THIS IS ABOUT MORE THAN LEMONADE

This time of year especially, one of the questions we’re often asked is, “what’s your favorite lemonade recipe?” It’s one that always makes us chuckle because as much as we love the thought of being lemonade aficionados - Alex’s Lemonade Stand Foundation is about so much more than lemonade. It’s about rallying together to make a difference for our childhood cancer heroes. It’s about ensuring that the scientists committed to pediatric cancer research have the funding they need to continue to discover better treatments and cures. It’s about letting kids with cancer and their families know that they are not alone and how to empower themselves. And finally - it’s about keeping our promise to Alex that we will find cures for all childhood cancers.

So what’s the answer to the question about our favorite lemonade? Icy cold and extra sweet with a heaping side of hope.

-Liz & Jay Scott (Alex’s Parents)

INVESTING IN HUMAN CAPITAL TO Fast-Track TRIALS

Ever think about how much faster you could get things done as well as how much more you could get done if you had an extra hand? The same thought can be applied to researchers in the lab. While they’re hard at work in the lab performing scientific studies, they need support personnel to process and maintain data for new trials, help identify and enroll patients into trials, and translate results. After learning that there was a critical gap in funding for this type of support personnel that was essentially slowing down the development of clinical trials, and consequently, delaying the time kids with cancer could potentially benefit from these trials, ALSF developed the Phase 1/Phase II Program Infrastructure Grants.

(Continued on page 2)
“The best kind of inspiration is the kind that makes you want to save a life.” - Cameron Evans

HOW YOUR SUPPORT HELPS: RESEARCH NEWS
Since Alex’s first lemonade stand, more than 375 pediatric cancer research projects at 94 institutions have been funded. Learn more about all of our grants at ALSFgrants.org.

(Collaborating for a Cure continued from page 1)

ALSF’s Reach grants, new in 2013, were established to move promising new therapies from the lab to clinical trials faster. Two of these exciting Reach grants were awarded thanks to a partnership with The Cure4Cam Childhood Cancer Foundation, a nonprofit that supports the development of less toxic and more targeted therapies for childhood cancer.

Cure4Cam was founded in 2012 in memory of Cameron Evans by his parents Regina and Doug Evans. “We were looking for a way to channel the financial support, which we received for our organization, into the hands of pediatric cancer researchers,” said founder Regina Evans. A friend put her in touch with Jay Scott at ALSF and the partnership “just blossomed from there.”

The arrangement between Cure4Cam and ALSF works like this: from its large pool of approved grant applicants, ALSF selects applications that align with Cure4Cam’s mission. Then, Cure4Cam’s founders and board narrow down the applications and select which ones to co-fund through ALSF.

In the December 2013 round of funding, two Reach projects seemed especially promising to Cure4Cam’s board, including one from Doug Graham of the University of Colorado Denver that focuses on ALL, the cancer that Cameron had.

Partnering with ALSF has helped Cure4Cam find and fund high quality research. “Otherwise we would be starting from scratch, essentially duplicating efforts. Our partnership with ALSF allows us to focus our time on raising both awareness and funds to help these kids,” Regina said.

From ALSF’s perspective, it’s also a win-win as more funding means more worthwhile grant applications searching for cures can be funded.

A quote from Cameron Evans that has become the tagline for Cure4Cam is, “The best kind of inspiration is the kind that makes you want to save a life.” That’s the kind of inspiration the Reach grants, through Cure4Cam and ALSF, are offering.

Your Support makes a difference

(Investing in Human Capital continued from page 1)

Thanks to a Program Infrastructure Grant awarded to Brenda Weigel, MD, of the University of Minnesota in 2011, Dr. Weigel has been able to offer new therapies to children with cancer both locally and nationally. With the funding from ALSF, Dr. Weigel hired a clinical research assistant that enabled her team to complete one and open a second novel clinical trial testing a brain tumor vaccine, open and sustain a program that offers MIBG therapy for children with neuroblastoma, and successfully pilot a leukemia clinical trial that has now been elevated to a national level.

Opening a second trial for the brain tumor vaccine is especially noteworthy because it allows Dr. Weigel and her team of investigators to build on their initial success in the first trial. In the first trial, the researchers tested a vaccine of sorts in patients with recurrent brain tumors that was looking to essentially “turn on” the patient’s immune system. Not only did the study show that the therapy did generate an immune response, but it was also very well tolerated with minimal side effects. One of the patients enrolled in the trial was a teenager from the East Coast whose tumor actually got smaller. With the ALSF funding, Dr. Weigel and her team have already enrolled patients in the second trial with the hopes of eliciting the same positive response on kids battling brain tumors.

Few pediatric centers in the country offer MIBG therapy, a targeted form of radiation therapy, for children with neuroblastoma (the same type of cancer Alex Scott had). For Dr. Weigel and her team to be able to offer this type of potentially lifesaving therapy to kids with neuroblastoma is monumental.

Finally, proving that research advancements are certainly not limited to our grantees’ institution or region, the Program Infrastructure Grant also enabled Dr. Weigel and her team to conduct a successful local clinical trial in kids with leukemia, which is now being offered to eligible children with leukemia across the country.

“The funding from Alex’s Lemonade Stand Foundation was imperative to expanding the infrastructure of our program allowing us to conduct these novel early phase trials and subsequently, making them accessible to children and their families facing childhood cancer in a quick and safe manner,” states Dr. Weigel.

Although Dr. Weigel’s grant would have ended in June 2014, she was recently awarded an additional year of funding through Northwestern Mutual’s Community Impact grant.

ALSF Announces Largest Research Funding to Date

ALSF is thrilled to announce a new (big) addition to our research grants - The Bio-Therapeutics Impact Grant, which will award $1.5 million in research funding over the course of 3 years to the recipient, our largest research funding opportunity to date. This grant is intended to speed up the process of getting promising biologic approaches (immunotherapy, gene therapy, etc.) into clinical trials.

Applications are now open and we are eager to see the big impact this funding will have for our heroes battling cancer.

Wondering what inspires our researchers? For ALSF grantee Charles Keller, MD and his team at Oregon Health & Science University, it’s safe to say it’s our heroes. After attending The Lemon Ball in January, Dr. Keller asked to take “wishes” - cards with wishes from childhood cancer heroes and their siblings that were displayed at the gala - to hang in his lab. These wishes now adorn the walls of the lab providing an extra dose of motivation to the hardworking scientists.
Gavin Morris was born on August 24, 2009 to Chad and Tosha Morris. He was always a happy little boy and immediately became the center of his parent’s world.

In May 2012, Gavin was diagnosed with neuroblastoma at the age of two-and-a-half, after experiencing night sweats, frequent wake ups, and tooth and ear pain. He was treated with chemotherapy, stem cell harvest and rescue, an adrenalectomy, radiation treatments and antibody therapy. The family was overjoyed when Gavin was declared to have no evidence of disease in February 2013. Only a few months later, Gavin developed a nodule on his head which began to grow. His family knew immediately that he had relapsed. Gavin continued to receive treatment for several months, showing remarkable courage, strength and hope. On March 10, 2014 Gavin passed peacefully with his family by his side.

Gavin was a child that could light up the room with his presence. A light so bright and so beautiful, that nothing will dim it. Gavin’s parents have endured a loss that to almost all of us, is unimaginable, but they stand in hope, strength and courage - ready to fight and ready to win for other children with neuroblastoma through the newly formed Gavin Strong Fund for Neuroblastoma Research at Alex’s Lemonade Stand Foundation. All donations made to this newly named fund will help to fund neuroblastoma research. Learn more at AlexsLemonade.org/gavin-strong.

WHO YOUR SUPPORT HELPS:
OUR CHILDHOOD CANCER HEROES

RYKER WRIGHT
Information provided by Jaime & Robert Wright, Ryker’s parents

Ryker Wright was only eight months old when he was diagnosed with extrarenal malignant rhabdoid tumor, an aggressive and rare childhood cancer with a poor prognosis.

Ryker was born with congenital cataracts in both eyes and had surgery to remove them when he was one month old. A few weeks after his 2-month wellness checkup, his parents noticed a lump on his right hip. He was sent for an ultrasound and MRI but it wasn’t clear what it was, and it began to shrink. Months later it was barely noticeable, but it recurred around seven months, again following a well-baby check. The lump was biopsied, and Ryker’s parents got the devastating news that their baby had cancer.

Ryker went on an alternative medicine treatment, which included an organic diet and light therapy. He was due to begin an aggressive chemotherapy treatment in December 2013, but unfortunately he was not well enough to undergo the surgery for the central line. He had fluid in his lungs and around his heart. Ryker and his family were sent home with hospice care and on December 15, 2013, at just nine months old, he passed away in his parents’ arms.

Ryker’s life was heartbreakingly short, but incredibly meaningful. His parents recall how he loved to listen to country music and watch the Kansas City Chiefs play football on Sundays.

On what would have been Ryker’s first birthday, his parents held a virtual ALSF fundraiser to honor the memory of their sweet son and help to support the need to find better treatments and cures for all children battling the disease.

VICTORIA HERNANDEZ
Information provided by Heather Hernandez, Victoria’s Mom

Victoria was diagnosed with AML (acute myeloid leukemia) when she was just six months old. Her mom wrote, “My tiny little baby that was barely learning how to sit up on her own had cancer.”

Victoria’s treatment was so rough that she had to be hospitalized for most of it. For six months, she barely spent a night at home. All of her “firsts” happened in the hospital: she talked, crawled, and took her first steps there. Her first Halloween, Thanksgiving, Christmas and New Year’s took place in the hospital. And it was in the hospital that her family celebrated Victoria’s first birthday.

Victoria is now four years old and – wonderfully – in remission. She loves all things Disney, especially Mickey, Minnie, Doc McStuffins, and Sophia the First. She loves riding her bike, going to the playground, and being outside. She enjoys eating strawberries, tomatoes (her all time favorite), and spaghetti. She is very outspoken about what she wants or doesn’t want, and she loves to be the boss, but she’s also very caring and compassionate.

Her mom wants other families facing a childhood cancer diagnosis to know that, “It may seem long and never ending, but if you just take one day at a time you will make it through. You are not alone in this battle.”

She writes, “Victoria is my hero because she has been through so much more than I could imagine going through myself, and she has always been a positive and happy person. She lights up a room anywhere she goes because she just makes people feel genuinely happy.”

CHOOSING TO BE GAVIN STRONG

“Superhero” Gavin Morris

Gavin Morris was born on August 24, 2009 to Chad and Tosha Morris. He was always a happy little boy and immediately became the center of his parent’s world.

In May 2012, Gavin was diagnosed with neuroblastoma at the age of two-and-a-half, after experiencing night sweats, frequent wake ups, and tooth and ear pain. He was treated with chemotherapy, stem cell harvest and rescue, an adrenalectomy, radiation treatments and antibody therapy. The family was overjoyed when Gavin was declared to have no evidence of disease in February 2013. Only a few months later, Gavin developed a nodule on his head which began to grow. His family knew immediately that he had relapsed. Gavin continued to receive treatment for several months, showing remarkable courage, strength and hope. On March 10, 2014 Gavin passed peacefully with his family by his side.

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NEW T-SHIRTS ARE IN!
We’ve added a new crop of ALSF t-shirts to Alex’s Shop just in time for the summer season. The official 2014 t-shirt, a new ladies tee and more are all available on Alex’s Shop online at AlexsLemonade.org/gift-shop (or you can give us a call at (866) 333-1213 to order).

SPONSOR SPOTLIGHT
We can always count on our sponsors to come up with creative ways to get into the spirit of lemonade season. Visit our website for a full list of our sponsors’ events.

Northwestern Mutual
This Mother’s Day, Northwestern Mutual celebrated all moms as heroes. After kicking off the campaign with a $25,000 donation to ALSF, they asked others to upload photos of their heroic mom using the hashtag #myheromom, and donated $5 for each social action to ALSF.

Five Below
From May 5-26, visit your local Five Below store and purchase a paper lemon to donate to ALSF. Five Below will also be donating a portion of the proceeds from lemon-scented nail polish and lip balm to ALSF.

Rita’s Italian Ice
From June 1-30, more than 600 Rita’s locations will ask guests to donate $1 for a paper lemon to raise money for ALSF.

Volvo - Win a New Car!
Raffle tickets for a chance to win a brand new 2015 Volvo XC60 are $25 each or a book of 10 is $200. The winning ticket will be drawn at Alex’s “Original” Lemonade Stand on June 7 - winner need not be present to win. To purchase tickets, call us at (866) 333-1213.

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ALEX’S MILLION MILE - RUN. WALK. RIDE
We’re gearing up to go the distance again this September - National Childhood Cancer Awareness Month. Formerly known as The Million Mile Run, we renamed our worldwide awareness and fundraising event to Alex’s Million Mile - Run. Walk. Ride. to incorporate the addition of bike miles in 2014. That’s right, you can walk, run, ride or any combination of the three to help us reach our collective goal of logging 1 million miles throughout the month of September. Get inspired! Form a team with friends, family members or colleagues and log miles together or sign up individually. Put on a pedometer at work, ride your bike to the park with your kids, get off a subway stop early...the options are endless to help us reach our mileage goal as well as our ultimate goal - raising awareness and funds for childhood cancer research.

DONATE TODAY, HOLD A STAND OR VISIT OUR GIFT SHOP!
ALEXSLEMONADE.ORG