



FALL/WINTER 2020

The True Story of the Stand That Started it All

For months, 4-year-old Alexandra "Alex" Scott had asked her parents about hosting a lemonade stand. After fighting neuroblastoma for three years already, a brand new treatment called MIBG had made her feel significantly better. One day her mom, Liz, finally asked, "Alex, what do you want to buy so badly?"

Alex replied, "I'm not keeping the money, I'm giving it to my doctors so they can help kids the way they helped me."

How could her parents say no to that? They thought it was adorable their daughter was going to cure cancer with a lemonade stand. When Liz said she would raise \$5 or \$10 dollars, resolute Alex responded, "I don't care, I'll do it anyways."

The night before the big day on July 1, 2000, Alex picked out her outfit and had her Cheerios ready so she wouldn't be late. Alex woke up at 7 am, and someone was already knocking at their door.

The person was heading out of town, but wanted to donate to Alex's Lemonade Stand before she left. It was a sign of things to come. People flocked to the stand all day long. Alex rung guests up with her kid-sized cash register. She made the lemonade, and tasked her dad, Jay, with restocking the lemonade mix supply. Jay wound up making several trips to the grocery store for more.

One gentleman even lugged a giant jug of coins he had been saving for 17 years to their door. Alex's mission finally clarified what he had been saving them for. When the last cup of lemonade sold, Liz asked Alex how it went.

"That was the best thing that ever happened to me," she said.

Today, the \$2,000 raised at that first stand has transformed into more than \$200 million total raised for the kids Alex set out to help way back then. Now more than ever, it's critical to continue what she started. This year, Alex's Lemonade Stand Foundation (ALSF) is looking back at the remarkable acts of others that were inspired by Alex.

With your help, we can ensure childhood cancer research continues on the upward trajectory that began with one girl's dream that a lemonade stand could cure childhood cancer.

Read the incredible stories and help catalyze the next two decades of change at AlexLemonade.org/20-Years.



1. Alex at her first stand, 2000; 2. Hero Lily at her world record lemonade cup, 2015; 3. The King of Prussia Girls at their lemonade stand, 2004; 4. Riley and hero Jeremy at their stand, 2012; 5. Hero Tony at the Lemon Ball, 2018

Meet Abbie and the ALSF-Funded Trial That Saved Her Life



FOUR days before Abbie turned 12, her world turned upside down.

Abbie had been experiencing frequent headaches and nausea, which eventually led to complex partial seizures. Her diagnosis: a stage one ganglioglioma.

Gangliogliomas are slow-growing tumors, but because of their location in the critical structures of the brain, they can wreak havoc on children.

Surgeons were able to remove 90% of the tumor during a nine-hour surgery. For the next year, Abbie would endure 12 rounds of chemotherapy. Then, during her freshman year of high school, Abbie had a second surgery to remove what was left of the tumor.

Afterwards, Abbie remained stable until her senior year, when her tumor began growing. Her oncologist suggested she try a clinical trial and said that she should consider deferring college a year until she was well enough to attend.

Abbie was not going to defer anything. She moved into the dorms early at the University of Georgia (UGA), while simultaneously enrolling in an immunotherapy clinical trial with Dr. Theodore Johnson, an ALSF-funded researcher at Augusta University. ALSF funds Dr. Johnson through the Bio-therapeutic Impact grants program.

Immunotherapy, which harnesses the body's immune system to attack cancer cells, has shown success in treating certain types of pediatric leukemia. Dr. Johnson's trial combines Innoximod, an immunotherapy drug, with traditional chemotherapy. The trial is open at several sites across the country in Georgia, Florida and Colorado.

Abbie continued on the trial through her freshman and sophomore years of college. In May 2020, Abbie graduated from UGA with a major in human development and family sciences and began her career as a registered behavior technician at an autism center.

"Without the flexibility of Dr. Johnson's clinical trial, I don't know if I would've felt well enough and have had the time to balance my college life and treatment," said Abbie.



Dr. Becher



Dr. Wechsler-Reya

Delivering the Breakthrough Treatment That Kids Deserve

PROMISING new research from ALSF-funded researchers Oren Becher, MD from Lurie Children's Hospital and Northwestern University and Robert Wechsler-Reya, PhD from Sanford Burnham Prebys Medical Discovery Institute is moving towards a clinical trial for medulloblastoma, the most common malignant pediatric brain tumor.

"ALSF has provided tremendous funding for this project and all the research leading up to this point," said Dr. Wechsler-Reya, who received his first ALSF grant in 2009 and has been studying medulloblastoma for more than 20 years.

The project studied the combination of immunotherapy with a drug called tumor necrosis factor (TNF). The therapy eradicated medulloblastoma with the p53 mutations in lab tests, essentially melting the tumor away.

As the trial is set to open at multiple sites this fall, Dr. Wechsler-Reya and Dr. Becher are continuing to study the potential of this trial drug as a therapy for children with high-grade gliomas like diffuse intrinsic pontine glioma (DIPG).

"It is time to recognize that children with cancer are the most vulnerable people in our population and we can't back down. We cannot put this off, because research is so desperately needed," said Dr. Wechsler-Reya.



meet benjamin

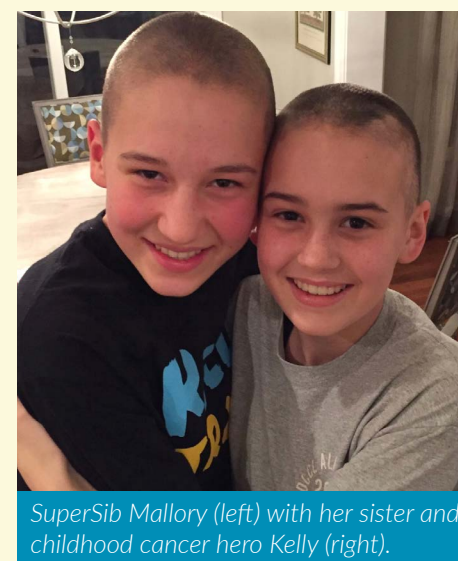
THE pandemic did not make life any easier for 3-year-old Benjamin. He has only been able to see one of his parents at a time in the hospital while he is treated for B-cell acute lymphoblastic leukemia. However, Ben's family feels less alone since receiving an ALSF care package that included bandanas. Ben was losing his hair for the second time when it arrived, and his dad joined him in shaving his head. Now the two bald boys never go anywhere without their ALSF bandanas on!

meet ahzari

A happy 9-month-old, Ahzari began 2020 with a troubling diagnosis: retinoblastoma. The arrival of COVID-19 only further complicated things, but with help from ALSF, Ahzari's family didn't have to worry long. "We couldn't have done this without ALSF," said LaToya, Ahzari's mom. "The emergency grocery card, hotel stay and gift basket meant so much to us and made it less stressful just knowing they were there for us." Today, Ahzari is in remission and playing happily at home with her family.



Putting the "Super" in SuperSib



SuperSib Mallory (left) with her sister and childhood cancer hero Kelly (right).

PROUD SuperSib Mallory wouldn't be who she is without her younger sister Kelly. It was devastating when Kelly lost her battle with osteosarcoma, but her fight taught Mallory the importance of always having hope. Mallory dedicated her senior basketball season to raising money for childhood cancer research as a Champion for Kids with Cancer (and raised an astounding \$36,000), and today, is the recipient of an ALSF POST Grant. She will spend the summer of 2021 studying safer pediatric cancer treatments under the mentorship of Dr. Patrick Grohar at Children's Hospital of Philadelphia. Most importantly, she is never giving up hope for a cure!

Do you know a SuperSib?

Any child between the ages of 4 and 18 who have faced or are facing a sibling's cancer diagnosis is a super sibling, and can receive special mailings to comfort, encourage and empower them by signing up with ALSF's SuperSib program at [SuperSibs.org](https://www.superlibs.org).

How COVID-19 is Impacting Childhood Cancer Researchers

WHEN COVID-19 forced all but essential employees to work from home, childhood cancer researchers were faced with the same shutdown. Dr. Michelle Monje, an ALSF-funded researcher who studies high-grade gliomas, had less than 12 hours to shut down her lab at Stanford when shelter-in-place orders went into effect on March 16.

Dr. Monje and her team scrambled to save the things they could not lose — like primary cell cultures from children's tumors. At home, her team was forced to pivot from lab research, using the time for data analysis, paper writing and to push two new clinical trials forward.

Dr. Monje's lab is open again, but with restrictions and social distancing guidelines in place.

For young investigators just at the start of their careers, the COVID-19 crisis puts an enormous financial burden on labs. New labs are like start-up businesses and finances can be extremely tight. **The need to support childhood cancer researchers has never been greater.**

"WE ARE AT A REAL RISK OF LOSING AN ENTIRE GENERATION OF CANCER RESEARCHERS," said Dr. Monje.

Donate and learn more about how you can help research labs continue their critical work at [AlexsLemonade.org/COVIDImpact](https://www.AlexsLemonade.org/COVIDImpact).



CARS THAT CURE

Childhood Cancer Car Donation Program

Donate your car, truck, boat or other vehicle to help kids fight cancer! **Call (855) CAR ALSF** to arrange your no-cost, hassle-free pickup today.

"Our first family car is now turning into literal lifesaving research for kids with cancer."
— Christie, Cars that Cure donor

Learn more at [CarsThatCure.org](https://www.CarsThatCure.org).

1 SEVEN CHILDREN DIE FROM CHILDHOOD CANCER EVERY DAY. TWO OF THOSE CHILDREN BATTLED A BRAIN TUMOR.

Five-year survival rates vary greatly from 0% for high-grade gliomas like DIPG to more than 90% for low-grade tumors.

2 PEDIATRIC SARCOMAS ARE A DIVERSE TYPE OF CHILDHOOD CANCER, WITH MORE THAN 100 SUBTYPES.

Because of this diversity, there is no one-size-fits-all approach to treatment.

3 NEUROBLASTOMA IS THE MOST COMMON CANCER IN INFANTS.

However, the disease can occur at any age and can even affect adults.

4 JUVENILE MYELOMONOCYTIC LEUKEMIA (JMML) HAS A FIVE-YEAR SURVIVAL RATE OF ONLY 50%.

For children with this rare blood cancer, more research is urgently needed.

5 CURES ARE NOT ENOUGH, SAFER TREATMENTS ARE NEEDED.

Childhood cancer survivors are twice as likely to suffer from chronic health conditions than kids who have not had cancer.

Partner Spotlight



For the past nine years Auntie Anne's has been a proud partner of Alex's Lemonade Stand Foundation. Their commitment to helping the fight against childhood cancer continues in-store and online during the month of September. We can't wait to see all the DOUGH-nations come in for pediatric cancer research!



This past July, ALDI invited shoppers to join them in the fight against childhood cancer by purchasing one of their 20 lemon-themed items. For every item purchased, ALDI made a donation to Alex's Lemonade Stand Foundation. Thanks to their support we are \$1 million closer to cures!



Since 2006, Five Below's generous customers have been putting the squeeze on childhood cancer by raising more than \$6 million for ALSF. They joined the Foundation again this year by collecting donations with their annual fundraising campaign in September. Our thanks goes to Five Below for being a committed partner in the fight against childhood cancer!

SUPPORTER SHOUT-OUTS



1 A CROWNING ACHIEVEMENT FOR CHILDHOOD CANCER

Miriam Silva, USA Ambassador Mrs. New Jersey 2020, found innovative ways to hold her lemonade stands this summer – offering individual water bottles with lemonade packets for a safe, 'on the go' option. She even broke her \$150 fundraising goal by raising nearly \$1,000 for childhood cancer research and is still going!



2 \$30K, 2,000 PUSH-UPS, 1 DAY

Although Afleet Alex did not win the Kentucky Derby in 2005, Terry never forgot the story of the girl who shared the horse's name. This year, he's pledged to perform 2,000 push-ups in one day to honor the \$2,000 Alex raised at her first stand. In the past, Terry and his colleagues at Lightfoot, Franklin & White LLC have held stands, and Terry's \$30,000 accomplishment pushed them past their goal to raise \$100,000 in four years.

3 RUNNING THE MILLION MILE FOR A MILLION-DOLLAR SMILE

After learning that she and her 3-year-old daughter Emma shared Beckwith-Wiedemann Syndrome (BWS), Crystal wanted to challenge herself to really go for gold during The Million Mile - so she has committed to 100 miles and \$2,000 as a Gold Medal Miler for kids with cancer. Go Crystal!

To learn more, visit TheMillionMile.org.

Giving \$5 or more a month can support kids fighting cancer today, tomorrow and every year to come.



Sustain critical childhood cancer programs with your monthly gift by going to AlexsLemonade.org/One-Cup-Newsletter.



LOVE PLAYING VIDEO GAMES?

Or know someone who does? Whether you're a casual or pro gamer, you can play for a good cause as a **Gamer for Kids with Cancer**. Gamers collect pledges and donations for pediatric cancer research while playing the game of their choice, so the more you play, the more you raise – that's a win for you, and for kids fighting cancer! Visit AlexsLemonade.org/Gamers to sign up today.



AlexsLemonade.org

111 Presidential Blvd.
Suite 203
Bala Cynwyd, PA 19004

PHONE: (866) 333-1213



@AlexsLemonade