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FACTS ABOUT ALEX'S LEMONADE STAND FOUNDATION

What is Alex's Lemonade Stand Foundation?

Alex's Lemonade Stand Foundation is a non-profit organization founded on the idea that individuals can make a difference in the fight against childhood cancer. The charity was created in 2000 by Alexandra Scott, a four-year-old cancer patient who wanted to raise money to find a cure for childhood cancer. Today, Alex's Lemonade Stand Foundation encourages individuals to host a local lemonade stand to raise money and support the fight against childhood cancer -- one cup at a time.

How did Alex's Lemonade Stand Foundation get started?

Alex's Lemonade Stand Foundation (ALSF) was started by Alexandra "Alex" Scott, a pediatric cancer patient. She opened her first annual lemonade stand at the age of four with high hopes of raising money for pediatric cancer, specifically research into a cure. She held an annual lemonade stand in her front yard and inspired others to donate money to her cause. After fighting her own battle with cancer for more than seven years, she died peacefully at home in August 2004. At the time of her death, she had raised more than \$900,000 for pediatric cancer research and, amazingly, was only eight-years-old. As of January 2006, ALSF has raised over \$5 million for childhood cancer research. Today, ALSF is led by Alex's parents, Liz and Jay Scott, who are continuing Alex's fight to find a cure for childhood cancer.

Whose idea was the lemonade stand?

The idea for the lemonade stand and to donate the proceeds to help doctors fight cancer was Alex's. She came up with the idea while in the hospital for a month just after her fourth birthday. She said she did not know how she thought of the idea but clearly knew why -- "because all kids want their tumors to go away."

How does Alex's Lemonade Stand Foundation raise money?

As the slogan says, Alex's Lemonade Stand Foundation is truly "fighting childhood cancer one cup at a time." Adults and children have been inspired by Alex's giving spirit -- in 2005 there were more than 3,500 Alex's Lemonade Stands hosted across the country. Alex's Lemonade Stands have been organized by a diverse group of devoted volunteers including inner city school children, senior centers, pre-school-aged children, a juvenile detention center, college students, and even a group of homeless people. The lesson that children and adults everywhere learn from holding their own lemonade stands is simple but powerful -- every person can make a difference in the world. The Lemonade Stand as a fundraiser brings charitable giving to communities and neighborhoods, making donating simple and rewarding for everyone. In addition, Alex's Lemonade Stand Foundation accepts donations online and through the mail. Together we are making a difference!

How does the money raised by Alex's Lemonade Stand Foundation help in the fight against childhood cancer?

Alex's Lemonade Stand Foundation has donated millions of dollars to pediatric cancer care centers across the country and is unique in its approach to providing grants. The Foundation's goal is to partner with the staff at leading research and treatment facilities around the country. Alex's Lemonade Stand Foundation works with these facilities to identify the specific ways in which the Foundation can make a difference for children who need new advances in treatments—and who need these options today, not tomorrow.

Alex's Lemonade Stand Foundation Grant Program is committed to eradicating childhood cancer through three types of grants:

- **Pediatric Oncology Translational Research Awards**—funding support personnel who speed up the process of enrolling children with cancer in clinical trials.
- **Innovation Awards**—provide critical and significant seed funding designed for experienced investigators with a novel and promising approach to finding causes and cures for childhood cancers.
- **Young Investigator Awards**—designed to fill the critical need for start up funds for new researchers and physicians to pursue promising research ideas.

What are the future plans for Alex's Lemonade Stand Foundation?

Alex's family plans to continue to raise funds and awareness for childhood cancer through Alex's Lemonade Stand Foundation. Alex's fundraising goal for 2004 was \$1 million for pediatric cancer research and she knew that her goal was within reach when she died. Plans to continue and expand Alex's Lemonade Stand Foundation include national "Lemonade Days" every year, as well as numerous other fundraising initiatives throughout the year, such as the partnership with Playtex® Gentle Glide® Tampons for the "Every Girl Can Make A Difference" campaign. Volunteers are already committed to hosting stands this year and Alex's Lemonade Stand Foundation is confident that the group will be successful in continuing Alex's legacy and raising millions more to find a cure for childhood cancer.

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