

FREQUENTLY ASKED QUESTIONS (FAQS)

How does Alex's Lemonade Stand Foundation raise funds?

Our donations come from several sources, including devoted supporters who host fundraisers, partnerships with businesses and corporations, and individual donations made directly to our Foundation.

Where does the money go?

All funds raised go directly to Alex's Lemonade Stand Foundation (ALSF) for Childhood Cancer, a registered 501(c)3 charity. Careful distribution of our grants allows doctors to bring the latest and most promising life saving treatments to seriously ill children. These grants provide hope for childhood cancer patients.

Does Alex's Lemonade Stand Foundation support one hospital or one type of research?

Our vision is to find a cure for all childhood cancers and that requires working with researchers from near and far! Put simply, we believe in funding the best and most promising research into all types of childhood cancers, and have funded projects at leading hospitals and institutions across the United States as well as Canada. Researchers from all not-for-profit institutions in North America are encouraged to apply.

How much money has ALSF raised?

ALSF has raised over \$140 million for childhood cancer, and we have funded more than 690 research projects at more than 129 institutions. Additionally, we have important programs to help families struggling with childhood cancer, such as our Travel Fund and an annual Childhood Cancer Educational Symposium.

How much of the money raised goes to programs and research versus administrative/fundraising costs?

Alex was committed to making every donation count, and the Foundation bearing her name has carried on that vision of giving as much as possible to research and programs. Thanks to the lemonade stand hosts, our generous sponsors and donors – we have been able to keep our administrative and fundraising expenses at a minimum. In 2016, our fundraising and administrative expenses combined were 14%.

What makes Alex's Lemonade Stand Foundation different from other charities?

Alex's Lemonade Stand Foundation has several core attributes that distinguish it from other notable charities including:

- **Changing childhood cancer, one research grant at a time:** We are unique in our approach to funding research. We first identify critical gaps in funding and then we create grant programs to fill those gaps. This has proven to be highly effective in attracting talented researchers to the field, encouraging innovative research projects and advancing new cures more rapidly. In addition, we are one of the only national pediatric cancer charities funding quality-of-life and care research through our nurse researcher program.
- **One simple idea, a world of change:** Alex took the "simple" idea of holding a lemonade stand and combined it with the cause of childhood cancer, unknowingly becoming the catalyst for something much larger than she imagined.
- **Kids helping kids:** Founded by a child for children, Alex's concept of "fighting childhood cancer, one cup at a time" has empowered children of all ages to believe that their participation is important and meaningful in the fight against childhood cancer.
- **No donation is too small:** The story of our sweet and humble front yard beginnings inspires people of all ages and walks of life to give, regardless of the amount.
- **Bringing people together:** Alex's Lemonade Stand fundraisers bring charitable giving to neighborhoods, schools and businesses everywhere. Working together to raise funds for ALSF inspires teamwork and provides a sense of purpose that makes donating simple and rewarding for everyone.
- **Limitless target audience:** One of ALSF's key values is the belief that every person can become a part of this cause. We do not limit our reach to one audience, but instead are proud of our inclusive fundraising model that allows and supports people of all ages and walks of life who want to participate in curing childhood cancer.

FAQ's continued...

In which markets does Alex's Lemonade Stand have a presence?

Every year we have thousands of volunteer-run fundraising events in all 50 states. In addition, we have childhood cancer ambassadors in most states and have funded cancer programs across the United States and Canada - demonstrating our expanding reach.

Is there any seasonality associated with your organization's activities?

Although we consider the summer and June to be our largest awareness month as this is when Alex's Lemonade Days, our annual week-long event held in communities across the country, occurs, we have a busy schedule of special events and lemonade stand events that are held throughout the year. Alex's Million Mile - Run.Walk.Ride is our Childhood Cancer Awareness Month event throughout September. Several of our sponsors hold fundraisers at various points in the year as well to coincide with holidays and with their own schedules. We are always looking for ways to strengthen our efforts beyond the summer months that are traditionally associated with lemonade, as childhood cancer has no "downtime."

How do you plan to continue to sustain your national growth?

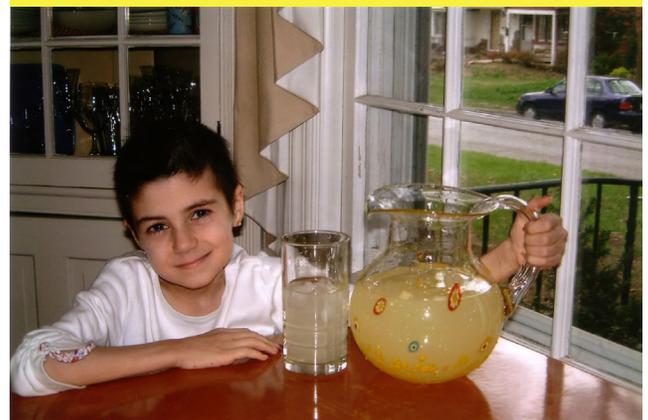
ALSF's national brand growth strategy relies upon several key tactics:

- **Lemonade stands:** Volunteer run Alex's Lemonade Stands across the country continue to be our single greatest tactic in bringing awareness to the cause and our "brand" to neighborhoods everywhere. With more than 8,000 lemonade stands and events anticipated in 2017, we continue to see our name widely associated with kids helping cure childhood cancer.
- **National and regional public relations:** Each year, the Foundation receives national coverage via television, print and longer-lead publications.
- **Celebrity Involvement:** The Foundation's celebrity involvement continues to increase which has added credibility and elevated our brand recognition.
- **Stand ambassador program:** Utilizing our strongest volunteer supporters, we have created a stand ambassador program that empowers and trains existing lemonade stand hosts to recruit new supporters and stands in their communities.
- **Community Outreach Specialists:** We have strategically grown our infrastructure by hiring staff (Community Outreach Specialists) in key cities that have a strong support base already. Our plan is to continue to scale up our infrastructure and hire Community Outreach Specialists

across the country. We currently have Community Outreach Specialists in Boston, Kansas City, the San Francisco Bay area and Washington, D.C.

- **School focus & school conferences:** Alex's story and the work of the Foundation provide a unique educational/fundraising model for schools. We continue to create new school programs, as well as service learning opportunities for students of all ages. Additionally, we attend, present and/or advertise at national teacher and student club conferences to raise awareness of our brand to this audience of educators.
- **Social media:** ALSF already has a strong presence on social media, but we continue to innovate and create new ways to engage. For example, we have been successful engaging celebrities to tweet about ALSF and run unique contests on Facebook and YouTube to increase our social media presence.
- **National sponsorships:** Our cause partners have played a critical role in expanding our brand nationally. By providing advertising and customer exposure to ALSF, they raise significant funds and increase our brand exposure. We continue to develop relationships with like-minded partners.
- **Foundation run special events:** The Foundation runs several large special events annually across the country. These events (culinary events, annual gala, 5K runs, etc...) bring new opportunities for key exposure in new markets as well as awareness to new donors and supporters in those regions. We continue to expand upon our special events introducing new cities as well as new events.

Fighting childhood cancer,



One Cup at a Time.