About ALSF

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 Alex held that first stand, the Foundation has evolved into a national fundraising movement, complete with thousands of volunteers. To date, ALSF has raised more than $20 million, funding over 80 research projects nationally.

Liz and Jay Scott: Support Cancer Research, But Don’t Forget About the Children.

For those of us who have been touched by pediatric cancer via our children, family members, friends, or even through our own affliction with the disease, we are very aware of what the month of September means. It is a time for us to reflect on the strides that have been made in the battle against childhood cancer, while also refocusing on our mission - to eradicate this disease.

There are several obstacles standing in our way. Among them - the severe lack of funding for research, the effects the economic downturn has had on philanthropic organizations, and the tendency for childhood cancer issues to be overlooked. The children of this country are the future, and their cancers cannot be dismissed. Plain and simply put, cancer continues to be the leading cause of death by disease in children under the age of 15 in the United States.

Recently, legislators have been celebrating the success of the Caroline Pryce Walker Conquer Childhood Cancer Act. We agree that it is of utmost importance to increase funding, but are unsure whether this $30 million a year for pediatric cancer will be enough. If the presence of this Act has not offered enough proof that the issue of childhood cancer is imminent, perhaps this fact will: in the United States, the incidence of cancer is increasing among young people at a greater rate than in any other age group, except those older than 65 years. The cause of this increase is widely unknown.

Without increasing research specifically focusing on childhood cancer, we will never find the better treatments and ultimately the cures that our children so desperately need. And deserve. In the past, a problem has been the tendency for cancer treatments commonly used on adults to be used in smaller doses on children. These treatments simply don’t work, they are often too harsh, or not 100% effective, and the children who do survive face lifelong physical and emotional effects of their fight.

It is our belief that cancer organizations, news media and businesses should work together in the fight against all cancers. In fact, breast cancer groups have done a remarkable job in accomplishing this. October represents Breast Cancer Awareness Month, and the public is sure to be inundated with pink ribbons, walk-a-thons, newspaper articles and television stories. It won’t matter whether it is the Susan G. Komen Foundation, the American Cancer Society or the Breast Cancer Research Foundation in the limelight, our nation’s attention will be on the fight against breast cancer. Our children deserve the same.

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Each and every school day, 46 children, or more than two full classrooms of kids, will be diagnosed with cancer. One in every four elementary schools has a child with cancer, and the average high school has two students who are current or former cancer patients. The cause of most childhood cancers are unknown, and currently childhood cancer cannot be prevented.

The statistics are staggering, and something needs to be done now! We, as parents, simply ask that everyone remember the children and work together to make childhood cancer a priority cause. We hope others will realize how imperative this battle is, and join us in the fight.

ALSF Funds New Grants in 2008

As childhood cancer is brought to the forefront in the month of September, it is important to focus on the steps that have been taken in the battle against this disease.

This year alone, Alex’s Lemonade Stand Foundation will award over $4 million in new pediatric cancer research grants to 23 institutions and universities in 13 states across the country. The Foundation will fund this research that focuses on the development and testing of new treatments as well as the improvement of availability of clinical trials, and most importantly finding cures for all childhood cancers.

“The grant from Alex’s Lemonade Stand Foundation is allowing our research to proceed on how to better target brain tumors in children using the immune system. This is urgently needed since current therapies cause so much damage to normal brains and organs. This support from the Foundation is truly invaluable and speeding the process towards finding a cure for children’s cancer, while preserving the memory of a beautiful little girl.” - Joseph L. Lasky III, M.D., Mattel Children’s Hospital UCLA

Read more about the research we support on our website.
IT'S BACK TO SCHOOL TIME!

The School Section of our website has everything you need to kick off the school year. From lesson plans, to activities, to ideas for clubs and of course fundraising; get your school involved this year. Be sure to check out our School Calendar for ideas for the entire month and our gift shop for back to school basics like ALSF pencils and bookmarks! Here is an example of what one school did to raise funds throughout the year:

The Washburne School raised money throughout the entire school year for Alex’s Lemonade Stand Foundation. One of their students, Selena Kowalski, suggested ALSF for the All-School Project for 2007-2008, and after a vote, the Foundation was selected. The school put on one fundraiser per semester, holding bake sales, pie sales, selling message grams and t-shirts. All told, the fundraising year had raised $10,000 for the battle against childhood cancer!

The 3rd Annual Great Lemon Event

October 27-31, 2008

Halloween is all about costumes, children, trick-or-treating, jack-o-lanterns and especially the tradition of communities coming together for a fun-filled evening. Here at Alex’s Lemonade Stand Foundation, we think that tradition is spook-tacular, and we wanted to be a part of it, so we created The Great Lemon Event!

You may be asking – what is The Great Lemon Event? Traditionally held the week leading up to, or on the same day as Halloween, The Great Lemon Event urges children of all ages to show their support for children with cancer by holding a lemonade stand, creating Lem-O-Lanterns, collecting donations or incorporating yellow into their Halloween costume!

It’s so easy! Here are ways you can get involved:

1. Hold your own Halloween Lemonade Stand! Register on our website, www.AlexsLemonade.org/great_lemon

2. Wear yellow as part of your Halloween costume and encourage others to do the same! You could even be a Lemon for Halloween!

3. Have your customers or classmates write their names on Lem-O-Lantern paper cutouts (available for download on our website). Use them to make “A Great Lemon Wall” in your school or front yard!

4. Give out information about Alex’s Lemonade Stand Foundation with your candy or other treats at your stand! Nothing says Halloween like something sweet!

Featured Stand Hosts

Bryce Kelly hosted his Third Annual Alex’s Lemonade Stand on August 1, 2008. When Bryce was only 7-years-old, he saw the documentary about Alex and the Foundation and decided he wanted to get involved. Bryce dedicates his stand to T.J. McKee every year, who lost his life to cancer in 1996 at age 6. With the help of family, friends, and their community, Bryce and his family were able to raise nearly $5,000 this year, bringing their grand total to over $10,000! Along with lemonade, this year’s stand featured live music, and the St. Louis Cardinal mascot Fredbird even came out for a visit. Bryce and his family are looking forward to doing it all over again next year!

Volvo’s Lemonade Stand for Life

Volvo Cars of North America is selling some very special cups of lemonade to raise money for ALSF. For only $1 each, you can purchase virtual cups of lemonade at their online lemonade stand (www.lemonadestandforlife.com). To help spread the word, you can share cups from the stand via email with family and friends. 100% of the proceeds go to ALSF.

Please visit www.lemonadestandforlife.com to buy your cups of virtual lemonade and help find a cure for pediatric cancer!
Celebrating Our Heroes -- as we honor all children and their families touched by childhood cancer this month, here are just a few of their stories.

Molly Hollway

Molly Hollway was diagnosed with high risk, stage 3 neuroblastoma shortly after her first birthday in 1993. After going through twelve grueling months of chemotherapy, along with six months of accutane, Molly showed no evidence of disease. She is proud to say that she has been cancer free for almost 15 years, but that’s just the beginning of her story.

In June 2004, the Hollway’s decided to go to Chicago for a neuroblastoma conference, quickly becoming inspired to join the fundraising efforts to find a cure for all childhood cancers. The result would be several families from Minnesota banding together to plan an Alex’s Lemonade Stand. The first stand, and every one since, has been held in honor of Carl Robinson, a friend afflicted with childhood cancer who passed away prior to the first year’s festivities. Molly continues to act as the driving force for the fundraising, celebrating her 4th annual stand this June at the Mall of America.

As Molly enters high school this year, she looks forward to taking her fundraising skills to a new level. In her spare time, Molly loves to dance and will be a part of the Edina Varsity Dance team this fall.

Kayla Danzi

On Friday, June 8, 2007, the Danzi’s lives were changed forever. They received a call that is every parent’s worst nightmare - the pediatrician was calling to say that their 4-year-old daughter, Kayla, had High Risk Acute Lymphoblastic Leukemia (ALL). Kayla’s family would spend the next 35 days watching her slowly begin to take ill. Kayla began losing her hair, getting sick from the chemotherapy and lost 10% of her body weight. Due to her extreme weight loss, Kayla was put on a feeding tube to allow the nutrition she needed.

A month later, Kayla went home to continue treatment on an outpatient basis for the next 2 ½ years. On January 12, 2008, Kayla experienced belly pain and a low grade fever. She was taken to the emergency room, only to be sent home. The next day, Kayla’s symptoms continued, but this time she was admitted to the hospital. After several tests, the doctors discovered Kayla had a rare side effect of one of her medications that occurred in only 1% of patients. This was Kayla’s darkest time period, over the course of the next month she worsened and required oxygen.

Kayla was discharged from the hospital on February 7, 2008, and is happily in the last phase of chemo called Maintenance. This is the phase that all cancer parents say, “You get your kid back.” They were right. She is back. Vibrant, happy, healthy and dancing just like she did before she was diagnosed.

Know a childhood cancer hero?

Visit our website and submit your hero’s story to share with the world!
Alex’s Lemonade Stand Foundation invites you to join us for the 3rd Annual Lemon Ball presented by Volvo on Saturday, January 17, 2009 at the Philadelphia Marriott Downtown. We are proud to announce that this year’s Alex Scott Crystal Cup recipients are the Owners and Trainer of The Preakness & Belmont Stakes winning thoroughbred Afleet Alex. Past recipients of the award include Tracy Smith (2008) of CBS News; and Billy King (2007), Former General Manager of The Philadelphia 76ers. Through Afleet Alex’s miraculous run at the 2005 Triple Crown, millions learned of Alexandra “Alex” Scott’s dream to find a cure for childhood cancer. Visit our website for information on attending or becoming a sponsor.

Million Dollar Sponsors

Alex’s Lemonade Stand Foundation is so proud to be involved with all of our amazing sponsors. We are happy to announce that two of our sponsors have surpassed the million dollar mark in fundraising! This summer marks the third year that Rita’s has supported ALSF with their Wall of Hope campaign. To date, they have raised over $1 million and this June, were able to reach a total of $1.5 million – bringing hope to children with cancer and their families, one water ice at a time!

Applebee’s Neighborhood Grill and Bar also announced that they have raised $1.2 Million for the Foundation since 2005. Their campaign allows customers to donate $5 in exchange for a $5 Applebee’s coupon, and this year included a chance to win a Volvo! Applebee’s also featured a kids menu about Alex, held a golf outing, and committed themselves to doing whatever they could to pass the million dollar mark.

Lemonade Days 2008

Warm weather and sunny skies provided the perfect setting for a successful Lemonade Days 2008, on June 6, 7 and 8. The national fundraising weekend featured more than 1,400 lemonade stands, from coast to coast, propelling the Foundation to raise more than $1.2 million dollars for childhood cancer research over the course of this three day event.

In addition, Alex’s “Original” Lemonade Stand was held at Penn Wynne Elementary School, in Alex’s hometown of Wynnewood, Pennsylvania on Saturday, June 7, 2008. This year’s stand featured food, games, special guests including Hero Families & local celebrities, a butterfly release sponsored by Volvo, and of course lots of lemonade. The stand was a huge success due greatly to the help of our amazing volunteers and Country Time Lemonade, who matched all donations up to $25,000.

ALSF is excited to announce the dates for Lemonade Days 2009, June 12, 13 and 14. We hope you will join us!