



Fundraising Guide



Team Lemon

Running to Cure Childhood Cancer

2024

Dear Team Lemon Runners,

On behalf of Alex's Lemonade Stand Foundation (ALSF), we would like to formally express our appreciation and profound thanks for your support of the Foundation and our mission of changing the lives of children with cancer and their families. For every mile you run we become closer to ending childhood cancer.

Enclosed in this guide you will find useful fundraising information and tools. Please note the fundraising ideas we have put together are 100% optional.

We are excited to welcome you to our team and can't wait to see you at the finish line!

With gratitude,

Madeleine Lampert

Madeleine Lampert
Community Engagement Coordinator



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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 and is one of the leading funders of pediatric cancer research in the U.S. and Canada.



Your Impact




Where the money goes...

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





2023 Highlights

At Alex's Lemonade Stand Foundation, hope and determination keep us turning lemons into lemonade year after year. As our supporters continued to inspire others with their own creative fundraisers, all that hard work made a huge impact on kids with cancer:



190+ Grants Funded

ALSF funded 190+ research projects in 2023 to help discover safer and more effective treatments for kids with cancer. That includes nearly 120 brand new projects and continued funding for multi-year grants searching for the next breakthrough.



365 Families Helped by Travel For Care

For kids whose cancers aren't eliminated by traditional treatment, their life often depends on families traveling for treatment options that aren't available at their local hospital. The Travel For Care program helps offset costs for families by covering airfare, hotel stays and gas.



2,200+ SuperSibs Supported

SuperSibs provides encouragement, empowerment and comfort to siblings of kids with cancer through specialized mailings made just for them.



5,200+
volunteer
fundraisers held

\$32.5M

raised in 2023
to help kids
with cancer!

“ALSF has been a true lifesaver for us.”

- Shelly, mom to childhood cancer heroes Logan and Xavier



Lemon Tips

Making the Most of Your Fundraising Page

When you complete your Team Lemon application, 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:

Tips

- Personalize your page with photos and inspiring messages or honor a childhood cancer hero!
- Email or share your page on social media and ask for a donation. Make the amount attainable for your donors. For example, ask friends to donate \$50, which pays for one hour of cancer research.
- 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. Each runner will have their own fundraising page for you to use to collect donations.

Your Event 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.

The screenshot shows a fundraising page for 'Doug's Team Lemon Run' organized by Doug W. The page features a blue header with the Alex's Lemonade Stand logo, the event name, and the event ID: E2764105. A large image of lemons is displayed below the header. The 'FUNDRAISER DETAILS' section includes the event date (Sunday, November 7, 2021 - 10:30am to 3:00pm) and location (NYC Marathon, New York, NY 10002, United States). A map shows the event location near the Empire State Building. A 'DONATE' button is prominently displayed, with a note: 'To donate by check, please print and mail this form. Event ID: E2764105'. A fundraising progress bar shows a goal of \$5,000 and an amount raised of \$4,050. Social media sharing options (Facebook, Twitter, LinkedIn, Email) and a 'PRINT A CUSTOM FLYER' button are also visible.

Buttons to share your fundraising page on social media and in email.

Fundraising progress bar.



Your Fundraising Page

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

Add photos here!



The screenshot shows the 'Photos' tab selected in a fundraising page. At the top, there are navigation tabs: 'All Posts', 'Donations', 'Members', and 'Photos'. Below the tabs is a prompt: 'Want to add a comment? Make a donation or join the team!'. A 'SHOW ONLY:' filter section includes buttons for 'WALL POSTS', 'DONATIONS', 'MEMBERS', 'MILESTONES', and 'RSVPS'. The main content area displays a grid of posts:

- DOUG W DONATED**: \$2025.00, 3 months 1 week ago
- ANONYMOUS DONATED**: \$50.00, 3 months 3 weeks ago
- WONDERLY FAMILY DONATED**: \$50.00, 3 months 3 weeks ago
- THE SCOTTS DONATED**: \$100.00, Good luck and have fun., 4 months 2 hours ago
- THE BASEHORE FAMILY DONATED**: \$200.00, 4 months 1 day ago
- GAIL PERDUE DONATED**: \$25.00, 4 months 3 days ago
- OBRIENS DONATED**: \$25.00, 4 months 4 days ago
- LINDA AND CARLEY DONATED**: \$25.00, 4 months 4 days ago
- THE BURNS FAMILY DONATED**: \$75.00, 4 months 4 days ago

In the center of the grid is a photo post by Allison Goldstein, 4 months 4 days ago, featuring a cartoon lemon character with 'ALSF' on its headband.



Tools

We have compiled downloadable resources for you to incorporate in your fundraising outreach.

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.

These tools include:

- Logos
- Brochures/Literature
- Social media outreach directions
- Letters

Frequently Asked Questions

Why is Alex's Lemonade Stand Foundation different from other childhood cancer charities?
Changing Childhood Cancer, One Research Grant at a Time Alex's Lemonade Stand Foundation (ALSF) is unique in its big picture approach to funding research. Projects are examined by a peer review board and range from early science to clinical trials. This attracts the most talented and innovative pediatric cancer researchers across the world.
National Institutes of Health-Approved ALSF is the only childhood cancer foundation approved by the National Institutes of Health. That distinction is due to the Foundation's rigorous grant selection process. ALSF is also the sole pediatric cancer organization granted the National Cancer Institute Peer Reviewed Funder designation.
Leveraging Big Data ALSF founded the first-of-its-kind Childhood Cancer Data Lab. Their mission is to develop tools and training programs to empower childhood cancer researchers to utilize vast amounts of data to make more robust discoveries and find cures, faster and cheaper.
A Willing Partner Many other childhood cancer foundations from across the country partner with ALSF to ensure their dollars are going to the most critically needed areas of research.

Who was Alex Scott?
Alex was a little girl born to Liz and Jay Scott in 1996. She was diagnosed with neuroblastoma shortly before her first birthday. She fought the disease courageously and decided to start a lemonade stand to help cure childhood cancer. Her selfless idea grew into a national movement that raised more than \$1 million before she passed away in 2004. The Foundation that bears her name continues her goal of supporting kids facing cancer by finding cures and promoting awareness.

How much money has ALSF raised?
ALSF has raised more than \$200 million and funded over 1,000 research projects at nearly 150 institutions in the U.S. and Canada. ALSF also provides important resources to help families facing a diagnosis, including the Travel For Care program that provides financial assistance for eligible families that must travel far from home to receive treatment.

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 has carried on that vision by giving as much as possible to research and programs. In 2020, the fundraising and administrative expenses combined were 19%. ALSF also received a 4/4 rating from Charity Navigator in 2017.

For more frequently asked questions, visit: [AlexLemonade.org/About/FAQ](https://www.AlexLemonade.org/About/FAQ)

Childhood Cancer

By The Numbers 2021

43 Every day in the United States, 43 children, ages 0-19, are diagnosed with cancer.

800 Every year, an estimated 300,000+ new cases of cancer affect children worldwide. That's over 800 new kids affected every day.

2X Childhood cancer survivors are twice as likely to suffer chronic health conditions.

Childhood cancer is the leading cause of death by disease in children under the age of 19 in the U.S.

285 One in 285 children in the U.S. will be diagnosed with cancer by the time they are 20 years old.

4% Despite these facts, childhood cancer research receives just 4% of the annual budget from the National Institutes of Health.

SOURCES:
National Center for Biotechnology Information
National Cancer Institute
World Health Organization
National Institutes of Health

[AlexLemonade.org](https://www.AlexLemonade.org)



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!



Fighting Childhood Cancer,
One Cup at a Time.

333 E. Lancaster Ave. #414
Wynnewood, PA 19096
AlexsLemonade.org
(866) 333-1213 or (610) 649-3034
f t i @AlexsLemonade

April 1, 2024

To Whom It May Concern,

We are delighted that Annie Lemon has chosen to partner with Alex's Lemonade Stand Foundation this year in the fight against childhood cancer. Lisa is holding a fundraiser to raise much needed funds and awareness for innovative research projects working to develop better treatments, and ultimately, cures for all childhood cancers.

A little background on our Foundation if you haven't heard of us – Alexandra "Alex" Scott founded Alex's Lemonade Stand Foundation on what seemed to be a simple concept. In the year 2000, when Alex was just 4 years old and battling neuroblastoma, she told her parents that she wanted to have a lemonade stand in her front yard. She surprised everyone when she announced her plan to donate the money from the stand to "her hospital" to help the doctors find a cure for all kids with cancer.

As Alex fought her own cancer, she also continued to hold yearly lemonade stands to benefit childhood cancer research. News of Alex, a sick child helping other sick children, spread far and wide. People from all over the world were inspired by her story and decided to help Alex in her quest to find a cure by holding their own lemonade stands and donating the money to Alex's Lemonade Stand Foundation. In August of 2004, Alex passed away at the age of 8, knowing that, with the help of others, she had raised more than \$1 million to help find a cure for all kids with cancer.

Since Alex's very first stand in 2000, more than \$150 million has been raised for childhood cancer research! Alex's Lemonade Stand Foundation has funded over 800 research projects in more than 129 leading pediatric cancer hospitals throughout the United States and Canada.

We are committed to ensuring Alex's legacy continues through Alex's Lemonade Stand Foundation and hope that you will support the efforts of Annie. Please follow up with Madeleine at M.Lampert@AlexsLemonade.org should you have additional questions.

Your support is most appreciated and will make a meaningful impact on the lives of all children with cancer!

Sincerely,

Madeleine Lampert
Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation is a 501(c)3 tax-exempt, publicly supported organization. Tax ID # 56-2496146. Should you have any questions, please contact Alex's Lemonade Stand Foundation at (866) 333-1213.

The official registration and financial information for Alex's Lemonade Stand Foundation may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, (800) 732-0999. Registration does not imply endorsement.

3 Bala Plaza West, Suite 601, Bala Cynwyd, PA 19004 * P-(610) 649-3034 * F-(610) 649-3038
www.ALEXSLemonade.org



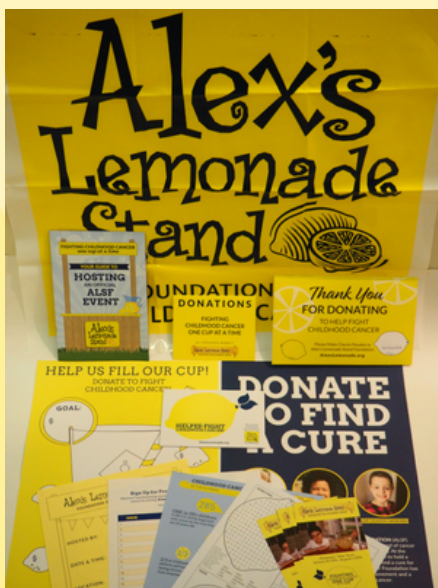
Fundraising Ideas

Idea 1

Start where it all began...

Host a Lemonade Stand!

Host a lemonade stand just like Alex did! Choose your location, date, and time, and share with others in your area! Let me know if you would like a ALSF stand kit sent.



Stand Kit Example

You can collect donations through your Team Lemon Fundraising Page at your stand to go towards your goal.



Fundraising Ideas

Idea 2

Go social...

Hold a Social Media Fundraiser!

Share your fundraising page:

The easiest way to spread the word about your fundraiser is to share your fundraising page. You can find Facebook and Twitter icons right on your page – just click on the icon, include a quick note (we've given an example below) and encourage people to donate and/or join you!

FUNDRAISER DETAILS

WHEN

Wednesday, November 15, 2023 -
11:00 am to Sunday, October 13, 2024

WHERE

201 E Randolph St
Chicago, IL 60602
United States



Share this page



I'm joining with Team Lemonade to help Alex's Lemonade Stand Foundation move one step closer to finding a cure for all children with cancer! You can support me by visiting my page, making a donation or joining me! The money you donate will pay for research to find better treatments and cures for childhood cancer. Please help kids and their families by providing desperately needed hope! Thanks for your support!

Example:

Join me and @AlexsLemonade to help raise funds and awareness for #ChildhoodCancer! I'm running in the [insert name of marathon] to move one step closer to finding a cure for all children with cancer. Visit my page for more info: [include fundraising page link].



Fundraising Ideas

Idea 3

Run...

A Training Day Sponsorship!

Dedicating a training day to fundraising is a fun way to bring in funds!

How does this work?

- Send a call of action to your friends and family to get involved! Email, message on social media, text/phone call, etc...
- Example outreach message:
 - "Today I am running 10 miles to train for the [insert name of marathon]. I'm running the race as part of Alex's Lemonade Stand Foundation's Team Lemon. Would you donate \$1 for every mile I run (\$10) to my fundraising page in honor of kids battling pediatric cancer?" (Don't forget to include your page link!)



Fundraising Ideas

Idea 4

Fill the card...

Of a Virtual Instagram Bingo Board!

- [Click here](#) to save the bingo board to your phone or computer.
- Add a text link to your cash apps (like Venmo) or your ALSF fundraising page.
- Encourage your audience to make donations via your text link.
- As donations come in, update your board by tagging supporters on the lemon of their given amount!



The image shows a virtual Instagram post for Team Lemon. At the top is the Team Lemon logo, featuring a cartoon lemon character and the text "Team Lemon" with the ALSF logo. Below the logo is the tagline "Running to Cure Childhood Cancer" and the website "TeamLemon.org". The main text of the post says "Help me fill my board! Make a donation for kids with cancer, and I'll tag you!". Below this is a 4x4 grid of 16 lemons, each with a different dollar amount written on it. The amounts are: Row 1: \$5, \$9, \$3, \$19; Row 2: \$14, \$8, \$1, \$20; Row 3: \$11, \$6, \$13, \$2; Row 4: \$7, \$4, \$15, \$10. At the bottom right of the post is the logo for "Alex's Lemonade Stand".

Team Lemon 
Running to Cure Childhood Cancer
TeamLemon.org

Help me fill my board!
Make a donation for kids with cancer,
and I'll tag you!

\$5	\$9	\$3	\$19
\$14	\$8	\$1	\$20
\$11	\$6	\$13	\$2
\$7	\$4	\$15	\$10

Alex's
Lemonade
Stand 



Fundraising Ideas

Idea 5

Or Host Your Own...

- Auction
- Movie Night
- Bake Sale
- Poker Tournament
- Car Wash
- Yard Sale



Unsure where to begin?
Let's brainstorm together!

Reach out to Madeleine
M.Lampert@AlexsLemonade.org



Let's Start Planning!

Month: _____

Fundraiser: _____

Amount Raised: \$ _____

Month: _____

Fundraiser: _____

Amount Raised: \$ _____

Month: _____

Fundraiser: _____

Amount Raised: \$ _____

Marathon Date:

Fundraising Goal:

\$





Thank You

for all you do to help kids with cancer!

