



ALEX'S LEMONADE STAND FOUNDATION

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 \$120 million for childhood cancer, and we have funded more than 550 research projects at more than 100 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 2014, our fundraising and administrative expenses combined were 15%.

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.