



CHANGE CHILDHOOD CANCER PROGRAM GUIDE

Alex's Lemonade Stand Foundation (ALSF) designed the Change Childhood Cancer program to help educate children about giving back. At ALSF we know that through small actions, we can enable big changes. The Change Childhood Cancer program shows that the simple act of collecting change can have a large impact in the battle against childhood cancer. This fun filled program is ideal for large and small groups, a class or an entire school to participate in!

What is Alex's Lemonade Stand Foundation?

Alex's Lemonade Stand Foundation emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope.

Where does the money go?

All funds raised go directly to Alex's Lemonade Stand Foundation, a registered 501(c)3 charity that funds childhood cancer research projects. Careful distribution of our grants allows doctors to bring the latest and most promising life-saving treatments to children with cancer. These grants provide hope for all childhood cancer patients.

Event Timeline

2 weeks prior:

1. Register your event on the Alex's Lemonade Stand Foundation website, Alexslemonade.org/campaign/change-childhood-cancer-school-program.
2. Share with the staff and administration at your school your intentions of participating in the Change Childhood Cancer program, and have a sign-up for those teachers who want to participate.
3. Post fliers about the program around school, distribute fliers to all students, and have students make announcements on the loud speaker.
4. Assign an adult to oversee coin collection. Think about how you will convert the change to a check. Will you have the children roll the coins or use a local bank's coin machine?

1 week prior:

1. Spread the word! Consider holding a school-wide informative assembly* about the Change Childhood Cancer program.
*If you cannot have a school-wide assembly, have students help spread the word to other classes. When telling others about your fundraiser be sure to:
 - Introduce what Alex's Lemonade Stand Foundation is and the mission. Reading *Alex and the Amazing Lemonade Stand* is a great way of doing this!
 - Set a goal of how much money you plan on raising and explain how others can help you meet this goal.
 - Share ways for students to earn change (according to grade level.) The sheet attached will help you with ideas. **Children should NOT go door to door to ask for change, and parents should always be present when collecting.**
 - Provide a coin collection box and parent letter to each student.

Week of program:

1. As you begin receiving filled coin boxes, track your progress (in dollars) on a thermometer posted somewhere for everyone to see.
2. Make an announcement of how much has been collected and continue to provide updates.
3. Contact your local TD Bank, an Alex's Lemonade Stand Foundation sponsor, to come to your school with their portable change machine, the Penny Arcade. If TD Bank is not available, bring your change to a local bank to have it converted to a cashier's check.
4. Hold a grand total celebration event, and recognize the difference that everyone made with their efforts!

1 week post program:

2. Send in your proceeds (in the form of a check), student registration form and donation return form to Alex's Lemonade Stand Foundation in the return envelope provided to you in the "Change Childhood Cancer" kit.
3. Share your grand total with all participants, friends, family and even local media!
 - Make sure you update your ALSF fundraising page to let everyone know how well the students did during their "Change Childhood Cancer" week!

2 weeks post program:

1. Hand out "Thank You" lemons to all participants.
2. Have participants write thank you letters to donors for their support.