



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



Table of Contents

About ALSF.....	1
Your Impact	2
2022 Impact Report	3
Getting Involved	4-9
Lemon Tips	10-11
Exploring Your Fundraising Page	12-13
Tools	14
Letter of Support	14
Contact	15



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.



Your Impact



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



ALSF's National Impact for 2022

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.



Get involved... **High Schools and Universities**

Click each lemon to learn more!



START AN OFFICIAL LEMON CLUB

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.



GREEK LIFE

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



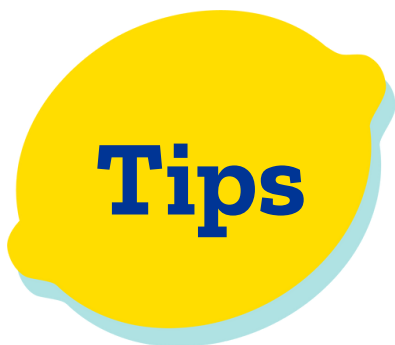
Making the Most of Your Fundraising Page

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.

Alex's Lemonade Stand
Foundation for Childhood Cancer™

STANDS AND EVENTS
Woodridge Elementary School 4th Grade Class
Page ID: E2825338

FEATURED HERO
Alexa Geyer
Alexa Geyer loves to paint and draw. She hates pizza. She is quiet and loves...
[Read more](#)

Organizer: Woodridge Elementary School

[JOIN](#) [DONATE](#) [Log in](#)

FUNDRAISER DETAILS

WHEN
Thursday, May 19, 2022 - 9:45am to
Friday, May 20, 2022 - 2:00pm

WHERE

Woodridge High School, Walsh Jesuit High School, State 8 Motorcycles, Northampton

Share this page [f](#) [t](#) [in](#) [✉](#) [PRINT A CUSTOM FLYER](#) [SHOW QR CODE >](#)

WES Grade 4 is holding our 4th annual fundraiser to help Alex's Lemonade Stand Foundation move one step closer to finding a cure for all children with cancer! You can join us by donating drink boxes or pouches. There will be a donation bin in the WES vestibule. You can also make a donation right to this page. 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! Thank

I'd like to donate to this event, on behalf of
- Select team member [v](#)
[DONATE](#)
To donate by check, please print and mail [this form](#).
Event ID: E2825338

Fundraising Goal **\$4,000**
Amount Raised **\$1,235**
\$1,235

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. Making a "wall post" is a great way to interact with your donors. Your donations will also appear here.



Add photos here!

The screenshot shows a fundraising page with a yellow background. At the top, there are tabs for 'All Posts', 'Donations', 'Members', 'Photos', and 'RSVPs'. Below the tabs is a text input field with the placeholder 'Want to add a comment? Make a donation or join the team!'. Underneath is a 'SHOW ONLY:' section with buttons for 'WALL POSTS', 'DONATIONS', 'MEMBERS', 'MILESTONES', and 'RSVPs'. The main content area displays a grid of donation cards and a milestone card. Each card shows the donor's name, the amount donated, and the date. The milestone card is blue and indicates that the goal of \$1000 has been reached.

Donor	Amount	Date
THE GRIFFIN FAMILY DONATED	\$50.00	1 month 3 days ago
ANONYMOUS DONATED	\$15.00	1 month 3 days ago
THE DANIEL FAMILY-KATRINA, JASON, ANTHONY, AND MAYA DONATED	\$20.00	1 month 4 days ago
N'ECOLE AST DONATED	\$25.00	1 month 4 days ago
ANONYMOUS DONATED	\$50.00	1 month 4 days ago
ALYALA FAMILY DONATED	\$50.00	1 month 4 days ago
WE REACHED	\$1000	1 month 4 days ago
THE REGEC'S DONATED	\$10.00	1 month 4 days ago
LIAM'S GRANDMA AND GRANDPA DONATED	\$25.00	1 month 4 days ago
(LIAM) ARRIDIOLA FAMILY DONATED	\$50.00	1 month 4 days ago
SEESE FAMILY DONATED	\$10.00	1 month 5 days ago
GREER FAMILY DONATED	\$25.00	1 month 4 days ago



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!

