What one little girl started, continues to make a world of difference ten years later.

Alexandra “Alex” Scott (1996-2004)
Dear Supporters and Friends of Alex’s Lemonade Stand Foundation:

The year 2010 was a special year for Alex’s Lemonade Stand Foundation and the entire Team Alex family – the year marked 10 years since our daughter Alexandra “Alex” Scott held her very first front yard lemonade stand to help find a cure for all kids with cancer. It is hard to believe that the hot summer day in July of 2000 would be the catalyst for a national volunteer movement to continue Alex’s quest for a cure.

Within the past decade our family has celebrated triumphs – Alex reaching her million dollar goal with the help of volunteers across the country; and tragedies – the loss of Alex in 2004. We are reminded every day of the importance of continuing to raise funds and awareness for childhood cancer, but perhaps even more so in 2010 when we had the opportunity to reflect on the happenings of the past ten years.

As we had the opportunity to look back over Alex’s life and the years that have followed, we were reminded of the power of one, a theme that has been transformative in our own lives and in the life of the foundation. It was the dream of our daughter to make a difference in the lives of all kids with cancer, and not just in her own life. Alex wanted to see all children get better, and through her one idea to hold a front yard lemonade stand, the lives of thousands of volunteers would also change as they discovered their own ability to contribute to the cure. We couldn’t be more thankful to these volunteers, sponsors and supporters who have been with us over the past 10 years, and we certainly hope that within the next 10 years we will come even closer to finding the better treatments and cures that we have been seeking.

We are looking forward to sharing some of the milestones we have accomplished, and those in which we will revisit in 2010 through this annual report. Thank you for your continued support of Alex’s dream, and here’s to continuing her quest, one cup of lemonade at a time.

Warmest Regards,

Liz and Jay Scott

Alex’s Parents

3 Alex’s Lemonade Stand Foundation
One Lemonade Stand Becomes Thousands...

Alex’s original fundraising idea was simple – she wanted to hold a front yard lemonade stand to raise money to help her hospital. After fighting cancer for almost all of her life, Alex was just 4-years-old and recovering from a recent treatment when she voiced that wish to her parents. Her parents and family obliged Alex’s request, and on a hot summer day, Alex’s Lemonade Stand was born. Today, thousands of volunteers across the country host Alex’s Lemonade Stands annually, some are youngsters like Alex, some are coworkers looking to make a difference, and some are even in their older years searching for an activity to gather friends together. Alex’s Lemonade Stands are held by people of all ages, and all walks of life, and 2010 proved to be no different.
A Stand Story:

Here is just one of the inspiring stories of a lemonade stand host in 2010.

The Ohio School for the Deaf continues fundraising efforts for Alex’s Lemonade Stand Foundation

In 2010, for the second year in a row, students at The Ohio School for the Deaf hosted a week of fundraising lemonade stands in an effort to raise funds and awareness for childhood cancer. Having experienced success in their first year of fundraising by raising more than $1,000, the students rededicated themselves in May of 2010. For five days, the students trekked to a local business during their lunch break to sell lemonade to passersby. As in the previous year, the students experienced great success, and enjoyed themselves, but their event in 2010 had added relevance. The students had recently come upon the story of a young local hero who was battling childhood cancer. In response, along with their Alex’s Lemonade Stand, the students decided to host a side fundraiser for the local hero. They knew that her passion was arts and crafts and they hoped to purchase art items as well as gas cards to help the family as they traveled to treatment. At the end of their week of fundraising, the students had raised $1,093 for Alex’s Lemonade Stand, and $300 to help make a local hero’s journey a little easier. A truly amazing group of kids made a truly amazing difference in the life of a local hero, and heroes around the country at the same time!
10 Years Deserves a Celebration – With Special Stands of Course!

In celebration of A Decade of Standing for Hope, Alex’s Lemonade Stand Foundation set out to host some special stands throughout the year, and we were lucky enough to enlist the participation of several celebrities. We are happy to say that we garnered new celebrity supporters in the process, and accomplished our most important goal – to raise awareness of the battle against childhood cancer!

Bradley Cooper & Robert De Niro Lemonade Stand on the set of Limitless

Twilight Los Angeles Premiere

Madame Tussauds Stand with Cindy Crawford

Jordin Sparks Lemonade Stand

6 Alex’s Lemonade Stand Foundation
Our Hero, **Alexandra “Alex” Scott**, and the thousands that followed...

Alex's Lemonade Stand Foundation exists to find cures for all kids with cancer, which is one of the pillars of our foundation – it’s all about the kids. We were inspired by Alex's dedication to help other children dating back to her very first front yard lemonade stand, and as we continue to come into contact with children battling cancer, we are equally inspired by their spirit and dedication. They are why we are here, and they are why we continue our promise, the promise of hope for a cure. Here are just two of the thousands of stories that inspired us in 2010.

**Mikayla Andrews**

In 2009, 11-year-old Mikayla Andrews and her mom felt something was wrong when she started to use the bathroom more frequently than normal. They went to the local Children's Hospital, where Mikayla was admitted and given an MRI. It was discovered that she had a mass on her pituitary gland, though they were unsure of what it was. After a biopsy, it was discovered that Mikayla had what is known as a germinoma, a cancerous tumor in her brain. Mikayla received proton radiation therapy and today is doing extremely well. Deemed a fighter by her mom, Mikayla continues her quest against childhood cancer by hosting Alex's Lemonade Stands with fellow students at her elementary school.

**Caden Garcia**

Caden was diagnosed with acute lymphoblastic leukemia (ALL) in August of 2010. He started chemotherapy immediately, and high dose steroids. He gained 10 pounds in less than a month’s time! He has had a few bumps along the way and spent nearly a month in the hospital with pneumonia that he had very little ability to fight. Several delays, losing his hair and too many transfusions to count, he is finished with the most intense part of treatment. He will still have 2.5 more years of chemotherapy to go, bringing his total time on treatment to 3.5 years. Despite it all, Caden is always smiling. He is a little boy with a BIG heart. He is currently doing well battling leukemia and we hope and pray that he will be cancer free forever!

-Written by Michelle Garcia, Caden’s Mother
In addition to funding cutting edge medical and nursing research, Alex’s Lemonade Stand Foundation is also dedicated to making the lives of children facing cancer and their families easier as they navigate through treatment. In 2008, Alex’s Lemonade Stand Foundation created the Travel Fund to assist families who face the need to travel for their children’s treatment. It turns out that something as simple as providing a gas card, a place to stay, or a hot meal can make a huge difference in the lives of families facing unchartered territory. Here is the story of one family helped through the Travel Fund.

Our 12-year-old son was diagnosed with leukemia in 2008. He began a 3-year treatment plan and was soon in remission, but a routine blood test in March 2010 indicated, to our horror, that he had relapsed and needed life-saving treatment in Denver -- heavy doses of chemotherapy followed by radiation and a bone marrow transplant. Emotionally, this was a devastating time for our family, but not knowing if insurance would cover the treatment, if we would have to sell our home, how we would handle even the smaller medical expenses while 700 miles away from home -- those thoughts created additional stress. When we learned that Alex’s Lemonade Stand Foundation provides a Travel Fund Program that would help cover our stay at Brent’s Place in Aurora while Morgan recovered from transplant, we were overjoyed. Instead of staring at a big hole in our finances, someone was actually doing something to help us fill that hole! It gave us hope and a sense that we were not alone. The Travel Fund helped cover more than two months of lodging. The gift cards for groceries were wonderful too! Alex’s Lemonade Stand Foundation will always hold a special place in our hearts -- they were there when we needed them the most, and they understood what we were facing.

- Karen Johnson, mom to Morgan (leukemia) in Belgrade, MT
Alex's Lemonade Stand Foundation strives to bring families of childhood cancer together. Through our work with these families in various settings, the foundation has discovered that heroes and their families are the perfect representatives of why raising funds and awareness for childhood cancer is so vitally important. In 2010, the foundation introduced the Hero Ambassador Program, which connects families of childhood cancer with opportunities to help raise awareness and educate the community about the disease. It is a great way to connect our stand hosts and supporters to the cause by giving them an opportunity to meet families who have been affected firsthand.

We are pleased to say that we have many families around the country who currently participate in our Hero Ambassador Program and are actively helping to spread the word about ALSF and childhood cancer. Here is what one Hero Ambassador had to say about the program:

“We attended TBC’s ALSF check presentation, and my wife, Kerrie was honored to speak about our son Cole and our lives while he was in treatment in 2007. After Kerrie’s presentation, I thanked the sponsor’s representative and explained the importance of ALSF to families like ours. Pediatric cancer research is underfunded. Without incentive, pharmaceutical companies aren’t likely to spend on extensive research. ALSF donors and corporate sponsors fill that void and with each baby step, a few more kids like my son have a chance at survival. As if on cue, Cole walked up to us with a big smile and says, ‘Hi.’ And with that, the sponsor is in tears. It turns out that he has a daughter the same age as Cole and for a moment, he put himself in our shoes.”

-Bill Fitzgerald
Father to Cole, Childhood Cancer Survivor
“Granting” Hope For A Cure

Due to the funds raised by our stand hosts, sponsors and supporters everywhere, Alex’s Lemonade Stand Foundation is able to fund the research of leading doctors and researchers across the country. Through a competitive review process, the foundation is able to fund the best research available, and through our tenure of funding research, we have already seen some very impressive results. We are sure that we are well on our way to better treatments and ultimately cures for all kids with cancer. Here is just one of the research projects making an impact on the world of childhood cancer.

**ALSF-funded team uncovers how childhood leukemia cells become drug-resistant**

![Markus Müschen (Children’s Hospital Los Angeles)](image)

Acute lymphoblastic leukemia (ALL) represents the most frequent type of cancer in children. In many cases, the leukemia is driven by an abnormally active signaling molecule. About ten years ago, Gleevec was developed as the first effective drug to block over-active signaling molecules in leukemia and became the standard of care for ALL patients. While many leukemia cells are killed by Gleevec, often residual cells persist in dormancy mode, until either treatment ceases or the leukemia cells mutate making them resistant against the drug.

In 2008, a team of researchers around Dr. Markus Müschen (Children’s Hospital Los Angeles) was awarded an Innovation Grant from Alex’s Lemonade Stand Foundation to investigate how leukemia cells can enter “dormancy” and remain in that state. This research has led to the discovery that the BCL6 molecule is protecting leukemia cells in dormancy mode from drug-treatment. Once the activity of anti-leukemia drug-treatment sets in, the leukemia cells activate the BCL6 molecule, which allows them to evade drug-treatment by entering dormancy mode. In addition to uncovering the mechanism of leukemia cell dormancy, Müschen and his colleagues also found a way to overcome BCL6 function and to keep the leukemia cells in a state where they remain vulnerable to drug-treatment. Markus Müschen and his team demonstrated that inhibitors of BCL6 prevent leukemia cell dormancy and make leukemia cells extremely sensitive to drug-treatment.

“We are extremely grateful for the support from Alex’s Lemonade Stand Foundation and glad that we were able to come up with a new concept to develop new treatment options for children with leukemia” says Markus Müschen, lead author of the study. “This is a discovery of immediate relevance to children with leukemia,” Müschen says. Combinations of BCL6-inhibitors and conventional drug-treatment have cured leukemia in multiple mice carrying patient-derived leukemia cells that no longer responded to conventional treatment alone.”

These results appeared in the May 2011 issue of the science journal *Nature.*
A Grantee in His Own Words

Charles Keller, MD, Oregon Health & Science University
2008 ALSF Innovation Award
Therapeutics in Ovo

The progression of cancer growth and spread from its original site to one or more sites elsewhere in the body is the principal cause of death for cancer patients. This process of "metastasis" is especially problematic for childhood muscle cancer, specifically alveolar rhabdomyosarcoma (ARMS).

Historically, our laboratory has used a genetically-engineering model to understand how tumor growth and metastasis occurred and to test drugs for the ability to inhibit these processes. Although this model is a powerful tool, the pace of testing new drugs is limited to one drug every 6-8 weeks at an expense of $11,300. With funds from Alex's Lemonade Stand Foundation, our lab has been able to develop a less expensive and quicker method to prioritize effective and innovative drugs also known as an assay.

In a study exploring the mechanisms of effectiveness, as well as resistance, to inhibitors we have validated that the 14 day, 30 cent per assay is reflective of the short term response in our original model. These results are presented in our Molecular Cancer Therapeutics publication, which also reveals the pairing of two specific inhibitors could hold off a major form of resistance that a child’s tumor might develop to the therapy. We believe this inhibitor combination is a promising approach to be pursued in future clinical trials of metastatic ARMS.
Improving the Quality of Care and Life of Childhood Cancer Patients

Along with our dedication to finding a cure for all childhood cancers, Alex's Lemonade Stand Foundation also works to improve the quality of care and life for childhood cancer patients and their families. While we focus our medical research on better treatments and ultimately cures, our nursing grants focus on practical ways that the lives of children can be improved. Whether it’s something as simple as looking for ways to improve sleeping during hospital stays, tracking eating habits after bone marrow transplant, or researching whether yoga improves the mindset of cancer patients, nurses have a unique window into the world of childhood cancer. We are here to support that view and the ideas that nurse researchers have to improve lives on a daily basis.

Mary Baron Nelson, PhD(c), CPNP
ALSF Nursing Grant Recipient

After working for several years as a pediatric oncology nurse, I have come to believe that children with brain tumors are among the most vulnerable of childhood cancer survivors. Because of the tumor location, surgery, and treatment focused on the young developing brain, many children are left with physical disabilities and learning and memory problems that will affect them throughout their lives. Nearly 70% of children with brain tumors will survive their cancer, and improving the quality of their lives is the focus of my research. As a nurse, I feel strongly that if we can cure children of devastating diseases such as cancer, we owe it to them and their families to make sure their lives are as healthy and fulfilling as possible.

Alex's Lemonade Stand Foundation is one of very few foundations that fund nursing research, which is most often aimed not at curing disease, but at helping people affected by illness to experience fewer side effects and achieve the best states of physical and emotional health possible. I am so grateful for the funding I received from Alex's Lemonade Stand. I am a nursing doctoral student, and my research project is titled “Central Nervous System Injury in Children with Brain Tumors Treated with High-dose Chemotherapy.” I am studying whether high-dose chemotherapy used to treat brain tumors may cause a loss of normal brain cells that may lead to learning problems, and ultimately affect a child's quality of life and how he feels about himself. I plan to build on this research to find interventions that will protect normal brain cells from toxic cancer therapies or help to restore normal function after such treatment is given.
Helping Nurse Researchers Enter the World of Pediatric Oncology

Alex's Lemonade Stand Foundation is committed to helping pediatric oncology nurses pursue ideas that will immediately and substantially impact the lives of children with cancer. Along with funding Nurse Researcher Grants, for the first time in 2010 ALSF hosted a Nurse Researcher Workshop. The workshop was designed to help nurses refine their research questions, gain knowledge about how to work with their institutions, and practice disseminating research findings. The Nurse Researcher workshop will return in the fall of 2011.

“The Nurse Researcher Workshop provided me with the invaluable opportunity to focus solely on research for two days with an inspiring group of expert nurse researchers, and novices like me, from many different pediatric oncology nursing backgrounds. I know the workshop improved my first grant application immeasurably, and made a lasting impact on how I will approach future research endeavors for childhood cancer survivors.”

- Shannon Raber, RN, MSN of the University of California San Francisco
2010 Alex’s Lemonade Stand Foundation Grant Recipients

‘A’ Award Recipient

University of Texas Southwestern Medical Center, Dallas, TX
Rene Galindo
*Pediatric Sarcoma, Rhabdomyosarcoma, and Mechanisms of Origin*

Epidemiology Awards 2010

Huntsman Cancer Institute, Salt Lake City, UT
Joshua Schiffman
*Comprehensive Analysis of Risk Factors for Pediatric Cancers Using the Utah Population Database*

Innovation Awards 2010

University of Texas Health Science Center, San Antonio, TX
Patricia Dahia
*Understanding the Role of a Novel Hereditary Cancer Gene*

Duke University, Durham, NC
Motonari Kondo
*Pathogenesis of T-cell Acute Lymphoblastic Leukemia from Myeloproliferative Disorder*

14 Alex’s Lemonade Stand Foundation
Cincinnati Children’s Hospital Medical Center, Cincinnati, OH
James Mulloy
*Novel Therapeutic Target in Leukemia Stem Cells*

Alfred I duPont Hospital for Children, Wilmington, DE
Andrew Napper
*Discovery of Inhibitors of MLL Fusion Proteins as Targeted Therapies for Pediatric Acute Leukemia*

Dana-Farber Cancer Institute, Boston, MA
David Pellman
*Identification of New Therapeutic Targets in Pediatric Acute Lymphoblastic Leukemia Through Mosaic Trisomy and Aneuploidy-Based Synthetic Lethality Screens*

Children’s Hospital Los Angeles, Los Angeles, CA
Robert Seeger
*Predicting Outcome for Patients with Metastatic Neuroblastoma by Analysis of Bone Marrow and Blood for a Neuroblastoma Gene Expression Signature*

Stowers Institute for Medical Research, Kansas City, MO
Ali Shilatifard
*Identification of the Molecular Targets of MLL Translocation-Based Childhood Leukemia*

The Children’s Hospital of Philadelphia, Philadelphia, PA
Andrei Thomas-Tikhonenko
*In-UTR Mutations in Neuroblastoma: Functional Consequences and Therapeutic Implications*

University of California San Diego, San Diego, CA
David Traver
*Modeling Pediatric Leukemia in Zebra Fish to Enable Discovery of New Anti-Leukemic Compounds*

Huntsman Cancer Institute, Salt Lake City, UT
Nikolaus Trede
*Detecting Genetic and Genomic Perturbations in T Cell ALL*

Memorial Sloan-Kettering Cancer Center, New York, NY
Marcel van den Brink
*Targeting Neovascularization in Graft-Versus-Host Disease*

Yale School of Medicine, New Haven, CT
Yong Xiong
*Elucidating the Initiation Mechanism of the Fanconi Anemia Pathway of DNA Damage Repair*

Yale School of Medicine, New Haven, CT
Weimin Zhong
*Treating Brain Tumor by Changing Cell Division Pattern*

Program Infrastructure Awards 2010

Seattle Children’s Hospital and Regional Medical Center, Seattle, WA
Russ Geyer
*Improving Development of and Patient Access to Early Phase Pediatric Cancer Clinical Trials*
Columbia University, New York, NY
Julia Glade Bender
A New York Based Pediatric Oncology Developmental Therapeutics Program

Children’s Healthcare of Atlanta, Atlanta, GA
Howard Katzenstein
Expansion of the Innovative Therapies Program to Include the Development of a Pediatric Neuro-Oncology Translational Research Program

University of California San Francisco, San Francisco, CA
Katherine Matthay
131 I-MIBG Imaging and Therapy for Neuroblastoma: Infrastructure Proposal

Baylor College of Medicine, Houston, TX
Cliona Rooney
Center for Pediatric T Cell Therapy (CEPET)

University of Florida, Shands Children’s Hospital, Gainesville, FL
Amy Smith
Expanding Hope: Innovative Therapy at Shands Children's Hospital

Young Investigator Awards 2010

University of Rochester, Rochester, NY
Danielle Benoit
Targeted Polymeric Parthenolide Carriers to Treat Childhood AML

Stanford University, Palo Alto, CA
Kara Davis
Single Cell Signaling Profiles in High-Risk Pediatric Leukemia

Fred Hutchinson Cancer Research Center, Seattle, WA
Scott Diede
The Role of DNA Methylation in Pediatric Cancer

Memorial Sloan-Kettering Cancer Center, New York, NY
Pascal Duijf
The p53-Mad2-Genomic Stability Pathway in the Development of Childhood Malignancies

Dana-Farber Cancer Institute, Boston, MA
Simone Hettmer
Identification of Novel Treatment Targets by Exploring the Interaction of Rhabdomyosarcoma-Associated Oncogenes with Cellular Context in a Mouse Model of Rhabdomyosarcoma

University of Colorado, Denver, CO
Paul Jedlicka
MicroRNAs 100 and 125b in Ewing’s Sarcoma

Massachusetts General Hospital, Boston, MA
Selvi Ramasamy
TLE1 Tumor Suppressor as a Key Regulator of myc Induced Leukemia

16 Alex's Lemonade Stand Foundation
The Johns Hopkins University School of Medicine, Baltimore, MD
Eric Schafer
Promoter Hypermethylation in MLL-Rearranged Leukemias: Biology and Therapeutic Targeting

The Children’s Hospital of Philadelphia, Philadelphia, PA
Angela Sievert
Characterization and Targeting of Novel Activating BRAF Mutations in Pediatric Brain Tumors

Cincinnati Children’s Hospital Medical Center, Cincinnati, OH
Pin-Yi Wang
Virotherapy on Primary Neuroblastoma Cells

Stanford University, Palo Alto, CA
Hon-Kit Wong
Identification and Characterization of an Epigenetic Program that Maintains the Self-Renewal of MLL Myeloid Leukemia Stem Cells

St. Jude Children’s Research Hospital, Memphis, TN
Jun Yang
The Role of PDE4B in Racial Disparities in Outcome of Childhood Acute Lymphoblastic Leukemia

Massachusetts General Hospital, Boston, MA
Rushdia Yusuf
The Role of Metabolism in MLL-AF9 Leukemia Initiation
Nursing Grants:

Mentored Nurse Researcher

Children’s Mercy Hospital
Nancy Shreve, RN
*Parent satisfaction in an outpatient pediatric bone marrow transplant setting*

Hospital for Sick Children
Sue Zupanec, MS
*To test the feasibility, acceptability and effectiveness of a sleep hygiene and relaxation intervention to improve sleep and fatigue for children receiving maintenance therapy for acute lymphoblastic leukemia*

University of California San Francisco
Shannon Raber, RN/MSN
*Long-term morbidity in survivors of childhood cancer with Down Syndrome*

University of Iowa
Debra Bruene, APN
*Equivalency study of three analgesics administered via needleless jet injection for prevention of needle pain in children*

Intermediate Nurse Researcher:

Children’s Health Care
Mary Hooke, RN, PhD, CPON
*Yoga for children and adolescents after completing cancer treatment*

Independent Nurse Researcher

Huntsman Cancer Institute
Lauri Linder, PhD
*Relationships between symptoms and the hospital care environment in children and adolescents with cancer*

University of Pennsylvania
Janet Deatrick, RN/PhD
*Mothers and fathers perspectives: family management of young adult survivors of childhood brain tumors*
Special Events Bringing Together Special Supporters of Alex’s Lemonade Stand Foundation

It’s no secret that we are experts in lemonade stands at Alex’s Lemonade Stand Foundation – we excel at helping supporters raise funds by utilizing Alex’s original fundraising idea. However, what might not be as well known is that the foundation prides itself on putting together several special events across the country, and as the foundation continues to grow, so do our special events. Here are a couple special event highlights for 2010, and a list of special events happening in 2011.

The Lemon Ball

The Lemon Ball is the official gala celebration of Alex’s Lemonade Stand Foundation. Dating back to 2007, the gala brings together supporters of childhood cancer causes for an evening of dinner, raffles, silent and live auctions, entertainment, and perhaps most importantly – inspiration. In 2010, The Lemon Ball featured a very special guest – Grammy nominated recording artist Jordin Sparks. Jordin, who was also the winner of American Idol (one of Alex’s favorite programs!), enthralled attendees with her performance and stayed throughout the rest of the evening, which honored volunteer of the year Bea Quindlen, Stand Hosts of the Year The Johnson Family and the Cohen-Nowak family as they were honored with the Alex Scott Crystal Cup.
L.A. Loves Alex’s Lemonade

Following in the footsteps of The Great Chefs Event in Philadelphia, Chef Suzanne Goin, business partner Caroline Styne (Lucques, AOC, Tavern), and Chef David Lentz (The Hungry Cat), hosted the inaugural L.A. Loves Alex’s Lemonade culinary event on the lawn of the historic Culver Studios Mansion on Sunday, November 7, 2010. After attending the Philadelphia foodie event, Goin, Styne and Lentz were so inspired that they wanted to bring a similar event to the west coast while adding their own twist.

L.A. Loves Alex’s Lemonade did just that by bringing top of the line chefs to Los Angeles for a culinary cookout. In addition to the food stars, actress Jennifer Garner also gave her support as an honorary chairperson, while Jim Belushi acted as the master of ceremonies. Likewise, DJ Anne Litt, musical acts The Rescues and Brett Dennen provided music throughout the day. The event was a huge success with more than 800 people in attendance, helping to raise over $300,000 for Alex’s Lemonade Stand Foundation.

The event is slated to return in 2011, and has since spawned another event in New York led by Jonathan Waxman, Lemon: NYC on December 6, 2011.
2011 Special Events

January – The Lemon Ball – Philadelphia, PA

June – Annual CBS3 Telethon – Philadelphia, PA

Lemonade Days - Nationwide

Alex’s “Original” Lemonade Stand – Wynnewood, PA

The Great Chefs Event – Philadelphia, PA

Childhood Cancer Symposium – Philadelphia, PA

September – Childhood Cancer Awareness Month - Nationwide

Max's Ring Of Fire Lemon Run - San Diego, CA

October – Nurse Researcher Workshop – Philadelphia, PA

Lemon Run Kansas City – Independence, MO

November – L.A. Loves Alex’s Lemonade - Culver City, CA

The Lemon Run – Philadelphia, PA

December – Lemon: NYC Culinary Event – New York, NY
### Financial Highlights

**Statement of Activities**
**Year Ended December 31, 2010**

**Support & Revenue**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions and Grants</td>
<td>$3,655,879</td>
</tr>
<tr>
<td>Contributions from Lemonade Stands</td>
<td>$2,785,980</td>
</tr>
<tr>
<td>Gala &amp; Special Event (net)</td>
<td>$848,793</td>
</tr>
<tr>
<td>License and royalties</td>
<td>$293,375</td>
</tr>
<tr>
<td>Merchandise sales &amp; other income</td>
<td>$125,475</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$67,154</td>
</tr>
<tr>
<td>Contributed services</td>
<td>$64,179</td>
</tr>
</tbody>
</table>

**Total Support and Revenue**  
$7,840,835

**Expenses**

**Program Services:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pediatric Cancer Research</td>
<td>$6,125,550</td>
</tr>
<tr>
<td>Public Awareness &amp; Education</td>
<td>$891,402</td>
</tr>
<tr>
<td>Travel Program</td>
<td>$70,329</td>
</tr>
</tbody>
</table>

**Total program services**  
$7,087,281

**Supporting services:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General and administrative</td>
<td>$696,589</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$657,131</td>
</tr>
</tbody>
</table>

**Total supporting services**  
$1,353,720

**Total Expenses**  
$8,441,001

**Change in Net Assets**  
$(600,166)
# Statement of Financial Position

**Year Ended December 31, 2010**

## Assets

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$5,456,271</td>
</tr>
<tr>
<td>Investments</td>
<td>3,725,099</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>147,655</td>
</tr>
<tr>
<td>Prepaid expenses and inventories</td>
<td>86,765</td>
</tr>
<tr>
<td>Leasehold improvements and equipment, net of accumulated depreciation of $28,598</td>
<td>34,318</td>
</tr>
<tr>
<td>Other assets, net of accumulated amortization of $62,211</td>
<td>139,806</td>
</tr>
</tbody>
</table>

**Total Assets** 9,589,914

## Liabilities and Net Assets

### Liabilities

<table>
<thead>
<tr>
<th>Liability</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>60,161</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>432,861</td>
</tr>
</tbody>
</table>

**Total Liabilities** 493,022

### Net Assets

<table>
<thead>
<tr>
<th>Net Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>8,875,439</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>221,453</td>
</tr>
</tbody>
</table>

**Total Nets Assets** 9,096,892

**Total Liabilities and Net Assets** 9,589,914
Alex’s Lemonade Stand Foundation Board of Directors

- **Mary Austen**, President and CEO of Tierney Communications
- **Jeff Benjamin**, (Board Secretary), Co-Owner Vetri, Osteria, and Amis; Co-Founder Vetri Foundation for Children
- **Stephen Cohn**, (Board Chair), Co-President Sage Financial Group
- **Erin Flynn-Blair**, (Board Treasurer), Chief Operations Officer of Jewish Vocational Services
- **Lewis I. Gantman**, Executive Vice President, Beverage Distribution Center, Inc.
- **Michael George**, President and CEO of QVC
- **Jocelyn Hillman**, (Vice Chair), Parent Advocate
- **Billy King**, General Manager of the New Jersey Nets
- **Jeremy Nowak**, President & CEO of The Reinvestment Fund
- **Jay Scott**, Alex's Father, Executive Director of Alex's Lemonade Stand Foundation
- **Liz Scott**, Alex’s Mother, Vice President of Outreach & Communications
"I participated in this last year, I am doing it again this year, and I plan to keep doing it every year after. I think this is a great foundation and such a wonderful cause."

"Alex Scott is a very inspiring little girl. She helped millions of people. We are doing a Lemonade Stand at our school to help Alex’s foundation!"

"I am in 3rd grade and this week we are having a lemonade stand at our school, so far we have raised $413.90 and it will continue until Friday, I hope to see a GREAT outcome! This is very dear to me because my little brother has cancer. I am so GLAD and thankful I could help. Together Lets Beat Cancer!!"

"My son’s school did an Alex’s Lemonade Stand this year! I was so happy to hear that! We have followed Alex’s story from the beginning. What a brave beautiful soul she was!"