WHAT A YEAR IT HAS BEEN

As we enter the final stages of 2009, it is only natural to look back on the accomplishments of the year, and look forward to what still remains ahead. We continue to be inspired by the generosity of our volunteers, donors, and sponsors during these times of economic uncertainty. In addition, we are proud of the thousands of stand hosts and supporters who will certainly help us reach our goal this year and in the future.

This summer marked a milestone in the Foundation’s history, which only reminds us of why we are here. On August 1, 2009, we marked 5 years since our daughter, and our foundation’s creator, Alexandra “Alex” Scott, ultimately lost her life to childhood cancer. It is hard to believe that 5 years have passed since Alex reached her goal of raising $1 million in 2004, and since we as a family decided to continue her legacy of hope through Alex’s Lemonade Stand Foundation. We have made immense strides in research since that time, we have started programs to address the financial stresses families face while battling cancer, and new this year, we are expanding our school programs to teach the important lesson of kids helping kids. While this is amazing, we are still reminded every day of how much farther we have to go on this journey, and how many kids are still battling cancer.

As we look toward the end of 2009, we are continuing to focus on what the money that our supporters (that’s you!) raise every year is accomplishing. We think of you as our family, and we know that you want to see a cure for all childhood cancers just as much as we do. We hope this last newsletter of the year will show you how important your support is, and how it really is all about the the kids. Thank you for all that you have done in 2009, and here’s looking forward to next year. One that will hopefully be bright and full of better treatments and ultimately cures for all children battling cancer in this country and throughout the world.

Liz and Jay Scott, Alex’s Parents

ALSF HOSTS FIRST 5K, THE LEMON RUN

Alex’s Lemonade Stand Foundation was proud to host our very first 5K Run, Family Fun Walk, and Kids’ Race, appropriately entitled The Lemon Run on Sunday, October 25, 2009. Supporters of ALSF enjoyed a fun-filled morning of music, entertainment, games, and of course lemonade! We are thrilled to report that over 1,000 participants came out to Ridley Creek State Park, and nearly 100 virtual participants ran in their neighborhoods across the country, raising over $45,000. Thank you to everyone who helped us take strides toward finding a cure for all childhood cancers. For photos from the event, or more information, visit www.TheLemonRun.com.

ALSF STARTS NEW SCHOOL PROGRAM

We are pleased to announce that Alex’s Lemonade Stand Foundation & TD Bank, through the TD Charitable Foundation, will continue collaborating through a brand new school program entitled Lemonade from Lemons. The program will utilize ALSF’s message of making a difference, helping others, and overcoming obstacles to school-aged children. While Alex’s Lemonade Stand Foundation has become known as an organization focused on raising funds and awareness for childhood cancer, we also strive to encourage and educate others, especially children, about philanthropy and the value of service to others.

The Lemonade from Lemons School Program will provide educators in underserved communities with service learning lesson plans designed around the book Alex & The Amazing Lemonade Stand. In addition to targeting schools in specified areas, the program will be available via the Foundation’s website, with downloadable lesson plans and the ability for schools to request a free copy of Alex & the Amazing Lemonade Stand. The program has launched for the 2009-2010 school year.

www.AlexsLemonade.org
OUR CHILDHOOD CANCER HEROES

ALSF revolves around the principle that it is all about the kids. Our vision is a world free of childhood cancer. This page is dedicated to the kids who have fought and continue to fight childhood cancer.

KRISTEN LINDSAY

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risten was diagnosed with Burkitt's lymphoma shortly after her 14th birthday. She was an active, healthy cheerleader and would soon be a freshman in high school. The treatments she received for her cancer were aggressive, harsh and very hard on her body, mind and soul. Kristen held her head high and triumphed to victory in January of 2007. She’s now getting ready to start her senior year in high school and plans to join the Navy after she reaches her 5 year cancer free mark. Kristen continues to fight the effects of cancer and its treatment, but that does not stop her from living her life to the fullest and volunteering for several cancer organizations...she wants to help make a difference.

Society defines a hero in many different ways. Some have bravely protected others, some have saved lives and some have even given their own lives to protect others. Many times a young boy's hero is his father; in my case the roles were clearly reversed. Through the fight of my two sons they became my heroes...as time marches on in my life I discover that all children touched by childhood cancer, those that bravely face pain and uncertainty, have all become my heroes...

MATTHEW BRYANT (1985-1996)

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ur "Little Buddy" Matthew lived his life to the fullest, when he could have certainly given up all hope, considering the challenges he faced. He was diagnosed with rhabdomyosarcoma in 1992, and after a few months of chemotherapy, had surgery to remove the tumor. Unfortunately the muscle grafting to fill in his face did not work and he was left with a large depression in his right side. He could have easily been depressed by this, but instead chose a higher road. Matthew enjoyed baseball, football, and playing with his brother Mike. After two reoccurrences and a bone marrow transplant, Matthew passed away in 1996 at the age of 11. He lived his life with dignity and forever changed me. I now no longer look at life as anything less than a special gift to be cherished.

CULLEN BRYANT (2001-2008)

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e cried, “Oh no, this is not happening again.” We watched one child succumb to cancer and now 11 years later another son was sick. Could a bad nightmare really be happening again? Cullen "Scoots" was a vibrant, energetic 5-year-old, who liked playing soccer and baseball. In fact it was one day on the soccer field that Cullen started complaining about leg pain. Taking nothing for granted, as years earlier we had been told that our son Matthew was experiencing ear infections when in reality it was a tumor in his face, we had Cullen checked out. Our worst fears came true when Cullen was diagnosed with Acute lymphoblastic leukemia (ALL). After a successful first phase of treatment, Cullen relapsed during his second phase. We were on a fantastic trip to Disney World when the leg pain returned. Months of treatments passed but nothing could contain the leukemia.

Having experienced this in our lives before, we vowed again that we would not define Matthew and Cullen’s lives by their deaths, but rather by their meaningful time on this earth. The food for my soul is when I discover organizations like Alex's Lemonade Stand Foundation that carry on the fight against childhood cancer. We can never give up, give in, never become complacent, for we owe that to Alex and all the children who have battled cancer before and after her.

- Jim Bryant, Matthew & Cullen’s Father

Did You Know...

Childhood cancer is the number one disease killer of children under the age of 15 in the United States.
Summer is the busiest time at Alex's Lemonade Stand Foundation, but as we all know too well, childhood cancer is not only a summertime disease. In order to continue raising awareness and funds in the battle against childhood cancer all year long, here are some ideas of how you can help!

Join or Start Your Own Branch Of The Lemon Society – ALSF recently introduced the Lemon Society, a group of young professionals who strive to make a difference in the lives of children touched by cancer. Currently the Lemon Society has branches in Philadelphia and New York City, but hopes to spread across the country. If you’re an athlete, join Team Lemon - Team Lemon is an endurance athletic program created by Alex’s Lemonade Stand Foundation. Those interested can visit the Team Lemon section of our website to view current participants and what they are doing to support the Foundation.

Hold A Cold Weather Stand or Indoor Fundraising Event – instead of lemonade, use hot chocolate at your stand to warm up visitors. Alternatively, find an indoor location like a school sporting event to hold your lemonade stand.

There are many more ways to get involved in the battle against childhood cancer all year long, visit www.AlexsLemonade.org for more ideas!

End of Year Giving – make your gift count in 2009! The end of the year is quickly approaching, but there is still time for you to help us fight childhood cancer one cup at a time in 2009!

We even included an envelope to make giving easy!
We became involved with Alex’s Lemonade Stand Foundation in honor of our brother and cousin, Nolan, who was diagnosed with ALL (Acute lymphoblastic leukemia) in October of 2007. We had heard about ALSF and thought it would be a great idea to host a stand to raise money for pediatric cancer research and to help other children going through the same thing. We thought Sea Isle City beach would be a perfect location because all of our family members are together and it is a great place to draw a lot of customers.

Our experience running the stand was wonderful and very successful. We sold ice cold lemonade, pizza and soft pretzels. We sold these items at the stand and also in a traveling wagon up and down the beach. Our team consisted of 17 kids (ranging from ages 1 to 21) and 9 adults, who worked to prepare the stand and sold items the day of the stand. This was our second annual Alex’s Lemonade Stand on the 93rd Street beach. Last year we raised around $800 and this year our grand total was over $1,500. Alex’s Lemonade Stand is a great organization and we are proud to be involved in such an excellent cause. It has been a very memorable experience for our whole family. We certainly plan to host another stand next summer and the years after that.

THE LEMON BALL

Please join us for the 2010 Lemon Ball, presented by Volvo, with major support from Cigna, on Saturday, January 9, 2010 at the Philadelphia Marriott Downtown. Supporters will come together for the inspiring evening to raise critical funds in the battle against childhood cancer. After an awards presentation honoring the Alex Scott Crystal Cup Recipients, Volunteer and Stand Host of the Year, attendees will be treated to a fun-filled night of dinner and dancing. Learn more by visiting www.TheLemonBall.com, or calling (866) 333-1213 to request an invitation.

THE GREAT CHEFS EVENT

Over 600 people attended the Fourth Annual Great Chefs Event at Osteria Restaurant hosted by The Vetri Foundation for Children. Returning for the second year in a row was Top Chef judge Tom Colicchio, and joining us for the first time were some other big names including the Food Network’s Bobby Flay and Michael Simon. The event was a huge success, raising over $300,000. Stay tuned for information on the 2010 event!