run, walk and/or cycle one million miles to raise funds and increase awareness in support of childhood cancer research. It's easy to join the fun – all you have to do is register and get moving, to bring us all one step closer to our goal!

Q: Why are we doing this?

A: To raise the profile of Childhood Cancer Awareness Month and raise money to find better treatments and cures for childhood cancer. A million miles sounds like a crazy goal – some people might think it is unattainable. Sometimes, to get the world to notice, you have to be a little crazy! But Alex showed us that you can reach seemingly unattainable goals.

Q: Does it cost anything to sign up?

A: There is no fee to sign up and no minimum fundraising requirement.

Q: Who can sign up?

A: Anyone! You can even log your pets' mileage!



Q: How do I update my fundraising goal?

A: If you are an individual or team captain you are able to update your fundraising goal. First you will need to log into your account at AlexsLemonade.org with your username and password. Next, click on your Million Mile team page, then click on the yellow gear icon next to your team's fundraising goal. Click on "Change" and update your goals!

Frequently Asked Questions

Q: How do I send in donations?

A: It is easy to send in donations. Just write a check or money order equal to all of the cash donations, and send it to:

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

You can also make an online donation, using a credit card or PayPal, for the amount of all the cash donations you've collected. PLEASE DO NOT SEND CASH.

Q: My friend/family member sent a check and I do not see this donation listed on my team page, why is this?

A: Checks sent through the mail can take up to four weeks to appear on your team page.

Q: Can I log my miles before September?

A: No, logging miles will begin September 1. For instructions on how to log your miles throughout the month of September, visit our mile tracking page.

Q: Do I have to participate every day or for the entire month of September?

A: You can run, walk or cycle as often as you like! All your steps count – even the ones you take around the grocery store when you're food shopping.





Thank You

for all you do to help kids with cancer!

