Don’t be fooled by the cover of this report, it is our 2012 Annual Report, however we’ve renamed it our Impact Report. Why? Because your support of Alex’s Lemonade Stand Foundation has enabled us to make an incredible impact on the lives of children with cancer. As with a traditional annual report, our financial statements are included, which detail our smart spending and how we value each and every dollar our supporters donate to help us find cures for all kids with cancer. We are thrilled to note that for every dollar that was raised in 2012, at least 90 cents will be used toward funding research in 2013. The content featured in this report is meant to complement these figures and help to tell our ongoing story of hope. Thank you for your support and for helping to ensure our daughter’s lemonade legacy continues.

- Liz & Jay Scott
SINCE INCEPTION, ALSF HAS FUNDED:

300+ pediatric cancer research projects across North America

at 78 institutions in 32 states

in 2012

2 new grant categories were added: Springboard Grants and Centers of Excellence
When Edie Gilger of Virginia was just 5 months old, she started experiencing a severe upset stomach and trouble sleeping. Edie’s parents knew this wasn’t just another trial and tribulation of having an infant and a series of tests confirmed their instinct – in December of 2009, Edie was diagnosed with stage 4 neuroblastoma. Despite an aggressive treatment plan including multiple rounds of chemotherapy and surgeries, Edie’s cancer persisted.

It was determined that Edie was an eligible candidate for a clinical trial for children harboring a specific cancer-causing gene, anaplastic lymphoma kinase (ALK). The trial was testing the effectiveness of a drug, crizotinib, that was already being used to treat lung cancer in adults and specifically looks to disrupt this gene. If all goes as planned, the cancer disappears.

For 7 out of 8 kids who were enrolled in the trial, including Edie, this is exactly what happened – there is no trace of their cancer. Better yet, crizotinib is a pill, as opposed to IV chemotherapy, with minimal toxicities associated with it in spite of high dosages, and within days of taking it – it helped reduce fevers, chills and pain that some of the kids were previously experiencing.

Yaël Mossé, MD, Director of the Neuroblastoma Developmental Therapeutics Program at The Children’s Hospital of Philadelphia, led the research team who developed this potentially groundbreaking trial. Dr. Mossé stresses that this kind of targeted therapy is encouraging not only because of its ability to treat the cancer, but also for having fewer side effects on healthy tissue. Although it’s too soon to say if these children are cured, it’s extremely encouraging to say the least. For now, it’s allowing kids like 4-year-old Edie to play on the swing set, go to preschool and simply be kids.

Alex’s Lemonade Stand Foundation had a role in this breakthrough by providing support to the research team that was critical for the rapid translation of the basic research findings into a clinical trial enabling kids like Edie to get the treatment. Kids with cancer can’t wait – they need new treatments now.
“Funding through ALSF was absolutely critical for the translation of our basic research findings to a clinical trial. It is a highly complex process (and often difficult to fund) to take a novel discovery and develop a safe and effective therapeutic strategy. ALSF funding allowed us to be extremely facile in getting the work done so that we could get a clinical trial open as soon as was humanly possible.”

John Maris, MD, Chief, Division of Oncology, and Director, Center for Childhood Cancer Research at The Children’s Hospital of Philadelphia
‘A’ Awards
Grant Challen, PhD, Washington University
Myron Ignatius, PhD, Massachusetts General Hospital
Christopher Vakoc, MD, PhD, Cold Spring Harbor Laboratory
Roland Walter, MD, PhD, MS, Fred Hutchinson Cancer Research Center

Bridge Grants
Adolfo Ferrando, MD, PhD, Columbia University Medical Center
Alfred Look, MD, Dana-Farber Cancer Institute
Kimberly Stegmaier, MD, Dana-Farber Cancer Institute

Centers of Excellence
Carlos Rodriguez-Galindo, MD & Wendy London, PhD, Dana-Farber Cancer Institute
Stacy Berg, MD, Texas Children’s Cancer Center (Baylor)
Kate Matthay, MD, University of California, San Francisco

Epidemiology Grants
Kimberly Johnson, PhD, MPH, Washington University
Joshua Schiffman, MD, Huntsman Cancer Institute
Terry Vik, MD, Indiana University

Innovation Grants
David Robbins, PhD, University of Miami Miller School of Medicine
Lisa Cannon-Albright, PhD, Huntsman Cancer Institute
Chin Chiang, MD, PhD, Vanderbilt University Medical Center
Wolfram Goessling, MD, PhD, Brigham and Women’s Hospital
Margaret Goodell, PhD, Baylor College of Medicine
Alex Huang, MD, PhD, Case Western Reserve University
Jiayuh Lin, PhD, Children’s Research Institute at Nationwide Children’s Hospital
Leonid Metelitsa, MD, PhD, Baylor College of Medicine
Stuart Orkin, MD, Dana-Farber Cancer Institute
David Pellman, MD, Dana-Farber Cancer Institute
Donald Small, MD, PhD, The Johns Hopkins University School of Medicine
Andrei Thomas-Tikhonenko, PhD, The Children’s Hospital of Philadelphia
David Traver, PhD, University of California, San Diego
Marcel van den Brink, MD, PhD, Memorial Sloan-Kettering Cancer Center
INVESTING IN IMPACT

2012 ALSF Grant Recipients (cont’d)

Nursing: Discovery Awards
Katherine Kelly, PhD, RN, Children’s Research Institute
Ki Moore, DNSc, RN, FAAN, University of Arizona

Nursing: Explorer Awards
Pattianne Belfield, RN, MSN, CRNP, The Children’s Hospital of Philadelphia
Micah Skeens, CPNP-PC, Children’s Research Institute at Nationwide Children’s Hospital

Young Investigator Grants
Phoenix Ho, MD, Fred Hutchinson Cancer Research Center
Sean Landrette, PhD, Yale School of Medicine
Fabiana Ostronoff, MD, Fred Hutchinson Cancer Research Center
John Powers, PhD, Children’s Hospital Boston
Paolo Abada, MD, University of California, San Diego
Ranjit Bindra, MD, PhD, Yale School of Medicine
Julia Etchin, PhD, Dana-Farber Cancer Institute
Kathleen Galindo, PhD, University of Texas Southwestern Medical Center at Dallas
Meenakshi Hegde, MD, Baylor College of Medicine
Chen Ling, PhD, University of Florida
Monalisa Mukherjea, PhD, University of Pennsylvania
Mario Otto, MD, PhD, University of Wisconsin-Madison
Sarah Tasian, MD, The Children's Hospital of Philadelphia
Alexandros Tzatsos, MD, PhD, Massachusetts General Hospital
Jennifer Wu, MD, PhD, Dana-Farber Cancer Institute
ENABLING FAMILIES TO BE COUNTED: MYCHILDHOODCANCER.ORG

We don’t just want clinical answers and cures, we also want to know how a childhood cancer diagnosis affects families. To that end, ALSF created MyChildhoodCancer.org – the Childhood Cancer Database Project – giving families of childhood cancer a voice and allowing us to better understand how the disease affects families.

Families affected by childhood cancer who participate in the project complete a series of anonymous surveys about their experience. ALSF analyzes the data gleaned from the surveys in an effort to measure the personal and economic impact of childhood cancer on a family.

The goal is to create a longitudinal view of the effect of childhood cancer on the patient and the family and identify ways to better support these families.

To date, more than 1,000 families have signed up to be a part of the Database Project and we’re already seeing some interesting findings represented in the accompanying graphs.

Families who have had a child diagnosed with cancer are encouraged to share their voice and sign up at: MyChildhoodCancer.org.
Every year, an estimated 263,000 new cases of cancer affect children under the age of 20 worldwide. That's 720 new kids affected every day.

Every day, approximately 250 kids around the world die from cancer. 91,250 lose their life to the disease every year.

Childhood cancer is not just one disease. It is made up of a dozen types and countless subtypes. Childhood cancer is not just one disease. It is made up of a dozen types and countless subtypes.

One in 330 children will be diagnosed with cancer by the time they’re 20 years old. Two-thirds of childhood cancer patients will have long lasting chronic conditions from treatment.

Childhood cancer is the leading cause of death by disease in children under the age of 15 in the U.S.

Despite these facts, childhood cancer research is vastly and consistently underfunded.

The causes of most childhood cancers are unknown and are not strongly linked to lifestyle or environmental risk factors, unlike many adult cancers.

Less than 5% of the federal government’s total funding for cancer research is dedicated to childhood cancers each year.

In the United States, the incidence of cancer among adolescents and young adults is increasing at a greater rate than any other age group, except those over 65 years.
IN 2012, THE ALSF TRAVEL FUND PROVIDED MORE THAN:

60 flights
780 nights of lodging
2,000 gas cards

SINCE INCEPTION:
more than
700 families have been helped by the travel fund.
Meet Payton...

Payton is an 11-year-old girl who was diagnosed with acute lymphoblastic leukemia on November 8, 2012. She lives in Pittsburg, KS with her parents and her younger twin siblings, Brody and Sydney. Payton received chemotherapy from Children's Mercy Hospital in Kansas City, MO, which is located two hours north of her hometown. After she failed to go into remission after her induction cycle treatment, Payton's doctors changed her course of treatment. She needed a bone marrow transplant, however she needed to be in remission first. Payton underwent two rounds of very aggressive chemotherapy in December 2012 and January 2013, both of which did not get her into remission.

Payton was very fortunate to be accepted into a T-cell clinical trial at the National Institutes of Health in Bethesda, MD - but within hours of being dismissed from Children’s Mercy in Kansas City, she needed to pack her bags for a six-week stay in Maryland.

Alex's Lemonade Stand Foundation stepped in and paid for the flights of Payton and her mother from Kansas City to Maryland. The clinical trial put Payton in complete remission and she was able to undergo a successful bone marrow transplant – her brother Brody was a perfect match! Payton is recovering at home and recently held her first lemonade stand with her brother and sister.

“ Our family will always hold a special place in our hearts for Alex and the Foundation. It made a big impact on the financial strain of this difficult journey. ”

The Kannarr Family
RESOURCES FOR FAMILIES:
Staying on Track: ALSF Online Treatment Journal

Our treatment journal has gone digital! We’ve offered a hard copy of our treatment journal for several years, but added an online version in 2012. This resource enables families to keep track of the overwhelming amount of information related to their child’s cancer treatment including medications, appointments, dosages, scans/diagnostic tests, blood counts, side effects, etc... Best of all, since it’s online, this free resource can easily be accessed and updated on the go.

A CHANCE TO LEARN AND SHARE:
ALSF Annual Childhood Cancer Symposium

Alex’s Lemonade Stand Foundation’s 4th Annual Childhood Cancer Symposium was held on Saturday, August 4, 2012 in Philadelphia. More than 100 families affected by childhood cancer attended this free event that is designed as an educational resource, providing families with the opportunity to learn about issues and topics of treatment and beyond, while meeting other families in a group setting. Topics covered in 2012 included Nutritional Concerns, Childhood Cancer and the Law, Educational Challenges and Interventions, and Late Medical and Psychosocial Effects of Treatment. In addition, a separate program was also provided for teens/young adult attendees while younger children were entertained in the Kids’ Room.
6,959 lemonade stands & other events held in 2012
Who knew that a simple summertime staple, a lemonade stand, had the power to evolve into a symbol for hope and cures for kids with cancer? We sure didn’t, but we continue to be inspired and humbled with each passing year at the number of lemonade stands and other ALSF fundraisers that supporters host. Each year, thousands of children, adults, businesses, schools and organizations get in on the fun and 2012 was no different. A variety of stands and events were held across the country proving you are never too young (or old) to give back and make a difference.
TEAM LEMON IN 2012:

- 288 Team Lemon members
- $250,000 raised for ALSF from Team Lemon
- 5,500+ miles ran/cycled/swam/hiked/walked by Team Lemon members in races
Members of Team Lemon are runners, walkers, hikers, bikers, swimmers, triathletes, Iron Men (and Women), but most importantly, they are individuals dedicated to finding a cure for all children with cancer. Team Lemon continued to grow in 2012 with nearly 300 members taking part in athletic events all over the country ranging from traditional races such as marathons to more creative endeavors. When the ING New York City Marathon was cancelled in November due to destruction from Hurricane Sandy, Team Lemon welcomed displaced NYC marathoners to join them in the Philadelphia Marathon just two weeks later. This prompted an influx of yellow t-shirts on the course as more than 100 Team Lemon runners participated in the race.

Another notable Team Lemon feat in 2012 consisted of a group of friends who decided to create their own event – a marathon across the Grand Canyon. No matter the event or distance, members of Team Lemon raise a significant amount of funds and awareness for our cause.

Go Team Lemon!

Members of Team Lemon are runners, walkers, hikers, bikers, swimmers, triathletes, Iron Men (and Women), but most importantly, they are individuals dedicated to finding a cure for all children with cancer. Team Lemon continued to grow in 2012 with nearly 300 members taking part in athletic events all over the country ranging from traditional races such as marathons to more creative endeavors. When the ING New York City Marathon was cancelled in November due to destruction from Hurricane Sandy, Team Lemon welcomed displaced NYC marathoners to join them in the Philadelphia Marathon just two weeks later. This prompted an influx of yellow t-shirts on the course as more than 100 Team Lemon runners participated in the race.
THE IMPACT OF ASSEMBLY
SPECIAL EVENTS SUCCESS

Perhaps you attended one of our special events, purchased a sponsorship, donated an auction item, made a donation to someone’s fundraising efforts or simply volunteered your time. Whatever your contribution, it resulted in another great year of us putting the “fun” in fundraising.

THE LEMON BALL: JANUARY 14
Our annual “yellow tie” gala was a tremendous success thanks in part to co-chairs Melanie and Billy King. The inspirational evening honored our founder’s legacy as well as deserving honorees – Harry Rose, Riley Miller & the Miller family, and Natalie and Albert Gigliotti.

CAMP IN FOR KIDS’ CANCER: MAY 19-20
The 14 hour televised fundraiser kicked off National Lemonade Days weekend and featured the moving story of Alex Scott, as well as stories of several other childhood cancer heroes and their families.

CBS 3
PHONE BANK: JUNE 7

NATIONAL LEMONADE DAYS: JUNE 8-10
Hundreds of stands held coast to coast made 2012’s National Lemonade Days weekend one of the best yet. All 50 states participated in this annual weekend of hope.

ALEX’S “ORIGINAL” LEMONADE STAND: JUNE 9
The stand that started it all. Alex’s friends and family continued the tradition of Alex’s annual summer lemonade stand during a sunny, fun-filled day of remembrance and celebration held at the school Alex once attended.
THE GREAT CHEFS EVENT: JUNE 12
Despite a downpour outside, there was an outpouring of generosity inside at the 2012 event featuring signature dishes from renowned chefs that raised more than $1 million for Alex's Lemonade Stand Foundation and the Vetri Foundation for Children.

THE LEMON RIDE: JULY 22
A new event in 2012, the inaugural Lemon Ride was a great success, providing cyclists with three different routes (12, 26 or 50 miles) and plenty of inspiration thanks to the participation of childhood cancer heroes and their families.

L.A. showed its love for Alex’s once again as emcee Jimmy Kimmel and supporters on the left coast attended this fun event featuring tastings from top chefs served on the lawn of the historic Culver Studios Mansion.

L.A. LOVES ALEX’S LEMONADE:
SEPTEMBER 29
L.A. showed its love for Alex’s once again as emcee Jimmy Kimmel and supporters on the left coast attended this fun event featuring tastings from top chefs served on the lawn of the historic Culver Studios Mansion.

LEMON: NYC: OCTOBER 23
New York City could have been dubbed “The Big Lemon” during this unique culinary fundraiser for ALSF where tables of guests were randomly assigned a renowned chef to cook and serve them a four-course meal.

Renowned pastry chef Hedy Goldsmith served up cocktails and her signature desserts including buttered popcorn gelato to guests at this foodie fundraiser benefiting the Foundation and held at Marlins Park.

SWEET MIAMI LEMONADE:
NOVEMBER 1
Renowned pastry chef Hedy Goldsmith served up cocktails and her signature desserts including buttered popcorn gelato to guests at this foodie fundraiser benefiting the Foundation and held at Marlins Park.

THE LEMON RUN PHILADELPHIA 5K RUN/WALK AND KIDS’ DASH:
NOVEMBER 11
More than 2,000 runners and walkers, including several childhood cancer hero families, took to the scenic course in Fairmount Park to comprise the Foundation’s largest event and raise funds and awareness of the need for better treatments and cures for all kids with cancer.
2012 FINANCIAL OVERVIEW
YEAR ENDED DECEMBER 31, 2012

**STATEMENT OF ACTIVITY**

<table>
<thead>
<tr>
<th>SUPPORT &amp; REVENUE</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Contributions and Grants</td>
<td>$2,902,869</td>
</tr>
<tr>
<td>Contributions from Lemonade Stands &amp; Other Events</td>
<td>$8,084,130</td>
</tr>
<tr>
<td>Gala &amp; Special Events, net</td>
<td>$1,818,002</td>
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<tr>
<td>License &amp; Royalties</td>
<td>$411,912</td>
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<tr>
<td>Merchandise Sales</td>
<td>$128,148</td>
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<tr>
<td>Contributed Services</td>
<td>$180,514</td>
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<td>Interest Income, net</td>
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<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>$13,560,974</strong></td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services:</td>
<td></td>
</tr>
<tr>
<td>Pediatric Cancer Research*</td>
<td>$9,278,513</td>
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<tr>
<td>Public Awareness and Education</td>
<td>$1,155,551</td>
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<tr>
<td>Travel Program</td>
<td>$108,434</td>
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<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>$10,542,498</strong></td>
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<tr>
<td>Supporting Services:</td>
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<tr>
<td>General and administrative</td>
<td>$1,082,716</td>
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<tr>
<td>Fundraising</td>
<td>$979,492</td>
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<tr>
<td><strong>Total Supporting Services</strong></td>
<td><strong>$2,062,208</strong></td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$12,604,706</strong></td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td><strong>$956,268</strong></td>
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</table>

*Budgeting for grants is based upon an estimate from the previous year. ALSF anticipates awarding $12 million in research grants in 2013. Our 2012 total of $10.5 million was based on raising $10.8 million in 2011.

**STATEMENT OF FINANCIAL POSITION**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$8,715,654</td>
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<tr>
<td>Investments</td>
<td>$3,427,892</td>
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<tr>
<td>Accounts Receivable</td>
<td>$374,441</td>
</tr>
<tr>
<td>Prepaid Expenses and Inventories</td>
<td>$143,772</td>
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<tr>
<td>Leasehold improvements and equipment, net of accumulated depreciation of $89,030</td>
<td>$45,019</td>
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<tr>
<td>Other Assets, net of accumulated amortization of $159,011</td>
<td>$239,601</td>
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<tr>
<td>Security Deposits</td>
<td>$11,250</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$12,957,629</strong></td>
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<table>
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<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$107,359</td>
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<tr>
<td>Deferred Revenue &amp; Deferred Rent</td>
<td>$297,654</td>
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<tr>
<td>Grants Payable</td>
<td>$82,500</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$487,513</strong></td>
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<tr>
<td>Net Assets</td>
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<tr>
<td>Unrestricted</td>
<td>$12,345,116</td>
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<tr>
<td>Temporarily Restricted</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$12,470,116</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$12,957,629</strong></td>
</tr>
</tbody>
</table>

**Of every dollar that was raised in 2012, at least 90 cents will be used to fund research in 2013. ALSF anticipates awarding $12 million in research grants in 2013.**
GROSS REVENUE TOTALS

2005  $3,949,683
2006  $5,117,800
2007  $6,514,820
2008  $7,022,049
2009  $7,058,332
2010  $7,840,835
2011  $10,800,058
2012  $13,560,974
# A Historical Glance at the Total Number of Lemonade Stands and Other Events

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Lemonade Stands</th>
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<tbody>
<tr>
<td>2005</td>
<td>2,800</td>
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<tr>
<td>2006</td>
<td>3,013</td>
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<tr>
<td>2007</td>
<td>3,703</td>
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<tr>
<td>2008</td>
<td>4,487</td>
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<tr>
<td>2009</td>
<td>5,736</td>
</tr>
<tr>
<td>2010</td>
<td>5,981</td>
</tr>
<tr>
<td>2011</td>
<td>6,163</td>
</tr>
<tr>
<td>2012</td>
<td>6,959</td>
</tr>
</tbody>
</table>
WHO WE ARE

ALSF BOARD OF DIRECTORS

Mary Austen
President and CEO of Tierney

Jocelyn Hillman, (Vice Chair)
Parent Advocate

Jeff Benjamin (Board Secretary)
Co-Owner of Vetri, Osteria, Amis and Alla Spina; Co-Founder of Vetri Foundation for Children

Jon Hitchcock
President and General Manager of KYW-TV (CBS 3) and WPSG-TV (The CW Philly 57)

Marc Bruno
President of ARAMARK Sports & Entertainment

Gianna Jackson
Executive Director of the Cigna Foundation

Stephen Cohn (Board Chair)
Co-President of Sage Financial Group

Jeffrey Kaliner
Founding Partner of Power Home Remodeling Group

Erin Flynn-Blair (Board Treasurer)
Chief Operating Officer of Jewish Vocational Service Boston

Billy King
General Manager of the Brooklyn Nets

Joel Frank
Managing Partner of Lamb McErlane, PC

Jay Scott
Alex’s Father, Co-Executive Director of Alex’s Lemonade Stand Foundation

Lewis I. Gantman
Executive Vice President of Beverage Distribution Center, Inc.

Liz Scott
Alex’s Mother, Co-Executive Director of Alex’s Lemonade Stand Foundation

Michael George
President and CEO of QVC

Marc Summers
TV Host, Producer and Entertainer
In Memory of Our Heroes

Our childhood cancer heroes are the reason we do what we do at Alex’s Lemonade Stand Foundation. Although progress is being made, we are still losing children to the devastating disease including some our heroes below who passed away in 2012. We push forward with great urgency to find better treatments and cures in honor of all of our childhood cancer heroes. Let’s make a difference, together.