



ALEX'S LEMONADE STAND

FOUNDATION *for* CHILDHOOD CANCER



ANNUAL

2011

REPORT

FIGHTING CHILDHOOD CANCER

• *one cup at a time* •



ALEXANDRA "ALEX" SCOTT

• 1996 - 2004 •



ALEX'S LEMONADE STAND FOUNDATION

*shares Alex's vision of
a cure for all children with cancer*

A LETTER FROM LIZ & JAY SCOTT



Dear friends and supporters,

It is hard to believe that twelve years ago our daughter Alex, just 4-years-old at the time, set out to help other children with cancer by holding a lemonade stand in our front yard. Her courage, her strength and her determination inspired others to join her cause and we have watched her front yard stand evolve into a national movement to cure pediatric cancer. At the time of her passing, she had raised an astounding \$1 million toward finding a cure for other children with cancer. Today, we are proud to say that Alex's Lemonade Stand Foundation (ALSF) is one of the most dynamic philanthropic efforts in the nation dedicated to childhood cancer research.

2011 was another incredible year as evidenced by the content highlighted within this annual report. We broke the \$50 million raised mark and surpassed funding more than 200 research projects at institutions across the country. Additionally, we added new grant categories to help fill the gaps created by a lack of federal funding for pediatric cancer, held new special events that put the “fun” in fundraising and welcomed new corporate sponsors dedicated to our mission of finding a cure for all childhood cancers.

During 2012, we will continue to build upon this success and enable major changes in the childhood cancer world by combining our corporate and donor relationships with our strong grassroots movement, as well as embark on other important collaborations. While the values and operating culture of ALSF will remain constant - what will evolve is our capacity to have a substantive impact in research, family support, information and multi-faceted awareness initiatives in the world of pediatric cancer. With increased support and funding, we know that ALSF will continue to grow and have a powerful impact on the lives of children with cancer and their families.



We look forward to 2012 and beyond with great optimism that ALSF can forever change the landscape of pediatric cancer. We hope you will be inspired to join us as we move forward with hope and determination.

GRATEFULLY YOURS,

Liz & Jay Scott

Alex's parents

HOW IT ALL BEGAN — LEMONADE STANDS!



Mix. Pour. END CHILDHOOD CANCER

If only it were that easy. But, thanks to the thousands of supporters across the country that continue to hold lemonade stands, we're getting there. Alex's Lemonade Stand Foundation continues to evolve and embark on new ways to raise funds for childhood cancer research, but at our core – we are lemonade stands. This seemingly simple concept voiced by Alex at just 4-years-old while battling for her own life continues to resonate with individuals, families, businesses, schools and beyond. In 2011, we experienced another record year in the number of lemonade stands held, truly embodying the concept of when life gives you lemons – make lemonade.



Stand STATISTICS

- Stands Held in 2011: 6,163
- Revenue from Lemonade Stands in 2011: \$3,117,596

TAKING A STAND!



FAMILY STAND

“I feel like the lemonade stand really helps the healing process.”

– *Riley Miller*

Riley Miller of Bowling Green, KY was just 7-years-old when her newborn brother Reid was born with cancer and required a bone marrow transplant. At just 6 months old, Reid passed away leaving his big sister and family devastated. In the summer of 2005, the Millers hosted their first community-wide event to honor the memory of Reid and contribute to ALSF. The Miller family welcomed another baby boy, Randon, in 2006 but faced heartbreak again when they learned that he also had cancer. Before he could receive a bone marrow transplant, Randon passed away. After losing a second brother to cancer, Riley and her family became more resolute in their goal to help children with cancer and their annual fundraiser thrived. In 2011, the Millers organized 40 lemonade stands across their town. They remain dedicated to keeping the legacies of Reid, Randon and Alex alive in the hope that someday, no other family will ever have to lose a child to cancer.



SCHOOL STAND

“The kids at my school were truly inspired by Alex’s Lemonade Stand Foundation and the story of Alex herself. Simply having motivation and the spirit to lend a helping hand felt great!”

– *Stephen Markee*

Stephen Markee, a student at Bucks County Technical High School and president of SkillsUSA PA, asked his classmates to join him in supporting ALSF’s cause by each contributing \$1 to the Foundation. Inspired by Alex’s mantra that no donation is too small, the dollars added up and the school raised more than \$1,500 to fund research for a cure. Even better, learning about Alex and the Foundation has inspired the students to continue their fundraising efforts on behalf of ALSF by planning additional events both locally and statewide. Kids helping kids...it’s what we’re all about!



BUSINESS STAND

“The Foundation is truly amazing and the employees were very excited to donate.”

– *Sarah Devlin*

The employees at the Olson Research Group decided to take a spin on a traditional birthday gift for their beloved CEO Chip Olson, and turn it into a fundraiser for Alex’s Lemonade Stand Foundation. Employees held a stand and collected donations prior to the celebration and surprised their CEO, a loyal supporter of ALSF, during a party at the office. More than \$1,200 was raised to support childhood cancer research providing Mr. Olson with a truly meaningful birthday present.

GRASSROOTS EFFORTS – INSPIRING OTHERS



The Potter Cup 2011

In addition to the various opportunities that ALSF has established as ways to get involved with the Foundation, supporters consistently create their own events and programs to support Alex's vision. One successful endeavor demonstrating a grassroots effort at its finest is The Potter Cup – an annual friendly competition between two middle schools in suburban Philadelphia that includes pep rallies, sporting events, games and raffles while raising funds to benefit ALSF. Since the first Potter Cup was held in 2004, the annual event developed and run by the participating schools, has raised nearly \$250,000 for the Foundation. More importantly, it embodies Alex's vision of kids helping kids while emphasizing the importance of sportsmanship and cooperation for the greater good.

“We wanted to support Alex's Lemonade Stand Foundation to do something for somebody else to make this special – something we can have the students working toward. Nine years later, it's something we couldn't have imagined.”

– Potter Cup event organizers



TEAM LEMON



Calling All ATHLETES

We consider all of our supporters as members of "Team Alex", but we also offer another team experience through ALSF that is expanding in its presence and popularity as evident in 2011. Team Lemon is ALSF's athletic training program that enables supporters to participate in races and help raise funds and awareness for ALSF in the process. Perhaps you've seen someone with one of our signature yellow shirts on, or even in a full lemon costume at a local race – that's a Team Lemon member! Members can choose races of their own or register for ones that ALSF has obtained charity slots for – these are often popular races that sell out quickly. Members of Team Lemon participated in several races from coast to coast in 2011 and are doing their part to help us fight childhood cancer, one step, pedal or stroke at a time!



WHY WE DO WHAT WE DO - CHILDHOOD CANCER HEROES



Danny Hammond – *Written by Jody Hammond, Danny's proud Mom*



Danny was a perfectly healthy 9-year-old with no apparent physical problems. One day he came home from a baseball game and had pain so bad that he couldn't get up. We took him for an MRI and normal life as we knew it came to a halt. Danny had cancer. Danny nicknamed his cancer "the beast". After his first fight, "the beast" returned twice more. Despite losing most of his sight and balance along this journey, he smiles every day. Danny has taught us what is really important in life and is living life to the fullest. He is my hero.

Mario Carpino – *Written by Anna Carpino, Mario's Mom*



Mario was originally diagnosed with four inoperable brain tumors. The chemotherapy that Mario was on was so strong that he couldn't walk. But, no matter how much pain he was in, he always made every doctor and nurse that came in that room laugh so hard. Despite new tumor growth and continuous treatment over the years, the strength he has shown me throughout this is just amazing. A hero is someone who goes through the toughest time and is always smiling even though they are feeling so sick that they can't even keep their eyes open. A hero is a 7-year-old boy named Mario! I am truly blessed to be his mother and best friend!

Brianna Mercado – *Written by Brianna Mercado, Cancer Survivor*



I didn't believe the doctors when they told me what was wrong. I was invincible, or so I thought. The doctors told me I had a very rare type of bone cancer, and 12 hours later I was scheduled for my first surgery. My experience opened my eyes to amazing things that doctors and researchers are doing to cure diseases like cancer and save the lives of people that must fight a similar war as I. I fought for my life that year and returned to school with the pure motivation to live life to its fullest. I am currently at the University of California Berkeley where I am studying the science of saving the world.

Brinley Torres – *Written by Kristin Torres, Brinley's Mom*



Our 2-year-old daughter, Brinley, was a spunky, fun-loving toddler with a smile that brought sunshine into the room. Nothing could have prepared us for the news that cancer had invaded her tiny body and threatened to take her from us. Our hearts ached while they quietly administered her first dose of chemotherapy as she slept peacefully. As time went on, Brinley learned how to endure, how to fight back and how to smile again, even though her challenges were great. She taught us how to find the beauty when life gets hard, because there is always beauty to be found. She is truly a hero.

Hope Fuller – *Written by Deb Fuller, Hope's Mom*



Hope came home from Korea at almost 7 months old to our family and grew into a healthy, happy, smart, sassy, empathetic, musical, theatrical, kind and caring girl. Then, we heard the words no parent ever wants to hear. The doctors said, "This is the worst diagnosis we can give a parent," and with that we became a family whose child had Diffuse Intrinsic Pontine Glioma (DIPG), which is a tumor in the brain stem that has no treatment other than palliative radiation. Hope fought bravely and with dignity for 224 days before she lost her battle. She is a hero. She is our hero.

HELPING FAMILIES THROUGHOUT THE JOURNEY



The ALSF TRAVEL FUND

We continue to ensure that families have equal access to the latest treatments and information, regardless of income, through the ALSF Travel Fund. The two recent stories below describe how important it is to help families as they navigate (literally) through treatment.



William Abernathy

Thank you for helping ease our financial burden by providing travel aid for trips to and from Atlanta to The Children's Hospital of Philadelphia (CHOP). Will is battling stage IV neuroblastoma. Will's response to the first 6 standard rounds of chemo was not what the doctors were hoping for. His treatment plan took a different path and he was sent to CHOP to continue two treatments with a type of therapy offered at only five hospitals in the nation. Will's disease is stable after two treatments and he is currently on a clinical trial. We are so grateful that Alex's Lemonade Stand's Travel Fund is available to families who will stop at nothing to get the best treatment for their child.

– *Melody Abernathy, Will's Mom*



Alexa delos Reyes

"I wanted to again thank you so much for all you did to help us with our lodging needs in New York City. I am so grateful that you helped with our stay and for the grocery gift card to make meals at the Ronald McDonald House. Thank you from the bottom of our hearts. It was so nice to know someone was there to help us. We will return home for a little while then have to come back every month for treatments. Thank you for making this journey so much easier to embark on.

– *Monica delos Reyes, Alexa's Mom*

Travel Fund STATS

In 2011:

122 applications were received for the Travel Fund.

Since inception, ALSF's Travel Fund has provided more than:

- **1,000** nights of lodging at a hotel or family house
- **6,000** gas cards
- **180** flights

HOW ALSF IS MAKING A DIFFERENCE



Research Grants - HOW FAR WE'VE COME

In 2011, Alex's Lemonade Stand Foundation surpassed the 200 mark for the total number of research projects that we've funded! ALSF continues to evolve into a leading national charity dedicated to funding pediatric cancer research, identifying critical gaps in the field. To this point, in 2011, two new ALSF research funding opportunities were presented to potential grantees — the Pediatric Oncology Student Training (POST) Program and Bridge Grants. The research projects funded through our grant program continue to make a meaningful difference in the lives of children with cancer as well as helping dedicated researchers get one step closer to finding a cure for all childhood cancers. We reflect back on some of the first projects we funded below to demonstrate the impact your support is making.

ISSUE:

The most brilliant young scientists lack the resources to pursue new ideas and a career in pediatric oncology research.

ALSF Solution

'A' Award Grants – 'A' Award Grants are for young scientists who want to jump-start their career in pediatric oncology research. Grantees must have an original project with potential for high impact and a strong future commitment to pediatric cancer investigation.

Impact:

Todd Druley, MD, PhD was awarded with an 'A' Award grant for his project: Identifying Rare Genetic Variants Involved in High Risk Pediatric Leukemia Via Pooled Sequencing in 2009. The project has already identified two important genes that seem to impact leukemia's development and treatment in children.

"In the current funding climate, it is exceptionally hard to obtain funding that will significantly support young investigators with new and unproven ideas. However, with the 'A' Award from Alex's Lemonade Stand Foundation, I have had the freedom and support to develop our ideas, create new technology and expand our research program into a comprehensive investigation of genetic variation in high-risk leukemias that we hope will improve understanding and outcomes for these children."

— Todd E. Druley, MD, PhD

Washington University School of Medicine

ISSUE:

Research into finding effective treatments dominates the pediatric research landscape, with little to no attention on early detection and prevention of childhood cancer.

ALSF Solution

Epidemiology Grants – Epidemiology Grants are designed to support the research of investigators who have a specific focus on the epidemiology of childhood cancer, early detection of childhood cancer or the prevention of childhood cancer.

Impact:

Joshua Schiffman, MD was awarded with an Epidemiology grant for his project: Comprehensive Analysis of Risk Factors for Pediatric Cancers Using the Utah Population Database in 2010. His initial findings show that several potential risk factors that have rarely been studied (e.g. low Apgar scores, expectant mother with pre-eclampsia) may increase the risk of pediatric cancer. He also discovered that family members of pediatric cancer cases have a twofold increased risk for pediatric cancers over the general population.

"Because of Alex's Lemonade Stand Foundation's dedication to funding this type of research, we will hopefully increase our knowledge of why children develop cancer which one day may even lead to its prevention."

— Joshua Schiffman, MD

Huntsman Cancer Institute

ISSUE:

There is a lack of funds for innovative, early stage research projects.

ALSF Solution

Innovation Grants – Innovation Grants are designed to provide critical and significant seed funding for experienced investigators with a novel and promising approach to finding causes and cures for childhood cancers.

Impact:

Linda Resar, MD was awarded with an Innovation grant for her project: HMG-I/Y in pediatric Leukemia and Lymphoma in 2006. Her initial studies discovered a cancer-causing gene important in the development of childhood leukemia and lymphoma. She also discovered additional genes that cooperate with the oncogene in the development of leukemia and that blocking one of these genes, selectively kills leukemia cells in her experimental models – leading to hope for innovative treatments.

“ALSF’s grant process not only helps individual labs, but also promotes collaboration, which is particularly important as federal funding for childhood cancer research continues to diminish. Moreover, the gallant effort of Alex to battle childhood cancer, which has been continued by her family, will forever inspire those of us who are working to discover new cures for childhood cancer.”

– Linda M. S. Resar, MD

*Johns Hopkins University School
of Medicine*

ISSUE:

A critical lack of funding for support personnel who speed up the process of enrolling children with cancer in clinical trials.

ALSF Solution

Program Infrastructure Grants – Through Program Infrastructure Grants, hospitals across the country have created new positions and other programs, specifically focused on expediting the delivery of the latest cancer therapeutics to the sickest children in need.

Impact:

Heidi Russell, MD, PhD, was awarded with a Program Infrastructure grant for her project: Building a Texas-based center for neuroblastoma clinical research in 2006. As a result, the neuroblastoma referral center at Texas Children’s Cancer and Hematology Centers now gets more referrals for this type of cancer than any other program in the Southwest. For patients with neuroblastoma, the Center now supports multiple clinical trials including both local investigator-initiated and collaborative in nature. The structure proposed in the ALSF grant had such a positive impact on the process for neuroblastoma patients, that it has since been incorporated for all patients with solid tumors and brain tumors.

“We were able to respond to an enormous need of the neuroblastoma patients and families by helping them efficiently navigate a complicated health care system. It allowed us to streamline our interactions with referring physicians and patients, helping them at a time of stress, and allowing them to get appropriate treatment started more efficiently.

– Heidi Russell, MD, PhD

Texas Children’s Cancer and Hematology Centers

ISSUE:

There is a shortage in the number of researchers studying childhood cancer.

ALSF Solution

Young Investigator Grants – ALSF Young Investigator Grants are designed to fill the critical need for start up funds for less experienced researchers to pursue promising research ideas. These grants encourage and cultivate the best and brightest researchers of the future and lead to long term commitments to research projects.

Impact:

Robert Craig Castellino, MD was awarded with a Young Investigator grant for his project: WIP1 Modulates Responsiveness of Medulloblastoma to Genotoxic Stress in 2006. He found that high expression of the cancer-causing gene WIP1 promotes growth of medulloblastoma and also prohibits these tumors from responding to conventional treatments for the disease.

“This funding gave me an opportunity to study a hypothesis that I might not have otherwise pursued. When I began the project, few scientists were interested in the role of p53 signaling in medulloblastoma tumor formation. Based on recent, relatively large genomic studies of medulloblastoma, this area of investigation is expanding. The funding also gave me time and a track-record of funding which enabled me to obtain additional funding and allowed me to establish my own translational research laboratory at Emory University.”

– Robert Craig Castellino, MD

Emory Children’s Center

HOW ALSF IS MAKING A DIFFERENCE (CONT'D)



ISSUE:

Funding for quality of life and care research is practically non-existent.

ALSF Solution

Nurse Researcher Grants – Nurse researcher grants are designed to improve the quality of life and care for young cancer patients and their families as they undergo treatments. These grants are practical projects that tap into nurses' unique view into the lives and struggles of patients and their families, to improve upon their care and allow kids to feel like kids again.

Impact:

Kristin Stegenga, PhD, MSN, CPON was awarded with a Nurse Researcher grant for her project: Exploring the impact of a teen weekend on the quality of life of the adolescent with cancer: A qualitative, case/control study in 2007. Her study showed that the teens found it extremely beneficial to spend time with other adolescents with cancer. It provided patients in this age cohort, who are typically more solitary, with social interaction and support and a time to feel like a "regular" teen. Results from this project have provided guidance in the development of an AYA program at Children's Mercy Hospital to optimize adolescent development when cancer enters the developmental trajectory.

"This project helped me launch my research career in addition to providing funding to allow me to begin to explore these important questions regarding optimal support for adolescents with cancer. I look forward to continuing to build on the foundation that ALSF provided."

— Kristin Stegenga, PhD, MSN, CPON

New ALSF GRANTS IN 2011

ISSUE:

NIH funding for pediatric cancer research continues to decrease potentially compromising the progression of research projects already underway.

ALSF Solution

Bridge Grants – Bridge Grants are intended to keep scientist's projects on track while they reapply for NIH funding to ensure novel childhood cancer research projects are not compromised.

"It would of course be wonderful to receive bridge funding – exactly the type of help that scientists like me currently need." – ALSF Bridge Grant Applicant

ISSUE:

The summer months create an interruption in learning for medical and graduate students.

ALSF Solution

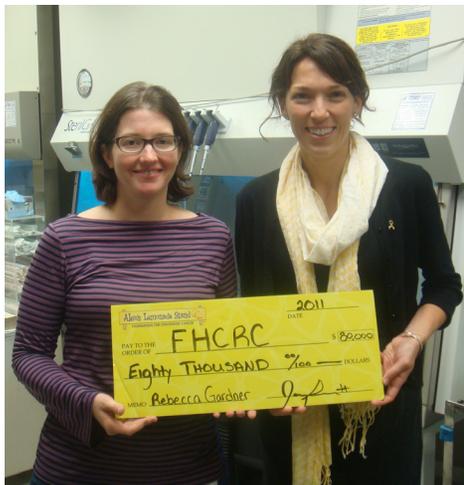
Pediatric Oncology Student Training (POST) Program – This program enables students to gain experience in the lab of an established researcher in the field of pediatric oncology over the summer months.

"The ALSF POST Program provided me with a unique opportunity in my development to establish a pediatric line of research that would have otherwise been unavailable. This opportunity helped create both a training and financial foundation for my continuation in the field of pediatric oncology research in the future." –Patrick Grogan, The University of Kansas Medical Center Research Institute

GRANTING HOPE



Alex's Lemonade Stand Foundation hand delivers our grantees their checks when our busy schedules allow. Below are a few photos from 2011 of us "granting hope."



2011 ALSF GRANT RECIPIENTS



Since inception, Alex's Lemonade Stand Foundation has raised more than \$55 million, enabling the Foundation to award over 250 research grants to investigators across the country. Listed below are the 2011 ALSF Grant Recipients.

'A' Awards

A Combinatorial Approach to Target the Tumor-Initiating and Transit Amplifying Cellular Subpopulations in Diffuse Intrinsic Pontine Glioma (DIPG)

Michelle Monje

Stanford University, Stanford, CA

Blockade of p53 and Aurora A in Therapy Resistant Neuroblastoma

William Clay Gustafson

University of California, San Francisco, CA

Innovation Awards

In vivo Analysis of Neuroblastoma Pathogenesis using Transgenic Zebrafish

Alfred Tom Look

Dana-Farber Cancer Institute, Boston, MA

Investigating the Role of Lin-28 in Germ Cell Tumorigenesis

George Daley

Children's Hospital, Boston, MA

Racial and Ethnic Disparities in Survival in Children with Neuroblastoma

Susan Cohn

University of Chicago, Chicago, IL

Blockade of MYCN in neuroblastoma

William Weiss

University of California, San Francisco, CA

The role of primary cilia in rhabdomyosarcoma

Brian Dynlacht

New York University School of Medicine, New York, NY

Targeting inhibitory phosphatase signaling in high-risk childhood ALL

Markus Muschen

Children's Hospital Los Angeles, Los Angeles, CA

Studying the clonal dynamics and evolution of leukemia using molecular barcodes

Matthew Porteus

Stanford University School of Medicine, Lucile Packard Children's Hospital, Stanford, CA

Predicting Outcome and Ameliorating Toxicities of the Immunotherapy of Neuroblastoma

Alice Yu

University of California, San Diego, CA

Strategies for Epigenetically Reprogramming Neuroblastoma Cancer Stem Cells

Jason Shohet

Baylor College of Medicine, Houston, TX

Clinical Development of RNA Nanoparticle Vaccines Targeting Recurrent Pediatric Brain Cancers

Duane Mitchell

Duke University, Durham, NC

Modeling Anaplastic Medulloblastoma using Cerebellar Stem Cells

Robert Wechsler-Reya

Sanford-Burnham Medical Research Institute, La Jolla, CA

BH3 Profiling to define therapy resistance classes in neuroblastoma

Michael Hogarty

The Children's Hospital of Philadelphia (CHOP), Philadelphia, PA

Nurse Researcher Awards

COPE in Parents of Children Diagnosed with Cancer

Gloanna Peek

University of Arizona, Tucson, AZ

Development of a Connectedness with Healthcare Providers Scale for Adolescents and Young Adults with Cancer

Celeste Phillips-Salimi

University of Kentucky, Lexington, KY

Preliminary Content Validation Steps for the Pediatric Oncology Patient Self-Report CTCAE

Pamela Hinds

Children's Research Institute (Children's National Medical Center), Washington, DC

Program Infrastructure Awards

Development of a Childhood Leukemia Translational Research Program

Lewis Silverman

Dana-Farber Cancer Institute, Boston, MA

Phase I and II Clinical Research Program Infrastructure Award

Brenda Weigel

University of Minnesota, St. Paul, MN

Children's Hospital of Pittsburgh of UPMC Phase 1-2 Infrastructure Support Grant

A. Kim Ritchey

University of Pittsburgh, Pittsburgh, PA

SickKids MIBG and Phase I Leukemia Programs

James Whitlock

Hospital for Sick Children, Toronto, Canada

Young Investigator Awards

Engineering A Graft Versus Leukemia Effect into Cord Blood Transplant for Acute Lymphoblastic Leukemia

Rebecca Gardner

Fred Hutchinson Cancer Research Center, Seattle, WA

Investigation of Genetic and Molecular Mechanisms of Second Malignant Neoplasms in a Mouse Model

Jean Nakamura

University of California San Francisco, San Francisco, CA

Telomeres and Telomerase in Pediatric Acute Myeloid Leukemia

Maria Gramatges

Baylor College of Medicine, Houston, TX

Targeting polycomb-mediated epigenetic silencing in T cell acute lymphoblastic leukemia

Emmanuel Volanakis

Vanderbilt University Medical Center, Nashville, TN

Targeting the mechanism of differentiation arrest in a novel model of acute leukemia

David Sykes

Massachusetts General Hospital, Boston, MA

Identification of Alveolar Rhabdomyosarcoma "Achilles' Heel"

Fernanda Arnaldez

National Cancer Institute, Bethesda, MD

Validation of microRNAs as valid targets in a pediatric sarcoma

Mark Hatley

University of Texas Southwestern Medical Center, Dallas, TX

Altering master genetic regulators SNF5/INI1 and LIN28A to model and treat atypical teratoid/rhabdoid tumors

Eric Raabe

The Johns Hopkins University School of Medicine, Baltimore, MD

Mechanisms of Oncogenic Transformation by TLX1/HOX11

Mark Chiang

University of Michigan, Ann Arbor, MI

Targeting HMGA1 in Childhood ALL

Amy Belton

The Johns Hopkins University School of Medicine, Baltimore, MD

Using zebrafish to model the molecular origins of pediatric myeloid malignancies and acute myeloid leukemia

Evisa Gjini

Dana-Farber Cancer Institute, Boston, MA

The Role of Mxi1 in the Modulation N-Myc Function in Neuroblastoma

Michael Armstrong

Duke University, Durham, NC

Pediatric Oncology Student Training (POST) Awards

Brain Tumors, Medulloblastoma

Darren Russell

Children's Hospital Los Angeles, Los Angeles, CA

Leukemia - ALL

Chelsea Young

University of California San Francisco, San Francisco, CA

Ewing's Sarcoma

Alison O'Neill

Georgetown University, District Of Columbia, Washington, DC

Brain Tumors, Glioma

Patrick Grogan

Kansas Medical Center Research Institute, Inc., Kansas City, KS

Rhabdomyosarcoma

Julie Kephart

Duke University, Durham, NC

General Pediatric Cancer

Jeremy Price

Albert Einstein College of Medicine, New York, NY

Brain Tumors, Medulloblastoma

Nathaly Llore

New York University School of Medicine, New York, NY

Leukemia - ALL

Brooks Rademacher

University of Rochester, Rochester, NY

Neuroblastoma

Marci Laudenslager

The Children's Hospital of Philadelphia (CHOP), Philadelphia, PA

Leukemia - AML

Yang Ding

University of Pennsylvania, Philadelphia, PA

**In 2011:
ALSF awarded
nearly \$6 million in
research funding.**

SIGNATURE SPECIAL EVENTS



2011 proved to be another banner year for Alex's Lemonade Stand Foundation's signature special events, which raised a significant amount of meaningful funds for children with cancer. In addition, they provide our supporters with an opportunity to engage with each other as well as our childhood cancer heroes and generally – have a great time! Although all of our events in 2011 were successful, we've highlighted a few noteworthy ones below.

The 2011 Lemon Ball



The Foundation's annual "yellow tie" gala on January 15 raised nearly \$700,000 during an evening of cocktails, dinner, raffles, silent and live auctions and entertainment to honor the life and legacy of Alex Scott. The evening also featured the presentation of the Alex Scott Crystal Cup to Jim Rudolph, Chairman and

CEO of Rita's, for his continued support of the Foundation; Shira Rosenwald of Philadelphia, was named Foundation Volunteer of the Year; and the Huscroft family of Kent, OH, were honored as the Stand Hosts of the Year.

Camp Out for Kids' Cancer



A new event in 2011! ALSF teamed up with The Philadelphia Eagles to host a special family fun fundraising event, entitled Camp Out for Kids' Cancer, at Lincoln Financial Field on June 11-12. The exclusive event provided campers with the rare opportunity to spend the night at the home field of the Philadelphia Eagles, play on the

actual field, tour the locker rooms and more all while raising funds and awareness for childhood cancer.

The Great Chefs Event



Culinary stars converged at the 6th Annual Great Chefs Event that was held on June 14. One of our most exciting annual events hosted by Marc Vetri, Jeff Benjamin and Jeff Michaud, the evening was filled with spectacular dining provided by a host of top-flight chefs from throughout the U.S. and Italy--all traveling to the

City of Brotherly Love to lend their star-power to benefit the fight against childhood cancer. Among the famous faces featured at the event were Iron Chef Jose Garces, *Top Chef* judge Tom Colicchio and contestant Jennifer Carroll.

Alex's "Original" Lemonade Stand



Alex's "Original" Lemonade Stand, where the dream began and continues as a promise of hope for all children and families affected by childhood cancer, returned to Penn Wynne Elementary School in Alex's neighborhood of Wynnewood, PA on June 7. Alex's family, friends and supporters came together to carry on her annual tradition of holding

a lemonade stand in her neighborhood complete with fun, food, games and a beautiful butterfly release.

L.A. Loves Alex's Lemonade



In spite of an ominous weather forecast to start the day, the sun emerged to further brighten the 2nd Annual L.A. Loves Alex's Lemonade Event on November 6. The day was a drenching success raising more than \$400,000 for Alex's Lemonade Stand Foundation. More than 1,000 guests took over the lawn of the historic Culver Studios Mansion to sample the creations of award-winning chefs and mixologists. Hosts Chef Suzanne Goin, business partner Caroline Styne and Chef David Lentz were joined by a number of culinary all-stars from around the country to support the vision of Alex Scott. In addition to celebrity chefs, Neil Patrick Harris and David Burtka lent their support as honorary hosts, and Jimmy Kimmel entertained the crowd as emcee.

The Lemon Run – Philadelphia



The brisk and sunny morning of The Lemon Run - Philadelphia brought out nearly 2,000 participants, including runners, walkers, children and those who simply came to show their support in the battle against childhood cancer. The 2011 event was a record breaking year for many reasons, including for funds raised – more than \$150,000! Intermingled with athletes who came to run the certified course were several fundraising teams honoring childhood cancer fighters.

Lemon: NYC



Lemon: NYC is the newest addition to Alex's Lemonade Stand Foundation's successful culinary events! More than 250 attendees enjoyed the unique dining experience, which raised over \$250,000 for ALSF on December 6. Chef Jonathan Waxman assembled an elite team of more than 30 culinary greats from New York and around the country for the exclusive event. Each chef served up a 4-course, family style meal to the delight of diners feasting at the stylish Industria Super Studio. In addition to the indulgent cuisine and exciting auction, guests were treated to a performance of The Nutcracker featuring Erica Pereira from the New York City Ballet.

2012 SPECIAL EVENTS

January 14:

The Lemon Ball

April 20:

The Lemon Society Speakeasy

May 19–20:

Camp In For Kids' Cancer

June 7:

CBS 3 Phone Bank

June 8–10:

National Lemonade Days

June 9:

Alex's "Original" Lemonade Stand

June 12:

The Great Chefs Event

June 30:

Freedom Bike Ride

July 22:

The Lemon Ride **New!**

August 4:

Childhood Cancer Symposium

September 29:

L.A. Loves Alex's Lemonade

October 23:

Lemon: NYC

November 11:

The Lemon Run, Philadelphia

Visit AlexsLemonade.org/alsf-special-events for additional information on any of our special events.

2011 FINANCIAL OVERVIEW



Statement of Activities Year Ended December 31, 2011

Support and Revenue	
Contributions and Grants	\$5,608,733
Contributions from Lemonade Stands	3,117,596
Gala & special events (net)	1,484,709
License and royalties	295,835
Merchandise sales	113,486
Contributed services	103,869
Interest income	75,830
Total Support and Revenue	\$10,800,058
Expenses	
Program services:	
Pediatric cancer research*	\$5,659,175
Public awareness and education	1,006,463
Travel program	82,237
Total program services	6,747,875
Supporting services:	
General and administrative	\$890,464
Fund-raising	713,494
Total supporting services	1,603,958
Total Expenses	\$8,351,833
Change in Net Assets	\$2,316,956

*Budgeting for grants is based upon an estimate from the previous year. ALSF anticipates awarding \$9.5 million in research grants in 2012.

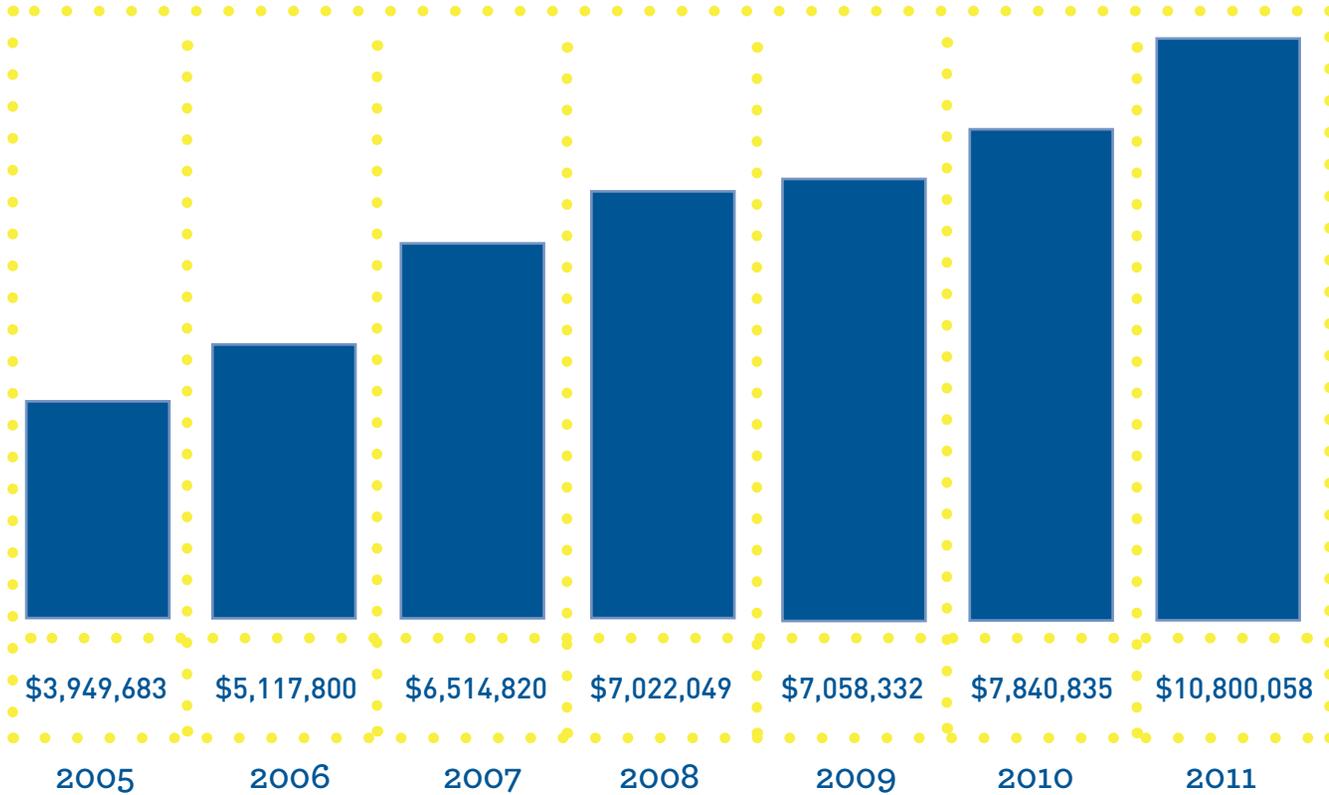
Statement of Financial Position Year Ended December 31, 2011

Assets	
Cash and cash equivalents	\$8,163,519
Investments	3,368,753
Accounts receivable	62,680
Prepaid expenses and inventories	111,977
Leasehold improvements and equipment, net of accumulated depreciation of \$53,495	71,428
Other assets, net of accumulated amortization of \$103,924	108,353
Security deposits	11,250
Total Assets	\$11,897,960
Liabilities and Net Assets	
Liabilities	
Accounts payable and accrued expenses	\$49,071
Deferred revenue	310,041
Grants payable	125,000
Total Liabilities	\$484,112
Net Assets	
Unrestricted	\$11,388,848
Temporarily restricted	25,000
Total Net Assets	\$11,413,848
Total Liabilities and Net Assets	\$11,897,960

2011 FINANCIAL OVERVIEW



GROSS REVENUE TOTALS



TOTAL NUMBER OF LEMONADE STANDS OR OTHER EVENTS

2005	2,800
2006	3,013
2007	3,703
2008	4,487
2009	5,736
2010	5,981
2011	6,163

WHO WE ARE



Board of Directors

Mary Austen

President and CEO of Tierney

Jeff Benjamin, (Board Secretary)

*Co-Owner Vetri, Osteria, and Amis;
Co-Founder Vetri Foundation for Children*

Marc Bruno

President of ARAMARK Sports & Entertainment

Stephen Cohn, (Board Chair)

Co-President Sage Financial Group

Erin Flynn-Blair, (Board Treasurer)

*Chief Operations Officer of
Jewish Vocational Services*

Joel Frank

Managing Partner, Lamb McErlane PC

Lewis I. Gantman

*Executive Vice President, Beverage
Distribution Center, Inc.*

Michael George

President and CEO of QVC

Jocelyn Hillman, (Vice Chair)

Parent Advocate

Gianna Jackson

Executive Director of the Cigna Foundation

Jeffrey Kaliner

CEO of Power Home Remodeling Group

Billy King

General Manager of the New Jersey Nets

Jay Scott, Alex's Father

*Co-Executive Director of Alex's Lemonade
Stand Foundation*

Liz Scott, Alex's Mother

*Co-Executive Director of Alex's Lemonade
Stand Foundation*

Marc Summers

TV Host, Producer and Entertainer

Development Committee Board

Jeff Bartos

Meredith Boice

Alan Cohn*

Mike Croce

Barbara Hilsee

Rob Munin

Lou Pellegrini

Bryan Weingarten

Edward Blume

Caroline Brant

Stephen Cohn

Lewis Gantman*

Kristen Kirk Mayock

Chip Olson

Craig Silverman

**Committee Co-Chair*

Scientific Advisory Board

John M. Maris, MD

*Chief, Division of Oncology, and Director, Center for Childhood Cancer Research at
The Children's Hospital of Philadelphia*

Robert J. Arceci, MD, PhD

*King Fahd Professor of Pediatric Oncology Professor of Pediatrics, Oncology, and the
Cellular and Molecular Medicine Graduate Program at Johns Hopkins Medical Center*

Garrett M. Brodeur, MD

*Associate Chair for Research in Pediatrics, and Associate Director, Abramson Cancer Center
at The Children's Hospital of Philadelphia*

Katherine K. Matthay, MD

*Professor of Pediatrics, Chief, Pediatric Hematology-Oncology, Mildred V. Strouss Endowed
Chair in Translational Research in Pediatric Oncology at UCSF School of Medicine*

David G. Poplack, MD

*Elise C. Young Professor of Pediatric Oncology, Head, Hematology-Oncology Section,
Department of Pediatrics Baylor College of Medicine and Director, Texas Children's Cancer Center*

2011 IN PHOTOS





ALEX'S LEMONADE STAND

FOUNDATION *for* CHILDHOOD CANCER:



333 E. LANCASTER AVE., #414
WYNNEWOOD, PA 19096

ph: 610 • 649 • 3034

fax: 610 • 649 • 3038

WWW.ALEXSLEMONADE.ORG

The design for this brochure was
provided *by* MKJ Creative.
You can find them at mkjcreative.com.

mkj creative