

# 2018 ANNUAL REPORT





**THANKS TO YOU,**  
kids like Hailey Wiggins are  
fulfilling their dreams.





## ABOUT ALSF

**ALEX'S LEMONADE STAND FOUNDATION (ALSF)** emerged from the front yard lemonade stand of 4-year-old Alexandra "Alex" Scott, who was fighting cancer and wanted to raise money to find cures for all children with cancer. Her spirit and determination inspired others to support her cause, and when she passed away at the age of 8, she had raised \$1 million. Since then, the Foundation bearing her name has evolved into a national fundraising movement. Today, ALSF is one of the leading funders of pediatric cancer research in the U.S. and Canada raising more than **\$175 million** so far, funding nearly **1,000 research projects** and providing programs to families affected by childhood cancer. For more information, visit [AlexsLemonade.org](http://AlexsLemonade.org).

Left: Alex's first lemonade stand in Connecticut with her mom, Liz Scott and their neighbors

## Dear Supporter,

At Alex's Lemonade Stand Foundation (ALSF), we are all in the business of giving kids with cancer the childhood they deserve. Whether it is by funding groundbreaking research around the country or providing support to families via the Travel for Care and SuperSibs programs, donors like you are making a difference.

## Our daughter Alex's legacy is stronger than ever—thanks to you.

Thanks to you, kids like Hailey Wiggins, who is in remission from chordoma, are fulfilling their dreams. Hailey is studying to become a pediatric oncology nurse and hopefully one day plans to work at Children's Hospital of Philadelphia—the very place where she was cured.

Thanks to you, Cooper Grey is cancer-free and on his way to raising \$1 million for childhood cancer research, just like our daughter, Alex, did.

Thanks to you, hero mom Jennifer Eng feels better knowing that SuperSib Dylan is being supported through age-appropriate mailings and resources to help him cope with his younger brother Ryan's leukemia diagnosis.

Thanks to you, there will be more stories about kids like Hailey, Cooper, Dylan and Ryan. Thanks to you, ALSF is able to impact children and families today and tomorrow.

Until there are cures,



**Liz & Jay Scott**

Alex's Parents/ALSF Co-Executive Directors



- Childhood cancer hero Hailey -

- Childhood cancer hero Cooper -

- Childhood cancer hero Ryan with his SuperSib brother Dylan -





## Kabir's Story

Kabir is 6 years old and a big brother who loves riding roller coasters, collecting rocks and doing magic shows, among other things.

After a few weeks of mysterious symptoms such as wrist and ankle pain and looking extremely fatigued, Kabir was diagnosed with acute myeloid leukemia (AML) at just 4 years old. His treatment included a grueling eight months inpatient between scheduled chemotherapy blocks and unexpected illnesses. The first year was tough to get through, but he started maintenance in April 2018 and finished treatment in May 2019 with no evidence of disease.

For them, Alex's Lemonade Stand Foundation (ALSF) is amazing because of its support for research. Research will lead to better drugs, understanding of the disease and safer treatment options.

Kabir is already giving back in his own way too by fundraising during his birthday party. They chose ALSF as their charity and his parents were so proud of him for that!

**"For me, Alex's Lemonade Stand Foundation is hope. I really believe the future of cancer treatment is research and funding. It's the only way to advance this science, and it means so much to me and those affected in my life."**

- Bhavika, Kabir's mom

# 2018



## YEAR IN REVIEW

Alex's Lemonade Stand Foundation is incredibly grateful to its generous donors. Because of you, we are that much closer to better treatments and more cures for kids with cancer.

**Check out what you accomplished in 2018!**

### NEW PROJECTS FUNDED

ALSF funded **99 new research projects** and launched the Crazy 8 initiative (page 6) in 2018. Since 2005, ALSF has funded nearly 1,000 projects at 143 institutions in North America.

### ALSF TRAVEL FOR CARE

This program helps offset travel expenses—such as hotel and transportation costs—for families who must travel for their child to receive potentially lifesaving treatment. In 2018, ALSF facilitated over **a million miles in travel for more than 900 families.**



SuperSibs is dedicated to empowering, encouraging, and comforting brothers and sisters of childhood cancer heroes. In 2018, SuperSibs connected with over **2,100 siblings** providing them with tools that help them face an uncertain future with courage and hope.

### FUNDRAISING MILESTONES

ALSF supporters held more than **10,000 lemonade stands and events** in 2018. In September alone, supporters raised over **\$1 million** in the month of September during Childhood Cancer Awareness Month for The Million Mile campaign.

### \$25.6 MILLION

In 2018, supporters around the globe have helped raise **\$25.6 million** for Alex's Lemonade Stand Foundation. This brings the total raised since Alex's first stand to more than **\$175 million.**



**"I will always wish for a cure for cancer until there is one,"**

Lily Adkins, childhood cancer hero, age 13

## FOUNDATION INVESTS \$1.6 MILLION FOR AML RESEARCH

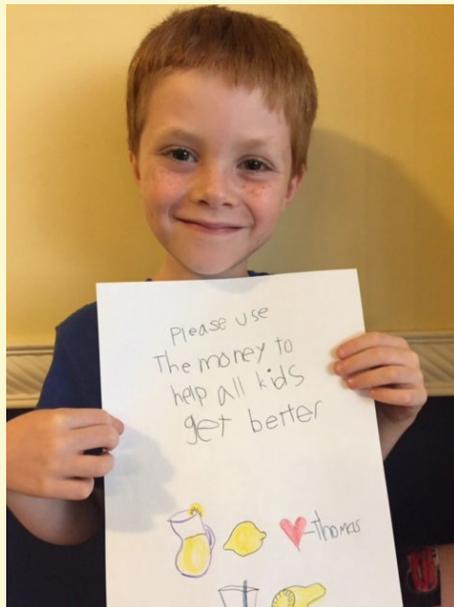
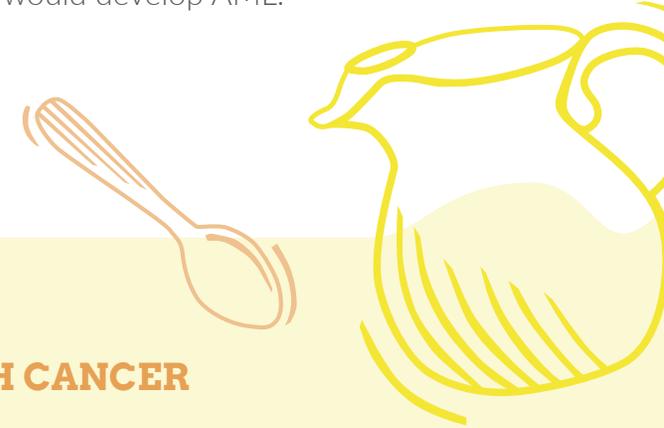
Since 2016, ALSF has partnered with the RUNX1 Research Program (formerly known as the Babich Family Foundation) to fund eight innovative, multi-year research projects investigating the RUNX1 mutation. This mutation is an inherited platelet disorder with a predisposition to certain types of blood malignancies, including acute myeloid leukemia (AML).

AML, unlike the more common acute lymphoblastic leukemia (ALL), requires extremely high doses of chemotherapy in order to produce remission. AML can be deadly—even with intense treatment,

AML still has significantly lower cure rates and carries an increased risk of treatment-related complications and long-term side effects, as compared to ALL.

Not all RUNX1 cells turn into cancer cells, so researchers are determining what drives the evolution of RUNX1 into leukemia in order to make early detection, prevention and safer, more effective treatments available to children. This research will also help give scientists clues into the drivers of other types of blood malignancies like leukemia and lymphoma.

“Our partnership with the Babich Family Foundation has allowed us to fund an area of research that is critical but underrepresented,” said Jay Scott, co-executive director of Alex’s Lemonade Stand Foundation. “AML is a deadly leukemia in children. This research can lead to treatments for patients with familial RUNX1 disorders and ultimately all patients who would develop AML.”



## SIX-YEAR-OLD RAISES \$175 FOR KIDS WITH CANCER

Six-year-old Tommy, of Loveland, OH got a lemonade stand table cover and a lemonade-themed apron for Christmas last year. He couldn't wait for the weather to warm up so he could sell lemonade.

Tommy and his mom, Krissy, talked about how they could turn the lemonade stand into an act of kindness by sending the money to an organization that helps people. She showed Tommy a post on social media about Alex's Lemonade Stand Foundation, and Tommy said that this was what he wanted to do.

Tommy had a great time raising \$175 to help kids with cancer. His favorite parts of his fundraiser included handing out ALSF stickers, meeting all of the nice people that stopped over, and, of course, being in charge of his own lemonade stand. Tommy says it feels good to help people, and he liked the idea of using his lemonade stand and plans to host another stand in 2019.



# CREATING THE ROADMAP TO CURES: THE CRAZY 8 INITIATIVE



**If money were no object, how could we find cures for children diagnosed every day with a form of childhood cancer?**

**This is the question that 90 researchers participating in ALSF's Crazy 8 Initiative began to tackle last summer.**

The Crazy 8 Initiative is ALSF's commitment to identifying obstacles, knocking down roadblocks and developing a comprehensive, achievable plan to foster research, collaborate and reach new cures for all children. ALSF has committed **\$25 million** to support the launch of the Crazy 8 Initiative and projects as they develop.



**"Because of ALSF and the Crazy 8, what I can't treat today; I will be able to treat tomorrow,"**

said Dr. Nada Jabado, of McGill University and co-chair of the Crazy 8 Initiative.

Chaired by Dr. Nada Jabado of McGill University and Dr. John Maris of Children's Hospital of Philadelphia, the Crazy 8 kicked off with a meeting of the minds in Philadelphia. Divided into eight working groups, the researchers identified major obstacles to progress, most notably the need for more high-quality models for testing treatments and identifying more genetic drivers of cancer.

## Who are the Crazy 8 researchers?

The 90 top scientists leading the charge hail from 30 different institutions in the U.S., Canada and Europe and are all thought leaders in childhood

cancer research. Their prestigious backgrounds in lab research, patient treatment, drug development and clinical trial administration give them a unique perspective into the challenges and the potentials for curing childhood cancer. Dr. Olivier Ayrault, PhD, from the Institut Curie in France, together with collaborators Dr. Stéphanie Puget, Neurosurgeon, MD, Necker Hospital, France and Dr. Siddhartha S. Mitra, PhD, University of Colorado are using their Crazy 8 pilot funding to study the surface cells of medulloblastoma, the most common type of brain cancer in children. The aim is to develop strategies to target these cells and offer new cures for children with this type of cancer and their families.



- Crazy 8 conference, 2018

## THE CRAZY 8 TOPICS

- Big data
- Catalyzing clinical trials
- Embryonal brain cancers
- Fusion-negative sarcomas
- Fusion-positive sarcomas
- High-grade gliomas
- Leukemia
- Neuroblastoma

## CRAZY 8 BY THE NUMBERS

**\$25 million investment**

**90 scientists**

**30 institutions**

**10 pilot projects**

**8 critical issues**

**7 countries**

**1 Goal: Cures for all children**

## NEXT STEPS

ALSF plans to begin funding along these roadmaps in 2019, starting with pilot projects in February 2019, and full grants in late 2019. To become a partner in the Crazy 8 Initiative, email **Melanie Gould** at [M.Gould@AlexsLemonade.org](mailto:M.Gould@AlexsLemonade.org)

# AN INSIDE LOOK AT THE CHILDHOOD CANCER DATA LAB

## A Q&A WITH CCDL DIRECTOR, CASEY GREENE, PHD



Founded in 2017, the Childhood Cancer Data Lab (CCDL) is the first lab of its kind dedicated to childhood cancer research. Its mission is to accelerate the pace of research by empowering scientists and doctors to harness the power of big data. The CCDL develops online tools to make data and analysis widely available, easily mineable and broadly reusable. Casey Greene, PhD, discussed the CCDL's biggest advancements, the benefits they can have for researchers and exciting developments in the year ahead.

*A special thanks to the CCDL's Founding Sponsors, Northwestern Mutual, The Hayman Foundation, and Love Your Melon.*

### 1. What was the biggest leap forward for the CCDL in 2018?

Last year, we built a team of software engineers and data scientists who provide the long-term core expertise of the CCDL. This team created **refine.bio**, and members of the team have shown that transfer learning—a technique whereby machine learning models built in one context are reused in another—provides substantial benefits for the study of childhood cancers.

### 2. Can you describe the benefits refine.bio will have for childhood cancer researchers?

One of the most important moments researchers can have in the lab is when we make a discovery that alters how we think about a disease, or that reveals a new avenue for therapeutics. However, once that discovery is made, we need to understand how broadly our finding applies. Right now,

that process may require many additional experiments and years of work. By putting existing genome-wide data at everyone's fingertips, refine.bio helps researchers immediately check whether their findings are supported in data that others have already generated. If they are, it suggests that the new discovery may have broad utility.

### 3. What advancements have you been able to make to refine.bio since it launched?

We are continuing to process the back catalog of publicly-available data and make it available via refine.bio. We're now up to 500,000 genome-wide samples. In total, we estimate the data already available on the platform would have typically cost \$500 million to generate. Our costs were merely server and programming time. We're continuing to fine tune our software to drive the cost-per-sample down as we focus on scaling up to more than a million samples. We've also dramatically enhanced the responsiveness of the server, dropping the time required to answer most requests from multiple seconds to less than a second.

### 4. How have researchers responded to the CCDL's initiatives?

Though refine.bio is still in beta as we continue towards one million samples, some researchers are already using it. We've also just completed our latest Data Science Training Workshop at Houston. Enthusiastic enrollees came to learn novel skills they can apply to advance their own research.

## NEXT STEPS

The CCDL is planning to run 4 training workshops this year. Besides Houston there will be one in Chicago, one in San Francisco and one in Philadelphia. The Philadelphia workshop will coincide with the ALSF Young Investigator Summit. We're also planning to process more than one million samples and remove the `_beta_` label from refine.bio at that time.

*You can learn more about refine.bio and the CCDL at [CCDataLab.org](https://CCDataLab.org). To learn more about ways to support the CCDL, email Melanie Gould at [M.Gould@AlexsLemonade.org](mailto:M.Gould@AlexsLemonade.org).*



## SPECIAL EVENTS SPOTLIGHT ON L.A. LOVES ALEX'S LEMONADE

When Cooper Gray stepped up to the microphone at the L.A. Loves Alex's Lemonade event last September, he reminded us all of why we were there. Ten-year-old Cooper declared himself a childhood cancer survivor after fighting stage IV Wilms Tumor. And he made sure everyone in the audience knew that he isn't done fighting yet.

"It is my plan to help kids that are sick, like I was, get better medicine. I don't want any more kids to suffer," he said. On that beautiful sunny day on UCLA's campus, he urged the "important adults" in attendance to give what their heart told them to so ALSF can continue the fight against childhood cancer. And give they did! This spectacular event raised nearly \$1.5 million.

ALSF Board member and childhood cancer survivor, Sue Naegle thinks that kindness is the main ingredient for this successful event. "The chefs and vintners put so much care into sharing what they love to do. People are also attracted to the exuberance of Jimmy Kimmel and event emcee Billy Harris as

well as having the chance to listen to families talk about their experience with the disease and how ALSF has been able to help."

"The L.A. event is an overwhelming sense of togetherness for a worthy cause and honoring Alex and her legacy," said longtime ALSF supporter, Anna Lee. "Enjoying pizza from Pizzeria Bianco and Adam Perry Lang's ribs doesn't hurt either."

ALSF Co-Executive Director and Alex's dad, Jay Scott said, "We're here making a difference for kids with cancer. We're going to raise a lot of money, but the number doesn't matter if the money is not making a difference and it is—it's saving lives."

### DID YOU KNOW?

Whether we are dancing the night away at The Lemon Ball or enjoying delicious food at one of ALSF's four amazing culinary events, everyone has a great time while raising money for kids with cancer.

To see a full list of our special events, visit [AlexLemonade.org/alsf-special-events](https://AlexLemonade.org/alsf-special-events).

## A GRAND STAND DOWN THE SHORE

"We are all looking for answers and (they) are being found through the legacy of Alex—a little girl who paid the ultimate price to help ensure other kids don't go through what she did," said Dennis Smith. Dennis joined forces with his wife Marg and children Maeve, Stephen, Brendan, Caroline and Bridget, and have raised over \$400,000 for ALSF by hosting the Smith Family Lemonade Stand at their home in Spring Lake, NJ.

Known as "the Jersey Shore family who has the lemonade stand," the Smith family first heard Alex's story while Bridget was being treated for neuroblastoma at Children's Hospital of Philadelphia. Bridget was just 3 years old at diagnosis and endured several years of treatment. Today, Bridget is cancer-free and 15 years old, a freshman in high school. She is also a nearly lifelong lemonade stand host.

Following in the footsteps of Alex, the Smith family hosts their stand in their front yard that ends up full of families and a steady stream of generous supporters looking for a cup of lemonade. This year, the Smiths will host their 12th annual stand and do not intend on stopping, until cures are found for all children.





## 2018-19 ALSF CAMPAIGNS

### KICK-IT CHAMPION MALLORY SCORES BIG FOR FUNDING CURES



Mallory Brodnyk's younger sister, Kelly, died in September 2018 from osteosarcoma, the most common type of childhood bone cancer.

Kelly was just 15 years old. Mallory had just began her senior year at Thomas Jefferson High School for Science and Technology in Alexandria, Virginia. Mallory, a center on the girls' basketball team, turned her grief into action and dedicated her senior season to her sister and all kids battling cancer. Joining the ALSF Champion for Kids with Cancer program, Mallory accepted donations and pledges for every point she scored during the season. Her goal was 300 points and \$2,000.

She blew both of those away—ending the season with 372 points and raising over \$28,000, honoring the sister she lost and kicking off a lifetime of hope for children waiting on cures.

"I fundraised to find cures so that kids, like my sister, who are so full of hope and magic get the chance to grow up and live their best lives," said Mallory. Mallory plans to attend the University of Chicago in the fall as a member of the women's basketball team.

If you know a high school or college student interested in ALSF's Champions for Kids with Cancer program, please share this program with them by visiting [AlexsLemonade.org/choose-champions](http://AlexsLemonade.org/choose-champions).



Lemonade Days is a sweet summer event when fresh lemonade stands pop up all over the country during the first week in June. These stands are held simultaneously during this week and are dedicated to honoring ALSF's founder Alex Scott's memory by raising money and awareness for pediatric cancer. What started as a single lemonade stand in Alex's front yard in 2000 has grown to over 2,000 stands across the nation during this one week alone. Thanks to the endeavors of ALSF's passionate supporters, this annual tradition has raised over \$13 million so far to fund better and safer childhood cancer treatments and more cures.

If you want to host a stand during Lemonade Days or any time of year, visit ALSF's website at [AlexsLemonade.org](http://AlexsLemonade.org).



Last year, over 8,000 supporters of all ages rose to the challenge of walking, running or cycling during The Million Mile. This nationwide effort to raise funds and awareness for childhood cancer through the month of September, Childhood Cancer Awareness Month, has raised more than \$1.3 million, proving that people are willing to go the extra mile for kids with cancer.

### CHAMPION for kids with cancer

The Champions for Kids with Cancer program is open to all athletes of any sport wanting to make a difference. Participants (or "champions") collect pledge donations per goal, point, save, or other measurable stat they make during their sport season to assist in finding a cure. All participating athletes receive an online fundraising page and promotional package complete with posters, stickers and more to help spread the word about what they're doing to help fight childhood cancer.



# ALSF reached new heights by raising over \$25 million in a single year for the first time since inception. **That's 25 times what Alex aspired to do nearly 15 years ago.**

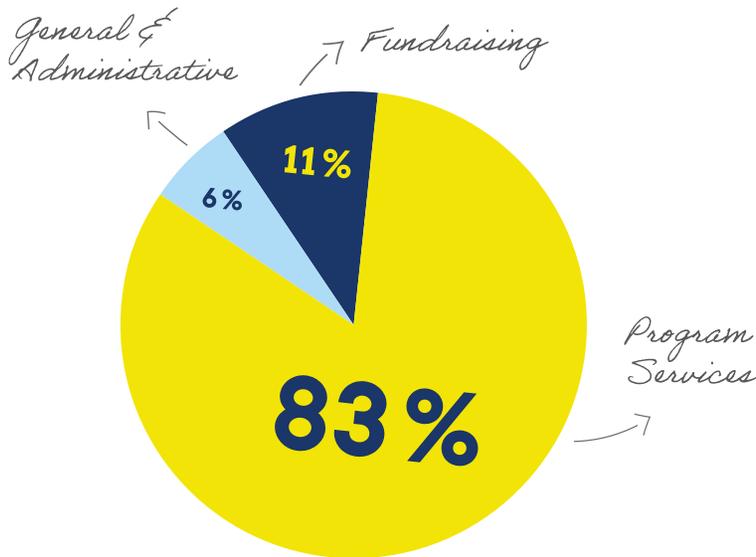
We strive to continue our founder's dream by funding more impactful research, helping more families and making a difference in the lives of kids fighting cancer every day.

ALSF remains committed to fiscal responsibility and transparency, with a goal to operate as efficiently as possible. We spent \$25 million with 83% of expenditures going towards program services and only 17% used for supporting services.

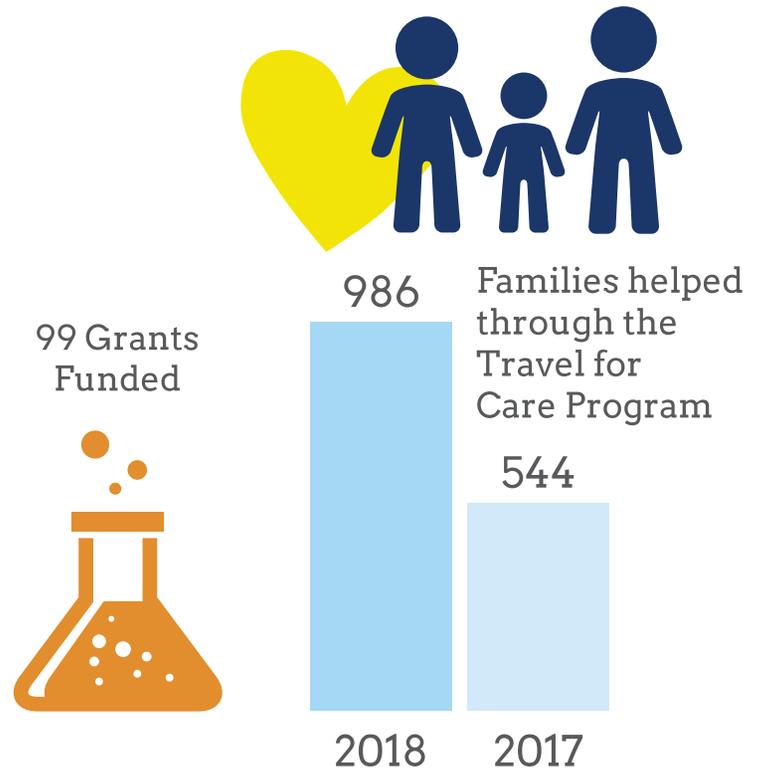
In 2018, the Foundation's fundraising increased over the prior year by more than \$3.6 million or 17%. ALSF takes great pride in having longtime supporters and works hard to keep them engaged. We want to express our sincere gratitude to these

supporters, for their help in the work to save kids' lives. Through these efforts, ALSF has not only retained existing donors but also attracted new supporters, leading to significant growth in fundraising and general contributions this year.

*We will create a future free of childhood cancer.*



\$25 million spent in 2018



## STATEMENT OF ACTIVITY

### REVENUES

Total Support and Revenues	<b>\$25,666,813</b>
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### EXPENSES

#### Program Services

Pediatric Cancer Research	\$16,917,139
Public Awareness/ Education	\$2,248,267
Family Service Programs	\$1,038,083
Childhood Cancer Data Lab	\$868,417
<b>Total Program Services</b>	<b>\$21,071,906</b>

#### Supporting Services

General and Administrative	\$1,514,955
Fundraising	\$2,758,826
<b>Total Supporting Services</b>	<b>\$4,273,781</b>

<b>Total Expenses</b>	<b>\$25,345,687</b>
Surplus/(Deficit)	\$321,126

## STATEMENT OF FINANCIAL POSITION

### ASSETS

Cash and Cash Equivalents	\$10,561,431
Investments	\$5,838,015
Contributions and Other Receivables	\$347,990
Equipment and Other Assets (Net)	\$583,532
<b>Total Assets</b>	<b>\$17,330,967</b>

### LIABILITIES AND NET ASSETS

#### Liabilities

<b>Total Liabilities</b>	<b>\$4,409,291</b>
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#### Net Assets

Unrestricted	\$8,511,297
Designated by Board for Specific Purposes	\$1,158,857
<b>Total Unrestricted</b>	<b>\$9,670,154</b>

Temporarily Restricted	\$1,426,767
Permanently Restricted	\$1,824,755
<b>Total Restricted</b>	<b>\$3,251,522</b>

<b>Total Net Assets</b>	<b>\$12,921,676</b>
Total Liabilities and Net Assets	\$17,330,967



## JOIN THE FIGHT AGAINST CHILDHOOD CANCER

Every day, one in 36 children in the United States are diagnosed with cancer. Every day, they wake up and fight for their lives—and hope for a brighter future. These kids are true heroes.

Alex's Lemonade Stand Foundation (ALSF) has various opportunities to fund much-needed childhood cancer research to help these heroes defeat cancer. There are many ways to get involved—and it will take all of us, one gift at a time! Please consider Alex's Lemonade Stand Foundation (ALSF) in your charitable giving plans today. See below for details.



### Monthly Giving

Did you know that a recurring donation can lead to major research breakthroughs? Join the **One Cup at a Time Club** and commit to making a monthly gift to

ALSF. Every month, you ensure we can provide crucial support to funding innovative research and offer immediate support to families. Whether you pledge \$10, \$25 or more a month, you can be certain of one thing: It all adds up to cures.

**For more information about this program, visit [AlexsLemonade.org/one-cup](https://AlexsLemonade.org/one-cup).**

### The Alexandra Scott Legacy Society

When you commit to making a gift to ALSF through planned giving, you join a dedicated

group of special donors who are choosing to make ending childhood cancer their lasting legacy - just like Alex Scott.

### Leadership Gifts

As you know, major gifts can make a significant impact on the fight against childhood cancer. ALSF's major donors are friends who want to be leaders in the fight for cures to give kids a brighter future. Your gift today means cures for kids tomorrow.

### Charity Partnerships

If you have a foundation interested in supporting childhood cancer research, consider co-funding cutting edge research projects with ALSF. Apart from having the opportunity to select high-impact projects and the type of cancer that fits your mission, you get access to exclusive researcher conferences (like the Crazy 8 Initiative) and items made especially for you and your supporters – such as impact reports and researcher videos. We would love to join forces with you in the fight against childhood cancer.

**For more information on any of these opportunities, please contact ALSF's Development Manager Melanie Gould, at [M.Gould@AlexsLemonade.org](mailto:M.Gould@AlexsLemonade.org) or 866-333-1213.**

THANK YOU TO OUR PARTNERS

2 Million+

ANNUAL GIVING



1 Million+

ANNUAL GIVING



500K+

ANNUAL GIVING



200K+

ANNUAL GIVING



100K+

ANNUAL GIVING



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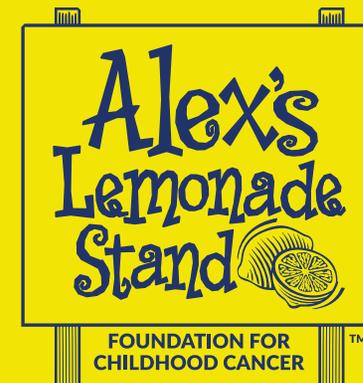


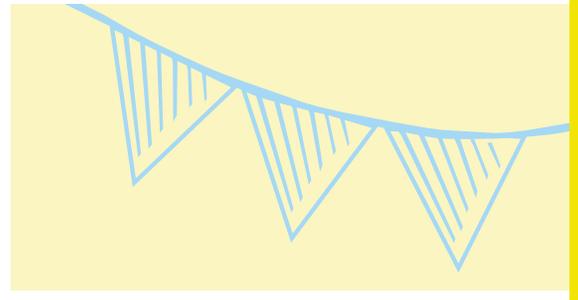
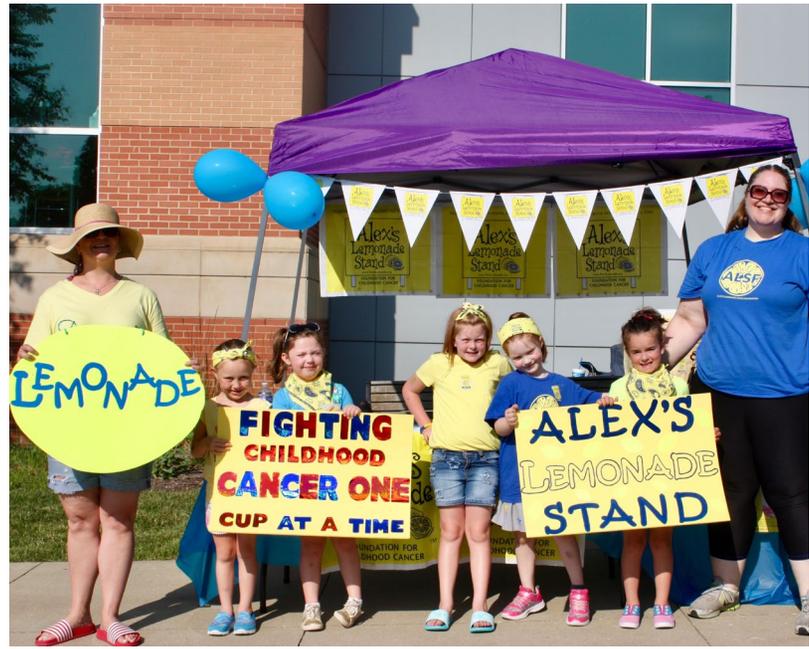
ALSF was named one of the **"10 best medical research organizations"** in the U.S. in 2018.

## OUR MISSION

To change the lives of children with cancer through funding impactful research, raising awareness, supporting families, and empowering everyone to help cure childhood cancer.

FIGHTING CHILDHOOD CANCER,  
ONE CUP AT A TIME.





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