A LETTER FROM ALEX’S PARENTS

We say it every year at this time, but it’s hard to believe that another summer of lemonade stands has come and gone and we are quickly entering the final months of the year. We are pleased to say that the 2011 lemonade season was our most successful to date and included new and returning sponsor support, a record number of lemonade stands and the addition of several unique events. It has been quite a year, and it’s not over yet!

When Alex first set out to make a difference in the lives of children with cancer, her front yard lemonade stand was an event all its own. First raising $2,000 on a hot summer day then garnering the support of thousands of volunteers to raise $1 million in 2004, Alex’s dream has continued to evolve. 2011 has been no different as we welcomed Toys "R" Us to our sponsor list (check out the bottom of this page for their results!), added new 5Ks to our repertoire and even embraced the continuing support of the culinary community by adding a new chef event in New York City. In the remaining months of 2011, we will extend our lemonade season past the hot summer months through the end of the year on what is sure to be a high note.

The continued support and growth of ALSF has been exciting, thrilling and extraordinary. The research that we have been able to fund is leading us to a cure, whether it’s the research of experienced investigators or the novel ideas of young medical students, we are as dedicated as ever to combating childhood cancer. The money that all of our stand hosts, sponsors and supporters have helped us to raise is making a huge impact on the world of childhood cancer. Cure rates are just under 80%, so there is still a great deal of work to be done. We’re here to ensure that the researchers on the front lines get the funding they need to complete the task at hand.

As always, thank you for all your support as we strive to change the lives and futures of all children with cancer.

Liz & Jay Scott
Alex’s Parents

TOYS “R” US JOINS THE LEMONADE CRUSADE

This summer Toys “R” Us held their first in-store and online fundraising campaign to benefit ALSF. From June 1 through July 31, Toys “R” Us and Babies “R” Us customers across the country helped fight childhood cancer by donating at store registers and online, as well as by signing up to host Alex’s Lemonade Stands in their communities. The campaign raised more than $1.5 million! A big thank you to Toys “R” Us and all their customers!

Sponsor Update! We are pleased to report that Applebee’s and Rita’s has successful fundraising campaigns this summer too! Applebee’s raised more than $367,000, while Rita’s raised $545,000. What an amazing job. Thank you to both top sponsors and customers for continuing to support our mission to eradicate childhood cancer.

THE 2011 LEMON RUN(S)

We are happy to announce that the Lemon Run Philadelphia will return for the third annual event on Sunday, November 13, 2011 at Memorial Hall in Fairmount Park. We hope you’ll join us! The 5K will invite athletes of all calibers to enjoy a crisp morning run or walk while raising funds and awareness for the battle against childhood cancers. Children can participate in the Kids’ Run, or stick around and cheer on their family and friends. New this year – ALSF added two Lemon Runs, San Diego and Kansas City. To learn more and sign up today, visit www.TheLemonRun.com.

If you’re not in these areas, you can still raise funds through athletic events with Team Lemon! Team Lemon encourages the participation of all athletes anytime of year. And the best part: you can participate where you live! For more information visit www.TeamLemon.org.

www.AlexsLemonade.org
As Alex’s Lemonade Stand Foundation continues to grow, we couldn’t be more pleased with our ability to continue funding the research of leading doctors across the country (and Canada too!). The funds that our supporters help us to raise are allowing us to take strides toward achieving Alex’s dream, and the dream of everyone affected by childhood cancer – the dream of a cure.

Recently, two members of our staff visited the labs of grant recipients at Duke University and the University of Kansas Medical Center. Both staffers reported back about the exciting work these researchers are doing, and the promise of future treatments and cures.

Researchers of Today and Those of Tomorrow

Cynthia Ellis, Manager of Donor Services at ALSF, recently utilized a trip to visit colleges in North Carolina with her son to also visit ALSF grantees at Duke University. Cynthia met with Michael Armstrong, MD, PhD; Duane Mitchell, MD, PhD; and Julia G. Kephart, graduate student, all who have projects funded by ALSF. Julia was among the first to receive ALSF’s Pediatric Oncology Student Training (POST) Program Award. The program is designed to attract the intelligence of medical and graduate students who may enter the field of pediatric oncology to continue their work in the laboratory over the summer. ALSF is dedicated to funding the best research out there, including the research of medical students looking to enter the field.

Kansas City Medical Student Pursues Passion

Susan Blowey, our Community Outreach Specialist in Kansas City had the opportunity to meet with medical student Patrick Grogan this September. Grogan’s interest in research started with a science experiment in the 9th grade at the Mayo Clinic, and has taken him all the way to the University of Kansas Medical Center to pursue his MD, PhD. As part of his PhD program, he is studying brain tumors, and when he heard about the ALSF POST grant, he was excited to continue his work over the summer. The grant has helped jump-start his research by allowing him early funds to purchase supplies.

Visit www.ALSFgrants.org for more grant stories and news on the research you are helping us to fund.

GRANT RECIPIENT UPDATES US ON HIS PROGRESS

Joshua Schiffman, MD, a doctor at Primary Children’s Medical Center and the Huntsman Cancer Institute in Salt Lake City, received an Epidemiology Award from ALSF in 2010. His research is interesting and unique, and we wanted to share his progress with you.

Comprehensive Analysis of Risk Factors for Pediatric Cancers Using the Utah Population Database

Over 12,000 children are diagnosed with cancer in the US annually. We know that a small percentage of these cancers are due to environmental exposures and genetic susceptibility, but the cause of nearly 90% remains unknown. I received an Epidemiology Award from Alex’s Lemonade Stand for my work to identify risk factors that can help predict and understand the causes of childhood cancers. To do this, I’m taking advantage of an ongoing population resource called the Utah Population Database (UPDB). This shared resource located at the University of Utah consists of computerized data records for over 6.5 million people. It is the only database of its kind in the US, and one of a few in the world. Nearly 70% of subjects have five or more previous generations recorded in the UPDB. The UPDB includes vital records for births and deaths from the early 1900’s, drivers license and voter registration records, statewide hospital records, and more. The UPDB allows researchers to ask very focused questions about risk factors related to diseases, in this case, pediatric cancer.

Our study uses the UPDB to investigate the correlation between birth factors and pediatric cancer risk in Utah, to identify pediatric cancers clustered within families, and to study patterns of childhood and adult-diagnosed cancers that may indicate new hereditary cancer syndromes. My group has made some unique discoveries related to gestational and post-natal risk factors, which differ by cancer subtype and therefore may help to shed light on the unique biology of different childhood cancers. We’ve also found a significant increase in 1st and 2nd degree relatives of children with cancer (and this familial risk was greatest if the original diagnosis was found in the youngest children with cancer in the UPDB). This suggests a genetic component to these increased familial risks for cancer. If we can identify the genetic causes for these cancer risks, then cancer prevention strategies may one day be able to be introduced for high risk children.
In an effort to better understand the impact of childhood cancer on families facing the disease, Alex’s Lemonade Stand Foundation is pleased to announce a project to gather imperative data entitled MyChildhoodCancer.org - The Childhood Cancer Database. The just-launched initiative will invite parents of former and current childhood cancer patients to take a series of anonymous surveys to gather information about their experience, their child and their family from diagnosis, through treatment and beyond. The information gained will be used to learn about childhood cancers and help organizations, hospitals and physicians to identify and share ways to help families as they navigate through childhood cancer. If you are a family of childhood cancer, or know someone who is, please pass along this information and visit MyChildhoodCancer.org.

OUR HEROES

They are the reasons we are here and continue to fight for better treatments and cures. Here are two of the stories of courage and bravery that inspire us each and every day.

Justin Bissett

Justin Bissett was born on February 9, 2000. In 2005, he was diagnosed with Diffuse Intrinsic Pontine Glioma (DIPG), which is a type of brain stem tumor. He would go five days a week for radiation treatment at Brigham & Women's Hospital in Boston. He also went for other treatments at the Children's Hospital and Dana Farber Cancer Institute in Boston. Mom & Dad decided to bring Justin and his sister (me) to Houston, Texas in 2006 for treatment. We stayed for a month and then returned home to our family and friends. That year, the Make-A-Wish Foundation had granted us a trip on a Disney Cruise. Months afterward, the doctors had gotten the results that the tumor had started growing again. Justin passed away on June 26, 2007. In memory of the best brother in the world, my friends and family and I will be supporting Alex's Lemonade Stand Foundation in memory of Alex, Justin, and the other children fighting or who have fought childhood cancer.

Written by Casey Bissett, Justin's Sister
July 2011

Natalie Burraston

Natalie was the happiest, most beautiful baby. We always joked that she had the complete package: looks, a sense of humor, smarts and always a joy about her at life. But from the time she was a baby, she struggled with eating and seemed to be in pain from it- we just weren’t quite sure what was wrong. She was always a tiny little thing - but as cute as can be. At 22 months, Natalie was hospitalized because she was anemic and neutropenic; her bone marrow wasn’t working, but the doctors weren’t sure why. After five weeks in the hospital, Natalie was diagnosed with Acute lymphoblastic leukemia (ALL).

Natalie had surgery to put in a central line the next day, which was her second birthday. She began chemotherapy that day. We had the best little Elmo birthday party and she felt great for her party even though she didn’t feel well before or after. We were learning the great value of taking every chance we could to bring smiles and happiness to our girl. Natalie went through 26 months of chemo; spent more than 4 ½ months total in the hospital, had several scary infections, received many types of chemo through injection, pills, central line, and injected into her spinal fluid. She went through anesthesia more than 20 times for the spinal chemo, scopes, having a feeding tube permanently placed, having her gallbladder removed, and having a central line replaced due to infection. The journey was tough and made tougher by the increase in her GI issues that she had always had. There were long stretches of time that she did not eat and she got sick A LOT. Her tummy was always bothering her and causing her pain. That was the worst part for us to see, she was almost never comfortable. But she always ACTED like she felt well and tried to do everything she could whenever she was up to it. She was a true example and through it all she kept the happy, joyful spirit that is her hallmark. Natalie has been finished with treatment for 2 1/2 years. She is a happy, thriving girl who is starting first grade, learning Spanish & piano, and she loves to swim and ride roller coasters. She still has some tummy troubles, but handles it with grace. We are so proud of her and love her sparkly, happy personality. Her nickname is Super Nats and she is our little super hero.

Written by Tammy Burraston, Natalie’s Mom
August 2011
STAND SPOTLIGHT: RILEY MILLER
Bowling Green, KY

In August of 2011, Riley Miller and the community of Bowling Green, KY came together to host their annual Alex’s Lemonade Stand Grand Stand event. This event, which has gained momentum since inception, is run by Riley – she’s 17! After losing her infant brother Reid to childhood cancer in 2002, Riley decided she wanted to honor his memory by following in Alex’s footsteps and held a lemonade stand in 2005. Only one year later, Riley lost another young brother, Randon, to childhood cancer. She continued to be dedicated to raising funds for the disease that took the lives of her brothers, and feels that hosting these events has helped her to move forward.

With her brothers in mind, Riley has garnered the support of the entire Bowling Green community, and in 2011, over 40 lemonade stands were held all over town, providing lemonade for community members in exchange for donations. Her efforts have been a huge success, raising over $100,000 for the cause. With Riley at the helm, the efforts of Bowling Green have been an inspiration to everyone at Alex’s Lemonade Stand Foundation. Riley honors the memory of her brothers each and every year, and in 2012, ALSF will honor her by presenting her with the Stand Host of The Year Award at the 2012 Lemon Ball.

To join us at the 2012 Lemon Ball on Saturday, January 14 in Philadelphia, to honor Riley Miller and several other influential supporters, visit www.TheLemonBall.com.

CULINARY COMMUNITY CONTINUES COOKING FOR CURES

Since 2006, we have been thrilled to have the support of some of the best chefs in the world at the annual Great Chefs Event hosted by Marc Vetri and Jeff Benjamin. In 2010, we were equally ecstatic when chefs Suzanne Goin, David Lentz and business partner Caroline Styne hosted the inaugural L.A. Loves Alex’s Lemonade event. Now, in 2011, Jonathan Waxman will add his own twist to Lemon: NYC, slated for Tuesday, December 6, at Industria Super Studios in New York City. Joining Waxman will be culinary greats from around the nation including Tom Colicchio, Alex Guarnaschelli, Marcus Samuelsson, Michael Symon, Marc Vetri and many others as they donate their time and talents. If you haven’t been to one of these events yet, we hope we’ll see you in New York, or for the second annual L.A. Loves event on Sunday, November 6.

Visit our website for ticket and sponsor info!

AUNTIE ANNE’S PARTNERSHIP WITH ALSF

We are so thrilled to announce that Auntie Anne’s, the 1,130 store franchise best known for its freshly baked, hand-rolled pretzels, announced a new charitable partnership with ALSF at its worldwide franchise partner convention in September. To jump-start their support, Auntie Anne’s presented a $25,000 check to Liz and Jay Scott! Stayed tuned for the roll out of their campaign in 2012!

Alex’s Lemonade Stand Foundation is a proud recipient of the United Way. Many workplace campaigns are right around the corner, and your company may partner with the United Way to allow employees to make an impact on their communities. You may designate ALSF as your charity of choice through payroll deductions just by writing “Alex’s Lemonade Stand Foundation, Wynnewood, PA” on your form and donations. Additionally, ALSF is a charity of the Combined Federal Campaign. Pledges made by Federal civilian, postal and military donors during the campaign season support eligible non-profit organizations, like ALSF, that provide health and human service benefits throughout the world.

Donate Today, Hold a Stand, or Visit Our Gift Shop!
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