

Alex's
Lemonade
Stand
Foundation for
Childhood Cancer™

2025

Annual Report

Childhood cancer
hero Finley

Fighting Childhood Cancer, *One Cup at a Time!*



Kaitlin and Nathan faced an unimaginable reality when their 5-month-old daughter, Josie, began leukemia treatment. After months of unexplainable symptoms, Josie – whose biggest problems should have been teething and sleeping through the night – was diagnosed with juvenile myelomonocytic leukemia (JMML). It is rare and comes with a devastating prognosis: only about half of the children reach long-term remission following standard treatments. **But Josie's story is different...** (Keep reading on page 7)





**Prior to our first awarded grant in 2005,
only 18 drugs were FDA-approved for kids
with cancer.**

**Today, more than
60 drugs have
been approved for
childhood cancer
treatment.**

Alex, our founder



Dear Friends,

Every time you devote your passion and energy to supporting us in the fight against childhood cancer, you keep Alex's dream alive – a dream of a world where every kid has their cure for cancer. Every time you host a fundraiser, attend an event or make a donation, you're funding groundbreaking research and vital services for families fighting this disease everywhere. Thanks to you, we're starting another year filled with hope.

The funds you raised made 2025 an impactful year for kids with cancer: kicking off not one, but two brand-new Crazy 8 research grants that are pushing to cure the incurable by getting ahead of a child's diagnosis. Dr. Sharon Plon is leading her team of investigators to implement a genetic test that will screen newborns for their risk of developing cancer, while Dr. Uri Tabori and his lab are working to develop a cancer interceptor for children with predisposition syndromes.

Meanwhile, your support also allowed us to increase funding for our Young Investigator Grants at a time when it's harder than ever for early career researchers to secure funding for their promising, new ideas. These grants lay the groundwork for innovation, bringing us one step closer to safer, less toxic therapies and more cures for all kids with cancer.

We were also able to offer families advanced support with our Resource Navigator on staff, connecting families with the help they need, even if it goes beyond our own resources. Every day of the year, we're thankful for supporters like you who work so tirelessly to help us bring awareness, resources, research and more to children and families facing devastating diagnoses. Together, we can keep making the lives of kids with cancer better and better until every hero has their cure.

Gratefully,

A handwritten signature in black ink, appearing to read "Liz & Jay".

Liz & Jay Scott

Alex's Parents/Co-Executive Directors of Alex's Lemonade Stand Foundation



2025 in Review



Research Breakthroughs



290 Grants Funded

Including



125+ Newly Awarded Grants

Family Support



340+ Families Assisted by Travel For Care



3,000+ SuperSibs Supported

Made Possible by
Fabulous Fundraising

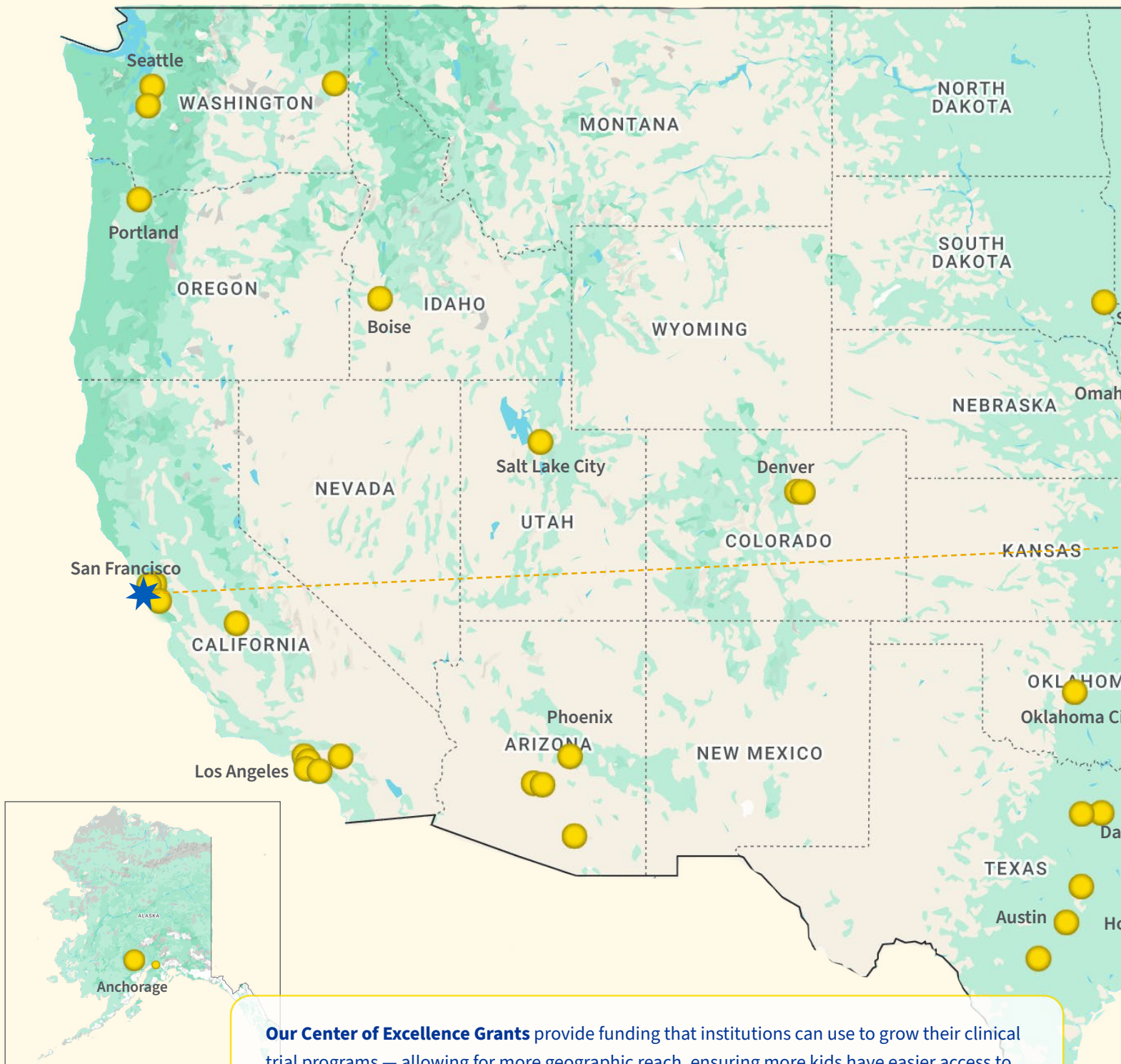
\$34M

raised in 2025
to help kids
with cancer



15,700+ Community Fundraisers

Expanding Access **for All Kids** with Cancer



Our Center of Excellence Grants provide funding that institutions can use to grow their clinical trial programs — allowing for more geographic reach, ensuring more kids have easier access to cutting-edge treatments closer to home. At the same time, the growth of clinical trials also helps accelerate research by making more discoveries that contribute to the safety and effectiveness of experimental treatments.

The program also provides dedicated funding for the Scholars program, which allows hospitals to train the next generation of scientists in the art of creating clinical trials.

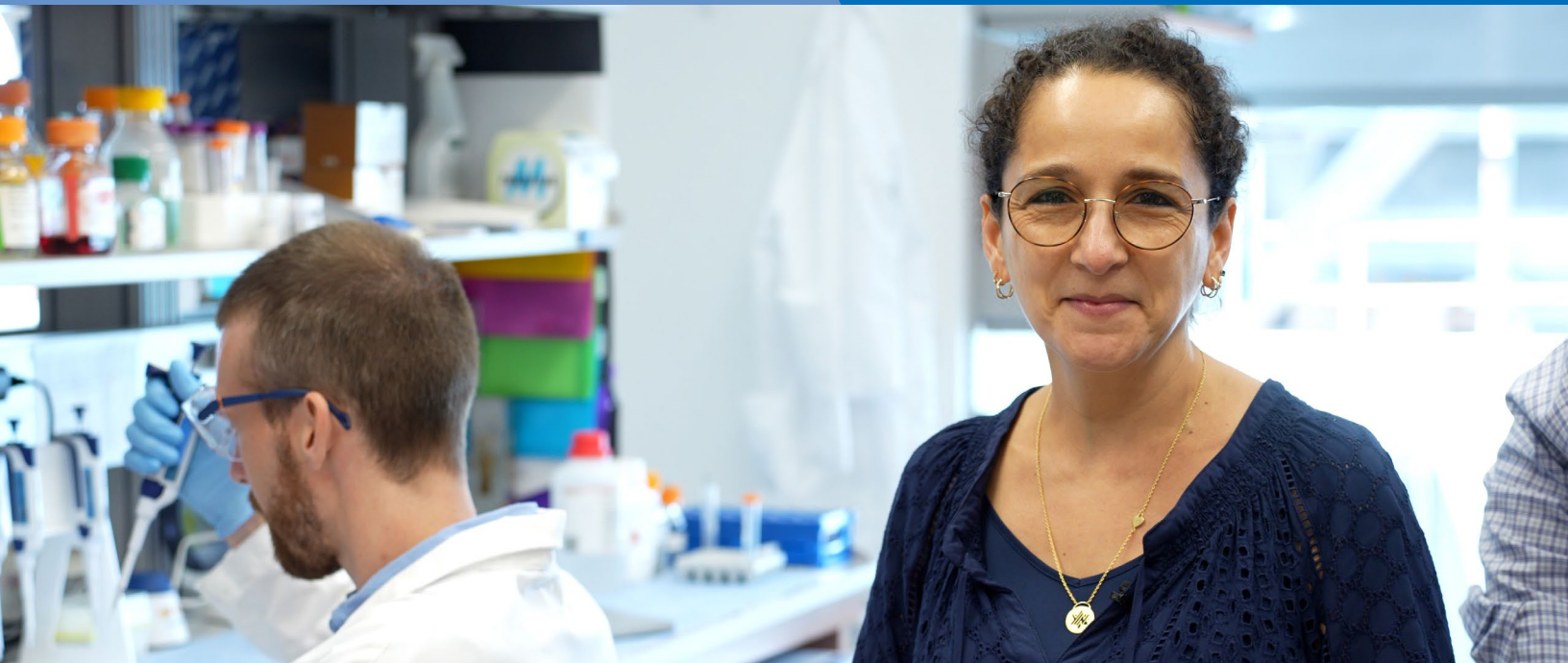
Your Support Funds Cures Through Breakthrough Research

Read about the latest and greatest you made possible:

- Fostering collaboration to cultivate more discoveries
- Accelerating the pace of breakthroughs through our Childhood Cancer Data Lab
- Expanding access for kids to clinical trials that could save their lives
- Funding bold ideas to cure the incurable through our Crazy 8 Initiative

290+
Grants
funded
in 2025





Dr. Yael Mossé in her lab

Curing The Incurable: The Crazy 8 Initiative

Collaboration is at the root of The Crazy 8 Initiative. Since an initial meeting in 2018 of world-class researchers brainstorming how to cure the hardest-to-treat childhood cancers, you've helped fund eight different Crazy 8 Grants that span multiple countries, 28 hospitals and institutions, with \$35 million in grant funding.

These are our largest and most ambitious projects yet, designed to facilitate collaboration among expert researchers in multiple disciplines to solve the most difficult problems in childhood cancer. Our first four funded projects concluded their grants in 2025, with exciting outcomes to share:

- **Dr. Yael Mossé's team** turned her \$5M Crazy 8 Grant into a \$25M investment from the Cancer Grand Challenges, a funding initiative co-founded by the National Cancer Institute and Cancer Research UK, to help more kids with solid tumors driven by specific proteins.
- **Dr. Leonard Zon and Dr. Ross Levine's team** created a new genetic model of leukemia that can uncover when cancer develops and distributed it to repositories so the entire pediatric research community can use it for their own work.
- **Dr. Charles Mullighan's team** delivered on developing a massive library of thousands of molecular glues they can test to try and break down the proteins that drive cancers like leukemia and medulloblastoma.
- **Dr. Heinrich Kovar's team** in Austria discovered new findings about when and how Ewing sarcoma, a bone cancer, develops to help identify cells that are likely to turn into cancer.

The impact of these projects is just beginning as they lay the groundwork for immense discoveries to come.

Last year also represented the first year of progress from our two new projects focused on new approaches to early detection and prevention for children with cancer predisposition and continued advancements from two separate projects finding novel ways to treat osteosarcoma.

To learn more about all these projects, and be the first to know about our two new brain tumor-focused Crazy 8 Grants that will be awarded this year, head to [Crazy8Projects.org](https://www.Crazy8Projects.org).



Bringing the Best and Brightest Researchers to Childhood Cancer

We have always believed in building a pipeline to bring the brightest early-career researchers into the childhood cancer space. **Since our start, we've awarded more than 300 Young Investigator Awards and it's translated into continued progress for kids.** Applicants who receive our Young Investigator funding are more likely than their peers who aren't selected to receive high-impact grants in the future from the National Institutes of Health to advance their work.

Most importantly, these researchers bring fresh ideas to the field for how to help more kids. The need for this funding is extra important, as researchers often need support to establish evidence that their proposal can work before they can apply for more competitive grants. Your support helped us increase our commitment last year by funding more Young Investigator Grants.

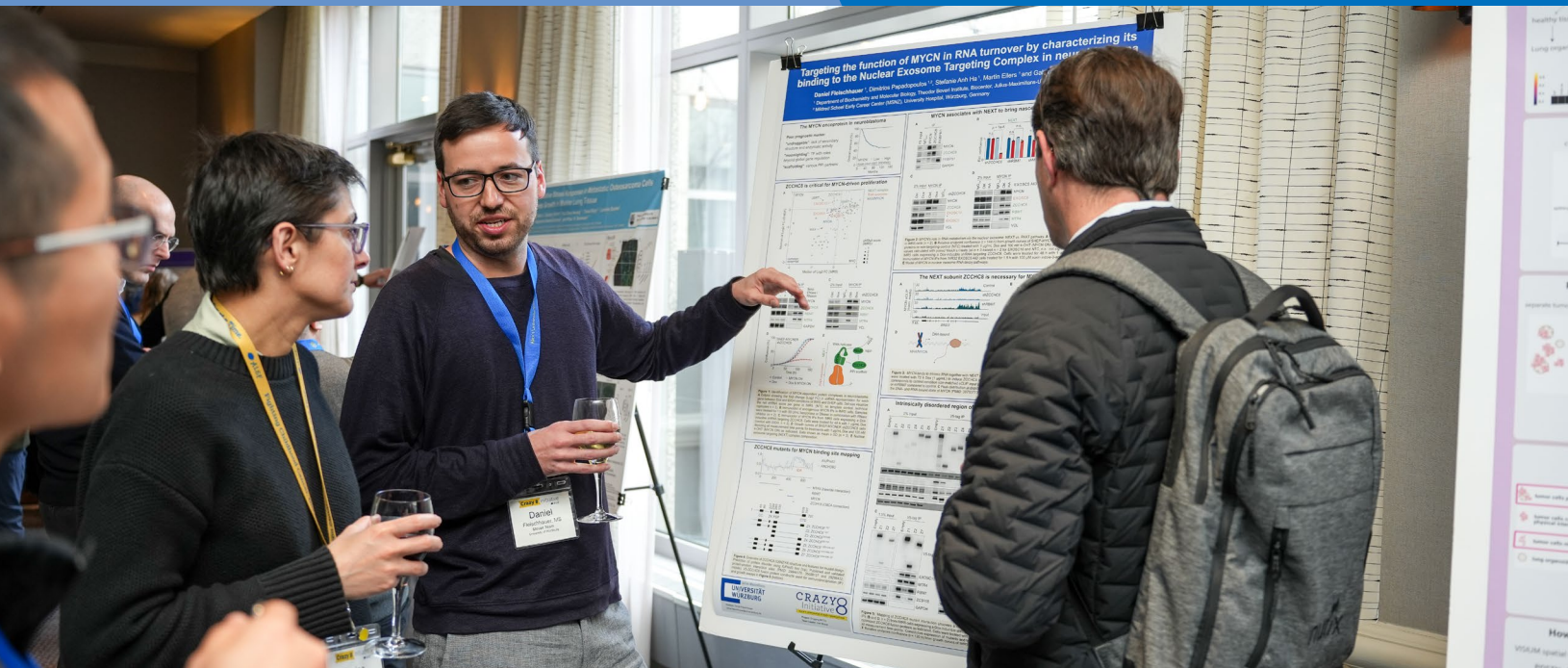
2025 Awardee Spotlights

Dr. Nate Nettle from the University of Michigan is leveraging one of the most common signs of infection, fever, to speed the diagnosis and treatment of infection in kids who are battling cancer in Kenya. His proposed solution is a wearable fever monitor that would alert medical teams as needed. He hopes that by filling this gap in care, we can improve outcomes for all children, no matter where they live or were born.



"This early-career funding has been pivotal in supporting the launch of my research career.

– Dr. Christopher Kuo, of Children's Hospital Los Angeles who is using his grant to study how Ewing sarcoma evades the immune system.



From Collaboration to Cures

We know collaboration is key to helping find cures faster for kids with cancer. For over 15 years, with the help of our generous partner Northwestern Mutual, we've put that belief into practice at our Young Investigator Summit. This annual event brings together seasoned and early-career researchers to network and discuss how their findings can benefit one another in the search for safer, more effective cures.

Our Crazy 8 Initiative was built on collaboration between world-class childhood cancer researchers, and our annual summit brings those teams together to see how they can learn from one another.

These Summits provide more than just a chance to present updates on their projects. They create lasting relationships that can spark new ideas, foster innovation and deliver the kinds of breakthroughs that all kids need.

These summits are unique to what you make possible at Alex's Lemonade Stand Foundation, and our researchers recognize how valuable they are too.

Crazy 8 Summit

"I think the only way to logically move forward to find new agents is to form teams where you bring in expertise from all over the world and get them into the same room and share their ideas." – Poul Sorensen, MD/PhD, Crazy 8 Awardee

Young Investigator Summit

"People I met back at the Young Investigator Summit in 2017, 2018 have become collaborators and people who have even sent students my way when they came to my institution." – Andrea Franson, MD



Your Support in Action

Growing the Network of Open Clinical Trials

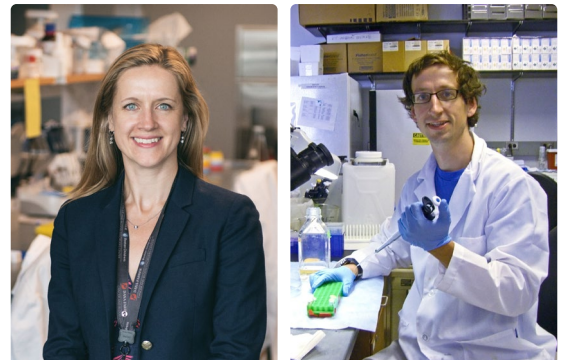
Childhood cancer can happen anywhere. That means one fundamental challenge for researchers is ensuring children can access clinical trials at a variety of locations so they don't have to travel across the country for the best possible treatment. Through our Centers of Excellence program, four childhood cancer hospitals are provided with infrastructure funding that supports the start-up and design of multisite clinical trials, training of future clinical trial lead investigators, and drug development. This program has increased the number of clinical trials and helped kids get their cures.



In 2024, there were **24 collaborative and scholar-led trials available in 319 locations** in the United States, Canada and Australia.

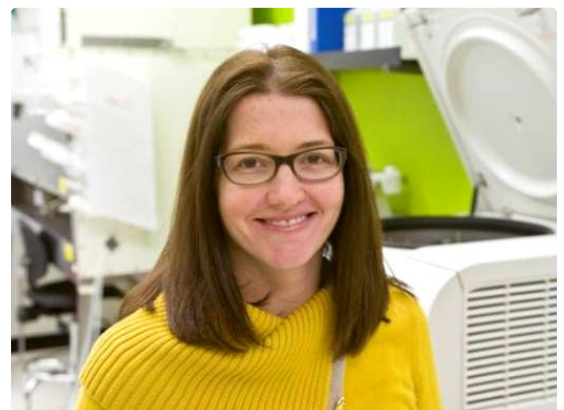
Building Breakthroughs for Brain Tumors

Pediatric high-grade gliomas are highly aggressive, incurable brain tumors. Only half of children with this type of cancer survive more than one year from diagnosis. And only 10% survive two years from diagnosis. Two ALSF grantees, Dr. Mariella Filbin and Dr. Carl Koschmann, discovered a targeted drug that could offer hope. The team used funding to make discoveries in the lab which led to being able to push the research toward testing a specific drug in a clinical trial. In early studies, the treatment slowed tumor growth and extended survival in both lab models and in clinical trials for children with relapsed disease. While more research is needed, these findings represent a major step forward in providing new hope to children battling brain tumors.



A New Frontier in Treatment

In 2013, Dr. Rebecca Gardner and her team at Seattle Children's Hospital began enrolling people in what was a crazy, sci-fi-esque trial at the time. The trial engineered a child's immune system and turned those cells into cancer killers. Dr. Gardner believed it would work, but still it seemed so far from what cancer treatments had looked like in the past. That treatment, CAR T immunotherapy, was successful in Dr. Gardner's trial, which was made possible by the research funded by donors like you. And now, CAR T immunotherapy is FDA-approved for certain types of pediatric leukemia and being studied for other types of childhood cancer.






 Nearly **500**
researchers from
80 institutions
 trained in data
 science techniques

Fighting Childhood Cancer, *One Dataset at a Time*

Our team at the Childhood Cancer Data Lab develops tools, organizes collaborative projects, and designs training programs to accelerate the pace of childhood cancer research. Your support helps us empower pediatric cancer researchers poised for the next big discovery with the knowledge, data, and tools to reach it. Here’s a glimpse at what you have made possible.

The **Single-cell Pediatric Cancer Atlas (ScPCA)** is a growing database of uniformly processed single-cell data from pediatric cancer tumors and model systems. In 2025, we expanded the Portal by accepting two community-contributed datasets from the St. Anna Children's Cancer Research Institute (CCRI) and the University of Pittsburgh. We also developed a variety of new features to enhance data quality and usability. This year, the Portal saw substantial growth, with 4,700 users, compared to 2,800 in 2024. Researchers everywhere can explore data from 700 samples representing 55 childhood cancer types on the ScPCA Portal.

The Data Lab is actively contributing to a multi-institutional effort, known as the **Sean Karl cohort**, which focuses on understanding therapeutic vulnerabilities in Ewing sarcoma. As part of this collaboration, we developed a reproducible workflow to create a harmonized dataset for consistent analyses, which will be released and openly licensed for others’ use. The generated data will be openly shared on the ScPCA Portal.

To date, nearly 500 childhood cancer researchers have attended **training workshops** to develop new skills and deepen their knowledge of topics like R Programming, bulk and single-cell RNA-Sequencing, and reproducible research practices. In November 2025, we hosted our largest reproducible research practices workshop yet with 15 participants. This workshop helps researchers avoid common roadblocks by introducing practical tools and processes to improve efficiency, collaboration and reproducibility.

For families fighting childhood cancer, your donations help fund programs so they can focus on what matters most: **saving their child's life.**

340+ families helped through Travel For Care covering travel costs

300+ families connected with assistance through our Resource Navigator on staff

3,000+ SuperSibs supported with special mailings throughout the year

1,900+ families photographed through Flashes of Hope



Childhood cancer hero Annabelle
Flashes of Hope photo by Micahel Haritan



Sa'Mari

Sa'Mari is a sweet kid who loves to sing, dance and play with her siblings. When she was just 4 months old, Sa'Mari was diagnosed with retinoblastoma in both eyes. She underwent a procedure to remove her left eye, while the tumor in her right eye seemed to improve with treatment. The surgery was a success, but the cancer returned in her right eye. When the tumor returned a second time after chemotherapy, she pivoted to a different treatment technique called plaque radiotherapy.

All the while, Sa'Mari and her family traveled back and forth between their home in Baltimore and their hospital two hours away in Philadelphia to get Sa'Mari the treatment she needed. Sometimes, they would even stay overnight for these treatments. Thankfully, the Travel For Care program was there to assist their family by covering the cost of gas and lodging. Sa'Mari has been in remission ever since!

The Travel For Care program provides financial assistance for families who must travel beyond their local institution for treatment options that offer the best chance of saving their child's life.



**Travel For Care
assists families with...**

Flights

Gas

Lodging



“We learned of the SuperSib program through our pediatric oncology nurses. The books provided help to navigate the big emotions our kids were feeling and helped us to have tough conversations.”

- Shanna (Alaina, Toddy and William's mom)



“We wouldn't have been able to travel without it. I can't even fathom how we could have found a way without it.”

- Jessica (Brynn's mom) on support from Travel For Care



Your Fundraising Feats

Lemonade Days



June 1-30, 2025

3,600 lemonade stands in all **50 states** and beyond raised more than **\$2.4 million**



The Million Mile



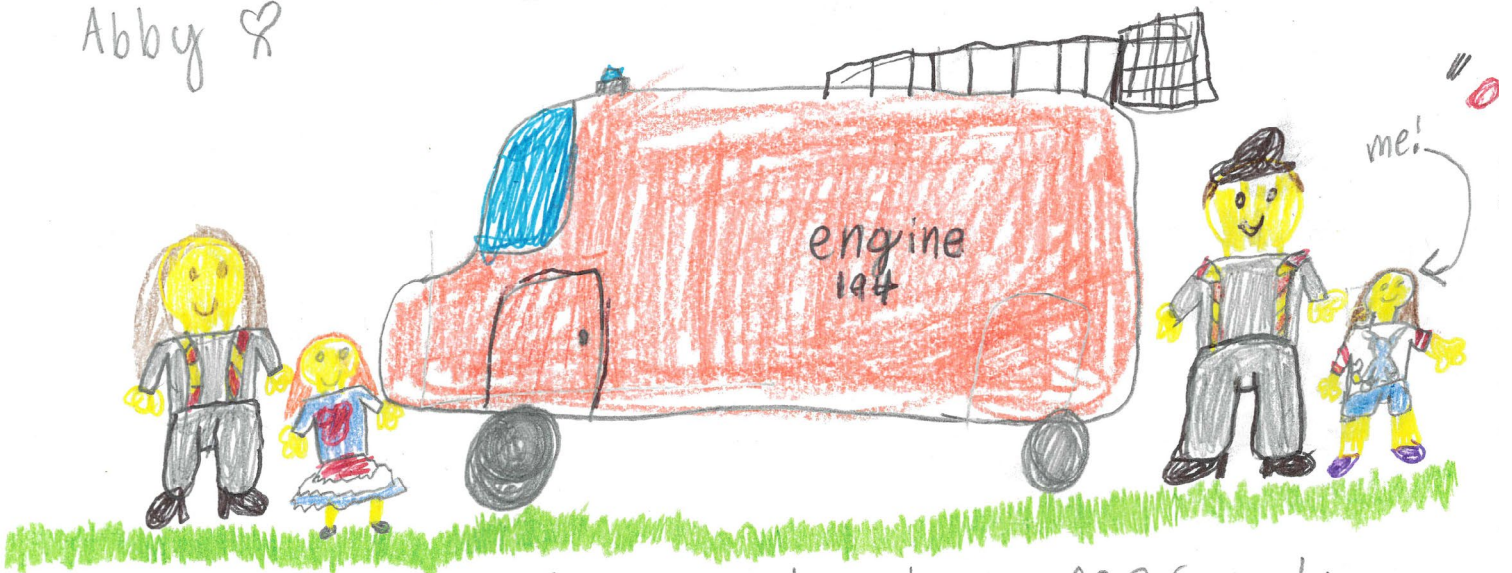
September 1-30, 2025

9,500 participants raised more than **\$2.7 million** and moved nearly **1 million miles**



Dear ALSF family & friends, 7-4-25
 I did a lemonade stand on wendsday July 12nd
 with my baby sitters & sister. My name is Abby
 & I'm 8 years old. I don't know anyone with cancer, but
 I like helping people. We're planning to have 3 more
 stands. This stand we made cookies to sell. The fire dpt. & police
 came. We raise \$204, our goal was \$200. We almost made it
 50! Some people didn't get anything but still
 donated, it warmed my heart when people did. :))
 Like, the same day I went to my grandma & grandpa's
 house & I told him I was almost to my goal &
 he gave me \$20. Happy 4th of July!

Love, Abb.
 Abby ♡



P.S please give the candy to cancer patients.
 It's sour because the chemo might be
 messing with their taste buds.

Days Where You Made a Difference

Whether you attended, volunteered or sponsored — thank you for making our events so impactful!

Lemon Ball



Great Chefs Philadelphia



Alex's Table Jackson Hole



L.A. Loves Alex's Lemonade



Great Chefs Table: New York City



The Power of Giving One Cup at a Time

The One Cup at a Time Club is our monthly giving community. While membership grew by 35% in 2025, their impact grew by 100%, showcasing the power of monthly giving. That's double the amount of life-changing research for kids with cancer.



1,500
members



2024

648

days of
research
projects
funded



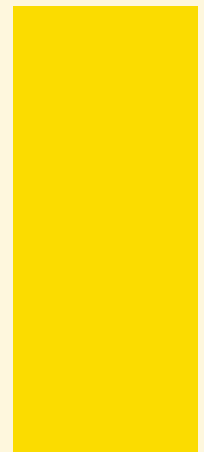
2,039
members



2025

1,300

days of
research
projects
funded



You can become our newest member at OneCupClub.org.



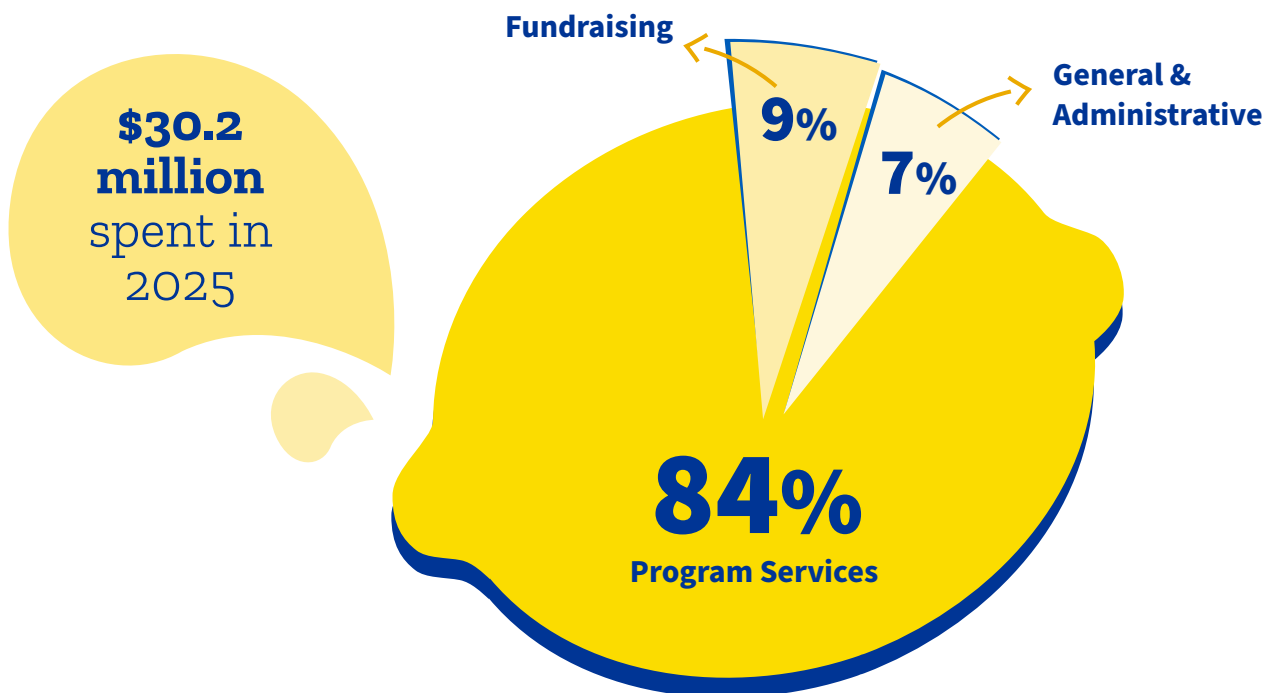
2025 Financial Highlights

As we reflect on 2025, we are deeply grateful to our supporters, volunteers, and staff for their unwavering dedication and generosity. This collective commitment resulted in nearly \$34 million raised, surpassing our annual goal and generating surplus funding. Because of that success, we can commit to funding even more impactful research in the immediate future and beyond that will make a lifelong difference for all kids fighting cancer.

Last year brought funding challenges to the research community, and your support helped us fill those gaps through efforts like increasing our commitment to Young Investigators. With more grants funded than ever, you're ensuring more new ideas for safer, more effective treatments have a chance to help the kids who need them. Our Data Lab continues to expand their best-in-class tools and training to accelerate research discoveries across the country. We also expanded support for families, connecting more than 300 families with the resources that best fit their needs through our Resource Navigator on staff.







All of these advancements are thanks to supporters like you continuing to believe in what Alex started with her lemonade stand. We remain committed to ensuring every dollar you give can help the most kids possible.

As we continue into 2026, we remain focused on growing our impact, strengthening our programs, and continuing this important work — together.



2025 Financial Highlights

Total raised in 2025: \$34 Million

	2025	2024
Total Program Services	\$25,562,000	\$26,550,000
 Pediatric Cancer Research	\$20,275,000	\$21,527,000
 Public Awareness/Education	\$2,042,000	\$1,836,000
 Family Service Programs	\$1,561,000	\$1,487,000
 Childhood Cancer Data Lab	\$1,684,000	\$1,700,000
Total Administrative/Fundraising	\$4,679,000	\$4,070,000
 General and Administrative	\$2,051,000	\$1,691,000
 Fundraising	\$2,628,000	\$2,379,000
Total Funds Used	\$30,241,000	\$30,620,000
	Surplus \$3,754,000	Surplus \$846,000

Statement of Financial Position

Total Assets	\$40,614,000	\$39,370,000
Total Liabilities	\$4,583,000	\$8,090,000
Total Net Assets	\$36,031,000	\$31,280,000

*Numbers are pre-audited. Full financial reports and IRS Form 990's are available at AlexsLemonade.org/Reports.

Looking Forward

We are proud to say that there are children alive today because of the work of Alex's Lemonade Stand Foundation. Since Alex's first stand, survival rates have increased from 77% to 85% in the U.S.

Our goal for the next decade is bold: to increase childhood cancer survival rates in the U.S. to over 90%.



Steps we're taking in 2026 to hit that goal:



Increasing our investment in key research areas: We're re-opening our Bio-Therapeutics Grant, which has resulted in several high-impact clinical trials that have helped kids, and increasing our funding for early career researchers. These grants are essential to attracting young scientists to the field of pediatric oncology to discover new breakthroughs for fighting childhood cancer.



Awarding a Crazy 8 Initiative Grant focused on brain tumors: Brain tumors remain the deadliest of childhood cancers, with some still carrying a 0% survival rate. Two new Crazy 8 Awards will be announced later this year and will focus on uncovering more effective, less toxic treatments for pediatric brain tumors.

The progress we've made is proof that we are making a difference together. With your continued support, we know a world without childhood cancer is possible.

To learn how you can contribute to these initiatives or explore other ways to get involved, contact Lexi Gratton, Development Manager, at L.Gratton@AlexsLemonade.org.



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. By the time Alex passed away at the age of 8, she had raised \$1 million. Since then, the Foundation bearing her name has evolved into a worldwide fundraising movement and the largest independent childhood cancer charity in the U.S. ALSF is a leader in funding pediatric cancer research projects across the globe and providing programs to families affected by childhood cancer.

2025 Board of Directors

Larry Vincent (Board Chair)

Associate Professor of the Practice of Marketing at USC Marshall School of Business; Founder of Conclusive

Meena Mansharamani

(Board Vice Chair)

President of Intend Growth, LLC

Kristin Kelly (Board Secretary)

Founder of Wander

Eric Clair (Board Treasurer)

Managing Director at BDT&MSD

Mary Austen

Founder of Tierney

Ed Bowen

Managing Director of Deloitte’s AI Center of Excellence

Marc Bruno

Chief Operating Officer of Aramark

Stephen Cohn

Co-President of Sage Financial Group

Jocelyn Hillman

Parent Advocate

Gianna Jackson

Attorney and Corporate Social Responsibility Professional

Sue Naegle

Entertainment Executive and Producer

Chip Olson

President & CEO of The Olson Research Group, Inc.

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

Jeff Snyder

President of Inspira Marketing Group

Ira Tauber

Entrepreneur and Supporter

Rich Tremonte

EVP & President of U.S. Pharmaceuticals & Animal Health at Cencora

Kristen Waterfield

Founder and President of The Malvern School

Emeritus Board of Directors

Joel Frank

Managing Partner at Lamb McErlane, PC

Billy King

Managing Director at TurnkeyZRG

Scientific Advisory Board

Steven DuBois, MD, MS

Dana-Farber Cancer Institute

Nada Jabado, MD/PhD

McGill University

Genevieve Kendall, PhD

The Ohio State University

Stephen Mack, PhD

St. Jude Children’s Research Hospital

John M. Maris, MD

Children’s Hospital of Philadelphia

Katherine K. Matthay, MD

University of California, San Francisco

Maureen M. O’Brien, MD, MS

Children’s Hospital Colorado

Donald W. (Will) Parsons, MD/PhD

Texas Children’s Cancer Center

Thank You to Our Partners

\$4 Million+



\$2 Million+



\$1 Million+



\$500K+



\$250K+



\$100K+



*2025 Total Contributions



Today, Josie's past the halfway point of her treatment, and she's turned 1 – a milestone made possible by research you helped fund.

Still, we dream of a world where it is possible for all kids with cancer to have access to effective treatments close to home. Treatments that will lead to cures. With your continued support, we believe that dream is possible. Funding childhood cancer research is more important than ever, and together, we can make sure that more children, like Josie, get a chance to grow up.





AlexsLemonade.org

333 E. Lancaster Ave. #414, Wynnewood, PA 19096

Phone: 866-333-1213

    @AlexsLemonade