My School's Guide to Fundraising
Dear School Supporters,

On behalf of Alex’s Lemonade Stand Foundation (ALSF), we would like to formally express our appreciation and profound thanks for your support in changing the lives of children with cancer and their families. Schools show that anyone can help in our mission to end childhood cancer, no matter how young or old. For every cup of lemonade poured, we become closer to ending childhood cancer.

Enclosed in this guide, you will find useful tools and fundraising information to help your school learn how to get involved.

We are excited to welcome you to Team Alex and can’t wait to experience the fundraising journey with you!

With gratitude,

The Community Engagement Team
TakeAStand@AlexsLemonade.org
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About ALSF

“If everyone has lemonade stands, I think we can do it.”

-Alex Scott

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 by the time 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 and is one of the leading funders of pediatric cancer research in the U.S. and Canada.
Where the money goes...

Your donations fund research that brings better treatments and cures to children with cancer.

Our mission is simple: change the lives of children with cancer by funding impactful research, raising awareness, supporting families and empowering everyone to help cure childhood cancer.

ALSF also provides emotional, financial and logistical support to childhood cancer families that makes their challenges more manageable. Programs like SuperSibs and Travel For Care have an immediate impact on families dealing with a childhood cancer diagnosis.

Learn more about where the money goes by clicking here!

Fun Fact: $50 = 1 hour of research
Supporters like you make it possible for us to continue Alex's dream of finding cures for all kids with cancer. With your support, we are able to provide for families facing a cancer diagnosis.

$26.8 M+ total raised to help kids with cancer

175 grants funded

350+ families assisted with travel costs through Travel For Care

1900+ SuperSibs supported
Get Involved...

ALSF has great ways for your entire class or school to get involved and be part of the national movement to cure childhood cancer, one cup at a time!

Whether you are a preschool teacher, a college student, or somewhere in between, ALSF has great ways for you to get your school, students, staff and classmates involved. Host a lemonade stand, kickball game or the event of your choice. ALSF also has resources to integrate math, philanthropy and business planning lessons into your classroom.
Get Involved... **Great for Everyone**

Click each lemon to learn more!

**HOLD YOUR OWN LEMONADE STAND**

Choose your location, date and time, and register your event. You can choose to have an event kit mailed to you and you’ll get a personal event coach to help answer your questions. When you register for your event, you’ll also be creating your very own event page on our website. You can share your page with friends on social media or in emails.

**THE MILLION MILE**

Run, walk or cycle every September during Childhood Cancer Awareness Month! Participants of all ages log as many active miles as possible through the month of September while raising money to help kids with cancer. You can set your own mileage goal and log miles in or out of the classroom.

**PLAN A KICKBALL GAME OR OTHER GAMES**

Pick the game, location and date to host a teachers vs. students game, school vs. school showdown or homeroom tournament. Register for free and get everyone involved!
Get Involved… **Great for Everyone**

Click each lemon to learn more!

**HOLD A VIRTUAL FUNDRAISER**

Make a difference from anywhere! Celebrate birthdays, graduations or make the school day special with an online fundraiser. Click here for virtual ideas and to register.

**HOLD UNIQUE EVENTS**

The sky is the limit for your ALSF event! From Walk-A-Thons to selling paper lemons, get your classmates or student groups involved in fundraising for ALSF with any of these fun service project ideas.

**LEMONADE DAYS**

Thanks to lemonade stands held by supporters like you each June, you can celebrate the end of your school year with thousands of stand hosts across the country. Register for free and start pouring hope!
Get Involved... **Pre-K to 8th Grade**

Click each lemon to learn more!

**COLLECT CHANGE AT YOUR SCHOOL**

Every penny (and nickel, dime and quarter) counts in our coin collection program! Change Childhood Cancer is a simple way for students everywhere to learn that their actions can make a difference.

**ALSF IN YOUR CLASSROOM**

Free lesson plans and activities can help you incorporate ALSF into your school day. These resources involve both academic skills that align with core standards and character-building activities to strengthen students’ positive traits and interpersonal skills.

**FREE BOOK REQUEST**

Share Alex's story with your students by reading *Alex and the Amazing Lemonade Stand*. [Click here](#) to view the book’s discussion and takeaway guides, and request your free copy today.
The Lemon Club is a student-led club that functions under the direction of ALSF to raise awareness and funds for childhood cancer research. Through The Lemon Club, students have the opportunity to engage a broad range of people and resources (e.g. students, teachers, community and forums) about the need for funding childhood cancer research projects. ALSF’s Lemon Clubs plan and execute on- and off-campus fundraisers for the duration of their school year. Lemon Club chapters are encouraged to host a variety of awareness and fundraising events to help spread the mission of ALSF and meet their fundraising goals.

We love working with Greek organizations whose passion for community service and philanthropy foster immense creativity and commitment to charitable causes. Every year, many Greek organizations join us in raising awareness and money to fund critical childhood cancer research.
Get involved... High Schools and Universities

Click each lemon to learn more!

**ESPORTS**

Turn playing your favorite video game into a fundraiser. Whether doing a 24-hour livestream, partaking in an organized tournament or playing a couple rounds with friends, you can make a difference in the fight against childhood cancer.

**CHAMPIONS**

Turn your athletic stats into life-saving research dollars. Whether you are a basketball player scoring points, a goalie making saves, a baseball player stealing home, or a cyclist riding miles, when you sign up to be a Champion, you are committed to changing kids' lives!

**TEAM LEMON**

When you join ALSF’s charity running team, you’ll raise awareness by wearing one of our fantastic Team Lemon shirts at a race of your choice. Select a race from our list of available races — we have slots in many popular and sold-out races across the United States or "BYOB" Bring Your Own Bib.
Lemon Tips

Tips for Hosting Your Stand (or Other Fundraisers)

Set a Goal
Decide how much money you’d like to raise to help kids with cancer so you have a goal in mind. Remember, every $50 supports one hour of research!

Choose Your Location, Date & Time Wisely
Set up where you find a lot of foot traffic. In the cafeteria at lunch or at events like your school play or sports games are great places to host your fundraiser!

Share Your Event
Tell others about your fundraiser through word of mouth or on social media. As a registered event host, collect donations online by sharing your event page with parents and teachers.

Hold Your Stand or Activity & Have Fun
Think beyond lemonade and have fun activities (e.g. face painting, music, entertainment or silent auctions) at your event.

Ask for Help
Call a local business to sponsor your event (remember to mention that donations are tax-deductible). Your event coach can provide you with an official letter of support written on the Foundation’s letterhead with our tax ID.

Click Here For The Official Guide To Hosting An ALSF Event!
Lemon Tips

Making the Most of Your Fundraising Page

When you register your event you will receive your very own virtual headquarters: your fundraising page!

This page is a powerful tool for raising money and promoting your stand or event. You can use it to let everyone know your event details and track your progress toward your goal. Your fundraising page is also how you’ll accept online credit card donations. Your supporters can donate directly to your event via your page – just give them the link, and they can click “donate” right on your page.

Here are some tips to make the most of your fundraising page:

- Personalize your page with photos or inspiring messages, and honor a childhood cancer hero!
- Email or share your page on your school's social media channels and ask for donations.
- Make your fundraiser more meaningful by sharing a childhood cancer hero story in your donation ask.
- Remind donors that every donation makes a difference, and be sure to thank them for giving!
Your Fundraising Page

Here is a glance at a fundraising page. Your school will have its own fundraising page for you to use to collect donations.

Your Page ID number is important when receiving check donations. If you receive any check donations, please include your number on the memo of the check so that ALSF can attribute those donations to your fundraising page.
Your Fundraising Page

Take a look at the bottom of your fundraising page. Making a "wall post" is a great way to interact with your donors. Your donations will also appear here.

Add photos here!
Tools

We have compiled downloadable resources for you to incorporate into your fundraising efforts!

You can download all of the resources by clicking here.

These tools will help others understand more about childhood cancer and the importance of what we do together.

Letter of Support

Reaching out to the community is a great way to assist with fundraising. Whether you are asking for monetary support or lemonade for your lemonade stand, your community is a valuable source of support!
Unsure where to begin?
Let's brainstorm together!

Reach out to TakeAStand@AlexsLemonade.org
Thank You
for all you do to help kids with cancer!