

Welcome to ALSF

Inside you'll find

INFORMATION ABOUT ALEX'S LEMONADE STAND FOUNDATION, INCLUDING:

Family Services

How to Get Involved

ALSF-funded Research Initiatives

AT AGE 4, ALEXANDRA "ALEX" SCOTT, a young cancer patient, announced that she wanted to hold a lemonade stand to raise money to help find cures for all children with cancer. Through annual lemonade stands and support from thousands of people inspired by her spirit and determination, she was able to raise \$1 million before passing away at the age of 8 from cancer. Alex's Lemonade Stand Foundation (ALSF) carries on her vision of curing childhood cancers and is one of the leading funders of pediatric cancer research in the U.S. and Canada today. In addition, ALSF is committed to helping families and their communities cope with a childhood cancer diagnosis.

At ALSF, we believe every child diagnosed with cancer is a Hero and their siblings are SuperSibs. We welcome you and your family into our community.



Meet Luca

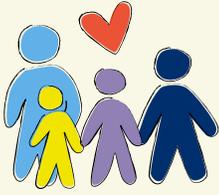


Luca is an active 11 year old who loves playing with his friends and swimming, but it wasn't that long ago that his parents weren't sure he would be able to walk ever again. At just over 1 year old, doctors diagnosed Luca with ependyoblastoma, a rare and aggressive brain tumor. Luca's prognosis grew worse throughout radiation and multiple surgeries, but he finished treatment in January 2010 and started to recover and thrive. Six years later, doctors discovered a new mass in his brain they had to remove. Miraculously it wasn't cancerous, and Luca didn't require any further treatment. Now he's back to being a regular kid, making his family laugh and supporting other children going through a cancer fight however possible!

AlexsLemonade.org
866-333-1213



Family Services



Alex's Lemonade Stand Foundation is committed to providing support and resources to families to help navigate through challenges and make the days a little easier. Go to **ALSFFamilyServices.org** to learn about all the programs ALSF has to offer.

Travel For Care

- Recognizing the financial burden that families often face during treatment, Travel For Care offers lodging and transportation assistance to families who meet eligibility criteria.
- Travel For Care applications must be submitted by a social worker or another member of the oncology healthcare team.



SuperSibs



ALSF recognizes that childhood cancer affects the whole family, not only the child who receives the diagnosis. SuperSibs is dedicated to comforting, encouraging, and empowering siblings at any stage of their family's battle against childhood cancer, so these children and teens can face the future with courage and hope.

- Our **Comfort and Care** mailing program offers age-appropriate mailings over a two-year period that include coping skills and encouragement for siblings. Parents will receive a special toolkit that provides support and guidance. Resources for extended family, friends, and school professionals are also available.
- **SibSpot** is a section of the ALSF website that includes activities, words of support, and resources for siblings. The website is divided into age-appropriate sections. For younger kids, adult assistance is recommended, but we encourage you to sit with your older kids to talk about the activities as well.
- The **SuperSib Ambassador** program offers siblings of children with cancer an opportunity to share their stories and experiences with other kids, families, ALSF supporters, and even researchers. The program allows siblings to pick their own level of involvement which can range from speaking at events to visiting schools in their community (which usually include creative and fun lemonade stands).

How to sign up for Family Services programs

Travel For Care applications can be accessed by your child's social worker on our online portal.

Access applications and requests for other programs on our secure online portal at **ALSFapps.force.com!** Here, you will be able to:

- Submit applications for multiple programs
- Track the status of submitted applications
- Communicate securely and directly with Family Services staff about specific applications

Family Services

Treatment Journal

- This hardcover organizer helps parents keep track of important information during your child's treatment such as appointments, medications, travel and copay expenses, symptoms and side effects, labs and scans, and much more. It is available in both English and Spanish translations. You can request a free copy online.



School Support

- A childhood cancer diagnosis can be difficult for teachers, administrators, and families to manage in a school setting. ALSF is committed to giving support and encouragement for school professionals to address the needs of the school community.
- Request a free copy of the ALSF School Guide: Supporting Families and Classmates Affected by Childhood Cancer in e-book or softcover book, and download other materials.



Talking to Kids About Cancer

- Talking to kids about cancer can be intimidating and confusing. ALSF can help make those conversations easier with facts and talking points available online.

Head to ALSFFamilyServices.org to see these and more resources. Contact the Family Services team with any questions at FamilyServices@AlexsLemonade.org.



Meet Audrey & Liliana

Audrey and Liliana are best friends, each other's biggest supporters and, most importantly, sisters. Their bond has only strengthened since 6-year-old Audrey was diagnosed with chronic myeloid leukemia. Despite being just one year older, Liliana has been her younger sister's protector throughout all this. She even taught Audrey how to take her medicine. Their family can't wait to see Audrey's special spark return once she beats this disease.

“ We just need to help fix my sister's bad blood! She is my best friend. ”

– Liliana

Read more stories at
AlexsLemonade.org/Stories

Get Involved!



You can contribute to innovative and groundbreaking research projects and honor your Hero by getting involved with fundraising efforts. These opportunities are also a great way for those in your family and community to support the fight against childhood cancer! Learn about these and more ways to fundraise with ALSF by going to AlexsLemonade.org/Campaign/Childhood-Cancer-Families. You can even request that your donation supports a specific type of cancer.

Hold a Stand

- Register your lemonade stand or another fundraising event on our website to create an online fundraising page. When you register, you will receive a fundraising kit to help you plan your event. We will also connect you with a coach at ALSF who can give you guidance when planning your event.

Lemonade Days

- Lemonade Days is held each year in June, the same time of year when ALSF Founder, Alex Scott held her annual lemonade stand. ALSF supporters, including childhood cancer families, carry on this tradition by holding thousands of lemonade stands across the country.



Hero Emma, at her stand

The Million Mile

- One month, one million miles, one cause: this global, virtual event takes place during the whole month of September, Childhood Cancer Awareness Month. It brings together supporters to collectively run, walk, and ride one million miles to raise money and awareness for childhood cancer. Gather your family, community, or schools to create a team!



Team Lemon member, Jorene Batali, who participated in the Dopey Challenge

Team Lemon

- Team Lemon is ALSF's charity running team. Whether you take one of our charity race slots or use the "Bring Your Own" Bib option, you'll get a bright yellow Team Lemon t-shirt and push yourself, while fighting childhood cancer.

One Cup at a Time Club

- One Cup at a Time is a monthly-giving program designed to make donating easy and impactful for kids fighting cancer. One Cup members receive exclusive ALSF updates demonstrating their impact and other membership benefits!

Special Events

- ALSF hosts athletic, culinary, and other incredible events across the country to raise money for childhood cancer. Families have the opportunity to fundraise, attend, or volunteer for events.



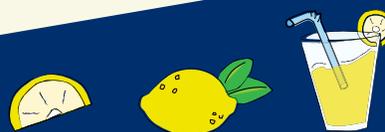
L.A. Loves Alex's



The Lemon Run

Hero Funds

- Families have the option of creating a Hero Fund in honor of their child. These funds can support general pediatric cancer research or a specific type of cancer, designated by the hero family. Families can fundraise through a variety of events of their choosing and donate directly to their Hero Fund. When a family sets up a Hero Fund, they are connected with an ALSF staff member who will guide them through the process.
- Email TakeAStand@AlexsLemonade.org if you're interested in learning more!



Share Your Experiences



As a family affected by childhood cancer, you know firsthand the importance of raising awareness and funding new treatments. Go to **ALSFFamilyServices.org** and be a part of the national movement to fight childhood cancer, one cup at a time!



Becoming an advocate for the fight against childhood cancer can be an empowering experience. Sharing your story is an opportunity to honor your Hero and SuperSib and connect with other families. Stories of family experiences inspire researchers to find better treatments and motivate businesses or individuals to contribute to the cause. Learn about more ways to get involved:

Share Hero and SuperSib Stories

- These stories are featured on the ALSF website for researchers, supporters, and other families to learn more about the impact of childhood cancer.

Participate in My Childhood Cancer: Survey Series

- Complete a series of surveys that aim to understand the short- and long-term impact of childhood cancer on your family.

Be an ALSF Ambassador

- You can represent the Foundation by speaking at events, schools, or other fundraisers within your community.



Shameeza shares her son King's story

Join our Hero Family Facebook Group

- Connect with families across the country through our private Facebook group.
- Search for ALSF Hero Families on Facebook and request to join.



Childhood Cancer Hero Family - The Matz's

CONNECT WITH ALSF ON SOCIAL MEDIA!

Don't forget to tag us when you share posts about your Hero's and SuperSibs' milestones and how you stay involved with ALSF!



Where the Money Goes

Research and Initiatives ALSF is Funding



ALSF has many grant programs and cutting-edge initiatives designed to advance its mission to find cures and help families. Go to AlexsLemonade.org/Where-Money-Goes to learn more.

Grant Programs

- ALSF funds research every step of the way – from early stage innovative research all the way through to lifesaving clinical trials for kids with cancer. ALSF awards grants in three core program areas: Early Career Research, Accelerator Programs, and Quality of Life and Care. Projects are carefully selected by ALSF’s Scientific Advisory Board, vetting applications to look for those that are likely to play a part in bringing the latest and most promising lifesaving treatments to children with hard to cure cancers.

Charity Partners

If you’re thinking about starting your own foundation to honor your Hero, consider partnering with ALSF. Together, we can fund the most impactful childhood cancer research in the country.

- ALSF funds projects in all childhood cancers at all stages of research – from the lab bench to the child’s bedside. We send you projects to review based on the type of research you’re interested in funding.
- Once projects are selected, ALSF works with you to put together press releases, keep you updated on project progress, and offer invitations to exclusive ALSF meetings and events.
- To learn more about the ALSF Charity Partners program, reach out to the Development Team at DevelopmentTeam@AlexsLemonade.org.

Childhood Cancer Data Lab

- The Childhood Cancer Data Lab (CCDL) is an initiative through ALSF that will impact childhood cancer research around the globe. The CCDL launched a website, refine.bio, which collects all publicly available childhood cancer data in one convenient location. Researchers across the world are able to efficiently access and analyze this data to identify common patterns. The CCDL is also harnessing machine learning with the hope that its insights can lead to more targeted treatments. This is the first big data lab of its kind dedicated to childhood cancer.

Crazy 8 Initiative

- In the spirit of growing collaboration between the brightest minds in childhood cancer research across the world, ALSF has launched the Crazy 8 Initiative with the purpose of detailing roadmaps for cures for specific, hard-to-treat childhood cancers and pressing topics within the childhood cancer community.
- ALSF announced a \$25 million commitment to the Crazy 8 initiative to solve eight critical areas. They are: neuroblastoma, embryonal brain cancers, high-grade gliomas, fusion-positive sarcomas, fusion-negative sarcomas, leukemia, big data and acceleration of clinical trials in pediatric cancer. Each of these solutions would represent a significant impact in the field of childhood cancer.

Meet Taylor

Taylor was just 11 when she was diagnosed with osteosarcoma. Thankfully, after nine months of chemotherapy and a surgery, Taylor was declared cancer-free. Then, she relapsed 18 months later. By the third relapse, her family was desperate for a cure. That’s when her parents discovered an ALSF-funded clinical trial at Texas Children’s Hospital. After enrolling, this novel treatment made Taylor cancer-free and able to pursue her goal of becoming a pediatric oncology nurse. See her whole story at AlexsLemonade.org/Taylor



Contact
FamilyServices@AlexsLemonade.org
with any additional questions.