

Alex's Lemonade Stand



FOUNDATION FOR CHILDHOOD CANCER

TM

FRESH SQUEEZED NEWS OF THE SEASON

SPRING/SUMMER 2016

WE LOVE SPRING!

At our house, we love to look out the front window and see the first tulips start to pop up in our front yard. These first few lonely pops of color remind us of all that is coming our way – warmer weather, longer days and all the joys of being outdoors on a perfect spring day. When we look at those first few strong and hearty tulips, we can't help but be reminded of Alex, her lemonade stand, and what her life meant to our family and so many others. Looking back on Alex's first lemonade stands, we can see now that just like those first few tulips, they were a hopeful sign of great things to come – a lemonade movement that has turned into a legacy which brings real hope to children with cancer and their families.

Today, more than a decade after Alex passed, we know each spring will still bring that same sense of hope as we head into "lemonade season" with lemonade stands and other fundraising events sprouting up with the warm weather. Most importantly, we know that your support is providing more than hope. It is providing new approaches to treatment and new ways to cure children with cancer. Simply amazing!

We know that none of this would be possible without you, our most generous supporters, who through the years have continued to be enthusiastic, passionate, and committed to making a difference. So sit back, grab some lemonade and read on about the impact you are having and the many ways you can continue to do so.

Until there's a cure,

Liz & Jay Scott (Alex's Parents)

YOUR SUPPORT HELPS ADVANCE THE PACE OF INNOVATIVE RESEARCH

With your donations, ALSF funds research projects that are deemed excellent by our scientific advisors and scientist reviewers. Researchers submit proposals based on the type of projects ALSF is looking to fund. Our categories include early stage research designed to jump start exciting new ideas to clinical trials, where those discoveries have been developed into new potential cures. One of our grant categories is the ALSF Bio-Therapeutics Grant program, designed to allow doctors to bring new targeted therapies to children immediately by providing funding to run the trials. These targeted therapies are biologic-based approaches and include but are not limited to immunotherapy, gene therapy and small molecule agents. Currently, we are funding four BioTherapeutics projects for treating brain tumors, leukemia and neuroblastoma. These projects are critically important to finding new cures for hard to treat childhood cancers and would not be possible without your support!



ALEX'S LEMONADE DAYS

*How Will We Cure Childhood Cancer?
One Cup at a Time!*

It's been 16 years since Alex held her first front yard lemonade stand so doctors could help other kids the way they helped her. Alex benefited from the experimental therapies that cancer research had made possible.

Even though she was only 4, she knew how important they were and had experienced firsthand what a difference they could make. More than 550 funded research projects and millions of cups of lemonade later, we continue to refresh hope and challenge people to join the fight against childhood cancer by holding their own lemonade stand. No stand or donation is too small – every dollar brings us closer to cures. Join us June 10-12, 2016!

Register at: LemonadeDays.org



ALEX'S MILLION MILE



SEPTEMBER
1-30, 2016
CHILDHOOD
CANCER
AWARENESS
MONTH

#Journey2aMillion

Every day, children battling cancer and their families travel thousands of miles for treatments. That's why this September, Childhood Cancer Awareness Month, we're going the distance to raise awareness and fundraise for a cure. Last year, more than 15,000 people logged 963,966 miles and raised almost \$700,000 for childhood cancer research.

To find out more and register:
AlexsMillionMile.org.

CHARITY PARTNERS: CO-FUNDING GRANTS WITH ALSF

Alex's Lemonade Stand Foundation's Charity Partner program is comprised of pediatric cancer groups or foundations that fund research projects through ALSF. Each funded project has been carefully vetted by ALSF's highly qualified scientific advisors. ALSF collaborates with each Charity Partner to identify their mission and develop a plan for which types of projects they would be interested in funding. ALSF works with groups and foundations of all sizes. In 2015, our Charity Partners contributed significantly to research projects across the nation.

ALSF's current list of ALSF Charity Partners include: **Brian Morden Foundation, Cure4Cam Childhood Cancer Foundation, Flashes of Hope and I Care I Cure Childhood Cancer Foundation.**

To read more about ALSF's current Charity Partners, or to learn how to become one, visit: AlexsLemonade.org/Co-Funding-Grant-ALSF or call 610-649-3034.



ALSF NAMED
TO NCI LIST
AS ONLY
CHILDHOOD
CANCER
CHARITY

ALSF has recently been added to the National Cancer Institute's Peer Reviewed Funding List. There are 30 organizations across all cancers that are designated as NCI-approved funding organizations and ALSF is the only organization on the list dedicated solely to research into childhood cancers. Carrying this designation is important to our grant recipients because it means support they receive from ALSF will help them qualify for additional grants that require a previous track record of peer-reviewed funding. It helps our researchers to leverage your donations into additional support for their projects!

YOUR SUPPORT

MAKES A DIFFERENCE - PLEASE GIVE!

WHO YOUR SUPPORT HELPS: OUR CHILDHOOD CANCER FAMILIES

When a child is diagnosed with cancer, the entire family is affected. Peyton Richardson, who is battling High Risk Pre B acute lymphoblastic leukemia, and her younger brother, Major, share a tight bond and are best friends. Major misses his sister when she is at the hospital for treatments, but he says, "I know she is getting better every day and that makes my heart happy!"



Peyton and Major

HERO: PEYTON RICHARDSON



Peyton

Peyton was living life as a normal 12-year-old, cheering for the middle school football team, dancing with her ballet company and busy rehearsing for her 7th season in the Sugar Land production of "The Nutcracker".

After her "Nutcracker" performance, Peyton started experiencing extreme fatigue. Her mother Carrie watched Peyton's ballet class in disbelief as she could not complete a combination across the floor.

Peyton's mother contacted their pediatrician immediately. Peyton had lost considerable weight, was noticeably pale and her doctor could feel that her liver and spleen were significantly enlarged. Peyton had blood work done and was sent to the ER at Texas Children's Hospital. She was diagnosed with High Risk Pre B acute lymphoblastic leukemia and started chemotherapy the next day. Peyton has received a bone marrow biopsy, countless spinal taps and chemotherapy drugs.

Peyton has not let her cancer diagnosis stop her from dancing. One of the first questions she asked was, "When can I go back to ballet?" Exactly two months after her diagnosis, Peyton danced across the ballet studio with the biggest smile. Peyton says ballet is harder than cancer and you'll understand why if you've ever danced with pointe shoes. Peyton is a shining example that through faith and determination, not even cancer can stand in your way.

Peyton believes that through her own cancer diagnosis she can make difference in another child's life. She is making lemonade out of her lemons!

SUPERSIBS! - SERVING SIBLINGS OF CHILDREN WITH CANCER: MAJOR RICHARDSON



Peyton and Major

Major is always happy, from the minute he wakes up in the morning until he goes to sleep at night! Major loves school and his friends. He is truly a great friend, constantly encouraging his buddies, giving them high fives and telling them "good job" on the playing field. Major's family describes him as the life of the party!

Peyton's child life specialist first told their family about the SuperSibs program for Major because she thought he is such an awesome little brother. SuperSibs sent Major a book and other resources specifically for him.

He has never been jealous of the gifts Peyton has received since her diagnosis, but Major loved receiving the book about Jack who is also a sibling of a cancer patient. Major brought his book to school to read to his counselor. She later shared how much that book helped her because she understood that siblings of cancer patients are so much more affected than a lot of people realize!

The Richardsons are one of 36 families chosen as a Lemonade Days Hero Representative, representing the number of children diagnosed with cancer every day.

HOW YOUR SUPPORT HELPS:

Since Alex's first lemonade stand, money the Foundation has raised has funded more than 550 pediatric cancer research projects at over 100 top hospitals and institutions. Learn more about all of our grants at ALSFgrants.org.

MAKING A MATCH: *OPENING DOORS FOR MORE BONE MARROW TRANSPLANTS*



Dr. Jeffrey Huo

Dr. Jeffrey Huo, a first-time ALSF Young Investigator recipient and an instructor of oncology at Johns Hopkins, authored a report on helping a young girl with relapsed T-cell leukemia, for which there are currently almost no treatment options. The young girl was diagnosed at 4-years-old and received a traditional matched

bone marrow transplant from her sister. Six months later, she relapsed. Her team of doctors at Hopkins, including Dr. Huo and two of his mentors (also previously supported by ALSF Young Investigator grants), knew something new was needed to give the young girl a chance.



Dr. Jeffrey Huo and his cousin

Traditional bone marrow transplants replace a patient's cancer-ridden immune system with a genetically matched immune system from a sibling or a volunteer donor. However, it is thought that a cancer which learned to hide from the patient's original immune system can also, sometimes quickly, hide from the new genetically matched immune system, leading to relapse. In response, researchers at Johns Hopkins and other centers developed new strategies to perform haploidentical (half-matched) bone marrow transplants from parents or siblings. Since the new haploidentical immune system only genetically half-matches the original, cancers have a harder time hiding again from destruction. This graft-vs-tumor effect can be further enhanced if necessary with booster shots called donor lymphocyte infusions. However, no one had ever reported trying this before in T-cell leukemia. The family bravely decided to try this new approach, in hopes that it could save their daughter's life.



After undergoing a haploidentical bone marrow transplant and two successive donor lymphocyte infusions, the young girl has been back in school for three years and is now free of disease. Dr. Huo and his

mentors co-authored a scientific paper published in *Pediatric Blood & Cancer* about her cure, giving hope to other young patients faced with the same deadly dilemma.

Dr. Huo was inspired to become a physician-scientist by the doctors who saved his cousin's life after he was diagnosed with childhood cancer. The grant from ALSF allowed him to join the faculty at Hopkins to continue his research, develop and publish this exciting clinical work with his mentors.

HAVING THEIR OWN STANDS FOR ALEX'S LEMONADE DAYS:

Childhood cancer occurs regularly, randomly and spares no ethnic group; socioeconomic class; or geographic region. For Alex's Lemonade Days, we asked 36 Childhood Cancer Hero families to share their story and take a "stand" against childhood cancer. These 36 families represent the 36 children diagnosed with cancer every day in the U.S. Check out our Lemonade Days Hero Reps online at LemonadeDays.org.



The Pebworth-Gonzales Family



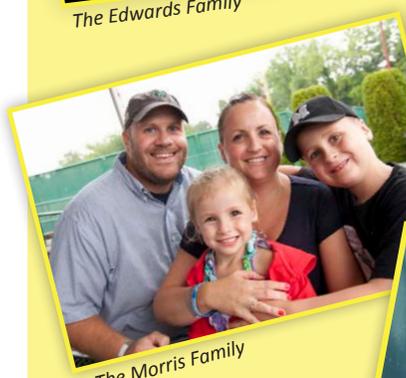
The Williams Family



The Edwards Family



The Sathianathan Family



The Morris Family



The Smith Family

Want to support a lemonade stand in your area? Check out our online event finder: AlexsLemonade.org/search/fundraisers

SPONSOR SPOTLIGHT

Our sponsors have found creative ways to get into the spirit of lemonade season. Visit our website for a full list of our sponsors' events.

Applebee's

Applebee's has been supporting ALSF since 2005 and has now donated nearly \$6 million through their annual fundraising campaigns. And they aren't done! They are gearing up to hold their fundraisers again this year from June 27 - July 31 at participating restaurants.



In 2015, the Idaho Falls Applebee's raised over \$5,000 for ALSF!

Five Below

For the 10th year, Five Below is calling on employees and customers to help kids with cancer. When you stop by your local Five Below from May 7-31, you can purchase a paper lemon for a donation. Then, stop by the in-store Selfie Stand, snap a selfie, and share using #5BAlexSelfie - for each photo shared Five Below will donate \$1 to ALSF.

Red Robin Gourmet Burgers and Brews

Congratulations and thanks to Red Robin, a partner since 2013, who recently passed \$1 million raised for ALSF. Red Robin donates a portion of sales from every Freckled Lemonade sold year-round and 100% of Freckled Lemonade sales during the first week of a new restaurant opening. That translates to over 20,000 hours of research to help the fight against childhood cancer—that's a lot of lemonade!

Volvo

At the 2016 New York Auto Show, Volvo, founding sponsor of ALSF, presented an additional \$1 million donation from their 2015 holiday campaign to ALSF Co-Executive Director and Alex's Dad, Jay Scott. Volvo has been a huge part of Alex's Lemonade Stand Foundation since helping our founder, Alex Scott, reach her original goal to raise \$1 million for childhood cancer research.



ALEX'S LEMONADE STAND FOUNDATION

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SAVING LIVES IN KENYA:

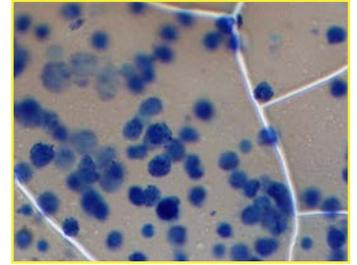
RESEARCHERS WORK TO DIAGNOSE LEUKEMIA

In Kenya, where proper diagnostic testing is severely limited, many children are never diagnosed with leukemia and die without having a chance to receive treatment.

Dr. Terry Vik, a two-time ALSF Epidemiology Grantee and associate professor of pediatrics at Indiana University, is leading a team of

researchers who are developing leukemia diagnostic techniques. Using existing blood slides, stained for the detection of malaria, the team is looking at new methods for a proper and timely diagnosis.

Dr. Vik's study reviewed the existing slides for high white blood cell counts or severe neutropenia—two key markers that can indicate leukemia. In the first phase of the study, which began in 2012, the team collected and analyzed 32,000 blood slides from one site. For the current phase of the study, Dr. Vik's team developed a technique to isolate DNA and use it for further genetic studies that could definitively diagnosis acute lymphoblastic leukemia (ALL).



Since analyzing blood smear slides is familiar to local technicians who utilize this method to detect malaria, they can be trained to flag slides which show indications of potential leukemia.

The current treatment protocol for ALL in Kenya is similar to the treatments used in the 1980s in the U.S. However, even with a less aggressive treatment approach, Dr. Vik believes a proper diagnosis and timely treatment can save over half of the children diagnosed with ALL.

Read more about Dr. Vik and his research at AlexsLemonade.org/Blog.

FOUNDATION EVENTS

Interested in showing your support and having a great time? Our special events take place around the country - a mix of sophisticated culinary events, athletic events and family fun.

Join us for one (or all) of our special events that truly put the fun in fundraising. A selection of our Foundation special events is below. Find out more and register at AlexsLemonade.org/special-events.

- **Alex Scott: A Stand for Hope Telethon** - June 9, televised by CBS3 and the CW Philly
- **Alex's Lemonade Days** - June 10-12, nationwide
- **Alex's "Original" Lemonade Stand** - June 11, Wynnewood, PA
- **The Great Chefs Event** - June 14, Philadelphia (Partner event with The Vetri Foundation)
- **Freedom Ride** - July 2, Independence, MO
- **Alex's Million Mile - Run. Walk. Ride** - September 1-30, worldwide
- **L.A. Loves Alex's Lemonade** - September 10, Los Angeles
- **Lemon: NYC** - October 4, New York
- **Striking Out Childhood Cancer** - October 16, Petaluma, CA
- **The Lemon Run** - November 13, Philadelphia and virtual

For information on sponsoring an event, contact Jay Scott (Jay@AlexsLemonade.org)

DONATE TODAY OR GET INVOLVED!
ALEXSLEMONADE.ORG