When Life Hands You Lemons, Make A Difference.

ALEX’S LEMONADE STAND FOUNDATION
2009 ANNUAL REPORT
our focus:

help kids with cancer by finding a cure.
To our supporters:

We would like to start this annual report by simply saying thank you. Thank you for your continued support in the battle against childhood cancer, and for allowing us to continue our promise to all children and their families facing the disease – the promise of hope for a cure.

As evidenced by this 2009 Annual Report, the year was a great success. We were pleased to welcome new staff members, continue our relationships with volunteers around the country and world, fund research at leading hospitals and institutions, and garner the support of some famous faces. In addition, we expanded our signature events, prepared for a move, and most importantly continued to change the lives of kids with cancer everywhere.

While we were accomplishing all of these wonderful things, we also faced a somber moment in our history, 2009 marked 5 years since our daughter, and the foundation’s founder, Alex Scott, lost her life to cancer. We miss Alex everyday, and we know that there are thousands of parents out there faced with the same loss. We miss our daughter, but her legacy lives on through all of you, and it is in her memory, and in the memory of all children who have lost their lives to childhood cancer, that we commit ourselves to moving toward the day when childhood cancer cures become realities for all children. Thank you for allowing us to continue on this journey, and for joining us along the way.

We will let the annual report speak for itself, however, we also wanted to take this opportunity to express our gratitude to all of our volunteers, grant recipients, sponsors, and supporters in the United States and beyond for allowing us to continue Alex’s legacy of hope, one cup of lemonade at a time.

Sincerely,
Liz and Jay Scott
Alex’s parents
Lemonade, For A Cure

At the very core of Alex's Lemonade Stand Foundation are the stories of volunteers across the globe who have been inspired by the determination of one little girl to find a cure for all kids with cancer. Alexandra “Alex” Scott was diagnosed with childhood cancer prior to her first birthday, and by the time she was 4 had been battling the disease for nearly her entire life. That’s when Alex decided to do something about it and host lemonade stands to help “her doctors” on their way to finding a cure. Though as they say, the rest may be history, lemonade stands remain a major player in the childhood cancer world. Volunteers young and old, of all financial situations, backgrounds and locations are continuing what Alex started, and each and every one of them inspire us on a daily basis.
Similar to Alex Scott, PJ Bartos’ ambition to help others started at a young age. When he was just three years old, he started to ask his parents if he could hold a lemonade stand to help the “sick kids on TV.” Wanting to support his charitable efforts, his parents allowed PJ to pull out a cooler from time to time and load it with cups, napkins and pitchers from the pantry and serve lemonade to the family. However, things would change when the Bartos family purchased a bottle of Alex’s Lemonade while on vacation. When they learned about Alex’s Lemonade Stand Foundation, the family considered it a sign that they should finally give in and honor PJ’s request. PJ held his very first lemonade stand, along with his sister Gracie, and several volunteers from the community on Presidents Day 2009. He experienced immense success raising over $1,000 on the hot Arizona day, only bolstering his determination to hold more stands in the future. He recently told his parents that he wanted to raise $50,000 by the time he graduates from high school. If his first effort is any indication of things to come, he should have no problem reaching his goal.

“I really want to help kids with cancer.”

- PJ Bartos
Age 6
Why We Are Here

Over 12,000 children in the United States are diagnosed with childhood cancer each year. Over 200,000 worldwide meet the same fate. Alex's Lemonade Stand Foundation’s creator Alex Scott, was only one of the thousands of children who face cancer before they learn how to walk or talk. We believe that all children touched by cancer are heroes. They are the reason the foundation exists, and it is for them alone that we continue to fight.

Traveling Toward A Cure

What if there was a treatment available to save your child's life, but you couldn't get to it? This is not only a question, but a reality for some families whose children battle cancer. Often times the hospital in closest proximity doesn't have the treatments necessary, and families need to travel across the state, or even country to get to a hospital that does. Alex's Lemonade Stand Foundation recognizes this fact, even Alex and her family had to travel from Connecticut to Philadelphia to receive treatment. In response, the foundation created a Travel Fund to help families who face the need to travel for their child’s treatment. With initial success, the program was expanded in 2009 to include more hospitals and institutions across the country.

A True Hero

Karli Costley is the baby of a busy family of 7! She is known to everyone she meets by her big baby-blue eyes. How ironic that the very thing about her that would grab your attention is the very thing that would threaten her life. On August 28, 2008, Karli was diagnosed with retinoblastoma. The doctors recommended that she have her left eye removed completely in order to have the greatest chance for complete cure.

Instead, Karli participated in a clinical trial where chemotherapy is infused directly into the eye via a femoral artery catheter. Though given a very slim chance of the treatment working, Karli had nothing but dead tumor debris remaining in the eye afterward. In addition, Karli had a near miraculous reattachment of the retina (spontaneously) and has regained vision in her eye. Though the next few months of visits were uneventful, in July of 2009, more seeding was noted and a radiation plaque was placed in her eye. This was deemed successful on her next visit.

Currently, Karli has kept both of her eyes and has excellent vision in her right eye and can identify objects with her left!

Ella Ruiz

Ella Ruiz is a two-year old little girl who was born with Downs Syndrome. She was diagnosed with leukemia in April 2009 and has been receiving treatment at Doernbecher Children’s Hospital in Portland, Oregon. Ever since diagnosis, Ella’s family has been struggling with the ramifications of her disease and subsequent treatments. Her father earns a modest income and her mother was already on unpaid leave from work, having just given birth to twin boys within the same month.

Lodging became an issue for the family as they live three hours away from the hospital. The distance and costs would be far too great for the family to sustain. Additionally, Ella’s immune system was compromised due to treatment and she could not be around many people. Her twin brothers were born prematurely and required special care as well. Unable to travel back home due to financial and medical concerns, the family requested assistance with lodging from Alex’s Lemonade Stand Foundation. Through the Travel Fund, the foundation was able to provide a room at a nearby hotel on three separate occasions. This gave the family a place to stay during and in between treatment, and also allowed Ella to recover in an isolated area.
As children and their families face childhood cancer head on, it is important for them to know that they are not alone. Through treatment and beyond, they may seek answers, or yearn to share their experience with others who have also faced childhood cancer. In June of 2009, Alex’s Lemonade Stand Foundation held the First Annual Childhood Cancer Symposium to provide the opportunity for families of childhood cancer fighters to come together. The free event, consisting of both general and breakout sessions, was designed to be an educational resource for these families. They had the opportunity to learn about issues and topics of treatment and beyond, while meeting other families in a group setting. Registration was free and open to all touched by childhood cancer, including patients and their siblings.

Sue Levine, mother of Max Levine

I signed up for the Alex’s Lemonade Stand Foundation Childhood Cancer Symposium with some trepidation. After all, I no longer had a child in treatment, as my son Max had died in April of 2008, after a six and a half year battle. What could I possibly learn at such an event?

As it turns out…I learned quite a lot. The speakers were truly wonderful and offered a lot of important information and support. The discussions were lively, and for me, empowering. It had been a long time since I was someplace where there were other parents dealing with the issues that I had dealt with for so long. It was the first time I was with other parents who had lost their children to cancer. I learned that a lot of what I had been feeling was normal and that the difficult situations that I still encounter were faced by other parents too. Guided by some terrific professionals, we shared our experiences and talked about what worked and what didn’t. Even during lunch, we were able to share our stories with one another.

It was a day well-spent with wonderful people and outstanding professionals who were able to guide us through the unique situations faced by parents of children with cancer. I am very thankful to ALSF for planning and executing such a wonderful event. I look forward to next year’s symposium!

The 2010 Childhood Cancer Symposium was held on Saturday, June 26, 2010.
When Alexandra “Alex” Scott first began fundraising for childhood cancer, her goal was to help “her doctors” to find cures for all childhood cancer. Her original fundraising idea remains at the heart of Alex’s Lemonade Stand Foundation today.

The ALSF Medical Research Grants Program continued in 2009 with the awarding of 33 grants to researchers at 22 hospitals and institutions in the United States. In the four short years of awarding medical grants, breakthroughs have already been seen, and many are on the horizon.

Iannis Aifantis, PhD

CCR7 signaling as an essential regulator of CNS infiltration in T-cell leukemia.

What on earth does that mean? To most people, nothing, but to the researchers at NYU School of Medicine and for T-cell leukemia patients around the world it means new hope in combating the disease.

T-cell acute lymphoblastic leukemia (T-ALL) is a blood cancer afflicting mainly children and adolescents. It occurs when too many blood stem cells turn into white blood cells in the bone marrow or blood stream and crowd out the red blood cells, platelets and the healthy white blood cells. The overly produced white blood cells (leukemic cells) are not able to fight infection, and spread quickly through the blood stream to organs and solid tissues where they create tumors.

Of the 90% of patients with T-ALL that go into remission one third of them will relapse. Because of the high potential for additional tumors forming, specifically in the Central Nervous System (CNS) and the brain, patients are given preemptive chemotherapy injections in the CNS during their initial treatment. These are poorly tolerated by most and can have lasting side effects such as secondary tumors and permanent cognitive and developmental issues.

If we take a step back, we realize these kids essentially are getting additional chemotherapy drugs that could lead to other tumors and brain damage in hopes of preventing T-ALL from spreading to the brain or CNS during a relapse. This area is tricky to treat so at this point the extra drugs during the initial treatment are necessary in case of a relapse, but we know there must be a better way and we are working on it.

My team at NYU School of Medicine has discovered that the protein CCR7, which normally acts as a magnet to white blood cells, attracts them to sites of infections or injury. In leukemia these cells proliferate out of control causing the disease. CCR7 is responsible for leukemic cells breaking through the inner layers of the membrane which protects the brain and spine and into cerebrospinal fluid.

If we turn CCR7 off, the diseased cells will not go into the brain under any circumstances. This could decrease the risk for kids battling T-ALL of developing a secondary tumor in their brain or CNS as well as save them from extra chemotherapy and the long term effects that accompany it.

Funding from ALSF was one of the best things that happened to me personally and to the research that takes place in the lab. ALSF supported and funded a study that identified a receptor protein that is responsible for the entry of leukemia cells into the Central Nervous System of patients. This work has tremendous clinical potential as it could open new therapeutic avenues in pediatric acute lymphoblastic leukemia patients that leave with the fear of relapse into The CNS.
In 2009, Alex’s Lemonade Stand Foundation announced the addition of a new award to the Medical Research Grants program, appropriately entitled the “A” Award. The award for young researchers, is the foundation’s largest grant designed to jumpstart the careers of young scientists in the pediatric oncology field. Initially, ALSF had planned to award one “A” Award in 2009, but with such promising applicants, instead awarded three. Believing that young researchers are integral components of finding new treatments and cures in the childhood cancer world, and by providing support, these investigators will utilize their talents toward pediatric oncology. The recipients of the inaugural “A” Awards are:

**Rami Aquilan, PhD**

of The Ohio State University who will investigate osteosarcoma.

**Donald Parsons, MD, PhD**

of Baylor College of Medicine who will examine pediatric gliomas.

**Todd Druley, MD, PhD**

of Washington University who will explore acute lymphoblastic leukemia (ALL).
As we move toward better treatments and ultimately cures for childhood cancer, medical research is vitally important. However, of equal importance is the quality of care and life of children and their families as they face cancer now. Alex’s Lemonade Stand Foundation’s Nurse Researcher Grant Program looks to the expertise of nurses, who have a unique view into the everyday lives of patients, for ways in which quality of life can be improved.

The Meaning of Adolescents’ Eating Experiences During Bone Marrow Transplant Recovery

Bone marrow transplant (BMT) is an aggressive treatment for children with cancer, which can lead to significant and long term side-effects. The high doses of chemotherapy or radiation therapy required before BMT can cause multiple gastrointestinal (GI) side-effects which can lead to poor eating behaviors following the transplant. In order to fully recover from the BMT, nourishment becomes a critical component for these growing bodies.

Cheryl Rodgers and her team at Baylor College of Medicine know firsthand that eating difficulties do not automatically resolve themselves when a patient is released from the hospital. Their research examined the eating experiences of patients in the first 100 days after a BMT, specifically what strategies patients employ to help them eat and how it impacts their quality of life. What they found went beyond loss of appetite; they found that triggers such as smells, sounds, and sight of foods and combining food with medications could lead to significant nausea and poor eating habits. One adolescent stated “...if I’m already nauseous and I smell something, I can’t do anything, I have to throw up right there.” Some patients said that food tasted differently, it was sour or contained no taste at all, while others couldn’t eat off silverware because it made the food taste like metal. An adolescent described “...you couldn’t even drink Gatorade because it was just like blah...just liquid going down your mouth.” Others shared that being forced to eat or seeing large portions of food on their plate would make it difficult to eat.

Many of the patients stumbled upon strategies to help them eat better, while others employed tactics from growing up. Strategies like eating off plastic silverware, avoiding nausea triggers, utilizing favorite foods, and adding condiments to enhance flavor were proven to help. The return of eating provided adolescents with a sense of normalcy with less medical care and being able to stay out of the hospital. One adolescent described “...even though it’s (eating) not the easiest road, it’s the best road to being back to your normal life.”

The team’s project not only sought to improve the quality of life of these patients, but it allowed a venue where the patients could share their story and personal insights. The ultimate goal of the research was to educate nurses and patients on making preemptive choices that can have a positive influence on the eating experiences and recovery after BMT.
Since inception Alex’s Lemonade Stand Foundation has raised more than $30 million, enabling the Foundation to award over 125 research grants to investigators across the country. Listed below are the 2009 Grant Recipients:

**INNOVATION AWARDS 2009**

Children’s Hospital of Boston, Boston, MA.
**Investigating the role of lin-28 in germ cell tumorigenesis.**
**Dr. George Daley**

Cincinnati Children’s Hospital Medical Center, Cincinnati, OH. **Epigenetic manipulation of leukemia.**
**Dr. H. Leighton Grimes**

Duke University, Durham, NC. **Metabolic control of p53 activation in T-ALL.**
**Dr. Jeffrey Rathmell**

Duke University, Durham, NC. **Modeling anaplastic medulloblastoma using cerebellar stem cells.**
**Dr. Robert Wechsler-Reya**

Georgetown University, Washington, DC. **Targeted regulation of acetylation as novel therapy for Ewing’s sarcoma.**
**Dr. Jeffrey Toretsky**

Huntsman Cancer Institute, Salt Lake City, UT. **Molecular diagnostic, prognostic, and therapeutic approaches toward Ewing’s sarcoma.**
**Dr. Stephen Lessnick**

Memorial Sloan-Kettering Cancer Center, New York, NY. **Linking mitogenic sonic hedgehog signaling to the oncogene TAp1 in neural stem/progenitor cells and medulloblastoma.**
**Dr. Anna Kenney**

The Children’s Hospital of Philadelphia, Philadelphia, PA. **Pharmacogenomics of childhood AML susceptibility and treatment response.**
**Dr. Richard Aplenc**

The Children’s Hospital of Philadelphia, Philadelphia, PA. **BH3 profiling to define therapy resistance classes in medulloblastoma.**
**Dr. Michael Hogarty**

University of Rochester, Rochester, NY. **Adaptation of acute lymphoblastic leukemia (ALL) to the post-transplant allogeneic environment.**
**Dr. Craig Mullen**

Vanderbilt University Medical Center, Nashville, TN. **Targeting wnt in synovial sarcoma models.**
**Dr. Josiane Eid**

**PROGRAM INFRASTRUCTURE AWARDS 2009**

Children’s Hospital of Denver, Aurora, CO. **Expanding access to new agents for children with refractory cancers: the experimental therapeutics program at Children’s Hospital of Colorado.**
**Dr. Lia Gore**

Dana-Farber Cancer Institute, Boston, MA. **Development of a childhood leukemia translational research program.**
**Dr. Lewis Silverman**

The Children’s Hospital of Philadelphia, Philadelphia, PA. **Biology-based clinical trials for children with cancer.**
**Dr. Rochelle Bagatell**

Vanderbilt University Medical Center, Nashville, TN. **Pediatric oncology translational research program.**
**Dr. James Whitlock**

**YOUNG INVESTIGATOR AWARDS 2009**

Cancer Research Center of Hawaii, Honolulu, HI. **DFMO-based combination therapy for the treatment of advanced stage neuroblastoma.**
**Dr. Dana-Lynn Koomoa**

Children’s Mercy, Kansas City, MO. **MLL-based chromosomal translocations in the pathogenesis of childhood leukemia.**
**Dr. Erin Guest**

Children’s National Medical Center, Washington, DC. **Immune stimulatory antigen loaded particles (ISAPS) for the treatment of solid childhood tumors.**
**Dr. Craig Miles**

Dana-Farber Cancer Institute, Boston, MA. **Identification of proteins interacting with ALK in neuroblastoma.**
**Dr. Rani George**

Fred Hutchinson Cancer Research Center, Seattle, WA. **Aberrant DNA methylation in Ewing’s sarcoma.**
**Dr. Scott Borinstein**

Huntsman Cancer Institute, Salt Lake City, UT. **GSTM4, a novel target for treating Ewing’s sarcoma.**
**Dr. Wen Luo**

Massachusetts General Hospital, Boston, MA. **Identification of FDA approved drugs with anti-tumor activity in rhabdomyosarcoma.**
**Dr. David Langenau**

The Johns Hopkins University School of Medicine, Baltimore, MD. **Exploring a novel immunotherapy: cooperation of endogenous CD8+ t-cells and exogenous, allogeneic CD4+ t-cells.**
**Dr. Heather Symons**

University of California San Francisco, San Francisco, CA. **Optimising EGFR targeted therapy in pediatric malignant glioma.**
**Dr. Theodore Nicolaides**

Dr. Wen Luo

**NURSING GRANTS 2009**

Children’s Hospital of Los Angeles, Los Angeles, CA. **Central Venous Catheter related bloodstream infections in pediatric cancer.**
**Rita Seola**

Children’s Hospital of Los Angeles, Los Angeles, CA. **Neuronal damage, neurocognitive losses and quality of life following high-dose chemotherapy in children with brain tumors.**
**Mary Nelson**

University of Arizona, Tucson, AZ. **Effects of CNS Treatment on Hippocampus.**
**Ki Moore**

University of California San Francisco, San Francisco, CA. **Pilot study of the feasibility and acceptability of an interactive computerized symptom assessment tool to assess the disease and treatment-related symptoms experienced by children with cancer.**
**Tina Baggott**

**A” AWARD RECEPIENTS 2009**

Washington University, St. Louis, MO. **Identifying Rare Genetic Variants Involved in High Risk Pediatric Leukemia Via Pooled Sequencing.**
**Dr. Todd Druley**

Baylor College of Medicine, Houston, TX. **Genetic Analysis of Pediatric Gliomas.**
**Dr. Donald Parsons**

The Ohio State University, Columbus, OH. **WWOX as a Signal Mediator in Pediatric Osteosarcoma.**
**Dr. Rami Aqilane**

**2009 GRANT STATISTICS:**

33 **NEW GRANTS AWARDED**

$5 million **TOTAL GIVEN TO NEW GRANTS**

17 states represented

13 types of childhood cancer

26 institutions
Along with lemonade stands, Alex’s Lemonade Stand Foundation utilizes several signature events to raise funds and awareness in the battle against childhood cancer. Among these special events: a gala celebration, an evening of fantastic fare, and for the first time in 2009, a 5K!

The Lemon Ball

The Lemon Ball is an evening of cocktails, dinner, raffles, silent and live auctions and entertainment bringing together supporters of childhood cancer causes. Only in its third year, the gala celebration has already crossed the $1 million raised mark. In 2009, The Lemon Ball honored the Owners and Trainer of thoroughbred racing champion Afleet Alex, who garnered national attention for the Foundation during the 2005 Triple Crown Series. In addition, Gail Apfel, Alex’s former Principal was named Foundation Volunteer of the Year; while the Mozer Family of Kansas City, were named Stand Hosts of the Year.

2010 Special Events

January
The Lemon Ball

April
Nurse Researcher Workshop

June
Running of the Monk 5K
Annual CBS3 Telethon
Lemonade Days
Alex’s “Original” Lemonade Stand
The Great Chefs Event
Childhood Cancer Symposium

September
Childhood Cancer Awareness Month

November
The Lemon Run
The Great Chefs Event

In an effort to cook for childhood cancer cures, over twenty world-class chefs came together in the City of Brotherly Love for the Fourth Annual Great Chefs Event to benefit Alex’s Lemonade Stand Foundation for Childhood Cancer. The event, hosted at Osteria restaurant, welcomed chefs from all corners of the country and Italy to cook for over 500 attendees. Known as an event featuring small plates for big appetites, the evening featured Tom Colicchio, renowned chef and head judge on Bravo’s Top Chef; as well as Michael Symon of The Food Network.

The Lemon Run

Alex’s Lemonade Stand Foundation hosted its first annual Lemon Run at Ridley Creek State Park in Media, Pennsylvania on October 25, 2009. The event included a 5K Run, 2 Mile Family Fun Walk, and Kids’ Race. Over 1,000 participants came out to the event, and nearly 100 virtual participants ran in their neighborhoods across the country, raising over $60,000!

The foundation will continue the Lemon Run in 2010 and will add another 5K to its repertoire, taking over hosting duties of The Running of the Monk, on June 4, 2010.
# Financial Highlights

## STATEMENT OF ACTIVITIES

**Year Ended December 31, 2009**

### Support and Revenue

- Contributions and Grants: $3,647,356
- Contributions from Lemonade Stands: 2,223,567
- Gala special event (net): 414,067
- License and royalties: 439,508
- Interest income: 126,699
- Merchandise sales and other income: 104,431
- Contributed services: 102,704

**Total Support and Revenue**: $7,058,332

### Expenses

#### Program services:
- Pediatric cancer research: $4,438,776
- Public awareness and education: 648,845

**Total program services**: 5,087,621

#### Supporting services:
- General and administrative: 817,245
- Fund-raising: 286,262

**Total supporting services**: 1,103,507

**Total Expenses**: $6,191,128

**Change in Net Assets**: $867,104

## STATEMENT OF FINANCIAL POSITION

**Year Ended December 31, 2009**

### Assets

- Cash and cash equivalents: $6,876,806
- Investments: 2,818,635
- Accounts receivable: 86,541
- Prepaid expenses and Inventories: 76,441
- Leasehold improvements and equipment, net of accumulated depreciation of $27,275: 42,473
- Other assets, net of accumulated amortization of $30,727: 82,101

**Total Assets**: $9,982,997

### Liabilities and Net Assets

#### Liabilities
- Accounts payable and accrued expenses: $41,534
- Deferred revenue: 244,405

**Total Liabilities**: 285,939

#### Net Assets
- Unrestricted: 9,610,033
- Temporarily restricted: 87,025

**Total Net Assets**: 9,697,058

**Total Liabilities and Net Assets**: $9,982,997

## GROSS REVENUE TOTALS

- 2005: $3,949,683
- 2006: $5,117,800
- 2007: $6,514,820
- 2008: $7,022,049
- 2009: $7,058,332

## TOTAL NUMBER OF LEMONADE STANDS

- 2005: 2,800
- 2006: 3,013
- 2007: 3,703
- 2008: 4,487
- 2009: 5,736
Board of Directors 2009

Mary Austen
President and CEO of Tierney Communications

Stephen Cohn (Board Treasurer)
Co-President Sage Financial Group

Vic Doolan
Former President of BMW North America and of Volvo Cars of North America

Erin Flynn-Blair
Chief Operations Officer of Jewish Vocational Services

Lewis I. Gantman
Executive Vice President, Beverage Distribution Center, Inc.

Jocelyn Hillman (Board Secretary)
Parent Advocate

Gavin R. Kerr (Board Vice Chair)
President and CEO, Inglis Foundation

Billy King
Former President and General Manager of The Philadelphia 76ers

Catherine Murphy
Managing Director of the Berwind Family Office

Jeremy Nowak (Board Chair)
President and CEO of The Reinvestment Fund

Jim Rudolph
CEO of Rita’s Water Ice Franchise Corporation

Jay Scott
Alex’s Father, Executive Director of Alex’s Lemonade Stand Foundation

Liz Scott
Alex’s Mother, VP of Development of Alex’s Lemonade Stand Foundation

Corrine Sylvia
Certified Fundraising Executive (CFRE), President of Corrine Sylvia & Associates
As we end this annual report, we thought it would be fitting to share the faces of our many heroes. They are the reason we are here, and the reason we will keep fighting until cures are found.