A GUIDE TO HOSTING an OFFICIAL ALSF EVENT → HELP MAKE A DIFFERENCE
DEAR ALSF EVENT HOST

It is with great enthusiasm that we send you this packet of materials to support your Alex’s Lemonade Stand Foundation (ALSF) fundraising efforts. Thank you for hosting an event and raising funds to help children with cancer. In this booklet you will find some information to help you as you prepare for your event, including how to talk to kids about cancer, FAQs and tips to make your event a success! Additional resources included in this fundraising packet include:

- PREPAID RETURN ENVELOPE
- ALSF SQUARE BANNER
- COLOR-IN DONATION CONTAINER STICKER
- ALSF GOAL POSTER
- LEMONADE EVENT ADVERTISER
- “CHECKS & TEXTS” SIGN
- PAD OF THANK YOU PAPER LEMONS
- 5 ALSF BROCHURES

DID YOU KNOW THESE MATERIALS AND MORE ARE AVAILABLE ONLINE?
AlexsLemonade.org/downloads

As always, if you have any questions about the materials enclosed in this packet, please do not hesitate to call us at (866) 333-1213 or email the Fundraising Team at FundraisingTeam@AlexsLemonade.org. Thank you for helping us find a cure for all childhood cancers and best of luck with your fundraiser!

THANK YOU
for YOUR SUPPORT
& THANKS TO OUR SPONSORS

The Alex’s Lemonade Stand Foundation Staff
WHAT IS CANCER?

Cancer is a group of many related diseases that all have to do with cells. Cells are very small building blocks that make up all living things, including the human body. There are billions of cells in each person’s body and they work together in a controlled way to keep us healthy and strong.

Cancer happens when cells grow too quickly and are not controlled by our bodies - these cells, called cancer cells, won’t stop growing unless something is done to stop them. If they continue to grow out of control, they can hurt the normal cells that are supposed to be in our bodies and then the person can get very sick.

WHY DO KIDS GET CANCER?

When a person under the age of 18 gets cancer, it is called childhood or pediatric cancer. In the United States, about 12,500 children every year are found to have cancer.

Doctors do not know why some children get cancer. They do know that children can’t “catch” cancer from someone else - it is not contagious. So, if you know someone with cancer, you should not be afraid to be around them - you can play and talk to them just like anyone else.

Although most children with cancer will get better, cancer is a very serious disease and doctors have to work very hard to find the right ways to get rid of cancer in children. So, when a child gets cancer, the doctors will give special cancer medicines or have the child get a special surgery to remove the cancer cells. Most of the time, the cancer goes away and does not come back! Sometimes the cancer does not go away and the child gets sicker and even dies. This is what happened to Alex Scott, the little girl who started Alex’s Lemonade Stand Foundation.

WHAT CAN KIDS DO TO HELP?

Because not all kids with cancer get better, the doctors are still working hard every day to find new medicines and ways to get rid of all cancers in kids - they call this doing research to find a cure. This research can cost a lot of money.

Alex was just a kid, but she knew that there were kids with cancer, just like her, who were not getting better from their cancer. She decided she could do something to help those kids by selling lemonade in her front yard. Her idea was that if she could give the doctors the money from her lemonade stand, they could work faster to find ways to make kids with cancer better.

Alex died when she was 8-years-old, but with the help of kids all over the country selling lemonade, she raised more than $1 million to make sure other kids with cancer had a chance to get better.

Today, kids all over the world keep Alex’s stand going by holding their own lemonade stands and sending their money to Alex’s Lemonade Stand Foundation. The great news is that because of all of this lemonade stand money, more kids are getting better from cancer every day!
WHO IS ALEX?
Alexandra “Alex” Scott (1996-2004) had cancer, and at the age of 4, she decided that she wanted to hold a lemonade stand to raise money to help other children with cancer.

WHAT KIND OF CANCER DID ALEX HAVE?
Just before her first birthday, Alex was diagnosed with neuroblastoma - a cancer of the nervous system that occurs in infants and young children, and is rarely found in children older than 10.

HOW MUCH MONEY HAS ALSF RAISED?
Alex’s Lemonade Stand Foundation has raised more than $60 million and funded over 275 research projects across North America, thanks to the support of people of all ages.

HOW CAN I FIND OUT MORE INFO ABOUT ALEX & ALSF?
Visit our website, AlexsLemonade.org!
**WHAT IS THE MISSION OF ALSF?**

To raise money and awareness of childhood cancer causes - especially research into new treatments and cures; and to encourage and empower others, especially children, to get involved and make a difference for children with cancer.

**IS ALSF A REGISTERED NONPROFIT?**

Yes, Alex’s Lemonade Stand Foundation is a registered 501(c)3. Our tax ID number is 56-2496146.

**HOW DOES ALSF RAISE FUNDS AND WHERE DOES THE MONEY GO?**

Donations to ALSF come from several sources, including devoted volunteers who host Alex’s Lemonade Stand fundraisers, special events, partnerships with businesses and corporations and individual donations made directly to the Foundation.

The funds raised go toward fulfilling Alex’s dream of finding a cure for childhood cancer by funding research projects all across the country, creating a Travel Fund to assist families who need to travel for treatment and providing resources for all children and families as they fight childhood cancer.

_We encourage you and your stand visitors to visit our website (ALSFgrants.org) for a complete list of all projects currently being funded._

**WHAT SHOULD I TELL VISITORS WHO WANT TO HOST AN EVENT?**

Encourage your stand visitors to get involved by holding a stand or event anytime, anywhere! Tell them why you became involved and how easy and rewarding hosting an event can be. Hand out the enclosed fliers and cards at your fundraiser so others can take home information on how to participate, or direct them to our website, AlexsLemonade.org.

_DID YOU KNOW JUST $50 FUNDS ONE HOUR OF RESEARCH? REMEMBER, EVERY DOLLAR COUNTS!_
HOW TO SUBMIT COLLECTED donations

- Please complete the form on the back of this page and send it to us with your donation. For your convenience, we have enclosed a prepaid return envelope. If you have any questions about sending in your proceeds, call us at (866) 333-1213 or email us at FundraisingTeam@AlexsLemonade.org.

- Event donations should be sent in the form of a check or money order, made payable to Alex’s Lemonade Stand Foundation. PLEASE DO NOT SEND CASH! All donations should be sent to Alex’s Lemonade Stand Foundation within two weeks of your fundraising event.

- If you choose to send in a personal donation, kindly do so in a separate check, money order or bank check. Keep event donations separate from any personal donations, so that we can send you a tax receipt.

- Please note that we make every effort to process your donations and post them to your fundraising webpage within three weeks of receiving them in the mail. However, during our busy summer season, this turnaround time may be increased. We will do everything we can to process your important donations as quickly as we can, but appreciate your patience. Thank you!

TWO WAYS TO MAKE YOUR gift GO FURTHER

1. COMPANY MATCH Did you know that your employer may have a matching gift program that could boost your charitable contribution?

2. DOLLARS FOR DOERS Many employers recognize their employees’ volunteer efforts as part of a Dollars for Doers program. These programs award grants to the charitable organizations where their employees volunteer.

Check with your company’s Human Resources Office to see if they offer either of these programs - if not, you may want to ask your company to start a program! Your Human Resources Department should provide you with an application for you to complete and send to ALSF along with your donation.
<table>
<thead>
<tr>
<th>EVENT HOST NAME</th>
<th>DATE OF EVENT</th>
<th>TOTAL DONATION</th>
<th>TYPE OF EVENT</th>
<th>WOULD YOU LIKE US TO RECOGNIZE THE FUNDRAISING EFFORTS OF SOMEONE BY SENDING A CERTIFICATE OF APPRECIATION?</th>
<th>YES</th>
<th>NO</th>
<th>(circle one)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NAME(S) TO GO ON CERTIFICATE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ADDRESS OF WHERE TO SEND CERTIFICATE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ADDITIONAL COMMENTS:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For a successful and fun event, consider these tips below:

**USE YOUR ALSF FUNDRAISING WEBPAGE**

Everyone who registers an event on our website is provided with a fundraising page to customize. Send this link to family and friends to invite them to your event. They can also donate directly to your event through this webpage.

**GET TO KNOW YOUR FUNDRAISING COACH**

When you register your event, you will receive an email from a staff member who will be your personal Fundraising Coach. These coaches are experts in executing and planning fundraising events and a great resource.

**STAY CONNECTED**

Social media outlets are a great way to promote your event and attract supporters. Share your fundraising webpage through your own social media accounts and be sure to follow ALSF on social media as well.

**SET A GOAL**

Before you hold your fundraising event, set a goal for how much money you would like to raise and remember, no amount is too big or too small.

**DID YOU KNOW YOU RECEIVE A 25% DISCOUNT AT OUR ONLINE GIFT SHOP?**

Your fundraising coach will provide you with a coupon code.
DISPLAY YOUR CHECKS & TEXTS SIGN

This informs potential donors of alternative ways to make a donation. Anyone who writes a check to your stand will receive a thank you note from ALSF that can be used as a tax receipt.

THINK BEYOND LEMONADE

Make sure your fundraising event is one to be remembered. Perhaps have other goodies, like lemon cookies or soft pretzels at your event. Include fun activities like face painting or raffles, or invite local celebrities to attend in an effort to increase visibility. Contact our Public Relations Specialist, Gillian Kocher, Gillian@AlexsLemonade.org, who can help you with media outreach.

LOCATION, LOCATION, LOCATION

Try to select a location with heavy foot traffic, because more people means more donations! You can always ask your Fundraising Coach for tips, as well as a Certificate of Insurance, which may be necessary if you would like to have your stand on public property such as, a park or recreational area. Be sure to always ask permission to have a stand in a public place.

HONOR A HERO

Have your stand in memory of, or in honor of, someone you know who has been affected by childhood cancer. For more inspiration, visit the Childhood Cancer Heroes section of our website.

THE MORE, THE MERRIER

Encourage all of your neighbors, friends and family to demonstrate their support for childhood cancer and share the experience of giving back. Ask others to volunteer at the event or simply help spread the word. Together, everyone can help find a cure for childhood cancer, one cup at a time!

THANK EVERYONE

Be sure to follow up and thank everyone who supported and donated to your event! Let them know how much money they contributed to raising and the impact it will have on children with cancer.