Alex's Lemonade Stand Foundation for Childhood Cancer™

Spring/Summer 2024

Freshly Squeezed News

Inside: Research breakthroughs you sparked, kids you've helped, and more!

ALSF Founder Alex Scott
at her first stand, 2000

The 20-Year Lemonade Movement

"If everyone has lemonade stands or goes to lemonade stands, I think we can do it."
— Alex Scott, founder of Alex's Lemonade Stand Foundation (ALSF)

Atlanta, GA, 2005

Tokyo, Japan, 2011

Irvine, CA, 2014

Homestead, FL, 2014

Alex's lemonade stand was always more than a lemonade stand.

When Alex Scott held her first stand, she was 4 years old and fighting neuroblastoma. Her parents just thought the idea was cute, until little Alex told them that she didn't want the money to buy something for herself – she wanted it all to go to "her doctors" so they could help kids like her.

Before Alex's lemonade stand, there wasn't much research into childhood cancer being done. There were fewer, less accessible treatment options, all harsh, and causing side effects. **After Alex's lemonade stand, things changed.**

When Alex announced her ambitious goal of raising $1 million, people across the country held lemonade stands the same day she did in June of 2004, and with an assist from one of our original partners, Volvo Cars, Alex reached her goal. Even after Alex passed away, the Scott family continued receiving letters with donations. They realized something: Alex had left a legacy. Her lemonade stand had started a movement.

And thanks to supporters like you, that movement keeps growing. Two decades later, ALSF has raised more than $300 million for kids fighting cancer with your help. More than 1,500 childhood cancer research projects across the U.S., Canada and Europe have been funded. Between 1997 and 2012, only one drug was approved by the FDA for childhood cancer, and between 2012 and 2022, 13 more drugs were approved. **More children with cancer are getting their cures.**

Your donations also helped establish the Childhood Cancer Data Lab, the first of its kind, to accelerate research, as well as programs that support families directly who are facing a childhood cancer diagnosis.

All of this is made possible because supporters like you believe a lemonade stand can cure childhood cancer, just as Alex did.

Russellville, AR, 2016

This year marks the 20th anniversary of Lemonade Days, the summer fundraising event when thousands hold lemonade stands at the same time across the country. You can register to host your stand any day in June and be part of the lemonade movement.

We want to find cures for all kids with cancer together. With your help, we think we can do it.

Register at LemonadeDays.org.

Impact Update: Over 20 Years of Research Yielding Incredible Cures for Kids

ALSF has funded over 1,500 research grants at institutions in the U.S., Canada, and Europe. In that time the Foundation's grant program has grown, adding new priorities and categories to stay ahead of discoveries and accelerate research. Here are a few of those researchers you've helped make advances towards cures for more kids.

An Early ALSF Grantee: Dr. Lia Gore (Phase I/II Infrastructure Grant, 2006)

In 2006, Dr. Lia Gore received one of the earliest ALSF grants to support the then-new Experimental Therapeutics Program at her hospital in Denver. The program sought to give patients with little hope and even fewer treatment options access to cutting-edge treatments. A case file for a 3-year-old girl with relapsed cancer crossed Dr. Gore's desk. The girl had exhausted both standard and experimental treatments. Her family was desperate. Dr. Gore enrolled the girl in a Phase I study. Two weeks later, she was in complete remission.

Today, the girl is grown up and about to graduate from UC Boulder. **"If this study weren't available, I firmly believe this young woman wouldn't be alive,"** said Dr. Gore.

Dr. Gore has continued as a pediatric oncologist, shifting her focus to developing programs, mentoring other oncologists, and collaborating on large-scale initiatives in the childhood cancer space.

"ALSF invested in me as a young investigator and a young program, and over time, that single pebble dropped in the water has spread out successively," said Dr. Gore.

Beating Leukemia in Africa: Dr. Terry Vik (Epidemiology Grant, 2012 & 2015)

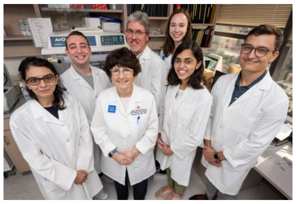
Dr. Terry Vik knew that leukemia existed in Kenya — but many kids died without ever being diagnosed. For those that were diagnosed, only 20% survived. Using a 2012 Epidemiology Grant from ALSF, Dr. Vik set out to change that reality by using information that was already available from blood smears that were taken to diagnose malaria. His team collected and analyzed nearly 40,000 slides from patients with possible malaria and found 549 of those could also have leukemia.

Then, Dr. Vik worked to train local technicians to help identify leukemia when kids came in for malaria testing. But the problem remained: kids had leukemia in Kenya and were not getting treatment. The team came up with a new plan: the launch of a virtual training program for pediatric healthcare workers at regional hospitals. Through these programs, healthcare workers can collaborate, learn, and work together to save kids' lives.

The result: **acute lymphoblastic leukemia cure rates in Kenya have increased to 50% and his team isn't stopping until kids in Kenya have the same cure rate of 90% that kids in the U.S. have.**

"The ALSF funds allowed us to teach the Kenyans that leukemia exists and can be diagnosed and treated early, making a difference in these children's lives," said Dr. Vik.

More ALSF Researchers Making a Difference Then & Now



Dr. Sharon Plon (Innovation Grant, 2006)

Dr. Plon will tell anyone who asks that her 2006 Innovation Grant was a big turning point in her research career. For kids with cancer, that grant was also a turning point — kicking off nearly two decades of Dr. Plon's work to study, understand, and identify genetic predisposition factors that drive cancer.

Dr. Jesse Berry (Reach Grant, 2023)

Dr. Jesse Berry works with kids who have retinoblastoma, a cancer of the eye. Doctors can't biopsy the eye, leaving them in the dark about best treatment methods. But that's all changed thanks to a new technology called liquid biopsy. Through her Reach Grant, Dr. Berry is using this method to improve diagnostics and identify more genetic drivers of this disease that could be targeted with precision medicine, meaning safer, less toxic treatments for kids.

Helping Kids Get Their **Cures**

Marcel

Then

Marcel was 2 years old when he started falling over and developing fevers. He became inconsolable until a trip to the emergency room made things clear: Marcel had acute lymphoblastic leukemia.

He received chemotherapy treatment and had a port placement at UCLA. Marcel found himself back and forth from the hospital quite often, and ALSF provided his family with gas cards to alleviate some of the stress of constant travel.

Now

Now, five years after his initial diagnosis, Marcel no longer needs his port because he is in remission! Today, he is soaring through elementary school.

> “Alex’s legacy lives in all the lives that each of us touches.” — Dr. Gore

Scarlett

Then

Scarlett was at her 4-month check-up when her pediatrician realized she had an enlarged liver. After bloodwork, ultrasounds and more testing, Scarlett was diagnosed with stage IV neuroblastoma.

She started chemotherapy treatments on a clinical trial. In 2021, she completed treatment, had her central line removed and rang the bell!

Now

Today, Scarlett is 4 years old and thriving at preschool! Scarlett is still monitored, but her mom says that if you didn’t know her history, you’d never realized the hardships she faced. Their family has also participated in The Million Mile and raised thousands to help other kids.

Malina

Then

Malina was a typical 1-year-old who loved to explore, until she suddenly stopped. An orthopedist suggested Malina get an MRI which revealed a mass on her spine – she had Ewing sarcoma.

She began chemotherapy and radiation as a toddler and started physical therapy to regain mobility. She enrolled in a clinical trial led by ALSF-funded researcher Dr. Glen Samuel to help identify potential recurrences for other kids fighting Ewing sarcoma.

Now

Malina has been off treatment for 9 years and is now 11 years old, excelling through each day!

Sweet **Supporters**

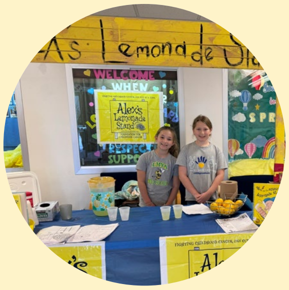
Helping Kids One Step at a Time

In March, 24-year-old John began a 5,000-mile trek across the U.S. on foot, all to support the children and families heavily impacted by childhood cancer. As he walks from Delaware to California, John is spreading awareness and collecting donations with every step. Good luck John!

Making (Fundraising) Money Moves

When Luke was diagnosed with neuroblastoma at 4 months old, his parents remember sharing the waiting room at the hospital with Alex and her parents. Luke had the opportunity to honor Alex during a dance marathon fundraiser for kids with cancer at his college, and danced the entire 46 hours!

Not Your Parents' Lemonade Stand



The kids in the Wescosville Community Service Club worked hard selling lemonade at their stand during parent-teacher conferences, spreading awareness and proving that anyone, anywhere, at any age can make a difference. This year, they raised $580 to help find cures for kids with cancer!

ALDI

- **Partner Since 2019**
- **6M+ raised to help kids fight cancer**
- **Recipient of the Alex Scott Crystal Cup at 2024 Lemon Ball**

five BELOW

- **Partner Since 2006**
- **10M+ raised to help kids fight cancer**
- **Hosts annual nationwide campaign from May to June in stores**

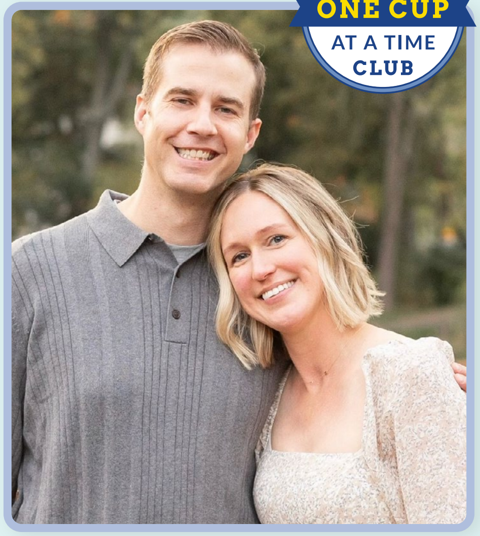
Northwestern Mutual

- **Partner Since 2012**
- **31M+ raised to help kids fight cancer**
- **Founding partner of The Crazy 8 Initiative, Data Lab and Young Investigator Summit**

Watch Your Donation Grow with One Cup

ONE CUP AT A TIME CLUB

> "Like many others, we have friends and family members who have either experienced childhood cancer themselves or had a child of their own battling cancer. For us, we decided to give monthly because it's a cause that deserves constant and perpetual support, not simply a one-off donation any time we happen to think about it. In this way, we feel like we're doing our small part in the fight against childhood cancer all the time.
>
> **—Mark and Lyndsey, One Cup Members since 2022**



Join now at **AlexsLemonade.org/One-Cup-Newsletter.**

ALSF

Alex's Lemonade Stand Foundation
3 Bala Plaza West
Suite 601
Bala Cynwyd, PA 19004

@AlexsLemonade