Taking a Stand for Hope
Dear friends and supporters,

We are proud to present you with Alex’s Lemonade Stand Foundation’s 2008 annual report. As annual reports do, this document will address the fiscal year that was 2008, as well as share the progress we have made over the past five years. We also feel it is extremely important to share some of the stories of our childhood cancer heroes that communicate just why we are here fighting so hard for the cures they so desperately need. ALSF is honored to be a major vehicle driving discovery in the battle against the number one disease killer of children under the age of 15 in the United States, and we couldn’t be here without your unwavering support.

Since Alex held her first lemonade stand in our front yard, we have been constantly amazed by the support of people across the country and the world. The year 2008 was no exception. Through the support of lemonade stand hosts, volunteers, donors and sponsors, Alex’s Lemonade Stand Foundation was able to fund 35 new pediatric cancer grants at leading hospitals and institutions across the country. Our 2008 grant cycle also included the addition of a research grant exploring the most common type of childhood cancer in Africa, Burkitt’s lymphoma. While this medical research is of utmost importance, we also recognize the various other struggles families go through while fighting this deadly disease, after all, it wasn’t so long ago that we were there ourselves. In that light, we continued our Nursing Grants program this past year, awarding much needed funds to nurses improving the quality of life and care of young cancer patients. We also introduced the Alex’s Lemonade Stand Travel Fund to lessen the financial burden on families whose children must travel to receive clinical trial treatment.

As a Foundation we have made amazing strides, but we also realize just how far we have to go. In 2008 we continued our dedication to the medical and nursing fields, while striving to become a better resource for families struggling to gain knowledge of the disease they are fighting. We are also working in tandem with other childhood cancer charities to find quicker inroads to better treatments and cures.

Please accept our deepest gratitude for all that you have done to help us as we continue the fight against childhood cancer. We have a long road ahead of us, but it brings us comfort to know that you are with us. On behalf of the more than 200,000 children that will be diagnosed with cancer this year worldwide, we thank you for your passion and commitment and ask for your continued support as we strive to do more to fulfill our mission.

Sincerely,

Liz and Jay Scott
Alex’s parents
Alexandra “Alex” Scott was diagnosed with neuroblastoma, a type of childhood cancer affecting the nervous system, before her first birthday. When she was 4-years-old, and had been fighting the cancer for more than half her life, she voiced a wish—to hold a lemonade stand to raise money for “her hospital.” What was deemed a simple idea would inspire a nation of volunteers to join Alex in the fight against childhood cancer. Alex’s move would profoundly impact others.

One family who felt the impact of what Alex started are the Mozers of Kansas City. Named Stand Hosts of the Year at the 2009 Lemon Ball, the Mozers have been touched by childhood cancer firsthand, and like Alex, decided to do something about it.

Mark and Cheryl Mozer first became involved with Alex’s Lemonade Stand Foundation after their youngest son Jacob underwent his own battle with cancer. After fighting an aggressive late stage cancer for a year, Jacob was diagnosed as no evidence of disease, but the Mozer’s knew their battle against childhood cancer was just beginning.

Grateful for their son’s recovery, Mark and Cheryl wanted to use their experience to help others. They became parent advocates, lobbied in Washington, and in 2004 answered a little girl’s call for help to raise $1 million for pediatric cancer. That little girl was Alexandra “Alex” Scott. The Mozers enlisted the help of their local Hy-Vee grocery store, held a lemonade stand, and raised $5,000 for Alex!

Encouraged by the positive response that first year, the Mozers would go on to expand their one lemonade stand to include all the Hy-Vee’s in the greater metro area of Kansas City. For the past 5 years, they have planned and coordinated this annual event, consistently holding the position of the #2 stand in the nation, second only to Alex’s “Original.” The total amount they have raised since first beginning the Kansas City Alex’s Lemonade Stands is an astonishing $315,000!

Though Mark and Cheryl and their family will take a step back from their duties as coordinators of the Kansas City area stands this year, they are in the process of forming a committee to continue the successful stands they have created. The Mozers will function as advisors to this committee and continue to host the original stand at their neighborhood Hy-Vee; one of many stands throughout the city. They plan to continue their work with childhood cancer advocacy for many years to come.

“Alex was smart. She developed a plan. She would sell lemonade from a lemonade stand.”

( Alex & The Amazing Lemonade Stand )

The Mozers: Kansas City, Missouri

STAND STATISTICS:
4,487
STANDS HELD IN 2008
$2,794,693
REVENUE FROM LEMONADE STANDS IN 2008
Keeping the money was not in her mind. She would give it to her hospital for the cure they might find. (Alex & The Amazing Lemonade Stand)
Alex was only 4-years-old when she held her first lemonade stand to fight childhood cancer. Taking advantage of a common childhood pastime, Alex created a unique fundraiser that was simple and fun for children of all ages. Thousands of children across the country have followed in Alex’s footsteps, setting up lemonade stands in their neighborhoods, enlisting the help of their friends and learning that they are never too young or old to start giving back.

Alex’s Lemonade Stands have been held by a diverse group of dedicated volunteers including large and small businesses, school children, senior centers, college students, families and more.

Getting involved one stand at a time: Jerdahn Campbell

During a family road trip during the summer of 2006, 6-year-old Jerdahn came upon the Alex’s Lemonade Stand Foundation book, appropriately entitled Alex and the Amazing Lemonade Stand. Jerdahn was inspired by the story of young Alex, most especially how Alex took a simple idea of hosting a lemonade stand to solve the huge problem of childhood cancer.

After reading the book to her family, Jerdahn decided she too would help Alex by joining the fight against childhood cancer. It wasn’t long until Jerdahn was hosting one lemonade stand after another, and inviting more and more friends to get involved. Over the course of the past three years, Jerdahn has raised over $1,000 for the Foundation, not to mention an immeasurable amount of awareness in the Houston area.

Jerdahn and her friends plan to continue holding lemonade stands, knowing that they are making a difference in the lives of other children around the country and the globe touched by childhood cancer.

“If more kids would help, wouldn’t it be great, we could have lemonade stands in every state.”

( Alex & The Amazing Lemonade Stand )
Alex's Lemonade Stand Foundation

“Many people had heard about Alex’s stand, about little Alex and her lemonade plan.”

{Alex & The Amazing Lemonade Stand}

Our son Henry was born on July 22, 2004 and was diagnosed with Anaplastic Medulloblastoma on October 13, 2007. He was 3-years-old at the time of diagnosis and courageously underwent his treatment over the ensuing 9 months at Johns Hopkins Medical Center. Henry had his tumor removed, had three cycles of traditional chemotherapy, two cycles of high dose chemotherapy with stem cell transplant and had full head and spine radiation over the course of six weeks.

Henry came through all of that with flying colors and was a normal boy enjoying life as a 4-year-old for three months before he relapsed. His relapse was gentle on him, allowing us very good days throughout the fall and winter. Early in 2009 however the tumor growth caught up with him very quickly. Our hero fell on February 25 in our family room at home surrounded by love.

We miss him terribly.

We love you Henry.

Written by: Bryan Scheck, Henry’s Father
Alex’s Lemonade Stand Foundation surpassed the $25 million mark

Travel Fund
Recognizing the financial burden that they often face, as well as the need for children to receive the best treatments available now, the Alex’s Lemonade Stand Travel Fund offers financial help to those traveling for clinical trials or experimental studies. Through the TD Charitable Foundation, TD Bank helped to launch the program with a $50,000 donation. Families traveling to hospitals and institutions that have received an Infrastructure Grant from the Foundation, which provide funding for support personnel who speed up the process of enrolling children with cancer in clinical trials, will be eligible.

“It is through the assistance of Alex’s Lemonade Stand Foundation that our son Elijah has been able to receive treatment at the Children’s Hospital of Philadelphia that is not available at our hospital in Arkansas,” said Dawn Talley, mother of childhood cancer patient Elijah. “After nearly 4 years of treatment, we reached the point where it was necessary to travel for a clinical trial and we found that most, if not all, of our resources had been exhausted. The Travel Fund allowed us to come to Philadelphia for this clinical trial, and we have already discovered its effectiveness. We are ever so grateful.”

Childhood Cancer Charity Summit
Alex’s Lemonade Stand Foundation hosted a Childhood Cancer Charity Summit on Monday, October 6, 2008. In an effort to unite childhood cancer research charities, ALSF invited organizations to Philadelphia for an open discussion of ways to band together to increase awareness and find better treatments and ultimately cures for the deadly disease. The conference also provided a forum to discuss challenges and successes while giving organizations the opportunity for information sharing and networking.

New AlexsLemonade.org
In November of 2008, ALSF launched the new AlexsLemonade.org. The redesigned website provides additional resources to children and their families touched by the disease, while also enabling visitors to register to hold lemonade stands, create online fundraising and events pages, search for stands and events, post photos and journals, and much more.

2009 EVENTS

March
2ND ANNUAL CHILDHOOD CANCER CHARITY SUMMIT

May
ALEX’S LEMONADE STAND FOUNDATION NATIONAL WALK-A-THON PROJECT

June
CBS TELETHON
LEMONADE DAYS
ALEX’S ORIGINAL LEMONADE STAND GREAT CHEFS EVENT

CHILDHOOD CANCER SYMPOSIUM

September
CHILDHOOD CANCER AWARENESS MONTH

October
RUN/WALK

2010 EVENTS

January 9th
THE LEMON BALL

June 11-13th
LEMONADE DAYS

June 16th
GREAT CHEFS EVENT
utilizing the funds raised through lemonade stands, events, sponsorships and donations, ALSF is able to work directly with doctors and researchers to identify specific ways the Foundation can make a difference for children in need of new advances in treatment. the Foundation uses a review process that includes 36 leading scientists from across the country.

Through this process, 2008 grant recipients were chosen at top research hospitals in Arizona, California, Delaware, Georgia, Illinois, Indiana, Maryland, Massachusetts, New York, Pennsylvania, Texas, Utah and Washington.

Nabil Ahmed (A Grantee, in their own words) I received a grant from Alex’s Lemonade Stand Foundation in 2006, when I had promising data that immune cells could be used against pediatric bone cancer. Thanks to the ALSF funding, we were able to continue to work on this project and the results have been very gratifying. By redirecting immune cells toward an antigen expressed on pediatric bone cancer cells but not on normal body tissues, immune cells can effectively kill bone cancer cells in the lab. We were able to show that they could even kill cancer “stem cells” that cause tumor recurrence and that by giving them to animals that had metastasis in the lungs, two thirds were cured.

Communicating these results to colleagues in cancer research was similarly gratifying: results were presented at a plenary session of the American Society of Pediatric Hematology and Oncology (ASPHO) and the International Society for Pediatric Oncology (SIOP), in addition to the pediatric mini-symposium of the American Association for Cancer Research (AACR).

the results were used to justify further funding and are now being reviewed as part of a project to the National Institutes of Health (NIH) “Cellular Immunotherapy for Pediatric Solid Tumors.” This project will target neuroblastoma, osteosarcoma, Ewing’s sarcoma and rhabdomyosarcoma; constituting the majority of pediatric solid tumors with the worst outcomes. Lastly, we recently were approved by the Recombinant DNA Advisory Committee (RAC) of the NIH for a clinical trial that will enroll children with advanced osteosarcoma. The support from Alex’s Lemonade Stand Foundation was key to helping us translate our promising preclinical findings from the bench to bedside.

Here are Alex’s Lemonade Stand Foundation we certainly love our lemonade stands, but we relish the opportunities to host other events throughout the year. Among the events that have become annual occurrences for ALSF:

Annual Gala Celebration The Lemon Ball, The Great Chefs Event, numerous golf outings, softball tournaments and more.

Here are Alex’s Lemonade Stand Foundation we certainly love our lemonade stands, but we relish the opportunities to host other events throughout the year. Among the events that have become annual occurrences for ALSF:

Annual Gala Celebration The Lemon Ball, The Great Chefs Event, numerous golf outings, softball tournaments and more.

Nabil Ahmed (A Grantee, in their own words) I received a grant from Alex’s Lemonade Stand Foundation in 2006, when I had promising data that immune cells could be used against pediatric bone cancer. Thanks to the ALSF funding, we were able to continue to work on this project and the results have been very gratifying. By redirecting immune cells toward an antigen expressed on pediatric bone cancer cells but not on normal body tissues, immune cells can effectively kill bone cancer cells in the lab. We were able to show that they could even kill cancer “stem cells” that cause tumor recurrence and that by giving them to animals that had metastasis in the lungs, two thirds were cured.

Communicating these results to colleagues in cancer research was similarly gratifying: results were presented at a plenary session of the American Society of Pediatric Hematology and Oncology (ASPHO) and the International Society for Pediatric Oncology (SIOP), in addition to the pediatric mini-symposium of the American Association for Cancer Research (AACR).

the results were used to justify further funding and are now being reviewed as part of a project to the National Institutes of Health (NIH) “Cellular Immunotherapy for Pediatric Solid Tumors.” This project will target neuroblastoma, osteosarcoma, Ewing’s sarcoma and rhabdomyosarcoma; constituting the majority of pediatric solid tumors with the worst outcomes. Lastly, we recently were approved by the Recombinant DNA Advisory Committee (RAC) of the NIH for a clinical trial that will enroll children with advanced osteosarcoma. The support from Alex’s Lemonade Stand Foundation was key to helping us translate our promising preclinical findings from the bench to bedside.

A Year of Gatherings

Here are Alex’s Lemonade Stand Foundation we certainly love our lemonade stands, but we relish the opportunities to host other events throughout the year. Among the events that have become annual occurrences for ALSF:

Annual Gala Celebration The Lemon Ball, The Great Chefs Event, numerous golf outings, softball tournaments and more.

Designing Danielle L. Burch

Financial Highlights

Statement of Activities
Year Ended December 31, 2008

Support and Revenue
Contributions and Grants $3,309,581
Contributions from Lemonade Stands 2,695,535
Gala special event (net) 462,360
License and royalties 459,153
Interest Income 216,362
Contributed services 147,038
Merchandise sales and other income 132,438
Total Support and Revenue $7,052,217

Expenses
Program services:
Pediatric cancer research $1,233,008
Public awareness and education 439,727
Total program services 1,672,735
Supporting services:
General and administrative 718,463
Fund-raising 257,267
Total Supporting Services 975,730
Total Expenses 7,648,465
Change in Net Assets $1,403,752

Statement of Financial Position
Year Ended December 31, 2008

Assets
Cash and cash equivalents $8,297,017
Investments 2,329,141
Accounts receivable 21,940
Prepaid expenses and Inventories 57,931
Leasehold improvements and equipment, net of accumulated depreciation of $36,470 27,897
Other assets, net of accumulated amortization of $9,722 87,499
Total Assets $11,361,425

Liabilities and Net Assets
Liabilities:
Accounts payable and accrued expenses $2,755
Grants payable 2,310,596
Deferred revenue 218,220
Total Liabilities 2,531,571
Net Assets:
Unrestricted 8,829,854
Temporarily restricted 87,499
Total Net Assets 8,829,854
Total Liabilities and Net Assets $11,361,425

Gross Revenue Totals

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$3,949,683</td>
</tr>
<tr>
<td>2006</td>
<td>$5,117,800</td>
</tr>
<tr>
<td>2007</td>
<td>$6,514,820</td>
</tr>
<tr>
<td>2008</td>
<td>$7,022,049</td>
</tr>
</tbody>
</table>

Yards in all 50 states and other countries including: India, Philippines, Taiwan, Canada, France, The UK, Japan & Mexico